



Funded by
the European Union

Erasmus+ Blended Intensive Programme

BUSINESS & ARTS INNOVATION LAB (BAIL)

15th-19th of March, 2027, Utrecht (the Netherlands)

In Brief

Business & Arts Innovation Lab (BAIL) is a multi-disciplinary cross-European learning experience on responsible value creation, delivered by 8 European universities (names/logo's on the bottom of the page).

- ✓ **Registration is through your home coordinator**
- ✓ **Deadline** for students for completing the Registration: 15 November (early bird) and 5 December (final call) (universities may have an earlier internal deadline)
- ✓ **EU-funded programme** (students can apply with their home university for Erasmus+ funding that will – partly - cover the costs of the programme, meals not included in the programme and travel costs).
- ✓ **Erasmus+ grant** 79 €/day + possible additional grants for travel; please ask your local coordinator for details on the (Erasmus+) funding. *You first pay the programme fee (see below) and after completion of the programme and submitting your Erasmus+ forms on time, the funding will be paid out to you directly.*
- ✓ **Arrival** Sunday 14th of March – **Departure** Saturday 20th of March
 - Two mandatory online learning activities before the in-person gathering in February/March
- ✓ **Programme fee:** 399€ (including Bed & Breakfast in Utrecht, all coffee breaks & lunches, one gala dinner, and study materials). Please note: a 75€ deposit maybe requested on registration by your home institution.
 - Payment deadline 15 December 2026, through a payment link directly to the host university (HU University of Applied Sciences), the link will be sent after receipt of the students' Registration Form.
 - Travel costs, personal expenses and meals outside the programme hours are not included in the programme fee: these are at your own expense (although you can use the Erasmus+ grant to cover the majority of your programme and travel costs).

What is a Blended Intensive Programme (BIP)?

A BIP is an educational programme in which you co-operate with students from different countries across Europe. It is funded by the **Erasmus+ programme** for higher education in Europe. The teaching staff are from different universities across Europe as well. It is





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called 'intensive' because all the **learning activities take place in a relatively short period** of time. Particularly on the 5 days that you spend together with all other participants and staff you can expect rather intensive education, which according to participants in past BIPs is what makes it a **unique experience**.

To many students (and staff members alike!) a BIP is a life-changing event and a superb way to build international **professional connections and friendships for life**. 'Blended' programmes include an *online part* in addition to the 5 days spent 'on-site'.

Why join us in Utrecht in March 2027?

Most of us grew up with a **concept of value** that is explained mainly in financial terms. However, over the past decades **social and environmental impact** in innovation have become more prominent. This is also reflected in the sustainable development goals (SDGs). Many of us are looking for ways to balance the financial value that is deeply rooted in society with other types of value. You may also want to change your thinking but you probably do not exactly know how. **Cross-disciplinary** and **cross-cultural co-operation** can play a central role in finding new ways.

The aim of BAIL is to learn about sustainable value creation together with students, entrepreneurs, academics, and creatives from many countries across Europe, all bringing in your own experience, knowledge and skills.

Roughly half of the students and staff have an arts background (music, visual arts) and the others are from backgrounds such as finance, business information systems, journalism, marketing and communication. Different scientific disciplines have different traditions and ways of approaching issues in society. Students, lecturers and researchers alike can be **inspired by hearing how peers from other disciplines measure things, structure their ideas and turn them into action**. People from different countries bring different cultures. This blend poses challenges but in an open atmosphere such as this IP a common language can be found.

What does the programme look like?

This programme consists of a mix of study activities and didactical approaches, including knowledge-sharing by experts from across Europe, meetings with entrepreneurs and creatives, coaching sessions and teamwork on a real-life





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assignment. It also contains social events in which we can get to know each other in an informal atmosphere.

You will be working in **international, multidisciplinary teams** on challenges with a focus on responsible innovation and value creation. The main **challenge is real-life**: comes from an **organisation in the host city**. You are asked to **provide inspiring input** for a cultural organisation on making impact broader than financial returns. The Intensive Programme is delivered by an international team of lecturers/researchers and inspiring guest speakers. It consists of 5 intensive days and additional online, centrally organised study activities starting before the plenary gathering in Utrecht in March 2027.

What will you learn?

Together with peer students from various countries and academic disciplines, you will learn:

- To recognise **successes and failures in sustainable value creation** in real-life cases. The practical examples will help you identify the cross-disciplinary connections that have been and could still be made by successful entrepreneurs and creators;
- to describe the value that has been and could still be created and the **pivotal role the Cultural and Creative Sectors** can play in societal change and innovation;
- to become familiar with **experimentation as a common language** and become comfortable with **ambiguity** and complex problems, all from the 'safe' knowledge & skill base that you bring from your own educational background;

The programme will challenge you content-, cultural- and language wise and will increase your self-awareness and confidence in operating in a multidisciplinary, international environment. On successful participation in the Blended Intensive Programme, you will receive a certificate, and if you wish also a Transcript of Records.

More information and application

Please contact your home coordinator/contact person for details on the internal procedure of selection and registration.



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Registration

Students can register for the Intensive International Programme through their local Erasmus+ coordinator.

- Registration Deadline 15 November 2026;
 - o Please note, your home university may ask you to pay a deposit to confirm your registration and guarantee your seat in the Intensive International Programme;
 - o Once selected your home coordinator will provide you with a *Registration Link* that you must complete 15 November 2026, 23.59 hrs.
 - o Please note: after this date no (full) reimbursement of the fee is possible (subject to programme costs already made)
 - o Please make your **payment of 399 Euros - latest 15 December**, 23.59 hrs. CET
 - o After the registration, you will receive an email from cindy.neeser@hu.nl *with a payment link* – please check your email (also SPAM) between 20 November and 15 December regularly to make sure you pay in time!