

PARTICIPANT'S GUIDE

BLENDED INTENSIVE PROGRAMME

DIGITAL INNOVATION & ENTREPRENEURSHIP

JUNE 22 - 26, 2026

UNIVERSITÉ CÔTE D'AZUR
CAMPUS SAINT JEAN D'ANGÉLY
5 RUE DU 22ÈME BCA 06300 NICE FRANCE.

Organisers:



Event Patrons:



Official Label:



ABOUT THIS EVENT

Welcome to the BIP - Digital Innovation & Entrepreneurship. As part of International Digital Week 2026, Université Côte d'Azur is hosting a Blended Intensive Programme (BIP) focused on the role of digital innovation in driving entrepreneurial thinking and fostering new economic opportunities.

In this BIP, you will examine how higher education institutions can support start-ups, promote innovation ecosystems, and collaborate with industry stakeholders. You will analyse digital tools, methodologies, and best practices that empower students, researchers, and innovators to transform ideas into impactful solutions.



PROGRAMME OVERVIEW

MONDAY- JUNE 22

9:30 - 10:00	Arrival & Registration
10:00 - 10:15	Welcome Address (Vincent Vandewalle (EFELIA/ Univ. Côte d'Azur)
	Digital Transformation and Course Interoperability in International Higher Education (Ida Velthoven, EUF)
10:15 - 11:15	Navigating digital transformation and internationalisation in a world of uncertainty Giorgio Marinoni & Trine Jensen (International Association of Universities - IAU)
	Driving digital transformation in HE: from building digital and AI capabilities to getting the 'blend' right and ensuring digital equity (Sarah Knight, JISC)
11:15 - 11:30	<i>Group Photo & Coffee break</i>
11:30 - 12:00	EdTech Companies Pitch Session
12:00 - 13:00	Poster Session Track 1
13:00 - 14:30	<i>Lunch break</i>
14:30 - 15:30	Round table: Universities as Engines of Digital Entrepreneurship and Future Skills for a Global Workforce
15:30 - 16:00	<i>Coffee break</i>
16:00 - 17:00	Round table: AI-Powered Education: Global Opportunities, Societal Risks, & Ethical Implications
17:00 - 18:00	Networking cocktail

TUESDAY - JUNE 23

10:00 - 11:30	Integrating AI Into Entrepreneurship Education In Practice - Part 1 (Julia Reinhard, Haaga Helia University of Applied Sciences)
11:30 - 12:00	EdTech Salon
12:00 - 13:00	Integrating AI Into Entrepreneurship Education In Practice - Part 2 (Julia Reinhard, Haaga Helia University of Applied Sciences)
13:00 - 14:00	<i>Lunch break</i>
14:00 - 15:00	AMIFIT: Competence for SMES (Jochen Dickel, Fachhochschule des Mittelstands - FHM)
15:00 - 16:00	From Campus Innovation to Startup Growth: Lessons from Five European Ecosystems (Apostolos Altiparmakis, Syncnify)

WEDNESDAY - JUNE 24

10:00 - 11:00	Poster Session Track 2
11:00 - 12:00	Poster Session Track 3
12:00 - 14:00	<i>Lunch break</i>
14:00 - 18:00	Africa Session (Event in French)

THURSDAY - JUNE 25

10:00 - 11:30	From Ideas to Impact: AI and Living Labs in Higher Education (Namrata Sethi, Haaga Helia University of Applied Sciences)
11:30 - 13:00	The 2040 leap: Reimagining higher education through digital innovation (Katja Wirenius, Haaga Helia University of Applied Sciences)
13:00 - 14:00	<i>Lunch break</i>
14:00 - 15:00	From San Diego to Tbilisi, ToT to Ecosystem Change: Digitally-Enabled Entrepreneurship Education Reform Through a Transatlantic University Partnership (Ketevan Darakhvelidze & Avtandil Mgebrishvili, Ilia State University)
15:00 - 16:00	Digital tools for entrepreneurship and Challenge-based learning and innovation ecosystems (Jeisson Higuera & Juan Luis Blanco Guzman, Universidad de Sevilla)

FRIDAY - JUNE 26

10:00 - 12:30	Closure Session - IDW Evaluation & LinkedIn Group
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JUNE 22 - MONDAY

09:30 - 10:00 ARRIVAL & REGISTRATION

10:00 - 10:15

WELCOME ADDRESS

Location | Amphitheatre 2

Host | Vincent Vandewalle (École française de l'Intelligence Artificielle (EFELIA) /Univ. Côte d'Azur)

10:15 - 11:15

KEYNOTE SPEAKERS

Location | Amphitheatre 2

Digital Transformation and Course Interoperability in International Higher Education

Speaker | Ida Velthoven, *Policy and Research Officer at the European University Foundation (EUF)*

Navigating digital transformation and internationalisation in a world of uncertainty

Speakers | Giorgio Marinoni, *Manager of Higher Education and internationalisation at the International Association of Universities (IAU)* & Trine Jensen, *Manager of Higher Education and Digital Transformation, International Association of Universities (IAU)*

Driving digital transformation in HE: from building digital and AI capabilities to getting the 'blend' right and ensuring digital equity

Speaker | Sarah Knight, *Director of Digital Transformation in Higher Education, JISC*

11:15 - 11:30 GROUP PHOTO & COFFEE BREAK

11:30 - 12:00

EDTECH COMPANIES PITCH SESSION

Location | Amphitheatre 2

- Duolingo English Test
- AroundLink
- E-cole
- Verifdiploma
- ReadSpeaker
- Agel Partners
- RapidMooc

JUNE 22 - MONDAY

12:00 - 13:00

POSTER SESSION “DIGITAL TRANSFORMATION IN EDUCATION” (TRACK 1)

Location | Amphitheatre 2

- Immersive Tools to encourage the acquisition of Intercultural Communication competence (ICC)
Zoé Mallamaci (Université Côte d’Azur)
- Strategic Foresight and systemic reconfiguration
Soltani Souhila (ENS d’Oran), Bouchra Aboura (Université d’Oran 2)
- Development of mobile applications for language learning and teaching
Zrinka Vukojevic (Faculty of Teacher Education University of Zagreb)
- SDLEARN: educational chatbot for ESPRIT
Hiba Maalaoui (ESPRIT School of Engineering)
- An integrated IOT and AI-driven framework for smart campus management
Thi Ngoc Canh Doan (University of Danang), Le Anh Minh Nguyen (Singapore Institute of Technology), Thanh Ha Nguyen (University of Danang)

13:00 - 14:30 LUNCH BREAK

JUNE 22 - MONDAY

14:30 - 15:30

ROUND TABLE "UNIVERSITIES AS ENGINES OF DIGITAL ENTREPRENEURSHIP AND FUTURE SKILLS FOR A GLOBAL WORKFORCE"

Location | Amphitheatre 2

Panellists | Jeisson Higuera (University of Seville), Juan Luis Blanco Guzman (University of Sevilla), Simon Petit (AroundLink)

Moderator | Julia Reinhard, *Innovation Hub Manager at Haaga Helia University of Applied Sciences*

This round table explores how universities can act as global hubs for digital entrepreneurship by developing cross-campus incubators that connect students worldwide and support digital-first startups with international reach. It will also address the challenges student entrepreneurs face while highlighting how institutions can foster collaboration, innovation, and global readiness.

15:30 16:00 GROUP PHOTO & COFFEE BREAK

16:00 - 17:00

ROUND TABLE "AI-POWERED EDUCATION: GLOBAL OPPORTUNITIES, SOCIETAL RISKS, AND ETHICAL IMPLICATIONS"

Location | Amphitheatre 2

Panellists | Lyuba Stafyeyeva (MCI | The Entrepreneurial School®), Masha Kostromitina (Duolingo English Test), Nishtha Bharti (University of Oxford), H el ene Durantou (MBS School of Business), Sally Ott Lacoste (Verifdiploma)

Moderator | Apostolos Altiparmakis, *Project Manager and Co-founder of Syncnify*

This round table examines how AI is reshaping global student competitiveness and redefining the skills needed to succeed in an interconnected world. It will explore the balance between innovation and equity, questioning who benefits first from AI-driven education and who risks being left behind. The discussion will also address government readiness and the need for cross-border standards to ensure the responsible, inclusive, and coordinated use of AI in education.

17:00 - 18:00 NETWORKING COCKTAIL

JUNE 23 - TUESDAY

10:30 - 11:30

INTEGRATING AI INTO ENTREPRENEURSHIP EDUCATION IN PRACTICE (PART 1)

Facilitator | Julia Reinhard, *Innovation hub Manager at Haaga Helia University of Applied Sciences*

Location | Room 202

In this interactive workshop, participants will co-create digital innovation concepts to strengthen entrepreneurship education in higher education institutions. Using a structured co-creation process, they will tackle real challenges, generate bold ideas, and shape them into actionable solutions. Along the way, participants will learn practical service design methods and facilitation techniques. These can be directly applied to design and run innovation processes in their own institutions.

11:30 - 12:00

EDTECH SALON

Location | Hall St. Jean d'Angely

Explore innovative tools, share practices, and discuss the impact of emerging technologies on teaching and learning.

12:00 - 13:00

INTEGRATING AI INTO ENTREPRENEURSHIP EDUCATION IN PRACTICE (PART 2)

Location | Room 202

Facilitator | Julia Reinhard, *Innovation hub Manager at Haaga Helia University of Applied Sciences*

This workshop is a continuation of Part 1

13:00 - 14:00 LUNCH BREAK

14:00 - 15:00

AMIFIT.EU: AI LITERACY FOR SMES

Location | Room 202

Facilitator | Jochen Dickel, *Scientific Director at Fachhochschule des Mittelstands (FHM)*

This workshop explores how to develop AI literacy for non-technical staff in production and administration. It presents a competence-based model combining practical training, e-learning, and team-based approaches. Participants will examine challenges and opportunities in fostering AI skills beyond technical roles. The session supports confident, reflective, and context-sensitive use of AI in everyday work.

15:00 - 16:00

FROM CAMPUS INNOVATION TO STARTUP GROWTH: LESSONS FROM FIVE EUROPEAN ECOSYSTEMS

Location | Room 202

Facilitator | Apostolos Altiparmakis, *Project Manager and Co-founder of Syncnify*

This presentation explores how ideas can evolve into scalable startups through the experience of the EU-funded SeedFund project, with examples from France, Poland, Bulgaria, Spain, Greece, and Cyprus. It highlights the role of seed funding, hackathons, mentoring, and university support in helping students and young founders move from experimentation to validation and investment readiness.

JUNE 24 - WEDNESDAY

10:00 - 11:00

POSTER SESSION “DIGITAL INNOVATION & ENTREPRENEURSHIP” (TRACK 2)

Location | Amphitheatre 2

- European cooperation for a fair digital future
Apostolos Altiparmakis (Sincnify)
- How to add positive emotions to educational media?
Katja Wirenius, Pia Kiikeri (Haaga Helia University of Applied Sciences)
- Innovative methods of competence-based assessment in certification
Lyuba Stafyeyeva (MCI | The Entrepreneurial School®)
- Am I FIT? Improve your AI skills!
Jochen Dickel (FHM University of Applied Sciences)
- Unlocking innovation: AUA technology transfer journey
Knar Khachatryan (American University of Armenia)

11:00 - 12:00

POSTER SESSION “INTERNATIONALISATION FOR SOCIETY” (TRACK 3)

Location | Amphitheatre 2

- Strengthening internationalization for administrative and service staff
Elena Estañ Arellano, Merche Gimeno Rico (University CEU Cardenal Herrera)
- International academic & scientific collaboration : a catalyst for the internationalisation of local knowledge systems in the age of AI
Fatiha Kaïd; Ibtissam Touhami (Ecole normale supérieure d'Oran - ENS Oran)
- Internationalization with purpose: global engagement for local impact
Tea Gergedava (Tbilisi State University - TSU)
- Seed to lead : from student potential to African impact
Aicha Ourami (University Mohammed VI Polytechnic)
- Internationalization at Yerevan State University
Lia Evoyan (Yerevan State University)

JUNE 24 - WEDNESDAY

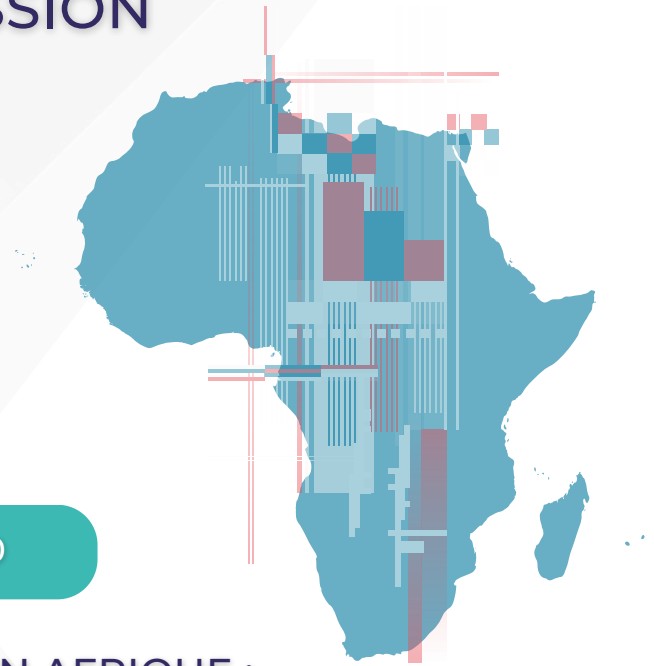
12:00 - 14:00 LUNCH BREAK

AFRICA SESSION

OPTIONAL

Language: French

Location | Amphitheatre O. St. Jean d'Angely.



14:00 - 16:30

LA TRANSFORMATION NUMÉRIQUE EN AFRIQUE :
ENJEUX, PERSPECTIVES ET PISTES DE COLLABORATION
EU-AFRIQUE

16:30 - 16:40 COFFEE BREAK

16:40 - 18:00

JEUNESSE, ENGAGEMENT CITOYEN ET ENJEUX NUMÉRIQUE

JUNE 25 - THURSDAY

10:00 - 11:30

FROM IDEAS TO IMPACT: AI AND LIVING LABS IN HIGHER EDUCATION

Location | Room 202

Facilitators | **Namrata Sethi**, *Project Manager at Haaga Helia University of Applied Sciences*

This workshop explores how educators can use AI as a co-creator to help students turn ideas into impactful solutions. Participants will work with practical frameworks that combine digital tools, collaboration, and real-world problem-solving.

Using a Living Lab approach, they will design learning activities for testing and refinement in real-world settings. The session offers simple, actionable strategies to foster innovation and entrepreneurial thinking in higher education.

11:30 - 13:00

THE 2040 LEAP: REIMAGINING HIGHER EDUCATION THROUGH DIGITAL INNOVATION

Location | Room 202

Facilitator | **Katja Wirenius**, *Senior Lecturer at Haaga Helia University of Applied Sciences*

Participants step into the future to explore how digital innovation and AI may reshape entrepreneurship, future opportunities across different fields, and the role of higher education in innovative ecosystems. This creative workshop uses future scenarios and rapid design methods to reflect on what actions educators can take today to prepare for these developments.

13:00 - 14:00 LUNCH BREAK

JUNE 25 - THURSDAY

14:00 - 15:00

FROM SAN DIEGO TO TBILISI, TOT TO ECOSYSTEM CHANGE: DIGITALLY-ENABLED ENTREPRENEURSHIP EDUCATION REFORM THROUGH A TRANSATLANTIC UNIVERSITY PARTNERSHIP

Location | Room 202

Facilitators | Ketevan Darakhvelidze & Avtandil Mgebrishvili. *Ilia State University*

The presentation focuses on transatlantic partnership between Ilia State University and San Diego State University that advanced entrepreneurship education reform in Georgia. Through a blended Train-the-Trainers programme, faculty developed contemporary entrepreneurship teaching methods, experiential learning approaches, and digital pedagogies. The initiative led to the design and pilot of interdisciplinary entrepreneurship and innovation courses, supported by a student bootcamp and start-up ideation pipeline. Beyond curriculum reform, it strengthened both curriculum and co-curricular activities and contributed to student start-up support within the wider innovation ecosystem - Enterprise Education beyond traditional programmes. The case shows how digitally enabled international cooperation can drive sustainable institutional change, academic capacity-building, and innovation-oriented education in transition contexts.

15:00 - 16:00

DIGITAL TOOLS FOR ENTREPRENEURSHIP & CHALLENGE-BASED LEARNING AND INNOVATION ECOSYSTEMS

Location | Room 202

Facilitator | Jeisson Higuera, Lecturer of Economics and Business & Juan Luis Blanco Guzman, Lecturer and Researcher, Department of Financial Economics and Operations Management at *Universidad de Sevilla*.

In this workshop, you will explore how AI tools and challenge-based learning can support entrepreneurship-oriented education in business and tourism. Drawing on two Erasmus+ Blended Intensive Programmes coordinated at the University of Seville, we will share practical examples of student projects, learning dynamics, and innovation challenges. The session will focus on how international and applied learning environments help students develop digital, entrepreneurial, and collaborative skills. We also hope to open a discussion on how these approaches can be transferred to other university contexts.

JUNE 26 - FRIDAY

10:00 - 12:30

CLOSURE SESSION - IDW EVALUATION & LINKEDIN GROUP

Location | Amphitheatre 2

As we conclude our International Digital Week, this final session serves as our collaborative debrief. We encourage you to give us your feedback and we thank you for your dedicated participation.

Organisers:



Event Patrons:



Official Label:



<INTERNATIONAL DIGITAL WEEK> 2026

JUNE 22-26, 2026

UNIVERSITÉ CÔTE D'AZUR
NICE | FRANCE



International Digital Week Group



digitalweek@univ-cotedazur.fr

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Welcome to Nice

ABOUT NICE
TRANSPORT
ACCOMMODATION

In this guide, you will find tips and suggestions for your stay in Nice



ABOUT NICE

Between sea and mountains, Nice is the capital of the French Riviera, the city's charm comes from its exceptional landscapes, climate as well the cultural facilities, shops and architectural heritage.

THE MUST-SEE SIGHTS

- **The Old Town ("Vieille Ville"):** Historical site, with authentic architecture and restaurants.
- **Place Masséna:** City's main square, with seafront, shopping streets and Albert I Garden surrounding it.
- **Promenade des Anglais:** It runs along the shore of Nice's beachfront, featuring Hotel Negresco and Casinos.
- **Cours Saleya Flower Market:** Located in the Old Town, the Flower Market is full of colourful and aromatic experiences.
- **Castel Hill:** From its peak, it offers a pretty panorama of Nice, the Bay of Angels and the Old town (elevator free of charge).
- **The port:** Artist and bohemians' neighbourhood close to the Garibaldi square.
- **Cimiez's Arenas:** Amphitheatre, monument of spectacle of the ancient city of Cemenelum.
- **Museums:** Nice has many popular museums. Visit the following website for more information: <https://www.nice.fr/fr/culture/musees-et-galeries>
- **Outside Nice:** Different beautiful cities and small villages close to Nice by bus or train: Antibes, Eze, Grasse, Menton.

Tourist information offices:

5, Promenade des Anglais, Nice
Avenue Thiers, Nice – In front of train station
Tel: +33 492144614
<https://www.explorenicecotedazur.com/en/>



TRANSPORT



Bus/Tram

Go from destination to destination by bus or tram. Buy the tickets at the machines at trams stops. Or download the Lignes d'Azur application in your mobile phone.

Tickets and info can be found at <https://www.lignesdazur.com>

Pony/Lime bikes

Feel like getting around the city in a more sportive way? **Download the app "Lime" or "Pony"**, and get around in Nice by bike.



Yego-scooters

In addition to a car or a bicycle, you can also transport yourself using a **Yego-scooter**. More information can be found on the website: <https://rideyego.com/en/how-it-works/nice>



Uber

A quick and easy way to be taken to a destination by an affordable cab. Available to use by downloading the **app "Uber"**.



ACCOMMODATION

Accommodation with Discount Code

- [Appart'City Nice](#)

Discount: 10%

Booking Period: 21–28 June 2026

Code: DIGITALWEEK26

Hotels Within Walking Distance from the Digital Week

- [NH Nice](#)
- [Novotel Vieux Nice](#)
- [Mama Shelter](#)

Hotels in Nice City Centre (close to Tram Stations)

- [Best Western Alba Hotel](#)
- [Holiday Inn Nice](#)
- [Hotel & Appartements Monsigny](#)
- [Hotel 64](#)
- [Hotel Villa Rose](#)
- [Ibis](#)

You can also explore more options on the Nice Tourist Office website:

<https://www.meet-in-nicecotedazur.com/en/destination-nice-cote-dazur/your-accommodation/hotels/>

EMERGENCY AND ESSENTIAL SERVICES

Police: 17

Medical Emergency (SAMU): 15

Fire Department: 18

European Emergency Number: 112