

INJOY Health SUMMER SCHOOL

INovating the JOY of Eating for Healthy Ageing

Barcelona | 25 June to 4 July 2018



UNIVERSITAT DE
BARCELONA

BIOMARKERS &
NUTRIMETABOLOMICS



Co-funded by
the European Union



Karolinska
Institutet

ciberfes
Centre de Investigació Biomèdica en Nutrició i Desenvolupament Sostenible



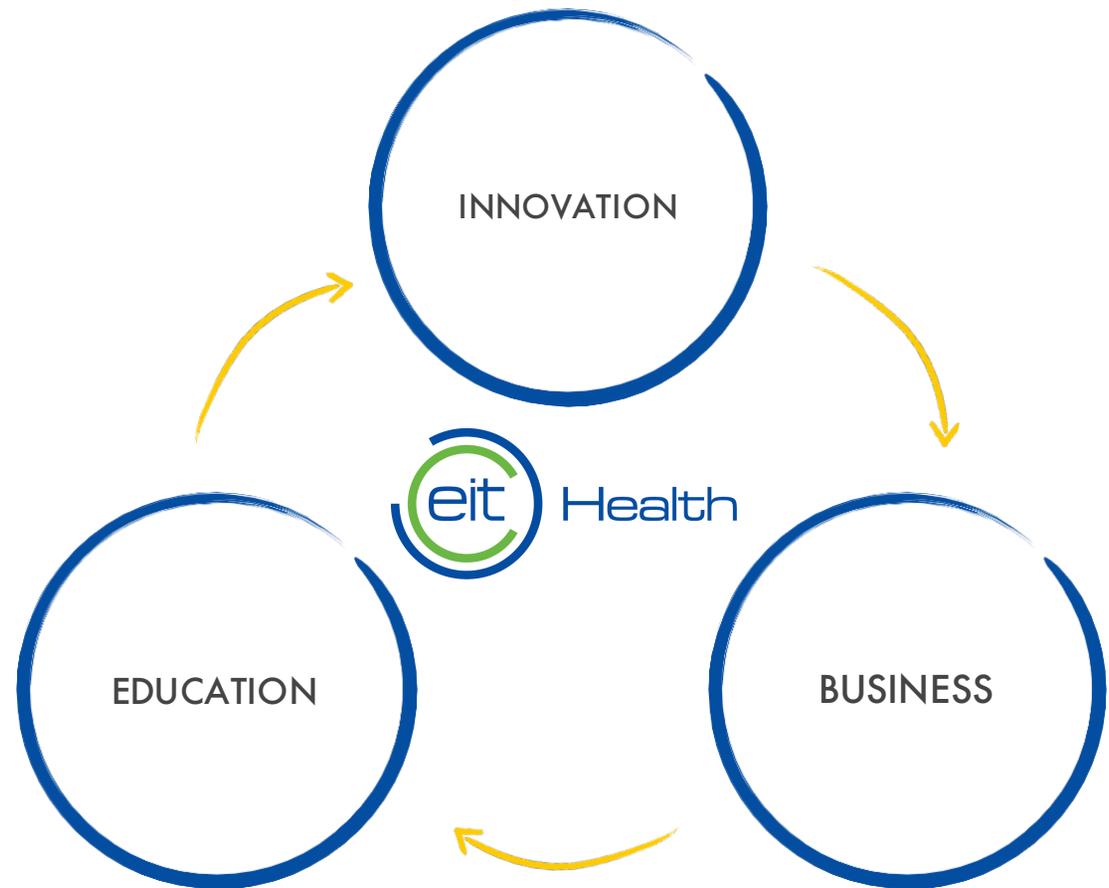
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Support from EIT Health

EIT Health is a Knowledge and Innovation Community (KIC) established by the European Institute for Innovation & Technology (EIT), an independent EU body set up in 2008 to promote innovation and entrepreneurship across Europe.

EIT Health brings together leading healthcare companies across multiple industry sectors, public and private research centres, and top universities, to create a powerful network of partners.



WHAT IS INJOY?

INJOY is designed for students, entrepreneurs, intrapreneurs, and researchers who are interested in creating novel business solutions aimed at empowering citizens to modify eating behaviours which support healthy ageing.

Students will develop the skills, knowledge, and attitudes needed to identify a business idea, assess the opportunity and develop a sustainable business model to promote healthy living.

25 June - 4 July 2018



WHO

Entrepreneurs,
Intrapreneurs,
Researchers,
Professionals, Students



WHAT

Workshops, theoretical and
practical business sessions,
collaborations, expert panels,
excursions, and influencer talks



WHERE

UNIVERSITY OF
BARCELONA



WHEN TO APPLY

Admissions Rounds:
1 April, 15 April, 29 April 2018



HOW TO APPLY

<http://www.nutrimetabolomics.com/injoy>

The INJOY Partnership and Support





UNIVERSITAT DE
BARCELONA

Lead Partner and host of the INJOY Summer School



Lead Partner Project Leader

Cristina Andrés-Lacueva, PhD

Professor at the Biomarkers & Nutrimental Research Group, CIBERFES Frailty & Healthy Aging Nutrition, Food Science & Gastronomy Dept. Pharmacy & Food Science School-University of Barcelona Nutrition and Food Science Department of the Pharmacy School



Economics and Business Organization

Claudio Cruz, PhD

Profesor de Dirección Estratégica e Innovación y Competitividad, Coordinador of the Masters in Creation and Management of Innovative and Technological Based Companies, Department of Management and Strategy of Companies



Outreach and Internationalization

Jaume Argerich, PhD

Professor, Department of Economics and Business Organization. Specializes in Outreach and Internationalization.



Internationalization & Education

Adriana Espinet, MSc

Associate Professor, Management Science, MSc in Business. Specializes in Internationalization & Education.



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL

Summer School Challenge



How might we empower Europeans to adopt eating behaviours which promote healthy aging?

Challenges identified by industry

Foods for healthy Aging

How might we make it easy, convenient and enjoyable to eat foods which support healthy ageing?

Gastronomy

How might we simplify cooking for all skill levels, how might we redesign kitchens for more efficiency?

Lifestyle Habits

How might we nudge European consumers to adopt healthy habits?

Consumer Empowerment

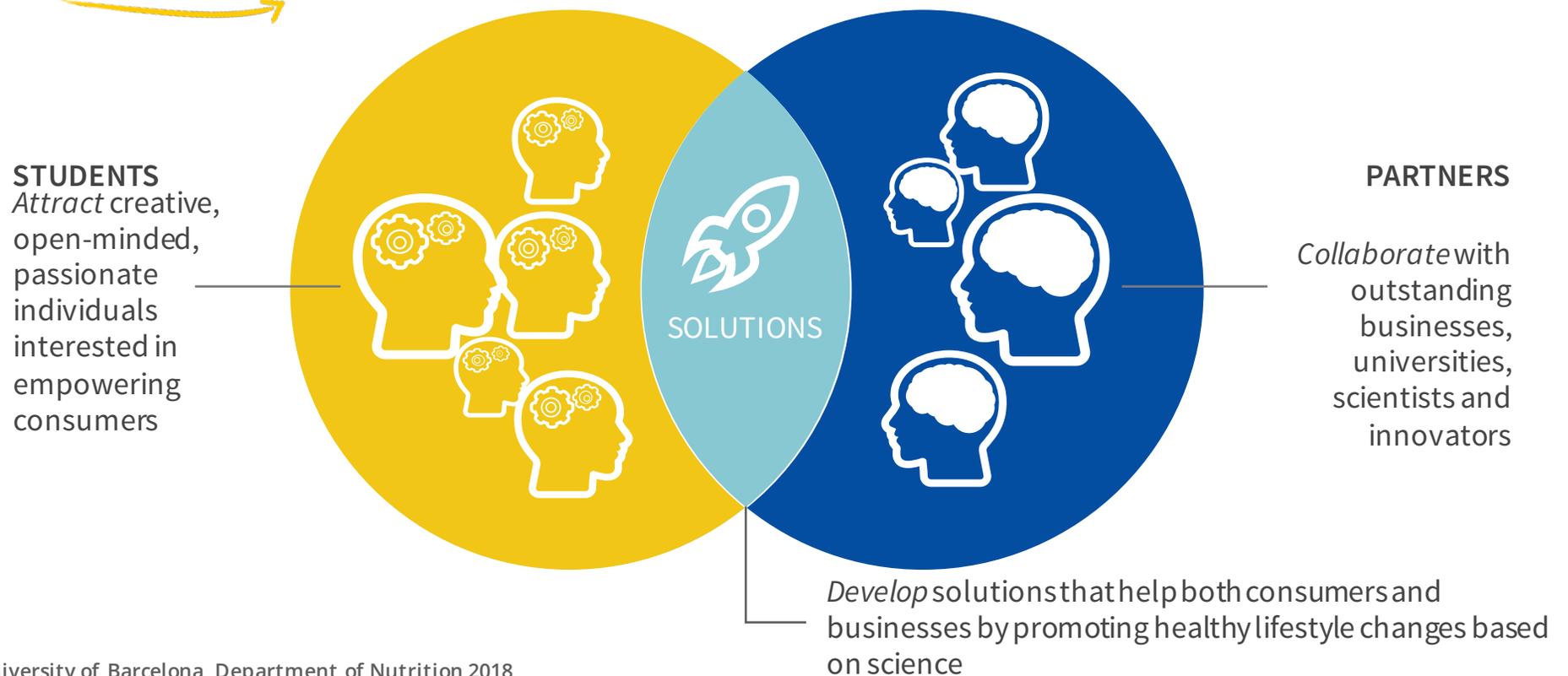
How might we help consumers select and purchase foods which support healthy ageing?

Are there challenges you face in your industry??



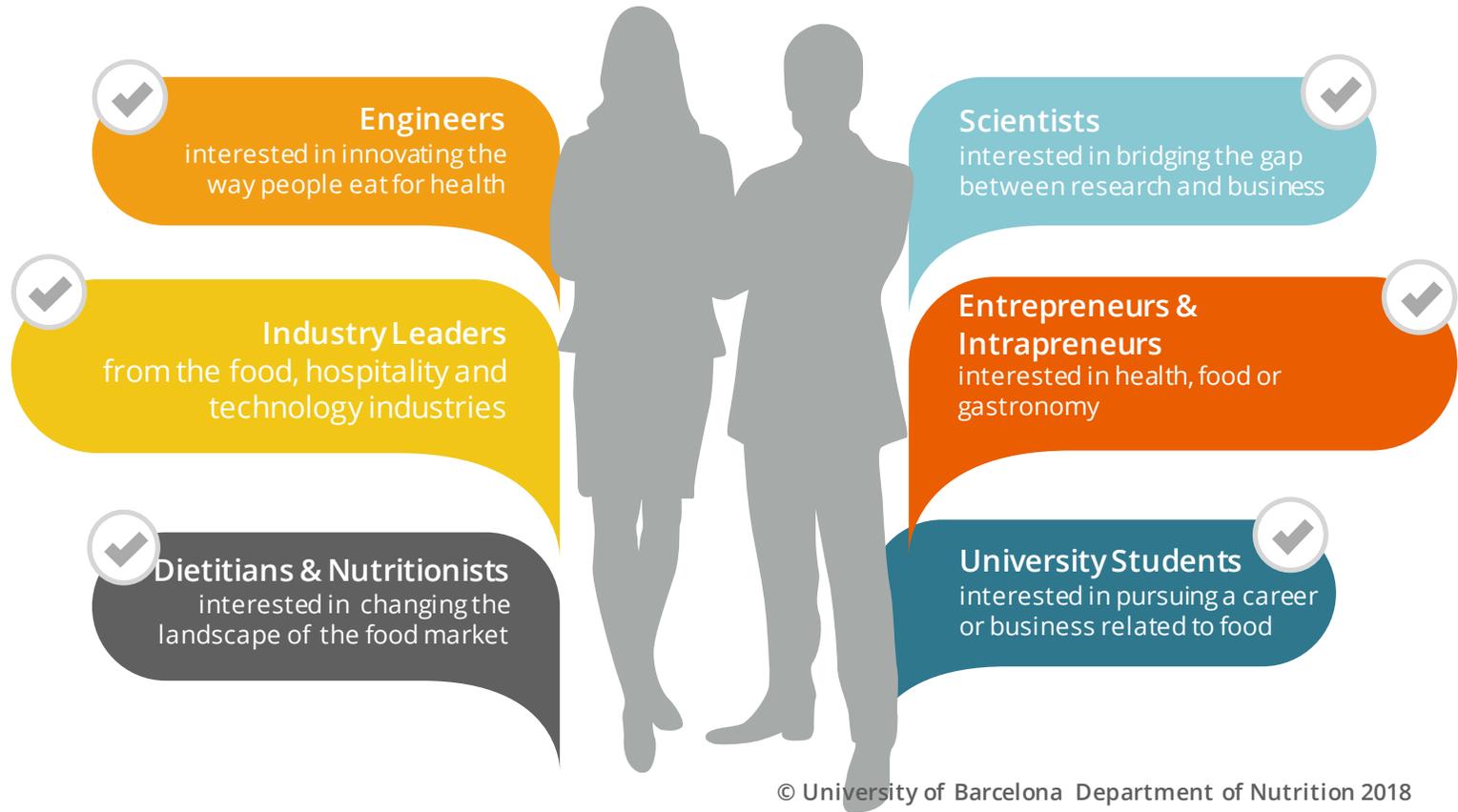
INJOY EIT Health Summer School

INNOVATING THE JOY OF EATING

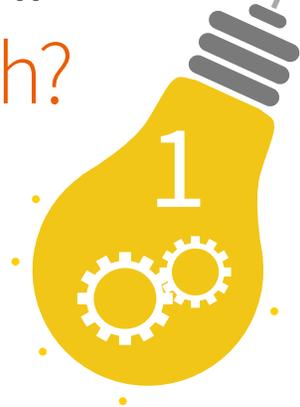


Who will participate?

Working in interdisciplinary teams



What will
we **teach**?



Challenges in eating
for healthy ageing



Foods for
Healthy Ageing



Dietary Patterns -
the new gold standard
in promoting healthy
ageing



Innovating How
We Eat
(behaviors
& habits)

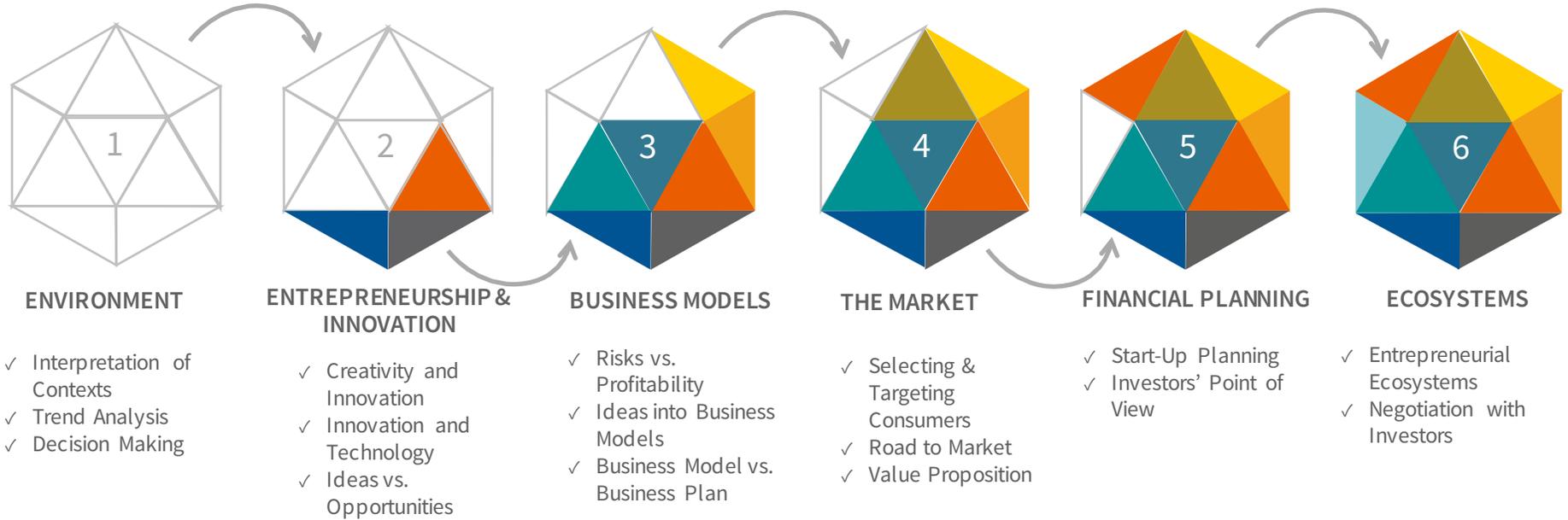


Innovating
What we Eat
(foods & products)

Nutrition for Healthy Ageing

What will we **teach**?

Entrepreneurship & Innovation

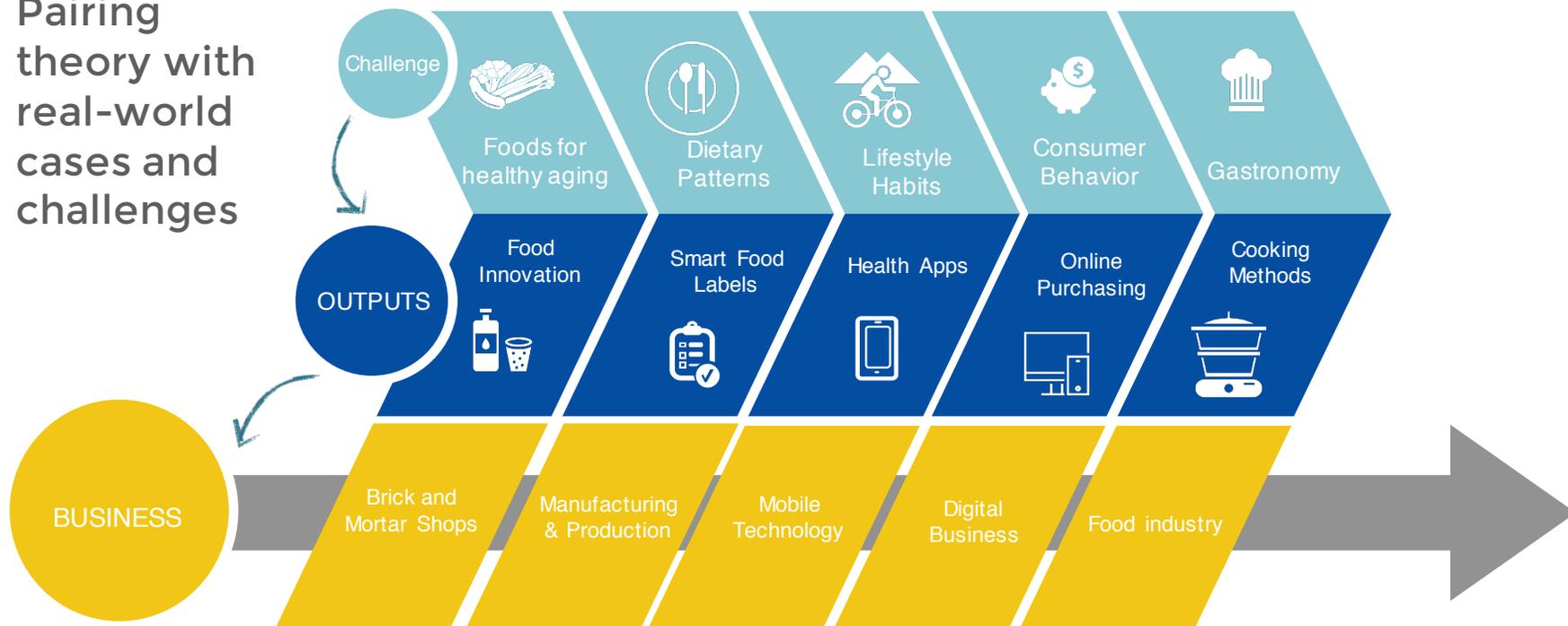


real-world cases

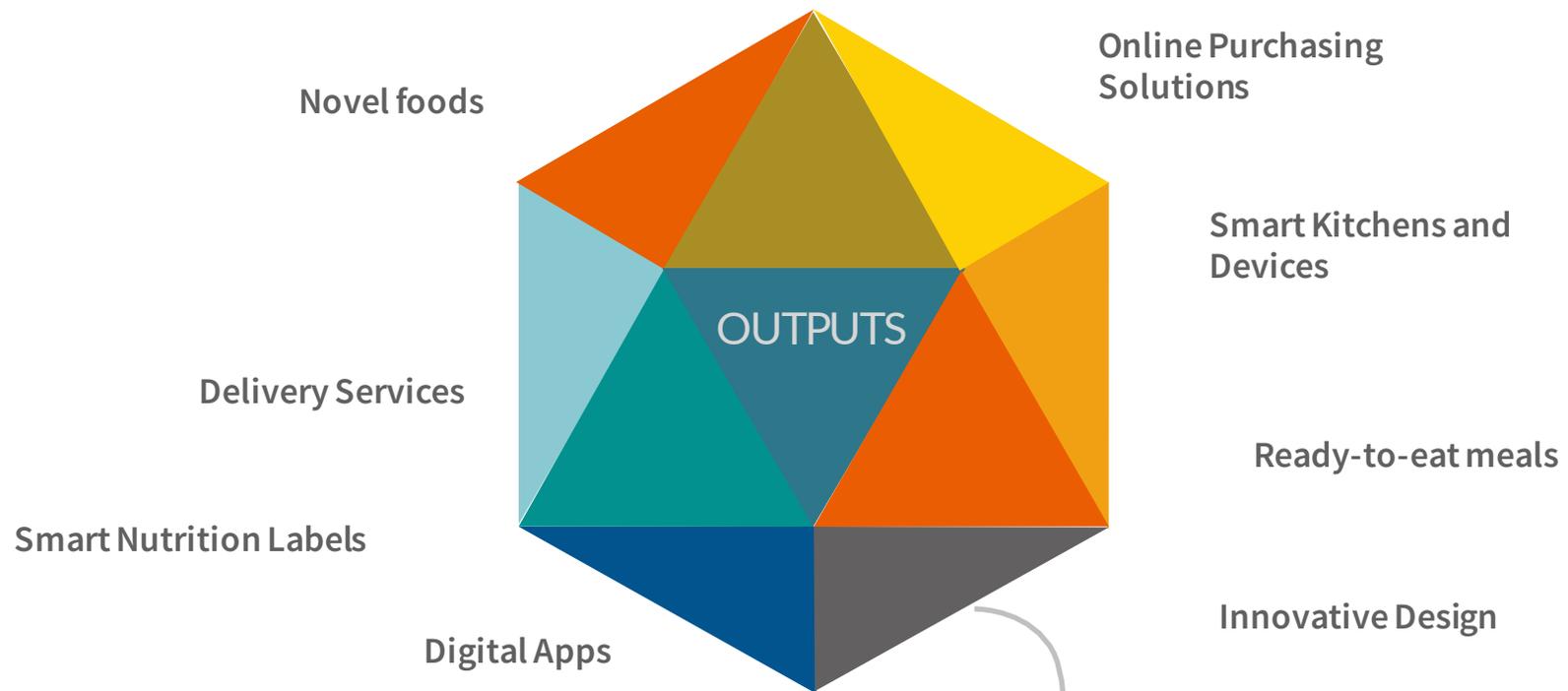
real-world innovations

How will we transition from science to **business**?

Pairing theory with real-world cases and challenges



What will we create?



final **competition**

Timeline

1 April

CLOSE OF EARLY
ADMISSIONS

21 March

RECRUITMENT OPENS

15 April

CLOSE OF ROUND 2 ADMISSIONS

29 April

CLOSE OF ROUND THREE
ADMISSIONS

7 May

FINAL NOTIFICATIONS TO ALL STUDENTS.
LAST DATE FOR PAYMENTS AND FEES

25 June - 4 July

10-DAY TRAINING IN BARCELONA

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For more information about the INJOY EIT Health Summer School

Website:

<http://www.nutrimetabolomics.com/injoy>

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