

Tataj Innovation Library New York
invites for a seminar

Network Thinking™ Innovation Masterclass

A growth model for midsize cities in the network economy

with

Dr. Daria Tataj & Prof. Manuel Castells

PLACE: Sala d'Activitats Nàutiques, Moll Nord 11-12, Port Esportiu i Pesquer de Badalona,
c/ Eduard Maristany s/n Badalona (Barcelona)

TIME: 21st June, 2018, 4 PM CET

WEBINAR: 21st June, 2018 6 PM CET / noon EST

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#CityKIC

Agenda (CET)

4:00	Welcome
4:30	Introduction to the Network Thinking™ Growth Model Group discussion: how to build innovation districts in mid-size cities: prototyping CityKIC i in Badalona/Spain and Lodz/Poland
6:00 CET /noon EST	Global webinar with Prof. Manuel Castells & Dr. Daria Tataj (on-line event in English)
20:00	Inauguration of Tataj Innovation Studio and fund raising for #CityKIC



Smart Cities create **business opportunities valued at \$1.5 trillion in 2020**. And these opportunities could be used to create **a better, more sustainable future**. Our ambition is to help **transform dozens of cities** around the world into thriving **innovation districts** and connect them as a **global CityKIC**.

What is an innovation district?

By Innovation District we understand an **urban area** that brings together high-technology industries with sustainable human habitat and respect for local cultures. Whether a part of a megacity or a mid-size town, these neighborhoods create local job opportunities, impeccable production, lifestyle choices and education. They link high environmental quality with social inclusion and intergenerational solidarity. They are the **dream places to live, work and study for families in the 21st century**.

What is Network Thinking™ Growth Model?

Network Thinking™ Growth Model is an **analytical framework** derived from the research by Dr. Daria Tataj and her book *Innovation and Entrepreneurship. A New Growth Model for Europe Beyond the Crisis* with the Preface by Manuel Castells.

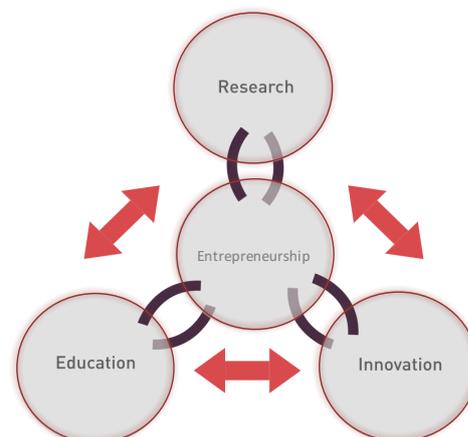
This model is based on four elements: **research, education, innovation** and entrepreneurship as key processes behind creating value in today's global economy. While research, education, and innovation are building blocks of an innovation system, and the fourth element - **entrepreneurial culture** epitomized through entrepreneurial projects - is a glue enabling the creation of value. This growth model is anchored in the theory of the **Network Society** developed by Prof. Castells as a starting point for the analysis of human behavior in the network economy.

Network Thinking™ helps explain how to **create successful strategies** in order to **attract resources** such as talent, funding and knowledge, and how to **execute these strategies by orchestrating** innovation networks and **co-creation of innovation** through local and global networked innovation eco-systems.

Network Thinking™ toolbox can be useful both for rethinking business strategies and public policies. In our times of digital transformation, complexity and radical disruptive changes, it helps members of the ecosystem co-create growth strategies and new business models. It integrates a set of existing methodologies such as design thinking, open innovation, or value net, and complements it with its novel dynamic approach to form innovation networks. These networks are key to accelerate innovation and design a better, **more inclusive and sustainable world**.



Network Thinking™ Growth Model





What is a CityKIC?

A CityKIC is our name for an emergent **community of city innovators**. This Community brings investors, real estate developers, tech companies, cities and regions, start-ups, students and professors.

The members of this Community are **connected through a co-creation process**. This process may help **fast-prototype innovation districts**. They share their understanding and knowledge how to **transform** urban areas, **develop** open innovation, **partner** for entrepreneurial and real estate development projects and **co-invest**. The Community is **driven by an entrepreneurial passion**. It was inspired by the mission to reinvent Badalona Port area and Sant Adria post-industrial zone during the **EIT Alumni Startup Days in Barcelona in March 2018** sponsored by Tataj Innovation. We take their ideas

Why this seminar?

This innovation seminar is organized by TATAJ Innovation Library New York as a strategy and investment event. The purpose is to **support and fund raise** for the CityKIC Community.

The seminar will evolve around the **book by Daria Tataj Innovation and Entrepreneurship. A Growth Model for Europe Beyond the Crisis with the Preface by Manuel Castells**. The book was inspired by their **experience in building the EIT European Institute of Innovation and Technology and the first three KICs Knowledge and Innovation Communities**, which are presented as case studies in the book: EIT ICT Labs (now EIT Digital), KIC Innoenergy and Climate KIC.

The growth model presented in the book is designed to bring **exponential growth for cities, regions and entire countries**. This growth model for the **digital economy and the network society** is built on four pillars: **research, education, innovation, entrepreneurship**. The ability to interconnect these four pillars through entrepreneurial culture is the essence of the **Tataj Innovation Growth Model™**.

Why get involved?

If you are already a member of the EIT KICs, you will get a chance to enhance your KIC and build a better KIC partnership. If you plan to submit a proposal for a **new KIC on Urban Mobility or Value Added Manufacturing** in response to the **2018 EIT Call for Proposals**, this seminar will help you understand how a good KIC could build hundreds of start-ups and some unicorns too. You can also attend this seminar to become a member of the CityKIC community and get a chance to **change dozens of mid-size cities around the world**.

What's in it for me?

Think of the CityKIC as your ecosystem. Depending on who you are this global networked environment will help you progress your agenda.

Industry: access global talent; learn about upcoming disruptive trends and technology diffusion
Investors: boost your deal log; help your portfolio companies access global value chains faster
Real estate developers: co-create urban transformation projects

Cities: get visibility and strengthen your brand; attract investors
Regions: transform post-industrial areas or develop strategies for new innovation districts
Governments: boost growth and jobs; engage citizens
Global governance institutions: reinvent your institutional growth model

Entrepreneurs: access customers and grow your business; bring impact to your community and your city
Innovators & shapers: boost your global networking capacity; find investors and partners

Universities & research institutes: access projects with industry and cities; access funding
Students & Professors: join open science research project with #1 most quoted communication scholar