

Summer School Management of Creativity in an Innovation Society Barcelona Week

Sunday 2nd July

20:00 **Dinner Ca la Nuri Platja** (<https://restaurantcalanuri.com>)
Passeig Marítim de la Barceloneta, 55, 08005 Barcelona

The Barcelona Summer School badges will be provided on Sunday, July 2 upon arrival at Ca La Nuri Restaurant by the welcome team. Please bring your Barcelona badge every day during the Summer School activities as it will grant you access to the venues, art exhibitions, and guided tours such as Recinte Modernista and Maritime Museum.

Monday 3rd July - Health challenges and collaborative strategies

Venue: Recinte Modernista Sant Pau
<https://www.santpaubarcelona.org/en>
Carrer de Sant Antoni Maria Claret, 167, 08025 Barcelona

Meeting point: Hall of the building at the main entrance. There will be a check-in desk for the Summer School participants at the entrance

10:00 – 10:15 **Welcome**
Montserrat PAREJA EASTAWAY (Professor, University of Barcelona)
Manel GONZALEZ PIÑERO (Assistant Professor, University of Barcelona and Head of Innovation at CREB-UPC, Technical University of Catalonia)

10:15 – 10:45 **3Rs: Review – Reflect – Recreate**
Madan RAO

10:45 – 11:45 **The active patient: Redefining healthcare partnerships**
Carmen Pauline RUBIO (Co-founder and COO, Doctomatic)
Joris PEZZINI (Executive Vice President Biopharma, Alira Health)

11:45 – 12:25

Coffee -break

12:25 - 13:15

Uncharted frontiers: navigating new challenges in health.

Ariadna MASÓ (Founder and CEO, Sanno)

Marc RAMIS (Co-founder and partner, Chasing Science)

13:15 - 14:00

Lunch

14:00 – 15:00

Teamwork

15:00 – 15:15

Caitlin MAGGS Creative Games

15:30 – 16:15

Innovation: 40 years

Alfons CORNELLA (Founder and CEO, The Institute of Next)

16:15 – 16:45

Connecting minds, transforming health: Exploring the HealthTech Innovation Network of Catalonia

Manel GONZÁLEZ-PIÑERO (Head of innovation, CREB UPC & CSO, XarTEC SALUT)

"Connecting Minds, Transforming Health: Exploring a HealthTech Innovation Network"

16:45 – 17:00

Coffee Break

17:00 – 17:45

Artificial Intelligence as a Medical Technology

Alexandre PERERA (Professor and Director, CREB UPC & Lab Leader, B2SLab UPC)

17:45 – 18:30

Visit Venue Recinte Modernista

Tuesday 4th July - Ecosystems of innovation: governance and leadership
Venue: Museu Marítim. Av. de les Drassanes, 1, 08001 Barcelona, Spain
<https://www.mmb.cat/en/>

Meeting point: Main entrance hall

9:30 – 10:00	3 Rs Mantautas KRUKAUSKAS
10.00 – 11:15	Ecosystems of innovation: drivers, actors and place Josep Piqué (Triple Helix President)) Xavier Castañer (U. Lausanne) Ramon Marrades (Placemaking Europe)
11:15 – 11:45	Coffee break
11:45 – 12:45	<i>Innovation in the public realm: from entrepreneurship to social innovation</i> Barbara Rebecca MUTONYI (Associate Professor, Kristiania University College. Oslo) Sergi FRÍAS (Director, Cobo Lab)
12:45-13:15	<i>The importance of networks in local ecosystems</i> Isabel SABADÍ (Managing Director, 22@ Network)
13:15 – 14:15	Lunch
14:15 – 15:15	Team work
15:15 – 15:30	Caitlin MAGGS
15:30 – 16:15	What is citizen science and its role in social innovation? Josep PERELLÓ
16:15 – 16:45	Coffee break
16:45 – 18:00	Copa America: the new challenge for Barcelona Modera: Paco SOLÉ PARELLADA

Julian VINUE (Teléfonoica)
Juli HERNÁNDEZ (Fundació Barcelona Capital Náutica) - ACE
David PINO (Port de Barcelona)

Wednesday 5th July - New approaches to heritage, culture and creative industries

Venue: ESHOB (Escola Hosteleria Barcelona)

(<https://www.eshob.com/>)

9:30 – 10:00	Breakfast & Welcome to ESHOB Iñaki GOROSTIAGA (Director, ESHOB)
10:00 – 11:00	<i>The future of culture: the case of libraries</i> Lluís BONET (Professor, University of Barcelona) Carme FENOLL (Director of Culture & Community, UPC)
11:00 - 11:15	Coffee break
11:30 – 12:20	<i>Visit and presentation of GAMEBCN: The Videogames incubator in Barcelona, Palo Alto.</i> Joan Francesc BAÑÓ (Executive Director) Òscar SAHUN (Program Manager)
12:30 – 14:00	<i>Presentation & Workshop at ESHOB.</i> ESHOB Team
14:00 – 15:00	Lunch
15:00 – 15:30	<i>Teamwork</i>
15:45 – 16:15	EIT Culture & Creativity Marta MATERSKA-SAMEK (Interim Action Programme Director, Education, Talent Scaler)
16:15 – 16:45	Coffee Break

16:45 – 17:30	<p>Engaging new generations in education</p> <p>Esteve JUANOLA (Inspector of Education, Government of Catalonia & Assistant professor, Institute of Educative Sciences UPC-Technical University of Catalonia)</p> <p>Iván PAZ (physicist, mathematician, music and computer scientist. Elisava School of Design and UPC-Technical University of Catalonia)</p>
17:30 – 18:00	<p>Global Production Networks and Creative Industries</p> <p>Montserrat PAREJA EASTAWAY (Professor, University of Barcelona)</p>
18:00 – 18:30	<p>3 Rs</p> <p>Laureline CHIAPELLO & Madan RAO</p>
20:30	<p>Dinner Restaurant 7 Portes</p> <p>(https://7portes.com/en/) Pg. Isabel II, 14. 08003, Barcelona.</p>

Thursday 6th July - Sustainability, circularity & cero km production

Venue: Laboratori Valldaura

(<https://valldaura.net/>)

Ctra. BV-1415 (Horta-Cerdanyola), km 7 08290 Cerdanyola del Valles

8:30	<p>Pick-up private coach at UB Historic Building</p> <p>Gran Via de les Corts Catalanes, 585, 08007</p>
9:30 – 10:00	<p>Arrival & Breakfast</p> <p>Mantautas KRUKAUSKAS</p>
10:00 – 11:00	<p><i>Living under sustainable principles.</i></p> <p>Vicente GUALLART (Founder and principal, Guallart Architects. Founder, IAAC. Director, Valladaura Labs.)</p>
11:15 – 11:30	<p>Coffee break</p>

11:30 – 12:45

Exploring the lab and its secrets

12:45 – 13:45

Challenges in architecture and urban environments: from the built environment to people

Riccardo PALAZZOLO (Researcher, Institut Cerdà)

13:45 – 14:15

Lunch

14:15 – 15:30

Teamwork

15:30 - 16:00

Caitlin MAGGS

16:00 – 16:45

The impact of Biodiversity in creating a local cuisine that expresses the sense of place

François CHARTIER (Director, Chartier World Lab Barcelona)

16:45 – 17:15

Coffee Break

17:15 – 18:00

New forms of living: architecture, values and community

Carles BAIGES (La Borda)

Manel PRETEL (Founder and director, Utopics)

18:00 – 18:45

Pick-up private coach at venue.

Drop off UB Historic Building Gran Via de les Corts Catalanes, 585, 08007 Barcelona

Friday 7th July - Ethics, philosophy and values in innovation management

Venue: Tech Barcelona Pier 07.

(<https://www.fmirobcn.org/en/>)

Via Laietana, 26, 08003 Barcelona

9:00 – 10:30 **Teamwork**

10:30 - 11:00 **Coffee break**

11:00 – 11:45

Startup Ecosystems and Corporate Innovation

Pere Condom (Director, Catalunya Emprèn, Generalitat de Catalunya)

11:45 – 12:45

Harmonizing Values: Exploring music proposals for new audiences

Anders Rykkja (Research Fellow at School of Business and Law, University of Agder)

Daniel Abraham BASSE (Vocals, Marshall Cecil)

12:45 – 14:15

How to write the perfect bacon sandwich into being and other adventures in creative AI

Ramon SANGÜESA (Associate professor, UPC)

14:15 – 15:15 **Lunch**

15:15 – 16:00

Vindication of Metaphorical Thinking

Lluís NACENTA (Director, Quo Artis)

16:00 – 16:15 **Caitlin MAGGS**

16:15 – 17:15

Inventing, Shifting and Managing Business Models with a Purpose.

Yves Pigneur

17:15 – 17:30 **Coffee Break**

17:30 – 18:030 **Teamwork**

Saturday 8th July - July Teamwork, presentations and closing ceremony.

Venue: Historical building University of Barcelona

[\(http://www.ub.edu/visitavirtual/visitavirtualEH/index.php/en/\)](http://www.ub.edu/visitavirtual/visitavirtualEH/index.php/en/)

Gran Via de les Corts Catalanes, 585

9:30 – 11:00 **Breakfast & Teamwork**

11:00 – 12:30 **Student's presentations**

12:30 – 13:00 **Delivery of Diplomas by Summer School directors**

13:00 – 14:30 **Closing ceremony. Final toast 15th anniversary celebration
(Celebration time)**
Yann Duytsche
Pol Bastard
