



1-week Erasmus blended mobility project « The Green Nudge »

We invite you to Lyon, France in October 2023,
for an intensive week working in multi-national student teams
to tackle an environmental challenge



esqese

Qualité Sécurité Environnement et Numérique à l'UCLy

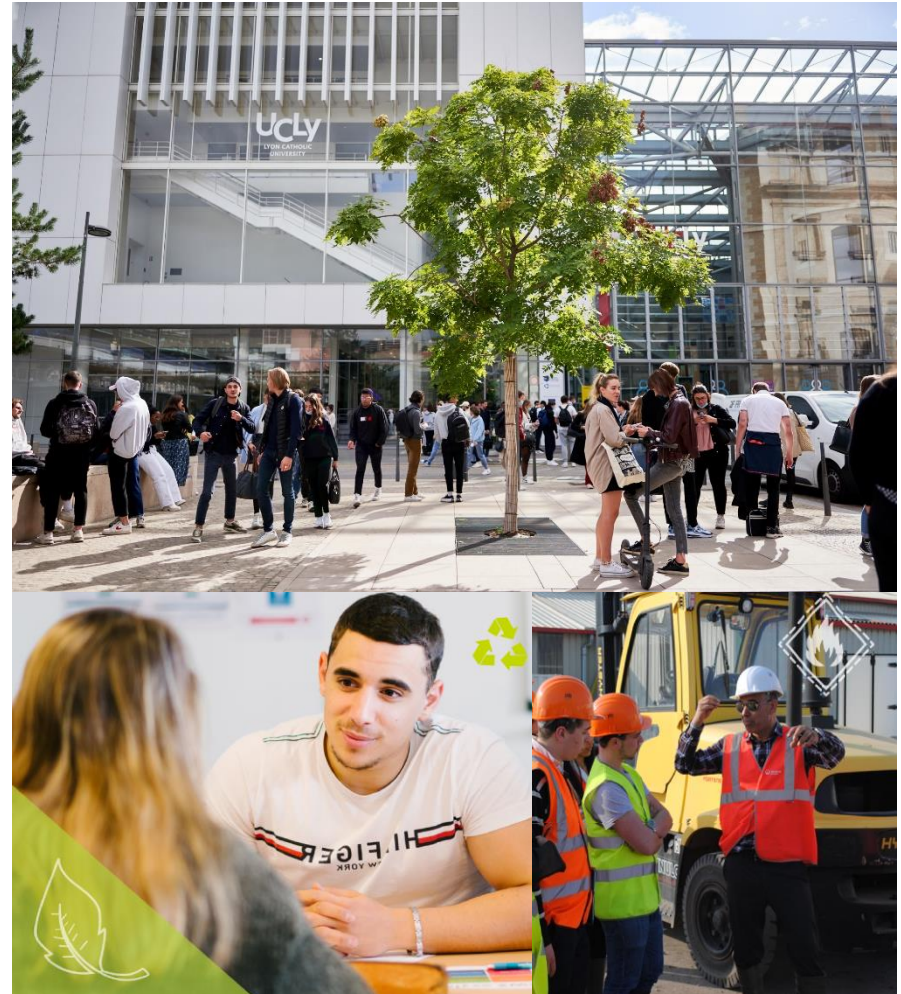
Who are we?

ESQESE school has been training Quality, Health, Safety and Environment (QHSE) technicians and managers since 1994.

We are part of UCLy, the Catholic University of Lyon based in Lyon, France on a modern campus in the city centre.

All our Year 2 “QHSE coordinator” students will take part in the Green Nudge project.

Other ESQESE courses include a Masters in QHSE management and a bachelors in computer science.



Theme « The Green Nudge »



How can we help Lyon's citizens to make little choices each day that improve the environmental impact of the city?

Over an intensive week of activities at ESQESE, Lyon you will:

- **Learn « Nudge » techniques**, developed thanks to recent advances in behaviour science.
- **Explore Lyon** and identify problems that need your creativity
- Create designs and communication ideas that **tackle the environmental challenges** of the city

What is a “Nudge”

Everyday we take hundreds of little decisions on-the-spot: Should I walk or take my car to the shops today? Do I throw this cigarette butt on the ground or in the bin?

A Nudge is a non-intrusive design or communication technique to guide people to make environmentally-friendly choices at these moments.

In our 2022 project, German and French students developed ideas to encourage cycling for work



Pedagogy

Our project is designed to maximize student participation, interaction in English, and creativity:

- **Hackathon in multinational mixed teams** (Germany, Czechia, France...)
- **Workshops and games** to learn about environmental topics and explore Lyon
- **Compete in teams** to find the best solutions to convince the jury and win awards at the end of the week.
- **On-line support** for English and team collaboration, before and after the week.

What is a “Hackathon”?

An intensive competitive team-work process to encourage creative solutions to a problem



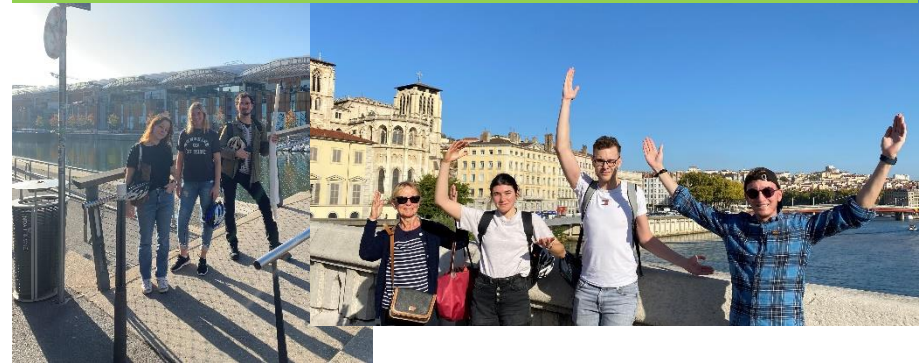
Last year's project

In October 2022, students from Germany and France worked together on a project to encourage cycling for work.



Workshops to explore transport issues, test cargo bikes and more...

Treasure hunt, cycling and observation work in the city



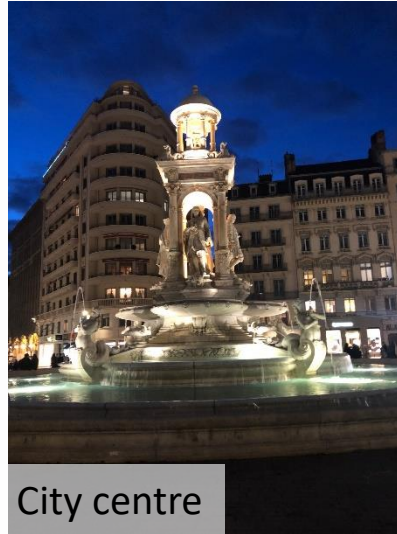
Team work, final presentations and prizes



Discover the city of Lyon, France



Berges du Rhône



City centre

Péniches: floating bars



Our campus in Lyon centre



The historic quarter



Practical information

Practical information



Where?

The intensive week takes place at the ESQESE university school at UCLy, in the city centre of Lyon, France

When?

A full week of workshops in Lyon in October 2023 (30 hours)

Online support before and after (5 hours)

Group work online to finalise the project report after the week (5 hours)

Cost?

Teaching and organisation can be provided free as part of an Erasmus exchange convention between our university schools.

Your university can apply for Erasmus funding « Short Blended Mobility » that is granted to students to cover the costs of transport to France and accommodation.

ECTS?

Students completing this module are accredited 3 European credits (ECTS)

Example timetable for the week in Lyon



- **Monday**
 - Team-building activities
 - Treasure hunt in Lyon
 - Presentation of the hackathon instructions
- **Tuesday - Wednesday - Thursday**
 - Work in sub-groups of 5-6 students in Hackathon mode
 - Coaching by teachers and experts
 - Practical observation in the city
- **Friday**
 - Presentation of proposals to the judging panel
 - Debriefing and goodbyes



We look forward to meeting you soon!

In Lyon, France, October 2023

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