NEOLAiA
TRANSFORMING REGIONS FOR AN INCLUSIVE EUROPE

Co-funded by the European Union

SUMMA DOC

[SUMMer Academy of Entrepreneurship for DOCtoral Students]

May 23rd-29th 2027 - University of Tours

HERITAGE & TOURISM

INSTRUCTORS

Academic coordinator:
Typhaine LEBEGUE - Associate Professor, University of Tours

Other coordinators:

- Eléonore MELONI - Project Manager NEOLAiA WP6 activities, University of Tours
- Pépite Centre-Val de Loire

Contributors: Faculty members from NEOLAiA partner universities, entrepreneurship and innovation experts, cultural and heritage professionals

Regional partners: To be confirmed (Tours Tourist Office, Bourges 2028, Loire Valley Mission (UNESCO), POLAU, Domaine de Chaumont-sur-Loire, Valesens, Pixel Players...)

OVERVIEW

Provide a brief overview of the course, highlighting its relevance to the NEOLAiA Pillars (1. Digital transformation, 2. Diversity and Inclusion, 3. Enhanced mobility) and the collaborative nature of the course development process.

The SUMMA DOC is a challenge-based entrepreneurship hackathon co-developed within the NEOLAiA European University Alliance and hosted by the University of Tours for its third edition aimed at doctoral students. Focusing on the theme of heritage, tourism and territorial innovation, the programme brings together doctoral candidates from across the alliance to work in multicultural teams on real challenges proposed by regional stakeholders.

Combining online preparation with a one-week mobility experience in Tours, participants develop entrepreneurial and transferable research skills while designing sustainable, low-carbon solutions for local territories. The programme contributes to the three NEOLAiA pillars by fostering enhanced mobility through international collaboration and short-term exchange, promoting diversity and inclusion through interdisciplinary and intercultural teamwork, and supporting digital transformation through the use of entrepreneurial tools, collaborative methods and innovation-driven approaches. Developed in partnership with academic and socio-economic actors, the SUMMA DOC strengthens connections between research, innovation and regional development.

OBJECTIVES

Clearly define the objective(s) of the course (at least five).

The SUMMA DOC programme provides doctoral candidates with an intensive challenge-based entrepreneurial experience inspired by the Starthèse initiative. Through interdisciplinary and intercultural teamwork, participants will address real-world challenges in the field of heritage, tourism and territorial development while developing entrepreneurial, innovation and communication skills applicable across a wide range of professional contexts.

By the end of the course, participants will be able to:

- Recognise and articulate the transferable skills acquired through doctoral research and their relevance beyond academia.
- Apply entrepreneurial methods and innovation tools to identify opportunities and develop solutions to real societal and territorial challenges.
- Design, test and refine innovative projects in response to stakeholder needs, with particular attention to sustainability and territorial development.
- Collaborate effectively in multicultural and interdisciplinary teams, integrating diverse perspectives and expertise.
- Communicate and defend project outcomes professionally in English, including through a final public pitch to stakeholders and experts.

NUMBER OF STUDENTS, PROFILE, SELECTION

Specify the number of students to be enrolled in the course, along with their desired recommended profile and suggestions for the selection criteria (they have to be homogeneous to be applied by each institution sending students). Provide guidance on the registration process for students from participating universities.

Expected Number of Participants: A minimum of 27 participants is expected, corresponding to approximately three doctoral candidates from each NEOLAiA partner university.

Target Audience: SUMMA DOC is primarily aimed at doctoral candidates from the nine NEOLAiA partner universities.

Each partner university is responsible for the selection and nomination of 3 doctoral students. Particular attention will be paid to ensuring disciplinary, geographical, cultural and linguistic diversity among participants.

ACTIVITIES

Online part in April-May 2027:

- **Session #1 - synchronous**: Introduction and presentation of the challenges by the regional partners (2,5hrs)

  Asynchronously: reading of detailed challenges (2hrs)

- **Session #3 - synchronous:** Lecture, group creation, networking discussion (2,5hrs)
  Asynchronously: group work (2hrs)

- **Session #3 - synchronous:** Lectures (2hrs)

Onsite part from 23rd to 29th of May, 2027:

- **Sunday, May 23rd: Welcome to Tours! (4hrs)**
  Welcome session, review of the online part and first presentation of the idea.
- **Monday, May 24th: From challenges to ideas (8hrs)**
  Institutional welcome & Group work
- **Tuesday, May 25th: Learning from the field (10hrs)**
  Field trip

- **Wednesday, May 26th: Shaping the project (8hrs)**
  Group work & Lecture
- **Thursday, May 27th: From concept to pitch (8hrs)**
  Lecture & Group work
- **Friday, May 28th: Pitching for impact (10hrs)**
  Group work, competition & closing cocktail
- **Saturday, May 29th: Reflect, connect and move forward! (4hrs)**
  Reflective feedback on the week, skills-sharing activities.

ASSESSMENT, RECOGNITION & DISSEMINATION

The onsite week will be punctuated by intermediate deliverables, mentoring sessions and a final pitch presentation. These milestones will guide participants towards the final presentation of their project before a jury while enabling assessors to evaluate their engagement, progress and contribution throughout the programme. The skills developed during the programme will be recognised through the awarding of 3 ECTS, acknowledging participants' entrepreneurial engagement, creativity, teamwork and capacity to address complex territorial challenges.

The University of Tours will issue a Certificate of Participation at the end of the onsite week and a Transcript of Records confirming the ECTS awarded within 5 weeks following the end of the onsite part, provided participants have completed the full programme, both online and onsite.

The awarding of 3 ECTS will be underpinned by continuous assessment, transparent evaluation criteria and a final evaluation by a multidisciplinary jury. The final event will be open to the public and will include a citizens' vote, further enhancing the visibility and local impact of participants' projects, supported by dedicated communication and social media activities. In addition, surveys will be distributed to both students and teachers to gather feedback on the online and on-site components of the programme. This feedback will be used to support continuous improvement and quality assurance.