



EXPERT SEMINARS

JANUARY 25-29, 2016

15H-17H (THURSDAY 15H-19H)

CAMPUS MONTILIVI BUILDING PI, I-04

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Monday 25th of January -----

Andres El-Fakdi (15-17h)

You create, others do the hard work! Social machines to thrive on innovation processes.

Real life is and must be full of all kinds of social constraint – the very process from which society arises. Computers can help if we use them to create abstract social machines on the web: process in which the people do the creative work and the machine does the administration. The stage is set for an evolutionary growth of new social engines. The ability to create new forms of social process would be given to the world at large, and development would be rapid.



Andres El-Fakdi has Industrial Engineering degree from the University of Girona and a PhD in Industrial Engineering at the University of Girona. He is a researcher in the Department of Electrical Engineering, Electronics and Automation at the University of Girona. Member of the Arlab Laboratory. His research interests are focused in contributing to the development of machine learning techniques for Decision Support Systems (DSS), data mining, big data and Knowledge Discovery in databases to increase productivity and effectiveness in highly complex scenarios

Tuesday 26th of January -----

Susana Martín Belmonte (15-17h)

Smart Money: Monedas complementarias para las Smart Cities.

La eficiencia en el mercado global es el objetivo empresarial dominante. El contexto de recesión económica unida a crisis ecológicas y sociales en el que Europa está sumida, previsiblemente va a dejar paso poco a poco a nuevos objetivos que permitan optimizar los recursos en un contexto local. Esto permitirá transformar la recesión en un nuevo planteamiento de abundancia ordenada y sostenible. Un planteamiento de Smart City adecuado debería facilitar esta transición con infraestructuras adecuadas, y una de estas infraestructuras es la infraestructura monetaria de monedas complementarias, que permitan conectar oferta ociosa y demandas insatisfechas y financiar el procomún.



Susana Martín Belmonte es economista (UAM), licenciada en la especialidad de Teoría Económica (1993) y Master en Dirección de Marketing por ESIC (1998). Fue analista de mercado en la oficina comercial de la embajada de España en México en un programa del ICEX. Sin embargo ha dedicado la mayor parte de su vida profesional en Internet y el desarrollo de negocios digitales en la empresa privada . En 2003 se inicia en la investigación independiente sobre el sistema monetario y 2011 publica en Icaria el libro “Nada está perdido. Un sistema monetario y financiero alternativo y sano”. Miembro del Instituto de la Moneda Social, se dedica al desarrollo de las monedas complementarias y a promover la reforma del sistema monetario. Mantiene el blog www.soberaniafinanciera.org.

Wednesday 27th of January -----

Valentí Acconcia (15-17h)

Las 20 reglas de oro del Crowdfunding, como tener éxito en tu campaña.

En esta sesión se trabajaran conceptos básicos de crowdfunding y tipos de crowdfunding. También conoceremos el concepto nuevo de presumidor, compararemos el crowdfunding con otros tipos de financiación i veremos más de 10 casos de éxito internacional. Finalmente, se discutirán las 20 reglas de oro del crowdfunding con ejemplos prácticos.



Valentí Acconcia se dedica profesionalmente al crowdfunding desde el año 2011, ha cofundado diversos proyectos en el sector y actualmente desarrolla su carrera como consultor y experto independiente en la materia. Trabaja con las principales plataformas de crowdfunding del mundo con las que ha recaudado cientos de miles de euros para sus clientes. Es autor de “Las 20 reglas de oro del crowdfunding” un libro práctico y un método que ayuda a las personas a diseñar buenas campañas y conseguir realizar sus ideas.

Thursday 28th of January -----

Maurici Carbó (15-17h)

From Smart Cities to Smart Tourist Destination.

The aim of this session is to provide the Master students with a vision of what means tourism in terms of smart cities and how tourist destinations are implementing smart cities initiatives and management systems. The session is based on case studies and examples of destinations and companies.



Maurici Carbó has 15 years of international experience in management and marketing of tourist destinations. Currently director of Smart Destination Consulting focusing on providing data driven solutions for destinations and tourism companies. Destination management, data and business intelligence, digital transformation, accessibility, and marketing & international sales representation are the main areas of interest. Until December 2015 Maurici was leading the Lloret de Mar Destination Management Organization. Maurici Carbó is teaching as a guest professor and collaborating with the University of Girona, Ostelea School of Tourism and Hospitality in Barcelona and University of Barcelona.

Xavier Lesauvage (17-19h)

Innovation concepts.

Innovation is a key part of any business today, however is not easy. How can we innovate effectively? This a key question for any company or organization today? With this session we will understand the relevance of innovation in any business and how to organize an innovation model useful for any project we undertake.



Xavier Lesauvage is an experienced executive, consultant and lecturer. He has worked over 15 years as marketer at Nestlé, Sara Lee and Panrico-Donuts, and over 10 years as Marketing Director and Board member, leading national and international teams. Since 2005 he has been acting as a consultant for several international growth projects. Between 2010 and 2015 he also acted as Innovation Leader at ESADECREAPOLIS, ESADE's Collaborative Innovation Ecosystem. Since 1999, Xavier Lesauvage is also a renowned Marketing, Innovation and Branding

lecturer at ESADE, as well as other international universities and companies. He participates in several entrepreneurship initiatives, as well.

Friday 29th of January -----

Marc Garriga Portola (15-17h)

Open Data.

Open data is the idea that some data should be freely available to everyone to use and republish as they wish, without restrictions from copyright, patents or other mechanisms of control. The goals of the open data movement are similar to those of other "open" movements such as open source, open hardware, open content, and open access. The philosophy behind open data has been long established but

the term "open data" itself is recent, gaining popularity with the rise of the Internet and World Wide Web.



Marc Garriga is graduated from the Polytechnic University of Catalonia, (UPC), with a degree in Computer Science Engineering; he also holds a degree in Marketing Techniques and Research from the Open University of Catalonia, (UOC). He has been focusing his professional job on Open Data projects and he has participated in many initiatives regarding these topics. Among others, he promoted the Open Data service of the City Council of Barcelona; he participated as an advisor in the EPSI Platform (a European Commission service for the dissemination and promotion of public information reuse in Europe) as well as in the development of Barcelona City Council's Smart City Platform (Sentilo initiative).