



## « **CREATIVITY AS IF PEOPLE MATTERED** »

A morning discussion about the nuts and bolts of creativity proposed by the CREAMED Alliance

September 15<sup>th</sup> 2011, from 9:30 to 12:30

*(as part of the ECCI XII Conference)*

University of the Algarve, Faro, Portugal

College of Health Care, Avenida Dr. Adelino da Palma Carlos

9:30 – 10:30 // First CREAMED session

- Intro by Charo CAMACHO (Instituto Andaluz de Tecnologia, Spain)  
“The CREAMED project, its team, its goals, its results”
- David CERDA (Brenntag Iberia, Spain)  
“Living innovation, innovative living”

10:30 – 11:00 // Coffee break

11:00 – 12:30 // Second CREAMED session

- Intro by Philippe PEREZ (Méditerranée Technologies, France)  
« 3 creativity appetizers : a cat among pigeons, a creed, a regret »
- Thomas PARIS (Ecole Polytechnique, France)  
“What can (very) creative companies teach us about innovation management?”
- Nastja MULEJ (New Moment, Slovenia)  
“Creative thinking toolbox for dummies”
- Stella BEZERGIANNI (Center for Research & Technology Hellas, Greece)  
“Conceiving, exploring & exploiting innovative ideas: a case study”

Those 2 CREAMED sessions are opened to all ECCI participants. As for CREAMED partners, they are strongly advised to attend them, and also to actively participate in the other sessions organized over the 4 days of the ECCI Conference (as a unique opportunity to disseminate more about CREAMED and as an invaluable occasion to fuel the project with exciting new ideas).

Find us at [twitter.com/CreaMEDProject](https://twitter.com/CreaMEDProject), on Facebook and at [www.creativity4med.eu](http://www.creativity4med.eu)  
Meet us on Sept. 15<sup>th</sup> in Faro from 9:30am at the University of the Algarve (ESSUALG)



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