

# INJOY Health

# SUMMER SCHOOL

INovating the JOY of Eating for Healthy Ageing

Barcelona | 25 June to 4 July 2018



## WHAT IS THE INJOY SUMMER SCHOOL?

INJOY is a 10-day training in Barcelona designed for entrepreneurs, intrapreneurs, students, and researchers who are interested in creating novel business solutions aimed at empowering citizens to modify eating behaviours which support healthy ageing. Through scientific sessions, food-innovation workshops, theoretical and practical business sessions, site visits, and influencer talks, students will develop the skills, knowledge and attitudes to identify a business idea, assess the opportunity and develop a sustainable business model to promote healthy living.

## LOCATION AND DATES

UNIVERSITY OF BARCELONA, SPAIN FROM 25 JUNE TO 4 JULY 2018

## PARTICIPANTS

Students from a variety of disciplinary backgrounds with a minimum BSc degree and fluency in English.

## ADMISSIONS DEADLINES:

Rounds 1 and 2: 1 April and 15 April 2018

Rounds 3 & 4: 29 April and 13 May 2018 (subject to availability)

## HOW TO APPLY:

<https://www.eithealth.eu/injoy-summer-school>



UNIVERSITAT DE  
BARCELONA



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Karolinska  
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Centro de Investigación Biomédica en Red  
Fragilidad y Envejecimiento Saludable



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## FROM SCIENCE TO BUSINESS

### NUTRITION THEMES

**1** CHALLENGES IN HEALTHY AGEING 

**2** FOODS FOR HEALTHY AGEING 

**3** DIETARY PATTERNS: THE GOLD STANDARD 

**4** INNOVATING EATING 

**5** INNOVATING FOOD 

**6** NUTRITION COMMUNICATION 

### BUSINESS THEMES

**1** ENVIRONMENT: CONCEPTS & TRENDS 

**2** ENTREPRENEURSHIP & INNOVATION 

**3** TURNING IDEAS INTO BUSINESS MODELS 

**4** THE ROAD TO MARKET & VALUE PROPOSITION 

**5** FINANCIAL PLANNING FOR START-UPS 

**6** ENTREPRENEURIAL ECOSYSTEMS 



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