SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

11th EDITION
27 June to 13 July 2019
Montreal | Toronto | Barcelona
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Dear participants,

Welcome to the 11th edition of the Summer School on Management of Creativity in an Innovation Society. Initiated in 2009, as a collaborative project between HEC Montréal and the University of Barcelona, the Summer School became such a success that we decided to extend the program to Toronto with a new partner: FCAD Ryerson. With these three world-class universities, the Summer School will offer a unique opportunity to discover and experience three exceptional creative cities, homes of diverse and dynamic creative ecosystems.

The Summer School project aims at bringing together passionate people with different worldviews and experiences – academics, industrialists, artists, policy-makers, entrepreneurs, students – from different cultures and different age groups, in order to discover through a shared experience the multiple dimensions of creativity, and to translate it in purposeful and impactful innovation projects. During two intensive weeks, the participants will work together to learn tools, technics, methods and practices of creativity to feed innovation, and make a difference! They will co-create new business models, will collaborate on international creative projects, and will co-design new solutions for business, and organizational or social issues.

One of the main results of the Summer School is the progressive building of a community of passionate people (over 700 people since 2009!), who well beyond the end of the program, will continue creating common projects, exchanging ideas, and applying these creative insights and methods in their daily professional activities, with a head full of possibilities for improving their organisations, their careers, their networks... and the World!

The participants of this 11th edition will have the privilege to discover a myriad of creative activities, companies and cultural institutions that are at the heart of the dynamism of these three cities. They will explore innovation in a variety of sectors ranging from health care, education, arts, gastronomy, design and technology.

Let the journey begin!

Creatively yours,

Patrick Cohendet – HEC Montréal
Laurent Simon – HEC Montréal
Lucy Stojak – HEC Montréal
Charles Davies – Ryerson-FCAD
Louis-Étienne Dubois – Ryerson-FCAD
Lorena Escandon – Ryerson-FCAD
Montserrat Pareja-Eastaway – Universitat de Barcelona
Jordi Solanelles – UB Business School
Roberto Tolu – UB Business School
MONTREAL PROGRAM

THURSDAY, JUNE 27
REGISTRATION / INTRODUCTION / TEAM PROJECTS / 6@8

8:00-9:00
Registration

9:00-9:30
Welcome to HEC Montréal
Federico PASIN (Director – HEC Montréal)

Summer School Overview
Patrick COHENDET (Professor – HEC Montréal & Co-director – Mosaic)
Laurent SIMON (Professor – HEC Montréal & Co-director – Mosaic)
Lucy STOJAK (Executive Director – Mosaic-HEC Montréal)
Francesc SOLÉ PARELLADA (Professor – Polytechnic University of Catalonia (UPC))
Montserrat PAREJA-EASTAWAY (Professor – University of Barcelona)
Louis-Étienne DUBOIS (Assistant Professor – Ryerson-FCAD)
Lorena ESCANDON (Assistant Professor – Ryerson-FCAD)

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

12:30-13:45
Lunch

VENUES:
> HEC Montréal, 3000, chemin de la Côte-Sainte-Catherine, Montréal, H3T 2A7
> Manuvie Room, 1st floor (access via ‘ascenseurs Nord’)
> 6@8: Amphithéâtre Banque Nationale, Rez-de-jardin (RJ) level
14:00-14:30
Team Projects: Overview, guidelines and work dynamic
Patrick COHENDET (Professor – HEC Montréal & Co-director – Mosaic)
Laurent SIMON (Professor – HEC Montréal & Co-director – Mosaic)
Lucy STOJAK (Executive Director – Mosaic-HEC Montréal)

14:30-17:30
CREATIVE WORKSHOP 2: Design thinking
Niels BILLOU (Co-Founder & Executive Director – The Humanos Institute)
Transfer to Amphithéâtre Banque Nationale

6@8 – Keynote address
Welcome
Lucy STOJAK (Executive Director – Mosaic-HEC Montréal)

Introduction of keynote speaker
Michel PATRY (President & Director General – HEC Montréal Foundation)

Transforming organisations through innovation ecosystems
Erik GRAB (Vice-President, Strategic Anticipation, Innovation & Sustainable Development – Michelin)

Discussants
Patrick COHENDET (Professor – HEC Montréal & Co-director – Mosaic)
Laurent SIMON (Professor – HEC Montréal & Co-director – Mosaic)

COCKTAIL

FRIDAY, JUNE 28
CIRCUS ARTS: A TOOL FOR CULTURAL & SOCIAL INCLUSION

7:30
Meeting point for bus departure
Hilton Garden Hotel, 380, rue Sherbrooke O., Montreal, H3A 0B1

8:15-8:40
Welcome to the Cirque du Soleil (CDS)
Continental breakfast

8:45-9:00
Break and change into sportswear

9:00-10:00
CREATIVE WORKSHOP & CROWDSOURCING

10:15-11:15
Behind the scenes: a guided tour of the CDS

11:30-12:30
Sustaining creativity
Bernard PETIOT (VP Casting & performance – Cirque du Soleil)
Denis CANTIN (Senior Advisor, Systems & Business Analysis – Cirque du Soleil)

12:30-13:45
Lunch

VENUES:
> Cirque du Soleil (CDS), 8400, 2 e Avenue, H1Z 4M6
> La TOHU, 2345 rue Jarry Est, H1Z 4P3
> École nationale de cirque (ENC), 8181, 2 e Avenue, H1Z 4N9
> Under the Big Top, Old Port of Montreal, Quai Jacques-Cartier, Rue de la Commune Est
SATURDAY, JUNE 29

THE CREATIVE SOCIETY & THE ECONOMICS OF INNOVATION

8:00-8:30
Continental breakfast

8:30-10:00
The creative economy: main challenges and issues
Patrick COHENDET
Laurent SIMON

10:00-10:15
Break

10:15-11:45
Ideation process
Patrick COHENDET
Laurent SIMON

12:00-12:30
Surviving Patrick & Laurent!
Caitlan MAGGS (Head of Artistic Training – Cirque du Soleil)

12:30-13:45
Lunch

VENUE:

8:00-8:30
Continental breakfast

8:30-10:00
The creative economy: main challenges and issues
Patrick COHENDET
Laurent SIMON

10:00-10:15
Break

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Ideation process
Patrick COHENDET
Laurent SIMON

12:00-12:30
Surviving Patrick & Laurent!
Caitlan MAGGS (Head of Artistic Training – Cirque du Soleil)

12:30-13:45
Lunch

13:45-14:00
Transfer to la TOHU

14:00-15:15
Welcome & visit
Joannie CAMPEAU (Head guide – la TOHU)

Sustainable development through culture: the example of la TOHU
Stéphane LAVOIE (Director General – la TOHU)

15:15-15:30
Transfer to the National Circus School

15:30
Welcome & visit of the National Circus School
Éric LANGLOIS (Executive Director – National Circus School)

16:00-17:00
A creative process – Collaborative projects between the Cirque du Soleil’s C:Lab & the Center for Research, Innovation and Transfer in Circus Arts (CRITAC)
Video presentation of the creation process of a ‘Trampo-pole’ act & conversation with one of the artists
Patrice AUBERTIN (Director – CRITAC)
Mathys GUYON MATTE (Artist)

17:15
Transfer to bus, departure for the Old Port of Montreal

20:00
An evening under the Big Top with the Cirque du Soleil’s show Alegria
14:00-15:30
Team challenge presentations and general discussion

Challenge Via Rail: Stations as a Platform for Experiences
Sean Schofield (Senior Advisor Innovation – Via Rail)

Challenge ACI: Building a digital ecosystem for the aerospace industry in Montreal: the digitalization of airports
Kevin Caron (Director – Global Training & APEX Programmes – Airports Council International (ACI))

Challenge National Circus School: From a School to a national center of circus arts
Patrice Aubertin (Director – Center for Research, Innovation & Transfer in Circus Arts (CRITAC))

Challenge TransMedTech: Developing the Project SkinCare4Life
Marie-Pierre Faure (Assistant Director, Partnerships, Special Projects & Living lab – TransMedTech)

Challenge PROMPT, 4.0, CAE: How to build the 5G ecosystem in Canada & attract innovative SMEs – the case of the ENCQ0R project
Luc Sirois (Executive-Director – PROMPT Québec)

Challenge ÉIAS – CHUM: Artificial intelligence (AI) & Health, Building a school at CHUM
Aslan Salah (Consultant, Development of projects & programs – CHUM)

Challenge PwC France & Mosaic – Space agencies: Crafting a story to communicate the value of space activities
Team Mosaic in collaboration with:
William Rocard (Manager – PwC Space Practice – PwC France)
Luigi Scatteia (Director – PwC Space Practice – PwC France)

Challenge Michelin, PROMPT, Galilei: “SmartMove”: creating an open platform to accelerate sustainable mobility innovations
Erik Grab (Vice-President, Strategic Anticipation, Innovation & Sustainable Development – Michelin)

15:30-16:00
Break

16:00-16:30
New modes of innovation, practices and application
Patrick CohenDet
Laurent Simon

16:30-16:45
Pecha Kuchas
Jugaad innovation
Madan Rao (Research Director – Your Story Media & Founder – Jazzuality)

Innovation and 4.0 Industrial Revolution: Challenges and fantasy?
Francesc Sole Parellada (Professor – Polytechnic University of Catalonia (UPC))

16:45-17:15
Panel discussion
René Carraz (Lecturer – Faculty of Global & Regional Studies – Toyo University)
Lluis Bonet (Professor – University of Barcelona)
Fabrice Pinchin (Professor – Design Faculty – Kedge Business School)

17:15
Transfer to Salon l’Oréal

17:30-18:00
Get cracking!
Caitlan Maggs (Head of Artistic Training – Cirque du Soleil)

18:00
Transfer to Le Cercle Restaurant, 6th floor, HEC Montréal

18:15-20:45
CREATIVE WORKSHOP 4: Making the perfect omelette!
Introductions:
Patrick CohenDet
Laurent Simon

International Jury:
Francesc Sole Parellada (Owner – Restaurant 7 Portes)
Daniel Tremblay (Artist-Painter)
MONTREAL PROGRAM

SUNDAY, JUNE 30
TEAM PROJECTS / DISCOVERING MONTREAL
11:00-14:00
Brunch
3 Rs: Review – Reflect – Recreate
The use of big data for the team Projects
Christophe LECANTE (President & Founder – TKM-TecKnowMetrix)
Team project time
Visit of the CCA exhibits
FREE AFTERNOON & EVENING

VENUE:
> Canadian Centre for Architecture (CCA), 1920, rue Baile, Montreal H3H 2S6 (Metro station: Guy-Concordia, Blue line)

MONTREAL PROGRAM

MONDAY, JULY 1
ARTIFICIAL INTELLIGENCE, HEALTHCARE & BEYOND / NATURAL ECOSYSTEMS
8:00-8:30
Continental breakfast
8:30-9:30
CHUM welcome & visit
Kathy MALAS (Associate President & Chief Executive Officer – Innovation & Artificial Intelligence – CHUM)
9:30-10:00
3Rs: Review – Reflect – Recreate
10:00-11:15
Innovation ecosystems: The case of CHUM
Patrick COHENDET (Professor – HEC Montréal & Co-director – Mosaic)
Laurent SIMON (Professor – HEC Montréal & Co-director – Mosaic)
Kathy MALAS
Case study 1: Creating the ÉIAS-CHUM
Nathalie BEAULIEU (Director, École d’intelligence artificielle en santé (ÉIAS) – CHUM)
11:15-11:45
Break

VENUE:
> CRCHUM, 900, rue Saint-Denis, Agora, 5th floor, Montreal, H2X 3H8 (Metro station: Champs-de-Mars, Orange line)
11:45-13:00
Case study 2: The Hacking Health Philosophy
Luc SIROIS (Executive Director – PROMPT Québec & Founder – Hacking Health)

Case study 3: The experience of a living lab in healthcare
Marie-Pierre FAURE (Assistant Director, Partnerships, Special Projects & living lab – TransMedTech)

Lessons learned from innovative ecosystems in healthcare as applied to the team projects
Patrick COHENDET
Laurent SIMON

13:00-14:00
Lunch

14:00-16:00
CREATIVE WORKSHOP 5: Applying AI to the health sector
Johan SABA (President & Co-founder – SeedAI)

16:00-16:30
Group discussion for the team projects
Moderators:
Patrick COHENDET
Laurent SIMON

16:30-17:00
Break

17:00-18:00
Connecting with nature
Charles-Mathieu BRUNELLE (Executive Director – A Space for Life)

FREE EVENING

TUESDAY, JULY 2
ART, CULTURE & CREATIVITY

8:00-8:30
Continental breakfast

8:30-9:00
3Rs: Review – Reflect – Recreate

9:00-9:30
Global connections and local disconnections: innovation systems and city regions
Ram MUDAMBI (Professor – Fox School of Business – Temple University)

9:30-10:00
A flair for creativity!
Roger PARENT (President – Thinkwell-Montreal) (tbc)

10:00
Transfer to Salon l’Oréal

10:15-10:45
Get your creative juices flowing!
Caitlan MAGGS (Head of Artistic Training – Cirque du Soleil)

10:45-12:45
CREATIVE WORKSHOP 6: Collaborative art therapy
Ekaterina TURKINA (Professor – HEC Montréal)
With Ram MUDAMBI

12:45-13:30
Lunch

VENUES:
> HEC Montréal, 3000, chemin de la Côte-Sainte-Catherine, Montréal, H3T 2A7
> Manuvie Room, 1st floor (access via ‘ascenseurs Nord’) 
> Salon l’Oréal (RJ level)
> Art Hive, Montreal Museum of Fine Arts, 2200, rue Crescent, Montreal, H3G 2B8
13:45-14:30
Transfer by public transportation to the Art Hive at the Montreal Museum of Fine Arts (MMFA)

14:30-17:00
Welcome to the Montreal Museum of Fine Arts (MMFA)
Nathalie BONDIL (Director General & Chief Curator – MMFA)

Health & well-being
Thomas BASTIEN (Director – Education & well-being – MMFA)
Stephen LEGARI (Art therapist – MMFA)

Guided tour of the Thierry Mugler Exhibit Couturissime

FREE EVENING

VENUES:
> Bell Centre, 1275 Saint-Antoine O., Montreal, H3C 5L2
  (Metro station: Lucien-L'Allier, Orange line)
> Ubisoft, 5445 de Gaspé, 10th floor, Montreal, H2T 3B2
> L'Aire commune, 5705 avenue de Gaspé, Montreal, H2T 2A3

WEDNESDAY, JULY 3

BRANDING / VIDEO GAMES
8:30-9:00
Breakfast
9:00-9:30
3Rs: Review – Reflect – recreate
Lluís BONET (Professor – University of Barcelona)
9:30-10:00
Welcome & lessons learned
Elaine BISSONNETTE (Director – Brand Office – Bell)
10:00-10:30
Creating content @ Bell
Nicolas POITRAS (Vice President, Communications & Marketing - Bell)
10:30-10:45
Break
10:45-11:30
Visit of the Bell Centre
11:30-12:00
Canadiens de Montréal
Jon TRZCIENSKI (Vice President, Marketing – Canadiens de Montréal)
12:00-12:30
Group discussion/Team project work
12:30-13:15
Lunch at the Bell Centre
Transfer by public transportation to Ubisoft Montreal
14:00-14:30
Welcome to Ubisoft Montreal (tbc)
14:30-15:00
Road to innovation
Suzanne BOUTIN (Director – Human Resources – Ubisoft Montreal)
Cynthia TURCOTTE (Production Director – Ubisoft Montreal)
15:00-17:00
CREATIVE WORKSHOP 7: From game conception to production: interactive workshop
17:00-17:15
Lessons learned & discussion
Laurent SIMON
17:15-19:00
Cocktail
19:00 +
L'Aire commune (optional)
THURSDAY, JULY 4
RIDING THE INNOVATION TRAIN TO TORONTO!
8:00-8:20
Group arrival at Montreal Central Station
8:55
Departure Via Rail train 63 for Toronto
9:15-14:00
Creative workshops
Lunch
14:15
Arrival in Toronto
14:20-15:30
Free time (transfer to hotel & The Catalyst)
15:30-16:45
Leverage your team’s strengths
Diana BRECHER (Scholar-in-Residence for Positive Psychology – Ryerson University)
16:45-17:00
Break
17:00-17:45
Land acknowledgment & Welcome to Toronto
Sally HAN (Cultural Partnerships Manager – City of Toronto)
17:45-19:00
Break
19:00-21:00
Instagrammable mocktail competition
Julie KELLERSHOHN (Assistant Professor – Ted Rogers School of Management)

VENUES:
- Montreal Central Station, 895, rue de la Gauchetière O, Montréal, QC H3B 4G1
- Union Station, 65 Front St West, Toronto, M5J 1E6
- The Catalyst at FCAD / The Catalyst Learning Centre, 80 Gould St, Room 230 / RCC 223, Toronto, M5B 2K3
FRIDAY, JULY 5

MAKING & PLAYING FOR INNOVATION

8:30-9:00
Continental breakfast

9:00-9:30
Reinventing live shows
Clyde WAGNER (President & CEO – T.O. Live)

9:30-10:00
3Rs: Review – Reflect – Recreate
Ira LEVINE (Professor – Ryerson University)
Louis-Étienne DUBOIS (Assistant Professor – Ryerson School of Creative Industries)

10:00-10:30
Live events: challenges & opportunities
Devyani SALTZMAN (Programming Director – Art Gallery of Ontario)

10:30-10:45
Break

10:45-11:45
Workshop: Inclusion in Creativity
Henry NAVARRO (Associate Professor – Ryerson School of Fashion)

11:45-12:30
Building a diverse organization to foster creativity & innovation
Deyani SALZMAN (Programming Director – Art Gallery of Ontario)

12:30-13:30
Lunch and Transfer by public transportation to Spin Master

13:30-13:45
Welcome to Spin Master
Sascha KING (Manager, Talent Acquisition, Campus & Branding – Spin Master)
Mehdi RAHMAN (Director, Global learning & development – Spin Master)

13:45-14:30
Tour of Spin Master

VENUES:

> Sony Centre for the Performing Arts, 1 Front St East, O’Keefe room, Toronto, M5E 1B2
> Spin Master, 225 King St West #200, 2nd floor, Toronto, M5V 3M2

14:30-15:00
Break

15:00-15:45
Spin - Novation - Innovation at Spin Master
Panel with:
Ben HORNETT (International Sales Manager – Spin Master)
Amy PRUZANSKY (Senior VP Global Advanced Concepts – Spin Master)
James MARTIN (Senior VP Global Business Unit Lead Robotics – Spin Master)

15:45-16:30
Workshop - Innovate an existing product
Harrie SIVANANDER (Inventor Relations Specialist – Spin Master)
Hamid HAMEMI (Engineering Innovation – Spin Master)

16:30-17:00
Reflection
Patrick COHENDET (Professor – HEC Montréal)
Laurent SIMON (Professor – HEC Montréal)
Lorena ESCANDON (Associate Professor – Ryerson School of Creative Industries)

17:15-18:15
Creative Toronto interactive tour
Lead by Ryerson Transmedia Zone

FREE EVENING
SATURDAY, JULY 6

**EXPERIENCE INNOVATION IN SPORTS & CULTURE**

**8:30-9:00**
Continental breakfast

**9:00-9:30**
3Rs: Review – Reflect – Recreate

**9:30-10:00**
Sport, Culture & Psychology
Katie LEBEL (Assistant Professor – Ted Rogers School of Management)

**10:00-10:30**
Sport Design Challenge / Behavioral Economics Background
Chris GIBBS (Associate Professor – Ted Rogers School of Management)

**10:30-10:45**
Break

**10:45-12:00**
Sport Design Challenge / Behavioral Insights
Chris GIBBS

**12:00-13:00**
Working lunch

**13:00-14:00**
De-brief: How BE can be used in managing creativity
Moderated by Chris GIBBS

**14:00-15:00**
Transfer by public transportation to the Rogers Center

**15:00-18:00**
Baseball game
Toronto Blue Jays vs Baltimore Orioles

FREE EVENING

VENUES:

- The Catalyst at FCAD, 80 Gould St, Room RCC 230, Toronto, M5B 2K3
- Rogers Centre, 1 Blue Jays Way, Toronto, M5V 1J1
- HQ at FCAD’s Creative Innovation Studio, 110 Bond St, Toronto, M5B 1X8

SUNDAY, JULY 7

**8:30-9:00**
Continental breakfast

**9:00-9:30**
3Rs: Review – Reflect – Recreate

**9:30-10:00**
What’s your brand’s story?
Emilia ZBORALSKA (Associate Director – Ryerson Trans Media Zone)
Kate MCKENZIE (Associate Director – Ryerson Trans Media Zone)

**10:00-12:00**
Workshop: What’s your brand’s story?
Emilia ZBORALSKA

**12:00-14:00**
Working Lunch
Recap of Week 1
Team project update

FREE AFTERNOON

DEPARTURE FOR BARCELONA
BARCELONA PROGRAM

MONDAY, JULY 8
ARRIVAL IN BARCELONA
FREE DAY
TUESDAY, JULY 9

COLLABORATIVE & SHARING ECONOMY /
COLLABORATIVE SPACES

8:00-8:30
Registration
Meeting point: Hall at the main entrance of the
Faculty of Economics and Business

8:30-9:00
Welcome session
Ramon ALEMANY (Dean, Faculty of Economics and Business – University of Barcelona)
Montserrat PAREJA-EASTAWAY (Professor – University of Barcelona)
Jaume VALLS I PASOLA (Professor – University of Barcelona)

9:00-10:00
Recap: What we learned in Montreal & Toronto
Laurent SIMON (Professor – HEC Montréal)

10:00-11:00
Transfer by public transportation to Citilab Cornellà
and visit of the center
Javier GONZALEZ (Director General – Citilab Cornellà)
Roser SANTAMARIA (Coordinator – Citilab Cornellà)

11:00-11:30
Coffee break

11:30-12:30
Innovation and businesses in Quebec and Catalonia
Alfons CALDERON (Director – Quebec Government Office in Barcelona)
Pere ROSALES (Founder & CEO – INUSUAL)

12:30-15:00
Working lunch

VENUES:
- Faculty of Economics and Business, Aula Magna 690, Avinguda Diagonal 696 (Metro Zona Universitaria)
- Citilab Cornellà – Plaça Can Suris (Cornellà de Llobregat)
- Restaurant Platja Ca La Nuri, Passeig Marítim de la Barceloneta

15:00-15:30
Collaborative / Sharing economy and innovation
François-Xavier DE VAUJANY (Professor – Paris Dauphine University)

15:30-18:00
Workshop: From individual to collective innovation (Coffee and refreshments available)
Roberto GOMEZ DE LA IGLESIA (Director – Conexiones Improbables)

20:30
Barcelona Welcome dinner
Restaurant Platja Ca La Nuri
WEDNESDAY, JULY 10

MEDIA & ARTS BUSINESS / INNOVATION IN CULTURE / CULTURAL DISTRICTS

8:30-9:30
Discovering Recinte Modernista de Sant Pau

9:30-10:00
3Rs: Review – Reflect – Recreate

10:00-11:00
Creative industries and new approaches to business
Robert KLOOSTERMAN (Professor – University of Amsterdam)
Bastian LANGE (Researcher – Leipzig University)

11:00-11:30
Coffee break

11:30-12:45
Round table: Innovation in heritage management
Montserrat PAREJA-EASTAWAY (Moderator – Professor – University of Barcelona)
Amílcar VARGAS (Responsible of World Heritage – Casa Batlló)
Anaïs BARNOLAS (Management technician – Palau Güell)
Emili MASFERRER (Director – Casa Vicens)

12:45-14:30
Team work
Lunch

VENUES:

> Recinte Modernista de Sant Pau – Carrer de Sant Antoni Maria Claret, 167
> CaixaFòrum – Avinguda Francesc Ferrer i Guàrdia, 6-8

15:00-16:00
Transfer by public transportation and visit to CaixaFòrum

16:00-16:30
Presentation Trànsit Projectes
gigi guizzo (EU Project Manager – Trànsit Projectes)

16:30-17:30
Panel: Innovation and success in digital business
Anne HESLINGA (Researcher – Erasmus University Rotterdam)
Manel GONZÁLEZ (Innovation manager – CREB – Polytechnic University of Catalonia (UPC))
Dot LUNG (Global Social Media Strategist)

17:30-18:00
Coffee break

18:00-20:00
Interactive presentation: Fundació Èpica – La Fura dels baus
### THURSDAY, JULY 11

**GASTRONOMY & NUTRITION**

**VENUE:**
- Fundació Alícia – Camí Sant Benet (Sant Fruitós de Bages)

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<td>7:30</td>
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<td>Transfer by bus to Fundació Alícia</td>
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<td>8:15-9:00</td>
<td>Breakfast</td>
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<td>9:00-11:00</td>
<td>Visit of the centre and Fundació Alícia presentation</td>
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<td>Workshop: The Sense of the senses</td>
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<td>11:00-11:30</td>
<td>Coffee break</td>
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<td>11:30-12:30</td>
<td>Presentation: Sustainability, innovation, and gastronomic tourism</td>
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<td>Sergi MARI PONS (Manager for Tourism, Commerce, &amp; Markets – Barcelona City Council)</td>
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<td>Malwine STEINBOCK (Managing Director – Food Republik)</td>
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<td>12:30-13:45</td>
<td>Round Table: Past and present of Catalan cuisine</td>
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<td>Francesc SOLÉ PARELLADA (Owner – Restaurant 7 Portes)</td>
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<td>Mercè BERNARDO (Professor – University of Barcelona)</td>
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<td>Anna RIERA (Journalist &amp; Professor of Food Studies at Abat Oliba – CEU University)</td>
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<tr>
<td>13:45-15:00</td>
<td>Lunch</td>
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<tr>
<td>15:00-15:30</td>
<td>3Rs: Review – Reflect – Recreate</td>
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<tr>
<td>15:30-17:30</td>
<td>Team work</td>
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<tr>
<td>18:00</td>
<td>Return to Barcelona</td>
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<tr>
<td>19:30</td>
<td>Visit and presentation of Casa Batlló</td>
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### FRIDAY, JULY 12

**URBAN INNOVATION & SUSTAINABILITY**

**VENUE:**
- Ca l’Alier – Carrer de Pere IV, 362
- Restaurant 7 Portes, Passeig Isabel II, 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8:30-9:00</td>
<td>3Rs: Review – Reflect – Recreate</td>
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<tr>
<td>9:00-10:30</td>
<td>Presentation: Urban Innovation &amp; sustainability / Urban challenges</td>
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<tr>
<td></td>
<td>David MARTINEZ (Project Director – Fundació BIT Habitat)</td>
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<td>Montserrat PAREJA-Eastaway (Professor – University of Barcelona)</td>
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<td>Anna MAJÓ (Digital Innovation Director – Barcelona City Council)</td>
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<td>Lluís GÓMEZ (Commissioner for Economic Promotion – Barcelona City Council)</td>
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<td>10:30-11:00</td>
<td>Coffee break</td>
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<tr>
<td>11:00-12:00</td>
<td>Presentation: Urban Innovation &amp; Sustainability / Business</td>
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<td>Alfonso CORNELLÀ (Founder – Infonomia &amp; Co-society)</td>
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<td>Josep Miguel PIQUÉ (Executive President – La Salle Technova)</td>
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<td>12:00-14:30</td>
<td>Teamwork</td>
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<td>Lunch</td>
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<td>14:30-16:30</td>
<td>Visit to the “3 Xemeneies de Sant Adrià” (Thermal power station of Sant Adrià de Besòs)</td>
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<td>16:30-19:30</td>
<td>Workshop: Recycling XXL building: co-design for the city of the future</td>
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<td>Ana RUIZ-BOWEN (Program Director ‘Smart Cities’ – Yncréa Hauts-de-France)</td>
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<tr>
<td>21:00</td>
<td>Dinner at Restaurant “7 Portes” (Optional)</td>
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SATURDAY, JULY 13

TEAM PRESENTATIONS / CLOSING CEREMONY

8:30-9:00
3Rs: Review – Reflect – Recreate

9:00-11:00
Team work

11:00-11:30
Coffee break

11:30-13:00
Team presentations

13:00-14:30
Closing ceremony and farewell cocktail

VENUE:
UB Faculty of Economics and Business – Avinguda Diagonal, 690 - 696

*Program subject to change without notice*
MONTREAL | THANKS TO

Airports Council International (ACI)
A Space for Life
Bell Canada
Center for Research, Innovation and Transfer in Circus Arts (CRITAC)
CHUM
Cirque du Soleil
ÉIAS-CHUM
HEC Montréal
Jazzuality
Kedge Business School
La TOHU
Michelin
Montreal Museum of Fine Arts
National Circus School
Polytechnic University of Catalonia
PROMTP Québec
PwC France
Ryerson University
SeedAI
Temple University
The Humanos Institute
Thinkwell-Montreal
TKM TechKnowMetrix
Toyo University
TransMedTech Institute
Ubisoft Montreal
University of Barcelona
Via Rail Canada
Yncréa

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Casa Batlló
Casa Vicens
Fundació Èpica La Fura dels Baus
Palau Güell
Restaurant 7 Portes

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