



Auzo Factory Presentation

February 2016

## Context



**Auzo Factory** is an initiative run by Bilbao Ekintza to support the economic and social development of Bilbao.

It involves setting up new creative urban spaces by regenerating old disused areas with a mixture of uses and users, while combining the promotion of socio-cultural and community activities with those relating to enterprise. It is an attractive space for creativity and the coexistence amongst citizens, associations, agents, entrepreneurs and companies, focussing activities on the strategic sectors for the municipality of Bilbao.

## Auzo Factory Ecosystem

A 3D network diagram consisting of numerous spheres connected by thin lines. The spheres are rendered in two colors: silver and red. The silver spheres are more numerous and form the background of the network, while the red spheres are fewer and act as focal points or hubs. The connections between spheres are represented by thin, metallic-looking lines. The overall structure is a complex, interconnected web, suggesting a collaborative ecosystem or a network of agents.

**Bilbao Auzo Factory** plans to create innovative environments, encouraging collaboration and interaction with other agents. This is a key factor for the urban development of the municipality, positioning the city as an innovative and knowledge-based society, creating spaces with a mix of different uses capable of feeding an environment that promotes innovation and economic development in Bilbao.

## The Centres are a key element for the invigoration and promotion of employment and economic activity in Bilbao

They aim to be urban spaces of opportunity for Bilbao...

... encouraging the development of enterprise and active citizenship in Bilbao

... participating in the creation and growth of business projects

... as spaces of research, creativity, innovation and knowledge

... as collaborative environments for creating open innovating projects in order to find solutions to social and business challenges

... and as places open to the general public and their districts that promote a positive image of work, effort, collaboration and social participation

# Auzofactory Centres provide a **FRAMEWORK THAT IS PERFECTLY IN KEEPING WITH BILBAO'S OBJECTIVES FOR ECONOMIC DEVELOPMENT**

- ① Promoting the attraction, creation and growth of businesses, generating economic activity and employment within Bilbao.
- ② Promoting an entrepreneurial spirit, the development of skills and competences for enterprise and professional training, adapted to the needs and opportunities of businesses.
- ③ Invigorating economic and social activity within Bilbao, promoting the sectors of opportunity defined in the iBilbao 2020 Intelligent Specialisation Strategy.

Prioritising

**STRATEGIC SECTORS FOR THE DEVELOPMENT OF BILBAO**

The Centres look to consolidate themselves as a point of intersection between

**CITIZENS, DISTRICTS, BUSINESSES** and **CITY**



**CITIZENS:**

Open,  
multidisciplinary  
centre



**DISTRICT:**

Integrated and  
connected with  
commercial and  
business dynamics



**BUSINESS:**

With the vocation  
to generate  
businesses,  
wealth and  
employment.

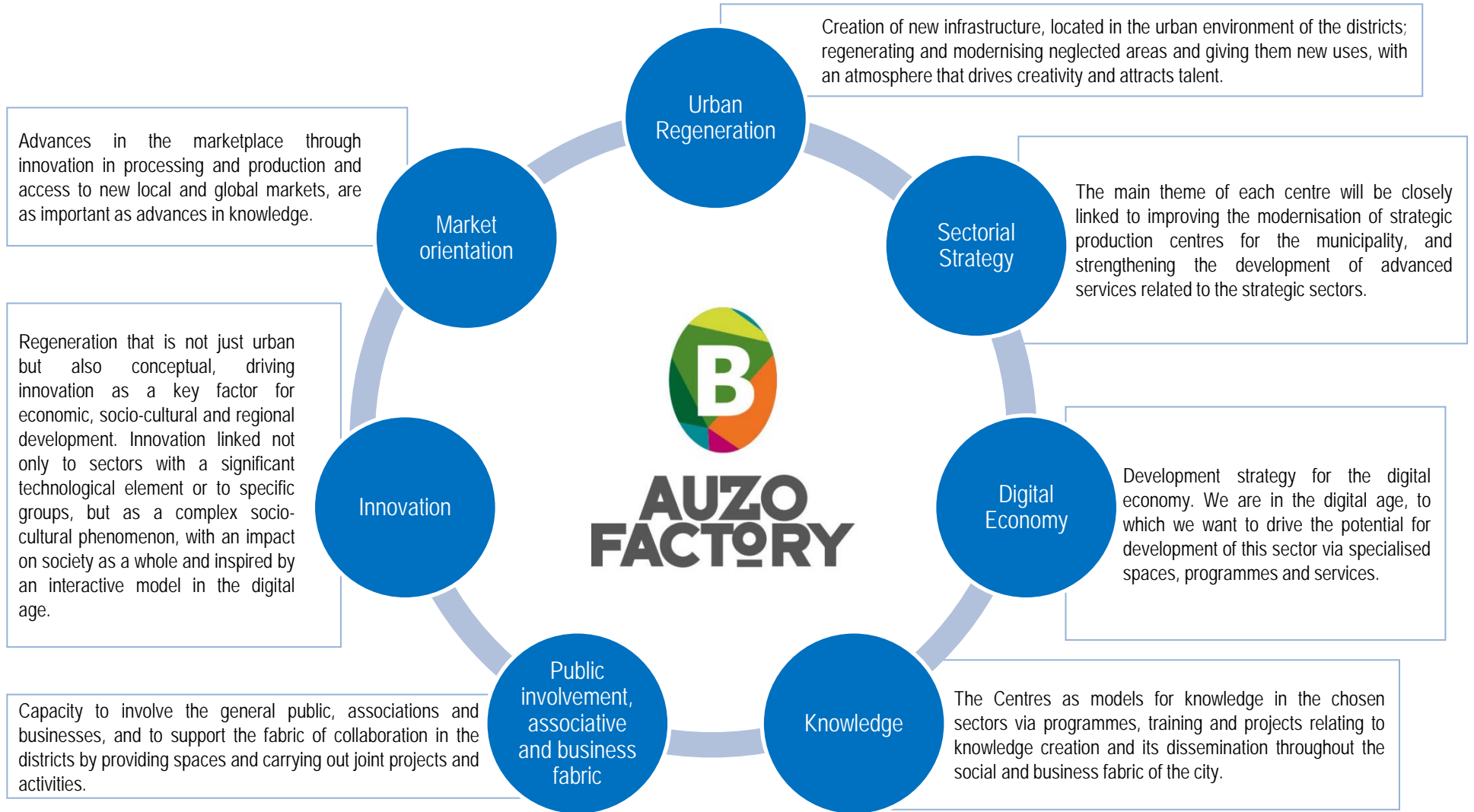


**CITY:**

Projecting  
towards the  
strategic sectors  
of the future in  
Bilbao-Bizkaia



# Focus of the Auzo Factory Strategy





There is a call for the creation of different AUZO FACTORIES in the city to **INVIGORATE ECONOMIC ACTIVITY IN THE DISTRICTS**





# KBi DIGITAL BILBAO BIZKAIA

INCUBADORA AVANZADA DE PROYECTOS DE EMPRENDIMIENTO DIGITAL

ADVANCED INCUBATOR FOR DIGITAL ENTERPRISE PROJECTS

 Bilbao Ekintza

 beaz 

euskaltel 

BBVA 

 GAIA  adigital

 BILBAO BIZKAIA  
be basque

**KBi Digital** is responding to the need for a specialised centre that favours the development of businesses and innovating projects in this sector oriented towards the **global market**, using successful experiences in countries such the United States, Israel and the United Kingdom as a model.



- KBI Digital, an incubator, specialising in projects of **advanced enterprise relating to digital content.**
- Global products and services in the digital content sector:
  - Development of applications for mobiles, television and multi-support
  - Internet-based business
  - Videogames
  - Digital content production
  - Etc.

KBI Digital, aspires to become an international reference for digital business enterprise.

- **Administrations:**



*Development of creative industries in the city and throughout the Province*

- **Sponsors:**

*Identification of initiatives and lines of work that contribute to the growth and development of KBI Digital.*



- **Collaborators:**

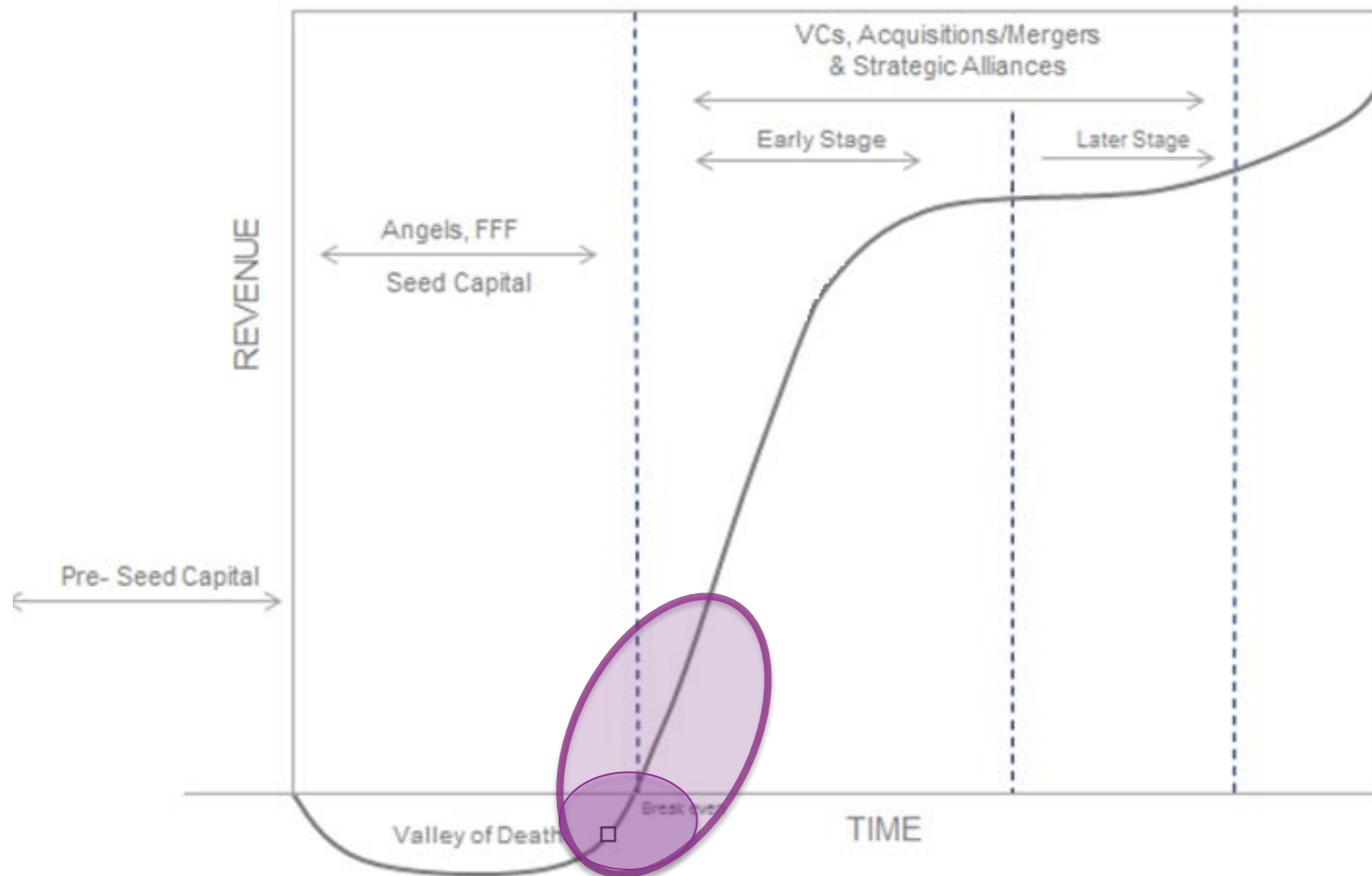
*Dissemination of the project amongst companies in the sector.*



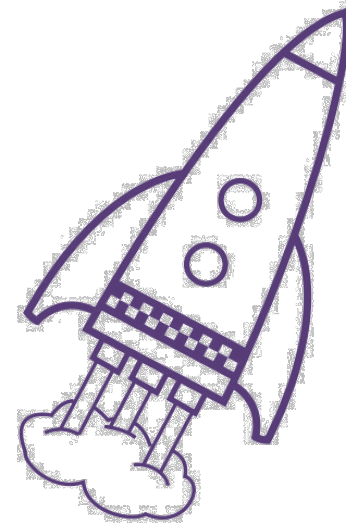
*Contributes to the opening up to markets of the projects located in KBI Digital.*



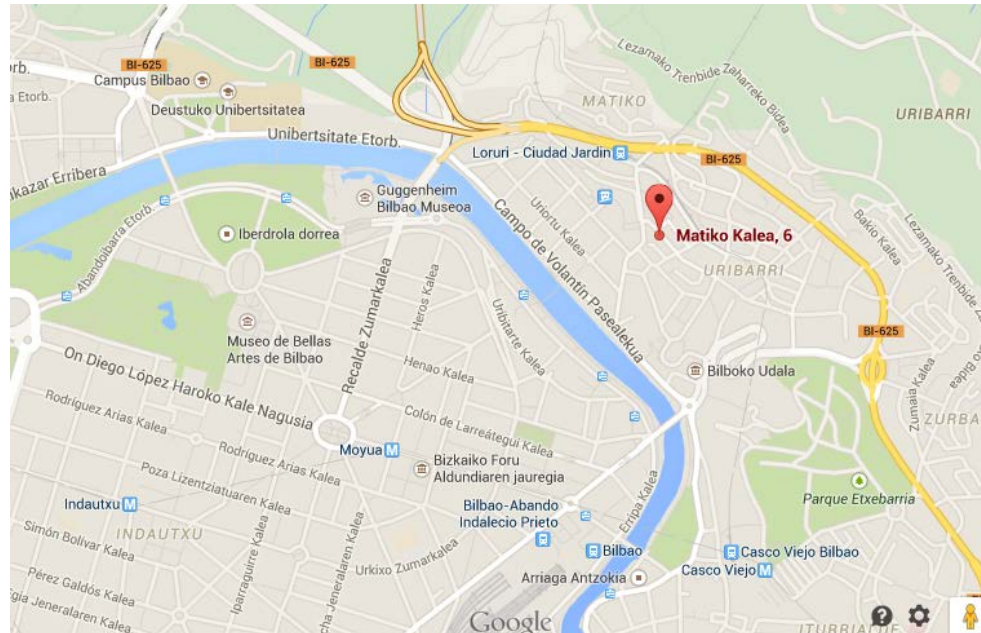




- KBI Digital will develop all activities that could influence the **acceleration** of the projects:
  - Mentoring
  - Training
  - Investor days
  - Commercialisation
  - Dissemination
  - Networking
  - Themed days
  - Innovating public purchase projects
  - Innovating projects from existing companies,
  - etc.



- KBI Digital will be located in the **Matiko Auzo Factory** . The space has a surface area of **1,100 square meters** distributed over six floors.



- 5 minutes from the tram (Uribitarte)
- 10 minutes from the metro (Moyua)
- Close the different bus routes (BilboBus and Bizkaibus)



**KBi**DIGITAL BILBAO  
BIZKAIA

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