

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub



UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

# 16<sup>th</sup> edition



# MONTREAL

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub

UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**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/](http://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**



# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub



UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**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) (tbc)

**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)

**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) (tbc)

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

**16:00-16:15**

Break

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub

UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**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)

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub



UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**11:15-11:30**

**Hydro-Quebec at a glance**

**Split Lunch / Team work / Visit**

**A** Team project work / Visit (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**

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub



UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**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)

**12:30-13:30**

**Lunch**

**13:45-14:45**

**Team challenge presentations and general discussion**

**Challenge 1: ADM** - AI value creation & innovation

**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 SAKALAIUSKAS (Singer & CEO, New Opera Company)

Emilija FINAGÉJEVAITÉ (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**

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub



UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**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

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub

UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**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**

Natura Natura – a Multimedia Project (tbc)

Catherine D'AMOURS (Professor, École de Design -  
UQAM & Multidisciplinary Artist) (tbc)

**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



# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub



UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**10:45–11:30**

## Multiple perspectives on pollinators

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

Jean-Christophe BÉDOS (CEO, Maison Birks)

Nicolas COALLIER (Principal Data Scientist, Nectar Technologies) (tbc)

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

Dany PLOURDE (Knowledge Mobilization Adviser, IVADO)

**11:30–12:30**

## Circular economy in the food system

Sabin BOILY (Assistant Director of research and innovation,

Cégep de Saint-Hyacinthe & President, H2SX)

Jean LACROIX (President & CEO, Cintech agroalimentaire)

Florin GABOR (Vice President Design & Branding, Näak)

**12:30–13:45**

## Lunch & Team project work

**14:00-15:00**

## Innovations in agriculture methods

Moderated by Helena CAMPOS GUTIERREZ (Researcher,

Mosaic HEC Montréal)

Dany PLOURDE (Knowledge Mobilization Adviser, IVADO)

Marilou CYR (Executive Director, Zone Agtech)

Benjamin LARAMÉE (Co-founder & Scientific director, EAU)

**15:15-16:00**

## Regenerative agriculture

Nicolas BÉFORT (Associate Professor, NEOMA Business School)

Véronique LEMIEUX (Owner, Vignes en ville & Apprentice 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'Odysée)

**16:00-16:15**

## Break

**16:15–16:45**

## Urban agriculture and social innovation

Benoist DE PEYRELONGUE (Director General, La cuisine collective  
Hochelaga-Maisonneuve (CCHM))

**16:45-17:15**

## Sustainable development, gastronomy, and healthcare

Fred MORIN (Star Chef, Joe Beef)

Patrick ST. VINCENT (Director of Development & Member Relations,  
La Table Ronde)

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub

UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**WEDNESDAY, JULY 3**

**CREATIVE INDUSTRIES**

## VENUE

- > Cirque du Soleil (CDS), 8400, 2e avenue
- > La TOHU, 2345, rue Jarry E

*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

**10:15-10:30**

Break / Change

**10:30-11:30**

Behind the scenes: a guided tour of the CDS

**11:30-12:30**

CDS presentation

**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**

**Round Table/Panel**

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))

**15:15-15:45**

**15:45-16:00**

Transfer to la TOHU

**16:00-17:00**

Welcome & visit

**Integrating art & culture at la TOHU**

Stéphane LAVOIE (Director General, la TOHU) (tbc)

**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

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub



UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**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 transformaiton**

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!!!**

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub



UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**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**



# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub



UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

# 16<sup>th</sup> edition



# BARCELONA

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub

UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**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, 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

# 16<sup>th</sup> 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**

Carme PAULINE (CEO & Co-founder, Doctomatic)

**10:15-11:15**

**AI health ventures shaping tomorrow**

Dani TOST (CEO & Co-founder, Virmedex)

Ariadna MASÓ (CEO & Founder, SANNO)

Ashley DUQUÉ (CEO & Founder, Almma Health)

**11:15-11:45**

Break

**11:45-12:30**

**Wellbeing and health: new business models**

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

Elisabet del VALLE (CEO & Co-founder, Onalabs INNOhub & Cliclab)

**12:30-13:00**

**Bringing applications of Quantum Computing to the market**

Marta ESTARELLAS (CEO, Qilimanjaro Quantum Tech)

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub

UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**13:00-14:00**

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/>

**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-healtech/>

**9:45-10:30**

**Barcelona : where the science meets innovation  
and business**

Carme PAULINE (CEO & Co-founder, Doctomatic)

**10:15-11:15**

**AI health ventures shaping tomorrow**

Dani TOST (CEO & Co-founder, Virmedex)

Ariadna MASÓ (CEO & Founder, SANNO)

Ashley DUQUÉ (CEO & Founder, Almma Health)

**11:15-11:45**

**Break**

**11:45-12:30**

**Wellbeing and health: new business models**

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

Elisabet del VALLE (CEO & Co-founder, Onalabs INNOhub & Clctab)



# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub

UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**12:30-13:00**

**Bringing applications of Quantum Computing  
to the market**

Marta ESTARELLAS (CEO, Qilimanjaro Quantum Tech)

**13:00-14:00**

Lunch

**14:00-15:00**

**10 years from now in Health Tech**

Lidia AGUILERA (Director of Innovation, CaixaResearch Institute)

Andrea Stephany DIAZ (CEO & Co-founder, OncoSwab) (tbc)

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

**16:30-17:00**

Group transfer by public transport to Casa Batlló

**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**

Aurora CATÀ (Vice-president of America's Cup Events Barcelona,  
ACE Barcelona)

Ignasi ARMENGOL (General Director, Barcelona Fundació Nàutica)

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub

UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**12:30-13:15**

## 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 WMC

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**

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub



UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**11:45-12:45**

## Honest cooking

Giuseppe SCONTI (CEO & Founder, NOVAMEAT)  
Paco SOLE PARELLADA (Emeritus Professor,  
Politechnic University & Owner, Restaurant 7 Portes)  
Alfred ROMAGOSA FREIXES (Director, Restaurant Fermí Puig)  
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 (CEO, LUA)

**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

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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

# 16<sup>th</sup> edition

**mosaic**  
HEC MONTRÉAL

Creativity &  
Innovation Hub

UNIVERSITAT DE BARCELONA  
BUSINESS SCHOOL

**14:15-15:00**

## Transforming Barcelona into a Global Music Tech Landmark

Isabel VILLANUEVA (CEO, 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