



## Peers 4 Growth

The circularity workshop for innovative entrepreneurs,

Brussels, 17-18 April 2024.

**Friday April 12<sup>th</sup> , 10.00 -11.30**

Online meeting Teams link will be sent personally  
Introduction participants, advisors & workshop host [switchrs](#)

**Wednesday April 17<sup>th</sup> , [SQUARE\\_Brussels](#) ,**

Mont des Arts, 1000 Brussels, Belgium

**Belgian Day @WCEF2024**

### **Matchmaking : onsite**

Subscribe & make profile here

[Circular Economy - Hybrid Matchmaking Event - Home \(b2match.io\)](#)

Also subscribe to the program below to get free entrance.

Meetings

11.00 – 11.30

13.00 – 14.30

16.00 – 17.00

### **Workshops & company visits : program**

Subscribe & information

[via this link](#)

08.30 - 09.30 Opening

09.30 - 11.00 Plenary session high level speakers

11.00 - 11.30 BREAK **MEETING POINT, LETS ALL GATHER !**

11.30 - 16.00 Workshops & Company visits (limited places)

16.00 - 17.30 Closing drink & matchmaking

More information on the World Economic Forum 2024 program for earlier days and company mission via this link [wcef2024](#)

**Joint Dinner & networking** (at own expense),

location TBC

**Thursday April 18<sup>th</sup> , Marie\_Belpaire Building ,**

Simon Bolivarlaan 17 1000 Brussel,  
conference room 03.Z.04 (3<sup>rd</sup> floor, room Z.04 right side when you come out of the elevator.)

**AGENDA**

09.00 – 09.15	Coffee & Registration	Room Z.04 3rd Floor
09.15 – 09.40	Welcome EEN & who is who	EEN Flanders, participants
09.40 – 10.10	Keynote: Strategic design, impact entrepreneurship & the art of asking questions	Jan Leysens, workshop host, <a href="#">switchrs</a>
10.10 – 10.40	Inspiration cases	
10.40 – 10.50	BREAK	
10.55 – 11.30	Analogy thinking exercise + "What if...?" & "How Might We...?"	Jan Leysens
11.30 – 12.00	Ideation Matrix	
12.00 – 12.20	Sharing insights and ideas	
12.20 – 13.20	LUNCH	Offered by VLAIO
13.20 – 14.00	The circular economy and LOOP-tool	Jan Leysens
14.00 – 14.30	LOOP tool exercise: exploring the tool and selecting strategies	
14.30 – 15.30	Business concept exercise	
15.30 – 15.45	BREAK	
15.45 – 16.30	Pitching concepts + feedback (+ / - / Δ)	Jan Leysens
16.30 – 17.15	Assumption busting - 100d roadmap	
17.15 – 17.30	Wrap up + closing	

## Practical information

### Hotel suggestion

1<sup>st</sup> day premises : any hotel near the Square Brussels meeting center. (city centre or central train station) “ Gare Central”

2<sup>nd</sup> day premises : <https://www.presidentbrusselshotel.be/> 500 meters or 7 min. on foot from the [Marie Belpaire Building](#) also any hotel near the North train station is at walking distance from the premises. “La gare du Nord”

From the city center to the “Marie Elisabeth Belpaire” Building

[Map Marie Elisabeth Belpaire building](#)

Brussels metro

<https://www.stib-mivb.be/index.htm?l=en>

### Contact

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