

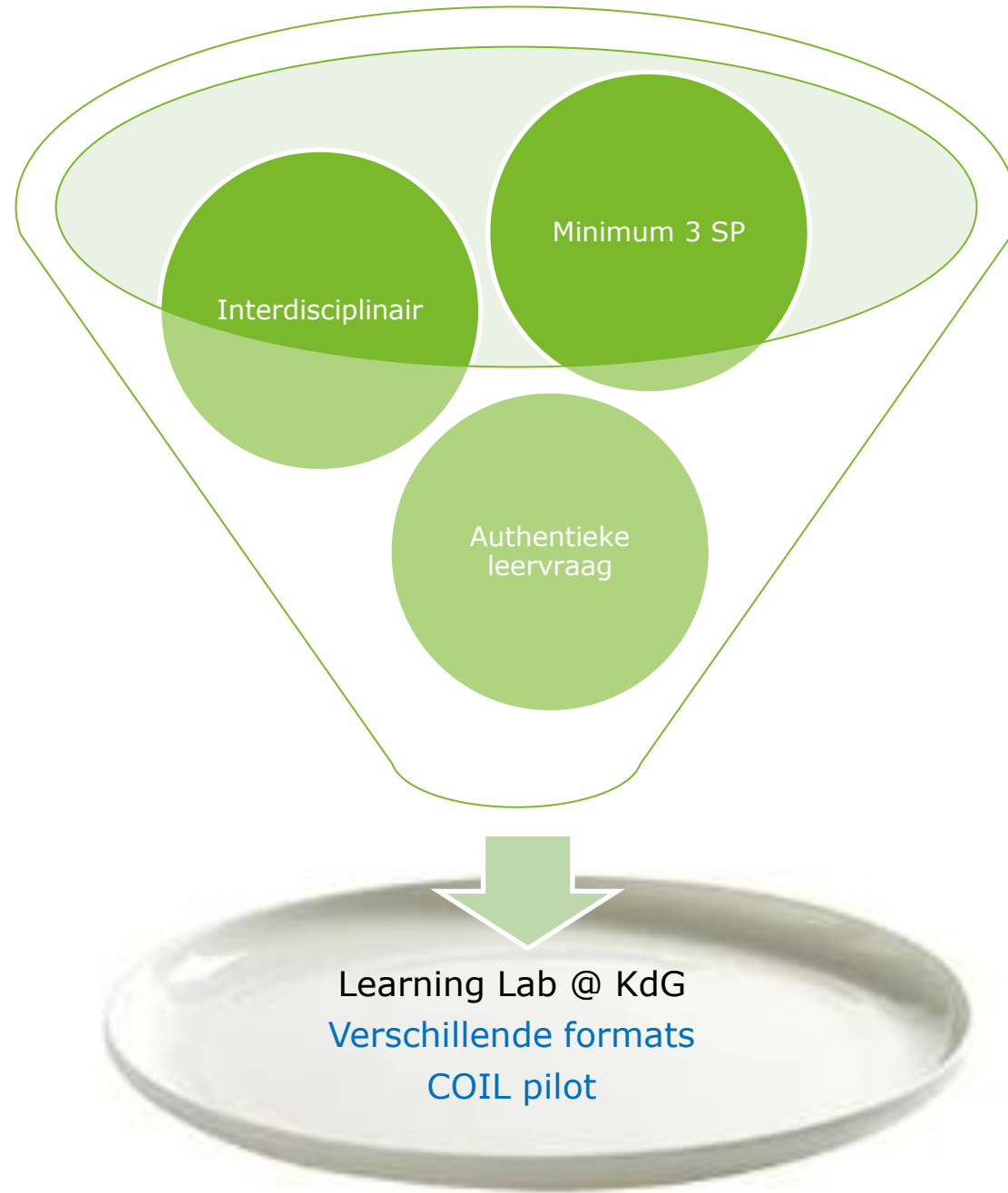
Learning Labs in KdG:

de kracht van authentiek leren & samen creëren
over opleidingen heen

AUHA lunchseminarie 15-5-2023

remo.herzog@kdg.be; sarah.rohaert@kdg.be

Op het menu



Learning Lab @ KdG
Verschillende formats
COIL pilot

Authentieke
leervraag

+

Interdisciplinair

Challenging & Committed

- realistische context
- complexe taken
- docent als 'meester', coach, begeleider

Crossing boundaries

- voorbij de grenzen van de campus
- interdisciplinair
- co-creatief
- hybride
- formeel én informeel leren
- evalueren voor en als leren

Connected

- leren in actie en interactie
- kennisdeling
- reflectie & feedback
- zelfsturing
- coaching





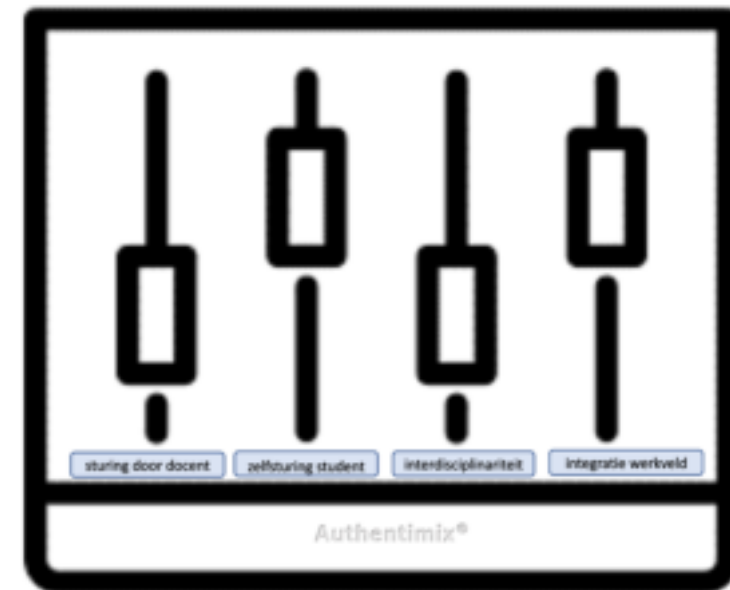
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Krachtig authentiek leren = leren 'in de mix'

= gesitueerd leren

- goede mix voor die student(en),
- op die plaats,
- op dat moment in ontwikkeling en opleiding





+



Krachtig authentiek leren = leren 'in de mix'

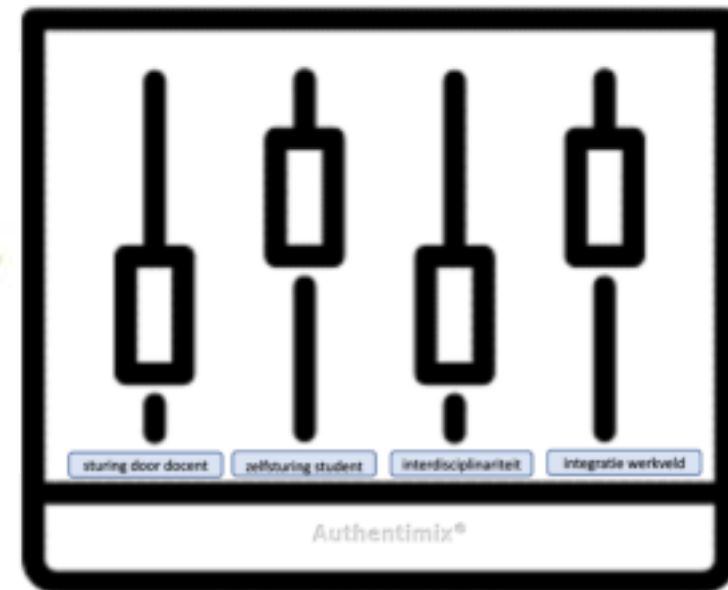
= leren door docenten, studenten en werkveld

De docent geeft informatie

Docentgecentreerd

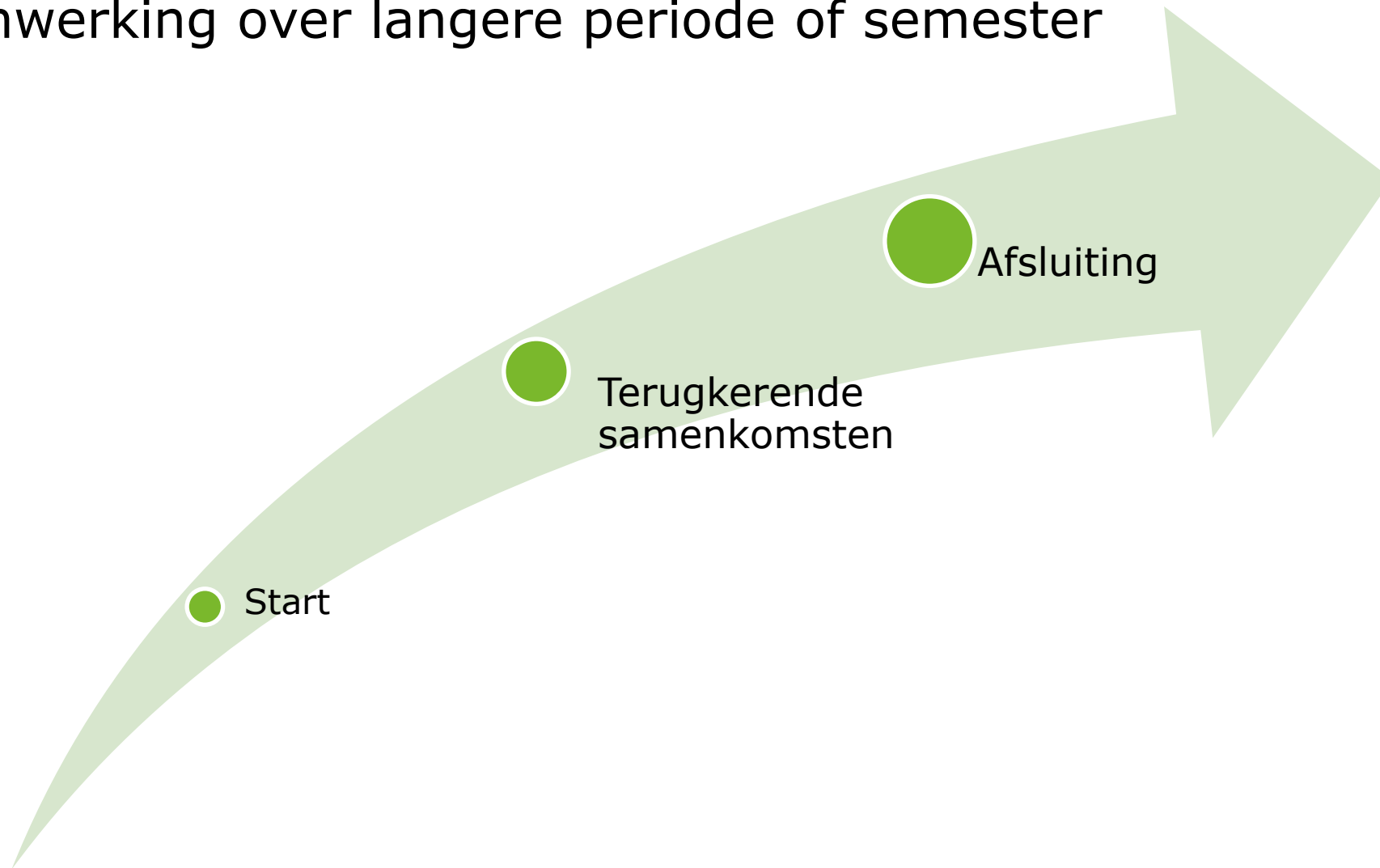
Studentgecentreerd

Stimuleren van leren



Learning lab format 1

- Samenwerking over langere periode of semester

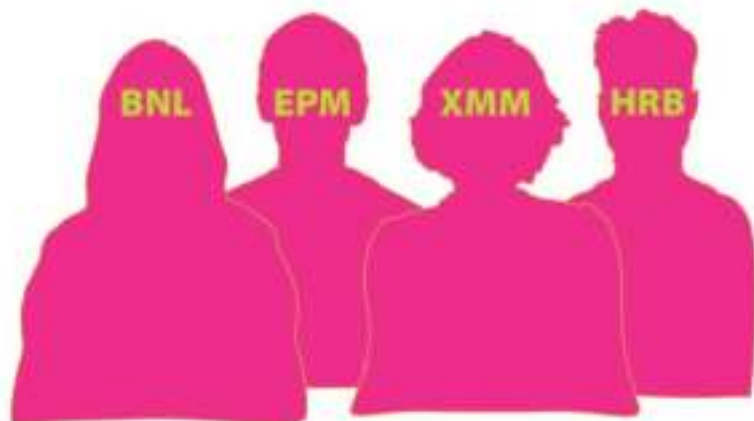


Learning lab format 1

- Samenwerking over langere periode of semester



= creatief bureau
opgezet door studenten,
ondersteund door coaches,
met **complementaire expertise & 1 doel:**
frappante communicatiecampagnes op klantenmaat

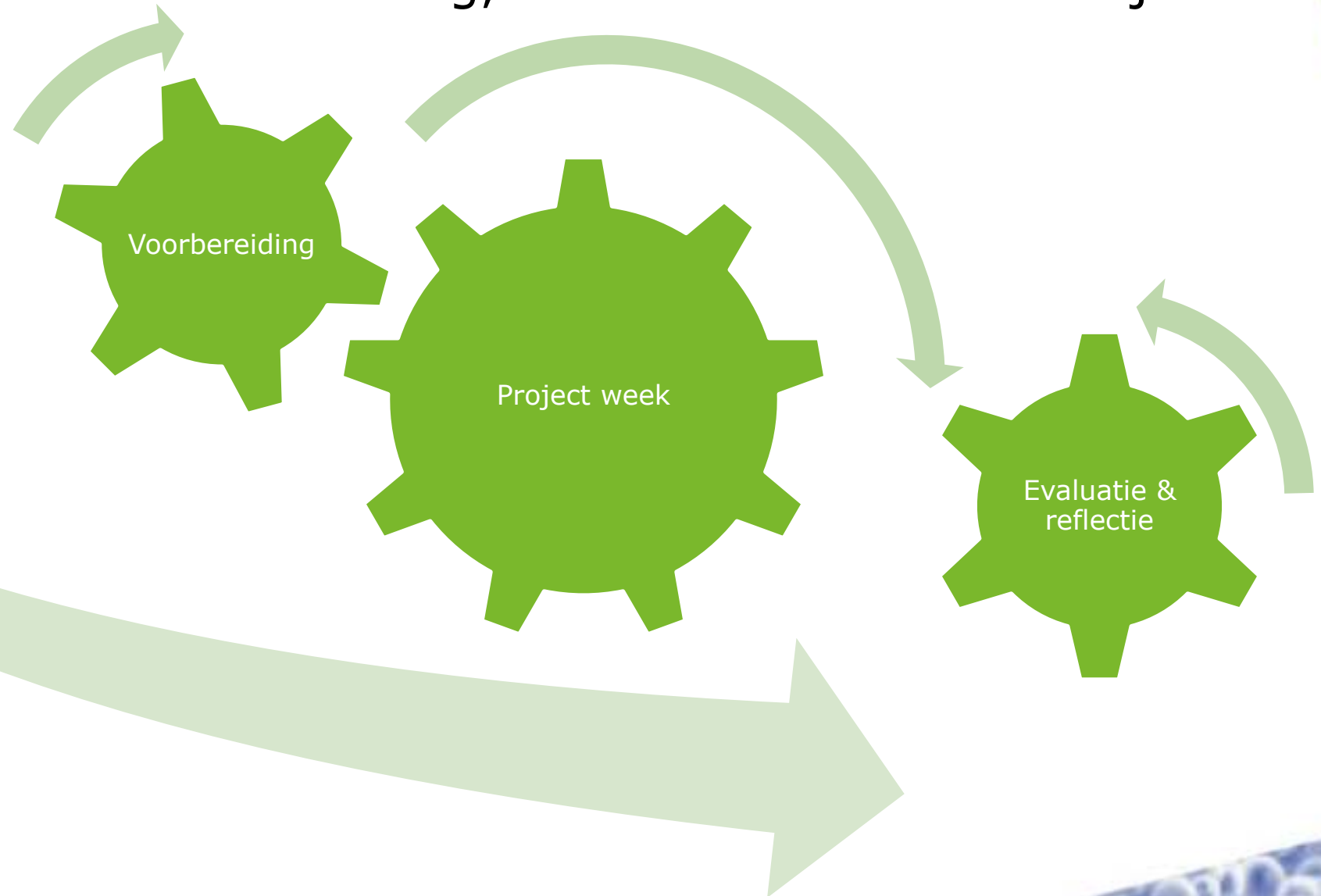


- Event & Project Management,
- Business & Languages
- Cross Media Management
- Human Resources Management

<https://tartaaragency.be/>

Learning lab format 2

- 1 week intensieve samenwerking, vaak met voor- en natraject



Learning lab format 2

Projectweek over opleidingen heen bij Sint-Lucas

Pilots: Artists @fablab & biolab & Dekoloniseer je Hogeschool



Hier worden alleen creatieve grenzen overschreden.

Learning lab format 2

COIL international branding project



IBP 2023

International Branding Project

Why?
What?
How?

A silhouette of a person stands on a dark rock in the foreground, looking up at a vast night sky. The sky is filled with the Milky Way galaxy, showing a dense band of stars and colorful nebulae in shades of blue, purple, and orange. The overall scene is dark and atmospheric, evoking a sense of wonder and contemplation.

WHY ARE WE HERE?

Why are we here?



Why are we here?

International Branding Project

We are a network of 5 European universities who use professional, cross-cultural teams to address international branding and marketing questions of real clients.

- **+ - 80 students**
- **12 teams**
- **9 coaches**
- **5 universities**
- **4 countries**
- **1 client**



Why are we here?



We have two main objectives:

1. Learn about international branding and turn theory into practice.
The goal: develop an international brand guide & strategy and for a real client.
2. Achieve that goal by working in an international & interdisciplinary team.



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Why are we here?



In 2023: [BRON Kombucha, Antwerpen](#)

"We are a Belgian company producing and selling high-quality non-alcoholic drinks for food pairing in high-end restaurants. We offer several flavours and categories that can be paired with specific dishes."



Why are we here?

- The client is currently delivering to some of Belgium's best high-end restaurants and is planning on expanding its sales to other European countries.
- Although they have an existing brand, they feel that the planned expansion requires something new and innovative. **They are looking for a brand story to communicate to those (end)consumers.**



Why are we here?

Last years clients:

2022: "What brand strategy do we at **Urban Arrow** need to follow for our Shorty to be successful in Finnish, Dutch, Belgian and Czech markets?"

2021: Wikarska Symbiotics by Monika Wikarska, a PhD student in Chemistry at Brno University of Technology who started a company which develops, produces and sells natural cosmetics.



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Why are we here?



Why Diverse Teams Are Smarter

Though you may feel more at ease working with people who share your background, **don't be fooled by your comfort**. Hiring individuals who do not look, talk, or think like you can allow you to dodge the costly pitfalls of conformity, which discourages innovative thinking.

A Study Finds That Diverse Companies Produce 19% More Revenue

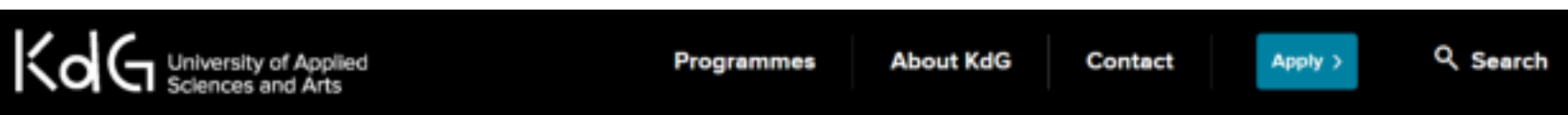
Why diverse teams make better business decisions

A 2018 study of 1000 companies across 12 countries by [McKinsey and Co](#) found that companies in the top quartile for gender diversity on their executive teams were 21 percent more likely to experience above-average profitability. Meanwhile, ethnic and cultural diversity resulted in a 33 percent increase in performance.



Why are we here?

- Your team members will mainly be business/marketing students
- You are the **creative agency** within your teams
- You are expected to be involved in the research and strategy parts as well



[Home](#) > [Programmes](#) > Multimedia & Creative Technologies

Multimedia & Creative Technologies

Professional bachelor of Multimedia & Creative Technologies

- ✓ Learn how to bring **technology and business strategy** together, bridge the gap between challenges and solutions. Become someone who **makes a difference**.
- ✓ Unlock the potential of the digital world and **get creative in our FabLab** with virtual reality, prototyping, robotics, 3D, web & app-development...
- ✓ At KdG you'll work together with companies and organisations on **real-life projects**.
- ✓ Study together with **international colleagues** who inspire.
- ✓ Get career-ready during a **four-month internship abroad**.
- ✓ Entrepreneurial? You can pursue **your own start-up**. You've got our backing.

Chosen already? [Start your application](#)

- [Read: how to apply](#)
- [Check term start date](#)

Want to know more?

- [Join the online information session](#) on 26th April
- Chat with [Theofania](#) and [Jeroen](#), multimedia students



Why are we here?

International Branding Project

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- 12 teams
- 9 coaches
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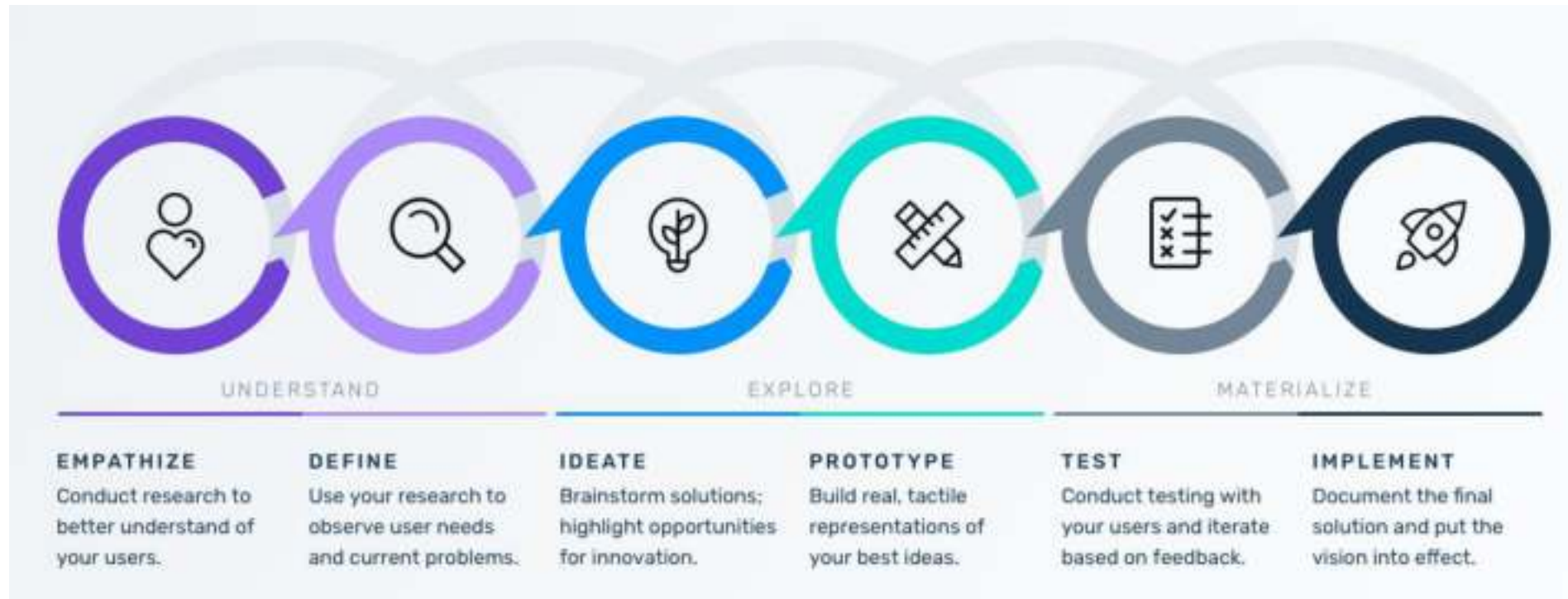
WHAT
SHOULD
I DO



Timeline IBP23



Timeline IBP23



13-17 March: CoBra week (ideate)



- CoBra = Co-Branding week (Co-creation as well as Co-operation)
- Intensive week from **13-17 March in Antwerp**
- Meet up with the team members of your international team
- Transition from 1st phase (research & brand challenge definition) to 2nd phase (strategy)



13-17 March: CoBra week (ideate)



13-17 March: CoBra week (ideate)



13-17 March: CoBra week (ideate)



SUNDAY

- Arrival

MONDAY (welcome)

- Breakfast
- Introduction & welcome speech by city of Antwerp
- Teambuilding activity
- Drinks and snacks on campus

TUESDAY (client visit)

- Visit client
- Research and branding challenge infographics expo
- Lunch, MAS rooftop and drinks at FlisVos
- Time to explore the city

WEDNESDAY (ideation)

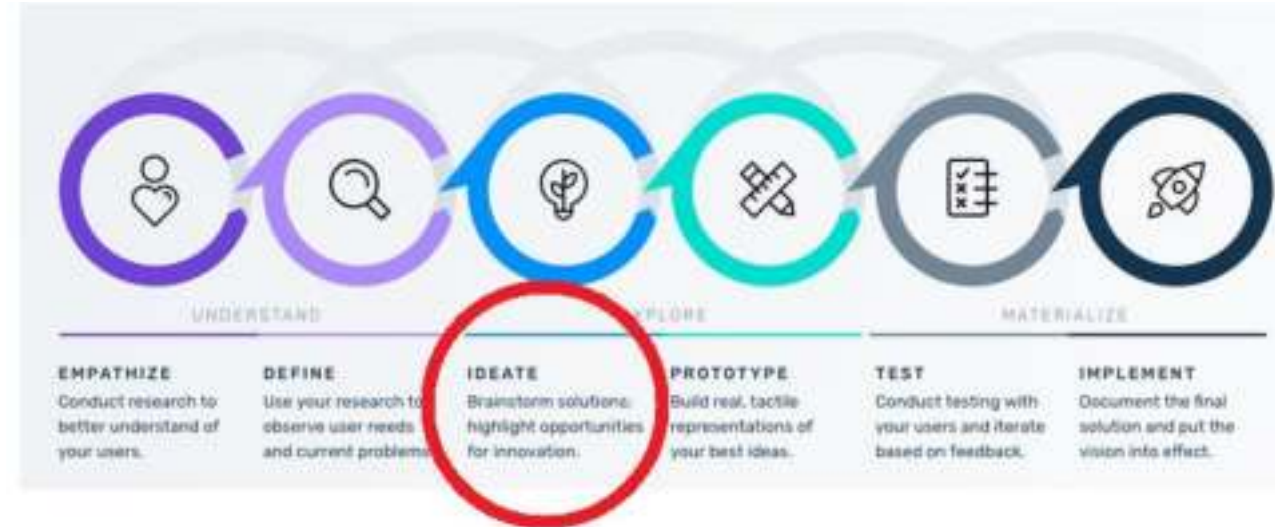
- Session about storytelling
- Let's get creative at KdG's FabLab + visit BioLab
- Value proposition workshop: teams work on their value proposition and brand ideas and prepare their pitch

THURSDAY (value proposition)

- Session on 4th bubble
- Come up with brand framework (4th bubble) & more working time within teams for value proposition
- Pitching value proposition and brand ideas to coaches and getting feedback
- Farewell dinner at het Bos

FRIDAY (exploring)

- Exploring the city & travel day



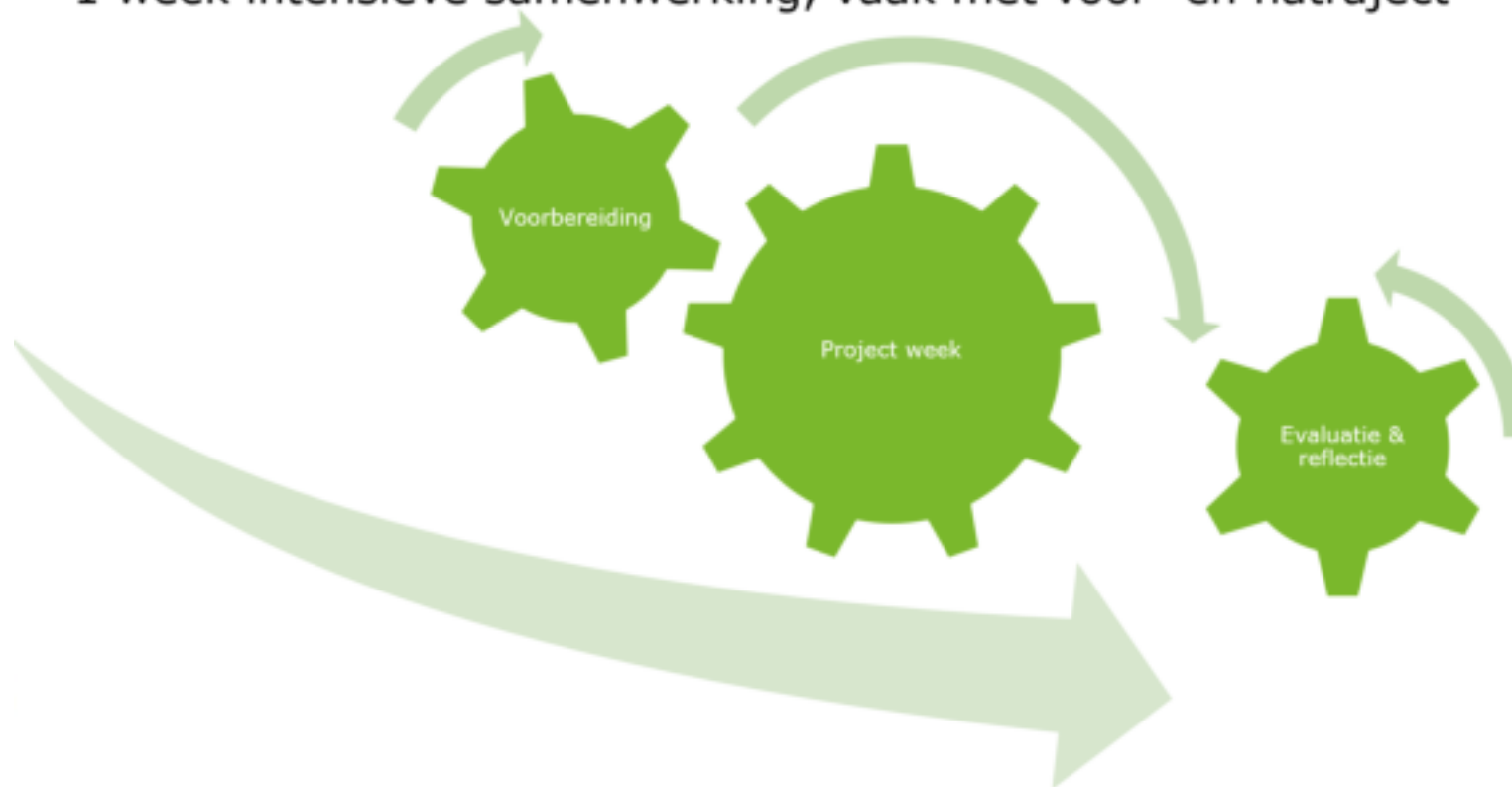




13-17 March: CoBra week (ideate)

Learning lab format 2

- 1 week intensieve samenwerking, vaak met voor- en natraject



Timeline IBP23



Twelve points go to...



Student vote



Client vote



Coaches vote





HOW DO WE GET THERE



Questions about the how?

remo.herzog@kdg.be





1 What, in your opinion, is the biggest strength of this project? Please explain.

The real life client

I think the fact that we all me up in real life and we actually have to make something for an existing company.

The fact we work with a real active brand and with international teams.

Working with a real client

The biggest strength of this project is it's ability to connect students all around europe. Not just forcing them to a few Zoom calls together that no one really wants, but getting them together in a city for a week and allow relationships to form.

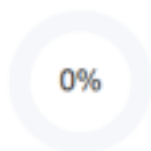
I think it's the fact that we were able to work with other international schools & teams. It was a great way to improve communication and have the experience of working with an international team. On top of that, I really enjoyed the cobra week. Being able to meet the teams in person, the vouchers were very kind and appreciated, and activities were great.

The groupwork with universitys in Europe and of course the CoBra week

Collaboration in multi cultural environment

3 This course has helped prepare me better for my future profession.

Type Scale question · Category Content



Result ⇅

We learn how to work for a company and with people from different countries.

Agree

I learned what it's like to work in an international team and with a real client.

Agree

I think I can put this project in my portfolio, even though marketing is not the direction I want to go in.

Agree

Absolutely! I think this was my favorite course out of all of courses so far. I highly suggest it for upcoming students and I would gladly experience it again.

Agree

As an Erasmus student, I've never worked in anything related with marketing and branding so maybe in my future I can use this knowledge to create my own brand.

Agree



Douniazade Megri • 1st

2nd year MCT student

2d • 🌐

I am thrilled to share that my team and I secured third place at the 2023 International Branding Project (IBP) edition. It has been an incredible experience collaborating with fellow students from different schools and countries to tackle a branding strategy for this year's client, BRON.

The IBP provided an opportunity to work on a real-world branding project, giving us a chance to hone our skills and apply the knowledge we have acquired throughout our academic journey. The challenge presented to us by BRON was particularly stimulating, and we were all excited to work on it.

Working with individuals from diverse backgrounds was one of the most enriching experiences of this project. We learned from each other and brought unique perspectives to the table, ultimately leading to a stronger final product. So I would like to thank [Till Meinköhn](#), [Jasper Otten](#), [Sanjana Talukder](#), [Oskar Kuusela](#), [Kamal Saed eddin](#), Aigerim Ramazova and our mentor [Sander Janssens](#) for all the guidance and support you have provided us throughout this journey.

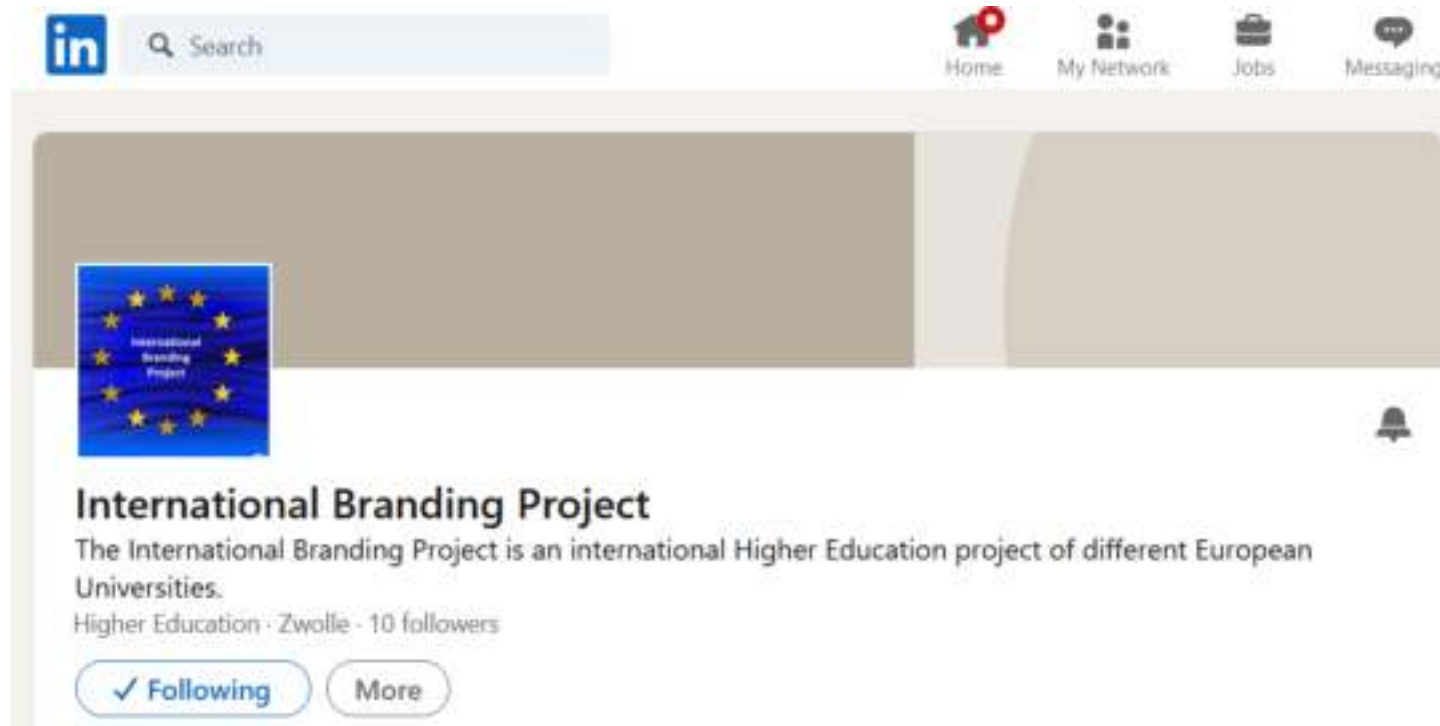
I would like to extend my gratitude to [Karel de Grote-Hogeschool](#) and specially [Remo Herzog](#) for giving us this opportunity. The IBP has been a significant milestone in our academic journey, and I am proud to have been a part of this experience. I look forward to applying the skills and knowledge gained during this project in my future endeavors. [#IBP2023](#) [#KdG](#) [#InternationalCollaboration](#) [#BRON](#)



Stay connected



<https://www.linkedin.com/company/international-branding-project/>



Dorst?

<https://bronkombucha.be/shop/>



BRON KOMBUCHA TASTINGPAKKET

Non-alcoholisch alternatief met diepgang

Een tastingpakket met 12 glazen flesjes van elk 250 ml.

WINTERSPECIAL samengesteld met de smaken:

Sancho – fris citrusachtig, met hints van vlier en witte roos

Forest – harsig en droog, lekker in plaats van een minerale witte wijn

Sumac negroni – felrode apero, met een zachte smaak van citrus en een bittere toets

Rosemary Grey – elegante Earl Grey met een vleugje rozemarijn.

Cranberry – strak fruitig en kruidig, lekker bij ontbijt, dessert en wild

Elderberry – donkerrood met vlotte afdronk, met tijm en sinaasappel



€40.00



In winkelmand

