

Project: **Creating the Smart Strategy of the Department of Territory and Sustainability of Catalonia**

Client: **Department of Territory and Sustainability of Catalonia**

Challenge and objectives

The main objective of the project was to improve the state of the Catalanian infrastructure, focusing on its territorial connection, its urban development and the preservation of its environmental sustainability through the promotion of innovative solutions and the inclusion of ICT tools that could lead to a smart and efficient use of resources..

Description

A territory management strategy was designed for the Department of Territory and Sustainability of Catalonia with the purpose of promoting the region's transformation. The aim of this strategy was to create an umbrella strategy aligned with the different smart region initiatives of Catalonia in the fields of mobility, infrastructure and environmental sustainability and promote a joint action.

DOXA assisted in the development of the strategic plan, which included: 1) a context analysis that allowed to identify existing smart initiatives that could contribute to the development of the storytelling and 2) the definition of a long-term vision for the smart territory. The ultimate goal was reached, developing a clear roadmap departing from the strategy, fully aligned with European funding trends and international policies, and that could help to further develop the Catalan infrastructure in the future.

Moreover, new key actions, business cases and financial models to attract private sector investments and promote the internalization of Catalan companies were identified in the strategy as drivers for its implementation.

Outcomes

- Strategic Plan: Long-term strategic axis and Objectives
- Matching of the existing projects with territory programs
- Storytelling and communication
- Strategy alignment with European and international trends
- Stakeholder map
- Key action proposals and challenges

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2	COL·LABORACIÓ I POSICIONAMENT INTERNACIONAL	13	MOBILITAT SOSTENIBLE
3	GOVERN OBERT I TRANSPARENCIA	14	LOGÍSTICA
4	EDUCACIÓ	15	MEDI AMBIENT I NATURA
5	SALUT I SERVIS SOCIALS	16	AUTOSUFICIÈNCIA ENERGÈTICA
6	SEGURETAT I RESILIÈNCIA	17	CICLE DE L'AIGUA
7	ECONOMIA COL·LABORATIVA I CIRCULAR	18	RESIDUS I RECICLATGE
8	LEURE, CULTURA I TURISME	19	SMART RURAL
9	INDÚSTRIA 4.0 I DIGITALITZACIÓ EMPRESARIAL	20	CIUTATS I REGIONS SMART
10	ECOSISTEMA D'INNOVACIÓ I INDÚSTRIES EMERGENTS	21	PLATAFORMA SMART COUNTRY
11	INFRAESTRUCTURA SMART	22	CIUTADANIA I INNOVACIÓ SOCIAL

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