



Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

The 'Fostering entrepreneurship and incubation services' project is
presented as a good practice

**Programa Operativo
de Cataluña**

Año 2022

Fondo Europeo de Desarrollo Regional

The 'Fostering entrepreneurship and incubation services' project is presented as a good practice



The 'Fostering entrepreneurship and incubation services' project consists in developing and testing tools and services to support entrepreneurs, start-ups and the entrepreneurial ecosystem in Barcelona to make our city a benchmark in the drive for entrepreneurship and innovation.

The operation is being implemented by Barcelona Activa, Barcelona City Council's local economic development agency. As such, its mission is to contribute to improving people's quality of life by promoting the city's economic competitiveness and territorial rebalancing by fostering quality jobs, promoting entrepreneurship and supporting an economically, socially and environmentally plural, diverse and sustainable business community.

Since 2017, the operation has developed and implemented actions and services to support entrepreneurs and start-ups at different maturity levels, with particular attention to specific groups and traditional activity sectors such as crafts, and sectors that are strategic for the city, like the creative industries and e-commerce. There are three types of actions and services.

The first are the 'Tailored programmes and services for entrepreneurs, start-ups and pre-incubation', an example of which is the LIDERA programme, which offers training, mentorship and consulting programmes directly targeted at women in the city who have an idea for their own business and at professional women, executives and pre-executives to boost their presence in the business world. Other examples are the pre-incubation and pre-acceleration programmes for start-ups. The second is the 'UX Laboratory: Product Testing Services', a space equipped for companies to further their conceptualisation and improve aspects based on the design of user-centred products-services. The third is 'Digital tools for entrepreneurs', some example of which are the selection tool to help entrepreneurs find the best activities for their project and its maturity level; the value proposition tool to help them define the unique value of a business idea; the self-knowledge tool to help them discover their level of development in the 19 skills that all entrepreneurs need; and the *canvas* tool, which helps them work on their business model in a faster, more flexible way.

The total cost of the project is 4,929,663.34 euros, with 4,283,313.92 euros eligible for subsidies and ERDF aid to the effect of 2,141,656.96 euros.

By December 2021, 3,622 companies/entrepreneurs had received support, and this number is expected to rise to 5,193 by the end of the operation.

This project is presented as a good practice because it meets the following criteria:

1. The beneficiaries, potential beneficiaries and general public were duly notified of the ERDF's role in this project.

Below is a summary of the most significant communication actions:

Permanent poster and plaque displayed at the entrance to the UX Lab:



Presence on websites



En que Consiste el programa?

Los negocios seleccionados tendrán a su alcance de la mano de personas expertas del sector, servicios dirigidos a facilitar la puesta en marcha de sus proyectos.

A lo largo del programa se trabajará en la definición y validación del modelo de negocio y en las habilidades emprendedoras. Además, se dispondrá de un espacio coworking para desarrollar la actividad y compartir experiencias al lado de una comunidad dinámica emprendedora.

Beneficios del programa:

- Definir i validar el model de negoci de la mano de persones expertes.
- Compartir experiències amb projectes emprenedors similars.
- Acollir la porta en marxa i accés al mercat.
- Premi econòmic per a la startup guanyadora.

Documentación del programa

presentacion x preacc.
cast...pdf

Empresas que han participado en este programa

ASGARD

amali
analytics

MITIGA

NEXTOL

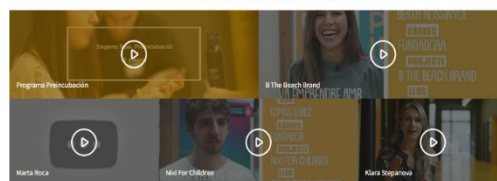
Ejecutado en colaboración con:

POPULISE to
GROW

Co-financiado por

Unió Europea
Fons Europeu de Desenvolupament Regional

Videos de las últimas ediciones



Ejecutado en colaboración con:

DALEPH

Imagine

Co-financiado por

Unió Europea
Fons Europeu de Desenvolupament Regional

Events

Information sessions were held for the programmes targeted at specific groups and strategic sectors, an example of which was the LIDERA programme, targeted at women entrepreneurs and executives; the CREAMEDIA, e-Commerce and Fet a Mà programmes; and the pre-acceleration and pre-incubation programmes.



**Barcelona Activa**
L'agència de desenvolupament econòmic i local d
l'Ajuntament de Barcelona

**CREAMEDIA**
Programa d'acompanyament a la creació
i al creixement d'empreses del sector
de les indústries creatives a Barcelona.

INICIA XXVII (ed.Feb.22)
Tècnica: Ariadna Monerris
Dilluns, 7 de febrer de 2022



Aquesta activitat està cofinançada pel Fons Europeu de Desenvolupament Regional (FEDER) de la Unió Europea, en el marc del Programa Operatiu FEDER de Catalunya 2014-2020, Operació "Foment de l'innovació i serveis d'incubació" / Actuació "Programes i serveis a mida per emprenedors, per startups i pre-incubació"

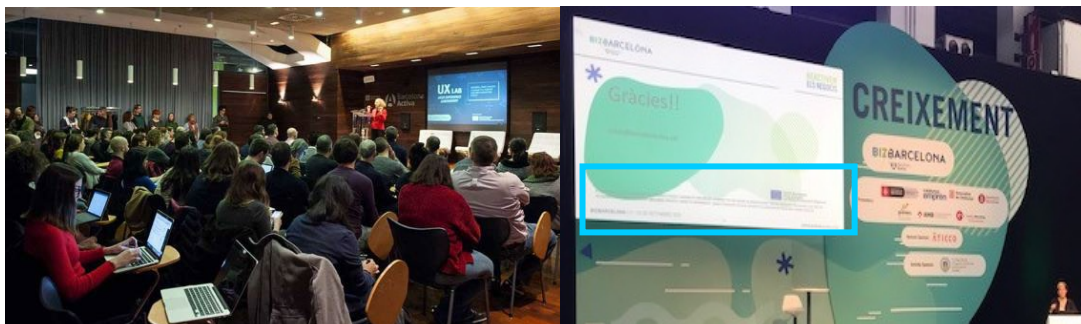
Cofinançat per:



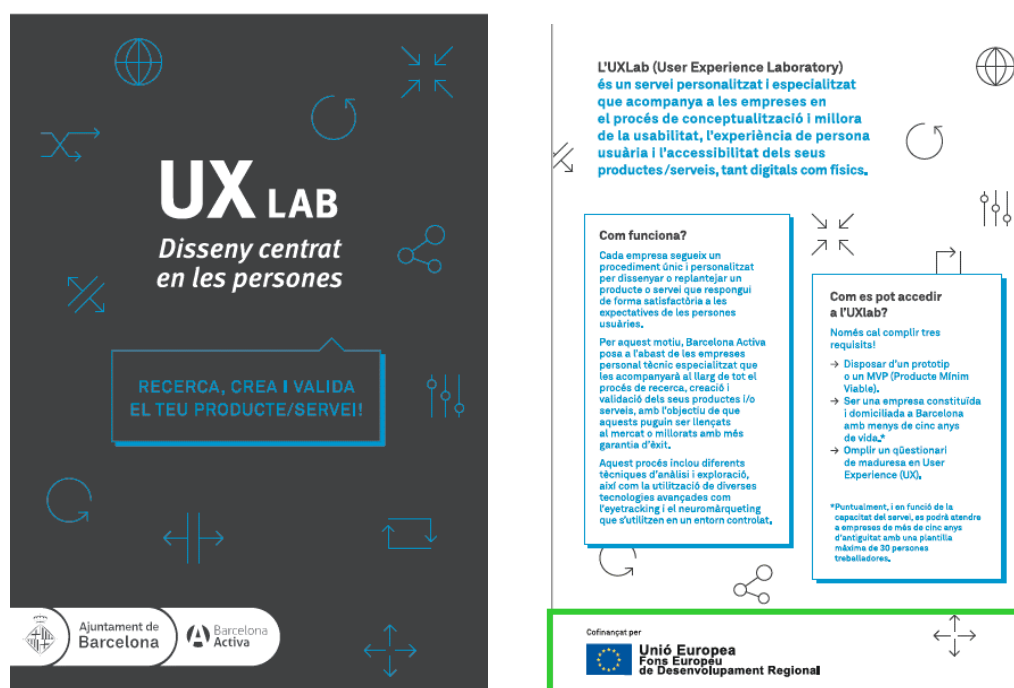
amb la col·laboració de:



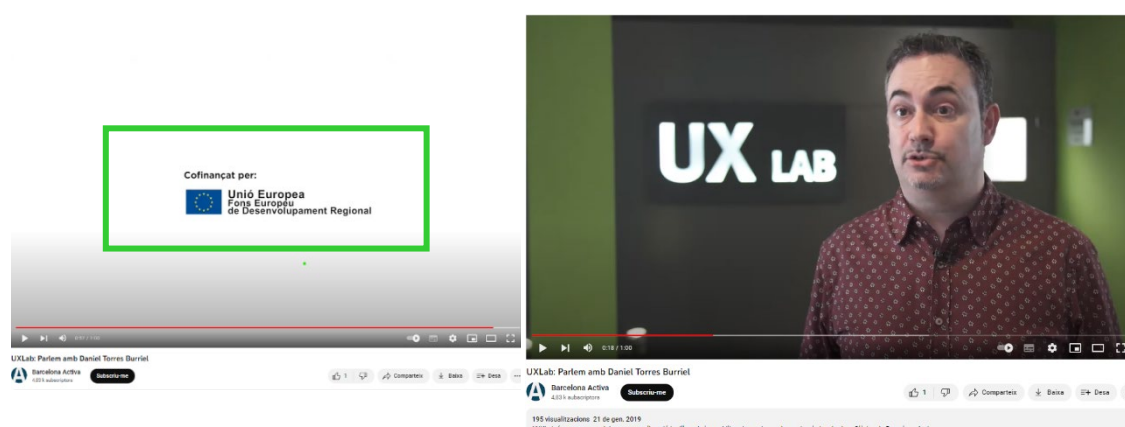
Other notable events were the opening of the UX Lab in January 2019 and the presentation of the UX Lab at BIZ Barcelona on 22 September 2020.



Print publications, with a flyer on the service provided by the UX Lab



Visual campaign, with the production of videos giving information on the UX Lab



2. Incorporation of innovative elements

The innovative nature of this operation lies in its use of new technologies and methodologies, and in digitalisation to personalise the services offered—consulting, training, mentoring, tailored programmes for specific groups and strategic sectors—to entrepreneurs, to provide them with comprehensive assistance in the different stages of the entrepreneurial process. This is possible thanks to the development of a series of digital tools, some examples of which are the selection tool to help entrepreneurs find the best activities for their project and its maturity level; the value proposition tool to help them define the unique value of a business idea; the self-knowledge tool to help them discover their level of development in the 19 skills that all entrepreneurs need; and the *canvas* tool, which enables them to work on their business model in a faster, more flexible manner.

Likewise of note is the creation of the UX Laboratory, the first public space equipped with innovative technologies, including *eye tracking* systems and rooms set up to hold product-testing

sessions. This enables Barcelona Activa to mentor companies and help them in the process of conceptualising and improving all aspects related to the user-centred design methodology.

Services have also been designed according to the specific needs of the target sector or group: pre-incubation/pre-acceleration programmes for entrepreneurial projects in their initial stages with a high technological impact, the goal of which is to foster the creation and growth of tech companies and enable entrepreneurial teams to promote their business model and growth, boost their chances of success, step up their pace of growth, improve their entrepreneurial capacities and skills and transfer the knowledge from their research to the market and society; projects targeted at the creative sector, crafts, e-commerce and the social economy; and projects spearheaded by women.



3. Alignment between the objectives and results of the project

The main objective of the project was to develop new services and actions to stimulate entrepreneurial initiative and the creation of economic activity.

The ERDF funds have enabled Barcelona Activa to develop spaces, contents, consulting services and digital tools so that entrepreneurs, start-ups and other members of the entrepreneurial ecosystem can develop their projects with the maximum opportunities.

The initial objectives have been met to the extent that:

- The UX Laboratory has been launched, a space equipped for companies to be able to further their conceptualisation and improve aspects based on the design of user-centred products-services. The space was activated between 2017 and 2021, and 161 companies have used it to conceptualise products or services.
- A new website to support entrepreneurs has been launched, where they can access four digital tools: the selection tool, the value proposition tool, the self-knowledge tool and the *canvas* tool.
- Short, individualised mentoring programmes targeted at strategic sectors and specific groups have been implemented, with more than 3,300 individual beneficiaries between 2017 and 2021.
- Specific pre-incubation and pre-acceleration programmes have been implemented for start-ups, with more than 270 participants between 2017 and 2021.

4. Contribution to solving a regional problem or weakness

The development of the project met the need to improve, promote and readjust the means of support available to new entrepreneurial initiatives in the city within a context in which innovation is a fundamental tool to ensure the feasibility of new activities.

Specifically, the creation of the UX Laboratory meets a demand among start-ups that had not been sufficiently addressed previously because the few labs or companies offering this service were private and inaccessible to companies that were just starting, while the services provided at the UX Lab are free of charge.

The short, individualised mentoring programmes for sectors and groups minimise the risks of launching a company and help participants acquire the knowledge and skills they need to compete in a global market, thereby making Barcelona a benchmark in entrepreneurship. In terms of the impact of the pre-acceleration programmes, more than 70% of the participants have received financing and more than half have raised financing rounds of over 220,000 euros.

	
<p>UXLab</p> <p>Servicio de conceptualización y mejora de la usabilidad de productos y servicios, ya sean físicos o digitales.</p> <p>> Más información</p>	<p>Asesoramiento en innovación</p> <p>Asesoramiento estratégico y acompañamiento para PYMES que quieran iniciarse en la innovación, buscar nuevas oportunidades o integrar técnicas de creatividad</p> <p>> Más información</p>

5. Degree of coverage of the target population

The target population of the project is anyone with an entrepreneurial idea or project. Each entrepreneur can create their own personalised roadmap according to their needs, the sector and their project's maturity level, combining the spaces, programmes and services offered by Barcelona Activa as part of this ERDF project.

The profile of the beneficiaries is diverse in terms of age, educational level and sector, while there is a particularly strong representation in the sectors in which specific programmes are offered, such as the creative sector and e-commerce. By way of example, in the programme for the creative sector, 47% of the beneficiaries between 2017 to 2022 were women and 53% were men. Regarding their educational level, 73% had a university degree, 25% had graduated from secondary school and 1% had completed primary school.

Between 2017 and 2021, 3,622 individuals used one or several of these services, and this result is expected to increase by the end of the project in December 2023.

6. Fulfilment of the horizontal principles (sustainable development, equality between men and women and the principle of non-discrimination) and environmental regulations

Integrated into the programmes' development are the horizontal principles of the gender perspective, equal opportunities, non-discrimination, accessibility and sustainable development.

The digitalisation of the services to support entrepreneurs not only promotes the efficient use of resources by reducing the consumption of disposable material, but also minimises the environmental impact by promoting fewer commutes and fostering a work-family balance.

When creating the content, services, products and programmes, all the materials produced were reviewed to ensure that they used non-sexist language and that the gender perspective had been applied.

The LIDERA programme has been designed and implemented to achieve equality between men and women in entrepreneurship, offering training, mentorship and consulting programmes directly targeted at women in the city who have an idea for their own business, and at professional women, executives and pre-executives to boost their presence in the business world.



7. Synergies with other policies or public intervention tools

This project has enabled a large-scale pilot project in a public administration aimed at innovatively deploying new services to be implemented. It is aligned with several municipal strategies, including the [Barcelona Green Deal](#) (Barcelona's new economic agenda for 2030), the [Government Measure to Promote the Creative Industries](#) (a strategy to boost the city's creative industry), the [Easy Barcelona Plan](#) (a government measure aimed at promoting economic activity in Barcelona), the government measure called [Barcelona, City of Talent](#) (to promote the creation, development, attraction, welcome and loyalty of talent in Barcelona) and Barcelona City Council's government measure on the digital economy, specifically the Barcelona Digital City 2017-2020 Working Plan (a strategy to develop the city's tech economy and digital ecosystem).

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