



Ulysseus Entre Camp Genoa 2026

Blended Intensive Programme (BIP)

Genoa

Virtual Part: 04/05/2026 to 30/06/2026

Physical Part: 08/06/2026 to 12/06/2026



ULYSSEUS ENTRE CAMP GENOA 2026

Cultural heritage & tourism: creating value for the territory



ULYSSEUS ENTRE CAMP GENOA 2026

CULTURAL HERITAGE & TOURISM:
CREATING VALUE FOR
THE TERRITORY



Beneficiary Module BIP code: TBD

Summary of Information:

In which city is the BIP located?	Genoa
Name of the hosting university?	University of Genoa
Name of the coordinating university?	University of Genoa
Ulysseus BIP topics?	<input type="checkbox"/> Entrepreneurship and Design Thinking <input type="checkbox"/> Transversal/Interdisciplinary topics aligned with the Ulysseus Mission <input type="checkbox"/> Related to the Ulysseus Innovation Hubs <input type="checkbox"/> Equality Diversity and Inclusion
ISCED code, according to the list in annex 1 (for a BIP for students):	- 048 Inter-disciplinary programmes and qualifications involving business, administration and law - 028 Inter-disciplinary programmes and qualifications involving arts and humanities - 068 Inter-disciplinary programmes and qualifications involving Information and Communication Technologies
Amount of ECTS (minimum 3 ECTS for a BIP for students):	5
Expected participants (students, staff or the two ones) and the expected study level for students:	Students (Master and PhD)

<p>- Maximum number of desired Erasmus BIP participants (granted or zero granted) and precise if non BIP participants, can be added</p> <p>- And if possible, precise, how many slots per university:</p>	<p>40 (5 for each University, UniGe included; numbers may vary depending on the possibility of each university to send participants)</p>
<p>Start/End dates of the virtual component:</p>	<ul style="list-style-type: none"> • Preparatory work (pre-assignment) 04/05/2026 – 29/05/2026 • Portfolio work and post-assignment 13/06/2026 – 30/06-2026
<p>Start/End dates of the physical component:</p>	<p>08/06/2026 to 12/06/2026</p>
<p>(Expected) Workload (detail for physical component and the virtual one if possible):</p>	<p>about 50 hours + individual study</p>
<p>Language and level required:</p>	<p>English B2</p>
<p>Available funding:</p>	<p><i>Consult your home university regarding available funding options</i></p>
<p>Hosting university's registration deadline to receive the participant list</p>	<p>30/01/2026 <i>Please be aware that your home university may set a different application deadline depending on their internal selection process.</i></p>
<p>Application Details:</p>	<p>Please contact your Ulysseus Local Mobility Officers in this table below. Feel free to reach out to them with any questions. They will manage the selection process internally.</p>
<p>Contact details of Ulysseus Local Mobility Officers:</p>	
<p>University of Seville:</p>	<p>mobilityulysseus@us.es</p>

Université Côte d'Azur:	mobility-ulysseus@univ-cotedazur.fr
University of Genoa:	mobility.ulysseus@info.unige.it
Technical University of Kosice:	natalia.vaskova@tuke.sk
MCI The Entrepreneurial School®:	mobilityofficer.ulysseus@mci.edu
Haaga-Helia University of Applied Sciences:	mobilityulysseus@haaga-helia.fi
University of Münster:	mobilityulysseus@uni-muenster.de
University of Montenegro:	ulysseusmobility@ucg.ac.me

General Course Information

The Ulysseus Entre Camp is a 5-days intensive training programme to improve students' knowledge in the field of entrepreneurship through agile methodologies such as **Design Thinking** while incorporating a challenge-based learning approach.

The 2026 Edition, organised by the University of Genoa in the context of the "Tourism and Heritage" Innovation Hub UniGe - Ulysseus, is focused on **valorising "forgotten" cultural heritage, creating value for the territory and enhancing cultural tourism**.

- **Ulysseus Priority topics:**

- Entrepreneurship and Design Thinking
- Transversal/Interdisciplinary topics aligned with the Ulysseus Mission
- Related to the Ulysseus Innovation Hubs
- Equality Diversity and Inclusion

Entre Camp 2026 specific topics:

- Entrepreneurship and Business Models for Cultural Heritage
- Innovation strategies for Cultural Heritage

- Target group:

- Students

- Level:

- Master
- PhD



- Field of study and ISCED Codes:
 - 048 Inter-disciplinary programmes and qualifications involving business, administration and law
 - 028 Inter-disciplinary programmes and qualifications involving arts and humanities
 - 068 Inter-disciplinary programmes and qualifications involving Information and Communication Technologies
- Course dates:

Virtual part

- Preparatory work (pre-assignment) 04/05/2026 – 29/05/2026
- Portfolio work and post-assignment 13/06/2026 – 30/06/2026

Physical part

Monday, 8 June - Friday, 12 June 2026

Registration dates are open from **01/12/2025** to **30/01/2026**

Please be aware that your home university may set a different application deadline depending on their internal selection process.

Course Content

- Course Outline:

Entre Camp 2026 is an intensive training program organized by the European University Ulysseus at the University of Genoa. For five days, from 8 to 12 June 2026, 40 participants from the Ulysseus alliance universities will be able to enjoy an academic offer of excellence with tutoring from trainers at the Ulysseus Universities (University of Seville, Spain; University of Genoa, Italy; University Côte D'Azur, France; Technical University of Kosice, Slovakia; MCI - Management Center Innsbruck, Austria; Haaga-Helia University of Applied Sciences, Finland; University of Münster, Germany and University of Montenegro).

The programme aims for these objectives:



- Develop and strengthen students' **entrepreneurial mindset** through agile processes, tools and methodologies such as Design Thinking.
 - **Design Thinking**: learn how to use the Design Thinking process and tools.
 - **Challenge-based learning**: work closely with organizations and companies on a challenge.
 - It also seeks to improve **critical thinking, decision making, problem solving**, and identifying business opportunities.
 - **Sustainable business**: work towards sustainable solutions for the future.
 - **Intercultural teamwork**: develop communication and teamwork skills in a multicultural environment.
- Course content:

Students will begin their learning journey in May, by participating in the virtual opening of the programme, where they will be informed of a first learning task (pre-assignment) that they must complete in preparation for the intensive week in Genoa. The activities that make up the programme, linked to the field of entrepreneurship, aim to contribute to the development of the concept of **valorising “forgotten” cultural heritage, creating value for the territory and enhancing cultural tourism**.

Partners from the **“Tourism and Heritage” Innovation Hub UniGe Ulysseus** will present a challenge focused on this concept.

The goal will be designing **innovative and creative solutions for the valorisation of neglected or abandoned Cultural Heritage, creating value for the territory**, through hands-on teamwork and guidance from expert coaches. The students will apply the **Design Thinking** method, which will be explained during the programme. Students will focus on working on the topics by providing solutions to the challenges during the in-person week.

The programme also includes **visits to cultural companies and museums** on the territory, **inspiring speakers** and **workshops**.

The participants will have also the opportunity to **discover the city of Genova and its UNESCO Heritage**, with educational visits, team building and recreational activities.

The Ulysseus Entre Camp is an intensive training experience which is also **an enriching opportunity to develop personal skills** of determination, results-driven approach and creative thinking.

The Entre Camp team strives to create an environment where all students have an equal opportunity to learn, grow, and succeed: however, due to the **intensive schedule**, participants must consider that they will have to strictly interact with colleagues from other universities, to work with tight deadlines and that, at the end of the in-person week,

the working groups will have to present the proposed solution in front of the BIP audience.

- Phases (approximate dates)
 - **4 May 2026:** Online kick-off meeting.
 - **29 May 2026:** deadline for submission of preparatory work and learning agreement.
 - **8 - 12 June 2026:** camp in Genoa
 - **30 June 2026:** deadline for students to submit learning portfolio for evaluation.
 - **15 September 2026:** deadline for Evaluation of student learning

- Learning Activities
 - Five days of **intensive training** in a collaborative and inspiring environment.
 - Lectures and talks by prestigious professionals.
 - **Networking opportunities** in the Genoa region
 - Leisure programme: fun and **community development**
 - **International experience** in Genoa

- Acquired skills
 - Entre Camp aims **to improve students' knowledge in the field of entrepreneurship through very comprehensive and diverse modules.**
 - After this training course, participants will be able to use the Design Thinking process; develop and strengthen their entrepreneurial mindset; think critically, make decisions, create different solutions and discuss their practical value; communicate and continue to develop ideas through debates; contemplate problems from various points of view when working in diverse teams and with companies and other stakeholders; and identify business opportunities and develop them into a set of sustainable solutions.
 - In line with Ulysseus values, this face-to-face training course will contribute to the development of regions and society. It will also help reduce the skills gap, one of Ulysseus' key goals.

Course Practical Details



- Start/End dates virtual part: preparatory work (pre- assignment) 04/05/2026 - 29/05/2026; Portfolio work and post- assignment (15/06/2026-30/06/2026)
- Start/End dates of the physical part: 08/06/2026-12/06/2026
- Teaching language: English
- Location: UniGe DIEC Department of Economics, and Business - Genoa, Italy
- ECTS: 5 ECTS
- Workload: about 50 hours + individual study
- Maximum number of participants for the BIP: 40 (5 for each University, UniGe included; numbers may vary depending on the possibility of each university to send participants)
- Contact: cristina.chiaiso@edu.unige.it; mobility-ulysseus@unige.it

Physical mobility

From 8 to 12 June 2026 in Genoa

<i>In person programme</i>	Morning	Afternoon
DAY 1 - Monday 8 June	- Welcome and challenge presentation	- Tools & Tasks for the day explained by coaches and teamwork - Team Building; discovering Genoa and its UNESCO Heritage
DAY 2 - Tuesday 9 June	- Tools & Tasks for the day explained by coaches - Teamwork	- Discuss and Teamwork - Educational Visit

DAY 3 - Wednesday 10 June	- Tools & Tasks for the day explained by coaches - Teamwork	- Tools & Tasks for the day explained by coaches and teamwork - Entrepreneurship stories from external speakers
DAY 4 - Thursday 11 June	- Tools & Tasks for the day explained by coaches - Teamwork	- Tools & Tasks for the day explained by coaches - Teamwork
DAY 5 - Friday 12 June	- Teamwork - Project presentation	- Course Feedback - Panel Discussion

Virtual component/Part

Kick-off: Online, 4 May

- Approaching economics and management for culture, cultural heritage valorisation and digitalisation
- Business models for digital innovation, creating value for cities and communities
- Innovation technologies and tools

Preparatory work (pre-assignment)

- Students will have to work on a task related to the challenges and submit this task prior to the face-to-face component 04/05/2026 - 29/05/2026
- Delivery of the learning portfolio where students must investigate and expose the concepts learned during the face- to-face period. It is after the face-to-face component: until 30/06/2026

Requirements

Students enrolled in studies of the following levels in Ulysseus Universities:

- Master's or equivalent level (EQF-7)
- Doctoral or equivalent level (EQF-8)



- No specific background required
- English B2

Application Process

Depending on student's HOME UNIVERSITY, please find below the contact information, including a list of links providing email addresses from the mobility offices and coaches (professors) of each of the Alliance's universities

UNIVERSITY	MOBILITY OFFICERS
University of Genoa	mobility-ulyssseus@unige.it
Haaga-Helia University of Applied Sciences	mobilityulyssseus@haaga-helia.fi
University of Seville	mobilityulyssseus@us.es
Université Côte d'Azur	mobility-ulyssseus@univ-cotedazur.fr
Technical University of Košice	natalia.vaskova@tuke.sk
MCI The Entrepreneurial School	mobilityofficer.ulyssseus@mci.edu
University of Münster	mobilityulyssseus@uni-muenster.de
University of Montenegro	ulyssseusmobility@ucg.ac.me

Professors

“Tourism and Heritage” Innovation Hub UniGe Ulysseus

Renata Paola Dameri, IH Chief Scientific Officer

Cristina Chiais, IH Project Manager

UNIVERSITY	COACHES	EMAIL
University of Genoa	Cristina Chiais	cristina.chiais@edu.unige.it
	Monica Bruzzzone	monica.bruzzzone@economia.unige.it
Haaga-Helia University of Applied Sciences	Sirpa Lassila	sirpa.lassila@haaga-helia.fi
	Marika Alhonen	Marika.Alhonen@haaga-helia.fi
University of Seville	Juan Luis Blanco Guzmán	jbguzman@us.es
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Université Côte d'Azur	Alain Chastan-Bagnis	alain.chastan-bagnis@univ-cotedazur.fr
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	Tomáš Štofa	tomas.stofa@tuke.sk
MCI The Entrepreneurial School	Benjamin Suitner	benjamin.suitner@mci.edu
University of Münster	Timo Bosse	timo.bosse@wiwi.uni-muenster.de
	Christina Wess	Christina.Wess@wiwi.uni-muenster.de
University of Montenegro	Dragana Ćirović	dcirovic@ucg.ac.me



The Ulysseus Action has received funding from the European Union's Erasmus + Programme under the grant agreement No 101124733. The views and opinions expressed in this communication are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission



**Co-funded by
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