

GIJON, INNOVATIVE CITY



**FIN URB ACT Working Group Meeting
June 16th, 2010**

SOCIOECONOMIC CONTEXT



280.000 Inhabitants (26% of total Asturias population)

Activity: Industry (coal, steel and shipbuilding) and Services.

Pioneer in Programs of Business Promotion, employment and equal opportunities (Agreement for Local Development of Gijón 1988)

Dynamic network associates. (1.200 associations)

large **equipments** and **public services infrastructure.**

100 % of **optical fiber wiring** in the urban area.

Tourist, cultural and leisure zone.



Evolution of Local Policies aimed at Economic Promotion and Employment.

1996 - Local Agency for Economic Promotion and Employment.

2000 – Gijón Pact for Employment
2000-2003

2000 - II Gijón's Strategic Plan 2002-
2012

2004 - Pact *Gijón Emprende* 2004-
2007

Consolidation
phase

Gijón Innova

2008 | 2011

Acuerdo por la Innovación,
el Desarrollo Económico y el Empleo



Innovación
y Empresas



AGREEMENT GIJÓN INNOVA 2008-2011



Axis I - Employment

Axis II - Training

Axis III - Information Society

Axis IV - Economic Promotion and
Innovation:

-Local Innovation Plan

Axis V - Commerce and Tourism

AGREEMENT *GIJÓN INNOVA* 2008-2011

Budget

Axis I :	60.530.276 €
Axis II:	17.866.651 €
Axis III:	4.269.912 €
Axis IV:	341.120.000 €
Axis V:	23.601.762 €
Total:	447.388.601 €



- 1. GIJÓN SCIENCE AND TECHNOLOGY PARK (PCTG)**
- 2. NEW PREMISES OF THE PCTG**
- 3. STRATEGIC SECTORS FOR THE FUTURE OF THE PCTG**
- 4. THE KNOWLEDGE MILE**

GIJÓN SCIENCE AND TECHNOLOGY PARK

GijónInnova

2008 | 2011
Acuerdo por la Innovación,
el Desarrollo Económico y el Empleo
Ayuntamiento de Gijón
CC.OO. Gijón / FADE / UST Gijón



Innovación
y Empresas

gijón
Ayuntamiento



FIN-URB-ACT

Integrated Urban Actions for Fostering and Financing
Innovative Economies and SMEs

gijón



LOCATION

- ◆ Close to the University Campus
- ◆ 2 km from A-8 Motorway junction
- ◆ 3 km from City centre
- ◆ 10 km from Port
- ◆ 40 km from Airport
- ◆ Near to the Botanical Garden, Laboral City of Culture and Art Center, Hospital, Marina (yacht port), Golf courses.

- **Offices and laboratories available to rent in municipal buildings.**
- **Resident companies (previous step to incorporate the Park)**
- **Settlement in plots (plots for sale and erect own buildings)**
 - Approximate total area : 150.000 m²
 - Buildable area: 55.000 m²
 - Number of plots: 39
 - Standard plot size: 1.050 m²
 - Maximum plot size: 7.135 m²



Today's view



Innovación
y Empresas

gijón
Ayuntamiento



FIN-URB-ACT

Integrated Urban Actions for Fostering and Financing
Innovative Economies and SMEs

gijón

PLANNING DEVELOPMENT OF THE PCTG

	PLOTS No.	PLOTS TOTAL M ²	INVESTMENT
I PHASE	11	11.550	1.000.000 €
II PHASE	14	28.839	800.000 €
III and IV PHASE	12	12.600	1.000.000 €



Collaboration programs and agreements of the PCTG are a clear example of key bid in order to spread the Innovation culture through Gijón SMEs:

1. Agreement with the **University Institute of Industrial Technology of Asturias** for industrial advice to small enterprises in an individual way or by means of Conferences.
2. **Technological advice for SMEs**, for the popularization and processing of European, national or regional Technological Programs.
3. Participation in annual activities of **COTEC foundation for the Technological Innovation and Asturias Club of Innovation**: business meetings of Gijón, Seminars for journalists, Innovation Workshops, Courses and Seminars on R+D+i.



TECHNOLOGICAL PROGRAMS:

4. Program of the **Technological Transfer Net of the APTE**, for encourage the collaboration between enterprises and institutions of the Science and Technology Parks in order to transfer technology.
5. Annual announcement of the **Prize for Dissertations** of the University Campus of Gijón, which contents are about *Technologies of Information and Communication, Innovation and industrial design, Management Systems (Quality, Environment and Security) and logistics and transports*.
6. **ASTTEL Program**, in collaboration with the University of Oviedo for telemetric advice.
7. **Science and Technology Week** in November of each year with outreach activities.



FUTURE PERSPECTIVES: LOCAL INNOVATION PLAN



Infrastructures

- ✓ Creative enterprise incubator.
- ✓ Park of business innovation.

Technological projects

- ✓ PCTG as a boost of synergies in the environment.
- ✓ New services of added value.
- ✓ Center SAT

Mile of Knowledge

- ✓ Agreements of collaboration
- ✓ Strategic Plan

Creative Gijon

- ✓ Awareness campaigns about the creative sector
- ✓ Support to the creative sector and, especially, to the audiovisual sector
- ✓ Joint projects of creative-technological activities.
- ✓ Creation of a Creative Network in collaboration with the LABoral Art Centre.
- ✓ Participation in European projects.

Alliances

- ✓ networking with local companies, developing cooperative projects.
- ✓ support for the implementation of technological projects in cooperation between companies, technology centers and research groups.

NEW PCTG PREMISES : The so-called INTRA



NEW BUSINESS RESIDENCES:

New Center for Innovative and Technological Based Enterprises

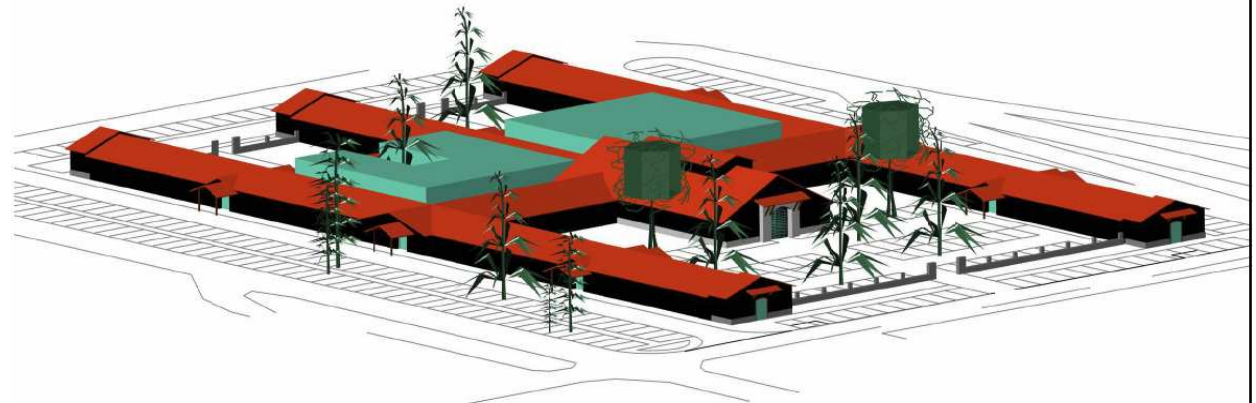
Gijón **Innova**

2008 | 2011
Acuerdo por la Innovación,
el Desarrollo Económico y el Empleo
Ayuntamiento de Gijón
CC.OO. Gijón / FADE / UGT Gijón



Renovation of the former I.N.T.R.A. building as **New Center for Innovative and Technological Based Enterprises**, linked with Science and Technologic Park of Gijón in the so called “*Mile of Knowledge*”.

- Area: 3.325 m²
- 2.341 m² space for hosting companies (private use)
- 984 m² space for common services

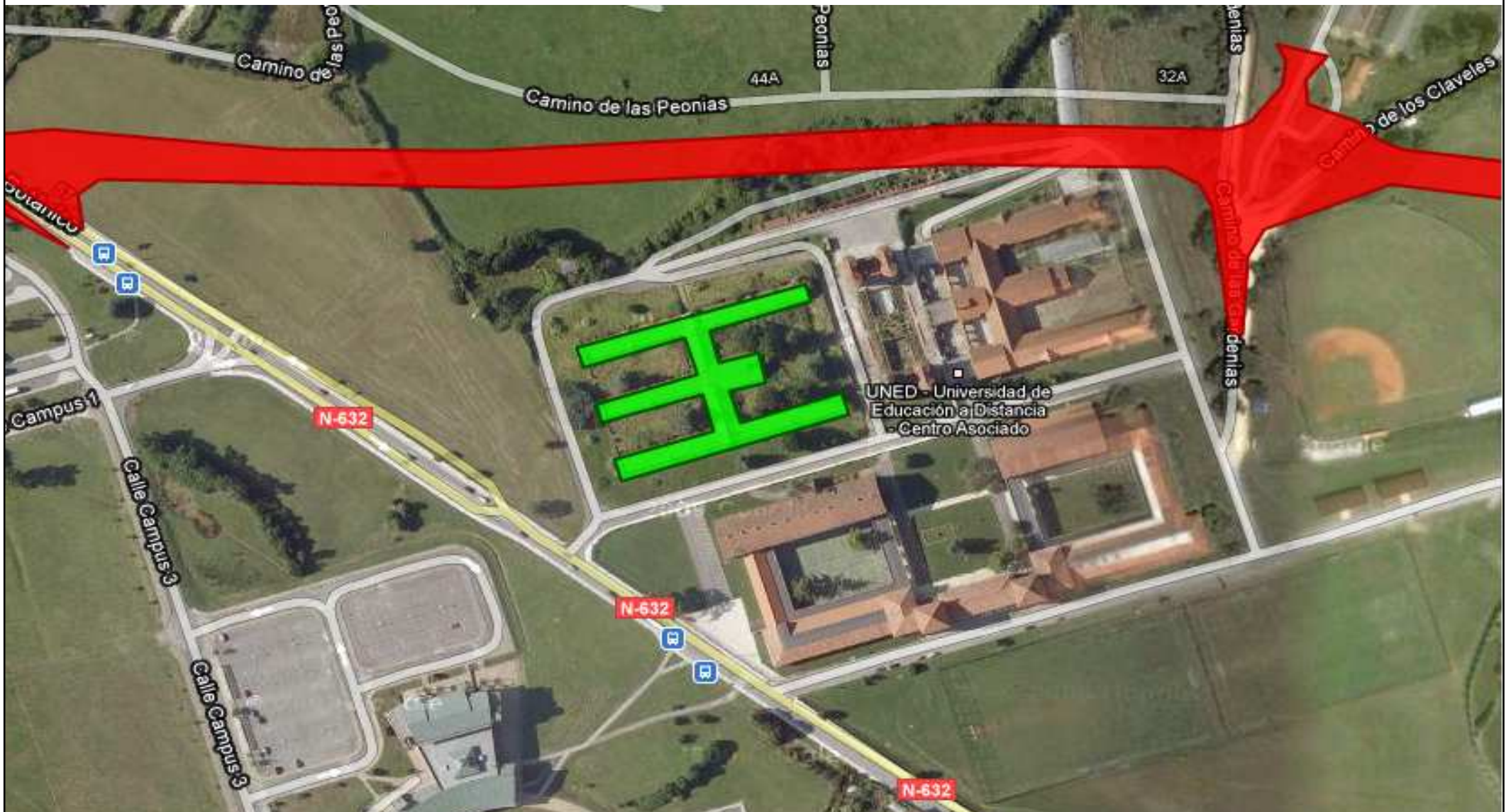


Inversión pública: 2,8 millones €

Entrega: Marzo 2011

Renovation of INTRA building

New Center for Innovative and Technological Based Enterprises



Further interventions in the INTRA area



KEY PROJECTS FOR THE INDUSTRIAL DEVELOPMENT OF GIJÓN

GijónInnova

2008 | 2011
Acuerdo por la Innovación,
el Desarrollo Económico y el Empleo
Ayuntamiento de Gijón
CC.OO. Gijón / FADE / UGT Gijón

STRATEGIC SECTORS FOR THE FUTURE OF THE PCTG AND GIJÓN.



Innovación
y Empresas

gijón
Ayuntamiento

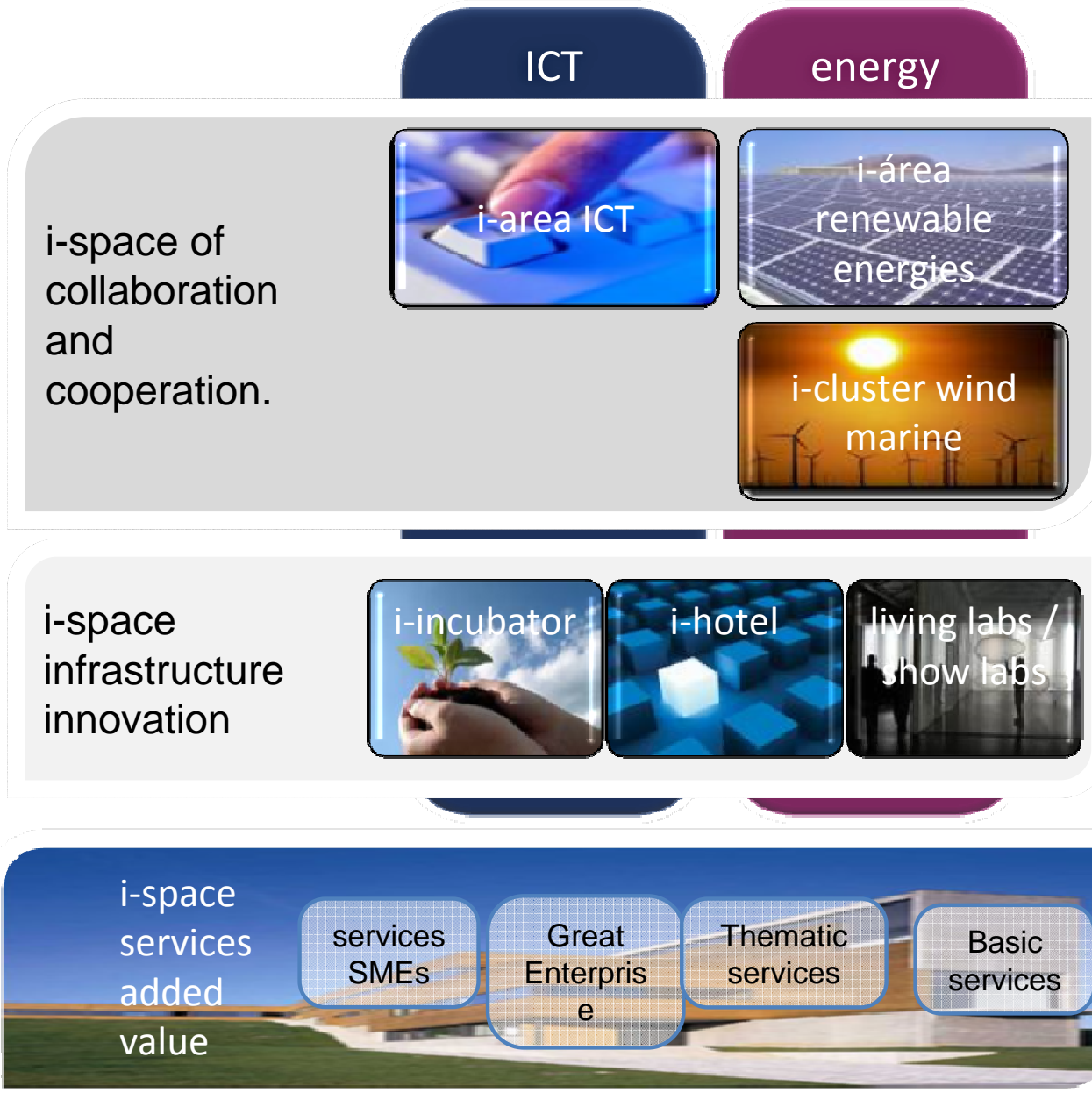


FIN-URB-ACT

Integrated Urban Actions for Fortifying and Financing
Innovative Economies and SMEs

gijón

PCTG AND ITS STRATEGIC ALLIES (FADE, INNOVATION CLUB, UNIVERSITY, ETC) SPACE OF ACTION:



Project



**Development of a laboratory for the
implantation of electric vehicle.**



THE MILE OF KNOWLEDGE



PLANNED ACTIVITIES IN THE MILE OF KNOWLEDGE.

Mile of Knowledge.

- ✓ Collaboration Agreements / Adhesion to the project by the stakeholders
- ✓ Strategic Plan
- ✓ More than 100 local stakeholders of the innovation in the Mile of Knowledge and Gijón (enterprises, institutions, research groups, training and university centers, etc.).

- entrepreneurship
- business initiatives workshop (TIE)
- consulting for creation of innovative projects
- business residences
- financing

- Organization annually of the School Competition "Gijón Emprende"
- Working together with the Centre for Teachers and Resources
- Organize school visits to the Municipal Business Centre and Science and Technology Park
- Permanent campaign to promote entrepreneurial attitudes
- Support the launch in the university context of a Chair of Entrepreneurship
- Initiation and motivation toward self-employment and the social economy in collaboration with different entities
- Establish means of coordination with the Plan of Entrepreneurship Promotion at regional level



idea... Do you want to turn it into a project?

- Personalized advice: legal, fiscal, economic, ...
- Basic business training courses for entrepreneurs
- Online tools:
 - Development of the business plan
 - PAIT centre
- Business incubator
- Studies and projects



***Do you have a project? ... make it real
The CME helps you to start it up***

CREA Project

Specialized consultancy for innovative projects, providing tutoring services during the launching and the first months of the business.



FASE 3. Initial support

FASE 2. Strategic plan

FASE 1. Analisis of the idea

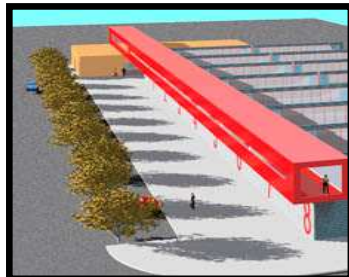


where can I place my business?



Residence CRISTASA
For generic business projects

Residence Science and Technology Park of Gijón
(PCTG)
For new technologies, R&D projects keeping a close
relationship with the University



Residence Industrial Warehouses
Mora-Garay Industrial Park, Gijón
URBAN Project (cofinanced by ERDF funds)

financial aid programmms



Economic support for business creation

- Creation of companies by novice entrepreneurs
- Promotion of self-employment by novices entrepreneurs
- ACTIVA: financial aid

Acces to Financing

Microcredits



CONSOLIDATE & GROW PROGRAMME

GijónInnova

2008 | 2011
Acuerdo por la Innovación,
el Desarrollo Económico y el Empleo
Ayuntamiento de Gijón
CC.OO. Gijón / FADE / UGT Gijón

- information, counselling and business consulting
- financing
- business development platforms



Innovación
y Empresas

gijón
Ayuntamiento



FIN-URB-ACT

Integrated Urban Actions for Fostering and Financing
Innovative Economies and SMEs

gijón

information, counselling and consulting



young enterprises



consolidated enterprises

consolidation consulting

CONSULTING



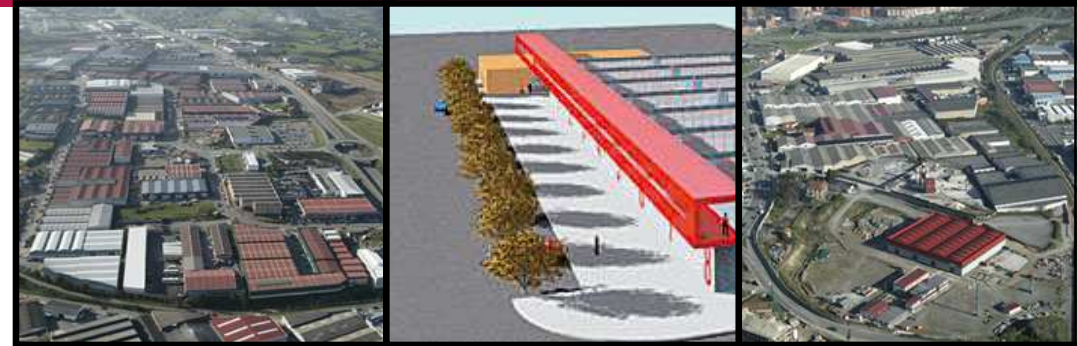
BUSINESS CONSOLIDATION



business promotion



- information strategy about the support resources for the development of business in the city
- entrepreneurship awards
- tools to promote business relations and partnerships
- business internationalization



- industrial land
- attention point for request of industrial land
- Logistic and Industrial Activities Zone (ZALIA)
- modular industrial buildings
- action plan for improvements
- promotion of associations



- microcredits
- venture capital fund to support innovative projects



enhance the development of innovative projects by the creation of platforms for business development in which large firms serve as a driving force for local SMEs for the provision of specialized added value services or activities.

COMPLEMENTARY ACTIONS FOR LOCAL DEVELOPMENT IN THE CITY

• LOGISTICS AND INDUSTRIAL ACTIVITIES ZONE (“ZALIA”)

• PORT (“EL MUSEL”)

• INDUSTRIAL GROUND





**THANK YOU VERY
MUCH FOR YOUR
ATTENTION.**

Innovación
y Empresas

gijón
Ayuntamiento



FIN-URB-ACT

Integrated Urban Actions for Fortening and Financing
Innovative Economies and SMEs

gijón