

PROGRAM WEEK 1

MONDAY, JUNE 28 ECOSYSTEMS & COMMUNITIES OF INNOVATION

8:30 - 9:00 MTL | 14:30 - 15:00 BCN

Welcome & Introduction

Federico Pasin, Director, HEC Montréal
Patrick Cohendet, Professor, HEC Montréal
Laurent Simon, Professor, HEC Montréal
Montserrat Pareja-Eastaway, Professor, University of Barcelona
Lucy Stojak, Executive-Director, Mosaic-HEC Montréal

9:00 - 10:00 MTL | 15:00 - 16:00 BCN

Fundamentals of the Creative Economy Presentation + Q&A

Patrick Cohendet, Professor, HEC Montréal
Laurent Simon, Professor, HEC Montréal

10:00 - 10:15 MTL | 16:00 - 16:15 BCN
BREAK

10:15 - 11:15 MTL | 16:15 - 17:15 BCN

Fundamentals of Communities of Innovation Presentation + Q&A

Patrick Cohendet, Professor, HEC Montréal
Laurent Simon, Professor, HEC Montréal
Madan Rao, Research Director, Your Story Media
Emilie Ruiz, Associate Professor, University of Strasbourg

11:15 - 11:30 MTL | 17:15 - 17:30 BCN

Creative Games

Caitlan Maggs, former Head Artistic Coach, Cirque du Soleil

11:30 - 12:00 MTL | 17:30 - 18:00 BCN

Communities of interest and Michelin's Open Lab in Sustainable Mobility

Introduction by *Carolyn Hatch*, Researcher, Mosaic-HEC Montréal
Erik Grab, VP Anticipation & Strategic Innovation, Michelin

12:15 - 13:00 MTL | 18:15 - 19:00 BCN

Conversation with

Samer Faraj, Professor and Canada Research Chair in Technology, Innovation & Organizing, Desautels Faculty of Management, McGill University

13:00 - 13:45 MTL | 19:00 - 19:45 BCN
LUNCH BREAK

13:45 - 14:00 MTL | 19:45 - 20:00 BCN

Lessons learned

Patrick Cohendet, Professor, HEC Montréal
Laurent Simon, Professor, HEC Montréal
Catherine Beaudry, Professor, Polytechnique Montréal

PM

TEAMWORK

TUESDAY, JUNE 29 NEW URBAN LIFESTYLES FOR A SUSTAINABLE FUTURE

8:30 - 9:00 MTL | 14:30 - 15:00 BCN

Opening Remarks

Montserrat Pareja-Eastaway, Professor, University of Barcelona
Isabelle Dessureault, Head, Bureau du Québec in Barcelona
Josep M. Piqué, President, International Association of Science Parks and Areas of Innovation (IASP)

9:00 - 10:00 MTL | 15:00 - 16:00 BCN

Reimagining Cities & Places Presentation + Q&A

Reimagining Bangalore
Madan Rao, Research Director, Your Story Media
The future of Quartier des spectacles
Emilie Chabot, Director, Strategic Development, Quartier des Spectacles Partnerships
Reimagining Barcelona
Montserrat Pareja-Eastaway, Professor, University of Barcelona
Alternative Urban Housing Approach
Maxime Blackburn-Bouliane, (tbc)

10:00 - 10:15 MTL | 16:00 - 16:15 BCN
BREAK

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Creative Workshop: Reimagining Cities Post-Covid: Applying AI?

Johan Saba, Founder, SeedAI

11:15 - 11:30 MTL | 17:15 - 17:30 BCN

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Reimagining New York

Sharon Zukin, Professor emerita of Sociology at Brooklyn College and at the CUNY (tbc)

12:15 - 13:00 MTL | 18:15 - 19:00 BCN

Conversation with

Charles Landry, Fellow, Robert Bosch Academy, Berlin | Author of *The Creative City: A Toolkit for Urban Innovators*
Moderated by *Ramon Marrades*, Director, Placemaking Europe

13:00 - 13:45 MTL | 19:00 - 19:45 BCN
LUNCH BREAK

13:45 - 14:00 MTL | 19:45 - 20:00 BCN

Lessons learned

Montserrat Pareja-Eastaway, Professor, University of Barcelona

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TEAMWORK

JUNE 30

WEDNESDAY DAY OFF

THURSDAY, JULY 1 OPEN INNOVATION IN HEALTHCARE

8:30 - 9:00 MTL | 14:30 - 15:00 BCN

Opening Remarks

Nathalie Tremblay, Research Professional, Mosaic-HEC Montréal

Transmedtech: a Living Lab in Ste Justine Hospital Montréal

Carl-Éric Aubin, CEO & Scientific Officer, TransMedTech

Medicen Paris: Health Tech Innovation Hub

Blandine Hirtz, International Project Manager, Medicen Paris
Patrick Llerena, Professor, University of Strasbourg

9:00 - 10:00 MTL | 15:00 - 16:00 BCN

Living labs, Collaborative Spaces & Open Innovation in Healthcare

Christelle Carrier, La Fabrique de l'humanité Strasbourg
Pascal Beauchesne, Advisor-Impact Development, NUMANA
Sylvain Moreno, CEO & Scientific Director, Digital Health Circle | Associate Professor, Simon Fraser University

10:00 - 10:15 MTL | 16:00 - 16:15 BCN
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AI, Digital Technologies & the Future of Healthcare

Digital Health Digital Platform – The Revolution of Precision Medicine Partnership – Imagia and Terry Fox Institute
Alexandre Le Bouthillier, Co-Founder & CCO, Imagia
Blockchain to free Health Data: ISALID
Nesrine Benyahia, CEO & Founder, Dr Data
Olivier Fontaine, COO, VirtualiSurg.com

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Creative Workshop: Imagining the Future of Healthcare with AI

Thales (tbc)

12:15 - 13:00 MTL | 18:15 - 19:00 BCN

Conversation with

Kathy Malas, Associate President & Chief Executive Officer – Innovation & Artificial Intelligence – CHUM

13:00 - 13:45 MTL | 19:00 - 19:45 BCN
LUNCH BREAK

13:45 - 14:00 MTL | 19:45 - 20:00 BCN

Lessons learned

Valérie Mérindol, Professor, Paris School of Business
David Versailles, Professor, Paris School of Business

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TEAMWORK

FRIDAY, JULY 2 THE FUTURE OF EVENTS & SPACES

8:30 - 9:00 MTL | 14:30 - 15:00 BCN

Opening Remarks

Montserrat Pareja-Eastaway, Professor, University of Barcelona
Luis Bonet, Professor, University of Barcelona
Cecilia Tham, Founder, Makers of Barcelona (MOB) & Principal and Future Synthesist at Futurity Studio

9:00 - 10:00 MTL | 15:00 - 16:00 BCN

Urban Experiences

Hajime Imamura, Professor, Toyo University
René Carraz, Professor, Toyo University
Michel Lauzon, President & CEO, LAAB (tbc)
Carl Boutet, Chief Strategist & Executive Director, Studio RX (tbc)
Gino Plevano, Senior Vice-President, IT-Digital Strategy, Groupe CH (tbc)

10:00 - 10:15 MTL | 16:00 - 16:15 BCN
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Roundtable: Impact of the Pandemic on Performing Arts & Entertainment

Moderated by *Montserrat Pareja-Eastaway*, Professor, University of Barcelona and *Laurent Simon*, Professor, HEC Montréal
Patrice Aubertin, Director – Center for Research, Innovation and Transfer in Circus Arts, National Circus School
Bernard Pietot, Vice-President Casting & Performance, Cirque du Soleil
Roger Parent, President Founder, Thinkwell-Montréal
Hugo Bélanger, Artistic Director, Tout à Trac (tbc)
Emma Strenström, Associate Professor, Stockholm Business School of Economics (tbc)

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Creative Games

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Revisiting the role of creatives & artists

Andy Pratt, Professor, City University London

12:15 - 13:00 MTL | 18:15 - 19:00 BCN

Conversation with

Luc Mayrand, Vice-President, Creative Portfolio Executive, Shanghai, Epcot – Walt Disney Imagineering

13:00 - 13:45 MTL | 19:00 - 19:45 BCN
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Lessons learned

Montserrat Pareja-Eastaway, Professor, University of Barcelona
Luis Bonet, Professor, University of Barcelona

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TEAMWORK

PROGRAM WEEK 2

MONDAY, JULY 5 RECONNECTING WITH NATURE, ART & CULTURE

8:30 - 9:00 MTL | 14:30 - 15:00 BCN

Opening remarks

Charles-Mathieu Brunelle, Executive Director, A Space for Life & Deputy Director General, Ville de Montréal

9:00 - 10:00 MTL | 15:00 - 16:00 BCN

Creativity, Wellbeing & Nature

Moderated by *Montserrat Pareja Eastaway*, Professor, University of Barcelona

Creativity and Health

Pierluigi Sacco, Professor of Cultural Economics, IULM University, Milan

Nature and Art: Frugal art

Madan Rao, Research Director, YourStory Media

Gaudi - Nature Inspired Architecture

Amilcar Vargas, Responsible of World Heritage at Casa Batlló

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Reconnecting sport and nature

Jean-Yves Couput, Director of Innovation, Footwear, and Business, Amersport (tbc)

Sustainable Infrastructure in cities: the case of the Samuel-De Champlain bridge in Montréal

Hélène Dubé, Project Manager-Environmental Specialist, SNC-Lavalin – video

The art of automobile design

Paul Deutschman, Designer, Deutschman Design

Architecture and sustainability:

Media TIC
Video from Eric Ruiz Gelly
<https://vimeo.com/94828807> and/or Catalan Architect

Clothes designer inspired by nature

Iris van Herpen, video
<https://www.youtube.com/watch?v=PXNdSuN9gc8>

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Creative Workshop

Gary Zamchick, Designer in Residence, Cornell Tech (tbc)

12:15 - 13:00 MTL | 18:15 - 19:00 BCN

Conversation with

Anne Charpentier, Director, Montreal Botanical Gardens

13:00 - 13:45 MTL | 19:00 - 19:45 BCN
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Lessons learned

Patrick Cohendet, Professor HEC Montréal
Laurent Simon, Professor, HEC Montréal

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TEAMWORK

TUESDAY, JULY 6 SOCIAL INNOVATION & ENTREPRENEURSHIP NEW ETHICS IN GOVERNANCE

8:30 - 9:00 MTL | 14:30 - 15:00 BCN

Opening remarks

Madan Rao, Research Director, YourStory Media

9:00 - 10:00 MTL | 15:00 - 16:00 BCN

Social Innovation Case Studies

Maison de l'innovation sociale
Patrick Dubé, Director General, Maison de l'innovation sociale
Financing Social Innovation
Henri-Jean Bonnis, President, PMI-Montréal
Euro-Mediterranean Economists Association (EMEA)
Rym Ayadi, Founder & President, EMEA

Social Circus
Alice Demattos, PhD Research Fellow, Norway University of Applied Science

Zu
Guillaume Thérien, Director General, Zu (tbc)

Shamengo
Catherine Berthillier, Founder, Shamengo (video)

10:00 - 10:15 MTL | 16:00 - 16:15 BCN
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Design Thinking Workshop on Social Innovation

Niels Billou, Co-founder & Executive-Director, The Humanos Institute

12:15 - 13:00 MTL | 18:15 - 19:00 BCN

Conversation with

Claudia Scheinbaum, Mayor of Mexico City (tbc)

13:00 - 13:45 MTL | 19:00 - 19:45 BCN
LUNCH BREAK

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Lessons learned

Patrick Cohendet, Professor HEC Montréal
Laurent Simon, Professor, HEC Montréal

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TEAMWORK

JULY 7

WEDNESDAY DAY OFF

THURSDAY, JULY 8 FROM STRATEGIC LEADERS TO SOCIETAL LEADERS

8:30 - 9:00 MTL | 14:30 - 15:00 BCN

Ideas, organisations & the commons

Patrick Cohendet, Professor, HEC Montréal
Laurent Simon, Professor, HEC Montréal

9:00 - 10:00 MTL | 15:00 - 16:00 BCN

Round Table: Reshaping Organisations

The firm without managers? Generosity oriented firms
Jean-Christophe Bédos, CEO, Group Birks
Reconceiving the organization
Alfons Cornella, Founder, Institute of Next
The case of Ubisoft
Julien Laferrrière, Producer – Assassin's Creed Valhalla, Ubisoft

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Round Table: New Values & Goals in Organisations

Experiencing the new world of Work
François-Xavier De Vaujany, Professor of Management & Organization Studies, Université Paris-Dauphine-PSL
Mission-oriented firms
Blanche Segrestin, professor in Management Sciences,