



# ECCIXII

12<sup>TH</sup> EUROPEAN CONFERENCE ON CREATIVITY AND INNOVATION

14 – 17 SEPTEMBER 2011  
UNIVERSITY OF THE ALGARVE  
FARO , PORTUGAL

# program

## 14 September 2011 Wednesday

08:00	<b>Registration / ESSUALG</b> (Avenida Dr. Adelino da Palma Carlos, 8000-510 FARO, College of Health Care - University of the Algarve)						
09:30	<b>Opening session / Faro Theatre</b> <i>Official Authorities</i>						
10:00	<b>Collaborative show (*) / Faro Theatre</b> <i>Carlos Mendes facilitates the public in collaborating in the performance of "Va Pensiero", from Verdi's "Nabucco". See the advertisement in the regional agenda (page 4)</i> <a href="http://www.visitalgarve.pt/pressroom.file.php?fileID=114&amp;file=guia_setembro.pdf">http://www.visitalgarve.pt/pressroom.file.php?fileID=114&amp;file=guia_setembro.pdf</a>						
11:00	Coffee break/ ESSUALG						
11:30	<b>Simultaneous keynote presentations / ESSUALG</b>						
	<b>Panel 1/Room 2</b> <b>Creative and cultural economy</b> <i>Catarina Selada, José Carlos Mota, Jorge Cerveira Pinto, Fernando Viana</i>	<b>Panel 2/Room 3</b> <b>Innovation and co-creativity</b> <i>Ismael Abu-Jarad, Patrick Colemont</i>	<b>Panel 3/Room 4</b> <b>The process of innovation</b> <i>Alexander Blass, Herman Hoving</i>	<b>Panel 4/Room 6</b> <b>Creativity and innovation measures</b> <i>Edward Necka, David Cropley</i>	<b>Panel 5/Room 7</b> <b>Education and measures of creativity in children</b> <i>Bonnie Cramond, Isidora Mena Edwards, Manuela Romo</i>		
12:30	Bus departure for "Outdoor" (outside the University) activities						
13:00	Lunch / ESSUALG and "Outdoor"						
14:00	<b>OUTDOOR Simultaneous workshops</b>						
16:30	<b>Faro Museum</b> <b>Team Building in the Workplace</b> <i>Cecilia Yau</i>	<b>Loule Castle</b> <b>Put your ideas into the motivation engine!</b> <i>Colette Chambon &amp; Silvie Courcelle</i>	<b>St Bras Museum</b> <b>Workshop C-force. How to focus the energy and resources of you and your organisation</b> <i>Joost Kadijk</i>				
14:00	<b>INDOOR Simultaneous workshops / ESSUALG</b>						
16:30	<b>Room 2</b> <b>"Priceless Strategies from an Innovator: How to Thrive in Challenging Times"</b> <i>Alexander Blass</i>	<b>Room 3</b> <b>Managing Networks to Improve Innovation</b> <i>Tim Kastelle</i>	<b>Room 4</b> <b>Palabras Imaginadas. Prácticas artísticas compartidas para la expansión del lenguaje, el pensamiento y la creatividad.</b> <i>Julio Romero</i>	<b>Room 6</b> <b>Using the Simplicity Thinking System</b> <i>Min Basadur</i>	<b>Room 7</b> <b>Defer collaboration!</b> <i>Olwen Wolfe</i>	<b>Room 8</b> <b>Think Different! Think like Beethoven, Dvorak and Verdi!</b> <i>Linda Caller</i>	<b>Room 9</b> <b>Tapping into your Special Creative Problem Solving Talent</b> <i>Kate Connor</i>
16:30	Bus departure from Outdoor to Faro						
18:00	Bus departure from the ESSUALG to Tor Village						
19:00	<b>Village party / Village of Tor (*)</b> <i>Carlos Mendes, Ao Luar Theatre Company, Joost Kadijk, Pálinka Dance Company, Ismael Abu-Jarad, 2nd Adolescence</i>						
23:30	Bus departure to Faro						

## 14 September 2011 Wednesday

### Parallel Events / ESSUALG (\*)

13:30	<b>Room 5</b>
17:30	<a href="#">AIP Panel "Call for Action - EMP! Criatividade e Inovação para um Turismo Sustentável!" (*)</a>
14:00	<b>Room 10</b>
17:00	<a href="#">Crea-Net2.0 Panel (*)</a>

# 15 September 2011 Thursday

## 09:30 Simultaneous keynote presentations / ESSUALG

### Panel 1/Room 6 Creativity and emotions

Jim Averill, Jorge Jesuino, Orlindo G. Pereira

### Panel 2/Room 2 Idea tools and techniques

Angela Behrendt, Gijs van Wulfen

### Panel 3/Room 3 Art and business innovation

Han van der Meer, Lucie Huiskens, Paul Corney, Victoria Ward

### Panel 4/Room 4 Agile Innovation Leadership

Victor Newman, Pia Mulvad Reksten

### Panel 5/Room 5 Synergy in innovation across cultures

Kobus Neethling, Werner Fees

10:30 Coffee break

## 11:00 [Simultaneous paper presentations](#) (\*) / ESSUALG

12:30 Bus departure for "Outdoor" activities

13:00 Lunch / ESSUALG and "Outdoor"

## 14:00 OUTDOOR Simultaneous workshops

### 16:30 Faro Museum Anti-Conventional Thinking (ACT)

Jeffrey Baumgartner

### Loule Castle Generate creative, high-quality solutions to gnarly problems

Maria Thompson

### St Bras Museum How to become an Energiser Bunny?

Mark Vandael & Ilse Nuytemans

## 14:00 INDOOR Simultaneous workshops / ESSUALG

### 16:30 Room 2 Diagnosing and Improving Artefacts and Organisations

David Cropley

### Room 3 All for One, One for All!

Sandra Minnee

### Room 4 Working together beyond clichés

Mathilde Sarré-Charrier & Guillemette Goglio

### Room 5 Using the Simplicity Thinking System

Min Basadur

### Room 6 From armor to summerdress

Anne Heleen Bijl

### Room 8 Treino de processos criativos: a experiência de um objetivo comum em diferentes contextos

Fátima Morais

### Room 9 Visualising Innovation Eco-systems

Simon Evans

16:30 Bus departure from Outdoor to Faro

20:30 ["Nite" flights](#) (\*) / Visualforma building (across the road from Forum Algarve)

21:30 Non-programmed presentations and workshops

22:00 [Musical evening](#) (\*) / Forum Algarve

## 23:00 Streetlife Serenade - A collection of international standards

Balula Cid and Friends - (Balula Did – piano; Sandra Russo - voice, saxofone and flute; Louie Russo - voice, guitar and percussion)

# 15 September 2011 Thursday

## Parallel Events / ESSUALG (\*)

9:30 Room 10

### 12:30 [CREAMED Panel](#) (\*)

David Cerdá, Thomas Paris, Stella Bezergianni, Nastja Mulej

## 16 September 2011 Friday

9:30 Bus departure for "Outdoor" activities

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### 10:00 OUTDOOR Simultaneous workshops

12:30 <b>Faro Museum</b> Anti-Conventional Thinking (ACT) <i>Jeffrey Baumgartner</i>	<b>Loule Castle</b> Catch the "idea train!" <i>Alain Leduc</i>	<b>St Bras Museum</b> Biodanza <i>Isabelle Jacob</i>
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### 10:00 INDOOR Simultaneous workshops / ESSUALG

12:30 <b>Room 2</b> From mass manipulation to mass facilitation: how to design an environment to facilitate innovation within large groups? <i>Hannes Couvreur</i>	<b>Room 3</b> Caravaggio da Rotterdam: How to discover light in our darkness, with a pinch of folly <i>Paolo Sbuttoni &amp; Sophie Gobet</i>	<b>Room 4</b> Making ideas happen: Orchestrating impact <i>Ramon Vullings</i>	<b>Room 5</b> Fostering and Leading a Collaborative Culture of Creativity and Innovation <i>Cheryl Perkins</i>	<b>Room 6</b> The Beyonder has moved on <i>Kobus Neethling</i>	<b>Room 8</b> Jump-start innovation with the FORTH innovation method <i>Gijs van Wulfen</i>	<b>Room 10</b> The Art of Innovation: How to Integrate Creativity in Organizations <i>Dimis Michaelides</i>
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12:30 Lunch / ESSUALG and "Outdoor"

13:30 Bus departure from Outdoor to Faro

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### 14:00 Simultaneous keynote presentations / ESSUALG

<b>Panel 1/Room 5</b> Innovation in companies <i>João Amaro (moderator), Júlio Dias, Scott Bennet, Cheryl Perkins, Francesco Berretini</i>	<b>Panel 2/Room 2</b> Innovation through collaboration <i>Rubya Maduro, Veena Tewari Nandi, Katja Tschimmel</i>	<b>Panel 3/Room 3</b> Organizational innovation <i>Dimis Michaelides, John Ulhoy</i>	<b>Panel 4/Room 4</b> The process of innovation <i>Ron Westrum, Jan Buijs</i>	<b>Panel 5/Room 10</b> The process of innovation <i>Min Basadur, Edward Necka</i>
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15:00 Coffee break

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15:30 Closing session and [Tribute to Mihaly Csikszentmihalyi](#) (\*) / ESSUALG Auditorium

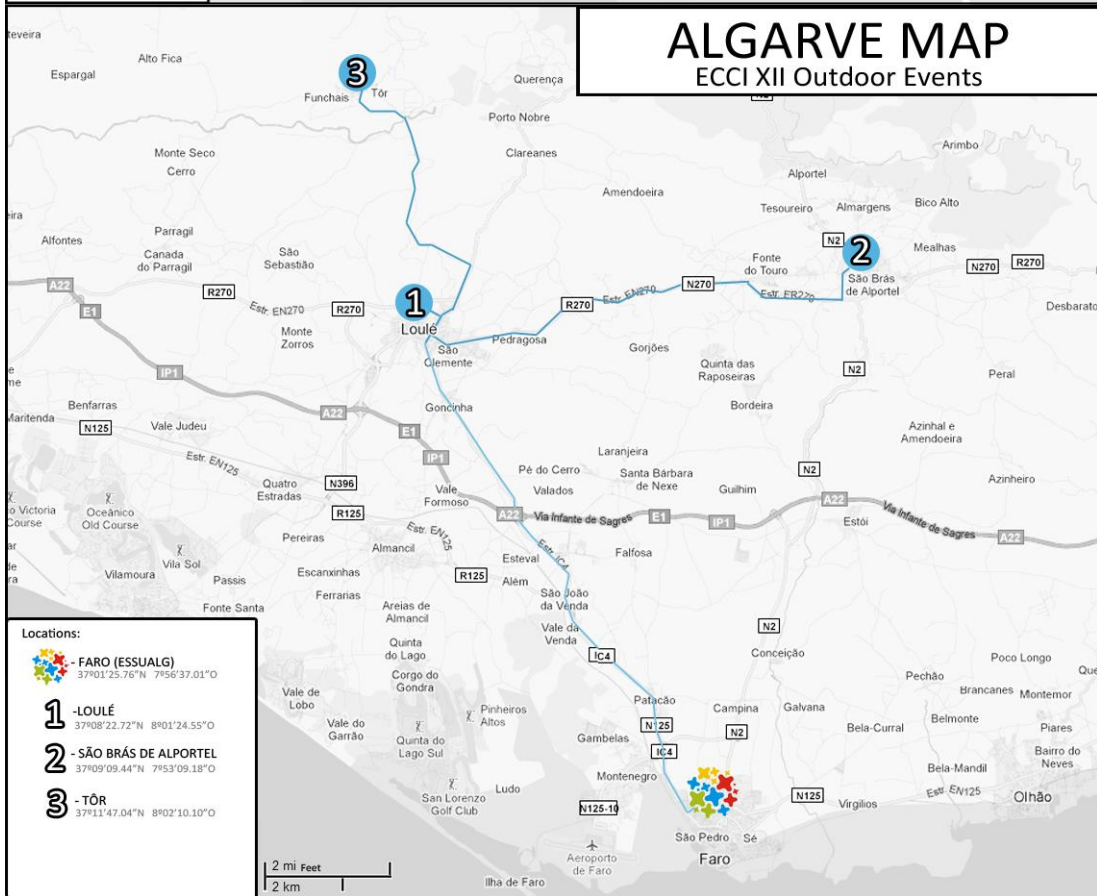
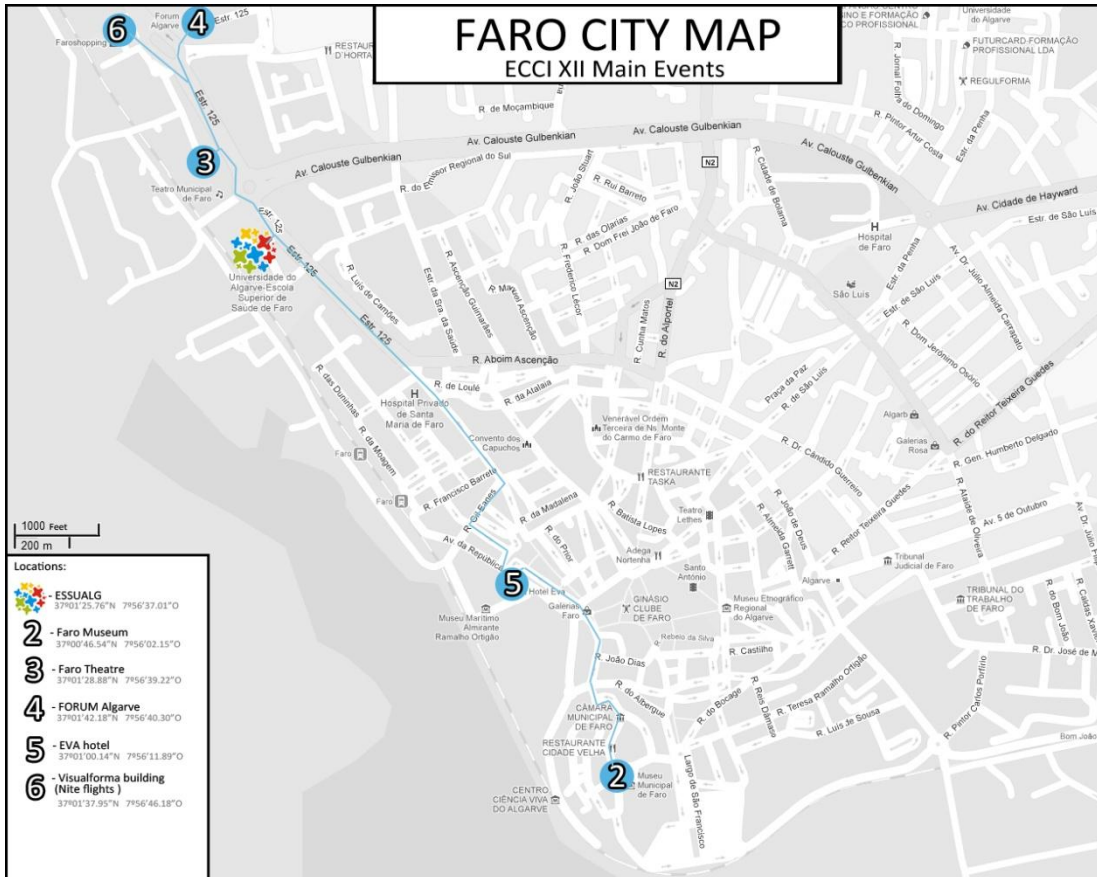
## 17 September 2011 Saturday

### Post-conference workshops/EVA Hotel

9:30 **EVA Hotel**

13:30 **Using the Simplexity Thinking System**  
*Min Basadur*

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Simultaneous paper presentations (\*) / ESSUALG, 15 September 2011, Thursday, 11:00 – 12.30

**ALICE IN WONDERLAND**

Author(s)	Title
André P. Walton	The fragile phenomenon of creativity: how it interacts with organizational norms, competitive threat, and socialisation?
Han Backer & Odin de Bruijn	Idea management from the private and from the public sector. Two cases: Corus RD&T versus the Dutch Ministry of Vrom
Mark Sullivan & Shari Baker	Collaborative Resonance: Intermediate Scale and Creative Networks (tentatively with Ms)
Saul Neves Jesus	Uma perspectiva conceptual e integrativa das artes visuais na análise do conceito de stresse

**PETER PAN**

Author(s)	Title
Aloma Pessoa, Gisele Antenor & Luiz Tavares	Redes de Aprendizado Virtuais na Internet e sua Importância como Fonte de Informação e Conhecimento para Inovação: um Estudo sobre Um portal de Demandas e Ofertas Tecnológicas
Catarina Lélis & Óscar Mealha	Brand artifacts co-creation: a model for the involvement of creative, non-specialized individuals
Fangqi Xu & William R. Nash	Wahaha Group's Management Innovation
Francisca Castro, Jorge Gomes & Fernando Sousa	Do intelligent leaders make a difference? The effect of a leader's emotional intelligence on followers' creativity
Maria João Santos & Raky Wane	Knowledge management practices oriented for innovative company performance

**PINOCCHIO**

Author(s)	Title
António Juan Briones, Pedro Martín Ramírez López & Catalina María Morales Granados	Desarrollo Innovador de Capacidades en los Agronegocios de Costa Rica y la Región de Murcia
Fernando Medina Vidal Elena Hernández Gómez & Antonio Juan Briones Peñalver	Aprendizaje colaborativo y uso de las TIC dentro del aula: resultados en el Máster Investigador en Tecnologías de la Información y las Comunicaciones de la Universidad Politecnica de Cartagena
Mauricio Monge Agüero, Antonio Juan Briones Peñalver and Domingo Pérez García de Lema	Academic Spin off universitarias: Caso del Instituto Tecnológico de Costa Rica (ITCR)
Sabine Prossnegg & Wolfgang Schabereiter	Getting ideas for winning products

**HANZEL AND GRETEL**

Author(s)	Title
Florbela Nunes	Inovação e criatividade em contexto empresarial – Validação dos instrumentos de recolha de dados
Johann Laister	AutoMatic: a new learning approach in industrial automation

**CINDERELLA**

Author(s)	Title
Daniela Rothkegel	Exploring the boundaries for innovation
Dorien van Duyl	Life stories!
Miguel Santos; Ana Ribeiro; Ana Solange Leal; Pedro Costa	Providing common approaches for different needs – Creativity and Innovation in European Projects

**LITTLE RED RIDING HOOD**

Author(s)	Title
Helena Almeida, António Juan Briones Peñalver & Sílvia Fernandes	Determinants of entrepreneurship in small and medium enterprises in the defense sector
Jorge Cerveira Pinto	Collaborative Projects in the Field of Art, Culture and Creative Industries

### THE UGLY DUCKLING

Author(s)	Title
Ana Carolina Landuyt	A collaborative way of motivating the creative capacity in biotechnology
Isabelle Jacob	Biodanza: let's develop our relational intelligence
Luisa Ribeiro, José Magalhães, Tito Laneiro	Creative People in Portugal
Manuel Abril Villalba	Construir el conocimiento: lenguajes y creatividad (CreArte)
Virgílio Machado	Criatividade e Inovação no Turismo

### SNOW WHITE AND THE SEVEN DWARFS

Author(s)	Title
Isabel Guimarães	Window display as innovation for the sustainability of Oporto's traditional commerce
Karina Jensen	Inspiring a Collective Vision: The Manager as Mural Artist
Lingling Luo, Song Zhang & Chunfang Zhou	The comparisons of gender differences in playfulness, humor and creativity of postgraduate students between Mainland China and Taiwan

### THE BEAUTY AND THE BEAST

Author(s)	Title
Mário Blasco	Competencias emprendedoras y modelos de conducta: un análisis empírico en estudiantes de secundaria
Mónica Freitas, José Manuel Resende & Maria João Santos	The Study of Corporate Social Responsibility of the Health in Portugal

### THE LITTLE MERMAID

Author(s)	Title
Brigitte Zoerweg	Learn+ - Learning Plus for Adult Educators
Simone Ritter	Welcome Creativity! Pioneering experimental findings on how individuals' creativity can be enhanced.

### MASTER CAT (OR PUSS IN BOOTS)

Author(s)	Title
Amanda Martin-Mariscal	100 Cajas – impacto de la universidad en la creatividad colectiva
João Rangel Junior	A linha e a agulha tecendo a rede colaborativa para o desenvolvimento local

### GOLDILOCK AND THE THREE BEARS

Author(s)	Title
Anna-Maija Nisula	Developing team creativity and innovativeness with improvisational theatre based approach
J L Lloveras	Experiences of management of academic work groups and company-university agreements for product design
Ron Corso	unearthing ideas

### ALADDIN AND THE WONDERFUL LAMP

Author(s)	Title
Jerôme Rosello	Assessing the Climate for Creativity: the Example of a French High-Tech Organization
Michaël Van Damme	Science Says: What does 30 years of psychological creativity research tell us?
Miretta Giacometti	I would like to be a leader
Paulo Benetti	Developing a product: From needs to results
Raquel Dias	Mapeamento cognitivo como Ferramenta colaborativa para apoio à Engenharia de requisitos
Shigekazu Sawaizumi	The Analysis and Use of Mechanism of Serendipitous Discoveries

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12<sup>TH</sup> EUROPEAN CONFERENCE ON CREATIVITY AND INNOVATION

THE ULTIMATE LEARNING EXPERIENCE IN COLLABORATION

14-17 SETEMBRO 2011

UNIVERSIDADE DO ALGARVE  
FARO - PORTUGAL

## "NITE" FLIGHTS AND MUSICAL ENTERTAINMENT

SEPTEMBER 15<sup>TH</sup>

FORUM ALGARVE AND VISUALFORMA BUILDING

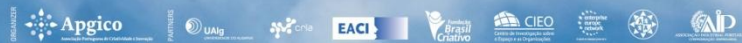
**19:00** DINNER AT THE FORUM ALGARVE  
(SUGGESTION)

**20:30** "NITE" FLIGHTS  
**21:30** VISUALFORMA AND REGIONAL EDUCATION DELEGATION BUILDING (ACROSS DE ROAD FROM THE FORUM)  
(PRESENTATIONS TO BE ANNOUNCED)

**22:00** STREETLIFE SERENADE  
(FORUM ALGARVE LOBBY)

**BALULA CID AND FRIENDS - A COLLECTION OF INTERNATIONAL STANDARDS**  
(BALULA CID - PIANO; SANDRA RUSSO - VOICE, SAXOFONE AND FLUTE;  
LOUIE RUSSO - VOICE, GUITAR AND PERCUSSION)

(THE ROAD FORUM-CITY HOTELS WILL BE UNDER POLICE SURVEILLANCE AT NIGHT)



www.eaci.net/eccixii



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THE ULTIMATE LEARNING EXPERIENCE IN COLLABORATION

14-17 SETEMBRO 2011

UNIVERSIDADE DO ALGARVE  
FARO - PORTUGAL

## TRIBUTE TO MIHALY CSIKSZENTMIHALYI

SEPTEMBER 16<sup>TH</sup>  
ESSF/UALG AUDITORIUM

**15:30** LIVE CONTRIBUTIONS  
KOBUS NEETHLING, PAUL PAULUS, BONNIE CRAMOND, DIMIS MICHAELIDES

VIDEO CONTRIBUTIONS  
HOWARD GARDNER, MARTIN SELIGMAN, ANTONELLA DELLE FAVE

TRIBUTES FROM DELEGATES

**16:00** BALULA CID AND FRIENDS - TOTAL IMPROVISATION  
AN INTERACTIVE PERFORMANCE EXPLORING THE AUDIENCE'S CREATIVITY

**16:20** MIHALY CSIKSZENTMIHALYI

**17:00** BIT OCAS  
JOKE BOX - IT'S ALL FLOW  
WITH "O MISTÉRIO DAS VOZES VULGARES"

**17:20** CLOSING SESSION

