Thomas More Campus National
Kronenburgstraat 62
2000 Antwerp

LOWERING BARRIERS FOR MINORITY GROUPS IN RETAIL Target group: native low-literacy (Dutch speaking)		
Day	Hours	Subject
Virtual session	Monday 25 August 6pm-7pm (CEST)	Getting to know each other
Sunday 31 August		Arrival of the incoming students and staff
Monday 1 September	09h30-12h00	Warm welcome + Breaking the ice Immersion in the Summer school + Introduction colleagues Immersion in the theme & team: walk a mile in the shoe of low-literate native speakers (11h00-12h00 Ligo)
	12h00-13h00	Lunch
	13h00-15h30	Discovering the challenge: Colruyt (presentation 13h00-14h00) + visit + instructions shopping experience) (Lange Elzen, Antwerp)
	18h00	Diner fries@Antwerp
Tuesday 2 September	09h00-12h00	Workshop 1:Design Thinking Methodology Designing the problem (Empathise Canvas) + market research
	12h00-13h00	Lunch
	13h00-16h30	Workshop 2: Exploring the challenge + Core qualities
Wednesday 3 September	09h00-12h00	Workshop 3: Ideation (& Brainstorming) and Entrepreneurial creativity
	12h00-13h00	Lunch
	13h00-17h30	Workshop 4: Prototyping

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		13h00 – 15h00 Intercultural workshop 15h00 Guided visit to Antwerp city + pizza (Da Giovani)
Thursday 4 September	9h00-12h00	Workshop 5: Validation of prototype + Visual storytelling (poster)
	12h00-13h00	Lunch
	13h00-16h30	Workshop 6: Creating the poster
	18h30	Diner and network event for staff
Friday 5 September	9h30-10h00	Preparation presentations
	10h00-12h30	Final presentations + winning award ceremony
	12h30-13h30	Lunch@soup
	Departure of the incoming students and staff	
Virtual session	Thursday 11 September 6pm-7pm (CEST)	Closing the circle