

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION  
SOCIETY

**11<sup>th</sup> EDITION**

27 June to 13 July 2019

**Montreal | Toronto | Barcelona**





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## WELCOME WORD

### 11 years of Creativity for Innovation!

Dear participants,

Welcome to the 11<sup>th</sup> 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 11<sup>th</sup> 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 / 608

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, 1<sup>st</sup> floor  
(access via 'ascenseurs  
Nord')
- > 608: 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 Humans 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<sup>e</sup> Avenue, H1Z 4M6
- > La TOHU, 2345 rue Jarry Est,  
H1Z 4P3
- > École nationale de cirque (ENC),  
8181, 2<sup>e</sup> Avenue, H1Z 4N9
- > Under the Big Top,  
Old Port of Montreal,  
Quai Jacques-Cartier,  
Rue de la Commune Est
- .....

## MONTREAL PROGRAM

**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*

## MONTREAL PROGRAM

**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

Transfer to Salon l'Oréal

**12:00-12:30**

Surviving Patrick & Laurent!

Caitlan MAGGS (Head of Artistic Training – Cirque du Soleil)

**12:30-13:45**

Lunch

#### VENUE:

- .....
- > HEC Montréal,  
3000, chemin de la  
Côte-Sainte-Catherine,  
Montréal, H3T 2A7
  - > Manuvie Room, 1<sup>st</sup> floor  
(access via 'ascenseurs  
Nord')
  - > Restaurant le Cercle,  
6<sup>th</sup> floor
- .....



## MONTREAL PROGRAM

### 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 ENCQOR 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 RICARD (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

## MONTREAL PROGRAM

### 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 SOLÉ PARELLADA (Professor – Polytechnic University of Catalonia (UPC))

### 16:45-17:15

#### Panel discussion

René CARRAZ (Lecturer – Faculty of Global & Regional Studies – Toyo University)

Lluís BONET (Professor – University of Barcelona)

Fabrice PINCIN (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, 6<sup>th</sup> floor, HEC Montréal

### 18:15-20:45

#### CREATIVE WORKSHOP 4: Making the perfect omelette!

#### Introduction:

Patrick COHENDET

Laurent SIMON

#### International Jury:

Francesc SOLÉ 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



## MONTREAL PROGRAM

**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**

## MONTREAL PROGRAM

**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, 1<sup>st</sup> floor  
(access via 'ascenseurs  
Nord')
- > Salon l'Oréal (RJ level)
- > Art Hive, Montreal  
Museum of Fine Arts,  
2200, rue Crescent,  
Montreal, H3G 2B8



## MONTREAL PROGRAM

**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**



## MONTREAL PROGRAM

**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)**

### VENUES:

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



## TORONTO PROGRAM

**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

**10:00-10:30**

Live events: challenges & opportunities

Ira LEVINE (Professor – Ryerson University)

Louis-Étienne DUBOIS (Assistant Professor – Ryerson School of Creative Industries)

**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

Devyani SALTZMAN (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, 2<sup>nd</sup> 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 HASHEMI (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

**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

**VENUE:**

- > HQ at FCAD's Creative  
Innovation Studio,  
110 Bond St, Toronto,  
M5B 1X8



## 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 GONZÁLEZ (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 CALDERÓN (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 Maritim de la Barceloneta, 55

**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**

**VENUES :**

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

**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

**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



## BARCELONA PROGRAM

THURSDAY, JULY 11

### GASTRONOMY & NUTRITION

**7:30**

Meeting point: Plaça Catalunya  
Transfer by bus to Fundació Alicia

**8:15-9:00**

Breakfast

**9:00-11:00**

Visit of the centre and Fundació Alicia presentation  
Workshop: The Sense of the senses

**11:00-11:30**

Coffee break

**11:30-12:30**

Presentation: Sustainability, innovation, and  
gastronomic tourism

Sergi MARÍ PONS (Manager for Tourism, Commerce, & Markets –  
Barcelona City Council)  
Malwine STEINBOCK (Managing Director – Food Republik)

**12:30-13:45**

Round Table: Past and present of Catalan cuisine

Francesc SOLÉ PARELLADA (Owner – Restaurant 7 Portes)  
Mercè BERNARDO (Professor – University of Barcelona)  
Anna RIERA (Journalist & Professor of Food Studies at Abat Oliba – CEU  
University)

**13:45-15:00**

Lunch

**15:00-15:30**

3Rs: Review – Reflect – Recreate

**15:30-17:30**

Team work

**18:00**

Return to Barcelona

**19:30**

Visit and presentation of Casa Batlló

#### VENUE:

> Fundació Alícia – Camí  
Sant Benet (Sant Fruitós  
de Bages)

## BARCELONA PROGRAM

FRIDAY, JULY 12

### URBAN INNOVATION & SUSTAINABILITY

**8:30-9:00**

3Rs: Review – Reflect – Recreate

**9:00-10:30**

Presentation: Urban Innovation & sustainability /  
Urban challenges

David MARTINEZ (Project Director – Fundació BIT Habitat)  
Montserrat PAREJA-EASTAWAY (Professor – University of Barcelona)  
Anna MAJÓ (Digital Innovation Director – Barcelona City Council)  
Lluís GÓMEZ (Commissioner for Economic Promotion – Barcelona City  
Council)

**10:30-11:00**

Coffee break

**11:00-12:00**

Presentation: Urban Innovation & Sustainability /  
Business

Alfons CORNELLA (Founder – Infonomia & Co-society)  
Josep Miquel PIQUÉ (Executive President – La Salle Technova)

**12:00-14:30**

Teamwork

Lunch

**14:30-16:30**

Visit to the “3 Xemeneies de Sant Adrià” (Thermal  
power station of Sant Adrià de Besòs)

**16:30-19:30**

Workshop: Recycling XXL building: co-design for the  
city of the future

Ana RUIZ-BOWEN (Program Director ‘Smart Cities’ – Yncréa Hauts-de-  
France)

**21:00**

Dinner at Restaurant “7 Portes” (Optional)

#### VENUE:

> Ca l’Alier – Carrer de Pere  
IV, 362  
> Restaurant 7 Portes,  
Passeig Isabel II, 14

## BARCELONA PROGRAM

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



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A Space for Life	PROMTP Québec
Bell Canada	PwC France
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CHUM	SeedAI
Cirque du Soleil	Temple University
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