Driving the mobile and digital transformation of society to help improve people’s lives
“mSchools allows us to integrate new technologies into the students learning process in a more motivating and creative way”

Oriol Rodón
Director at IES Joaquim Pla i Farreras
mSchools
The broad integration of new technologies and mobile solutions into people’s lives is transforming whole societies and economies, and the change has just started.

Disruption brought by mobile is evident in developing and developed economies, in healthcare, education, services and enterprises. The digital economy is booming, mobile commerce and mobile advertising are exploding, and connected life is emerging.
Barcelona is ready for the mobile challenge. Talent, knowledge, innovation, creativity and quality of life are some of the assets that lead the city to drive the challenge of digital transformation.

Talent & Knowledge

- 12 public/private universities & 5 top business schools
- 8 internationally recognized scientific facilities
- 4 ICT centres
- Over 47,000 employees dedicated to research and development
Innovation & Creativity

- 7,000 companies working in innovation related fields
- 30 ideas and business incubators
- Barcelona nominated iCapital by the European Commission
- Barcelona ranked 4th most creative city in the world
- Barcelona is the 4th Smart city in Europe and the 10th worldwide

Quality of life and connecting platforms

- #1 European city in quality of life for employees
- 311 sunny days per year
- #10 tourist destination in the world.
- #4 in Europe
- #1 ranked city for people attending congresses
Mobile World Capital Barcelona is an initiative driving the mobile and digital transformation of society while helping improve people’s lives globally.

With support of the public and private sector throughout Barcelona, Catalonia and Spain, MWCapital focuses on three areas: the digital empowerment of new generations, professionals and citizens; the digital transformation of industries; and the acceleration of digital innovation through entrepreneurship.

Collectively, our mSchools, mLiving, mHealth, 4YFN and mVenturesBcn programmes are positively transforming the health and education system, the industry and the economy.

MWCapital hosts the Mobile World Congress and delivers 4YearsFromNow [4YFN], a business platform for the startup community.

Visit www.mobileworldcapital.com
DIGITAL EMPOWERMENT

A new way of teaching and learning

We work to empower citizens and professionals with new digital skills and to transform education for young people through the use of mobile technology.

Digital skills, a key tool in today’s society, empowers citizens and provides new abilities and resources that improve their interactions with the cities they live in.

mSchools
“mSchools enhances student’s digital skills and encourages them to become entrepreneurs of their own educational projects”

Ana Albalat
Technology Teacher at IES Ernest Lluch
mSchools
mSchools

mSchools is a multi-faceted mEducation programme of Mobile World Capital Barcelona, in partnership with the Generalitat of Catalonia, Barcelona City Hall and GSMA.

Launched in 2012, mSchools empowers students and teachers to integrate mobile technologies into the classroom. Mobile enables access to up-to-date materials, improves collaboration and strengthens learner engagement; opening up new ways of teaching and learning that improve achievement and employability.

One programme, three focus areas:

(1) Encourage learning with mobile
(2) Improve digital skills and entrepreneurial spirit
(3) Build an open environment for mEducation
Advocates the use of mobile technology applied to non-technological subjects and encourages learning with mobile.

Recognizes and rewards innovative teacher and school-led projects for their use of mobile technology in education.

A collection of best practices on the responsible use of mobile technologies in education supporting teachers, parents and schools.

A computer science course embedded in the Catalan High School curriculum for secondary education and vocational training.

Acknowledges and awards students and teachers for their accomplishments during the App Education course.

A series of actions designed to reduce the digital divide in the classroom and support special needs schools with training and workshops for improved performance using mobile.

An immersive workshop experience in app design and development. Students put their creative power to work using hands on learning methodologies based on real life business situations.

An innovative co-creation lab for education and industry to collectively define and create mLearning solutions. Future mEducation solutions are tested in school environments.
DIGITAL TRANSFORMATION

Fostering competitiveness through digital technology

We support the digital transformation of strategic sectors and the services they provide—public and private—to improve processes, business models and to generate digital solutions for citizens. We do this by integrating technology-based solutions and generating relational spaces that yield advances in competitiveness and value propositions for citizens.

Strategic sectors such as tourism, commerce, transport, health and public services boast great potential for digital transformation and, through it, enhanced value propositions. This evolution will make it possible to enrich the overall experience at tourist destinations, add digital value to the traditional shopping experience, improve access to public transport and experiences during travel, provide the chronical illness with enhanced quality of life, and promote a digital identification system to access to the public and private digital services.

mLiving
mHealth
“Mobile technologies are the tool to make healthcare available to everyone in the world”

Tram Nguyen-Trinh
CEO & Founder at Vitanlink
mHealth
mLiving drives the digital transformation of strategic industries and public services by identifying their business challenges and integrating disruptive technology solutions to stimulate competitiveness.

This transformation process is driven through:

(1) Knowledge
Identifying the challenges of a complete value chain in a specific sector and the potential of technology to face them –always understanding technology as a tool and not as the solution itself.-

(2) Trial
Testing a comprehensive usage of technology, validating a new business model or verifying an improvement of a value proposition.

(3) Adoption
Facilitating the mass market adoption of digital initiatives transforming them into new final services.
Mobile Thinking Days
C-Level programme for specific industries providing knowledge, understanding reference cases and promoting co-creation.

Mobile Thinking Days-Flash Sessions
Packed sectorial sessions on digital transformation

Mobile Ready
Showcase of innovative experiences in a real city context to highlight mobile technology benefits to citizens, industry and public institutions.

Mobile Reports and studies
Reports to help understand the mobile tech ecosystem on a specific industry or sector, identify challenges and real business or services opportunities and suggest recommendations to face them.

mIdentity
Mobile Service Identity technology to enable the development of public and private digital services.

Mobile Connect Service
Mobile Connect Service as a secure universal login solution to access public services in Catalonia.

- Mobile Connect Cross-Border pilot to enhance trust in e-transactions in the EU Digital Single Market. The pilot has validated the secure user authentication requirements provisioned by the eIDAS Regulation. It has been done by Finland and the regional government of Catalonia.

Big Data
To develop real application examples of Big Data in managing the challenges of top cities.

- Experience in the city’s tourist visit
- Experience managing the tourism within the city
mHealth promotes the improvement of citizen’s healthcare and wellbeing by fostering the digital transformation of the healthcare industry and services, while empowering patients and citizens through the use of technology.

The digital transformation of the healthcare system is driven through:

1. **Awareness and connect**
   Acting as a dynamizer, prescriptor and promoter of mHealth around the ecosystem.

2. **Trial of mHealth initiatives**
   With the main focus on Diabetes, cardiovascular and mental health, facilitating testing and clinical trials in order to validate and accomplish all legal and security requirements.

3. **Adoption**
   Supporting the deployment of piloted and validated projects at a large scale through the healthcare system.
**mHealth Global Website**
Online global community for the mHealth ecosystem.

**Digital Health Academy**
Online training tool for professionals, industry and the academic community.

**Workshops and Networking events**
Sessions to widen the mHealth network and identify opportunities to develop action.

**EU Task force**
Coordination of the EU task force with healthcare and industry leaders to define the strategy within EU for mHealth deployment.

**Digital Health and Wellness Summit**
Vertical symposium within the framework of the Mobile World Congress focused on Health and Wellness where most relevant players in healthcare around the world get together.

**Personal Health Folder**
Project to secure access to the PHF and real trial against production environment in the Catalan system.

**Evaluation Framework**
Holistic evaluation of mHealth solutions at EU level and federated model.

**mHealth CAT Plan**
Large deployment on a local basis of the mHealth strategy approved by the government.

**Mental Health Plan**
Identification of main areas where mHealth can be applied, mapping of Catalan initiatives that need support to be integrated.

www.mobilehealthglobal.com
DIGITAL INNOVATION

Fostering an entrepreneurial and innovative ecosystem

We help accelerate the globalisation of the entrepreneurial ecosystem, fostering its growth and scalability.

As a result of digital transformation, new transformative businesses have emerged based on mobility, and Barcelona, as a centre attracting these new businesses, and the talent necessary to develop them, functions as a digital innovation catalyst and accelerator.

4YFN
mVenturesBcn
“Barcelona is not only a wonderful place to live, but also an enormous pool of global talent”

Oscar Pierre
Glovo App Founder.
4YFN
4YFN

4 Years From Now is a consolidated business platform for the global tech startup community. It helps startups, investors and corporations to create lasting connections, from the believe that the startup culture is the driving force for change in the economy and business fabric, and one of the main drivers to improve citizens’ quality of life.

We work with startups, investors and large companies to:

(1) Connect

Building and fostering connections between Barcelona’s technological ecosystem and international technology hubs.

(2) Inspire

Providing the knowledge necessary to develop digital startups.

(3) Ignite

Discovering technological innovation leaders in order to favour the emergence of new ways of understanding and doing business.
Throughout the year, 4YFN organises various activities promoting entrepreneurship and helping to bridge the gap between startups, investors and corporations:

**4YFN Event**

The programme’s most important date in the calendar year is the 4YFN event held in February, promoted by GSMA and Mobile World Capital.

**4YFN Delegations**

4YFN travels to 3rd party events to help share ideas, offer support and expertise, encourage networking; help to build communities around emerging topics and to provide as much exposure as possible on an international level.

- Smart City Expo in Barcelona
- DLD Innovation Festival in Tel Aviv
- ...

**Global Contest**

4YFN collaborates and builds networks with various partners to drive innovation within the ecosystem by offering competitions to enable startups and entrepreneurs to prototype and test new projects.

- Global Mobile Innovators Tournament in collaboration with IBM to challenge startups and developers to create a robust IoT mobile app

**Hands-on learning programmes**

Aimed at developers, designers, marketers, product managers and business experts to encourage collaboration with a ‘hands-on’ approach to help share ideas, form teams, build products with the end goal of finally launching their own projects.

- The Startup Weekend has proved to be extremely successful

www.4YFN.com
mVenturesBcn

mVentures is a new player in the field of innovation that facilitates the growth and scaling of startups.

We boost innovation through two programmes:

(1) Acceleration programmes
We partner with the best accelerators around the world to screen, grow and empower talent, with the aim of accelerating the globalisation of the startup ecosystem in Barcelona.

(2) Technology Transfer programmes
We collaborate with research centres and universities to create a new paradigm to transform high end technology into new markets and support the creation of startups in new technology.
In partnership with StartupBootcamp, finds, funds, coaches and grows 10 teams in a 3 months programme, with 15.000€ seed funding for each project and extensive mentorship from 150+ entrepreneurs, investors and corporate partners.

A one-of-kind programme focused in scaling startups internationally. Selected mentors with experience in scaling business functions from relevant geographies will support the scale-up to achieve global markets.

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mventuresbcn.com
MOBILE WORLD CONGRESS

A cornerstone of Mobile World Capital Barcelona is the GSMA Mobile World Congress, the world’s biggest event of its kind, bringing to Barcelona the main mobile telecommunications industry companies and professionals. Barcelona has been hosting the event since 2006, for four days each year, transforming the city into the world’s premier mobile technology showcase.

In 2016, we forecast...

More than 95,000 attendees  
2,100 exhibitors  
More than 160 government delegations  
More than 4,000 media attendees  
More than 460M€ economic impact for the city  
More than 13,000 part-time jobs

www.mobileworldcongress.com
MOBILITY SPACES

At MW Capital we contribute to the growth of Barcelona as a landmark city in the area of digital transformation, generating spaces where technology, citizens and businesses come together, through:

(1) MWCentre
(2) SoftLanding

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Mobile World Centre

The Mobile World Centre is a joint public-private initiative created by Mobile World Capital Barcelona and Telefónica. Located in the heart of Barcelona, the Mobile World Centre is an open space where citizens are able to understand and experience how mobile technologies are improving our lives. The facility offers exhibitions throughout the year, along with a wide range of activities, programmes and contents for all citizens.

c / Fontanella, 2 –Barcelona
open to the public, Monday to Saturday, from 9:30am to 9:30pm

www.mobileworldcentre.com
Soft Landing

Barcelona Mobile Soft Landing is a programme providing support to technological projects so that they initially set up shop in Barcelona and can grow and develop in the area.

With the aim of encouraging mobile-related business and growing startups to open offices in the city, MWCapital offers its facilities to companies along with access to knowledge about the area and networking opportunities.
Mobile World Capital Barcelona is not created by one entity alone. It is the sum of all initiatives that makes us successful.

Barcelona is the right place to join mobile revolution.

We seek participation of both public and private institutions to join our movement. We encourage you to reach out for more information and to discuss opportunities for joint action.

www.mobileworldcapital.com