

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>.

Registration fee:

Regular	25 €
Students and doctoral students	10 €

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

HEC MONTRÉAL

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 Ministry 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

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More information

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



October 11 & 12, 2018

International House (ITZ), University of Passau

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 –
- 18.00** Dinner @ Restaurant „Oberhaus“
– registered participants only –

THURSDAY, OCTOBER 11, 2018

- 8.30** **Opening speech | Heads of research project**
Christoph Barmeyer, Chair of Intercultural Communication, University of Passau
Allain Joly, Department of Management, HEC Montreal
- 9.00** **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 Alliance
- 9.30** **Interactive introduction**
Come-together with all participants
- 9.45** **Keynote: Research project creative ecosystems in comparison – Munich and Montreal**
Christoph Barmeyer | Allain Joly | Maria Wilhelm

10.30 **Coffee break**

- 11.00** **Short presentations | Activities and particularities**
Presentations à 8 min. of business incubators | Subsequent interactive exchange
Gate Garching
Christian Heckemann, Managing Director
LMU Entrepreneurship Center
Nadine Chochoiek, Project Management Teaching
INN.KUBATOR Passau
Robert Richter, Scout for Digitalisation, Start-ups
Ateliers Créatifs Montreal
Gilles Renaud, Managing Director
District 3 Innovation Center
Khalil Haddad, Communications Manager

12.30 **Lunch break**

- 13.45** **Founders Slam | Founding and development experiences**
Young entrepreneurs discuss their founding and development experiences in the respective urban ecosystems | subsequent Q&A session
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| Mime et Moi MUC
<i>Oliver Barth</i> | Studystuff MUC
<i>Nicolas Colzman</i> |
| Emvolution MUC
<i>Sebastian Wolfsteiner</i> | Beeye MTL
<i>Julie Delisle</i> |
| Regiothek PA
<i>Simon Nestmeier</i> | SymbioTIC MTL
<i>Mathieu Lutfy</i> |

15.15 **Coffee break**

- 15.45** **Vernissage | Creativity and innovation**
Interactive presentation and discussion of scientific posters summarizing student projects and master theses
Madeleine Bausch
- 16.15** **World Café**
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** **Opening and review**
- 9.00** **Keynote: What makes an urban ecosystem creative?**
Patrick Cohendet
Department of International Business, HEC Montreal

10.00 **Coffee break**

- 10.30** **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
- 11.15** **Break-out sessions | The Munich ecosystem | in German!**
Jürgen Enninger
Manager Expert Team Cultural and Creative Industry,
City of Munich
- Break-out sessions | The Munich ecosystem | in French!**
Sylvie Labelle
Commissioner for Economic Development – Innovation,
Ville de Montréal

12.00 **Lunch break**

13.00 **Interviews: Introduction to workshop topics**

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| 13.20 Workshop 1:
Entrepreneurship Empowerment
<i>Nadine Chochoiek</i> | Workshop 2:
Imagining Start-up
Eco-systems
<i>Julie Delisle</i>
<i>Kerstin Kuyken</i> | Workshop 3:
Stimulate your creativity
<i>Michael Kriegel</i>
& <i>Inés Hagenbucher</i> | Workshop 4:
Design Thinking Crash Course
<i>Verena Brandl</i> |
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15.00 **Coffee break**

15.30 **Wrap up | Concluding remarks**

- 17.00** Guided tour of world's biggest organ @ St. Stephan's Cathedral Passau
– registered participants only –

*Changes in program may be possible