



Field workshop

RIS3 & BARCELONA

BE INSPIRED BY THE EUROPEAN iCAPITAL

'Key concepts and models for urban and regional smart specialization innovation strategies (RIS3)'

23rd – 24th July 2015

Barcelona, Catalonia, Spain

An initiative of:



UVIC
UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL
DE CATALUNYA

In collaboration with:

eurecat
Centre Tecnològic de Catalunya



Barcelona iCapital
2014 - 2016



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‘Key concepts and models for urban and regional smart specialization innovation strategies (RIS3)’

From the 1992 Summer Olympic Games to the **2015 First European iCapital**, we count 23 years of a new innovation-based concept for a city, capital of the Euro Mediterranean region, and one of the most attractive cities on Earth (not only for tourism, but also for business), according to most of the international rankings.

The city, engine of Catalonia, one of the European most industrialised territories, has develop a model based on sustainable and smart innovation to promote economic growth based on the knowledge economy. This model has been developing during these last two decades and, nowadays, the city and its region is set as an example of the urban and RIS3 regional innovation models in Europe. The proof of this success is the recognition of Barcelona as the first iCapital of the EU, awarded by the European Commission, winning the contest where other cities, like Paris (FR), Groningen (NL) or Espoo (FI), failed.

Through the *Field Workshop ‘Barcelona, the European iCapital’* we aim at offering an overview on all the approaches, strategies, models and programmes that have led the city and the region to this comparative advantage in innovation terms, evaluating the potential ways to adapt them to other European cities and regions.

In this direction we will study the path followed by Barcelona, evaluating the territory’s **RIS3 innovation strategy**, fostering the assessment of the potential cooperation with other regions to develop their own approaches based on the best practices that we will study and analyse. This could be the way to address the challenge of how to get positive impact from the **European Structural Funds** in your territory.

Target audiences for the *field workshop*:

- National and regional policy makers and other representatives.
- National and regional competitiveness and development agencies.
- Inter-territorial project managers.
- Innovation-related stakeholders (representatives of the business sector, public agencies, universities and research centres, civil society associations, etc.).

We look forward to welcoming you in!

Dates

23rd and 24th July, 2015

Place

Barcelona, Catalonia, ES

Price

€ 130 per participant



The *Field Workshop* offers an overview on all the approaches, strategies, RIS3 models and programmes that have led the city and the region to this comparative advantage in innovation terms, evaluating the potential ways to adapt them to other European cities and regions.

22ND JULY 2015

18.30 – 19.30	Participants' reception Barcelona Activa Headquarters (Barcelona economic development agency). <i>Carrer Llacuna, 162</i>
20.00 – 22.00	Welcome gala dinner* Special dinner ' Dinner with the stars ' at the Fabra astronomical observatory (Barcelona) Presided by a representative of Universitat de Vic, the Central Catalonia University

23RD JULY 2015

MORNING SESSION (Venue: EURECAT - Barcelona Media Cluster. Av. Diagonal 177, 9th floor)

9.00 – 9.30	Introduction and presentation of the programme and its activities Jordi Garcia Brustenga, Prysma
9.30 – 11.00	Main session: 'Barcelona, from the Olympics to the European iCapital. Understanding and assessing Barcelona's model for innovation' Xavier Ferràs, Central Catalonia University Josep M. Piqué, CEO Office of Economic Growth – Barcelona City Council Ricard Esparza Masana, Autonomous University of Barcelona Mariona Sanz, Catalan government (RIS3 in Catalonia)
11:00 – 11:30	Coffee break
11.30 – 13.00	Open discussion session: 'How can Barcelona inspire your city / region?'
13.00 – 14.30	Lunch

AFTERNOON SESSION

14.30 – 18.30	Visit to the Barcelona Innovation Cluster Itinerary through the <u>22@ innovation district</u> : The urban transition to the innovation global economy Study visit: 'Barcelona Media Cluster'
20.30 – 22.30	Networking dinner* Venue to be determined in El Born, the trendy gastronomy innovation quarter in Barcelona

24TH JULY 2015

Venue: Barcelona Scientific Park. Baldiri Reixac, 4-8)

09.30 – 11.00	Visit to the Catalan cluster for Biosciences (BioCat) and Barcelona's Scientific Park Itinerary through the <u>Barcelona's Scientific Park</u> Study visit: 'BioCat', the bioregion of Catalonia
11.00 – 11.30	Coffee break
11.30 – 13.00	Peer-review session Presentation of each participant of their regions and joint evaluation of potentialities for developing its own innovation strategy based on the lessons learnt.
13.00 – 13.30	Conclusions and final remarks

*These activities are optional and represent an extra cost. Attendant's companions are also welcomed.

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ACCOMMODATION

In order to facilitate your search for accommodation, please find herewith a list of hotels located near the venue where most of the activities are due to take place:

- Hotel Ibis Barcelona Pza Glòries 22@ **
<http://www.ibis.com/es/hotel-5944-ibis-barcelona-pza-glories-22/index.shtml>
- Four Points by Sheraton Barcelona Diagonal ***
<http://www.fourpointsbarcelonadiagonal.com/>
- Holiday Inn Express Barcelona City 22@ ***
<http://www.ihg.com/holidayinnexpress/hotels/us/es/barcelona/bcnba/hoteldetail#>
- Novotel Barcelona City ****
<http://www.novotel.com/es/hotel-5560-novotel-barcelona-city/index.shtml>
- Silken Diagonal Barcelona ****
<http://www.hoteles-silken.com/hoteles/diagonal-barcelona/>
- Melià Barcelona Sky****
<http://www.melia.com/es/hoteles/espana/barcelona/melia-barcelona-sky>