



3 de noviembre de 2020

Las Rozas Innova launched to develop Las Rozas city as a world reference in technology and innovation

- **The goal for Las Rozas is to become a 4.0 city, focusing on its citizens and based on efficient and smart innovation.**
- **It will connect the technology and innovation ecosystem to boost and attract investment and talent, creating economical growth and employment.**
- **Las Rozas city will become an incubator and accelerator for digital transformation and the technological transformation of ideas and innovative solutions.**
- **This new company, owned by Las Rozas City Hall, has approved its Strategic Plan for the next 10 years developing a new city project together with its Action Plan consisting of 35 actions to be carried out over the next two years. It will increase the quality of life for Las Rozas citizens based on technological innovation and digital transformation.**

Las Rozas Innova's Plan has three strategic lines that, besides retaining and attracting talent and technological investment, will allow the creation of job opportunities and the design of high added value activities, as well as fostering digital transformation for SME's and updating the city's IT systems.

Through Las Rozas Innova, the city will face today's and future challenges from within a Smart City model that will develop the digital transformation of city services and will introduce innovation into the urban development, housing, energy and natural resources processes.

The main goal is to make Las Rozas city one of the most innovative cities in Spain whose quality of life and commitment to technological development will attract talent, entrepreneurship, start-ups and high value added companies in order to create new opportunities and growth, which will improve citizens' quality of life and will transform city's production model and economy.

Strategic line 1: Connecting the ecosystem as well as support for entrepreneurship & SME's

There are a large number of technological and service companies operating in Las Rozas. Through Las Rozas Innova, the City Hall will act as a facilitator and enhancer of innovation-based projects that will create synergies between retailers, companies, public and private institutions, the educational community and Las Rozas citizens.

The city in itself will become a laboratory for digital transformation and innovation; it will become a boiling pot of ideas and solutions for the challenges faced by cities and society today. But not only ideas will be supported in Las Rozas; these ideas will also be developed and put into place.

The project includes a programme for fostering entrepreneurship and disruptive innovation. Las Rozas will become the country's region Northwest innovation and technological development hub. In this sense and in the coming months, the HUB1 project will be put into place. HUB 1 will be an incubator for innovative start-ups and SMEs that will support digital technologies development to allow them to rise to the challenges of Smart Cities.

Strategic line 2: Much more than a Smart City: A 4.0 Smart City

Intelligent city solutions and their implementation are another strategic line under Las Rozas Innova. The goal is the transformation of Las Rozas into a 4.0 sustainable city through actions such as urban development, energy efficiency, water resources, and noise and waste management.

The growth of the city under Smart City parameters will reflect an improvement in quality of life and will also position Las Rozas as a "state of the art" city in terms of innovation and technological development. This will allow us to participate in EU projects such as Intelligent Cities Challenge (ICC) and to benefit from national and international projects related with intelligent and sustainable development.

The commitment of Las Rozas city to innovation will also be included in Local Authority management. Innovative public procedures such as Innovative Public Purchasing -CPI- will be put into place and will benefit providers using innovation on their offers allowing, on a medium-term basis, the emergence of innovative solutions in all public services and attracting the best entrepreneurial talent.

Strategic line 3: Attraction of foreign and domestic investment as well as talent

Las Rozas Innova will also aim to position Las Rozas on the "innovation map" in order to attract foreign and Spanish investment for creating employment and wealth through new business models.

This new plan has been developed with a view to position Las Rozas as the best investment destination not only in the region Northwest of Madrid but also in Spain as a whole. It will also focus on education, as this is where talent is found and where talent wants to be developed. Las Rozas citizens will have the opportunity to develop their lives in a city that welcomes investment, innovation and employment with open arms.