

WeDiscover Days Barcelona Programme

28th, 29th & 30th, October 2020

To follow the three days live streaming, access through the following link:

<https://www.upf.edu/web/eutopia/wediscover-live>

October 28

9.30h

- Welcome by Jaume Casals, Pompeu Fabra University Rector and UPF Vice rector Pelegrí Viader, responsible for the EUTOPIA project.

10.00h -11.30h - Campus Ciutadella. Mercè Rodoreda Building. 24.S18.

INCLUSIVE CITY

- Colloquium “Entities and companies against inequality”

Participants:

- Aina Estrugo, Head of Communications at ARED Foundation.
- Albert Riera, Head of Communications at La Fageda d’en Jordà.
- Marta Fernández, Diversity and Inclusion Leader at Schneider Electric.

Moderator:

- Ester Oliveras, Associate Professor at the Department of Economics at UPF, delegate of the Rector for sustainability.

11.30h -12.00h

- Break

12.00h - 13.00h

- Open Zoom meeting with students to debate and interact. Link to join:

<https://zoom.us/j/94059343312>

Moderator: Ferran Piqué, UPF Student Representative at the EUTOPIA Student Council.

13.00h -15.30h

- Lunch Break

15.30h -17.30h - Campus Ciutadella. Mercè Rodoreda Building. 24.S18.

CLIMATE EMERGENCY

- Colloquium: “Communicating climate emergency”

Participants:

- Eloi Badia, Councilor for Climate Emergency and Ecological Transition of Barcelona at the Barcelona City Council. Also Responsible for the policies to fight climate change.
- José Antonio Moreno, member of the Critical Communication Research Group and the research project THINKClima at the Communication Department at UPF. His research line revolves around climate change communication and its interest groups.
- Tomàs Molina, Physicist and journalist, now working in his Phd in Communication of Climate Change. Chief meteorologist at Televisió de Catalunya, Associated Professor at Universitat de Barcelona and Former President of the Climate Broadcasters Network – Europe of the European Commission.

Moderator:

- Gema Revuelta, Director of the Master in Scientific, Medical and Environmental Communication at BSM-UPF and Director of the Studies Center on Science, Communication and Society (UPF).

17.00h -17.30h

- Break

17.30h -19.30h - Campus Ciutadella. Mercè Rodoreda Building. 24.S18.

CLIMATE EMERGENCY

- Documentary screening + Colloquium

Presentation of the documentary “Mareas ocultas”, a tribute to the sea in an environmental way by Mònica Cambra, Alumni 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:

- Susana Sainz-Trápaga, responsible for the Catalonia Maritime Strategy Program at the Government of Catalonia, (Generalitat de Catalunya).
- Eve Galimany, Postdoctoral researcher at the Institute of Marine Sciences (CSIC) specialized in bivalve physiology and ecology and marine litter obtained from fisheries.
- Vanessa Sarah Salvo, PhD in Environmental Sciences with a specialization in Marine Science. She is a Scientific Director at the Posidonia Green Project.

Moderator:

- Cristina Sáez, Journalist specialised in science. She is currently a contributor to La Vanguardia, Agencia Sinc, El Món a Rac1 and several science magazines such as Muy Interesante and National Geographic.

October 29

10.00h -10.45h

RESILIENT CITY, INCLUSIVE CITY & CLIMATE EMERGENCY

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

Participants:

- Anna Labarias, Co-owner of Ethical Time, leads customer Strategy and Analytics and promotes Sustainability as the backbone of Ethical Time’s customer-centric programs. Ethical Time is one of the Residence Projects at Àrea Tallers, UPF Poblenou Campus.
- Eñaut Barrietabeña, 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, trends and arts. TV host at Betevé and contributor at Ara newspaper.

11.00h -12.30h - Campus Ciutadella. Mercè Rodoreda Building. 24.S18.

INCLUSIVE CITY

- Colloquium “Inclusive city: Inclusive and Sustainable housing”

Participants:

- Rosa Panades, Sociologist, currently project officer at Hàbitat 8 Impuls, a Barcelona based foundation that promotes collaborative and sustainable Cohousing projects and works towards the improvement of the urban habitat.
- Pere Picorelli, Political scientist and Urban Planner with experience in urban regeneration. Coordinator of neighborhood remodeling projects and affordable rental housing at the Institut Català del Sòl (Incasòl) of the Government of Catalonia (Generalitat de Catalunya).
- Natàlia Martínez, Head of the Homes Acquisition Department at Fundació Hàbitat3 and coordinating the project “Vivienda para las Entidades Sociales” (Homes for social organizations).

Moderator:

- Joan Monràs, PhD in Economics at Columbia University, is an assistant professor of economics at UPF. He is also an associate researcher at CREI and a research affiliate at the CEPR. His research interests include labor economics, urban economics, and international trade.

12.30h -13.00h

- Break

13.00h - 14.00h

- Open Zoom meeting with students to debate and interact. Link to join:

<https://zoom.us/j/98488851369>

Moderator: UPF Alumni Ariadna Romans, former President of deba-t.org.

14.00h-15.30h

- Lunch break

15.30h- 17.00h - Campus Ciutadella. Mercè Rodoreda Building. 24.S18.

HEALTHY EATING: SUSTAINABLE PRODUCTION AND CONSUMPTION

- Colloquium “Healthy eating and Sustainable food Production and Consumption”

Participants:

- Sofia Belenguer, Co-Founder & CEO of MyRealFood, [UPF Almogàvers](http://UPFAlmogàvers.com) startup.
- Bernat Añanos, Food activist and co-founder of Heura, leads the Social Movement department of Heura foods.
- Gara Villalba, Associate professor at the Department of Chemical, Biological and Environmental Engineering at UAB and research associate at the School of Engineering, UC Merced, CA, USA.

Moderator:

- Laura Batlle-Bayer. Researcher at the UNESCO Chair in Life Cycle and Climate Change (ESCI-UPF).

October 30

10.00h-11.30h - Campus Ciutadella. Mercè Rodoreda Building. 24.S18.

CLIMATE EMERGENCY

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

Participants:

- Verónica Kuchinow, Co-founder & CEO of Símbiosy.
- Marta Escamilla, R&D Sustainability Division at the LEITAT Technological Center.
- Zuzana Prochazkova - Architect, responsible for the R + D + I department of Pich Architects. Member of the LITEIS research team at the UIC Barcelona.

Moderator:

- Lela Melón, Executive Coordinator of Planetary Wellbeing at UPF, member of the research group on Heritage Law at UPF. Her research Project is about "Sustainable Company".

11.30h-12.00h

- Break

12.00h - 13.00h

- Open Zoom meeting with students to debate and interact. Link to join:

<https://zoom.us/j/97109600025>

Moderator: UPF student Anna Puigderrajols, former President of UNSA Barcelona (United Nations Students Association)

13.00h-16.00h

- Lunch break

16.00h-17.30h - Campus Campus Ciutadella. Mercè Rodoreda Building. 24.S18.

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, Deputy Mayor for Ecology, Urbanism, Infrastructure and Mobility at the Barcelona City Council.
- Lucas Casasnovas, Director at SEAT MÓ.
- Daniel Serra, Southern Europe Director at EIT Mobility.

Moderator:

- Miquel Martí, Director at Barcelona Tech City.

17.30h-18.00h

- Break

18.00h to 19.30h

CLIMATE EMERGENCY

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

19.30h-19.45h

- Break

19.45h - 20.15h - UPF Poblenou Campus

HEALTHY EATING: SUSTAINABLE PRODUCTION AND CONSUMPTION

- Performance: “Culinary visual poetry” by David Ymbermon.



- WeDiscover Days Barcelona closing ceremony by UPF students Ferran Piqué, Student Representative at the EUTOPIA Student Council and Aina Patiño, President of UNSA Barcelona (United Nations Students Association).