



UNIVERSITY
ACTION LAB

Spain

Good Practice Case Study

HubB30

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PROJECT PARTNERS



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GENERAL INFORMATION

Title of the case	HubB30: An alliance to promote the innovation at the B30 area (Catalonia)			
Sales pitch	Strengthen links among the stakeholders of the B30 community, coming from HEIs, to facilitate knowledge exchange and better flow of resources for innovation.			
Organisations	<ul style="list-style-type: none">• UAB• UAB Research Park• Eurecat (The Technology Centre of Catalonia)• Àmbit B30 Association			
Country	Spain			
Authors	<ul style="list-style-type: none">• Konstantinos Kourkoutas• Roser Salvat Jofresa			
Nature of interaction	University – Government – Industry - Civil Society A Quadruple Helix approach to accelerate the transfer of research and innovation results to regional growth, with citizens as users in a user-driven innovation context, and as an essential factor for firms and public sector organisations.			
Level of mechanism	<input checked="" type="checkbox"/> Government policy (e.g. law, funding framework) <input checked="" type="checkbox"/> Organisational strategy (e.g. university/business/agency) <input type="checkbox"/> Structural element (e.g. centre, lab, office) <input checked="" type="checkbox"/> Operational level (e.g. activity or programme)			
Length of programme	<table border="1"><tr><td>Not specified</td><td>Formality</td><td>NA</td></tr></table>	Not specified	Formality	NA
Not specified	Formality	NA		

Curricula-bound,
co or extra-
curricular?

NA	Level of initiative	NA
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Summary

Civil society demands that innovations are made according to its needs, gives feedback on products and services produced (and on their innovation value), and provides its own contribution in terms of knowledge, inventiveness and creativity.

HubB30 is an open co-creation community. It is a collective entity formed by individual agents residing in the B30 territory (the valley stretch crossed by the AP7 & AP2 highway) who interact with academia (e.g. UAB university and its Research Park), industry and government representatives as customers in order to contribute to building new innovation paths, which are able to promote the socio-economic growth of the territory.

HubB30 partners, representing government authorities, clusters and SMEs, academia, and civil organization, build an integrated framework with the relevant stakeholders. By mapping the territorial R&I ecosystems, HubB30 is identifying the stakeholders in The B30 territory. The engaged stakeholders will gain awareness and insights while participating in new collaboration paths, and will thus function as multipliers to promote RRI principles in their territories and beyond.



CASE STUDY PROFILE

BACKGROUND

In October 2012, the Àmbit B30 Association was founded with a clear mission to consolidate and promote the growth of the area surrounding the B30 as an economic and industrial driving force for Spain and Southern Europe.

CONTEXT

The Àmbit B30 Association was formed, made up of 53 different organizations from 23 towns in the area of influence of the stretch of the highways AP7 and AP2; between the towns of Martorell and Roca del Vallès in the east-west direction, and between Castellar del Vallès and Sant Cugat del Vallès in the north-south direction, in the Barcelona Metropolitan Area. The realization that the B30 territory was the manufacturing heart of the Catalunya region and, at the same time, one of the most innovative areas within the Barcelona Metropolitan area led to the need to accelerate the consolidation and further articulation of the local innovation ecosystem. The UAB played a fundamental role in igniting the HubB30.

The context of the case study is composed of:

- Organizations' experience in the HEI collaboration
- Political, economic: the presence of large and important companies and corporations is a major driver for change in the area and an increasing attractor for talent and further investments
- Fields of knowledge, technological: The Regional specialization directives and context provide the guiding lines and directions
- Cultural: academics' experience in business – the UAB and the Research Parc have a long tradition of responsible contact and the common development of projects with the business/industry sector
- Social: the area has a long tradition for manufacturing and industrial activity, as well for cooperativism and collaborativism, elements which are essential for the articulation of a resilient innovation ecosystem
- Environmental: the existence of a naturally delimited region, the B30, with a common identity and shared values

OBJECTIVES AND MOTIVATIONS

The association works towards achievement of the following goals:

- Promote and strengthen the industrial fabric of the B30 ring road to revitalize the industry and its products' connections
- Encourage and give support for entrepreneurship
- Attract foreign investment
- Promote research and transfer of knowledge
- Promote digital innovation in areas of economic and manufacturing activity, and other services with the purpose of attracting companies and talent
- Create quality employment

STAKEHOLDERS

- Municipalities
- University centers and Research centers
- Business centers/Business parks
- Business Organizations

- Union Organizations
- Business creation services
- Nurseries, incubators and business centers
- Polygons of Economic Activity
- Scientific Parks/Technology Centers
- Technological sector
- Industry

PROCESS

INPUT

Human:

- HEI managers as leaders
- Municipality and Industry associations, and clusters' intermediaries
- Industry and citizens as challenge providers
- HEI and Research parks' technicians, as connectors and facilitators
- Researchers as providers of scientific knowledge
- Citizens and students as conduits of knowledge and needs

Financial: FEDER EU funds

Physical: Stakeholder's equipment & facilities

ACTIVITIES

1. Innovation HubB30 Branches to engage relevant R&I stakeholders in specific innovation needs and challenges and to share innovation best practices. (<https://hubb30.cat/en/innovation-brunchs>)
2. Working groups to connect all of the actors involved in validated R&D challenges in order to stress challenges and to solve them with the implication of Universities, Government, Industry and end users.
3. Systematic coordination of tasks and strategic drivers' definition for a dynamic adaptation of stakeholders and goals.



OUTCOMES AND IMPACT

OUTPUTS

- Promote common projects among local partners that can have a real impact on the region and eventually to act as a regional engine for development and promotion

- Provide support for the stakeholders' individual, specific projects

IMPACTS

HubB30 approach is to build an ecosystem in a complex context using a responsible research and innovation approach to construct a policy framework of territorial Smart Specialisation. The outcome of this is a self-sustaining and well-engaged ecosystem.

SUPPORTING ENVIRONMENT & SYSTEM

SUPPORTING MECHANISMS

Strategic

- Documented strategic best cases and mechanisms
- Implementation of strategic mechanisms

Structural

- People-based structural mechanisms
- Office/center-based structural mechanisms
- Programme-based structural mechanisms

Policy

- EU and national policy programs and financial mechanisms
- Local policies and financial mechanisms

Operational

- Communication and exchange mechanisms
- Linking and support mechanisms

BARRIERS AND DRIVERS

Drivers

- Social and personal relationships
- Resources availability: referring to the presence of a critical mass of industry, research and innovation actors in the B30 area providing the elements necessary for articulating a vibrant ecosystem.

Barriers

- Organisational culture and characteristics: traditional R+D processes were not characterized by their openness and especially in the university setting, most research groups were accustomed to working in isolation with no or little operational interaction with other groups. Furthermore, the mentality and structure of large compartmentalized organizations, such as a public university are hard to change and takes considerable energy and effort to achieve a considerable transformation.

- Resource availability principally of an economic nature, given that the project is bound to a FEDER operational budget and timeline. The further sustainability of the project will depend greatly on its capacity to attract and consolidate sufficient and constant funding.



LESSONS LEARNED

CHALLENGES

One of the principal challenges is the timeframe limitation. Within five years from the beginning of the project, the HubB30 ecosystem will need to have articulated a consolidated innovation ecosystem, along with a strong funding base and an improved production of scientific, economic, social and environmental outcomes.

In the longer term, it is expected that the competitiveness of European industry will benefit as these sustainable ecosystems become more consolidated and their model becomes widespread in more European territories.

KEY SUCCESS FACTORS

One of the key factors and departure points was the presence of critical mass of innovation agents in the territory, an early unarticulated ecosystem that catered attention.

Furthermore, the compromise of the UAB as a public university and the public administrations (municipalities, county councils) and centers with the RRI principles and the mission to achieve positive societal impact in the territory, have been driving motors for the development of the hub. The local spirit of collaborativism is another underlying and more subtle factor, but that also needs to be considered and given value.



FURTHER INFORMATION

AWARDS AND RECOGNITION

NA

TRANSFERABILITY

The HubB30 was inspired by the following successful cases:

- Baden-Württemberg Hub (Germany)
- Mecanov' Cluster (France)
- The Manufacturing Cluster in the Tampere Region (Finland) Advanced Manufacturing Park –AMP(UK)
- AFIL Lombardia (Itàlia)
- BAAM Hub (Califòrnia)

At the same time the HubB30 model can serve as an inspiration for other European regions that have an existing critical mass and need to articulate it into a coherent innovation ecosystem. Both the successes and failures of the HubB30 experience can serve as good lessons to be taken into consideration.

LINKS

<https://seerri.eu/b-30/>

<http://hubb30.cat/en>

<https://ambitb30.org/en/what-does-ambitb30-do/working-groups/>

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