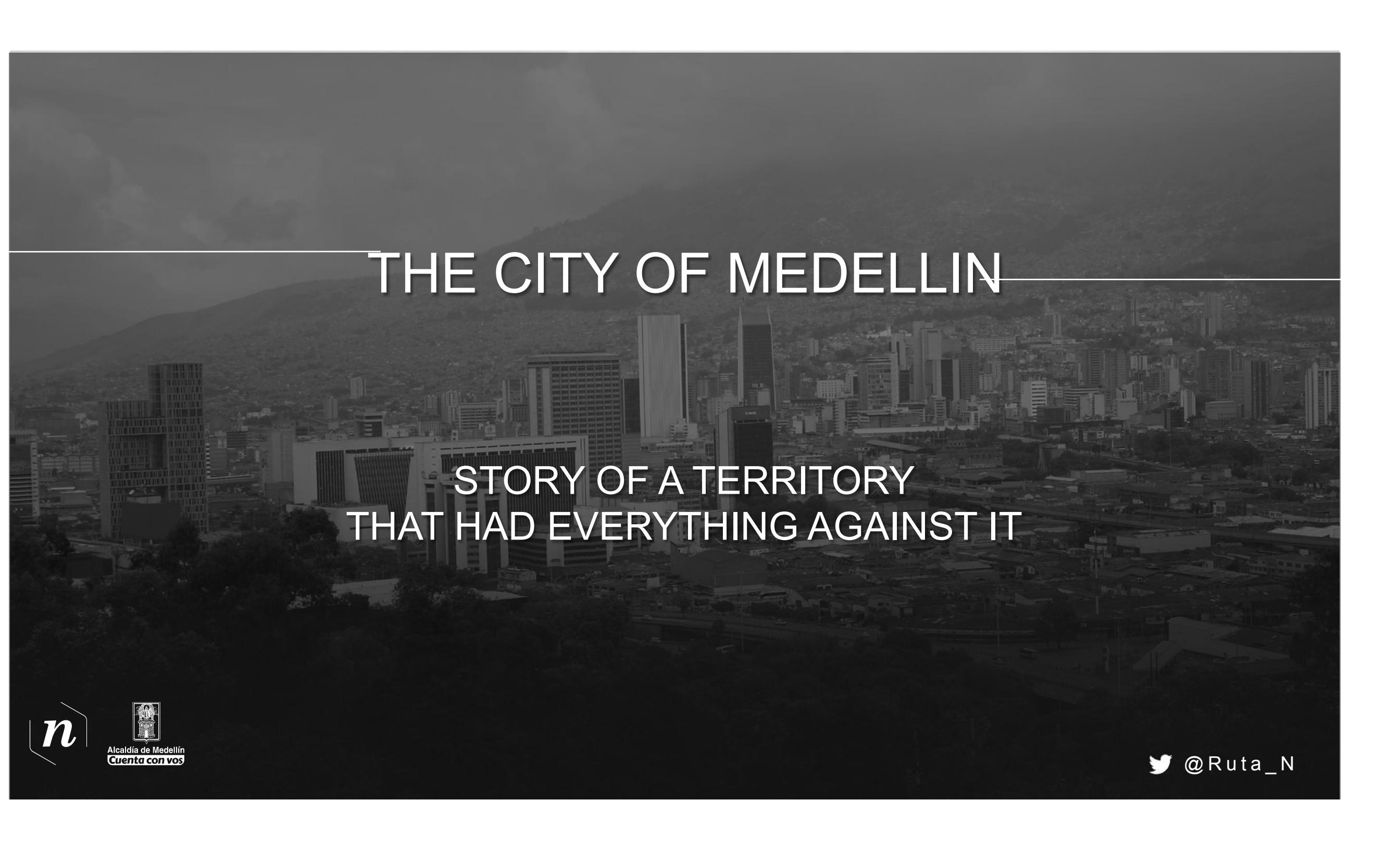




The Story of MEDELLÍN



@AlejodelgadoV

A black and white aerial photograph of the city of Medellín, Colombia. The city is built on a hillside, with numerous buildings of varying heights and architectural styles. In the background, large, densely forested mountains rise against a hazy sky.

THE CITY OF MEDELLIN

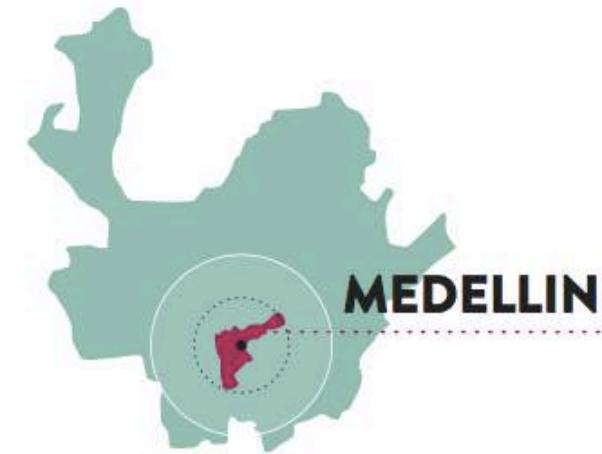
STORY OF A TERRITORY
THAT HAD EVERYTHING AGAINST IT



Alcaldía de Medellín
Cuenta con vos

 @Ruta_N

MEDELLIN IN CONTEXT | Location



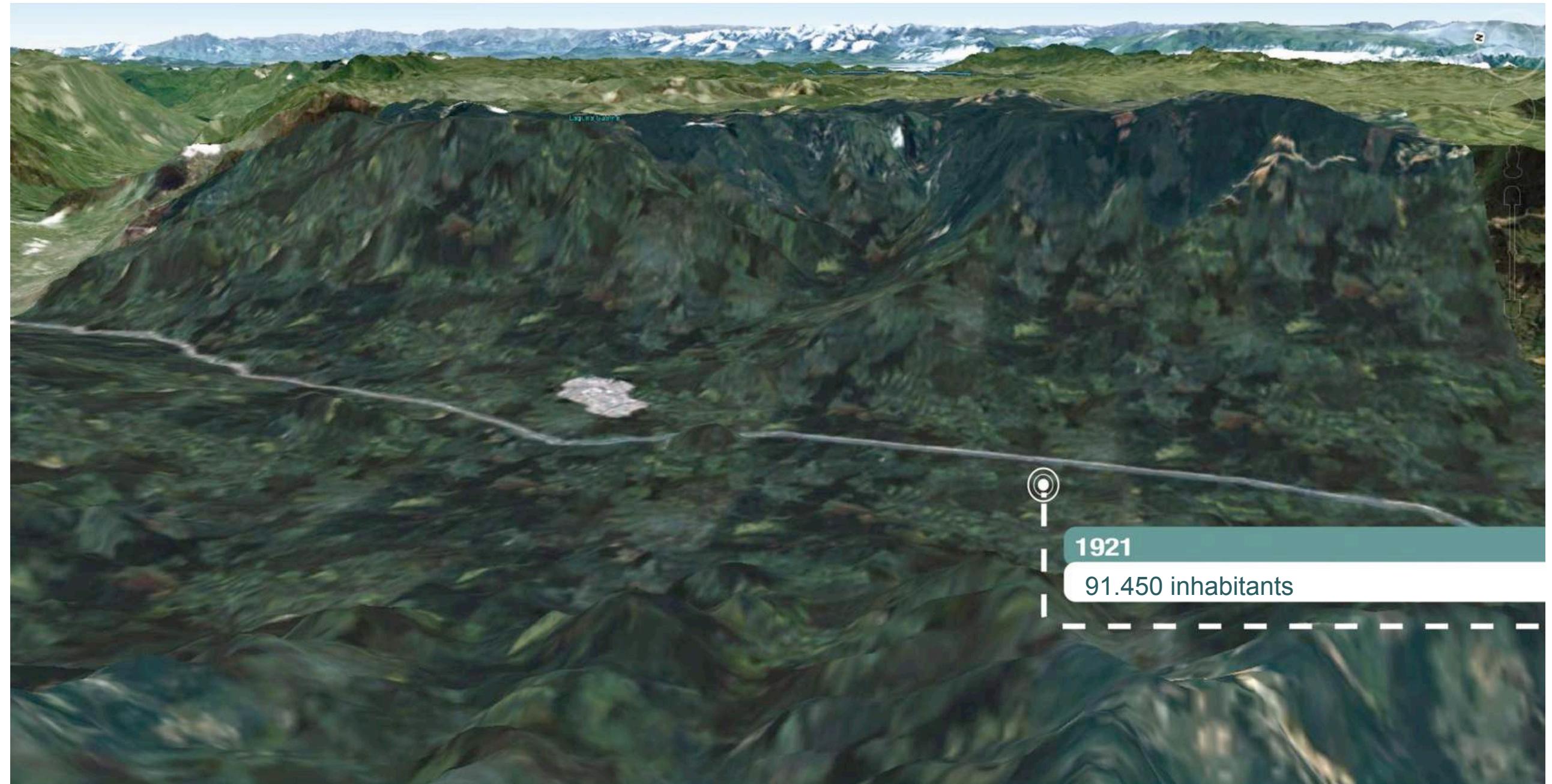
MEDELLIN'S POPULATION **2.4 MILLION**

METROPOLITAN AREA **3.6 MILLION**

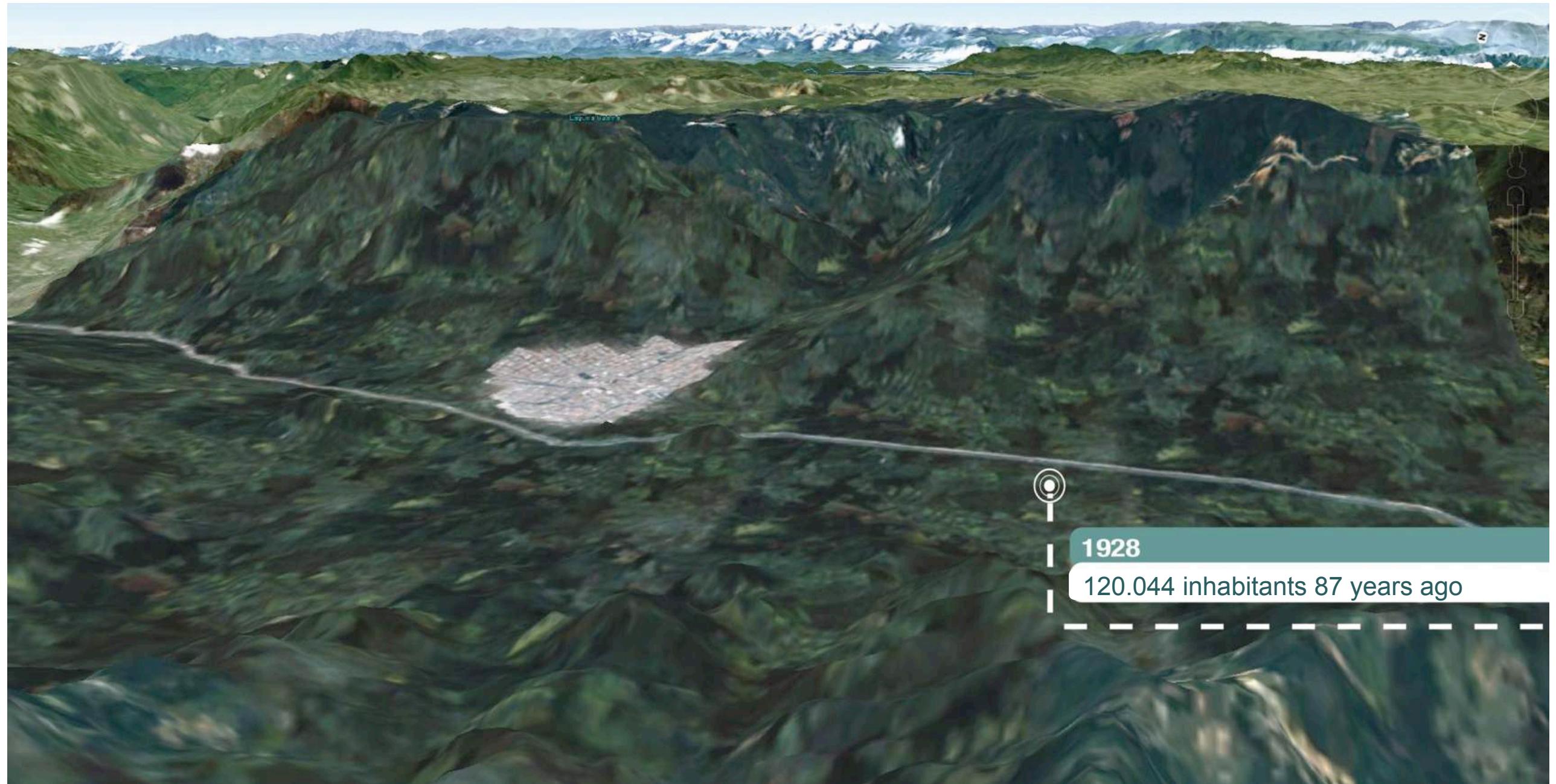
AREA
380 KM²

AVERAGE
TEMPERATURE
75.2 F

MEDELLIN IN CONTEXT | Urban growth



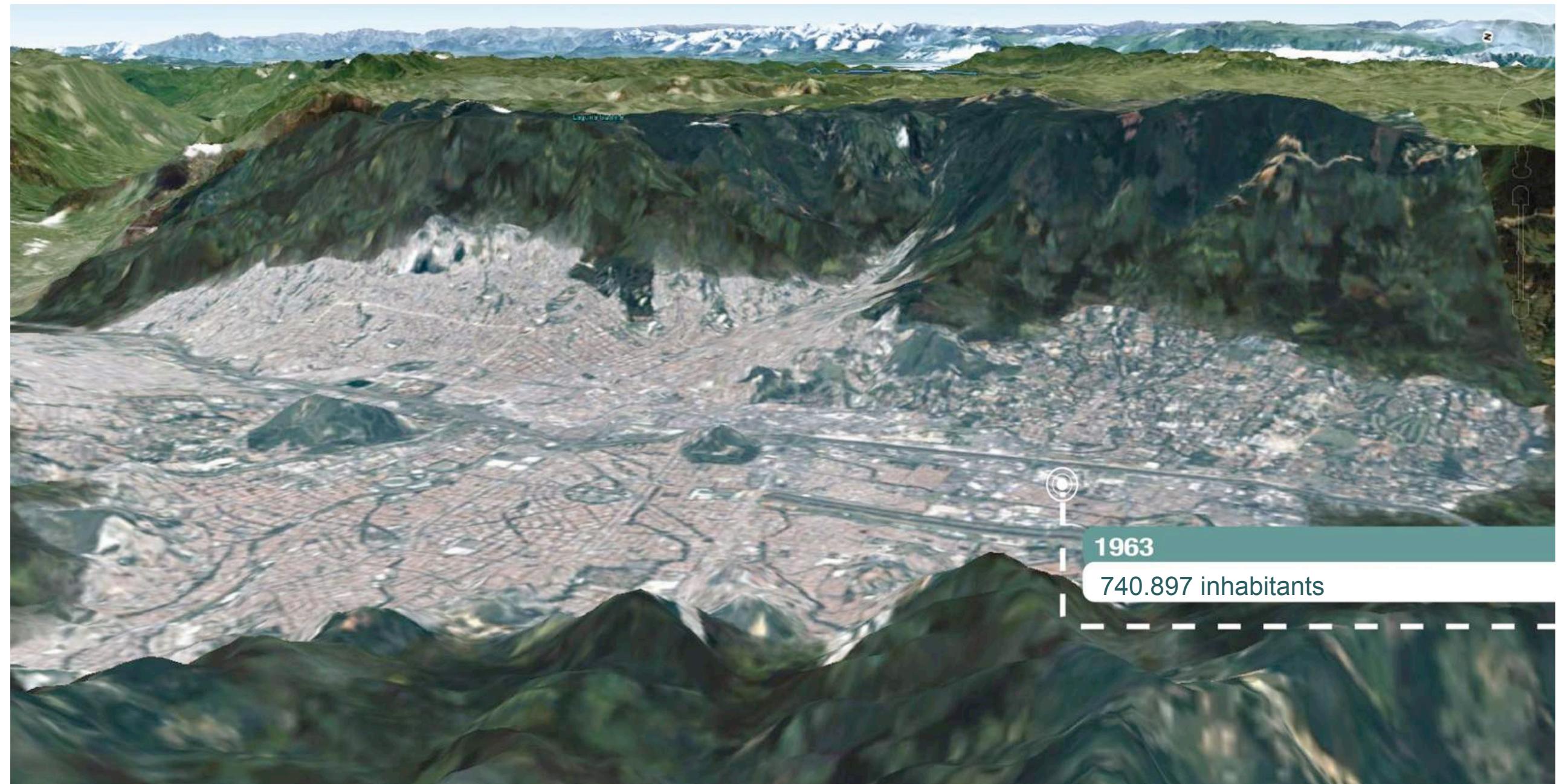
MEDELLIN IN CONTEXT | Urban growth



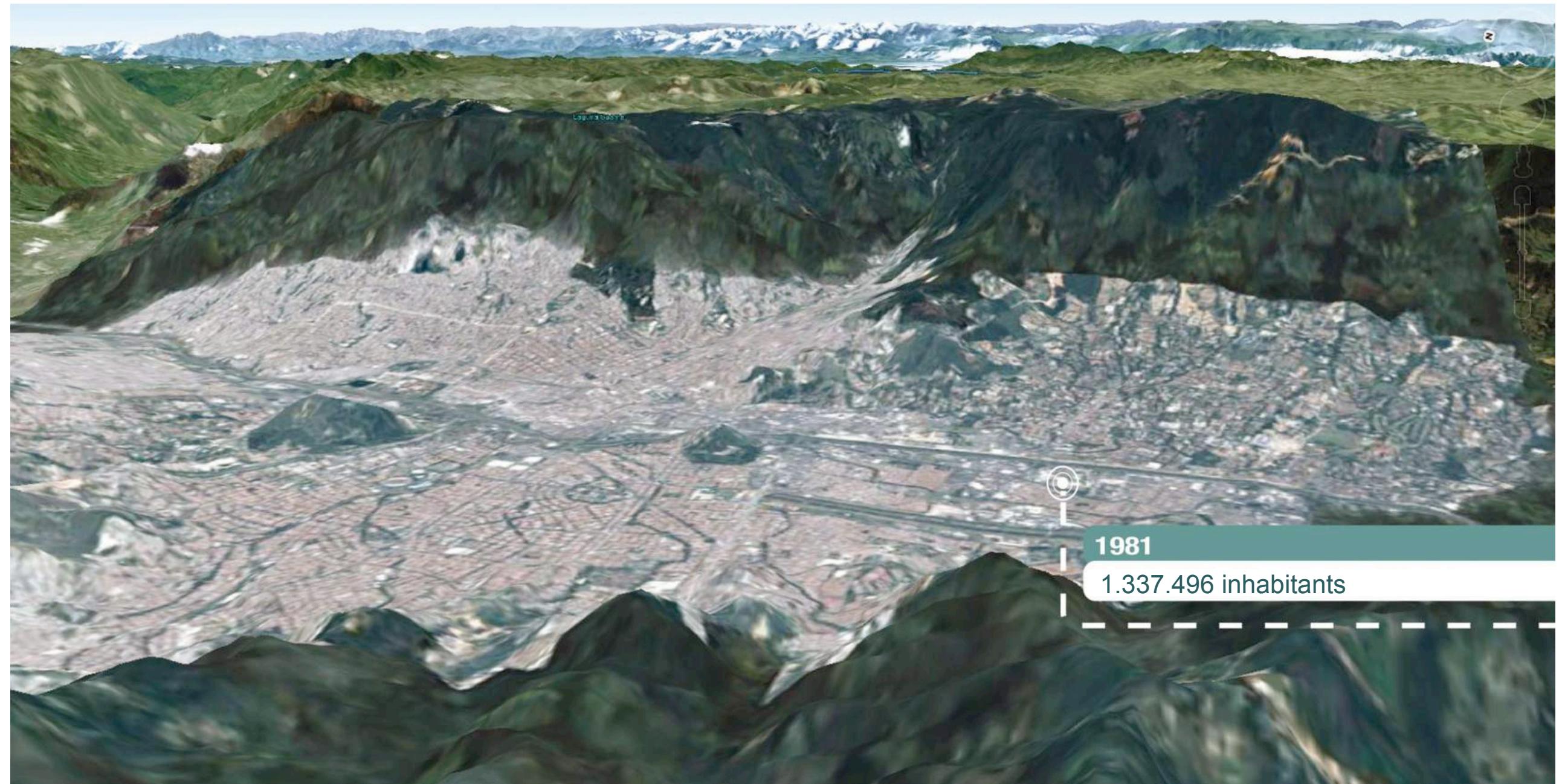
MEDELLIN IN CONTEXT | Urban growth



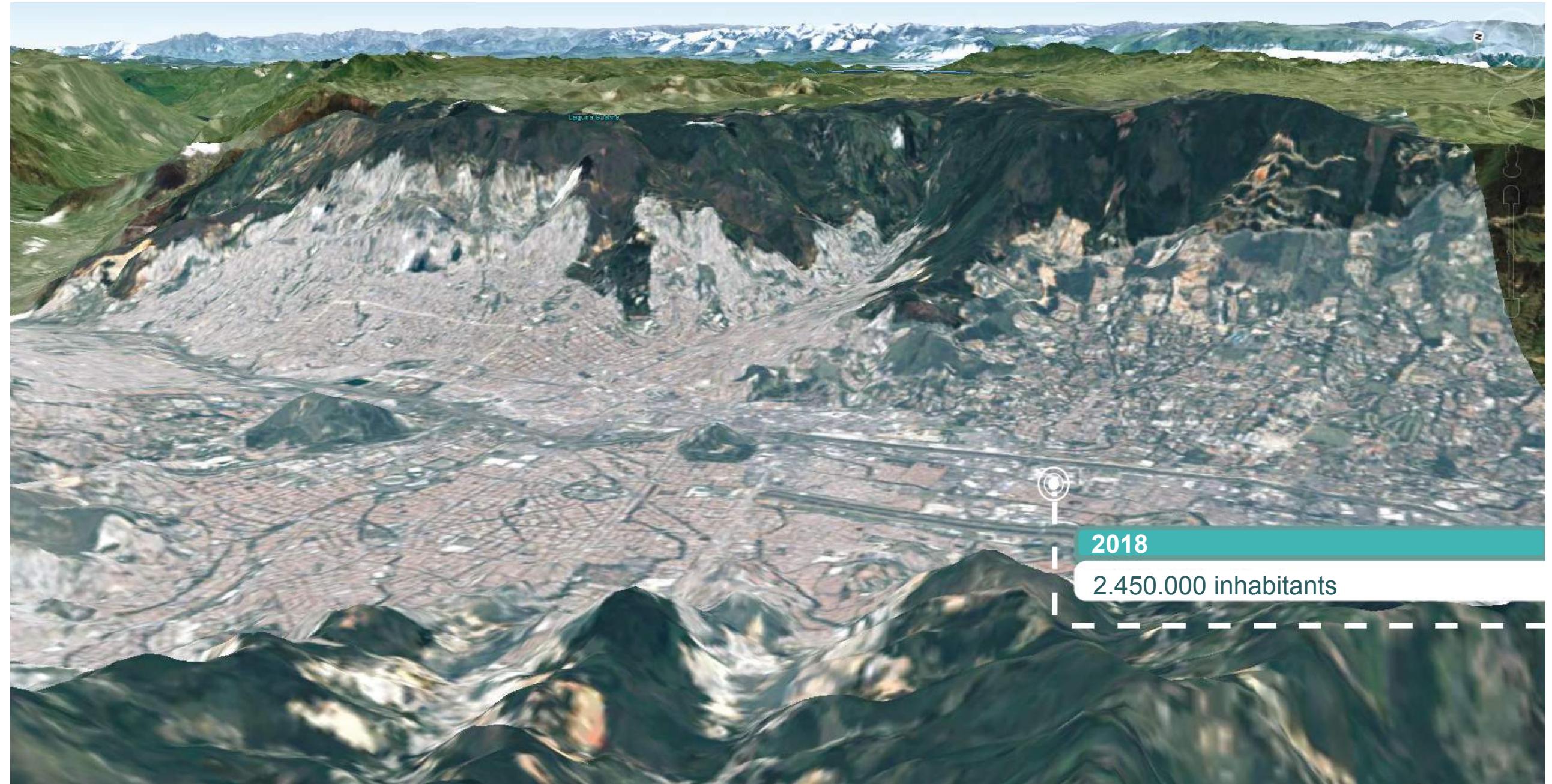
MEDELLIN IN CONTEXT | Urban growth



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

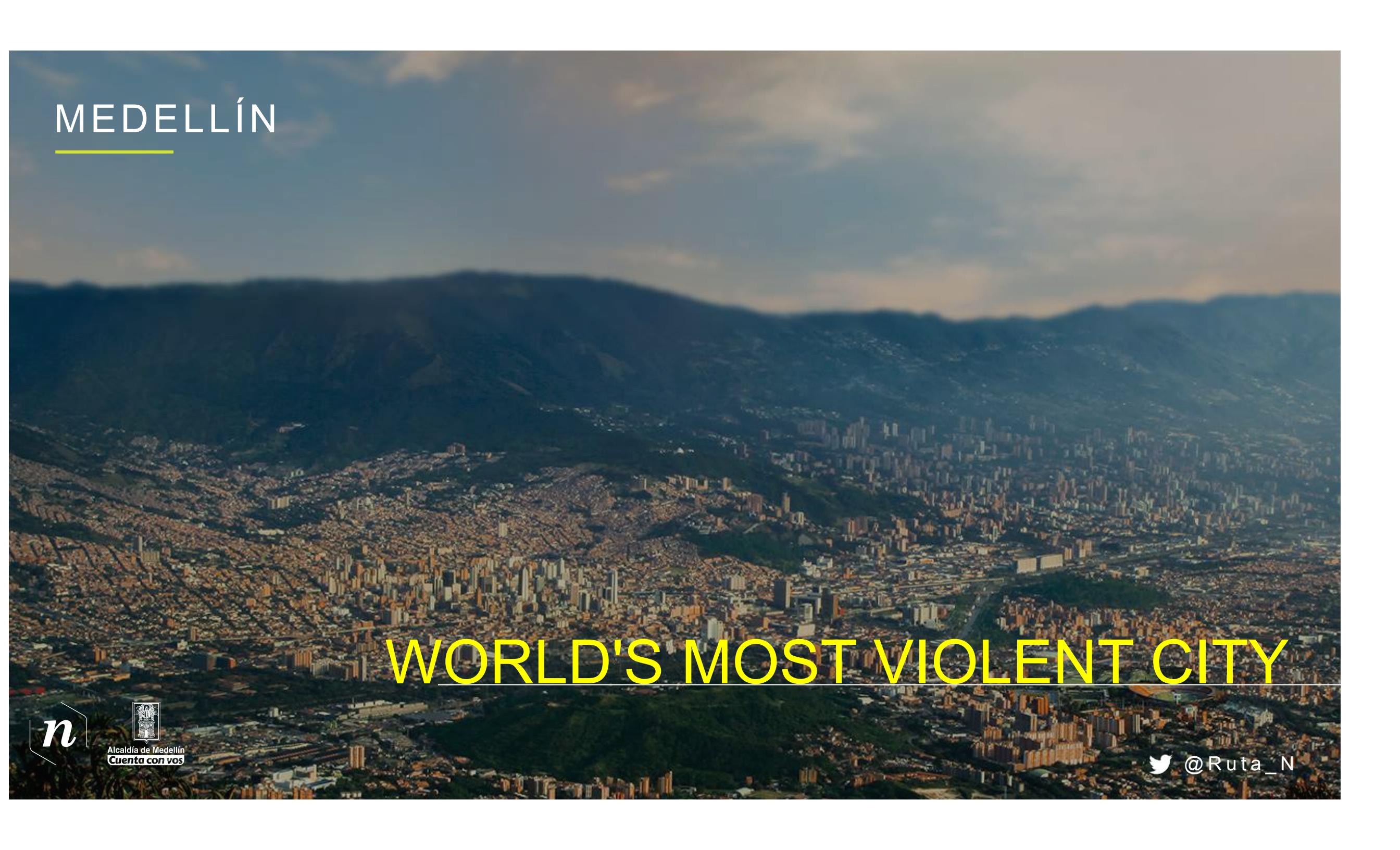
NOT THE CAPITAL OF THE COUNTRY



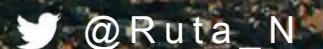
Alcaldía de Medellín
Cuenta con vos

 @Ruta_N

MEDELLÍN



WORLD'S MOST VIOLENT CITY







THINK ABOUT
COLLABORATING
INSTEAD OF
COMPETING



END OF THE 90'S



90'S

RESILIENCE

CRISIS



CRISIS



RESILIENCE



URBAN INCLUSION



ECONOMIC INCLUSION

90'S

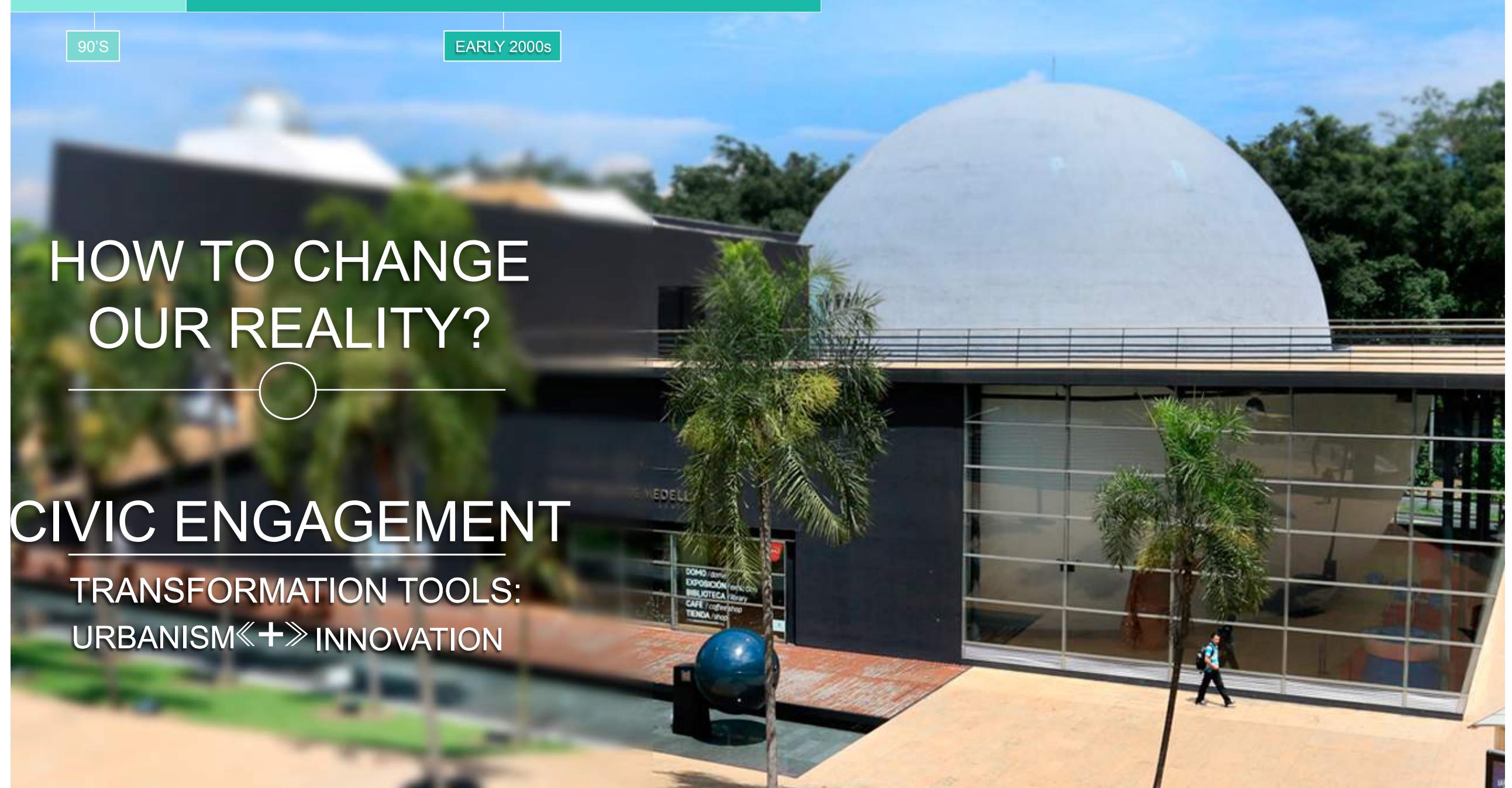
EARLY 2000s

HOW TO CHANGE OUR REALITY?



CIVIC ENGAGEMENT

TRANSFORMATION TOOLS:
URBANISM <> INNOVATION





CRISIS



RESILIENCE

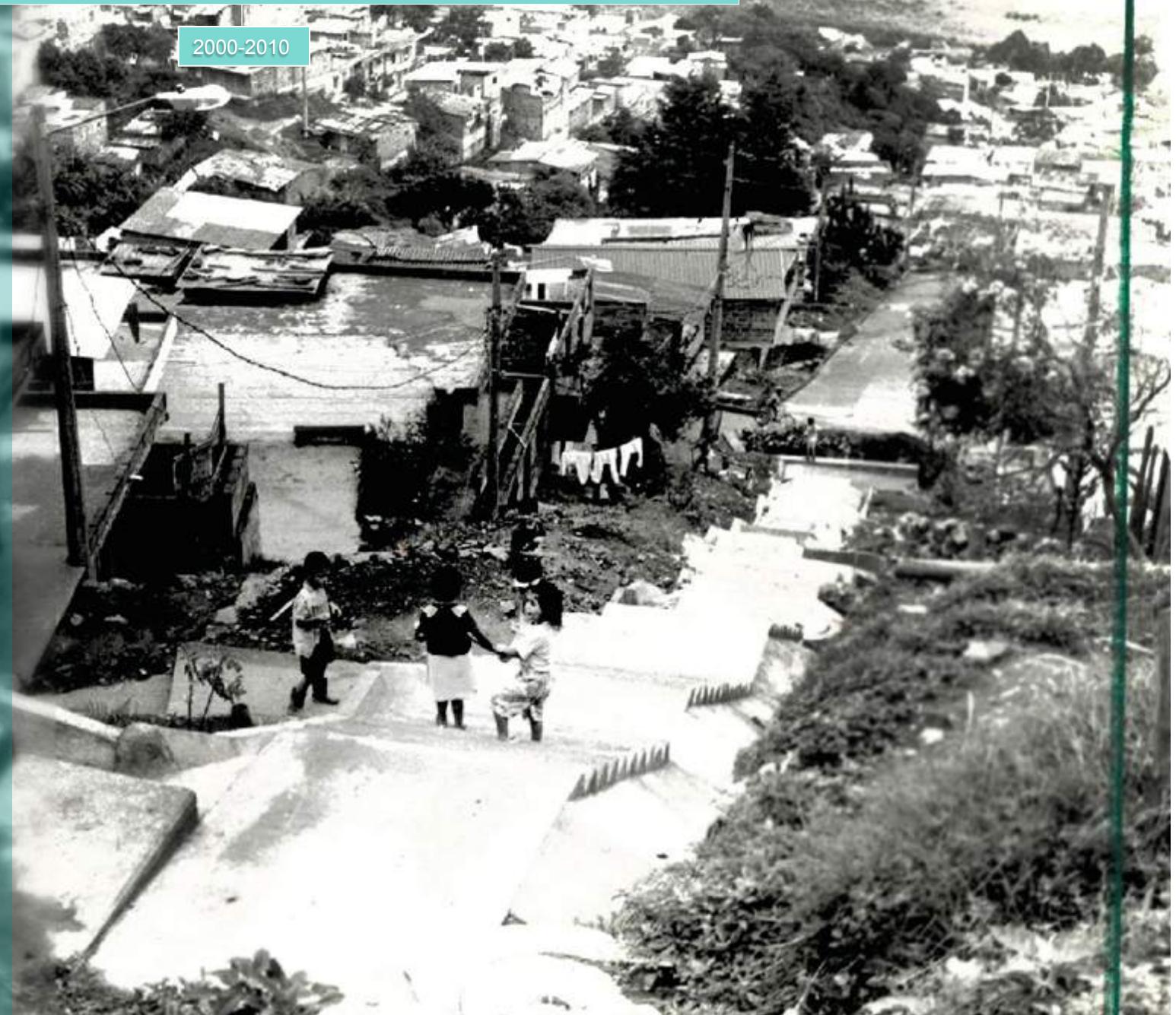


URBAN INCLUSION



ECONOMIC INCLUSION

WE
TRANSFORMED
A
CABLE CAR INTO A
—PUBLIC TRANSPORTATION—
SYSTEM





CRISIS



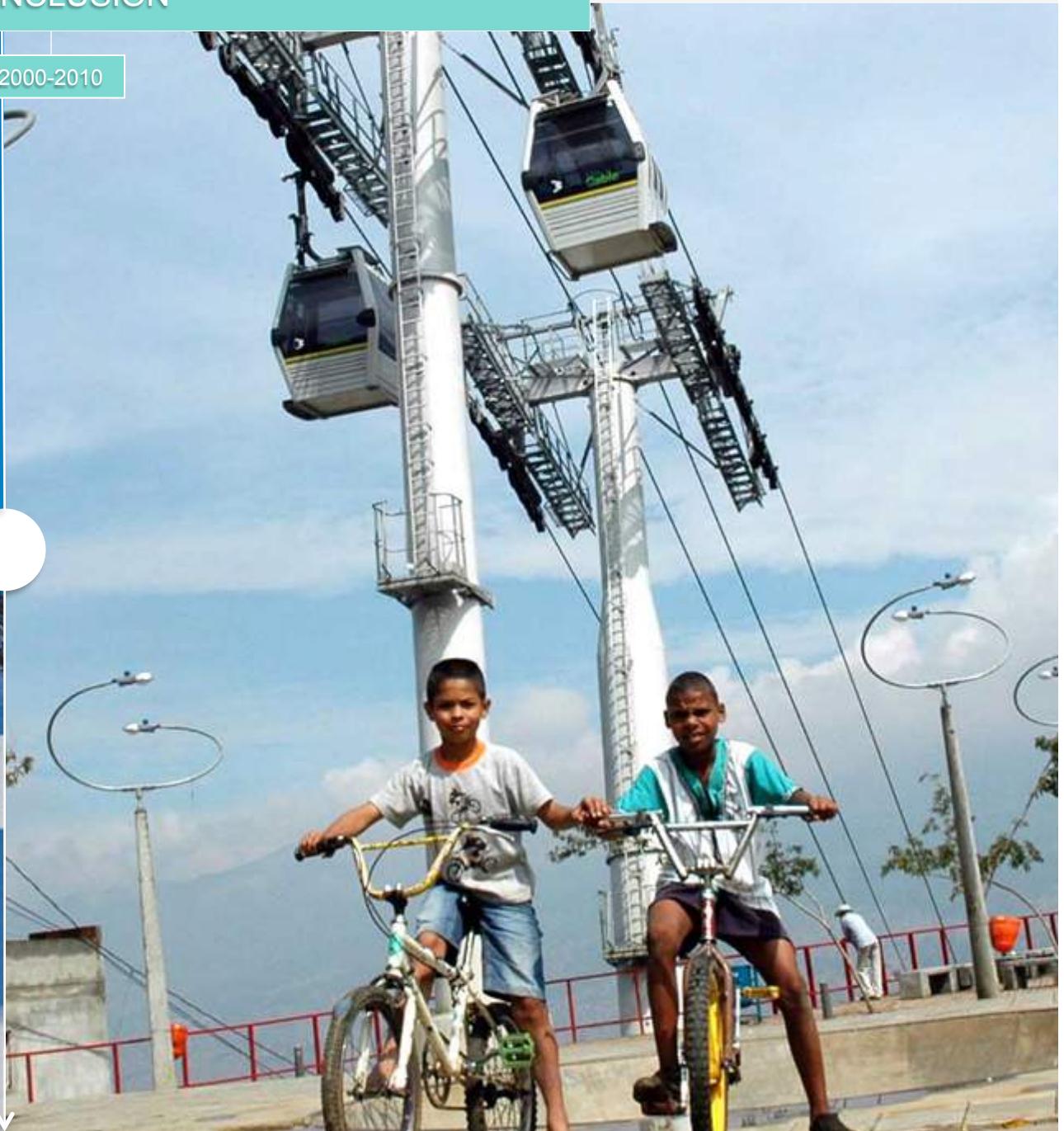
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION

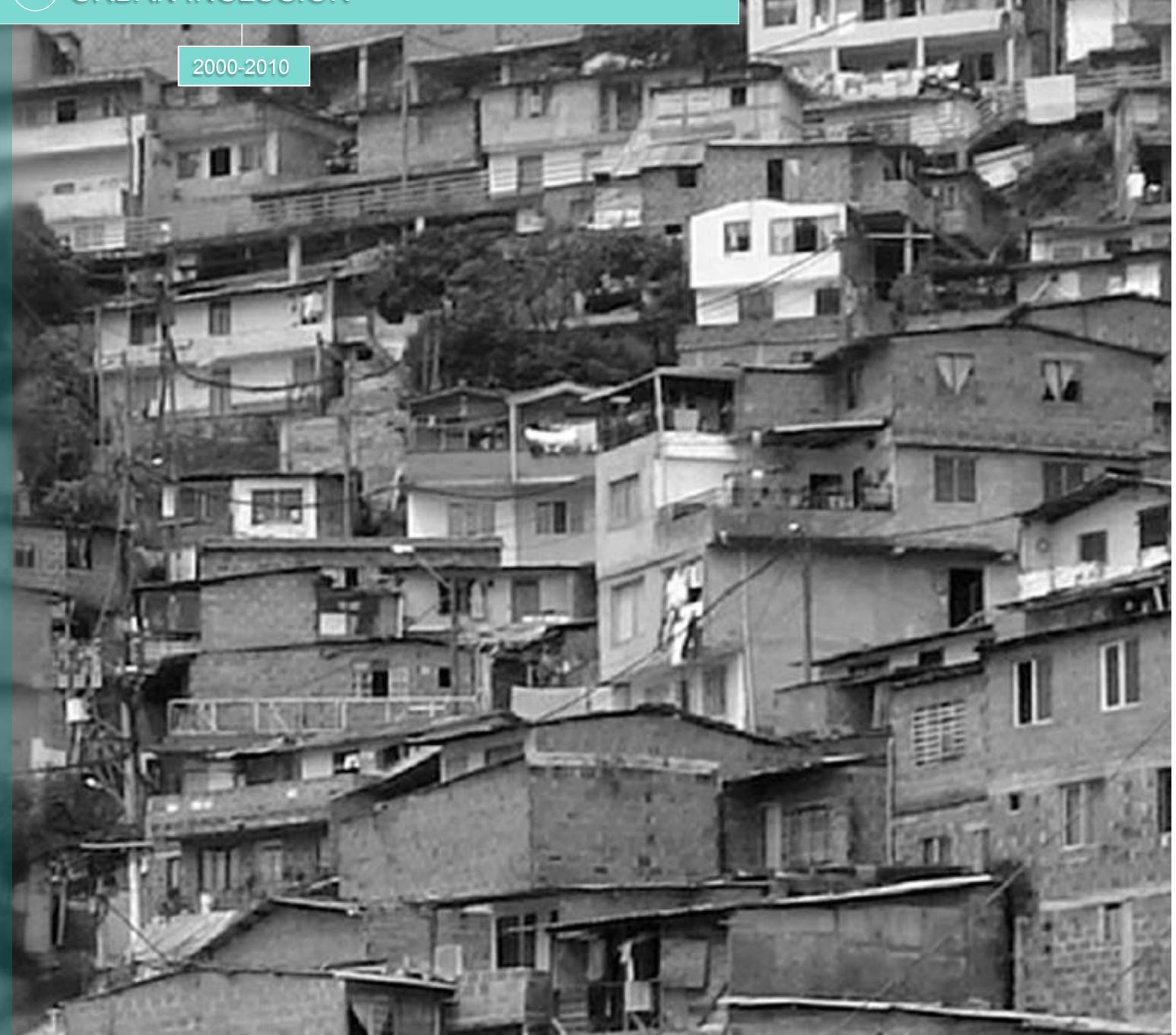


2000-2010

WE USED
A SHOPPING MALL
ELECTRIC ESCALATORS

ASA

A MOBILITY SOLUTION





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



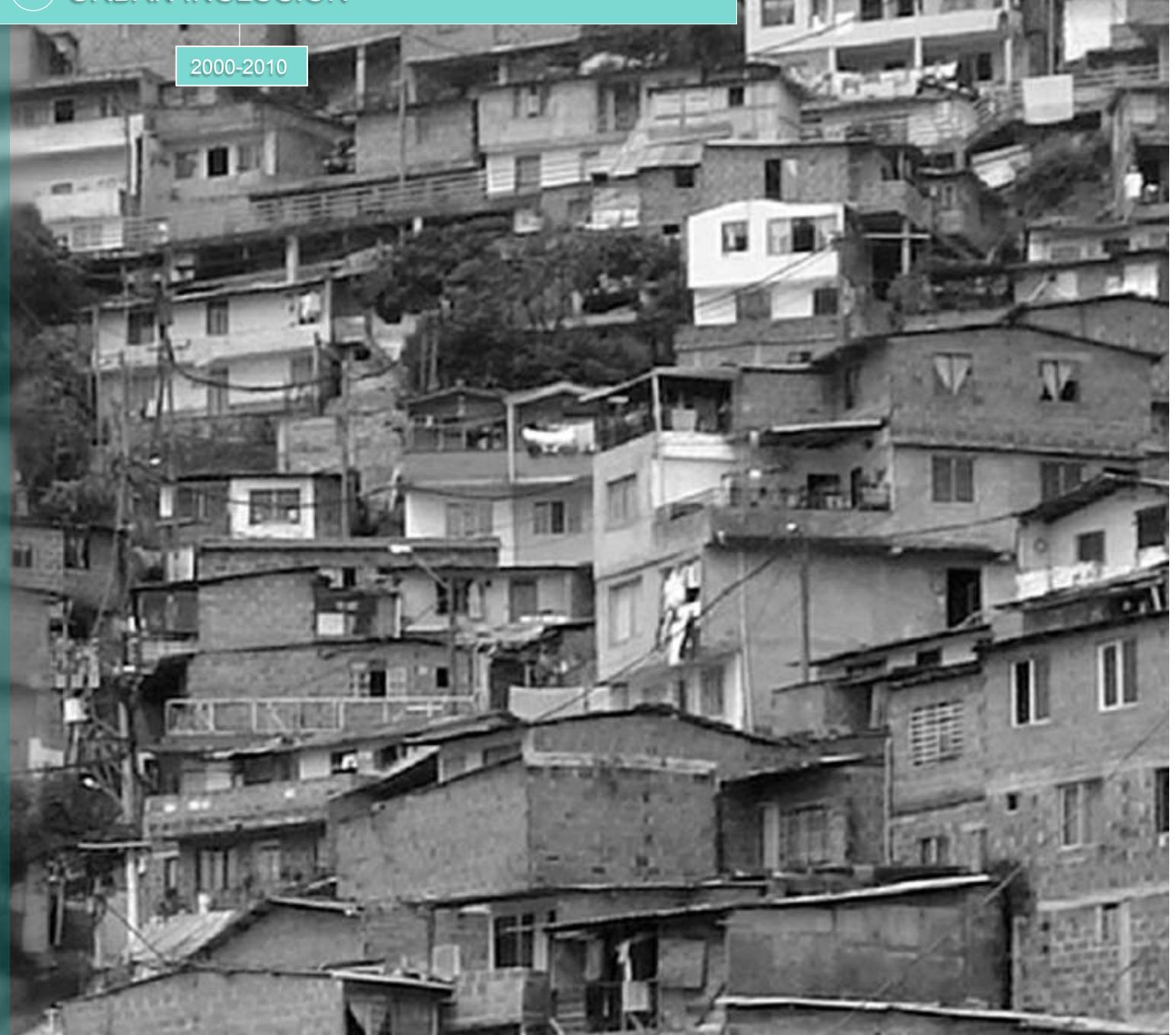
URBAN INCLUSION



WE PLACED
MASSIVE LIBRARIES

WHERE PEOPLE
NEEDED THEM THE
MOST

2000-2010





CRISIS



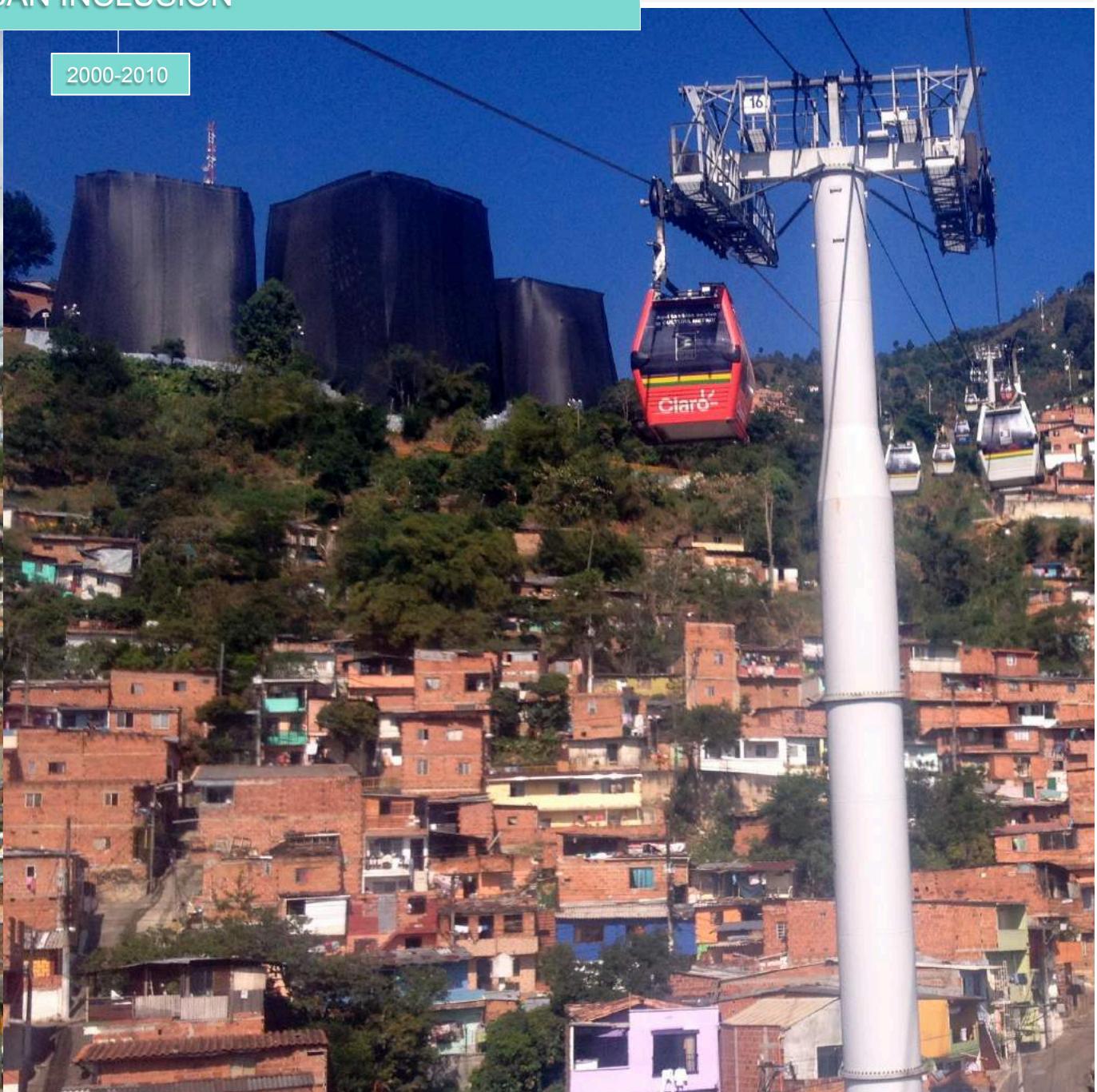
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



WE CONVERTED
↔ **A** ↔
HIGH-RISK AREA
AND A SYMBOL OF TRAGEDY
— — — INTO A — — —
GREEN CORRIDOR

2000-2010





CRISIS



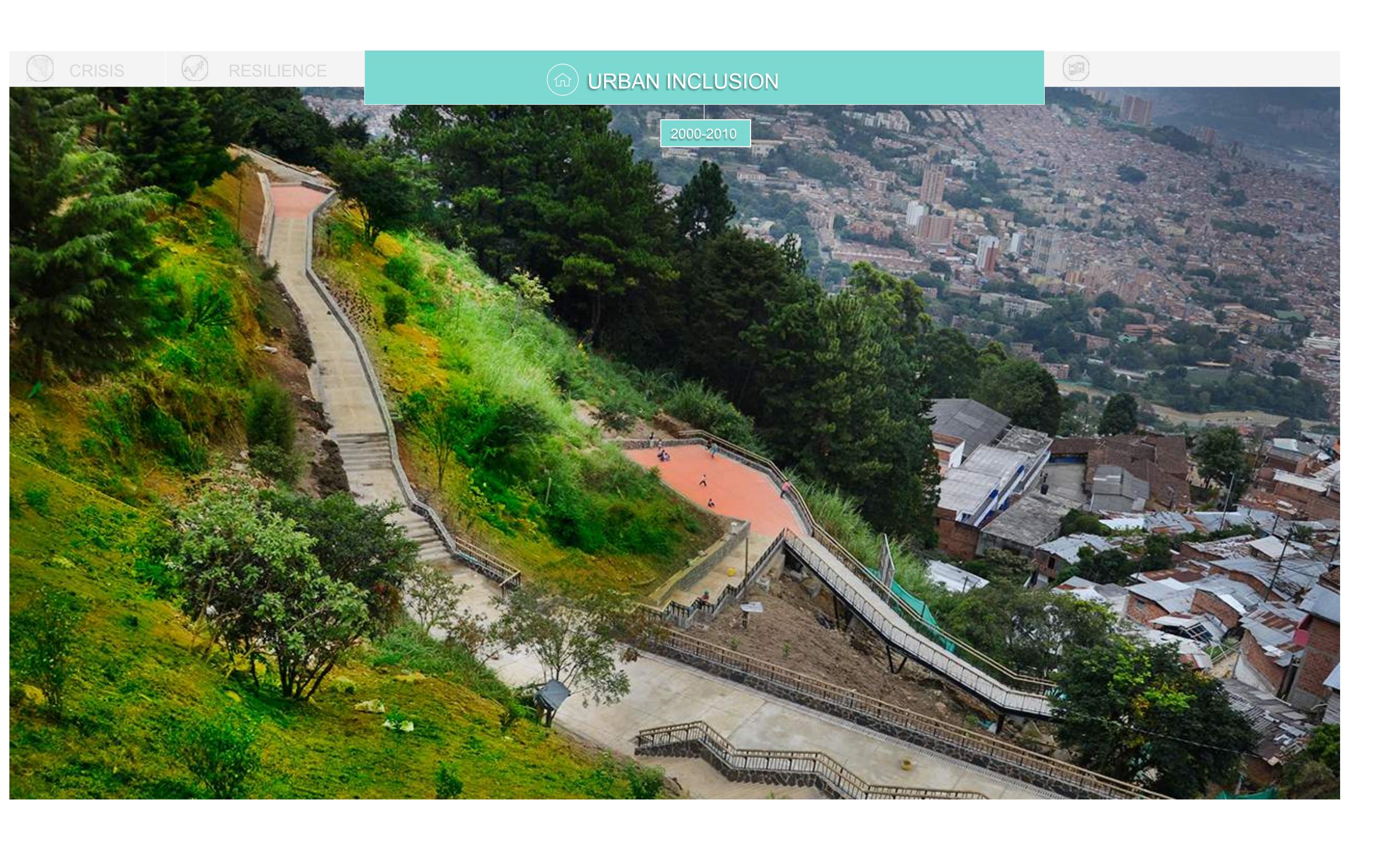
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



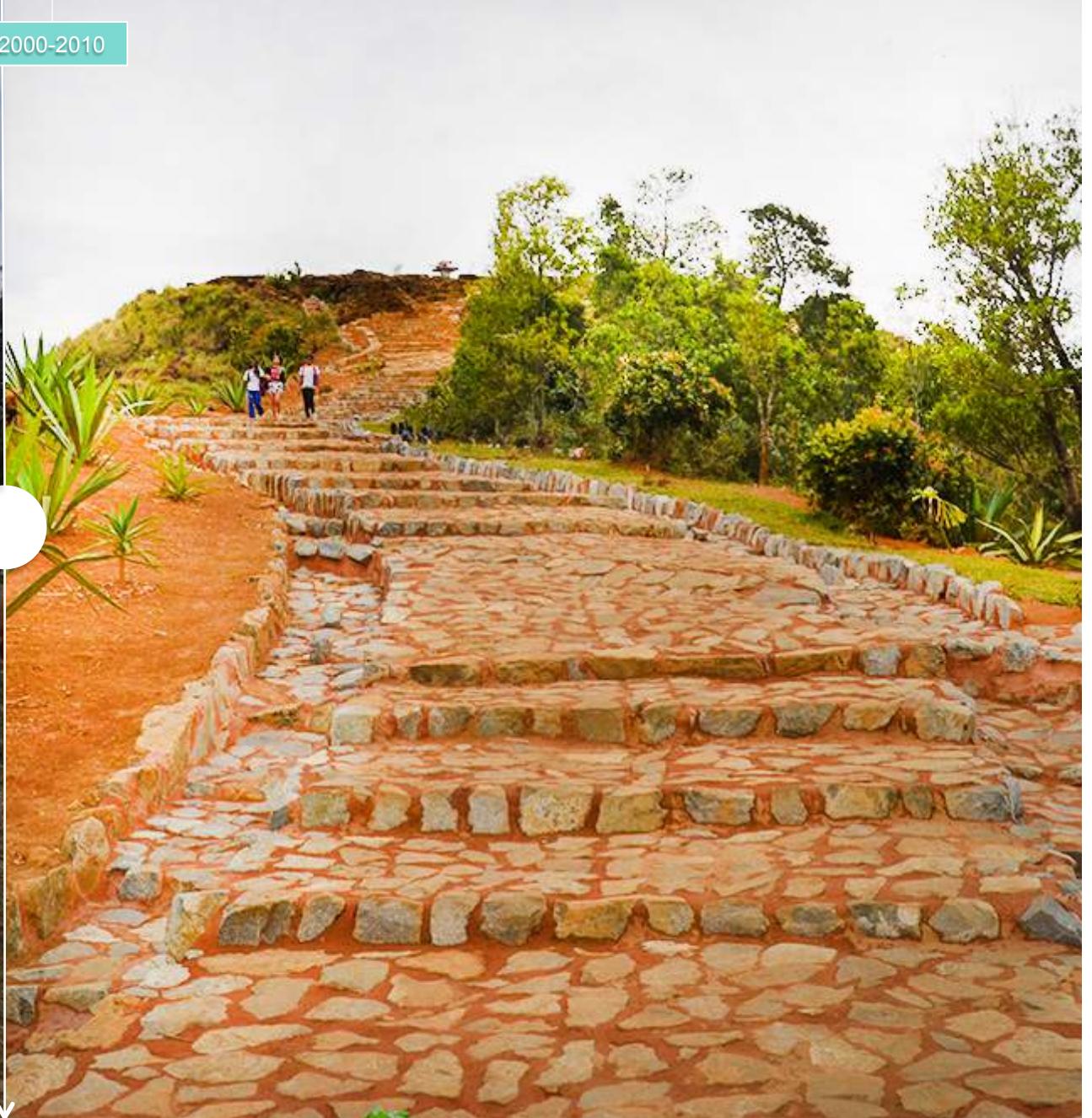
RESILIENCE



URBAN INCLUSION

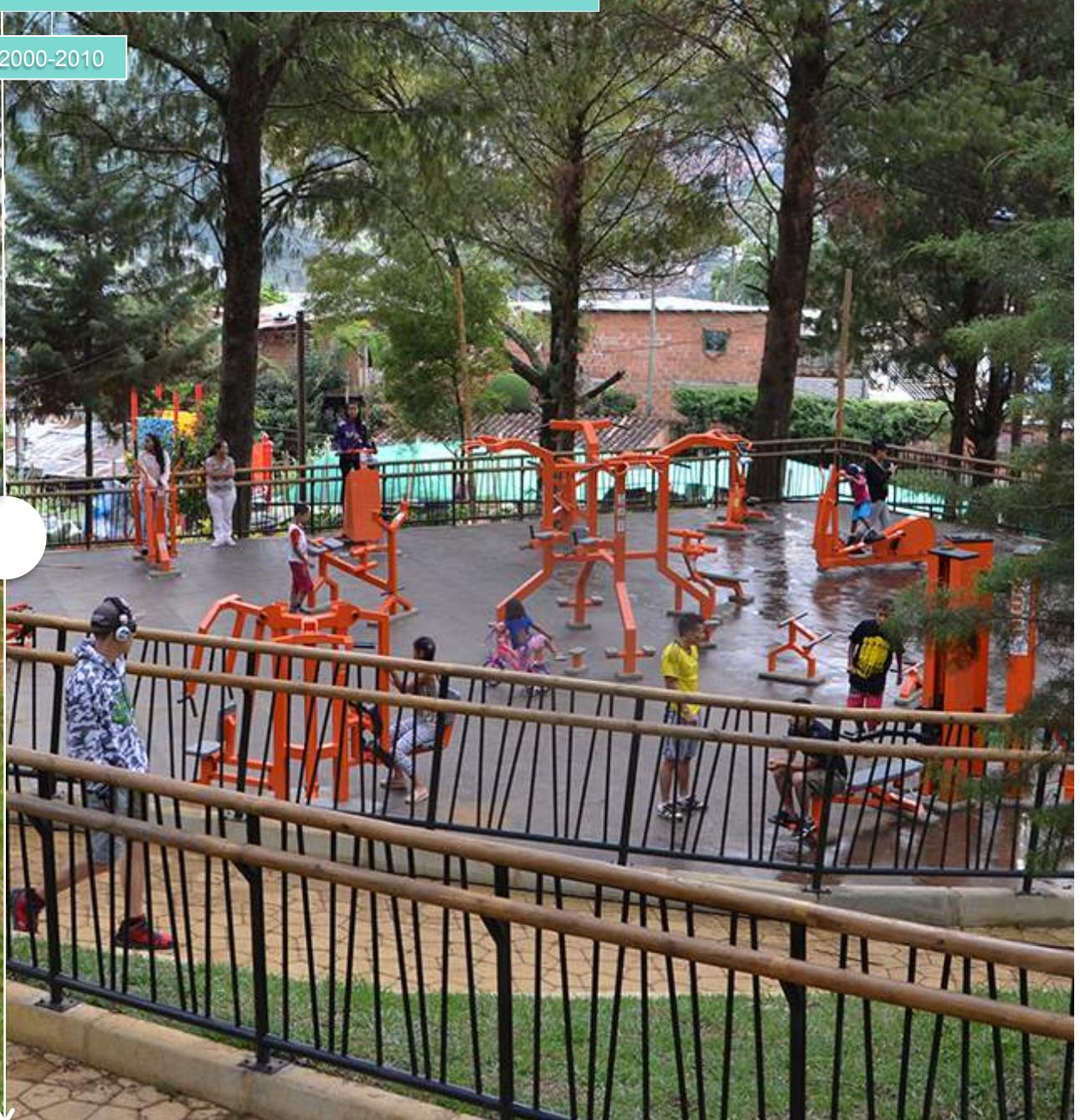


2000-2010





2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010

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





CRISIS



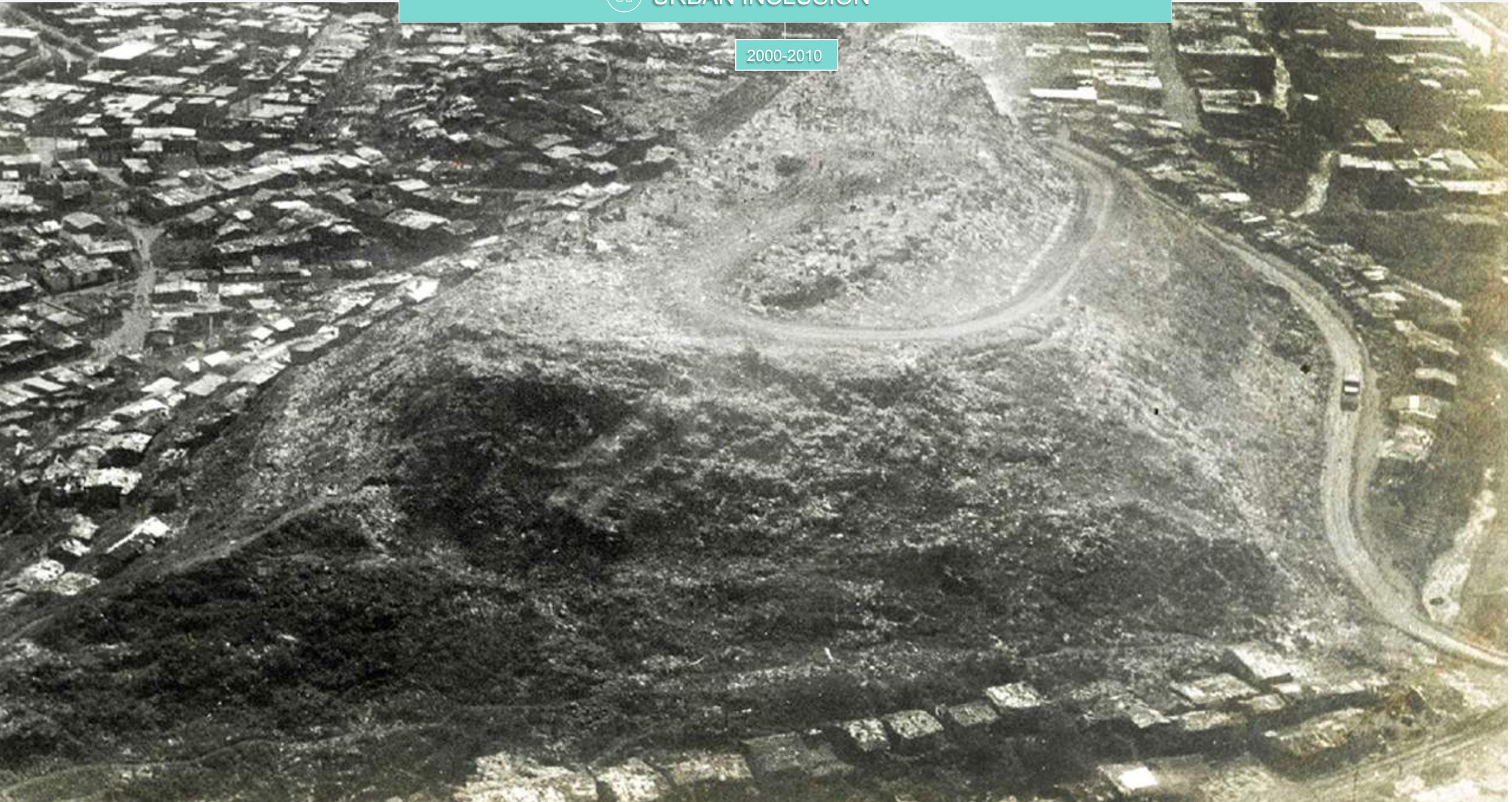
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010

WE ARE
GIVING BACK LIFE
TO THE RIVER

← →
AND

RETURNING
THE RIVER TO THE CITY





CRISIS



RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



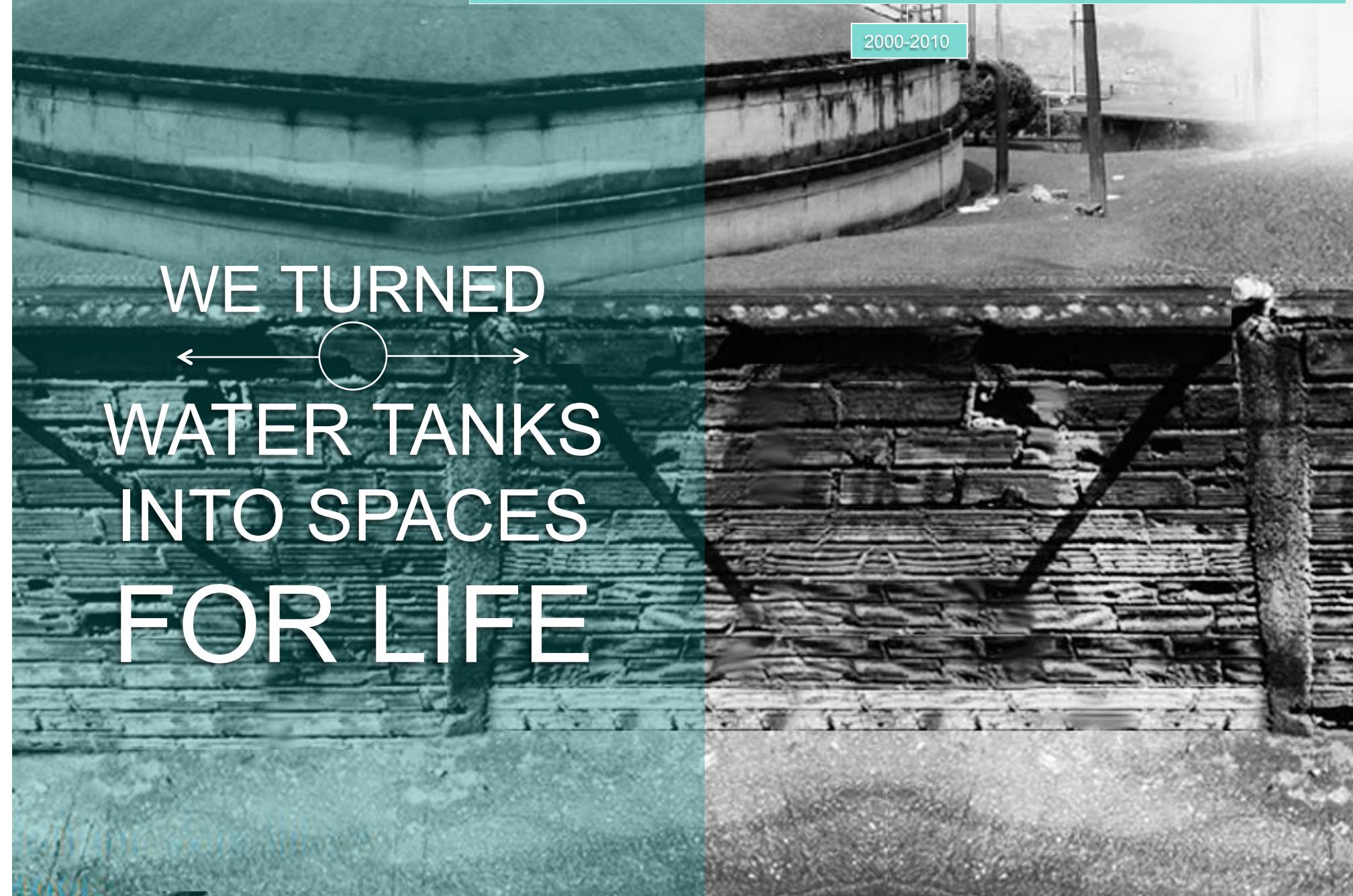
RESILIENCE



URBAN INCLUSION

WE TURNED
↔
WATER TANKS
INTO SPACES
FOR LIFE

2000-2010





CRISIS



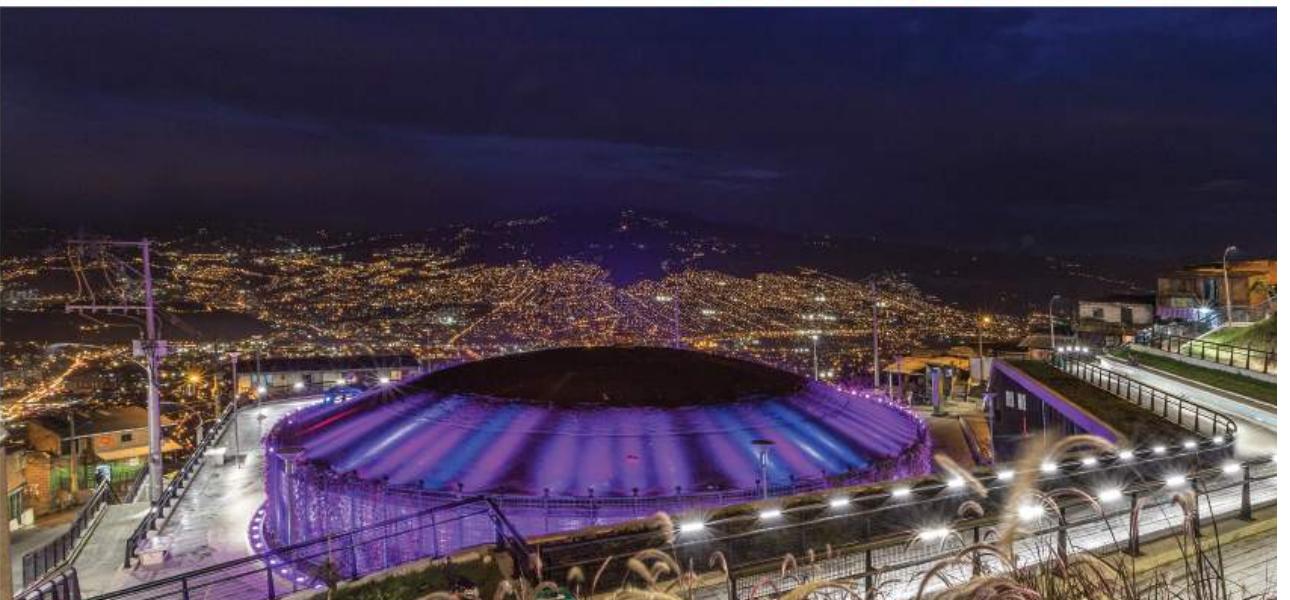
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION





CRISIS



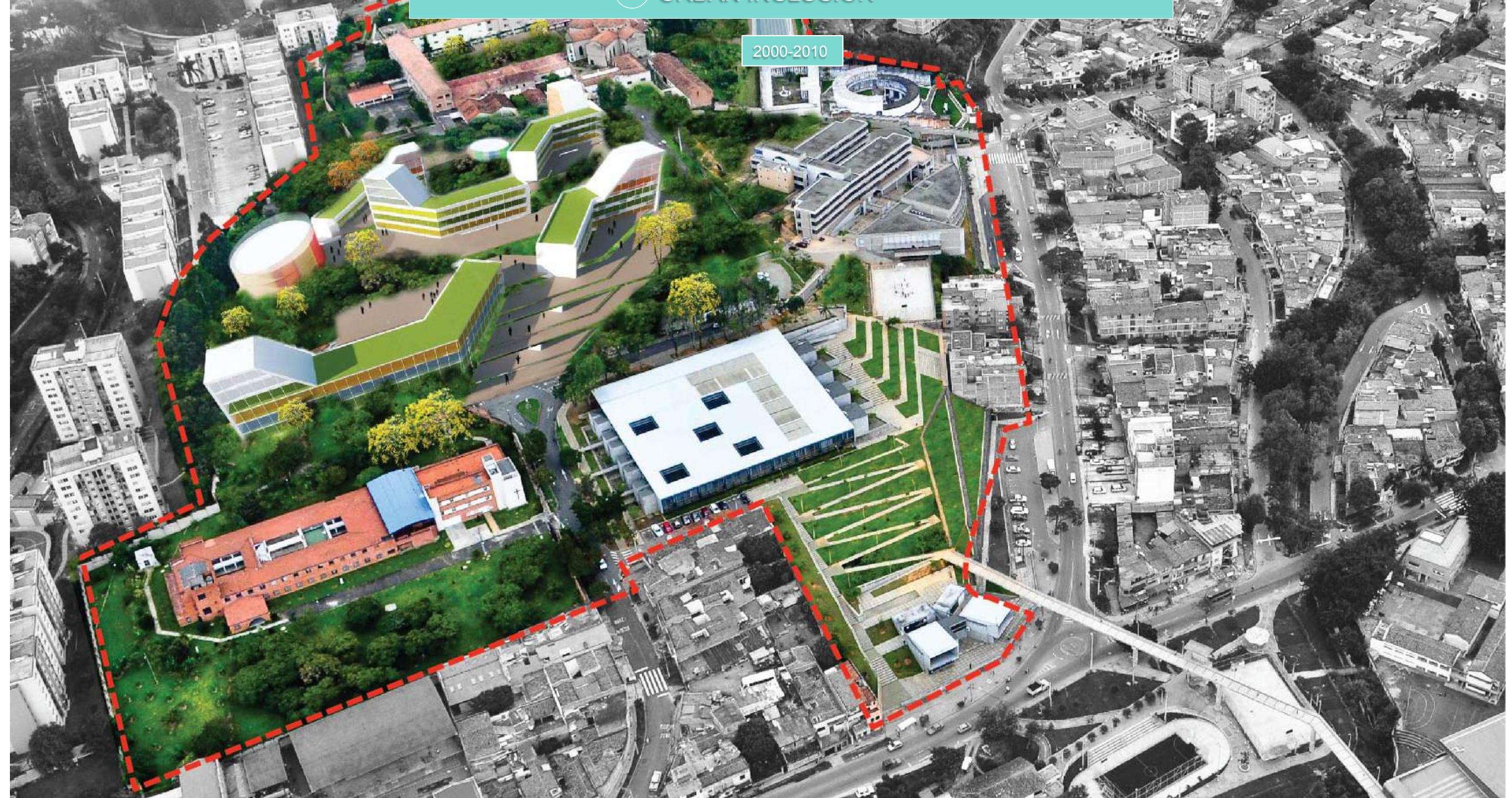
RESILIENCE



URBAN INCLUSION



2000-2010





CRISIS



RESILIENCE



URBAN INCLUSION

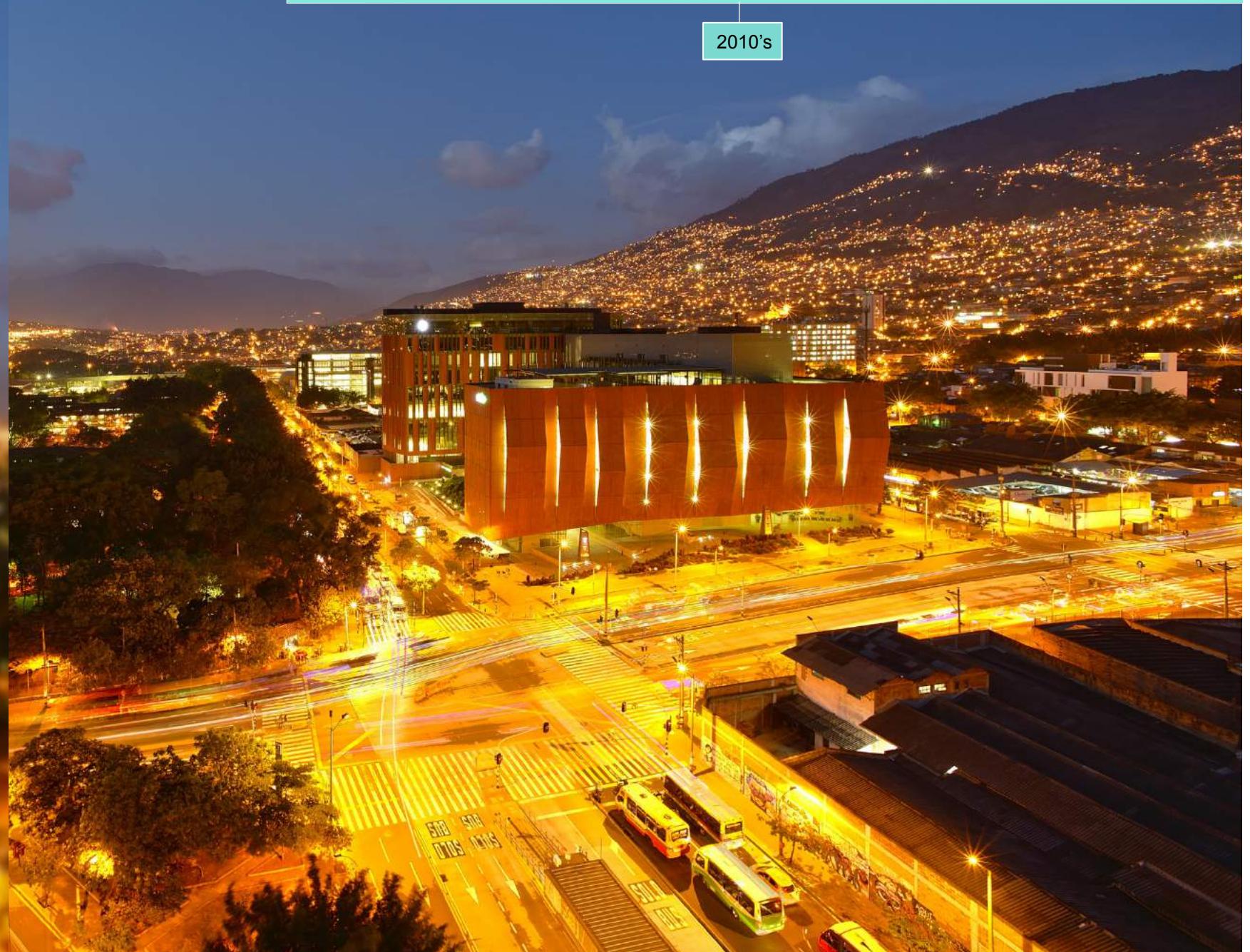


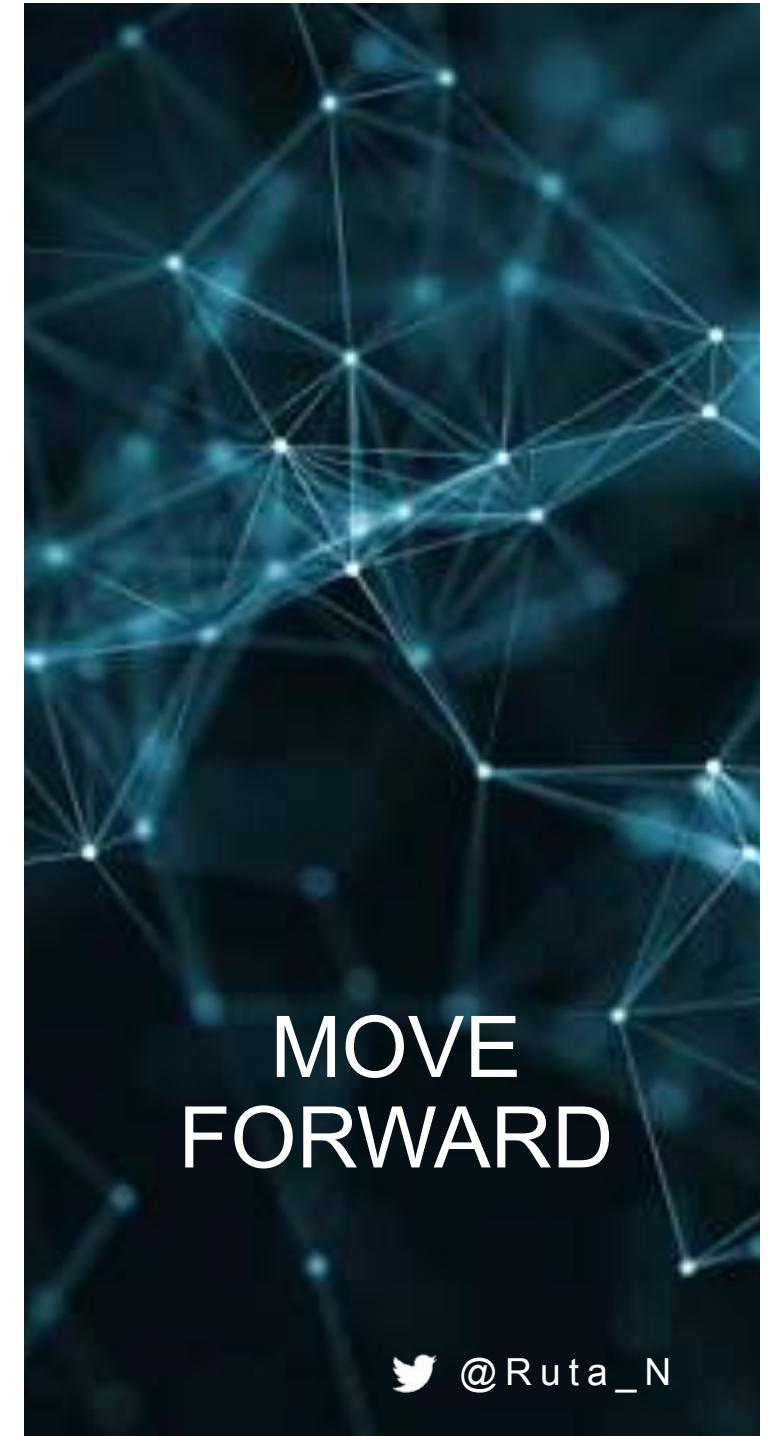
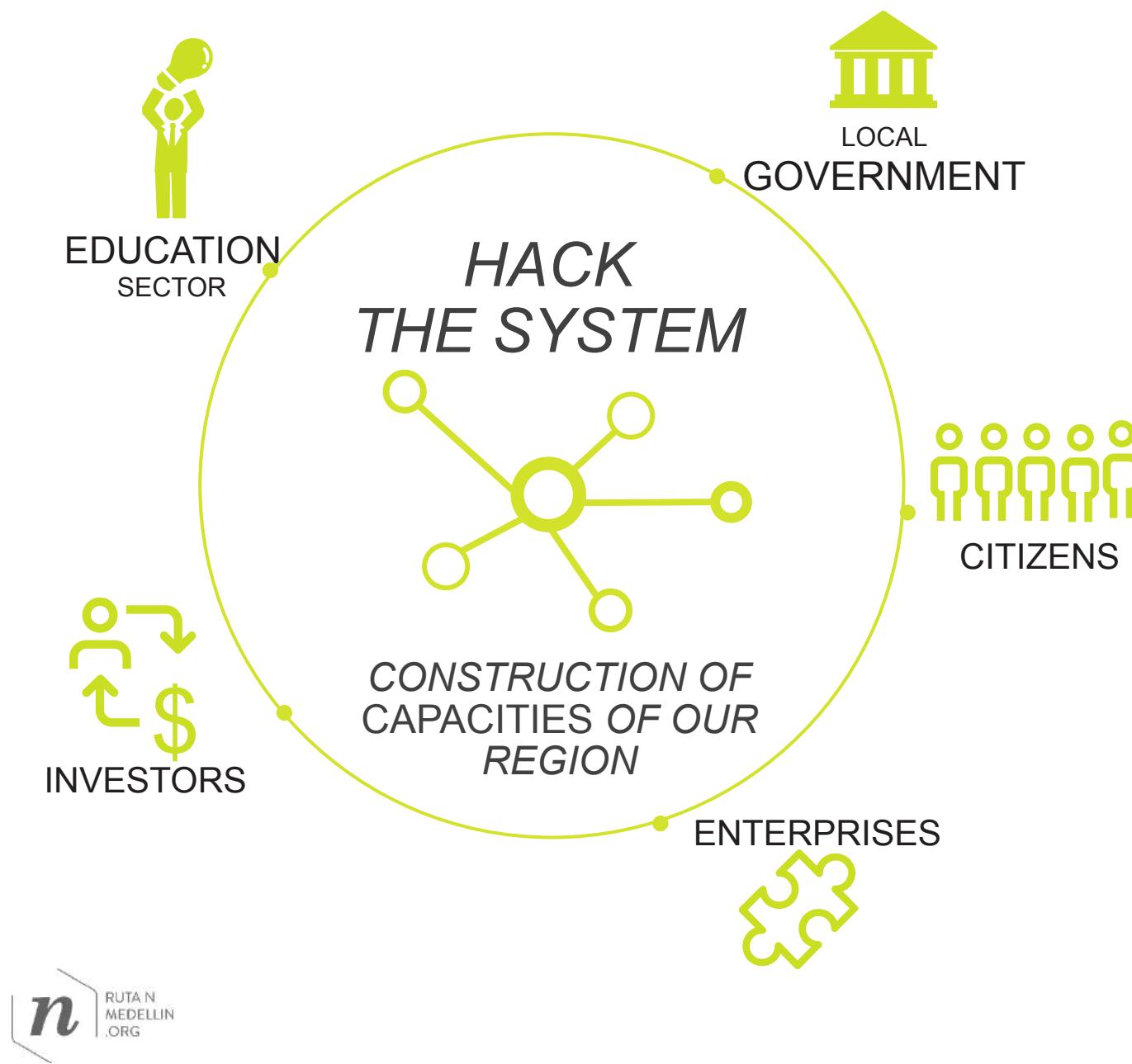
ECONOMIC INCLUSION

BEYOND URBAN
INCLUSION

TO

ECONOMIC
INCLUSION





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

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



VISION

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

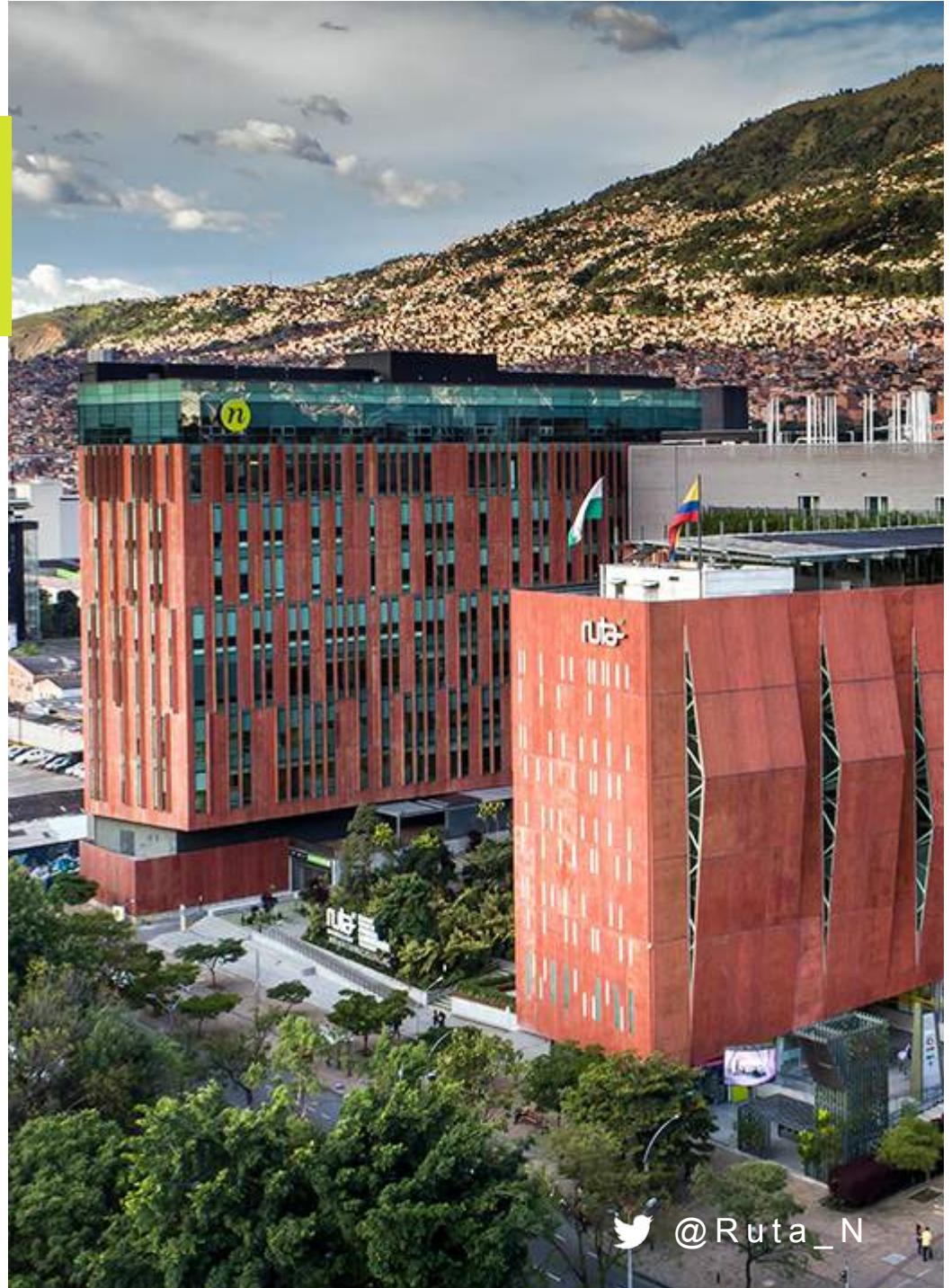


IUB

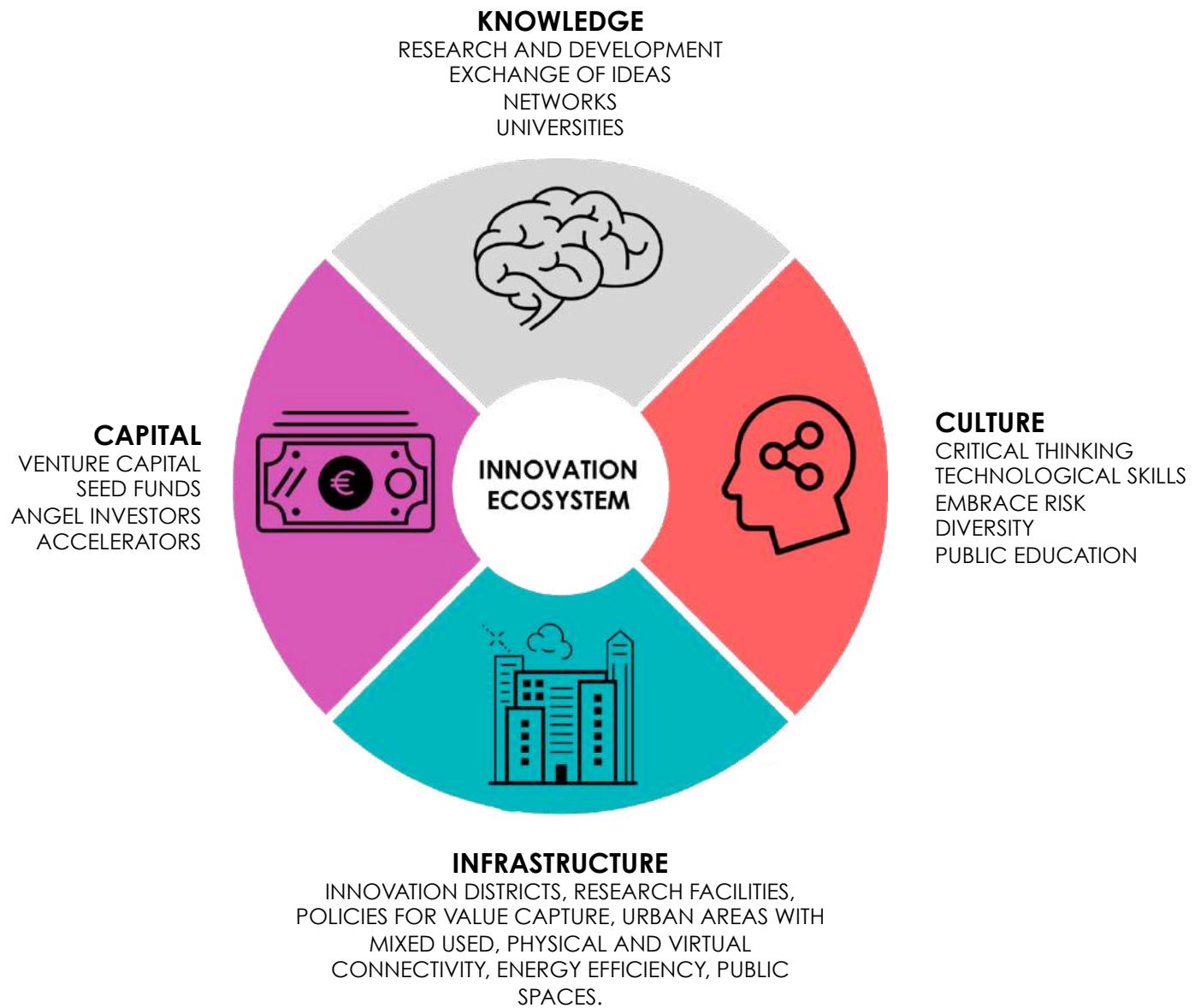
OUR PURPOSE

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 showing a vast, sprawling urban area with numerous small, rectangular buildings. In the lower-left foreground, there is a proposed development area. This area features a mix of modern white buildings, green spaces with trees, and a large, light-colored circular structure. A river or canal runs through the proposed area, and a small lake is visible on the left. The background shows the dense urban sprawl extending into the distance.

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

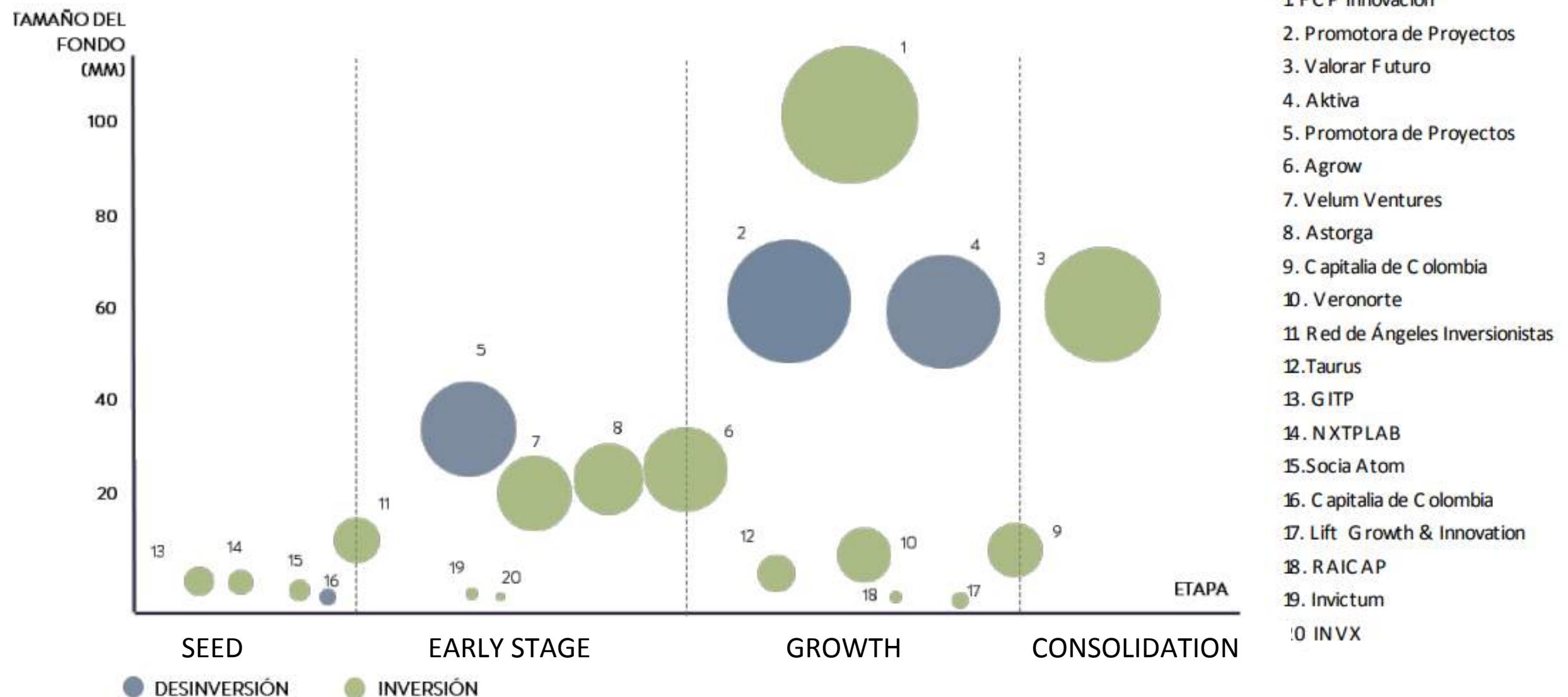


NETWORKS



CONNECTION TO MARKETS AND
KNOWLEDGE NETWORKS

SMART CAPITAL NETWORK



SMART CAPITAL NETWORK

20 MEMBERS

(VCs, Angels, structured debt, among others)

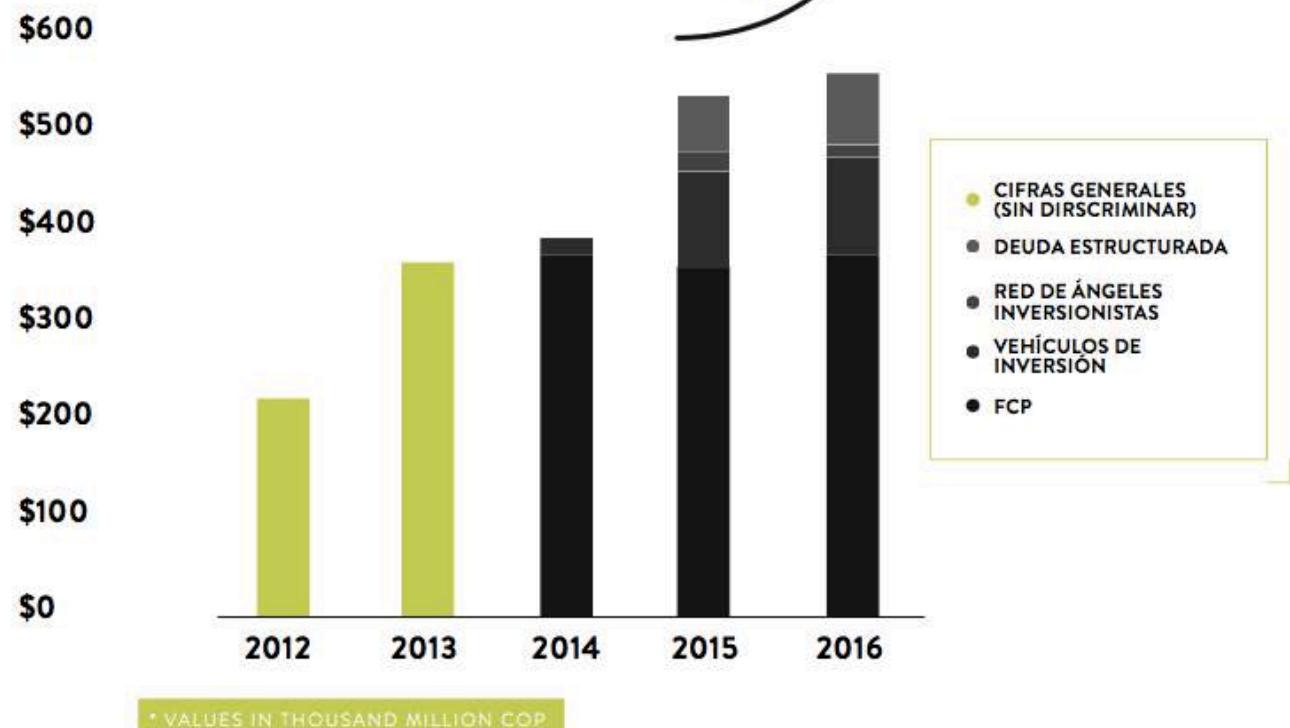
Aims to connect

**\$1.5 BILLION COP
BY 2021**

113 COMPANIES

have received investment

CONNECTED CAPITAL



**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

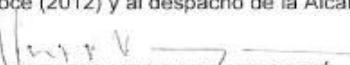


Alcaldía de Medellín

ACUERDO NÚMERO 24 DE 2012

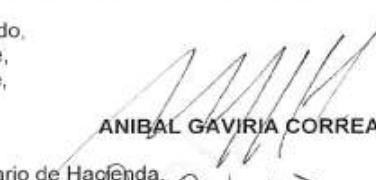
"POR EL CUAL SE ADOPTA EL PLAN DE CIENCIA, TECNOLOGÍA E INNOVACIÓN MEDELLÍN 2011-2021 COMO POLÍTICA PÚBLICA PARA EL DESARROLLO DE LA INNOVACIÓN EN LA CIUDAD"

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 VERGARA HINCAPIÉ
Subsecretario Jurídico
Secretaría General

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

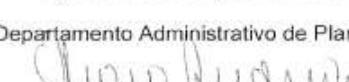
Sancionado,
Cúmplase,
El Alcalde,


ANÍBAL GAVIRIA CORREA

El Secretario de Hacienda,


DAVID RODRÍGUEZ RESTREPO

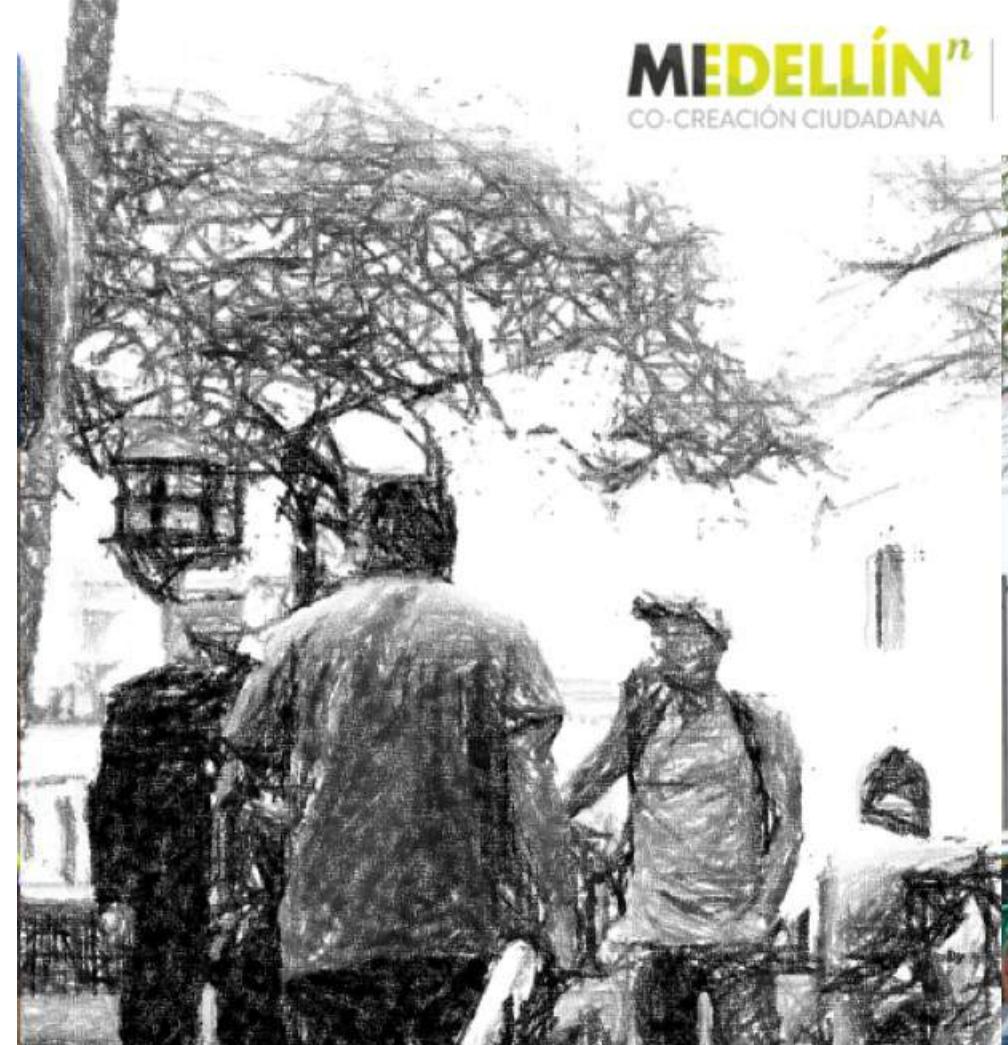
El Director del Departamento Administrativo de Planeación,


ALVARO BERDUGO LÓPEZ

La Secretaría de Cultura Ciudadana,


MÁRIA DEL ROSARIO ESCOBAR PAREJA
El Secretario General,

CARLOS MARIO GÓMEZ CORREA



MEDELLÍNⁿ
CO-CREACIÓN CIUDADANA



WE CO-CREATED
THE CITY'S
DEVELOPMENT
PLAN

+10.300 ideas para #LaRutadeMedellín

Foto: Andrés Henao
Plan de Desarrollo 2015-2018

TOGETHER, WE
TRANSFORM REALITIES



INNOVATION BY AND
FOR THE PEOPLE

SECOND STEP

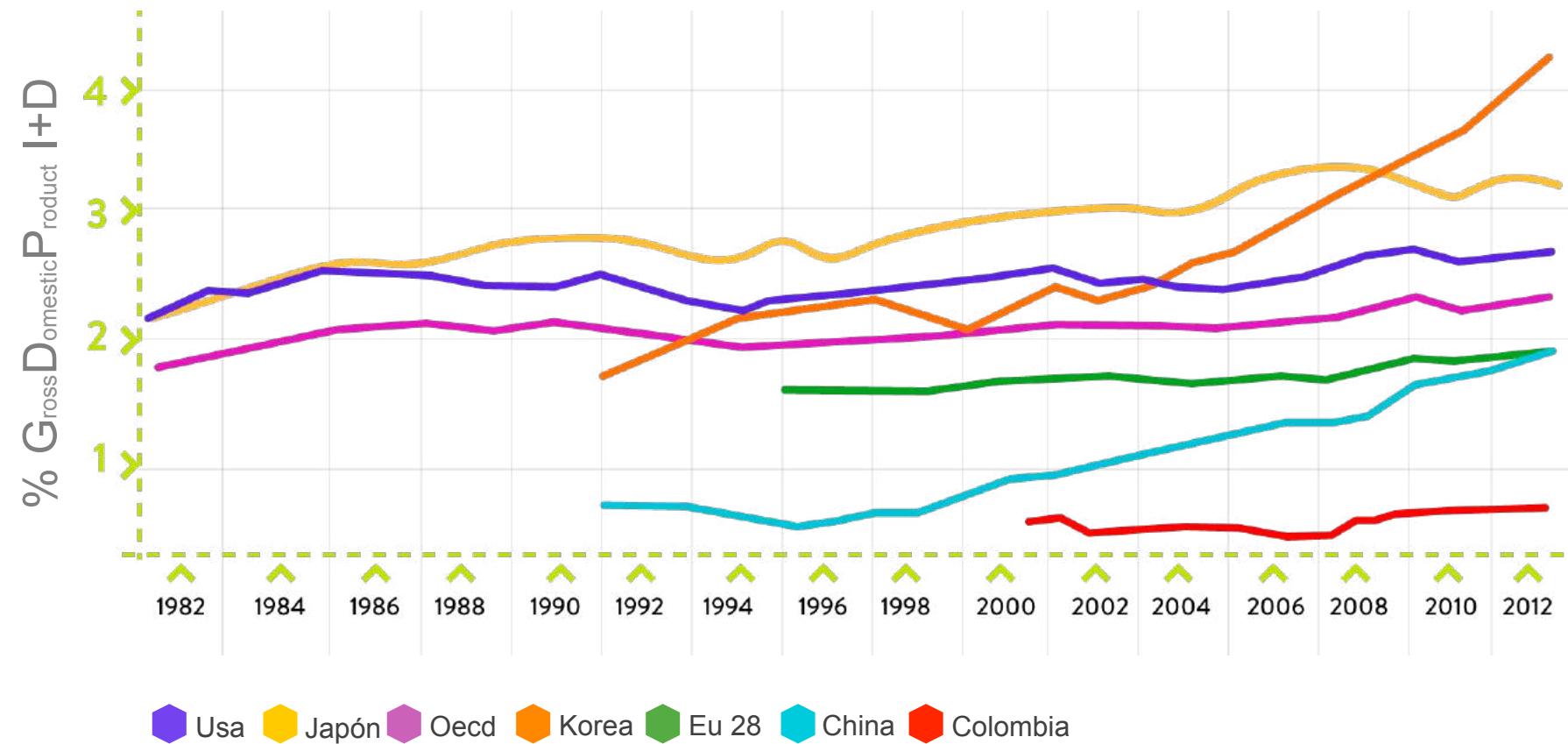
ROADMAP

KEY PERFORMANCE INDICATORS

THE PACT

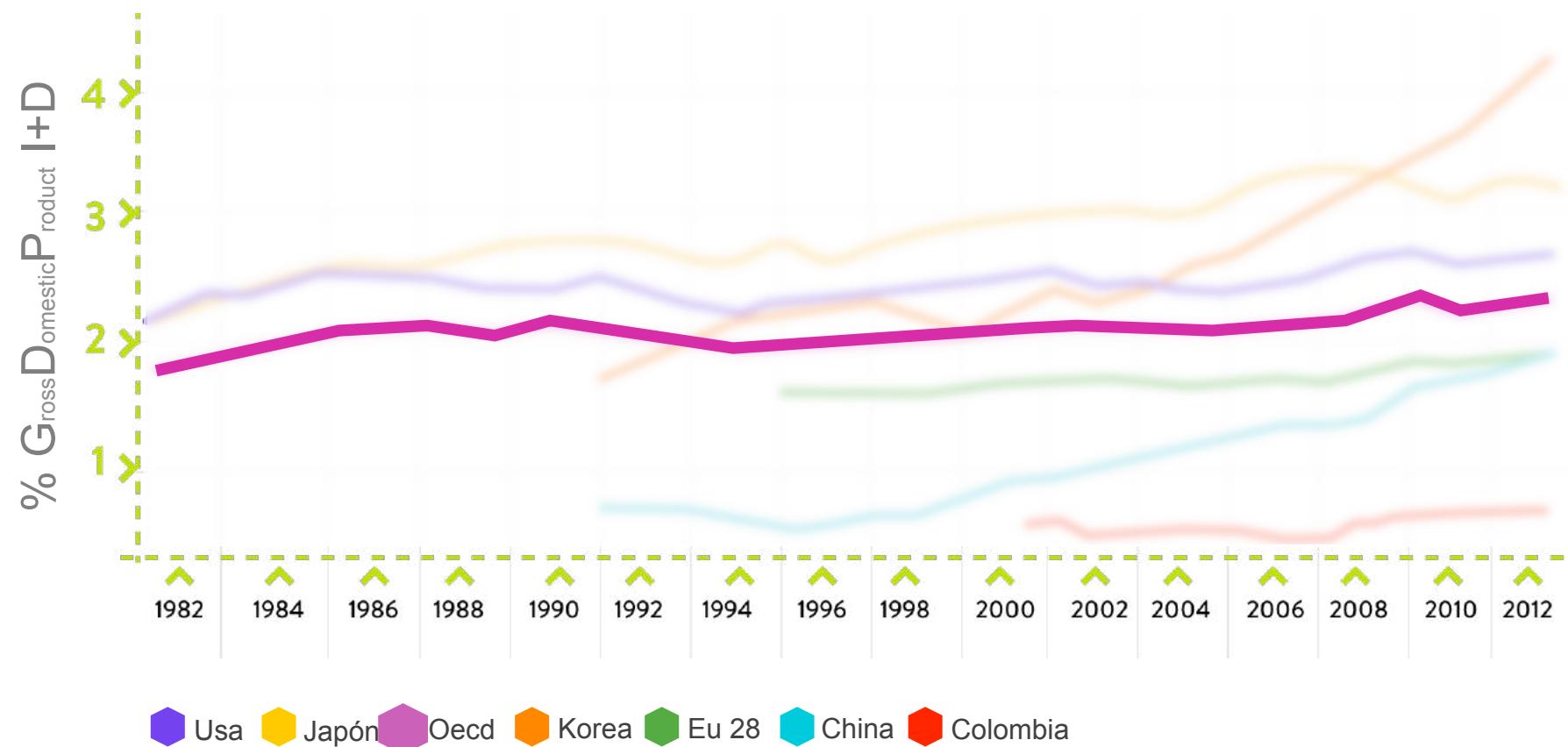
FOLLOW UP & RESULTS

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



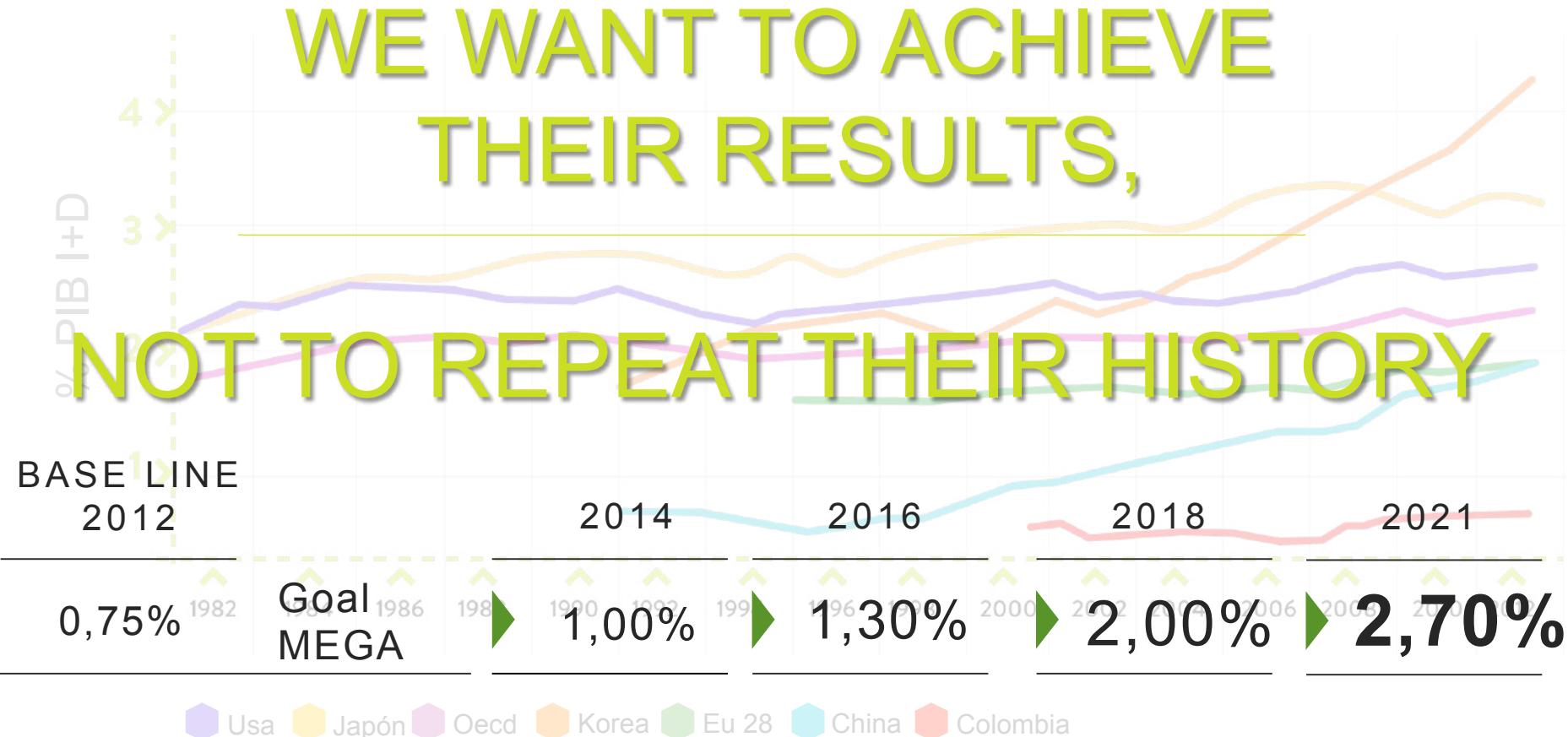
Source: OECD

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



Source: OECD

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

33

%

INCREASE IN
REVENUE

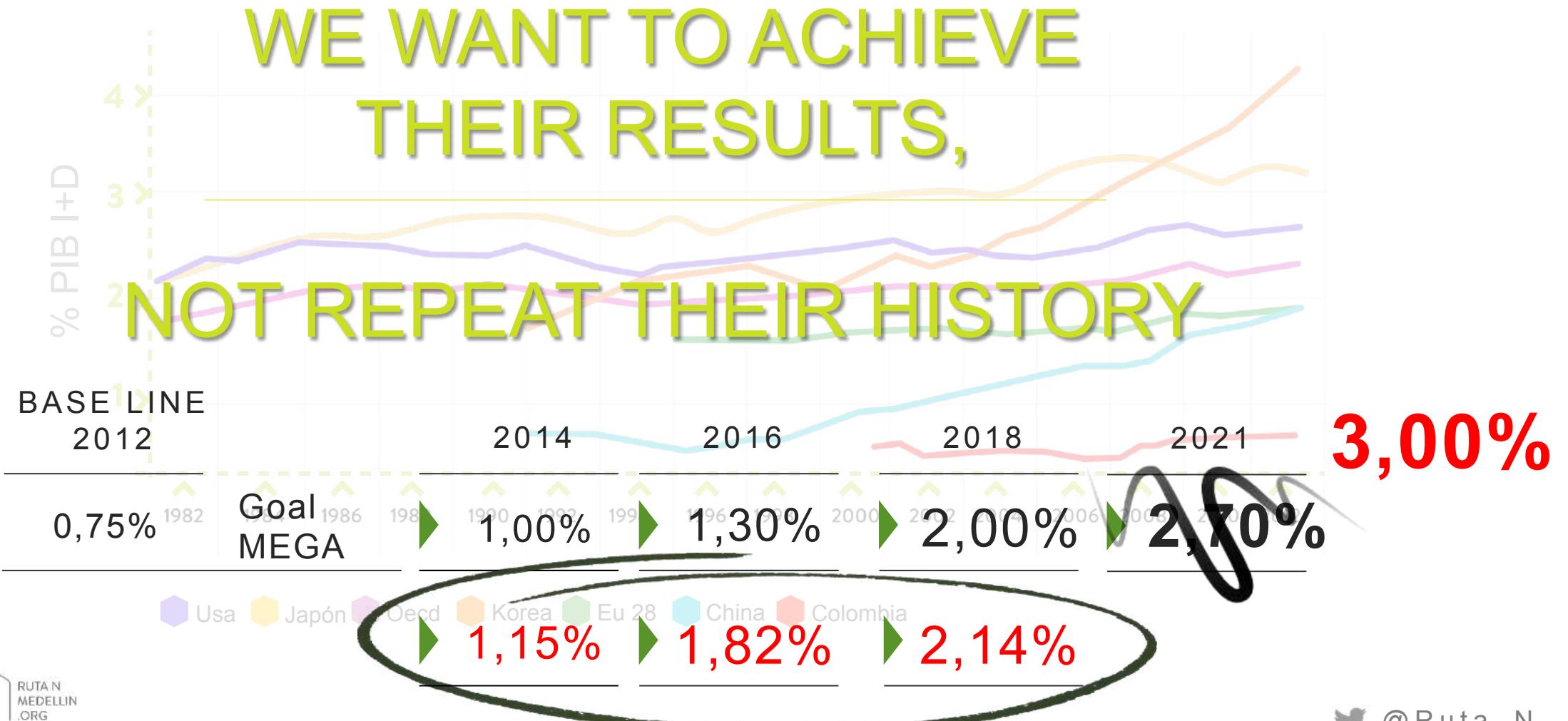
AVER.

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

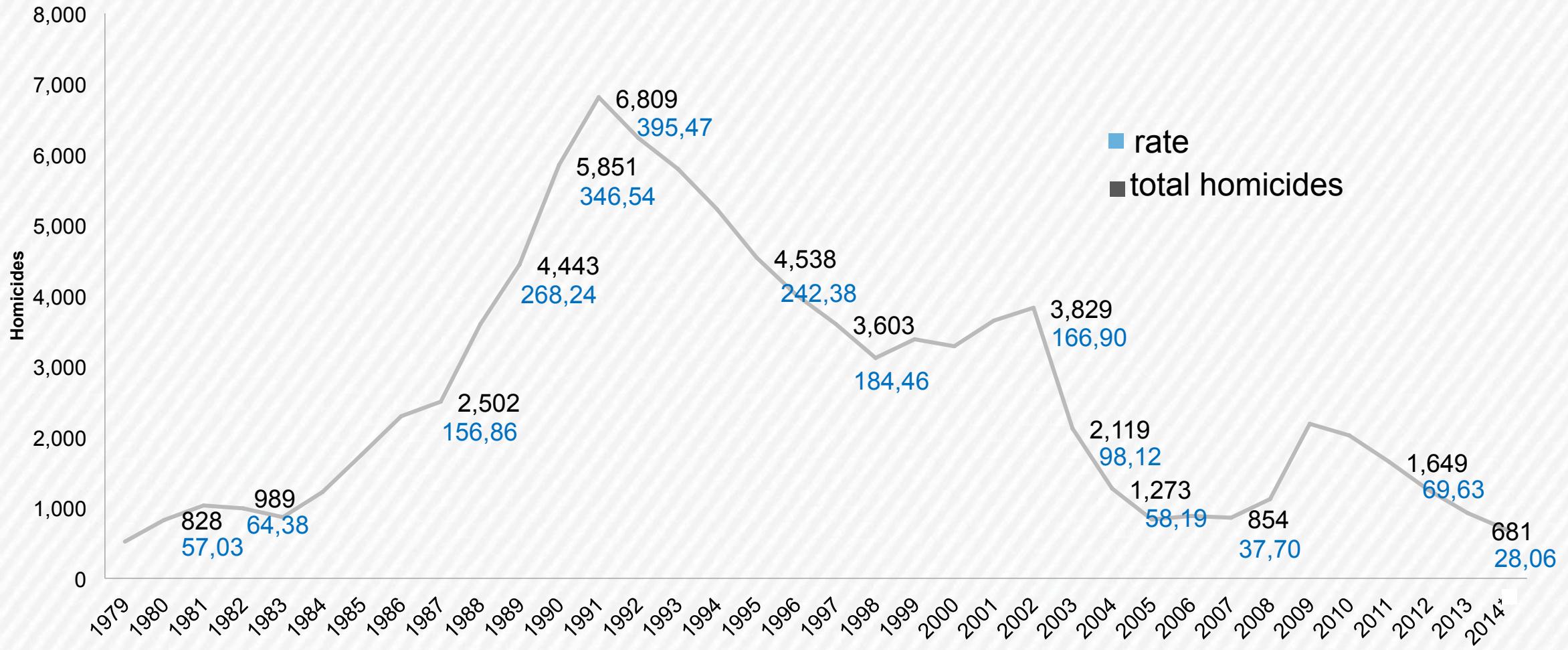


30
YEARS LATER

the headlines
tell a completely

**DIFFERENT
STORY**

RESULTS | Homicide Rate per 100.000 inhabitants



CITY
OF THE
YEAR

Sponsored by:



THE WALL STREET JOURNAL

WSJ

ULI Urban Land
Institute

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.



LEE KUAN YEW
WORLD CITY PRIZE



URBAN
REDEVELOPMENT
AUTHORITY
SINGAPORE

2016

CENTRE for
Liveable Cities
SINGAPORE

AWARDS

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

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

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[Printer friendly page](#)



2thinknow®

Innovation
Agency

2017 fuimos catalogados
como HUB de INNOVACIÓN

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.

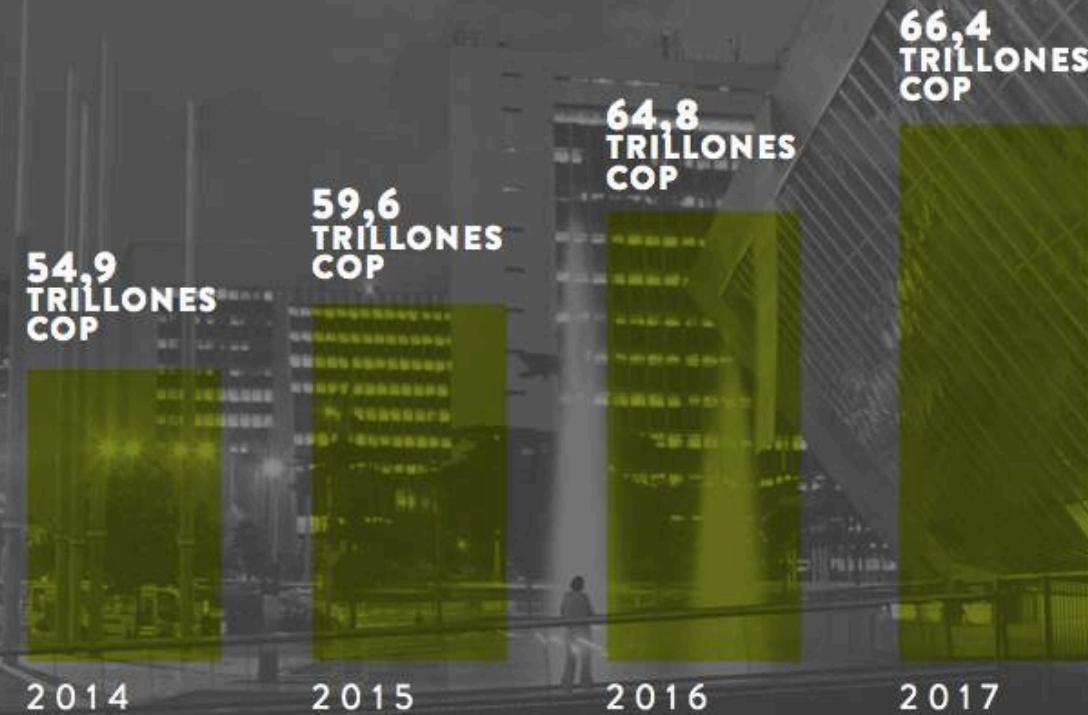
2016. "MOST TRANSFORMATIONAL CITY OF THE YEAR".

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





IBM.[®]

HUGE

UrulIT

accenture[>]



215
COMPANIES

30
COUNTRIES

+4.600
JOBS



Thank you

MEDELLIN
NEVER STOPS



@alejodelgadov