



PROGRAMME 04-06 DECEMBER 2019

BRUSSELS

Wednesday
04/12/2019

10.30 AM **Welcome – Registration**

11.00 AM – 01.30 PM **Opening session & reception**

- Welcome by Mrs. Ann BRUSSEEL, President of EhB
- Keynote Speaker Dr. Jan TERLOUW, former president of Democrats 66, Deputy Prime Minister in the Van Agt II Government, author of several children books and enthusiast advocate for sustainable development in The Netherlands
- Bas LITJENS, Board Member of the Dutch National Students Association
- Aisha ADEPOJU, RITCS Alumna and director of documentary 'A/ Camino Frente a Mi'
- Reception

Cine Palace, Boulevard Anspach 85, 1000 Brussels



	<p>01.30PM – 04.00 PM Idea Kitchen = 1 out of 3 workshop proposals:</p> <p>1) How to integrate sustainability in your curriculum Leen Audenaert and Peter Schildermans, Flemish Government - Sustainable Higher Education’. This workshop is addressed to all teaching staff interested in curriculum development. You will be guided through a process which allows you to take the first steps in building a new curriculum. Some energizing examples will be shown on what sustainability and sustainable development goals mean in higher education. An open and informal space will be created to share your ideas.</p> <p>2) Working on sustainability and the circular economy with the OVAM SIS Toolkit. Miranda Geusens en Liesbet Van Ackeleyn (OVAM) Do you want to know more about tools for the circular economy and sustainability? Take part in the hands-on workshop 'OVAM SIS Toolkit' and work together on a concrete case. The <i>OVAM SIS Toolkit</i> '(Sustainable Innovation System) is an instrument that provides guidance towards integrating sustainability principles in innovation and design processes to create sustainable value. Participants will be offered an OVAM SIS Toolkit. http://ecodesign.vlaanderen-circulair.be/en/tools/ovam-sis-toolkit</p> <p>3) Education for sustainability in a multi-faceted tomorrow – A Futures Literacy Lab</p> <p>Maya Van Leemput, Kim De Vidts, Eva De Smedt, Yannick Dujardin (EhB Researchers Open Time Applied Futures Research). This Lab is open to all interested guests, EhB staff and students. To engage with the exceptional challenge that sustainability is, you are invited to broaden your perspective of the here and now to the long-term future and the greater whole. Take</p>	
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	part in this colorful and relaxed activity to strengthen your futures literacy in order to shape together tomorrow's ideas on sustainability in higher education.	
	07.30 PM – 10.00 PM Dinner @ Taverna du Passage	<p>Galleries de la Reine 30 1000 Brussels</p> 
<p>BRUSSELS</p> <p>Thursday 05/12/2019</p>	<p>Erasmus Brussels University of Applied Sciences & Arts – Department MMM</p> <p>09.00 AM – 04.30PM: different guest lectures (cfr schedules below)</p> <p>All day long chill room with coffee: room 005</p> <p>Lunch between 12PM – 2PM in restaurant 4th floor</p>	<p>Erasmus Brussels University of Applied Sciences & Arts – Department MMM Zespenningenstraat 70 1000 Brussels</p> 

	<p>Between 05.00 PM and 10.00 PM Social activity - 3 options:</p> <p>Brussels Museums Nocturne Access to 7 museums located in the center of Brussels. Do not miss the closing party in the Saint-Géry Hall! https://www.brussel.be/nocturnes-van-de-brusselse-musea</p> <p>7.30 PM : Film Performance at Royal Institute for Theatre, Cinema & Sound (RITCS): Young Female Directors: Compilation of graduation films Rue Antoine Dansaert 70 – 1000 BRUSSELS</p> <p>8 pm : Attendance of the Musical “Nine” performed by our Musical Students Nijverheidskaai/Quai de l’Industrie 170 - 1070 BRUSSELS</p>	
<p>BRUSSELS</p> <p>Friday 06/12/2019</p>	<p>9.30 AM - 10 AM Introduction to the innovative sustainable Cultureghem Urban Space Project at the premises of the Anderlecht Slaughterhouse, https://www.cultureghem.be/en/contact</p> <p>10 AM - 12 PM Participation in one of the following 3 educational workshops:</p> <ol style="list-style-type: none"> 1) KOOKMET: be part of the city’s best pop-up restaurant by shopping and preparing a healthy and affordable meal cooked on funky mobile kitchens which you will share afterwards with your colleagues https://www.cultureghem.be/en/wat-kookmet 2) BIGH’s URBAN FARM: learn about the fish farm, the greenhouse and the rooftop garden built on the FoodMet and get an insight into the applied aquaponic method through a ludic workshop. 	<p>Ropsy Chaudron 24, 1070 Brussels</p> <p>(Metro “Clemenceau”, exit Rue Ropsy Chaudron, just cross the street and enter the gate in front of you where the food market is taking place, enter the first building at your left side)</p>

	<p>3) LE CHAMPIGNON DE BRUXELLES: visit the cellars of the slaughterhouse which are a perfect environment for mushroom production. Tons of beer waste are transformed into delicious shiitake!</p> <p>12 PM – 1.30 PM Lunch @ Cultureghem</p> <p>1.30 PM – 2.30 PM Final presentation on the future of the Cultureghem Urban Space Project</p>	
	<p>03.00 PM – 04.00 PM International Office 3rd floor Workshop <i>Virtual Mobility</i>- Can we collaborate besides the traditional Erasmus mobility? EhB encourages short mobility (3-5 days) activities and wants to reinforce its virtual mobility activities in the future. During this session, you will be invited to exchange good practices and discuss possible future cooperation.</p>	<p>Erasmus University of Applied Sciences & Arts International Office (3rd floor) Nijverheidskaai/Quai de l'Industrie 170 - 1070 BRUSSELS</p>

SCHEDULES GUEST LECTURES



Contact for EhB : hilde.van.Lindt@ehb.be , mobile : +32 473/429952

Department MMM: ellen.thielemans@ehb.be, mobile: +32 498/10 52 38

Tracks BA COMMUNICATION MANAGEMENT - THURSDAY 5/12/2019 & FRIDAY 6/12/2019

time	Guest lecturer & room 2BA Communication Management	Guest lecturer & room 3BA Communication Management
<i>All day long</i>	<i>Registration and coffee break in room 005 (ground floor)</i>	
09.00am - 10.30am	Abdul KARA – The Netherlands 1.19 (1st floor) <i>Workshop innovation management</i> <i>How to create your own media innovation or contribute to the success of a startup team or an established (media) organization</i>	Benji TAYLOR – UNITED KINGDOM 3.15 (3 rd floor) <i>Make Copy Great Again</i> <i>Lessons learnt from a crazy, lazy, scary world.</i>
11.00am - 12.30pm	Daniel CHOI – The Netherlands 1.19 (1st floor) <i>What is the future of communication and its field?</i> <i>We may do not know but our brain does</i>	Marijke SMIT - The Netherlands 3.15 (3 rd floor) <i>Workshop: storytelling through design thinking</i>
<i>12.30pm – 01.30pm</i>	<i>Lunch in restaurant 4th floor</i>	
01.30pm - 03.00pm	Craig MaC DONALD - FRANCE 3.08 or 3.12 (3 rd floor) <i>Disruptive Innovation: The end of newspapers, books and movie theaters?</i>	Manuela MANLIHEROVA – BULGARIA 3.15 (3 rd floor) <i>Advertising trends - insight & innovation</i> <i>Global brands' campaigns which show an innovative approach to inspire people to open their world, to encourage everyone to be open-minded to social differences</i>
03.00pm - 04.30pm	Andreea MOGOS - ROMANIA 3.08 (3 rd floor) <i>Selfie as photographic genre, cultural artefact and social practice</i>	Tiko TSOMAIA - GEORGIA 3.15 (3 rd floor) <i>Transmedia storytelling on femicide: from project idea to social campaign</i>

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FRIDAY 06/12/2019	
11.00AM – 01.00PM	Pedro Beltrán Herrera (Cuba) – Haaga Helia University of Applied Sciences FINLAND Spanish 3CM with Ellen (in room 3.18)

Tracks BA HOTEL MANAGEMENT - WEDNESDAY 4/12/2019 & THURSDAY 5/12/2019 –

WEDNESDAY 4/12/2019			
01.00 PM – 04.00PM	Jaana HÄKLI Saimaa University of Applied Sciences - FINLAND Sustainability of an event: case: Flow Festival	3HM	3.15
THURSDAY 5/12/2019			
09.00 AM – 10.00 AM	Jaana HÄKLI Saimaa University of Applied Sciences - FINLAND Sustainability of an event: case: Flow Festival	2HM	1.22
10.00 AM – 11.00AM	Jaana HÄKLI Saimaa University of Applied Sciences - FINLAND Benefits of Diversity Management	3HM	1.23

Track BA IDEA & INNOVATION MANAGEMENT - THURSDAY 5/12/2019

International Days - IDEA & INNOVATION MANAGEMENT – 2IIM – Room 3.12		
09.30AM - 11.00AM	<p>Heike Siebert - THMittelhessen, Germany</p> <p>Playful interaction that serves as a perfect introduction to Intercultural Competences; to then provide students with further input on the subject after the reflection of the game. Advantages of a semester abroad in general and of course in particular in Giessen at Technische Hochschule Mittelhessen, Germany – an IIM Erasmus+ partner.</p>	1+2 IIM
11.15 AM - 12.45 PM	<p>Dr. Maeve McArdle - DkIT, Ireland</p> <p>Focus: Closing the Loop for a Circular Economy - The challenge of achieving a Circular Economy at a micro level ; The value-action gap in closing the loop for routine products; Empirical research from an Irish context; Advantage of a semester at Dundalk Institute of Technology, Ireland – an IIM Erasmus+ partner.</p>	1+2+3 IIM
01.30 PM - 03.00 PM	<p>Craig MacDonald - ESCAmiens, France</p> <p>Disruptive Innovation - The end of newspapers, books and movie theaters? Advantage of a semester at Ecole Supérieure de Commerce d'Amiens, France – an IIM Erasmus+ partner.</p>	2+3 IIM

Tracks BA JOURNALISM - THURSDAY 5/12/2019 & FRIDAY 6/12/2019

time	Guest lecturer & room 2BA JOURNALISM	Guest lecturer & room 3BA JOURNALISM
<i>All day long</i>	<i>Registration and coffee break</i>	
09.00am - 10.30am	Radu MEZA - ROMANIA <i>Are we Human or are we Hamster? New Media Language and Surveillance Capitalism</i>	
11.00am - 12.30pm	Raisa KOIVUSALO - FINLAND <i>Communication in a digital age: trust in media and journalism in Scandinavia</i>	Mario KUBAS - CZECH REPUBLIC <i>Inside the heads of journalists. How do they construct the news?</i>
<i>12.30pm – 01.30pm</i>	<i>Lunch in restaurant 4th floor</i>	
01.30pm - 03.00pm	Karina SCHWANN - AUSTRIA <i>Sustainable radio documentary serials</i>	
03.00pm - 04.30pm	Andreea MOGOS - ROMANIA 3.08 (3 rd floor) <i>Selfie as photographic genre, cultural artefact and social practice</i>	

FRIDAY 06/12/2019		
09.00AM – 11.00AM	Journalist DANIEL DEMOUSTIER	1+2JT + incoming stds Presentation Skills

Tracks BA OFFICE MANAGEMENT - WEDNESDAY 4/12/2019 & THURSDAY 5/12/2019

WEDNESDAY 4/12/2019					
11.00 AM - 01.00 PM	Opening ceremony 10M & 20M				
THURSDAY 5/12/2019					
2 Office Management			3 Office Management		
<i>all day long</i>	<i>Registration and coffee break in room 005 (ground floor)</i>				
09.00 -11.00	Pekka SAVINAINEN Haaga Helia UAS Helsinki - FIN (in Spaans 2) <i>Expresar gustos y preferencias</i>	2.21	Karin KALLIS - Centria University of Applied Sciences Kokkola - FIN (in GPC 3 ENG) <i>Succeeding in a Job Interview</i>	2.09	
11.00-13.00	Go abroad for studies/work placement in... Helmo (Jean-Pierre) Haaga Helia UAS Helsinki (Pekka, Marjaana & Kristiina) Centria UAS Kokkola (Karin) Francisco Ferrer (Elisabeth) (in GPC 2 ENG - Kathleen)	1.23	Pedro BELTRÁN Herrera - CUBA/FIN Haaga Helia UAS Helsinki <i>Realizar una entrevista de trabajo</i> (in Spaans 3)	2.10	
13.00 - 14.00	<i>lunch</i>		<i>lunch</i>		
14.00 - 16.00	Mission Goes Global PITCH , with Marjaana HALSAS & Kristiina Åberg (Haaga Helia UAS Helsinki) - FIN (in GPC 2 ENG & Cross Cultural Management)				2.19

Tracks BA TOURISM & LEISURE MANAGEMENT - THURSDAY 5/12/2019

		BA	room
09 - 10.30u	Jussi MERTANEN Haaga Helia UAS Helsinki - FINLAND <i>Digital trends in sustainability</i>	2TRM	3.19
10.30 - 12u	Jussi MERTANEN Haaga Helia UAS Helsinki – FINLAND <i>Digital marketing</i>	3TRM	1.26
<i>LUNCH 12-13u in restaurant 4th floor</i>			
13-14u	Go abroad for studies in Spain & Finland, with Rebeca & Jussi	2TRM	
15-17u	Rebeca MENDEZ Duron - Universitat de les Illes Balears, Palma - SPAIN <i>Hands-on workshop on sustainability in the leisure industry</i>	2TRM	2.24