WHAT IS THE INJOY SUMMER SCHOOL?

INJOY+ is the second annual training designed to empower entrepreneurs, intrapreneurs, students, and researchers to create novel business models aimed at helping consumers modify eating behaviours to promote healthy ageing. Through scientific lectures, workshops, business cases, site visits, and expert talks, students develop the skills, knowledge, and attitudes to identify an idea, assess the opportunity and develop a sustainable business model to promote healthy living. (5 ECTS credits for students)

LOCATION AND DATES
UNIVERSITY OF BARCELONA, SPAIN - 11 to 20 June 2019

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

ADMISSIONS DEADLINES:
Please check the website for updates.

HOW TO APPLY:
https://eithealth.wufoo.com/forms/m1rfimqj10ziz44/

http://www.nutrimetabolomics.com/injoy
INJOY+ Summer School provides 5 ECTS credits for students

NUTRITION THEMES

1. Challenges in frailty prevention, healthy ageing, and active living
2. Foods for healthy ageing
3. Dietary Patterns: the gold standard for health promotion
4. Innovating Behaviour: drivers of eating and lifestyle behaviours
5. Innovating Food: modifying food, textures, and flavors for health
6. Bridging the Gap: the transition from nutrition science to business

FROM SCIENCE TO BUSINESS

1. Environment: understanding contexts and trends
2. Entrepreneurship & Innovation: opportunities, technology and creativity
3. Turning ideas into business models
4. The road to market and value proposition
5. Financial planning for startups
6. Entrepreneurial ecosystems and negotiation

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