


The Story of MEDELLÍN


 @AlejodelgadoV

THE CITY OF MEDELLIN

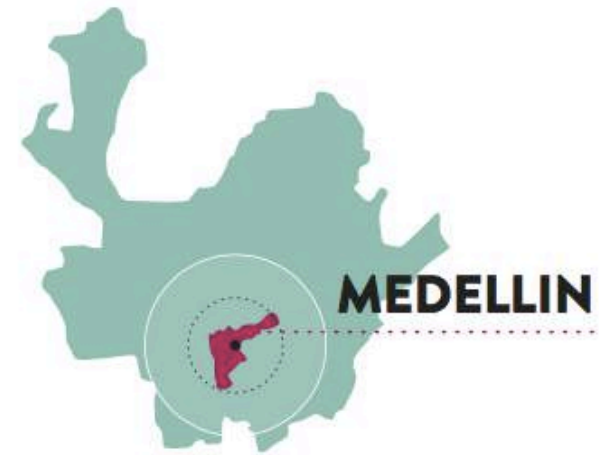
STORY OF A TERRITORY
THAT HAD EVERYTHING AGAINST IT



Alcaldía de Medellín
Cuenta con vos

 @Ruta_N

MEDELLIN IN CONTEXT | Location



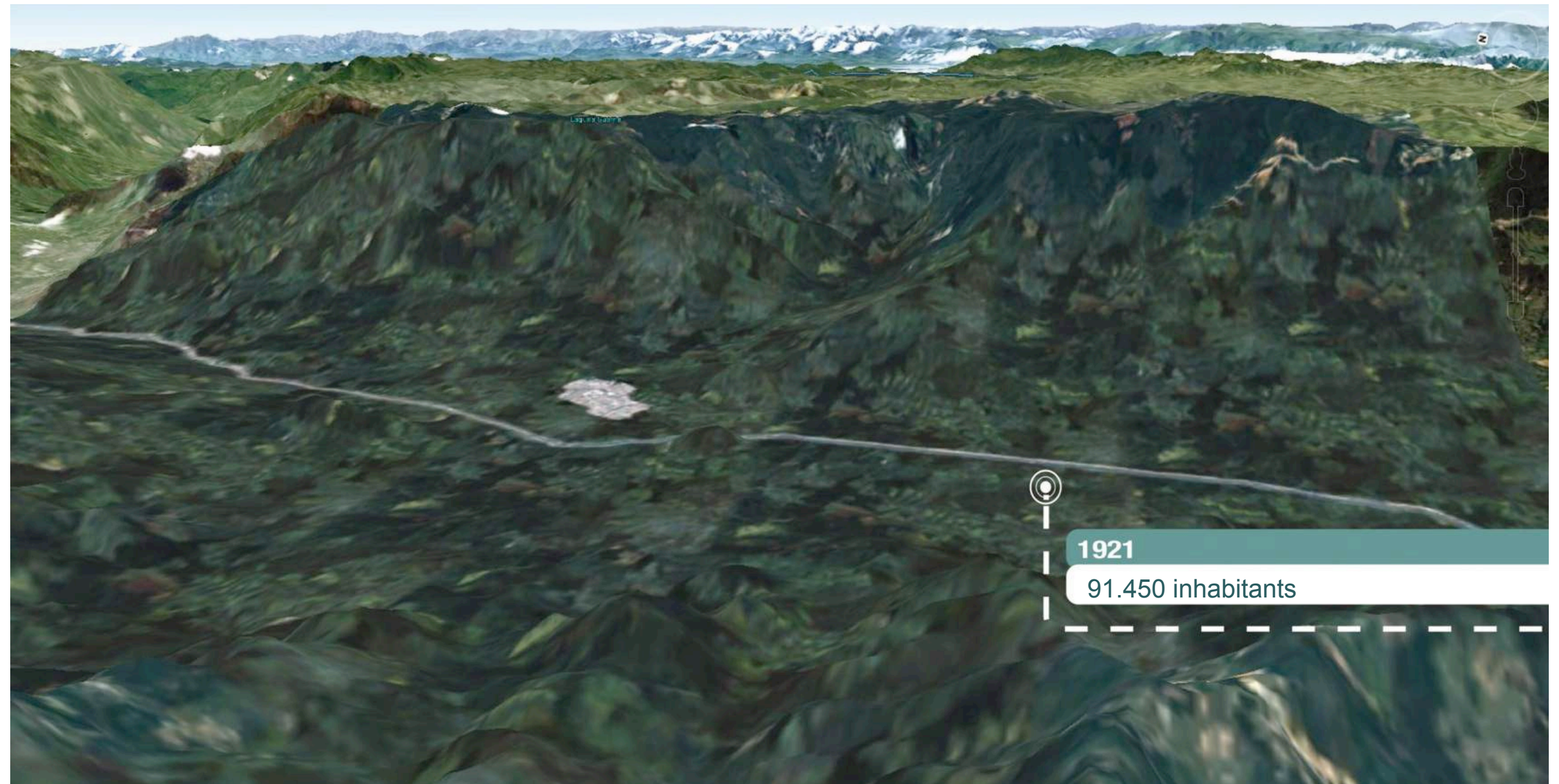
MEDELLIN'S
POPULATION **2.4 MILLION**

METROPOLITAN
AREA **3.6 MILLION**

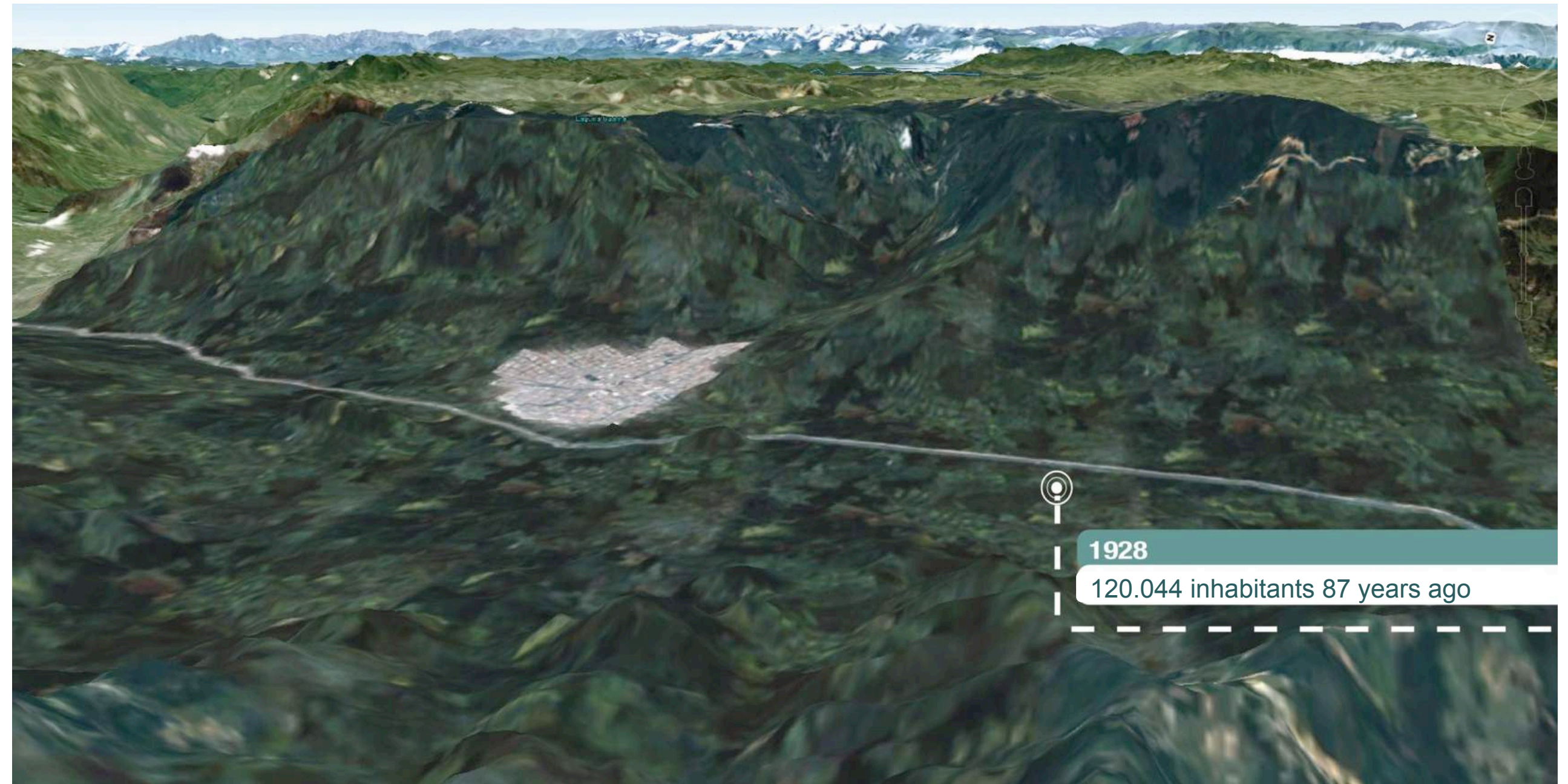
AREA
**380
KM2**

AVERAGE
TEMPERATURE
75.2 F

MEDELLIN IN CONTEXT | Urban growth



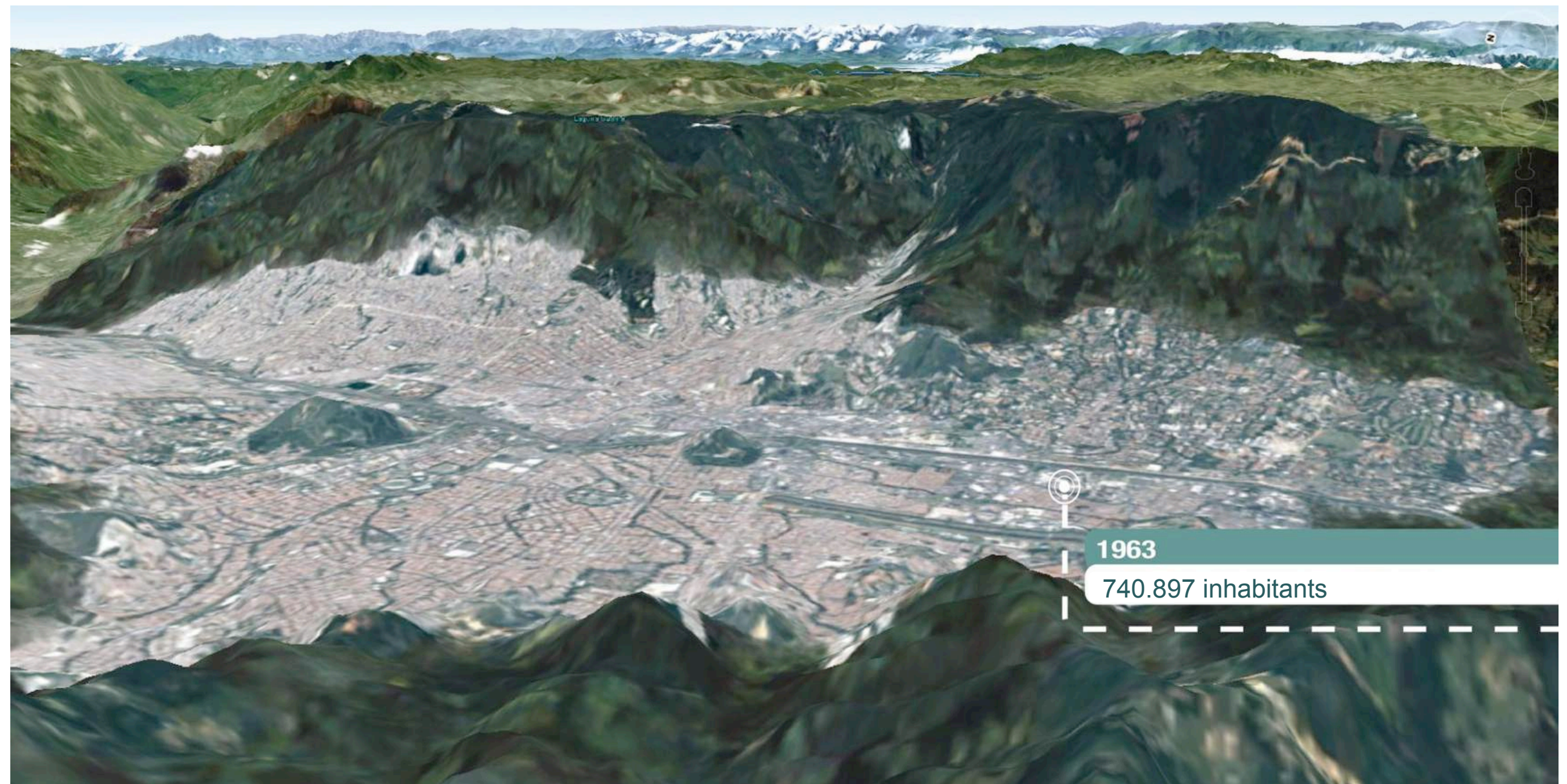
MEDELLIN IN CONTEXT | Urban growth



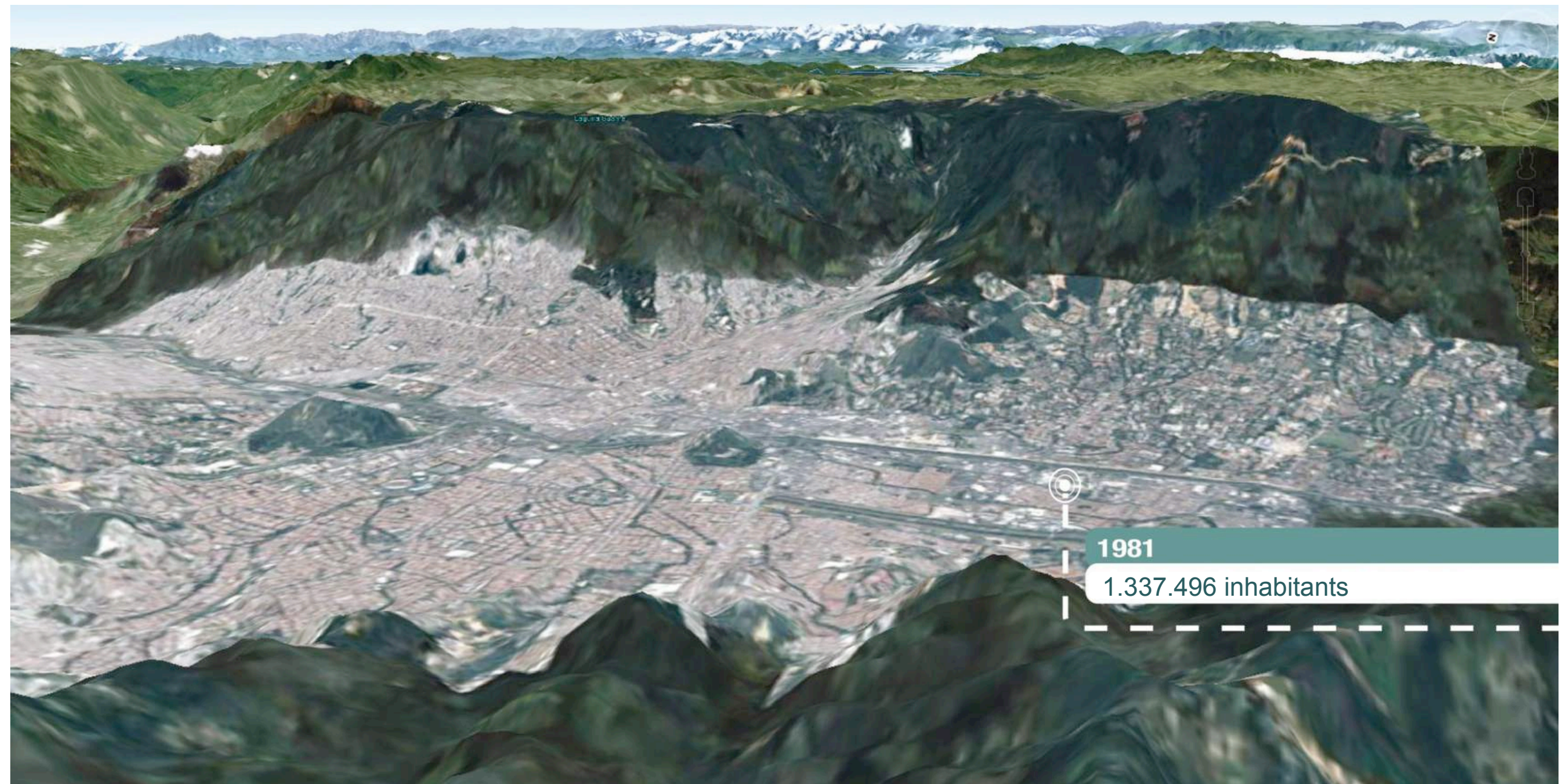
MEDELLIN IN CONTEXT | Urban growth



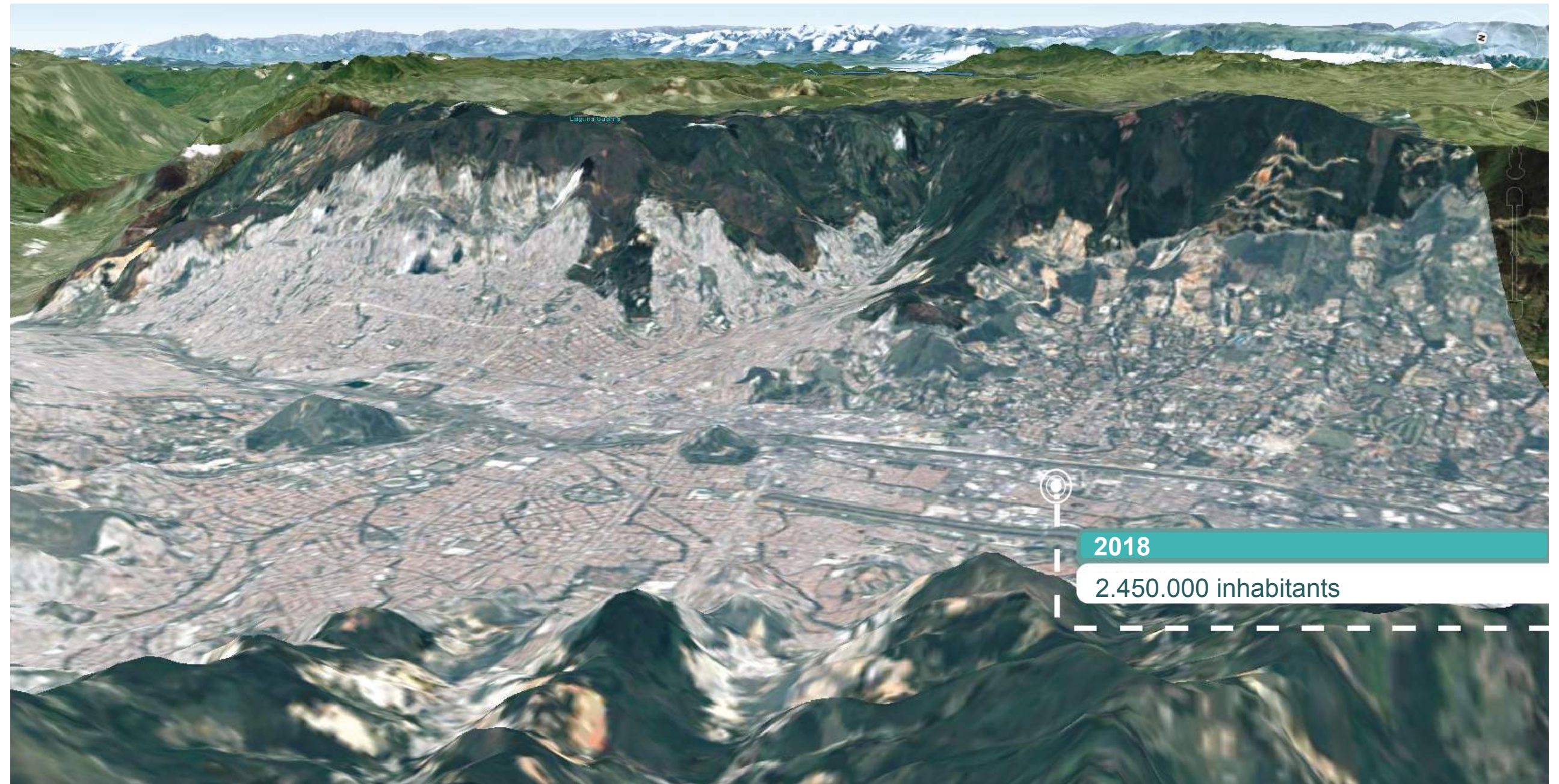
MEDELLIN IN CONTEXT | Urban growth



MEDELLIN IN CONTEXT | Urban growth



MEDELLIN IN CONTEXT | Urban growth





—BIGGEST— CHALLENGES:

》 ECONOMY 》

》 VIOLENCE 》



2010's

ECONOMIC INCLUSION



2000-2010

URBAN INCLUSION



EARLY 2000's

RESILIENCE



90's

CRISIS



90s

CRISIS



MEDELLÍN

NO MARITIME OR FLUVIAL PORT


NO NATURAL RESOURCES

NO RAILWAYS OR SUPER HIGHWAYS

NOT THE CAPITAL OF THE COUNTRY



Alcaldía de Medellín
Cuenta con vos


 @Ruta_N

MEDELLÍN

WORLD'S MOST VIOLENT CITY



Alcaldía de Medellín
Cuenta con vos

 @Ruta_N

ACADEMY



**LOCAL
GOVERNMENT**



**JOINT EFFORTS FOR
TRANSFORMATION**

CITIZENS

BUSINESSES





THINK ABOUT
COLLABORATING
INSTEAD OF
COMPETING



END OF THE 90'S

RESILIENCE



90'S

CRISIS



CRISIS



RESILIENCE



URBAN INCLUSION



ECONOMIC INCLUSION

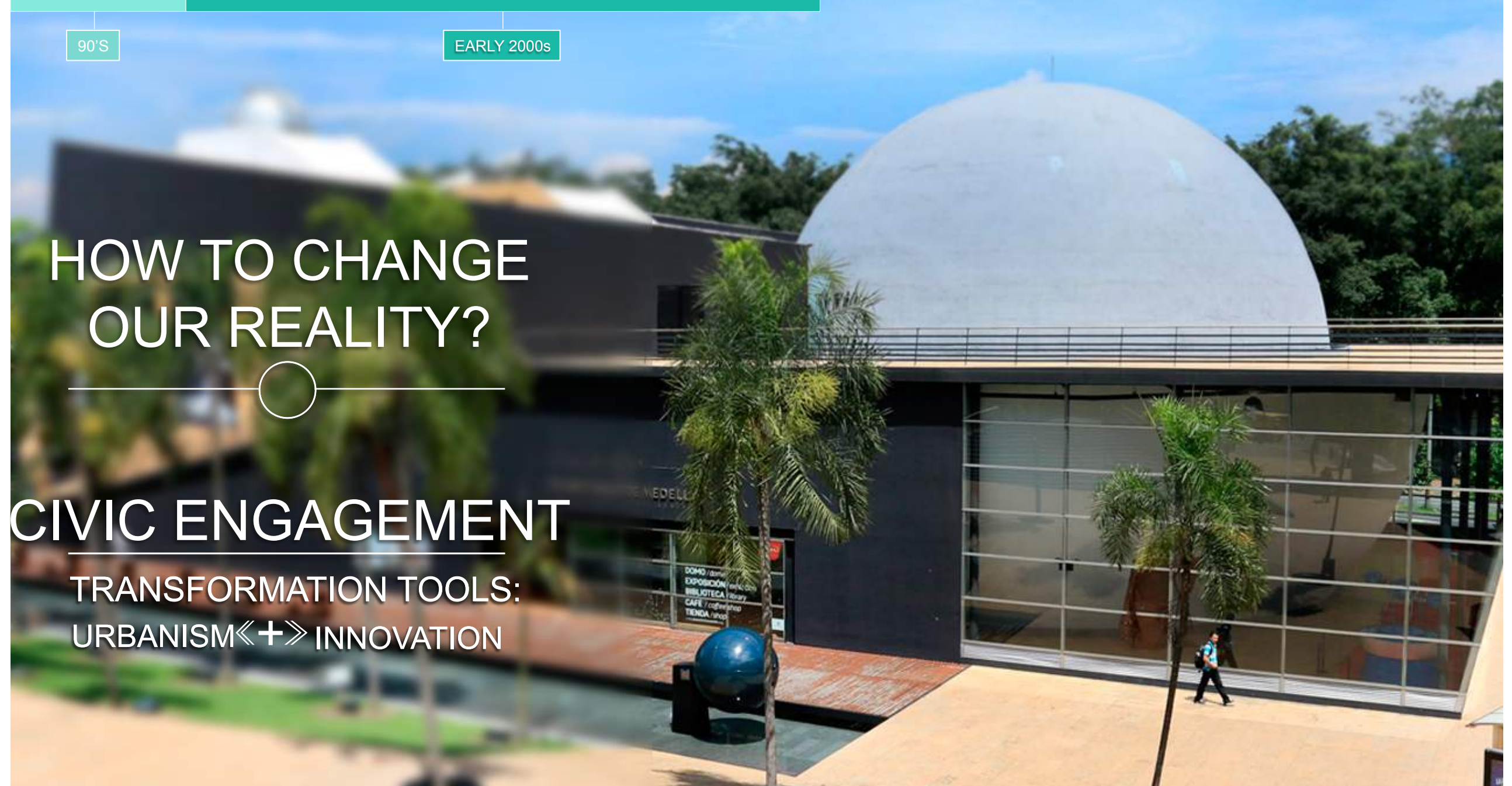
90'S

EARLY 2000s

HOW TO CHANGE OUR REALITY?

CIVIC ENGAGEMENT

TRANSFORMATION TOOLS:
URBANISM«+» INNOVATION





CRISIS



RESILIENCE



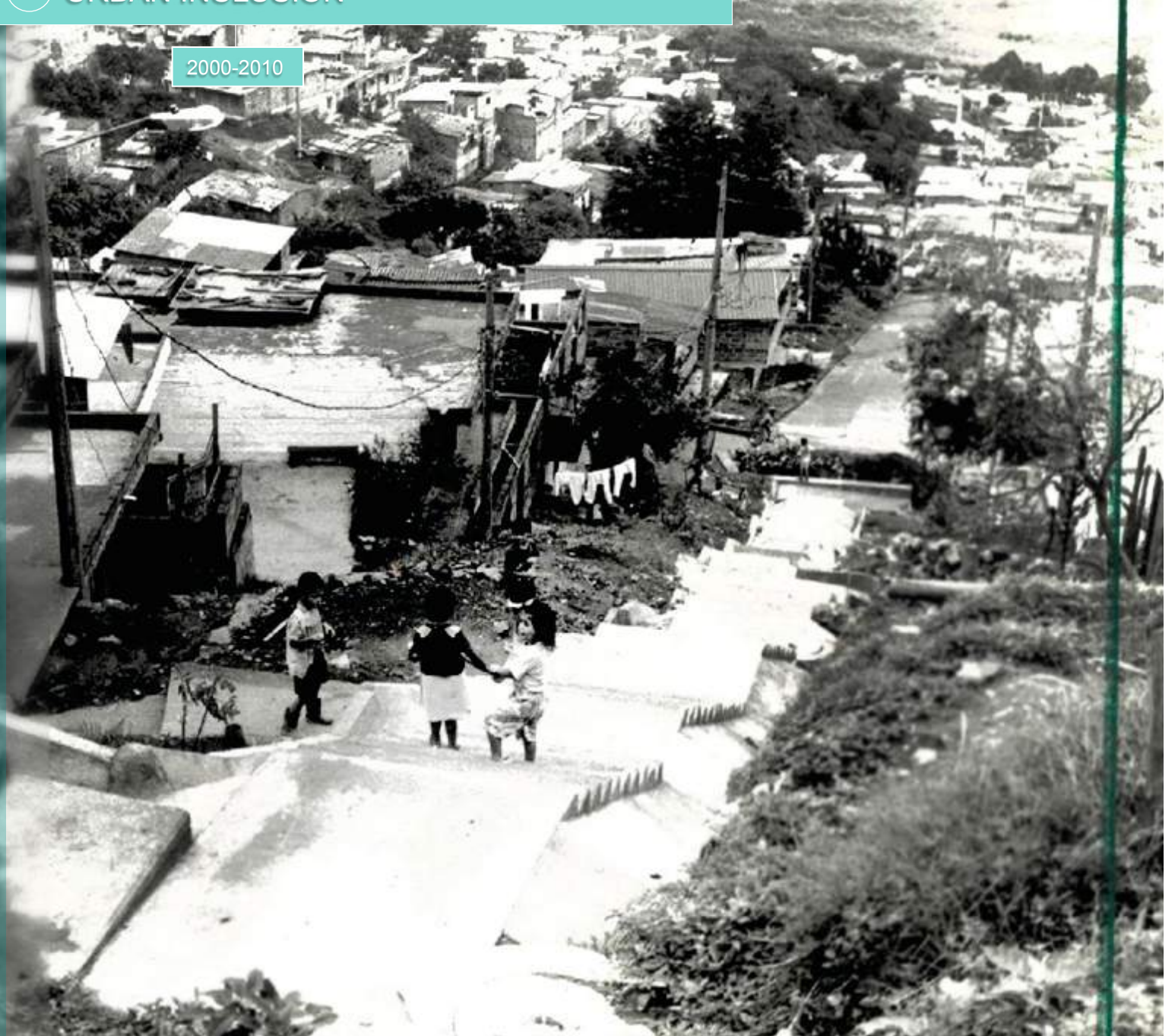
URBAN INCLUSION



ECONOMIC INCLUSION

WE
TRANSFORMED
← (A) →
CABLE CAR INTO A
— PUBLIC TRANSPORTATION —
SYSTEM

2000-2010





CRISIS



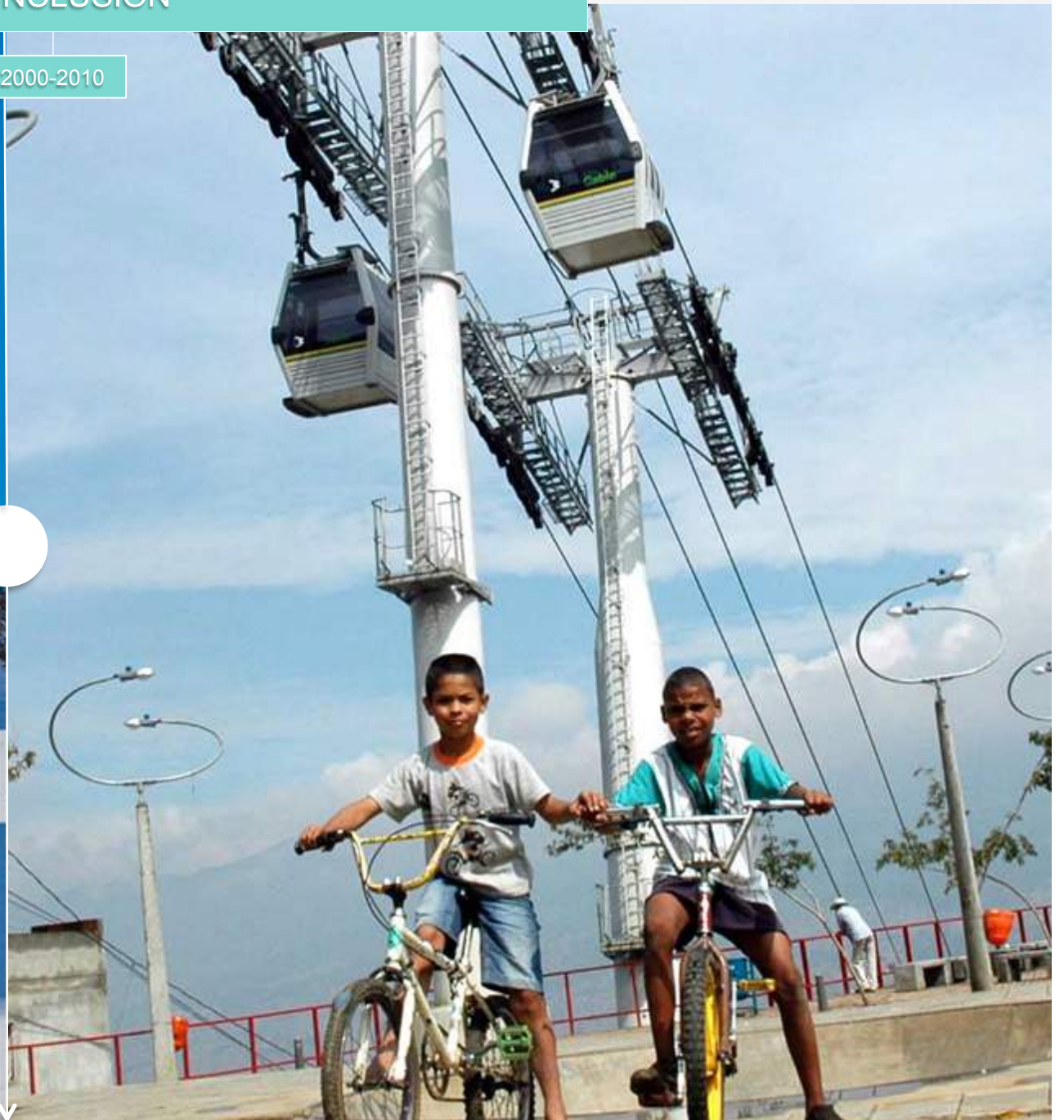
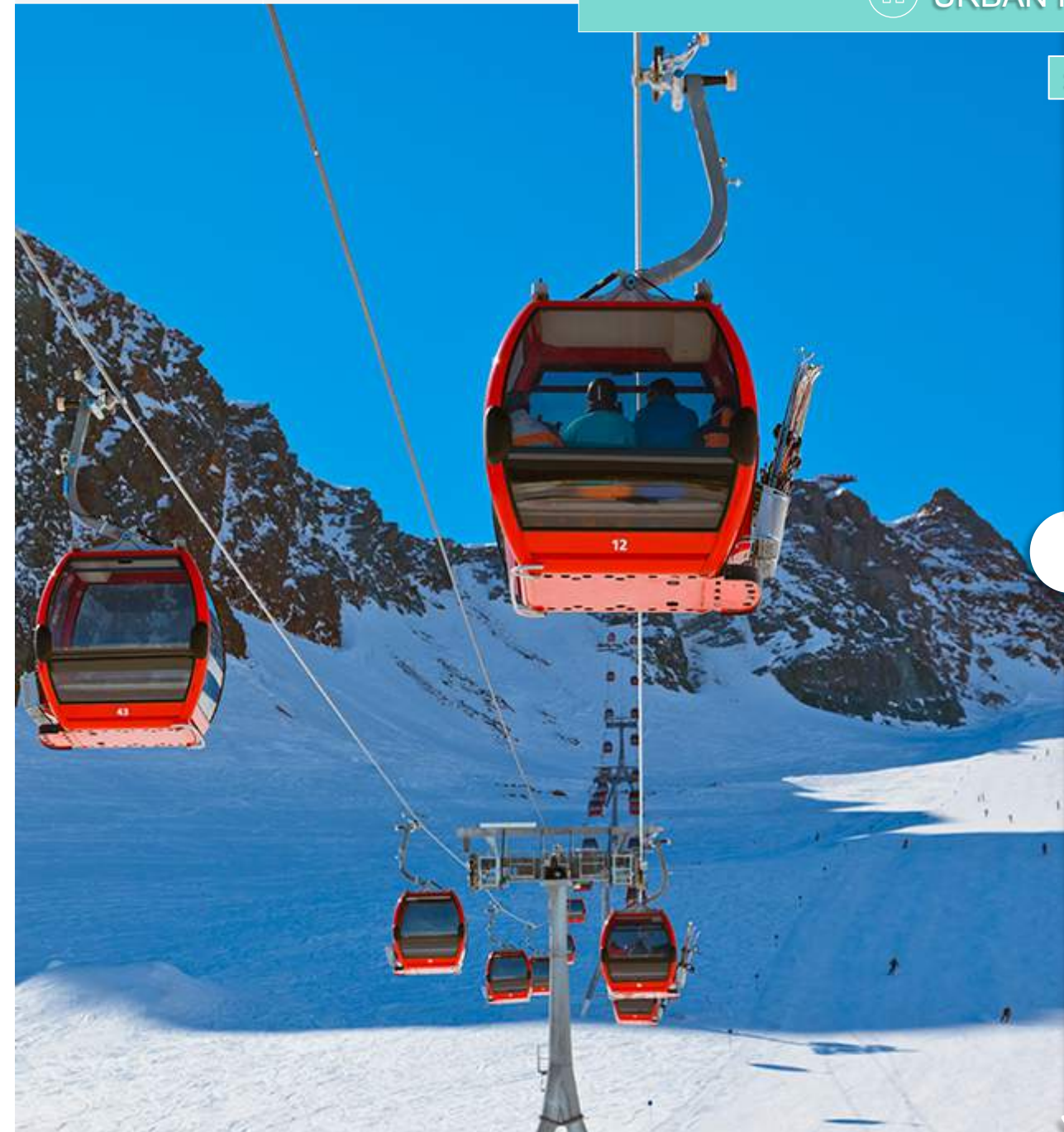
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION

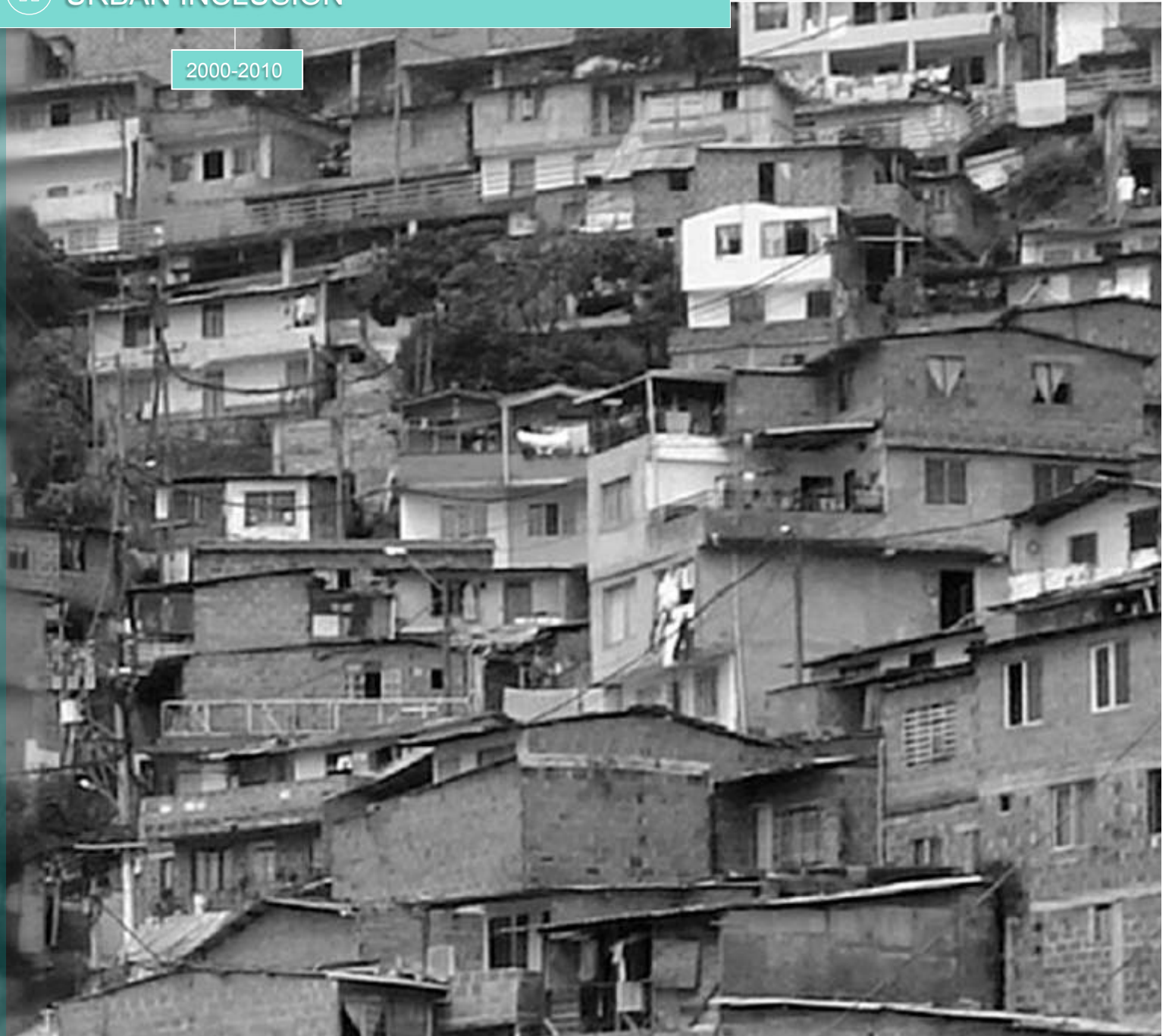


2000-2010

WE USED
A SHOPPING MALL
ELECTRIC ESCALATORS

AS A

A MOBILITY SOLUTION





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE

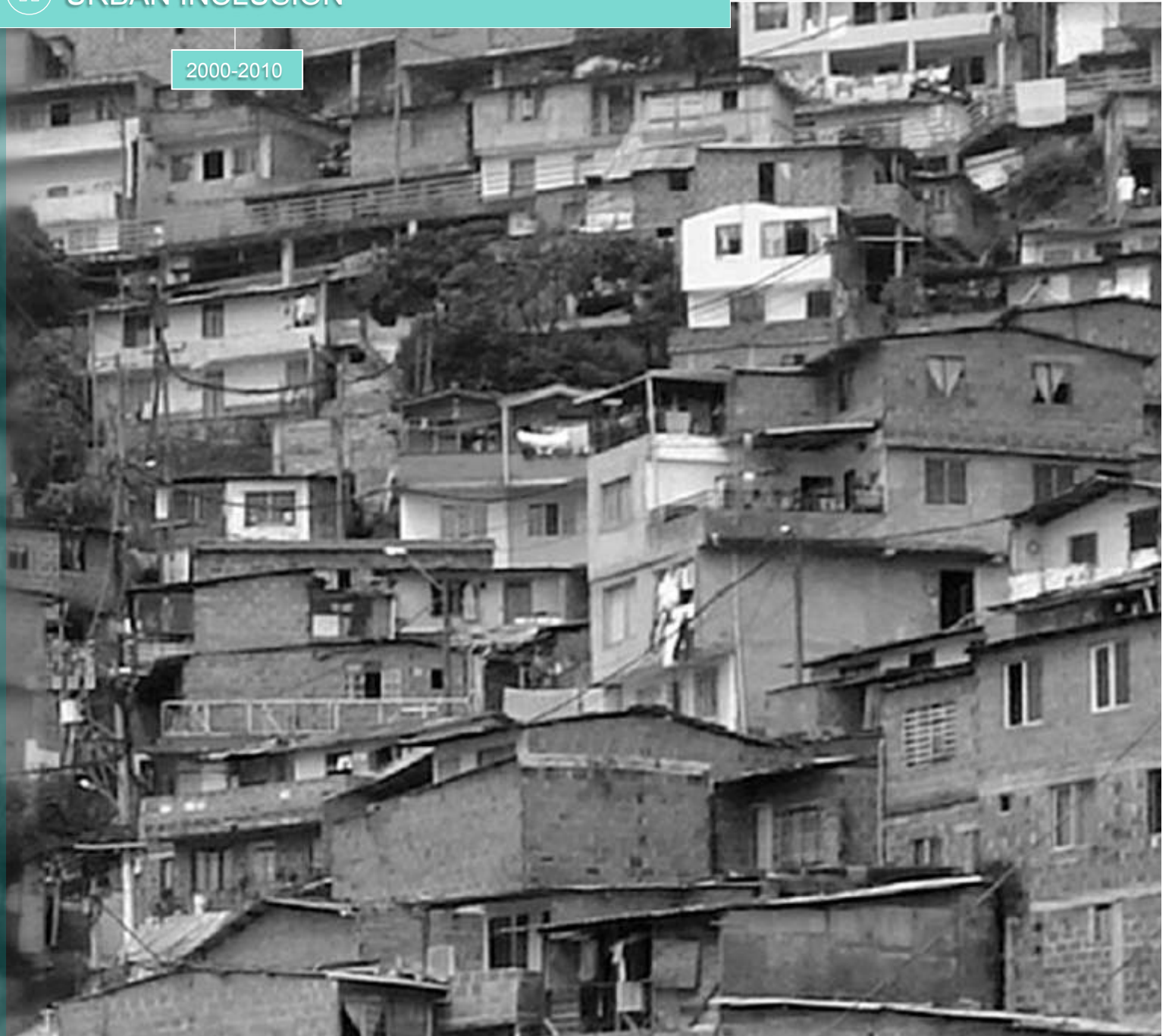


URBAN INCLUSION



WE PLACED
MASSIVE LIBRARIES
WHERE PEOPLE
NEEDED THEM THE
MOST

2000-2010





CRISIS



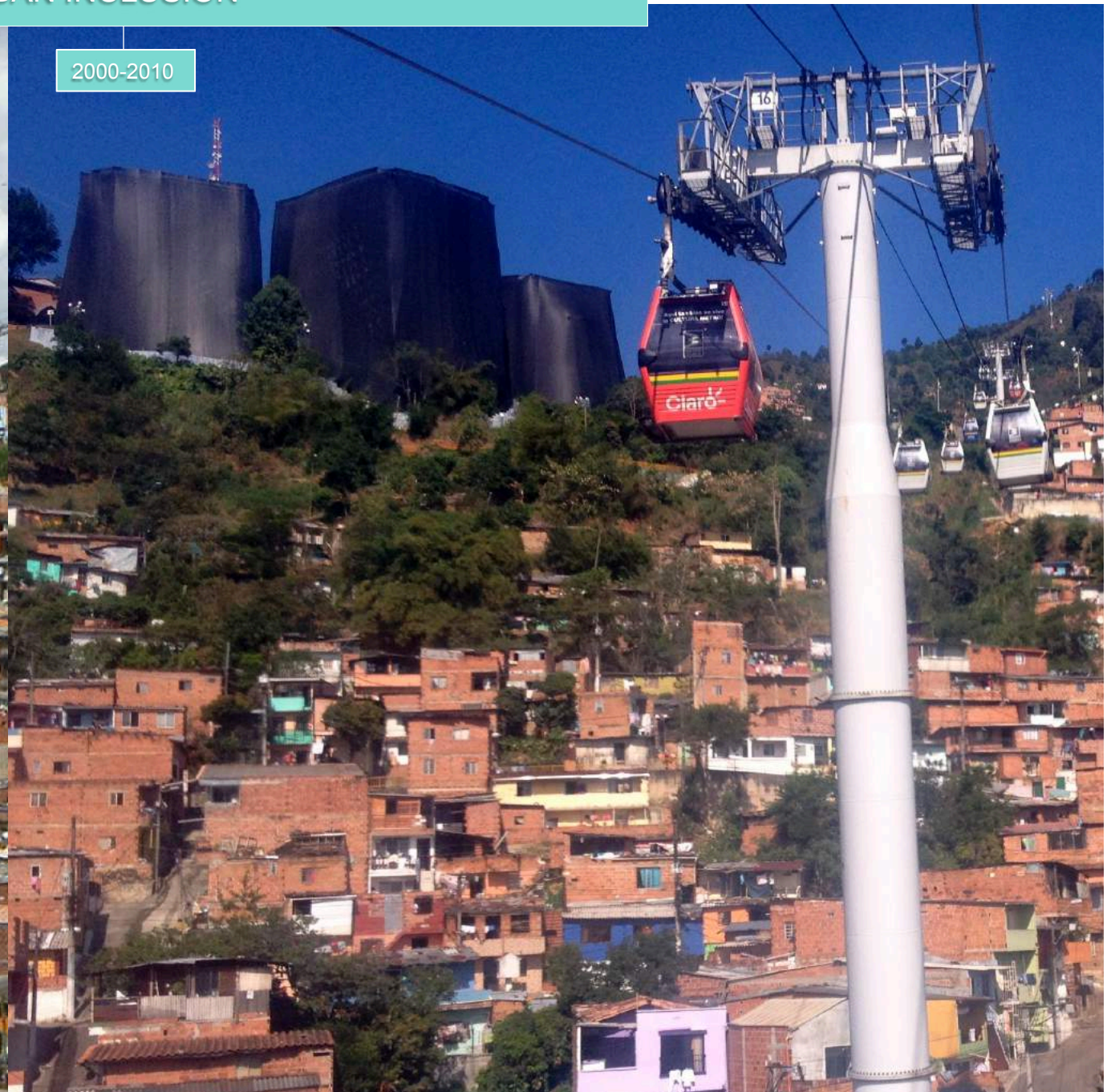
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010

WE CONVERTED
← (A) →
HIGH-RISK AREA
AND A SYMBOL OF TRAGEDY
— INTO A —
GREEN CORRIDOR





CRISIS



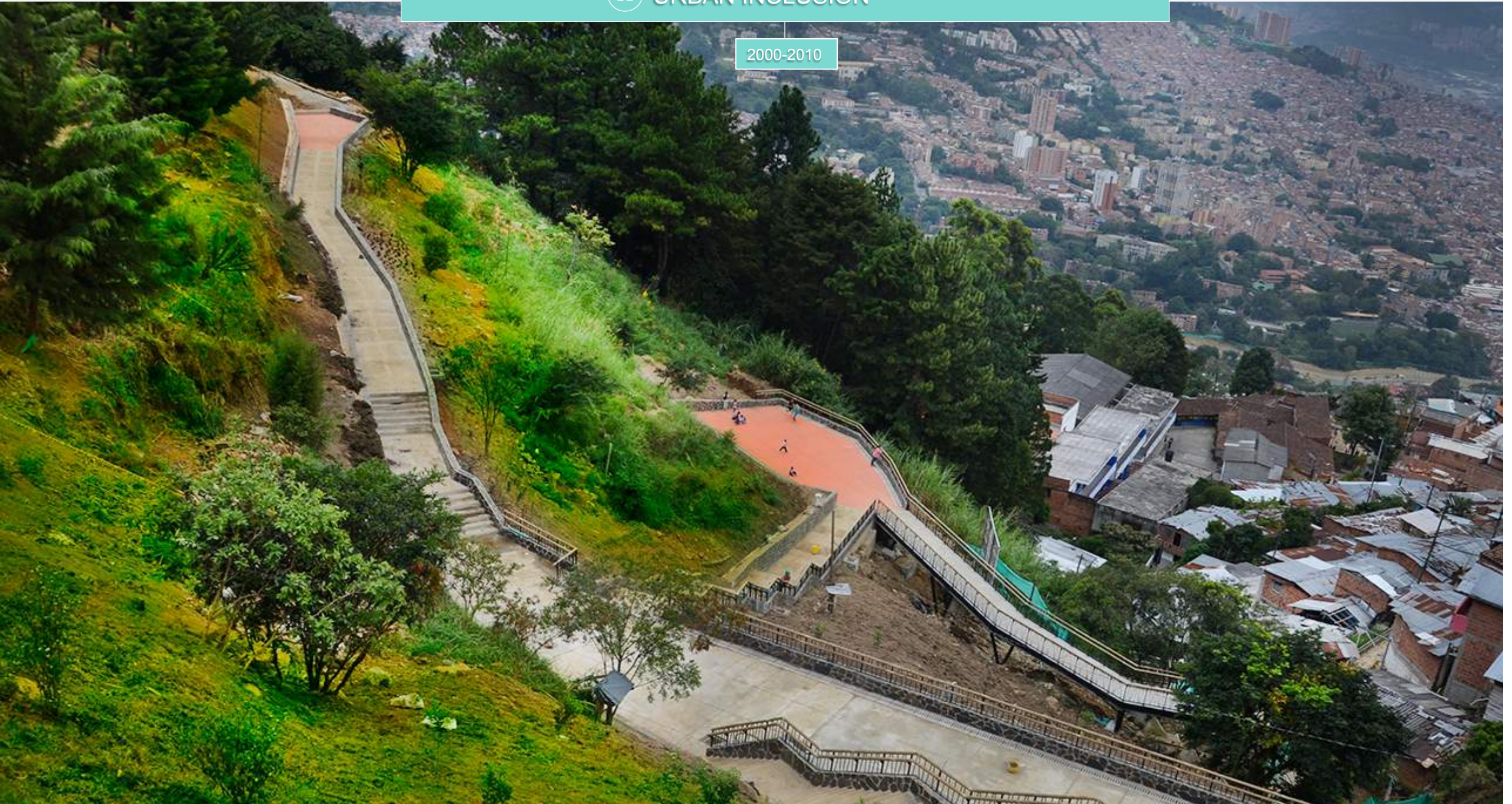
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



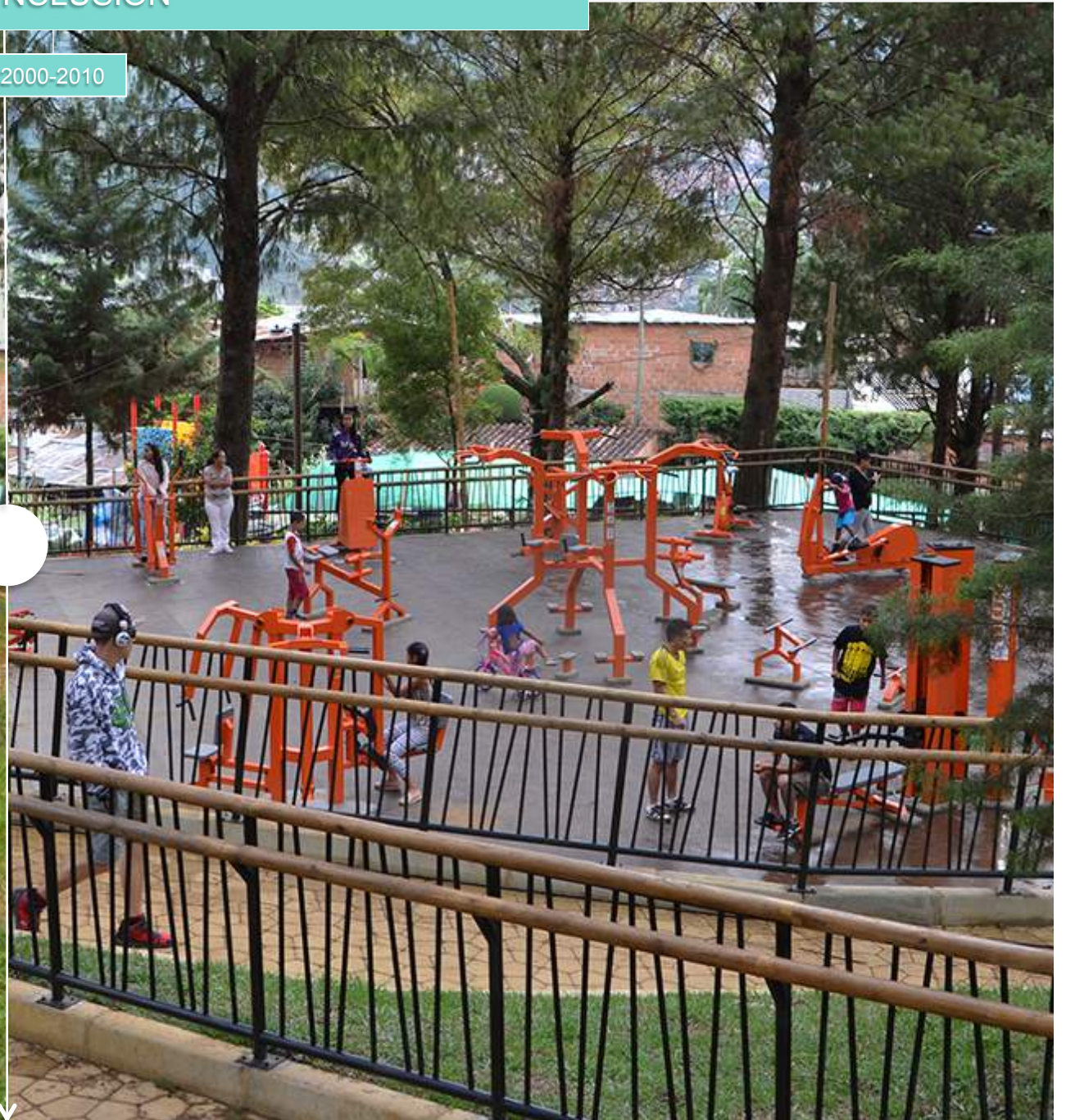
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010

WE TRANSFORMED
— A LANDFILL INTO —
A GARDEN
FULL OF LIFE





CRISIS



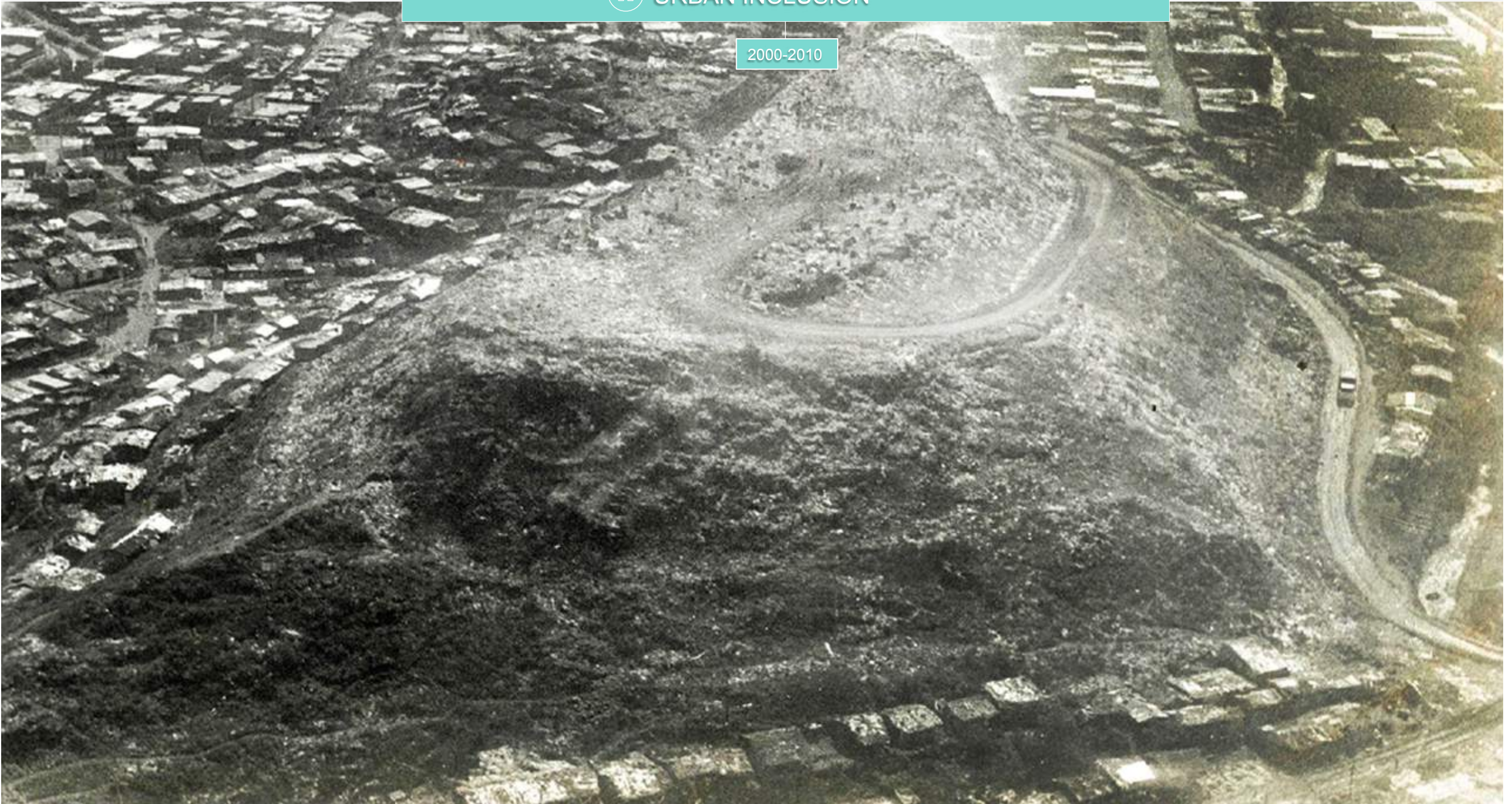
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010

WE ARE
GIVING BACK LIFE
TO THE RIVER



RETURNING
THE RIVER TO THE CITY





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE

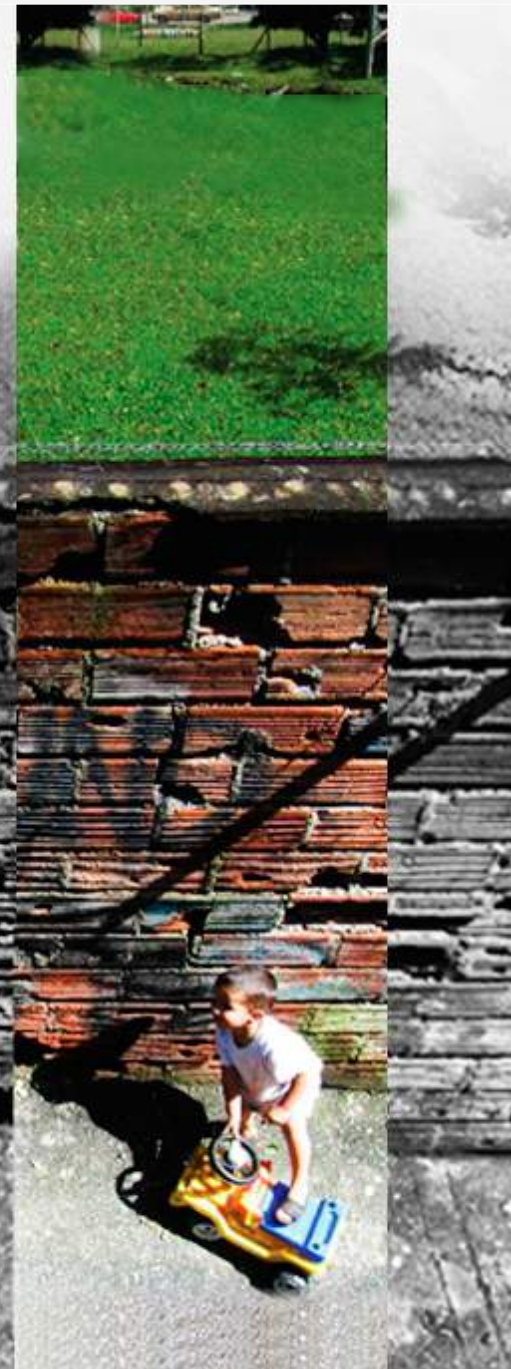


URBAN INCLUSION



2000-2010

WE TURNED
←○→
WATER TANKS
INTO SPACES
FOR LIFE





CRISIS



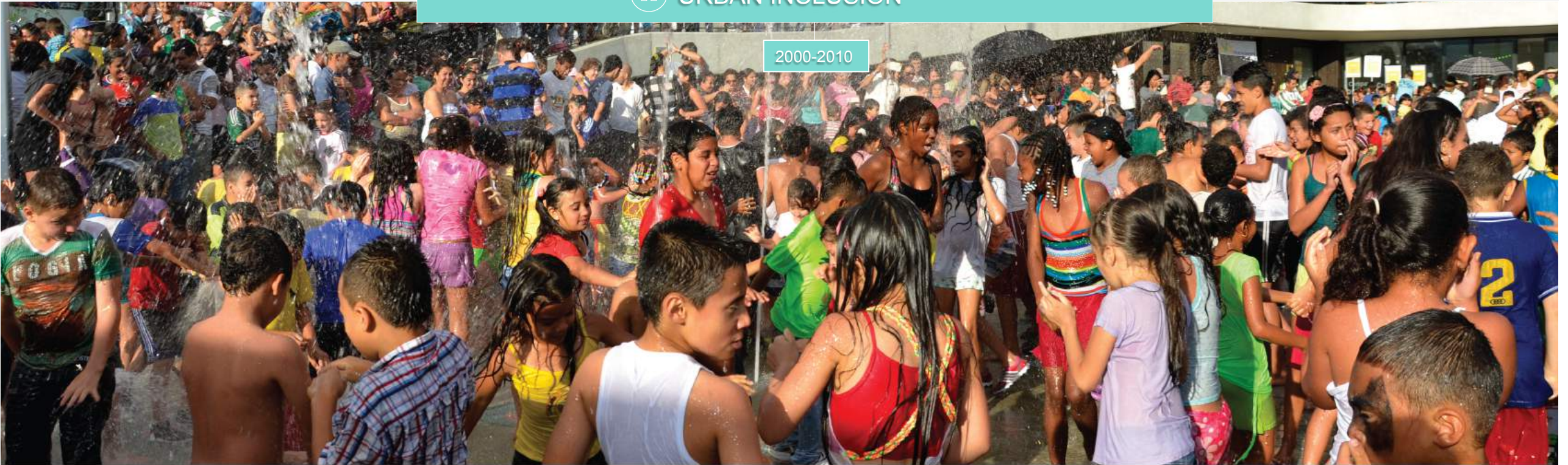
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010

WE ARE
TRANSFORMING
← A →
JAIL INTO A
UNIVERSITY CAMPUS



CRISIS



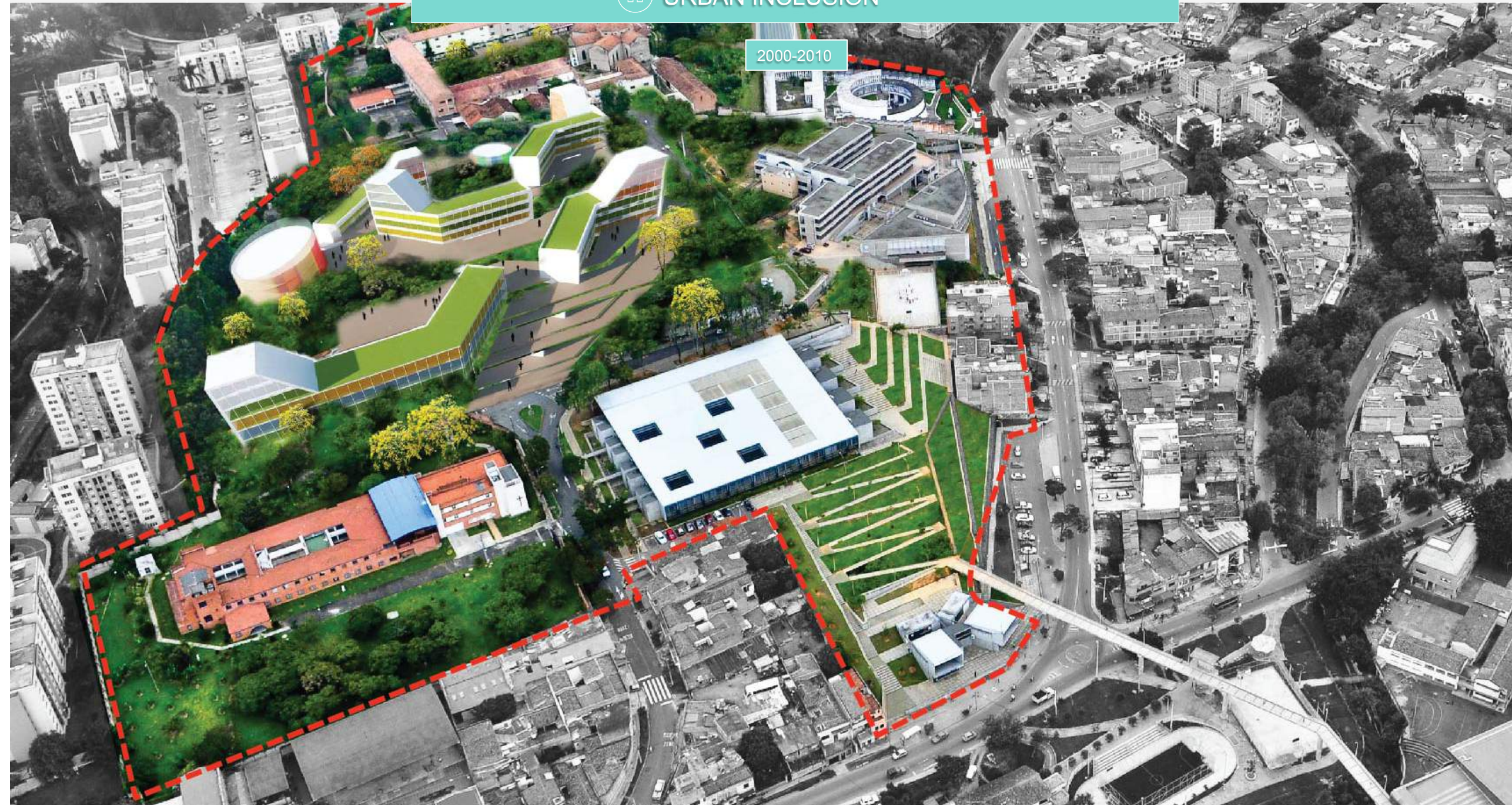
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



ECONOMIC INCLUSION

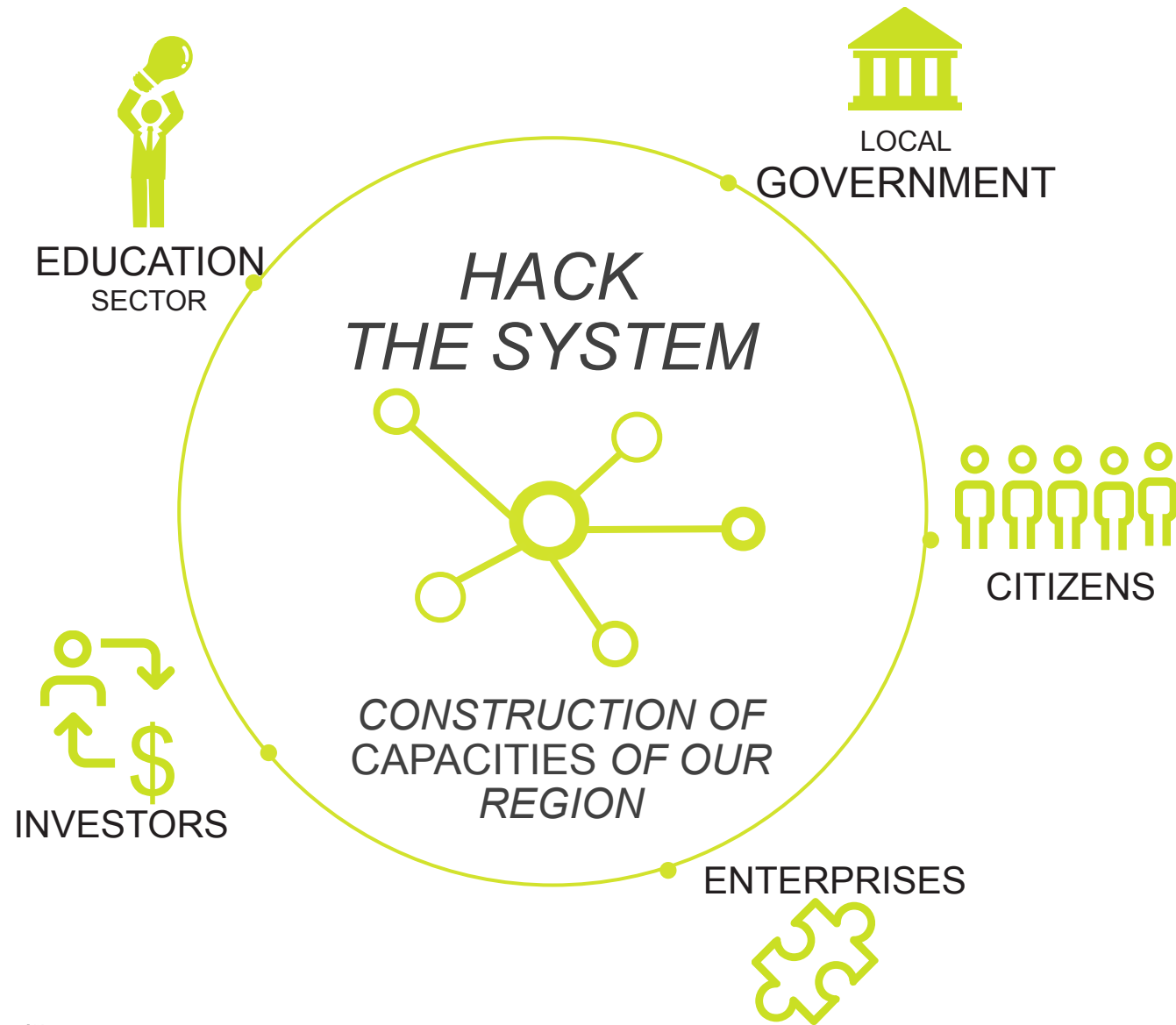
2010's

BEYOND URBAN
INCLUSION

TO

ECONOMIC
INCLUSION







**STRONG
INSTITUTIONS**
to enable innovation

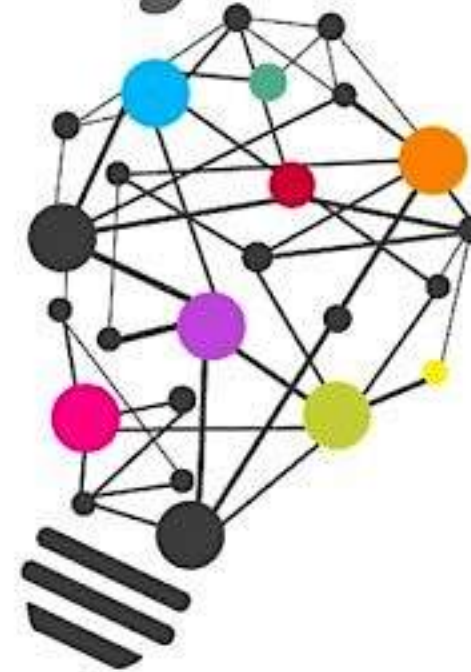


**CIRCULATING
MORE IDEAS**
to produce more knowledge



**CIRCULATING
MORE MONEY**
to convert ideas into
profitable businesses

innovation ecosystem





MISSION

.....

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

.....

The background image is an aerial view of Medellín, Colombia. On the right side, a prominent modern building with a facade of large, reddish-brown rectangular panels is visible. The building has a logo that reads 'ruta' with a small green leaf icon. To the left of the building, a cityscape with various buildings and a mountain range in the distance is visible under a blue sky with scattered clouds. In the foreground, there are some trees and a street with a few cars.

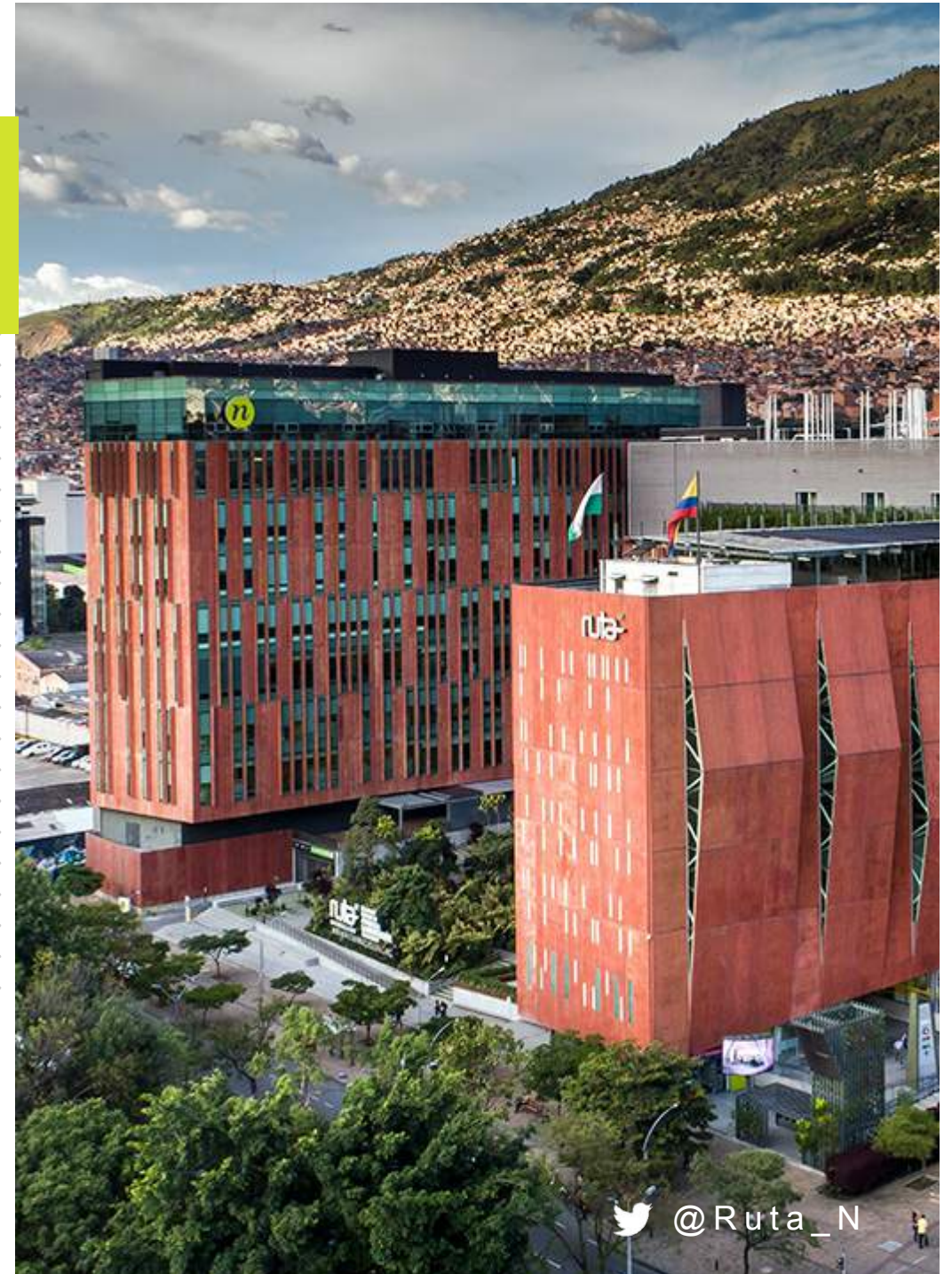
VISION

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

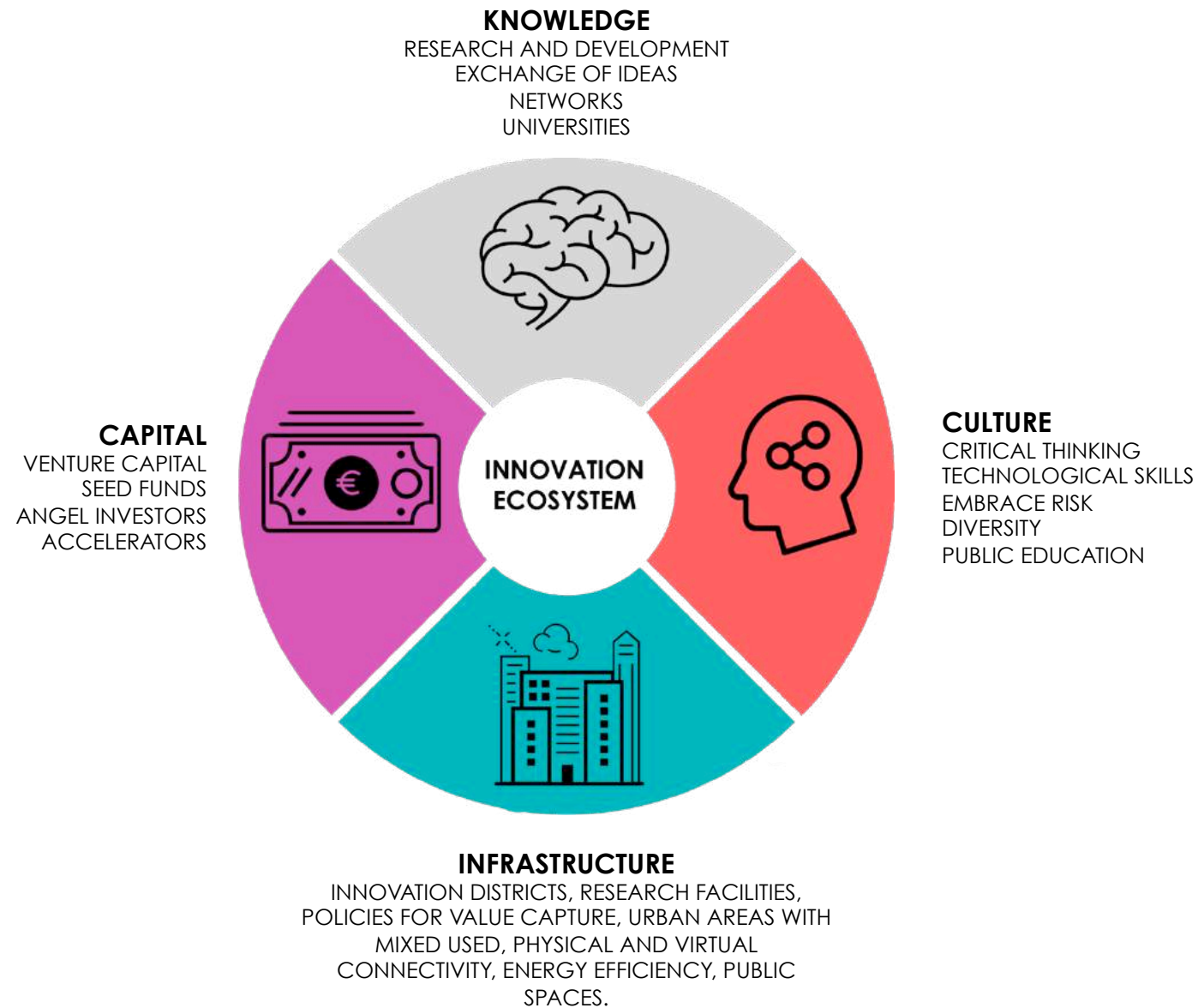
OUR PURPOSE

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

CREATE THE **NEW BUSINESSES**
OF THE FUTURE



BASIC PILLARS OF AN INNOVATION ECOSYSTEM



CULTURE



WE BRING SCIENCE TO
PEOPLE

An aerial photograph of a city grid. A central area is highlighted with white architectural models of buildings, representing a proposed innovation district. This area includes a large green field, a blue pond, and a winding path. The surrounding city is shown in a brownish, slightly desaturated tone.

INFRASTRUCTURE

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

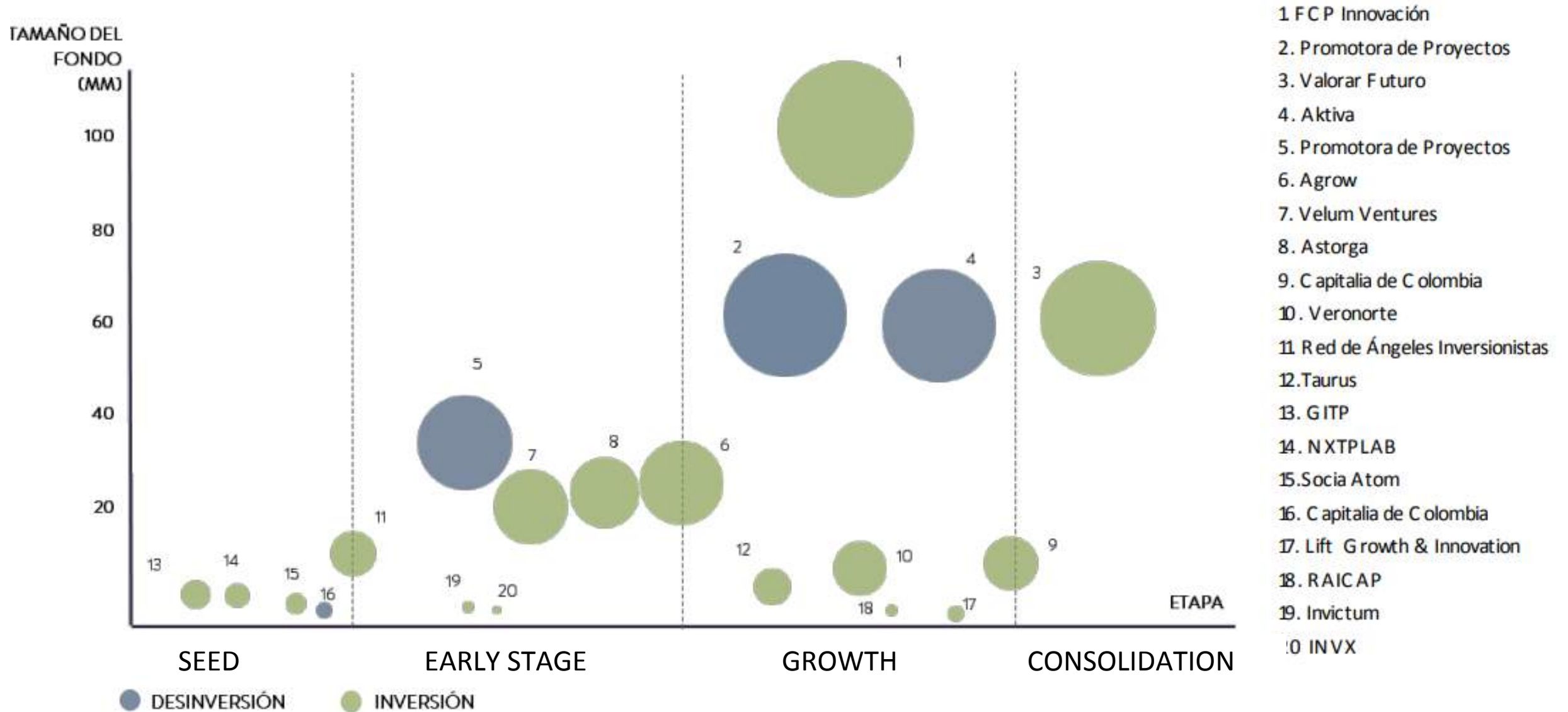


NETWORKS



CONNECTION TO MARKETS AND
KNOWLEDGE NETWORKS

SMART CAPITAL NETWORK



CAPITAL

SMART CAPITAL NETWORK

20 MEMBERS

(VCs, Angels, structured debt, among others)

Aims to connect

\$1.5 BILLION COP
BY 2021

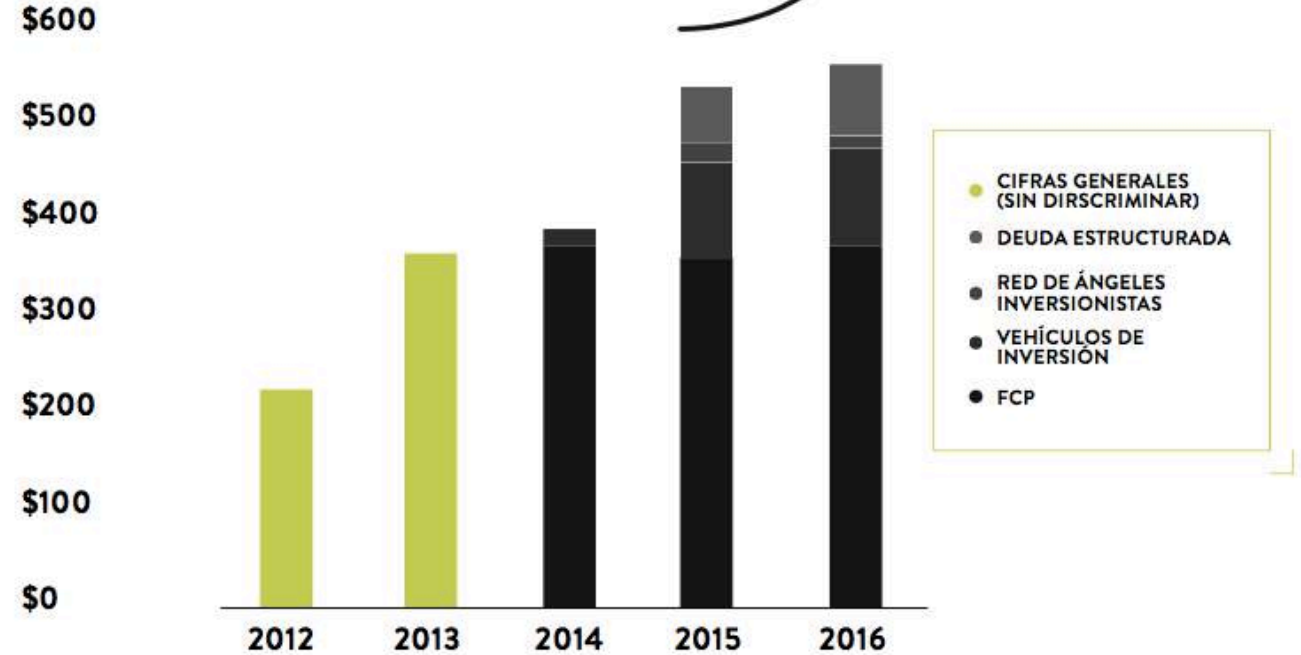
113 COMPANIES

have received investment

SMART CAPITAL NETWORK



CONNECTED CAPITAL



* VALUES IN THOUSAND MILLION COP

HOW
WE DO IT

FIRST STEP

ROADMAP

INDICATORS

THE PACT

FOLLOW UP & RESULTS

Plan CT+i

MEDELLÍN'S SCIENCE, TECHNOLOGY AND INNOVATION PLAN

MEDELLÍN 2011-21

A PUBLIC POLICY ORDINANCE 024 OF 2012

POTENTIAL
OF THE REGION



MARKET
OPPORTUNITIES

GAPS

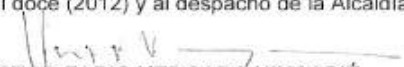


Alcaldía de Medellín

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 VERGARÁ HINCAPIÉ
Subsecretario Jurídico
Secretaría General

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

Sancionado,
Cúmplase,
El Alcalde,


ANIBAL GAVIRIA CORREA


El Secretario de Hacienda,


DAVID RODRIGUEZ RESTREPO

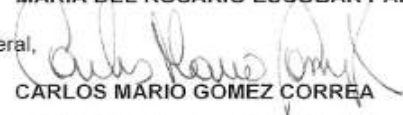
El Director del Departamento Administrativo de Planeación,


ALVARO BERDUGO LOPEZ

La Secretaria de Cultura Ciudadana,


MARÍA DEL ROSARIO ESCOBAR PAREJA

El Secretario General,

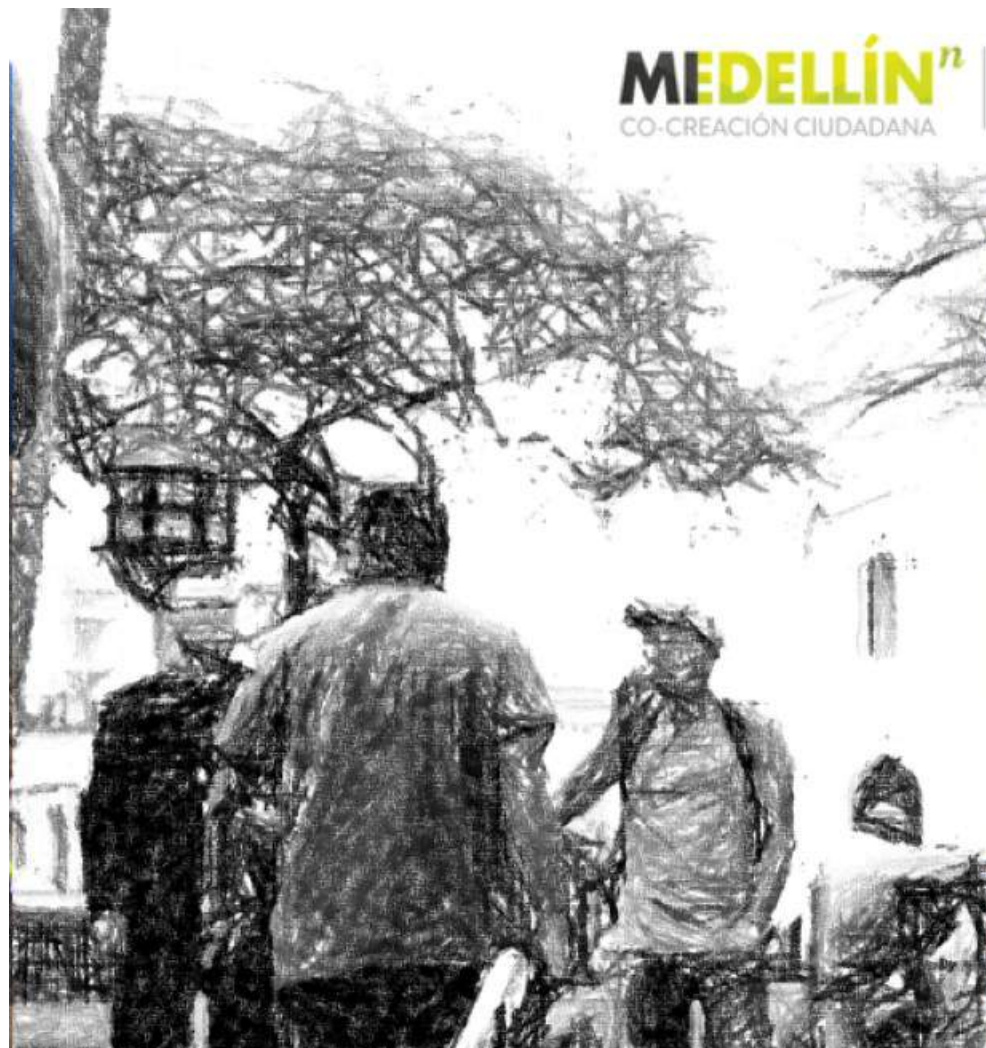

CARLOS MARIO GÓMEZ CORREA

MEDELLÍN[™]
CO-CREACIÓN CIUDADANA



ruta[™]
MEDELLÍN
EL LUGAR
DONDE SE
POTENCIA
LA INNOVACIÓN

+10.300 ideas para #LaRutadeMedellín



WE CO-CREATED
THE CITY'S
DEVELOPMENT
PLAN



TOGETHER, WE TRANSFORM REALITIES



INNOVATION BY AND FOR THE PEOPLE

SECOND STEP

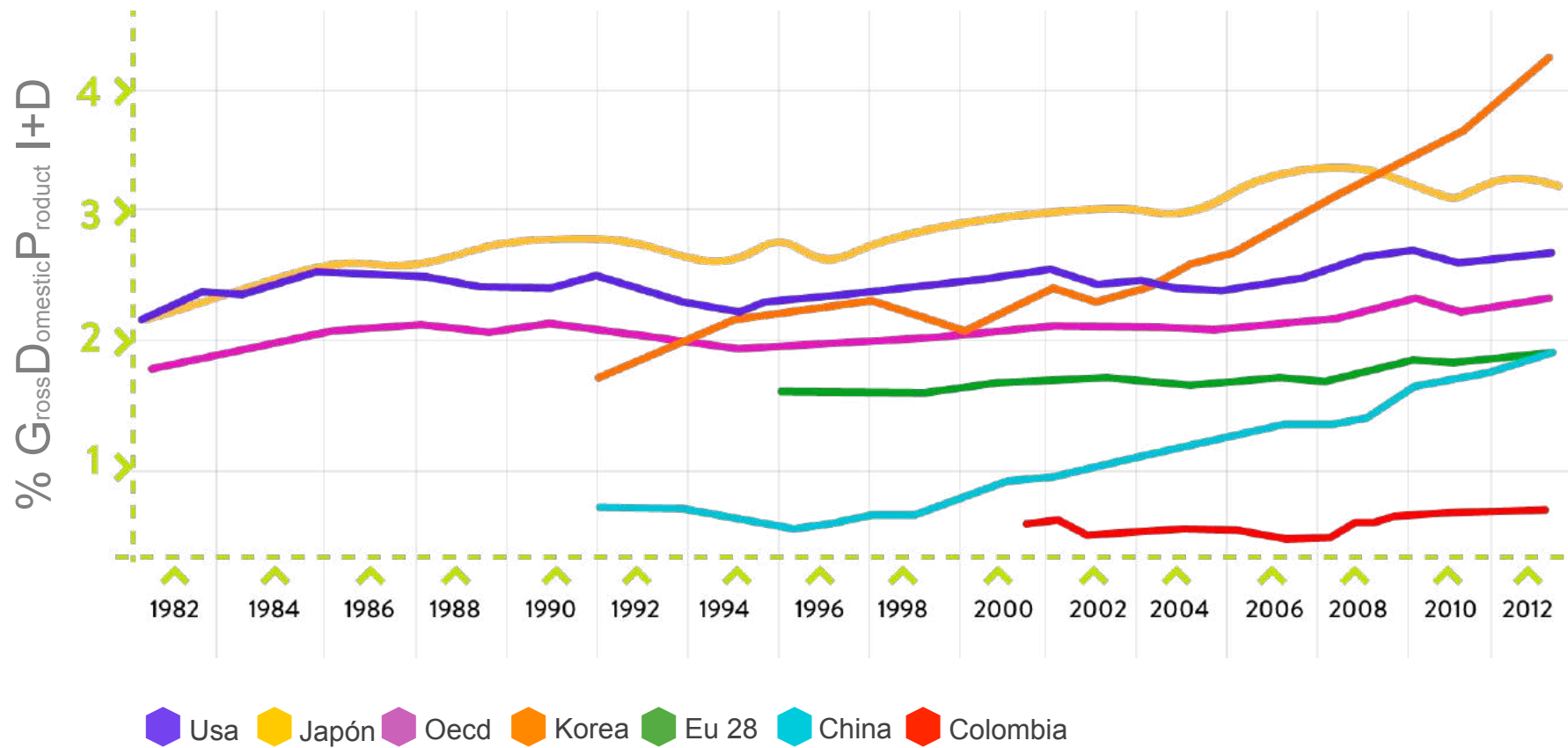
ROADMAP

KEY PERFORMANCE INDICATORS

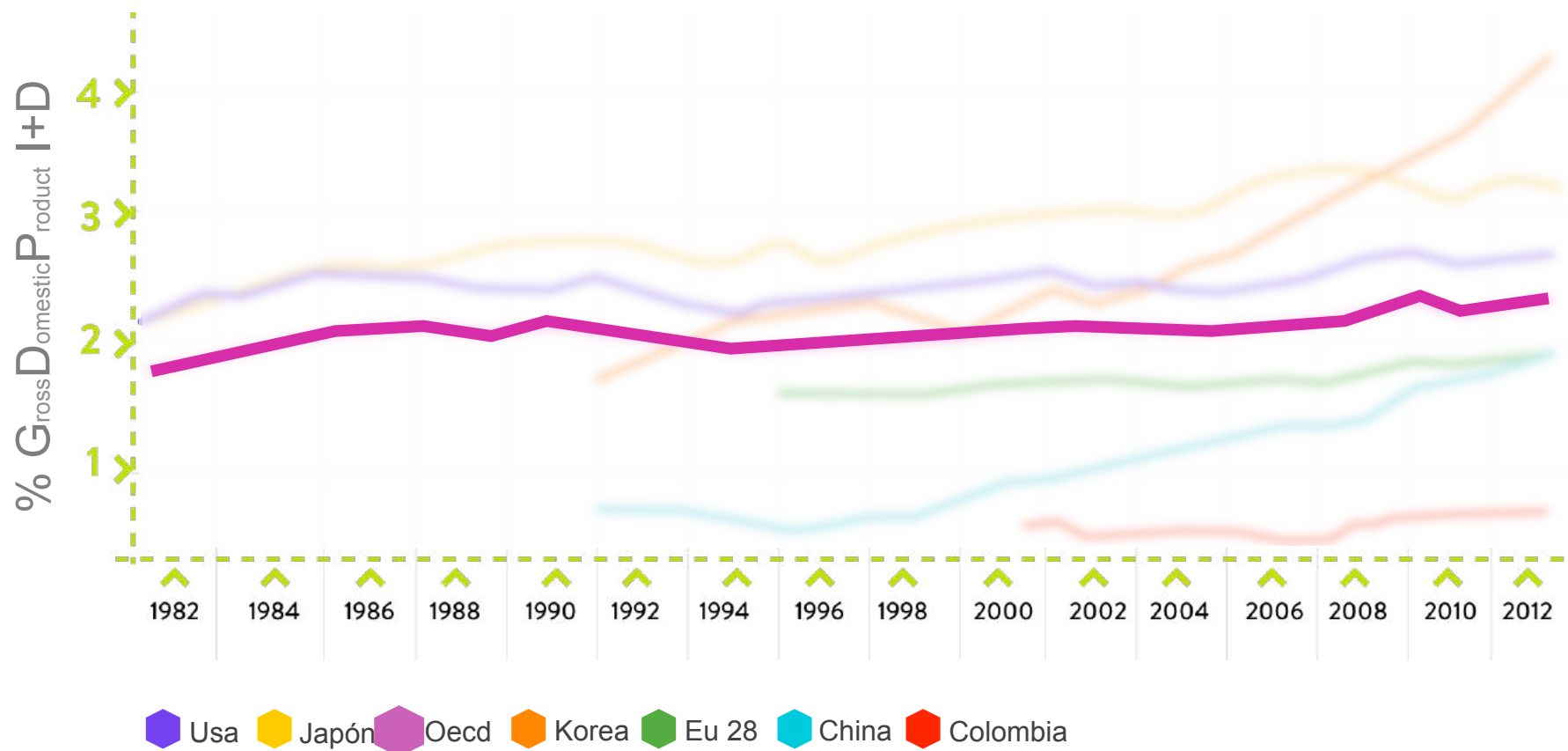
THE PACT

FOLLOW UP & RESULTS

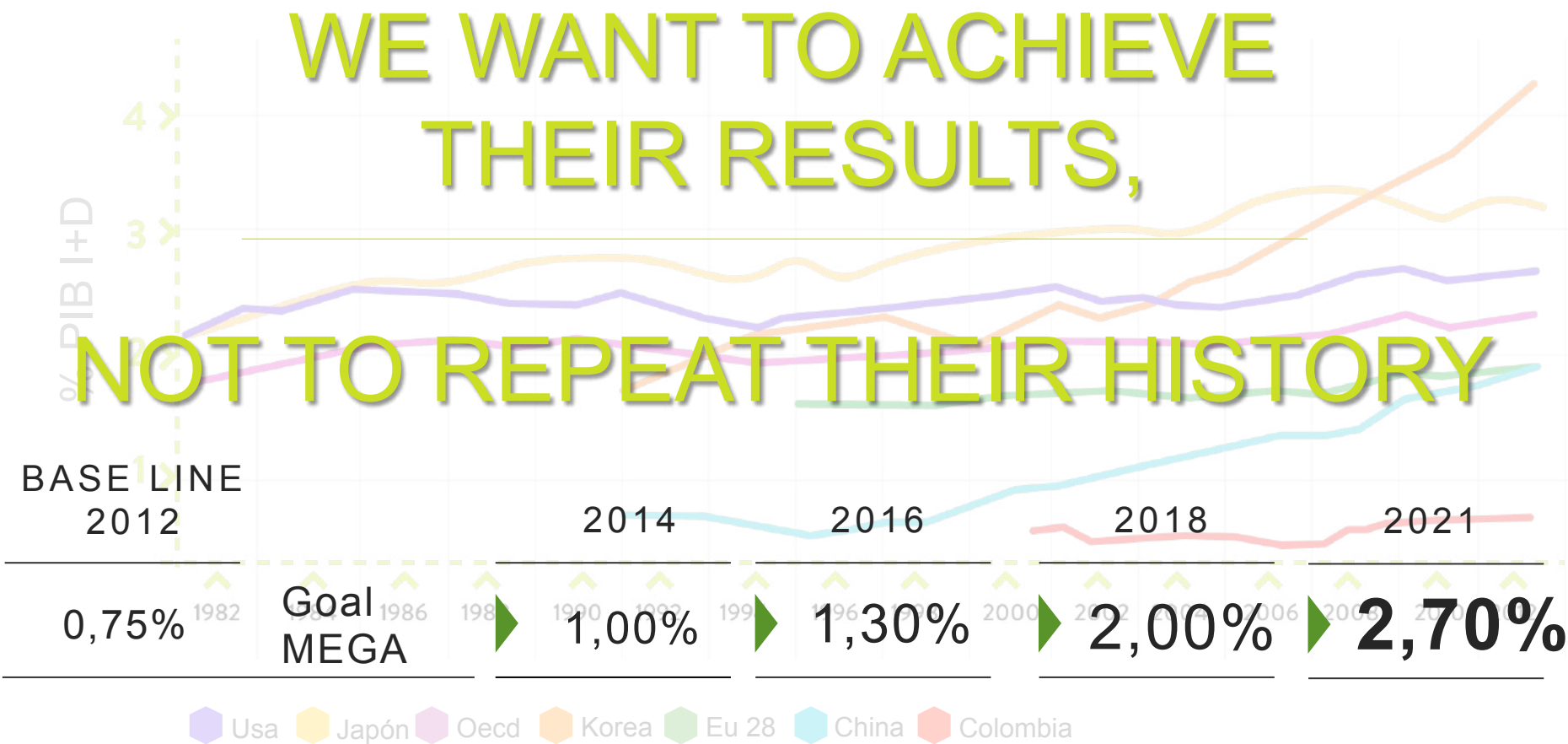
INVESTMENT ON ST+i as a % of G.D.P.



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



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



THIRD STEP

ROADMAP

INDICATORS

THE PACT

FOLLOW UP & RESULTS

INNOVATION PACT

*A city strategy
THAT BECOMES A
COMMON HISTORY*

+4.000
Organizations

COMMITTED WITH INVESTMENT
IN INNOVATION AS ITS
TRANSFORMATION AND
GROWTH ENGINE



rutan.co/granpacto

*Launch event
09 september 2014*

FOURTH STEP

ROADMAP

INDICATORS

THE PACT

FOLLOW UP & RESULTS

THE VALUE OF INNOVATION MEDELLÍN 2018

n

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.

3/3

OF THE NEW JOBS
CREATED IN THE CITY
DURING THE YEAR ARE
DUE TO INNOVATION

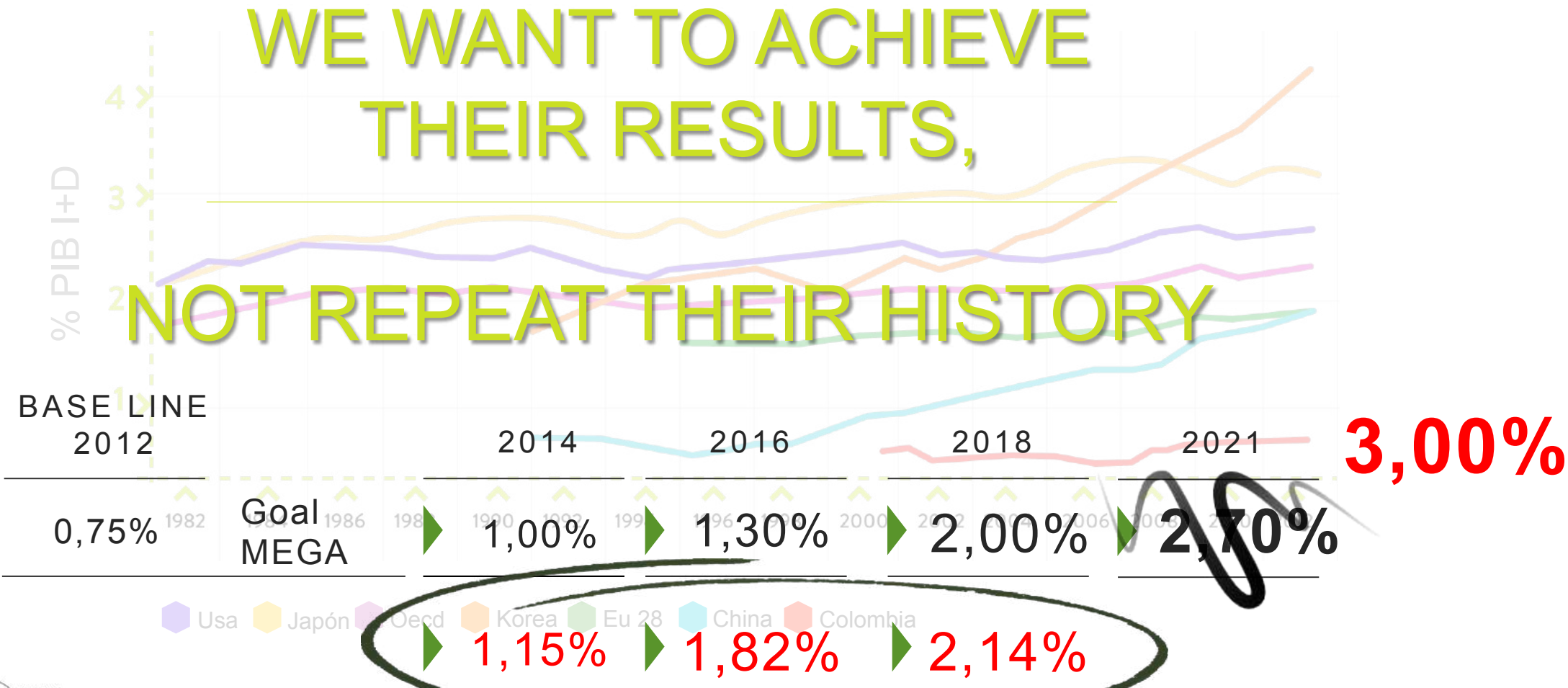
*INNOVATIVE JOBS HAVE 3
TIMES THE AVERAGE
INCOME OF THE CITY

%

2,14% OF GDP
INVESTED IN STI

~70% PRIVATE

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





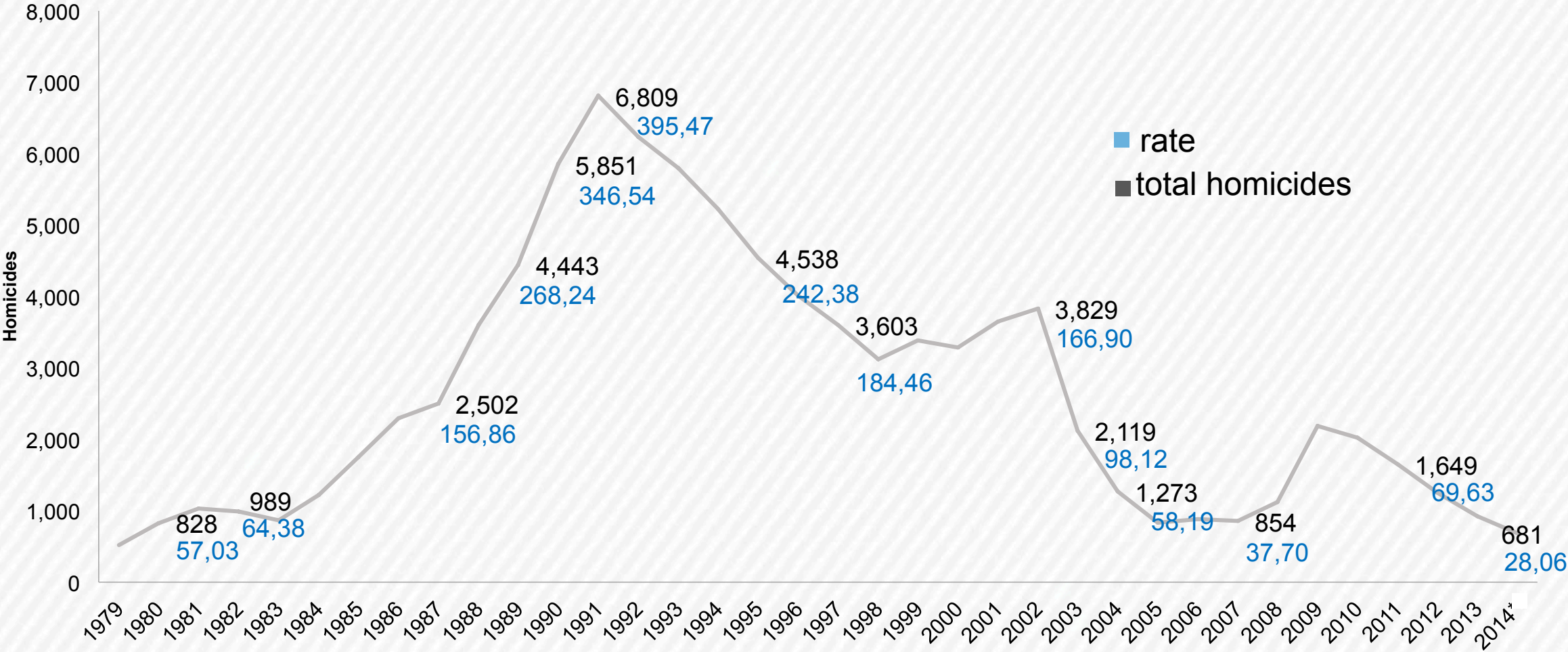
RESULTS

30
YEARS LATER

the headlines
tell a completely

**DIFFERENT
STORY**

RESULTS | Homicide Rate per 100.000 inhabitants





AWARDS

Medellin: From murder capital to world's most innovative city

By Michael Hennigan, Finfacts founder and editor
Aug 15, 2013 - 8:31 AM

[Email this article](#)
[Printer friendly page](#)



2017 fuimos catalogados
como HUB de INNOVACIÓN

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.



MEDELLIN - AWARDS



2013. "RESILIENT CITY".

Awarded by: Rockefeller Foundation.

2013. "MOST INNOVATIVE CITY IN THE WORLD".

Awarded by: Wall Street Journal, Citigroup and Urban Land Institute.

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.

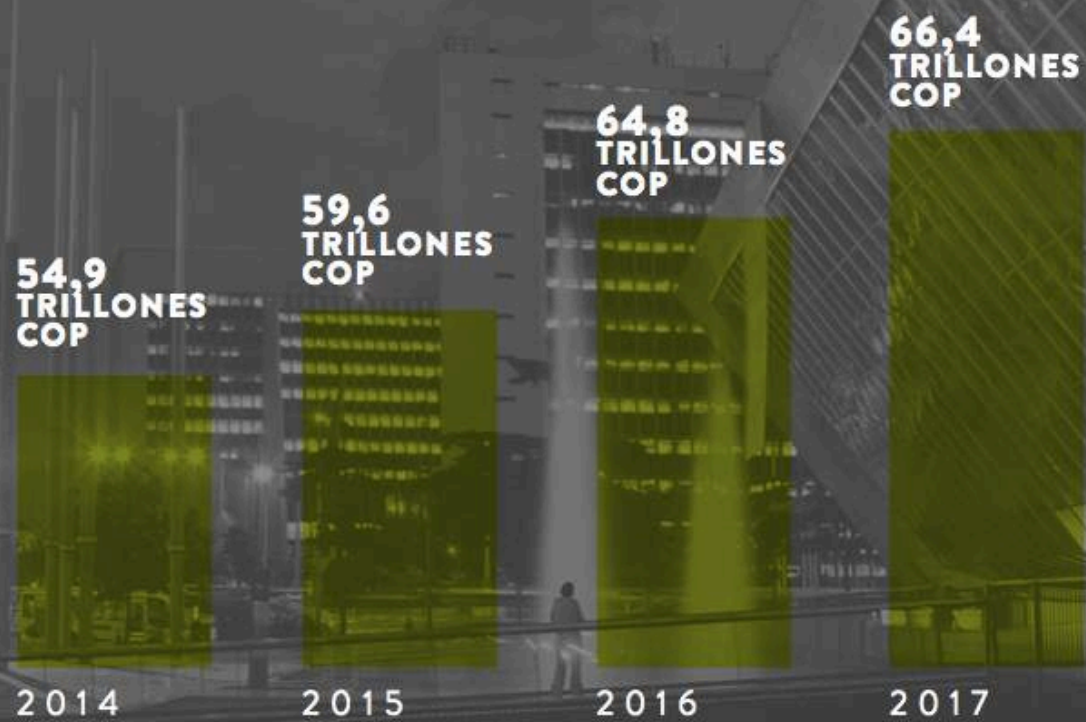
2016. "MOST TRANSFORMATIONAL CITY OF THE YEAR".

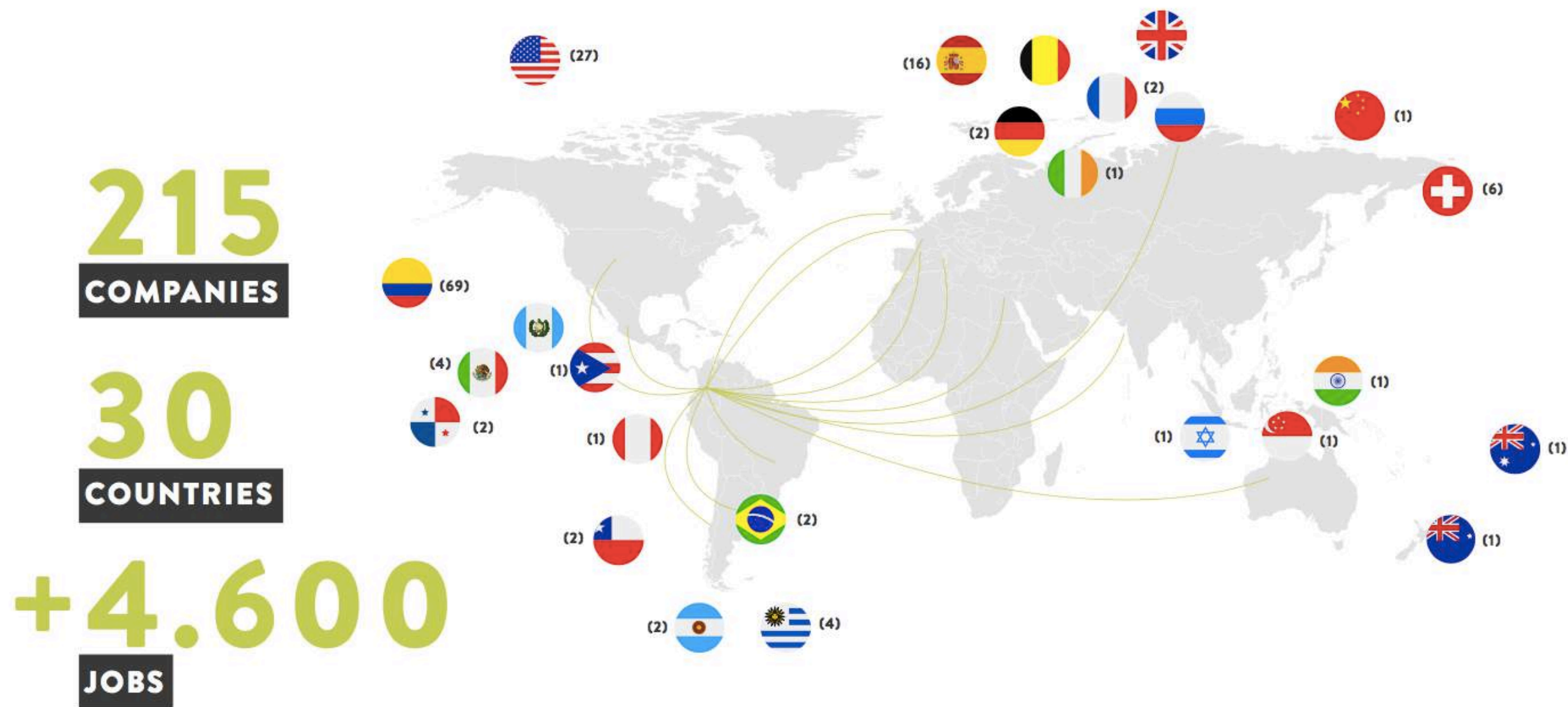
Awarded by: BRAVO Business Awards.

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 THE COLOMBIA'S GDP.



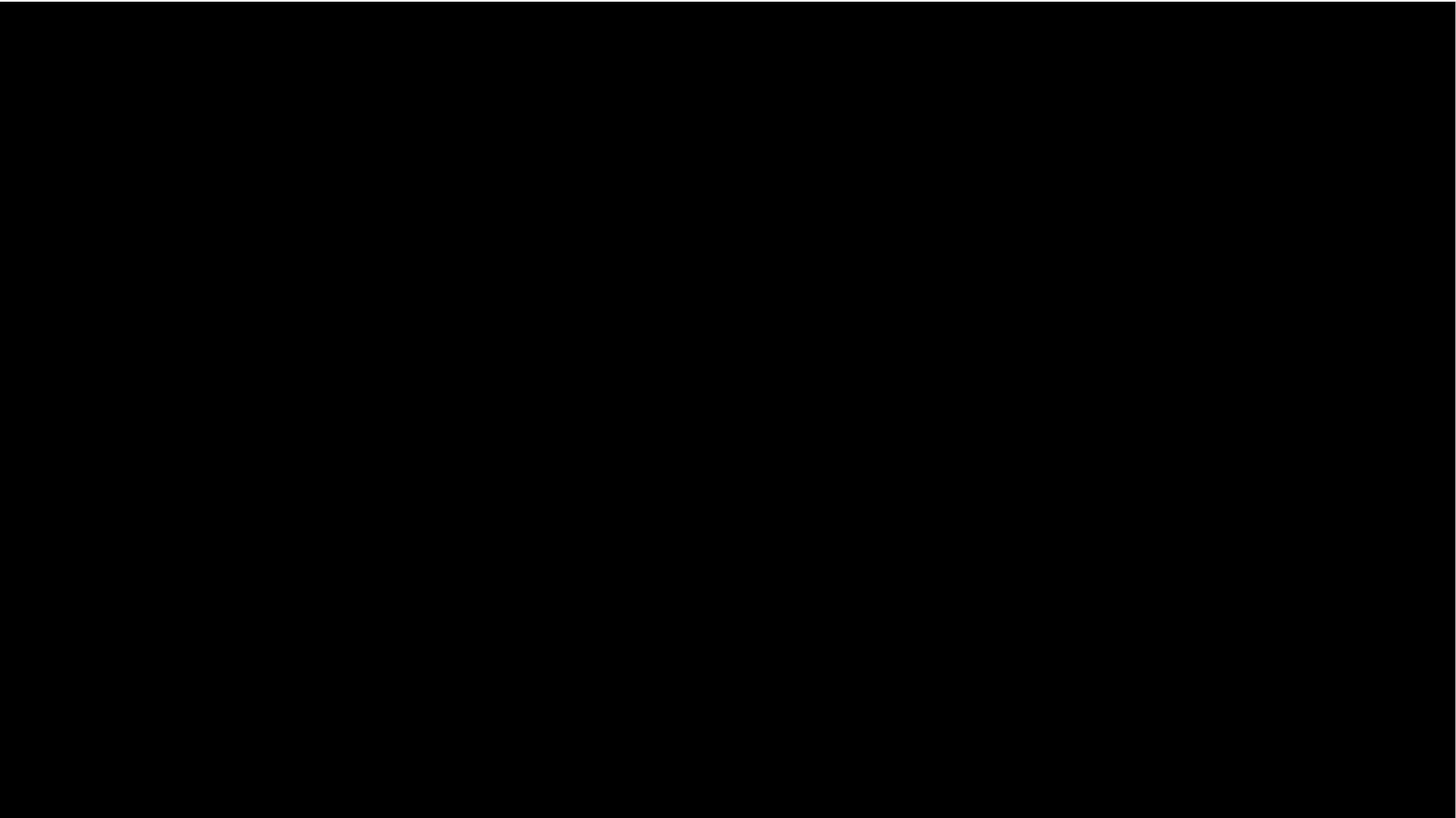




215
COMPANIES

30
COUNTRIES

+4.600
JOBS



Thank you

MEDELLIN
NEVER STOPS



@alejodelgadov