

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY
June 26 to July 13, 2024
Montreal | Barcelona

16th edition

mosaic
HEC MONTRÉAL

Creativity &
Innovation Hub



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



MONTREAL

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WEDNESDAY, JUNE 26

REGISTRATION / INTRODUCTION /

TEAM PROJECTS / 6@8

VENUE

- > **HEC Montréal**, Édifice Hélène-Desmarais (EHD),
501, rue de la Gauchetière O., Salle A.668 - Luc Poirier, level 6
- > **6@8**: Salle A.335 - Amphithéâtre Rachelle et Alain-Paris,
level 3

Metro Station Square Victoria – Orange Line
hec.ca/en/campus/directions/

7:30-8:30

Registration

8:30-9:00

Welcome to HEC Montréal

Johanne TURBIDE (Secretary General, 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)
Montserrat PAREJA-EASTAWAY (Professor, University of Barcelona)
Manel GONZALEZ PIÑERO (Head of Innovation at CREB-UPC,
Technical University of Catalonia)

9:00-10:00

Introduction of participants – getting to know each other

The Summer School Team

10:00-10:30

Break

10:30-12:00

CREATIVE WORKSHOP 1: El Sapo Mexicano Workshop

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

12:00-12:15

AI perspectives for the Summer School

Nancy LARAMÉE (Partnership Director, IVADO)
Gabrielle LANGLOIS (Knowledge Mobilization Advisor
& Entrepreneurship, IVADO)

12:30-13:45

Lunch

13:45-14:30

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)

6@8

Keynote Address

Introduction of keynote speaker

Johanne TURBIDE (Secretary General, HEC Montréal)

**Leadership for Creativity & Resilience: Cirque du Soleil's
recent transformation & return to profitability**

Daniel LAMARRE (Executive Vice-Chairman of the Board,
Groupe Cirque du Soleil)

General Discussion

Moderated by Patrick COHENDET (Professor, HEC Montréal
& Co-director, Mosaic) and Laurent SIMON (Professor, HEC Montréal
& Co-director, Mosaic)

Cocktail

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THURSDAY, JUNE 27

REDESIGNING HUBS OF MOBILITY FOR A SUSTAINABLE ECONOMIC CONTEXT

VENUES

- > Aéroport de Montréal (ADM), 800, Place Leigh-Capreol, suite 1000, Dorval
- > Montreal Art Center and Museum, 1844, rue William

7:30

Meeting point for bus departure HEC Montréal, EHD,
501, rue de la Gauchetière O.

8:30-9:00

Continental breakfast

9:00-9:45

Welcome by

Philippe STAS (Vice President, Services & Business Operations, Aéroports de Montréal (ADM))

Viviane CHOI (Vice President, Technology and Innovation, Aéroports de Montréal (ADM))

3Rs: Review-Reflect-Recreate

Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens

Geneviève-Anais PROULX (Head of Training & Professional Development, Moment Factory)

3Rs through a space lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:45-10:45

Guided tour of the Montréal - Trudeau International Airport

10:45-11:00

Break

11:00-13:00

CREATIVE WORKSHOP 3: Airport user experience:

Airport transit

Philippe STAS (Vice President, Services & Business Operations, Aéroports de Montréal (ADM))

Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

Hassan PISHDADIAN (PhD candidate, HEC Montréal)

Mathieu FORTIN (Senior Consultant, Aviseo Conseil)

13:00-13:45

Lunch

13:45-14:45

Envisioning the airport of the future:

the case of Montréal-Trudeau International Airport

Yves BEAUCHAMP (President & CEO, Aéroports de Montréal (ADM))

Philippe STAS (Vice President, Services & Business Operations, Aéroports de Montréal (ADM))

14:45-15:30

**How aerospace clusters respond to the challenge
of sustainability: A comparison of the Toulouse
and Montréal clusters.**

Alain AUBERTIN (Special Advisor, Consortium de recherche et d'innovation en aérospatiale au Québec, CRIAQ)

Patrick COHENDET (Professor, HEC Montréal & Co-director Mosaic)

Hassan PISHDADIAN (PhD candidate, HEC Montréal)

Laurent SIMON (Professor, HEC Montréal & Co-director Mosaic)

15:30-16:00

Panel on the perspectives of aeronautics, AI & sustainability

Moderated by Alain Aubertin (Special Advisor, Consortium de recherche et d'innovation en aérospatiale au Québec, CRIAQ)

Keith DUGAS (Director, Operations AI, Air Canada)

Denis GODIN (Research & Development and Talent Development Executive, INSAT)

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16:00-16:15

Break

16:15-17:15

Team project work

17:30

Bus departure return to the Montreal Art Center
and Museum

18:00

Vernissage

Visit of the exhibition: Beings and places in momentum by
Ekaterina TURKINA (Professor, HEC Montréal & Multimedia Artist)

FRIDAY, JUNE 28

ENERGY & SUSTAINABLE MOBILITY

VENUE

> IREQ, 1800, boul. Lionel-Boulet, Varennes

7:30

Meeting point for bus departure HEC Montréal, EHD,
501, rue de la Gauchetière O.

8:30-9:00

Continental breakfast

9:00-9:30

3Rs: Review-Reflect-Recreate

Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens

Shawn BOUCHER (Co-founder, LispLogics)

3Rs through a space lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:30 - 10:15

Future perspectives on Energy

Basil AGBA (Manager – Vision and strategy, IREQ, Hydro-Québec)

10:15-10:30

Break

10:30-11:15

Perspectives on sustainable mobility

Erik GRAB (Vice President Strategic Anticipation,
Innovation & Sustainable Development, Michelin)

Loubna BENABBOU (Research Chair Professor of AI for Supply, UQAR)

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11:15-11:30

Hydro-Québec at a glance

Split Lunch / Team work / Visit

A Team project work (11:30 - 12:30)

A Lunch (12:30 - 13:15)

A Visit (13:15 - 14:30)

B Visit (11:30 - 12:45)

B Lunch (12:45 - 13:30)

B Team project work / Visit (13:30 - 14:30)

Guided tour of the robotics lab, solar farm,
high voltage lab & distribution test line

14:30-14:45

Break

14:45-15:45

CREATIVE WORKSHOP 4:

new forms of sustainable mobility

Florent BÈGUE (PhD candidate, Université de Montréal)

15:45-16:00

Break

16:00-17:00

Panel discussion: Sustainable solutions for the elderly

Lidia DIVRY (Director, Economic Development, Ville de Laval)

Bernard PITRE (Chief Commissioner - Innovation, Ville de Laval)

Philip OLIGNY (Founder & President, Kartus)

Pauline FAIVRE (PhD candidate, HEC Montréal)

17:15

Bus departure

SATURDAY, JUNE 29

**HOW TO MANAGE ECOSYSTEMS
OF INNOVATION: CONCEPTS
AND PRACTICES, MANAGING AI**

VENUE

> **HEC Montréal**, Édifice- Hélène-Desmarais,
501, rue de la Gauchetière O.,
Salle A.668 - Luc Poirier, level 6

> Salle A.878 - Guy Fréchette, level 8

Metro Station Square Victoria - Orange Line

8:00-8:30

Continental breakfast

8:30-9:00

3Rs: Review-Reflect-Recreate

Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens

Jean-Simon VENNE (Co-founder & CTO, BrainBox AI)

3Rs through a space lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:00-10:30

**The creative economy: fundamentals,
main challenges and issues**

Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)

Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

10:30-10:45

Break

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10:45-11:45

CREATIVE WORKSHOP 5: Organising for innovation: experimenting with knowledge management

David VALLAT (Professor, Sciences Po Lyon)

11:45-12:30

Ideation process

Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)

Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

Yves LAPIERRE (Legal Manager, Culturepédia)

12:30-13:30

Lunch

13:45-14:45

Team challenge presentations and general discussion

Challenge 1: ADM - How to provide the best passenger experience for connecting flights at YUL airport

Challenge 2: IVADO - MILPA Project - Cultivating AI, Energizing Partnerships, Maximizing Impact

Challenge 3: ÉEQ - How will entrepreneurial skills evolve over the next 5 to 10 years?

Challenge 4: Conseil de l'innovation du Québec - How to reinforce public programs and policies regarding AI adoption by SMEs

Challenge 5: Ville de Laval - Innovation in the planning, design, feasibility, and acceptance of an area's redevelopment

Challenge 6: Hydro-Québec - High voltage socially acceptable lines

14:45-15:45

Team project work

15:45-16:00

Transfer to Salle Guy Fréchette, level 8

16:00-17:30

Augmented Voices: Music Performance with Technology

Mantautas KRUKAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theatre)

Matas SAMULIONIS (Performer & Artistic Researcher, Lithuanian Academy of Music and Theatre)

Monta MARTINSONE (Singer & Voice Coach)

Jonas SAKALAUSKAS (Singer & CEO, New Opera Company)

Emilija FINAGÉJEVAITĖ (Singer & Producer, New Opera Company)

17:30-18:00

Break

18:00-20:00

CREATIVE WORKSHOP 6: Practicing the creative economy through the Omelette Competition!

Introduction

Summer School Team

International Jury

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SUNDAY, JUNE 30

TEAM PROJECTS / ART & MUSIC

VENUE

> Fabrik 8, 7236, rue Waverly

Metro Station De Castelnau – Blue Line

15:45-16:45

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

Mantautas KRUKAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theatre)

Matas SAMULIONIS (Performer & Artistic Researcher, Lithuanian Academy of Music and Theatre)

Jonas SAKALAUSKAS (Singer & CEO, New Opera Company)

Emilija FINAGĖJEVAITĖ (Singer & Producer, New Opera Company)

Monta MARTINSONE (Singer & Voice Coach)

9:00-9:30

Continental breakfast

9:30-12:00

CREATIVE WORKSHOP 7: Art Thinking

Ekaterina TURKINA (Professor, HEC Montréal & Multimedia Artist)

12:00-12:30

3Rs: Review-Reflect-Recreate

Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens

Cimon CHAPDELAINE (CTO, PhonIA)

3Rs through a space lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

12:30-14:00

Lunch and Team project work

14:00-15:30

Managing the Unexpected

Florin GABOR (Creative Director, Florin Gabor Studio)

Mantautas KRUKAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theatre)

Matas SAMULIONIS (Performer & Artistic Researcher, Lithuanian Academy of Music and Theatre)

Caitlan MAGGS (Creative Director, Speaker & Author)

15:30-15:45

Break

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MONDAY, JULY 1

DISCOVERING MONTREAL!

VENUE

> Palais des congrès de Montréal,
301, rue Saint-Antoine O.

Metro station Place d'Armes – Orange Line

11:00 – 11:15

How to accelerate tourism innovations for a destination:
the case of MT Lab

Martin LESSARD (CEO, MT Lab)

11:15-12:15

La Vitrine MT Lab : a tourism innovation showcase

Audrey BERNARD (Founder & Entrepreneur, Stimulation Déjà Vu)
Discussant Montserrat PAREJA-EASTAWAY (Professor, University
of Barcelona)

12:30

Free afternoon – Explore Montreal!

Old Port
Jazz Festival
Firework Festival

TUESDAY, JULY 2

**SUSTAINABLE ECOSYSTEMS:
FROM NATURE TO AGRICULTURE**

VENUE

- > Insectarium @Espace pour la vie,
4581, rue Sherbrooke E.
- > Planetarium @ Espace pour la vie,
4801 av. Pierre-de-Coubertin, Room P11-P12

Metro station Viau – Green Line

7:45

Arrival and continental breakfast

8:00-8:30

Welcome – Reconnecting with Nature

Maxim LARRIVÉE (Director, Insectarium, Espace pour la vie)

8:30-9:15

Open visit of the Insectarium

9:15-9:30

Walk to the Planetarium

9:30-10:30

CREATIVE WORKSHOP 8: Biophilic Management

Maxim LARRIVÉE (Director, Insectarium - Espace pour la vie)
Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

10:30-10:45

Break

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10:45-11:30

Multiple perspectives on pollinators

Moderated by Helena CAMPOS GUTIERREZ

(Researcher, Mosaic HEC Montréal)

Maxim LARRIVÉE (Director, Insectarium - Espace pour la vie)

Jean-Christophe BÉDOS (CEO, Maison Birks)

Nicolas COALLIER (Principal Data Scientist, Nectar Technologies)

Étienne LAPIERRE (Co-Founder & VP Strategic Accounts, Alvéole)

11:30-12:30

Disrupting the food supply chain for sustainability

Sabin BOILY (Assistant Director of research and innovation,

Cégep de Saint-Hyacinthe & President, H2SX)

Florin GABOR (Vice President Design & Branding, Näak)

12:30-13:45

Lunch & Team project work

14:00-14:45

Innovations in agriculture methods

Moderated by Dany PLOURDE (Knowledge Mobilization Adviser, IVADO)

Marilou CYR (Executive Director, Zone Agtech)

Vincent HALL (Business Partner, Farm3 & CEO and founder, Cultivar)

14:45-15:45

Regenerative agriculture

Nicolas BÉFORT (Associate Professor, NEOMA Business School)

Véronique LEMIEUX (Owner, Vignes en ville & Winemaker,

Vignoble de la Bauge)

Audrey AUBERTIN (Sales Representative & Intern in Sustainable

Viticulture, Les cuvées de Véronique - Vignoble de la Bauge)

Sébastien ANGERS (Biodiversity Designer & Innovative Farmer,

Ferme de l'Odyssee)

15:45-16:00

Break

16:00-16:30

Urban agriculture and social innovation

Benoist DE PEYRELONGUE (Director General, La cuisine collective

Hochelaga-Maisonneuve (CCHM))

16:30-17:00

Sustainable development, gastronomy and healthcare

Fred MORIN (Star Chef, Joe Beef)

Patrick ST. VINCENT (Director of Development & Member Relations,

La Table Ronde)

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WEDNESDAY, JULY 3

CREATIVE INDUSTRIES

VENUE

> Cirque du Soleil (CDS), 8400, 2e avenue

Metro station D'Iberville – Blue Line

> The Big Top, Old Port of Montreal, Quai Jacques-Cartier,
rue de la Commune E.

7:30

Meeting point for bus departure HEC Montréal, EHD, 501,
rue de la Gauchetière O.

8:15-8:45

Welcome to the Cirque du Soleil (CDS)

Continental breakfast

8:45-9:00

Welcome address

Breakout group formation

9:00-10:00

CREATIVE WORKSHOP 9

A - Buffoonery

Massimo AGOSTINELLI (Master-Buffoon, Cirque du Soleil)

B - Make-up

Isabelle FINK (Head of make-up, Cirque du Soleil)

C - Costumes

Suzanne PARADIS (Project manager - eco-responsibility costumes,
Cirque du Soleil)

10:15-10:30

Break / Change

10:30-11:30

Behind the scenes: a guided tour of the CDS

11:30-12:30

Innovation & costume creation at the Cirque du Soleil

Valérie DESJARDINS (Director of Operations, Cirque du Soleil (CDS))

Vanessa LAFOND (Director of Costume Operations, Cirque du Soleil (CDS))

12:30-13:30

Lunch

13:30-14:00

3Rs: Review-Reflect-Recreate

Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens

Pablo VALDES DONOSO (Assistant Professor, Université de Montréal)

3Rs through a space lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

14:00-15:15

**Panel on Innovation in circus and performing arts: research,
experimentations & perspectives**

Moderated by Laurent Simon (Professor,
HEC Montréal & Co-director, Mosaic)

Patrice AUBERTIN (Director, Centre de recherche, d'innovation
et de transfert en arts du cirque (CRITAC))

Emmanuel BOCHUD (Development & Innovation Director, Centre
de recherche, d'innovation et de transfert en arts du cirque (CRITAC))

15:15-17:00

Cité des arts du cirque

17:15

Bus departure for the Old Port of Montreal

20:00

**An Evening Under the Big Top with the Cirque
du Soleil's Show Kurios**

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THURSDAY, JULY 4

IMPACTS OF AI IN SOCIETY

VENUE

> CENTECH, 1000, rue Saint-Jacques, Suite C-0131

Metro Station Bonaventure – Orange Line

8:00-8:30

Continental Breakfast

8:30-9:00

3Rs: Review-Reflect-Recreate

Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens

Stéphane TURBIDE (Co-founder & COO, Maket Technologies)

3Rs through an artistic lens

Valérie DESJARDINS (Director of Operations, Cirque du Soleil (CDS))

9:00-10:00

Panel AI and Health

Moderated by Barbara DECELLE (Health Research Adviser, IVADO)

Anne NGUYEN (Chief AI Officer, Conseil de l'innovation du Québec)

Manel GONZALEZ PIÑERO (Head of Innovation at CREB-UPC,
Technical University of Catalonia)

Neila MEZGHANI (Canada Research Chair in Biomedical Data Analysis,
Université du Québec-TÉLUQ)

Francisca ROJAS SANTOYO (Product Manager, Baüne)

10:00-10:30

Montreal's Health Innovation District

Fabrice BRUNET (Associate Vice-President for Health Sciences
Development, UQAM)

10:30-10:45

Break

10:45-12:00

Human-centered AI

Pierre-Majorique LÉGER (Professor, HEC Montréal & Director, Tech3Lab)

12:00-12:30

Sustainable mobility:

accelerating the environmental & social transformation

Dominique GUEUDET (Director, Total Energies)

12:30-14:00

Lunch and Team project work

14:00-14:45

Space and AI

Annie MARTIN (Portfolio Manager for the Health Beyond Initiative,
Canadian Space Agency)

Abdo SHABAH (CEO, XSpace.AI)

14:45-15:15

AI for Managers

Luc LESPERANCE (Faculty Lecturer, HEC Montréal)

15:15-15:30

Break

15:30-16:30

Panel discussion: Sustainability & Social Innovation

Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)

Madan RAO (Research Director, Your Story Media)

Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

16:30

More team work!!!

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FRIDAY, JULY 5

WHAT'S NEXT???

VENUE:

> **HEC Montréal**, Édifice Hélène-Desmarais,
501, rue de la Gauchetière, A.668 - Salle Luc Poirier, level 6

8:30-9:00

Continental breakfast

9:00-9:30

3Rs: Review-Reflect-Recreate

Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens

Marc PLAMONDON (Vice-President & General Manager -
Health Division, Airudi Santé)

3Rs through a space lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:30-10:30

Bridges to Barcelona

Montserrat PAREJA-EASTAWAY (Professor, University of Barcelona)

Manel GONZALEZ PIÑERO (Head of Innovation at CREB-UPC,
Technical University of Catalonia)

10:30-10:45

Break

10:45-12:00

Teamwork & project advancement presentations

12:00-12:30

Musical 3Rs and au revoir!

Mantautas KRUKAUSKAS (Composer & Associate Professor,
Lithuanian Academy of Music and Theater)

Matas SAMULIONIS (Performer and Artistic Researcher,
Lithuanian Academy of Music and Theatre)

FREE AFTERNOON

DEPARTURE FOR BARCELONA

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SUNDAY, JULY 7

WELCOME TO BARCELONA!

VENUE:

> Ca la Nuri Restaurant, Passeig Marítim de la Barceloneta,
08003 Barcelona

Metro Station Ciutadella Vila Olímpica – Yellow Line (L4)

<https://restaurantcalanuri.com/en/>

During the day

Free museum Sundays

Many of Barcelona's best museums offer free admission on the first Sunday of the month. Take advantage of this unique opportunity to explore the rich cultural heritage of the city and visit some of its renowned museums!
<https://ajuntament.barcelona.cat/arxiunicipal/arxiuhistoric/en/news/come-along-to-the-museums-on-the-first-sunday-of-the-month-1032954>

19:30

Welcome Dinner

MONDAY, JULY 8

LOCAL SOLUTIONS TO GLOBAL CHALLENGES

VENUE:

> Ca l'Alier, C/ de Pere IV, 362, Sant Martí, 08019 Barcelona

Metro Station Selva de Mar – Yellow line (L4)

<https://bithabitat.barcelona/ca-lalier/>

9:30-10:30

Ca l'Alier and urban innovation in Barcelona

Michael DONALDSON (Chief Innovation Officer-General Director,
BIT Habitat-Ajuntament de Barcelona)
Isabella LONGO (Project Director (BIT Habitat),
at Barcelona City Council)

10:30-11:15

Barcelona and innovation: the pathway ahead

Josep Miquel PIQUÉ (La Salle - Campus Barcelona - Ramon Llull University,
IASP - International Association of Science Parks and Areas of Innovation)

11:15-11:45

Break

11:45-12:45

Towards a new paradigm in sustainability

Giada CALVANO (Co-founder, Chloe Sustainability)
Ana AGUILAR (Operations Director, Pastiks)
Veronica KUCHINOW (CEO, Símbiosy)

12:45-13:30

Interconnecting art, science and technology

Tere BADIA (Director, HacTe, Barcelona Hub for Art, Science and Technology)

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY
June 26 to July 13, 2024
Montreal | Barcelona

16th edition

mosaic
HEC MONTRÉAL

Creativity &
Innovation Hub

UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL

13:30-14:30

Lunch

14:30-15:15

New models to access housing from the non-for-profit sector

Natàlia MARTÍNEZ (Head of strategic alliances and communication, Habitat 3 Foundation)

15:15-16:30

Workshop: Business Canvas ahead

Yves PIGNEUR (Professor of Management Information Systems, University of Lausanne)

16:30-16:45

Break

16:45-17:30

Sónar +D: What's next for the creative industries

Antònia FOLGUEREA (Curator, Sónar+D and Eufònic)

17:30-18:15

Team project work

TUESDAY, JULY 9

HEALTHY LIVING & WELL-BEING:

EXPERIMENTING IN THE MARGINS

VENUE:

> Tech Barcelona -

Pier 07, Via Laietana, 26, Ciutat Vella, 08003 Barcelona

Metro Station Jaume I – Yellow Line (L4)

<https://www.techbarcelona.com/en/pier-health/>

9:30-10:15

Tech Barcelona, where the science meets innovation and business

Carmen RIOS (CEO & Co-founder, Doctomatic)

10:15-11:15

AI health ventures shaping tomorrow

Daniela TOST (CEO & Co-founder, Virmedex)

Ariadna MASÓ (CEO & Founder, SANN0)

Ashley DUQUÉ (CEO & Founder, Almna Health)

11:15-11:45

Break

11:45-12:30

Wellbeing and health: new business models

Alfons CARNICERO (CEO & Co-founder, Able Human Motion)

Xavi MUÑOZ (CEO & Co-founder, Onalabs)

12:30-13:00

Bringing applications of Quantum Computing to the market

Marta ESTARELLAS (CEO, Qilimanjaro Quantum Tech)

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Lunch

14:00-15:00

10 years from now in Health Tech

Lidia AGUILERA (Director of Innovation, CaixaResearch Institute)

Alexandre PERERA (Director, CREB)

15:00-15:30

**Team project work, with an Introduction
to the KCP method**

Albert DAVID (Professor- Management of innovation, Paris Dauphine
University – PSL)

15:30-17:15

Team project work

17:45

Commented visit Casa Batlló

>Pg. de Gràcia, 43, L'Eixample, 08007 Barcelona

Metro Station Passeig de Gràcia – Yellow line (L4)

<https://www.casabatllo.es/en/>

WEDNESDAY, JULY 10

SUSTAINABLE COMMUNITIES:

REINVENTING TOURISM & LOCAL EVENTS

VENUE:

> World Trade Center Barcelona, Moll de Barcelona, s/n,
08039 Barcelona

Metro Station Drassanes – Green Line (L3)

<https://www.wtcbarcelona.com/en/>

9:45-10:30

**Barcelona: Economic local development in Barcelona:
indicators and strategies**

Angels SANTIGOSA (Head of the Department of Studies - Management
of Economics and Economic Promotion, Barcelona City Council)

10:30-11:30

**Reinventing tourism and local events:
the role of management**

Patrick TORRENT (Executive Director, Catalonia Tourist Board)
Mateu HERNÁNDEZ (Director General, Turisme de Barcelona)

11:30-11:45

Break

11:45-12:30

America's Cup

Albert VILUMARA (Business Director, America's Cup)

Ignasi ARMENGOL (General Director, Barcelona Fundació Nàutica)

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The future of festivals

Frederic GUERRERO-SOLÉ (Co-director, RAIN Film Festival)
Pep SALAZAR (Director, Off-Barcelona Festival)

13:15-14:30

Lunch

14:30-15:15

Local events, global impact: the case of Mondiacult

Pablo Raphael de la MADRID (Director of International Affairs, Secretariat of Culture of Mexico and Mondiacult)

15:15-16:00

Lessons learned, new utopias in Barcelona: the case of MWCcapital

Jordi ARRUFÍ (Program Director, Mobile World Capital Barcelona)

16:00-17:15

Team project work

20:00

Dinner at Restaurant 7 Portes

>Pg. d'Isabel II, 14, Ciutat Vella, 08003 Barcelona
Metro Station Barceloneta – Yellow line (L4)
<https://7portes.com/en/>

THURSDAY, JULY 11

FEEDING THE PLANET:

INNOVATION IN INGREDIENTS,

PROCESSES & OUTPUTS

VENUE:

> Boquet d'Alella, Av. Sant Josep de Calassanç, 8,
08328 Alella, Barcelona

Transfer by private bus

<https://www.bouquetdalella.com/en/>

9:00

Meeting point for bus departure Gran Via de les Corts
Catalanes, 585, L'Eixample, 08007 Barcelona

10:00-10:45

Feeding the planet: the role of start-ups

José Ignacio ZAFFORA (Senior Regional Startup Manager, EIT Food)

10:45-11:15

Innovation in Gastronomy

Ismael PRADOS (CEO, Oficina Técnica Gastronómica,
Cook and Communicator)

11:15-11:45

Break

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11:45-12:45

Honest cooking

Giuseppe SCONTI (CEO & Founder, NOVAMEAT)
Paco SOLE PARELLADA (Emeritus Professor,
Politechnic University & Owner, Restaurant 7 Portes)
Cristina CUSÍ SIBINA (Director of restoration,
Escola Superior Hosteleria Barcelona (ESHOB))

12:45-13:30

Team project work

13:30-16:00

Lunch and Wine tasting

16:00-17:00

Exercise for success

Caitlan MAGGS (Speaker, Workshop Director, Author)

17.30

Return (option to detour to the beach!)

FRIDAY, JULY 12

ENGAGING WITH AUDIENCES:

CULTURAL SCENE

& DISRUPTIVE INNOVATION

VENUE:

> CCCB, C/ de Montalegre, 5, Ciutat Vella,
08001 Barcelona

*Metro Station Universitat – Red and Purple Lines
(L1 and L2)*

<https://www.cccb.org/en>

9:30-10:30

The future of museums

Elvira DYANGANI (Director, MACBA) (tbc)
Jordi SELLAS (CEO, Layers of reality)

10:30-11:00

Break

11:00-12:00

The rise of indie video games: challenging big studios

Joan Francesc BANÓ (CEO, GameBCN)
Pau PUIGGRÓS (CEO, Player to player)
Yesenia VÁZQUEZ (Magic Rain Studios)

12:00-12:45

Challenges and opportunities in music

Daniel Abraham BASSE (Singer, songwriter & independent artist)
Gonçal CALVO i PÉREZ (Head of innovation, BMAT Music Innovators)

12:45-14:15

Lunch and team project work

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14:15-15:00

Transforming Barcelona into a Global Music Tech Landmark

Isabel VILLANUEVA (Founder, Sweet bird)

Adrià LLADÓ (Public Affairs, 19N Strategies and Music Tech Hub BCN)

15:00-16:00

Writing Workshop

Mantautas KRUKAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theatre)

16:00-16:30

Break

16:30-18:00

Guided visit to the exhibition "Suburbia. Building the American Dream" at CCCB

Francesc MUÑOZ (Advisor, SUBURBIA exhibition)

<https://www.cccb.org/en/exhibitions/file/suburbia/243777>

SATURDAY, JULY 13

TEAMWORK, PRESENTATIONS

& CLOSING CEREMONY

VENUE:

> StartUB! – Universitat de Barcelona,
Carrer de Pascual i Vila, Les Corts, 08028 Barcelona

Metro Station Palau Reial (L3)

<https://startub.ub.edu/en/>

9:30-11:00

Breakfast and team project work

11:00-12:30

Projects final presentations

12:30-13:00

Awarding of Certificates

13:00-14:00

Closing ceremony and farewell cocktail

*Program subject to change without notice