

EIT Manufacturing Summer School

Exploring the market for eco-friendly and socially committed manufacturing

(Mondragon) 01 July - 12 July 2024

Detailed Program Schedule

01 July, Monday

Activity	Time frame	Details
Welcome	08:45 – 09:00	<ul style="list-style-type: none"> Welcome greetings
Introduction	09:00 – 10:30	<ul style="list-style-type: none"> Introduction about objectives and methodologies
Coffee break	10:30 - 11:00	
Business ideas and challenge presentation	11:00 - 13:00	<ul style="list-style-type: none"> Business ideas state of the art Challenge explanation for external students
Lunch break	13:00 - 14:00	
True Stories workshop	14:00 – 15:45	<ul style="list-style-type: none"> Real stories told by real protagonists of business decisions: academic and non-academic, conscious and unconscious entrepreneurship stories.
Coffee break	15:45 - 16:00	
True Stories Workshop	16:00 – 18:00	<ul style="list-style-type: none"> Understanding business decision taking parameters: “big data” for “big decisions”
Welcome Dinner		

02 July, Tuesday

Activity	Time frame	Details
True stories Workshop	09:00 – 10:30	<ul style="list-style-type: none"> • Business case 1: help the entrepreneur take the best business decision.
Coffee break	10:30 - 11:00	
True stories Workshop	09:00 – 10:45	<ul style="list-style-type: none"> • Business case 2: help the entrepreneur take the best business decision.
Lunch break	13:00 - 14:00	
DESIGN RESEARCH INTRODUCTION	14:00 - 15:45	<ul style="list-style-type: none"> • Introduction to design research • The power of qualitative research • Framing: formulating the research question
Coffee break	15:45 - 16:00	
DESIGN RESEARCH INTRODUCTION	16:00 - 18:00	<ul style="list-style-type: none"> • Building the research design and planning activities • The experiment-based methodology

03 July, Wednesday

Activity	Time frame	Details
RESEARCHER TOOLKIT AND PROJECTWORK BRIEF	09:00 – 10:45	<ul style="list-style-type: none"> • Qualitative research methodologies: contextual inquiries, focus groups etc • Secondary research methodologies • Tools and techniques for context exploration and exploratory research
Coffee break	10:45 - 11:00	
RESEARCHER TOOLKIT AND PROJECTWORK BRIEF	11:00 - 13:00	<ul style="list-style-type: none"> • Market estimation (TAM, SAM, SOM) • Available tools and the construction of the research protocol
Lunch break	13:00 - 14:00	
Academic Session, "Application of AI in Manufacturing"	14:00 - 18:00	<p>This academic session aims to delve into the integration and utilization of Artificial Intelligence (AI) within the manufacturing sector. The event is structured to provide a comprehensive introduction to the subject, followed by practical examples and specific case studies, and concludes with a guided hands-on activity. Participants will have the opportunity to learn firsthand how AI is applied in the manufacturing context through detailed</p>

		presentations by experts in the field, such as Beatriz Chicote Gutierrez from Mondragon University and Fernando Sáenz from Savvy Data Systems, who will share their experiences and successes. The final section, led by Aitor Duo Zubiaurre (Mondragon University), will allow attendees to explore real-world examples of AI applications in manufacturing, offering an interactive and participatory learning experience. This program is designed to facilitate understanding of how AI technology can transform the manufacturing sector, from process optimization to the implementation of innovative solutions for complex challenges.

04 July, Thursday

Activity	Time frame	Details
RESEARCH METODOLOGY HANDS ON	09:00 – 10:45	<ul style="list-style-type: none"> Focus groups / Contextual inquiries / Behavioural trackings
Coffee break	10:45 - 11:00	
RESEARCH METODOLOGY HANDS ON	11:00 - 13:00	<ul style="list-style-type: none"> Qualitative data collection experience (role playing)
Lunch break	13:00 - 14:00	
DATA ANALYSIS AND INSIGHTS	14:00 - 15:45	<ul style="list-style-type: none"> Data analysis Identifying patterns and formulating insights
Coffee break	15:45 - 16:00	
DATA ANALYSIS AND INSIGHTS	16:00 - 18:00	<ul style="list-style-type: none"> Identifying opportunity areas Identifying personas Storyboarding

05 July, Friday

Activity	Time frame	Details
Startup case	09:00 – 10:30	<ul style="list-style-type: none"> Presentation about Robtrusion startup

Coffee break	10:30 - 11:00	
Startup case	11:00 - 13:00	<ul style="list-style-type: none"> ● Presentation about Orbick startup
Lunch break	13:00 - 14:00	
Cultural visit, Donostia/San Sebastián	14:00 - 18:00	<ul style="list-style-type: none"> ● Cultural visit

08 July, Monday

Activity	Time frame	Details
EXPERIMENT SETTING	09:00 – 10:45	<ul style="list-style-type: none"> ● Summary of results and formulation of experiments ● Insights, Questions, Ideas (IQI) / Affinity clustering
Coffee break	10:45 - 11:00	
EXPERIMENT SETTING	11:00 - 13:00	<ul style="list-style-type: none"> ● Assumptions mapping ● Conversion of assumptions into hypothesis
Lunch break	13:00 - 14:00	
Visit to Otalora and presentation on Mondragon's management and cooperative development.	14:00- 16:00	<ul style="list-style-type: none"> ● Visit to Otalora, the Centre for Management and Cooperative development at Mondragon (https://www.otalora.com/en/), and its presentation.
Visit to Mondragon Business Development Centre and presentation.	16:00 -18:00	<ul style="list-style-type: none"> ● Visit to the Centre focused on the development of entrepreneurship, diversification and the generation on New Business Activities at Mondragon (https://www.mondragon-corporation.com/centro-promocion/en/).

09 July, Tuesday

Activity	Time frame	Details
Travel Mondragon -> Bidart	8:00 – 9:30	

Academic Session	10:00-11:30	<ul style="list-style-type: none"> One of the focal points of ESTIA Research Lab is the encouragement of creativity and the promotion of circular innovation. The presentation highlights several core messages regarding creativity, followed by an introduction to current methods and tools designed to enhance creativity and drive sustainable innovation. <p>PART 1</p>
Coffee break	11:30-11:45	
Academic Session	11:45-13:15	<ul style="list-style-type: none"> One of the focal points of ESTIA Research Lab is the encouragement of creativity and the promotion of circular innovation. The presentation highlights several core messages regarding creativity, followed by an introduction to current methods and tools designed to enhance creativity and drive sustainable innovation. <p>PART 2</p>
Lunch break	13:30 - 14:30	
Company Visit CETIA	14:30-16:00	<ul style="list-style-type: none"> At CETIA, we are developing solutions to transform textile and leather articles into sources of material ready for recycling. Leveraging automation, robotics and artificial intelligence, we are building efficient systems to make recycling operations competitive. We support marketers, collectors/sorters and recyclers in the design and deployment of innovative solutions to bring their textile and leather recovery projects to life.
Company Visit Decathlon	16:00-18:00	<ul style="list-style-type: none"> Decathlon: Water Sports Center. Since 2004, the global design center has brought together the world of water sports (kayak, surfing, swimming, etc.) over nearly 10,000 m2. On a daily basis, 290 employees, half of whom are designers, engineers, product managers, prototypists and model makers, imagine ever more innovative and practical products. Each year, the Nautical Center teams file more than 10 patents and develop more than 10,000 prototypes.
Travel Mondragon->Bidart		

10 July, Wednesday

Activity	Time frame	Details
PRE-TOTYPE AND EXPERIMENT INTO PLAY	09:00 – 10:45	<ul style="list-style-type: none"> Concepts: pre-totype, pro-totype, MVP, PoC, pilot, smoke test
Coffee break	10:45 - 11:00	

PRE-TOTYPE AND EXPERIMENT INTO PLAY	11:00 - 13:00	<ul style="list-style-type: none"> • Pretotyping and experience
Lunch break	13:00 - 14:00	
CONCLUSIONS DRAWING	14:00 - 15:45	<ul style="list-style-type: none"> • Experiment evaluation
Coffee break	15:45 - 16:00	
CONCLUSIONS DRAWING	16:00 - 18:00	<ul style="list-style-type: none"> • Feedback capture grid • Service blueprint
Summer School Dinner		

11 July, Thursday

Activity	Time frame	Details
RESULTS PRESENTATION	09:00 – 13:00	<ul style="list-style-type: none"> • Presentation of the results of market exploration
Lunch break	13:00 - 14:00	
SYMPOSIUM PREPARATION	14:00 - 15.45	<ul style="list-style-type: none"> • Symposium preparation
Coffee break	15:45 - 16:00	
Feedback session and Interview opportunity with EIT Manufacturing	14:00 - 18:00	<ul style="list-style-type: none"> • Interviews / Feedbacks

12 July, Friday

Activity	Time frame	Details
Symposium	09:00 – 10:45	
Coffee break	10:45 - 11:00	
Symposium	11:00 - 13:00	
Lunch break	13:00 - 14:00	