

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



WEDNESDAY, JUNE 21

REGISTRATION / INTRODUCTION /

TEAM PROJECTS / 6@8

VENUES:

- > **HEC Montréal**, 3000, chemin de la Côte-Sainte-Catherine, Salon L'Oréal, Rez-de Jardin (RJ level)
- > **6@8**: Amphithéâtre Banque Nationale, 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 HEC Montréal)

Montserrat PAREJA-EASTAWAY (Professor, University of Barcelona)

Manel GONZALEZ PIÑERO (Professor & 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*

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

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

12:00-12:15

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

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

Scaling Innovation: Conversations and Ecosystems

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

General Discussion

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

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

Cocktail

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



THURSDAY, JUNE 22

THE CREATIVE SOCIETY & THE ECONOMICS OF INNOVATION

VENUES:

- > **HEC Montréal**, 3000, chemin de la Côte-Sainte-Catherine, Salon L'Oréal, Rez-de Jardin
- > **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, YourStory Media & Co-founder, MXR.world)

3Rs Through an AI Lens

Nancy LARAMÉE (Director of Partnerships, Ivado)

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)

Patrick LLERENA (Professor, University of Strasbourg)

10:30-10:45

Break

10:45-11:30

Innovation and Artificial Intelligence (AI)

Pierre-Majorique LÉGER (Professor, HEC Montréal & Director, Tech3lab)

11:30-12:15

Ideation Process

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

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

12:15-12:30

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

12:30-13:30

Lunch

13:45-14:45

Team Challenge Presentations and General Discussion

Challenge 1: Laval Économique and Numana – ‘Éminence Grise’: Ageing and Wellbeing at Home

Challenge 2: Événements Attraction Québec (ÉAQ) – How Can We Foster the Emergence of a True Culture of Innovation Within Small Tourism Enterprises

Challenge 3: Mosaic and Numana – How Space Projects Help Develop Solutions to Social Problems

Challenge 4: How to Develop Impactful Entrepreneurship and Innovation Hubs

Challenge 5: Laval Économique and Movin'on – How a City Can Become a Permanent Co-Innovation & Experimentation Field on Sustainable Mobility: The Case of Laval as a Movin'on City

Challenge 6: Hydro-Québec – How to Transform the Customer-Supplier Relationship Between Hydro-Québec and its Users to Meet the Needs of Society in the Context of the Energy Transition?

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



14:45-15:00

Break

15:00-16:15

Sustainability and Social Innovation

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

How Creativity Offers Solutions to the 17 UN Sustainable Development Goals

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

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

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

16:15-17:45

CREATIVE WORKSHOP 3: 8 Trends of Evolution Through TRIZ

Mickaël GARDONI (Professor, École de technologie supérieure (ÉTS))

17:45-18:00

Transfer to Le Cercle Restaurant, 6th Floor

18:15-20:30

CREATIVE WORKSHOP 4: Practicing the Creative Economy Through the Omelette Competition!
Introduction

Summer School Team

International Jury

Daniel TREMBLAY (Visual Artist)

Romain DUPRILOT (International Trade & Investment Consultant,
Catalonia Trade Investment (CAT))

FRIDAY, JUNE 23

**THE ROLE OF EVENTS & TOURISM IN
THE CREATIVE ECONOMY**

VENUES:

> **OASIS Immersion**, Palais des congrès de Montréal,
301, rue Saint-Antoine Ouest

Metro station Place d'Armes – Orange Line

> **La Piscine**, 915, rue Notre-Dame Ouest

7:45-8:30

Continental Breakfast – OASIS Lounge

8:30-9:00

3Rs: Review–Reflect–Recreate

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

3Rs Through an AI Lens

Barbara DECELLE (Health Research Advisor, Ivado)

3Rs Through a Space Lens

Geneviève HOUDE (Senior Systems Engineer, Space Utilization,
Canadian Space Agency)

9:00-9:05

Welcome

Denys LAVIGNE (Co-founder & President, OASIS Immersion)

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



9:05-10:15

Panel Discussion on the Future of Events and Tourism

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

Discussant Montserrat PAREJA-EASTAWAY (Professor, University of Barcelona)

Stéphane MARTEL (Founder & CEO, Yulism)

François-G. CHEVRIER (Director General, ÉAQ)

Emmanuelle LEGAULT (President & CEO, Palais des congrès de Montréal)

Dave LAVEAU (Director General, Indigenous Tourism Québec)

Paul Hugo BAPTISTE (Project Director, Cultural Corridor)

10:15-10:30

Break

10:30-11:00

The Importance of Events in the Creative Economy: Field Configuring Events

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

Pengfei LI (Associate Professor, University of Calgary)

11:00-12:15

OASIS Immersive Experience

Transformé

The Power of Courage and Empathy

12:20

Transfer by Foot to La Piscine – Espace Rodier

12:45-13:45

Lunch

14:00-14:45

Cultural Entrepreneurship in Context: The Case of Circus Arts

Introduction and moderation by Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

Patrice AUBERTIN (Director, Center for Research, Innovation & Transfer in Circus Art (CRITAC))

14:45-15:30

Lab7

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

15:30-15:45

Break

15:45-17:00

Creative Workshop 5: Start-ups, Entrepreneurs and the Innovation Ecosystem

Moderated & facilitated by Madan RAO (Research Director, Your Story Media & Co-founder, MXR.world)

Invited Start-Ups

Daniela ESPINOSA GOMEZ (Co-founder, On Trippe Nature (OTN))

Simon DROUIN ST.PIERRE (Co-founder, Replay)

Shawn BOUCHER (Founder, LispLogics)

Clôde SAINT-DENIS (Founder, Autonomy)

Panel of Experts

Joana DO VALLE (Head of Marketing & Communications, Cirque Éloize)

Yves LAPIERRE (Entrepreneur, CEO, Floe)

Louise FOURNIER (Strategic Implementation Consultant)

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

17:00-17:30

Break

17:30-18:30

Timeless Soundscapes of Reinvention: Musical

Exploration of Creativity

Monta MARTINSONE (Singer & Voice Coach)

Mantautas KRUKAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theatre)

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL

15th edition

SATURDAY, JUNE 24

ART THINKING

VENUE:

> **Galerie Gora**, 279 rue Sherbrooke O., Suite 205
Metro station Place-des-arts – Green Line

9:00-9:30

Continental Breakfast

9:30-11:30

Creative Workshop 6: Pop Art Workshop

Ekaterina TURKINA (Professor, HEC Montréal)

11:30-11:45

Break

11:45-12:15

3Rs: Review–Reflect–Recreate

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

3Rs Through an AI Lens

Dominic GAGNON (Co-founder & CEO, Connect&GO)

3Rs Through a Space Lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

12:15-13:00

Lunch

13:00-14:00

Teamwork

14:00-14:15

Reinvention of the Music Industry

Guillaume BLUM (Associate Professor, School of Design-Université Laval)

14:15-15:15

Creative Intelligence

Mantautas KRUKAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theatre)

Florin GABOR (Creative Director & Founding Partner, DARE TO BE MADE)

Free Afternoon/National Holiday

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



SUNDAY, JUNE 25

HEALTHCARE & AI

Venue:

> **CRCHUM**, 900, rue Saint-Denis, Agora, 5th floor
Metro station Champs-de-Mars – Orange Line

8:30-9:00

Continental Breakfast

9:00-9:30

3Rs: Review–Reflect–Recreate

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

3Rs Through an AI Lens

Kyle SURI (COO, Acrylic Robotics)

3Rs Through a Space Lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:30-10:15

**Visit of the CRCHUM and the AI-Assisted Drug
Manufacturing Unit**

10:15-10:30

Break

10:30-11:30

**How to Manage Innovation in Health Ecosystems. The
Case of CHUM**

Kathy MALAS (Associate to the President & CEO, Head of Innovation & Artificial Intelligence, CHUM)

11:30-12:15

Panel: Implementing AI and Innovation in Healthcare

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

Pascal ST-ONGE (Manager – Centre for the Integration and Analysis of Medical Data (CITADEL), CRCHUM)

Anne NGUYEN (Chief Health Data Officer, CHUM)

Barbara DECELLE (Health Research Advisor, Ivado)

12:15-12:30

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

12:30-13:30

Lunch

13:30-14:00

Innovation for Ageing Populations

Johanne CASTONGUAY (Health & Welfare Commissioner, Québec)

14:00-14:45

Open Labs in Senior Residences

Moderated by Annie PASSALACQUA (Research Associate, Mosaic HEC Montréal)

Pascal BEAUCHESNE (Lead Impact, NUMANA)

14:45-15:15

**The City of Laval: a Place to Test Solutions for the Silver
Economy**

Bernard PITRE (Commissioner-Technological Transformation, Ville de Laval)

Pauline FAIVRE (Research Associate, Mosaic HEC Montréal)

Elmer van der VLUGT (Economic Advisor, Laval Économique)

15:15-15:30

Break

15:30-17:00

Team Project Time

Free Evening

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



MONDAY, JUNE 26

BIOPHILIC MANAGEMENT

VENUE:

> **Insectarium @Espace pour la vie**, 4581, rue Sherbrooke E.
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 Botanical Garden, Biodiversity Centre

9:30-10:30

Metamorphosis, Creative Process, and the Future of the
New Insectarium

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

10:30-10:45

Break

10:45-11:15

3Rs: Review–Reflect–Recreate

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

3Rs Through an AI Lens

Barbara DECELLE (Health Research Advisor, IVADO)

3Rs Through a Space Lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

11:15-12:30

Marcher le Paysage

Catherine D'AMOURS (Multidisciplinary Artist & Multimedia Director,
Behance)

Creative Workshop 7: Biophilic Management

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

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

12:30-12:45

Transfer to the Big Top

12:45-13:00

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

13:00-14:00

Lunch

Free Afternoon

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



TUESDAY, JUNE 27

ENERGY & SUSTAINABLE MOBILITY

VENUE:

> Centre d'interprétation de Beauharnois, Hydro-Québec,
80, boul. de Melocheville, Beauharnois, J6N 0M1

7:30

Meeting Point for Group Bus Departure Hilton Garden
Hotel, 380, rue Sherbrooke O.

8:45-9:00

Welcome

Continental Breakfast

9:00-9:30

3Rs: Review-Reflect-Recreate

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

3Rs Through an AI Lens

Marc-André ROBERGE (CEO & Founder, Nectar Technologies)

3Rs Through a Space Lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:30-10:45

**The Path to Carbon neutrality and Sustainability –
Overview, Challenges and Solutions**

Introduction Luc Sirois (Chief Innovation Officer, Conseil de l'innovation
du Québec)

Geneviève FOURNIER (Vice President Marketing, Customer Experience,
Hydro-Québec)

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

Alain AUBERTIN (President & CEO, CRIAQ)

10:45-11:00

Break

11:00-12:30

Group A - Visit of the Powerplant

Group B - Teamwork and Lunch

12:45-14:15

Group B - Visit of the Powerplant

Group A - Teamwork and Lunch

14:15-15:00

New Forms of Sustainable Mobility

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

Benoit BALMANA (CEO, IVÉO)

Primaël-marie SODONON (Director, Urban Labs, IVÉO)

15:00-15:15

Break

15:15-15:45

Hydro-Québec's Innovative Methods

Maxime BLACKBURN-BOULIANNE (Advisor Innovative Methods,
Hydro-Québec)

Vanie-Ève AUBERTIN (Strategic Planning Advisor - Vision & Strategies,
Centre de recherche d'Hydro-Québec)

15:45-17:00

Parallel Workshops

Group A - Vision 2050

Group B - Lab Workshop

17:00-17:15

Group Debrief

17:15

Bus Departure for Montreal

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



WEDNESDAY, JUNE 28

**ENTERTAINMENT INDUSTRIES &
DIGITALISATION / TEAM PROJECTS**

VENUES :

- > **Cirque Éloize**, 417, rue Berri
Metro station Berri-UQAM – Green Line
- > **Ubisoft**, 5505 boul. Saint-Laurent, salle Bernard Landry

8:30-8:45

Welcome and Tour

Joana DO VALLE (Head of Marketing & Communications, Cirque Éloize)

8:45-9:15

Continental Breakfast

9:15-10:15

The Story Behind the Cirque Éloize

Joana DO VALLE (Head of Marketing & Communications, Cirque Éloize)

The Creative Process

Richard DAGENAIS (Vice President of Creation & Executive Creative Director, Cirque Éloize)

10:15-10:30

Break

10:30-11:00

3Rs: Review–Reflect–Recreate

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

3Rs Through an AI Lens

James-A. GOULET (Associate Professor, Polytechnique Montréal)

3Rs Through a Space Lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

11:00-11:30

Art, Culture and AI

Étienne CAPRON (Postdoc, Mosaic HEC Montréal)

11:30-11:45

Artists in Action - Visit

11:45-12:15

Augmented Reality

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

12:15-13:15

Lunch

13:30

Departure by Group Bus for Ubisoft

14:00

Arrival at Ubisoft

14:30-14:40

Welcome

Christophe DERENNES (CEO, Ubisoft Montréal)

14:45-16:00

Alexandre LEQUIN DORÉ (Project Manager, Ubisoft Montréal)

16:00-16:10

Break

16:15-17:00

Creativity, Innovation and Management Methods

Alexander KARPAZIS (Creative Director, Ubisoft Montréal)

17:00-17:30

Lessons Learned and Discussion

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

Laureline CHIAPELLO (Professor, École des arts numériques, UQAC)

17:30-19:30

Cocktail Offered by Ubisoft Montréal

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



THURSDAY, JUNE 29

OPEN LABS & INNOVATION: THE DYNAMICS OF COMMUNITIES & ECOSYSTEMS

VENUES:

- > **Centech**, 1000 rue Saint-Jacques, Suite C-0131
Metro station Bonaventure – Orange Line
- > **The Big Top**, Old Port of Montreal, Quai Jacques-Cartier,
rue de la Commune E.

8:00-8:30

Continental Breakfast

8:30-9:00

3Rs: Review–Reflect–Recreate

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

3Rs Through an AI Lens

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

3Rs Through a Space Lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:00-10:15

Introduction

Luc SIROIS (Chief Innovation Officer, Conseil de l'innovation du Québec)

Open Labs: Framework for Analysis and Reflection

Moderated by Patrick LLERENA (Professor, University of Strasbourg)

Valérie MÉRINDOL (Author, Professor, Paris Business School)

David VERSAILLES (Author, Professor, Paris Business School)

10:15-10:30

Break

10:30-11:30

Centech Programs and Startups

Richard CHÉNIER (General Manager, Centech)

Centech as an Open Lab: Lessons Learned

Julian LUCCHESI (Director, Development & Strategic Partnerships,
Centech)

**Québec's Future Vision: the Ax-C Space to Develop a
New Generation of Entrepreneurs**

Geneviève LECLERC (Deputy Director, Auxiliary Business Services, ÉTS)

Richard CHÉNIER (General Manager, Centech)

11:45-12:15

Teamwork

12:15-12:30

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

12:30-13:15

Lunch

13:15-14:45

High-Performance Open Labs: Local Case Studies

Discussants Valérie MÉRINDOL and David VERSAILLES (Professors,
Paris Business School)

**MAIN (Mouvement des accélérateurs d'innovation du
Québec)**

Louis-Félix BINETTE (Executive Director, MAIN)

Maison de l'innovation sociale

Hugo STEBEN (Director - Capacity Building & Incubation)

**Xartec Salut – The Health Tech Innovation Network of
Catalonia**

Manel GONZALEZ PIÑERO (Professor & Head of Innovation at
CREB-UPC Technical University of Catalonia)

14:45-15:00

Break

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



15:00-16:00

North American Launch of the Book: *Open Labs and Innovation Management: The Dynamics of Communities and Ecosystems*

Moderated by Luc SIROIS (Chief Innovation officer, Conseil de l'innovation du Québec)

Valérie MÉRINDOL (Professor & Author, Paris Business School)

David VERSAILLES (Professor & Author, Paris Business School)

16:00-16:45

High-Performance Open Labs: International Case Studies

Communtech and the Dynamics of the Innovation Commons

Luc SIROIS (Chief Innovation officer, Conseil de l'innovation du Québec)

TransMedTech

Marie-Pierre FAURE (Deputy Director, Institut TransMedTech)

Néomed - Strasbourg's Health Innovation District

Patrick LLERENA (Professor, University of Strasbourg)

16:45-17:00

General Discussion

17:00-18:15

Cocktail @Centech

Departure (by Foot or Public Transportation) to the Old Port

19:30

An Evening Under the Big Top with the Cirque du Soleil's Show Echo

FRIDAY, JUNE 30

WHAT'S NEXT???

VENUE:

> **HEC Montréal**, 3000, chemin de la Côte-Sainte-Catherine, Salon L'Oréal, Rez-de Jardin (RJ)
Metro station Université de Montréal – Blue Line

8:30-9:00

Continental Breakfast

9:00-9:30

3Rs: Review–Reflect–Recreate

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

3Rs Through an AI Lens

Barbara DECELLE (Health Research Advisor, Ivado)

3Rs Through a Space Lens

9:30-10:30

Bridges to Barcelona

Montserrat PAREJA EASTAWAY (Professor, University of Barcelona)

Manel GONZALEZ PINERO (Professor & Head of Innovation at CREB-UPC Technical University of Catalonia)

10:30-10:45

Break

10:45-12:00

Teamwork and Project Advancement Presentations

12:00-12:30

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

FREE AFTERNOON

DEPARTURE FOR BARCELONA

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



SUNDAY, JULY 2

VENUE:

> **Passeig Marítim de la Barceloneta**, 55, 08005 Barcelona

20:00

Welcome Dinner at Restaurant Ca la Nuri



SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



MONDAY, JULY 3

HEALTH CHALLENGES &

COLLABORATIVE STRATEGIES

VENUE:

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

10:00-10:15

Welcome

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

10:15-10:45

3Rs: Review–Reflect–Recreate

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

3Rs Through an AI Lens

3Rs Through a Space Lens

10:45-11:45

The Active Patient: Redefining Healthcare Partnerships

Carmen Pauline RIOS (Co-founder & COO, Doctomatic)
Joris PEZZINI (Executive Vice President Biopharma, Alira Health)

11:45-12:25

Coffee Break

12:25-13:15

Uncharted Frontiers: Navigating New Challenges in Health

Ariadna MASÓ (Founder & CEO, Sanno)
Marc RAMIS (Co-founder & Partner, Chasing Science)

13:15-14:00

Lunch

14:00-15:00

Teamwork

15:00-15:15

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

15:30-16:15

Innovation: 40 Years

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

16:15-16:45

Connecting Minds, Transforming Health: Exploring the Health Tech Innovation Network of Catalonia

Manel GONZÁLEZ-PIÑERO (Head of Innovation, CREB-UPC & CSO, Xartec Salut)

16:45-17:00

Coffee Break

17:00-17:45

Alexandre PERERA (Professor & Director, CREB UPC & Lab Leader, B2SLab UPC)

17:45-18:30

Visit of Recinte Modernista

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



TUESDAY, JULY 4

ECOSYSTEMS OF INNOVATION: GOVERNANCE & LEADERSHIP

VENUE:

> **Museu Marítim**, Av. de les Drassanes, 1, 08001 Barcelona

9:30-10:00

3Rs: Review–Reflect–Recreate

Mantautas KRUKAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theatre)

10:00-11:15

Ecosystems of Innovation: Drivers, Actors, and Places

Josep PIQUÉ (President, The Triple Helix)
Xavier CASTAÑER (Professor, University of Lausanne)
Ramon MARRADES (Director, Placemaking Europe)

11:15-11:45

Coffee Break

11:45-12:45

Innovation in the Public Realm: from Entrepreneurship to Social Innovation

Barbara Rebecca MUTONYI (Associate Professor, Kristiania University College, Oslo)
Sergi FRÍAS (Lab Manager, Coboi Lab)

12:45-13:15

The Importance of Networks in Local Ecosystems

Isabel SABADÍ (Managing Director, 22@ Network)

13:15-14:15

Lunch

14:15-15:15

Teamwork

15:15-15:30

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

15:30-16:15

What is Citizen Science and its Role in Social Innovation?

Josep PERELLÓ (Associate Professor, University of Barcelona)

16:15-16:45

Coffee Break

16:45-18:00

Copa America: the New Challenge for Barcelona

Moderated by Paco SOLÉ PARELLADA

Julian VINUE (Digital Innovation Manager, Telefónica)
Ignasi ARMENGOL (Director General, Fundació Barcelona Capital Nàutica)
José Alberto CARBONELL (Director General, Port of Barcelona)

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



WEDNESDAY, JULY 5

**NEW APPROACHES TO HERITAGE,
CULTURE & CREATIVE INDUSTRIES**

VENUE:

> **ESHOB (Escola Hosteleria Barcelona)**, Pg. del Taulat,
243, 08019 Barcelona

9:30-10:00

3Rs: Review-Reflect-Recreate

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)

10:00-11:00

The Future of Culture: the Case of Libraries

Lluís BONET (Associate Professor, University of Barcelona)

Carme FENOLL (Director of Culture & Community, UPC)

11:00-11:15

Coffee Break

11:15-12:00

**Sustainable Gastronomy: Embracing Local Delights for a
Greener Future**

Dani OLIVELLA (Chef)

12:00-13:30

Presentation and Workshop at ESHOB

Iñaki GOROSTIAGA (Director, ESHOB)

13:30-14:30

Lunch

14:30-15:30

Teamwork

15:30-15:45

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

15:45-16:15

EIT Culture and Creativity

Marta MATERSKA-SAMEK (Interim Action Programme Director,
Education/Talent Scaler, EIT Culture & Creativity)

16:15-16:45

Coffee Break

16:45-17:30

Engaging New Generations in Education

Esteve JUANOLA (Inspector of Education, Government of Catalonia &
Assistant Professor, Institute of Educative Sciences UPC)

17:30-18:00

Global Production Networks and Creative Industries

Montserrat PAREJA EASTAWAY (Professor, University of Barcelona)

18:00-18:45

**Visit and Presentation of GameBCN: the Videogames
Incubator in Barcelona, Palo Alto**

Joan Francesc BAÑO (Executive Director, GameBCN)

Oscar SAHUN (Program Manager, GameBCN)

20:30

Dinner Restaurant 7 Portes

Pg. Isabel II, 14. 08003, Barcelona

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



THURSDAY, JULY 6

SUSTAINABILITY, CIRCULARITY & 0 KM

PRODUCTION

VENUE:

> **Laboratori**, Valldaura. Ctra. BV-1415 (Horta-Cerdanyola),
km 7 08290 Cerdanyola del Valles

9:30-10:00

Arrival and Breakfast

3Rs: Review–Reflect–Recreate

Madan RAO (Research Director, YourStory Media & Co-founder, MXR.world)
Laureline CHIAPELLO (Professor, École des arts numériques, UQAC)

10:00-11:00

Living Under Sustainable Principles

Vicente GUALLART (Founder & Principal, Guallart Architects, Founder
IACC, Director, Valldaura Labs)

11:15-11:30

Coffee Break

11:30-12:45

Exploring the Lab and its Secrets

12:45-13:45

**Challenges in Architecture and Urban Environments:
from the Built Environment to People**

Riccardo PALAZZOLO (Researcher, Institut Cerdà)
Valldaura Lab Team

13:45-14:15

Lunch

14:15-15:30

Teamwork

15:30-16:00

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

16:00-16:45

**The Impact of Biodiversity in Creating a Local Cuisine
that Expresses the Sense of Place**

François CHARTIER (Director, Chartier World Lab Barcelona)

16:45-17:15

Coffee Break

17:15-18:00

New Forms of Living: Architecture, Values and Community

Carles BAIGES (Architect, La Borda)
Manel PRETEL (Founder & Director, Utopics)

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



FRIDAY, JULY 7

ETHICS, PHILOSOPHY & VALUES IN INNOVATION MANAGEMENT

VENUE:

> **Tech Barcelona**, Pier 07. Via Laietana, 26, 08003
Barcelona

9:00-10:30

Why Being Innovative is so Difficult?

Xavier MARCET (Strategic Innovation Consultant CEO, Lead To Change
(LTC))

10:30-11:00

Coffee Break

11:00-11:45

Pere CONDOM (Director, Catalunya Emprèn, Generalitat de Catalunya)

11:45-12:45

Harmonizing Values: Exploring Music Proposals for New Audiences

Anders RYJKA (Research Fellow at School of Business and Law,
University of Agder)

Daniel Abraham BASSE (Vocals, Marshall Cecil)

12:45-14:15

CREATIVE WORKSHOP: How to Write the Perfect Bacon Sandwich into Being and Other Adventures in Creative AI

Ramon SANGÜESA (Associate Professor, Technical University of
Catalonia (UPC))

14:15-15:15

Lunch

15:15-16:00

Vindication of Metaphorical Thinking

Lluís NACENTA (Director, Quo Artis)

16:00-16:15

CrEaTiVe GaMeS

Caitlan MAGGS (Creative Director, Speaker & Author)

16:15-17:15

Inventing, Shifting and Managing Business Models with a Purpose

Yves PIGNEUR (Professor, University of Lausanne & Author)

17:15-18:00

Teamwork

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY

IN AN INNOVATION SOCIETY

21 June to 8 July 2023

Montreal | Barcelona



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



SATURDAY, JULY 8

**TEAMWORK, PRESENTATIONS &
CLOSING CEREMONY**

VENUE:

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

9:30-11:00

Breakfast and Teamwork

11:00-12:30

Team Project Final Presentations

12:30-13:00

Awarding of Certificates

13:00-14:30

Closing Ceremony. Final Toast - 15 Years of Celebration!

Yann DUYTSCHÉ (Pastry Chef, Dolç)

Pol BASTARD (Musician)

*Program subject to change without notice