

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 Program (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

10:00 - 10:15	Welcome Address
10:15 - 11:15	Digital Transformation and Course Interoperability in International Higher Education (Ida Velthoven, EUF) Navigating digital transformation and internationalization in a world of uncertainty Giorgio Marinoni (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>Coffee break & Group Photo</i>
11:30 - 12:00	EdTech Companies Pitch Session
12:00 - 13:00	Poster Session 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 & Group Photo</i>
16:00 - 17:00	Round table: AI-Powered Education: Global Opportunities, Societal Risks, & Ethical Implications
17:00 - 18:00	Networking cocktail

WEDNESDAY - JUNE 24

10:00 - 11:00	Poster Session 2
11:00 - 12:00	Poster Session 3
12:00 - 13:00	<i>Lunch break</i>
13:00 - 16:30	Africa Session (Event in French)

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	Seed-funding and Hackathons (Apostolos Altiparmakis, Synchnify)

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 - 10:15	Language Policy Presentation
10:15 - 11:15	Community of Practice Session
11:15 - 12:30	Closure Session - IDW26 Evaluation & Feedback

JUNE 22 - MONDAY

AMPHITHEATRE 3

WELCOME SESSION

Host | Université Côte d'Azur

Time | 10:00 - 10:15

KEYNOTE SPEAKERS

Time | 10:15 - 11:15

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 internationalization in a world of uncertainty

Speakers | Giorgi Marinoni, *Manager of Higher Education and Internationalization at the 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*

GROUP PHOTO & COFFEE BREAK

Time | 11:15 - 11:30

EDTECH COMPANIES PITCH SESSION

Time | 11:30 - 12:00

POSTER SESSION "DIGITAL TRANSFORMATION"

Time | 12:00 - 13:00

LUNCH BREAK

Time | 13:00 - 14:30

JUNE 23 - TUESDAY

PART 1 10:00 - 11:30. PART 2 & 12:00 - 13:00

CO-CREATING DIGITAL INNOVATION IN ENTREPRENEURIAL HIGHER EDUCATION: FROM IDEAS TO IMPACT

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

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.

EDTECH SALON

11:30 - 12:00

Location | Parvis St. Jean d'Angely

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

13:00 - 14:00 LUNCH BREAK

AMIFIT.EU: AI LITERACY FOR SME

14:00 - 15:00

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.

SEED-FUNDING AND HACKATHONS

15:00 - 16:00

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

Based on the SeedFund project involving eight universities, the initiative explores fundraising mechanisms to assist startups, thereby reinforcing the role of universities in nurturing the next generation of business leaders.

JUNE 24 - WEDNESDAY

AMPHITHEATRE 3

POSTER SESSION "DIGITAL INNOVATION & ENTREPRENEURSHIP"

Time | 10:00 - 11:00

POSTER SESSION "INTERNATIONALISATION FOR SOCIETY"

Time | 11:00 - 12:00

LUNCH BREAK

Time | 13:00 - 14:00

AFRICA SESSION

Language: French

Time | 14:00 - 16:30

Place | Amphitheatre O. St Jean d'Angely.

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

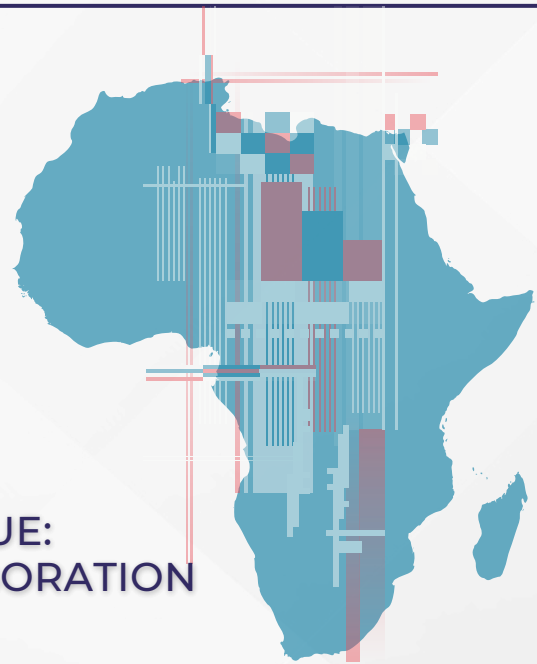
Time | 14:00 - 15:00

COFFEE BREAK

Time | 15:00 - 15:30

JEUNESSE, ENGAGEMENT CITOYEN ET ENJEUX NUMÉRIQUE

Time | 15:30 - 16:30



JUNE 25 - THURSDAY

10:00 - 11:30

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

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

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: ENTREPRENEURSHIP EDUCATION REFORM THROUGH A TRANSATLANTIC UNIVERSITY PARTNERSHIP

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 programs. 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

AI TOOLS & CHALLENGE-BASED LEARNING: LESSONS FROM TWO INTERNATIONAL BIPS

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

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.