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URBAN ENTREPRENEURSHIP BOOTCAMP (1-12 July 2019)

This summercourse revolves around two main premises:

1. We need big bold, disruptive, innovative and scalable ideas to tackle the biggest challenges of our time: global warming, extreme poverty, global health risks and peace, justice and equality.
2. Everybody can learn to look for and recognize entrepreneurial and innovative opportunities, and can undertake entrepreneurial action to make the world (or a small part of it) a better place.

With Amsterdam serving as your scope on the world while you will learn how to recognize opportunities, learn about

entrepreneurship as a means not an end, experience the interconnectedness of the sustainable development goals and be introduced to the transformative power of innovative technologies.

On this journey you will be accompanied by professors, researchers and lecturers on topics like entrepreneurship, sustainability and urban innovation. And you will meet all kinds of (social) entrepreneurs and innovators by exploring the Amsterdam ecosystem.

The summercourse is a theoretical and practical deepdive for everyone interested in entrepreneurship, innovation and sustainability.

SOME ELEMENTS OF THE SUMMER COURSE

This is a taste menu of what you will get to experience during the summer course 'Urban Entrepreneurship Bootcamp'

SUSTAINABLE DEVELOPMENT GOALS

You will learn how to assess (potential) impact and identify opportunities by making use of the SDG's

WORLD PRESS PHOTO

Looking at the world is key in this course and we'll do that by visiting the World Press Photo Exhibition

INNOVATION DRIVEN ENTREPRENEURSHIP

You will explore and experience the transformative power of entrepreneurship but at the same time debunk some myths about what it is and who can become an entrepreneur.

CHECKLIST

IS THIS A SUMMER COURSE FOR YOU?

- You are eager to bring and share your own expertise, experience, knowledge and enthusiasm.
- You want to innovate and undertake action to leave the world a little bit better than you found her.
- You want to work hard, learn a lot, experience as much as possible and are not afraid to use your head, heart and hands.
- You understand that you will be asked to be a designer, researcher, student, entrepreneur, innovator and a global citizen, all in two weeks.

THE SUMMER COURSE PROGRAM

PART 1 – THE DEEP DIVE

Before we will let you explore the Amsterdam ecosystem you will need the right tools under your belt. This will mean that you will get a theoretical deepdive into topics like: innovation, the Sustainable Development Goals, entrepreneurship, disruptive technologies as well as Amsterdam 101. During this part you will also explore your own initial interests and get to know your fellow students and the involved professors, lecturer and researchers.

PART 2: EXPLORATION

Getting out will mean that you will take your new gained knowledge and go and see how all kinds of entrepreneurs and changemakers try to innovate and make a positive impact on the Sustainable Development Goals. Amsterdam is home to lots of local initiatives with a focus on local impact but also to internationally operating social entrepreneurs and NGO's who use technology and innovation to make an impact on a global scale. You will meet, visit, observe and interview them!

PART 3: IDEATING, DESIGNING AND CREATING

Finally we put all the things you learned, saw and experienced to the test. We do this by ending the program with a pressure cooker – including rapid prototyping - to see if you can come up with an innovative, impactful and scalable idea that can change (a small part of) the world.

PART 4: THE SUMMERSCHOOL EXPERIENCE

Be a part of the summer school community at the Amsterdam University of Applied Sciences and meet students and lecturers from other programs – and of course from other backgrounds and countries.

SUMMER IN AMSTERDAM

Amsterdam is all these things wrapped up into one city, for starters it is a world city disguised as a small town (or the other way around). It is home to more than 160 nationalities which makes it international and typically Dutch at the same time.

It is so small you can bike and walk everywhere and at the same time the trains, ships and planes make it a hub with access to all other continents.

There are three big universities, all kinds of big international cooperations, yet it is harboring all kinds of small local initiatives.

It is one of the best places to live in the world with regard to education, healthcare and work, but still there is a big divide between rich and poor, haves and have-nots.

In the past Amsterdam has made a lasting impact on the world, now it is time to discover what the future might bring.

