
DIGITAL SOCIAL INNOVATION ECOSYSTEM IN BARCELONA (SPAIN)

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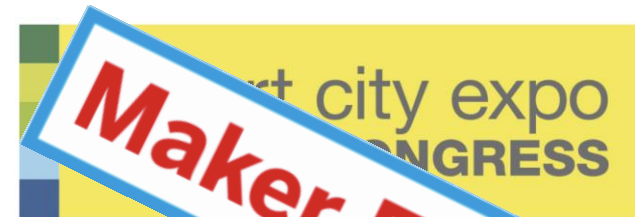
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BARCELONA AND ITS METROPOLITAN AREA

- Leading **hub for congresses** → MWC is happening right now!
- **Entrepreneurial and Innovative culture**
- 4th European City by volume of **investment received**
- 3rd world **preferred hub by serial entrepreneurs**
- **1st southern European Start-up Hub**
 - +1.300 Startups



**Barcelona
StartupWeek**

DIGITAL SOCIAL INNOVATION (DSI), THE GREAT UNKNOWN

- What is Innovation? What is Social Innovation? What is Digital Social Innovation? – *(Mulgan, 2006; Brown & Wyatt, 2007)*
- Is Digital Social Innovation even the right concept?
 - **Social VS Societal** – *(Lin & Chen, 2016)*
- **Digital Social Innovation** as;

Ideas, activities or solutions conceived collaboratively and empowered by digital technologies and social media, which explicitly address societal challenges in a new way

- **Quadruple Helix** Models of Innovation – *(Carayannis, Campbell, 2012 ; Leydesdorff, 2009)*
- **DSI** as a **clear driver for entrepreneurship**
 - Bottom Up – Citizens as the drivers for the innovation

WHY BARCELONA? POTENTIALITIES FOR A DSI ECOSYSTEM

- **Research and Technology Institutions**

- 21 out of 72 Spanish universities placed in Barcelona (28%)
 - *Research HUBs – Rich Environment*

- **Public Sector**

- Particular interest in DSI from the Regional and Local governments - Investment & Policies

- **Private Sector**

- +15.000 tech companies in Barcelona (*CTECNO, 2018*)
- Congresses + Big companies – *Tech-Business HUB*

- **Citizens**

- Spanish Citizens are less interested in collaborative associations (*Morales & Mota, 2006*)
- 15 M, “Indignados movement” – Impact on participation patterns (*García Espín, 2012*)
- Positive impact of Immigration in Barcelona & Madrid (*Bolívar, 2013*)
- Richness of youth talent

PARTICULARITIES AND LIMITATIONS ABOUT BARCELONA

- Complicated **political structure** – *National, Regional & Local divisions*
 - *Who is really in charge of the DSI policies?*
- **DSI** as a **traceable** phenomenon
 - DSI is not a new phenomenon + Actors developing DSI may be "*invisible*"
- The **functioning of 4H** models of Innovation
 - *Cohabitation between public & private actors?*
 - *Cohabitation between private actors & citizens?*
- **Beyond the physical actors**
 - Programs & Networks play a key role orchestrating the ecosystem

THE WILD DSI ECOSYSTEM

FabLabs

Living Labs

Networks

Citizen Labs

StartUps

Coworking Spaces

Labour Labs

Ateneus Digitals

Universities*

Programs

Makers

Telecentres

“Innovation Ecosystems”

Innovation hubs

Library Living Lab

Foundations

BEYOND THE SELF DEFINITION

The analysis and comparison between actors and between ecosystems should be facilitated

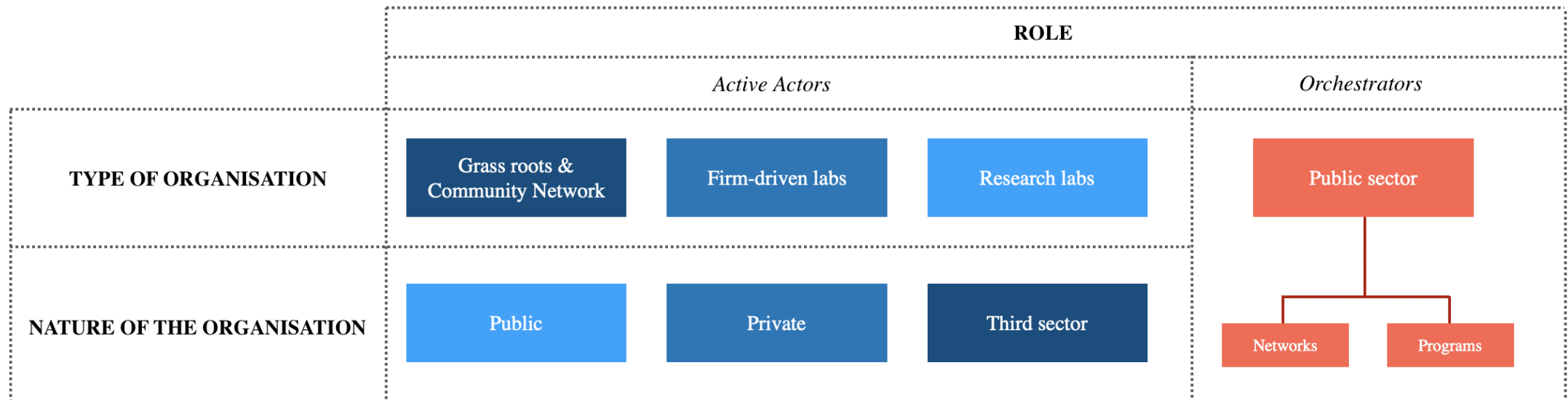
- **Not use self-attributed categories**
- **Reduce the number** of categories
- Look for **standardization** (*Considering the limitations*)

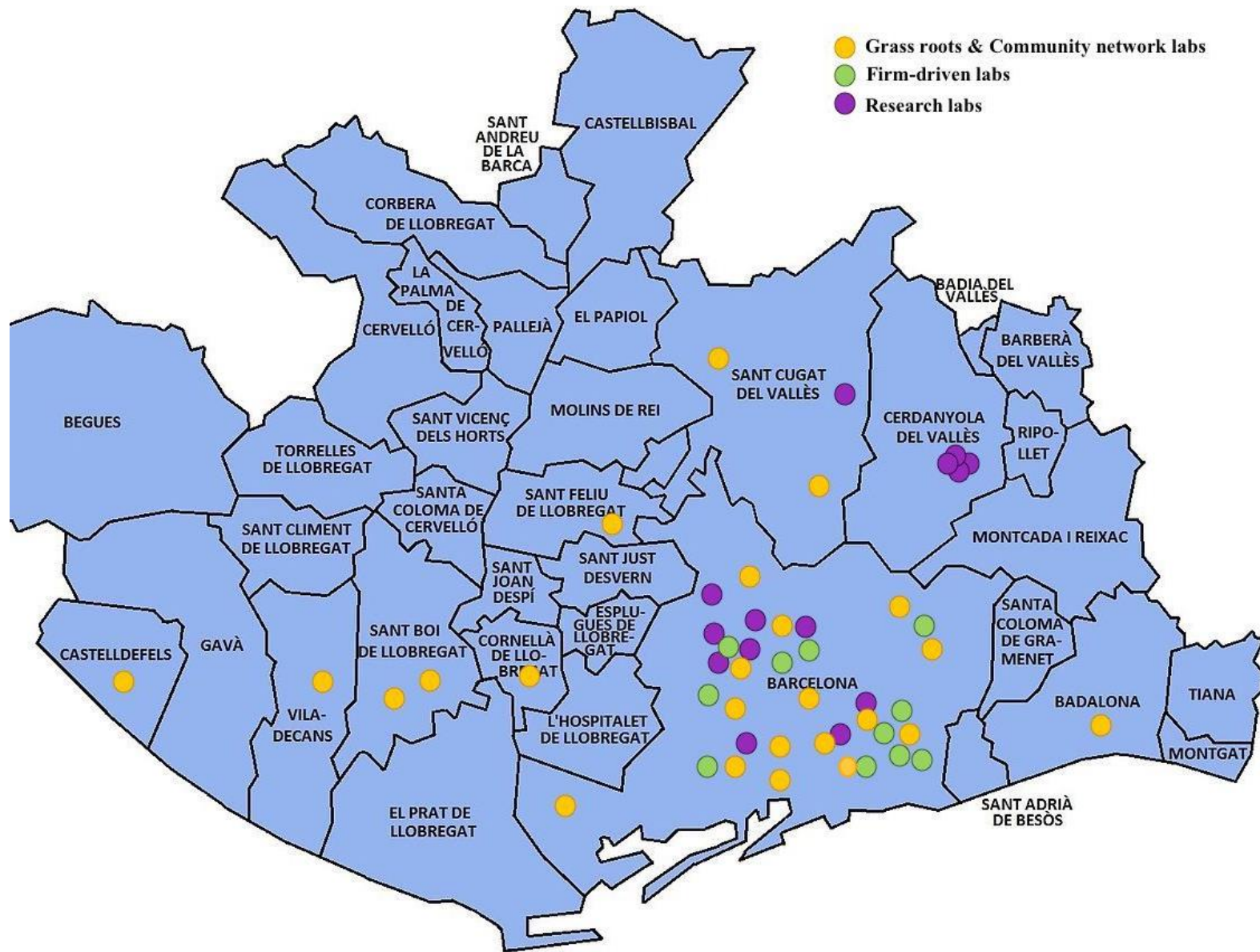
- Revision of the previous studies
 - *Growing a digital social innovation ecosystem for Europe* (Nesta, 2015)
 - *Innovation und Kreativlabs in Berlin* (SWTF, 2012)
 - *Survey on eInclusion actors in the EU27* (Garrido & Rissola, 2013)
 - *Mapping eInclusion intermediaries in Barcelona* (Peña, 2011)

CATEGORIZATION PROPOSAL

- We will consider:
 - **Type of organization:** based on the organization itself, activities, goals, interests...
 - **Nature of the organization**
 - **Role***

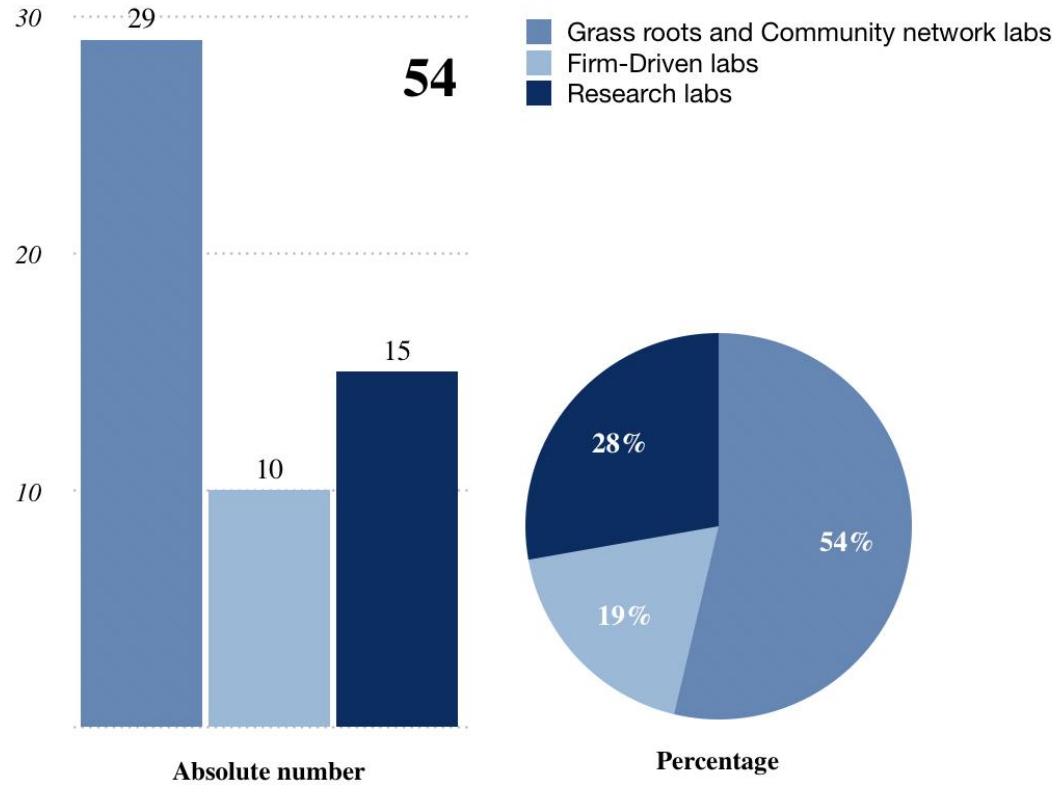
- Resulting Categorization



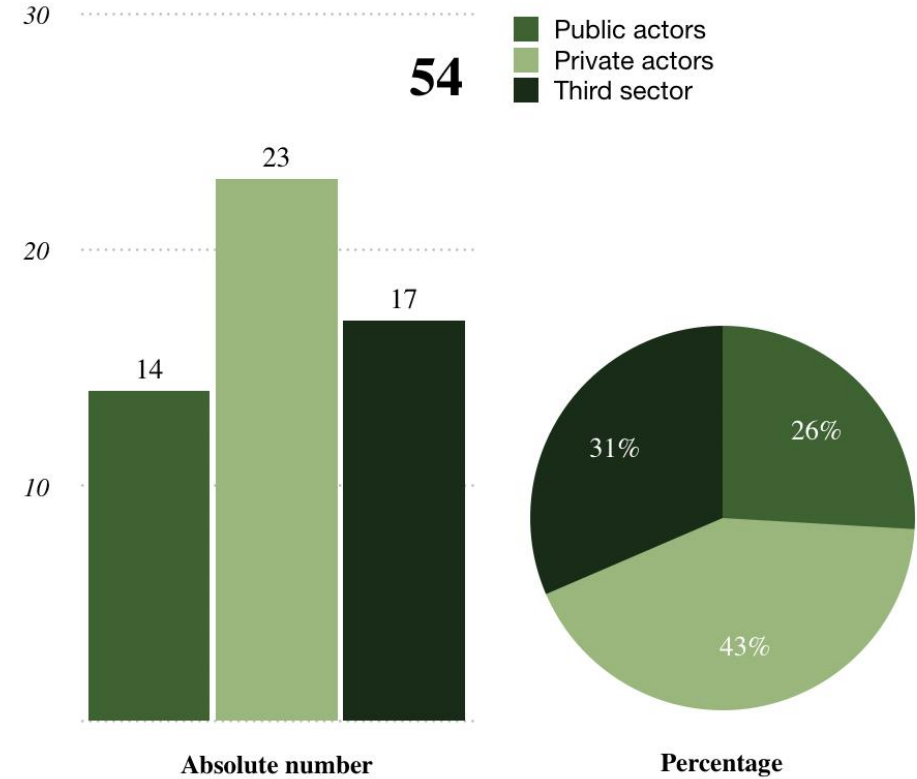


MAPPING RESULTS I

Total number of actors by the type of organisation



Total number of actors by the nature of the organisation



MAPPING RESULTS II

WHAT WAS NEXT?

In depth, semi-structured, synchronous interviews

- *26 Interviews*
- *30 Questions*

- **Why?**

- Deeper knowledge + adaptability to every case

- **How to select?**

- Desk Research + Political Authorities + Other Experts

- **To whom?**

- DSI Impact
- Adaptability to 4H
- Representatives of all the parts of the ecosystem

FINDINGS

- Shared claim for **public investment** from all the actors
- Shared claim for a **change in regulation**
- Shared claim for political authorities' to **invest in local expert organizations**

- There is a **majority** of private **business oriented** actors on the DSI ecosystem
 - This difficult the functioning of 4H models – own interests – own ecosystem
- The Barcelona DSI ecosystem was born spontaneously – Xarxa PunTic (Telecentres) → Xarxa Òmnia
 - Nowadays is **orchestrated by the Regional Government and the City Council of Barcelona**
- Geographical **“clusterization” of the actors**
- The DSI ecosystem in Barcelona is slightly **biased by its orchestrators**

- Barcelona's DSI ecosystem present limitations
 - Contextual factors in favor
 - Political initiative can easily boost the DSI ecosystem

WHAT WE LEARNT FROM BARCELONA'S DSI ECOSYSTEM

Certainly an ecosystem of DSI centers can help to develop a more innovative, entrepreneurial and risk-taking youth society. However, it requires:

- **Public Investment** as a Key Issue
 - *To empower DSI and to avoid silos on the ecosystem*
- Focus on the **education policies**: Entrepreneurship, Innovation
 - *Citizens should be prepared / They are not ready yet*
- Required **change in the regulation/legal framework**
 - *New practices, new actors, new dynamics*
- **Political commitment and initiative** is needed
- **Coordination** is needed **between political levels**
 - *DSI Should be a transversal issue*

THANKS!

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