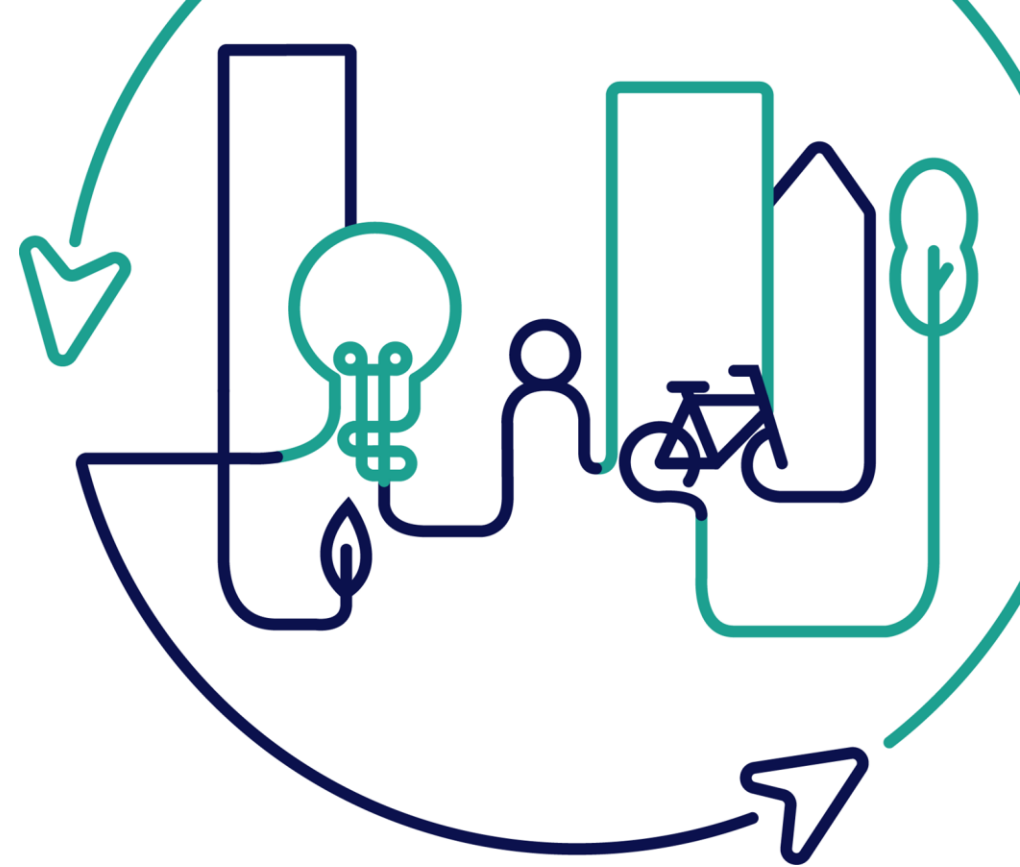


# EUROPEAN U R B A N INITIATIVE

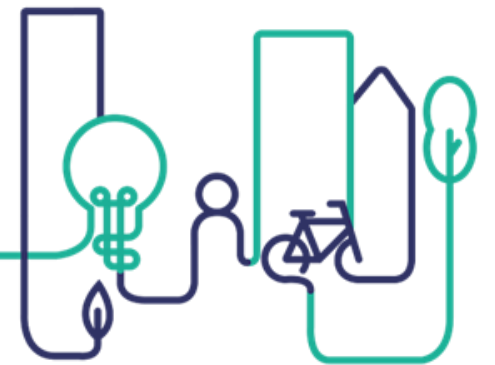


Co-funded by  
the European Union

# Collaborative Governance for Knowledge-Intensive Business Services Competitiveness – The case of **Bilbao**

Moderator:  
**Tiago Ferreira**  
European Urban Initiative Expert

Speaker:  
**Oihana Eizmendi Sasiain**  
Bilbao Ekintza



Co-funded by  
the European Union

# Workshop agenda

- Introduction
- Bilbao case study
- Small groups work on insights and learnings
- Conclusions and final remarks

# Workshop canva

## Workshop reflective tool

Capturing insights and learnings from the case study

EUROPEAN  
U R B A N  
INITIATIVE

### 1 - INSPIRATION

- Quotes to remember
- Ideas to be shared with colleagues
- Unforgettable elements

### 2 - LEARNINGS & INSIGHTS

- Sustainable urban development
- Innovation ecosystem
- Policy integration & Multi stakeholders management

### 3 - GOOD PRACTICES TRANSFERABILITY

- Elements that could be replicated
- Challenges on good practice adoption
- Risks and mitigation measures on adopting the good practice

### 4 - FEEDBACK AND POTENTIAL COLLABORATIONS

- Ideas to improve the case study success
- Ideas to future collaboration with the case study city
- Funding opportunities to future collaboration

A large white circular arrow graphic on a teal background, with the word 'Menti' in the center. The arrow starts at the top, goes clockwise, and ends at the bottom.

**Menti**



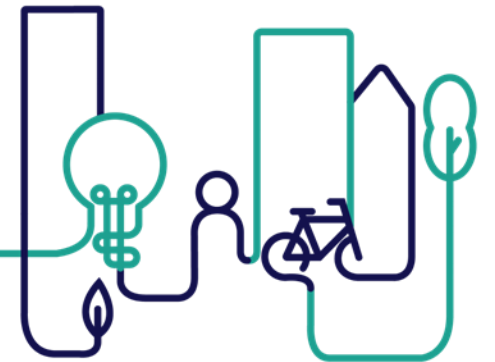
**[www.menti.com](https://www.menti.com)**

**3655 1269**

## **EUI Capacity Building Event**

# **Catalysing urban innovation for post-industrial cities**

29-30th of May, Tampere, Finland



## Bilbao

**346,903**  
Population

GDP per capita  
35,841

R&D Net  
Spending  
134,2 M €

Average  
productivity  
82,636 €



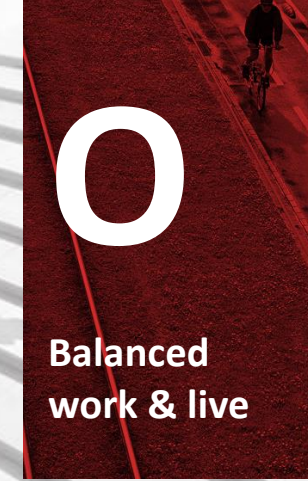
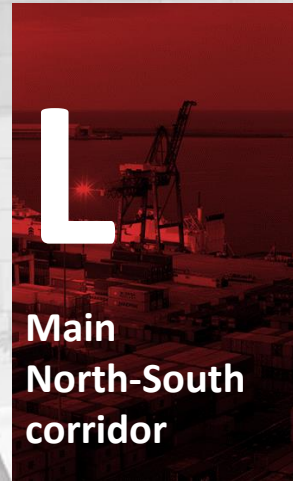
## Basque Country

**2,196,745**  
Population

GDP per capita  
39,362

R&D Spending  
as % of GDP  
2.08%

Average  
productivity  
81,308 €



## Economic Development Agency

Bilbao City Council

Promotion of economic and social activity for  
Bilbao



Entrepreneurship



Small  
Enterprises



Employment



Strategic  
Sectors



Urban  
Development



Tourism

## Association of **Applied Knowledge and Technology Industries** in the Basque Country

Consulting, Engineering, Electronics, Computing,  
Telecommunications and Gamification



**315**  
Companies



**6.142 M€**  
in Invoices



**2.587 M€**  
in Exports



**23.613**  
People Employed

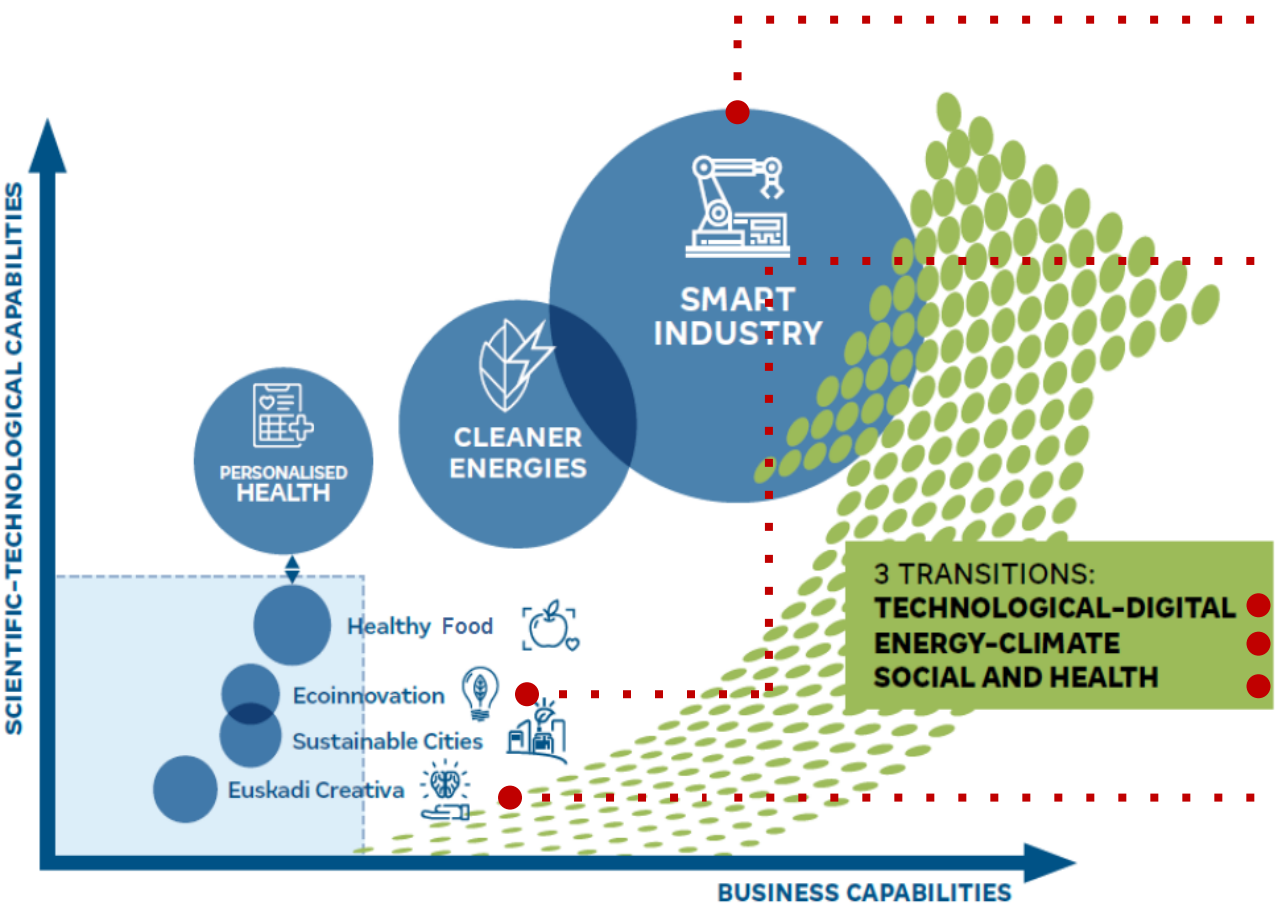


**169 M€**  
of Investment in  
R+D+i



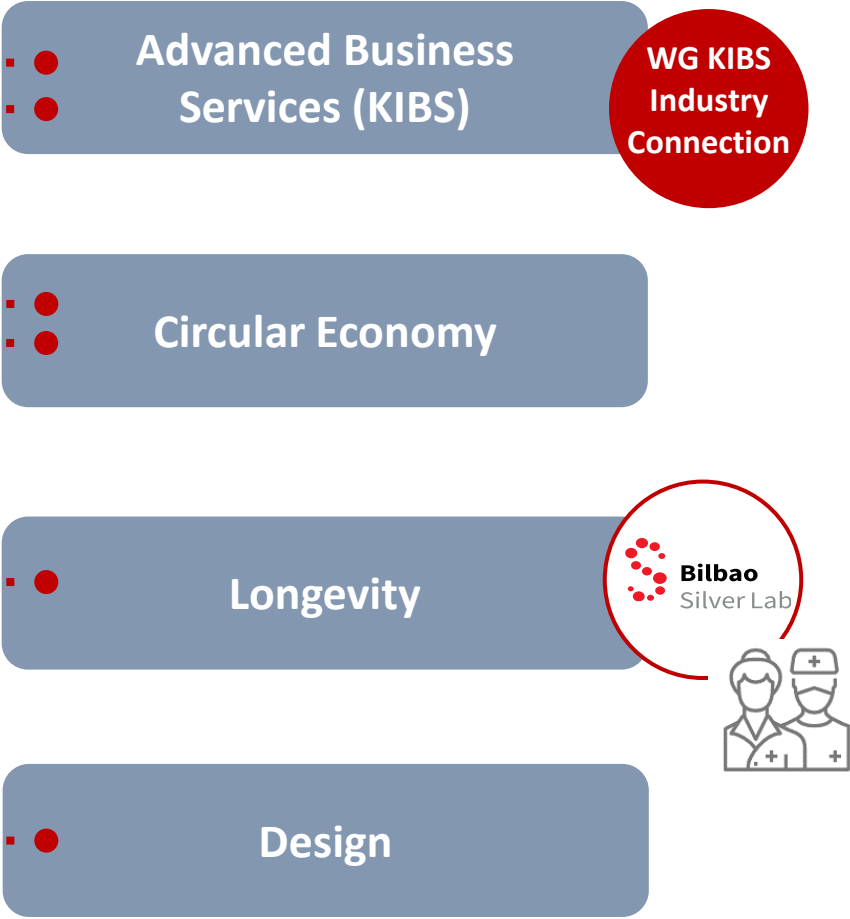
# RIS3 Basque Country Strategy 2030

Areas of smart specialisation



## Bilbao

Strategic sectors





## AS FABRIK BILBAO

Alliance for smart specialisation in advanced services towards the digital transformation of the industry.

## AS TRANSFER

Sharing the AS Fabrik experience with Bielsko-Biala, Tartu and Timisoara around Industry 4.0 and digital economy

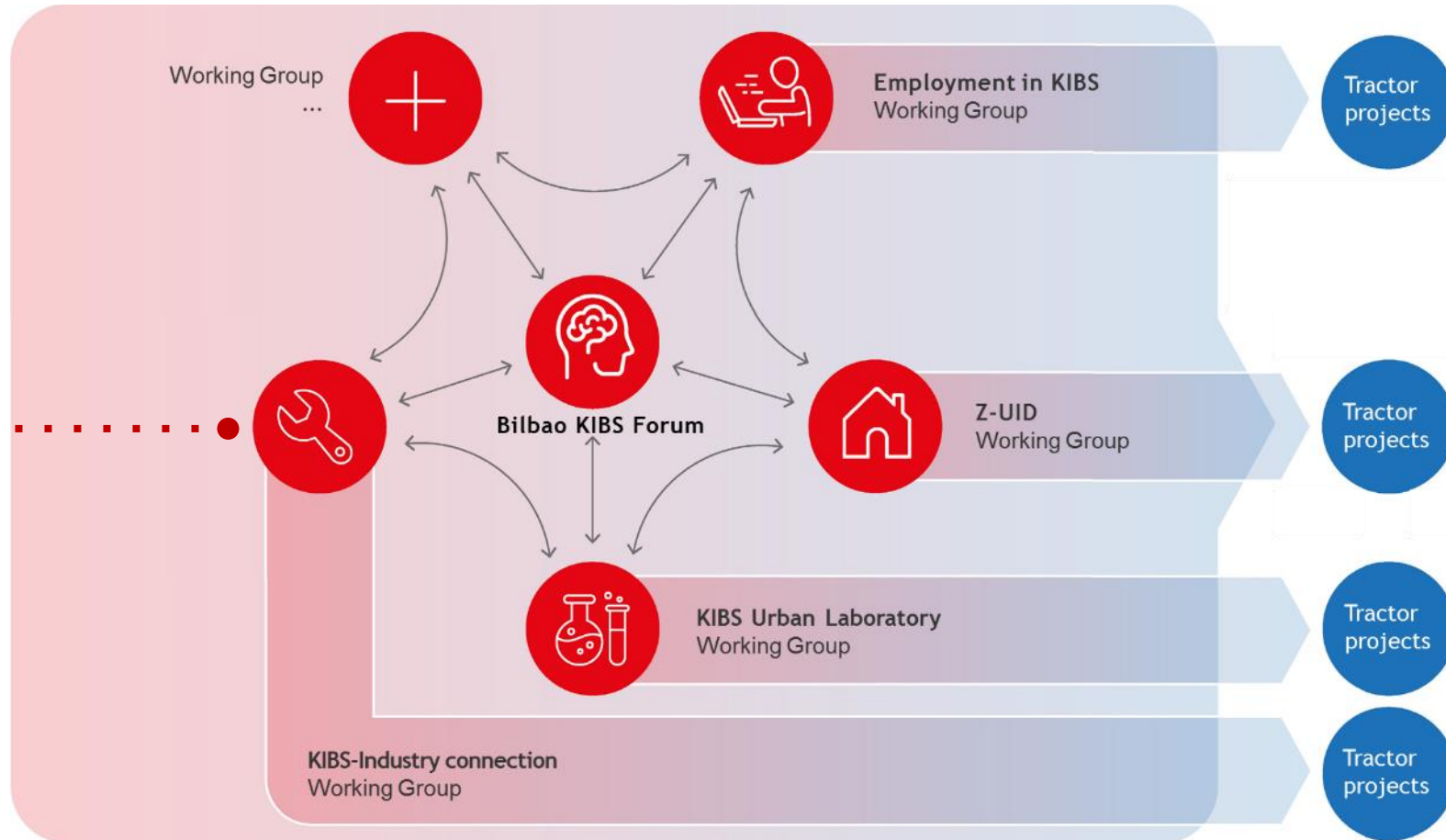




# COLLABORATIVE GOVERNANCE

A new model of relations between triple helix actors, enabling the co-design of efficient policies for Bilbao's competitiveness through shared vision and leadership

WG KIBS  
Industry  
Connection



**Bilbao** Ekintza

**Orkestra**  
BASQUE INSTITUTE  
OF COMPETITIVENESS  
DEUSTO FOUNDATION





WG KIBS  
Industry  
Connection



18

Actors  
involved

3

Workshops



**PRIORITISATION OF  
CHALLENGES**

November 28



**LINES OF ACTION  
DEFINITION**

February 13



**PROJECT PROPOSAL  
DESIGN**

March 19



In the last 20 years, the **population of Bilbao** has decreased by 1%, while the population **over 65 years of age** has grown by 15%

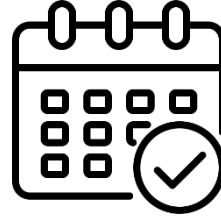
In 2023, **25%** of the population >65 years old ➔ In 2030, **30%**





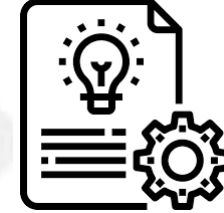


**Prolonging the quality of life at home** for people in their natural ageing cycle, emphasising **prevention and care**, both physical and mental, for **the elderly and their carers**, whether they are family members or not, and thus **delaying**, as far as **possible**, situations of fragility and/or dependency



**FIRST CALL:**

closed on  
May 6, 2024

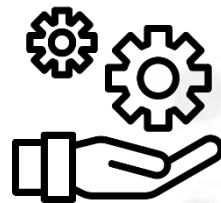


**7** proposals  
received  
**1** proposal  
selected



**Testing** their solution for **6 months**, in a real environment, with potential users.

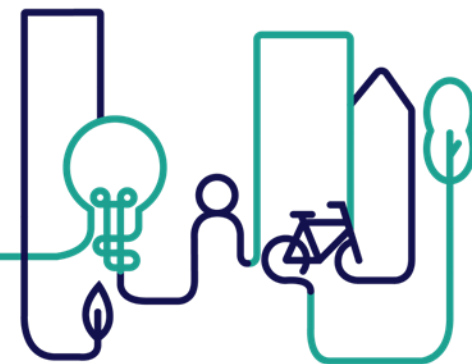
**€10.000 awarded** by Bilbao Ekintza to the selected project



**+ Max. 3** of other proposals  
→ eligible for mentoring service

**Eskerrik asko!**

**Kiitos paljon!**





**Questions  
&  
Answers**



**Case study Q&A**  
**Until 15 minutes**



# Small groups work - instructions

1

**Time available**

**20 minutes**

2

**Groups dimension**

**Work with your table group**

3

**Output**

**Collective workshop canvas ready  
to be shared**

4

**Plenary presentation**

**Prepare to present the group  
conclusions to the other groups**



**Workshop  
Conclusions**

● **Case study Takeaways**  
**Let's share!**

|       |  |
|-------|--|
| 10:15 | Coffee break                                   |
| 11:30 | Meet the cities and funders                    |
| 12:30 | Lunch  |
| 14:00 | Making it all happen                           |
| 15:30 | What's next in your capacity building journey? |
| 16:00 | Closing together                               |

**What's next?**

**... Coffee Break. Enjoy!**

**Thanks! Kiitos! Obrigado!**