

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

FOR A RESILIENT SOCIETY

June 28 – July 9, 2021

Montreal | Barcelona

creativity

resilience

2nd ONLINE EDITION

DAILY SCHEDULE

8:30-9:00 MTL
Opening remarks
9:00-10:00 MTL
Presentations + Q&A
10:00-10:15 MTL
BREAK
10:15-11:00 MTL
Creative workshop
11:00-11:45 MTL
Roundtable
11:45-12:15 MTL
Presentation
12:15-13:00 MTL
Conversation with a keynote speaker
13:00-13:45 MTL
LUNCH
13:45-14:15 MTL
Lessons learned
14:30-17:00 MTL
TEAMWORK

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 (tbc)

- 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, 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

FORMAT

LECTURES & SEMINARS

Deepen your knowledge on management of creativity & the economics of innovation

ROUNDTABLES & CREATIVE WORKSHOPS

Foster collaboration, experimentation and a hands-on approach to creativity

PRIVILEGED DISCUSSIONS WITH INFLUENTIAL THINKERS

Discuss with influential thinkers in the field of management

TEAM CHALLENGES

Participants will collaborate across disciplines on Challenges and learn to produce quality work in a distributed environment. Coaches from industry & academia will support each team.

PRELIMINARY PROGRAM WEEK 2

MONDAY, JULY 5 RECONNECTING WITH NATURE

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

- 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, Y. Pigneur, B. Segrestin (tbc), J.-J. Stréliski, M. Mazuccatto (tbc)

- 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