

## KEY BENEFITS & TAKEAWAYS

- ✓ Experiment with creative best practices to better innovate
- ✓ Rethink business strategies and models
- ✓ Learn to implement new value creation models
- ✓ Interact & network with peers from different industries & countries

## PROGRAM FEES

- Professionals: CAN\$ 8 500<sup>1</sup>
- Non-profits, academics, public sector: CAN\$ 6 750<sup>1</sup>  
<sup>1</sup> 10% discount early bird registration by 27 March 2022
- Graduate students: CAN\$ 5 000<sup>2</sup>  
<sup>2</sup> Scholarships available

## ACCREDITATION

- Recognised as a training activity of the Québec Bar
- Qualifies for Québec's Corporate Education Tax Credit
- Training organisation recognised in France

## CONTACT INFORMATION

Lucy Stojak – lucy.stojak@hec.ca  
(+1) 514 340-7193

[summer-school.hec.ca](http://summer-school.hec.ca)

## PARTNERS



## COLLABORATORS

CIRQUE DU SOLEIL



## WITH THE SUPPORT OF



# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

14<sup>th</sup> EDITION

23 June to 8 July 2022  
Montreal | Barcelona



# MONTREAL

FROM JUNE 23 TO JULY 1<sup>ST</sup>



THURSDAY 23 JUNE

## INTRODUCTION / TEAM PROJECTS & CREATIVE WORKSHOPS

### HEC Montréal

Experiment with the creative economy through a Design Thinking workshop.

With P. Cohendet, L. Simon, L. Stojak, M. Pareja-Eastaway, N. Billou

## 608 New Business Models in Creative Industries

Discussion with

**Pierre-Jean Benghozi**, Professor at the École Polytechnique de Paris, Head of the Innovation and Regulation in Digital Services Department. The conference will be followed by a cocktail reception.

FRIDAY 24 JUNE

## NATURE, DIVERSITY & SOCIAL INCLUSION

### A Space for Life

Learn how to design and implement living spaces for the public in tune with nature. How can nature and A Space for Life better accompany citizens in a society in transition.

With C.M. Brunelle, A. Charpentier (tbc)

SATURDAY 25 JUNE

## THE CREATIVE SOCIETY & THE ECONOMY OF INNOVATION

### HEC Montréal

Understand the creative economy, its theoretical foundations, and key issues. Experience the creative economy through creative workshops. Apply your creativity in the famous omelette competition!

With P. Cohendet, L. Simon

SUNDAY 26 JUNE

## TEAM PROJECTS / DISCOVERING MONTREAL!

### Canadian Centre for Architecture (CCA)

MONDAY 27 JUNE

## THE HEALTH CARE ECOSYSTEM, AI, DATA & INTELLECTUAL PROPERTY

### CHUM (tbc)

Health innovation ecosystems: comparing the ecosystems of Barcelona, Strasbourg, Lille, and Montreal. New models of open innovation labs. Creativity, innovation, and intellectual property in medical research. Telemedicine and its impact on the practice of medicine

With K. Malas, C.E. Aubin, A. Le Bouthillier, Y. Lapierre, N. Tremblay, B. Kilic, R. Thirsk (tbc)

TUESDAY 28 JUNE

## ART, CULTURE & CREATIVITY

### École nationale de cirque (ENC) + TOHU

Tradition and novelty at the ENC. Discover the innovative ecosystem around the Cirque du Soleil. Discover La TOHU, an example of sustainable development through culture. Art therapy: the example of Transition Space at the Museum.

With B. Petiot, P. Aubertin, E. Bochud, S. Lavoie, E. Turkina, P. Garel

WEDNESDAY 29 JUNE

## TEAM PROJECTS / CREATIVE INDUSTRIES

### HEC Montréal + Ubisoft Montréal (tbc)

Understand the management of creative processes, collaborative management, and the role of knowledge communities in the world's largest video game studio.

With L. Simon, J. Laferrière (tbc)

THURSDAY 30 JUNE

## SUSTAINABLE MOBILITY & ENERGY

The future of sustainable mobility and transportation: Desirable goals and inspiring projects.

With E. Grab, S. Brochu (tbc)

FRIDAY 1<sup>ST</sup> JULY

## SO, WHAT'S NEXT?

### Maison de l'innovation sociale

Lessons learned and feedback from week 1. Team Project updates.

## Departure for Barcelona!

# BARCELONA

FROM 2 TO 8 JULY



SATURDAY 2 JULY

## ARRIVAL IN BARCELONA

### WELCOME DINNER –

### Ca La Nuri

SUNDAY 3 JULY

## INNOVATION & CLIMATE EMERGENCY

### Disseny Hub + Fabra Coats

How are companies envisaging the challenge of climate change and sustainability? What are the impacts in terms of business models?

With M. Pareja-Eastaway, M. González, C. Tham, A. Mane, J. Quintana

MONDAY 4 JULY

## INNOVATION AND THE GREEN/BLUE ECONOMY & THE CITY: THE ROLE OF ENTREPRENEURSHIP

### Palo Alto + The Institute of Next

New trends and specialisations in the city of Barcelona. From ideas to facts. The role of entrepreneurs in the green/blue economy.

With X. Castaner, J.M. Piqué, R. Marrades, E. González, R. Parmentier

TUESDAY 5 JULY

## INNOVATION & STRATEGIC INDUSTRIES / THE DIGITAL ECONOMY

### Recinte Modernista

Empowering the citizen: technological innovation at the service of the community. The role of networks and path dependency. Fashion, design, and sustainability: ethical fashion.

With E. Osacar, N. Akoum, E. González, M. Feijoo, N. Mora

WEDNESDAY 6 JULY

## INNOVATION & NUTRITION, HEALTH & GASTRONOMY

### Fundacio Alicia

New approaches to gastronomy. The use of AI to accelerate innovation. The relevance of health in food consumption.

With P. Solé-Parellada, F. Chartier, M. Rubiralta, A. Riera Pi, O. Estela, I. Capdevila, Y. Duytsche

THURSDAY 7 JULY

## DISRUPTIVE INNOVATION MODELS IN ARTS & CULTURE

### #Plantauno

Approaches to new business models in culture, related industries, and the use of arts as catalysts for innovation.

With L. Bonet, F. Perez, A. Reykja, A. Vargas, A. Perkins

FRIDAY 8 JULY

## TEAM PROJECT PRESENTATIONS / CLOSING CEREMONY

### University of Barcelona

\*Program subject to change without notice.