The Story of
MEDELLÍN

@AlejodelgadoV
THE CITY OF MEDELLIN

STORY OF A TERRITORY
THAT HAD EVERYTHING AGAINST IT
91,450 inhabitants
MEDELLIN IN CONTEXT | Urban growth

1928
120,044 inhabitants 87 years ago
MEDELLIN IN CONTEXT | Urban growth

1945
270,534 inhabitants
MEDELLIN IN CONTEXT | Urban growth

740,897 inhabitants

1963
1.337.496 inhabitants
MEDELLIN IN CONTEXT | Urban growth

2018
2,450,000 inhabitants
BIGGEST CHALLENGES:

- ECONOMY
- VIOLENCE
La vida sigue derrotada

Diez horas de pavor
MEDELLÍN

NO MARITIME OR FLUVIAL PORT

NO NATURAL RESOURCES

NO RAILWAYS OR SUPER HIGHWAYS

NOT THE CAPITAL OF THE COUNTRY
MEDELLÍN

WORLD'S MOST VIOLENT CITY
Joint Efforts for Transformation

Citizens

Academy

Local Government

Businesses
THINK ABOUT COLLABORATING INSTEAD OF COMPETING

END OF THE 90’S

RESILIENCE

90’S

CRISIS
HOW TO CHANGE OUR REALITY?

CIVIC ENGAGEMENT

TRANSFORMATION TOOLS: URBANISM «+» INNOVATION
WE TRANSFORMED A CABLE CAR INTO A PUBLIC TRANSPORTATION SYSTEM
WE USED A SHOPPING MALL ELECTRIC ESCALATORS AS A MOBILITY SOLUTION
WE PLACED MASSIVE LIBRARIES WHERE PEOPLE NEEDED THEM THE MOST
WE CONVERTED A HIGH-RISK AREA AND A SYMBOL OF TRAGEDY INTO A GREEN CORRIDOR
WE TRANSFORMED A LANDFILL INTO A GARDEN FULL OF LIFE
WE ARE GIVING BACK LIFE TO THE RIVER
AND RETURNING THE RIVER TO THE CITY
CRISIS RESILIENCE URBAN INCLUSION

2000-2010
WE TURNED WATER TANKS INTO SPACES FOR LIFE
CRISIS RESILIENCE URBAN INCLUSION

2000-2010
WE ARE TRANSFORMING A JAIL INTO A UNIVERSITY CAMPUS
HACK THE SYSTEM

CONSTRUCTION OF CAPACITIES OF OUR REGION

LOCAL GOVERNMENT

CITIZENS

ENTERPRISES

INVESTORS

EDUCATION SECTOR

MOVE FORWARD

@Ruta_N
WE ARE DEVELOPING AN INNOVATION ECOSYSTEM BY DESIGN

STRONG INSTITUTIONS to enable innovation

CIRCULATING MORE IDEAS to produce more knowledge

CIRCULATING MORE MONEY to convert ideas into profitable businesses
MISSION

RUTA N IS LEADING THE CITY’S ECONOMIC EVOLUTION TOWARDS SCIENCE, TECHNOLOGY AND INNOVATION – BASED ACTIVITIES IN AN INCLUSIVE AND SUSTAINABLE WAY
VISION

BY 2021 INNOVATION WILL BE THE MAIN CATALYZER OF THE CITY´S ECONOMY AND WELFARE, BASED IN A WORLD CLASS ECOSYSTEM
OUR PURPOSE

CONTRIBUTE TO THE IMPROVEMENT ON THE QUALITY OF LIFE OF THE INHABITANTS OF MEDELLÍN

CREATE THE NEW BUSINESSES OF THE FUTURE
The basic pillars of an innovation ecosystem include:

**Knowledge**
- Research and development
- Exchange of ideas
- Networks
- Universities

**Innovation Ecosystem**

**Capital**
- Venture capital
- Seed funds
- Angel investors
- Accelerators

**Infrastructure**
- Innovation districts, research facilities
- Policies for value capture
- Urban areas with mixed use, physical and virtual connectivity
- Energy efficiency
- Public spaces

**Culture**
- Critical thinking
- Technological skills
- Embrace risk
- Diversity
- Public education
WE BRING SCIENCE TO PEOPLE
WE ARE CREATING A 172 HECTARES INNOVATION DISTRICT IN WHICH WE WILL DEVELOPE 2 MILLION M² AND CREATE 29,000 JOBS.
TALENT

WE INSPIRE OUR YOUTH THROUGH SCIENCE, TECHNOLOGY AND INNOVATION USING GAMES AND FUN-BASED METHODOLOGIES
ALIGNMENT OF ALL STAKEHOLDERS
NETWORKS

CONNECTION TO MARKETS AND KNOWLEDGE NETWORKS
SMART CAPITAL NETWORK

20 MEMBERS
(VCs, Angels, structured debt, among others)

Aims to connect
$1.5 BILLION COP
BY 2021

113 COMPANIES
have received investment

CONNECTED CAPITAL

VALUES IN THOUSAND MILLION COP

* CIFRAS GENERALES (SIN DISCRIMINAR)
* DEUDA ESTRUCTURADA
* RED DE ANGELES INVERSIONISTAS
* VEHÍCULOS DE INVERSIÓN
* FCP

SMART CAPITAL NETWORK
HOW
WE DO IT
Plan CT+i
MEDELLÍN’S SCIENCE, TECHNOLOGY AND INNOVATION PLAN
MEDELLÍN 2011-21

A PUBLIC POLICY
ORDINANCE 024
OF 2012

POTENTIAL
OF THE REGION

GAPS

MARKET
OPPORTUNITIES

ACUERDO NÚMERO 24 DE 2012

“POR EL CUAL SE ADOPTA EL PLAN DE CIENCIA, TECNOLOGÍA E INNOVACIÓN MEDELLÍN 2011-2021 COMO POLÍTICA PÚBLICA PARA EL DESARROLLO DE LA INNOVACIÓN EN LA CIUDAD”

Recibido de la Secretaría General del Concejo Municipal, el diez (10) de agosto de dos mil doce (2012) y al despacho de la Alcaldía.

HÉCTOR FABIO VARGAS HINCAPIÉ
Subsecretario Jurídico
Secretaría General

REPUBLICA DE COLOMBIA - DEPARTAMENTO DE ANTIOQUIA - ALCALDÍA MUNICIPAL DE MEDELLÍN, catorce (14) de agosto de dos mil doce (2012).

Sancionado,
Complane.
El Alcalde.

ANIBAL GAVIRIA CORREA
El Secretario de Hacienda.

DAVID RODRIGUEZ RESTREPO
El Director del Departamento Administrativo de Planeación.

ALVARO BERDUGO LÓPEZ
La Secretaría de Cultura Ciudaddana.

MÁRIA DEL ROSARIO ESCOBAR PAREJA
El Secretario General.

CARLOS MARIO GÓMEZ CORREA
WE CO-CREATED THE CITY’S DEVELOPMENT PLAN
TOGETHER, WE TRANSFORM REALITIES

INNOVATION BY AND FOR THE PEOPLE
INVESTMENT ON ST+i as a % of G.D.P.

Source: OECD
INVESTMENT ON ST+i as a % of G.D.P.

Source: OECD
WE WANT TO ACHIEVE THEIR RESULTS,
NOT TO REPEAT THEIR HISTORY

INVESTMENT ON ST+i as a % of G.D.P.
THIRD STEP

ROADMAP

INDICATORS

THE PACT

FOLLOW UP & RESULTS

@Ruta_N
A city strategy
THAT BECOMES A
COMMON HISTORY

+4,000
Organizations

COMMİTTED WITH INVESTMENT
IN INNOVATION AS ITS
TRANSFORMATION AND
GROWTH ENGINE

rutan.co/grampaço

Launch event
09 september 2014
THE VALUE OF INNOVATION MEDELLÍN 2018

49% of Medellín’s companies are already innovating, introduced at least a successful innovation in the market:

- Goods or services New: 50%
- Improved goods or services: 33%
- Production Methods: 29%
- New organizational methods: 29%
- Marketing Techniques: 27%
- New business model: 4%

24% increase in revenue aver.

33% of the new jobs created in the city during the year are due to innovation.*

2.14% of GDP invested in STI

~70% private

Fuente: Encuesta de impacto socioeconómico de la innovación, desarrollada por Ruta N, la Cámara de Comercio de Medellín, el Centro Nacional de Consultoría y el Observatorio Colombiano de Ciencia y Tecnología.
INVESTMENT ON ST+i as a % of G.D.P.

WE WANT TO ACHIEVE THEIR RESULTS,
NOT REPEAT THEIR HISTORY

BASE LINE 2012

Goal MEGA

2014 1,00% 1,30% 2,00% 2,70%

2016 1,15% 1,82% 2,14%

2018

2021

3,00%
YEARS LATER

30

the headlines tell a completely

DIFFERENT STORY
RESULTS | Homicide Rate per 100,000 inhabitants

SOURCE: Sistema de información para la seguridad y la convivencia, SISC
Medellín recibió el premio como la ciudad más Transformadora del Año

El premio destaca a Medellín por su trayectoria de innovación social, su compromiso con la modernización, sus avances en globalización y el salto que ha dado como ciudad de ciencia y conocimiento.

2017 fuimos catalogados como HUB de INNOVACIÓN
MEDELLIN - AWARDS

2013. "RESILIENT CITY".
Awarded by: Rockefeller Foundation.

2013. "MOST INNOVATIVE CITY IN THE WORLD".

2014. "BEST CITY TO LIVE IN LATIN AMERICA".
Awarded by: Indra.

2015. "INTER-AMERICAN PRIZE FOR INNOVATION FOR PUBLIC MANAGEMENT".
Awarded by: OEA.

2015. "CITY WITH BETTER INITIATIVES ON SUSTAINABLE MOBILITY".
Awarded by: ICLEI EcoMobility.

2016. "LEW KUAN YEW WORLD CITY PRIZE".
Awarded by: Urban Redevelopment Authority Singapore. Centre for Liveable Cities, Singapore.

2016. "MOST TRANSFORMATIONAL CITY OF THE YEAR".
Awarded by: BRAVO Business Awards.

2017. "WORLD CLASS INNOVATION HUB".
Awarded by: 2ThinkNow Innovation Index.
Medellin’s GDP has been growing at an average rate of 6.5% in the last 4 years and represents 7.7% of Colombia’s GDP.
Thank you