



Ajuntament de
Barcelona

Barcelon^activa



ECO EntrepreneurXXI

Programme to foster the creation and growth of
companies in the field of clean technologies

A joint initiative of



Marc Sans, City Promotion Adviser

EUROCITIES Joint Meeting of WG Entrepreneurship & SMEs and WG Greening Local Economy

Utrecht 28th February 2014

1. EcoEntrepreneurXXI, a necessary initiative
2. Evolution of the programme & main results
3. Management structure
4. Supporting infrastructure

1. EcoEntrepreneurXXI, a necessary initiative

What is EcoEntrepreneurXXI?

Is a programme to support and coach the **creation and growth of companies of the clean tech sector**

Why is it necessary?

EcoEmprenedorXXI is a resource to promote **entrepreneurship in the cleantech sector**, as a tool to develop the **development of the business tissue** of the clean tech sector and as a device to transfer to society **the results obtained by research**: so this reasearch reaches the market.

What does it consist of?

The programme provides entrepreneurs with the intruments to **set up their business projects, training in business management and entrepreneurial skills, business contacts and access to finance.**

ECOEntrepreneurXXI

Challenges

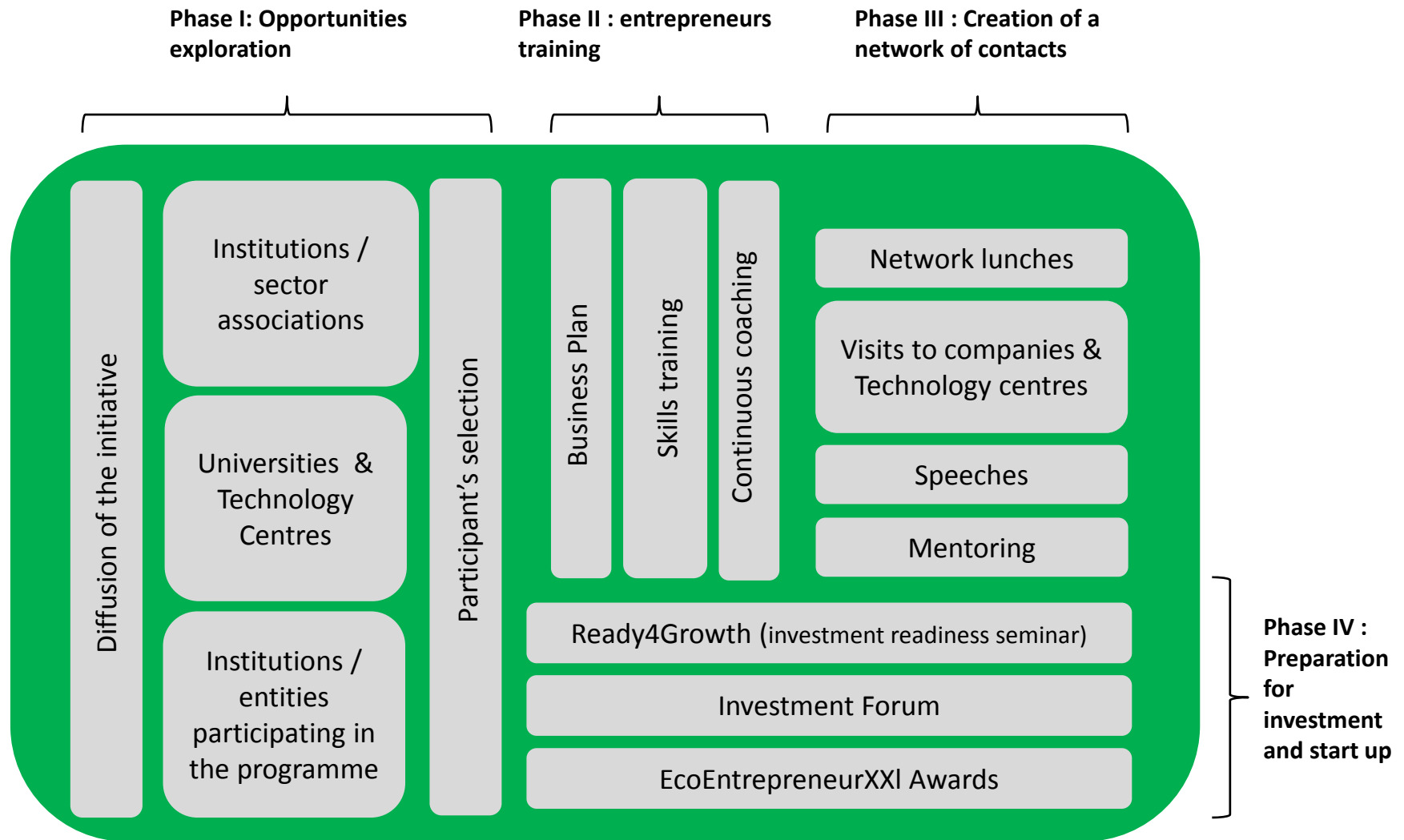
- Creation and growth of innovative, global companies with a sense of future in the cleantech field.
- Consolidation of the sector's ecosystem.
- Promotion and awareness raising of the cleantech sector.

EcoEntrepreneurXXI, a programme...

- Designed to promote the **creation and growth of companies** in the domain of clean technologies.
- Aimed at **entrepreneurs** with a business idea and **newly created companies**.
- With participation of the **main economic actors** of the sector.
- With an **European vocation**, with nationwide span and implantation in Catalonia.



1. EcoEmprenedorXXI, a necessary initiative



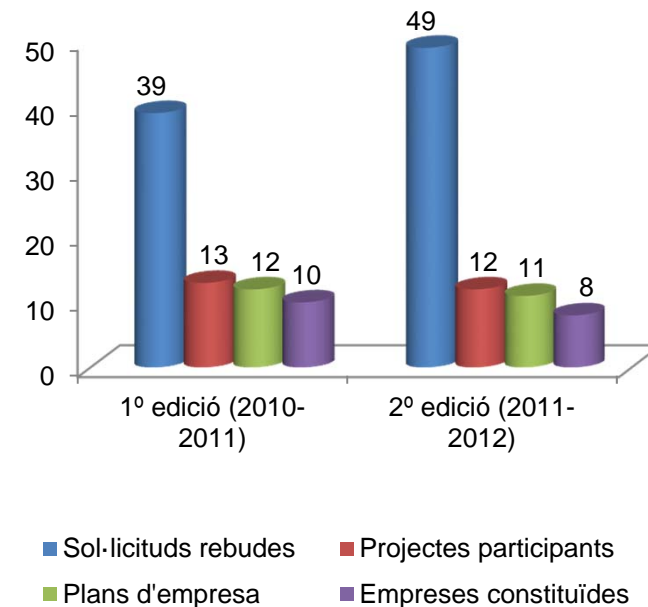
2. Programme's evolution & main results

Programmes achievements

- **Consolidated as a reference programme** of business creation & growth in the domain of clean technologies.
- Jointly promoted by the clean technologies sector **reference actors**.
- **Attraction** of a high number of **business projects** with **high growth potential**

Main results

- Attraction of **90 projects eager to take part in the programme**
- **25 business projects coached**.
- **72%** of the participant business projects are currently incorporated as companies and fully operative (18 companies).



2. Programme's evolution & main results

Success Stories

- **Goldemar.** platform that sells technologies based in gold clusters for air purification. www.goldemarsolutions.com



- **Webdom Labs.** Development and selling of products that enable users to control and manage the energy consume in air conditioning, lighting, water and electricity supply. **Winner of the Barcelona Smart City Award 2011.**



www.webdom.es

- **Enerbyte.** Tech-based company operating in the Smart grid that provides customer engagement solutions for the energy utility operators.



www.enerbyte.com

- **Be Park Spain.** A company offering a simple and flexible solution to the under-use of parking resources in urban environments.



www.bepark.eu/es_es/pages/home

Success Stories

- **Eco2Next.** Provides energy saving, efficiency and energy generation services for building owners communities and integrated management of Electric Vehicle battery charging stations in those buildings. **Winner of category “new business initiative” of the Red Emprende verde (Green enterprise Network) Award 2012.** www.eco2next.com



- **Smalle Technologies.** Design and selling of devices that generate energy from movement. **Winner of the “New energy sources” category of the Emprende Go Award.** www.smalletech.com



- **9smartpark.** Company that provides a management system of low cost parksharing . www.wesmartpark.com/

3. Management structure

Promoting committee



La Caixa, Spain's largest bank and Europe's 10th largest, promotes several programmes Entrepreneur XXI (in the domains of Clean Technologies, Life Sciences and Digital technologies) in partnership with national, regional and local organisations that promote entrepreneurship and innovation in order to support new business ventures with high growth potential. Among the most important activities, these programmes include the creation of new investment instruments for innovative business projects in their early stages and the development of measures to support training in entrepreneurship in universities and research centres

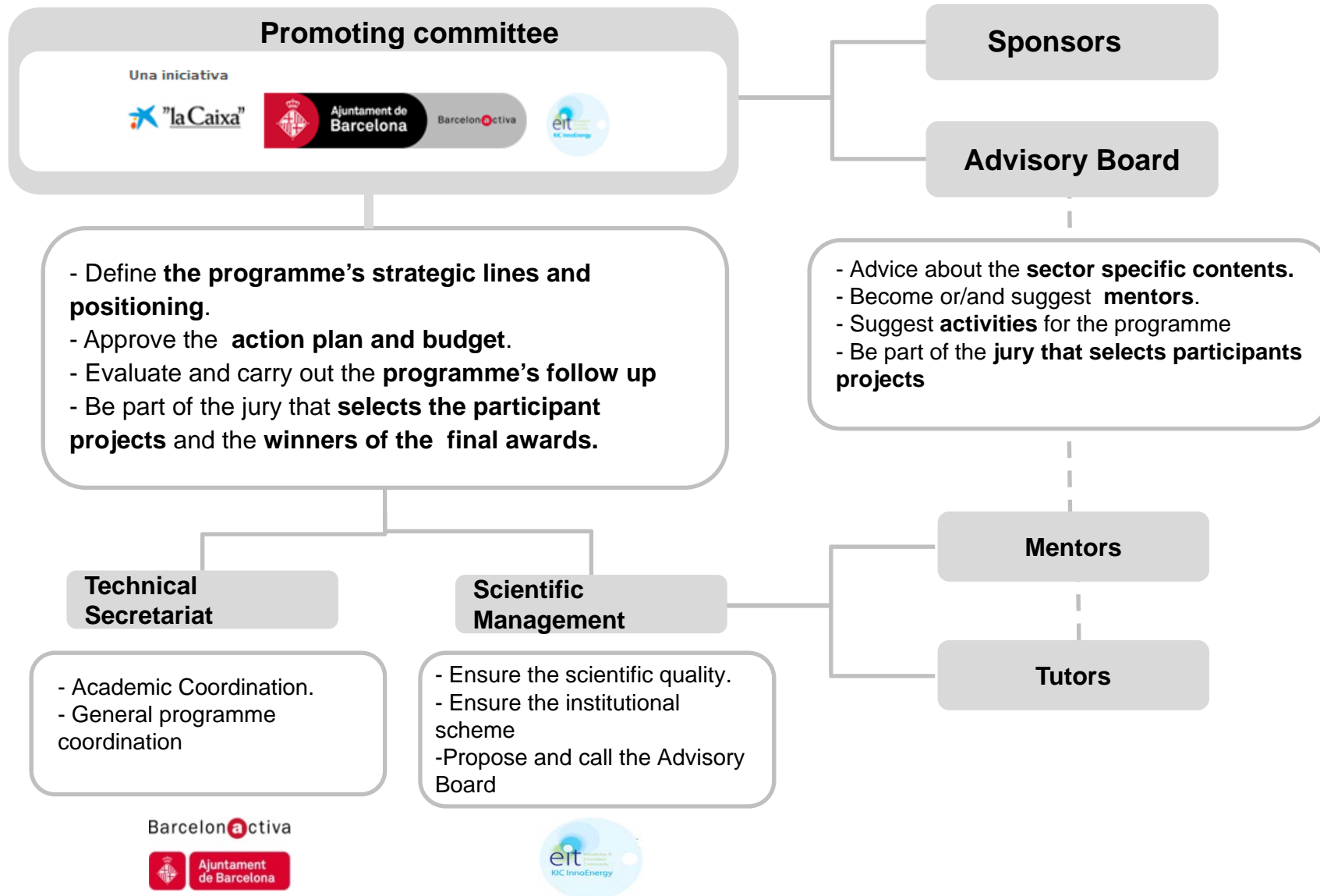


Barcelona Activa, part of the Area of Economy, Enterprise & Employment of the Barcelona City Council, is the implementing organization of economic development policies of the City Council. For the last 27 years Barcelona Activa has been promoting the economic growth of Barcelona by supporting businesses, entrepreneurship and employment. It also promotes the city and its strategic sectors internationally. Its mission is to be an international reference organization in entrepreneurship and employment promotion policies and a enabling environment for economic activity and social progress.



InnoEnergy is one of the three KICs *Knowledge Innovation Communities* (together with EIT ICT labs and Climate-KIC) created under the leadership of EIT *European Institute for Innovation and Technology*. Innoenergy is a **commercial company**, incorporated as *Societas Europea*, with 29 shareholders, all of them key players in the energy field, with **top rank industries, research centres and universities**.

3. Management structure



4. Supporting Infrastructure

ECO EntrepreneurXXI

Takes place at:

- Barcelona Activa's **Glòries Entrepreneurship Centre** located at Carrer de la Llacuna, 162-164. Barcelona, Catalonia (Spain).



Many thanks for your kind attention

For further information about **ECO**EntrepreneurXXI

contact: Itziar.blasco@barcelonactiva.cat

