

Una manera de hacer Europa



BUENAS PRÁCTICAS
Operaciones Cofinanciadas

Málaga Digital Pole
RED.es

**Programa Operativo
Plurirregional de España**

Fondo Europeo de Desarrollo Regional

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MÁLAGA DIGITAL POLE (CLUSTER)

An example of Good Practice is the Málaga Digital Pole (Cluster) (hereinafter "HUB") defined as a **factory of ideas and entrepreneurial projects** related to the new technologies. The youngest people are the protagonists of these new facilities. Employment and training are the main bases on which the Digital Pole is based.

The project was consolidated through an agreement whose total spending has reached 1.728.820,61 € (1.381.249,07 € of European subsidies) and was conceived as the evolution of the ICT Demonstration Centers set in motion since 2009, adding more value to services and specific infrastructure of the Digital Content sector.

In collaboration with the Malaga City Council, Red.es was responsible for the operational definition and its technological infrastructure bidding and deployment.

The Center was planned thinking of a very complex market, still fragmented and complex in our country, with the aim of generating a competitive productive system in the future. To do this we relied on predictions about the importance that several technologies and products will have in a few years.

Much of the initial difficulty resided in the translation of technical specifications respect the required features, even more so when we consider that certain equipment is not yet available in the Spanish market.

The National Digital Content Pole (Cluster), located in the former building of Tabacalera in Malaga, has generated an economic impact of eight million euros in the first few months of its life.

Moreover the Digital Pole has hosted seventeen events in this period, with the participation of 2.255 people; more than 200 people have been trained through the Go2Work program, creating 70 employment opportunities.

Furthermore 45 startups on the Videogame environment, entertainment, broadcast media, digital marketing, training and virtual reality sectors are based in these facilities. All the activities carried out have attracted more than 60.000 people.

It is recognized as a Good Practice because **it fulfils the criteria designed accordingly:**

1.-The action has been conveniently disseminated among the beneficiaries, potential beneficiaries and the general public.

Videos via YouTube channel:

<https://www.youtube.com/watch?v=gntpAC7kW-0>



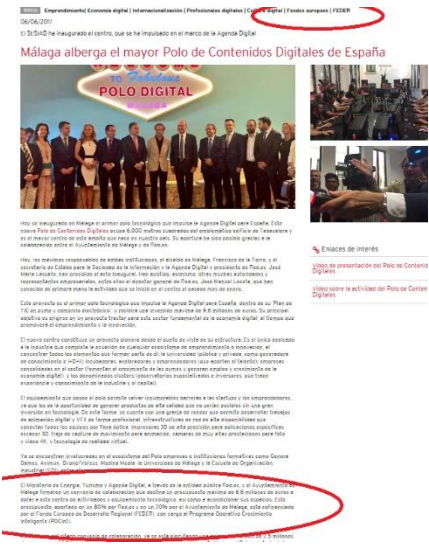
Press releases:

“Success stories”

<http://www.red.es/redes/es/actualidad/magazin-en-red/polo-digital-de-m%C3%A1laga-un-espacio-pionero-para-impulsar-el-emprendimiento>



<http://www.red.es/redes/es/actualidad/magazin-en-red/m%C3%A1laga-alberga-el-mayor-polo-de-contenidos-digitales-de-espa%C3%B1a>



<http://www.europapress.es/andalucia/malaga-00356/noticia-ayuntamiento-malaga-aprueba-destinar-27-millones-euros-financiar-polo-digital-tabacalera-20150720113647.html>

<http://www.eleconomista.es/andalucia/noticias/8455127/06/17/Andalucia-ya-cuenta-con-el-Polo-de-Contenidos-Digitales-mas-grande-de-Espana-.html>



Emprendedores reunidos en el Polo de Contenidos Digitales de Málaga. Foto: Alex Zia.

Málaga sigue apostando por la innovación y las nuevas tecnologías, una tendencia que viene tanto de los organismos públicos como de la iniciativa privada.

A proyectos como Málaga Valley, que lleva 11 años trabajando porque la ciudad se convierta en un referente en la industria tecnológica, se ha sumado recientemente el Polo de Contenidos Digitales, el centro de este tipo más grande de España que aspira a hacer de la capital costanera un referente nacional en la economía digital, el emprendimiento y la innovación.

El emblemático edificio de la antigua fábrica de Tabacos de Málaga ha sido el lugar elegido para ubicar este proyecto que ya reúne a las principales empresas y startups tecnológicas malagueñas.

Este proyecto es el primer polo tecnológico que impulsa la Agenda Digital para España, dentro de su Plan de TIO en pymes y comercio electrónico, y recibirá una inversión máxima de 9,6 millones de euros.

El polo digital malagueño constituye un proyecto pionero desde el punto de vista de su estructura. Es el único dedicado a la industria que completa la ecuación de cualquier ecosistema de emprendimiento e innovación, al concentrar todos los elementos que forman parte de él: la universidad (pública y privada, como generadora de conocimiento e I+D+i); incubadoras, aceleradoras y emprendedores (que aportan el talento); empresas consolidadas en el sector (fomentan el crecimiento de las pymes y generan empleo y crecimiento de la economía digital); y los denominados clusters (observatorios especializados e inversores, que traen experiencia y conocimiento de la industria y el capital).

El Ministerio de Energía, Turismo y Agenda Digital, a través de la entidad pública Red.es, y el Ayuntamiento de Málaga firman un convenio de colaboración que destina un presupuesto máximo de 6,6 millones de euros a dotar a este centro de actividades y equipamiento tecnológico, así como a acondicionar sus espacios. Este presupuesto, aportado en un 80% por Red.es y en un 20% por el Ayuntamiento de Málaga, está cofinanciado por el Fondo Europeo de Desarrollo Regional (FEDER).

El Polo Digital pretende crear un ecosistema único en el que los diferentes agentes que viven en él puedan encontrar las condiciones ideales para generar actividad económica. Su modelo de emprendimiento abarca la preincubación, incubación y generación de proyectos empresariales.

Active participation on social networks:

red.es **Red.es** @redpuntos

Seguir

red.es **Ked.es** @redpuntos

Seguir

Duelo de Rocket League entre José María Lassalle de @minetadgob y @pacodelatorrep, en el espacio de #eSports de #PoloDigitalMLG #FEDER

La comitiva inaugural de #PoloDigitalMLG sigue de visita por los distintos espacios del centro, destinados a #ContenidosDigitales #FEDER



Signs placed in the schools of La Rioja and detail of official printing which appear in all the new equipment installed.



2.- The action incorporates innovative elements.

The Malaga Digital Pole (Cluster) is a pioneering project from the point of view of its structure. It is the only one dedicated to the industry that completes the equation of any ecosystem of entrepreneurship and innovation, by concentrating all the elements that are part of it: the University (public and private, as a generator of knowledge and R + D + i); incubators, accelerators and entrepreneurs (who provide the talent); consolidated companies in the sector (encouraging the growth of SMEs and generating employment and also the expansion of the digital economy), and the so-called clusters (specialized observatories and investors, offering experience and industry and capital knowledge).

Within the global project, it should also be mentioned the Training Center, a cutting-edge site, pioneer in Europe and specialized in Digital Economy, devoted to promoting innovation and entrepreneurship, all based on an innovative educational model in direct relationship with the industry and the pedagogical approach of "Learning by Doing". The latter means a new educational model will allow entrepreneurs to meet the "real world" in matters of work.

"Learning by Doing" allows to have access to theoretical and practical knowledge at the same time, improving the employability.

3. Adjustment results respect to objectives

The Digital Content HUB of Málaga aims to accelerate ideas, projects and technological companies located in Malaga, Andalusian region, Spain and all the Universe ... as a unique digital space for entrepreneurship, connect-working, creative innovation and advanced training, aimed mainly at startups and entrepreneurs, the biggest digital content Lab and Hub in Spain.

Currently, entities and training institutions such as Genera Games, Animun, Ozone / Versus, Medina Media, the University of Malaga and the School of Industrial Organization (EOI), among others, as well as multiple entrepreneurs, are already involved in the ecosystem of the Pole.

One of the companies that develop their activity there, Stega, emphasized how the Pole has allowed them to put into practice and materialize all the ideas they had in mind in terms of virtual reality and its different applications. For them, having been able to count on the infrastructure and the constant support and advice of the Digital Pole has been a fundamental pillar for the development of their business.

The digital content sector, according to the most recent figures (2015) of the National Telecommunications and Information Society Observatory (ONTSI), had a turnover of 8.940 million euros, 16,9% more than the previous year. 9,579 companies engaged in this sector provide employment to 46,345 professionals.

Its sub-sectors include digital publications, video games, eSports, digital music, audiovisual activities, films and videos and online advertising.

The location of the Pole in the city of Malaga responds to the progress that this environment has experienced in recent years in the Smart Cities and the ICT industry field.

4. Contribution to resolve a problem or weakness in the sphere of the execution.

In a society where the digital and virtual concepts tend to assimilate the physical and real things, it results absolutely necessary to redesign the global strategy from all areas.

The fact that the specialists in labour markets announce that within three years more than 300.000 jobs, related to this new way of being and how to communicate with the entire world will be created in Spain, justifies that from private and public spheres new policies must be promoted in this line.

From the public sector, with the support of the city of Malaga and the Ministry of Digital Agenda (Red.es), people agreed that an entrepreneurial ecosystem and open innovation processes are key factors for socioeconomic development of the regions and the improvement of employability, recognizing that it is essential to launch initiatives in these areas, adding efforts and seeking synergies that maximize the impact and results of each one of new projects.

5. High degree of coverage on the focused population

This new 'technologies house' not only hosts companies dedicated to video games or 3D systems, but also entrepreneurs, students, researchers, designers, photographers, video game creators and architects are some of those who can directly benefit from this infrastructure implemented by the City Council with the support of the Ministry of Industry and European Funds.

6. Criteria of equal opportunities and non-discrimination, social responsibility and environmental sustainability

The HUB becomes an instrument to reduce the distance that currently separates the University from the productive fabric providing to the entities the full potential of the site, laboratories, knowledge and human resources of the University (teachers and students in practice) to develop projects or researches; bringing to the teachers and researchers of the University a greater knowledge of the concerns and needs of the market; and finally providing to the students new opportunities for a specific training from within companies, to achieve a best professional development and more competitive and interesting employment options.

7. Synergies with other public policies and tools

Red.es has recently approved an approach to a new strategy to develop in the Digital Economy sector and defined a set of instruments to be implemented in the period 2017-2020, in which the impulse of the technological base entrepreneurship plays an important role, including direct aids to startups and more actions designed to promote this technological ecosystem in Spain.

