

Creativity in practice



26 – 30 August 2018

www.iea2018.org



PROVINCIA
DI FIRENZE

REGIONE
TOSCANA



FIRENZE
CONVENTION BUREAU



Creativity in Practice



A joint proposal of the European Societies



President of the Organizing Committee
SIE – Italian Ergonomics Society



AEE – Spanish Ergonomics Society



FEES – European Federation of Ergonomics Societies



GfA – German Ergonomics Society



SELF – French Language Ergonomics Society



APERGO – Portuguese Ergonomic Society

Energy:

Eni

General Electric

Industries:

Fiat

Hitachi

Siemens

3M

Luxottica

xSens

Aviation:

ENAV

Airfrance

Meridiana

Fashion:

Pucci

Ferragamo

Insurances:

Fondiaria SAI

Generali

INAIL

Medical:

Lilly

Pfizer

Baxter

Novartis

Molnlycke

Please give us contact of potential sponsors at the international level

“Creativity in practice”

is

the challenge of *transforming the experimental and field research and evaluation processes into the daily practices of the ever-changing working and living organizations*



“Creativity in practice”

- Include sectors as the craftsmanship in order to meet the challenge of producing sustainable innovation.
- Consider actual contexts. It must be the highest exercise of reflective thinking, the enactment of situated plans of action.
- Consider the constraints and the potentialities that define environments and activities, human beings and technology, identities and cultures.

Creativity in practice is an inherently evolving topic in which prospected solutions are necessarily adaptive to continuously changing contexts....

The IEA2018 is conceived as a process where, identified the CORE THEME, ACTORS, PHASES and SPECIFICATIONS of the CONTENT can be modified and UPDATED during YEARS

- Attracting the productive industries and services sectors
- Increasing the awareness of the role of HFE among several professional communities for improving work condition and quality of life
- Sharing stories of creativity in practice and eliciting cross-contamination between Ergonomists and champions from industry
- Broadening the culture of HFE to the real world of productivity
- Bridging the gap between research and workplace activity through the sharing of contextualized interventions

To specify the main theme into detailed tracks, we have planned with FEES some **workshops** dedicated to specifications of the innovative and strategic issues for the future.

- **2017 – 7° Congreso Internacional de Ergonomia “Encuentro Iberoamericano de Ergonomia” and seminars in Latin America**
- **2017 – joint event FEES and GfA in Germany**
- **2016 – Workshops organized in Latin America by ULAERGO and SCE, by SELF, by European Trade Union Institute and jointly by Human Factors NL and FEES**
- **2016 – National Italian Congress on Creativity in Practice**
- **2015 – 2 Workshops organized by APERGO (Lisbon) and by SELF**
- **2015 – Symposium in IEA 2015 Melbourne**
- **2014 – Workshop organized by AEE/ SIE in ORP2014 (Zaragoza)**
- **2013 – 3 Workshops organized by AEE (Aviles), by CREE (Pisa) and by SIE (Torino)**



Together walking stick
Domus Academy
award 2013



Patient safety centre - Tuscany



ATV Safety – Colorado State University



University of Florence



The Scientific program will be built with the combination of productive sectors and transversal teams and along the IEA Technical Committees

TCs chairs are required to propose symposia and workshops about their topics of interest starting from the beginning of 2017

Interactive sessions and Show room for Visual abstracts and prototypes

Event: Democracy by Ergonomics

Projection of movies on Ergonomics and debate

Visits to technical sites (Piaggio, General Electric, Ferragamo)

Aerospace (TC Aerospace HFE)

Agriculture (TC Agriculture)

Building and Construction (TC Building and Construction)

Educational Enviroments (TC Ergonomics for Children and Educational Environments)

Product Design

Manufacturing (TC Ergonomics in Manufacturing)

Mining (TC Mining)

Healthcare (TC Healthcare Ergonomics)

Automotive

ICT and Computing

Energy Grids

Bank and Financial Services

Food

Fashion Cultural Heritage and Turism

Sports and Recreation

Scientific Program –Technical Committees and Transversal Themes

Training and Simulation (TC Simulation and Virtual Environments)
Safety and health (TC Safety and Health)
Musculoskeletal Disorders (TC Musculoskeletal Disorders)
Design - Design for all, Interaction Design, Affective Design, Industrial Design, Space Design (TC Affective Design TC Design for all TC ergonomics in design)
Wellbeing at work
Management (TC ODAM)
Cognitive Ergonomics
Visual and Auditory Ergonomics (TC visual Ergonomics TC Auditory ergonomics)
Anthropometry (TC Anthropometry)
Ageing (TC Ageing)
Decision making
Reliability Resilience Human Error
Robots and Automation
Urban and Rural Planning
Industrial Process and Production Lines (TC Process Control)
Gender issues (TC gender and Work)
Sustainable developement (TC Sustainable development)

Productive Sectors (*TC topic)	Technical Committes and Transversal Themes (*TC topic)																
	Training and Simulation *	Safety and health *	Musculoskeletal disorders*	Design*	Wellbeing at work	Management *	Cognitive Ergonomics	Visual /Auditory Ergonomics*	Anthropometry*	Ageing*	Decision making	Reliability Resilience Human Error	Robots and Automation	Urban and Rural Planning	Industrial Process and Production Lines*	Gender issues*	Sustainable development *
Areospace*																	
Agriculture*																	
Building and Constuction*																	
Educational Enviroments*																	
Product Design																	
Manufacturing*																	
Healthcare*																	
Automotive																	
ICT and Computing																	
Energy Grid																	
Banking and finances																	
Food																	
Fashion Culture and Turism																	
Sports and Recreation																	

Sessions Tracks
Simposia
Workshops

PRELIMINARY PROGRAM

Sunday August 26 – 2018

19.00 Opening Reception

Monday - Tuesday – Wednesday August 27/29– 2018

09.00 - 9.30	Opening Cerimony
9.30 -11.30	Scientific Sessions
11.30 - 12.00	<i>Coffee Break</i>
12.00 – 13.00	Plenary Lecture
13.00 - 14.30	<i>Lunch and poster viewing</i>
14.30 - 15.30	Plenary Lecture
15.30 - 18.00	Scientific Sessions
18.00 - 19.00	Poster Session

Thursday August 30 – 2018

09.00 - 11.30	Scientific Sessions
11.30 - 12.00	<i>Coffee Break</i>
12.00 – 13.00	Plenary Lecture
13.00 - 14.30	<i>Lunch and poster viewing</i>
14.30 - 15.30	Plenary Lecture
15.30 - 17.00	Scientific Sessions
17.00 – 18.00	Closing Cerimony and IEA 2021 Presentation

Stories

How does your research look like from «the field»?

Research seen from the user perspective

Video showing outcomes/reaction/need for your research





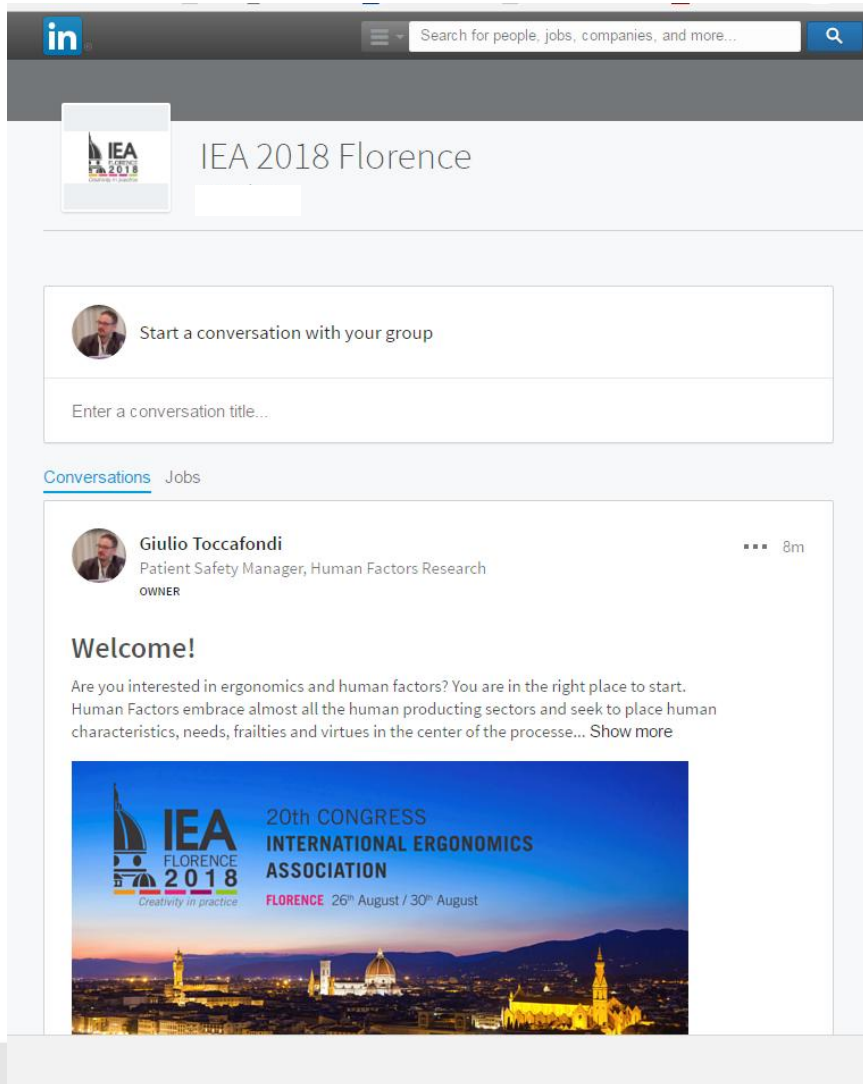
History

History of Human Factors From Human Factors People to the People

When human factors was born ?
Who are the People who made human factor grow?

Series of informal public discussions on the contribution of human factors
to the contemporary societies and future developments

Social Media



Linked Group – already active

network of **professionals and ergonomics society** interested in taking part
And supporting The IEA 2018

Facebook – coming soon

network of professionals and people interested in taking part
And supporting IEA 2018



PROMOTION OF THE EVENT IN THE FEDERATED SOCIETIES

December 2015: Sent via email a letter to the Presidents of the Federated Societies

Argentina

Australia

Austria

Belgium

Brazil

Canada

Chile

China

Colombia

Croatia

Czech Republic

Ecuador

French Languages

Ergonomics Society

Germany

Greece

Hong Kong

Hungary

India

Indonesia

Iran

Ireland

Israel

Italy

Japan

Latvia

Malaysia

Mexico

Netherlands

New Zealand

Nordic Countries

Peru

Philippines

Poland

Portugal

Russia

Serbia

Singapore

Slovakia

South Africa

South Korea

Spain

Switzerland

Taiwan

Thailand

Tunisia

Turkey

Ukraine

United Kingdom

USA

Venezuela

Please insert a IEA2018 link to the conference website <http://iea2018.org/>



FOR IEA2018 SCIENTIFIC PUBLICATION WITH
AN INTERNATIONAL EDITOR AND A SPECIAL
ISSUE IN A SCIENTIFIC JOURNAL (ISBN/ISSN)

SMART PHONE
APPLICATION



CONGRESS VENUES



All the possible Conference Venues are **centrally located**, walking distance from the city center.

They all belongs to **Firenze Fiera**, who can easily host congresses and fairs of various sizes

Palazzo Congressi is a villa built by the Strozzi family, perfectly restored and housing ancient furniture and pieces

Fortezza da Basso is a Medicean fortress, built in 1536 by Giuliano di Sangallo

Up to 1.500 attendees:

More than 1.500 attendees:

Palazzo dei Congressi

Fortezza Da Basso

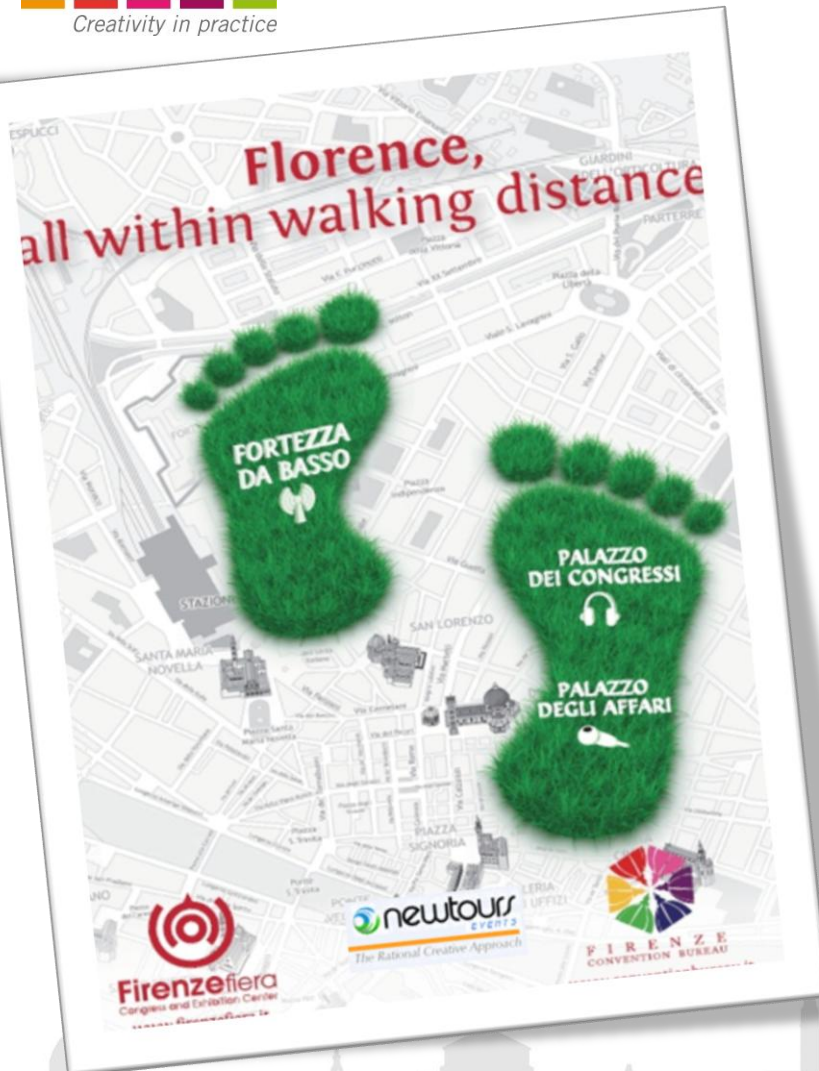
Congresses in Florence support the **GREEN POLICY**.

Everything is walking distant: Hotels, Conference Venue, Main monuments.

Almost all the City Center is a Pedestrian Area.

Thanks to a new Project, Local institutions are aiming to offset carbon emissions of individuals, companies and events using trees planted over deforested areas of developing countries, producing and selling Verified Emission Reductions (1 VER = 1 ton CO₂ equivalent) to offset on a voluntary base the emissions of CO₂.

VERs correspond to an exact number of trees (that has the natural aptitude to stock CO₂ from the atmosphere) which are associated to an user and referred to the emission offset.





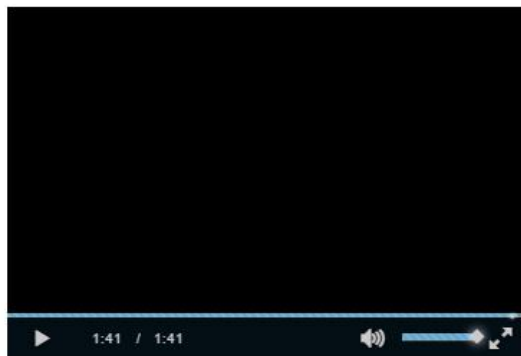
20th CONGRESS INTERNATIONAL ERGONOMICS ASSOCIATION

FLORENCE 26th August / 31st August

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Welcome



Important dates



Special Interest Form

**SUBMIT THE SPECIAL
INTEREST FORM FOR
IEA2018 AND YOU CAN WIN
ONE FREE REGISTRATION!**

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AND FIND HOW!**



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INTERNATIONAL ERGONOMICS
ASSOCIATION
IEA

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