



**AJUNTAMENT
DE VALÈNCIA**

Missions
València 2030

LAS NAVES



Early Demand Map València 2030

Prosperous and Entrepreneurial València



Early Demand Map València 2030 – Prosperous and Entrepreneurial València



Presentation of the Prosperous and Entrepreneurial València Look

The Prosperous and Entrepreneurial Look is based on **inclusive and sustainable economic development**, linking production to social and material needs, and contributing to the development of its full human potential. It is a city that gives people opportunities to develop their capacities to realise the lives and projects they have reason to value. It is a city that expands people's freedom. A prosperous city is a city for everyone, without cracks.

Along these lines, the València of 2030 must be a **city that is attractive to people and talent**. Not only for its quality of life and healthy urban environment, but also for **the job opportunities** and professional development it offers. Diversity, learning and cross-fertilisation are the basis of an **innovative and creative city** that generates prosperity and opportunities for all. They are the transformative engine towards a more **plural and diverse economy**, an economy that projects itself to the world through its local values and assets. All this, under the auspices of the **purpose of prosperity** guided by the principles of the **2030 Agenda** based on universality, interconnectedness, inclusion and cooperation as well as those emanating from the missions of innovation from a perspective of entrepreneurship and public purpose.

As a result, **dynamic and cutting-edge companies in the innovation, technology and knowledge sectors generate new poles of activity**, while more **traditional sectors are strengthened and modernised**. **Local and proximity activity** is the fundamental basis of an economy that generates decent, quality employment with full integration of young people, women and migrants into the labour market. By 2030, the city will be immersed in a continuously evolving, **inclusive technological and digital transition** that will create conditions and an environment conducive to **investment and entrepreneurship with economic, social and environmental impact, which will transform the city**.





Challenges sheet

Below is the set of Challenges sheet that have been identified for the configuration of the Early Demand Map associated with the Prosperous and Entrepreneurial València Look.



1

Development of new poles of economic activity with a strong innovative component



Justification of the need/challenge

In a globalised world in which innovation is one of the main drivers of economic development, València must strengthen its leadership position and continue to advance on the solid commitment of a robust ecosystem of agents that drive innovation in the territory. All this, under the prism of seeking innovative and agile solutions to the new challenges that arise in a changing, competitive and convulsive world.

In this context, innovative entrepreneurship represents a small sector of the economy that is capable of generating enormous productivity returns and has a high potential for the generation of employment and economic growth, thus generating virtuous circles between the main driving sectors from a perspective of inclusion and equal opportunities.

To facilitate the development of these new poles of economic activity with a strong innovative component, València City Council is committed to facilitating new instruments which, from the public sphere, allow these innovative processes to be accelerated, such as Living Labs, Sandboxes, Public Procurement of Innovation and new tools such as Public Subsidies for innovation.

Global challenge associated

Foster innovative and sustainable local economic development and boost entrepreneurship

Strategic line

Inclusive and sustainable economic development + Innovation, culture and inclusive digital transition

Field of Missions

Strengthening the productive ecosystem + Full digitalization

Priority

Table with columns LOW, MEDIUM, HIGH. HIGH is selected.

Deadline

Table with columns SHORT, MEDIUM, LONG. LONG is selected.

Expected impact

Local Government icon and 5 blue squares

Business fabric icon and 5 blue squares

Citizenship icon and 5 blue squares

Unmet public needs

Development of thematic and urban Living Labs for the development and testing of entrepreneurial initiatives

Driving the Sandbox concept

Commitment to Public Subsidies for Innovation and relate it to the Public Procurement of Innovation

Advances in the processes of transformation and social innovation regarding the uses and alternatives to plastic

Driving technology centers as partners to scale solutions

Enabling decentralised manufacturing laboratories as a learning mechanism, community cohesion, the fight against planned obsolescence and DIWO (do it with others).



Innovation enablers



2

Strengthening the Valencian business fabric and entrepreneurial ecosystem



Justification of the need/challenge

The thriving city is based on inclusive and sustainable economic development, linking production to social and material needs, and contributing to the development of its full human potential.

The traditional shortcomings of the labour market have been exacerbated over the last 15 years by a more demanding and competitive global context. Local companies need to strengthen their positioning and focus on attracting talent as a bargaining chip towards prosperity. The success of an innovative ecosystem revolves around talent. Developing, attracting and retaining specialised profiles and maintaining motivated human capital are challenges we face. Complementarily, we must offer a strong business fabric, with capabilities and attractions that enable the above.

In this way, it is understood as a priority to reinforce the scalability of companies and new start-ups as an essential condition for strengthening innovation, consolidating current driving sectors and exploring other potential sectors, with new technologies being a key factor in all of this.

Global challenge associated

Foster innovative and sustainable local economic development and boost entrepreneurship

Strategic line

Inclusive and sustainable economic development + Innovation, culture and inclusive digital transition

Field of Missions

Strengthening the productive ecosystem + Full digitalization

Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Unmet public needs

Internationalization and external talent

- Development of new mechanisms to attract start-ups
- Development of innovative programs that favor the internationalization of innovative small companies

Fostering business collaboration

- Development of agile and efficient localization networks and exchange of good business practices
- Development of innovation exchange systems between companies in the same sector
- Development of activities and spaces for the exchange of entrepreneurial experiences

Business climate

- Integration of all entrepreneurship support entities and all programs in a single platform accessible to the entrepreneur
- Interoperability and administrative proactivity for the creation of companies and their daily operations



3

Promoting a sustainable and local agri-food sector



Justification of the need/challenge

The agri-food sector and the fishing sector are of great economic and social importance in Spain, accounting for 11% of GDP and employing more than 2.6 million people. They are, in turn, key sectors to face the demographic challenge. In the Valencian Community, they are also priority sectors; primary economic activities contribute 2.2% of its GDP and the agri-food industry 1.8%.

The externalities of industrial agricultural production and the international food trading system have forced cities to rethink their agri-food models and urban food policies. Thus, more and more cities are committed to improving agricultural production practices in their peri-urban areas, as well as the trade and consumption of healthy and local foods. This challenge implies working to transform the value chains of agri-food into a fairer process with less environmental impact through its decarbonization, as reflected in the Municipal Agri-Food Strategy 2025. The agricultural potential of Valencia is undeniable. After Jaén and Castellón, Valencia is the province with the highest agricultural productivity in Spain, with L'Horta as a saint and sign.

Global challenge associated

Achieving a sustainable and local agri-food system

Strategic line

Sustainable and local food

Field of Missions

Strengthening of the productive ecosystem + Healthy habits

Priority



Deadline



Expected impact



Unmet public needs

Distribution and logistics in the agricultural sector

Development of innovative systems for supply prioritizing the proximity and ecological product

Development of innovative systems for online purchase and home transport of fresh local products

Ad hoc online sales platform adapted to MercaValencia

Promotion of the Valencian agricultural and fishing product.

Development of a public accelerator aimed at the agro-ecological sector of the city linking supply and demand

Enhancement of the Valencian orchard (and agroecological production in the peri-urban environment)

New solutions and models to boost the local fishing sector

Promotion of public food purchases based on ecological and proximity criteria

Traceability and digital agro-sector

Development of new traceability systems for alternative foods to labelling

Introduction of tools and technologies to offer agri-food information (nutritional, prices at origin, points of ecological offer, etc.)

Modernization of farming systems through sensorization and IoT solutions – Smart Farming



4

Promotion of sustainable urban tourism



Justification of the need/challenge

València is **positioned as an important tourist destination**, with more than **5 million overnight stays per year** in the city before the pandemic. In this context, it is necessary to **improve the sustainability indicators of this sector**, as it is a relevant activity in terms of pollutant emissions. Specifically, **5% of human emissions are linked to tourism** according to recent studies by the UNWTO and World Transport Forum, a figure that rises to 9% when analysing the emissions associated with the tourism value chain in Spain. As a response to the climate challenge, the city's **Sustainable Tourism Strategy**, launched in 2021, aims to **achieve carbon neutral tourism activity by 2025, making València the first tourist destination in the world with zero environmental impact.**

València's tourism faces the opportunity to **improve the city's competitiveness**, through the promotion of actions to achieve **sustainable connectivity with markets**, as well as to advance in the value of identity and uniqueness. The **digitisation of the tourism sector** is also key to continue attracting hyper-connected tourists. In this regard, among the Spanish destinations with the **Smart Tourist Destinations** classification, València occupies the most prominent position.

Global challenge associated

Foster innovative and sustainable local economic development and boost entrepreneurship

Strategic line

Inclusive and sustainable economic development + Innovation, culture and inclusive digital transition

Field of Missions

Strengthening the productive ecosystem + Full digitalization

Priority

LOW MEDIUM **HIGH**

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Unmet public needs



Tourist experience

Improvement of the **user experience** of the group of **cruise passengers**

Personalization of itineraries and services according to type of tourist (cruise passengers, active tourism, etc.)

Generation of **new spaces for interaction between residents and tourists**



Smart Tourist Destination

Development of **real-time information systems for tourists** through digitized panels, mobile apps and other solutions

Development of **innovative simultaneous translation solutions**

Development of **innovative solutions for real-time control of the capacity of the city's beaches**



Sustainable Tourism

Introduction of tools and technologies to **parameterize and monitor the impact of tourism in terms of carbon footprint**



New tourist assets

Promotion of **L'Horta as a tourist asset**



5

Strengthening local trade



Justification of the need/challenge

The **Valencian productive fabric** has in **commerce a sector** that is not only **strong from an economic** point of view, but also represents **values of tradition and proximity**. Proximity trade is one of the pillars of the identity of the territory and neighbourhoods, **it favours social cohesion and coexistence in neighbourhoods, generates social interaction and brings activity to the public space**.

In recent years, however, with the globalisation of the economy, trade has faced the challenge of adapting to an ever-changing world, to a highly segmented and specific market in terms of its demands, and to **competition that is no longer limited geographically**, but acts on an **international scale**, and all this, **also impacted by the rise of new technologies and their application** to all facets of our lives, so that we can now buy products from any part of the world at any time.

However, the situation arising from **COVID-19 has once again re-evaluated the importance of proximity**. In these circumstances, it is **urgent to support local Valencian commerce in its modernisation and digitalisation** processes as tools to ensure its competitiveness and, therefore, its survival.

Global challenge associated

Foster innovative and sustainable local economic development and boost entrepreneurship

Strategic line

Inclusive and sustainable economic development + Innovation, culture and inclusive digital transition

Field of Missions

Strengthening the productive ecosystem + Full digitalization

Priority

LOW MEDIUM **HIGH**

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Unmet public needs



Enhancement of local commerce

Development of **new programs and campaigns to support local commerce at the level of neighborhoods, districts, etc. reinforcing the importance of job creation and the advantages it entails**

Introduction of tools and technologies to increase the digital visibility of local commerce (available products, location, etc.)

Creation of local Market Places



Sustainability of local trade

Introduction of tools and technologies to parameterize and monitor **the energy efficiency of local businesses**

Progress in **new certifications linked to the push towards decarbonization by the commercial sector**



6

Strengthening the local and festive cultural sector



Justification of the need/challenge

Culture acts as a factor of cohesion and identity that is recreated both individually and collectively. It strengthens society as a collective and is expressed in both material and immaterial forms, which undoubtedly requires its reinforcement and support through its protection, dissemination and profession. It also plays an important role in the economy as a driving force for employment, prosperity and equal opportunities, with an economic weight in Spain of more than 2% of GDP.

Just as in the past, creativity has generated leading economic sectors, artistic and cultural manifestations known throughout the world, great professionals in these and other scientific and technological fields with international prestige and recognition, València aspires to be a consolidated reference and international pole of design, innovation and creativity.

To this end, we have the challenge of revaluing and revitalising the local culture sector in a sustainable way as a driving force in the improvement of social cohesion and economic development, without forgetting that it must be accessible and safe in a context characterised by COVID-19 and respond to new social demands and the digital era by introducing new technologies both in its management and in its enhancement.

Global challenge associated

Revitalising the cultural and heritage sector of the city

Strategic line

Inclusive and sustainable economic development + Innovation, culture and inclusive digital transition

Field of Missions

Strengthening the productive ecosystem + Full digitalization

Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Unmet public needs

Accessible and safe culture

Introduction of tools and technologies to improve the safety of cultural events in COVID-19 contexts, such as information systems on occupancy levels and capacity in cultural activities

Advances in innovative integrative solutions to guarantee universal accessibility to any type of show

Development of tools that facilitate information and 'understanding' of existing channels and options to internationalize cultural products

Development of innovative tools for searching and selling tickets for most requested shows

Promotion of the role of youth as "prosumer" of leisure, culture and sport proposals

Development of new innovative projects linked to the area of Las Fallas

Shared civic management with spaces linked to experimental cultural processes (civic laboratories)

Support programs for the use and care of public space for children and young people linked to art in movement

Increase and improvement of the cultural offer

Promotion of the new culture



7

New models of social and inclusive economy guaranteeing equal opportunities



Justification of the need/challenge

The search for the social impact of projects and initiatives has commonly been limited, in the public sphere, to the field of development and international cooperation, without managing, in many cases, to incorporate the social perspective into the private economic prism. However, with the emergence of new models based on the inclusive and social economy, we have moved towards a paradigm shift in which private business action is also capable of generating economic activity, while guaranteeing a positive return to society.

The public, in turn, detects these new hybrid models that combine the social and economic perspective as an added value to the products or services offered by companies, and as a differentiating element in consumer decision-making.

In this context, an increasing number of agents are working to guarantee employment opportunities for groups at potential risk of exclusion and to generate new products and services with positive environmental, social, etc. impacts.

The city seeks to promote the emergence of this type of projects and initiatives closely linked to the postulates of the social economy, using the PPI as a tool for the development and measurement of their impact.

Global challenge associated

Foster innovative and sustainable local economic development and boost entrepreneurship+ Ensuring full employment for all + Combating inequalities and ensuring social cohesion

Strategic line

Well-being, health and care at all stages of life + Inclusive and sustainable economic development

Field of Missions

Reduction of inequalities

Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Unmet public needs

Development of new mechanisms for measuring the social impact of projects



Social impact

Creation of solutions for the classification and "labeling" of business models with positive social impacts

Introduction in a binding manner in public procurement of the consideration of social and environmental clauses

Job

opportunities for groups at risk of exclusion



Exploring alternatives to the informal economy, scrap metal collection and street vending

Strengthening employment and poverty alleviation of domestic and care workers by promoting innovative projects in this area

Development of administrative and legal modifications to facilitate street artistic performances to obtain small income



New economic models

Progress in new models of cooperative activity