



YOU ARE INVITED

COEUR 22

EuroPreneurship Innovation Week

‘From Arenas to Algorithms’:
The Event Innovation Challenge

Lucerne, Switzerland | 5–11 September 2026

Location: BHMS Campus, Lucerne, Switzerland

B.H.M.S.⁺
Business & Hotel
Management School



Welcome to COEUR 22

The **BHMS COEUR** Team is delighted to cordially invite our partner universities to participate in the **22nd COEUR EuroPreneurship Innovation Workshop**, taking place in Lucerne, Switzerland, from 5 to 11 September 2026.

We are honoured to host this year's edition together with our long-standing COEUR partner institutions from **Finland, Scotland, Germany and Poland**, and we are especially pleased to welcome **Slovakia** as a new partner to the COEUR network.

Since its creation in 2004, **COEUR (Competence in EuroPreneurship)** has brought together international business students to collaborate across cultures, develop innovative business ideas, and experience European entrepreneurship in action.

Under the theme “**From Arenas to Algorithms: The Event Innovation Challenge**”, COEUR 22 will explore the future of sports and event management, examining how traditional sporting cultures can evolve into digitally enhanced, globally connected event experiences.



Switzerland, Sport & Lucerne

Switzerland has a long and proud sporting tradition deeply connected to its Alpine landscape and cultural heritage.

From mountain endurance races and alpine skiing to traditional Swiss wrestling (Schwingen) and lake regattas, sport has always been closely intertwined with community, identity and celebration.

Lucerne, located in the **heart of Switzerland** and surrounded by the Swiss Alps and Lake Lucerne, provides an inspiring setting for innovation and international exchange.

The city is not only a world-renowned tourism destination, but also a hub for cultural events, sporting traditions and international gatherings.

With Zurich — home to global sports governance institutions such as FIFA only a short distance away, the region offers a unique perspective on the evolution of global sport and event management.



Workshop Focus:

Sports & Event Management Innovation

This year's **EuroPreneurship Business Creativity Workshop** invites students to rethink the future of sport and event management.

Participants will explore how traditional sporting events and cultural festivals can be transformed into innovative, digitally enabled and sustainable experiences.

Topics explored during the workshop include:

- digital fan engagement and smart event technologies
- data-driven event management
- hybrid and immersive sport experiences
- sustainability and responsible event management
- innovative business and revenue models for sporting events



The Student Innovation Challenge

During the workshop, international students will work in mixed teams to develop an innovative business concept based on a traditional Swiss sport or event.

Teams will analyse the cultural, historical and economic foundations of the event and reimagine it through entrepreneurial innovation, digital transformation and sustainable event management.

The week concludes with the **COEUR** Innovation Pitch, during which teams will present their business concepts to an academic and professional panel.



A Week of Innovation, Hospitality and Partnership

As a Swiss hospitality institution, **BHMS Business & Hotel Management School** looks forward to welcoming students and colleagues to our campuses in Lucerne.

COEUR has always been more than an academic workshop. It is a place where international friendships are formed, partnerships flourish, and ideas emerge that connect universities across Europe.

Our aim is to create an inspiring environment in which students, faculty members and coaches can exchange ideas, build networks and experience the spirit of European collaboration.



Programme Overview

- Arrival Day – Welcome and Orientation
- Outdoor Team-Building Activity
- Innovation Workshops and Guest Lectures
- Industry Insights and Coaching Sessions
- Final Innovation Pitch and Awards Ceremony
- Farewell Event and Departure

Accommodation & Hospitality

Participants will stay on or near the BHMS campus in Lucerne.

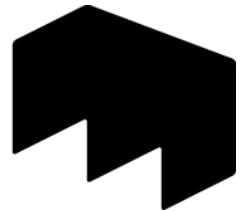
- Students will be accommodated in shared rooms.
- Coaches and faculty members will stay in single rooms.
- Meals will be provided throughout the workshop.

The participation package includes accommodation, meals, workshop materials and access to all programme activities.

COEUR Partner Institutions



**HOCHSCHULE
MAINZ**



B.H.M.S. 
Business & Hotel
Management School

 **ROBERT GORDON
UNIVERSITY ABERDEEN**


Haaga-Helia
University of Applied Sciences


**UNIWERSYTET
EKONOMICZNY**
we Wrocławiu



Participation Fee & Registration

Participation Fee:

CHF 525 per student and coach
(-150 € from International Office)

Registration Deadline:

1 June 2026

Further details regarding the programme structure, logistics and academic framework will follow shortly.



The BHMS COEUR Team looks forward to welcoming you to Lucerne for COEUR 22.

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