

# Future Tracks Ideas for Smarter Tourism Mobility

*International Workshop of Student Innovation*

4-6 June 2025

**Laboratorio Aperto Ferrara (Ex-Teatro Verdi) & Hybrid Format**

COLOURS  
CoLAB

## Ready to rethink how we travel?

Join us for **Future Tracks**, the 2025 edition of the **COLOURS CoLab**: a 3-day innovation immersion where students, young researchers, and mobility enthusiasts come together to shape the future of sustainable tourism.

Whether you're passionate about cities, nature, policy, tech, or people—this is your chance to turn bold ideas into real solutions.

And yes—there's a Call for projects at stake, too.

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## What's it about?

Tourism is moving. Literally.

So how do we make that movement smarter, greener, and fairer?

The CoLab *Future Tracks* tackles the big questions around tourism and mobility:

- How can we connect places sustainably?
- How do we make travel more inclusive?
- What tools can help us design better futures?

Expect inspiring talks, hands-on teamwork, and lots of creative collisions.

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## How it works

### DAY 1 – WHY

#### Let's explore the challenge

Expert masterclass session, interactive panels, and team formation

*Topics:* mobility & policy, infrastructure, social equity, innovation

### DAY 2 – HOW

#### Let's learn the tools

Practical workshops using SWOT, PESTLE, Canva, and more

Work with a skilled mentor to structure your project ideas

### DAY 3 – WHAT

#### Let's build and pitch it

Test and challenge your project idea

Present your concept

Get ready for the CoLab Project Call



Università  
degli Studi  
di Ferrara



European University Alliance  
**COLOURS**  
COlaborative InNOvative  
Sustainable Regional  
universities



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## ***The Aftermath***

After the workshop, your team can enter the **CoLab Call for Projects**.

The most promising proposal will win access to dedicated follow-up opportunities to implement and put to work your ideas!

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## ***What you'll gain***

- Practical experience in innovation & teamwork
- Strategic planning and business development tools you can use anywhere
- A chance to work with students and researchers across Europe
- Feedback from experts in mobility, planning, and tourism
- **An official certificate of participation**

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## ***Who can join?***

- Bachelor, Master's, and PhD students
- Early-career researchers
- Curious minds from all COLOURS partner universities

No background in mobility or tourism required—just bring your brain!

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## ***How to sign up***

**Register by May 30, 2025: [Registration Form](#)**

**Workshop language:** English

**Participation:** In-person or online (hybrid format).

The link to participate in the workshop will be sent to registered participants closer to the event.

Join us and be part of the next generation of sustainable travel thinkers.  
Let's design smarter ways to move. Together.



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