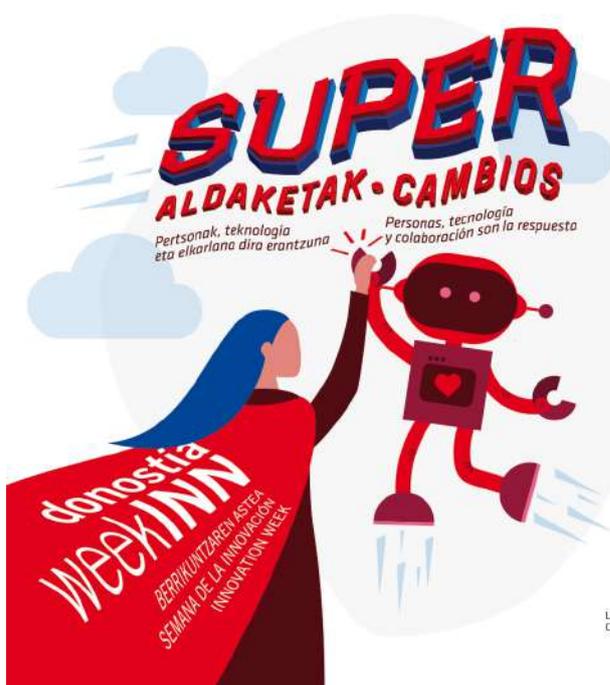


ACTIVITY REPORT

DONOSTIA WEEKINN 2020



VII
DONOSTIAKO
BERRIKUNTZAREN ASTEA
SEMANA DE LA INNOVACIÓN
DE SAN SEBASTIÁN

Urriak **24-30** Octubre



www.donostiainn.eus

Laguntzailea:
Con el apoyo de:



Gipuzkoako Foru Aldundia
Euzkoaren Foruak de Gijuzkoa

Antolatzaileak:
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DONOSTIA
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Donostia San Sebastián
Ekonomia Bultzatzeko Zinegotzigoa
Concejalía de Impulso Económico

Donostia WeekINN Week came to an end with “Superchanges” as a theme, highlighting people, technology and collaboration.

Donostia WeekINN Innovation Week continues to grow, with more than 4300 participants, 50 collaborators, top national and international speakers, more than 25 activities and a three-channel format.

The **Donostia WeekINN** Innovation Week is an initiative promoted by Fomento de San Sebastián, which celebrated its 7th year in 2020, with the following objectives:

- **To raise awareness** about the importance of innovation.
- **To train** people, bring knowledge together, share, learn, etc.
- To recognise and **focus on** agents of all kinds who are innovation-oriented.

The slogan of this year's edition of Donostia WeekINN was '**Superchanges**', a concept understood as an event that develops in an unexpected way that changes our world completely, despite seeming to be impossible, absurd even.

We proposed a meeting point where we would look at 3 key elements in order to tackle any change, starting with the 'Superchange' that we are experiencing and limiting it to our game board (i.e. the city):

- **People:** as innovation-generating agents giving meaning to technology and making it useful.
- **Technology:** as a key tool for the progress of humanity.
- **Collaboration:** tackling contexts of change and major challenges collectively.

Donostia WeekINN 2020 has also evolved, with a three-channel hybrid programme and a flexible On/Off format.

Formats:

1. **ONLINE.** By relying on technology, we will open the door to knowledge through conversations with experts, debates and networking activities.
2. **STREET.** We will take knowledge and challenges safely to the streets with a gymkana and exhibitions connected to online resources.
3. **MEETINGS.** These will be our safe, warm, nearby face-to-face spaces for connecting and learning.

What is Donostia WeekINN?

Donostia WeekINN Innovation Week is a framework which Fomento San Sebastián uses to promote and highlight its commitment to **Innovation** as a driver of change, an attitude and a principle which is inherent to a city such as San Sebastian, which wants to promote a model based on **Talent**.

At this point, it is key to **socialise** and get closer to citizens, to highlight the ecosystem and generate **connections** from new languages and formats.

Using this working approach, the 7th Innovation Week sought to make connections, especially with and for:

- **Citizens**, with the aim of bringing together all of the innovation being developed in our city through innovative companies and projects, our research and technological centres, and other entities in various fields.
- **Companies and professionals**, with the aim of providing them with new innovative ideas and creating forums to allow **interaction** between them.
- **Educational centres** (schools, vocational training centres and universities), with the aim of working with our **youngest talent**, it is **important** to train the skills linked to innovation and other cross-cutting skills, and introduce them to our innovative business ecosystem, our R&D and Innovation agents, and the challenges and new technologies that we are facing.

Therefore, this is an extension of the effort and work carried out throughout the year in the city on different scales by the different agents involved in the field of Innovation, and a time of the year when activities in several of their long-term programmes (Donostia Innovation Challenge, workshops with companies, presentations, etc.) come together at the WeekINN event.

Donostia WeekINN 2020

The COVID 19 pandemic is possibly one of the greatest turning points we have ever experienced. For this reason, the Donostia WeekINN 2020 event that took place from October 24 to 30 helped us to reflect on the three main factors of the 'Superchange' that we will have to deal with: people, technology and collaboration.

People as innovation-generating agents giving meaning to technology and making it useful. Technology as a key tool for the progress of humanity and collaboration to collectively tackle contexts of change and major challenges.

Why have 'Superchanges' as a theme? There have been many changes in the history of humanity - 'Superchanges' - which have led us to understand the world and the fabric of civilisation in the way we do today. 'Superchanges' is a term that is also used in design processes and refers to prospective study within the design of futures.

The context we are experiencing, which has affected us at all levels, including Innovation Week, is based on a series of critical, key, recurrent elements that have always been present when dealing with 'Superchanges' in the history of humanity.

That is why we have created a space to learn about, reflect on and debate specific cross-cutting challenges that cause upheaval and go hand in hand with the challenges and changes that we are facing as a society, particularly in cities.

The second half of the year is a good time to reflect, learn and move forward in a state of uncertainty towards building the future we want for people from the people...

Donostia WeekINN2020 once again offered a space to stop, reflect, inspire, learn, experiment, share, collaborate, interact... in short, to innovate.

In addition, the fifth DonostiaINN Business Innovation Awards were presented during Innovation Week. These awards are intended to recognise the efforts made by the city's companies in this field, in two categories: well-established companies and young companies. The winning company in the first category was Bunt Planet, and in the second category, Viralgen. The track record and impact of the Donostia International Physics Center (DIPC) was also recognised.

Innovation Week 2020 became a reality thanks to the support of Gipuzkoa Provincial Council and the collaboration of more than fifty agents.

The countdown begins to the eighth edition of Donostia WeekINN Innovation Week, an event that has become established in the city as a benchmark for promoting collaboration and making San Sebastian's commitment to innovation and talent more visible.

Weekend of October 24-25 | Donostia WeekINN 2020

The Innovation Week organised by Fomento de San Sebastián kicked off at the weekend with activities for everyone, with two feature activities - the gymkhana and the web escape - set in the city itself.

A gymkhana throughout the week entitled '**Donostia: una historia de innovación**' (Donostia: a history of innovation) allowed us to learn about the main factors and milestones that have marked the history of San Sebastian. Participants had to go to 6 key points in the city and solve different challenges, while familiarising themselves with augmented reality technology. There was also the possibility of taking part in an online version of the game. In addition, we held a draw with different prizes such as tickets for the Aquarium or La Perla, including vouchers for Fnac for all those participants who completed the process in person.

Another of the programmed virtual activities was the **Donostia WeekINN Escape Web**, the mission of which was to help a visitor from the future who is trapped in the historical past of San Sebastian. Our mission was to go back in time to retrieve components that would allow us to put the time machine back together. These components were lost by the time traveller, who was photographically documenting the city's historical past.



There were also two **exhibitions**:

- 1) The first exhibition was at Fnac Donostia; an exhibition of 20 paintings that told us about the discoveries of 44 brilliant women scientists, celebrating their scientific studies, inventions and discoveries throughout history, many of which are still unknown to the general public today. This exhibition could be enjoyed in Basque, Spanish and English.
- 2) The second exhibition was held in the Egia tunnel, a place with a lot of passers-by where we were able to exhibit exclusive contents dedicated to the Donostia WeekINN 2020. This included everything from the main objectives to the theme of this 7th edition, such as the most noteworthy activities and the option to view all programmed events using QR codes.



Monday October 26 | Donostia WeekINN 2020

Monday saw the premiere of WeekINN TV, the new TV channel publicising Innovation Week on Fomento de San Sebastián's Youtube channel, featuring a number of celebrity guests. We built a set in Talent House that served as the image for Donostia WeekINN 2020 and in which all of the WeekINN TV content was produced, hosted by presenter Xabi Pérez.



In the session **“Personal skills for the future”**, the director of the Humanova Group, **Alicia Pomares**, explained the skills that professionals will need to develop over the coming years. Pomares also pointed out that the ‘Superchange’ that we are undergoing has heightened this need. *“First-time learnability or the curiosity to be learning continuously, the ability to adapt to ‘Superchanges’, flexibility and then being very resilient”*.

A few hours later, **Ana Aldea**, director of the company Social Data, also took part in the programme hosted by Xabi Pérez. She analysed the **new forms of virtual relationships** that are spreading among young people. For example, the concerts at Fortnite and the forms of communication established with those who perform on YouTube or on platforms such as Twitter.

Aldea concluded with a significant reflection: *“Social networks are here to stay. The radical digitisation that we have undergone with the pandemic is not going to change, but we have talked at length about how we are masters of our own lives and that we have to use technology for people and not people for technology”*.



For his part, **Alex Rayón**, Vice-Dean for External Relations and Lifelong Learning at the Faculty of Engineering at Deusto, held an online seminar. He spoke about the challenges and opportunities of the low-contact economy, stressing that this business model has spread

considerably due to the pandemic: *"The post-Covid19 era will have an economy shaped by new habits and regulations based on reduced close contact in interactions, which will affect organisations and customer relations"*.

In the educational field, WeeKINN also reached out to schools. Within the framework of the **Donostia Innovation Challenge**, 370 pupils from 13 schools were able to shake their heads and train different attitudinal skills through a virtual escape game. A further 180 6th grade pupils from different schools took part in the **Donostia Minecraft Challenge** project, a session where they were able to learn how to program and overcome the challenges they encountered on the island of Santa Clara, a scenario recreated within this educational video game.

The students had to solve logic games and find secret passages to allow them to make progress on the map, unlock chests to finish the final construction and be able to complete their mission and leave the island for the city.



Tuesday October 27 | Day Four of Donostia WeekINN 2020

To start the second day, we returned to the WeekINN TV channel to talk about artificial intelligence and the future of events.

Núria Oliver, winner of the National Telecommunications Engineers' Award, came on to talk about **cities: technology and data**, and told us that *“artificial intelligence is at the heart of the fourth industrial revolution we are undergoing and represents an intimate, unprecedented relationship between the physical and digital worlds”*. For example, an increasing number of artificial intelligence algorithms will be used to help or assist in medical diagnoses, help judges determine court rulings, or help determine whether or not a person is offered a job or accepted into a university. These are undoubtedly decisions that have a great impact on people, which is why Nuria Oliver is committed to developing an AI strategy to deal with limitations such as biases in algorithms, lack of veracity and opacity.



Furthermore, through Fomento San Sebastián and within the framework of the 7th edition of Innovation Week, Real Sociedad and the city of San Sebastián joined forces to launch a challenge to those people who are part of the soul and driving force of Real Sociedad to continue building a dream through a programme of innovation and development of skills such as creativity and teamwork, a project that will be the home of all the people of San Sebastian and Gipuzkoa who feel that Real Sociedad is their own.

Therefore, Real Sociedad proposed the Real Sociedad Challenge for its young fans. It will involve boys and girls aged 14 to 18 reflecting and designing new spaces within the club's facilities in order to extend the excitement and experience of football beyond the 90 minutes of a match.



The future of large events was one of the central themes of the day; Iñigo Iribarnegaray, director of new business at Vocento, Joxean Fernández, from the Zinemaldia selection committee, Iñigo Argomaniz, director of Get IN, and Begoña Larzabal, sales and marketing director of Real Sociedad, reflected on the need to reinvent macro meetings so that they can continue to be held.

In addition, professionals from the hotel and catering sector reflected on three **trends that will define the hotel and catering industry in the coming years**: sustainability, digitisation and branding. Top level speakers took part, including José María Sen and Cristina Calvo, managers of K&Co, and Pilar Domínguez and Eva Ballarón, co-founders, creative and strategy directors of Mandarin Brand Society.



A webinar also took place on Tuesday 27 on the **surfing industry**. Featuring the informative views of Unai Garcia, manager of Single Quiver, it dealt with the challenges and opportunities of Internet sales of surfing products, delving into the world of specialist media and product marketing.

Wednesday October 28 | Donostia WeekINN 2020

The fifth day of Donostia WeekINN 2020 was the most international of all.

Estonia was named “the world's most advanced digital society” by Wired magazine. Florian Marcus, who has been involved in this strategy for years, told us about its origins: *“Sometimes it takes a difficult situation to push us towards Superchange.”* After independence from the Soviet Union, Estonia had to restructure the system of interaction between government and citizens. That is how **E-estonia** was born, the digital transformation strategy that has led to 99% of the official procedures in the country to be carried out online.

Currently, for example, they are working on creating the legal and strategic framework to accelerate the development of AI and make Estonia a pioneer in this field.



For their part, **Román Arjona** and **Julio Lumbreras** reflected on the major challenges facing Europe in the coming decade, as representatives of the European Commission and the European Union respectively.

Among the strategies the European Union is working on to advance digital transformation, the green economy and social cohesion, Lumbreras referred to one specific mission: *“to achieve 100 climate-neutral cities in Europe by 2030 with citizens at the centre”*.

Román Arjona talked about the opportunities presented by the Superchange generated by the pandemic and by social challenges such as climate change and the ageing population: *“this represents a number of fundamental opportunities for cities and regions with an advanced R&D and innovation system such as the Basque Country and the city of San Sebastian in particular, which will be able to position themselves very well to make progress in these green and digital transitions in which we are immersed”*.

A round table also addressed the impact that digitisation is having on the configuration of both public and private spaces. **Eukén Sesé**, general manager of Fomento San Sebastián, architect **Xabier Barrutieta** and **Xabier Pérez de Arenaza**, from the Habic cluster, raised the need to rethink the **design of cities** to adapt them to the new uses and needs which citizens are already demanding.

These issues have been studied and worked on for years, and the current pandemic has only encouraged conversation to be shared with many other disciplines; in turn, this has given new meanings to areas such as housing, offices, mobility, and leisure and commercial spaces.



Furthermore, COVID19 has also accelerated the process of digitisation in the **agri-food sector**; this change brings with it advantages that were analysed in a webinar led by the agricultural engineer **Jorge García de Opazo**. These include improved procurement practices and mitigating the effects of climate change. These changes will bring improvements to the sector in terms of competitiveness.

In addition to this, five **women scientists**, who work in different research centres around San Sebastian, came to the Aquarium to talk to us about the research they are carrying out and to pay tribute to some of the **greatest women scientists in history**. Past and present came together to vindicate women scientists of the past and the present, and to build a future in which they will never cease to be.

Our stars of the night were: Clara García Astrain & Rosalind Franklin, Joanna López & Rita Levi-Montalcini, Naiara Rodríguez & Constance Tipper, Sara Barja & Mildred Dresselhaus, Silvia Bonoli & Vera Rubin.



On Wednesday, the UPV-EHU and University of Deusto were also involved. 4th year students studying for a degree in Tourism at the University of Deusto and students studying for a degree in Business Administration at the UPV/EHU imagined the future of the city with creativity, responsibility and optimism. A number of multidisciplinary teams worked on designing innovative and sustainable solutions for **Donostia in 2030** through the methodologies of Design Thinking and Future Thinking.

The two Sustainable Development Goals on which the challenge was focused were:

- SDG 6: clean water and sanitation.
- SDG 11: sustainable cities and communities.

Headlines that came about from the “Donostia 2050: design the city we want to be” exercise included the following, among others: “A great win for the climate change team”, “Mobility

through the use of non-potable water is now a reality”, “La Concha, the most polluted beach in Europe”, “San Sebastian limits water consumption by tourists” and “A San Sebastian with crystal-clear waters and dreamy beaches”.



Finally, in a meeting we called the **TX meeting**, a number of foreign people living in San Sebastian and people from San Sebastian working abroad took part in a symposium in which they identified attracting talent and seeking international recognition for the concept of the city of science and innovation as being key to developing San Sebastian.

We turned this meeting into a debate for sharing experiences of and views on the key elements not only of WeekINN but also of our city: people, technology and collaboration. We also tackled other issues such as talent and innovation.



Thursday October 29 | Donostia WeekINN 2020

On the morning of Thursday 29, Fomento de San Sebastián organised an online working session with representatives from local trade and hospitality associations, along with companies that provide digital services, with the aim of analysing and comparing the measures in the **Action Plan** that Fomento devised within the framework of the European **DEVISE** project (Interreg Europe-EU), which have been implemented to support the digital transformation and adaptation of local trade and hospitality businesses to new forms of work and business models.

The debate focused on the following **actions**: a digital awareness and training programme, a technology consultancy programme and a financial aid programme to implement digital solutions and applications.



The participants agreed on their importance in supporting the economic activity of local economic sectors and digital transformation processes, and took the view that, despite the fact that the situation caused by the Covid-19 pandemic will require continued support throughout the coming year, these actions respond to real needs and problems in their local context.

At midday, we were joined by **José Manuel Leceta**, former director of the European Institute of Innovation and Technology, who shared his thesis '**Fractal Innovation**' with us. Fractals are mathematical objects found in nature that describe complexity in a simple way and, as Leceta explained, the theory of fractals deals with the parallels between the relationships between fractal structures and society.

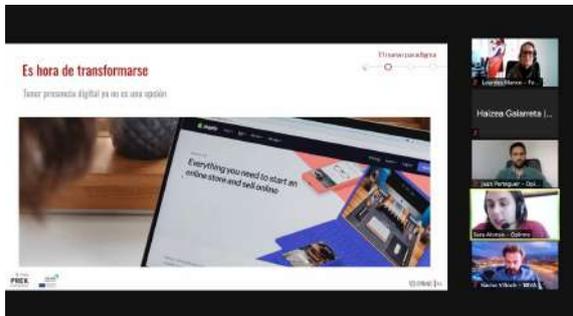
"For example, ferns are fractals, because you can see the plant, but it looks like a branch. You see the branch and it looks like a leaf. This regularity is what I find on these three levels: teams, organisations and communities."

Leceta declared that innovation is a commitment to people. *"Someone who is curious and knows the dynamics of innovation and entrepreneurship will understand the world a little better."*

We also hosted the annual **Euskarabildua** meeting, which took place behind closed doors in San Telmo. The initiative is aimed at linking the areas of Basque society and the Basque language. This year in particular, the object of analysis was the influence that the pandemic has had on privacy regarding our data.



To finish off an intense day, **Opinno** organised a session aimed at commercial establishments with the objective of shedding a little light on the current situation by going deeper into digitisation. It was a session in which we talked about how to get to know and communicate with customers in this new paradigm, offering them holistic experiences thanks to technology and an all-channel strategy.



Friday October 30 | Donostia WeekINN 2020

Innovation Week came to an end on Friday with the presentation ceremony of the Donostia INN awards, which recognise leading innovative companies in our city.

The **Young Innovative Company** award went to **Viralgen**, a company founded in 2017 which works in the field of gene therapy.

The company run by Javier García was recognised for its strong commitment to health and biotechnology, both seen as key sectors and opportunities for San Sebastian.

Imanol Lasa thanked him for his commitment to set up in San Sebastian and Gipuzkoa, and Javier García underlined the idea that the environment of innovation in San Sebastian was key to taking this strategic decision, which is already bearing fruit.

The **Well-established Innovative Company** award went to **Bunt Planet**, a long-standing company that has developed software to reduce water losses.

Their constant commitment to R&D has allowed them to grow and establish themselves in international markets, and has even been recognised by the European Commission itself, when they were selected in the exclusive SME instrument programme for companies with high innovative potential.

Marisol Garmendia remarked on the pioneering perspective in the face of the global challenge, the commitment to innovation, local talent and environmental sustainability, to which Ainhoa Lete, who came up to collect the award, responded that they want to turn San Sebastian into a benchmark city in terms of water technologies, by attracting the investment and talent of new leading companies in our area.

The **Donostia INN Award** went to the **Donostia International Physics Center (DIPC)**. Since its creation in 1999, it has stood out for the excellence of its scientific activity and has become a platform for the internationalisation of Basque science and the city.

Eneko Goia pointed out the importance and merit of having turned this city into a city of science and knowledge. Meanwhile, Pedro Miguel Etxenike expressed his gratitude and highlighted the fact that almost half a million researchers have cited articles that include the name Donostia-San Sebastian, and the DIPC has borne Donostia in its name with honour around the world.



Conclusions

During the seven days of this 7th edition of Donostia WeekINN, more than 4,300 people followed the events programmed via live video broadcasts on the WeekINN TV channel, or in later viewings of the videos hosted on that channel.

The figures indicate that Innovation Week managed to adapt to the circumstances caused by the pandemic and provided a complete and varied programme that served as a space for reflection and debate on the great challenges and key elements that make it possible to tackle 'Superchanges', the slogan of this year's edition.

Innovation Week also highlighted some of the key issues that are being dealt with at a city level: the commitment to innovation, the importance of understanding and using technology as a tool to help us tackle the city's immediate and future challenges, from, by and for people. All of this together, in a collaborative environment, forms the basis from which to continue developing a city model based on people, innovation and knowledge.

The most special Donostia WeekINN, that this year was held digitally has concluded, but we will be able to continue enjoying all the programming that was shown on WeekINN TV on our Youtube channel.

Fomento de San Sebastián is already working on next year's edition of Innovation Week. We look forward to seeing you!

Collaborators

With the support of:



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With the collaboration of:



Aquarium | Gipuzkoa Hotel and Catering Business Association | Bengoa | Biodonostia | Ceit | Cic Biomagune | Cic Nanogune | Deusto Forotech | Donostia International Physics Center (DIPC) | Domotek | Doplay | Easo Politeknikoa | Educa Reality | Ekintza | Elhuyar | Eskibel | San Sebastian International Film Festival | Fondo Formación Euskadi | Forotech | Get In | Grupo Vocento | Habic | Iametza | Ikor | Ikusi | Irisbond | Kiroldna | Labsland | La Perla | Laia | Luana Games | Maraka | Materials Physics Centre (CFM) (UPV/EHU-CSIC) | Naru Intelligence | Nazaret Fundazioa | Nuavis | Opinno | Peritus | Polymat | Real Sociedad | Selfcoaching360 | Sinnple | Skootik | St Patrick's English School | Tecnun School of Engineering | Deusto University | UPV-EHU | Vicomtech | Zabala Innovation Consulting | Zubiri Manteo