## Information

We kindly ask for registration until Friday, 5th of October 2018 at https://www.phil.uni-passau.de/barmeyer/internationales-kolloquium-kreativitaet-und-innovation.

> 25 € 10 €

#### **Registration fee:**

Regular	
Students and doctoral students	

## **Event Venue**

IT Zentrum / International House Universität Passau Innstrasse 43 D-94032 Passau

Parking is available in the underground garage. Please ask for access: madeleine.bausch@uni-passau.de

## Workshops

Design Thinking Crash Course | Verena Brandl, Hochschulverbund TRIO Design Thinking is a holistic, human-centred approach to innovation and is used as a creative tool for solving problems. The methods and working techniques of design thinking help small, interdisciplinary teams to innovate solutions for complex problems in a number of fields such as economy, politics and society. You would like to gain insights into the methods and working styles of design thinking? Then you are invited to take part in our workshop and discover the process of design thinking through practical experience.

Entrepreneurship Empowerment | Nadine Chochoiek, LMU EC It is a well-established fact that entrepreneurship is an important driver for economic growth and innovation. However, there is still very much untapped potential - especially among students. So, what can we do to foster entrepreneurship? In this interactive workshop session, we will discuss different approaches to empower entrepreneurship and develop practicable action points to implement in our respective ecosystems.

Imagining Startup Ecosystems: challenges, opportunities and future tendencies | *Julie Delisle*, Université du Québec à Montréal Entrepreneurial intentions are on the rise, and startups are gaining more and more attention. Startups are known to foster innovation and economic growth and they allow to create jobs, but need an adequate ecosystem to support them. This interactive workshop aims at getting a better understanding of startup ecosystems and their characteristics and to reflect on their different shapes and their future. Following a brief overview of startup ecosystems, participants will be invited to reflect on challenges and opportunities that ecosystems are currently facing.

Stimulate your creativity | Michael Kriegel | Inés Hagenbucher, LMU In today's world, creativity is very important and used in a wide variety of areas to break up established structures, leave familiar paths and enter unknown territory in order to develop further, bring something new to the market or initiate new approaches. Creativity techniques serve to promote creativity, to develop new ideas, visions and innovations, but also to solve problems. During the workshop, we first give a short theoretical impulse for idea generation and which techniques and methods are used. The second part consists of practical exercises for the participants and the third part takes about 20 minutes of intuition meditation.

# Organizer



University of Passau, Chair of Intercultural Communication

## In cooperation with



## **Funded by**



The colloquium is kindly supported by the HEC Montreal Business School and funded by the University of Passau event-pool as well as by the Bavarian Ministery of Science and the Arts with subsidies from the "Bavarian Funding Programme for the Initiation of International Projects" which is administrated by the Bavarian Research Alliance.

## Contact

Madeleine Bausch Research Associate at the Chair of Intercultural Communication, University of Passau E-Mail madeleine.bausch@uni-passau.de Phone +49 851 509- 29 23

Maria Wilhelm Research Assistant at the Chair of Intercultural Communication, University of Passau E-Mail maria.wilhelm@uni-passau.de Phone +49 851 509-15 73

## More information

https://www.phil.uni-passau.de/barmeyer/internationales-kolloquium-kreativitaet-und-innovation.





October 11 & 12, 2018 International House (ITZ), University of Passau

CREATIVIT

AND

**INNOVATION** 

in urban

ecosystems

**Munich & Montreal** 

presentations & group discussions key notes & workshops panel discussions poster vernissage cross-cultural and transdisciplinary networking

#### Dear participants,

Cities are increasingly regarded as centres of creativity and innovation because they bundle various resources for the development and implementation of ideas. Munich and Montreal, in this sense, are both highly creative cities.

Following a research project on the emergence and spreading of ideas in Munich and Montreal, this international conference aims at presenting results of the project and at creating a place for exchange, where scientists, representatives of the two city administrations as well as incubators, entrepreneurs and young start-up founders discuss current theory and practice all around creative urban ecosystems.

The Chair of Intercultural Communication would like to invite everyone interested to participate in the interactive sessions and panels, to get interesting insights of two innovation ecosystems and an inspiring cultural comparison view on creativity in urban areas. It is also a great opportunity to form part of the intercultural exchange of Quebec and Bavaria.

A warm welcome to all students, professors, politicians, business practitioners and other actors who are interested to participate in the lively exchange of ideas, benefitting from this unique opportunity to network in an intercultural atmosphere at the University of Passau.

Yours.



Christoph Barmeyer University of Passau



Allain Joly **HEC Montréal** 

# Programme

#### WEDNESDAY, OCTOBER 10, 2018

17.00	Welcome of guests from Montreal Guided city tour in Passau – registered participants only – Dinner @ Restaurant "Oberhaus"
	– registered participants only –
THURS	DAY, OCTOBER 11, 2018
8.30	<b>Opening speech   Heads of research project</b> <i>Christoph Barmeyer</i> , Chair of Intercultural Comm University of Passau
	Allain Joly, Department of Management, HEC N
9.00	Opening speech   Representations of regiona governments Quebec and Bavaria Véronique-Aimée Dion, General delegation of Qu
	<i>Florence Gauzy</i> , Scientific Coordination Office Bather the Bavarian Research Alliance
9.30	Interactive introduction Come-together with all participants
9.45	Keynote: Research project creative ecosysten in comparison – Munich and Montreal Christoph Barmeyer   Allain Joly   Maria Wilhelm
10.30	Coffee break
11.00	Short presentations   Activities and particula

12.30

13.45

Christoph Barmeyer, Chair of Intercultural Communication, University of Passau   - registered particip     Allain Joly, Department of Management, HEC Montreal Opening speech   Representations of regional governments Quebec and Bavaria   FRIDAY, OCTOBER 12, 2     Opening speech   Representations of regional governments Quebec and Bavaria   8.30   Opening and revie Keynote: What ma Patrick Cohendet     Florence Gauzy, Scientific Coordination Office Bavaria-Quebec in the Bavarian Research Alliance   10.00   Coffee break     Interactive introduction Come-together with all participants   10.30   Presentation Inno Presentation L and Montreal     Christoph Barmeyer   Allain Joly   Maria Wilhelm   10.30   Presentation due Presentation and Montreal     Short presentations   Activities and particularities   11.15   Break-out sessions Subsequent interactive exchange     Cate Garching Christian Heckemann, Managing Director   11.15   Break-out sessions Sylvie Labelle Commissioner fore L     NUE Interpeneurship Center Nadine Chochoiek, Project Management Teaching   13.00   Interviews: Introdu     Nicit 3 Innovation Center Khalil Haddad, Communications Manager   13.00   Interviews: Introdu     Ville de Montreal   13.00   Interviews: Introdu     Gilles Renaud, Managing Director   13.00   Interviews: Introdu     Nohothreal   13.00   Coffe	Opening speech   Heads of research project		17.00 19.00	<b>Presentation of result</b> Dinner @ Heilig Geist S	
Opening speech   Representations of regional governments Quebec and Bavaria Véronique-Aimée Dion, General delegation of Quebec in Munich Hornec Gauzy, Scientific Coordination Office Bavaria-Quebec in the Bavarian Research Alliance8.30 9.00Opening and revie Keynote: What ma Patrick Cohendet Department of Inter Department of Inter 	Christoph Barmeyer, Chair of Intercultural Communication, University of Passau		17.00	- registered participant	
Opening speech   Representations of regional governments Quebec and Bavaria Véronique-Aimée Dion, General delegation of Quebec in Munich Florence Gauzy, Scientific Coordination Office Bavaria-Quebec in the Bavarian Research Alliance8.30Opening and revie Keynote: What ma Patrick Cohendet Department of Inter Department of Inter Department of Inter Coffee breakInteractive introduction in comparison – Munich and Montreal Christoph Barmeyer   Allain Joly   Maria Wilhelm10.30Presentation   Into Peter Freier Commercial, science Representations   Activities and particularitiesShort presentations   Activities and particularities11.15Break-out sessions Jirgen Enninger Manager Expert Tee City of Munich Break-out sessions Jirgen Enninger Manager Expert Tee City of Munich Break-out sessions Sylvie Labelle Commissioner for E Ville de MontréalINN. KUBATOR Passau Galters Créatifs Montreal Gilles Renaud, Managing Director12.00Lunch breakINN. KUBATOR Passau Robert Richter, Scout for Digitalisation, Start-ups13.00Interviews: Introdu Corfee breakFounders Slam   Founding and development experiences Young entrepreneurs discuss their founding and development experiences in the respective urban ecosystems   subsequent Q&A session15.30Workshop 1: Wor Chochoiek RestMaine et Moi   MUC Oliver BarthNicolas Colsman15.30Wrap up   Conclud Guided tour of wor @ St. Stephan's Catt	Allain Joly, Department of Ma	anagement, HEC Montreal	FRIDA	. OCTOBER 12. 20	
Come-together with all participants10.00Coffee breakKeynote: Research project creative ecosystems in comparison – Munich and Montreal Christoph Barneyer   Allain Joly   Maria Wilhelm10.30Presentation   Inno Peter Freier Commercial, scienc Représentation du CCoffee break5Foresentations   Activities and particularities11.15Break-out sessions Jürgen Enninger Manager Expert Tea City of Munich Break-out sessions Jürgen Enninger Manager Expert Tea City of Munich Break-out sessions Sylvie Labelle Commissioner for E Ville de MontréalINN. KUBATOR Passau Robert Richter, Scout for Digitalisation, Start-ups Ateliers Créatifs Montreal Cilles Renaud, Managing Director12.00Lunch breakInnovation Center Khalil Haddad, communications Manager13.20Workshop 1: Workshop 1: Netwerse Start- ment Ecose NadineWorkshop 1: Loose NadineFounders Slam   Founding and development experiences in the respective urban ecosystems   subsequent Q&X session15.30Wrap up   Conclud @ St. Stephan's CattMime et Moi   MUC Stedystuff   MUC Oliver Barth Nicolas Colsman17.00Guided tour of wor @ St. Stephan's Catt	governments Quebec and Bavaria Véronique-Aimée Dion, General delegation of Quebec in Munich Florence Gauzy, Scientific Coordination Office Bavaria-Quebec in		8.30	Opening and review Keynote: What makes	
Note: Negret Project Pleater Project Pleater Project Pleater Project Pleater Project Pleater Project Pleater P			10.00	Coffee break	
Short presentations   Activities and particularitiesScientific Coordinat Bavarian Research APresentations à 8 min. of business incubators   Subsequent interactive exchange11.15Break-out sessions Jürgen Enninger Manager Expert Tea City of MunichGate Garching Christian Heckemann, Managing Director11.15Break-out sessions Sylvie Labelle Commissioner for E Ville de MontréalINN.KUBATOR Passau 	Keynote: Research project creative ecosystems in comparison – Munich and Montreal		10.30	<b>Presentation   Innovat</b> <i>Peter Freier</i> Commercial, science, t Représentation du Qué	
Short presentations   Activities and particularitiesBavarian Research APresentations à 8 min. of business incubators   Subsequent interactive exchange11.15Break-out sessions Jürgen Enninger Manager Expert Tea City of Munich Break-out sessions Sylvie Labelle Commissioner for E Ville de MontréalLMU Entrepreneurship Center Nadine Chochoiek, Project Management Teaching12.00Lunch breakINN.KUBATOR Passau Robert Richter, Scout for Digitalisation, Start-ups13.00Interviews: Introdu Interviews: Introdu Sylvie Labelle 	Coffee break				
Presentations as finite or busiless includators [   Interviews includators [     Subsequent interactive exchange   Jürgen Enninger     Gate Garching   City of Munich     Christian Heckemann, Managing Director   Break-out sessions     IMUE Entrepreneurship Center   Sylvie Labelle     Natine Chochoiek, Project Management Teaching   Commissioner for E     Ville de Montréal   Ville de Montréal     Robert Richter, Scout for Digitalisation, Start-ups   13.00     Ateliers Créatifs Montreal   13.00     Gilles Renaud, Managing Director   13.00     District 3 Innovation Center   Workshop 1:     Khalil Haddad, Communications Manager   13.20     Founders Slam   Founding and development experiences   Nadine     Young entrepreneurs discuss their founding and development   15.00     Coffee break   Kersti     Mime et Moi   MUC   Studystuff   MUC     Oliver Barth   Nicolas Colsman     Envolution   MUC   Beeye   MTL     Sebastian Wolfsteiner   Julie Delisle	Presentations à 8 min. of business incubators   Subsequent interactive exchange Gate Garching <i>Christian Heckemann,</i> Managing Director LMU Entrepreneurship Center		11.15	Bavarian Research Allia Break-out sessions   T Jürgen Enninger Manager Expert Team City of Munich Break-out sessions   T	
Gate Garching Christian Heckemann, Managing DirectorCity of Munich Break-out sessions Sylvie Labelle Commissioner for E Ville de MontréalLMU Entrepreneurship Center Nadine Chochoiek, Project Management TeachingImage: Commissioner for E Ville de MontréalINN.KUBATOR Passau Robert Richter, Scout for Digitalisation, Start-upsImage: Commissioner for E Ville de MontréalAteliers Créatifs Montreal Gilles Renaud, Managing DirectorImage: Commissioner for E Ville de MontréalDistrict 3 Innovation Center Khalil Haddad, Communications ManagerMorkshop 1: Vor Entrepreneur- Imag ship Empower- Start- ment Eccoss Nadine (Dochoiek Kersti Cochochoiek Kersti Cochochoiek Kersti Cochochoiek Kersti Cochochoiek Kersti Cochochoiek KerstiMime et Moi   MUC Oliver Barth 					
LMU Entrepreneurship Center   Sylvie Labelle     Nadine Chochoiek, Project Management Teaching   Sylvie Labelle     INN.KUBATOR Passau   Ville de Montréal     Robert Richter, Scout for Digitalisation, Start-ups   12.00   Lunch break     Gilles Renaud, Managing Director   13.00   Interviews: Introdu     District 3 Innovation Center   Workshop 1:   Workshop 1:     Khalil Haddad, Communications Manager   13.20   Workshop 1:   Workshop 1:     Lunch break   Ship Empower-   Image the second					
Robert Richter, Scout for Digitalisation, Start-ups   12.00   Lunch break     Ateliers Créatifs Montreal   13.00   Interviews: Introdu     District 3 Innovation Center   13.00   Workshop 1:   Workshop 1:     Khalil Haddad, Communications Manager   13.20   Workshop 1:   Workshop 1:     Lunch break   13.20   Workshop 1:   Workshop 1:     Founders Slam   Founding and development experiences   Nadine   Julie I     Young entrepreneurs discuss their founding and development   Start Eco-sp.   Nadine     Q&A session   15.00   Coffee break     Mime et Moi   MUC   Studystuff   MUC   15.30   Wrap up   Conclud     Oliver Barth   Nicolas Colsman   17.00   Guided tour of worl     Emvolution   MUC   Beeye   MTL   17.00   Guided tour of worl     Sebastian Wolfsteiner   Julie Delisle   0   St. Stephan's Catt					
Attellers Creatis Montreal   Interviews: Introdu     Gilles Renaud, Managing Director   13.00     District 3 Innovation Center   Workshop 1: Wor     Khalil Haddad, Communications Manager   13.20     Lunch break   Workshop 1: Wor     Founders Slam   Founding and development experiences   Nadine     Young entrepreneurs discuss their founding and development   Nadine     experiences in the respective urban ecosystems   subsequent   15.00   Coffee break     Mime et Moi   MUC   Studystuff   MUC   15.30   Wrap up   Conclud     Oliver Barth   Nicolas Colsman   17.00   Guided tour of wor     Emvolution   MUC   Beeye   MTL   17.00   Guided tour of wor     Sebastian Wolfsteiner   Julie Delisle   17.00   Guided tour of wor				Ville de Montréal	
District 3 Innovation Center   Interviews in	Ateliers Créatifs Montreal				
Lunch break   Entrepreneur- ship Empower- Start- ment   Imagestimpower- Ecosetimpower- Start- ment     Founders Slam   Founding and development experiences Young entrepreneurs discuss their founding and development experiences in the respective urban ecosystems   subsequent Q&A session   15.00   Coffee break     Mime et Moi   MUC   Studystuff   MUC   15.30   Wrap up   Conclude Oliver Barth     Mime et Moi   MUC   Beeye   MTL Sebastian Wolfsteiner   17.00   Guided tour of wort @ St. Stephan's Cattle	District 3 Innovation Center				
Founders Slam   Founding and development experiences     Young entrepreneurs discuss their founding and development   Nadine   Julie D     Q&A session   15.00   Coffee break     Mime et Moi   MUC   Studystuff   MUC   15.30   Wrap up   Conclud     Oliver Barth   Nicolas Colsman   17.00   Guided tour of worl     Emvolution   MUC   Beeye   MTL   17.00   Guided tour of worl     Sebastian Wolfsteiner   Julie Delisle   17.00   Guided tour of worl	,		_	Entrepreneur- Imaginin	
Young entrepreneurs discuss their founding and development experiences in the respective urban ecosystems   subsequent Q&A session   Chochoiek   Kersti     Mime et Moi   MUC   Studystuff   MUC   15.30   Coffee break     Oliver Barth   Nicolas Colsman   15.30   Wrap up   Conclud     Emvolution   MUC   Beeye   MTL   17.00   Guided tour of worl @ St. Stephan's Cath	Founders Slam   Founding and development experiences		_	,	
Q&A session15.00Coffee breakMime et Moi   MUCStudystuff   MUC15.30Wrap up   ConcludOliver BarthNicolas Colsman15.00Guided tour of worlEmvolution   MUCBeeye   MTL17.00Guided tour of worlSebastian WolfsteinerJulie Delisle17.00Guided tour of cath	Young entrepreneurs discuss	their founding and development			
Oliver Barth Nicolas Colsman   Emvolution   MUC Beeye   MTL   Sebastian Wolfsteiner Julie Delisle			15.00	Coffee break	
Sebastian Wolfsteiner Julié Delisle @ St. Stephan's Cath			15.30	Wrap up   Concluding	
Regiothek   PA SymbioTIC   MTL – registered particip			17.00	Guided tour of world's @ St. Stephan's Cathed	
Simon Nestmeier Mathieu Lutfy	Regiothek   PA Simon Nestmeier	SymbioTIC   MTL Mathieu Lutfy		– registered participan	
· · · · · · · · · · · · · · · · · · ·				*Changes in program may be p	

15.15	Coffee break	
15.45	Vernissage   Creativity and innovation Interactive presentation and discussion of scientific posters summarizing student projects and master theses <i>Madeleine Bausch</i>	
16.15	<b>World Café</b> Group discussions on different, rotating topics	
17.00	Presentation of results   Conclusions	
19.00	Dinner @ Heilig Geist Stiftsschenke - registered participants only -	
FRIDAY, OCTOBER 12, 2018		

8.30 9.00	<b>Opening and review</b> <b>Keynote: What makes an urban ecosystem creative?</b> <i>Patrick Cohendet</i> Department of International Business, HEC Montreal
10.00	Coffee break
10.30 11.15	Presentation   Innovation systems and scientific cooperation       Peter Freier     Commercial, science, technology attaché,     Représentation du Québec – Bavière     Florence Gauzy     Scientific Coordination Office Bavaria-Quebec in the     Bavarian Research Alliance     Break-out sessions   The Munich ecosystem   in German!     Jürgen Enninger     Manager Expert Team Cultural and Creative Industry,
	City of Munich <b>Break-out sessions   The Munich ecosystem</b>   <i>in French!</i> <i>Sylvie Labelle</i> Commissioner for Economic Development – Innovation, Ville de Montréal
12.00	Lunch break
13.00	Interviews: Introduction to workshop topics
13.20	Workshop 1:Workshop 2:Workshop 3:Workshop 4:Entrepreneur- ship Empower-Imagining Start-upStimulate your creativityDesignmentEco-systems Julie DelisleMichael Kriegel & Inés Hagen- bucherCourseNadine ChochoiekJulie Delisle Kerstin Kuyken% Inés Hagen- bucherVerena Brandl
15.00	Coffee break
15.30 17.00	Wrap up   Concluding remarks Guided tour of world's biggest organ
	@ St. Stephan's Cathedral Passau – registered participants only –

possible