

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

FOR A RESILIENT SOCIETY

June 28 – July 9, 2021

Montreal | Barcelona

creativity

resilience

2<sup>nd</sup> ONLINE EDITION

## DAILY SCHEDULE

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

Opening remarks

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

Presentations + Q&A

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

10:15-11:00 MTL | 16:15-17:00 BCN

Creative workshop

10:15-11:00 MTL | 16:15-17:00 BCN

Roundtable

11:45-12:15 MTL | 17:45-18:15 BCN

Presentation

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

Conversation with a keynote speaker

13:00-13:45 MTL | 18:00-18:45 BCN  
**LUNCH**

13:45-14:15 MTL | 19:45-20:15 BCN

Lessons learned

14:30-17:00 MTL | 20:30-23:00 BCN  
**TEAMWORK**

## CONTACT INFORMATION

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\*Program subject to change without notice.

## PRELIMINARY PROGRAM WEEK 1

### MONDAY, JUNE 28 COMMUNITIES & ECOSYSTEMS OF INNOVATION

With P. Cohendet, L. Simon,  
M. Pareja Eastaway, M. Rao, L. Stojak,  
E. Ruiz, B. Sarasin, P. Llerena, S. Faraj

- Welcome & introduction
- Fundamentals of communities & ecosystems of innovation
- Communities of innovation & resilience
- Virtual communities of innovation

### TUESDAY, JUNE 29 NEW URBAN LIFESTYLES FOR A SUSTAINABLE FUTURE

With M. Pareja Eastaway, H. Imamura,  
J.M. Piqué, M. Blackburn-Boulianne,  
C. Hatch, U. Eicker (tbc)

- The new meaning of home
- Innovating mobility
- Re-imagining tourism
- Urban sustainability

JUNE  
30

WEDNESDAY  
DAY OFF

### THURSDAY, JULY 1 REINVENTING HEALTH & WELLNESS

With P. Cohendet, K. Malas, L. Sirois, L.  
Simon, M-P.Faure, N. Tremblay,  
P. Beauchesne, J-C. Cailliez, N. Bier,  
A. Martin, L. Soler (tbc)

- Living labs, collaborative spaces & open innovation in healthcare
- Taking care of the elderly post Covid-19
- Insights from space
- The future of personalized medicine
- The quantum computing revolution

### FRIDAY, JULY 2 THE FUTURE OF EVENTS & SPACES

With M. Pareja Eastaway, H. Imamura,  
E. Grab, M. Lauzon, Y. Lapierre, L. Bonet,  
C. Tham, A. Pratt (tbc), M. Krukauskas,  
L. Mayrand (tbc)

- Innovative spaces after Covid-19
- The case of Movin'On – Michelin
- How can technologies enhance events?
- Impact for the performing arts

## PRELIMINARY PROGRAM WEEK 2

### MONDAY, JULY 5 RECONNECTING WITH NATURE, ART & CULTURE

With A. Vargas, L. Bonet, P.L. Sacco,  
J-Y. Couput, D. Lapointe (tbc),  
A. Charpentier, C-M. Brunelle,  
E. Ruiz-Geli (tbc)

- Biomimicry as a tool for industrial design
- Nature-inspired architecture
- Building a creative middleground: Montreal's A Space for life
- The relationship between nature & art

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

With M. Rao, M. Pareja Eastaway, F-P.Saldanha,  
J. Bissonnette, A. Demattos, H. Steben,  
M.T. Tranh, F.-X. de Vaujany

- Social innovation & Inspiration from Brazil, India, and Africa
- From idea to impact - Montreal's Maison de l'innovation sociale
- Social circus in Brazil
- Social Business Creation (SBC): an international competition to spur social entrepreneurship

JULY  
7

WEDNESDAY  
DAY OFF

### THURSDAY, JULY 8 FROM STRATEGIC LEADERS TO SOCIETAL LEADERS

With P. Cohendet, L. Simon,  
M. Pareja Eastaway, J.-C. Bédos,  
A. Cornella, Y. Pigneur, B. Segrestin (tbc),  
J.-J. Stréliski

- Reinventing the organisation
- The firm without managers?
- Ideas, organisations & commons
- Reconciling the firm: mission-oriented firms, generosity oriented firms?
- Ethics and social media

### FRIDAY, JULY 9 FINAL TEAM PRESENTATIONS & VIRTUAL COCKTAIL

TEAM PRESENTATIONS