

Erasmus+ short-term mobilities

Blended Intensive Programme

Announcement regarding the selection of students for the program "INTERCULTURAL SUSTAINABILITY APPLIED TO FOOD CHANGE PERSPECTIVE"

The selection is open for undergraduate students, in order to occupy 10 places within the **Blended Mobility with Short-Term Physical Mobility program**: "*Intercultural Sustainability Applied to Food Change Perspective*". The program is organized by **ICD Business School** in Toulouse, France, and will run from **February 10-14, 2025**.

Eligibility criteria:

- **Knowledge of English** at a minimum level of B2 (mandatory);
- **Knowledge in the fields** of: sustainability, hospitality management or product development;
- Students enrolled at bachelor's level, 2nd or 3rd year, in programs taught in Romanian or English;
- The average obtained in the previous semester will be a tiebreaker.
- Maximum of **one exam outstanding** after the last exam session;

About the program:

This mobility offers the opportunity to acquire intercultural competences and explore innovative perspectives on sustainability applied in the food service industry.

How to apply:

Application file (PDF documents):

- Candidate's file (the candidate will fill in the requirement in a WORD document)
- CV europass
- Certificate/proof of English language proficiency
- Letter of motivation for participation

The deadline for submitting selection files is November 29, 2024 by e-mail to: adina.negrusa@ubbcluj.ro.

Interview on December 2, 2024, at the faculty (time and room to be announced later). Announcement of results on December 5, 2024.

Evaluation criteria:

- Interview (60%)
- Average for the semesters of the previous year (Candidates do not have to request certificates with the averages from the secretariat, as they will be requested directly by the selection committee) (40%)

Other information on request by email at: adina.negrusa@ubbcluj.ro

BLENDDED INTENSIVE PROGRAM

INTERCULTURAL SUSTAINABILITY APPLIED TO FOOD CHANGE PERSPECTIVE

“THE SUSTAINABLE CHEF” BY ICD&Co”



- **Dates:** 10 to 14 February 2025
- **Place:** Toulouse, France
- **Host Institution:** ICD Business School, Toulouse, France.
- **Credits:** 3 ECTS

- **Aim:** Imagine how we will eat in 2050, under the pressure of the Anthropocene and the food change perspective, and create your restaurant (sustainable sourcing, technology, logistics, design, customer relation, etc...)
- **Description:** Proceeding from an Anthropocene approach and applying a prospective vision, this BIP invites you to develop a business model for a viable and sustainable restaurant which could be exported to the country assigned.
- **Contents :** You will work in international teams and you will be assigned local specific products. Based on the future evolution of the production of these products, and the numerous and rapid changes in our world (economic context, ecological constraints, political situations, legal rules, etc, ...) you will imagine and present:
 - The product/food evolution
 - The Logistics
 - The Restaurant and business model
 - The communication/branding strategy

- A specific methodology will be applied, illustrations of projects will be presented to you as well as conferences which will provide you with useful information for your thoughts, the motivation of your idea and the structuring of the business. The playful format will be fostered in the orchestration of the different phases of this project.