

## Applying Circular Economy in Product Innovation

22-07-2024 – 26-07-2024

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Saturday and Sunday, 20 and 21 July 2024		
Time	Activity	Description
12:00-18:00	Key pick up	You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.

Monday, 22-07		
Time	Activity	Description
9:00-9:30	Welcome and Campus tour	
9:30-12:30	Welcome session	Meet & Greet and course introduction
11:45-12:30	<ul style="list-style-type: none"> <li>• Building Culture</li> <li>• Theoretical baseline</li> <li>• Selecting the product to work on</li> </ul>	
12:30-13:30	Lunch**	
13:30-14:30		
14:30-17:00		

Tuesday, 23-07		
Time	Activity	Description
9:00-12:30	<ul style="list-style-type: none"> <li>• Analysis of existing product</li> <li>• Selection of entry points for innovation</li> </ul>	
12:30-13:30	Lunch**	
13:30-17:00		

Wednesday, 24-07		
Time	Activity	Description
9:00-12:30	<ul style="list-style-type: none"> <li>• First redesign, including evolution of impact</li> <li>• Peer evaluation (with coaches and work field designers)</li> </ul>	
10:45-12:30		
12:30-13:30	Lunch**	
13:30-16:30		

Thursday, 25-07		
Time	Activity	Description
9.00-10:30	<ul style="list-style-type: none"> <li>• Finishing your design</li> <li>• Finishing the evaluation of impact + final report + final expo</li> </ul>	
10:45-12:30		

For more information about the Social Programme, please visit the [Utrecht Summer School website!](#)

12:30-13:30	Lunch**	
13:30-16:30		

Friday, 26-07		
Time	Activity	Description
9:00-10:30	<ul style="list-style-type: none"> <li>• Final expo</li> <li>• Deep reflections</li> </ul>	
10:45-12:30		
12:30-13:30	Lunch**	
13:30-14:30	Feedback per team	Presentations
14:30-17:00	Saying goodbye	Drinks at The Basket??

\*Please note: Students must bring/cover their own lunch

The lunch times in the programme can vary, these times are just an indication.