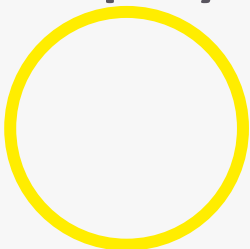


Clusters, Living labs, Collaboratories: a work-in-progress.

Artur Serra,
Deputy Director.



Barcelona. March 30th, 2021



i2CAT.net  

i2CAT Foundation

Internet and digital innovation in Catalunya



i2CAT

Research and innovation



5G & IoT



**IMMERSIVE & INTERACTIVE
TECHNOLOGIES**



**CYBERSECURITY &
BLOCKCHAIN**



**DISTRIBUTED ARTIFICIAL
INTELLIGENCE**



**ARTIFICIAL INTELLIGENCE
DRIVEN SYSTEMS**



SPACE COMMUNICATIONS



**DIGITAL SOCIAL
TECHNOLOGIES**

European Agenda (2021-2027)



“We must make this Europe's Digital Decade”.

“DIGITALISIERUNG”



DESI_CAT 2019,

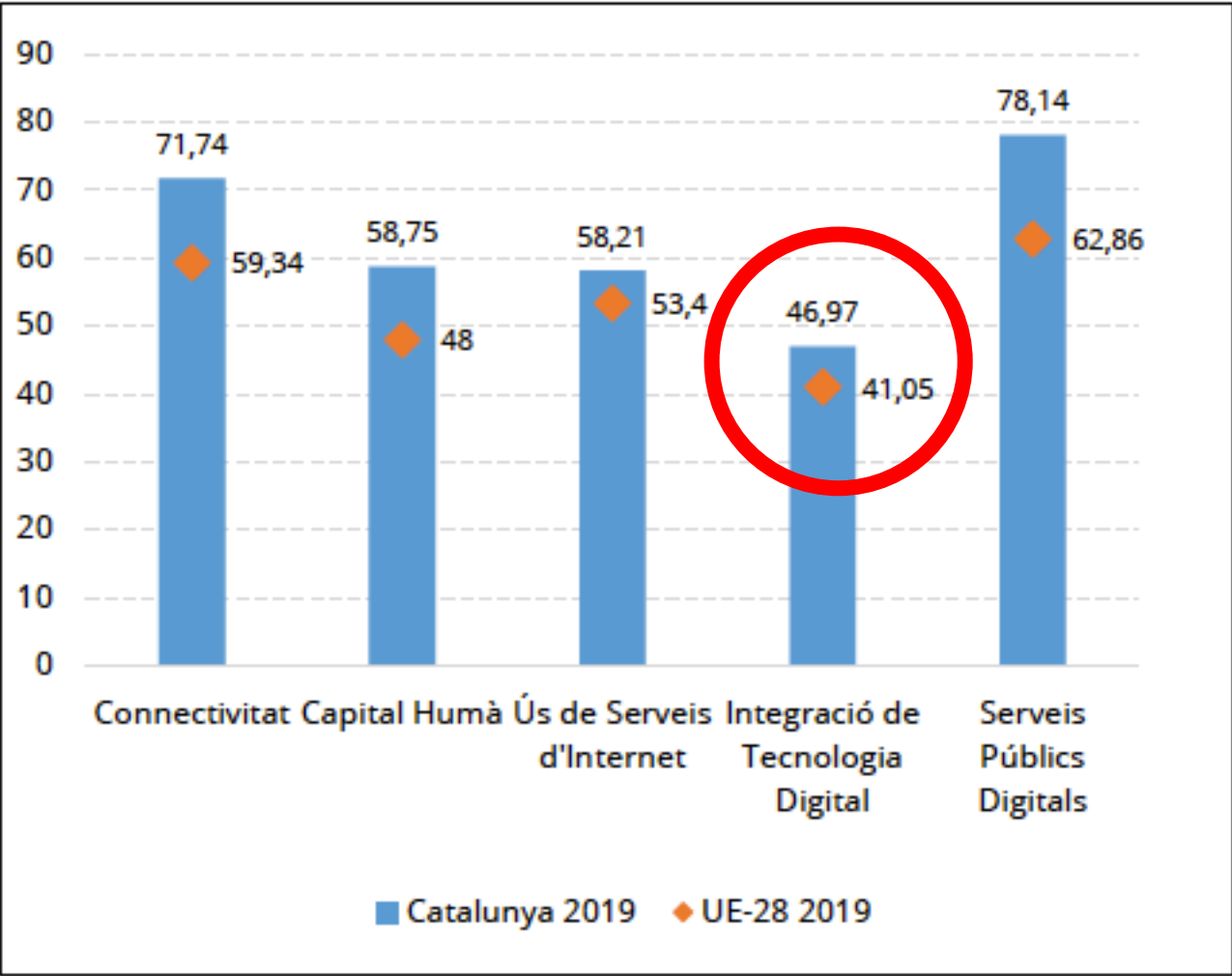
Our weakest point:
Integration of
Digital Technology
In Companies



Generalitat
de Catalunya



Gràfic 2 Dimensions DESI 2019 Catalunya (%)



Font: IDESCAT, Elaboració pròpia



What we are doing?

CATALUNYA COLLABORATORIES

Designing a digital universal innovation ecosystem

2019-20



Promotors de la Iniciativa Col·laboratoris Catalunya

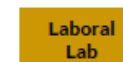
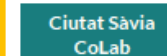
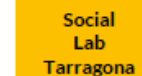
Generalitat de Catalunya
Departament de Polítiques Digitals
i Administració Pública
Secretaria de Polítiques Digitals



Promotors del Pilot del Col·laboratori a la Catalunya Sud



Labs del Col·laboratori a CatSud





CENFIM, Furnishings Cluster

Size: 4% Big companies, 96% SME

Origin: 40% Spanish, 60% Catalan

Product: 35% furniture, 17% pavements, 14% lighting, 7% decoration, 7% bathrooms, 6% auxiliary industry, 5% home textile, 9% others

Non profit foundation. Founded in 2006 (Confederación Catalana de la Madera, Ayuntamiento de La Sénia, URV, Acció)

140 companies + knowledge providers

Home & Contract furnishings products (**habitat**)

Aggregated turnover > **2.111 M€**

Workers > **10.117**

Catalonia
Clusters





The Living Lab for habitat interiors design

Director, Jaisiel Madrid.



We leverage co-creation and exploration in real-life settings leading to more meaningful spaces according to new lifestyle trends

**IMPACT
INTERIORS**



PRODUCERS



INTERIOR DESIGNERS



HABITAT SPACE



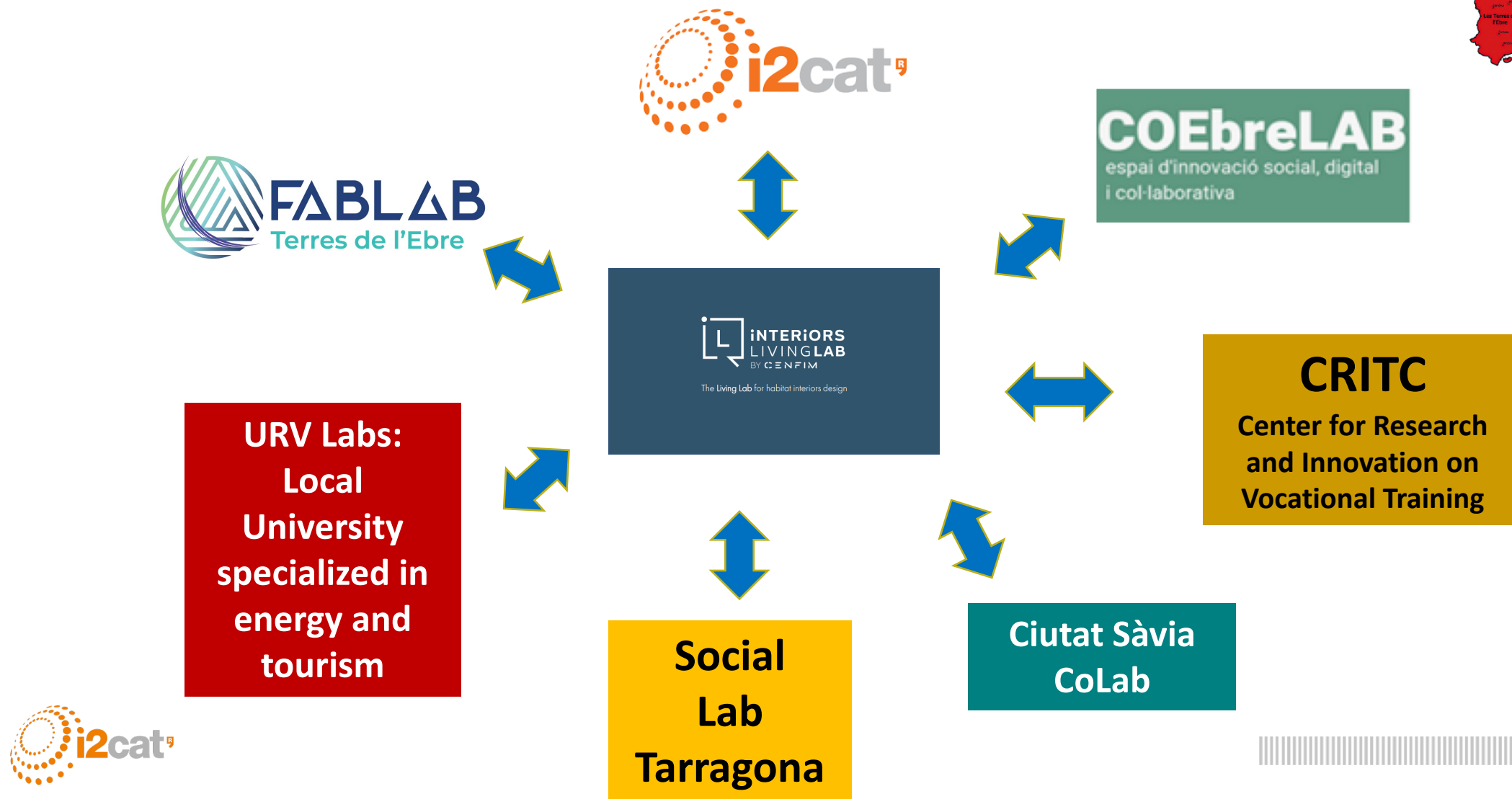
IMPROVED END-USER
EXPERIENCES

- ✓ Fostering business model innovation through interiors design
- ✓ Measuring interior design efficiency in collective spaces
- ✓ Supporting the decision making process before making large investments
- ✓ Shortening time-to-market of new furnishings solutions



WHAT's NEW?

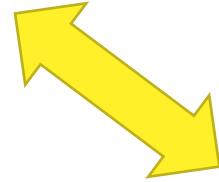
A CLUSTER in A COLLABORATORY



CONCLUSION.

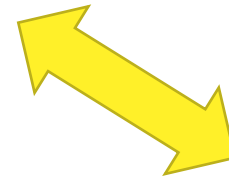
Digitalization of industrial clusters can accelerate working in a digital and open collaboratory ecosystem

CLUSTERS



Living
Labs

A work-in-progress
digital social innovation
experience



COLLABORATORIES

Thanks a lot!

Artur.serra@i2cat.net



THE INTERNET
RESEARCH CENTER



i2CAT.net

