

Future Business Innovation Design Jam



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RESPONSIBLE MANAGEMENT EDUCATION
RESEARCH CONFERENCE

student event

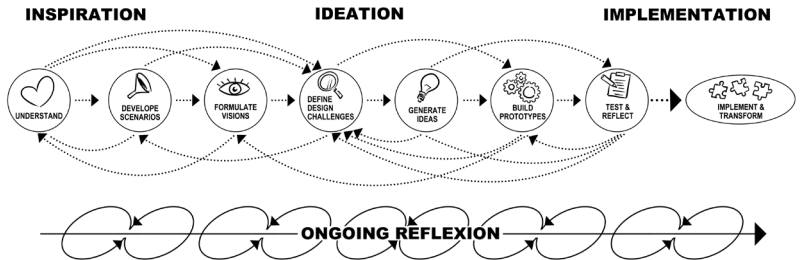
Sep 02, 2026
9:00 a.m. - 5:00 p.m.
RMERC* 2026
Lüneburg, DE



What is a
Design Jam?

Like in a Jam session in music, people come together to explore, to experiment and to create. With a Design Jam, your skills and your open minds are your instruments and insights and ideas - solutions to real-world challenges - are your music.

You don't discuss things to death, you do. You are here to build a functioning prototype, to develop a plan of action and to experience the Design Thinking Process. And not to forget: to have a great time.



What is a
Business
Innovation
Design Jam?

At the Business Innovation Design Jam it all comes down to the question of how we want to do business in the future - and how we definitely don't want to.

Why a
Business
Innovation
Design Jam
at the RMERC?

You participate!
What's in for you?

The 13th Responsible Management Education Research Conference is centered around the topic **Reclaim, Resist, Reimagine: Sustainability and the Future of Responsible Management Education**

The Design Jam is an innovative, highly participatory method that provides an opportunity for international students from various fields of study and universities to collaboratively identify new possibilities.

You ...

- explore future scenarios based on future research and foresight
- derive specific challenges from a desired future
- co-create ideas and prototype concepts
- pitch your idea at the RMERC 2026 opening
- get experts feed-back on your ideas
- experience a Design Thinking process
- gather extra-curricular experience

Moreover, you probably find topics e.g. for your master thesis, (future) work projects, or voluntary engagement.

What happens at the Global Goals Design Jam?

After a short introduction, you will work with a set of trend cards, exploring and discussion scenarios for how businesses might operate in the Future.

You then derive specific challenges from the desired future. After team-building you will co-create solutions: ideas, concepts and initial prototypes, which you will test and later present in the opening plenary of the RMERC Conference.

Note: Ideas don't have to be implemented afterwards, but they might: at your university, in your company, or somewhere else.

How to participate?

It's as easy as that: just send a registration mail to Christian.Baumgartner@fhgr.ch.

Costs

Participation in the Design Jam is free; the student fee for the subsequent RMERC is €100.

Travel expenses to Lüneburg (2nd-class train fare and accommodation) may be subsidized up to a maximum of €200 per person. More detailed information will be available before the summer.

Location

Leuphana University Lüneburg
Universitätsallee 1
D-21335 Lüneburg



Facilitators

ÜBER:MORGEN

ATELIER FÜR
ZUKUNFTSGESTALTUNG



Helga Mayr

Business Educator and entrepreneur, university lecturer at different University Colleges of Teacher Education in Austria, adjunct lecturer at the University of Innsbruck with focus on Design Thinking in the context of Sustainable Development and Education for Sustainable Development and Futures Literacy..



Christian Baumgartner

Landscape Ecologist; responsible for Sustainable Tourism and International Development at the FHGR and representing the university in the PRME DACH chapter.

Contact

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