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TECHNOLOGICALLY MEDITERRANEAN

Reinventing the City

Building the innovation
environment for the future

At times of crisis,
innovation
opens up new opportunities.

Welcome to our innovation portfolio, we have three focus areas...

1 Startup VNG

Generate, grow and retain jobs in our City

2 Engage VNG

City government and citizens working together to sove problems

3 Smart VNG

Exploring ways to make Vilanova i la Geltrú more responsive, greener, cleaner, resilient, and collaborative

Why a local innovation plan for Vilanova i la Geltrú now?

1. To lead and give impetus

2. To detect opportunities and take advantage of them

3. To devote resources, in a coherent way, in order to prioritise support for the interventions included in the strategic lines of the plan

4. To foster transversal synergies, placing talent, training and creativity at the service of the natural environment and people

5. To make a commitment to an ecotown prepared for knowledge and communication

Living Lab
+
Smart City

Maritime and Sustainability

New Media

Coworking, Startup & Business ecosystem

Creative Industries

21St Century Learner

Mobile Convergence

Other Projects

Open Government

It infrastructures

Implementing Living Labs methodologies to Smart Cities Including:

Living Lab
+
Smart City

Energy challenges	ICT infraestructure	Data processing (Citizens + sensors)	Smart Society & Collaborative City	Environment & Sea
Urban Planning & Building,	Mobility	Governance & Economy	Smart Tourism	

Future Innovation Environment

A Living Lab is a system for building the future innovation environment in which real-life user-driven research and innovation will be a normal co-creation technique for new products, services and social infrastructure. This human-based involvement enables the development of useful new services and products. A Living Lab takes advantage of pools of creative talent, socio-cultural diversity, and the unpredictability of inventiveness and imagination of end-users.

A Living Lab

Living Labs quadify different stakeholders in cooperation, bringing together Enablers, Utilizers, Developers and Users. These co-creators include the public sector, business and science parks, incubators, universities, companies and, of course, the end-user communities, both non-professional and professional.

European Network of Living Labs   iCity   CITY MART   MOBILE WORLD LAB   CITY PROTOCOL

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Coworking, Startup & Business ecosystem

Coworking as an economic development tool

Our goal is to build a Coworking network that serves as a successful example of cooperation between local government and coworking spaces.

It is at the service of a local ecosystem: it also organizes free events, training for digitals actors communities and provides a collaborative space for producing and testing nnovating projects.

· **IT, Mobile & Videogames**

· **EcoInnovation**

· **Marine**

· **Health, Ageing & Wellbeing**

· **Tecnokids**

Catalan Coworking Coference

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Reinventing the City

Vilanova i la Geltrú **Map**

Cowork 2

Neàpolis Cowork

Cowork 3

Cowork 4

Villanueva y Geltrú

Cowork 5

Coworking,
Startup & Business
ecosystem

Mediterranian Sea

Coworking, Startup & Business ecosystem

Vilanova i la Geltrú is open to business and open to the world. A talented proactive workforce in a dynamic business climate offers new companies numerous competitive advantages with workers enjoying one of the best Mediterranean lifestyles in Southern Europe.
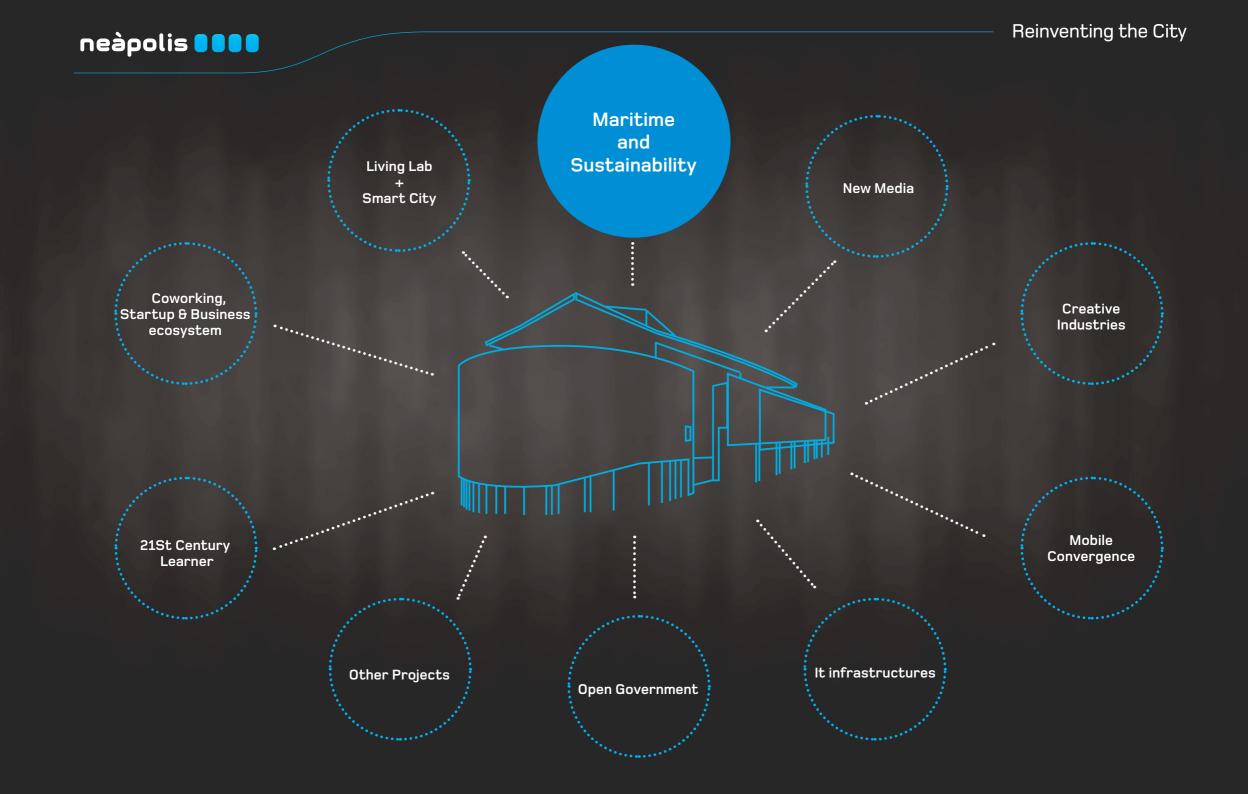
Service 2Media

nivoria.

Pentair

Videogames studios

Interactive Business Location Map

venca
másguapa mejorprecio

sciomedia

LA FACTORIA

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Maritime and Sustainability

The intention with the cluster is to develop cross-boundary collaboration between stakeholders and this project will contribute by providing the building blocks for sustainable development of the marine environment and the maritime sector.

The core activity is to combine strategic research, innovations and collaboration between academia, business and other stakeholders which can play a central role for future maritime business development.

Coastal and marine management, Maritime technology, Maritime operations, Marine energy, Marine biotechnology, Fisheries and aquaculture, coastal tourism

Nautical Faculty*
and/or other
international programs

LAB

Smart Coast
+ Sea

CAMPUS UNIVERSITARI
DE LA MEDITERRÀNIA

Maritime and Sustainability

El Garraf to serve as their 1st Living Lab for the Mediterranean Basin: eventually for exchange with 4 additional Med Climates, worldwide.

They work in Ecosystem Services programs across 4 sectors:

1. **Green Infrastructure**
2. **Carbon Forrestry and Farming**
3. **Marine Environments**
4. **Design and System Learning**

They apply Sustainability through 3 practices:

1. **Curating:** collection of global Intelligence and Resources for Ecosystem Services applications
2. **Convening:** bringing together Stakeholders in "on purpose" venues for Learning and R&D+I
3. **Creation:** assembling Stakeholders in Alliances for execution of funding and programs; these

Each program holds potential for generating 10s of projects resulting in renovation of local ecologies and regeneration of economies (i.e employment) plus revenues for local businesses & government.

Dutch (NL) Fundation

Local Agencies

Local Companies

Creative Industries

Our vision – A competitive creative industries sector is vital to Vilanova i la Geltru's prosperity, propelling a creative, imaginative city in the 21st century.

Including:
· music and performing arts;
· film, television and radio;
· advertising and marketing;
· software development and interactive content;
· writing, publishing and print media; and
· architecture, design and visual arts.

Toon a Ville	Faraday	MareMostra	EMAID*	Creation Fab
Videogames Lab	Vilanova Film Office	Centre of Storytelling	MediaLab	Barcelona Laboratori
international workshops	Events	Festivals...		

New Media

Changing the narrative

Transformation of Canal Blau TV to the next step of local TV stations. We are talking about providing transmedia, multiplatform and interactive storytelling services.
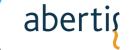
The Media Project Area generates have to create fast pilots projects, where users of media services are included in the work to develop right from the start.

la xarxa

solomo
social local mobile

CISCO

i2cat
FUNDACIÓ

abertis

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Mobile Convergence

Mobile Convergence

Develop a new industrial sector around mobility and be part of the Barcelona Mobile Hub. Creation and attraction of businesses, training and services initiatives.

MOBILE WORLD CAPITAL™ BARCELONA

MOBILE WORLD LAB

Mobile World Marine

codefactory

DIGITAL MARKETING INSTITUTE Certified Trainer

V+ VILANOVA MÉS

Events

GSMA Connected Living Webinar

GRUP Connect-EU
Mèdia, mobilitat i interacció

OPEN DATA

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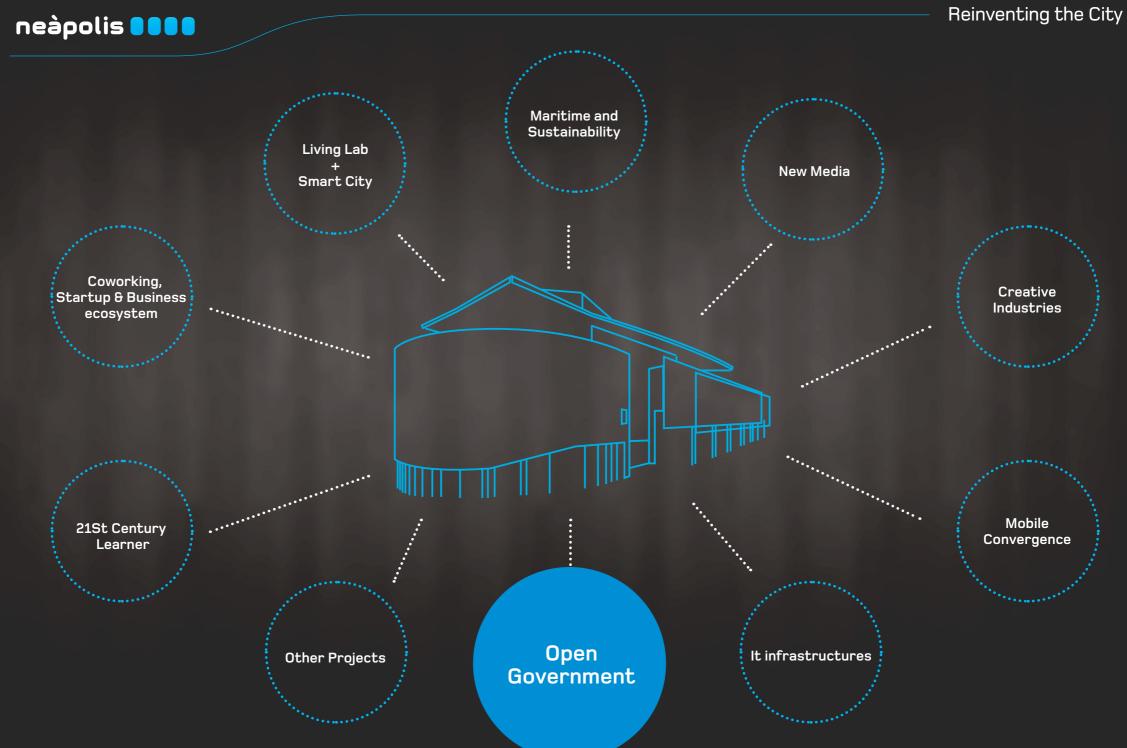Other Projects

Open Government

It infrastructures

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21st Century Learner

We believe that 21st century students need 21st century skills; skills that build on core subject matter and encourage innovative thinking and problem solving, an understanding of systems, facility with information technology and devices, social skills like team building and collaboration, and, perhaps most important, the ability to pursue lifelong learning.

Adapt and change traditional high schools curricula and educational experience.

Identifying new niches for specific training: app developers, big data scientists, energy efficiency, etc.

TecnoKids as a new learning campus: Transforming the way young people learn: Creativity, Design and Technology

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Gov 2.0 & Civic Engagement

Vilanova i la Geltrú requires defining its model in an 2020 horizon and taking into account the universalizing trends like the use of smartphones and social networks, as well as the 21st century challenges in terms of sustainability, transparency and participation.

Reinvent government in the digital age. Catalyze greater government openness, accountability and transparency.

Implement the eGovernment, with a comprehensive vision including mGovernment (mobileGovernment) and oGovernment (openGovernment).

Lean Government, Open Data, Irekia, Apps4vng, Civic Engagement, etc

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It Infrastructures

To boost the deployment of basic infrastructures for the knowledge society, making them accessible to and usable for the population as a whole.

Basic telecommunications services

Deployment of Optical fiber in the town

Universal broadband access (wifi)

Regional Data Center
City sensor network platform

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Other
Projects

PIVSAM*

Aalto Entrepreneurship
Society

telecentre.org

Smart Eix Diagonal

Barcelona Laboratori

TecnoKids

EU Projects
(UPC, I2Cat, etc)

Telefónica Smart Meters

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