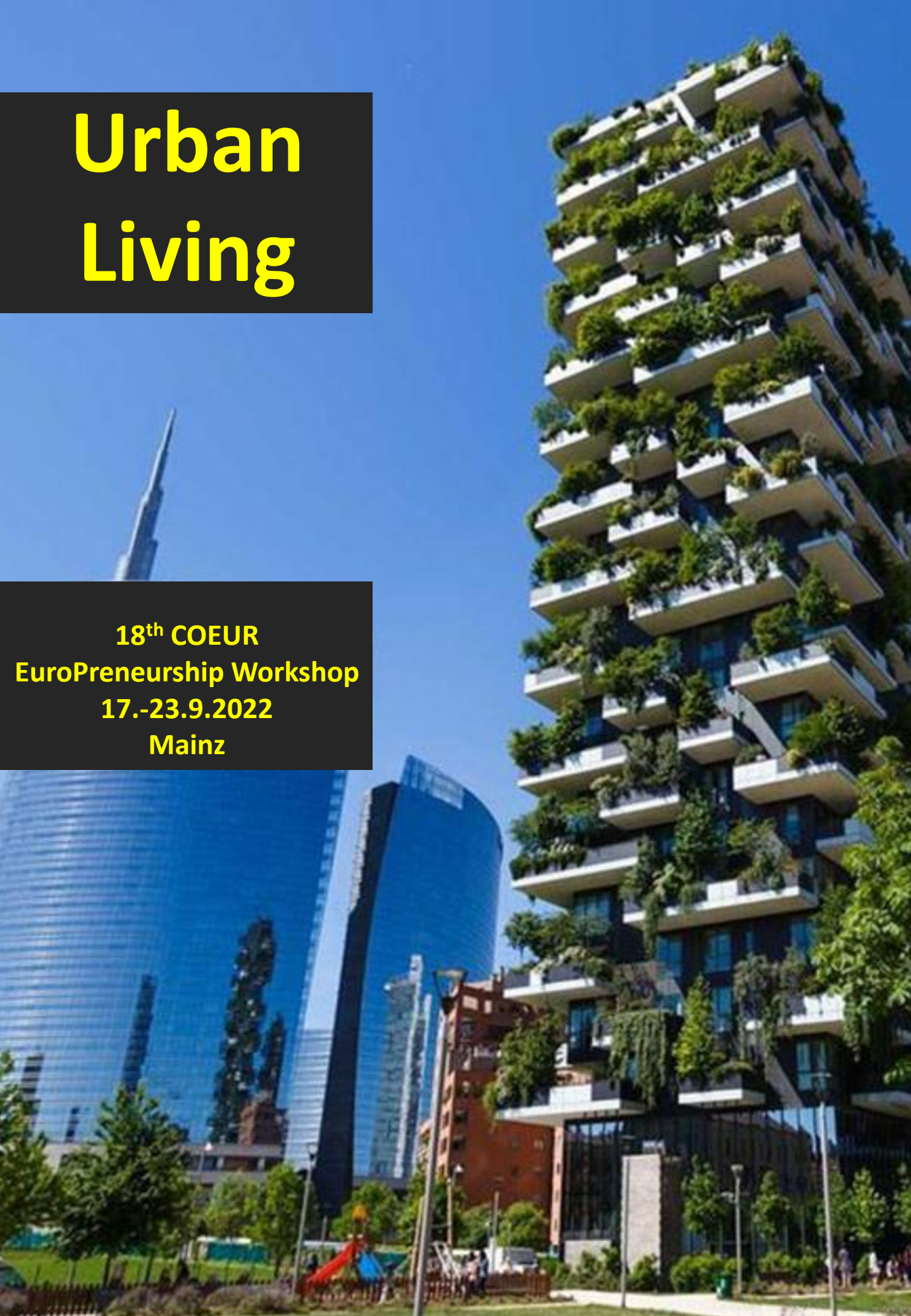


Urban Living

**18th COEUR
EuroPreneurship Workshop
17.-23.9.2022
Mainz**



“A city is a right place to build a business but not a right place to build a home.”*

The **‘Wind of Change’** is blowing hard in our times. Complex and ambiguous trends are challenging us in almost every perspective of our lives. Urbanisation is one of the older game changers, but it also gets pushed forward radically by new, sometimes surprising factors which re-mix the cards in the game.

Lockdowns and compulsory home-office due to COVID-19 had a massive influence on people’s attitude and expectation towards their working and living surrounding. Resource price explosion and environmental challenges became omnipresent, and it seems as if there is no escape out of the dilemma.

Business as usual will not offer a sustainable solution. A shared understanding of a better future will certainly have to build on new concepts of urban – and in the same breath: rural – living in every facet involved: Business, housing, transportation, culture, sports, health, resource- and waste-management, education and more for actual and coming generations.

The challenge of the workshop is finding ways to further develop incompatible tasks into win-win opportunities.

And: Even the longest journey starts with a small first step!

(* Amit Kalantri, Wealth of Words)

- We believe, the increasing importance to cope with open change requires **Creative Leadership** to survive.
- We believe, **Business Creativity** is the dominant success factor in the early stage of entrepreneurial development.
- We believe, **European Diversity** is a strong asset for the development of business creativity and entrepreneurial culture.

This is our reason to invite you to develop entrepreneurial ideas which help to form new ways, are visionary enough to overcome old boundaries, and that lay the grounds for a brighter future for all of us!





COEUR – Creative in Diversity!

Studying business frequently is like getting an operating instruction for success, hidden in a **drawer cabinet**. You open the drawers for Marketing, Finance, HR etc. and inside you find recipes, how to design and practice it'. **COEUR is different.**

Not only that you will need the full puzzle, you also have to define the parts. COEUR is not a conventional lecture, nor a tool you learn to apply, it invites you into a process of development:

- Cooperate
- Open
- Evaluate
- Unite
- Report

Students – YOU – are the owner players of the entire process. Whatever you achieve is achieved as you did it, what you do not achieve is missed as you did not do it. **You are made responsible** for your team and the result you finally present!

What you present at the end of the workshop-week **is not a business plan**. A business plan is important for many purposes, still, if the business it specifies does not create value, it will not be successful. This is our reason to exclusively **focus a value proposition** for either a challenging task presented by a partner company or for a subject of your choice: an innovative business model with European dimension, an NGO with a challenging mission, a bridge from here to there.

During the workshop-week you will be working together in the most **diverse teams** possible, integrating students from different universities, countries, age, faculties, interests, gender...

Still, you will not be left alone with the challenge. **Experienced entrepreneurs** will come to discuss with you and also present their entrepreneurial experience. And academic staff will serve as your coaches.

The Host Organisation:

Mainz University of Applied Sciences

Short study-periods, international courses and practical orientation – these are the characteristics of the Mainz University of Applied Sciences, at which approximately 5.700 students are currently studying.

The common feature of all fields of study is the application orientation of the University, which has excellent contacts to the regional economy and public institutions.

Young people from over 60 different nations are currently registered at the Mainz University of Applied Sciences.

About 550 students come from other countries. Some of them complete their entire studies here and some of them spend one or two semesters studying here on the grounds of cooperation with one of our over 82 partner universities worldwide.

Most partner universities are traditionally situated in Western Europe, contacts to Eastern Europe, overseas and Asia and Australia have been continuously intensified over the last few years.



By always keeping practical aspects in mind and by the constant innovative adaption of the study programme contents to the requirements of the labour market, the Mainz University of Applied Sciences offers attractive future-oriented education with promising professional prospects. A wide variety of study programmes is offered, in the faculties of Technology, Design and the School of Business.

The School of Business of the Mainz University of Applied Sciences is its biggest single faculty. Nearly 3.200 students, more than 68 professors and 140 lecturers with a strong practical background provide a balance between theory and business operations & management in teaching. The School of Business cooperates within more than 600 companies in special study programmes.

The City of Mainz and the LUX

Mainz is the capital and largest city of the federal state of Rhineland-Palatinate in Germany. Roots go back in antiquity when Mainz was a Roman fort city, which formed part of the

Mainz - a vibrant city of...

- **Students** - about 40.000 students in 3 universities.
- **Business** – home for global players like Schott, DB Cargo, Werner & Mertz, Coface as much as university spin-offs, start-ups, successful SMEs
- **Innovation** - Most famous: Johannes Gutenberg invented the movable-type printing press in Mainz in 1450 – and today: Biontec – inventor of the vaccine against COVID!



northernmost frontier of the Roman Empire.

The city (217.000 inhabitants) with its half-timbered houses and market places in the old centre is located on the river Rhine and in the central European 'Frankfurt Rhine-Main area'. It is surrounded by a famous wine growing region and one of the centres of political carnival in Germany.

• **Culture** – St. Martins Cathedral, 12 churches and 2 synagogues give evidence of a long and rich cultural heritage, kept alive in numerous and unique museums, theatres and cultural hotspots and across the city by contemporary artists.

• **Media** - home of the biggest European Broadcasting company ZDF, SWR and others

The LUX is a pavilion in the very centre of Mainz, which the university operates as showroom and creative space. The name meant to be an amalgam of the name of the street, luminous visibility and creative crossover is not less than a promise – it will become a part of the COEUR workshop.



The Programme

(Preliminary version)

COEUR had been initiated in 2004 in Mainz and followed the partners to Aberdeen, Lisbon, Wroclaw, Dijon, Helsinki and also to Guangzhou (China) and Florianopolis (Brazil). This year we welcome students from universities in Aberdeen, Helsinki and Wroclaw in Mainz and it's inspiring climate.



Saturday, 17. September

- 13:00 Registration, welcome and first steps
- Evening: Inverted Shark Tank

Sunday, 18. September

- 09:30 Welcome and Introduction
- 10:30 Team-Formation
- 13:30 Keynote I: **Thomas Mrokon & Felix Nowak**; *Spot on: Urban Living*
- 15:30 A task out in the City & Team time
- 19:00 Team Presentations



Monday, 19. September

- 9:00 Creativity Experience
- 13:00 Input: Design Thinking
- 14:00 Teamwork
- 15:00 First IDEA-Check-up (plenum)
- 19:00 Intercultural Evening

The daily programme starts with breakfast at 8:00 am and finishes usually at 10:00 pm.

Tuesday, 20. September

- 9:00 Teamwork
- 11:00 Keynote I: **Christian von den Brincken**; *City-Lights!*
- 15:30 Input: The Value Proposition
- 17:00 Preparing Check-Up II
- 19:00 Cultural Event in the City

The Programme

contd.



Wednesday, 21. September

- 9:00 Teamwork
- 11:00 **Dr. Dominik Freund; Sustainable Transportation**
- 13:30 Second IDEA-Check-up (teamwise)
- 15:00 Input: How to pitch perfect
- 16:00 Teamwork and Inspiring surprise
- 21:00 Video deadline

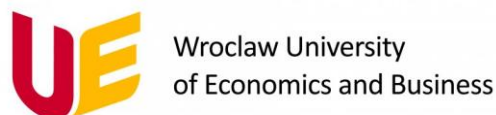


Thursday, 22. September

- 9:00 Input: The final countdown
- 10:00 Final preparation of presentations
- 14:00 FINAL PRESENTATION
- 16:00 Jury meeting
- 19:00 Award Ceremony
- 19:30 Farewell Party

Friday, 23. September

- 9:00 Farewell to Mainz and
- see you again 2023 in!



Let your ideas fly!

Local application

You are interested to participate in COEUR 2022? Then please direct to your local COEUR university representative to receive all necessary documents. If your university is not a COEUR partner yet, please direct to the contact below directly.

Central organisation

The full programme will be organised by the Mainz University of Applied Sciences, Germany, as your contract partner.

What is included

The offer includes transport from and to Mainz University of Applied Sciences during the week, the full programme, tuition and entrance fees and accommodation and subsistence from Dinner on Saturday to breakfast on Friday.

What is not included

The price does not include travel expenses to Mainz University of Applied Sciences and personal expenses during all days. If you wish to arrive earlier or to stay longer in the Youth Hostel Mainz, this might be arranged on request and on your separate account. We will be happy to assist.

Cost and payment

350,- € per student

450,- € per staff member

Full payment is made by the partner universities to Mainz University of Applied Sciences directly.

Registration and deadlines

Registration is open from now until June 2022. Applications are accepted on a first-come basis and the application form. Registration becomes valid with confirmation **and** receipt of payment. In case of a cancellation by the student after confirmation, an administrative fee will be withheld. The nomination of an equivalent replacement can be accepted. Details are available on request.

Contact:
The COEUR-Team
coeur2022@hs-mainz.de

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