The Da Vinci Project
“Our society needs people who are connectors skilled to collaborate outside their own comfort zone and who are able to create innovative solutions.”

“Everyone has the capacity to be creative, but we have to unlock it.”
Interdisciplinary Honours Program on Sustainability

- Do you want to meet people from different backgrounds?
- Do you want to look across disciplinary boundaries?
- Do you want to collaborate outside your comfort zone?
- Are you willing to try new things?

- Do you want to work together in interdisciplinary teams on real-life sustainability related challenges
- Do you want to work with the involvement of important stakeholders from government, societal organisations & industry
- Are you not afraid to fail?
The Da Vinci Project: Design Thinking Approach
Stanford Design School (d.School)
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Stanford Design Thinking Virtual Crash Course
https://dschool.stanford.edu/resources/virtual-crash-course-video
The Da Vinci Project: Design Thinking Approach

- Design Thinking is a mindset, a method, it is not magic
- Human-centred approach; User/client oriented
- Innovation is team sport; so being more collaborative is essential
- Innovations originate from applying creativity
- Prototype everything as it tests the creative idea

- We will teach this making use of topics in sustainability & offer selected keynote lectures by “movers & shakers” in the field
- 6 groups of ~ 5 students
- End “products” = Prototype + Reflection Report
Activating Education
DA VINCI

WORKSHOP DESIGN THINKING
Step 1 Empathize

KICK OFF Urban Safari

Step 2 Define

Design Debrief
Step 4 = PROTOTYPE
Step 5 = TEST

Step 3 = IDEATE
Pre-Pitch 3 Concepts

Dragon's Den + Workshop = Tai Kwan Do
Prototype Party
The Da Vinci Project in a Nutshell

10 EC – Block 2 & 3 – Monday & Thursday evenings 6-9 pm

Website: uu.nl/davinciproject

Deadline for applying: **4 October 2020**

Group interview: **13 October 2020** – 9.00-14.00 h

Start Kick-off Urban Safari: **8 November 2020 12.00-17.00 h**
Interview Session
The Da Vinci Project: Application & Interview

Students from all disciplines are welcome. To apply, please fill out the application form. We ask you to send us:
- Your CV;
- A transcript of your grades list;
- An eye-catching video pitch (exactly 3 minutes) in which you: (a) Motivate why you want to become part of this project and work with colleagues to make a real prototype. (b) Demonstrate your idea for a sustainable challenge.

Deadline for applying is 4 October.

Approximately 30 students are admitted this year. Students who send in captivating video pitches that arouse curiosity will be invited for a group interview on Tuesday 13 October, where you pitch your idea for a sustainable challenge and discuss it with other students.