SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY
June 26 to July 13, 2024
Montreal | Barcelona
16th edition
WEDNESDAY, JUNE 26
REGISTRATION / INTRODUCTION / TEAM PROJECTS / 6@8

VENUE
> HEC Montréal, Édifice Hélène-Desmarais (EHD), 501, rue de la Gauchetière O., Salle A.668 - Luc Poirier, level 6
> 6@8: Salle A.335 - Amphithéâtre Rachelle et Alain-Paris, level 3
Metro Station Square Victoria – Orange Line
hec.ca/en/campus/directions/

7:30-8:30
Registration

8:30-9:00
Welcome to HEC Montréal
Johanne TURBIDE (Secretary General, 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 (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)

12:00-12:15
AI perspectives for the Summer School
Nancy LARAMÉE (Partnership Director, IVADO)
Gabrielle LANGLOIS (Knowledge Mobilization Advisor & Entrepreneurship, IVADO)

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

Introduction of keynote speaker
Johanne TURBIDE (Secretary General, HEC Montréal)

Leadership for Creativity & Resilience: Cirque du Soleil’s recent transformation & return to profitability
Daniel LAMARRE (Executive Vice-Chairman of the Board, Groupe Cirque du Soleil)

General Discussion
Moderated by Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic) and Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

Cocktail
THURSDAY, JUNE 27

REDESIGNING HUBS OF MOBILITY FOR A SUSTAINABLE ECONOMIC CONTEXT

VENUES
> Aéroport de Montréal (ADM), 800, Place Leigh-Capreol, suite 1000, Dorval
> Montreal Art Center and Museum, 1844, rue William

7:30
Meeting point for bus departure HEC Montréal, EHD, 501, rue de la Gauchetière O.

8:30-9:00
Continental breakfast

9:00-9:45
Welcome by Philippe STAS (Vice President, Services & Business Operations, Aéroports de Montréal (ADM))
Viviane CHOI (Vice President, Technology and Innovation, Aéroports de Montréal (ADM))

3Rs: Review–Reflect–Recreate
Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens
Geneviève-Anais PROULX (Head of Training & Professional Development, Moment Factory) (tbc)

3Rs through a space lens
Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:45-10:45
Guided tour of the Montréal - Trudeau International Airport

10:45-11:00
Break

11:00-13:00
CREATIVE WORKSHOP 3: Airport user experience: Airport transit
Philippe STAS (Vice President, Services & Business Operations, Aéroports de Montréal (ADM))
Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)
Hassan PISHDADIAN (PhD candidate, HEC Montréal)

13:00-13:45
Lunch

13:45-14:45
Envisioning the airport of the future: the case of Montréal-Trudeau International Airport
Yves BEAUCHAMP (President & CEO, Aéroports de Montréal (ADM))
Philippe STAS (Vice President, Services & Business Operations, Aéroports de Montréal (ADM))

14:45-15:30
How aerospace clusters respond to the challenge of sustainability: A comparison of the Toulouse and Montréal clusters.
Alain AUBERTIN (Special Advisor, Consortium de recherche et d’innovation en aérospatiale au Québec, CRIAQ)
Patrick COHENDET (Professor, HEC Montréal & Co-director Mosaic)
Hassan PISHDADIAN (PhD candidate, HEC Montréal)
Laurent SIMON (Professor, HEC Montréal & Co-director Mosaic)

15:30-16:00
Panel on the perspectives of aeronautics, AI & sustainability
Moderated by Alain Aubertin (Special Advisor, Consortium de recherche et d’innovation en aérospatiale au Québec, CRIAQ)
Keith DUGAS (Director, Operations AI, Air Canada) (tbc)
Denis GODIN (Research & Development and Talent Development Executive, INSAT) (tbc)

16:00-16:15
Break
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FRIDAY, JUNE 28
ENERGY & SUSTAINABLE MOBILITY

VENUE
> IREQ, 1800, boul. Lionel-Boulet, Varennes

16:15-17:15
Team project work

17:30
Bus departure return to the Montreal Art Center and Museum

18:00
Vernissage
Visit of the exhibition: Beings and places in momentum by Ekaterina TURKINA (Professor, HEC Montréal & Multimedia Artist)

7:30
Meeting point for bus departure HEC Montréal, EHD, 501, rue de la Gauchetière O.

8:30-9:00
Continental breakfast

9:00-9:30
3Rs: Review-Reflect-Recreate
Madan RAO (Research Director, Your Story Media)
3Rs through an AI lens
Shawn BOUCHER (Co-founder, LispLogics)
3Rs through a space lens
Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:30 – 10:15
Future perspectives on Energy
Basil AGBA (Manager – Vision and strategy, IREQ, Hydro-Québec)

10:15-10:30
Break

10:30-11:15
Perspectives on sustainable mobility
Erik GRAB (Vice President Strategic Anticipation, Innovation & Sustainable Development, Michelin)
Loubna BENABBOU (Research Chair Professor of AI for Supply, UQAR)
11:15-11:30
Hydro-Quebec at a glance

Split Lunch / Team work / Visit
A Team project work / Visit (11:30 – 12:30)
A Lunch (12:30 - 13:15)
A Visit (13:15 – 14:30)

B Visit (11:30 – 12:45)
B Lunch (12:45 - 13:30)
B Team project work / Visit (13:30 - 14:30)

Guided tour of the robotics lab, solar farm, high voltage lab & distribution test line

14:30-14:45
Break

14:45-15:45
CREATIVE WORKSHOP 4:
new forms of sustainable mobility
Florent BÈGUE (PhD candidate, Université de Montréal)

15:45-16:00
Break

16:00-17:00
Panel discussion: Sustainable solutions for the elderly
Lidia DIVRY (Director, Economic Development, Ville de Laval)
Bernard PITRE (Chief Commissioner - Innovation, Ville de Laval)
Philip OLIGNY (Founder & President, Kartus)
Pauline FAIVRE (PhD candidate, HEC Montréal)

17:15
Bus departure

8:00-8:30
Continental breakfast

8:30-9:00
3Rs: Review-Reflect-Recreate
Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens
Jean-Simon VENNE (Co-founder & CTO, BrainBox AI)

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)

10:30-10:45
Break
10:45-11:45
CREATIVE WORKSHOP 5: Organising for innovation: experimenting with knowledge management
David VALLAT (Professor, Sciences Po Lyon)

11:45-12:30
Ideation process
Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)
Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

12:30-13:30
Lunch

13:45-14:45
Team challenge presentations and general discussion
Challenge 1: ADM - AI value creation & innovation
Challenge 2: IVADO - MILPA Project – Cultivating AI, Energizing Partnerships, Maximizing Impact
Challenge 3: ÉÉQ - How will entrepreneurial skills evolve over the next 5 to 10 years?
Challenge 4: Conseil de l’innovation du Québec - How to reinforce public programs and policies regarding AI adoption by SMEs
Challenge 5: Ville de Laval - Innovation in the planning, design, feasibility, and acceptance of an area's redevelopment
Challenge 6 Hydro-Québec - High voltage socially acceptable lines

14:45-15:45
Team project work

15:45-16:00
Transfer to Salle Guy Fréchette, level 8

16:00-17:30
Augmented Voices: Music Performance with Technology
Mantautas KRUKAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theatre)
Matas SAMULIONIS (Performer & Artistic Researcher, Lithuanian Academy of Music and Theatre)
Monta MARTINSONE (Singer & Voice Coach)
Jonas SAKALAUSKAS (Singer & CEO, New Opera Company)
Emilija FINAGĖJEVAITĖ (Singer & Producer, New Opera Company)
SUNDAY, JUNE 30

TEAM PROJECTS / ART & MUSIC

VENUE
> Fabrik 8, 7236, rue Waverly

Metro Station De Castelnau – Blue Line

9:00-9:30
Continental breakfast

9:30-12:00
CREATIVE WORKSHOP 7: Art Thinking
Ekaterina TURKINA (Professor, HEC Montréal & Multimedia Artist)

12:00-12:30
3Rs: Review-Reflect-Recreate
Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens
Cimon CHAPDELAINE (CTO, PhonIA)

3Rs through a space lens
Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

12:30-14:00
Lunch and Team project work

14:00-15:30
Managing the Unexpected
Florin GABOR (Creative Director, Florin Gabor Studio)
Mantautas KRUKAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theatre)
Matas SAMULIONIS (Performer & Artistic Researcher, Lithuanian Academy of Music and Theatre)
Caitlan MAGGS (Creative Director, Speaker & Author)

15:45-16:45
CrEaTiVe GaMeS
Caitlan MAGGS (Creative Director, Speaker & Author)
Mantautas KRUKAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theatre)
Matas SAMULIONIS (Performer & Artistic Researcher, Lithuanian Academy of Music and Theatre)
Jonas SAKALAUSKAS (Singer & CEO, New Opera Company)
Emilija FINAGĖJEVAITĖ (Singer & Producer, New Opera Company)
Monta MARTINSONE (Singer & Voice Coach)

15:30-15:45
Break
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MONDAY, JULY 1
DISCOVERING MONTREAL!

VENUE
> Palais des congrès de Montréal,
  301, rue Saint-Antoine O.

Metro station Place d’Armes – Orange Line

11:00 – 11:15
How to accelerate tourism innovations for a destination: the case of MT Lab
Martin LESSARD (CEO, MT Lab)

11:15-12:15
La Vitrine MT Lab : a tourism innovation showcase
Audrey BERNARD (Founder & Entrepreneur, Stimulation Déjà Vu)
Discussant Montserrat PAREJA EASTAWAY (Professor, University of Barcelona)

12:30
Free afternoon – Explore Montreal!
Old Port
Jazz Festival
Firework Festival

TUESDAY, JULY 2
SUSTAINABLE ECOSYSTEMS: FROM NATURE TO AGRICULTURE

VENUE
> Insectarium @Espace pour la vie,
  4581, rue Sherbrooke E.
> Planetarium @ Espace pour la vie,
  4801 av. Pierre-de-Coubertin, Room P11-P12

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 Planetarium

9:30–10:30
Natura Natura – a Multimedia Project (tbc)
Catherine D’AMOURS (Professor, École de Design - UQAM & Multidisciplinary Artist) (tbc)

CREATIVE WORKSHOP 8: Biophilic Management
Maxim LARRIVÉE (Director, Insectarium - Espace pour la vie)
Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)

10:30–10:45
Break
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10:45–11:30
Multiple perspectives on pollinators
Maxim LARRIVÉE (Director, Insectarium - Espace pour la vie)
Jean-Christophe BÉDOS (CEO, Maison Birks)
Nicolas COALLIER (Principal Data Scientist, Nectar Technologies) (tbc)
Étienne LAPIERRE (Co-Founder & VP Strategic Accounts, Alveole) (tbc)
Dany PLOURDE (Knowledge Mobilization Adviser, IVADO)

11:30–12:30
Circular economy in the food system
Sabin BOILY (Assistant Director of research and innovation,
Cégep de Saint-Hyacinthe & President, H2SX)
Jean LACROIX (President & CEO, Cintech agroalimentaire)
Florin GABOR (Vice President Design & Branding, Näak)

12:30–13:45
Lunch & Team project work

14:00–15:00
Innovations in agriculture methods
Moderated by Helena CAMPOS GUTIERREZ (Researcher,
Mosaic HEC Montréal)
Dany PLOURDE (Knowledge Mobilization Adviser, IVADO)
Marilou CYR (Executive Director, Zone Agtech)
Benjamin LARAMÉE (Co-founder & Scientific director, EAU)

15:15–16:00
Regenerative agriculture
Nicolas BÉFORT (Associate Professor, NEOMA Business School)
Véronique LEMIEUX (Owner, Vignes en ville & Apprentice winemaker,
Vignoble de la Bauge)
Audrey AUBERTIN (Sales Representative & Intern in Sustainable Viticulture,
Les cuvées de Véronique - Vignoble de la Bauge)
Sébastien ANGERS (Biodiversity Designer & Innovative Farmer,
Ferme de l'Odyssée)

16:15–16:45
Urban agriculture and social innovation
Benoist DE PEYRELONGUE (Director General, La cuisine collective
Hochelaga-Maisonneuve (CCHM))

16:45–17:15
Sustainable development, gastronomy,
and healthcare
Fred MORIN (Star Chef, Joe Beef)
Patrick ST. VINCENT (Director of Development & Member Relations,
La Table Ronde)
WEDNESDAY, JULY 3
CREATIVE INDUSTRIES

VENUE
- Cirque du Soleil (CDS), 8400, 2e avenue
- La TOHU, 2345, rue Jarry E
Metro station D’Iberville – Blue Line
- The Big Top, Old Port of Montreal, Quai Jacques-Cartier, rue de la Commune E.

7:30
Meeting point for bus departure HEC Montréal, EHD, 501, rue de la Gauchetière O.

8:15-8:45
Welcome to the Cirque du Soleil (CDS)
Continental breakfast

8:45-9:00
Welcome address
Breakout group formation

9:00-10:00
CREATIVE WORKSHOP 9

10:15-10:30
Break / Change

10:30-11:30
Behind the scenes: a guided tour of the CDS

12:30-13:30
Lunch

13:30-14:00
3Rs: Review-Reflect-Recreate
Madan RAO (Research Director, Your Story Media)
3Rs through an AI lens
Pablo VALDES DONOSO (Assistant Professor, Université de Montréal)
3Rs through a space lens
Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

14:00-15:15
Round Table/Panel
Moderated by Laurent Simon (Professor, HEC Montréal & Co-director, Mosaic)
Patrice AUBERTIN (Director, Centre de recherche, d’innovation et de transfert en arts du cirque (CRITAC))

15:15-15:45

15:45-16:00
Transfer to la TOHU

16:00-17:00
Welcome & visit
Integrating art & culture at la TOHU
Stéphane LAVOIE (Director General, la TOHU) (tbc)

17:15
Bus departure for the Old Port of Montreal

20:00
An Evening Under the Big Top
with the Cirque du Soleil’s Show Kurios
THURSDAY, JULY 4

IMPACTS OF AI IN SOCIETY

VENUE
> CENTECH, 1000, rue Saint-Jacques, Suite C-0131
Metro Station Bonaventure – Orange Line

8:00-8:30 Continental Breakfast

8:30-9:00
3Rs: Review-Reflect-Recreate
Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens
Stéphane TURBIDE (Co-founder & COO, Maket Technologies)

3Rs through an artistic lens
Valérie DESJARDINS (Director of Operations, Cirque du Soleil (CDS))

9:00-10:00 Panel AI and Health
Moderated by Barbara DECELLE (Health Research Adviser, IVADO)
Anne NGUYEN (Chief AI Officer, Conseil de l’innovation du Québec)
Manel GONZALEZ PIÑERO (Head of Innovation at CREB-UPC, Technical University of Catalonia)
Neila MEZGHANI (Canada Research Chair in Biomedical Data Analysis, Université du Québec-TÉLUQ)
Francisca ROJAS SANTOYO (Product Manager, Baüne)

10:00-10:30 Montreal’s Health Innovation District
Fabrice BRUNET (Associate Vice-President for Health Sciences Development, UQAM)

10:30-10:45 Break

10:45-12:00 Human-centered AI
Pierre-Majorique LÉGER (Professor, HEC Montréal & Director, Tech3Lab)

12:00-12:30 Sustainable mobility:
accelerating the environmental & social transformation
Dominique GUEUDET (Director, Total Energies)

12:30-14:00 Lunch and Team project work

14:00-14:45 Space and AI
Annie MARTIN (Portfolio Manager for the Health Beyond Initiative, Canadian Space Agency)
Abdo SHABAH (CEO, XSpace.AI)

14:45-15:15 AI for Managers
Luc LESPERANCE (Faculty Lecturer, HEC Montréal)

15:15-15:30 Break

15:30-16:30 Panel discussion: Sustainability & Social Innovation
Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)
Madan RAO (Research Director, Your Story Media)
Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)
Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

16:30 More team work!!!
Friday, July 5

What's next???

Venue:
> HEC Montréal, Édifice Hélène-Desmarais,
501, rue de la Gauchetière, A.668 - Salle Luc Poirier, level 6

8:30-9:00
Continental breakfast

9:00-9:30
3Rs: Review-Reflect-Recreate
Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens
Marc PLAMONDON (Vice-President & General Manager - Health Division, Airudi Santé)

3Rs through a space lens
Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:30-10:30
Bridges to Barcelona
Montserrat PAREJA EASTAWAY (Professor, University of Barcelona)
Manel GONZALEZ PIÑERO (Head of Innovation at CREB-UPC, Technical University of Catalonia)

10:30-10:45
Break

10:45-12:00
Teamwork & project advancement presentations

12:00-12:30
Musical 3Rs and au revoir!
Mantas KRUCAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theater)
Matas SAMULIONIS (Performer and Artistic Researcher, Lithuanian Academy of Music and Theatre)

Free afternoon
Departure for Barcelona
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BARCELONA
During the day
Free museum Sundays

Many of Barcelona’s best museums offer free admission on the first Sunday of the month. Take advantage of this unique opportunity to explore the rich cultural heritage of the city and visit some of its renowned museums!


19:30
Welcome Dinner

9:30-10:30
Ca l’Alier and urban innovation in Barcelona
Michael DONALDSON (Chief Innovation Officer-General Director, BIT Habitat-Ajuntament de Barcelona)
Isabella LONGO (Project Director (BIT Habitat), at Barcelona City Council)

10:30-11:15
Barcelona and innovation: the pathway ahead
Josep Miquel PIQUÉ (La Salle - Campus Barcelona - Ramon Llull University, IASP - International Association of Science Parks and Areas of Innovation)

11:15-11:45
Break

11:45-12:45
Towards a new paradigm in sustainability
Giada CALVANO (Co-founder, Chloe Sustainability)
Ana AGUILAR (Operations Director, Pastiks)
Veronica KUCHINOW (CEO, Símbiosy)

12:45-13:30
Interconnecting art, science and technology
Tere BADIA (Director, HacTe, HacTe, Barcelona Hub for Art, Science and Technology)
13:30-14:30
Lunch

14:30-15:15
New models to access housing from the non-for-profit sector
Natàlia MARTÍNEZ (Head of strategic alliances and communication, Habitat 3 Foundation)

15:15-16:30
Workshop: Business Canvas ahead
Yves PIGNEUR (Professor of Management Information Systems, University of Lausanne)

16:30-16:45
Break

16:45-17:30
Sónar +D: What’s next for the creative industries
Antònia FOLGUEREA (Curator, Sónar+D and Eufònic)

17:30-18:15
Team project work

TUESDAY, JULY 9

HEALTHY LIVING & WELL-BEING:
EXPERIMENTING IN THE MARGINS

VENUE:
> Tech Barcelona -
    Pier 07, Via Laietana, 26, Ciutat Vella, 08003 Barcelona

Metro Station Jaume I – Yellow Line (L4)


9:30-10:15
Tech Barcelona, where the science meets innovation and business
Carme PAULINE (CEO & Co-founder, Doctomatic)

10:15-11:15
AI health ventures shaping tomorrow
Dani TOST (CEO & Co-founder, Virmedex)
Ariadna MASÓ (CEO & Founder, SANNO)
Ashley DUQUÉ (CEO & Founder, Almma Health)

11:15-11:45
Break

11:45-12:30
Wellbeing and health: new business models
Alfons CARNICERO (CEO & Co-founder, Able Human Motion)
Elisabet del VALLE (CEO & Co-founder, Onalabs INNOhub & Cliclab)

12:30-13:00
Bringing applications of Quantum Computing to the market
Marta ESTARELLAS (CEO, Qilimanjaro Quantum Tech)
13:00-14:00
Lunch

14:00-15:00
10 years from now in Health Tech
Lidia AGUILERA (Director of Innovation, CaixaResearch Institute)
Alexandre PERERA (Director, CREB)

15:00-15:30
Team project work, with an Introduction to the KCP method
Albert DAVID (Professor- Management of innovation, Paris Dauphine University – PSL)

15:30-17:15
Team project work

17:45
Commented visit Casa Batlló
> Pg. de Gràcia, 43, L’Eixample, 08007 Barcelona

TUESDAY, JULY 9

HEALTHY LIVING & WELL-BEING: EXPERIMENTING IN THE MARGINS

VENUE:
> Tech Barcelona - Pier 07, Via Laietana, 26, Ciutat Vella, 08003 Barcelona
Metro Station Jaume I – Yellow Line (L4)

9:45-10:30
Barcelona : where the science meets innovation and business
Carme PAULINE (CEO & Co-founder, Doctomatic)

10:15-11:15
AI health ventures shaping tomorrow
Dani TOST (CEO & Co-founder, Virmedex)
Ariadna MASÓ (CEO & Founder, SANNO)
Ashley DUQUÉ (CEO & Founder, Almma Health)

11:15-11:45
Break

11:45-12:30
Wellbeing and health: new business models
Alfons CARNICERO (CEO & Co-founder, Able Human Motion)
Elisabet del VALLE (CEO & Co-founder, Onalabs INNOhub & Cliclab)
WEDNESDAY, JULY 10

SUSTAINABLE COMMUNITIES: REINVENTING TOURISM & LOCAL EVENTS

VENUE:
> World Trade Center Barcelona, Moll de Barcelona, s/n, 08039 Barcelona

Metro Station Drassanes – Green Line (L3)
https://www.wtcbcn.com/en/

9:45-10:30
Barcelona: Economic local development in Barcelona: indicators and strategies
Angels SANTIGOSA (Head of the Department of Studies - Management of Economics and Economic Promotion, Barcelona City Council)

10:30-11:30
Reinventing tourism and local events: the role of management
Patrick TORRENT (Executive Director, Catalonia Tourist Board)
Mateu HERNÁNDEZ (Director General, Turisme de Barcelona)

11:30-11:45
Break

11:45-12:30
America’s Cup
Aurora CATÀ (Vice-president of America’s Cup Events Barcelona, ACE Barcelona)
Ignasi ARMENGOL (General Director, Barcelona Fundació Nàutica)
12:30-13:15
The future of festivals
Frederic GUERRERO-SOLÉ (Co-director, RAIN Film Festival)
Pep SALAZAR (Director, Off-Barcelona Festival)

13:15-14:30
Lunch

14:30-15:15
Local events, global impact: the case of Mondiacult
Pablo Raphael de la MADRID (Director of International Affairs, Secretariat of Culture of Mexico and Mondiacult)

15:15-16:00
Lessons learned, new utopias in Barcelona: the case of WMC
Jordi ARRUFÍ (Program Director, Mobile World Capital Barcelona)

16:00-17:15
Team project work

20:00
Dinner at Restaurant 7 Portes
Pg. d’Isabel II, 14, Ciutat Vella, 08003 Barcelona
Metro Station Barceloneta – Yellow line (L4)
https://7portes.com/en/

THURSDAY, JULY 11

FEEDING THE PLANET:
INNOVATION IN INGREDIENTS, PROCESSES & OUTPUTS

VENUE:
> Boquet d’Alella, Av. Sant Josep de Calassanç, 8, 08328 Alella, Barcelona
Transfer by private bus

9:00
Meeting point for bus departure Gran Vía de les Corts Catalanes, 585, L’Eixample, 08007 Barcelona

10:00-10:45
Feeding the planet: the role of start-ups
José Ignacio ZAFFORA (Senior Regional Startup Manager, EIT Food)

10:45-11:15
Innovation in Gastronomy
Ismael PRADOS (CEO, Oficina Técnica Gastronómica, Cook and Communicator)

11:15-11:45
Break
FRIDAY, JULY 12

ENGAGING WITH AUDIENCES:
CULTURAL SCENE
& DISRUPTIVE INNOVATION

VENUE:
> CCCB, C/ de Montalegre, 5, Ciutat Vella,
  08001 Barcelona

*Metro Station Universitat – Red and Purple Lines (L1 and L2)*

https://www.cccb.org/en

11:45-12:45
Honest cooking
Giuseppe SCONTI (CEO & Founder, NOVAMEAT)
Paco SOLE PARELLADA (Emeritus Professor, Politechnic University & Owner, Restaurant 7 Portes)
Alfred ROMAGOSA FREIXES (Director, Restaurant Fermí Puig)
Cristina CUSÍ SIBINA (Director of restoration, Escola Superior Hosteleria Barcelona (ESHOB))

12:45-13:30
Team project work

13:30-16:00
Lunch and Wine tasting

16:00-17:00
Exercise for success
Caitlan MAGGS (Speaker, Workshop Director, Author)

17:30
Return (option to detour to the beach!)

9:30-10:30
The future of museums
Elvira DYANGANI (Director, MACBA) (tbc)
Jordi SELLAS (CEO, Layers of reality)

10:30-11:00
Break

11:00-12:00
The rise of indie video games: challenging big studios
Joan Francesc BAÑÓ (CEO, GameBCN)
Pau PUIGGRÓS (CEO, Player to player)
Yesenia (CEO, LUA)

12:00-12:45
Challenges and opportunities in music
Daniel Abraham BASSE (Singer, songwriter & independent artist)
Gonçal CALVO i PÉREZ (Head of innovation, BMAT Music Innovators)

12:45-14:15
Lunch and team project work
14:15-15:00
Transforming Barcelona into a Global Music Tech Landmark
Isabel VILLANUEVA (CEO, Sweet bird)
Adrià LLADÓ (Public Affairs, 19N Strategies and Music Tech Hub BCN)

15:00-16:00
Writing Workshop
Mantautas KRUKAUSKAS (Composer & Associate Professor, Lithuanian Academy of Music and Theatre)

16:00-16:30
Break

16:30-18:00
Guided visit to the exhibition “Suburbia. Building the American Dream” at CCCB
Francesc MUÑOZ (Advisor, SUBURBIA exhibition)

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SATURDAY, JULY 13
TEAMWORK, PRESENTATIONS & CLOSING CEREMONY

VENUE:
> StartUB! – Universitat de Barcelona, Carrer de Pascual i Vila, Les Corts, 08028 Barcelona

Metro Station Palau Reial (L3)
https://startub.ub.edu/en/

9:30-11:00
Breakfast and team project work

11:00-12:30
Projects final presentations

12:30-13:00
Awarding of Certificates

13:00-14:00
Closing ceremony and farewell cocktail

*Program subject to change without notice