



# LEARNING ENDEAVORS | **UNLOCK OPPORTUNITIES**

THE FIRST EUROPEAN CAMPUS DEDICATED TO EMERGING TECHNOLOGIES AND SOCIAL INNOVATION



## **It's a place that doesn't exist. So we decided to build it.**

The world needs spaces where people of all walks of life can physically meet to reflect and act on essential questions.

A place to do what cannot be done elsewhere.

thecamp is an ecosystem where people of all cultures, generations and disciplines work together on hands-on projects to explore solutions to the world's pressing issues.

## **Programs & activities**

Events to be inspired

Conferences and thematic workshops to gain new skills

An ecosystem to co-create

Methods and tools to prototype

Partners and projects to act

Spaces to decelerate

Activities to make new discoveries and create new bonds

A personalized journey



## **Campus**

A living place

17 acres of nature

107 000 sq ft of buildings

170 accommodations

2 restaurants and 1 bar

2 amphitheatres

Working rooms

Fablab, media and VR labs

Experimentation spaces

Innovative sports experiences

Swimming pool

## **Campers**

Professionals from the public  
& private sectors

Entrepreneurs

Students

Policy makers  
& elected officials

Young creatives

Coders

Startups

Children & teenagers

Experts

CEO's

Designers

...



## **Disrupt or be disrupted**

Do you really understand the world's disruptions?

What will your job be in 10 years? 5 years? Do you know what your organization will be like?

How do you prepare for these changes?

Can you attract and retain talents within your company?

Do you understand the potential impact of Artificial Intelligence, automation and machine learning on businesses? But also collective intelligence and social innovation?

Have you ever traveled using virtual reality? Or prototyped an idea with a 3D printer?

Are you developing a culture of innovation and creativity within your organization to face disruptions, create and act?

Do you have tools to gain skills, plan, be agile, manage... in the exponential era?

Do you know why innovation in the future will not be the same as innovation in the past?

## **Learning Endeavors**

Acting in a complex, uncertain, volatile and ambiguous world requires understanding it. Learning Endeavors cover key subjects allowing you to explore issues shaping today's world and make strategic decisions with confidence.

As an agile response to individual and organizational needs, participants can design their own learning paths with full schedule flexibility.

## **Design your own path and unlock opportunities.**

You are an individual, a startup, a small or medium size business, a large corporation?

**Learning Endeavors were designed for you.**

You want to gain knowledge and skills on a wide range of subjects or focus on a key issue?

**You can choose among 4 workshops every month.**

You want to be inspired or acquire hands-on tools and methodologies?

**All workshops offer intellectual, emotional and practical experiences.**

Your schedule requires flexibility?

**Come whenever you want.**

You can't make it to a workshop that interests you?

**Workshops are recurring every two months.**

You want to meet experts, young creatives, entrepreneurs?

**You'll be in full immersion in thecamp's ecosystem.**

## 4 themes, 9 workshops

### #1 ORGANIZATIONAL CHANGE

The context which we live in today is one of complexity, networks and emergence. For successful transformation of mindsets, comprehension of the context is key.

- Collective intelligence – Explore, understand and act in a hyper-complex world
- Biomimicry – A history of 3.8 Billion years of R&D as a source of infinite learning

### #2 MEANINGFUL BUSINESS

Purpose, meaning and value added are on the one hand what informs the transformation and on the other hand it are the drivers for all transformation. Companies and organizations can no longer deny their responsibility in the creation of a fair, inclusive and sustainable world.

- Social innovation – Becoming more successful, by being more inclusive

### #3 PERSONAL TRANSFORMATION

Personal transformation is key to organizational transformation. And even more, personal awareness and consciousness foster the biggest change in the world.

- Consciousness – A driver for personal and organizational transformation
- Art, creativity and management – The essential, the authentic, and the truth

### #4 SYSTEMIC SOLUTIONS WITH TECHNOLOGY

The world we live in today is disrupted by an unprecedented pace of technological advancement which will have a tremendous impact on our way of working and living.

- Virtual and augmented realities – The way to see the future
- Biotechnologies – Solutions to health challenges that burden humankind
- Exponential technologies – Game-changers of our economy
- Systemic project innovation – 3-month access to an online learning-by-doing platform

## **Speakers and facilitators**

International experts in their fields



Walter BAETS



Emmanuel DELANNOY



Jan CHRISTIAENSSEN



Jean-Michel BLOTTIERE



Jean-Michel JAQUET



Erna OLDENBOOM



Louise PULFORD



Anne SCHOMBOURGER



Maurizio CEPPI



Roberto LACONE



Tarik CHEKCHAK



So JUNG



Barbara ALBASIO



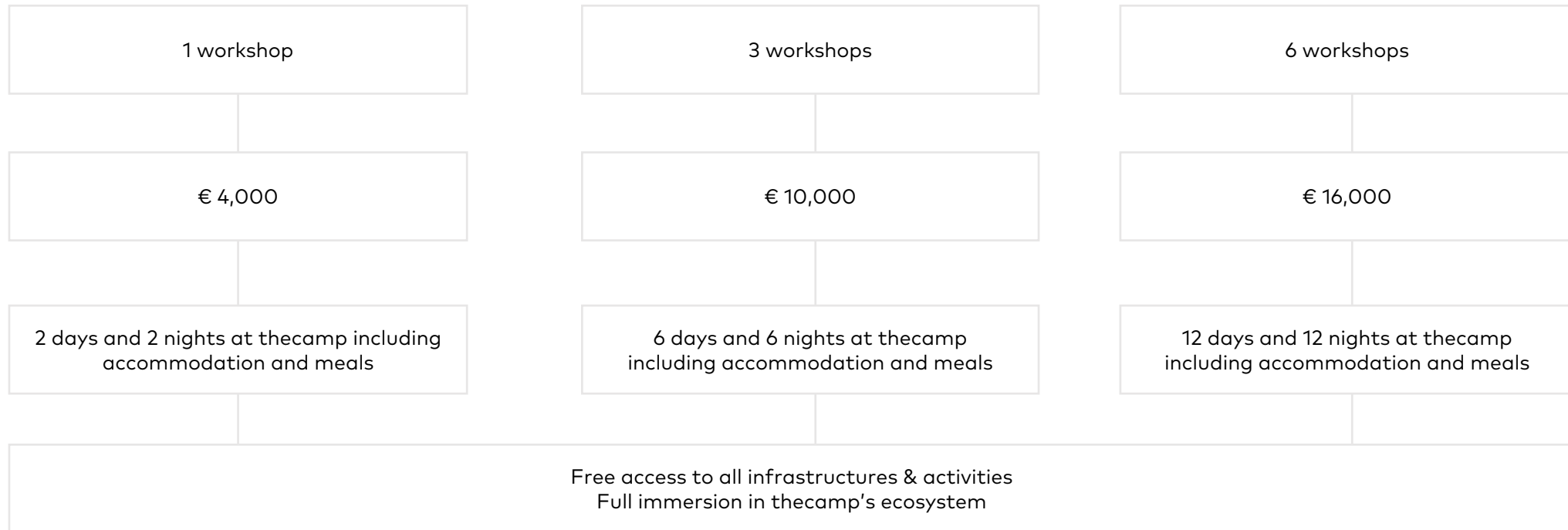
Professor Joost KOK



Chris HOSKEN

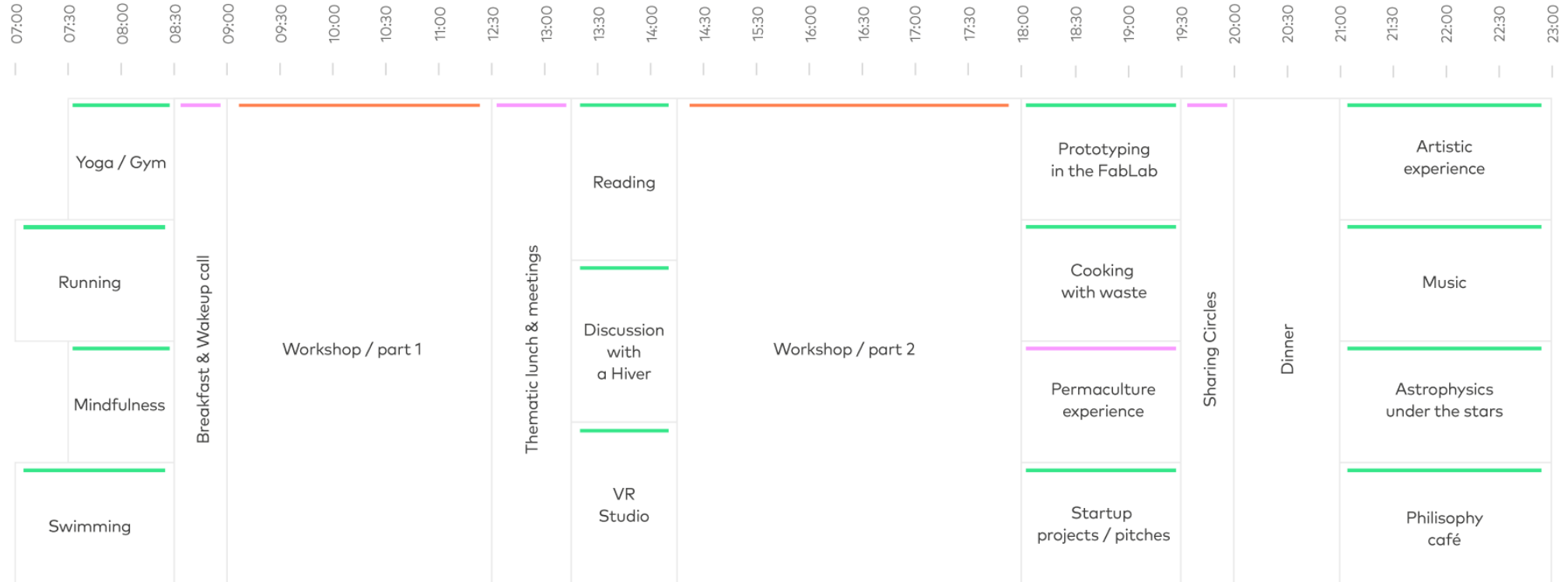
### 3 packages

Subscribe to one workshop to discover a trend or technology or engage in 3-6 workshops with subscription benefit



# Signature day at thecamp

Full immersion in a vibrant ecosystem



- █ Common activities to all campers
- █ Shared time within thecamp's ecosystem
- █ Program-specific activities and workshops



## **Workshops in detail**

## ○ Collective intelligence – Explore, understand and act in a hyper-complex world

The current economic and political reality is becoming increasingly complex, not just complicated. Complicated refers to difficult and confusing, but at the end of the day solvable (and solvable with algorithms and rational approaches). Gathering garbage in a major town is very complicated, but not complex. Solutions exist based on algorithms. Complex systems are systems that are non linear and dynamic and that are characterized by the interaction of intelligent, autonomous agents (which is the origin of the importance of collective intelligence). That interaction creates reality as an emerging phenomenon, and is therefore not solvable by any algorithm. It creates uncertainty, it might create highly volatile markets, but it does not need to be complicated.

Most of our management approaches and methods are not based on the reality of a complex, systemic world, and therefore do not give answers to the real issues of today. If we want to be able to harness the reality of today, if we want to create the future, rather than be subjected to it, we will have to understand this new paradigm. This does not need, in the first place, a new skill set (though some new skills can be useful), but it needs a shift of paradigm, a real transformation.

The outcome of this workshop is to develop the mindset to be comfortable to explore, understand and act in a hyper-complex world, while becoming the entrepreneur and creator of sustainable, scalable solutions, having a positive impact on the world and the people.



thecamp



thecamp

**WALTER**, professor emeritus of the University of Cape Town (SA), is Dean of thecamp. Previously, he was Dean/Director of the Graduate School of Business of the University of Cape Town and the Allan Gray Chair in Values Based Leadership. He had a career of more than ten years in financial modelling and strategic advice, before becoming an academic in 5 different countries. He graduated in econometrics and operations research at the University of Antwerp in Belgium, obtained a PhD (at Warwick Business School) and a Senior Doctorate (HDR, Aix-Marseille).

**ERNA** is a specialist in creativity, health and transformation. She has gained considerable experience (more than 20 years) in the wide area of human resources management and personal development within multinational companies. Based on a BA in Human Resources Management and an in-company MA in Organizational Design, Erna developed an expertise around organizational and personal development and transformation, as well as in (personal) coaching. Today, Erna works and lives in Aix-en-Provence. She is finishing her PhD titled "The Healthy Organization" at the Graduate School of Business of the University of Cape Town. She lived and worked in five countries on three continents, and is currently visiting professor of Leadership, Personal Development and Mind/Body Medicine at different Business Schools.



## Biomimicry – A history of 3.8 Billion years of R&D as a source of infinite learning

With a history of 3.8 billion years of R&D, the diversity of life on Earth is a source of infinite learning. Biomimicry is the art of drawing inspiration from living systems and mimic the key principles to innovate in a sustainable and responsible way. You will discover the 3 levels at which biomimicry is applied (form, process and organization), as well as explore how biomimicry could help reshape the future of our organizations.

Permaculture is an agriculture that, while highly productive, nourishes the soil and restores physical and biological assets. Permaeconomy, which is inspired by it, is an economy that seeks new drivers of performance while maintaining the conditions of its own perpetuity by reinvesting in human, social and environmental factors of production. Permaeconomy is an economy that creates favorable conditions to a sustainable future.

How could biomimicry be a tool helping reshape our organizations, governance and managerial practices? Exploring notions such as value, economic model, performance measurement, functional unit..., we will see how biomimicry could directly impact customer relations and more globally organizations. What is our added value? How is this value delivered? What components, skills and cooperation are needed? Who will it benefit to? What are the associated spheres of innovation?



**TARIK** is environmental engineer by training, he is a specialist in the integrated management of land and seascapes of high environmental values, taking into account natural as well as socio-economic and cultural aspects. He is currently the Director for Science and Environment of The Cousteau Society, an NGO created by Captain Jacques Cousteau to better understand, and protect aquatic life of our blue planet. Alongside his activities at Cousteau, Tarik has been an expedition leader onboard polar vessels, both in the Arctic and Antarctica for almost 20 years. He is also the funding member and the Secretary of the French Committee of Biomimicry Europa, an NGO dedicated to the promotion of biomimicry in Europe. He teaches environmental sciences and biomimicry to a diverse audience, including the Lab Sessions of the French Institute of Desirable Future (IFS), and the French Biomimicry Center CEEBIOS.

**EMMANUEL** is an entrepreneur, lecturer and author who has contributed to the construction of the French Agency for Biodiversity. He was also missioned by the French government on employment and biodiversity issues. Between ideas and ground action, leading the INSPIRE institute he founded, he helps SMEs and local authorities to implement the ecological reinvention of the economy, accompanying their strategic reflections and their transitions schedule.



## Social innovation – Becoming more successful, by being more inclusive

People all over the world can become better innovators if they connect to their peers, share methods and exchange solutions globally. Linking all kinds of actors across sectors, fields and geographies, like governments, businesses, academics, funders and leading social innovation intermediaries and practitioners will enable and spread the most effective models for the benefit of entire communities.

This social innovation workshop helps participants to build the foundation for a solid understanding of its process and practice. Using global and regional case studies, practical examples and *in-situ* exercises, the workshop gives topical context while bringing innovation to life. Each aspect of the program is delivered by global leading thinkers and practitioners in the field of social innovation.

Key outcomes of this workshop are:  
general knowledge of the field of social innovation globally, including current trends and future trajectories; key frameworks, processes and tools of social innovation and systems change; learning through practice and collaboration, and improving the ability to effectively work with diverse stakeholders.



**LOUISE** is the Director of SIX, responsible for developing the organization and growing the network. Louise is a regular speaker on social innovation at global events across continents, and regularly writes on the subject for a variety of publications. A skilled facilitator and trainer, she has curated and hosted meetings and events across the world over the past decade for a variety of audiences including governments, universities, NGOs, foundations, and businesses. Her facilitation is interactive and engaging. Prior to running SIX, Louise worked on a variety of projects at the Young Foundation, including coordinating its international work and the development of the UpRising leadership program. Prior to that, Louise worked at a small social matters consultancy firm in Beijing. She has an MSc in East Asian Studies.

**SO** is a Program Director at SIX in charge of co-facilitating trainings in 16 countries across universities and organizations in Latin America and South East Asia. So Jung is also the co-founder of Spreadi, a collaborative research group which aims at spreading ideas, innovation and inspiration between social sectors in Asia and Europe. She is also an Associate at Social Life, a social enterprise exploring the relationship between places and people through innovation. So Jung has previously worked at the Young Foundation on a research project called *Finding What Works, New ways to make social change*, a global study geared at surfacing and spreading social innovation methods, with deeper regional studies in Southern and East Africa, and East and South East Asia. She has also worked at the Hope Institute, a social innovation center in South Korea. She has an MSc in Social Policy and Development at the London School of Economics and Political Science and a Bachelor's degree in Economics at the Instituto Tecnológico Autónomo de México.



## Consciousness – A driver for personal and organizational transformation

The organizational transformation necessary in order to be able to act in our hyper-complex world will only materialize if we pay enough attention to personal transformation. Without this essential personal transformation, organizational transformation will be an illusionary exercise.

More than a decade of work has shown that well-being at work and the presence of values such as integrity, respect, honesty, liability, etc. in the workplace can play a role in boosting the performance of organizations. Accordingly, HR departments have experimented with gyms, yoga courses, flexible working hours, workplace spirituality and values statements to enhance performance.

New evidence is now emerging that the driver of a transformed or a healthy organization – an organization that performs well in the complex reality and where people like to work – might be the degree to which that organization and its people are *conscious*. Research in cognitive psychology, mind-body medicine, philosophy, artificial intelligence, quantum mechanics, living systems biology and neuropsychology, is converging to give us an interesting understanding of the role that consciousness can play in boosting individual and organizational performance.



**ERNA** is a specialist in creativity, health and transformation. She has gained considerable experience (more than 20 years) in the wide area of human resources management and personal development within multinational companies. Based on a BA in Human Resources Management and an in-company MA in Organizational Design, Erna developed an expertise around organizational and personal development and transformation, as well as in (personal) coaching. Today, Erna works and lives in Aix-en-Provence. She is finishing her PhD titled "The Healthy Organization" at the Graduate School of Business of the University of Cape Town. She lived and worked in five countries on three continents and is currently visiting professor of Leadership, Personal Development and Mind/Body Medicine at different Business Schools.

**JAN** is graduated from Leuven University in Literature and Linguistics. Jan started his professional career as an officer in the Belgian army; he was a platoon commander with the Red Berets for several years. After this first leadership experience, he was in sales for 20 years: first as a key account manager in the construction material business, then as a sales manager and sales director at CRH. He became Country Director in Belgium at CRH where he generated a 30% increase in revenue over 5 years. In 2010, he left CRH to start his own training and coaching company, BlueCliff & Partners. Along with 4 colleagues, he builds and delivers training and coaching programs, mainly in sales, leadership and personal development. Nowadays, he coaches executives, managers and teams to be more performing.



## Art, creativity and management – The essential, the authentic, and the truth

Each period of time has its own challenges, dreams, and beliefs. Our society is now overwhelmed by a multitude of phenomena, inventions, and events that change the current state of things, call for a profound reflection on the evolution of organizations, and deeply question our working habits.

Globalization and the deployment of information and communication technologies created incredible opportunities for development and openness for countries, individuals, and society as a whole. But they also led to a feeling of helplessness and inequality in the face of the increasingly rapid and interconnected dimension of our daily lives. The professional environment is not spared by these profound changes. They are in fact often the instigators of technological innovations.

In this context, new needs have emerged. A need for proximity, listening, and sincerity to re-learn to converse, to advance in a complex environment, and to support each other. A need to be ever more innovative and resilient in order to defend a market position, conquer new territories and remain in the loop. A need to understand the place of human beings in organizations. A need to return to the essential, the authentic, and the truth.



**BARBARA** is Italian and speaks five languages. She has lived and worked in several countries. After studying marketing at the University of Paris Dauphine and graduating from Sciences Po Paris (IEP) in International Relations, she got her MBA in the USA at the University of Pittsburgh. Barbara started her career in international marketing at the L'Oréal Group in Paris, then moved into business management and branding strategy within the Renault Group, where her role covered various functions including internal communication and motor-show planning. Simultaneously, she continued her pursuit of the arts in sculpture, fresco painting, theatre, dance and yoga.

**ANNE** is a specialist in "working together know-how". She acts as a facilitator and trainer to strengthen relational dynamics and collective performance. She regularly collaborates with Barbara Albasio. After a Masters in Communication at West Chester University in the USA, she created a communication & events agency and then became Deputy General Manager, Head of Communication at Spas S.A.. She managed many collective projects. She created the Forum of Ethical Management, an innovative event which gathered 50 general and HR managers from major companies to explore collaborative methods. The forum was praised by both participants and the press.



## Virtual and augmented realities – The way to see the future

VR (Virtual Reality) / AR (Augmented Reality) / MR (Mixed Reality) / 360 (Linear experiences immersing participants in 360° videos) are some of the trendiest words of 2017. But, beyond the "WOW!" effect, there is no global consensus on how these technologies will really impact our personal and professional lives. What we know for certain is that nobody can stay away from a market estimated to 80 Billion US Dollars in 2025 by Goldman & Sachs.

During this workshop dedicated to VR/AR/MR & 360, we will go beneath the surface of these technologies, decode the "jargon" used by specialists, and explore the tremendous potential of these immersive techniques.

We will also dive deeply into the use of VR/AR/MR & 360 for specific industries (Automotive / Architecture / Design / Health / Entertainment – among others).

You will work on your own projects, concepts and ideas and will have a unique opportunity to challenge them through collaboration with some of the best VR/AR/MR & 360 worldwide specialists.



**JEAN-MICHEL** is a journalist specialized in video games who has previous experiences in various organizations such as Tilt magazine, Consoles+ magazine (as the first editor-in-chief), French TV station FR3 (as the TV host of Micro Kid's show). In 1997, he joined the French Institut National de l'Audiovisuel (INA) as General Coordinator to organize Imagina in Monte-Carlo. He also recently organized FMX in Stuttgart, the leading conference in the world about computer graphics and interactive techniques, for the last 30 years with thousands of international speakers. Jean-Michel is also the president of "Games for Change", an international non-profit organization that promotes the creation and distribution of social impact games that serve as contemporary and sustainable tools in humanitarian and educational efforts.



## Biotechnologies – Solutions to health challenges that burden humankind

Despite recent medical and technological advances, humankind is still facing numerous and global health challenges. More than ever, developed countries have to deal with aging populations and a dramatic increase in obesity, while developing countries' young populations face malnutrition. Pollution has a major impact worldwide, especially in emerging economies, resulting in a range of health problems.

This workshop explores different (bio)technologies by applying them to possible solutions to the outlined (and other) health challenges.

On this journey, we will explore biotechnologies' potential, both used on their own and in combination with each other – which may lead to the discovery of a new technology altogether!

Additionally, we will imagine, create and debate different innovative and systemic business models for biotechnology, creating sustainable value for a maximum of stakeholders.

Exploring solutions in the health industry may also allow you to find unexpected ideas in other industries and business fields.



**MAURIZIO** is an innovative scientific leader with strong background in precision medicine, genomics & cancer-immunotherapy. He is currently leading relevant biomarker programs for several clinical studies within Roche pRED oncology translational medicine group in Munich, in close collaboration with Genentech. Roche is the world's largest biotechnology company, leader in oncology, also developing medicines in immunology, infectious diseases, ophthalmology and neurology. Maurizio was trained in molecular biology, immunology and virology at the ETH Zurich, the University of Fribourg and the Institute for Virology and Immunoprophylaxis in Switzerland. He has extended international postdoctoral experience and performed in top rank immunology institutes (CIML - France, Baylor - USA).

**ROBERTO** is currently VP Biology/Translational Medicine and Entrepreneur in residency at Versant Ventures, where he conceives, establishes and launches companies based on innovative ideas where transformational science meets operational reality, providing the best opportunity to make a difference in patients' lives. Versant Ventures is a leading healthcare investment firm, managing funds worth \$1.9 billion. Roberto received his MD/PhD for his work in the Stem Cell Research at the Max Planck Institute (Germany) and the University of Naples (Italy). Roberto is the inventor of 6 Roche patents, 9 pending applications, and the author of numerous publications for his work in the Stem Cell Research and *in vitro* disease modeling.





## Exponential technologies – Game-changers of our economy

The current pace of technological advancement is unprecedented in history. The impact of technology on the global economy is amplified when technologies coalesce into open platforms and ecosystems.

We will explore the concept of big data and new ways of working with data; data-based technologies like the internet of things, robotics and enhanced senses, artificial intelligence among others. With a broad circle of experts, you will discuss the potential of high performance computing, new and not yet commercialized solutions in database systems and embedded systems.

Working on practical examples as well as on your own projects, you will improve your understanding of the current corporate and social context crafted by various disruptive technologies, and develop skills to apply those technologies to your own organizational context.

You will engage in debates with experts and each other about the meaning and purpose of technology, asking pertinent philosophical, sociological, ethical and governance questions to make sure that the innovations you create are systemic, holistic and are in the benefit of humankind.



LIACS

**JOOST** is a researcher in data science, data and model management, data mining and algorithms. He has been working as a professor in Computer Science since 1995 at the Leiden Institute of Advanced Computer Science (LIACS) and as a professor in Medicine since 2005 at Leiden University Medical Center. Prior to Leiden University, he worked at the Free University in Amsterdam, at the Centre for Mathematics and Computer Science in Amsterdam, at Utrecht University, and at the Åbo Akademi University in Finland. He supervised more than 50 PhD studies and is currently involved in 11 projects, including SDC (Dutch Sport Data Center) a scientific organization for data and sports with scientists working with sport teams, federations, health organizations and governments as well as BOLD (Big Open Linked Data), using big data research to help find solutions to urban problems. Professor Joost Kok holds a PhD in computer science from the Vrije Universiteit of Amsterdam and a MSc in mathematics from the university of Amsterdam.

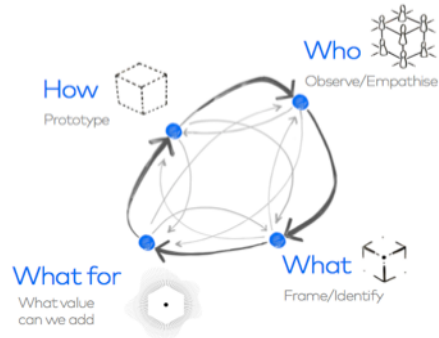
**JEAN-MICHEL** is a behavioral data scientist. He combines rich user-generated data with machine learning and advanced analytical techniques to help create products that customers love. Jean-Michel works at Logitech's Innovation Center in Lausanne, where he works on creating closer relationships between people and technological products. He has spent 15 years studying the relationship between human psychology and technology, applying his research to improving customer experience in media, telecommunications, FMCG and consumer tech spaces. Jean-Michel Jaquet has a degree in Psychology and received an MBA and a Ph.D. in Machine Learning and Sentiment Analysis from the University of Cape Town Graduate School of Business.



## Systemic project innovation – 3-month access to an online learning-by-doing platform

The purpose of this workshop is for campers to create inclusive innovations that disrupt exclusive systems and create more equitable societies. Participants will leverage a powerful toolkit of learning-by-doing through a hyper-practical online learning environment. Participants will be strongly urged to create a tangible project or innovation by the end of this transformational process. This may take the form of a new startup, social initiative/project or an intrapreneurial venture/process. thecamp has leveraged the decades of research and practical experience from Walter Baets to create a tried and tested methodology that produces the above innovation projects.

Participants will be taken through these areas of transformation:



**WALTER**, professor emeritus of the University of Cape Town (SA), is Dean of thecamp. Previously, he was Dean/Director of the Graduate School of Business of the University of Cape Town and the Allan Gray Chair in Values Based Leadership. He had a career of more than ten years in financial modelling and strategic advice, before becoming an academic in 5 different countries. He graduated in econometrics and operations research at the University of Antwerp in Belgium, obtained a PhD (at Warwick Business School) and a Senior Doctorate (HDR, Aix-Marseille).

**CHRIS** is a social innovator who believes inclusive models of education, entrepreneurship and the ecosystems that house these are the key to unlocking inclusive and sustainable growth in our global economies. He has held various roles at big and small companies, from startups to corporates and everything in between. Chris was a partner and the former Chief of Development at GetSmarter – Africa's largest online education company. This year, he has founded his own startup which focuses on exponential and inclusive education technologies. He is completing his Masters in Inclusive Business Model Innovation at the University of Cape Town's Graduate School of Business, having obtained his BSc and Honors in Information Systems. His research has focused on building high-quality education interventions that are inclusive and scalable across the African continent.

## Upcoming year calendar

NOVEMBER 2017

MO	TU	WE	TH	FR	SA	SU
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

DECEMBER 2017

MO	TU	WE	TH	FR	SA	SU
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JANUARY 2018

MO	TU	WE	TH	FR	SA	SU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

FEBRUARY 2018

MO	TU	WE	TH	FR	SA	SU
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	1	2	3	4

MARCH 2018

MO	TU	WE	TH	FR	SA	SU
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

APRIL 2018

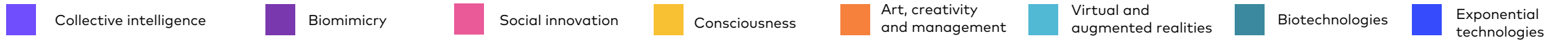
MO	TU	WE	TH	FR	SA	SU
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

MAY 2018

MO	TU	WE	TH	FR	SA	SU
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

JUNE 2018

MO	TU	WE	TH	FR	SA	SU
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1



## **Your journey starts here.**

thecamp can design fully made-to-measure experiences and learning paths for individuals and organizations. Get in touch if you're interested.

### **Contact**

**Walter BAETS**

walter@thecamp.fr

**Géraldine RICOUR**

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### **Situation and access**

550 rue Denis Papin  
13100, Aix-en-Provence  
FRANCE

#### **GEOLOCATION**

43.497505 , 5.341912



## **Why thecamp?**

### **VALUES AS A COMPASS**

Because we believe in a more sustainable and inclusive future.

Because one has to be inspired to drive change.

Because complexity is an opportunity rather than a difficulty.

Because we believe in collective intelligence.

Because we want innovation to serve mankind.

Because we are driven by respect, accountability and optimism.

Because experimentation is better than talking.

Because solutions must be shared.