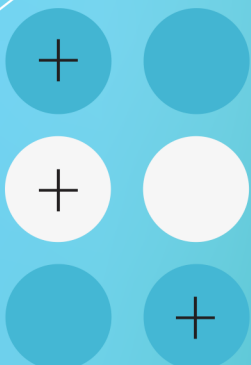
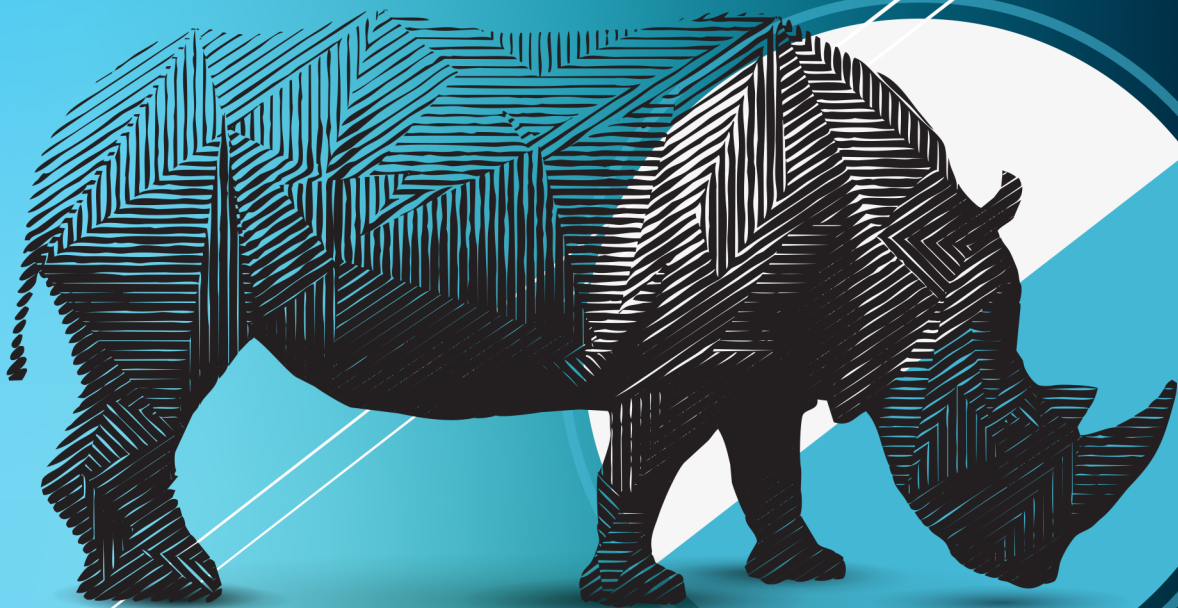


"ENTREPRENEURSHIP - TERRITORY - INNOVATION" CHAIR

# INSPIRING TRANSFORMATION ENABLING DISRUPTION



UNIVERSITÉ PARIS 1 PANTHÉON SORBONNE  
**CHAIRE ETI**  
ENTREPRENEURIAT TERRITOIRE INNOVATION  
IAE PARIS SORBONNE BUSINESS SCHOOL

# INSPIRED BY

**The world changes.** The convergence of an urbanized world with hyper connectivity came to upset both way of life and style of entrepreneurship in our territories.

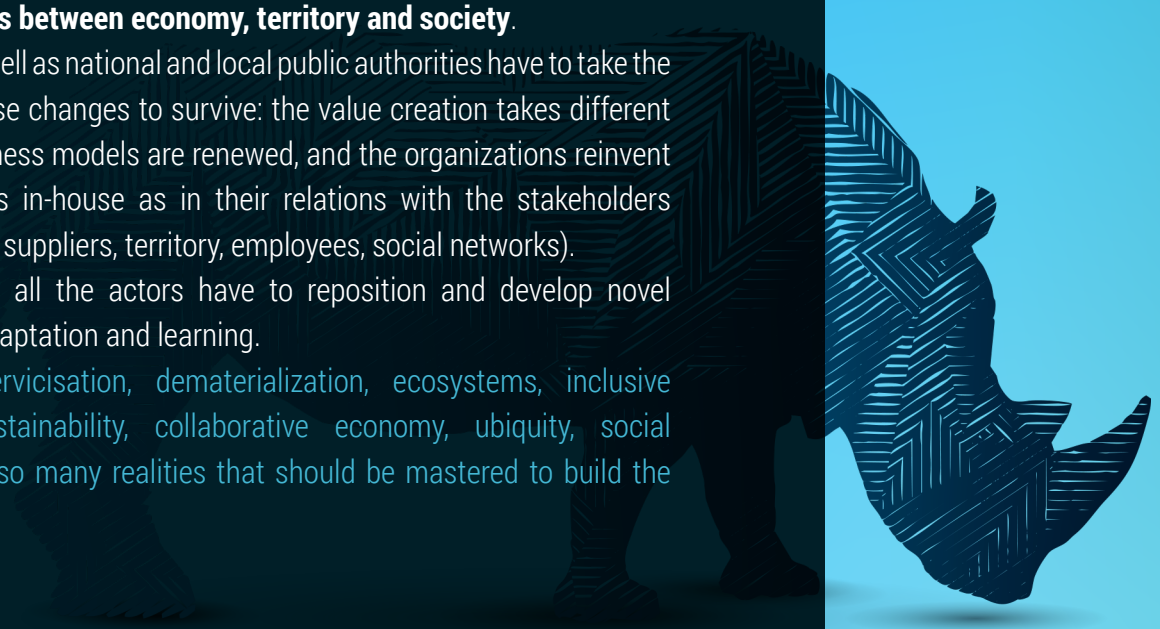
Places of life and sharing where a variety of needs and societal uses intersect, thus no component is escaping this transformation. The revolutions are many and they question us in depth: **technological transfers** (digital and its implications), **the ecological challenge** (climate change and sustainable development), **new urban lives** (smart cities, smart citizens), **cultural and social issues** (Z generation, silver economy), **new business models and governance**,...

In this world in transition, complex and interdependent, **we have to rethink the links between economy, territory and society.**

Companies as well as national and local public authorities have to take the measure of these changes to survive: the value creation takes different forms, the business models are renewed, and the organizations reinvent themselves - as in-house as in their relations with the stakeholders (customers and suppliers, territory, employees, social networks).

In this context, all the actors have to reposition and develop novel capacities of adaptation and learning.

Disruptions, servicisation, dematerialization, ecosystems, inclusive innovation, sustainability, collaborative economy, ubiquity, social reputation, are so many realities that should be mastered to build the change.



## WE AIM TO

Help organizations - companies, communities or institutions - to decode these revolutions: anticipate the future transfers, master the impacts, regenerate their business models, revitalize processes and soft skills. **The Chair is intended to be a place of meeting, prospective and collective reflection, but also of feedback and of sharing of experiences.** It aims to develop new ways of undertaking to fertilize our territories. It is designed to be a source of innovation, disruption, new ideas, and of disciplinary, scientific and cultural interactions. It seeks to encourage the convergence of experiences and new practices. It is dedicated to contribute to renew the culture of innovation in territories.

# RETHINK THE PLACES OF INNOVATION AND ENTREPRENEURSHIP IN OUR TERRITORIES



## INNOVATE

Re- imagine the practices and the places of innovation and entrepreneurship within organizations; cultivate creative dynamics and inclusive innovation



## UNDERTAKE

Regenerate - co-build one's environment, rethink one's business model and its functioning



## TERRITORY

Accompany cities in the development of their attractiveness by creative "frictions" with successful ecosystems of entrepreneurship, innovation, lifestyles

## THE OFFER OF THE CHAIR



**Access to a prospective and to innovative solutions** thanks to researches and studies, with rigorous methodologies, carried out by most renowned teams, inserted into networks of international experts



**Certified courses** (custom-made or cross-firm training / communities) and degree courses to ensure the skill development of your collaborators



**Forums, conferences, summer schools or interseason,** remote or face-to-face



Thematic sessions of **IdeaFactory**



Development of **MOOCs and innovative pedagogic means**



«Learning exploration» and **study trips**



**Thematic breakfasts**



**On-line publications** and multi- media collaborative platforms of co-design

# EXPECTED CONTRIBUTIONS

YOU

US

- + **Sponsorship**, eligible in a 60 % tax deduction
- + Project **leaders**
- + **Certified Trainings** (possibility of custom-made courses)
- + **Degree courses MBA** -Master degree in In-service training (part - time schedule)

- + **L'IAE Paris-Sorbonne Business School** and **Paris 1 Panthéon-Sorbonne University**: 60 years of innovation
- + A **steering** committee
- + A **scientific** committee
- + A team of **researchers** and **young PhD students**
- + A network of **international Experts**



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