

#MELCREATHON2021 | CREATHON LILLE, BELGIUM AND THE NETHERLANDS « SPORT, HEALTH AND DESIGN »

The Lille Creathon is a pressure cooker learning event in English focused on developing innovative projects and lasting ties between the Lille European Metropolis, Belgium and the Netherlands. This year a group of 21 students and young professionals living in the three different territories are working on prototypes aimed at improving urban health through sport and design. The participants work in five teams of four to five members, reflecting diversity in terms of disciplines, level of education, territory and gender.

During four intensive working days on March 9, 17, 18 and 19, the creathonians are coached by two experts and provided insight into the local Lille territory, the work process behind designing prototypes and the tools to turn creative ideas into business activities. By following a methodology of design thinking, which consists of finding a target audience, identifying their needs, challenging assumptions, creating ideas and trying out solutions, the creathonians produce prototypes meeting specific needs.

The teams will deliver innovative solutions to improve health conditions in the workplace, promote healthy ageing, physical activity in public spaces, well-being during corona, and tackle loneliness. On Friday March 19 the teams will be giving a pitch of 10 minutes to present the deliverables of the creathon: a prototype, an infographic and a basic business plan to implement it.

The groups will be presenting their respective projects in front of each other, a jury, and an extended public of involved partners and interested attendees.

To assess the project presentations based on a score sheet, a panel of 6 jury members from different professional backgrounds meets virtually on March 19 between 15.00 and 17.30.



The jury will be composed of the following members

Nathalie Pruvost – Head of Office Attractiveness & International Affairs, Métropole Européenne de Lille

Chloé Marcou – Technology transfer officer, Eurasanté (France's third center of excellence for health and nutrition)

Steven Truijen – University professor in rehabilitation sciences and physiotherapy, University of Antwerp

Ingrid Van der Wacht – International Public Affairs, Dutch Design Foundation.

Alain Heureux – Expert in Innovation, Creativity and Entrepreneurship, Brussels Creative and Creative Ring

Bart Grob – Curator of biomedical science, Rijksmuseum Boerhaave (museum of the history of science and medicine, Leiden)

The jury is sovereign in its deliberations and designates the winning team who will receive a mobility grant. The laureates' names and affiliations will publicly be announced at the end of the jury's deliberations. A recap article will present the various projects and will be illustrated with photos taken during the different working sessions and the final ceremony on Friday 19 March.

Webinar programme

15:20 | Opening webinar

15:30 | Start group presentations

16:45 | Jury deliberation

17:10 | Announcement of the winning team

17:15 | Closing remarks by Mr Luis Vassy, the French ambassador to the Netherlands

17:30 | End webinar, start online networking session

Organizers: la Métropole Européenne de Lille and the French-Dutch Network in close partnership with the Institut français des Pays-Bas

CREATHON

SPORT DESIGN HEALTH

LILLE 2021

MEL MÉTROPOLE
EUROPÉENNE DE LILLE

#MELcreathon2021

FRNL
réseau franco | néerlandais

9, 17, 18 and 19 March 2021

INSTITUT
FRANÇAIS
Pays de Lille



Coach:
Ramon Verberne

Creative producer

**HKU University of the
Arts Utrecht**



Coach:
Adamantia Batistatou

PHD Researcher

Université de Lille

TEAM 1



Quentin Le Iann

**Bachelor student in
Entrepreneurship**

**Université Catholique de
Lille**



Thomas Jesiek

**Master student in Human
Movement Sciences**

Maastricht University



Ode Carron

**Bachelor student in
Network Economy**

**Hogest Kortrijk
University of Applied
Sciences**



Juan Restrepo Villamizar

**PHD student in Industrial
Design**

**Eindhoven University of
Technology**



Hanan Errachidi Essoussi

**Master student in
Ergonomics**

Université de Lille

TEAM 2



Clémentine Mazalon

**Young professional in
Sports Law**

Université de Lille



Lut D'heer

**Bachelor student in
Business Management**

**HOGENT: Gent University
of Applied Sciences and
Arts**



Dimitrios Angelidis

**Young professional as
Human Movement
Scientist**

Maastricht University



Erwan Colombel

**Master student in
Engineering**

École Centrale de Lille

TEAM 3



Geoffrey Strudwiarczyc

Master student in
International Sport
Administration
Management

Université de Lille



Lisa Becker

Bachelor student in
Psychology

University of Groningen



Aäron Vandevelde

Bachelor student in
Marketing

HOGENT : Gent University
of Applied Sciences and
Arts



Aniek Kolen

PHD student in Human
Movement Sciences

University of Groningen

TEAM 4



Daan Gijzen

Bachelor student in
Games and Interaction

HKU University of the Arts
Utrecht



Clarisse Lordet

Bachelor in
Communication and
Media

Erasmus University
Rotterdam



Xingjie Fu

PHD student in Physical
Chemistry

Université de Lille



Inyace Hammour

Master student in
Biomedical Science

University of Antwerp

TEAM 5



Lien Deputter

Bachelor in Applied Health
Sciences

Howest Bruges University
of Applied Sciences



Brent Hoffman

Master student in
Biomedical Sciences

Leiden University



Caroline Charreteur

Master student in
Engineering and
Management

École Centrale de Lille



Tim van den Broeke

Young professional :
Teacher in Health
Promotion in the
workplace

Zeeland University of
Applied Sciences

