

Donostia – San Sebastian

Innovation hub and a talent-based strategy



DONOSTIA SAN SEBASTIAN

City DATA

EUROPA > SPAIN > BASQUE COUNTRY > GIPUZKOA > DONOSTIA – SAN SEBASTIAN



Citizens



187.850

Life Expectancy



83,9

Women



52,73%

International



8,7%

Revenues/
year



16.952 euro

El municipio de mayor renta media anual de España – Informe INE 2022

Unemployment



8,6%

GDP



7.369M€

R&D



2,9%

SMEs



18.500

Micro SMEs



86,7%

Advanced
serv.



8.227
(44,5%)

Jobs



55.252 ppl
(56,6% empl)

DONOSTIA SAN SEBASTIAN

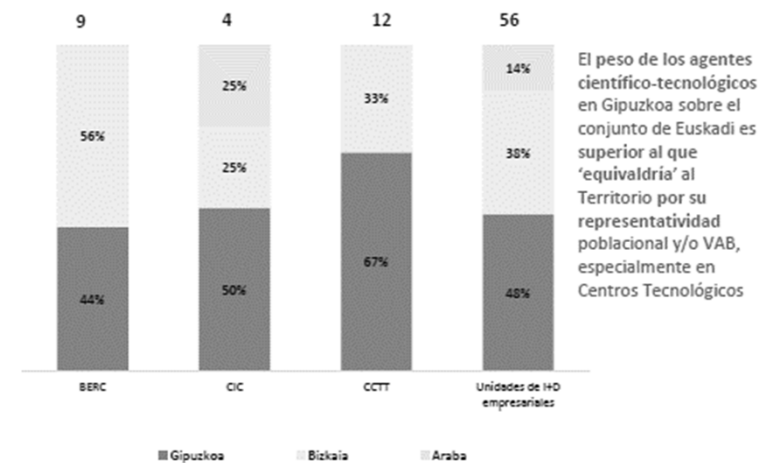
Where we are in Innovation

Regional Innovation Scoreboard 2021

- Spain classified scale 3- Moderate Innovator.
- Basque Country classified scale 2- Strong Innovator.
- Basque Country leading the Innovation Ranking in Spain.

NUTS	Region	RII	Rank	Group	Change
ES11	Galicia	78.9	156	Moderate -	16.0
ES12	Principado de Asturias	73.7	166	Moderate -	8.9
ES13	Cantabria	73.5	168	Moderate -	9.5
ES21	Pais Vasco	103.6	93	Strong -	14.7
ES22	Comunidad Foral de Navarra	90.1	114	Moderate +	17.5
ES23	La Rioja	80.7	150	Moderate	7.9
ES24	Aragón	80.9	148	Moderate	9.1
ES3	Comunidad de Madrid	101.0	100	Strong -	13.7
ES41	Castilla y León	76.9	160	Moderate -	17.4
ES42	Castilla-la Mancha	64.4	183	Emerging +	12.3
ES43	Extremadura	61.1	188	Emerging +	14.1
ES51	Cataluña	98.9	108	Moderate +	16.9
ES52	Comunitat Valenciana	91.3	128	Moderate +	18.3
ES53	Illes Balears	67.4	178	Emerging +	9.9
ES61	Andalucía	67.5	177	Emerging +	10.6
ES62	Región de Murcia	76.3	161	Moderate -	17.5
ES63	Ciudad de Ceuta	33.6	231	Emerging -	4.2
ES64	Ciudad de Melilla	40.6	226	Emerging	12.5
ES7	Canarias	48.8	216	Emerging	10.7

Representación de agentes científico- tecnológicos por Territorio (% sobre el total, 2020)



* Informe "Situación actual de la I+D+I en Guipúzcoa, 2021" (DFG)

DONOSTIA SAN SEBASTIAN

Science & Innovation Ecosystem

Basque Science & Innovation Network

QUANTUM, Neuroscience, New Materials, AI,...

1 Tech Park & 3 Business Parks

R&D staff: 3585 people.

- San Sebastián - 4,63%
- Euskadi - 1,29%.
- Spain - 0,62%
- EU - 0,86%

NATURE MAGAZINE ranked San Sebastián in 198 out of the 200 main scientific cities in the world.

Investment of 2,9% GDP in the city in R&D+i (1,41% Spain, 2,19% average EU)

44,1% WOMEN

Informe "Mujeres e Innovación 2022", Ministerio de Ciencia e Innovación con FECYT.



DONOSTIA SAN SEBASTIAN

Human Capital



52

Educational
centres

16

Vocational Centres

4

Universities

40.000

students



30% ENGINEERING Studies



52% population University studies

(Euskadi 45,3%* (7º region in EU- 25-34 years/ Challenge: ** STEAM careers
** tech careers women)



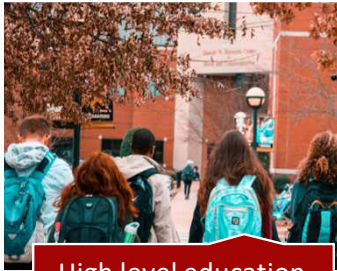
Donostia / San Sebastian > Ecosystem

Key Assets & Main Challenges

Key Assets



Tech research skills



High level education rates



Competitive companies SME



High level quality of life



Developed innovation ecosystem

Main Challenges



Small size companies



Knowledge transference



Mismatch job skills



Traditional sector-based economy



Talent & demographic unbalances

FOMENTO SAN SEBASTIAN

Promoting the transformation of the city's local development model through **innovation, cohesion and sustainability**



FOMENTO SAN SEBASTIAN

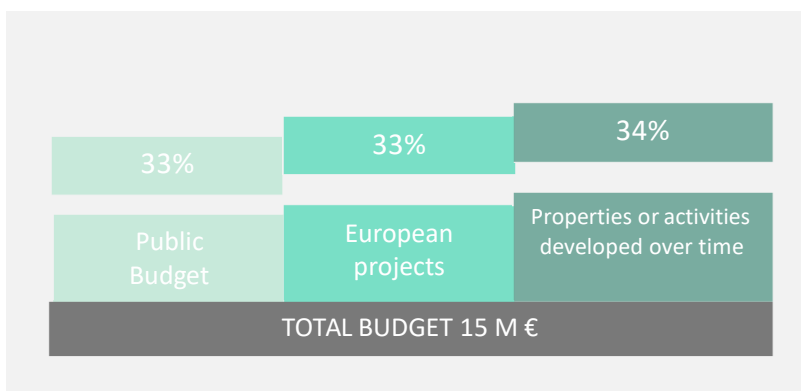
Created in 1902

MISSION:

FSS promotes a Sustainable and Smart development of the city, boosting **TALENT, INNOVATION and INTERNATIONAL** strategy for the city.

GOAL:

To become a local and **International leading Institution in the development and consolidation of innovative projects.**



STRATEGIC LINES OF ACTIVITY

- ❖ TALENT
- ❖ INNOVATION
- ❖ COMMERCE AND DIGITALIZATION
- ❖ EMPLOYMENT & COHESION
- ❖ URBAN TRANSFORMATION
- ❖ INTERNATIONALIZATION

Introduction

After successfully overcoming a complicated year 2021 marked by an intense incidence of the **global pandemic** FSS proposes a **new local Economic Boost Plan for 2022**. The plan is a joint exercise of measures that was born with the purpose of advancing in the economic development of San Sebastián. Since 2012, €73 million have been invested, proving to be a consolidated instrument that has been adapting to the current needs, going from €6.5 million in 2012 to approximately €11 million in 2021. The new plan for 2022 proposes to be able to start a new path, which by betting on and facing the future through actions focused on people, supporting the development of innovative projects and networking with the key agents of the local ecosystem.

The Economic Impulse Plan establishes five areas of action that allow the city to work and advance towards sustainable, cohesive and innovative development:

- **San Sebastian, a cohesive city.**
- **San Sebastian, an entrepreneur city**
- **San Sebastian, a services city.**
- **San Sebastian, a science city.**
- **Urban Transformation actions**

In addition, transversal actions will be carried out to support young people, equality and territorial cohesion between the different neighborhoods of the city.

STRATEGY DEPLOYMENT

01. COHESION

Development of job opportunities for people at exclusion risk & Young talent

02. ENTREPRENEURSHIP

Promotion of business projects, promoting the **entrepreneurial commitment**.

03. SERVICES oriented

Reinforcing the commitment to the **services oriented** tissue that is advancing in its transformation, including the support for the **growth of advanced knowledge-based services**.

04. SCIENCE & INNOVATION

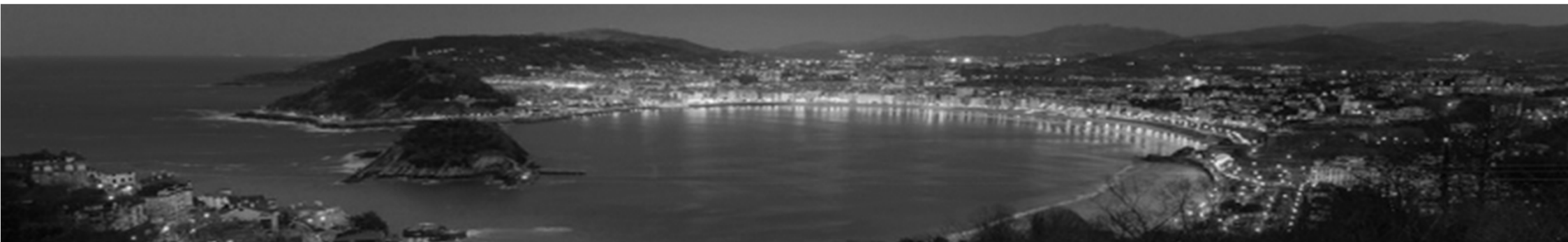
Promotion of **Science and Innovation as a priority** and City Branding

05. URBAN TRANSFORMATION

Sustainable and Smart **solutions for the city**

2022 PLAN'S INVESTMENT:

Cohesive city	4.006.580€
Entrepreneur city	1.945.437€
Services city	1.342.715€
Science and Innovation city	476.890€
Urban transformation	686.101€
<hr/>	
Total 2022	8.457.723€





01 San Sebastián

Cohesive city

FSS will deploy professional opportunities for unemployed people with a special focus on the following target groups:

Local Young people

Women

People+ **45**

INVESTMENT :

4M€



SPECIFIC PROGRAMMES FOR GROUPS WITH GREATER DIFFICULTIES

Strengthening the commitment to support unemployed people in their labor insertion.



DEPLOYING NEW OPPORTUNITIES FOR THE LOCAL TALENT

Favoring professional development paths, a connection with local opportunities as well as reinforcing the talent attraction and retention strategies.

COHESIVE SAN SEBASTIAN

SPECIFIC PROGRAMMES FOR PEOPLE WITH GREATER DIFFICULTIES

REAKTIVA-T

Assessment and training to improve the employability of unemployed people, integration in the labor market and with special relevance in the work with unemployed women in the city, through their personal and labor activation.



PILOT PROGRAMME FOR WOMEN- EAST DISTRICT

Project to improve the employability of women in the Eastern zone, especially those who are at risk of social exclusion, in order to achieve the integration of these women in the labor market



PROFESSIONAL CERTIFICATES

Collaboration with local vocational training centers to integrate training in Professional certifications in the different paths for employment.



HIRING FUNDS

Economic support aimed at encouraging the hiring of unemployed people who have completed specific orientation and training itineraries.



COHESIVE SAN SEBASTIAN

SPECIFIC PROGRAMMES FOR QUALIFIED PROFILES

YOUNG MOBILITY FELLOWSHIPS

International Mobility Program that aims to contribute to the skills development of under 30 years young people from San Sebastian with a university degree through professional stays of 6 months in international organizations.



WOMEN RESEARCHERS FUNDS

Grants to encourage the hiring of young female doctoral students in the city's research and technology centres, which covers the hiring of the first years, with different amounts each year, with the first year being more helpful than less in successive years..



INNOVATIVE TALENT FUNDS

Aid to encourage the hiring of people under 35 years of age with higher academic training and who are unemployed by local entities that are developing innovative business projects.
Aid of 10,000 euros for 6 months of contracting.
Increases of 10% Woman
+10% 1st hiring



TALENT RETURN

Aid to encourage the return of people from San Sebastian who have been working outside the Basque Country for at least a year. These people must be hired by local R&D agents. A specific increase will be established when the person hired is a woman.



COHESIVE SAN SEBASTIAN SPECIFIC PROGRAMMES FOR QUALIFIED PROFILES

BIODIVERSITY RESEARCH GRANTS

Scholarships for young researchers in the field of biodiversity.



TALENT FAIRS

b2B meetings between companies and local entities with opportunities for professional development and professionals in search of employment.



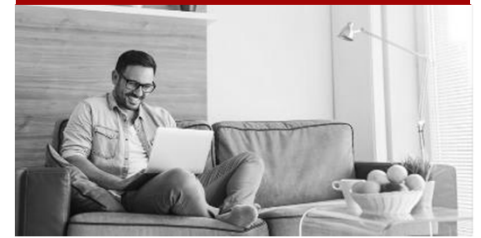
YOUNG EMPLOYMENT FORUM

Meeting on Youth Employment that will take place within the Talent Fair with young people from the city to learn about their concerns and needs in order to design and improve our programs and services, both in the field of connection with companies and in the field of entrepreneurship.



LOCAL TALENT PROGRAMME

Program aimed at offering opportunities to local talent to develop their professional career in Donostia, both with their own entrepreneurial projects and through support for their hiring by local agents in innovative projects.



02

San Sebastian Entrepreneurial city

**Fostering local new and existing businesses
competitiveness**

**INVESTMENT:
1,94M€**



TRADITIONAL SECTORS ENTREPRENEURSHIP PROGRAMMES

Fostering the creation of new competitive businesses



INNOVATIVE ENTREPRENEURSHIP SPECIFIC PROGRAMMES

Strengthening the commitment to ensure that our innovative companies improve or maintain their competitive advantage and can consolidate themselves in the market.



EXISTING PROJECTS

Fostering local businesses competitiveness within the growth and consolidation phases.

TRADITIONAL SECTORS ENTREPRENEURSHIP PROGRAMMES



TRAINING AND
ADVISORY SERVICES



ECONOMIC GRANTS FOR
BUSINESS SET UP



MICROCREDITS



PILOT FOR URBAN
COMMERCIAL SPACES
FOR NEW COMPANIES
(empty commercial
spaces)



SPECIFIC PROGRAMS FOR INNOVATIVE ENTREPRENEURSHIP

YOUNG ENTREPRENEURS

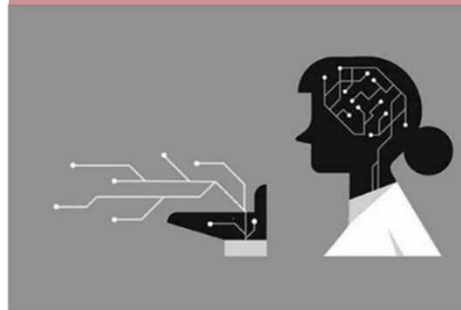
Promote Young entrepreneurship through specific programmes for their training and development of business ideas.

Thematic programmes: Young talent, sustainable businesses...



SCIENTIFIC ENTREPRENEURSHIP- OUTLAB PROGRAMME

NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD



BUSINESS INCUBATOR

Individual assessment
20h



EKIN + ACCELERATION

10 month acceleration programme to promote tech based companies: advice, training, coworking space, financing and validation of the idea



SPECIFIC PROGRAMS FOR INNOVATIVE ENTREPRENEURSHIP

BIOTECH AND HEALTH

- 10 month acceleration programme for start-ups and tech based SMEs
- BIODONOSTIA advisory service



CONNECTING TALENT VISITING PROGRAMME

ACCOMODATION + ECOSYSTEM for the people who want to start a business in the city



GLOBAL GRAPHENE CALL II

Graphene oriented start-up creation support programme



THE ENTREPRENEURSHIP

NEW STRATEGY PLAN



SPECIFIC PROGRAMS FOR THE COMPETITIVE IMPROVEMENT OF EXISTING BUSINESS PROJECTS

SPECIALIZED ADVICE PROGRAMMES FOR BUSINESSES

(international, growth,
R&D+i)



TECHNOLOGY TRANSFER- Economic Grants

Innovative Talent
INNPLANTA
Tech vouchers
etc



03

San Sebastián

City Services

Reinforcing commitment to services oriented
tissue and advanced knowledge-based services

INVESTMENT :
1,34M€

→ DIGITALISATION OF
COMMERCE

→ PROMOTION AND
COMMERCIAL
DINAMIZATION

→ SUSTAINABILITY, ENERGY
EFFICIENCY, CIRCULAR
ECONOMY...

DIGITALISATION OF COMMERCE

DSS MARKET PLAZA:
online shopping
platform

**EVENTS, CAMPAIGNS,
VOUCHERS**

**DIGITAL DENDAK
ADVISORY
PROGRAMME**

3 ITINERARIES: Digital
Marketing, ecommerce and
data análisis

Webinars, group training and
individual assessment

**DIGITAL DENDAK
ECONOMIC GRANTS**

PROMOTION AND COMMERCIAL DINAMIZATION

PILOT: virtual
showrooms for the
promotion of local
shops and businesses

NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD



SECTORIAL
ASSOCIATIONS

COOPERATION AGREEMENTS



JOB S AND TALENT

Job opportunities for the
people in the city



SUSTAINABILITY

ENERGY EFFICIENCY IN SHOPS ADVISORY SERVICE

EE and
ICT evaluations for businesses in
Smart Streets



ELECTRIC CHARGING STATIONS IN HOTELS AND RESTAURANTS

Calls for grants for businesses



CIRCULAR ECONOMY PILOT PROJECT



TRAINING AND SKILLS



04

San Sebastián

Science based city

A new social & economic model based on Science,
Research and knowledge.

INVESTMENT :
476.890€

- EDUCATION FOR INNOVATION
- RAISE AWARENESS INNOVATION AND SCIENCE
- GENDER EQUALITY IN SCIENCE
- NEW DIALOGUES R&D+i STAKEHOLDERS

EDUCATION FOR INNOVATION

VI. DONOSTIA INNOVATION CHALLENGE

Program to train the capacities linked to the innovation of the people of Donostia, developing a project that responds to the city challenge raised by Fomento San Sebastián.



III. REAL SOCIEDAD CHALLENGE

Program co-organized between Real Sociedad Fundazioa and Fomento San Sebastián so that the young people of the city solve a real challenge of the txuri-urdin entity through the development of innovative solutions with new technologies.



IV FIRST LEGO LEAGUE EUSKADI- DONOSTIA

International program to promote scientific and technological vocations among schoolchildren aged 4 to 16.



SAN SEBASTIAN CITY SCIENCE

RAISE AWARENESS IN INNOVATION AND SCIENCE

IX INNOVATION WEEK

OCTOBER 2022
1 WEEK
OVER 70 ACTIVITIES
ONLINE AND OFFLINE

SMEs awards



SHOWROOM
EXHIBITION
"DONOSTIA –
SCIENCE CITY"

NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD



RAISE AWARENESS



FUNDS TO ATTRACT
SCIENCE RELATED
EVENTS

NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD · NOVEDAD



SAN SEBASTIAN CITY SCIENCE

TALENT ATTRACTION



GENERATION OF A PLATFORM R&D&I STAKEHOLDERS



05 San Sebastian

Urban transformation projects

We are committed to the sustainable urban development of the city, responding to the needs of citizens and improving their quality of life.

INVESTMENT : 686K€

→ NEXT GENERATION
PROJECTS

→ DONOSTIA SMART

SAN SEBASTIAN PROYECTOS DE TRANSFORMACIÓN URBANA

NEXT GENERATION EU



SMART KALEA



SMART TXOMIN NEIGHBOURHOOD



SMART ALTZA



THANK YOU!

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