

SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

June 25 to July 11, 2025
Montreal | Nantes | Barcelona

17th
edition





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WELCOME WORD

17 Years of Creativity for Innovation!

Dear Participants,

Welcome to the 17th edition of the Summer School on Management of Creativity in an Innovation Society!

Launched in 2009 as a joint project between HEC Montréal and the University of Barcelona, the Summer School offers a unique opportunity to discover and experience two exceptional creative cities, home to diverse and dynamic creative ecosystems. This year, we are breaking new ground by adding a 3rd city to the program: Nantes. Its addition strengthens collaboration between three innovative cities in key sectors like healthcare, aeronautics, and the creative industries.

The Summer School project aims to bring together passionate people with different worldviews and experiences – academics, industrialists, artists, policymakers, entrepreneurs, students – from different cultures and different age groups to discover, through a shared experience, the multiple dimensions of creativity and translate them into focused and impactful innovation projects. During two intensive weeks, participants will work together to learn tools, techniques, methods, and practices of creativity to fuel innovation and make a difference! They will co-create new business models, collaborate on international creative projects, and co-design new solutions to business, organizational, or social problems.

One of the most important results of the Summer School is the gradual creation of a community of passionate people (more than 11000 alumni since 2009!), who will continue to create projects together, exchange ideas, and apply these creative insights and methods in their daily professional activities long after the end of the program, with their heads full of possibilities to improve their organizations, their careers, their networks... and the world!

The participants of this 17th edition will have the privilege to discover a myriad of creative activities, companies and cultural institutions that are at the heart of the dynamism of these two cities. They will explore innovation in a variety of sectors ranging from health care, education, arts, gastronomy, design, and technology,

Let the journey begin!

ORGANIZING COMMITTEE

Patrick Cohendet – HEC Montréal
Laurent Simon – HEC Montréal
Lucy Stojak – HEC Montréal
Ania Muller – HEC Montréal

Christophe Angot – Nantes Métropole
Matthieu Clavier – Nantes Métropole
Raphaël Suire – Nantes University - IAE
Nawal Haddioui – Nantes University - IAE
Montserrat Pareja-Eastaway – University of Barcelona
Manel Gonzàles-Piñero – University of Barcelona
Jordi Roca Solanelles – University of Barcelona

MONTREAL



MONTREAL PROGRAM

WEDNESDAY, JUNE 25

**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
- > **Salle B.307 -**
Salle multifonctionnelle -
Association des diplômés
de HEC Montréal
- > **6@8: Salle A.335 -**
Amphithéâtre Rachelle
et Alain-Paris, level 3

*Metro Station Square
Victoria – Orange Line or
Metro McGill – Green Line
[https://www.hec.ca/en/
campus/directions/](https://www.hec.ca/en/campus/directions/)*

7:30-8:30

Registration

8:30-9:00

Welcome to HEC Montréal

Federico PASIN (Director, HEC Montréal)

Summer School Overview

Christophe ANGOT (Director of Research,
Innovation & Higher Education, Nantes Métropole)
Patrick COHENDET (Professor, HEC Montréal & Co-director, Mosaic)
Manel GONZÁLEZ-PIÑERO (Head of Innovation at IRIS,
Technical University of Catalonia; Professor, University of Barcelona)
Montserrat PAREJA-EASTAWAY (Professor, University of Barcelona)
Laurent SIMON (Professor, HEC Montréal & Co-director, Mosaic)
Lucy STOJAK (Executive Director, Mosaic HEC Montréal)
Raphaël SUIRE (Professor, Nantes University - IAE)

9:00-10:00

Introduction of participants – getting to know each other

The Summer School Team

10:00-10:30

Break

10:30-11:30

CREATIVE WORKSHOP 1: El Sapo Mexicano Workshop

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

11:30-12:30

**Introduction: the importance of AI
for the Summer School**

Mariam TAGMOUTI (Advisor, Technology Transfer and Innovation,
IVADO)

Human Centered AI for innovation

Pierre-Majorique LÉGER (Professor, HEC Montréal & Co-director,
Tech3Lab)

12:30-13:45

Lunch

13:45-14:30

Team Projects: Overview, guidelines, and work dynamic

Emmanuel CAMERON-GODIN

(Director General & Co-founder, Continuums)

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

Catherine GAUTHIER (Partner, Interface&co)

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

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

14:30-17:00

CREATIVE WORKSHOP 2: Design thinking

Niels BILLLOU (Co-Founder & Executive Director, The Humanos Institute)

17:00-17:30

CREATIVE WORKSHOP 3: Music Welcome

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

Monta MARTINSONE (Singer & Voice Coach)

Neringa VALUNTONYTÉ (Concert Pianist, Artist Researcher, Lithuanian Academy of Music and Theater)

6@8

Keynote Address

Introduction of keynote speaker

Johanne TURBIDE (Secretary General, HEC Montréal)

Art, culture and sustainable development

Charles-Mathieu BRUNELLE (Director General, Quartier des Arts du Cirque)

General Discussion

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

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

Cocktail



THURSDAY, JUNE 26

CREATING AN INNOVATION ECOSYSTEM FOR SUSTAINABLE AERONAUTICS: THE CASE OF MIRABEL AIRPORT

VENUE

> YMX Innovation -
9800 Rue Irénée -Vachon
Mirabel, QC J7N 3C5

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 and Introduction of the day

Yves BEAUCHAMP (CEO, Aéroports de Montréal [ADM])

Frédéric BOVE (Strategy and Innovation Zone Director, Aéroports de Montréal [ADM])

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

Philippe STAS (Vice President, Services & Business Operations, Aéroports de Montréal [ADM])

3Rs: Review–Reflect–Recreate

Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens

Mariam TAGMOUTI (Advisor, Technology Transfer and Innovation, IVADO)

Vanessa ALARIE (Advisor, Technology Transfer and Innovation, IVADO)

3Rs through a space lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:45 -10:00

Presentation of the YMX Innovation Hub

Frédéric BOVE (Strategy and Innovation Zone Director, Aéroports de Montréal [ADM])

10 :00-10 :15

Break

10:15-10:30

Innovation hubs: a conceptual framework

Mosaic Team

10:30 -11:30

Airports as innovation hubs: some inspiring examples

Olivier GONZALES (Head of Mission Management Systems, Wisk)

Clothilde PETITJEAN (Director – Finance and Innovation, Flying Whales)

General Discussion

11:30-12:15

The Solar Impulse Foundation, labelling and scaling sustainable solutions, and the next round-the-world trip

Erik GRAB (Director, Solar Impulse - France)

General Discussion

12:15-13:30

Lunch and teamwork

13:30-15:30

Co-design Workshop: Leveraging the YMX Open Lab for Local Impacts

15:30-16:30

Summary and lessons learned

Designing and orchestrating innovation ecosystems

Frédéric BOVE (Strategy and Innovation Zone Director, Aéroports de Montréal [ADM])

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

Erik GRAB (Director, Solar Impulse - France)

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

16:45

Bus departure return to Montreal



FRIDAY, JUNE 27

AI, ETHICS AND INCLUSION

VENUES

- > Fabrik 8,
7236 rue Waverly
*Metro Station
De Castelnau – Blue Line*
- > The Big Top,
Old Port of Montreal,
Quai Jacques-Cartier,
rue de la Commune E.

8:30-9:00

Breakfast

9:00-9:45

Welcome

Mariam TAGMOUTI (Advisor, Technology Transfer and Innovation, IVADO)

Romy MARTINEZ (Advisor, Technology Transfer and Innovation, IVADO)

Vanessa ALARIE (Advisor, Technology Transfer and Innovation, IVADO)

3Rs: Review-Reflect-Recreate

Madan RAO ((Research Director, Your Story Media)

3Rs through an AI lens:

Jean-François PLANTE (Professeur, HEC Montréal)

3Rs through a space lens

Lucy STOJAK (Executive Director, Mosaic HEC Montréal)

9:45-10:30

The ethics and governance of AI

Joé T. MARTINEAU (Associate Professor, HEC Montréal)

10:30-10:45

Break

10:45-11:30

AI in health

Kathy MALAS (Chief Research, Innovation and Learning Officer, Health and Social Services Integrated Center of Montérégie-Ouest)

11:30-12:30

User Experience and AI: designing for trust and transparency

Gamifying AI: how games can democratize artificial intelligence

Alexandra NEMERY (Professor of UX, École de technologie supérieure [ÉTS])

12:30-13:30

Lunch

13:30-14:00

Creativity Tools for Teamwork

Laurent MARTIN (Consultant - Creativity, Innovation Management)



14:00-16:00

**CREATIVE WORKSHOP 4 led by IVADO:
AI business model in traditional industries:
Cheese, microbreweries, archeology,
and wine producers**

IVADO Team - Mariam TAGMOUTI, Romy MARTINEZ,
Vanessa ALARIE

Luc LESPÉRANCE (Faculty Lecturer, HEC Montréal)

16:00-16:15

Break

16:15-17:00

AI, human competencies and the future of work

Luc SIROIS (Chief Innovation Officer of Québec)

Anne NGUYEN (Chief AI Officer, Conseil de l'innovation du Québec)

17:00-17:50

AI-Human Co-Creativity, Agency, and the Arts

Mantautas KRUKAUSKAS (Composer & Associate Professor,
Florin GABOR (Creative Director, Florin Gabor Studios)

Ekaterina TURKINA (Professor, HEC Montréal)

Lithuanian Academy of Music and Theater)

17:50

**Departure by public transportation
for the Old Port of Montreal**

19:30

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

SATURDAY, JUNE 28

HOW TO MANAGE

ECOSYSTEMS OF INNOVATION:

CONCEPTS AND PRACTICES

VENUE

- > HEC Montréal,
Édifice- Hélène-
Desmarais, 501, rue
de la Gauchetière O.,
Salle A.668 - Luc Poirier,
level 6
 - > Salle B.307 -
Salle multifonctionnelle -
Association des diplômés
de HEC Montréal
 - > Salle A.878 -
Guy Fréchette, level 8
- Metro Station Square
Victoria – Orange Line
or Metro Station McGill –
Green 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

VMware - Edge A Eye

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: Problem framing:
Transforming a problem to be more creative

Romain RAMPA (Assistant Professor, École de technologie supérieure [ÉTS])

11:45-12:30

The Ideation process

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

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

12:30-14:00

Lunch and Teamwork

14:00-15:00

Team challenge presentations and general discussion
Challenge 1: Quartier de l'innovation en santé - Montréal (QIS)

The role of nuclear medicine in cancer diagnosis and treatment

Challenge 2: Aéroports de Montréal (ADM)

Fostering and cultivating an airport- driven ecosystem to accelerate impactful aeronautical innovation

Challenge 3: Lithuanian Academy of Music and Theater

Mapping and accelerating urban music ecosystems

Challenge 4: Commissariat santé
et bien-être du Québec (CSBE)

Driving experimentation for sustainable population health ecosystems

Challenge 5: Ville de Laval

How can cities tackle society's grand challenges:

the case of the TEMMRA Project in Laval

Challenge 6: Hydro-Québec

Implementing a V2X (Vehicule-to-Everything) Technology in Quebec

15:00-15:15

Break

15:15-16:00

Ecosystems of innovation, health and well-being for aging
populations: the perspective of populational health

Joanne CASTONGUAY (Commissaire à la santé et au bien-être)

The case of Laval

Lidia DIVRY (Director of Economic Development, Ville de Laval) tbc

Bernard PITRE (Chief Commissioner – Innovation, Ville de Laval) tbc

16:00-16:45

Innovation commons

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

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

16:45-17:45

CREATIVE WORKSHOP 6: Music in Motion

Caitlan MAGGS (Creative Director, Speaker & Author)

Monta MARTINSONE (Singer & Voice Coach)

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

17:45-18:00

Transfer to Salle Guy Fréchette, 8th floor

18:00-20:00

CREATIVE WORKSHOP 7: Practicing the creative
economy through the Omelette Competition!

Introduction

Summer School Team International Jury

SUNDAY, JUNE 29

NATURE, SUSTAINABILITY & INNOVATION

VENUE

> Insectarium @Espace pour la vie, 4581, rue Sherbrooke E.
> Montreal Botanical Garden @Espace pour la vie, IRBV, 4101, rue Sherbrooke E., salle B-106
Metro station Viau – Green Line

7:45

Arrival at the Insectarium and continental breakfast

8:00-8:30

Welcome – Reconnecting with Nature

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

8:30-9:15

Open visit of the Insectarium

9:15-9:30

Walk to the Botanical Garden Main building – IRBV, salle B-106

9:30-10:00

3Rs: Review–Reflect-Recreate

Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens

Anne NGUYEN (Chief AI Officer, Conseil de l'innovation du Québec)

3Rs through a Mosaic Team lens

10:00-10:30

Break

10:30-11:15

Creative workshop 8: Biophilic Management

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

Juan Carlos LONDONO (Co-founder, Lupuna)

11:15-11:45

Integrating Nature: Advancing Biophilic Management in Organizations

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

Juan Carlos LONDONO (Co-founder, Lupuna)

11:45-12:15

The Biophilic Reform: World-Making Otherwise

Catherine D'AMOURS (Artist, Author & Professor, École de Design, UQAM)

12:15-13:30

Lunch and teamwork

13:30-14:45

Perspectives on Regenerative Agriculture

Nicolas BÉFORT (Associate Professor - NEOMA Business School)

Helena CAMPOS (PhD Candidate, HEC Montréal & Researcher Mosaic)

Véronique LEMIEUX (Owner & Winemaker of Vignes en ville

& Les cuvées de Véronique - Le Vignoble de la Bauge)

Audrey AUBERTIN (Apprentice winemaker, Les cuvées de Véronique -

Le Vignoble de la Bauge)

Charles NAULT (CEO, Logiag)

14:45-15:00

Break

15:00-16:30

Teamwork - Rethinking Business Models for Sustainability, Impact, and Regenerative Capacities

16:30

Free afternoon - Explore Montreal!





MONDAY, JUNE 30

CREATIVE INDUSTRIES

VENUES

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

Daniel LAMARRE (President & CEO, Cirque du Soleil [CDS])

Breakout group formation

9:00-10:00

CREATIVE WORKSHOP 9

A - Buffoonery

Massimo AGOSTELLI (Master-Buffoon, Cirque du Soleil)

B - Masks

Silvia GERTRUDIZ GONZALEZ (Human Performance Specialist,
Cirque du Soleil)

C - Movement

Marie-Ève DEMERS (Choreographer, Cirque du Soleil)

10:00-10:30

Break / Change

10:30-12:15

CDS Innovation Festival -

Establishing a new corporate culture

Caroline BOUDREAU-BOUCHER (Assistant Creative Guide, CDS)

Richard LEPAGE (Sr Director, Innovation and Performance Design, CDS)

Storytelling to develop a new performance

Richard LEPAGE (Sr Director, Innovation and Performance Design, CDS)

Show-SIM

John THURSTON (Show Systems-Design & Management, CDS)

12:15-14:00

Lunch & Teamwork

14:00-14:30

3Rs: Review-Reflect-Recreate

Madan RAO (Research Director, Your Story Media)

3Rs through an AI lens

Jihene REZGUI (Associate Professor, Collège Maisonneuve)

3Rs through a space lens

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

14:30-15:30

**Panel on Innovation in circus
and performing arts: research, experimentations
& perspectives**

Moderated by Laurent Simon

(Professor, HEC Montréal & Co-director Mosaic)

Patrice AUBERTIN

(Director, Research Centre for Human Potential (HUPR))

Emmanuel BOCHUD (Director, Development and Innovation,
Research Centre for Human Potential (HUPR))

15:30

Transfer to la TOHU

15:45-16:30

La cite des arts du cirque

Benoit MATHIEU (Co-General and Administrative Director, la TOHU)

16:30-17:15

Discovering Park Frédéric-Back

17:15

Bus departure for Montreal

TUESDAY, JULY 1

WHAT'S NEXT?

VENUE

> Maison du
développement durable,
50, rue Sainte-Catherine O.,
salle Clarke

Metro

*Station Saint-Laurent -
Green line*

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

Stéphane TURBIDE (Co-founder & COO, Maket Technologies) tbc

3RS through a Mosaic Team lens

9:30 - 10 :00

Bridges to Nantes

Christophe ANGOT (Director of Research,
Innovation & Higher Education, Nantes Métropole)

10 :00-10 :15

Break

10:15-11:30

Teamwork & project advancement presentations

11:30-12:00

Musical au revoir!

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

Monta MARTINSONE (Singer & Voice Coach)

Neringa VALUNTONYTÉ (Concert Pianist, Artist Researcher,
Lithuanian Academy of Music and Theater)

FREE AFTERNOON

DEPARTURE FOR NANTES



THANKS TO MONTREAL CONTRIBUTORS

- Aéroports de Montréal (ADM)
- Airbus
- Botanical Garden – A Space for Life
- Cirque du Soleil
- Collège Maisonneuve
- Commissariat santé et bien-être du Québec (CSBE)
- Conseil de l'innovation du Québec
- Continuums
- École de technologie supérieure (ÉTS)
- Fabrik 8
- Flying Whales
- Health and Social Services Integrated Center of Montérégie-Ouest
- HEC Montréal
- IAE – Nantes University
- Insectarium - A Space for Life
- Institut de la résilience et de l'innovation urbaine (IRIU)
- Interface&co
- IREQ – Hydro-Québec
- IVADO
- La TOHU
- Lithuanian Academy of Music and Theater
- Logiag
- Lupuna
- Maison du développement durable
- Maket Technologies
- Nantes Métropole
- NEOMA Business School
- Polytechnique Montréal
- Quartier de l'innovation en santé Montréal (QIS)
- Quartier des Arts du Cirque
- Research Centre for Human Potential (HUPR)
- Solar Impulse - France
- Technical University of Catalonia
- The Humanos Institute
- Université de Montréal
- Université du Québec à Montréal (UQAM)
- Université du Québec à Rimouski (UQAR)
- University of Barcelona
- Vignoble de la Bauge
- Ville de Laval
- Wisk
- YMX Innovation
- Your Story Media

THANKS TO MOSAIC'S PARTNERS

ORGANIZED BY



PRINCIPAL PARTNERS



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CIRQUE DU SOLEIL



BETA
Bureau
d'économie
théorique
et appliquée

HUPR *



QUARTIER DES ARTS
DU CIRQUE



WITH THE SUPPORT OF



NANTES



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NANTES PROGRAM

WEDNESDAY, JULY 2

VENUE

> Papillon Bleu Cruise Boat
Ponton des Chantiers,
44200 Nantes

18:30-21:00

Welcome cocktail buffet & cruise

THURSDAY, JULY 3

INDUSTRY AND ITS FUTURES

VENUES

- > L'Institut de recherche technologique (IRT) Jules Verne,
1 Mail des 20 000 Lieux,
Bouguenais
- > Technocampus Ocean,
Rue de l'halbrane,
Bouguenais
- > Jules Vernes
Manufacturing
Academy (JVMA),
1 allée du Nautilus,
Bouguenais
- > Le Brick,
8 Allée de la Centrale
Électrique de Chantenay,
44100 Nantes

7:30

Meeting point for bus departure
(allée BACO, tramway station « HÔTEL DIEU »)

8:00-8:30

Continental breakfast

8:30-9:00

3Rs: Review-Reflect-Recreate | Montreal portion

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

9:00-9:30

Industry facing its future: current & future challenges

Laurent MANACH (Deputy General Manager, IRT Jules Verne and
Managing Director of EMC2)

9:30-10:15

Group tour of the IRT Jules Verne

Olivier PETH (Equipment and Resources Manager, IRT Jules Verne)

10:15-10:30

Walk to Technocampus Ocean and Coffee break

10:30-11:00

How to re-use carbon in the aircraft industry?

Nicolas FORDOS (Manufacturing Engineer, Technocentre Airbus)
Franck DOBIGEON (Project manager for the ReUse Carbone project
at the Technocentre Composites in Nantes, Airbus)

11:00-11:30

Airbus: the future of airplanes /

The airplanes of the future

tbc

11:30-11:45

Robotics for agricultural transition

Jean Pierre LE GOFF (Chairman, SITIA / Trektor.IA)

Pol MORDEL (Robotics Engineer, SITIA)

11:45-12:15

XXL-Robotics

tbc

12:30-13:30

Lunch

13:30-13:40

Walk to Jules Vernes Manufacturing Academy

14:00-15:00

Technological investigation game

Arnaud SCHMITT (Communication and Development Manager, JVMA)

15:00-15:30

Bus transfer from the JVMA to LE BRICK

15:30-17:00

How will decarbonization and the new maritime ecosystem evolve?

Frédéric RAVILLY (Regional Delegate- Pôle Mer Bretagne Atlantique - Representative of Atlanpole)

Arnaud POITOU (Chairman, Farwind Energy) ;

Félix GORINTIN (COO & Co-founder, Fairwind Energy)

Erwan JACQUIN (Founder of MEET2050- Maritime Energy and Environmental Transition)

Lise DETRIMONT (General Delegate, Windship)

Nicolas BOULET (Initiative Leader and CEO, WISAMO)

17:00-18:00

Teamwork

18:00-18:15

Walk to the LAB (Little Atlantique Brewery)

Enjoy the sunset on the river Loire

FREE EVENING

FRIDAY, JULY 4

HEALTH AND ITS FUTURES

VENUES:

- > BIAS 2 building,
Nantes University,
Health Campus,
10 rue bias, Nantes
- > Gina Building.
Boulevard Gisèle Halimi,
Nantes
- > Oniris.
Rue de la Géraudière,
Nantes

8:15-8:30

Meet at the BIAS 2

8:30-9:00

Continental breakfast

9:00-9:30

3Rs – Review-Reflect-Recreate

Mosaic Team perspective

9:30-10:00

Innovating in healthcare through nuclear medicine

Guillaume MERCUSOT (Head of development and innovation, Institut de cancérologie de l'Ouest/ ARC Center in France)

10:00-10:30

Driving innovation in healthcare through nuclear medicine

Ferid HADDAD (Professor, Nantes University, Director GIP-Public Interest Group- Arronax,)

10:30-10:45

Coffee break

10:45-11:15

Health Innovation Center "Fabrique de l'innovation en santé"

Etienne BENDJEBBAR (Head of Innovation & Development Department, Centre Hospitalier Universitaire de Nantes)

11:15-11:45

Innovating by bricolage for human health

Pierre Antoine GOURAUD (Professor, Nantes University, Health data expert and hospital practitioner in cell biology, Centre Hospitalier Universitaire de Nantes)

11:45-12:45

Lunch

12:45-13:00

Walk to "GINA"

13:00-13:30

Developing a sustainable health ecosystem – the «Station S Project»- GINA

Joëlle MARTIN-GAUTHIER (Station S coordinator - Research, Innovation & Higher Education Division - DRIES)

13:30-14:00

Bus transfer to Oniris

14:00-15:30

Visit the food technology Hall
& discover food tech projects

Jean Marc FERRANDI (Professor of Marketing,
ONIRIS & Co-responsible for the Maréson Chair - Responsible
Marketing and Well-Being)

15:30-16:00

Round-table discussion - FoodTech projects

Raphaël SUIRE (Professor, Nantes University – IAE)
Louise DOUILLIET (Agri-food Engineer & Co-founder of Kignon)
Apolline CORREIA LOPES (Food-Science Engineer
& Co-founder of Arsène)

16:00-16:30

The future of innovation in food:
make the unacceptable acceptable

Céline GALLEN (Professor, Nantes University – IAE)

16:30-17:00

Let's eat: À table

Céline GALLEN (Professor, Nantes University – IAE)

17:00-18:00

Teamwork

18:00

Transfer by bus

Free time

19:30-22:00

Gala dinner

MAISON BARON LEFEVRE

33 Rue de Rieux, 44000 Nantes



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SATURDAY, JULY 5

ART & CREATIVITY AND THE CITY

VENUE

> Halle 6 Ouest -
Nantes University,
42, rue de la Tour
d'Auvergne, Nantes

8:00-8:15

Meet at Halle 6 Ouest

8:15-8:45

Continental breakfast

8:45-9:15

3Rs – Review-Reflect-Recreate

Mosaic Team perspective

NANTES PROGRAM

9:15-9:45

'Île de Nantes': Rethinking urban development

Lucie RENOU (International Project Manager, SAMOA)

10:00-10:40 / 10:50-11:40

Creativity in the air

Experimenting les Machines de l'île: Gallery & Carousel
des 'Mondes Marins'

11:50-12:30

Bridges to Barcelona

Manel GONZÁLEZ-PIÑERO (Head of Innovation at IRIS,
Technical University of Catalonia; Professor, University of Barcelona)

12:30-13:30

Lunch

13:30-13:45

Walk to the Carousel

14:00-14:15

Le voyage à Nantes: Innovating through the Green Line

Emmanuelle GANGLOFF (PhD & Co-founder, Bien Urbaines)

Hélène MORTEAU (PhD & Co-founder, Bien Urbaines)

Etienne CAPRON (Researcher- Mosaic HEC Montréal)

14:15-17:00

Chasing the urban atmosphere along the Green Line:

Urban drift

Emmanuelle GANGLOFF (PhD & Co-founder, Bien Urbaines)

Hélène MORTEAU (PhD & Co-founder, Bien Urbaines)

Etienne CAPRON (Researcher- Mosaic HEC Montréal)

17:00-17:30

Teamwork

FREE EVENING

THANKS TO NANTES CONTRIBUTORS

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- Airbus Atlantique
- Arsène
- Association Wind Ship
- Bien Urbaines
- Centre Hospitalier Universitaire de Nantes
- Farwind
- GIP ARRONAX
- Halle 6 Ouest - Nantes Université
- IAE - Nantes Université
- ICO - Institut de Cancérologie de l'Ouest
- IRT Jules Verne
- Jules Verne Manufacturing Academy
- Kignon
- Le Bureau des Congrès de Nantes
- Le Voyage à Nantes
- LEMNA - Laboratoire d'Économie et de Management de Nantes - Nantes Université
- LS2N - Laboratoire des Sciences du Numérique de Nantes - Nantes Université
- Le Brick

- MEET 2050
- Nantes Métropole - Direction de la Recherche, de l'Innovation et de l'Enseignement Supérieur
- ONIRIS
- Pôle EMC2
- Pôle Mer Bretagne Atlantique
- SITIA Applied Innovation
- SAMOA- Fabrique urbaine et créative de l'île de Nantes
- Technocampus Océan - Région Pays de la Loire
- Technocentre Airbus
- UFR Médecine - Nantes Université
- Wisamo

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BARCELONA



BARCELONA PROGRAM

SUNDAY, JULY 6

DEPARTURE FOR BARCELONA

FREE DAY

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!

ajuntament.barcelona.cat/arxiunicipal/arxiuhistoric/en/news/

come-along-to-the-museums-on-the-first-sunday-of-the-month-1032954

MONDAY, JULY 7

RETHINKING LIVABILITY IN FUTURES

VENUES:

> Fabra i Coats Creation Factory, Carrer de Sant Adrià, 20, Sant Andreu

Metro Station Sant Andreu – Red line (L1)

barcelona.cat/fabraicoats/ca

> Ca la Nuri Platja, Passeig Marítim de la Barceloneta, 55
Metro Station Ciutadella Vila Olímpica – Yellow Line (L4)

restaurantcalanuri.com

9:30-9:40

Welcome to Barcelona

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

9:40-10:15

Fabra i Coats Creative Factory:

A Gateway to Innovation and Culture

Carles SALA (Executive Coordinator, Fabra i Coats Creation Factory)

10:15-10:45

Sónar +D: Imagining Tomorrow's Creative Ecosystems

Antonia FOLGUERA (Curator, Sónar+D and Eufònic)

10:45-11:15

Fabra i Coats Guided Visit

Carles SALA (Executive Coordinator, Fabra i Coats Creation Factory)

11:15-11:45

Coffee break

BARCELONA PROGRAM

11:45-12:45

**Public Innovation and Local Entrepreneurship:
How the City Council Drives Change
and Sets Priorities**

Michael DONALDSON (CIO, Barcelona City Council)
Verònica KUCHINOW (Founder & CEO, SÍMBIOSY)

12:45-13:30

**Innovation Hub in Circular Economy in Barcelona:
challenges and actors**

Mariona GONZÁLEZ (Lab Managing Director Barcelona, TeamLabs/
Barcelona)

13:30-14:30

Lunch

14:30-15:15

Innovative architecture to fulfill sustainability principles

José TORAL (Founder & CEO, Peris+Torral Arquitectes)

15:15-16:00

How can AI help to understand our cities?

Marta GALCERAN (Senior Research Fellow- Global Cities Program,
CIDOB Barcelona Centre for International Affairs)

16:00-16:30

Break

16:30-17:15

**From Deep Tech to Deep Change: Innovating
with Vision and Purpose**

Montse GUÀRDIA (Chief People & Culture, IDEADED;
President of the Board of Trustees, UPC; Co-founder, Big Onion)

17:15-18:30

Teamwork

19:30

Welcome Dinner

BARCELONA PROGRAM

TUESDAY, JULY 8

ONE HEALTH: A HOLISTIC

APPROACH TO GLOBAL WELL-BEING

9:30-10:00

Tech Barcelona: Connecting Talent, Technology, and the City
Miquel MARTÍ (CEO, Tech Barcelona)

10:00-10:30

**From Tech Innovation to Real-World Impact:
The Aridditive Story**

Roger UCEDA (CEO & Co-founder, Aridditive)

10:30-11:15

**Strategic Visions for the Music Industry:
A Conversation with BIME**

Isabel VILLANUEVA (Director, BIME)
Manel GONZÁLEZ-PIÑERO (Head of Innovation at IRIS, Technical
University of Catalonia; Professor, University of Barcelona)

11:15-11:45

Coffee break

11:45-12:45

Diagnosing Needs, Designing Futures

Cristina VILARMAU (Business Development & Innovation Manager,
MiMARK)

Pol SOLÀ-SANTOS (Co-founder & CEO, Vincer.ai)

Javier JIMÉNEZ (Founder & CEO, Kriba)

12:45-13:15

**Purpose-Driven Ventures: Investing in Health
Innovation for Children**

Marc RAMIS (Managing Partner, Montana Impact Fund
& Venture Partner, Ship2B Ventures)

13:15-14:30

Lunch

14:30-15:15

AI health ventures shaping tomorrow

Alexandre PERERA (Professor & Director,
IRIS-Technical University of Catalonia)
Dani TOST (Co-founder & CEO, Virmedex Virtual Experiences)

15:15-16:30

Workshop: Business Canvas ahead

Yves PIGNEUR (Professor of Management Information Systems,
University of Lausanne)

16:30-18:30

Teamwork

WEDNESDAY, JULY 9

EXPLORING NEW REALITIES:

SUSTAINABILITY, KMO

& ENVIRONMENTAL STEWARDSHIP

VENUE:

> Can Mari-Casino de Tiana, C. Edith Llaurador, 4-18, Tiana (Maresme)
Transfer by private bus
casinodetiana.com/

9:00

Meeting point for bus departure Gran Via de les Corts Catalanes, 585, L'Eixample

9:50-10:00

Welcome

10:00-10:45

Local Alliances for Sustainability: Cooperation, Coordination, Collaboration & Conflict Dynamics
Xavier CASTAÑER (Professor, University of Lausanne)

10:45-11:15

Coffee break

11:15-12:00

Words, Places, People: The Essence of Poesia i +
Gabriel VENTURA (Director, Festival Poesia i +)

12:00-12:45

Imagining the Future: the case of Barcelona Metropolitan Strategic Plan
Lidón MARTRAT (Coordinator, Joint Office for Sustainable Food [OCAS])
Irene NAVARRO (Technical Office Coordinator, Metropolitan Strategic Plan of Barcelona [PEMB])

12:45-13:30

Feeding Tomorrow: The Novameat Journey
Giuseppe SCIONTI (Founder & CEO, NOVAMEAT)

13:30-15:30

Wine tasting and lunch

15:30-16:00

Building Communities: Lessons Learned Over 17 Years
Lucy STOJAK (Executive Director, Mosaic-HEC Montréal)
Esteve JUANOLA-FELIU (Inspector of Education, Generalitat de Catalunya & Innovation Advisor, EduTech)



16:00-16:45

Crossing Creative Frontiers: XR, Culture, and Innovation for Tomorrow's Creative Ecosystems

Béregère FALLY (Innovation Manager, Technocité and Interreg CrossTechXperience)
Delphine JENART (Head of Strategy & Development, KIKK and WAKE! by Digital Wallonia)
Sébastien NAHON (Director, Media Innovation & Intelligibility Lab [MIIL], Université Catholique de Louvain [UCLouvain])

16:45-17:30

Teamwork

17:30

Return (option to take a detour to the beach)



THURSDAY, JULY 10

CULTURAL & CREATIVE

INDUSTRIES:

EXPLORING NEW FRONTIERS

VENUE:

> Museu de la Música,
L'Auditori. Carrer de
Lepant, 150, L'Eixample
Metro station Marina (L1)
or Monumental (L2)
[ajuntament.barcelona.cat/
museumusica/en](http://ajuntament.barcelona.cat/museumusica/en)

9:30-9:45

The Music Museum Project: Where Heritage Meets Creativity

Jordi ALOMAR (Director, Barcelona Music Museum)

9:45-10:30

Àgora Cívica or How the Cultural and Artistic Community Participates in Mondiacult

Jordi BALTÀ (Consultant, Researcher and Trainer on Culture, Sustainability and International Relations; Curator, Àgora Cívica)
Montserrat PAREJA-EASTAWAY (Professor, University of Barcelona)

10:30-11:00

Coffee break

11:00-11:45

Sitges: Commanding the World Stage of Fantastic Cinema

Mònica GARCÍA I MASSAGUÉ (General Manager, Sitges International Fantastic Film Festival of Catalonia)

11:45-12:45

Exploring Theatre and Cognition: New Frontiers in Artistic Research

Ramunė BALEVIČIŪTĖ (Associate Professor and Vice-Rector for Art and Science, Lithuanian Academy of Music and Theatre)

12:45-13:30

Emerging Voices: Navigating Careers and Opportunities in Music

Daniel Abraham BASSE (Singer, songwriter and independent artist)
León GUALLART (Artist, Director and Educator)

13:30-14:45

Lunch

14:45-15:45

From Barcelona to the World: Innovations in Music with Freesound.org & BMAT

Frederic FONT (Senior Researcher, Phonos & Coordinator & lead developer, Freesound)

Gonçal CALVO i PÉREZ (Head of innovation, BMAT Music Innovators)

15:45-16:15

Empowering the Music Industry Through Technology: Music Tech Barcelona

Jose Luis ZAGAZETA (President, Barcelona Music Tech Hub)

16:15-16:45

MosAlc Co-creation Workshop

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

16:45-17:00

Break

17:00-17:45

Music Museum Visit

Jordi ALOMAR (Director, Barcelona Music Museum)

17:45-18:30

Teamwork

FRIDAY, JULY 11

TEAM PROJECTS / CLOSING CEREMONY

VENUES:

- > Hub Social Barcelona,
Carrer de Girona,
34, Eixample
*Metro Station Tetuan (L2)
or Urquinaona (L1)*
hubsocialbcn.cat/
- > Restaurant 7 Portes -
Pg. d'Isabel II, 14, Ciutat
Vella, 08003 Barcelona
*Metro Station Barceloneta
(L4) - Yellow line (L4)*
7portes.com/en/

9:30-11:00

Breakfast & Teamwork

11:00-12:30

Team project final presentations

12:30-13:30

Awarding of certificates and closing ceremony

14:00-17:00

Farewell lunch at Restaurant les 7 Portes

*Program subject to change without notice



- Àgora Cívica
- Aridditive
- ArtCenter College of Design
- Barcelona City Council
- Barcelona Music Museum
- Barcelona Music Tech Hub
- Big Onion
- BIME
- BMAT Music Innovators
- Bureau du Québec à Barcelone
- Can Marí-Casino de Tiana
- CIDOB Barcelona Centre for International Affairs
- Contemporary Ballet of Catalonia
- Digital Wallonia
- Fabra i Coats Creation Factory
- Festival Poesia i +
- Freesound.org
- Generalitat de Catalunya
- HUB Social Barcelona
- IDEADED
- IRIS-UPC
- Joint Office for Sustainable Food (OCAS)
- Kriba
- Lithuanian Academy of Music and Theatre
- Metropolitan Strategic Plan of Barcelona (PEMB)
- MiMARK
- Montana Impact Fund
- Novameat
- Peris+Torralba Arquitectes
- Phonos
- Restaurant 7 Portes
- Ship2B Ventures
- Sitges – International Fantastic Film Festival of Catalonia
- Sónar+D and Eufònic
- SÍMBIOSY
- TeamLabs / Barcelona
- Tech Barcelona
- Technical University of Catalonia
- Technocité and Interreg CrossTechXperience
- Université Catholique de Louvain (UCLouvain)
- University of Barcelona
- University of Lausanne
- Vincer.ai
- Virmedex Virtual Experiences

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