

# #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 MÉTROPOLÉ  
EUROPÉENNE DE LILLE

#MELcreathon2021

FRNL  
réseau franco | néerlandais

9, 17, 18 and 19 March 2021

INSTITUT  
FRANÇAIS  
Pays-Bas



**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

