



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





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 honored 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 been bringing 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 and Lucerne

Switzerland has a long and proud tradition of sports 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 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 of global sports governance institutions such as FIFA – only a short distance away, the region offers a unique perspective on the evolution of global sports and event management.



Workshop Focus: Sports & Event Management Innovation

This year's Europreneurship Business Creativity Workshop invites students to rethink the future of sports and event management.

Participants will analyse how traditional sports 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 sport 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 redesign it through entrepreneurial innovation, digital transformation and sustainable event management.

The week concludes with the **COEUR Innovation Pitch**, where teams present their business concepts to an academic and professional jury.



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 grow, and ideas emerge that connect universities across Europe.

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



Programme Overview

Arrival Day – Welcome & Orientation
Outdoor Team Building Activity
Innovation Workshops & Guest Lectures
Industry Insights and Coaching Sessions
Final Innovation Pitch & Awards
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 on campus throughout the workshop.

The participation package includes accommodation during the workshop, meals on campus, workshop materials, and participation in all programme activities.



Competence in
EuroPreneurship

COEUR Partner Institutions



HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

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



**ROBERT GORDON
UNIVERSITY ABERDEEN**



Haaga-Helia

University of Applied Sciences



Wroclaw

**UNIVERSITY
OF ECONOMICS
AND BUSINESS**



Participation Fee & Registration

Participation Fee:

CHF 750 for students & coaches

Registration Deadline: 1 June 2026

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

We warmly invite our partner universities to nominate motivated students to join this unique European entrepreneurship experience.

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

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MORE INFO



APPLY HERE



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Business & Hotel Management School