

Innovation & Entrepreneurship (I&E) 101: Sustainable Innovation and Ecopreneurship 2026 — Capturing the Founder's Story

Course Syllabus

Winter Semester 2026
12/10 – 13/11/2026

Aims

- Introduce I&E concepts and foster an entrepreneurial mindset
- Leverage I&E opportunities within EURECA-PRO flagships
- Bridge academia and industry
- Link research with innovation and practical application
- Provide horizontal skills essential for professional development

Description

Discover how innovative ideas become real-world solutions in this hands-on introduction to Innovation & Entrepreneurship (I&E). Learn from entrepreneurs, innovators, and startup founders as they share their experiences, challenges, and lessons learned. Connect with students and experts across the EURECA-PRO alliance, expand your international network, and explore opportunities linked to major societal challenges such as Clean Energy, Industry 4.0, Sustainable Health, Circular Economy, and Sustainable & Just Society.

Through interactive activities, interviews with innovators, and peer-evaluation, you will develop practical innovation and entrepreneurial skills, and discover how to transform ideas into action, and create meaningful impact through collaboration with industry and society.

Learning Outcomes

- Build practical Innovation & Entrepreneurship (I&E) skills and develop an entrepreneurial mindset through hands-on learning.
- Engage with entrepreneurs and industry experts to gain real-world insights and expand your professional network.
- Strengthen critical thinking and problem-solving skills through project-based learning, peer reviewing, and feedback.
- Identify and foster I&E opportunities aligned with EURECA-PRO strategic challenges, including Clean Energy, Industry 4.0, Sustainable Health, Circular Economy, and Sustainable & Just Society.

Participants

The course is open to participants from Academia (Professors, Bachelor, Master and Doctoral Students and Staff), Industry, Government and the public sector.

Language of Instruction

The course is offered in the *English* language; thus, good knowledge of the English language is necessary for effective participation and successful completion of the course.

Teaching Mode

Online (synchronous and asynchronous lectures and educational material)

Course Access

- Course pre-registration is completed through the course Moodle page. Upon acceptance, participants will receive an email containing all necessary access information.
- Synchronous sessions will be delivered online via Zoom, while asynchronous learning, course materials, assignment instructions, submissions, and grading will be managed through the EURECA-PRO Moodle LMS.

Topics

The topics covered in the “I&E 101: Sustainable Innovation and Ecopreneurship 2026 - Capturing the Founder’s Story” course include:

1. Introduction to I&E with application in RCP: Start-upper and Spin-offer Stories Session: Learn the principles and applications of sustainable innovation and ecopreneurship from the perspectives of the spin-off and start-up founder (1.5h)
 2. Interview a Founder like a Pro Workshop: Master the essentials of interviewing, filming, and storytelling to capture the experiences and insights of a local entrepreneur. (1.5 h)
 3. Translating science into solutions: The entrepreneurial path from academia to the clinic (1 h)
 4. Business models for sustainability (1 h)
 5. Financing green ventures (1 h)
 6. The future of sustainable innovation and ecopreneurship (1 h)
 7. Interview a Founder like a Pro Q&A session (1 h)
- Sessions 1, 2, and 7: Synchronous (live) sessions via Zoom
 - Sessions 3–6: Asynchronous (self-paced) learning on Moodle

Attendance, Participation, and Quizzes

- The course consists of:
 - i. three (3), synchronous (live) online sessions
 - ii. four (4) asynchronous (self-paced) asynchronous sessions, each followed by a Quiz consisting of multiple-choice questions based on the lecture material.
- Attendance at the synchronous online sessions is monitored and recorded individually based on each participant's Zoom login and logout times.
- Quizzes are automatically graded upon completion and submission.
- The deadline for completing all four asynchronous lectures’ **Quizzes** is **Thursday, 12 November**.

Grading and Awards

1. To earn **2 ECTS (EURECA-PRO students only)** and the **Certificate of Completion** it is required to fulfill each of the following criteria:
 - a. *≥ 50% cumulative attendance in the three (3) synchronous lectures (25% of total class grade)*
 - b. *≥ 50% on the four Quizzes following each asynchronous lecture (15% of total class grade)*
 - c. *≥ 50% in Interview Project (60% of total class grade)*
 - i. Interview video (50%)
 - ii. Peer evaluation (10%)
2. A **Certificate of Attendance** will be awarded to all participants who satisfy the **Attendance** and **Quiz** requirements, regardless of their performance in the Interview Project.

Interview Project

- The Interview Project accounts for 60% of the final course grade and its submission is mandatory in order to earn the 2 ECTS credits (EURECA-PRO students only) and the Certificate of Completion. Detailed assessment criteria are provided in the **Interview Project Rubric**.
- Following training on interview design, audiovisual recording, and video post-production, each participant will:
 - Identify a founder from their local innovation and entrepreneurship ecosystem.
 - Conduct and video-record an interview with the founder.
 - Produce a MP4 video highlighting the key insights from the interview. Detailed instructions for the video production will be included in the Moodle of the course.
 - Submit your **Interview Project's zipped MP4 file** by **Wednesday, 11 November 2026**, via Moodle.
- Each participant who submits an Interview Project will be assigned to review Interview Projects from other class peers. The peer-review score contributes to the final Interview Project grade.
- **Peer-reviewing of video testimonials** is due on **Thursday, 12 November 2026**.
- Upon completion of the peer-review process:
 - The Interview Project receiving the highest number of peer votes will receive the *Best Interview Award*.
 - The three highest-rated Interview Projects will be shared with all course participants and upon agreement may be incorporated into future Innovation & Entrepreneurship courses as student-created educational resources.

Course Evaluation

Following the completion of each lecture, the participants are kindly asked to evaluate that lecture. Also, following the Assignment uploading the participants are kindly asked to complete a questionnaire for the overall evaluation of the course.