The Barcelona Urban Lab

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Framework:
City Challenges
Barcelona Urban Lab:
22@Barcelona

- Urban renewal
- Economic transformation
- Social promotion

- 200 Urban Hectars
- 93,000 new jobs
- 10 universities, 25,000 students, 12 R&D centers
- 8,223 companies and institutions
Framework:
The Demand Side

Government
- The City as a Platform
- The City as Organization
- Public Procurement

University
- Driven Research
- Tech Transfer
- Urban Lab

Industry
- Golden References
- Customer Insights
- Scalability

Demand Side
- City Challenges
- Citizens needs
Framework:
The Path To Growth
Barcelona Urban Lab:
Local and Global

From local to global
(internationalization)

and from global to local
(foreign investment attraction) ...
Barcelona Urban Lab: Process
Barcelona Urban Lab: Candy Innovation Model
Barcelona Urban Lab: Benefits for targets

1. **Citizens:** More and better products and solutions for better municipal services.

2. **Businesses:** Real-life testing space for easier market access. Learn, shorten time to market and increase their competitiveness.

3. **Science and Technology:** It’s a powerful tool for technology transfer, both locally and internationally.

4. **Public administration:** Facilitate the introduction of new solutions. Innovation as a brand related to Barcelona. Transparency and efficiency in public procurement.
THANK YOU!

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