

Programme

25 June (from 18.30 to 20.45)

INAUGURAL ADDRESS

Graça Machel

@G_MachelTrust

Teacher and social activist for the rights of children and women. For decades she has dedicated her life to defending equal rights and opportunities in Africa, both through international organisations and as founder of the Graça Machel Trust. She was the Mozambican minister for Education and chaired the United Nations Commission that produced a report on the Impact of Armed Conflict on Children. Machel was awarded the Prince of Asturias Award for International Cooperation in 1998. She is the widow of Samora Machel, former president of Mozambique, and Nelson Mandela, former president of South Africa.

<http://gracamacheltrust.org/new/>

SPEECH

Offering the opportunity of a lifetime to a growing number of young entrepreneurs**Andrew Devenport**

An expert in developing budding businesses, Andrew Devenport is the CEO of Youth Business International, a global network dedicated to supporting young entrepreneurs turn their projects into reality. Through Youth Business International, which has offices in several Spanish cities, he helps entrepreneurs to start and develop their businesses.

<http://www.youthbusiness.org>

<http://www.youthbusiness.es>

ROUND TABLE

Sharing five experiences with tenacity, commitment, and having a passion for a project

FPdGi AWARD CEREMONY

The Princess of Girona Foundation (FPdGi) awards these prizes every year with the aim of recognising the innovative and exemplary work of young people aged between 16 and 35 years, and that of an organisation working for young people. The goal is to promote and foster initiative and effort in the areas of scientific research, artistic creativity, solidarity and the development of talent in entrepreneurial and innovative young people.

The **FPdGi Awards** comprise four individual prizes and one for organisations that support young people:

- **The Princess of Girona Foundation Art and Literature Award**
- **The Princess of Girona Foundation Business Award**
- **The Princess of Girona Foundation Scientific Research Award**
- **The Princess of Girona Foundation Social Award**
- **The Princess of Girona Foundation Organisation Award**

A speech by HM the King will mark the end of the FPdGi Award Ceremony.

26 June

SCHEDULED ACTIVITIES (from 9.00 to 13.45)

Points of view

Talks and debates led by experts and professionals on different social, cultural, scientific and technological matters that could create change or generate new opportunities.

- Talk by Rolf Tarrach: "The pleasure of deciding. A game of deduction, reasoning and intuition"
- "No future... Did the punks have it right?" / José María Piera, Toni Segarra and Risto Mejide
- "What will the supercomputers of the future be like? Unexpected applications for quantum mechanics" / Ignacio Cirac
- "How to attract talent. People as a key element of success in organisations". Chaired by: Jaume Gurt (Infojobs) / Luis Marqués (Google), Ramón Castresana (Iberdrola), Arantxa Balsón (Accor) and Maria Saló (Frit Ravich)
- Talk by Juan Carlos Cubeiro: "When talent is rarer (and more valuable) than capital"

Professional skills

Seminars and workshops in which participants will work on and develop their confidence, self-understanding and communication skills, in order to improve their job prospects and entrepreneurial ability.

- "The magic of digital manufacturing" / Tomás Díez (Fab Lab Barcelona)
- "Making a unique contribution to your team. At your best, what do you bring to the table?" / Fernando Iglesias
- "How to explain a research project in one minute" / Zuberoa Marcos
- "What won't change in the future of the working world? Building your future based on your principles" / Juan José Goñi (Novia Salcedo Foundation)
- "Positioning your brand through social networks. Are you ready? How to make the most of LinkedIn and Twitter while looking for work" / Álex López (Sartia.com)
- "Fearless public speaking" / Mercedes Pescador
- "Virtual reality. A tool that can change everything" / Nicolás Alcalá and Roberto Romero

Entrepreneurship project

Workshops and presentations in several formats that address issues related to entrepreneurship, including turning needs into projects, lessons learned from failed projects and the challenge of solving issues as a team.

- "A word from the wise". Chairwoman: Antonella Broglia. Jury: Senén Barro, Adrián García-Aranyos, Carina Spilka, Carlota Pi, Ana María Llopis, Francesc Fajula, Xavier Pont and Carlota Mateos
- "Looking the part is just as important as who you are. High-impact ideas to improve international brand recognition". Chaired by: Adrián García-Aranyos / Mark Williams and Juan Pablo Ramírez
- "Elevator pitch for social change. How to effectively explain your projects" / Tito Spinola, Agustín Cuenca, Pablo Valcárcel and Izanami Martínez
- "*Entrepreneurshit*. Demystifying the startup utopia" / Caroline Ladousse and Nast Marrero
- "Developing entrepreneurial skills" / Ana Alarcón

Personal development

Activities designed to encourage scientific, artistic and social callings and strengthen the will to make changes and the ability to overcome personal challenges.

- "Free your ideas. Small decisions can have unpredictable consequences" / Pep Torres, director of the MIBA
- "How to explain science. Using storytelling and monologues for scientific dissemination" / Eduardo Sáenz de Cabezón
- "Better with music" / Joan Francesc Puig

Educating talent in schools

Experience-sharing sessions for participants of the *Educating entrepreneurial talent* programme, run by the FPdGi, and participants in other projects focusing on educational innovation to inspire and encourage STEM subject vocation in young people.

- "Educating entrepreneurial talent. The best practices and experiences to start building entrepreneurs from school" / Inma Castaño and Carmen Pellicer (Trilema Foundation)
- "Imagine, program and share. Computational thinking in the classroom" / Eduard Muntaner (UdiGital.edu), Sergio Marco (Everis) and Alejandro Martínez (Everis)

CLOSE ENCOUNTERS

During lunch, held in different restaurants in Girona, participants will have the opportunity to talk to and share their experiences and ideas with the experts, award-winners, and trustees and members of the Princess of Girona Foundation Advisory Council.

IMPULSA FORUM 2015 CLOSING PARTY

In Sala Platea from 20.30.

SPEAKERS AND ACTIVITIES

BLOCK: POINTS OF VIEW

The pleasure of deciding

A game of deduction, reasoning and intuition

Knowledge always comes with doubts and limitations. Making decisions is a game of deduction, reasoning and intuition, of the conscious and the subconscious; it is a privilege when the risks are known, quantified, and there is no fear of making the wrong choice. Anyone who has led an interesting life will have their path dotted with failures, which help us to learn and progress. But in order to get things right, it is important to define the objectives, strategy, and indicators of success, as well as to distinguish between the long- and short-term, the essential and the marginal, without forgetting a dose of common sense.

Rolf Tarrach

Professor of theoretical physics, Tarrach was rector of the University of Luxembourg from 2005 to December 2014, and he is the former president of the Higher Council for Scientific Research. He has received extensive international recognition and was awarded an honorary degree by the University of St. Petersburg.

No future...

Did the punks have it right?

A dialogue between three advertising experts on what they know about young people, the target market for their advertising campaigns. We are surrounded by young people, but how do we see them? What are they really like?

José María Piera

@jmpiera

Executive vice-president of the SCPF advertising agency. He began his career path as a publicist by working as an account executive at the advertising agency Slogan S.A., where he was managing director in the Madrid office. In 1991 he was a founding partner of Casadevall Pedreño PRG, of which he was CEO and creative director. Later on, he co-founded El Sindicato, a creative company that spurred on many innovations in the advertising industry.

<http://www.scpf.com>

Toni Segarra

Co-founder of the advertising agency SCPF in 1996, a creative company that has won numerous international awards, including 37 Lion awards at the Cannes Festival and more than a hundred Sol awards at the San Sebastián Festival, a benchmark event for the Latin American film industry. In 2000, a survey of professionals in the sector conducted by the magazine *Anuncios* chose him as the top creative mind of the century.

<http://www.scpf.com>

Risto Mejide

@ristomejide

Founding partner and executive creative director at the agency AFTERSHARE.TV since 2007, and executive producer for the television production company 60dB, which has a partnership with the Mediaset group, as well as founding partner of the startup accelerator Conector. In 2012 he was chosen by creative directors and advertising account directors as one of the top creative minds of the year. He is the author of several books on advertising and communication, and his latest work, *Urbrands*, was awarded the 2014 Espasa Prize.

<http://ristomejide.com>

What will the supercomputers of the future be like?

Unexpected applications for quantum mechanics

Quantum mechanics is a branch of physics that deals with phenomena at nanoscopic scales, and which has been applied for many different uses, including lasers and electronics. However, certain aspects of quantum mechanics have not yet been fully taken advantage of, and it has the potential to cause a revolution in how we process and transmit information, in addition to possible new uses in the field of communications and computing.

Ignacio Cirac

Director of the Max Planck Institute of Quantum Optics, an organisation that is part of a world-leading network of scientific and technological research institutes in Germany. He is also a visiting professor and research consultant for the Institute of Photonic Sciences in Castelldefels (Barcelona) since it was founded in 2002. He has developed a computer system based on quantum mechanics, which is expected to allow much faster algorithms to be designed in the future.

<https://www.mpg.mpg.de/en>

How to attract talent

People as a key element of success in organisations

What kind of young people are companies looking for? How do they find the best profiles? How can you uncover the best skills and abilities in a sea of talent?

Chairman: **Jaume Gurt**

CEO of Infojobs, a company he joined in 2002 as commercial director to help develop the online business model. He aims to use his position to foster a culture based on happiness, joy and personal development, the key elements needed to imagine new products, establish new relationships with clients and suppliers, strengthen the organisation and make it more efficient and innovative.

<https://www.infojobs.net>

Luis Marqués Defoin (Google)

He is head of branding at Google for Spain and Portugal, bringing the world of technology and digital communications to large advertisers and agencies. He previously worked in marketing and innovation roles at FMCG companies.

www.google.com

Ramón Castresana (Iberdrola)

Director of Human Resources at the Iberdrola Group, which has more than 30,000 employees in 40 countries. He is directly responsible for a team of more than 600 human resource professionals in 15 countries. In 2012 he received an award from the Association of Human Resource Directors (AEDIPE) for the best career path.

<http://www.iberdrola.es/inicio>

Maria Saló

Director of Human Resources at Frit Ravich, a food industry company with over 900 employees in Spain and a subsidiary company in France. She is currently working on a project on cultural innovation. She was previously responsible for creating the Human Resources Department at the Espa Group, an industrial company in the water sector with 12 international subsidiaries.

<http://www.fritravich.com>

Arantxa Balsón

Director of Human Resources for Accor, Europe's leading hotel chain, with over 3,700 hotels in 92 countries. From 2010-2015 she was corporate director of Human Resources and Communication for the Adeo Group, the third biggest name in the home, lifestyle and DIY sector. She has extensive experience running projects and HR teams in a range of companies, industries and countries.

<http://www.accor.com/en.html>

When talent is rarer (and more valuable) than capital**Welcome to a new era: with a new law of the jungle, new values and new skills**

We are living in an era in which talent is the most important asset. However, talent is mobile (if it is not appreciated, it depreciates), and consists of capacity (skills and behaviour), commitment and context (cultural fit). What is the latest we know about talent? Responses from the perspectives of neuroscience, psychology, sociology (collective intelligence) and management. Talent is the new "national resource", if used correctly.

Juan Carlos Cubeiro

@juancarcubeiro

Head of talent at ManpowerGroup, which he combines with his work as a professor of leadership and team dynamics at the University of Deusto, and professor of strategy and management by competences at CEU San Pablo University and ESADE Business School. He is also CEO of Right Management (a Fortune 500 company with 33,000 employees and 400,000 clients in 82 countries) and honorary president of the Spanish Coaching and Process Consulting Association.

<http://iccubeirojc.blogspot.com.es>

BLOCK: PROFESSIONAL SKILLS

The magic of digital manufacturing

Introduction to open code

Overview of the distributed manufacturing model in cities and the future of technology for society and the city.

Tomás Díez

@Tomasdiez

Director of Fab Lab Barcelona, part of the Institute for Advanced Architecture of Catalonia. Urban planner specialised in digital manufacturing and its implications for the future of cities, and director of the Fab Foundation's European project. His research focuses on how digital manufacturing will transform our reality and the way citizens consume, produce and interact with each other.

<http://www.iaac.net>

Making a unique contribution to your team

At your best, what do you bring to the table?

Three simple steps to evaluate what you bring to your team:

1. Connect individually with a high point in your team work. A successful, satisfying moment.
2. Work in pairs and discuss the personal strengths, attitudes, intentions and anything else that contributed to this high point for your team.
3. In teams, think of a creative way to represent the potential of a team when combining the best of every member.

Fernando Iglesias

@Fer_igl

Founder and CEO of Madavi, a company that specialises in using coaching and skill development to transform businesses and change the culture of organisations. The platform is used to prepare businesses for a positive transformation, which can be applied to an entire organisation or to a specific process, department or team.

<http://www.madavi.es>

How to explain a research project in one minute

How to make science more appealing in the media

Learn how to find the media hook for any science project and get the most out of it using videos. How to publicise science projects by filming and editing a short, simple, direct and effective video with a camera phone or similar. Video content is the most popular medium on the internet, and it is becoming increasingly important when publicising a project, idea or result.

Zuberoa Marcos

@ZuberoaMarcos

Curator at the international video channel Yahoo Science. She is an expert in scientific communication and training researchers in how to better explain their projects and advancements. She also trains secondary school teachers so that they can better explain science to their students using multimedia resources.

<https://about.me/zuberoa.marcos>

What won't change in the future of the working world?

Building your future based on your principles

Four different focus points: today and the future; what will change and what won't. An overview of the behaviour we need to maintain and maximise, and that will help us promote the people, institutions and organisations that contain, produce and share the knowledge and skills that give us the present-day principles that will also be useful in the future. A future in which the employment of today, seen as a vital constant, being employed by others and economically productive, will be just a small, complementary factor aligned with the personal and social development of the individual.

Juan José Goñi Zabala

Industrial engineer at TECNALIA since 2007, where he leads the open training systems in TECNALIA Educa. He has worked on projects involving professional careers and evaluation systems in the Personal Development Department. He is a professor on several postgraduate courses focusing on the areas of organisational innovation, people, reactions to change and innovation management. He has written many different articles and three books on the areas of knowledge, organisations and change. He co-founded APTES, the first Spanish association for social technology, in 2002, and is a member of the Icaro think tank at the Novia Salcedo Foundation.

Positioning your brand through social networks. Are you ready?

How to make the most of LinkedIn and Twitter while looking for work

LinkedIn is a social network with more than 330 million individual users and thousands of company profiles. It differs from social networks such as Facebook and Twitter because its main objective is to help professionals from every sector to create business opportunities, expand their network of contacts and create potential work connections.

Álex López

@retailmeeting

Founder of Sartia.com, a company that specialises in consulting and training for the retail sector. He also created the Retail Meeting Point and Compensación y Beneficios communities, which have over 24,000 members. He is an expert in social network training at the IESE Business School, IE Business School and at the EADA, among other organisations.

<http://alexlopezlinkedin.com>

Fearless public speaking

Practical course on communication skills to succeed in work and life

A workshop that shares the latest communication techniques for public speaking, overcoming nerves and selling yourself better. The activity deals with fear and how to overcome it, the importance of verbal and non-verbal communication, what our body language projects, and how we come across to others.

Mercedes Pescador

CEO of Medialuna and the publishing house LoQueNoExiste. She has worked as head of public relations in a number of multinational American companies. She is an expert in crisis management, and during her professional career she has run several campaigns with a significant public impact. Her publishing house has published important social works such as *Hiperactivos*, *Enfermedades raras*, and *Celíacos famosos*, among other publications.

Virtual reality

A tool that can change everything

The activity will include a series of virtual reality experiences, before joining a panel/think tank with experts from different fields. Together with contributions from the public, they will talk about the possible uses for virtual reality, which has the potential to change two-thirds of world industries.

Nicolás Alcalá

@cosmonauta

His audiovisual project *The Cosmonaut* managed to gather \$500,000 worth of funding through 5,000 crowdfunding donors. He directed a team of 200 people to create a transmedia experience on the space race.

<http://nicolasalcala.com>

Roberto Romero

@Robertogeek

Producer, screenwriter and director of *The Cosmonaut*, one of the most successful crowdfunding projects in Spain, which has been studied by universities and film and business schools around the world. He currently runs the virtual reality Future Lighthouse studio, and is a member of the Global Shapers Madrid community, an initiative started by the World Economic Forum.

<http://www.robertogeek.com>

BLOCK: ENTREPRENEURSHIP PROJECT

A word from the wise

Eight young people will have the opportunity to put their entrepreneurial ideas and strategic decisions to the test by discussing them with noted professionals from different sectors. The young people who attend this session as members of the public will also be able to draw their own conclusions and learn something themselves. The project presentations will be set up in two sessions of 70 minutes each.

Chairwoman: **Antonella Broglia**

Consultant and innovation expert in retail, education, and the latest in the digital world. TEDx senior ambassador and organiser of TEDxMadrid, TEDxYouth@Madrid, and TEDxMadridSalon, and Ashoka ambassador. She spent many years working in the advertising industry, and was appointed to the European board of Saatchi & Saatchi, becoming CEO of the advertising agency in Spain.

Jury:

- **Senén Barro**, former rector of the University of Santiago and president of RedEmprendia
- **Adrián García-Aranyos**, managing director of Endeavor Spain
- **Xavier Pont**, social entrepreneur and co-founder and managing director of the Ship2B Foundation
- **Carina Spilka**, founder of The K Fund, and former CEO of ING Direct in Spain and France
- **Ana María Llopis**, president of DIA Supermarkets and founder of Ideas4all
- **Francesc Fajula**, director of Innovation at Banco Sabadell
- **Carlota Pi**, co-founder and COO of Holaluz.com
- **Carlota Mateos**, partner and CEO of Rusticae

Looking the part is just as important as who you are

High-impact ideas to improve international brand recognition

How to implement a clear, bona-fide strategy to position your brand and, at the same time, know how to make it stand out and advertise in an unconventional way. The key lies in knowing how to combine strategy and creativity, causing just the right level of disruption.

- Relevant examples from Spain that are not well-known brands
- The importance of making your brand stand out
- How to succeed while taking risks?
- Is a brand an ideology?
- How to exploit a brand

Chairman: Adrián García-Aranyos

Managing director of Endeavor España, a non-profit organisation that aims to scale up high-impact entrepreneurial projects. He is also an investor for several startups and member of the board of N Capital and InTrust Global Investments. In 2013 the magazine *Poder* named him “one of the 40 under 40 most influential Latinos in the US”.

<http://www.endeavor.org.es>

Mark Williams

CEO of Katapult. His professional career is built on creating brands and making use of ideas in a business setting. He has an educational background in law and international business, and went to university in Japan, studying his degree specialisation in the United States. Some of the projects Marc and his team have founded include starting the Asian football tours in 2003 and creating the Amazing Lab in 2002, the Amazing Sports Lab in 2004 and the Amazing Latino in 2005, which won the Best Startup award from the Community of Madrid in 2006.

www.catapult.org.uk

Juan Pablo Ramírez

Visionary in brand identity, communication and strategy, and teacher on the year-long Fashion Communication course at the IEDMLM Centre of International Fashion Studies. He has over 15 years of professional experience, and has worked with two of the most influential figures in the branding and fashion sectors: Wally Olins, one of the pioneers of contemporary branding; and Mario Testino, one of the most distinguished photographers in the world. More recently he founded BOTC (Brands Of This Century), a consulting service

and think tank that focuses on promoting responsible consumerism and developing branding in the 21st century.

<http://www.brandsofthiscentury.org>

Elevator pitch for social change

How to effectively explain your projects

What is social entrepreneurship? Find out about the Ashoka model, and the criteria used to identify and choose the best projects and examples. Do you have a social entrepreneurship project? Or an idea for social change? How should you explain your idea or project?

Tito Spinola

One of the key members of the Education and Young People programme at Ashoka. His mid-term objectives include supporting the search for schools and young Changemakers, as well as promoting the creation of a nationwide network for them. He has a master's in NGO management, and has worked with different aid organisations in Madagascar, Spain and the United States

<http://www.titospinola.com>

Entrepreneurshit

Demystifying the startup utopia

In order to demystify the idealised, sexy world of entrepreneurs, we invited "real" entrepreneurs to share their experiences, mistakes and the obstacles they had to overcome, and the lessons they learned. A light-hearted perspective with a sense of humour.

Caroline Ladousse

@CLadousse

Executive director at the Chair of Entrepreneurship at the Madrid campus of the ESCP Europe business school. This innovation laboratory combines education, research and open events in order to encourage entrepreneurs to pursue further training and harness their spirit as changemakers, with the aim of having a social impact.

<http://chaireeeemadrid.tumblr.com>

<http://www.chaireeee.eu>

Nast Marrero

@startupjedi

Founder of Agile Consulting SL. Expert in applying methods and procedures that implement and improve business processes, using techniques such as Scrum, Lean, Agile and GTD (Get Things Done), among others. Associate professor of entrepreneurship at the IE Business School and visiting professor at the Chair of Entrepreneurship at ESCP Europe.

Agustín Cuenca

Founder and director general of ASPgems, a company that specialises in developing flexible solutions and that produces SaaS products such as Neurok, an online training platform based on the principles of neuroeducation. Partner of Inventa Internet and founding partner of Niuco, a company focused on transforming education in schools, and Wimba, a company that provides training in new technologies for young people. He is a member of the Board of Trustees and president of the Iniciador Foundation.

Pablo Valcárcel

Funding facilitator at Capital Cell and Lean Startup evangelist in LeanMonitor, where he mentors startups using the Lean and Agile methods for Top Seeds Lab and a number of universities (Sevilla, Málaga, Las Palmas, and UNIR). As CEO and co-founder of Geosophic he was one of the first Spanish entrepreneurs to participate in international acceleration programmes.

Izanami Martínez

Professor of entrepreneurship, online marketing and analysis in a number of business schools, and mentor for the startup accelerator Top Seeds Lab. She was chosen by Rocket Internet to launch Glossybox in Spain. In just six months, Izamani and her team managed to triple their objectives, achieving the best ever results for an international launch of the company. After discovering the potential in the subscription model for the baby-product industry, she launched Nonabox together with a partner. In just three years, it has become the model for subscriptions for pregnant women and mothers in Europe, with a presence in 6 countries, an international team of 32 people, and over 2 million euros of funding.

Developing entrepreneurial skills

How to get the most out of your professional abilities

A brief summary of the basic skills needed by any entrepreneur, followed by a series of work dynamics that allow the participants to identify their strengths and weaknesses in relation to these skills.

Ana Alarcón

Human resources professional with a broad range of experience working with third sector organisations involved in helping people find employment. Expert in working on entrepreneurial skills and competences to help in job searches.

www.vivesproyecto.org

BLOCK: PERSONAL DEVELOPMENT**Free your ideas****Small decisions can have unpredictable consequences**

Ideas can sometimes be so vast that we don't even dare to take the first step to make them into reality, mentally blocked by their size and complexity. Every project needs an achievable starting point. A small change can start a ripple effect, leading to a series of events that are ever more important for the success of the project. Learn how to activate your entrepreneurial attitude and shape a project by making small decisions.

Pep Torres

@Pep_Torres

Founder of the MIBA (Museum of Ideas & Inventions, Barcelona). Writer, musician, designer and inventor who decided in 1997 that he wanted to create a business dedicated to selling ideas and inventions. The difficulties that he has had to face, as well as the great leaps he has made at certain moments, have resulted in invaluable experiences that are reflected in the activities he carries out through his company, Stereonoise.

<http://www.peptorres.es>

How to explain science**Using storytelling and monologues for scientific dissemination**

This workshop is based on two key aspects: discovering your narrative voice and constructing your monologue. We will play with discovering and building your personal voice; working on your body language, spatial awareness, sensations and images to reveal your inner narrator, to help you communicate through "oral writing". We will look into writing a monologue that tells a story, with a method that provides tools and suggestions to use on your own work. The workshop will finish by looking at the techniques that can turn a written text into something that works as a spoken discourse, and how to set the scene. We will look at stage presence and perception of the public as well as the tools that create a connection between the speaker and the audience; in other words, communication.

Eduardo Sáenz de Cabezón

@edusadeci

Holder of a PhD in mathematics and researcher in the Maths and Computing Department at the University of La Rioja. In 2013 he won first prize in the first ever edition of the FameLab competition for scientific monologues held in Spain, with a monologue on mathematical theorems and love.

www.thebigvantheory.com

Better with music**If I were the director**

Presentation and workshop on the tools and resources that music can bring to our lives. More than just the feelings that music can give us at certain moments, it can also help us make the most out of our best qualities. Find out how to improve coordination, leadership and teamwork by making music.

Joan Francesc Puig

@jfrancescpuig

Musician and student of philosophy and journalism. He has participated in several orchestras over the years, including the Jove Orquestra de les Comarques Gironines. Although music, philosophy and communication might seem like very different disciplines at first glance, they are all linked in how they try to organise people. Philosophy teaches you how to understand others; communication adapts the message to each recipient, and music is a practical example of how to work together in a group.

BLOCK: EDUCATING TALENT IN SCHOOLS

Educating entrepreneurial talent

The best practices and experiences to start building entrepreneurs from school

Presentation on the best teaching experiences for entrepreneurial talent promoted by the FPdGi.

Inma Castaño

Instructor at the Trilema Foundation. Expert in human resource management, management skills and change management. She developed her teaching skills as associate professor at the Department of Social Psychology in the University of Valencia, and as a professor and tutor at the National University of Distance Education. She studied ways of teaching thinking with members of Project Zero (Harvard University) and was trained in professional coaching by the consulting company ILM (UK).

Carmen Pellicer

Theologian, educator and writer. Director of the Trilema Foundation, where she coordinates a team of teachers who work in the public and private sector, managing numerous online consulting and training initiatives. She has participated for many years in the educational innovation programme Project Zero at Harvard University, and she drew from this experience to develop a model of competency-based education that is currently being implemented in many education centres and institutions.

<http://fundaciontrilema.org>

Imagine, program and share

Computational thinking in the classroom

Introduction to computational thinking: why work on developing these skills with children? Examples of practical activities to help introduce computer programming across the curriculum in classrooms, through subjects such as languages, art and mathematics. The talk will finish with a practical workshop where the attendees can try different tools to help them develop their computational thinking.

Eduard Muntaner

@eduardm

Learning experience architect. Computer engineer at the University of Girona, social entrepreneur, educational innovator and blogger. Member of UdiGital.edu and founder of Inventors for Change.

<http://www.eduard.cat>

<http://udigital.udg.edu>

<http://www.inventors4change.org>

Sergio Marco

Computer engineer at the Universitat Politècnica de Catalunya · BarcelonaTech (UPC) with over 10 years' experience in technology and business consulting for large companies and organisations. He is the head of the corporate social responsibility programme for Everis, which focuses on encouraging vocation in STEM subjects. He is head of education in the Everis Public Sector Department. He also worked on the internal entrepreneurship department at Everis and participated in the launch of new businesses within the group. He is a consultant for several technological startups.

Alejandro Martínez

He holds a degree in telecommunications engineering, and is a TIC consultant at Everis, where he has taken part in IT transformation projects in the utilities and Public Administration sectors. He coordinates the STEM volunteering programme at Everis, where he trains company employees on educational tools such as Scratch, to help teach digital creativity workshops to children aged 6 to 14.