

WEDISCOVER DAYS BARCELONA PROGRAMME

28th, 29th & 30th, October 2020.

October 28

9.30 am

- Welcome by Jaume Casals, UPF Rector and Vice Rector Pelegrí Viader

10 am -11.30 am - Campus

INCLUSIVE CITY

- Colloquium "Entities and companies against inequality"

Participants:

- Aina Estrugo, ARED Foundation (women in a situation of vulnerability),
- Albert Riera, cap de comunicació de La Fageda d'en Jordà
- Schneider electric, Employer Branding Lead Talent Acquisition
- Global Human Resources (one of the 50 most inclusive companies in the world)

Moderator:

- Esther Oliveras, associate professor in the Department of Economics at UPF, delegate of the rector for sustainability

11.30 am -12.00 pm

- Break

12.00pm - 13.00pm

- Zoom meeting with students' representatives to debate and interact.

13.00pm-3.30pm

- Lunch Break

3.30pm-5pm - Campus

CLIMATE EMERGENCY

- Colloquium: "Communicating climate emergency"

Participants:

- Eloi Badia, Councilor for Climate Emergency and Ecological Transition of Barcelona.
- Jose Antonio Moreno, researcher at THINKClima UPF.
- Tomàs Molina, TV3 meteorologist.

Moderator:

- Gema Revuelta, Director of the Master in Scientific, Medical and Environmental Communication at UPF.

5.00pm-5.30pm

- Break

5.30pm -7pm - Campus

CLIMATE EMERGENCY

- Documentary screening + Colloquium
Presentation of the documentary "Mareas ocultas", a tribute to the sea in an environmental way by Mònica Cambra, student of Audiovisual Communication at UPF, winner of the DocsBarcelona 2020 DOC-U prize with this masterpiece.
- Colloquium: "Marine litter: initiatives and research to resolve its impact"

Participants:

- PescaNETA
- App +

Moderator:

- Cristina Sáez, journalist

October 29

10 am -10.45 am

RESILIENT CITY, INCLUSIVE CITY, CLIMATE EMERGENCY

- Breakfast talk: “How the ethical and sustainable fashion industry works”

Participants:

- Anna Labarias, resident àrea Tallers, startup Ethical Time.
- Eñaut Barruetaña (graduated in 2017 with a Higher Degree in Fashion Design from IED Barcelona, currently with his own sustainable brand. (Eñaut has just won the 080 Barcelona Fashion Award).

Moderator:

- Laura Sangrà, journalist specialized in fashion, TV contributor and journalist at Ara newspaper.

11am -12.30pm- Campus

INCLUSIVE CITY

- Colloquium “Inclusive city: Inclusive and Sustainable housing”

Participants:

- Rosa Panades, Cohousing.
- Pere Picorelli, coordinator of the urban regeneration program at Incasòl.
- Natàlia Martínez, Fundació Hàbitat3.

Moderator:

- Joan Monràs, Marie Curie researcher, member of the research group on Heritage Law at UPF. His research project is about “Sustainable Company”.

12.30pm-1.00pm

- Break

1.00pm - 2.00pm

- Zoom meeting with students’ representatives to debate and interact.

02.00pm-3.30pm

- Lunch break

3.30pm- 5pm - Campus

HEALTHY EATING: SUSTAINABLE PRODUCTION AND CONSUMPTION

- Colloquium "Healthy eating and Sustainable food Production and Consumption"

Participants:

- Sofia Belenguer, Co-Founder & CEO MyRealFood, UPF Almogàvars startup.
- Bernat Añanos, Founder and Head of Communications at Heura Food.
- Gara Villalba, Institute of Environmental Science and Technology (ICTA and member of the research group Sustainability and Environmental Prevention (SosteniPrA, SGR)

Moderator:

- Laura Batlle-Bayer. She is doing her doctoral thesis on the sustainability of food diets and is a researcher at the UNESCO Chair in Life Cycle and Climate Change (ESCI-UPF)

October 30

10am-11.30am

CLIMATE EMERGENCY

- Colloquium: "Circular economy for a more sustainable world"

Participants:

- Verònica Kuchinow, CEO *Simbiosy*: (the company has a circular economy project).
- Marta Escamilla, - Leitat Technology Center (she is working on a circular economy project).
- Zuzana Prochazkova - Pich architects (the buildings they design have a sustainable base. They are based at the Gonsi Socrates building, a building built with circular economy criteria).

Moderator:

- Lela Melón, Marie Curie Researcher , member of the research group on Heritage Law at UPF. His research project is about “Sustainable Company”.

11.30am-12.00pm

- Break

12.00pm - 1.00pm

- Zoom meeting with students’ representatives to debate and interact.

1.00pm-4.00pm

- Lunch break

4.00pm-5.30pm - Campus

TRANSPORT AND MOBILITY

- Colloquium “The sustainable mobility: research and projects to measure and reduce pollution”
- Video screening of the Ris3Cat project by Boris Bellalta on the network of environmental sensors to obtain reliable and real-time information on pollution levels in one of the areas of a *Superilla* in Poblenou.

Participants:

- Janet Sanz, Second Deputy Mayor.
- Lucas Casasnovas, director de SEAT MÓ.
- Daniel Serra, Director of Southern Europe at EIT Mobility.

Moderator:

- Miquel Martí, director of Barcelona Tech City.

5.30pm-6.00pm

- Break

6.00pm to 7.30pm

CLIMATE EMERGENCY

- Seminar: “How can citizens produce data to advance their own agenda” by Ideas for Change. Online Workshop.

7.30pm-8.00pm

- Break

8 pm-9.30 pm - Artist’s house

HEALTHY EATING: SUSTAINABLE PRODUCTION AND CONSUMPTION

- Performance: “Culinary visual poetry” + WeDiscover Days Barcelona Closing by David Ymbermon.