

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

10th EDITION

June 21 – July 9, 2018

Montreal | Berlin | Barcelona





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WELCOME WORD

TO UPDATE



PROGRAM WEEK 1 | MTL

THURSDAY, JUNE 21

REGISTRATION / INTRODUCTION / TEAM PROJECTS / 608

8:00-9:00
Registration

VENUE:

-
- > HEC Montréal, 3000, chemin de la Côte-Sainte-Catherine, Montréal, H3T 2A7, Manuvie Room, 1st floor
 - > 608: HEC Montréal, 5255 Decelles, Montréal, H3T 2B1, Lévis Amphitheater
-

9:00-9:30

Welcome to HEC Montréal
Summer School Overview



Patrick COHENDET (Professor, Mosaic - HEC Montréal)

Laurent SIMON (Professor, Mosaic - HEC Montréal)

Lucy STOJAK (Executive Director, Mosaic - HEC Montréal)

Francesc SOLÉ PARELLADA (Professor, Polytechnic University of Catalonia (UPC))

Jaume VALLS (Professor, University of Barcelona)

Alice MELCHIOR (Ph.D candidate, HafenCity University (HCU) Hamburg)

9:30-10:30

Introduction of participants - Getting to know each other

Laurent SIMON & the Summer School Team

10:30-11:00

Break

11:00-12:30

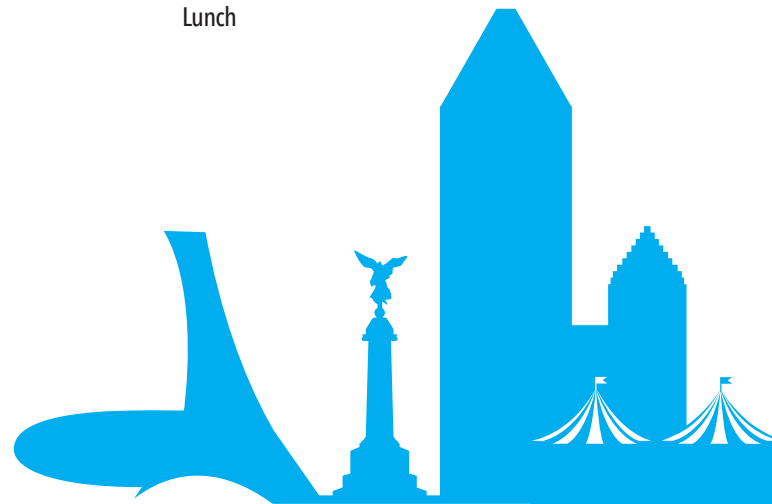
CREATIVE WORKSHOP 1: *El Sapo Mexicano* Workshop

Patrick COHENDET

Laurent SIMON

12:30-14:00

Lunch





PROGRAM WEEK 1 | MTL

14:00-14:30

Team Projects: Overview, guidelines and work dynamic

Patrick COHENDET

Laurent SIMON

Lucy STOJAK

14:30-17:00

Creative Workshop 2: Design thinking

Niels BILLOU (Co-Founder and Executive Director, The Humanos Institute)

17:00

Transfer to the Decelles Building, HEC Montréal

18:00-20:00

Welcome

Lucy STOJAK (Executive Director, Mosaic-HEC Montréal)

Introduction of keynote speaker

Michel PATRY (Director, HEC Montréal)

Reinventing the museum. A conversation with Nathalie Bondil,
Director General and Chief Curator of the Montreal Museum of
Fine Arts (MMFA)

Moderators:

Patrick COHENDET (Professor, Mosaic-HEC Montréal)

Laurent SIMON (Professor, Mosaic-HEC Montréal)

Cocktail

FRIDAY, JUNE 22

**THE CREATIVE ECONOMY:
THEORETICAL FRAMEWORK,
METHODS, PRACTICES /
CREATIVE WORKSHOPS**

VENUE

> HEC Montréal, 3000,
chemin de la Côte-Sainte-
Catherine, Manuvie Room,
1st floor

8:00-8:30

Continental breakfast

8:30-9:45

The creative economy: main challenges and issues

Patrick COHENDET

Laurent SIMON

9:45-10:15

Participant roundtable 1

10:15-10:45

Break

10:45-12:30

Creative reasoning

Marine AGOGUÉ (Professor, HEC Montréal)

12:30-13:45

Lunch

14:00-15:30

Team challenge presentations and general discussion

Challenge CRIAQ (in collaboration with PROMPT) : The digital
aerospace ecosystem in Montreal in a context of sustainable
mobility: the digitalization of airports

Cédric PRINCE (Program Director, CRIAQ)

Challenge Canadian Mobility and Aerospace Institute: Enabling a
more productive aerospace workforce through life-long learning
(Marco BEAULIEU (Head, University Collaboration, Bombardier Aeronautics
and Canadian Mobility and Aerospace Institute)

Challenge Convectair: The *Watchful Home* concept: creating a
community of interest to address how we'll be living in the future
Bernard PITRE (President & Founder, Convectair)

Challenge H  Sainte-Justine: The impact of arts on the health
ecosystem

Kathy MALAS (Clinical-academic manager of the innovation platform, CHU
Sainte-Justine)

Challenge 'Catalunya Emprèn' (Generalitat de Catalunya): How
to improve the Catalan entrepreneurial ecosystem

Jaume VALLS (Professor, University of Barcelona)

Challenge Via Rail: Station of the Future: What might train
stations look like in 2025?

Sean SCHOFIELD (Senior Advisor Innovation, Via Rail)

Challenge Salomon: Biomimicry as a strategy tool for building
innovation ecosystems

Jean-Yves COUPUT (Director, Footwear and Business Innovation, Salomon)

Challenge Entretiens Jacques Cartier: How Montreal and
Lyon might work in tandem to fight against various forms of
exclusion of citizens in modern cities?

TBC (Entretiens Jacques Cartier)

15:30-16:00

Break

16:00-16:30

New modes of innovation, practices and application

Patrick COHENDET

Laurent SIMON

16:30-16:45

New modes of innovation, new practices and applications:
Pecha kuchas

Jugaad innovation

Madan RAO (Research Director, Your Story Media & Founder, Jazzuality)

Innovation and 4.0 Industrial Revolution. Challenges and
fantasy?

Francesc SOLÉ PARELLADA (Professor, Polytechnic University of Catalonia
(UPC))

16:45-17:30

Participant roundtable 2

17:30

Transfer to Le Cercle Restaurant, 6th floor, HEC Montréal

18:00-20:30Creative Workshop 2:  Making the perfect omelette!

Patrick COHENDET

Laurent SIMON

International Jury:

Pierre BALLOFFET

Francesc SOLÉ PAR 

SATURDAY, JUNE 23

ART, CULTURE & CREATIVITY

8:15-9:00

Continental breakfast

9:00-9:30

3Rs: Review - Reflect - Recreate



9:30-10:00

Exploring new artistic business models

Laurent SIMON



10:00-10:30

Cultural policy and the digital disruption

Emilia ZBORALSKA (Interim Director, Transmedia Zone, Ryerson University)

10:30-10:45

Break

10:45-12:45

Creative Workshop 4: Collaborative art therapy

Ekaterina TURKINA (Professor, HEC Montréal)

12:45-13:45

Lunch

VENUE:

-
- > Société des arts technologiques (SAT),
1201, boul. St. Laurent,
Montreal, H2X 2S6
 - > Metro station: Saint-Laurent (Green line)
-

13:45-14:30

A flair for creativity

Roger PARENT (Founder, President & Head Creative Director, Réalisations.net)

14:30-15:00

A conversation with local Montreal artists

Moderator:

Alice NIYIZURUGERO (Founder, RadART)

Eddy FIRMIN

Antoine TAVA

Lina VANDAL

15:00-15:15

Break

15:15-17:00

Music, improvisation and creativity

Thierry GATEAU-BEAUPRÉ (Bass & Ph. D. candidate, HEC Montréal)

Martin DESJARDINS (Saxophonist)

Michael COTNOIR (Guitar)

Martin AUGUSTE (Drums)

Madan RAO (Research Director, Your Story Media & Founder, Jazzuality)

17:00-17:45

An immersive experience: Sat Fest 2018 in the Satosphere

18:00-19:00

Cocktail at the SAT Foodlab

Free evening

SUNDAY, JUNE 24

DISCOVERING MONTREAL

WITH YULISM

11:00-13:00

Brunch & team project time

13:00-17:00

The YULISM Rallye

Stéphane MARTEL (Founder & CEO, YULISM)

Olivier OFFMAN (Partner & COO, YULISM)

And the YULISTAS!

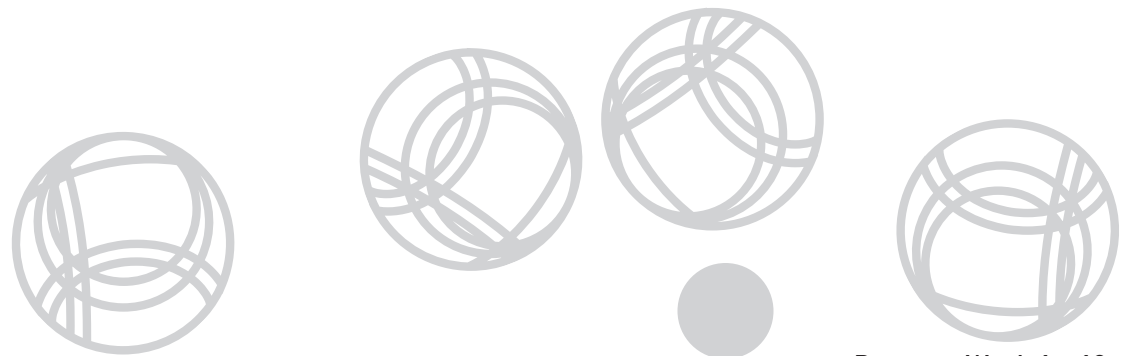
17:00-19:00

Petanque competition



VENUE:

-
- > Espace La Fontaine, 3933
av. du Parc-La Fontaine,
Montreal, H2L 0C7
 - > Metro station: Sherbrooke
or Mont-Royal, Orange
Line)
 -



MONDAY, JUNE 25

ECOSYSTEMS OF INNOVATION IN HEALTHCARE

8:00-8:30
Continental breakfast

8:30-9:30
Welcome
Isabelle DEMERS (Assistant Director General, CHU Sainte-Justine)
Experiential journey: discovering the new hospital facilities

9:30-11:00
Innovation ecosystems. The case of the CHU Sainte-Justine
Patrick COHENDET
Laurent SIMON
Kathy MALAS (Innovation and Exploration Platform Units Manager, CHU Sainte-Justine)

Innovation to improve health: the case of TransMedtech, living lab of CHU Sainte-Justine
Carl Éric AUBIN (Executive & Scientific Director, TransMedtech)(tbc)

Rethinking the health care system in France
Corinne GRENIER (Professor, Kedge Business School)

Group discussion

11:00-11:15
Break

11:15-12:15
Lessons learned from innovative ecosystems in healthcare as applied to the team projects
Patrick COHENDET
Laurent SIMON

12:15-13:15
Lunch

VENUE:

> CHU Sainte-Justine
– Mother and Child
University Hospital
Center, 3175, chemin de
la Côte-Sainte-Catherine,
Montréal, H3T 1C5

13:30-14:00

The Hacking Health Philosophy, preparing the creative workshop on innovative ecosystems in healthcare.

Luc SIROIS (Executive Director, PROMPT & Co-founder, Hacking Health)

14:00-17:00

CREATIVE WORKSHOP 5: applying an Ideathon Competition to the team projects

Luc SIROIS (Executive Director, PROMPT & Co-founder, Hacking Health)

17:00-17:30

Lessons learned from Hacking Health for the team projects

Patrick COHENDET

Laurent SIMON

Luc SIROIS

Free evening



TUESDAY, JUNE 26

INNOVATION IN LARGE**CORPORATIONS /****ARTIFICIAL INTELLIGENCE (AI)****- BIG DATA - IOT****VENUES:**

-
- > Bombardier Aerospace
500 boul. Côte Vertu O.,
Dorval, H9P 1A2;
 - > Bell Campus, 1, Alexandre
Graham-Bell, Île-des-
Soeurs, Verdun, H3E 3B3
-

7:30

Meeting point for bus departure
Hilton Garden Hotel, 380, rue Sherbrooke O., Montréal, H3A 0B1

8:30

Arrival at the Challenger plant

8:45-9:00

Coffee

9:00-9:30

Welcome to the Challenger plant. Bombardier's business aircraft
Marco BEAULIEU (Head, University Collaboration, Bombardier Aeronautics)

9:30-10:30

Visit of the "Challenger production unit"

10:30

Transfer to auditorium annex

10:40-11:20

Designing the interior of the most luxurious private jet in the
world: Art between innovation, creativity and engineering!
Alexandre CURTHELET (Industrial Designer - Global 7000, Bombardier)

11:20

Transfer to buses, departure for Bell

12:15

Arrival at Bell

12:30-13:30

Lunch

13:30-13:40

Welcome

Julie BAILLARGEON (Associate Director, Brand Management, Bell Canada)

13:40-14:20

Big data business solutions

Michael MOLNAR (Director, Business Intelligence and DBM, Bell Canada)

14:20-15:00

How does Bell bring world-class IoT solutions to businesses?

Jean-François MÉNARD (Senior Consultant - Data Solutions and Internet of
Things (IoT)), Bell Canada)

15:00-16:30

Creative Workshop 6: Introduction to data science

François-Xavier DEVAILLY (Applied Research Scientist, Deep Learning,
Desjardins)

Johan SABA (Analyst - Technology Watch and Business Innovation, Caisse de
dépôt et de placement du Québec (CDPO))

16:30-16:45

Break

16:45-17:30

Recap: The use of Big Data for the team projects

Christophe LECANTE (President & Founder, TKM-TechKnowMetrix)

17:45

Return to downtown Montreal

Free evening





PROGRAM WEEK 1 | MTL

WEDNESDAY, JUNE 27

7:30

Meeting point for bus departure
Hilton Garden Hotel, 380, rue Sherbrooke O., Montreal, H3A 0B1

8:00-8:15

Arrival & breakfast

8:30-9:30

Welcome to the CDS
Introduction to the C.LAB
Bernard PETIOT (VP Casting & performance, Cirque du Soleil)

9:30-10:45

Behind the scenes: a guided tour of the CDS

10:45-11:00

Break and change into sportswear

11:00-12:30

CREATIVE WORKSHOP 6: Acro-artistic activities

12:30-12:45

Transfer to la Coupole

12:45-13:45

Lunch

13:45-14:00

Transfer to la TOHU

14:00-15:15

Welcome & visit
Sustainable development through culture: the example of la TOHU
Stéphane LAVOIE (Director General, la TOHU)

15:15

Transfer to bus, departure for Montreal Soccer Stadium
Visit
6@8 with Yves Pigneur (Professor HEC Lausanne, co-author of the best seller Business Model Generation)

VENUES:

-
- > Cirque du Soleil (CDS),
8400, 2e avenue, Montreal,
H1Z 4M6
- > La TOHU, 2345 rue Jarry
Est, Montréal, H1Z 4P3
- > Stade de soccer de
Montréal, 9235 Avenue
Papineau, Montreal, H2M
2G5
- > HEC Montréal, 3000,
chemin de la Côte-Sainte-
Catherine, 6th floor,
- > Restaurant le Cercle
-

THURSDAY, JUNE 28

TEAM PROJECTS /

CREATIVITY & INNOVATION

AT UBISOFT MONTRÉAL

VENUES:

-
- > HEC Montréal, 3000,
chemin de la Côte-Sainte-
Catherine, Manuvie Room,
1st floor
- > Ubisoft Montréal,
5505, boul. St. Laurent,
Montréal, H2T 1S6
-

8:30-9:00

Continental breakfast

9:00-9:30

3Rs: Review - Reflect -Recreate

9:30-10:30

Team project time



10:30-10:45

Break

10:45-12:00

Team project time

12:00-13:15

Lunch

13:15

Transfer by public transportation to Ubisoft Montréal

14:00-14:15

Introduction

Pierre-François SAPINSKI (Production Director, Ubisoft Montréal)

José ARAIZA (Producer, Ubisoft Montréal)

14:15-14:35

Welcome to Ubisoft

Yannis MALLAT (CEO, Ubisoft Montréal)



14:35-17:25

Game Jam: Live the Experience

Bio Jade ADAM GRANDER (Lead System Designer, Ubisoft Montréal)

Benoit FRENETTE (Game Designer, Ubisoft Montréal)

Alexandre LEQUIN-DORÉ (Animator)



17:25-17:40

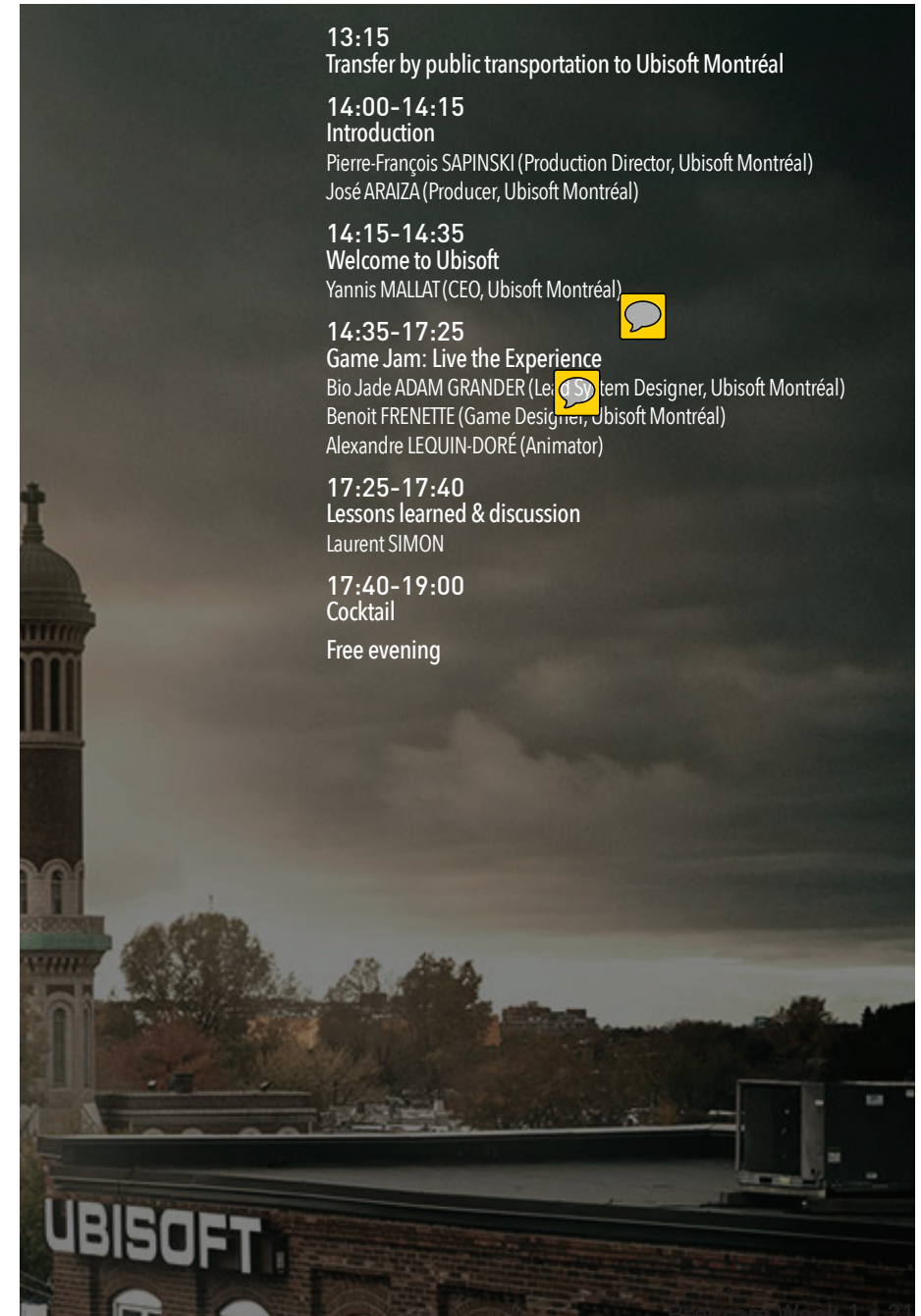
Lessons learned & discussion

Laurent SIMON

17:40-19:00

Cocktail

Free evening



FRIDAY, JUNE 29

**BRINGING HUMANS CLOSER TO
NATURE: A SPACE FOR LIFE**

VENUE:

.....
> Jardin botanique de
Montréal, 4010 Sherbrooke
Est, Montréal (Metro
station: Pie IX, Blue Line)
.....

8:15-9:00

Arrival at the Botanical Garden - Welcome Centre
Meeting at the Biodiversity Center - Breakfast

9:00-9:25

3Rs: Review - Reflect - Recreate

9:30-10:00

How Montréal Space for Life sustains creativity
Charles-Mathieu BRUNELLE (Executive-Director, Montreal Space for Life)

10:00-10:30

The Insectarium's metamorphosis creative process
Anne CHARPENTIER (Director, Insectarium)

10:30-10:45

Break

10:45-11:15

Human and Nature Encounters: exploring new approaches of
programming and marketing

Anne CHARPENTIER (Director, Insectarium)

Sylvie TOUSIGNANT (Public Programs Adviser, Montreal Space for Life)

Lucie ROCHETTE (Marketing Agent, Marketing and Communication, Montreal
Space for Life)

11:15-12:15

Walk and fun visit of "Nature is your Shelter" installations (weather
permitting)

With Sonya CHAREST (Educational programs, Espace pour la vie)



12:15-14:00

Working lunch

Recap week 1

Team project update



FREE AFTERNOON / DEPARTURE FOR B



BLN | PROGRAM WEEK 2

SATURDAY, JUNE 30

ARRIVAL IN BERLIN

DAY OFF



SUNDAY, JULY 1

WELCOME / INTRODUCTION /

BERLIN AS AN URBAN CREATIVE SPACE

9:00-9:30

Welcome & Introduction

Patrick COHENDET (Professor, HEC Montréal)

Jörg SYDOW (Professor Dr., Freie Universität Berlin)

9:30-10:30

Research Input I: Uncertainty as an asset for creativity

Oliver IBERT (Professor Dr., Freie Universität Berlin & IRS Leibniz Institute for Research on Society and Space)

Gregory JACKSON (Professor Dr., Freie Universität Berlin)

Tobias THEEL (Ph.D. candidate, Freie Universität Berlin)

Lukas VOGELGSANG (Ph.D. candidate, IRS Leibniz Institute for Research on Society and Space)

10:30-10:45

Break

10:45-13:00

Berlin Music Tours

Thilo SCHMIED (President, Berlin Music Tours)

13:00-14:00

Lunch at Spreefeld

VENUES:

-
- >  Universität Berlin
Garystraße 21,
Room HS 103;
- > MEOW GmbH,
Holzmarktstraße 25
-

14:00-15:00

Guided walking tour: "Holzmarkt as integral part of the East Spree area"

Guide: Thomas HONECK (City of Berlin & Ph.D. candidate, IRS Leibniz Institute for Research on Society and Space)

15:00-15:45

Berlin as an urban creative space

Lutz LEICHSENRING (Founder, Creative Footprint Music)

16:00-17:00

Panel on Celebrating urban creativity

Moderator: Oliver IBERT (Professor Dr., Freie Universität Berlin & IRS Leibniz Institute for Research on Society and Space)

Panelists:

Mario HUSTEN (Board member Holzmarkt 25 e.G.)

Thomas HONECK

Lutz LEICHSENRING

17:00-

An evening in the Pampa

Watching the Soccer World Cup!

MONDAY, JULY 2

SECREC Y IN CREATIVE PROCESSES /

MUSIC INDUSTRY /



ARTIFICIAL INTELLIGENCE (AI)

9:00-9:30

3Rs: Review - Reflect - Recreate

9:30-10:30

Research Input II: Secrecy in creative processes

Birke OTTO (Postdoc, Viadrina University)

10:30-11:00

Transfer by public transport

11:00-12:00

Visiting an accelerator: Hub:raum, Plug & Play or Microsoft

Speakers and place TBC

12:00-13:00

Speakers and place TBC

13:00-13:45

Lunch

VENUES:

-
- > Freie Universität Berlin (FUB), Garystraße 21, Room HS 103
 - > SAP Data Space, Rosenthaler Str. 38
 - > Spree & Havel Schiffahrt, Schiffbauerdamm 12, 10117 Berlin
-

13:45

Transfer to SAP Data Space

14:00-14:30

Welcome to SAP Data Space

Christian STARK (Lead Design Evangelist, SAP)

Design a future we want to live in

Martin WEZOWSKI (Chief Designer & Futurist, SAP)

Upen BARVE (Head of Customer Office, SAP Innovation Center Network)

14:30-15:15

AI for corporations – scalable efficiencies to scalable intelligence

Upen BARVE (Head of Customer Office, SAP Innovation Center Network)

15:15-15:30

Break

15:30-16:00

Panel discussion around Machine Learning and AI

Moderator: Christian STARK

Panelists:

Martin WEZOWSKI (Chief Designer & Futurist, SAP)

Upen BARVE (Head of Customer Office, SAP Innovation Center Network)

Summer School participants

16:00-18:00

Team project work time

18:00-19:00

Free time

19:00-21:30

Dinner & cruise

Tuesday, July 3

CO-PRESENCE IN

CREATIVE PROCESSES /

SCIENCE & CREATIVITY /

MUSEUM ISLAND

VENUES:

-
- > Freie Universität Berlin
(FUB), Garystraße 21,
Room HS 103
- > WISTA Science &
Technology Park, Rudower
Chaussee 17, 12489 Berlin,
Einstein Room
- > Museumsinsel,
Hackescher Markt
-

9:00-9:30

3Rs: Review – Reflect - Recreate

9:30-10:30

Research Input III: Co-presence in creative processes

Gernot GRABHER (Professor Dr., HafenCity University (HCU) Hamburg)

Alice MELCHIOR (Ph.D. candidate, HafenCity University (HCU) Hamburg)

Jörg SYDOW (Professor Dr., Freie Universität Berlin)

10:30-11:30

Transfer by public transportation to the WISTA Science &
Technology Park in Adlershof

11:30-12:15

Managing for innovation in a Science Park and an Optics Cluster

Bernd LUDWIG (WISTA Management Adlershof)

Frank LERCH (Dr., Director, OpTecBB)

12:15-13:00

History of the Science Park Adlershof

Elmar KULKE (Professor Dr., Humboldt Universität Berlin)

13:00-13:45

Lunch

13:45-14:30

Guided walking tour of the Science Park Adlershof

Bernd LUDWIG

Frank LERCH

14:30-15:15

Transfer by public transportation to Museumsinsel

15:30-18:00

Introduction to the Museumsinsel and to the Museum for Früh-
und Vorgeschichte

Dr. Matthias WEMHOFF (Director, Museum for Früh-und Vorgeschichte)

Museum visit

End of Berlin portion of the Summer School

Free evening

BARCELONA



PROGRAM WEEK 2 | BCN

WEDNESDAY, JULY 4

DEPARTURE FOR BARCELONA!

WELCOME TOUR

18:50

Meeting point: Plaça Catalunya



19:00-21:00

Bus tour - "Highlights of Barcelona" (optional)





PROGRAM WEEK 2 | BCN

THURSDAY, JULY 5

CATALAN GASTRONOMY AND CREATIVITY

VENUE:

> Fundació Alícia,
Sant Fruitós del Bages

7:30

Meeting point: Plaça Catalunya
Transfer to Sant Fruitós del Bages, Fundació Alícia

8:45-9:15

Coffee

9:15-9:30

Planning of the week and welcome to the Fundació Alícia

Jaume VALLS (Professor, University of Barcelona)

Montserrat PAREJA-EASTAWAY (Professor, University of Barcelona)

Toni MASSANES (Director, Fundació Alícia)

Introduction of week 2 participants

9:30-11:45

The sense of the senses. The sense of Alícia

Judit AUGÉ (Món Sant Benet)

Jaume BIARNÉS (Chef, Fundació Alícia)

11:45-12:15

Break

12:15-12:30

3Rs: Review - Reflect - Recreate

12:30-13:30

Catalan Cuisine and the Restaurant 7 Portes

Francesc SOLÉ PARELLADA (Professor, Polytechnic University of Catalonia (UPC))

13:30-14:30

Creative pastry

Yann DUYTSCHÉ (Master patissier-chocolatier-artist, Dolç)

14:45-16:15

Lunch

16:15-18:00

Team project working time

18:00

Return to Barcelona city center



PROGRAM WEEK 2 | BCN

FRIDAY, JULY 6

DESIGN & INNOVATION /

CULTURE & CREATIVITY

VENUES:

-
- > Roca Gallery,
c / Joan Güell, 211
(Metro Maria Cristina);
- > Pati Manning,
Carrer de Montalegre, 7;
- > Restaurant 7 Portes,
Passeig Isabel 11, 14
-

8:45

Welcome Coffee

9:15-9:30

Welcome to Roca Gallery concept

Georgina PALAU (Manager, Roca Barcelona Gallery)

9:30-10:30

Innovation at Roca

Josep CONGOST (Innovation and Design Director, Roca)

10:30-11:00

3Rs: Review - Reflect - Recreate

11:00-11:30

Break and visit of the Barcelona Roca Gallery

11:30-12:30

From concept to reality

Andreu CARULLA (Designer, Andreu Carulla Studio)

12:30-13:30

Innovation leadership

Enric BARBA (President of the Innovation and Technology Club of CECOT)

13:30

Transfer to Pati Manning

14:30-16:15

Lunch & Team project work time

16:15-17:00

Science, citizens and interdisciplinarity

Josep PERELLÓ (Professor, University of Barcelona)

17:00-18:00

We are all creative but how to apply it. Two personal views on creativity.

Cesc GELABERT (Choreographer / Dancer)

Lydia AZZOPARDI (Dancer)

18:00-19:00

Anys Llum

Eugenia BALCELLS (Artist)

21:00

7 Portes Dinner (Optional)

SATURDAY, JULY 7

**SCIENCE, TECHNOLOGY &
CROSS-SECTORAL INNOVATION /
CITY & INNOVATION DISTRICTS**

VENUES:

.....
> CosmoCaixa,
Carrer d'Isaac Newton, 26
.....

9:00-9:30

Welcome Coffee

9:30-10:00

CosmoCaixa welcome speech (tbc)

10:00-10:15

3Rs: Review – Reflect – Recreate

10:15-11:30

Rethinking Design and creation: Lessons from C – K theory

Armand HATCHUEL (Professor, École des Mines, Paris)

11:30-12:00

Coffee Break

12:00-12:45

Zero 2 Infinity

José Mariano LOPEZ-URDIALES (Founder & CEO, Zero 2 Infinity)

12:45-13:15

Montreal and Barcelona: an economic overview

Conversation with Alfons CALDERON (Director, Bureau du Québec in Barcelona)

13:15-14:00

Visit of CosmoCaixa

14:15-16:00

Lunch & Team project time

16:00-17:00

Art and Culture at the crossroads: challenges and actions

Tere BADIA (Secretary General, Culture Action Europe, Brussels)

17:00-17:15

Coffee

17:15-18:45

Barcelona and innovation district 22@

David MARTINEZ (Manager, Coordination Commission, 22@)

Oriol ESTELA (Metropolitan Region of Barcelona Strategic Plan)

Montserrat PAREJA-EASTAWAY (Professor, University of Barcelona)

Free evening

SUNDAY, JULY 8

**ENTREPRENEURSHIP &
INNOVATIVE START-UPS**

8:30-10:30
Bus tour – “Architecture and creative areas of Barcelona”

10:30-11:00
Coffee Break

11:00-11:30
Creative and Innovation Spaces, State of Art
Alfons CORNELLA (Founder, Infonomia and Co-society)

11:30-12:45
Creative Spaces: a debate
Alfons CORNELLA
Ignasi CAPDEVILA (Associate Professor, PSB Paris School of Business)
Pep TORRES (Inventor & Founder of the Museu d'Idees I Invents de Barcelona (MIBA))

12:45-13:30
Understanding customers to future-proof your business model
Olga SGANZERLA (Associate, Innovation Consulting, Claro Partners)

13:30-14:00
3Rs: Review – Reflect – Recreate

14:00-14:45
Lunch

14:45-15:45
Team project working time

15:45-16:45
4 creative startups (tbc)

16:15-17:00 
Citizen Science: Collaborative Research in Action for Social Change
Josep PERELLO

16:45-18:15
A city of startups
Pere CONDOM (Director, Catalunya Emprèn)
Itziar BLASCO (Barcelona Activa)

VENUE:

> Institute of Next. Mariá
Aguiló 28

MONDAY, JULY 9

**TEAM PRESENTATIONS &
CLOSING CEREMONY**

8:45-9:15
Welcome coffee

9:15-9:45
3Rs: Review – Reflect – Recreate

9:45-11:45
Team project working time

11:45-12:00
Break

12:00-12:45
Working time team project

12:45-14:00 
Team Project Presentations

14:00-15:00
Lunch

15:00-16:00
Final creativity performance
Xavi LOZANO (Musician, Bufa & Sons)

16:00-16:30
Coffee break
Transfer to 690 Building

16:30-17:15
Closing ceremony
Patrick COHENDET (HEC Montreal)
Jaume VALLS (University of Barcelona)
Miquel Àngel ESSOMBA (Barcelona City Council)
Francesc SOLÉ PARELLADA (UPC)
Alfons CALDERON (Bureau du Québec)

17:15-18:15
Beyond gastronomy. Efficient & long-lasting creativity
Ferran ADRIÀ (Chef)

18:30
10th Summer School Anniversary Celebration!

VENUES:

> Faculty of Economics
and Business, UB, Av.
Diagonal, 696 (Metro Zona
Universitària)
> Morning: 696 Building.
Afternoon (as of 16:30) 690
Building.

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Bell Canada	Michelin
Bombardier Aerospace	Montreal Botanical Garden
CDPQ (Caisse de dépôt et de placement du Québec)	Montreal Museum of Fine Arts
Catalunya Empren	Montreal Space for Life
CHU Saint-Justine	Polytechnic University of Catalonia
Cirque du Soleil	PROMPT
Convectair	RadART
CRIAQ (Consortium for Research and Innovation in Aerospace in Quebec)	Réalisations.net
Desjardins	Ryerson University
Entretiens Jacques Cartier	Salomon
Espace Lafontaine	Société des arts technologiques (SAT)
Freie Universität Berlin	Stade de soccer de Montréal
Hacking Health	The Humanos Institute
HafenCity University (HCU) Hamburg	TKM-TechKnowMetrix
HEC Lausanne	TransMedtech Institute
HEC Montréal	Ubisoft Montréal
Insectarium	University of Barcelona
Jazzuality	Via Rail
Kedge Business School	Ville de Montréal
La TOHU	Yncréa
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IRS Leibniz Institute for Research on
Society and Space

Museum for Früh-und-Vorgeschichte

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OpTecBB

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SAP

SAP Innovation Center Network

WISTA Science & Technology Park at
Adlershof

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TO UPDATE

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Ferran Adrià	HEC Montréal
Eugenia Balcells	Infonomia
Barcelona Activa	Institute of Next
Bufa&Sons	Metropolitan Region of Barcelona
Bureau du Québec in Barcelona	MIBA (Museu d'idees I Invents de Barcelona)
Andreu Carulla Studio	Món Sant Benet
Catalunya Emprèn	Pati Manning
CECOT	PSP Paris School of Business
Claro Partners	 Restaurant 7 Portes
CosmoCaixa	Roca Barcelona Gallery
Co-society	Roca
Culture Action Europe (Brussels)	22@
Dolç par Yann Duytsche	Universitat de Barcelona
École des Mines, Paris	Universitat Politècnica de Catalunya (Barcelona Tech)
Fundació Alícia	
Gelabert Azzopardi	Zero 2 Infinity

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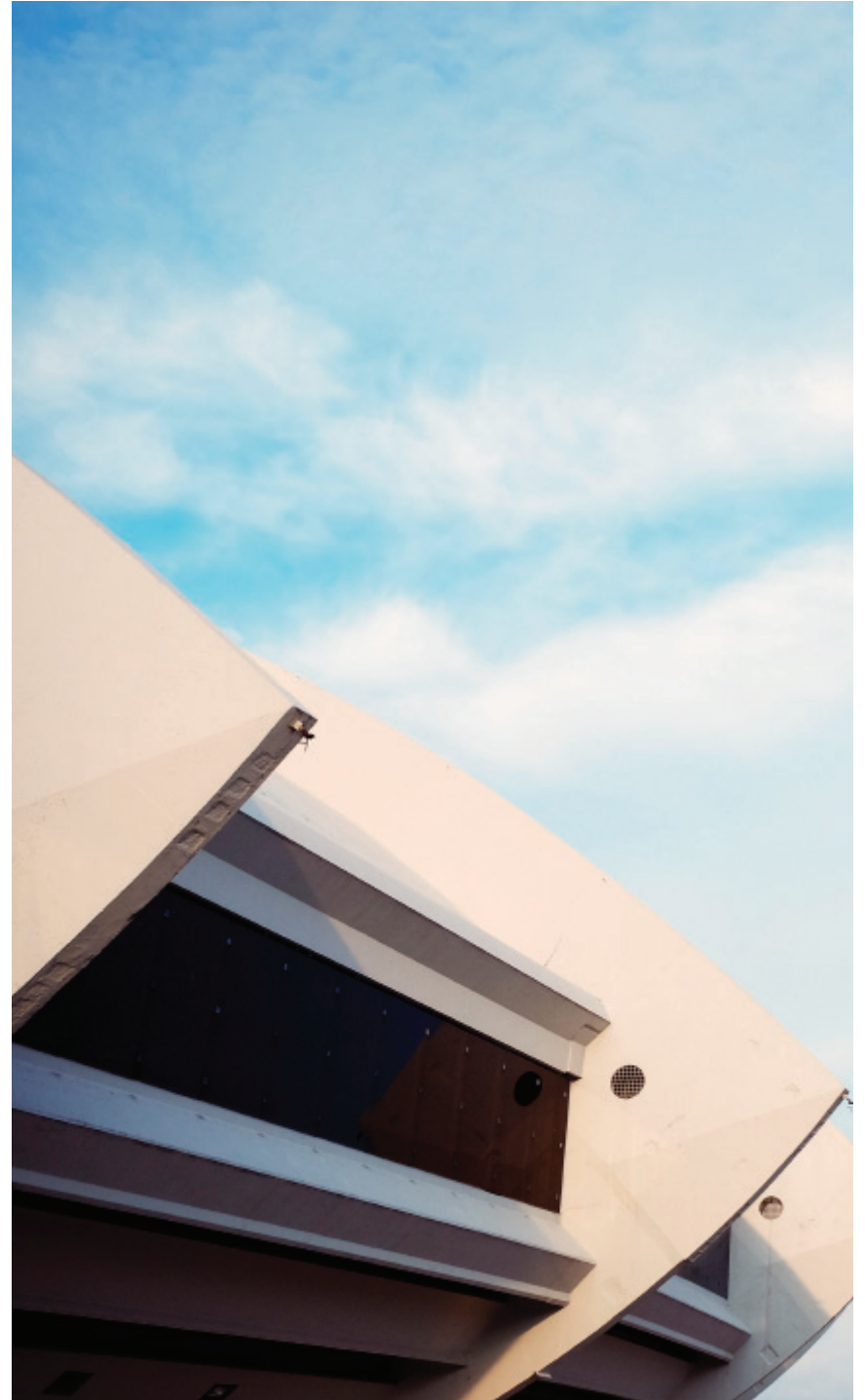


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