

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

June 23 – July 8, 2022 **Montreal | Barcelona**



THURSDAY, JUNE 23

REGISTRATION / INTRODUCTION /

TEAM PROJECTS / 608

VENUES:

- > **HEC Montréal**, 3000, chemin de la Côte-Sainte-Catherine, Salon L'Oréal, Rez-de-jardin (RJ) level
- > **608**: Amphithéâtre Banque Nationale, Rez-de-jardin (RJ) level
Metro station Université de Montréal – Blue line

7:30-8:30

Registration

8:30-9:00

Welcome to HEC Montréal

Federico PASIN (Director, 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)
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)

12:00-12:30

Visit of the HEC Library

A creative space in the making

12:30-14:00

Lunch

14:00-14:30

Team Projects: Overview, guidelines, and work dynamics

Patrick COHENDET

Laurent SIMON

Lucy STOJAK

14:30-17:30

What I (un)learned at the Summer School and beyond...

Space Pandas, Pirates, and Painting: Intend for Positive Consequences

Sean SCHOFIELD (Digital Transformation & Organizational Design, BDC)

CREATIVE WORKSHOP 2: Design thinking

Niels BILLOU (Co-Founder and Executive Director, The Humanos Institute)

17:30-17:45

CrEaTiVe GaMeS

Caitlan MAGGS (Creativity Consultant, Workshop Leader & Author)

608 – Keynote address

Introduction of keynote speaker

Patrick COHENDET (Professor, HEC Montréal & Co-director Mosaic)

Business Models in Creative Industries: the Innovation Lab for the Entire Digital Economy

Pierre-Jean BENGHOZI (Research Director, CNRS & Professor, École Polytechnique (Paris) and Université de Genève)

General Discussion

Moderated by

Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)

Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

Cocktail

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FRIDAY, JUNE 24

NATURE, DIVERSITY & SOCIETAL

INSPIRATION

VENUE:

> **Insectarium @Espace pour la vie**, 4581, rue Sherbrooke E.
Metro station Pie IX – Green line

7:45

Arrival and continental breakfast

8:00-8:30

Reconnecting with Nature

Charles-Mathieu BRUNELLE (Deputy director, Quality for life, Ville de Montréal)

8:30-9:15

Open visit of the Insectarium

9:15-10:15

Metamorphosis, creative process, and the future of the new Insectarium

Anne CHARPENTIER (Director, Botanical Garden, Espace pour la vie)
Maxim LARRIVÉE (Director, Insectarium, Espace pour la vie)

10:15-10:30

Walk through the Botanical Garden to the Biodiversity Centre

10:30-11:30

Galactic Aspiration, Earthly Innovation

Robert THIRSK (Retired astronaut, Canadian Space Agency)

11:30-12:30

Creative Management: the case of the Insectarium

Marine AGOGUÉ (Professor, HEC Montréal)

12:30-12:45

Transfer to the Big top

12:45-13:00

CrEaTiVe GaMeS

Caitlan MAGGS (Creativity Consultant, Workshop Leader & Author)

13:00-13:45

Lunch

13:45-14:00

Walk to the Biodome

14:00-15:00

Open visit of the Biodome

Free afternoon

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

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SATURDAY, JUNE 25

THE CREATIVE SOCIETY & THE ECONOMICS OF INNOVATION

VENUES:

- > **HEC Montréal**, 3000, chemin de la Côte-Sainte-Catherine, Salon L'Oréal, Rez-de Jardin (RJ) level
- > **Le Cercle**, 6th floor
Metro station Université de Montréal – Blue line

8:00-8:30

Continental breakfast

8:30-9:00

3Rs: Review – Reflect – Recreate

- Madan RAO (Research Director, Your Story Media)
- Mantautas KRUKAUSKAS (Composer & Sound Artist, Lithuanian Academy of Music and Theater)

9:00-10:30

The creative economy: main challenges and issues

- Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)
- Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)
- Madan RAO (Research Director, Your Story Media)

10:30-10:45

Break

10:45-12:30

Communities, Ecosystems & Commons

- Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)
- Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

12:30-13:45

Lunch

14:00-15:00

Team challenge presentations and general discussion

- Challenge 1:** Quebec Innovation Council: How to create a culture of innovation in Quebec companies
- Challenge 2:** Mouvement Desjardins: Measuring the impact of an innovation team in an organization
- Challenge 3:** HEC Montréal Library: Rethinking the use of collaborative spaces: the case of HEC Montréal Library Spaces
- Challenge 4:** Numana: Living lab project in connected health for aging people
- Challenge 5:** Ville de Laval & Michelin: What does it take for a city to become a permanent co-innovation & experimentation field on sustainable mobility: the case of LAVAL as a Movin'On City
- Challenge 6:** AI & Entertainment
- Challenge 7:** Shamengo: a global school for social innovation

15:00-15:15

Break

15:15-17:00

CREATIVE WORKSHOP 3: the C-K Method

Romain RAMPA (Professor, École Polytechnique (Paris))

17:00-17:30

CrEaTiVe GaMeS

Caitlan MAGGS (Creativity Consultant, Workshop Leader & Author)

17:30-18:00

Transfer to Le Cercle Restaurant, 6th floor

18:15-20:30

CREATIVE WORKSHOP 4: Making the perfect omelette!

Introduction

Summer School Team

International Jury

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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SUNDAY, JUNE 26

TEAM PROJECTS / DISCOVERING MONTREAL

VENUE:

> **Maison du développement durable**, 50, rue Sainte-Catherine O.
Metro station Saint-Laurent- Green line

11:00-14:00

Working lunch

3Rs: Review – Reflect – Recreate

Madan RAO (Research Director, Your Story Media)
Mantautas KRUKAUSKAS (Composer & Sound Artist, Lithuanian Academy of Music and Theater)

Framing the Challenges and Team Projects

Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)
Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

Team Project Time

FREE AFTERNOON & EVENING

Discover the Quartier des spectacles & its surroundings

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MONDAY, JUNE 27

HEALTHCARE & OPEN LABS

VENUE:

> **Centech**, 1000 rue Saint-Jacques, Suite C-0131
Metro station Bonaventure – Orange line

8:30-9:00

Welcome and visit

Richard CHÉNIER (General Manager, Centech)

3Rs: Review – Reflect – Recreate

Madan RAO (Research Director, Your Story Media)
Mantautas KRUKAUSKAS (Composer & Sound Artist, Lithuanian Academy of Music and Theater)

9:00-10:15

The impact of space activities upon society

Lucy Stojak (Executive Director, Mosaic HEC Montréal)

Talents for space

Isabelle TREMBLAY (Director, Astronauts, Life Sciences & Space Medicine, Canadian Space Agency)

10:15-10:30

Break

10:30-11:30

Healthcare, AI, and Innovation – Fireside chat

Moderated by Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)
Kathy MALAS (Associate to the President & CEO – Innovation & Artificial Intelligence – CHUM)

11:30-12:30

Round Table: Implementing AI & innovation in Healthcare

Moderated by Kathy Malas & Patrick Cohendet
Jeremi LAVOIE (CEO, AFX Medical)
Barbara DECELLE (Health Research Advisor, Ivado)
Marie-Pierre FAURE (Deputy Director, Institut TransMedTech (ITMT))

12:30-13:45

Lunch

13:45-14:15

Introduction: Open labs & Living Labs

Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)

14:15-15:15

Roundtable on Open Labs in healthcare

Moderated by Annie Passalacqua (Research Associate, Mosaic HEC Montréal)
Richard CHÉNIER (General Manager, Centech)
Marie-Pierre FAURE (Deputy Director, Institut TransMedTech (ITMT))
Vinciane CHAVAND (Researcher, Mosaic HEC Montréal)
Madan RAO (Research Director, Your Story Media)

15:15-15:30

Break

15:30-15:45

CrEaTiVe GaMeS

Caitlan MAGGS (Creativity Consultant, Workshop Leader & Author)

15:45-17:00

Team project time

5@7 Cocktail at Centech (tbc)

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TUESDAY, JUNE 28

**ART, CULTURE, DISRUPTION, INCLUSION,
AND VALUE(S) CREATION**

VENUES:

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

7:30

Meeting point for bus departure Hilton Garden Hotel,
380, rue Sherbrooke O.

8:15-8:40

Welcome to the Cirque du Soleil (CDS)
Continental breakfast

8:45-9:00

Break and change into sportswear

9:00-11:30

CREATIVE WORKSHOPS: Find the artist in you!

Silvia GERTRUDIX GONZALEZ (Human Performance Specialist, Cirque du Soleil)
Caitlan MAGGS (Creativity Consultant, Workshop Leader & Author)

11:30-12:30

Sustaining creativity in post Covid times

Pavel KOTOV (Senior Director-Casting, Cirque du Soleil)

12:30-13:45

Lunch

13:45-14:15

Street art, frugal art

Madan RAO (Research Director, Your Story Media)

14:15-15:00

Round Table: Future of circus art

Moderated by Laurent SIMON and Lazéni TRAORÉ
Patrice AUBERTIN (Director – Center for Research, Innovation and Transfer in Circus Arts (CRITAC)
Ariane BOURGET (Project Lead Development, CRITAC)
Artists from the École nationale de cirque (tbc)

15:00-15:30

Project Someone – Landscapes of Hope

Vivek VENKATESH (Professor, Concordia University & UNESCO co-Chair in Prevention of Radicalisation and Violent Extremism (UNESCO-PREV)

15:30-15:50

CrEaTiVe TeAmS/Athlete to Artist

Caitlan MAGGS (Creativity Consultant, Workshop Leader & Author)

15:50-16:15

Transfer to la TOHU

16:15-17:15

Welcome & visit

Integrating art & culture at la TOHU

Pablo MANEYROL (Director, Corporate Affairs, la TOHU)
Stacy DELINCE (Deputy General Director, la TOHU)

17:30

Bus departure for downtown Montreal

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WEDNESDAY, JUNE 29

CREATIVE INDUSTRIES / TEAM PROJECTS

VENUES:

- > **Les 7 doigts de la main**, 2111 boul. St Laurent
Metro station Saint-Laurent – Green line
- > **Ubisoft**, 5480 rue St-Dominique
- > The Cirque du Soleil Big Top, Old Port of Montreal, Quai Jacques-Cartier

8:30-9:00

Welcome

Continental breakfast

9:00-9:30

About les 7 Doigts de la main & Lab7

9:30-10:15

The metaverse: a different perspective

Alexandre TÉODORESCO (Strategic Development & Innovation Director, Les 7 doigts de la main)

10:15-10:30

Break

10:30-11:15

Entertainment Tech

Guillaume THÉRIEN (Managing Partner, Triptyq Capital)

11:15-12:00

CREATIVE WORKSHOP: TeamWork x Metaverse

12:00-13:00

Lunch

13:00

Departure by group bus for Ubisoft

13:30-14:00

Arrival at Ubisoft

14:05-14:10

Welcome

Christophe DERENNES (CEO, Ubisoft Montréal)

14:15-17:00

Game Jam

Elyse CROTEAU (Talent Development Advisor, Ubisoft)

Benoit FRENETTE (Content Director – Creative Direction, Ubisoft)

Bio Jade ADAM GRANGER (Editorial VP – Creative Direction, Ubisoft)

17:00-18:30

507 Ubisoft Rooftop Terrace

Departure by public transportation to the Old Port

20:00

An evening under the Big Top with the Cirque du Soleil's show Kooza

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THURSDAY, JUNE 30

SUSTAINABLE MOBILITY & ENERGY

VENUE:

> **Centech**, 1000 rue Saint-Jacques, Suite C-0131
Metro station Bonaventure – Orange line

9:00-9:30

3Rs: Review – Reflect – Recreate

Daria PODMETINA (Associate professor, LUT University)
Henri GUAY (Product Director, Ubisoft Montréal)
Mantautas KRUKAUSKAS (Composer & Sound Artist, Lithuanian Academy of Music and Theater)

9:30-10:30

Movin'On: a Global Open Lab for Sustainable Mobility

Erik GRAB (Vice-president, Strategic Anticipation, Innovation & Sustainable Development, Michelin)

10:30-10:45

Break

10:45-11:15

Automotive refit/retrofit

Emmanuel MUSSAULT (Strategist, Sustainable Mobility: Strategic Anticipation & Co-innovation in ecosystem, Michelin)
Pascal GOUMAULT (Head of International Institutional Partnerships, Michelin)

11:15-12:15

Roundtable on fostering innovation in sustainable mobility

Moderated by Florent BÈGUE (Ph.D candidate, HEC Montréal & Université de Montréal)
Maxime BLACKBURN BOULIANNE (Consultant - Innovative Methods, Hydro-Québec)
Frédéric BEAUDRY (Innovation Advisor, Hydro-Québec)
Theophil HABERSTROH (Program Manager-Sustainable Mobility, Coop Carbone)
Benoit BALMANA (CEO, IVEO)

12:15- 13:30

Lunch

13:30-14:30

Reflections on Communities of interest for developing ecosystems of innovation

Open discussion facilitated by Patrick COHENDET & Laurent SIMON

14:30-16:30

Team work

16:30-16:45

CrEaTiVe GaMeS

Caitlan MAGGS (Creativity Consultant, Workshop Leader & Author)

16:45-17:00

Montreal's Cultural Corridor

Ines MACHAT (Project Officer, Cultural Corridor)
Paul Hugo BAPTISTE (Project director, Cultural Corridor)

Free Evening

Opening of Montreal International Jazz Festival

Optional 5@9 New City Gaz

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FRIDAY, JULY 1

SO WHAT'S NEXT?

VENUE:

> **Galerie Gora**, 279 rue Sherbrooke O.
Metro station Place-des-Arts – Green line

8:30-9:00

Continental breakfast

9:00-9:30

3Rs: Review – Reflect – Recreate

Madan RAO (Research Director, Your Story Media)
Mantautas KRUKAUSKAS (Composer & Sound Artist, Lithuania
Academy of Music and Theater)

9:30-10:45

Team work & team project presentations “Macchu
Pichu”

10:45-11:00

Break

11:00-11:45

Bridges to Barcelona

Montserrat PAREJA EASTAWAY (Professor, University of Barcelona)
Manel GONZALEZ PIÑERO (Assistant Professor, University of Barcelona
and Head of Innovation at CREB-UPC, Technical University of Catalonia)

12:00

Lunch

FREE AFTERNOON

DEPARTURE FOR BARCELONA

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

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June 23 – July 8, 2022 **Montreal | Barcelona**



SATURDAY, JULY 2

VENUE:

> Passeig Marítim de la Barceloneta, 55, 08005
Barcelona

20:00

Welcome dinner at Ca la Nuri Restaurant



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IN AN INNOVATION SOCIETY

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SUNDAY, JULY 3

GLOBAL CHALLENGES & SUSTAINABLE SOCIETIES

VENUES:

> **Ca l'Alíer**, C. de Pere IV, 362, 08019 Barcelona

10:00-10:15

Welcome

Montserrat PAREJA EASTAWAY (Professor, University of Barcelona)
Manel GONZALEZ PIÑERO (Assistant Professor, University of Barcelona and Head of Innovation at CREB-UPC, Technical University of Catalonia)

10:15-10:45

3Rs: Review – Reflect – Recreate

10:45-11:30

Alternative economies and spaces of innovation

Bastian LANGE (Director, Multiplicities – Designing Transitions)

11:30-12:00

Coffee-break

12:00-13:15

Round table. Experimental solutions to global challenges

Javier BURÓN (Housing Manager, Municipality of Barcelona)
Martin GURRIA (Senior Innovation Consultant, World Bank)
Gabriel BESTARD (Serial Entrepreneur, CEO, Consultant & Mentor STARTOUT)

13:15-14:15

Lunch

14:15-15:00

AI and Sustainability

Karina GIBERT (Professor and director of the Intelligent Data Science & AI (IDEAI), Technical University of Catalonia)

15:00-15:45

Team work

15:45-16:00

Coffee break

16:00-17:15

Smart, sustainable and inclusive cities

Natalia OLSON URTECHO (Director of Government, Plug and Play Tech Centre & CEO, The Disruptive Factory)

17:15-18:00

Team Work

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MONDAY, JULY 4

HEALTH, INNOVATION & ENTREPRENEURSHIP

VENUES:

> **Recinte Modernista Sant Pau**, Carrer de Sant Antoni Maria Claret, 167, 08025 Barcelona

9:30-10:00

3Rs: Review – Reflect – Recreate

10:00-11:15

Round table. Healthtech 2030

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

Carmen RÍOS (Co-founder & COO, Doctomatic)

Laia ARNAL (Business Development Director, VHIR)

11:15-11:45

Break

11:45-12:30

Health ecosystems

Claudio CRUZ (Director, StartUB)

12:30-13:30

Shaping the new generation of innovators

Laura FERNÁNDEZ (CEO & Co-founder, allWomen)

Alfons CORNELLA (Founder & CEO, The Institute of Next)

13:30-14:15

Lunch

14:15-15:00

Team work

15:00-16:15

The COVID-19 pandemic so far: Health-care innovation and creativity under stress

Antoni TRILLA (Dean, Faculty of Medicine, University of Barcelona)

16:15-16:45

Break

16:45-18:00

Visit to Recinte Modernista/Teamwork

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TUESDAY, JULY 5

INNOVATION AND STRATEGIC CREATIVE & CULTURAL INDUSTRIES

VENUES:

> **Museum of Contemporary Art Barcelona (MACBA),**
Plaça dels Àngels, 1, 08001 Barcelona

9:30-10:00

Welcome by Eduard Vicente (General Manager, MACBA)

3Rs: Review – Reflect – Recreate

10:00-11:00

Generative and interactive art

Anna CARRERAS (Digital Artist)

11:00-11:15

Break

11:15-12:30

Round Table. Video Games: between disruption and establishment

Óscar SAHUN (Program Manager, Game BCN)

Jangmi BAEK (Co-founder, MELBOT)

David JAUMEANDREU (Founder & CEO, Undercoders)

12:30-13:30

Resilience and adaptation of organisations. Cross-innovation strategies

Simon LEE (General Manager, Península)

Pasqual BATALLA (CCO, Social Point)

13:30-14:30

Lunch

14:30-15:45

Responsible AI

Ricardo BAEZA-YATES (Director of Research, Institute for Experiential AI, Northeastern University, Silicon Valley)

15:45-16:15

Coffee

16:15-18:45

Creative Workshop: Understanding creativity through art

Philip STANTON (Philip Stanton Studio)

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WEDNESDAY, JULY 6

WELL-BEING, NUTRITION & GASTRONOMY

VENUES:

> **Mas Gran**, Veïnat Daró, 8, 17116 Cruïlles, Girona

7:30

Departure to Mas Gran from Plaça Catalunya (in front of the Hard Rock Café)

9:15-10:00

Arrival & Breakfast

10:00-11:00

Approaching new models of creation: individual, community and territory.

Ariadna RODRÍGUEZ (Artist, Artistic Collective Nyamnyam)
Iñaki ÁLVAREZ (Artist, Artistic Collective Nyamnyam)
Tena BUSQUETS (Director Festival Sismògraf).

11:00-11:30

Coffee break- Discovering Mas Gran

11:30-12:45

Round table. Disruption in food

Giuseppe SCIONTI (Founder & CEO, Plant-based Steak)
Jordi GÀMEZ (Founder & CEO, Gastro Ventures)
Anna PIJUAN (Mas Casas, Cruïlles)

12:45-13:30

Team work

13:30-15:00

Lunch

15:00-16:15

Elena CARMONA (Director, Girona Municipal Theater)

16:15-18:30

Coffee break & exploring the area (bring your swimsuit!)

18:30-19:00

Visit of Mas Casas

19:00

Departure to Barcelona – Stopover Monells

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Creativity & Innovation Hub

UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



THURSDAY, JULY 7

DISRUPTIVE MODELS IN ARTS, CULTURE & EDUCATION

VENUES:

> **Fundació Miró**, Parc de Montjuïc, 08038 Barcelona

9:30-10:00

Fundació Miró Presentation and 3Rs

10:00-11:00

The creation at the service of the word, the performer and the stage

Josep MARIA MIRÓ (Playwright, author and director).

11:00-11:30

Coffee break

11:30-12:45

Round table. The future of festivals: barriers and enablers

Juan VIDAEACHEA (Director & Co-founder, Cara B Festival)

Anders RYKKJA (Inland School of Business and Social Sciences)

Pep SALAZAR (CEO & Director, Offf Festival)

12:45-13:30

Rethinking the space and the scenario: new avenues to connect with the audience

Jordi ALOMAR (Director, Music Museum of Barcelona)

Oriol ARMENGOU (Director, Toormix Design Agency, House of Chappaz Art Gallery)

13:30-14:15

Lunch

14:15-15:15

Team work

15:15-16:15

The future of education

Esteve JUANOLA (Education inspector, Government of Catalonia; Researcher, Institute of Educative Sciences, Technical University of Catalonia)

Daniela TOST (Director Laboratory of Serious Games, Gamification and Simulation, Technical University of Catalonia)

16:15-17:30

Visit to the Fundació Miró and temporary exhibition

20:00

Gala Dinner

Restaurant 7 Portes

Pg. Isabel II, 14. 08003, Barcelona.

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FRIDAY, JULY 8

**TEAMWORK, PRESENTATIONS AND
CLOSING CEREMONY**

VENUES:

> **Historical building University of Barcelona**, Carrer d'Aribau, 2, 08011 Barcelona

9:30-10:00

3Rs: Review – Reflect – Recreate

10:00-11:45

Team project working time

11:45-12:00

Break

12:00-13:15

Team project final presentations

13:15-14:00

Closing ceremony and farewell cocktail

*Program subject to change without notice