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 500¹
• Non-profits, academics, public sector: CAN$ 6 750¹
  ¹ 10% discount early bird registration by 27 March 2022
• Graduate students: CAN$ 5 000²
  ² 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
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PARTNERS

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

14th EDITION
23 June to 8 July 2022
Montreal | Barcelona

WITH THE SUPPORT OF

COLLABORATORS
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

6@8 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 & INTELECTUAL 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. Garej

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 1st JULY
SO, WHAT’S NEXT?
Maison de l’innovation sociale
Lessons learned and feedback from week 1. Team Project updates.

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? How are different sectors providing ideas for reuse, recycling and energy savings?
With M. Pareja-Eastaway, C. Thom, A. Mañé, J. Quintana, L. Pando

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, R. Parmentier, C. Cruz, H. Berkovitz, F. Ribera

Tuesday 5 July
INNOVATION & STRATEGIC INDUSTRIES / THE DIGITAL ECONOMY
Recinte Modernista
With E. Osacar, N. Akoum, E. González, M. Feijoo, N. Mora, E. Cabré

Wednesday 6 July
INNOVATION & NUTRITION, HEALTH & GASTRONOMY
Fundació 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. Duysche

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, J. Plensa

Friday 8 July
TEAM PROJECT PRESENTATIONS / CLOSING CEREMONY
University of Barcelona

*Program subject to change without notice.