

② NEWSLETTER ISSUE 19 – SEPTEMBER 2007

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TOPIC OF THE MONTH:

**1.- PRESTIGIOUS GERMAN MAGAZINE ‘DER SPIEGEL’ DESIGNATES BARCELONA EUROPE’S COOLEST CITY AND POINTS TO 22@BARCELONA AS THE CITY’S BIGGEST TRANSFORMATION**

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The German magazine *Der Spiegel* designated Barcelona as one of Europe’s **coolest** cities, together with Copenhagen, Amsterdam, Tallinn and Dublin.

According to the magazine, the city, thanks in part to the 22@Barcelona project, can be considered innovative, as it has the “**3Ts (technology, talent and tolerance)**” that Richard Florida, researcher and professor at George Mason University, uses to judge innovative and creative spaces.

In the article Florida says, “**Technology attracts creativity via technology companies, for Talent solid education is necessary and Tolerance is defined as openness, willingness to integrate, as well as ethnic, racial and lifestyle diversity.**”

More specifically, *Der Spiegel* points to 22@Barcelona “**as one of Barcelona’s biggest transformations**”, just like the Olympics were, which “**is transforming 200 hectares of industrial wasteland in the working-class district Poble Nou into a thriving innovation district destined to concentrate and develop knowledge-based activities.**”

22@Barcelona is working to attract, above all, companies from the Media, Information and Communication Technologies (ICT), Energy and Medical Technologies (TechMed) sectors, which will create around 150,000 new jobs. Currently, about 411 new companies have moved or are just about to move to the district, which means jobs for almost 30,000 workers.

## 2.- BARCELONA CHAMBER OF COMMERCE AND 22@BARCELONA SIGN COLLABORATION AGREEMENT TO PROMOTE TRAINING, COMMERCE, NEW TECHNOLOGIES AND INTERNATIONALIZATION OF BUSINESSES IN THE INNOVATION DISTRICT

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Barcelona Chamber of Commerce President, **Miquel Valls**, and the President of 22@Barcelona, **Miquel Barceló**, signed a collaboration agreement, through which the Chamber of Commerce will participate in a series of projects developed by 22@Barcelona in order to promote training, commerce, new technologies and the internationalization of businesses in the innovation district.

Thanks to this agreement, the Chamber of Commerce will collaborate on 22@Barcelona projects like the Landing Program, the ICT House, the b\_TEC project and the Educational Project.

For the President of 22@Barcelona, Miquel Barceló, this agreement means **“strengthening links between the Barcelona Chamber of Commerce and the new productive center of Barcelona, 22@Barcelona, in order to make the innovation district a magnet for businesses from all over the world and an international benchmark for creating and developing companies”**.

The President of the Chamber of Commerce, Miquel Valls, has expressed his interest in **“promoting foreign investment in the 22@Barcelona district, increasing the selection of exportable goods and creating new jobs”**.

### **Agreements**

The Chamber of Commerce will participate in the Landing Program, which is also supported by the UPC's Innova Program, the La Salle Innovation Park and 22@Barcelona, and whose goal is to internationalize Catalan businesses and attract foreign companies to the innovation district.

More specifically, the Chamber of Commerce has agreed to participate in and support the execution of the Landing Program and to collaborate in providing services to companies that move to the district through this program, above all services related to market

access. Also, the organizations that make up the Landing Program and the businesses that move to the district through this program will be able to participate in the Technological Bridges organized by the Chamber of Commerce.

The Chamber of Commerce will also participate in the ICT House organized by 22@Barcelona, which is a center that explains the productive uses of ICT both to the general population and to businesses. The ICT House allows citizens and companies alike to understand the benefits that can be derived from putting technological innovations to use, evaluate the impact they may have and act accordingly in order to take advantage of these opportunities. The ICT House turns technological innovations into a competitive advantage for businesses and better quality of life for the people.

The collaboration agreement also includes the Chamber of Commerce's participation in the Besòs Campus b TEC project, which promotes the Besòs Interuniversity Campus in the 22@Barcelona district. b\_TEC is a new model of knowledge space where teaching, investigation and business activities will be developed together in connection with the Energy, Water and Mobility sectors.

The Chamber of Commerce will also take part in 22@Barcelona's Educational Project, which links secondary schools in Sant Martí with companies in the innovation district in order to promote innovative and open professional training, strike a balance between training offered and the real needs of companies, facilitate social and professional integration of young people and sponsor school-to-work transition projects.

Finally, the Chamber of Commerce will also collaborate with 22@Barcelona to improve their management and business model as well as offering consulting and technical assistance. In order to do this, the Chamber of Commerce will facilitate access to general and specific commerce-related informational tools.

### 3.- LA SALLE INNOVATION PARK AND 22@BARCELONA AGREE TO PROMOTE THE MEDIA AND INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) SECTORS IN THE INNOVATION DISTRICT

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The president of 22@Barcelona, **Miquel Barceló**, and the General Manager of the La Salle Campus, **Miquel Àngel Barrabeig**, representing the La Salle Innovation Park, signed a historical collaboration agreement that promotes the participation of both organizations in a series of projects, principally in the Media and Information and Communication Technology (ICT) sectors, to be developed in the 22@Barcelona district.

More specifically, the La Salle Innovation Park and 22@Barcelona will work together on projects like the Landing Program, The ICT House, encouraging Media and ICT clusters, as well as La Salle's participation in the MediaTIC building and the ICT Technological Center, sponsored by the municipal company.

For the president of 22@Barcelona, Miquel Barceló, this agreement entails **“continued work to drive initiatives that attract activities primarily based on the intense use of ICT and Media knowledge in order to create an ideal environment for innovation so that businesses, universities and institutions will continue to develop and base themselves in the 22@Barcelona district”**.

The General Manager of the La Salle Campus, Miquel Àngel Barrabeig, explained that **“with this agreement La Salle will continue to promote research, development, technological innovation and technology transfer while facilitating and motivating the entrepreneurial spirit through the creation of new companies”**.

#### **Agreements**

The La Salle Innovation Park and 22@Barcelona have agreed to continue cooperating, together with the Polytechnic University of Catalonia's Innovate Program, on the *Global Entrepreneurship Platform*, a platform for entrepreneurialism, innovation, internationalization and acceleration of company growth made up of the Accel Program and the Landing Program, that helps attract international talent and foreign investment to the 22@Barcelona district.

Furthermore, both institutions will collaborate on the ICT House, a project sponsored by 22@Barcelona and the Barcelona Digital Foundation, that will serve as a center to educate both the general public and businesses on productive uses of ICT. The ICT House allows the general public and businesses to understand the implications of using technological innovations, evaluate their impact and act accordingly to take advantage of the opportunities. The ICT House turns technological innovations into competitive advantages for companies and quality of life for the public. Through this collaboration they intend to take advantage of the knowledge La Salle has developed in Technology Transfer applied to technological innovation in building, communications and user experience, as well as other areas of this sector.

The collaboration agreement also includes the promotion of Media and ICT clusters. To do this, both institutions have agreed to work together to create specialized incubators in these sectors. Moreover, 22@Barcelona and La Salle will also collaborate on projects from these sectors that contribute to strengthening these clusters in the innovation district.

Additionally, La Salle will encourage companies that start up in the Technological Park's incubator and, once consolidated need a space of their own, to move to the 22@Barcelona district. The municipal company will help them get set up in the innovation district.

Finally, La Salle will participate in the MediaTIC and ICT Technological Center projects, sponsored by 22@Barcelona. Specifically, they will promote La Salle's presence in the MediaTIC building, one of the most emblematic spaces in the district where the most important companies in the Media and ICT sectors will be concentrated.

La Salle will also participate in the ICT Technological Center, a project sponsored by 22@Barcelona and The Center for Innovation and Business Development (CIDEM). The main objective of this center, which will be located in the innovation district, is to strengthen the ICT industry in Catalonia, contributing to the research, development and innovation of products and services adapted to the market's needs.

#### **4.- 22@BARCELONA DISTRIBUTES 128 COMPUTERS DONATED BY COMPANIES IN THE INNOVATION DISTRICT TO ORGANIZATIONS IN SANT MARTÍ**

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22@Barcelona has already organized to pick up 128 computers donated by companies in the innovation district, which will be given to social and cultural organizations in Sant Martí.

This initiative began last February with an agreement signed by 22@Barcelona, the Sant Martí District, the Association of Businesses and Institutions 22@Network and the Confederation of Organizations of Sant Martí-Martikoor.

Since then, the municipal company has picked up computers in perfect working order from both 22@Network member companies (Indra, IL3-UB, Municipal Computer Institute, T-Systems and Canal IP) and other companies present in the district like ING Car Lease and the municipal company itself.

Moreover, as a result of the project's success, the SISOSCAT Foundation (Society for Solidarity and Sustainable Information) has joined the initiative and is working to help pick up equipment, especially when there are large quantities of material. SISOSCAT allows the project to use their logistical infrastructure based on collaborations with other organizations and NGOs.

#### **Reusing computers**

Through this initiative the companies in 22@Barcelona that update their computer equipment when the old computers are still in perfect working order will be able to donate the old equipment to cultural, social, educational and sporting associations in Sant Martí.

The goal of this initiative is to foster the use of new technologies in the district and, thus, facilitate access to the Internet and digital culture. Through these computers, the different organizations will be able to take advantage of new tools to modernize and spread the word about their activities.

This initiative is aimed toward the nearly 200 organizations, grouped together in the Sant Martí district organizational coordinators: the Poblenou Coordinating Federation, the Clot-Camp de l'Arpa Federation of Organizations, the VERN- Organizational Coordinator of la Verneda de Sant Martí and the l'Eix Prim Organizational Coordinator.

### **Digital District Project**

This initiative is part of the Digital District, a project jointly sponsored by the 22@Barcelona municipal company and the Sant Martí district, which fosters the use and knowledge of new technologies among residents of the district and promotes collaboration among different local agents to create projects that apply Information and Communication Technologies to social and cultural fields.

### **SISOSCAT Foundation**

SISOSCAT is a private foundation run by different departments of the Generalitat (Family and Social Well-being, Research and Information Society, Universities, Environment and Housing, Work and Industry), Localret and the Catalan Association of Telecommunications Engineers. It was created in 2003 in order to collect usable computer equipment from institutions and companies to be used by organizations with limited resources, thereby promoting an information society and the use of new technologies. Since it was founded, this organization has collected and donated 5,000 computers.

## **5.- 22@BARCELONA PRESENTS THE INNOVATION DISTRICT TO 400 OUTSTANDING FRENCH ARCHITECTS DURING THE 34<sup>TH</sup> ATELIER PROJETURBAIN**

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The President of 22@Barcelona, Miquel Barceló, participated in the 34<sup>th</sup> Atelier Projeturbain “Barcelona: new centralities, what models?”, organized by Aula Barcelona and the French Housing and Urban Planning Administration in Barcelona.

Barceló introduced the innovation district to around 400 outstanding French architects from the French Urban Planning Institute and the Lyon Urban Planning Agency, as well as other groups from Luxemburg and Paris.

During the event Barceló explained, in his conference “Working in Barcelona, a technological magnet in the city: Poblenou”, the advantages a district like 22@Barcelona that focuses on innovation and knowledge can offer companies in the Information and Communication Technologies (ICT) field.

Before this conference, participants in the 34th Atelier Projeturbain had the opportunity to see the innovation district during the day, on a guided tour led by 22@Barcelona Urban Planning Director, Aurora López, and urban planner Jordi Borja, who explained the key factors in turning an industrial zone into a technology center.

The 34th Atelier Projeturbain focused its debate on the future transformation of the city of Barcelona and the interaction among its different urban planning projects (the high speed train station in Sagrera, the 22@Barcelona innovation district, the Fòrum, Besòs, the port and airport areas, and the fairgrounds).

## 6.- 22@BARCELONA PARTICIPATES IN THE POBLENOU FESTIVAL (SEPTEMBER 7 TO 15)

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22@Barcelona collaborated in this year's celebration of the Poblenou festival organized by the Poblenou Commission of Street Festivals and the Poblenou Organizational Coordinator.

22@Barcelona gave out a total of 1,300 bracelets with the inscription 'I'm from Poblenou. [www.districtedigital.org](http://www.districtedigital.org)', to visitors strolling around the thirteen streets that participated in the festival.

For fifteen days, Poblenou residents were offered a wide range of activities for all ages taking place in different places throughout the neighborhood.

### **Digital District**

The Digital District project was created by 22@Barcelona, in collaboration with the Sant Martí district, and uses innovative actions to foster the use of new technologies in everyday activities and facilitate communication among residents of the Sant Martí District.

Some of this project's initiatives are: The "Virtual Memory of the Elderly", designed for the district's elderly and educational centers to work together to recover the district's historical memory through the use of new technologies; "Families on the Net", aimed toward the Parents' Association and families with school-age children in order to teach these groups more about new technologies so they can share the opportunities and benefits of these technologies with their children both at school and at home; and "Computer Recycling", which allows companies in the 22@Barcelona district to donate old computers to organizations in the neighborhood.

**7.- 22@BARCELONA DIRECTOR OF INFRASTRUCTURE, RAMON SAGARRA, PRESENTED THE INNOVATION DISTRICT'S NEW INFRASTRUCTURES AT CATALAN TELECOMMUNICATIONS DAY**

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22@Barcelona director of infrastructures, Ramon Sagarra, participated in the sixth Catalan Telecommunications Day, specifically in a debate about new infrastructures and their capacity to deal with new technological challenges.

Sagarra explained why the innovation district is unique in its telecommunications infrastructure.

The sixth Catalan Telecommunications Day, which was titled "Interactivity: A world of new opportunities", debated the progress new technologies and telecommunications bring to the business, social and political sectors.

The most important public and private institutions in the Information and Communication Technologies sector participated in the event, which was broken down into 17 roundtable discussions centered on three main topics: "Interactivity: A world of new opportunities", "The ICT sector and its professionals" and "Telecommunications and disabilities". A total of 74 speakers participated in these different roundtable discussions, nine of which were dedicated to the topic of interactivity, four to the ICT sector and its professionals, and four more to the discussion on disabilities.

**Catalan Telecommunications Day** is the most important event in the ICT sector and is a meeting point for experts in this field, technicians, politicians and the general public.

## 8.- b\_TEC EXCHANGES EXPERIENCES AT MIT (MASSACHUSETTS INSTITUTE OF TECHNOLOGY), WORLDWIDE REFERENCE IN TECHNOLOGICAL INNOVATION

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The leaders of b\_TEC, Barcelona Technological Innovation, which promotes the energy cluster in 22@Barcelona at the Besòs Campus, have been working since last August at the Massachusetts Institute of Technology (MIT), a worldwide reference in technological innovation, located in Boston.

Leaders of this association linked to 22@Barcelona will be analyzing the organization for three months in order to apply the knowledge they acquire to the future Besòs Campus. b\_TEC General Manager **Josep Escolano**, who is working at MIT now, has said that this experience “**allows them to learn the best practices used in leading institutions like this one**”. The Vice President of b\_TEC and President of 22@Barcelona, **Miquel Barceló**, b\_TEC Manager **Jordi Bosch**, and the director of the Energy Park **Antoni Martínez** will also be present at MIT in the next months.

b\_TEC leaders want to obtain a strategic view of the institution, get to know the users, spaces, services, communication and different management models. To do this, they are analyzing documents and public information, visiting departments, interviewing institution and university heads and holding debates with the experts.

Massachusetts Institute of Technology (MIT) is an international reference in technological innovation and educating world leaders. Over sixty MIT professors, researchers and alumni have won Nobel prizes. Former UN Secretary General Kofi Annan, former Israeli Prime Minister Benjamin Netanyahu, linguist Noam Chomsky and the inventor of the World Wide Web, Tim Breners Lee, are among the most well-known MIT alumni.

To round out this incredible experience b\_TEC also plans to analyze, over the next year, other institutions like the Arts Computation Engineering (ACE) at the University of California, the Kilometro Rosso Science and Technology Park in Bergamo (Italy), the Fraunhofer Institute in the German cities of Stuttgart and Munich and One-north in Singapore.

## 9.- BITFILM INTERNATIONAL INTERNET FILM FESTIVAL AWARD CEREMONY HELD IN THE 22@BARCELONA DISTRICT

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For six weeks the worldwide Internet community had the chance to watch the 111 films that were nominated for the Bitfilm Awards and to vote for them. Barcelona was chosen to hold the award ceremony for the six winners of this international festival. 22@Barcelona collaborated with Bitfilm on the ceremony, which took place for the first time in Barcelona.

### **Bitfilm Festival**

The Bitfilm Festival is a community of Internet films (bitfilm.com) that was created in 2000 thanks to funding from the European Union and the Federal State of Hamburg. The mission of this online platform is to be a home for digital filmmakers on the net.

The Bitfilm Festival was originally part of the Hamburg International Short Film Festival until they separated in 2003, becoming two different festivals. Since 2004, thanks to improving Internet connections, the Bitfilm Festival has become the first festival where all films can be seen and voted for online.

**“For the Bitfilm community it was clear that, in order to progress, the festival should be held in an international city like Barcelona,”** explained the festival’s director, Aaron Koenig.

**NEW COMPANIES IN THE 22@BARCELONA DISTRICT:**

- Canon
- Sadiel
- GlaxoSmithKline
- Deloitte
- Dendrite
- Anthurium

**For more information:**

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