



# THE INNOVATION SHIFT

from **OPEN INNOVATION**  
to **CHANGE of CULTURE**

[wwisummitlive.org](http://wwisummitlive.org)



5 & 6 OCTOBER



THE INNOHUB VALKIRIA  
BARCELONA · SPAIN

## DAY ONE

- 9:30 - 9:45 WELCOME!**  
Yolanda Triviño · *The InnoHub Valkiria*  
Liliana Lucero · *World Work Innovation (WWi)*
- 9:45 - 10:15 INNOVATION ADDS VALUE TO ORGANIZATIONS**  
Simon Dolan · *Global Future of Work Foundation*  
*Motivational Opening Speech*
- 10:45 - 13:00 THE INNOTOURS**
- 13:15 - 13:30 INSPIRATIONAL IDEAS PANELS**
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- 13:30 - 14:15 BREAK FINGER FOOD**
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- 14:30 - 15:30 PANEL DE EMPRESAS OPEN INNO + STARTUPS**  
AXA
- 15:30 - 16:00 HANDS ON & COFFEE BREAK**
- 16:00 - 16:50 WORKSHOP LANZAMIENTO  
FINALISTAS STARTUP ADOPTION**

## DAY TWO

- 9:30 - 10:30 GAMIFICATION**  
Daniel Weiss · *Stitching Prime*
- 10:30 - 11:15 IT'S ALWAYS ABOUT CULTURE...**  
*Innoquotient / Ibercaja / Scheneider*
- 11:15 - 12:00 FROM OPEN INNOVATION TO CHANGE OF CULTURE  
REAL CASES**  
*Leroy Merlin / Serunion*
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- 12:00 - 12:30 COFFEE BREAK  
& NETWORKING**
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- 12:30 - 13:15 INSPIRATIONAL CONFERENCE**
- 13:15 - 13:30 Q & A**
- 13:30 SURPRISE CLOSING**

› *inspiration* › *panels*  
*innotour* › *hands on*