



Activity Plan for 2014-2015

Date: May 2014

Last update: 30/6/2014

Presented to the Excom the 27th May 2014

Presented to the Board of Trustees the 10th July

AGENDA

1. **Executive Summary**
2. Organizational key concepts
3. Action Plans
 - 3.1. Entrepreneurship and Innovation
 - 3.2. mHealth
 - 3.3. mSchools
 - 3.4. Smart Living
 - 3.5. Business & Stakeholders Governance
 - 3.6. Communication & Marketing Support
 - 3.7. Mobile Movement

Activity Plan 2014-2015

Executive Summary

During the last few weeks it has been defined the operational plan for 2014-2015, in which main activities have been identified. The action plan focus in the most important areas shared with the Board of Trustees in March, assigns resources to them and set up organizational key elements such as product and business approach, revenues and fundraising and success measurement.

In the next few weeks we will finish to define the whole action plan, of which a first approximation is contained in this document.

Activity Plan 2014-2015

Executive Summary

The most advanced programmes are PEI, Health and Schools

PEI:

- is starting the strategic stream of attitude, which wants to influence in the youngest, though initiatives within the mSchools program, but also with this next summer Summercamps, and the Global Startup Youth
- the growth stream began with succes in February with the 1st edition of 4YFN, and now is going ahead with the Ambassadors Program and a talent fair (UP)
- the most impacting stream is “scale”, which operational plan is already designed and will support high-growth scalable mobile startups, through initiatives as TIME, Mobile Acceleration Hub and Mobile Vertical Fund

mHealth:

- Next month we will deliver one of the first most important deliveries: plan for deployment of mHealth in CAT
- The engagement and awareness with international community and industry is being very high and gives Barcelona, Catalonia and Spain a very well reputation in front global players
- Hard works are being done for standards and interoperability

mSchools:

- After the first year of running, the program is being successful and a high interest and demand has come from other territories, most of them abroad
- Next challenges are to expand the program to more schools and to develop new initiatives in order to consolidate advances

Activity Plan 2014-2015

Executive Summary

Smart Living:

- Smart Living is focused on supporting the development and deployment of mobile technology in our strategic sectors (tourism, retail, transportation, city services,) and also helping to create key enablers for the mobile transformation.
- Smart Living aims to exhibit real end user experiences and services as a real city context.
- Starting with:
 - Sectorial programme on retail and tourism to give support to companies in the strategy, deployment and use of mobile technology in their business
 - mIdentity: as first step, the MWC is creating a taskforce to elaborate an assessment about different initiatives and approaches to implement m-Identity solutions. This is a request from the Generalitat and the Ajuntament de Barcelona, also aligned with GSMA 2020 Vision.

Also some very important cross activities have been organized:

- Business approach and revenue models: revenue generation is one of the challenges of the Foundation. That means that we deliver value to the market to the extent that the market is ready to pay for it. Putting in value our products and initiatives and reaching revenues from them.
- The citizen is one of the most key players of the Mobile World Capital. We are going to put in place some initiatives that focus on the creation and foster mobile communities, and putting in value the Mobile World Centre as the place where things happen
- Private companies wants and need the support of the Mobile World Capital. Let's spread our community through a sub-licensing program that will allow them to endorse to the MWCB
- Our shareholders have programs and initiatives that we will support in one or other manner, prioritizing and being efficient in the use of the Foundation resources

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Activity Plan 2014-2015

Organizational key concepts

1. The Mobile World Capital Foundation acts as the **community leader**
2. We are and act **global**, and we prioritize projects that have an impact in the territory
3. MWCB impact on **social and economic** must to be significant, relevant and visible
4. We prioritize having a **positive impact** on people's lives in social programmes, and have a demand/user approach to the design of our initiatives
5. We behave as a **business** by creating, delivering and managing products/ projects/ initiatives: we deliver concrete products / projects to the market, we develop revenue models and we measure our success (goals and indicators)
6. a PRODUCT has been defined as a set of initiatives and projects that have the goal of transforming a sector
7. CORPORATE SERVICES have been defined as cross activities which give support to the products and non-products activities
8. BUSINESS PRODUCT PLAN: each product and corporate services activity will have a Business Product Plan which states objectives, role of the MWCB, action plan (milestones and deliverables), cost, revenue model and success indicators
9. REPORT AND MESURE: what get's measured, gets managed. Success indicators and dashboard will be defined and followed

Activity Plan 2014-2015

Organizational key concepts



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Entrepreneurship and Innovation Programme

- PEI -

- PEI is one of the key programmes defined within the BWMCF's strategic plan 2013
- The Entrepreneurship and Innovation Programme has been created with a clear vocation to help the entrepreneurial movement aligned with other existing initiatives
- Build on the ambition to be **Global**
 - Meets the entrepreneurship needs and opportunities at different stages of people maturity
 - Comes with a clear mission to connect the World with Barcelona and Barcelona with the World

Objectives

The main objective of the program is:

- **Barcelona to become a benchmark in global mobile innovation and a good place to start new mobile businesses**

Also are objectives:

- **Achieve mobile critical mass**
- **Encourage a change of attitude towards entrepreneurship**

Operational Plan 2014-2015

Comprised of 3 stages:

1. **Attitude:** change and update the entrepreneurial culture of the new generations (and not that new) – *Initiatives: Mobile Summer Camps, Global Youth Summit, Startup Weekends...*
2. **Growth:** Consolidating mobile community and boosting the ecosystem – *Initiatives: 4YFN, Ambassadors, Talent Fair (UP)*
3. **Scale:** Barcelona as a global mobile innovation benchmark – *Initiatives: TIME, Mobile Acceleration Hub (MAH), Mobile Vertical Fund (MVF)*

The Programme is composed of 3 stages; each one defines a number of initiatives:

▪ STAGE 1 – ATTITUDE

- Objectives: Inculcation of entrepreneurial mobile attitude and promotion of cultural exchange among the youngest
- Initiatives:
 - Mobile Summer Camps
 - Startup Weekends
 - mSchools
 - Global Startup Youth

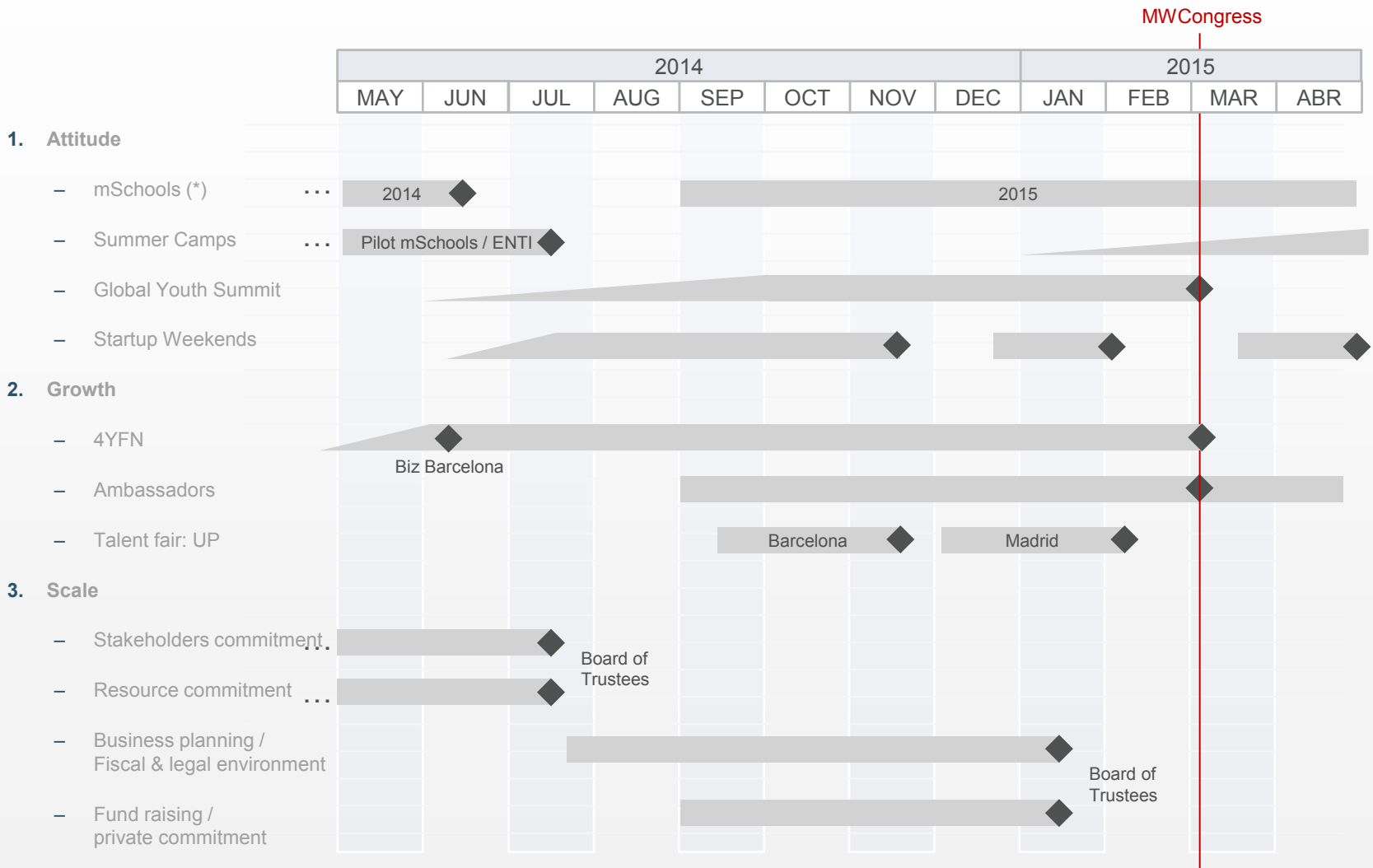
▪ STAGE 2 – GROWTH

- Objectives: Consolidation of the mobile community and supporting appearance and growth of new mobile ventures
- Initiatives:
 - 4 Years from Now (4YFN)
 - Ambassadors Programme
 - Talent fair: UP

▪ STAGE 3 – SCALE

- Objectives: Support high-growth scalable mobile startups
- Initiatives:
 - TIME
 - Mobile Acceleration Hub
 - Mobile Vertical Fund

Operational plan 2014-2015



Management Report May 2014

Note (*): Aligned with CC mSchools programme

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Executive Summary

mHealth Programme

- The Mobile Health Programme is focused on the design and management of key projects that will transform the health system
- Its vocation is to promote the improvement of the welfare and health of citizens by personalizing services based on mobile technology

Objectives

- Be a key player in the development of mobile technologies applied to the field of health and welfare
- Promoting processes acceleration and alignment of stakeholders toward common goals.
- Contribute with a global scope that responds to the challenges of all industry players from both a global and a local perspective

Operational Plan 2014-2015

Comprised of 4 Strategic Areas of Influence:

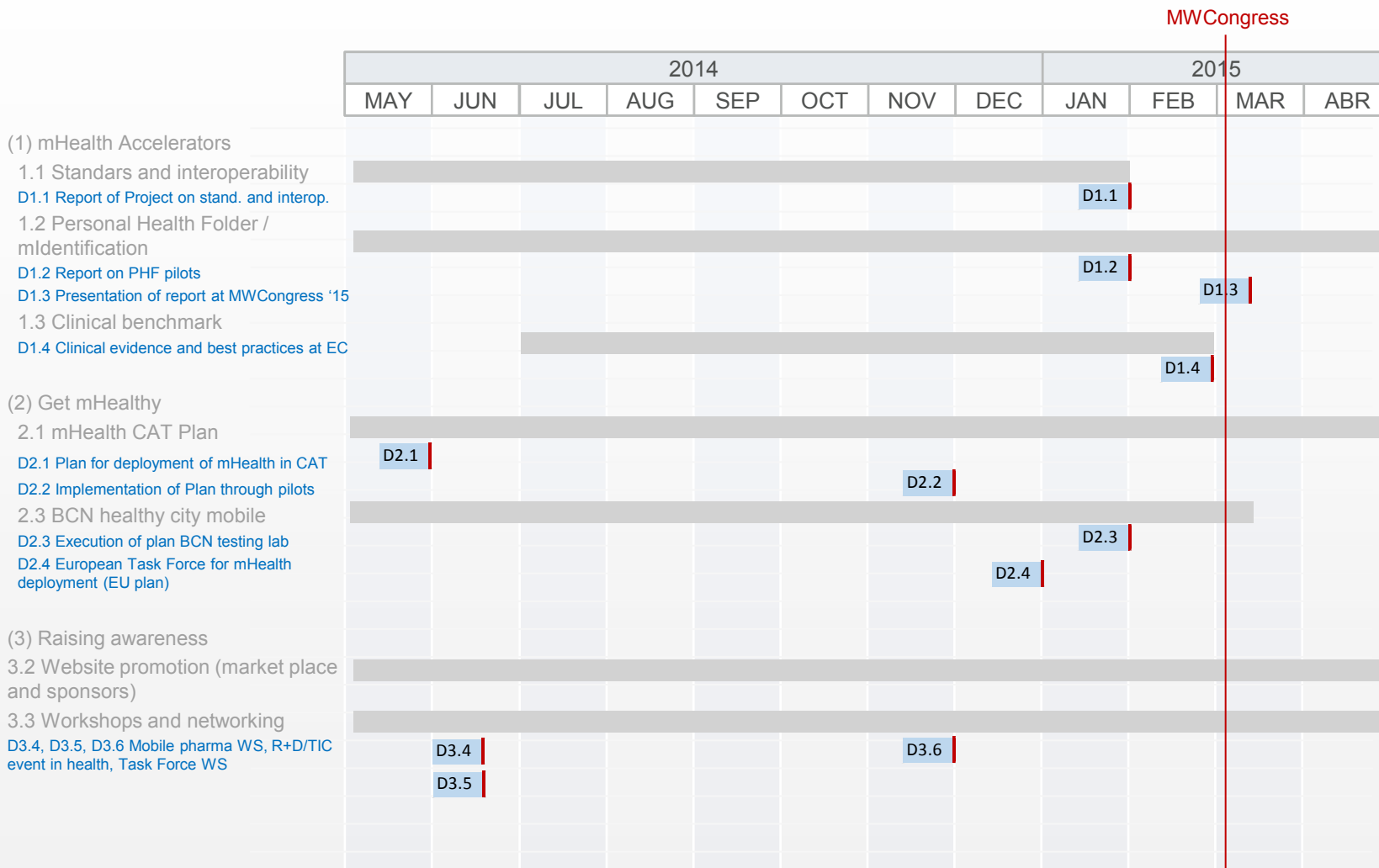
1. Chronic diseases
2. Health education, wellness and prevention
3. Mental health
4. Mobile pharma

Delivery programmes

Strategic line	Action area	Objectives	Outcomes 2014
(1) mHealth accelerators <i>Track designed to accelerate adoption of mHealth solutions and best practices through standards definition and proven methodologies</i>	1.1 Standards & Interoperability	Adopting common technical standards for plug-and-play Connecting eHealth to mHealth e2m	D1.1 Project on Standard and Interoperability D1.2 Report Personal Health Record pilots D1.3 Clinical evidence and best practices: draft on methodology promoted at EC level D1.4 Report on socio economic impact D1.5 Evaluation methodology proposal
	1.2 PHR / mIdentification	Accessing health data with secure personal identification	
	1.3 Clinical benchmark	Establish a methodology by levels of clinical impact Health apps evaluation/ certification	
	1.4 Social and economic impact analysis	Gather evidence from solutions implemented Set up a common methodology	
(2) Get mHealthy <i>Track designed to engage people to use mHealth and generate public demand for mHealth solutions</i>	2.1 mHealth CAT Plan	Creating a mHealth Living lab in Catalonia to test mHealth solutions and services	D2.1 mHealth CAT Plan for deployment of mHealth in Catalonia D2.2 mHealth Mental Plan for Catalonia for mHealth adoption D2.3 BCN healthy city mobile to position Barcelona as a testing lab for mHealth solutions D2.4 European Task Force for mHealth deployment: creation of a EU plan with the industry and healthcare
	2.2 mHealth Mental Health Plan	Creating an action Plan for 2014 in mental health to adopt mHealth solutions	
	2.3 BCN healthy city mobile	Positioning Barcelona as a leading city in the adoption of mHealth	
(3) Raising awareness <i>Dissemination of mHealth information and tracking of relevant projects. Also designed to foster an mHealth community</i>	3.1 mHealth observatory / Opinion barometer	Link experience on successful mHealth solutions	D3.1 Report on mHealth best practices and trends D3.2 Survey for professionals and citizens on mHealth to identify needs and solutions D3.3 mobilehealthglobal website: dinamisation of community in mHealth D3.4 Workshops on mobile pharma, MIHealth congress, V Jornadas I+D+i en TIC y Salud (Girona-France)
	3.2 Website maint. & promotion	Create a common space for mHealth stakeholders where experiences and best practices can be shown and shared	
	3.3 Workshops & networking	Position mHealth CC as a facilitator to deploy mHealth and identification of potential collaborations and partners	

Calendar

Operational plan 2014-2015



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Executive Summary

mSchools Programme

- The mSchools Programme, launched in 2013, brings together public and private institutions to promote mobile education, opening up new ways of teaching and learning that improve achievement and employability.
- The program has been created under the belief that improving the reach and the quality of education is a global issue, and that mobile technology has enormous potential to improve the engagement of students in their academic studies

Objectives

The main objective of the program is:

- **Fuel the academic ecosystem, enhance learning outcomes and embrace mobile technologies as an opportunity for change**

Operational Plan 2014-2015

Comprised 3 focus areas:

1. **Encourage learning with mobile:** the program supports students, parents, teachers and schools to enable new ways of teaching and learning using mobile technology
2. **Improve Digital Skills & Entrepreneurial Spirit:** organize and promote the digital skills and entrepreneurial spirit through elective courses in high school or mobile summer camps
3. **Build an open Environment for mEducation:** the program put in place initiatives to make more accessible the mobile technology content and solutions to all, including students with disabilities

Operational strategy

The Programme is composed of 3 focus; each one defines a number of initiatives:

▪ Encourage with Learning

– Initiatives:

- Mobile History Map: A geo-positioning app allowing students to collaboratively create content about points of interest close to their schools.
- Mobile Learning Awards: Rewards innovative teacher and student-led projects.
- School visits at Mobile World Centre. Interactive visits of the Mobile World Centre aimed at students understanding of how mobile is enhancing our lives.
- mEducation in Schools: A collection of best practices on the responsible use of mobile technology in schools

▪ Improve Digital Skills & Entrepreneurial Spirit

– Initiatives:

- App Education: A computer science elective offered in Catalan High Schools based on App design and prototype development.
- Mobile Tech Camps. An immersive workshop experience in app design and development.

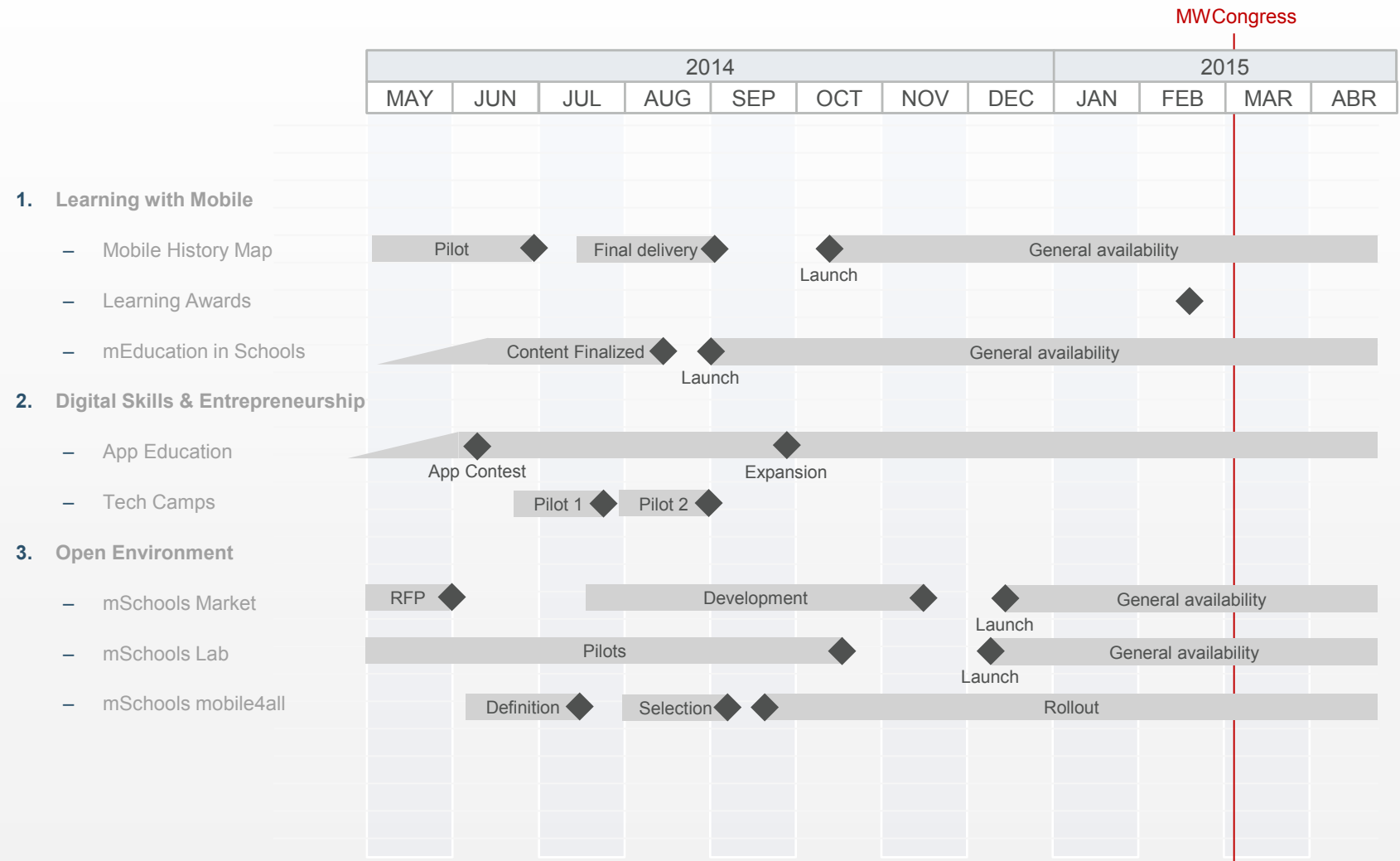
▪ Build an open Environment for mEducation

– Initiatives:

- mSchools Market: An online repository of validated and tested mobile educational content for schools, teachers, parents and students.
- mSchools Lab: A set of tools to foster mutual collaboration in testing future mEducation solutions in a school environment.
- mSchools Mobile4all: An initiative designed to reduce the digital divide in the classroom.

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**Smart Living
Programme**

- Smart Living is the Programme to ignite the mobile smart revolution in our strategic sectors (tourism, retail, transportation, city services,)
- Smart Living is focused on supporting the development and deployment of mobile technology in these sectors
- Smart Living is oriented to create innovative end-user services and experiences through mobile technology
- Smart Living exhibits Barcelona to the World as one of the most mobile intensive city

Objectives

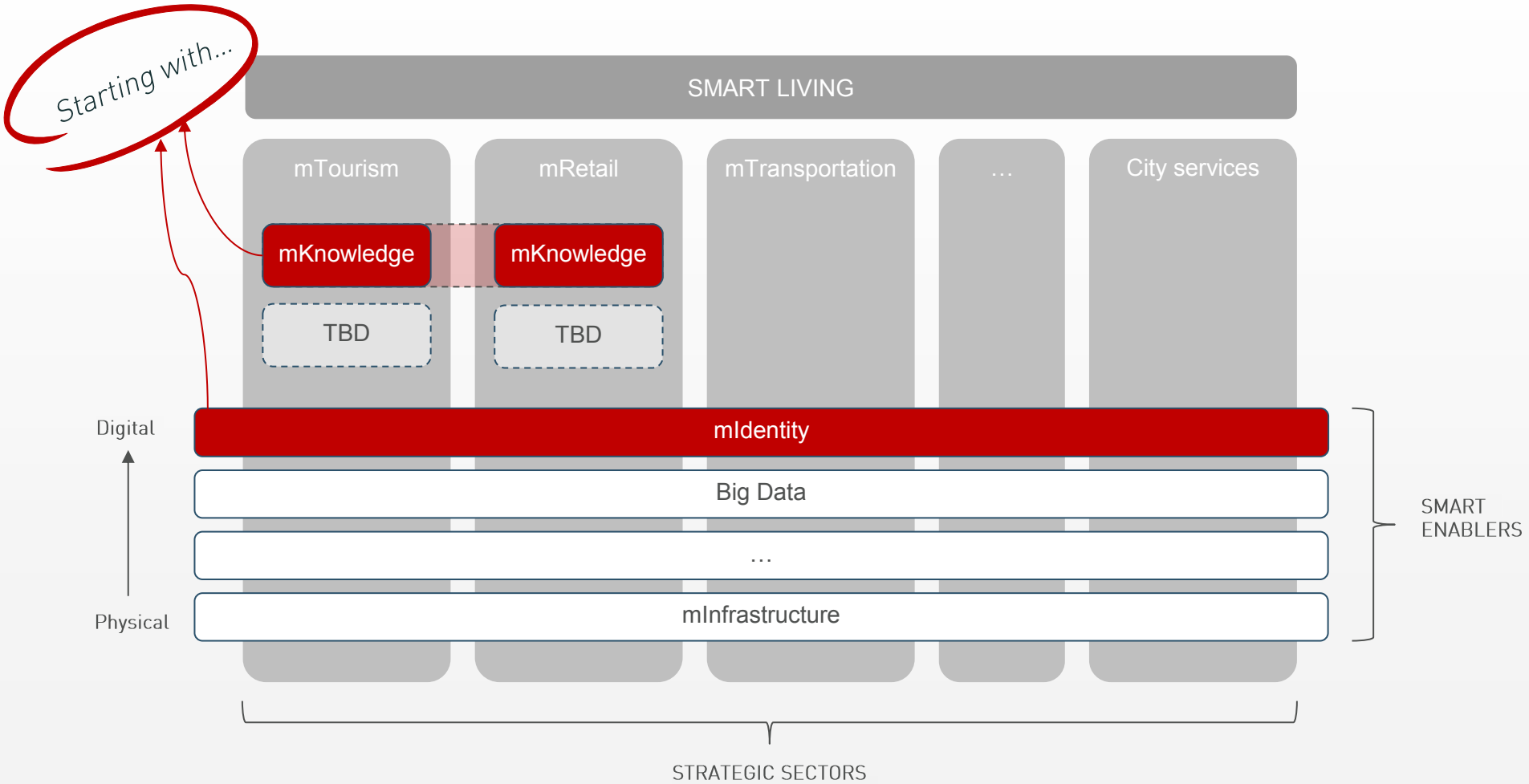
- Promote the offering of mobile services to the end user for an smart living experience in our territory
- Provide vision, inspiration and knowledge to those sectors
- Promote those sectors as a worldwide references in the use of mobile technology (for business and citizens)
- Help to generate a legacy for the territory using strategic sectors to leverage on

**Operational Plan
2014-2015**

Comprised of 3 workstreams:

1. mKnowledge for Tourism
2. mKnowledge for Retail
3. mIdentity Assessment
4. ...the rest is to be defined.

Smart Living framework:



mKnowledge for Tourism & Retail

Mobile World Capital presents a Mobile Content Programme to give support to companies in the strategy, deployment and use of mobile technology in their business.

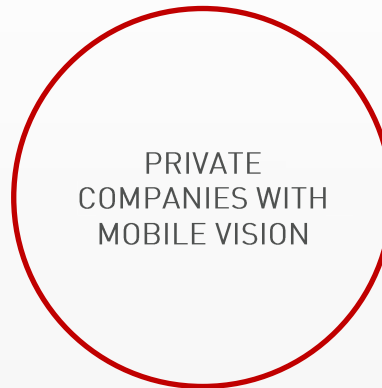
Work in progress

Strategic Sectors



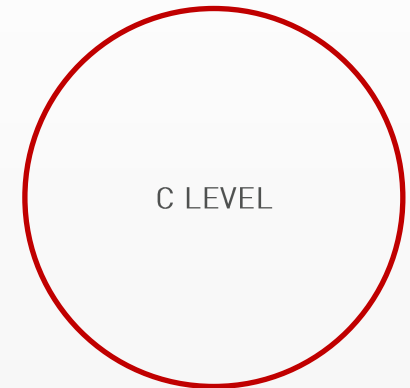
- Contribute significantly to the country GDP
- Specific subsectors will be selected (hotels, leisure, consumer goods, retailers...)
- Value chain led by private companies
- There are key agents as SPOC for the MWCcapital

Target Companies



- With presence at the national level
- There's mobile opportunity & consumer centric vision
- Existing mobile agenda & initiatives pipeline

Target Attendees



- Chief Marketing Officer or
- Chief Strategy Officer or
- Chief Innovation Officer
- &
- An specific session with the CEO during the Mobile World Congress

The concept: to offer a structured Programme for C-level positions in a given sub-industry, of mobile content applied to their business challenges.

Business Partners



PROGRAMME

- Valuable content from:
 - ✓ Detailed best cases and references
 - ✓ Innovation
 - ✓ Disruptive technology
 - ✓ In-dept analysis
- Vision & trends
- Inspirational centric
- Singular methodology

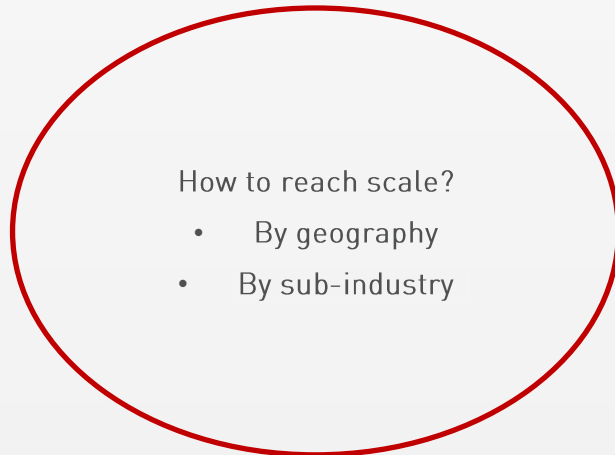
- Content comes from:
 - ✓ Business partners
 - ✓ Technological centres
 - ✓ Start-ups
 - ✓ Industry peers and associations
 - ✓ Big tech. players
 - ✓ GSMA

Attendants

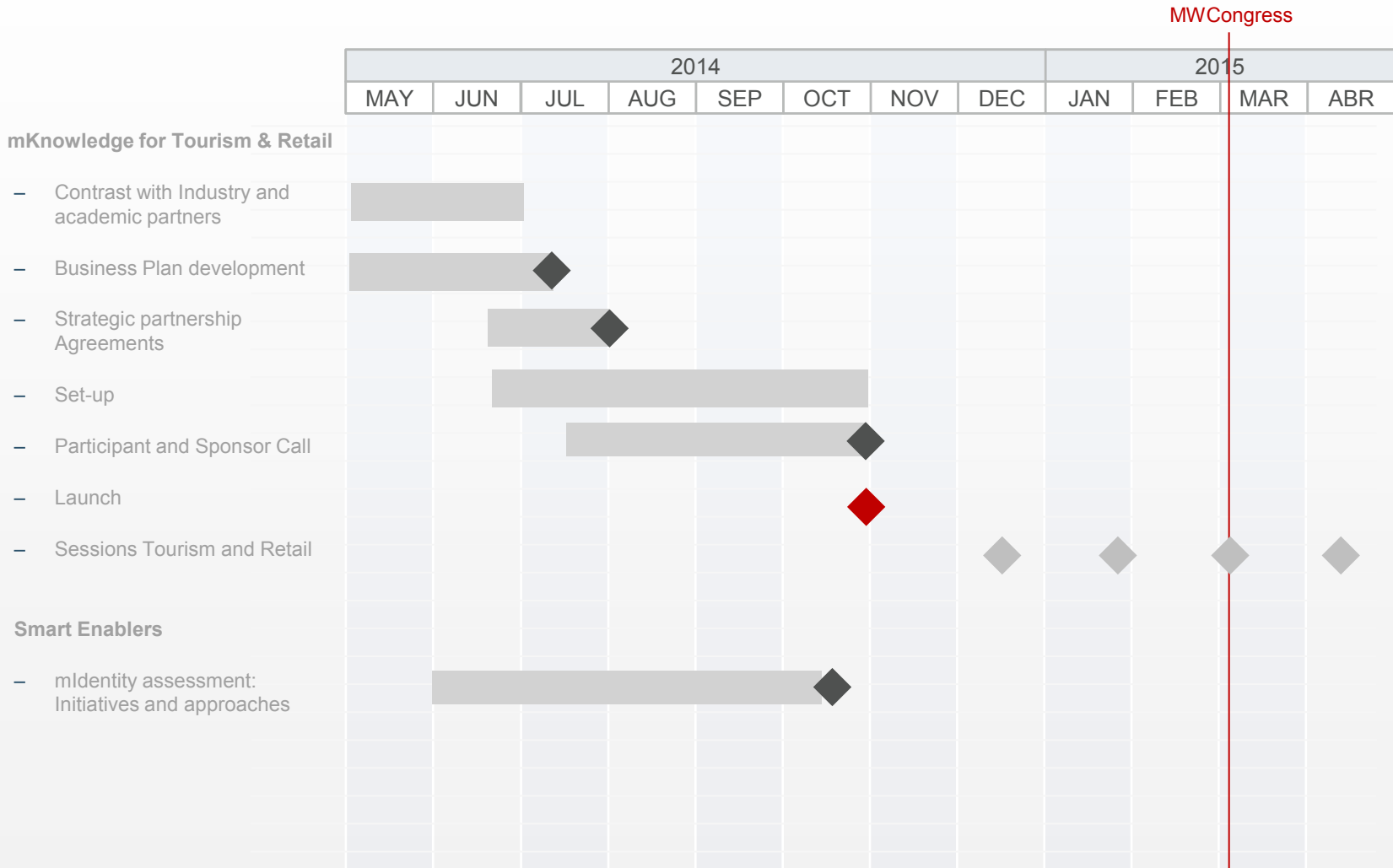


Work in progress

- 20-30 participants (C-level),
- Enrolment process – Fee based (K€)
- Participation in 6 session, one monthly, including Mobile World Congress & 4YFN sectorial workshops



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Pipeline of Mobile World Capital Products

Events

- PEI – 4YFN -----> Audi, Banc Sabadell, Softonic, Correos, Línea Directa, Adobe, Seat, Bacardí Group, Damm, Sanofi, Amazon, Assics, MyTaxi, Google, Amadeus, Agbar (Aquology), Paypal
- mSchools (Awards)-----> Port Aventura, Cacaolat, Amazon
- mHealth (WIP)

Relationships with Trustees

MINETUR

- Planning Session with Red.es
- Preliminary priorities:
 - Health
 - Education
 - Smart Cities (focus on Málaga)
 - Innovation & Entrepreneurship (focus on accelerator already set up)
 - Tourism
 - Retail
 - Digital Identity

Generalitat de Catalunya

- Planning sessions with Generalitat to prioritize initiatives
- Empresa i Ocupació (*Enterprise and Employment*)
 - Start-up Catalonia
 - PP Investment Fund
 - Mobile Training for unemployed
 - mIdentity - Initiatives and approaches report
 - Acció: Investment Attraction
 - Acció: Gaming industry (linked with Cultura)
 - Acció: mCommunity
- Sanitat & Benestar i Família (*Health & Social Welfare and Family*)
 - Pla mHealth Catalunya
- Ensenyament (*Education*)
 - mSchools Plan enhancement
 - Apps Factory
 - Summer camps
 - mSchools Market & Lab

Generalitat de Catalunya (cont.)

- Economia
 - Investment funds creation
- Universities (*Universities*)
 - mEducation master plan
- Agricultura, Ramaderia, Pesca, Alimentació i Medi Natural (*Agriculture [...] Food and Environment*)
 - Potential project identification: Farm animals tracking, plagues management...
- Territori (*Territory*)
 - T-Mobilitat
- Cultura (*Culture*)
 - Aula Digital
 - Creative industries plan

Ajuntament de Barcelona

- mSchools
- mHealth
- mInfrastructure:
 - City Free WIFI (including public transport – TMB)
 - mIdentity
 - Other city projects (smart)
- mCommunity
- Smartcitizen focus group (TBD)
- Changing Lives Throug Mobile during Congress'15
- Barcelona Activa: Entrepreneurship & Innovation Programme.
- Comissionat Participació Ciutadana: Mostra Associacions (App Mostra) & Tours at the Mobile World Centre

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Communication & Marketing Support

- The Communication and Marketing Support (COMMARK) department is a cross area of Mobile World Capital Barcelona Foundation.
- It's main focus is to assist the different products and initiatives, provide them with the correct materials and precise messages, as well as coordinate the external communication activity.

Objectives

- Create the messages and the tools necessary to tell the story of the Mobile World Capital to different audiences, as well as supporting the communications needs of the initiatives/products.
- Build a storytelling that links the mission of Mobile World Capital with the different products/initiatives. A story that is credible and sound, as well as engaging and inspiring.
- Create, promote, curate and disseminate content that highlight the best cases and examples of the mobile transformation and the Barcelona mobile entrepreneur and innovation.
- Become a trusted/reliable source of the technological avant-garde: Become a leading voice through content in each product

Lever

1. **Content Marketing:** Develop key messages; manage the development, distribution and maintenance of all print and electronic collateral; Set strategy and production of online content and manage Social Media channels; Increase reach and engagement in online media;
2. **Branding:** Develop and maintain positive usage of logos/brands. Ensure all physical and digital properties reflect the standards of quality of usage of the brands
3. **Public Relations:** Develop key relationships with local and international media; Messages and spokesperson; Set Communication Objectives & Plan
4. **Support & Agency Management:** Find and coordinate different providers in order to give marketing support to products and initiatives, as well as ensure that budgets are adhered to needs .

Detailed main actions to achieve our goals

1. Work on strategic communication plan for different initiatives/products

- I. Give marketing and communication support to current activities (mHealth events, mSchools, 4YFN...)
- II. Advise in communication strategy while products are being defined
- III. Media rounds and visits to Madrid and international location

1. Work on new set of corporate marketing material:

- I. Set Key Messages and corporate brochures/presentations
- II. Build a common set of graphic resources for the entire team (templates)

2. Redesign new MWC Capital's website and review all digital properties

- I. Set common image, CMS and look and feel for all websites (when possible)

3. New content strategy approach based on products

- I. Content focused mainly on entrepreneurship (plus Health, Tourism, Retail, Smart Cities, Education)
- II. Repack content as a way to engage more with audiences
- III. Increase reach of content: redefine newsletters and its distribution

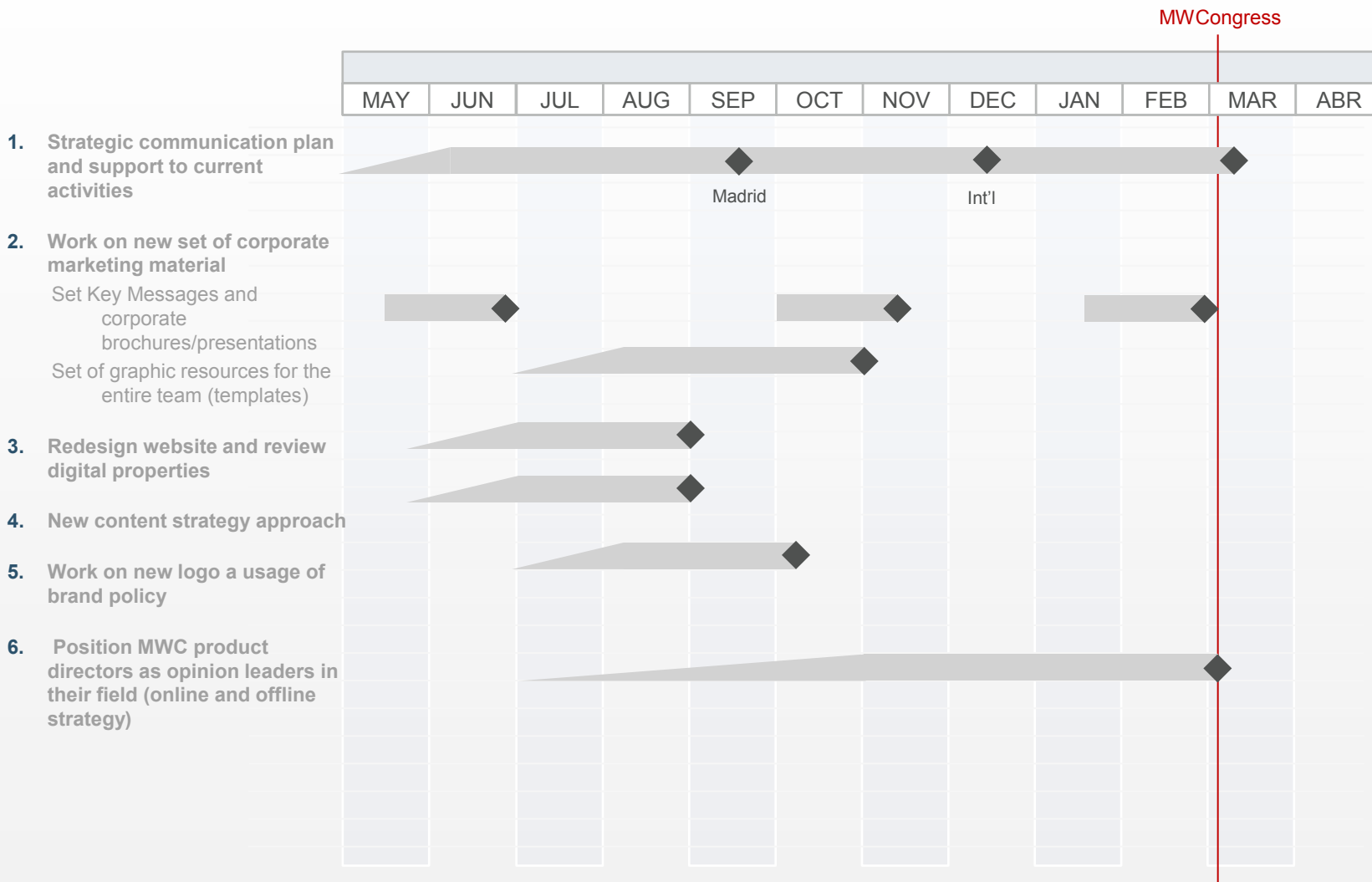
4. Work on new logo a usage of brand policy

- I. Work with GSMA in a new logo and brand policy to help entrepreneur and local initiatives ecosystem

1. Position MWC product directors as opinion leaders in their field (online and offline strategy)

- I. Train spokespersons: directors
- II. Establish online brand strategy: LinkedIn and content

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Mobile Movement

Created with the aim of organize and orchestrate the development of the Mobile World Capital community to increase the engagement of the society, by sharing common values, promoting the sense of belonging, and putting in value the MWCapital activity through their products and activities. Convert the “society” into a Mobile World Capital community.

Objectives

- Identify and develop communities linked to our activities
- Develop tools to empower the movement
- Develop strategies, stories and actions connecting the products & actions of the Mobile World Capital and the movement
- Ensure social & commercial viability of the movement to be self-sustainable

Operational Plan 2014-2015

- **Level of definition:** Low
- **Phase:** program definition
 1. Market analysis and research
 2. Inventory and management of initiatives: MWCentre, Sub-licensing programme, MRM, MWCongress, Events
 3. Strategic and Action Plan

The Programme should answer the 5 W questions to define what is the Movement aim and impact.

- **Why? – Increase the impact of Mobile World Capital**
 - Expand the impact of the actions on different programs/products of the MWC.
 - Increase the reach of the actions of the MWC
 - Generate demand for products

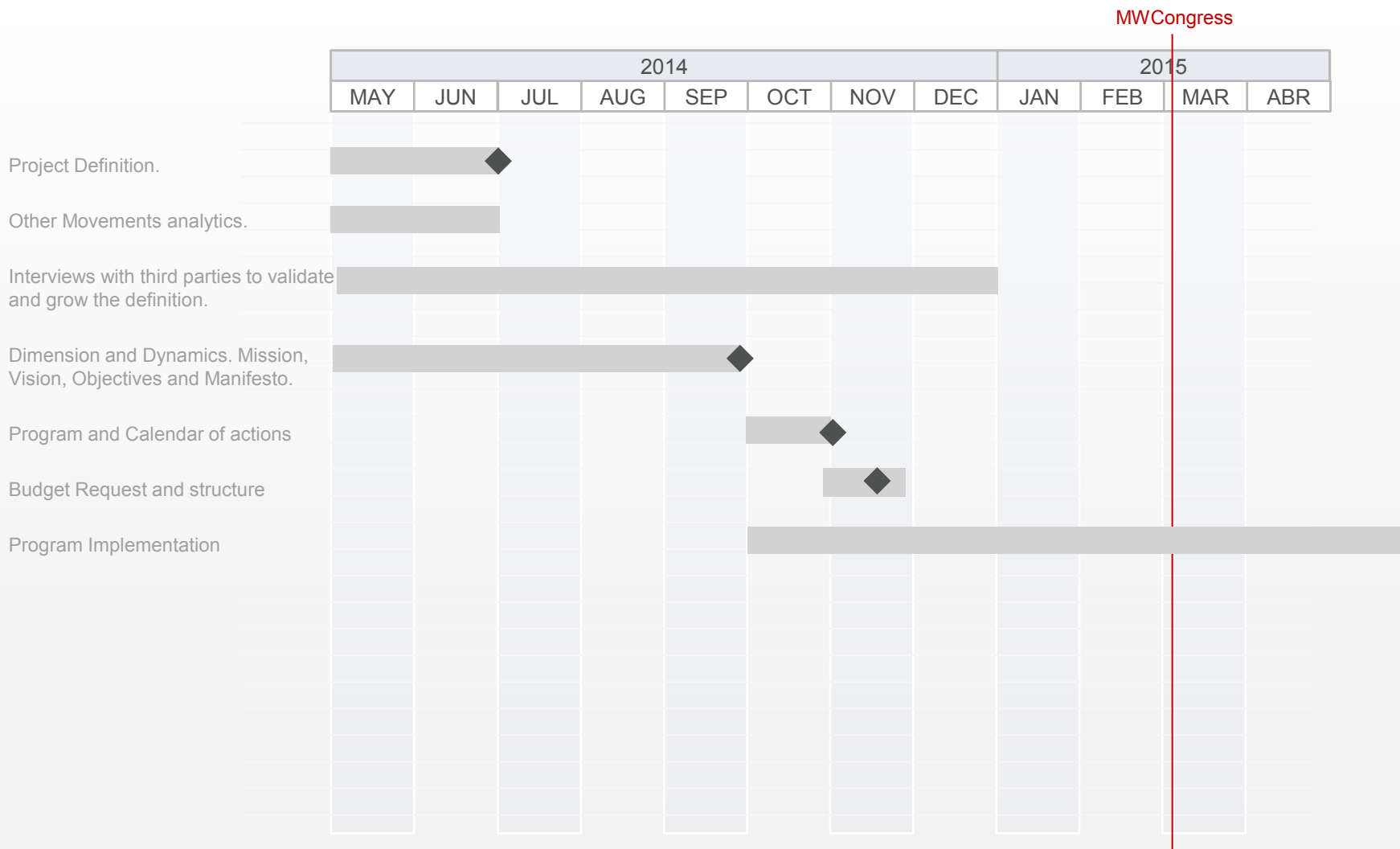
- **What? – A shared belief that:**
 - Mobile technologies can improve quality of living
 - Mobile has an economic impact
 - Barcelona becomes the Mobile World Capital inside and outside

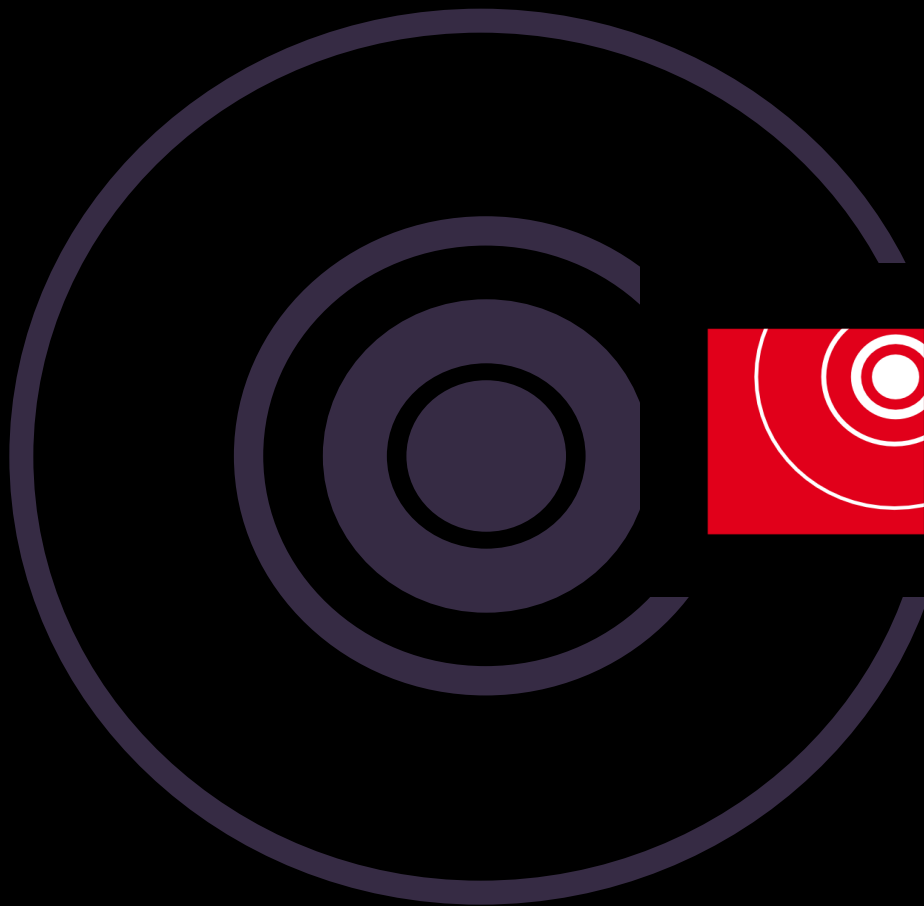
- **How? – By leading the Movement**
 - Technology and mobility is already a movement. We want to lead it.
 - Self-organizing
 - Leading by example
 - Remarkable
 - Leaving a Legacy as result of a long term build

- **Who? – First row of followers.**
 - Users of our programs.

- **When? – See calendar.**

Operational plan 2014-2015





**MOBILE
WORLD CAPITAL
BARCELONA**

www.mobileworldcapital.com