



EIT ALUMNI Innovation Retreat with Daria Tataj

About EIT Alumni Startup Days 2018 Barcelona

Mission: **Re-Invent Badalona**

Award: Innovation Retreat at Tataj Innovation Studio

5 winning projects

10 Participants

3 Mentors

Sponsors & Partners

About Tataj Innovation



EIT Alumni Re-invent Badalona!

Badalona is an industrial mid-size city in Spain. Once upon a time, this area was called the 'Catalan Manchester'. Now it is an extension of the urban transformation known as **22@ Innovation District Barcelona**.

Badalona is the **largest cluster of 600 Chinese firms** in Spain and Barcelona is **4th city for start-ups** in Europe. Badalona has the longest urban shoreline in Spain and **great sport traditions**. Badalona Port is the **largest non-developed land** in the 5 million inhabitants Barcelona metropolitan area, the 6th largest urban zone in the European Union.

Badalona Port with the iconic 3 chimneys - old ENDESA power plant



THE PROJECTS: RE-INVENT BADALONA



THE BRIDGE to CHINA

Re-imagine the Port of Badalona and transform the area into the bridge connecting Europe and China, **Boost the local economy and revitalize the land.** Merge Chinese and Catalan cultures connected by such values as the entrepreneurial spirit and respect for family and tradition.



BADALONA 4.0.

Develop Moll Capitana in the Badalona Port as the **Artificial Intelligence Living Lab**: a centralized hub for experiencing AI technologies and a multifunctional space for training and networking. Use the renowned ENDESA power plant with its three chimneys as the global signature building for AI future.



eNEUTRAL: an eco-friendly oasis in the heart of Catalonia

Build an entirely energy neutral district, which combines public, commercial and residential land use. Develop a **blueprint for new living schemes**, a zero carbon footprint housing, green houses and urban farms, all connected by sustainable mobility solutions.



PICO BLAU: the Surfing Paradise

Deploy Italian technology to create an artificial reef for surfers at Badalona—the city with the longest coastline on the Mediterranean Sea. Build on Club Natacio Badalona renowned transitions to **develop new sport disciplines** and promote a healthy, balanced lifestyle.



OPEN SOCIAL LAB

Turn the beloved power plant into a hotspot for social activity and innovation with a **3D Print Hub and a Makers' Space** for global entrepreneurs, innovators, artists, designers and visionaries.



PARTICIPANTS

The Bridge to China



Sara Torrecilla

Graduated in Biomedicine and obtained a Master's degree in Translational Medicine from the University of Barcelona. She is currently enrolled in a PhD program in Cancer Translational Medicine and her main interest is the use of innovation and technology to bring the laboratory research into the healthcare system.

Badalona 4.0



Fernanda Werner

Fernanda Werner is a Nuclear engineer from Rio de Janeiro, Brazil. Current, she is undertaking an InnoEnergy double master's degree in nuclear energy innovation at Barcelona, Spain. Her path has already included an exchange year abroad studying Mechanical Engineering in London, UK. Next, Paris, France, will be added to the list where she will specialize in power plants design. It is clear that Fernanda's major passion is travelling and knowing different cultures, so she considers herself a world citizen. Hence, she understands that the challenge of innovative sustainable energy generation is a worldwide demand that should unite global efforts.



Edu Soler

Observe, ask, question, prototype and finally make it!

My mission

Like the person who discover the North Pole, my mission is just to explore the unknown. I am committed to learn everyday and to continuously explore so that I sometimes do discover.



PARTICIPANTS



Jakob Karasinski

I am Jakub Karasiński from Poland, currently I'm studying MSc SELECT (Environmental Pathways for Sustainable Energy Systems) programme organized by EIT InnoEnergy at Polytechnic University of Catalonia (UPC) in Spain.

MSc SELECT allowed me to broaden my knowledge in this field and work with an international group of motivated students. Furthermore, I received education in the fields of innovation and entrepreneurship. Skills that I've decided to test by participation in EIT Alumni Startup Days.



Laurie Tan

Laurie Tan is an energetic and passionate growth hacker who always looks to drive positive change through any project or organisation he is involved in. Laurie has driven impactful corporate and social campaigns in the political arena, managed digital transformation projects in FinTech and built collaborative communities in the food industry.

eNeutral Badalona



Stefano Rosso

Stefano Rosso, 23 years old engineer from Italy. I come from a BSc programme strongly focused on the technical aspects of the energy industry, but what really interests me are the social components of energy production: politics, geography, even the very own way in which we behave as human beings cannot be left aside while thinking about energy problems. I believe in holistic approaches.

My main goals in the next years are to improve my analytical skills in order, one day, to be able to lead a team; to collect enough mistakes to really improve myself and to connect with people from all over the world.



Katarzyna Bedra

Hello, I am Design Strategist who brings expertise in people-centred design thinking and passion for lean principles to help organisations build meaningful products and services.

My work is at the crossroads of Architecture, UX & Service Design. I worked with clients such as Google, Nike, Yahoo, Saatchi & Saatchi. Currently I am based in Barcelona where I collaborate with start-ups & companies as a Design Strategist.



PARTICIPANTS

Opened Social Lab



Eduardo Guerrero Aiguabella.

I am a 25 year old pharmacist with an education in healthcare innovation. I am an alumni of the postgraduate program d · HEALTH Barcelona, labelled as an EIT Health innovation fellowship.

I have worked as a quality control technician, relief pharmacist and am currently the cofounder/ CPO of the start-up Happy Injections. Prizes and recognitions: Runner-up prize in the EIT Start Up Days of Barcelona Hackathon presenting a new 3D food printing business model; 4th place of the Innovation Fellowships Showcase Junior EIT with the project HappyInjections; and member of the accelerator programme "ACCELERERA" with the start-up HappyInjections.



Grzegorz Bytniewski

Distributed systems and Blockchain technology enthusiast since 2013, with a strong background in Energy Engineering (EIT-InnEnergy Master alumni @KU Leuven @UPC Barcelona). Currently focusing on unlocking residential demand side response potential. Co-founder&CTO@FlexiDAO, previously energy&DLT expert at everis.



David Ziegler

I am an engineer and entrepreneur in the field of Smart Grids. That means my partners and I support our clients in evolving their critical infrastructure towards sustainability. While embracing the opportunities brought by technological and regulative trends in our solutions, we imply continuous operation of the energy system and its interconnected systems. Innovation, securely and resilient, no compromise.



PARTICIPANTS

Pico Blau



Stefano.

A radical traveler with a passion for hitchhiking and wild camping, Stefano volunteered as a professor of mathematics in Guinea-Bissau and has been part of a startup team in Santiago, Chile.

Stefano is currently working as Business Developer at Wave For Energy, spinoff of Politecnico di Torino providing a technology able to get renewable energy from sea waves.

Stefano graduated from a double-degree MSc in Energy Engineering and Management at KTH, Stockholm and IST, Lisbon. He also completed a complementary course in Entrepreneurship at ESADE Business School in Barcelona



Falko manages a CommUnity of entrepreneurs and innovators in the energy field. He aligns the passion and energy of a bottom-up movement including more than 100 active representatives with the goals and objectives of InnoEnergy, a knowledge innovation community by the EIT.

He graduated from a double-master degree in energy engineering at IST, Lisbon, and INP Ense3, Grenoble. Complementary to his technical education he successfully absolved a course at Católica Lisbon School of Business and Economics and absolved a 5 month training on entrepreneurship with Santander bank.



Francesco

After graduating from a BSc in Energy Engineering at Politecnico di Milano, Francesco graduated from a double-master degree in Sustainable Energies at UPC, Barcelona and IST, Lisbon.

He has been working at Tesla since 2017, feeling comfortable and motivated to work in international environments. Passionate about the Renewable Energy Sector, he aims at playing an active role in accelerating the world's transition to sustainable energy.



EXPERTS



Daria Tataj

Founder & CEO at Tataj Innovation.
Chairwoman of High-Level RISE Advisors to EU Commissioner Carlos Moedas.
Executive Member of the founding EIT European Institute of Innovation and Technology (2008-2014).



Josep M. Piqué

CEO La Salle TEchnova,
President International Association of Science Parks.
He holds a degree in Telecom from La Salle+MBA.
He holds also a diploma from MIT, UC- Berkeley and URL.



Victor Betrán

Over 25 years of experience in the field of marketing, communication, advertising, media and digital trends. Teaching/learning for/from other professionals. Helping and pushing the SME and business club in our country. Enjoying with my work! We are a group of three companies focusing in advertising, graphic design, web design and programming, s.e.o., media buying, press releases, events, social media, ambassadors and development of communication & marketing plans. As a support to our work in Spain, few years ago we internationalize our services, opening doors in countries like UK, USA, France, Sweden, Denmark, Finland, Netherlands, Japan, China, South Africa, Maghreb and Ukraine.





AWARD for the EIT ALUMNI

Tataj Innovation Studio Badalona Beach, Barcelona, July 19th/20th, 2018.
To **BECOME A PARTNER** please contact office@tatajinnovation.com.

INNOVATION RETREAT

breakthrough guided executive experience with DARIA TATAJ

I believe that every single person has a creative power. I use mine to explain in simple terms the complicated world around us so that you can innovate better and faster.

Have you ever thought why some people or businesses are more successful than others? Whether you like it or not we live in times of disruption and innovating is key to your success.

What I have learnt over two decades working with amazingly talented leaders, is that we all must become more entrepreneurial and manage our ecosystem better if we want to create new and exciting futures.

Let me help you learn how to innovate in our crazy, unpredictable world and connect you as best as I can to the global network economy.

And I'm convinced I can empower you.

Daria Tataj 





YOUR PLACE TO DESIGN INNOVATION DISTRICTS

Opening NOW!

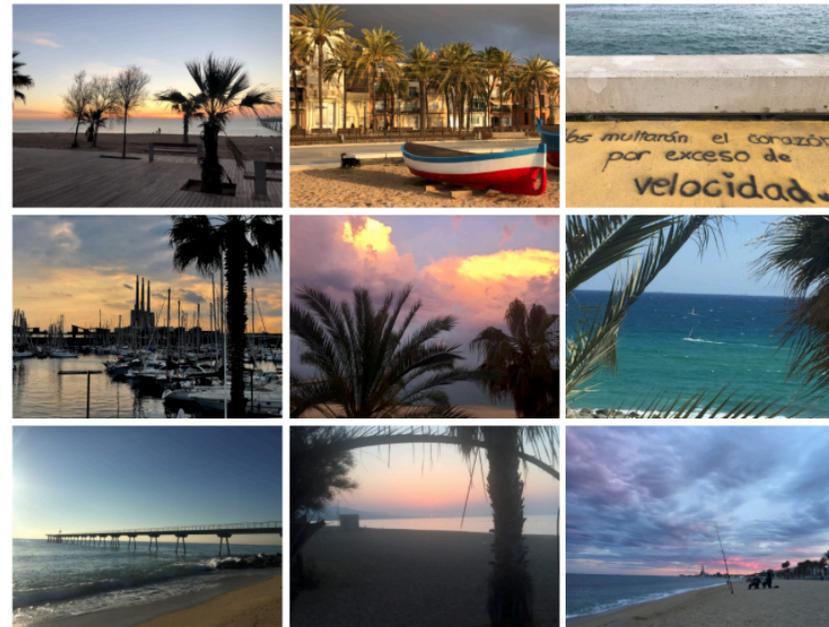
Tataj Innovation Studio Badalona Beach, Barcelona

Our **shared creative lab** designed as the meeting place and home to the **community of city innovators**.

Located just 20 minutes away from the heart of Barcelona on the Mediterranean beach. We invite you to take a mentoring walk, to reflect what really matters in life.

We all need to rethink our future. We can do it together. Be welcome.

Become a Resident.
Join our cityKIC Community!



SPONSORS

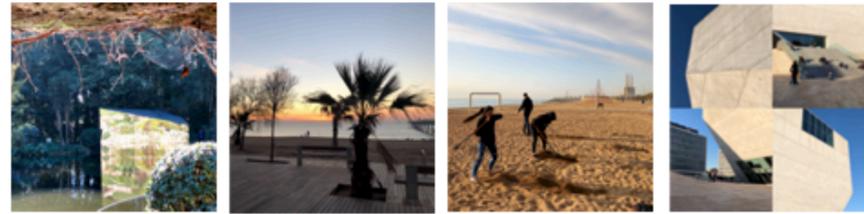


 The EIT Alumni is supported by the EIT
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PARTNERS





DISCOVER

CO-CREATE

TEAM-UP

CO-INVEST

**INNOVATION
DISTRICTS GLOBAL
RESEARCH**

**INNOVATION
RETREATS**

**CUSTOMIZED
PARTNERSHIPS for
URBAN
TRANSFORMATIONS**

**REAL ESTATE &
TECH PROJECTS**



www.tatajinnovation.com

@TatajInnovation

@TATAJstudio

Contact:
office@tatajinnovation.com

Tataj Innovation Studio Badalona Beach
Passeig Marítim 23
08912 Badalona, Barcelona, SPAIN
+34 640 712 093

Tataj Innovation Studio Wilanów Królewicza
Jakuba 76
02-956 Warsaw, POLAND
+48 665 980 529

Real Estate Development

We partner with investors, construction and technology companies to transform urban zones for a more sustainable, creative and circular future.

Equity and Impact Investment

We connect talented entrepreneurs with clients and investors to co-create their tech and social projects for better urban community scenarios.

Tataj Innovation Library New York

We engage our partners in a unique collaborative learning process to understand emerging trends embedded in the narrative of the network society and co-create new growth models for the digital economy.

