

# DESIGN IT FOR THE BETTER

## OCTOBER 2 - NOVEMBER 11, 2023



Enable a sustainable future through  
co-creation with others



# Enable a sustainable future through co-creation with others

## WHAT IS DESIGN IT FOR THE BETTER?

The Design IT for the Better applies Design Thinking and Innovation practices in the field of Entrepreneurship. With an emphasis on entrepreneurial ideas which support sustainable development goals.

Participants in the 4 weeks course, will have the unique opportunity to explore sustainable innovation and business-related models. To collaborate creatively, think about new technologies and apply design thinking techniques to come up with entrepreneurial solutions, for specific problems or challenges they would like to help solve in the world. During four weeks, distinguished lecturers from different countries will tutor and coach students from around the world in an intensive on-line study program. Participating students can earn 5 ECTS in the Design IT for the better. The learning process, is a combination of online tutoring, self study, coaching and practical assignments. The assignments allow individuals to develop their own thinking through co-creation with others, as well as develop their own capabilities and self-reflection.

The Design IT for the better program is a collaboration between the Hogeschool van Amsterdam (HvA), The Netherlands, the Karel de Grote University College (KdG), Belgium, the Hochschule der Medien (HdM) Stuttgart, Germany, FOI Croatia, Jönköping University Sweden, Metropolia Finland.







“The creative adult is the child who survived.”

- Ursula Le Guin





# THE PROGRAM IN A NUTSHELL



## THE COURSE

### PRE-WORK

Introductory assignments to be completed before the kick off session.

### ONLINE COURSE (3 WEEKS)

The program kicks off with an Ideation phase in relation to entrepreneurial innovation. Participants will generate ideas and pitch them at a market for ideas.

Participants will form multidisciplinary international teams and develop their innovation project each week, applying the principles of Design Thinking. Teams learn how to define and clarify their problem – solution fit in relation to their target audience. How to develop prototyping practices to validate their problem – solution analysis, and how to pitch their ideas with impact .

There will be a focus on sustainable innovation and how to connect to bigger goals. Teams will explore how to position their ideas in a viable business model. Develop a systematic approach to problem solving, via User-centered Problem Solving, Creative Ideation, Innovative Business Modelling and Design Thinking techniques.

### FINAL WEEK IN AMSTERDAM

In the final week all International participants will meet in Amsterdam.

During a week full of interactive and social activities you will learn with one another in the environment of the international and multicultural city of Amsterdam. At the end of this week all teams will present their results, i.e. their sustainable and inclusive innovation concepts.

# OVERVIEW: OCTOBER 5 - NOVEMBER 11, 2023

## YOUR ROADMAP – EARN 5 ECTS

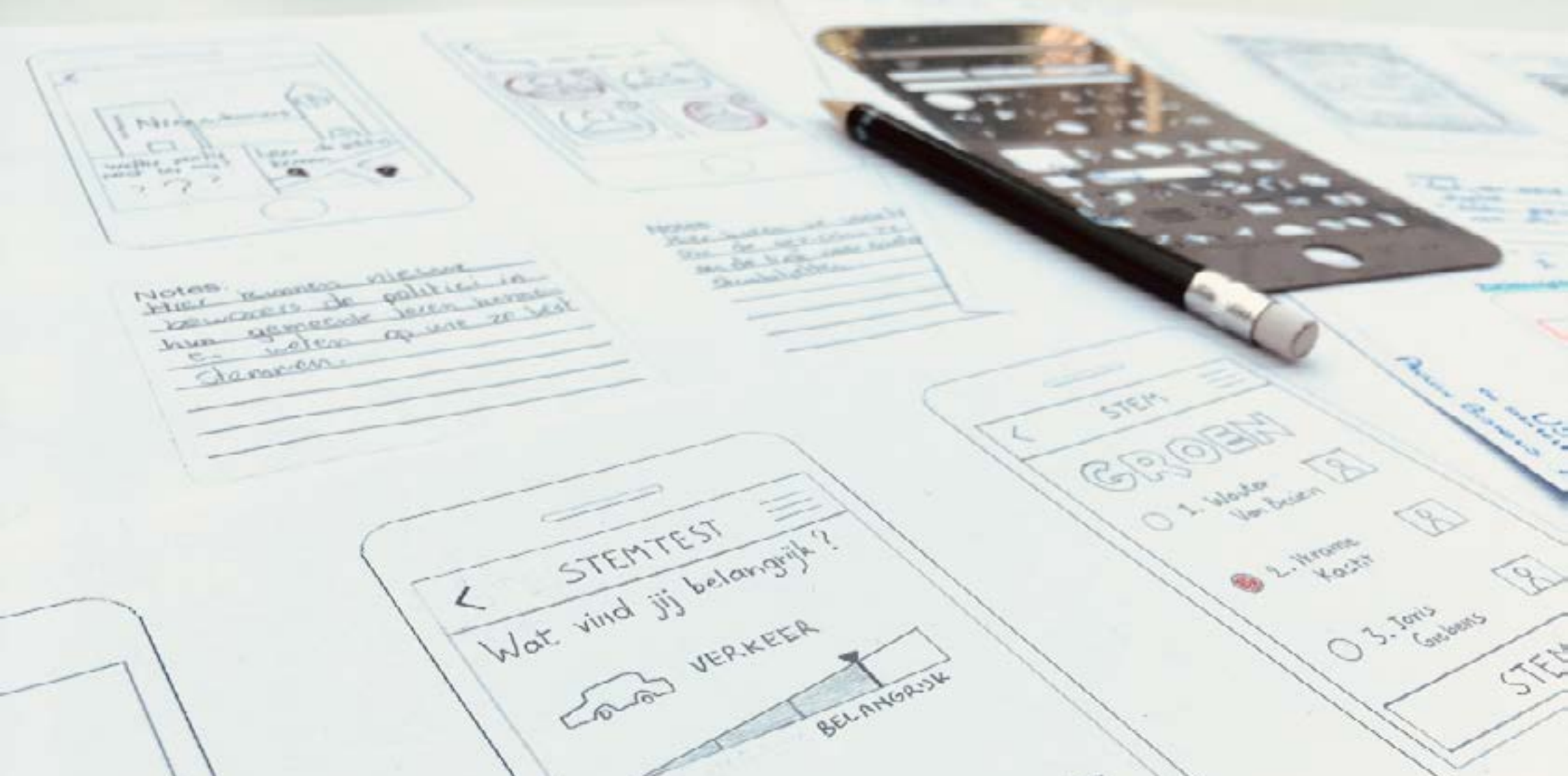
### 3 WEEKLY ONLINE SESSIONS

	Week 0	Week 1 2-5 Oct	Week 2 9-12 Oct	Week 3 16-19 Oct	Week 4 5-11 Nov	Week 5 13-17 Nov
Tutoring 20:00 (CET) Monday/Tuesday		Kick off & Teams	Value Proposition	ISolutions		
Coaching 20:00 (CET) Thursday		Peer feedback	Peer feedback	Peer feedback		
Assignments	Who Am I Profile Your Brand Problem	Rethink the sustainable problem	Business model	Solutions		Reflection assignment

### ONE FINAL FULL WEEK IN AMSTERDAM

Sun 5 Nov	Mon 6 Nov	Tue 7 Nov	Wed 8 Nov	Thu 9 Nov	Fri 10 Nov	Sat 11 Nov
Arrival day Check in Hostel	Welcome HVA Campus tour	Workshop Prototyping	Makerslab	Workshop Perfect Pitch	Team Presentations	MOCO Museum (Optional)
City walk and canal cruise	Workshop Culture & Pancake Party	Social activity	Makerslab	Work on your presentation	Network drinks After Party	Travel home

\* This is an global overview and will be extended and updated.



“Inspiration exists, but it has to find you working.”

- Pablo Picasso



# MAKING NEW FRIENDS, AND SHARING EXPERTISE

# EXPANDING HORIZONS

## INTERNATIONAL CONTEXT

The course is designed to provide international networking opportunities for students using online creative collaboration tools. Building global learning networks will create long term value for those joining the program. The course is organized by partner schools from Germany, The Netherlands, Belgium, Croatia and Sweden.

The aim is to create a group of 40 participants with different nationalities, educational backgrounds, and expertise. Half of this group will be students from other universities, so the group will also consist of participants from other (over-seas) countries.

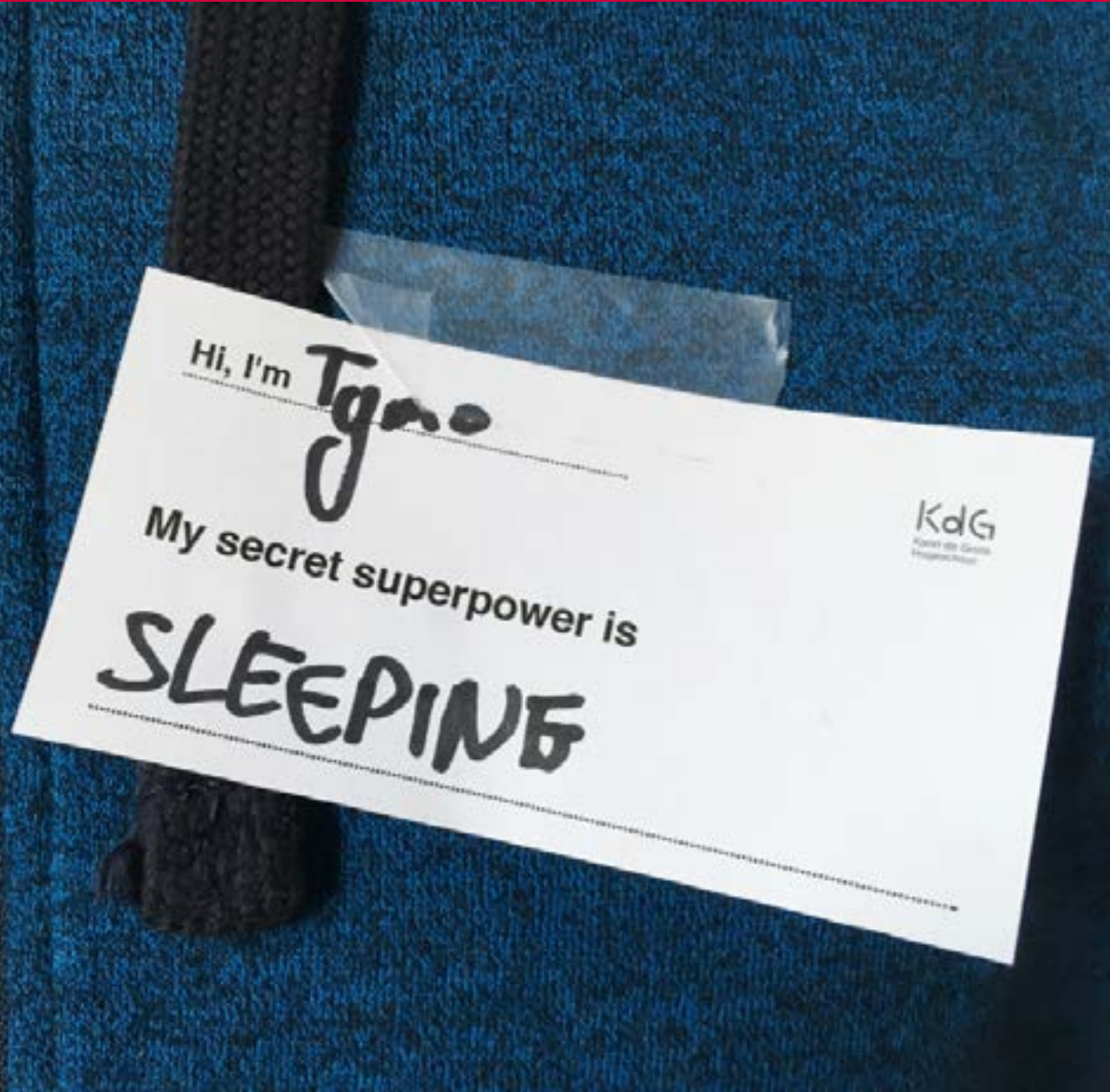
At HdM, HVA, KdG, FOI and Jönköping University we believe that a good intercultural mix and a good representation of the world's ecosystem is key to making meaningful innovation happen. Applications are treated on a first come first serve basis. If you would like to take part in this program, please do not hesitate to apply for your spot.

## REMOTE BUT REAL INTENSE COLLABORATION

This course is held in the form of an e-course because we want to give every student worldwide the opportunity to attend an experience with other international students.

## MAKING NEW FRIENDS GLOBALLY BY CO-CREATING AND SHARING EXPERTISE

The final week will then be held in Amsterdam, where all the participants will be able to meet up in real life and present their ideas to the group.



# WHAT ABOUT THE PRICE, AND HOW MANY ECTS DO I GET?



## COSTS & EARNINGS

### WHAT ARE THE COSTS?

International students have to pay for their own travel and accommodation.

International students need to make their own reservations at the Stayokay Hostel Amsterdam Vondelpark. Use the COUPON CODE "HVAGLOBAL" on your booking on the booking form. Prices for a Bed in 4/6 person shared room including breakfast are around 250/280 euros for 6 days (from Su Oct 23th to Sa Oct 29th). You might be entitled to a short-term mobility grant from Erasmus. Contact your own international office on his

### HOW MANY CREDITS CAN I EARN?

Students can earn 5 credits for attendance, participation and assignments on the Next-Level Program.

Mandatory Attendance for weekly sessions, which includes being fully present by video. Use of a webcam is required to fully participate with others (networking, co-creating, collaborating on assignments).



# WHO IS ELIGIBLE, AND HOW DO I ENROLL



# HOW TO SIGN UP

## WHO CAN TAKE PART?

Design IT for the better is open to Bachelor students from all subject areas.

## HOW TO APPLY?

HvA students can apply via e-mail by sending a Letter of motivation by 15 Sep 2023 to [international.it@hva.nl](mailto:international.it@hva.nl)

KdG students can apply via the KdG enrollment tool by 15 September 2023

## QUESTIONS?

All relevant information on the program can be found on the website <https://design-it-for-the-better.com/> For further questions, please contact HvA International Office at HvA, [international.it@hva.nl](mailto:international.it@hva.nl).