

“Future of Healthcare”

International student/business cocreation to create new customer-centric business

Background: The scope of sustainability challenges goes beyond traditional national and sectoral boundaries. In order to address the global implications of these challenges, it is essential to have cross-industry and cross-border collaboration on a global scale. This collaboration is necessary to develop innovative business models and to gain knowledge from partners who possess complementary expertise. Effective transnational collaboration requires Attitudinal, Behavioral, and Cognitive (ABC) competences, which involve having the motivation to learn from others, the ability to recognize patterns from different industries or cultures, and the skill to collaborate effectively with individuals from diverse backgrounds. To cultivate these competences, we are developing challenge-based learning programs to explore and adopt new practices for open innovation and sustainable venturing initiatives. These activities are part of the Erasmus-plus program "Challenge-4-Impact" (C4I), a follow-up of Scale-up-4-Sustainability (S4S).

Educational objectives: (1) to develop creative thinking, (2) to innovate and test new business models; (3) cross-industry multidisciplinary collaboration; (4) to develop and implement sustainable healthcare solutions in an international context.

Elements: (1) ideation: problem & solution; (2) validation & feasibility; (3) pitching.

Support activities: (1) virtual co-innovation tools; (2) skills trainings; (3) coaching co-innovation teams; (4) monitoring progress.

Educational forms: experiential learning in teams, interactive workshops.

For whom? Master students / 3rd year Bachelor students who want to improve their knowledge and skills regarding sustainable co-innovation or business model innovation.

Duration: 10-week (parttime) in the period Sept.- Dec. 2023.

Participants from: Belgium, Germany, Israel, Indonesia, Japan, The Netherlands, Sweden and the USA.

More information:

- Challenge 4 Impact: www.challenge4impact.eu
- Scale-up 4 Sustainability: www.scaleup4sustainability.eu
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