

Tataj Innovation Library New York  
invites for a seminar

# Network Thinking™ Innovation Masterclass

A growth model for mid-size cities in the network economy

with

**Dr. Daria Tataj & Prof. Manuel Castells**

**21st June, 2018**

**TIME:** 4 PM - 7:30 PM

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

**TIME:** 8 PM-10:30 PM

**PLACE:** Tataj Innovation Studio Badalona Beach, Passeig Marítim 23, 08912 Badalona, Barcelona

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**MORE:** [tatajinnovation.com](http://tatajinnovation.com)



@DariaTataj  
@TatajInnovation  
#ManuelCastells  
#NetworkThinking  
#CityKIC



# Agenda

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**TIME:** 4 PM - 7:30 PM

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

- 3:30 Registration
- 4:00 Welcome & A Networking Game
- 4:40 **Network Thinking™: A Growth Model for Mid-size Cities** by Dr. Daria Tataj
- 5:00 **Milieus of Innovation: the Source of Productivity** by Prof. Manuel Castells
- 5:15 Q&A session and moderated discussion: how to fast-prototype innovation districts in mid-size cities (key words: #MilieusOfInnovation #FastPrototyping #InnovationDistricts #CityKIC #EITAlumni #MidsizeCities #CityLab #Badalona #Lodz #EGTC #CityInResidence)

**CityKIC-off contextualized questions:**

Lucyna **Woźniak**, Vice-Rector for Science, Łódź Medical University, Poland,  
Board Member EIT Health, Co-Author 'Lamy Report'

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Francesc **Subirada**, Director for Reserach, Generalitat of Catalunya

Jep **Tarradas**, Director HP Research Lab Sant Cugat, Barcelona

Miquel **Barceló**, President Innopro Consulting, Advisor Ajuntamiento of Badalona

Marta **Fernandez**, Executive Director Royal Melbourne Institute of Technology  
Europe, former Associate Director Global Reserach ARUP

Artur **Serra**, Deputy Director i2cat Foundation and Research Director of  
Citilab in Catalonia

Anna **Cucurull**, President and CEO Piece of Pie

**Rapporteurs:** Ian Dorr, Ryan Edwards, Laurie Tan, Naked Innovations

- 6:30 Coffee break and a family photo in the Marina of Badalona
- 7:00 **From ideas to projects.** Wrap up and next steps with Daria Tataj and Monica Mateu, Tataj Innovation



7:30 **Mentoring Walk (15 min.)** from Badalona Port to Tataj Innovation Studio Badalona Beach (next to Pont del Petroli and Anis del Mono Factory-Museum)

**TIME:** 8 PM-10:30 PM

**PLACE:** Tataj Innovation Studio Badalona Beach, Passeig Marítim 23, 08912 Badalona, Barcelona

20:00 **Inauguration** of Tataj Innovation Studio Badalona Beach  
**Fund raising** for #CityKIC with Harbor Space University professor  
Jamie Inman and her students [Social Change Agents Through Philanthropy](#)



# Background reading

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 post-industrial areas around the world into thriving innovation districts** and connect them as a global CityKIC based on our approach - the Network Thinking™ Growth Model as a process and methodology for accelerating change and building local/global innovation ecosystems.

What is an innovation district?

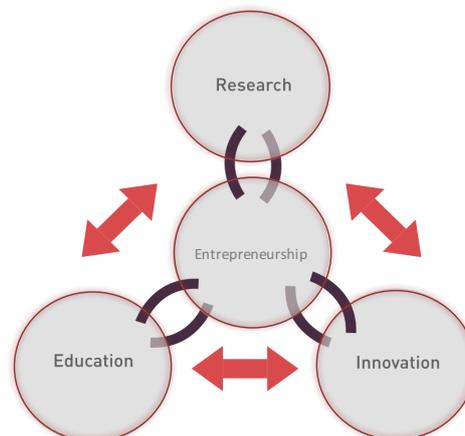
By **Innovation District** we understand an urban area that brings together high-technology industries with sustainable human habitat and respect for local cultures. Whether a part of a megacity or a mid-size town, these neighborhoods create local job opportunities, impeccable production, lifestyle choices 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?

This Network Thinking™ Innovation Masterclass will evolve around the research by **Daria Tataj** and the book **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**, developing the model and launching the first three EIT KICs **Knowledge and Innovation Communities** - EIT ICT Labs (now EIT Digital), KIC Innoenergy and Climate KIC, which are presented in the book as case studies.



Network Thinking™ Growth Model



The growth model presented in the book is designed to bring **exponential growth for businesses and other organizations** and can be applied to the development strategies for cities, regions and entire countries. This growth model conceptualized 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 and trust anchored in sharing such values as sustainability, intergenerational solidarity, inclusion and fair access to opportunities, is the essence of this book and the research behind **Network Thinking™ Growth Model**.



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 concepts and methodologies such as design thinking and open innovation, and complements them with its novel dynamic approach to form entrepreneurial innovation networks capable of accelerate innovation and design a better, **more inclusive and sustainable world**.

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 us **fast-prototype innovation districts** and we share a common 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** and it was inspired by the mission to reinvent Badalona Port.

In March 2018 Tataj Innovation sponsored the **EIT Alumni Startup Days in Barcelona**. We gave them the mission - reinvent Badalona and Sant Adria and connect it with 22@ Innovation District in Barcelona. And we have taken their ideas seriously.

We used their ideas to learn-by-doing how to accelerate transformation of Badalona as an example of a mid-size city with post-industrial neighborhoods of a large metropolis trapped in a process of becoming one of 'the places that don't matter anymore'.

EIT Alumni Innovation Retreat, Barcelona July 19th/20th

There are 5 ideas the EIT Alumni have developed as their vision how to reinvent Badalona. They include: EU-Chinese cultural business center as Badalona is the **largest cluster of 600 Chinese firm in Spain**; new **Artificial Intelligence Living Lab**, eco-friendly village for **Badalona's 100 hectare development land**, **3D Print Fab Lab** and **Makers' Space for social innovation** and an **artificial reef for surfers** as Badalona has a beautiful long Mediterranean coastline and is located just a 30 minutes drive from the Barcelona international airport.

Here is the [link to the brochure](#) where you can learn more about the EIT Alumni and their ideas for Badalona.

Why get involved?

Because it is fun to co-create a better future:)

And if you are already a member of the EIT KICs community we can help you design good projects to empower the EIT Alumni make a bigger impact for Europe's future. 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 an innovation network could build hundreds of start-ups and some unicorns too.

You can also attend this seminar to join our **new City-in-Residence program** and help us validate a process how to fast prototype innovation districts in mid-size cities. Together, we can have a better 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

## About Tataj Innovation

We are a **STRATEGY** and **INVESTMENT** firm. We work with far-sighted investors, construction and technology companies to help progressive regions, cities and communities transform post-industrial zones into vibrant innovation districts.

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

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

**RESEARCH-DRIVEN STRATEGY** 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.

More [tatajinnovation.com](http://tatajinnovation.com) Warsaw - New York - Barcelona