

ERASMUS+ BLENDED INTENSIVE PROGRAMME 2026

BIP RIL 2026

5–16 October, 2026
ONLINE SESSION

19–23 October, 2026
ON-SITE WEEK IN PARDUBICE

RESPONSIBLE INNOVATION LAB: DESIGN THINKING FOR SUSTAINABLE FUTURES

How can students move from discussing sustainability to designing practical, user-centered solutions for real-world challenges? How can responsible innovation help transform environmental, social, and economic problems into meaningful project ideas?

This Blended Intensive Programme offers a hands-on international learning experience focused on responsible innovation, sustainability, and design thinking. Students will explore how sustainable futures can be shaped through empathy, creativity, critical thinking, teamwork, and structured innovation methods.

Rather than approaching sustainability only as a theoretical concept, participants will work in teams to identify real problems, understand the needs of users and stakeholders, define design challenges, generate ideas, build prototypes, and test their solutions. The programme combines academic input, practical workshops, mentoring, intercultural collaboration, and project-based learning.

The central theme of the programme is designing responsible and sustainable solutions that create value for people, organizations, and society.

WHO IS RESPONSIBLE INNOVATION LAB FOR?

The programme is designed for undergraduate and postgraduate students from different countries and disciplines who are interested in sustainability, responsible business, innovation, entrepreneurship, management, social impact, and practical problem-solving.

It is particularly suitable for students who are open to:

- international teamwork,
- interdisciplinary cooperation,
- creative and critical thinking,
- sustainability-oriented project work,
- active participation in workshops and discussions,
- developing ideas with real social, environmental, or economic relevance.

No advanced background is required. The programme is open to students who are motivated to explore how innovation can contribute to sustainable futures.





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NAME OF THE LECTURER:

Barbora Zemanová

University of Pardubice, Czech Republic

Barbora Zemanová, PhD, is an Assistant Professor at the Faculty of Economics and Administration, University of Pardubice. Her teaching and research focus on change management, organisational culture, responsible business management, and sustainability in organisations. Her interest in sustainability dates back to her doctoral studies, when she gained professional experience at the London headquarters of an international non-profit organisation, working as a project manager and coordinating an international team. In her teaching, she connects theoretical concepts with practical examples, discussion, and project-based learning.

ONLINE SESSION:

**Sustainability Foundations for Responsible Innovation:
Principles and Perspectives**

ON-SITE SESSION:

Sustainability as a Starting Point for Responsible Innovation

Annotation:

The sessions introduce sustainability as a multidimensional concept and explore why it has become an important consideration for organisations and society. Students will examine its environmental, social, and economic dimensions, together with long-term and intergenerational responsibility, stakeholder perspectives, and the connections between local decisions and their wider impacts. Particular attention will be paid to the fact that sustainability is not a simple label. Decisions that appear beneficial from one perspective may have different consequences for other groups, places, or future generations. The topic is therefore relevant not only to environmental policy but also to everyday managerial and organisational decision-making.

The online session provides the conceptual foundations and introduces key principles and perspectives on sustainability. During the on-site session, students will use these perspectives to examine practical challenges and consider the sustainability direction of their team projects. The aim is to help students ask more informed questions and assess sustainability claims and proposed actions more critically.



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NAME OF THE LECTURER:

Michaela Kotková Stříteská
University of Pardubice, Czech Republic

Michaela Kotková Stříteská, PhD, is an Associate Professor and Head of the Institute of Business Economics and Management at the University of Pardubice. Her academic interests include innovation, strategic and performance management, and responsible management. In her teaching, she combines theory with practical examples, case studies, and collaborative activities, encouraging students to think critically, creatively, and in context.

ONLINE SESSION:

Understanding Innovation: Why It Matters and How It Creates Value

ON-SITE SESSION:

Innovation Opportunities in a Changing World

Annotation:

Organisations today operate in an environment shaped by rapid technological development, evolving customer expectations, sustainability pressures, and broader economic and societal change. The online session introduces key sources of innovation and explains how emerging trends, unmet needs, technological advances, and contemporary challenges can become opportunities for value creation. Through practical examples, students will examine how challenges can become drivers of creativity, innovation, and long-term value creation, and why recognising and framing a promising opportunity is an essential first step in the innovation process.

During the on-site session, they will apply these ideas to current challenges and use them to identify opportunities relevant to their team projects. Together, the sessions will help students connect changes in the external environment with concrete innovation challenges and prepare them for the subsequent application of Design Thinking.



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NAME OF THE LECTURER:

Kateřina Myslivcová

University of Pardubice, Czech Republic

Kateřina Myslivcová, PhD, is an Assistant Professor at the Faculty of Economics and Administration, University of Pardubice. She holds a Ph.D. in Economic Policy and Administration from the University of Pardubice. She has several years of professional experience in the insurance sector. Her research focuses on sustainability, corporate social responsibility, environmental responsibility, and sustainable business practices. She has published in international journals and conference proceedings and participates in research projects focused on sustainable development and responsible business.

ONLINE SESSION:

Introduction to Design Thinking for Responsible Innovation

ON-SITE SESSION:

**Design Thinking for Responsible Innovation:
From Empathy to Testing**

Annotation:

Design Thinking has become one of the most widely used approaches to innovation because it combines creativity, user understanding, and systematic problem solving. The online session introduces Design Thinking as a structured, human-centred approach to responsible innovation and sustainability-oriented problem solving. Students will explore how organisations, entrepreneurs, and change-makers can transform real-world environmental, social, and economic challenges into meaningful opportunities. The online session provides an overview of the complete Design Thinking process, including understanding users and stakeholders, conducting empathy research, defining challenges, generating ideas, prototyping, and testing solutions.

During the on-site session, students will apply these stages to their team projects, moving from an initial understanding of users and stakeholders towards the development and testing of proposed solutions. Together, the sessions provide the methodological foundation for the Responsible Innovation Lab and equip students with the knowledge, tools, and mindset needed to design, prototype, test, and refine responsible project concepts in an international and interdisciplinary environment.



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NAME OF THE LECTURER:

Krystian Olek

Wroclaw University of Economics and Business, Poland

Krystian Olek works at the Department of Management and Entrepreneurship at the Wroclaw University of Economics and Business. He specialises in entrepreneurship, innovation, and the management of SMEs. He is currently completing his doctoral thesis on startup project management. He is a member of project teams for international grants and has previously led an Erasmus+ project. In addition to his research and teaching activities, he provides business training and consulting services to companies.

ONLINE SESSION:

Startups and the Unique Value Proposition

ON-SITE SESSION:

Pitch Perfect: How to Deliver a Winning Presentation

Annotation:

Startups operate in uncertain environments where understanding customer needs and clearly defining the value of a proposed solution are essential. The online session introduces the concept of the Unique Value Proposition and explains how it helps organisations clarify what makes their solution relevant and distinctive for its target users. Students will explore how customer needs, identified problems, and proposed solutions can be connected to create meaningful value.

During the on-site session, delivered jointly with Witold Szumowski, students will learn how to translate the key elements of their projects and value propositions into clear and persuasive presentations. Particular attention will be paid to communicating the problem, the proposed solution, and its value to jury members. Together, the sessions will help students develop responsible and user-oriented project concepts and present them convincingly.



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NAME OF THE LECTURER:

Witold Szumowski

Wroclaw University of Economics and Business, Poland

Witold Szumowski, PhD, ScD, is a Professor at the Wroclaw University of Economics and Business. Since 2008, he has been a research and teaching staff member at the Wroclaw University of Economics and Business in the Department of Management and Entrepreneurship; he is the programme director for the postgraduate programmes in HR Business Partner and Cybersecurity and Information Management, and the author of several dozen publications, including works on public management and human resource management. He has led a number of research and consultancy projects; he is currently the substantive manager for the 'EU Network of Comprehensive Cancer Centres Joint Action' project.

ONLINE SESSION:

Beyond Good Ideas: How Organisations Turn Innovation into Sustainable Impact

ON-SITE SESSION:

Pitch Perfect: How to Deliver a Winning Presentation

Annotation:

Organisations increasingly face the challenge of transforming innovative ideas into meaningful and sustainable outcomes. While recognising new opportunities is important, long-term impact also depends on an organisation's ability to act on these opportunities and adapt its structures, processes, and resources. The online session introduces the concept of dynamic capabilities and explores how sensing opportunities, seizing them, and transforming organisations can support sustainable innovation and ESG outcomes. Drawing on recent research among companies in Poland and Germany, it demonstrates that these capabilities may play different roles in achieving sustainability goals and improving organisational performance. Through practical interpretation of the research findings, students will explore why good ideas alone are not enough and what organisations need to turn innovation opportunities into sustainable impact.

During the on-site session, delivered jointly with Krystian Olek, students will focus on how to structure and communicate their project ideas in a clear and convincing pitch.



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NAME OF THE LECTURER:

Fernando Martínez Arribas
University of Vigo, Spain

Fernando Martínez Arribas, PhD, is Dean of the Faculty of Public Management and Administration at the University of Vigo, Spain, where he also serves as a Permanent Lecturer and researcher at the G3 Observatory on Governance. He holds a PhD in Public Law and State Theory from the University of Santiago de Compostela and degrees in Law and Political Science and Administration. His research focuses on public and multilevel governance, public management and environmental policy. His recent work examines participatory approaches to environmental protection and nature conservation in north-western Spain.

ONLINE SESSION:

**Towards Sustainable Tourism: Multilevel Governance
and the Tourist Tax in Galicia**

ON-SITE SESSION:

**Turning Sustainability Goals into Action: Nature Restoration
Initiatives and Inclusive Urban Housing Policies**

Annotation:

Tourism can bring significant economic and social benefits to destinations, but it can also create environmental pressures and affect local communities. In Spain, addressing these challenges requires co-operation between different levels of government and political and social actors. Using tourist taxes and the context of Galicia and the Camino de Santiago as a case, the online session explores how multilevel governance can support more sustainable tourism. Particular attention will be paid to relations between political and social actors and to cooperation with local communities in developing more sustainable tourism policies.

During the on-site session, this governance perspective will be applied to nature restoration initiatives and inclusive urban housing policies. Students will examine how sustainability goals can be translated into practical action and how governance, stakeholder participation, and local conditions shape their implementation.