

IN BARCELONA OVA

"Digital Transformation and Innovation: Driving Inclusive
Urban Innovation"

26 February 2025

0. INTRO

0.1. Strategy to promote urban innovation

0.2. Innovation Ecosystem

Strategy to promote urban innovation



1

Innovate internally in the City Council, promoting a change in the culture of the Administration

2

Innovate in public management by structuring methodologies and articulating new instruments to promote innovation.

3

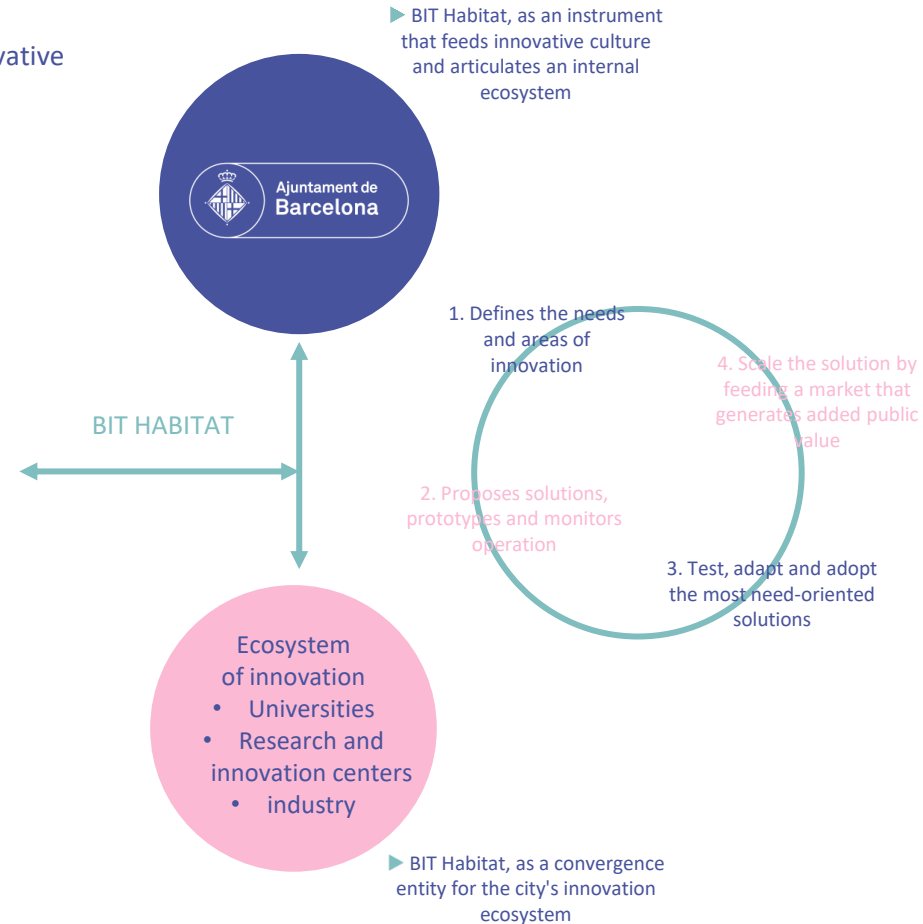
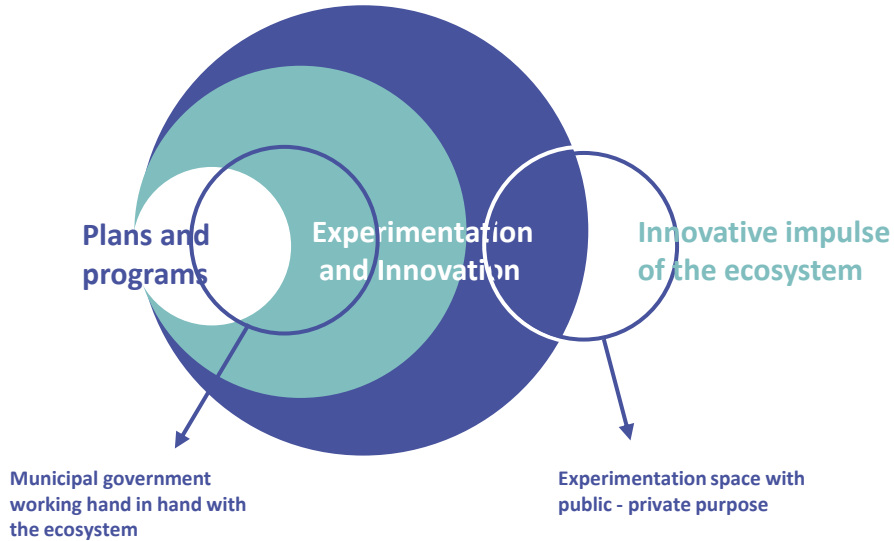
Innovate with the entire ecosystem, promoting innovation with the city and its people.

4

Accelerate innovation processes, promoting the city as a natural space for experimentation

Innovation Ecosystem

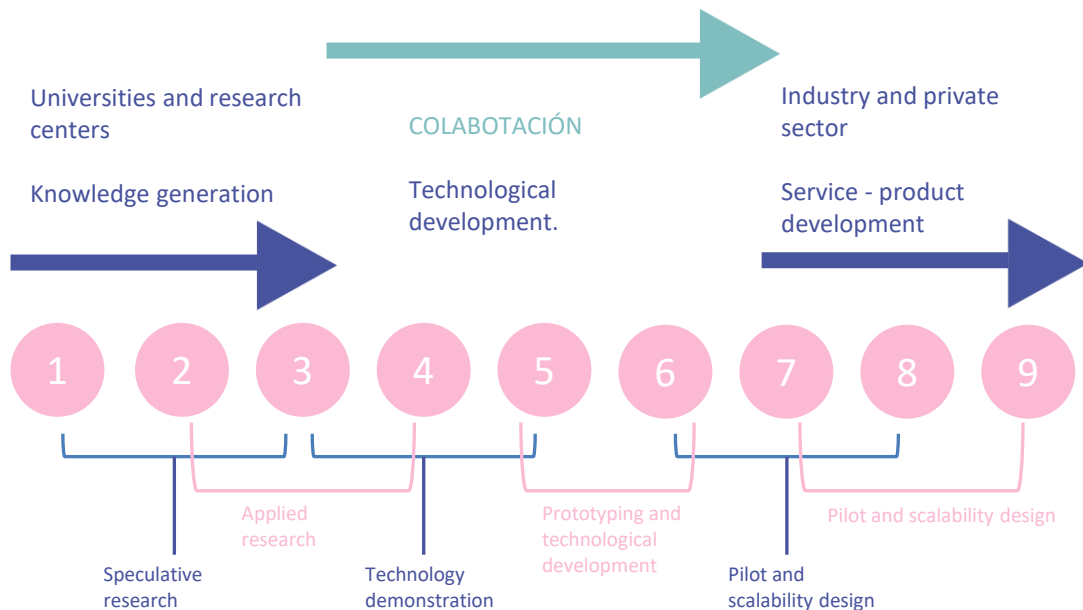
BIT Habitat accelerates dialogue between the city government and the innovative ecosystem, aligning agenda, objectives and interests



Innovation Ecosystem

Scale of innovation

BIT Habitat, on the TRL (Technology Readiness Level) scale, intervenes between levels 5 and 8, guiding innovation towards the development of transformative solutions aimed at responding to the real needs of the city.



Territorial Space

Local

Urban innovation platform
Natural ecosystem arising from ongoing programs (from the business world, associations, cooperatives, etc).

National

IMPulso NETWORK
CitiES (As part of the NetZero Mission)
+ Ecosystem actors involved in challenges.

International

Capital ENOLL
+ European project agents
+ City allies to work on shared challenges and international counterparts.

1. PROGRAMS AND SERVICES

Internal Innovation
Urban challenges
Public subsidy for innovation
Experimentation
Open thinking

Internal Innovation

Promotion of a change in the innovative culture of the City Council

1

Open thinking



2

Innovation methodologies



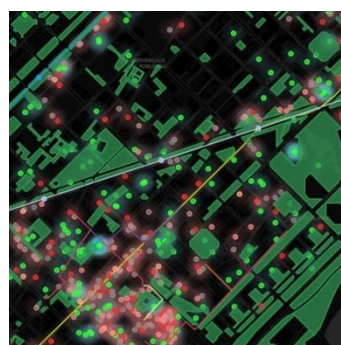
3

Innovation in public procurement



4

Local Digital Twin
(amb IMI i OMD)



5

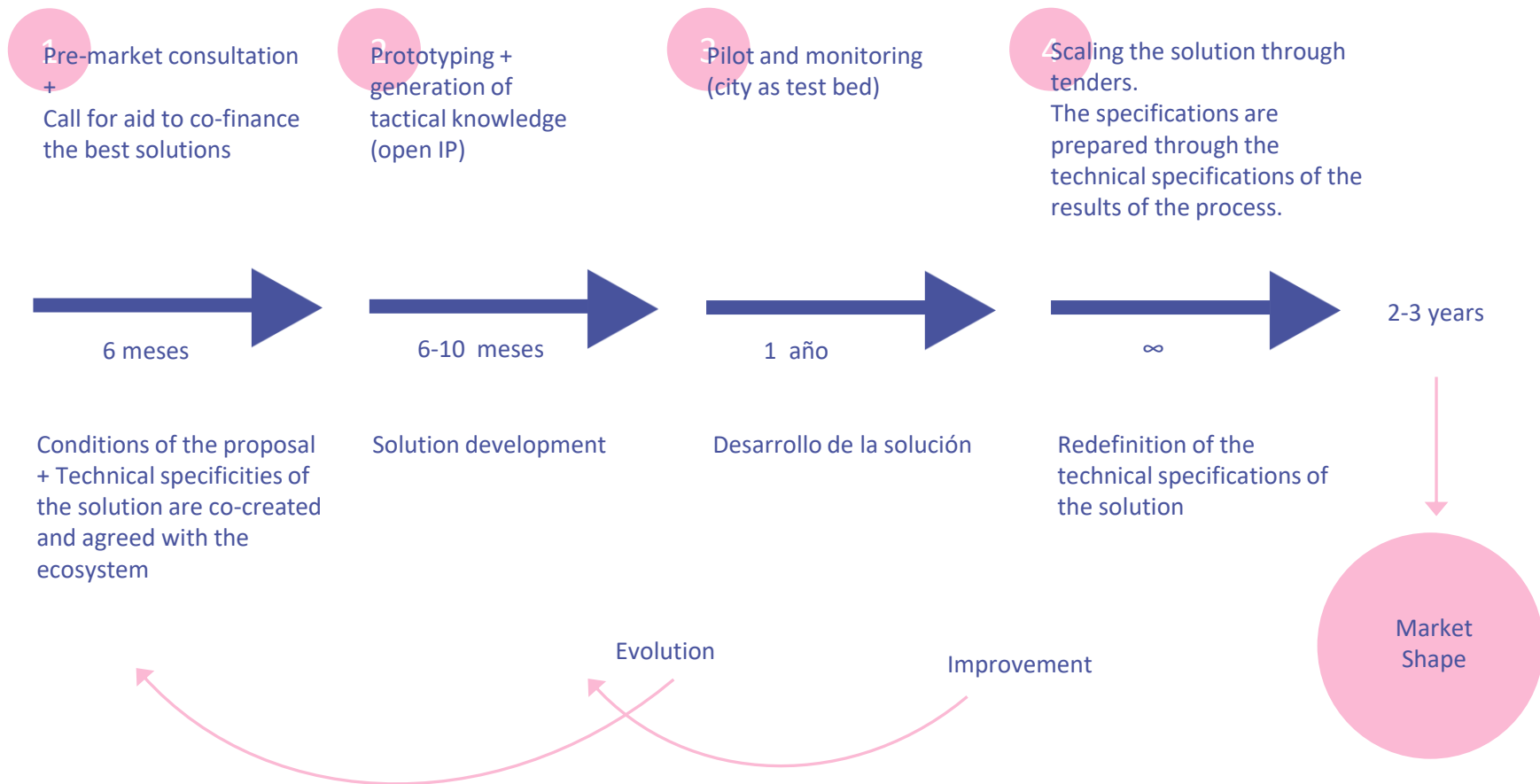
Internal governance of innovation

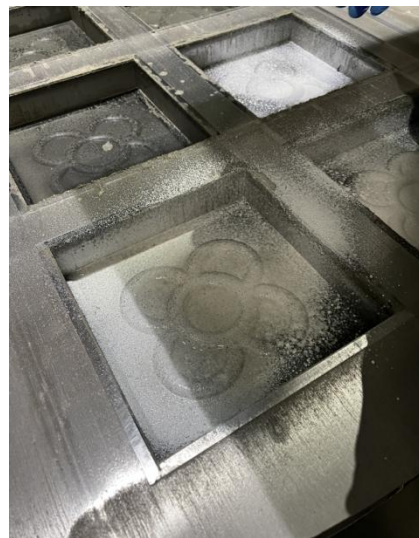


Urban Challenge

Methodology

<https://publiccode.eu/en/>

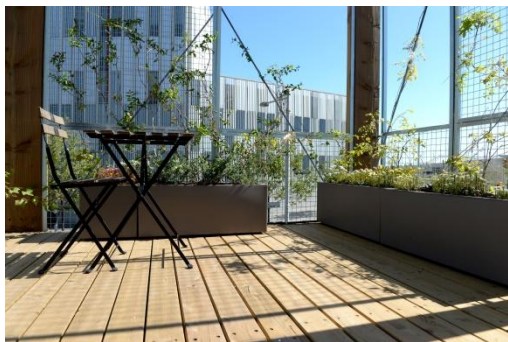






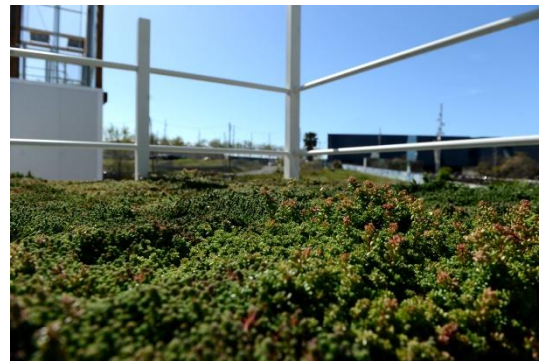
CHALLENGE: Urban Regeneration
SOLUTION: *Aligra*, by Societat orgànica, Tejido i Tall-fusta





CHALLENGE: Urban Regeneration
SOLUTION: *Regenerar Barcelona*, by Politecnical University of Barcelona and Contraula





CHALLENGE: Urban Regeneration
SOLUTION: *INNOFAB*, Aligra, by Pich Aguilera Architects













A L'OMBRA DEL TRENCADÍS

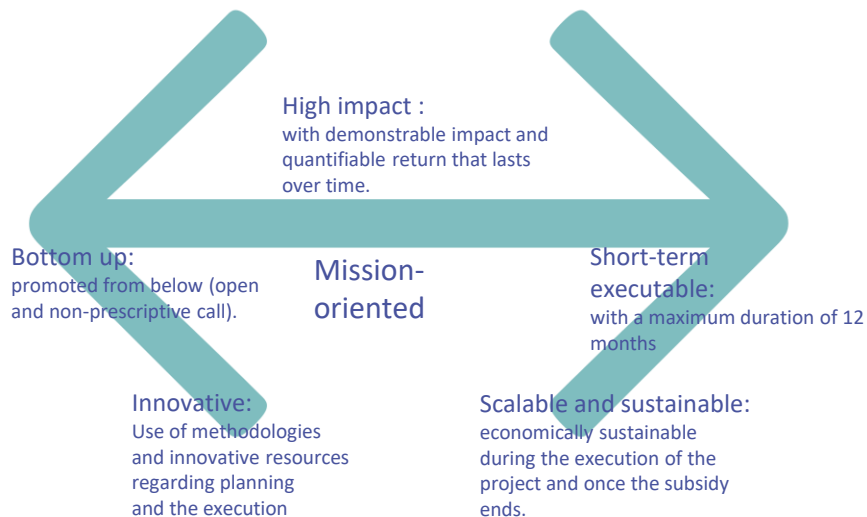




“GENERACIÓ D’ENERGIA A PARTIR D’OMBRATGE ESTACIONAL”

The proactive City - Open Call for Mission Oriented Innovators

Calls for aid to provide financial and technical support to innovative projects that generate a positive and measurable impact on the city and the quality of life of the people who live there.



The main challenges posed:

- 1 Urban resilience and sustainability
- 2 Energy transition and climate emergency
- 3 Socioeconomic boost of the territory
- 4 Fair and inclusive digital transition
- 5 Improve coexistence in public, common and shared space
- 6 Integral water cycle and drought emergency















Barcelona
CELONA
PAIN
AFF SCHOONER
Length 30,85m





Experimentation

BARCELONA INNOVA LAB, a service that is configured as a natural space for experimentation where innovative products, services and methodologies are tested in real conditions to verify their usefulness, operation and generation of public value before being escalated to implementable and marketable products or services.

1

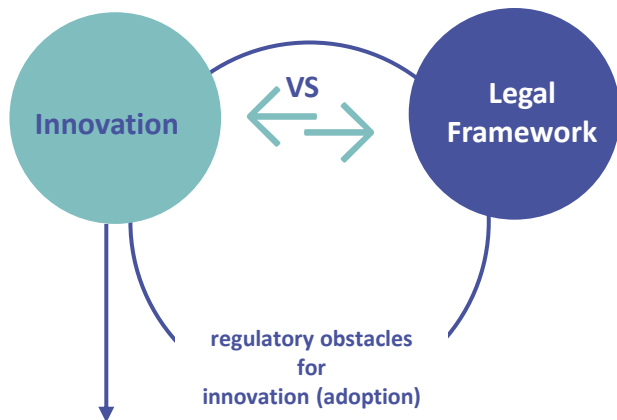
Definition of the regulatory framework

2

Consolidate the governance

3

Adapt the service to needs



High-impact initiatives for society, the city, and the competitiveness of its innovative ecosystem.

regulatory obstacles for innovation (adoption)

OPPORTUNITIES:

- Create a favorable legal context for experimentation and innovation. Simplifying administrative procedures and authorization processes necessary to carry out tests, providing resources and an environment for testing.
- Provide the City Council with the necessary tools and procedures to manage, under safe conditions, the evolution of innovation in the city.
- Regulate the intellectual and industrial property rights of the solutions tested in this environment and the return of any added value that may be generated in the municipality.

BARCELONA INNOVA LAB MOBILITY



Barcelona is to become the preferred hub and integrative test-bed for **development of ground-breaking innovations**, coupled with **socio-behavioral urban aspects**, aligned with the Sustainable Development Goals (SDGs) set by the UN. In this sense, the Lab aims to **accelerate innovation in the urban mobility sector**.

Founder



Ajuntament
de Barcelona

Promoter



Fira Barcelona

Promoter

bithabitat

01| Mobility Department – Barcelona City Council

Mobility needs and initiatives it has been identified and for which there is **already a solution on the market**.

02| City Council Barcelona – initiated



Launching of invitations to apply for mobility **innovation challenges**



Networking and **promotion** of involvement and participation opportunity



Submission of projects and **winner selection for funding** and additional resource



First challenge

Reduce the accident rate of motorcycles



Second challenge

Improvement of the bus network service in Barcelona



Third challenge

Coming...



First Mobile World Capital challenge

Coming...

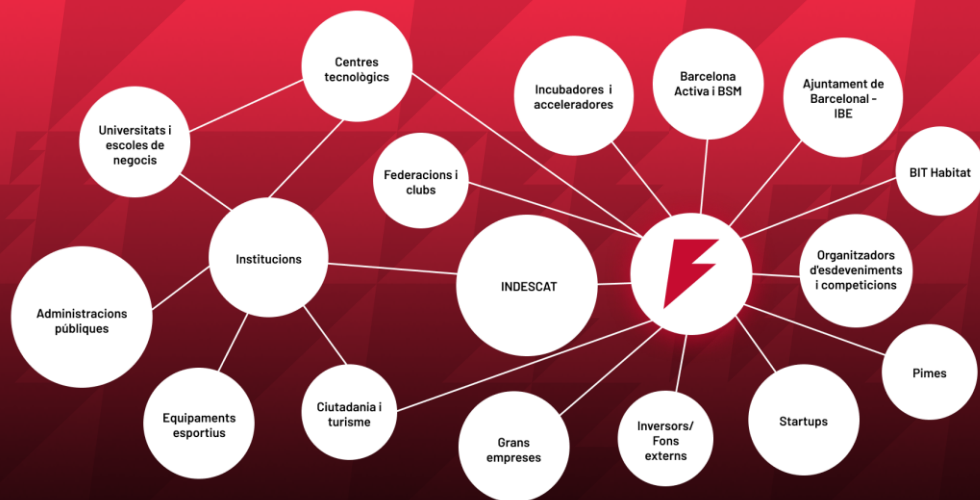


Mobile
World Capital
Barcelona

03| Third Party – initiated

Private initiatives presented by Commercial & Research Partners, which are tested in real urban environments as Barcelona City Council allows the **city's land**.

Barcelona Innova Lab Sports



Ajuntament de
Barcelona



INDESCAT
catalan sports cluster

bithabitat

Open thinking

BIT Habitat promotes the culture of responsible and consistent public innovation, which must become the lever of transformation and acceleration at the service of citizens. It does so by promoting the space for dialogue with citizens regarding the past, present and future of urban life, fostering civic imagination and collective intelligence on the challenges facing cities today and tomorrow.



Seminars, conferences, field visits and training pills for the innovative ecosystem.



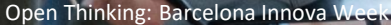
Sectoral activities (market place, fishbowl, etc) to align the offer of the innovative ecosystem with the demands of the local administration (MatchMaking).



Consolidate Ca l'Alier as the city's innovation center with actions promoted by the Foundation itself, as well as with the alliance with local, national and international agents, who operate in the field of urban innovation.







Diàleg amb **Lucía Egaña**, investigadora i artista visual
i **Lucía Lijtmaer**, escriptora i periodista.

Moderat per **Eva García**, coordinadora científica
del programa Ciutats Globals del CIDOB.

“Qüestionant la ciutat cosmopolita”

barcelona.cat/smart-city-week
#smartcityweek

cidob
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