



Keynote address:

Innovation through NetworkThinking™

Towards new growth models &
networked innovation ecosystems for Europe

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Capital Barcelona



Innovation Through Network Thinking™

Masterclass Badalona 2018



Network Thinking™ Innovation Masterclass with Dr. Daria Tataj and Prof. Manuel Castells for Catalan innovation ecosystem, Badalona Port, Barcelona. June 2018. Photo @ Tataj Innovation



Network Thinking™

a methodology to co-create network-based [innovation communities]

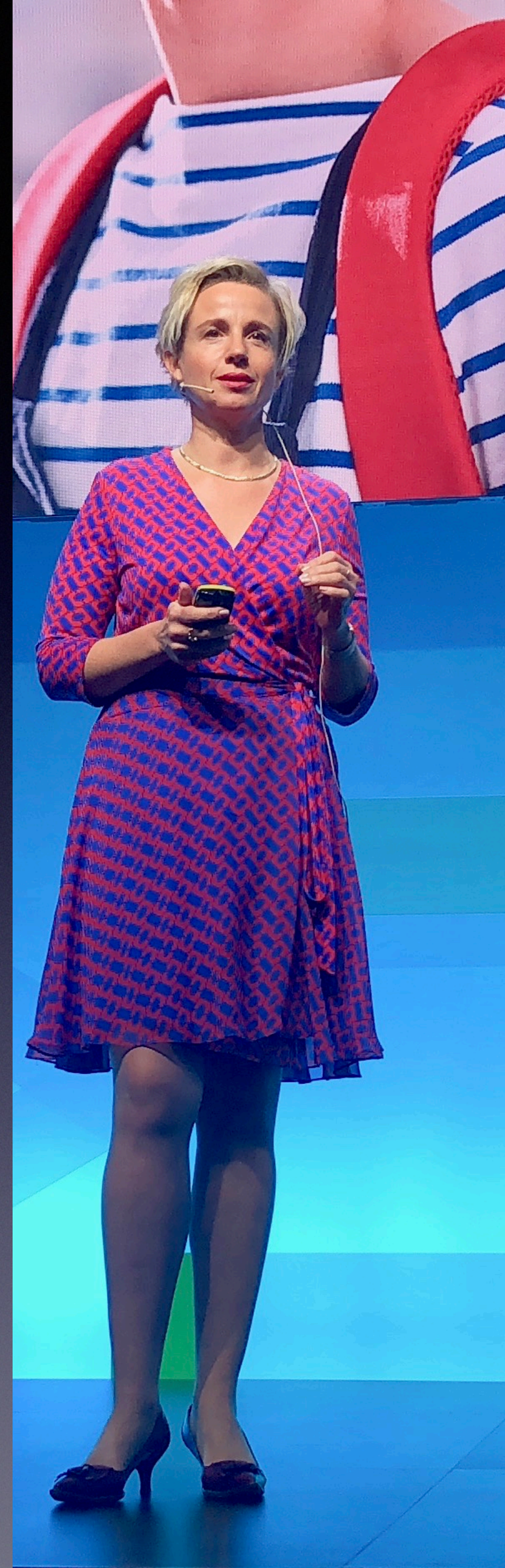
tataj Innovation

NetworkThinking™

by 
DariaTataj

Why Network Thinking™

Network Thinking™ is a new paradigm for catalyzing growth in the digital age. It helps people learn how to work in networks, unleash exponential growth through the power of networks, solve complex problems together.



Innovation Through Network ThinkingTM

**Only 3 steps to unleash
growth through
the power of networks**

01

Understand
Innovation in
Networks

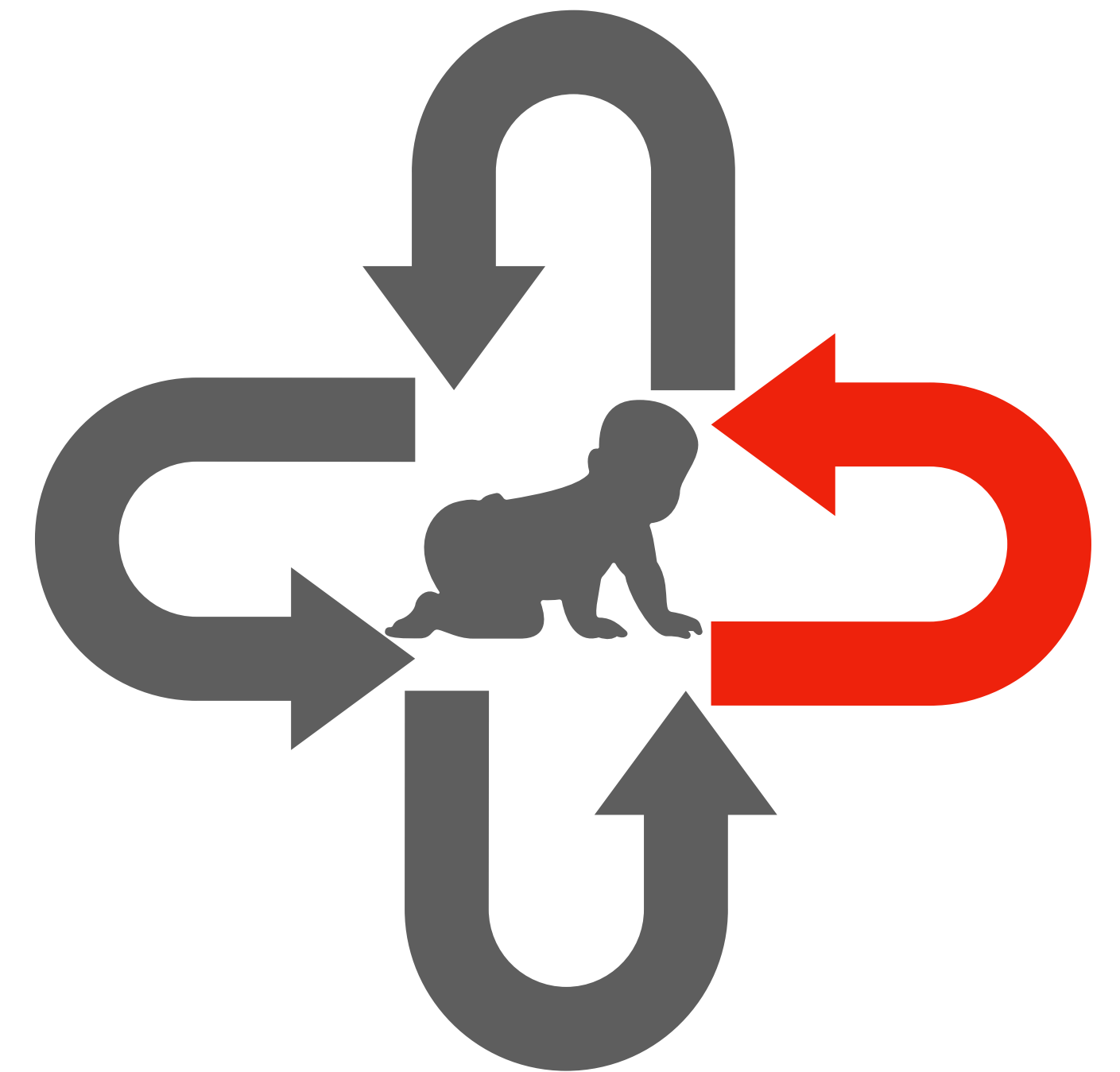
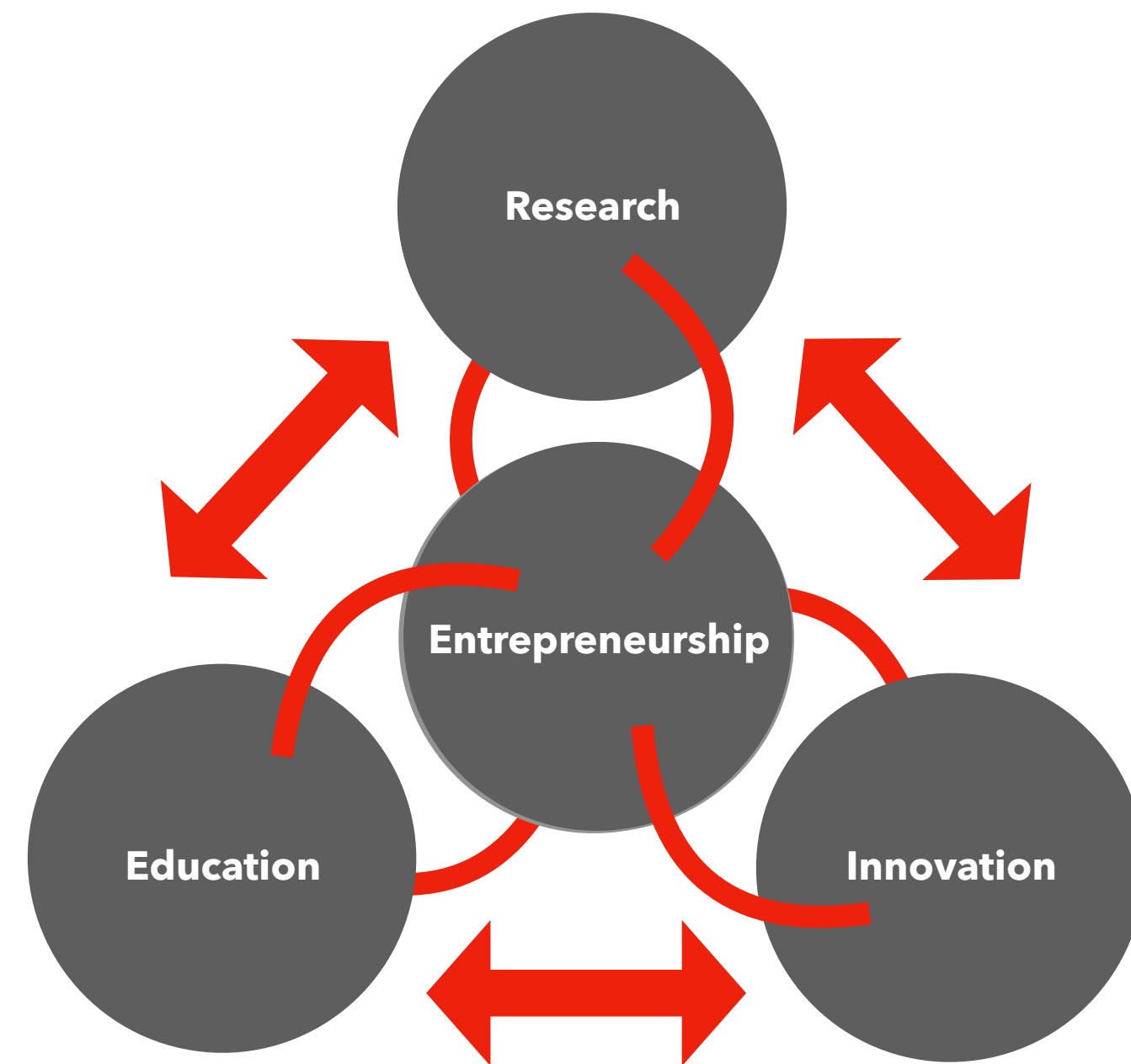
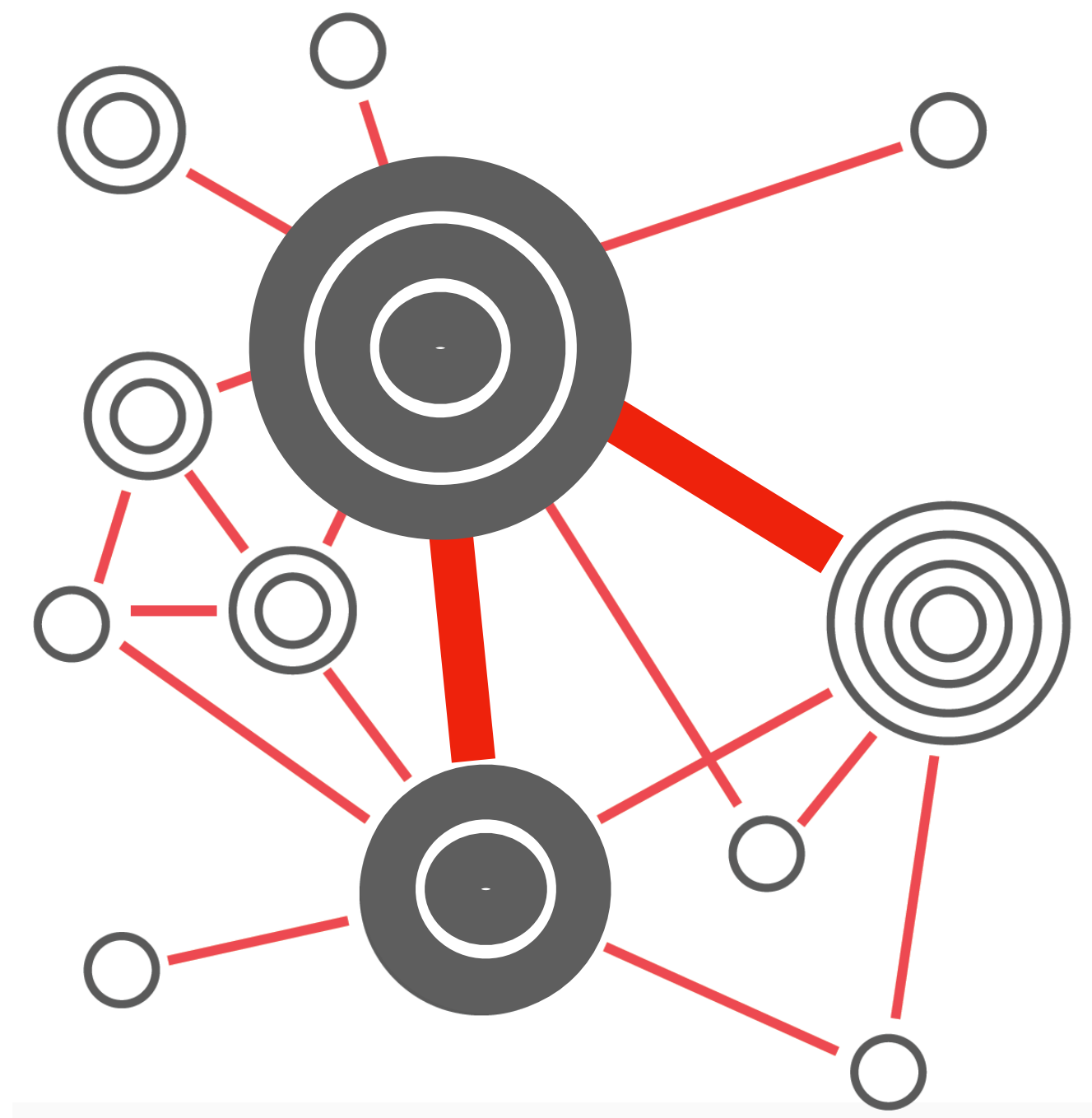
02

Create
Innovation
Networks

03

Orchestrate
Networks to
Grow

Innovation Through NetworkThinking™



Network Thinking™ Roadmap

Networks	Dynamics	Protocols	Network Power
Me	Multilayering	Communication protocols	Access
You	Switching capacity	Collaboration protocols	Status
They	My value propositions		Programming
	Your value propositions		
	Their value proposition		
	Value proposition		

Why Network Thinking™

Government

City / regional administration seeks sustainable growth models, wants to build entrepreneurial innovation ecosystem, deploy new disruptive technologies and lead the digital transformation, prevent brain drain and create quality jobs locally

University / Research Institutes

Academic institutions want to become more active in engaging in economic growth, attract top students and researchers, get connected to the knowledge pool

Business

Companies including large employers seek talent - the key barrier to growth, need to nurture their ecosystem to become more innovative and accelerate time from labs to markets

Investors

Investment funds want to invest in high-growth startups and provide capital and know-how to grow them into scaleups with exit potential

Real Estate Developers

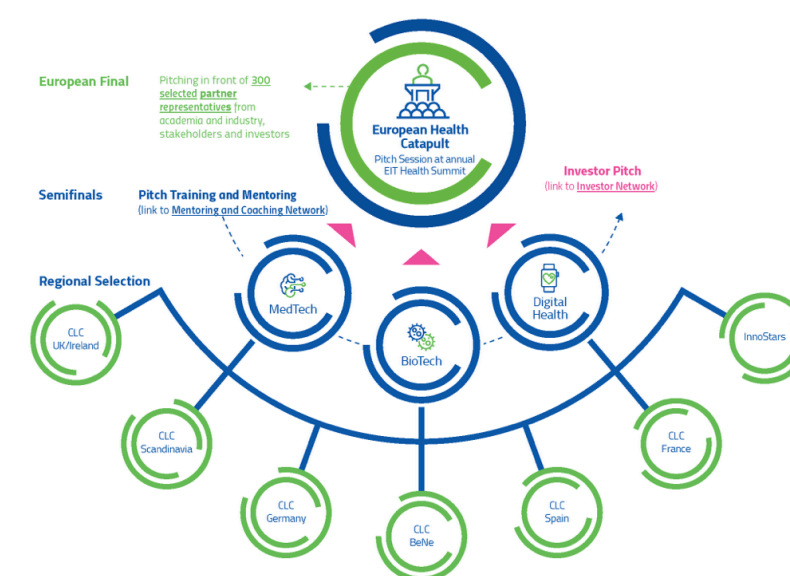
Real estate developers can benefit from large-scale gentrification projects. Developing innovation districts provides superior lease opportunities



CASE STUDY

Europe 2008

A growth
model
beyond the
crisis?





WHAT'S NEW?



Support breakthrough innovation



Create more impact through mission-orientation and citizens' involvement



Reinforce openness



Rationalise the funding landscape



Reduce administrative burden



European Innovation Council

EU-wide R&I missions

Open science policy

New approach to Partnerships

Simpler rules





i+e



**Innovación y emprendimiento:
un binomio para el crecimiento
de la economía española**

CASE STUDY

Spain 2018

**A growth
model
beyond the
crisis?**

CASE STUDY

Catalonia 2018

Preface to BIOCAT Report 2017

Innovation, Entrepreneurship & Network Thinking™. A Growth Model for the Catalan Bioregion



With **1060** companies, **89** research institutions including research centers, universities and university hospitals, the sector gives employment to more than **223,000** people and generates over **7%** of the Catalonia's GDP. The region has **second position** in the ranking of the ERC grants (per million inhabitants), **189** grants in the 'SME Instrument', and almost **5%** of the H2020 FET Flagship funds. The investment in startups grew **threefold** versus previous period reaching almost **340** million EUR in 2015-2017 and **214** transactions attracting increasingly international investors, whose number has grown **from 6 to 41**. Reportedly, in the first half of 2018, **17** foreign companies announced new research, technology or business centers in Barcelona or its surroundings. Regarding business creation, **every week a new life sciences company** is created in Catalonia.

Case Study Barcelona

1. Innovation Capital of Europe 2014
2. Top ranked city for doing business globally
3. Top ranked city for quality of life in globally
4. 22@Barcelona innovation district is the global benchmark for large scale transformation
5. The 4th city in Europe with highest investment in startups
6. In 2018 17 international companies opened their innovation labs in Barcelona
7. Key biotech hub in Europe with 1 biotech company created per week
8. Catalonia top ranked for research grants in Horizon 2020
9. Home to Mobile World Congress, the largest event in the world for tech industries (107.000+ visitants) and Smart City Expo World Congress (58.000+)
10. Daria's and Tataj Innovation team favorite city in Europe ;-)



Innovating Europe's Ecosystems

#NetworkThinking
@DariaTataj



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