

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

17th edition

June 25 to July 11, 2025 • Montreal | Nantes | Barcelona



MONTREAL

June 25

**Introduction/Team projects/Creative workshops/
6@8**

> HEC Montréal

Experiment with the creative economy through a Design Thinking workshop.

6@8 Innovating for the future with Charles-Mathieu Brunelle,
Executive Director, Quartier des Arts du Cirque.
The conference will be followed by a cocktail.

June 26

**Imagining an innovation ecosystem in aeronautics:
the case of Mirabel airport**

> Montréal-Mirabel International Airport

Explore the future of aerospace innovation and ecosystem building around Mirabel Airport in Quebec. Interactive co-design workshop.

June 27

AI, ethics & inclusion – creativity in a fragile world

> IVADO (tbc)

How can AI foster inclusivity and support vulnerable populations. How can we create innovative solutions that improve accessibility, healthcare, and social care, helping to empower individuals in fragile or marginalized communities.

June 28

**How to manage ecosystems of innovation:
concepts & practices**

> HEC Montréal

Explore the creative economy—its foundations, issues, and transformations. Engage in a creative workshop and put theory into practice with the omelette competition!

June 29

Science, sustainability & innovation

> Espace pour la vie – Planetarium and Insectarium

Explore how biophilic design and sustainable agriculture reshape our bond with nature. See how space technology connects remote communities and offers sustainable solutions to global challenges.

June 30

Creative industries

> Cirque du Soleil (tbc)

Discover the innovative ecosystem around Cirque du Soleil. Visit La TOHU, a model of sustainable development through culture, and explore research and experimentation in circus arts at the National Circus School.

July 1

So, what's next?

> Maison du développement durable

On our last day in Montreal, "Bridges to Nantes" will introduce participants to the next phase of the program. Presentations will be given on the progress of the team projects.

Departure for Nantes in the evening!

NANTES

July 3

Industry and its futures

> Innovation Pole Jules Verne (IRT)

What are the challenges and opportunities related to sobriety and circularity in the aeronautics sector? Discover decarbonization and sustainable practices in shipbuilding and explore the evolution of Nantes' new nautical ecosystem.

July 4

Health and its futures

> Health R&D and Innovation Campus – QHU / Station S

How is the new medtech ecosystem around the Station S project shaping up: places, people, and key issues? Then consider how the characteristics of the region/territory impact individual and global health (active design, nutrition).

July 5

Art and creativity in public spaces

> Ile de Nantes/Creation District

Understand the project Île de Nantes/Quartier de la Création/ Les Machines de l'Île. Discover La machine and its Le Grand Éléphant. Follow the Green Line to explore citywide art and culture. Reflect on how art inspires citizens' imagination.

July 6

Departure for Barcelona!

BARCELONA

July 7

Urban futures: rethinking livability in cities

> Ca l'Alíer

This session focuses on enhancing city livability through sustainable urban design. Participants will explore projects like Barcelona's Superblocks and their impact on mobility, public spaces, and well-being, envisioning the future of urban living.

July 8

One health: a holistic approach to global well-being

> Tech Barcelona, Pier 07

Explore the One Health framework and Barcelona's healthtech ecosystem, showcasing startups tackling global health challenges in human, animal and environmental health through case studies and panels.

July 9

**Exploring new solutions: sustainability,
km0 and environmental stewardship**

> Fundació Palau i Fabra

This day emphasizes rural areas and local production in sustainability. Participants will explore innovative practices for environmental stewardship and resilience, with field visits showcasing scalable solutions to global challenges.

July 10

**Cultural and creative industries: exploring
new frontiers**

> Museu de la Música

This session delves into cross-innovation in cultural industries, exploring trends in arts, entrepreneurship, and technology-driven change. Panels, workshops, and discussions with cultural leaders will shape the day.

July 11

Team projects/Closing ceremony

> Start UB, University of Barcelona

The final day features team project presentations, a keynote on future urban and cultural innovation, and a closing ceremony.