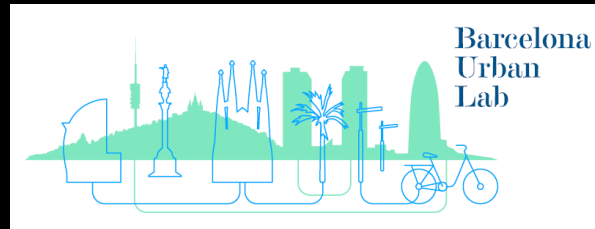


The Barcelona Urban Lab

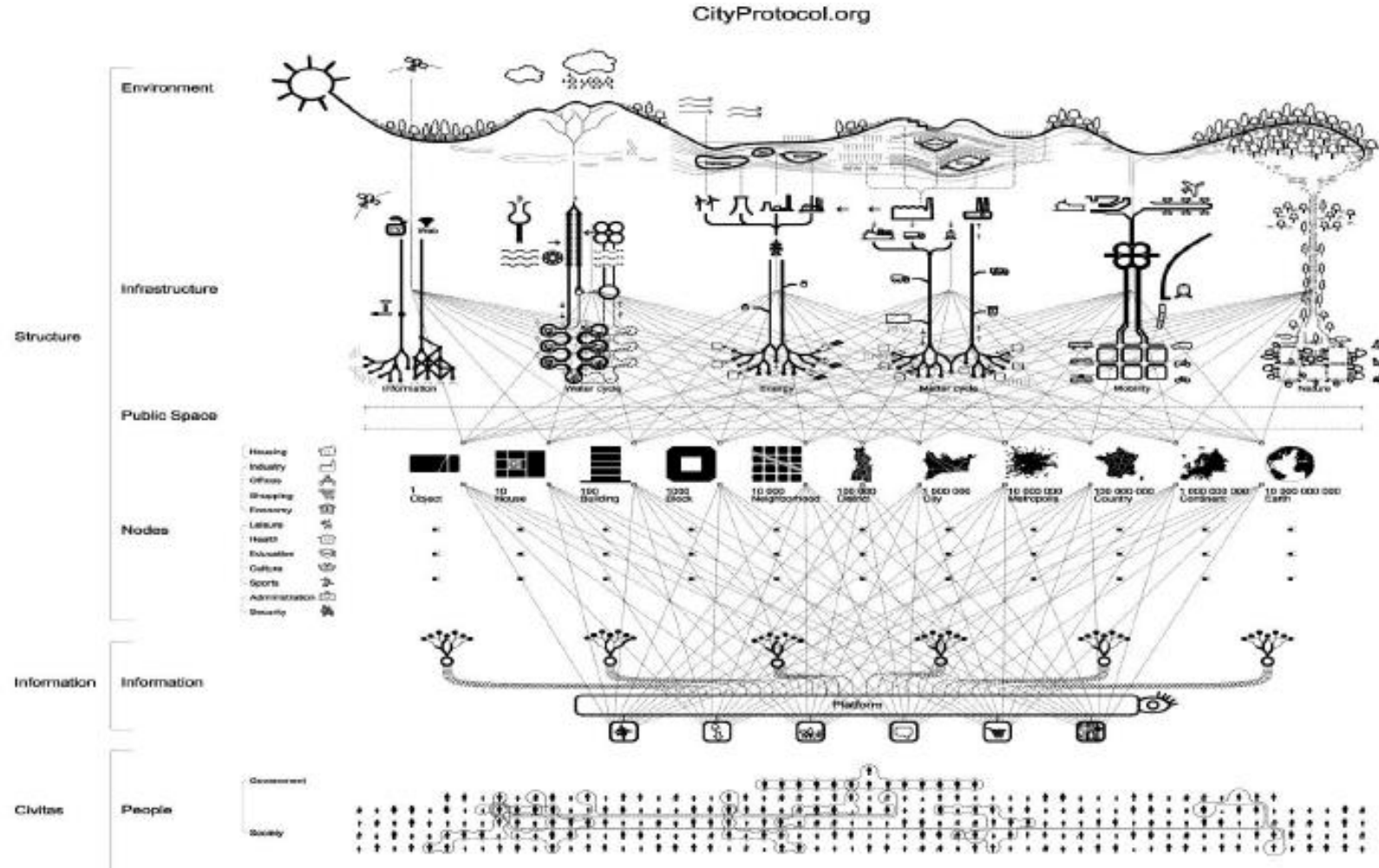


Josep M. Pique

jmpique@TechnovaBarcelona.org

[@JosepMPique](https://twitter.com/JosepMPique)

Framework: City Challenges



Barcelona Urban Lab: 22@Barcelona



Urban
renewal



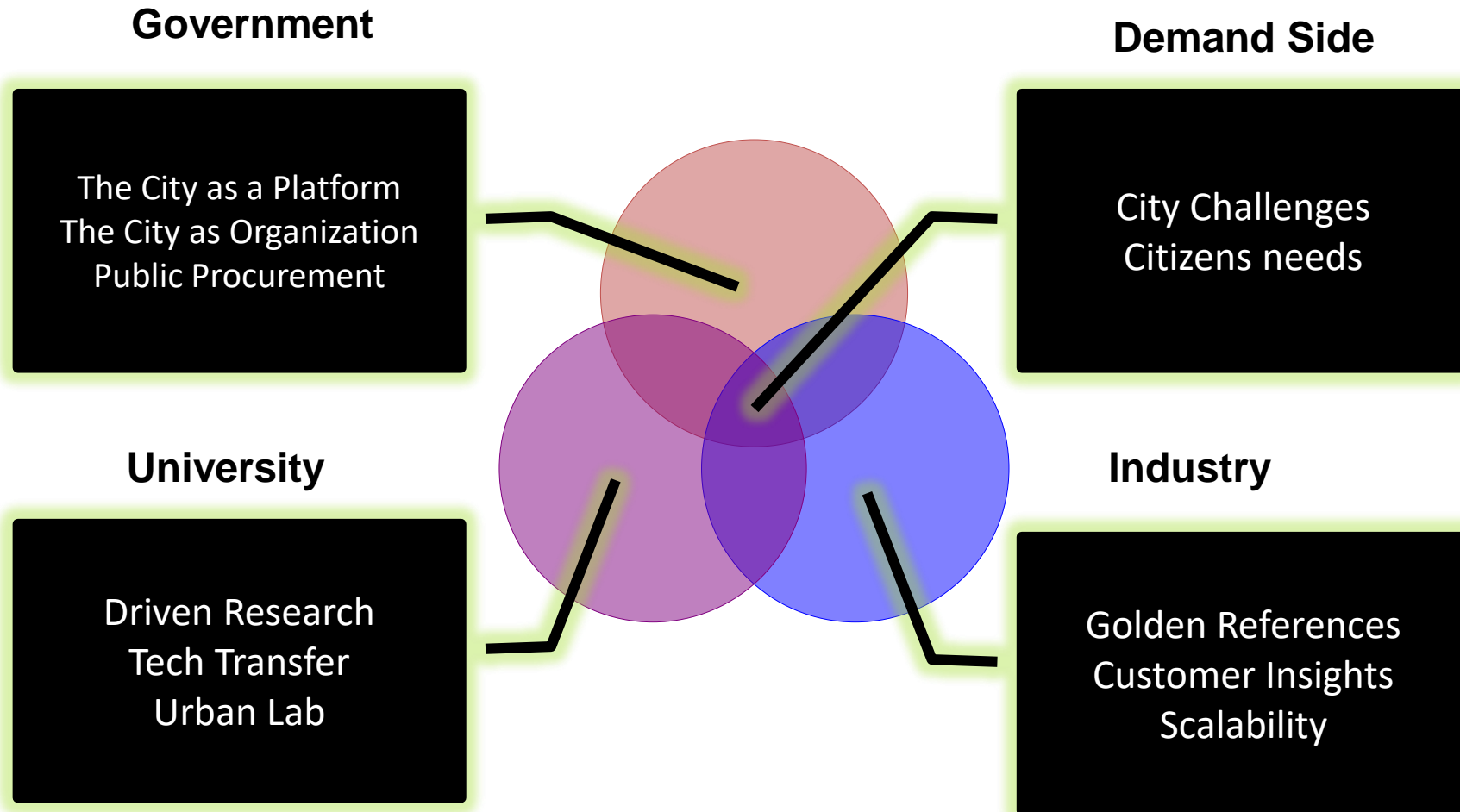
Economic
transformation



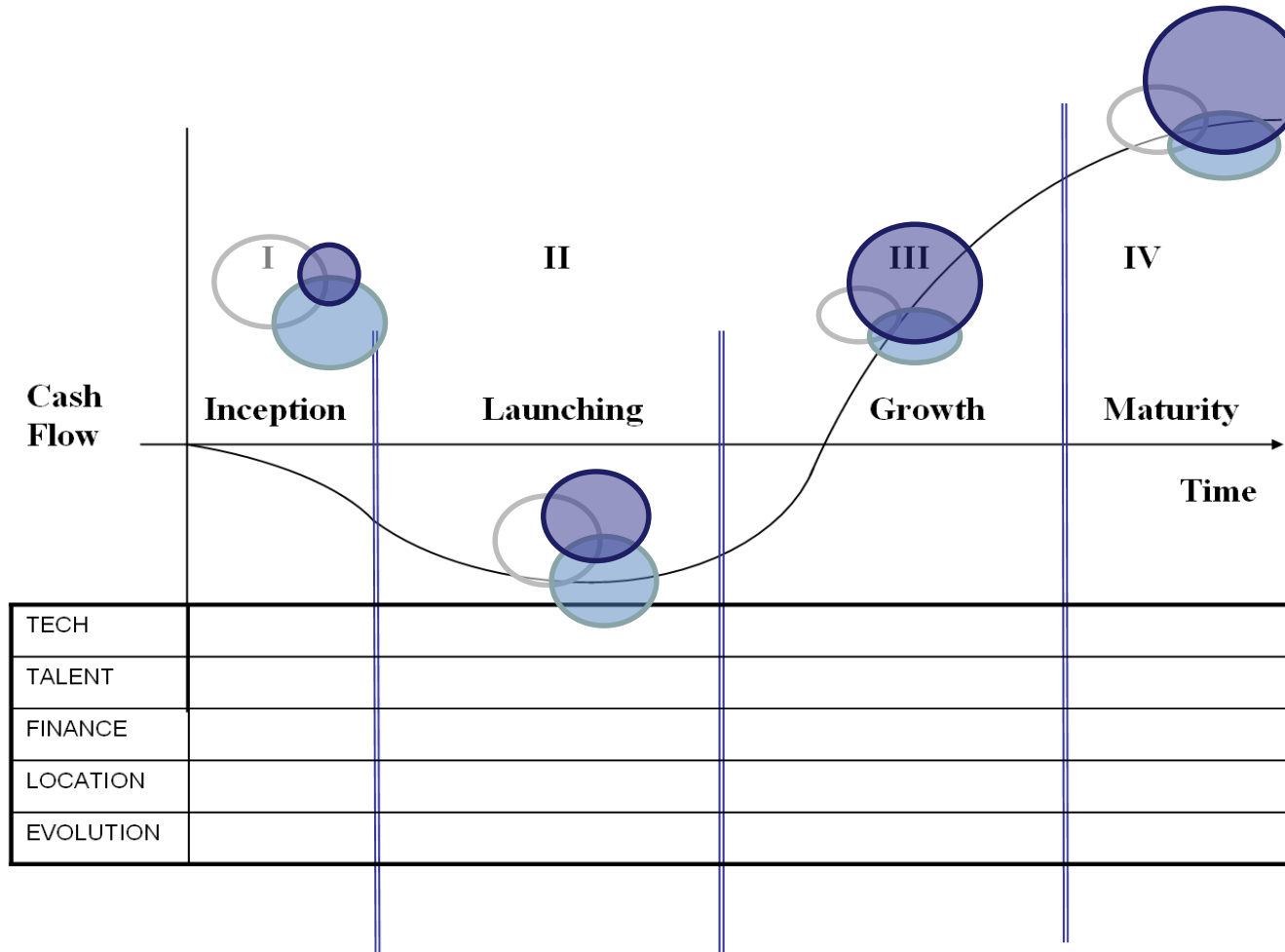
Social
promotion



Framework: The Demand Side



Framework: The Path To Growth



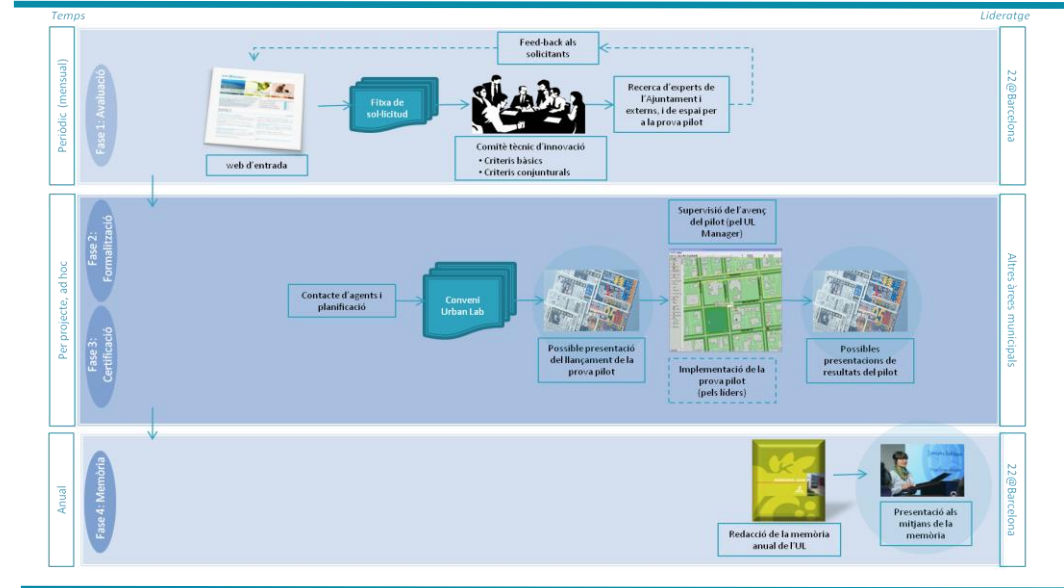
- University
- Industry
- Government

Source: Henry Etzkowitz, Francesc Solé Parellada & Josep Piqué. 2007.

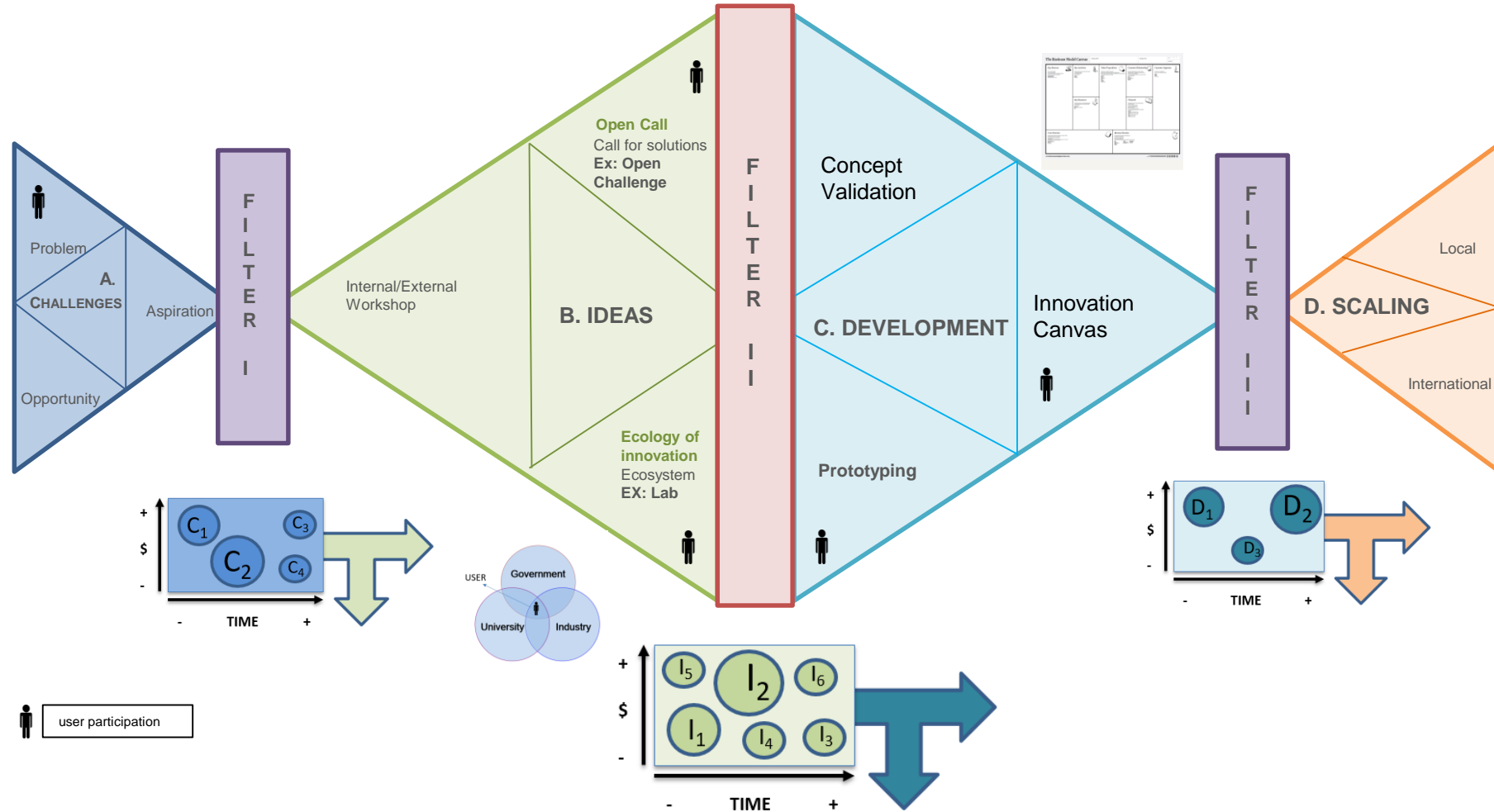
Barcelona Urban Lab: Local and Global



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!

Josep M. Pique

jmpique@TechnovaBarcelona.org

[@JosepMPique](https://twitter.com/JosepMPique)

B