

+INFO: www.run-eu.eu
Organised by FHV, IPCA and NHL Stenden

SAP OVERVIEW

The complexity of global challenges is constantly rising. Can we change the game with games?

Taking this question as a starting point, in this Short Advanced Programme our goal is to understand how game designers can address these complexitites to incite change, fostering the sustainable co-existence of humans and the ecological systems. Creating games that motivate people to engage with these topics in a playful way could be one way of making critical issues intelligibel and experienceable.

LEARNING OUTCOMES

At the end of this RUN-EU SAP, participants will be able to:

- know crucial conepts and approaches of game design, theoretical approaches and indices of ecological, social and economic sustainability;
- to develop and prototypically realize a concept focusing on future challenges (e.g. climate change, social segregation, digital divide) using games as a medium or creating playful experience(s);
- · work in a multidisciplinary and multicultural team
- communicate solutions for societal problems and challenges that demand innovation and a varied set of skills and knowledge.

DATE From 2-27 October 2023

Face-to-Face Week: FHV, Austria 16-20 October

MODE OF DELIVERY Blended

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 3

ACADEMIC RECOGNITION

To be defined by each higher education institution. Generally, most students will have this SAP certified in their diploma supplement, as a minimal condition.

ELIGIBLE PARTICIPANTS

RUN-EU students from any cycle of studies. This SAP is interdisciplinary but situated in the fields of Information & Communication Technologies and Arts & Design.

HOW TO APPLY

Fill in the application form (QR or website)

DEADLINE FOR APPLICATIONS

1 September 2023

CONTACT DETAILS

gestaltung@fhv.at





















SELECTION CRITERIA

Maximum number of students: 30

Motivation, learning objectives, wide representation of subject areas/fields and balanced participation of RUN-EU member institutions.

LEARNING AND TEACHING STRATEGY

Active learning, peer learning and challenge based learning. Input sessions, team building, coaching and final presentation. Collaborative Learning Platforms: Teams and Miro. There will be group work, hands-on exercises (prototyping and game play) and individual assignments.

PRE-REQUISITES

No basic knowledge needed.

Computer with software (Adobe Illustrator, Photoshop, Unity, InDesign) required.

COURSES LEADERS | LECTURERS

Course leaders

Margarita Köhl (FHV)
Nino Brugger (FHV)
Ana Catarina Silva (IPCA)
Eva Ferreira (IPCA)
Ivo Wenzler (NHL Stenden)

Lecturers

Natasha Doshi (FHV)
Philipp J. Ehmann (FHV)
Jop Willens (NHL Stenden)
Marco Vale (IPCA)
Joana Alves (IPCA)
Gabriela Sá (IPCA)

PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

To be managed by home institution.

Students' scholarships:

Travel cost:

Austria - Finland 330€, Austria - Hungary 230€ Austria - Ireland 270€

Austria - The Netherlands 240€

Austria - Portugal 330€

Subsistence: 680€

Maximum number of mobile students: 30

Flows/Institution: Applicant selection aims for wide representation of partner institutions. Final decision on the scholarships to be awarded falls under the responsibility of the Home Institution RUN-EU Project Leader and compulsorily requires IRO involvement.

MEANS AND CRITERIA FOR ASSESSMENT

Team work and participation, work process, functionality of prototype, final presentation, assignments and a final individual reflection report.

Fail or pass assessment

CERTIFICATION

The participants who successfully complete this RUN-EU SAP will receive a Certificate of Participation and a Transcript of Records jointly issued by the organising institutions.



















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PROGRAMME AT A GLANCE

| GMT+2 | 13h45 | 14h45 | 15h45 | 16h45 | 17h45 | 18h45 | 19h45 | 20h45 |
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| GMT+1 | 12h45 11h45 | 13h45 12h45 | 14h45 13h45 | 15h45 14h45 | 16h45 15h45 | 17h45 16h45 | 18h45 17h45 | 19h45 18h45 |
| CIWI | | | | | | | | 101143 |
| MONDAY 2/10 | WELCOME & OPENING | GAME | LECTURE | LECTURE | WORKSHOP | DAILY REFLECTION | | |
| TUESDAY 3/10 | | | | LECTURE | GAME & | WORKSHOP | DAILY REFLECTION | |
| WEDNESDAY 4/10 | | | | L | ECTURE & WORKS | SHOP | DAILY REFLECTION | |
| THURSDAY 5/10 | | | | LECTURE 8 | & WORKSHOP | PROJECT WORK | DAILY REFLECTION | |
| FRIDAY 6/10 | | | | PROJECT WORK | PRES | ENTATION | DAILY REFLECTION | |
| | | | | | | | | |
| MONDAY 9/10 | | | | OPENING SESSION | | & WORKSHOP | | |
| WEDNESDAY 11/10 | | | | | | & WORKSHOP | DAILY REFLECTION | |
| FRIDAY 13/10 | | | | | WORKSHOP | REFLECTION | | |



















PROGRAMME AT A GLANCE

| GMT+2 | 10h00 | 11h00 | | 12 | 2h00 | | | 13l | h00 | | | 14 | h00 | | | 1 | 5h00 | | | | 16h | 00 | | | | 17h | 00 | | | 18h |
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| MONDAY 16/10 | WELCOM | E & OPENING | | CON | СЕРТ | PRES | SENT | ATIC | ON | | LUNCH BREAK | | | | | | | F | IEL | D T | RIP | | | | | | | | | |
| TUESDAY 17/10 | | | | FIELD | TRIP | | | | | | | | LUN | CH E | REAL | K | | F | PRO | JEC | T W | ORK | (& C | OA | CHII | NG | | | | |
| WEDNESDAY | | *W | ORKS | НОР | | | | | | L | LUNCH | | | | | Р | PROJE | CT \ | WOI | RK 8 | & CC | ACI | HING | | | | | | | |
| 18/10 | | *W | ORKS | НОР | | | | | | | BREAK | | | | | | | | | | | | | | | | | | | |
| THURSDAY 19/10 | OPENIN | IG SESSION | | | PROJ | JECT V | WOR | K | | | LUNCH BREAK | | | | | P | PROJE | CT \ | WOI | RK 8 | & CC | ACI | HING | i | | | | | | |
| FRIDAY 20/10 | BRI | EFINGS | | | | ECT W | | (& | | | LUNCH BREAK | | | | PRES | EN | TATIC | N & | c GA | МE | PL/ | Υ | | | | | FARE PAI | WEL RTY | .L | |



















PROGRAMME AT A GLANCE

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| GMT+1 | 12h4 | 5 | | | 13 | 3h45 | | | 14h | ո45 | | | 15h45 | 5 | | | 16h4 | 45 | | | 17 | h45 | 5 | | | 18 | 8h45 | | | | 19h45 |
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| MONDAY 23/10 | | | | | | | | | | | | | | | | | В | BRIEF | -ING | is | | PR | ROJE | CT V | WOR | K 8 | k CO | ACH | IING | | |
| TUESDAY 24/10 | | | | | | | | | | | | | | | | | | | | PRO | JECT | W | ORK | (& (| COAC | CHI | NG | | | | |
| WEDNESDAY 25/10 | | | | | | | | | | | | | | | | | В | BRIEF | -ING | iS | | PR | ROJE | CT \ | WOR | K 8 | k CO | ACH | IING | | |
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| GMT+1 | 9h0 | | | | |)h00 | | | 11h | | | | 12h00 | | | | 13h(| | | | | h00 | | | | | 5h00 | | | | 16h00 |
| GMT | 8h0 | 0 | | | 9 | h00 | | | 10h | h00 | | | 11h00 | | | | 12h(| 00 | | | 13 | h00 |) | | | 14 | 4h00 | | | | 15h00 |
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| FRIDAY 27/10 | F | PROJ WO | ECT RK | | | | F | INAL | . PRE | SENT | TATIO | N | | | FIN FLE | AL CTION | 1 | | | | | | | | | | | | | | |



















2 OCTOBER

MONDAY 12H15-18H30 CET

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| GMT+1 | 12h45 | 13h45 | 14h45 | 15h45 1 | 16h45 17 | 7h45 | 18h45 | 19h45 |
| GMT | 11h45 | 12h45 | 13h45 | 14h45 1 | 15h45 10 | 6h45 | 17h45 | 18h45 |
| | WELCOME & OPENING | GAME | LECTURE | LECTURE | WORKSHOP | DAILY REFLECTION | | |

Welcome and Opening

- ① 12h45-13h30
- A Margarita Köhl (FHV)
- Introduction, project outline, learning objectives, presentation challenge areas

Let's play - The Introduction Game

- (h) 13h45-14h30
- No Wenzler and Jop Willens (NHL Stenden)
- In this session we will play a game and refelct on our experience.

Learning for Change through Games

- (h) 14h45-15h30
- No Wenzler (NHL Stenden)

Getting to and benefiting from change implies a change journey, while addressing the questions of where do we want to be, how do we get there, and how do we make it work. This lecture will introduce and elaborate on key structural, behavioral, individual, and systemic reasons why is change difficult. By using the examples from practice, we will illustrate how can development and implementation of serious gaming ensure that the outcomes needed for change are met.

What Makes a Game a Seriously Good Game?

- (1) 15h45-16h30
- Vivo Wenzler and Jop Willens (NHL Stenden)
- For a serious game to become a seriously good game the design process should

ensure that several critical quality requirements are being met. The lecture on these attributes will be preceded by a short, multi-player, and competitive digital game. The game will provide participants with a highly engaging and playful experience of some of the attributes that will be presented during the lecture.

Workshop

Why Is my Favorite Game a Seriously Good Game?

- (h) 16h45-17h30
- No Wenzler (NHL Stenden)

Daily Reflection

- ① 17h45-18h30
- Nino Brugger (FHV)



















3 OCTOBER

TUESDAY 15H45-19H30 CET

| GMT+2 | 1 | 13h4 | 5 | | | 14 | 4h45 | | | 15I | n45 | | | 1 | 6h45 | | | 17h4 | 45 | | | 18 | h45 | 5 | | | 19 | h45 | | | 20h45 |
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Game Design Instruments

- (1) 15h45-16h30
- Eva Oliveira and Marco Vale (IPCA)
- The goal of the lecture is to analyse and understand core formal and dramatic game elements. The participants will then have the opportunity to analyze and identify game elements from a list of games provided to transfer it to their own practice.

Workshop

Instrumental Gaming: A Workshop About Designing Games As Instruments

- (1) 16h45-18h30
- Eva Oliveira and Marco Vale (IPCA)
- This workshop will provide an understanding on how to design games that work as instruments. It will provide a basic understanding of norms and conventions of games and on why to break them, in the search for ludic systems that work as design tools and frameworks for communication, for societal issues, for healthcare, for art and sciences and other subjects. The workshop will be divided into two parts. The first will be focused on fast prototyping and testing, from paper to code, from analogue to digital. The second, on playing, on experiencing,

and on understanding the phenomena emergent from the developed system.

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Daily Reflection

- (h) 18h45-19h30
- Eva Oliveira and Marco Vale (IPCA)



















4 OCTOBER

WEDNESDAY 15H45-19H30 CET

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Workshop

Ideation/Conception/ Storytelling Workshop

- ① 15h45-18h30
- A Natasha Doshi and Philipp J. Ehmann (FHV)
- This module consists of two parts, a lecture and a hands-on workshop. The lecture will shed light on the phases of the game design process, the "magic circle" as well as on approaches to and techniques of storytelling in games. In the workshop part we will develop a preliminary game concept including visualizations and a paper or digital prototype, which will be iteratively refined throughout the SAP. Additionally, we will form groups in this session.

Daily Reflection

- (h) 18h45-19h30
- A Natasha Doshi and Philipp J. Ehmann (FHV)















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REFLECTION





5 OCTOBER

THURSDAY 15H45-19H30 CET

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Workshop

Making the Most of Prototyping in Game Development

- ① 15h45-17h30
- A Jop Willens (NHL Stenden)
- Sometimes spending weeks concepting and creating the perfect Game Design Document is the best way to approach the design and development of a game. But what if the concept or game mechanic is not quite there yet.

Project Work

- (h) 17h45-18h30
- Individual project work

Daily Reflection

- (h) 18h45-19h30
- A Jop Willens (NHL Stenden)



















6 OCTOBER

FRIDAY 15H45-19H30 CET

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Project Work

① 15h45-16h30

Individual project work

Presentation

① 16h45-18h30

Presentation of preliminary ideas

Daily Reflection

- ① 18h45-19h30
- A Nino Brugger (FHV)
- Reflection on learnings of week 1, choice of lectures for week 2



















9 OCTOBER

MONDAY 15H45-18H30 CET

| GMT+2 | 13h45 | | | 14 | h45 | | | 15 | h45 | | | 1 | 16h45 | | | 17h | 145 | | | 18h | 145 | | | 19l | 145 | | | 201 | h45 |
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*Participants can chose one of two lectures & workshops

Opening Session Week 2

© 15h45-16h30

A Nino Brugger (FHV)

Introduction week 2

Workshop

*Game Art 1:

Principles of Graphic Design and Effective Visual Communication in Game Design

⁽¹⁾ 16h45-18h30

Ana Catarina Silva (IPCA)

From the visual identity of the game to its interface and components, this module will help you to improve your graphic design skills and create better communication and empathy with the user. We will tackle the building blocks of graphic design: typography, colour, layout and style, and get into the basics of iconography and metaphor. Finally, we will cover the principles of the creative process.

Workshop

*Game Development 1: Game Development Life Cycle in Unity

+INFO: www.run-eu.eu

(h) 16h45-18h30

A Nino Brugger (FHV) and Joana Alves (IPCA)

The goal of this workshop is to introduce the main components of a digital game, ranging from the creation of assets (textures, sounds, models, etc.) up to the creation of a scene and some basic code in Unity. While the lecture will include a little coding, the whole process will be clearly explained. The attendees will understand what the basic building blocks of a game are, to enabling them to properly communicate with game programmers. In order to follow this lecture it is important that the free version of Unity is installed on your computer. Any version of Unity should work.



















11 OCTOBER

WEDNESDAY 16H45-19H30 CET

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*Participants can chose one of two lectures & workshops

Workshop

*Game Art 2: Character Design

(h) 16h45-18h30

A Gabriela Sá (IPCA)

In this session, we will discuss all major stages of character creation, from idea to final design. We will understand what a character is and how to define its narrative role, backstory and personality. Then, we will delve into design methodologies that allow artists and creators to communicate a character's identity effectively through good design. We will learn how to apply design principles, such as shape language and color theory, to character creation, while choosing relevant graphical strategies that support the theme and mechanics of game.

Workshop

*Game Development 2: Game Development Life Cycle in Unity

(h) 16h45-18h30

A Nino Brugger (FHV) and Joana Alves (IPCA)

This workshop is designed for those who are already familiar with the basics of Unity and want to take their skills to the next level. Participants will learn advanced techniques for creating and manipulating assets, creating complex animations and particle effects, and how to implement artificial intelligence into their games. The workshop will also cover optimization techniques for improving game performance.

Daily Reflection

+INFO: www.run-eu.eu

① 18h45-19h30

A Nino Brugger (FHV)

Daily Reflection



















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13 OCTOBER

FRIDAY 16H45-18H30 CET

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Workshop

Cross-pollination Workshop

- (h) 16h45-17h30
- A Margarita Köhl and Nino Brugger (FHV)
- Cross-pollination format: Exchange between Group Game Art & Group Game Development

Daily Reflection

- ① 17h45-18h30
- Nino Brugger (FHV)
- Wrap-up of second week, outlook, briefings



















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16 OCTOBER

MONDAY 9H00-16H30 CET

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |
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WELCOME & OPENING

CONCEPT PRESENTATION

LUNCH BREAK **FIELD TRIP**

Welcome and Opening in Dornbirn

9h00-9h30

Check-in/introduction/Presentation of the programme of the week

Concept Presentation

① 10h45-12h15

Field Trip

① 13h00-16h30

Concept presentation/teams meet coaches/conceptual review/integration of feedback



















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17 OCTOBER

TUESDAY 9H00-16H30 CET

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |
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| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 |
| | | | | | | | | | |

FIELD TRIP

LUNCH BREAK

PROJECT WORK & COACHING

Field trip

(b) 9h00-13h00

Project Work and Coaching

① 14h00-16h30

Individual project work, individual coaching opportunities.



















18 OCTOBER

WEDNESDAY 9H00-16H30 CET

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |
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| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 |
| | | *WORKS | НОР | | | | | | |

*WORKSHOP BREAK

PROJECT WORK & COACHING

Workshop

*Environmental Storytelling and Alternate Reality Games

⁽¹⁾ 9h00-12h15

Philipp J. Ehmann (FHV)

This lecture including a workshop-part enable you to understand how game creators and social innovators use games to examine civic issues and address complex real-world challenges. Different types of games which consider the environment as a playground such as urban and alternate reality games will be presented to outline how immersive media respectively emerging technologies can be integrated into a game design concept to facilitate a playful experience-driven exploration of the space.

Workshop

*Programming in Unity

⁽¹⁾ 9h00-12h15

Nino Brugger (FHV)

This workshop will be a follow-up to the introductory lectures + workshops on the Game Development Lifecycle in Unity. Participants will have the possibility to enhance their Unity skills.

Project Work and Coaching

*Participants can chose one of two workshops

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① 13h00-16h30

Individual project work, individual coaching opportunities.



















19 OCTOBER

THURSDAY 9H00-16H30 CET

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 |
| | | | | | | | | | |

BRIEFINGS

PROJECT WORK

LUNCH BREAK **PROJECT WORK & COACHING**

Briefings

9h00-10h30

check-in/outline design sprint

Project Work

(h) 10h45-12h15

Individual project work

Project Work and Coaching

(h) 13h00-16h30

Individual project work, individual coaching opportunities.



















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20 OCTOBER

FRIDAY 9H00-16H30 CET

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 |
| | | | | | | | | | |

BRIEFINGS

PROJECT WORK & COA-CHING

LUNCH BREAK **PRESENTATION & GAME PLAY**

FAREWELL PARTY

Briefings

9h00-10h30

Check-in/preparation of presentation

Project Work and Coaching

① 10h45-12h15

Individual project work, individual coaching opportunities.

Presentation of Preliminary Concept and Prototype

① 13h00-15h45

Farewell Party

① 16h00-16h45



















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23 OCTOBER

MONDAY 16H45-19H30 CET

| GMT+2 | 13h45 | | | 14h | 45 | | | 15h4 | 45 | | | 16 | h45 | | | 17h4 | 1 5 | | | 18h | 45 | | | 19h | 145 | | | | 20h45 |
|-------|-------|---|---|-----|--------|---|---|------|----|---|---|----|-----|---|---|------|----------------|--------------|---|-----|--------|-------|-----|-----|---------|-----|----|---|-------|
| GMT+1 | 12h45 | | | 13h | 45 | | | 14h4 | 45 | | | 15 | h45 | | | 16h4 | 45 | | | 17h | 45 | | | 18ŀ | 145 | | | | 19h45 |
| GMT | 11h45 | ı | ı | 12h | 45 | ı | I | 13h | | ı | ı | | h45 | ı | ı | 15h4 | 45 | ı | ı | 16h | 45 | ı | ı | 17h | 145 | ı | | ı | 18h45 |
| | | | | | | | | | | | | | | | | | OPEI WEI | VING EK 4 | | F | PROJ | ECT ' | WOR | K & | COA | СНІ | NG | | |

Welcome and Opening Week 4

(h) 16h45-17h30

Project Work and Coaching

① 17h45-19h30

Individual project work, individual coaching opportunities.



















24 OCTOBER

TUESDAY 16H45-19H30 CET

| GMT+2 | 13h45 | 14h45 | 15h45 | 16h45 | 17h45 18h45 | 5 19h45 | 20h45 |
|-------|-------|-------|-------|-------|-------------|----------------|-------|
| GMT+1 | 12h45 | 13h45 | 14h45 | 15h45 | 16h45 17h45 | 5 18h45 | 19h45 |
| GMT | 11h45 | 12h45 | 13h45 | 14h45 | 15h45 16h45 | 5 17h45 | 18h45 |
| | | | | | PROJECT W | OBK & COACHING | |

Project Work and Coaching

① 16h45-19h30

Individual project work, individual coaching opportunities.



















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25 OCTOBER

WEDNESDAY 16H45-19H30 CET

| GMT+2 | 13h45 | 14h45 | 15h45 | 16h45 | 17h45 | 18h45 | 19h45 | 20h45 |
|-------|-------|-------|-------|-------|-----------|------------|----------------|-------|
| GMT+1 | 12h45 | 13h45 | 14h45 | 15h45 | 16h45 | 17h45 | 18h45 | 19h45 |
| GMT | 11h45 | 12h45 | 13h45 | 14h45 | 15h45 | 16h45 | 17h45 | 18h45 |
| | | | | | BRIEFINGS | PROJECT WO | ORK & COACHING | |

Check-in

(h) 16h45-17h30

Project Work and Coaching

① 17h45-19h30

Individual project work, individual coaching opportunities.



















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27 OCTOBER

FRIDAY 9H00-13H00 CET

| GMT+2 GMT+1 | 10h00 9h00 | 11h00 10h00 | 12h00 11h00 | 12h00 1 | 14h00 13h00 | 15h00 14h00 | 16h00 15h00 | 17h00 16h00 |
|----------------|-----------------|----------------|-----------------|---------------------|----------------|----------------|----------------|----------------|
| GMT | 8h00 | 9h00 | 10h00 | 11h00 1 | 12h00 | 13h00 | 14h00 | 15h00 |
| | PROJECT WORK | FINA | AL PRESENTATION | FINAL REFLECTION | | | | |

Project Work

(b) 9h00-9h45

Final Presentation

① 10h00-12h15

Final Reflection

12h15-13h00

Individual project work















