Innovation with an impact

We promote business competitiveness and the wellbeing of society through applied research and innovation.

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We offer the best ideas and comprehensive solutions to the most complex challenges of Industry 4.0, the circular economy, smart cities, predictive medicine or the cultural and creative industries.

Our services in Technology consulting

We believe in innovation as a lever to increase and consolidate the competitiveness of companies and territories.
Technology Consulting in Cultural and creative Industries (ICC)

Technological Transformation
- Digital transformation roadmap for companies in the cultural sector

Innovation strategy and culture
- We strive to provide the strategy and necessary push for innovation in the cultural and creative industries

Conceptualization and management of new projects
- Innovation in museographic proposals and exhibition projects
Digital transformation roadmaps for companies in the cultural sector

Technology Consulting in Technological Transformation
Establish the necessary structures to lead and manage the digital change process.

Align the digital strategy with the organization’s strategy in the short, medium and long term.

Identify, prioritize and promote the most convenient projects of digital transformation according to the organization needs.

Targets

Development of digital transformation roadmaps to improve competitiveness of the cultural and creative sectors.

It takes into account resource optimization, generation of new models of activity, services and products.
The aim of this project is to improve the competitiveness of the Pau Casals Foundation through the development of a digital transformation plan. A plan based on the detection of needs and the subsequent definition of a roadmap for the incorporation of new technologies and digital services that increase revenue, optimize costs and generate new business models. That is, a strategy that allows digitization to be incorporated into the Foundation’s DNA.

Pau Casals Museum
El Vendrell (Tarragona)

The Pau Casals Museum is one of the three areas of the Foundation, together with the organization of concerts and the promotion of a Pau Casals UNESCO Chair.
ICUB - Barcelona City Council (2020)

Given the situation triggered by the COVID-19 crisis, the Institut de Cultura de Barcelona considers the need to diagnose the impact of the pandemic on the city’s cultural activity and to define strategies for facing the situation.

Eurecat has conceived the diagnosis in a metropolitan area perspective. The focus of the analysis is the economic impact of the crisis.

The conclusions of this work will be the basis to foster a new action plan for the cultural sector in Barcelona for the new post-pandemic scene.
Success stories

Comunitat RIS3CAT Media
ACCIÓ - Generalitat de Catalunya (2020-2023)

The RIS3CAT Media Community is an initiative that aims to **promote innovation** in the cultural and creative industries sector in Catalonia through the development of a joint action plan.

Eurecat is the coordinating entity of the Community, a task led by the Technology Consulting Unit:

- Coordinating the Community’s activities (communications, supporting the governing bodies, etc.).
- Ensuring collaboration and alignment between the Community’s projects.
- Establishing relationships with other CCI R&D&I actors outside the Community and exploring potential future lines of collaboration.
- Encourage the generation of new opportunities and organize training and outreach activities to promote the innovation in CCIs according to the vision of the Community.
- Participating in events.
- Liaising with entities and institutions.
The Audiovisual Council of Catalonia has promoted the elaboration of the Audiovisual White Paper, thus responding to the order made by the Parliament of Catalonia.

The White Paper, in addition to making an x-ray of the current audiovisual sector, analyzes and addresses its challenges, such as ensuring the quality of service and economic sustainability of public media, consolidating and making private providers more competitive, setting future scenarios for the local media or to strengthen the Catalan cultural industries.

The process of drafting the White Paper has had the participation of the entire audiovisual sector (through the creation of various working groups and a public consultation), the Secretariat of Government Communication, and a complementary service of research, processing and valuation of Data, by Eurecat.
The exhibition “Postals Sonores de Barcelona” is conceived as a 3D audio experience that transports the visitor to different locations in the city. A sound installation that puts the senses to the test, allowing visitors to experience just how far human perception can stretch beyond sight.

To achieve the 3D effect, an installation of three sets of speakers (fifteen in total) cover the whole inside space so that each sound is emitted from a certain point within the space at a specific intensity.

A virtual sample of the exhibition can be found on the postalsonores.cat website.
The collaborative project on processes and organization innovation, Engagement, proposes a paradigm shift in the way museums and other cultural spaces relate to their audiences and adapt to the changing needs and new expectations of users, all facing a double challenge:

- On the one hand, to improve user satisfaction and experience and promote their participation and commitment to the museum.
- And, on the other hand, to bring about changes and improvements in the institution in order to enhance its adaptation to the requirements of its audiences and raise its level of satisfaction.

Project developed jointly with:

- Fundació Antoniàpies
- Indissoluble
- MMC
- Museu Nacional d’Art de Catalunya

Engagement

New technological formats for the improvement of the user experience and the change in the processes of organization of the museums and cultural centers
The collaborative project on processes and organization innovation, Mironins, is a transmedia animation project aimed at children aged between 3 and 8 years that is proposed as a first approach to the world of art through small droplets of paint that live in Joan Miró’s paintings and that go for a walk around the museum when night falls.

The Mironins project aims to transport the universe of the Mironins to two new formats, augmented reality and interactive play, with the aim of becoming new instruments of education and, at the same time, enhancing the experience of visiting an exhibition space.

Project led by:

Experts with proven consulting & technology expertise across multiple industries

Innovation Project MIRONINS
Comunitat RIS3CAT MEDIA (2020-2023)