



## COEUR 2009: In the 'Heart' of Burgundy

From **7<sup>th</sup> to 11<sup>th</sup> of September 2009** the 7<sup>th</sup> international student workshop on "Competence in European Entrepreneurship (COEUR)" will take place in the heart of Burgundy. COEUR is an initiative of European Higher education institutions to develop and implement learning opportunities that foster entrepreneurial thinking and acting. We believe that entrepreneurial behaviour is strongly related to creative capacities which support the emergence of innovations. These competences are of a **PROBLEM SOLVING** and **VALUE ADDING** nature. They are created and supported in many ways, but a significant driving force is considered to be the **DIVERSITY** of a team's structure. The **objective** of the Workshop is to bring together students from different European backgrounds in an open and inspiring atmosphere, where they can draw on their diverse backgrounds, talents and personalities in order to develop entrepreneurial ideas for the European market in **intercultural and multi-competence teams**.

The COEUR network invites **European Higher Education institutions of any discipline** to apply for participation in a very special edition of the annual COEUR Workshop.

The workshop site is situated in the 'Vallée de l'Ouche' the 'willow valley'. Along this valley runs the 'Burgundy Canal' that allowed the valley to develop its lush vegetation. The beautiful ancient villages of the valley and its close location to many historic sites of Burgundy capture its authentic character. It is here that you will spend an unforgettable week (see photos) with about 40 fellow students and accompanying staff from many different European countries. The workshop will be hosted in the 'O'Berges de l'Ouche' that can welcome more than 40 students in comfortable and newly renovated bedrooms for 3 - 6 persons with a bathroom in each.

The workshop offers a rich and diverse programme in a beautiful setting, and you may seek inspiration from the additional input that is provided during the week:

### **TEAM WORK...**

...you will gain essential intercultural experiences mainly through the **intense teamwork** that goes on throughout the week, but also through the entire workshop experience!

...the target of your teamwork is to generate an **innovative entrepreneurial idea** for the European market. To approach this target you will have to make use of the intercultural and multi-competence prerequisites of each of your team members!



### EXPERT SESSION....

...you will enjoy interactive expert sessions in the field of **'problem solving creativity'** introducing you to the diverse possibilities to generate innovative ideas that will bridge a gap in the market as well as into the many ways of 'different thinking' when seizing a market opportunity.

...the preparation for the final **presentation** of the idea will happen through an interactive training session – probably a little different from what you know so far...

### CULTURE INSIGHTS....

...**Wine & Cheese tasting**: A choice of Burgundy's premier wines will be professionally presented to you complemented by a well-chosen range of exquisite French cheese.

...**Company visit**: Even though most people cannot locate Dijon on a map, still most of them do know that the famous French mustard is produced here. A visit to one of its most famous fabrication sites is on the schedule of the week.

...**Kayaking** on the 'Burgundy canal'. An absolute 'must'!

### EXPERT EXCHANGE...

...An open exchange with **innovative entrepreneurs** will take place, not only to learn and get inspired from their rich and precious experiences, but also to initiate discussion on all your ideas and questions that will certainly arise in the course of the teamwork.

### PARTICIPATION & FEES:

If your institution is interested we warmly welcome applications with a minimum of 3 and a maximum of 8 students and 1 or more accompanying staff.

Students: 200 EUR, including full accommodation, meals and all workshop activities.

Accompanying staff: 390 EUR (surcharge for single rooms)



## 7th COEUR WORKSHOP 7th - 11th September 2009

### CREATIVE IN DIVERSITY - Ideas for EUROPE

Time	Mon, 7th Sept	Tue, 8th Sept	Wed, 9th Sept	Thu, 10th Sept	Fri, 11th Sep	Sat, 12th Sept	
Morning	Arrival	Wake-up activity	Excursion	Teamwork	Visiting Dijon	Departure day	
		Creativity workshop					
Lunch		Picnic	Lunch	Lunch	Lunch		
Afternoon		Welcome!	Team work	Team work	Creativity Lab: Presentation and workshop design		Final Presentations of students
				Exchange with entrepreneurs			
		Team building session	1st idea check up	Team work	Shopping & Sight Seeing Dijon..		
Dinner	Dinner	Dinner	Barbecue	Dinner	Gala dinner & Awards		
Evening	wine and cheese tasting (Claude Chapuis)	Let's play: Future Lab	Activity (national dancing and singing) Guitar/Fire	Distracting activity	Farewell party & Live music		



## REPLY FORM – COEUR Workshop 2009 / France

Name of institution:

Address:

Country:

Contact person:

Email:

Telephone:

We would like to express our interest in participation (15<sup>th</sup> May)

Would like to participate with provisionally \_ students (15<sup>th</sup> June)

Please send us further information on:

Please return this form to:

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