

## PROGRAM WEEK 1

### MONDAY, JUNE 28 ECOSYSTEMS & COMMUNITIES OF INNOVATION

8:30 – 9:00 MTL | 14:30 – 15:00 BCN

#### Welcome & Introduction

Federico Pasin, Director, HEC Montréal  
Patrick Cohendet, Professor, HEC Montréal  
Laurent Simon, Professor, HEC Montréal  
Montserrat Pareja-Eastaway, Professor, University of Barcelona  
Lucy Stojak, Executive-Director, Mosaic-HEC Montréal

9:00 – 10:00 MTL | 15:00 – 16:00 BCN

#### Fundamentals of the Creative Economy Presentation + Q&A

Patrick Cohendet, Professor, HEC Montréal  
Laurent Simon, Professor, HEC Montréal  
Madan Rao, Research Director, Your Story Media

10:00 – 10:15 MTL | 16:00 – 16:15 BCN  
BREAK

10:15 – 11:15 MTL | 16:15 – 17:15 BCN

#### Fundamentals of Communities of Innovation Presentation + Q&A

Patrick Cohendet, Professor, HEC Montréal  
Laurent Simon, Professor, HEC Montréal  
Émilie Ruiz, Associate Professor, University of Strasbourg  
Yves Jacquier, Executive Director – Production Studio Services, Ubisoft Montréal

11:15 – 11:30 MTL | 17:15 – 17:30 BCN

#### Creative Games

Caitlan Maggs, Head Artistic Coach, Cirque du Soleil

11:30 – 12:00 MTL | 17:30 – 18:00 BCN

#### Communities of interest and Michelin's Open Lab in Sustainable Mobility

Introduction by Carolyn Hatch, Researcher, Mosaic-HEC Montréal  
Laurent Simon, Professor, HEC Montréal  
Erik Grab, VP Anticipation & Strategic Innovation, Michelin

12:15 – 13:00 MTL | 18:15 – 19:00 BCN

#### Conversation with

Samer Faraj, Professor and Canada Research Chair in Technology, Innovation & Organizing, Desautels Faculty of Management, McGill University

13:00 – 13:45 MTL | 19:00 – 19:45 BCN  
LUNCH BREAK

13:45 – 14:15 MTL | 19:45 – 20:15 BCN

#### Lessons learned

Catherine Beaudry, Professor, Polytechnique Montréal

#### PM

#### TEAMWORK

### TUESDAY, JUNE 29 NEW URBAN LIFESTYLES FOR A SUSTAINABLE FUTURE

8:30 – 9:00 MTL | 14:30 – 15:00 BCN

#### Opening Remarks

Montserrat Pareja-Eastaway, Professor, University of Barcelona  
Isabelle Dessureault, Head, Bureau du Québec in Barcelona  
Josep M. Piqué, President, International Association of Science Parks and Areas of Innovation (IASP)

9:00 – 10:00 MTL | 15:00 – 16:00 BCN

#### Reimagining Cities & Places Presentation + Q&A

Reimagining Bangalore  
Madan Rao, Research Director, Your Story Media  
The future of Quartier des spectacles  
Émilie Chabot, Director, Strategic Development, Quartier des Spectacles Partnerships  
Revitalization of Barcelona, Tokyo and Montreal by Chartier World LAB  
François Chartier, Créateurs d'harmonies  
Alternative Urban Housing Approach  
Maxime Blackburn-Boulianne, President, Cohabitat Espace-Co Montréal  
Marie-Andrée Rodrigue, Leader-Recruitment, Cohabitat Espace-Co Montréal

10:00 – 10:15 MTL | 16:00 – 16:15 BCN  
BREAK

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#### Creative Workshop: Reimagining Cities Post-Covid: Applying AI?

Johan Saba, Founder, SeedAI

11:15 – 11:30 MTL | 17:15 – 17:30 BCN

#### Creative Games

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#### Reimagining New York

Moderated by Patrick Cohendet, Professor, HEC Montréal  
Sharon Zukin, Professor Emerita of Sociology and of Earth and Environmental Sciences, Brooklyn College and City University Graduate Center

12:15 – 13:00 MTL | 18:15 – 19:00 BCN

#### Conversation with

Charles Landry, Co-founder, The Creative Bureaucracy Festival, Berlin | Author of The Creative City: A Toolkit for Urban Innovators  
Moderated by Ramon Marrades, Director, Placemaking Europe

13:00 – 13:45 MTL | 19:00 – 19:45 BCN  
LUNCH BREAK

13:45 – 14:15 MTL | 19:45 – 20:15 BCN

#### Lessons learned

Montserrat Pareja-Eastaway, Professor, University of Barcelona  
Edu Bernal, Transit Projectes  
Tomas Guido, Transit Projectes

#### PM

#### TEAMWORK

### JUNE 30

WEDNESDAY DAY OFF

### THURSDAY, JULY 1 OPEN INNOVATION IN HEALTHCARE

8:30 – 9:00 MTL | 14:30 – 15:00 BCN

#### Opening Remarks

Nathalie Tremblay, Research Professional, Mosaic-HEC Montréal

Institut TransMedTech and its Partners: a Living Lab in Ste Justine Hospital Montréal  
Marie-Pierre Faure, Deputy Director, Institut TransMedTech  
The Medicen Paris Region Ecosystem: Main challenges for healthcare innovation – focus on AI & Data  
Blandine Hirtz, Head of International Affairs and Market Access, Medicen (Healthtech Innovation Hub)  
MedTech & the Strasbourg Ecosystem  
Patrick Llerena, Professor, University of Strasbourg

9:00 – 10:00 MTL | 15:00 – 16:00 BCN

#### Living labs, Collaborative Spaces & Open Innovation in Healthcare

Pascal Beauchesne, Advisor-Impact Development, NUMANA  
Patrick Llerena, Professor, University of Strasbourg  
Christelle Carrier, Head, La Fabrique de l'hospitalité Strasbourg  
Sylvain Moreno, CEO & Scientific Director, Digital Health Circle | Associate Professor, Simon Fraser University

10:00 – 10:15 MTL | 16:00 – 16:15 BCN  
BREAK

10:15 – 11:15 MTL | 16:15 – 17:15 BCN

#### AI, Digital Technologies & the Future of Healthcare

Digital Health Digital Platform – The Revolution of Precision Medicine Partnership – Imagia and Terry Fox Research Institute  
Alexandre Le Bouthillier, Co-Founder & COO, Imagia  
Leverage AI For Better Care  
Aïssa Khelifa, CEO, MilVue  
Blockchain to free Health Data: ISALID  
Nesrine Benyahia, CEO & Founder, Dr Data

11:15 – 11:30 MTL | 17:15 – 17:30 BCN

#### Experimentation in innovation adoption: Procurement by Co-Design in Healthcare

Hyun-Duck McKay, Design Manager, Partner Solutions, MaRS Discovery District

11:30 – 11:45 MTL | 17:30 – 17:45 BCN

#### The Learning Journey – Virtual Reality + Surgical Training

Olivier Fontaine, COO, VirtualiSurg  
Anna Carolina Queiroz, Postdoctoral Researcher, Stanford University, Chief Learning Officer, VirtualiSurg

11:45 – 12:00 MTL | 17:45 – 18:00 BCN

#### Creative Games

Caitlan Maggs, Head Artistic Coach, Cirque du Soleil

12:15 – 13:00 MTL | 18:15 – 19:00 BCN

#### Conversation with

Kathy Malas, Associate to the President & Chief Executive Officer – Innovation & Artificial Intelligence – CHUM

13:00 – 13:45 MTL | 19:00 – 19:45 BCN  
LUNCH BREAK

13:45 – 14:15 MTL | 19:45 – 20:15 BCN

#### Lessons learned

Valérie Mérindol, Professor, Paris School of Business  
David Versailles, Professor, Paris School of Business

#### PM

#### TEAMWORK

### FRIDAY, JULY 2 THE FUTURE OF EVENTS & SPACES

8:30 – 9:00 MTL | 14:30 – 15:00 BCN

#### Opening Remarks

Montserrat Pareja-Eastaway, Professor, University of Barcelona  
Luis Bonet, Professor, University of Barcelona  
Cecilia Tham, Founder, Makers of Barcelona (MOB) & Principal and Future Synthesist at Futurity Studio

9:00 – 10:00 MTL | 15:00 – 16:00 BCN

#### Urban Experiences

Moderated by Laurent Simon, Professor, HEC Montréal  
Hajime Imamura, Professor, Toyo University  
René Carraz, Professor, Toyo University  
Michel Lauzon, President & CEO, LAAB  
Gino Plevano, Senior Vice-President, IT-Digital Strategy, Groupe CH

10:00 – 10:15 MTL | 16:00 – 16:15 BCN  
BREAK

10:15 – 11:15 MTL | 16:15 – 17:15 BCN

#### Roundtable: Impact of the Pandemic on Performing Arts & Entertainment

Moderated by Montserrat Pareja-Eastaway, Professor, University of Barcelona and Laurent Simon, Professor, HEC Montréal  
Patrice Aubertin, Director – Center for Research, Innovation and Transfer in Circus Arts, National Circus School  
Bernard Petiot, Vice-President Casting & Performance, Cirque du Soleil  
Roger Parent, President Founder, Thinkwell-Montréal  
Hugo Bélanger, Artistic Director, Tout à Trac

11:15 – 11:30 MTL | 17:15 – 17:30 BCN

#### Creative Games

Caitlan Maggs, Head Artistic Coach, Cirque du Soleil

11:30 – 12:00 MTL | 17:30 – 18:00 BCN

#### Revisiting the role of creatives & artists

Andy Pratt, Professor, City University London

12:15 – 13:00 MTL | 18:15 – 19:00 BCN

#### Conversation with

Luc Mayrand, Vice-President, Creative Portfolio Executive, Walt Disney Imagineering

13:00 – 13:45 MTL | 19:00 – 19:45 BCN  
LUNCH BREAK

13:45 – 14:15 MTL | 19:45 – 20:15 BCN

#### Lessons learned

Quim Packard, Co-director & Founder, Fireplace Project Barcelona  
Mantautas Krukauskas, Composer, Lithuanian Academy of Music & Theater

#### PM

#### TEAMWORK

## PROGRAM WEEK 2

### MONDAY, JULY 5 RECONNECTING WITH NATURE, ART & CULTURE

8:30 – 9:00 MTL | 14:30 – 15:00 BCN

#### Opening remarks

Charles-Mathieu Brunelle, Executive Director, A Space for Life & Deputy Director General, Ville de Montréal

9:00 – 10:00 MTL | 15:00 – 16:00 BCN

#### Creativity, Wellbeing & Nature

Moderated by Montserrat Pareja Eastaway, Professor, University of Barcelona

#### Creativity and Health

Pier Luigi Sacco, Professor of Cultural Economics, IULM University, Milan

#### Nature and Art: Frugal art

Madan Rao, Research Director, YourStory Media  
Gaudi – Nature Inspired Architecture

Amílcar Vargas, Responsible of World Heritage at Casa Batlló

10:00 – 10:15 MTL | 16:00 – 16:15 BCN  
BREAK

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#### Applying sustainability

Moderated by Lucy Stojak, Executive-Director, Mosaic-HEC Montréal

#### Sustainable Infrastructure in cities: the case of the Samuel-De Champlain bridge in Montréal

Introduction by Maude Brunet, Professor, HEC Montréal  
Hélène Dubé, Project Manager-Environmental Specialist, SNC-Lavalin – video  
Biomimicry as a tool for design  
Paul Deutschman, Designer, Deutschman Design  
The Overview effect from space

Robert Thirsk, Retired astronaut, Canadian Space Agency

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#### Creative Games

Caitlan Maggs, Head Artistic Coach, Cirque du Soleil

11:30 – 12:00 MTL | 17:45 – 18:15 BCN

#### Creative Workshop: Visual Thinking

Quim Packard, Co-director & Founder, Fireplace Project Barcelona

12:15 – 13:00 MTL | 18:15 – 19:00 BCN

#### Conversation with

Anne Charpentier, Director, Botanical Gardens, Espace pour la vie

13:00 – 13:45 MTL | 19:00 – 19:45 BCN  
LUNCH BREAK

13:45 – 14:15 MTL | 19:45 – 20:15 BCN

#### Lessons learned

Patrick Cohendet, Professor HEC Montréal  
Laurent Simon, Professor, HEC Montréal

#### PM

#### TEAMWORK

### TUESDAY, JULY 6 SOCIAL INNOVATION & ENTREPRENEURSHIP NEW ETHICS IN GOVERNANCE

8:30 – 9:00 MTL | 14:30 – 15:00 BCN

#### Opening remarks

Madan Rao, Research Director, YourStory Media  
Mai Thai, Associate Professor, HEC Montréal & Founder, Social Business Creation (SBC)  
Valeria Aretiano, Founder, Afortunada Mente  
Ha Le, Associate Professor, Foreign Trade University (FTU)  
Mabel Gonzalez, Founder, El negro está de moda

9:00 – 10:00 MTL | 15:00 – 16:00 BCN

#### Social Innovation Case Studies

Moderated by Lucy Stojak, Executive-Director, Mosaic-HEC Montréal

#### Maison de l'innovation sociale

Mélanie Bisson, Senior Advisor-Ecosystem Relations, Maison de l'innovation sociale  
CREACTAMED

Rym Ayadi, Founder & President, EMEA  
Social Circus

Alice Demattos, PhD Research Fellow, Norway University of Applied Science

10:00 – 10:15 MTL | 16:00 – 16:15 BCN  
BREAK

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#### Design Thinking Workshop on Social Innovation

Niels Billou, Co-founder & Executive-Director, The Humanos Institute

12:15 – 13:00 MTL | 18:15 – 19:00 BCN

#### Conversation with

Catherine Berthillier, Founder, Shamengo

13:00 – 13:45 MTL | 19:00 – 19:45 BCN  
LUNCH BREAK

13:45 – 14:15 MTL | 19:45 – 20:15 BCN

#### Lessons learned

Gary Zamchick, Adjunct Professor, Creative Application Studio, Columbia University

#### PM

#### TEAMWORK

### JULY 7

WEDNESDAY DAY OFF

### THURSDAY, JULY 8 FROM STRATEGIC LEADERS TO SOCIETAL LEADERS

8:30 – 9:00 MTL | 14:30 – 15:00 BCN

#### Ideas, organisations & the commons

Patrick Cohendet, Professor, HEC Montréal  
Laurent Simon, Professor, HEC Montréal

9:00 – 10:00 MTL | 15:00 – 16:00 BCN

#### Round Table: Reshaping Organisations

Moderated by Laurent Simon, Professor, HEC Montréal

#### The firm without managers? Generosity oriented firms

Jean-Christophe Bédos, CEO, Group Birks  
Reconceiving the organization

Alfons Cornella, Founder, Institute of Next

#### The case of Ubisoft

Julien Laferrière, Producer – Assassin's Creed Valhalla, Ubisoft Montréal

10:00 – 10:15 MTL | 16:00 – 16:15 BCN  
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#### Round Table: New Values & Goals in Organisations

Moderated by Montserrat Pareja Eastaway, Professor, University of Barcelona and Patrick Cohendet, Professor, HEC Montréal

#### Experiencing the new world of Work

François-Xavier De Vaujan, Professor of Management & Organization Studies, Université Paris-Dauphine-PSL  
Mission-oriented firms  
Blanche Segrestin, professor in Management Sciences, at Mines ParisTech, PSL Research University

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#### Creative Games

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