

# BARCELONA

## BUSINESS INNOVATION CAPITAL



In the age of technology, with our sophisticated means of communication and advanced air travel, the world is more accessible than ever before. The modern idea of a more integrated global community has led to heightened competition between the world's leading cities to promote themselves as hubs of opportunity: attracting the best international talent, business, investment, culture and leisure.

Barcelona, the Catalan capital, has long been recognised as a city that offers quality of life, boasts a wealth of culture and is a hotspot for tourism. However, in recent years the city has sought to take this further and position itself as a unique global centre for business innovation. As Eduard Martín Lineros, Director of Innovation, Knowledge Society and ICT Architectures at Barcelona City Council says:

"We want Barcelona to be recognised as a city that inspires and supports innovation: a creative environment that is open, vibrant and progressive."

Barcelona's campaign to gain this kind of recognition has generated impressive results. Since 2006 Barcelona has hosted the Mobile World Congress, making it an international point of reference for the mobile technology industry

year-on-year. Last year Barcelona also hosted the first edition of the City Innovation Summit and the Smart City Expo. In 2014 the city was given iCapital status through the European Commission's European Capital of Innovation Award and was also awarded the Bloomberg Philanthropies Award for the Vincles Project as the Best Innovative Social Project for a City on a Global Level.

Barcelona is now working to become recognised internationally as the global Prototyping Capital, by promoting Barcelona to new companies who



Museu del Disseny de Barcelona

would benefit from setting up shop in the city and exploiting the urban space as a 'Business Lab': testing and developing their prototypes. As a company base, Barcelona, the southern gateway to Europe and the economic Eurozone, offers companies a privileged location. It is very well-connected, as the only city in Southern Europe that combines one of the largest ports in the Mediterranean with a high-speed train station, international airport and European network motorways. The city also has an impressive industry heritage and has established a robust business framework, particularly in commerce and new enterprise. As Eduard Martín says:

"Barcelonians are entrepreneurial, responsible and serious in their work, as well as being open to doing business with people from other markets. Barcelona is establishing itself as a European centre for the creation of new companies."

Barcelona also offers organisations access to an elite pool of talent, with 48% of the city's workforce employed in knowledge-intensive business services. There are eight public and private universities in Barcelona that are held in high regard in various professional fields, and two of the city's business

schools - ESADE and IESE - are among the 25 best in the world. According to the European Cities Monitor, Barcelona also offers workers the highest quality of life across all the European cities, a position the

"Barcelona is establishing itself as a European centre for the creation of new companies"

city has held for the past 14 years. This means that Barcelona continues to draw in the best professional workforce from across the globe.

Thanks to work over recent years to position Barcelona as a capital of innovation, the city is now known worldwide for its modern approach to urban planning, sustainability and wellbeing, with 'Smart' innovations such as responsive technology and forward-thinking architectural design constantly transforming the cityscape and improving citizens' way of life. Now, the city is reaching out to global organisations, giving them the opportunity to make use of this creative hub of innovation and the supportive environment it provides for business.

## Prototyping Barcelona

Barcelona, city of innovation, is now working to promote itself as the Prototyping Capital to allow businesses to test and develop their public products and services

Barcelona, recognised globally for its forward-thinking urban development model, now has the opportunity to extend this reputation to promote the city as a Prototyping Capital. Eduard Martín Lineros, Director of Innovation, Knowledge Society and ICT Architectures at Barcelona City Council says:

"Having been recognised by the iCapital award as a Capital of Innovation, Barcelona wants to go one step further and, for us, the path is clear: Barcelona, the Capital of Prototyping."

Prototyping Barcelona is the city's platform aimed at business innovation, connected to the real public arena where companies' prototypes can be tested and developed. As a recognised Capital of Innovation Barcelona has the necessary qualities to test solutions or services: it is cosmopolitan and open to new ideas yet has the infrastructure necessary for companies to gain valuable insights into the way their prototypes are received in the real-life context.

Prototypes go through the Barcelona Urban Lab, the city's tool to facilitate the use of public space. Companies that believe their product can improve municipal services and the quality of life in the city are invited to test it. The idea is to use the city as an urban laboratory, collecting and studying citizen data.

Barcelona offers all companies and individuals who are developing products or services - and are still in the pre-commercialisation phase - access to real-life environments to pilot them. The prototypes tested in the city must follow certain criteria, including that they must be exportable to other cities, allowing Barcelona's unique approach to business innovation the potential to be applied on a global scale. As Josep Miquel Piqué of Barcelona City Council says:

"The Urban Lab offers a way for entrepreneurs and companies to develop pilots to learn locally in order to compete globally, and to scale the solutions discovered in Barcelona for the rest of the cities of the world."



Mercat Encants, Glòries Square, Barcelona



## INNOVATION IN ACTION

Businesses are already using Barcelona to prototype their ideas

Several businesses have already reaped the benefits of Barcelona's prototyping opportunities to test their products and services and drive innovation. These include Talk&Code, that has worked with Barcelona Tourism to test Visual Maps using big data from the city, and energy efficiency service provider Effilogics Technologies that has launched a project which monitors buildings' energy use and tracks energy optimisation. Smart Coin continues to prototype their currency transfer app and Fujitsu tested their Smart ATM, with its enhanced interaction and communication capabilities, in the city.

## The Mobile World Congress 2<sup>nd</sup>-5<sup>th</sup> March 2015

Barcelona is the Mobile World Capital where people, businesses and institutions from across the globe work together to explore the potential of mobile technology, revolutionary in our day-to-day lives and the source of new business opportunities. As shown by the fourth consecutive year of record-breaking attendance in 2014, the Mobile World Congress continues to be where industry leaders come to advance business.

- More than 85,000 attendees from 200 countries including unparalleled support from the world's leading senior figures.
- A lineup of inspiring speakers from mobile operators, consumer brands and industries touched by the mobile market
- including advertising, health, entertainment and education presented at more than 40 conference sessions at MWC.
- More than 1,800 companies showcased at exhibition stands and hospitality spaces across nine halls and outdoor spaces.

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