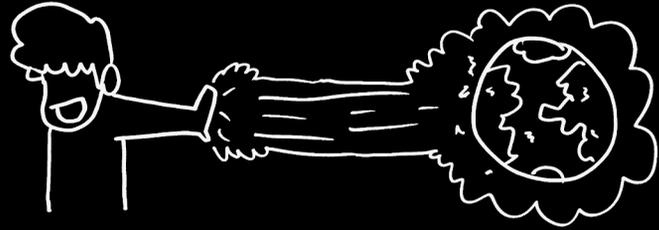


# 2013

**I**MPULSA  
**F**ORUM  
**F**UNDACIÓ  
**P**RINCEP  
**G**IRONA  
de

**FPdGi**

**Collaboration  
in action  
fosters growth.**



**“IMPULSAR”:**

**be a driving force**

Apply the necessary force to make something move.

Provide the strength or help required so that something, usually an activity, can grow, develop and be successful.

Give somebody the encouragement and strength they need to do something.

# **The Prince of Girona Foundation**

# FPdGi

The **Prince of Girona Foundation** was set up on 26 June 2009 as an initiative of the **Girona Chamber of Commerce, Caixa Girona, the Gala-Salvador Dalí Foundation** and **“la Caixa”**, which have since been joined by more than 60 patrons who also provide their support. The Foundation’s main objective is to **work for Spain’s young people** in all areas that are critical for their future.

The **Prince of Girona Foundation** believes in supporting young people in order to strengthen the capacity of the new generations to build a better and more solidary society, paying special attention to young people from disadvantaged backgrounds. Indeed, the Foundation seeks to become a global platform and a reference for the promotion of progress and talent through projects in which young people play a leading role. Young people of different ages involved in different spheres: business, social affairs, culture and sports, and academic and science.

The **Prince of Girona Foundation** focuses its activity on four main areas: promoting entrepreneurial initiative, the academic success of children, improving employability and fostering vocations. A central tool for promoting entrepreneurial initiative is the IMPULSA Forum, which is based on the conviction that entrepreneurial attitude, creativity and innovation are three fundamental factors in generating opportunities for young people. The Prince of Girona Foundation Awards, in turn, recognise entrepreneurial talent in all areas of knowledge.



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# FPdGi

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# IMPULSA 2013

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President of the  
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### **Josep Lagares**

President of the IMPULSA  
Forum Organising Committee

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### **Jaime Carvajal**

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IMPULSA Forum

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Rector of the University of Girona

### **Jaume Pagès**

CEO of Universia

### **Anna Codina**

In a personal capacity

### **Adrian Latorre**

In a personal capacity

# The IMPULSA Forum

## What is it?

“IMPULSA is the time and place in which young people lose their fear of becoming entrepreneurs”

IMPULSA is a process launched in 2010 by the Prince of Girona Foundation to discover what educational, technological, economic, political and social conditions are required to turn thousands of restless young people into creators of progress, through initiatives in all fields: science/technology, business and society, sports and art/culture.

The IMPULSA Forum brings together a selection of worldwide experiences all in one place with the aim of identifying best practices which will encourage young people to adopt a positive attitude towards the initiative and effort that will help them to develop their diverse talents.

The IMPULSA Forum is an initiative that connects juniors and seniors; it is an opportunity to put the most restless talent in contact with the experience and resources that can turn young people's ideas into projects and their dreams into reality.

# The IMPULSA Forum

## Who?

IMPULSA connects experienced professionals with restless young people.

It combines the formers' experience with the latters' energy and, above all, it connects all their interests. The IMPULSA project is a catalyst for generating 'impetus-givers' who can act as agents of change through their respective responsibilities, and enterprising young people who take advantage of the inspiration and contacts gained from the IMPULSA process to turn their ideas into projects. IMPULSA generates a dialogue with the ultimate goal of connecting established talent with emerging talent and of channelling the final outcome to society as a whole.

The young people who attended previous IMPULSA forums have already begun to form the IMPULSA Generation.

# The IMPULSA Forum

## How?

IMPULSA is designed around an innovative neural network format.

Speakers and attendees interact, encouraging bonds to be formed between the two groups which may lead to new projects. During the whole event, young people listen to the experts, but they also take part in creativity workshops for different age groups with the common goal of defining their own future. In the months leading up to the IMPULSA Forum, parallel activities have been organised with the aim of developing the capacities of all those involved for promoting entrepreneurial initiative in all fields.

# The **IMPULSA** Forum 2013

The IMPULSA Forum 2013 was designed to generate ideas, identify opportunities, locate resources and share attitudes for creating social and economic progress.

**Collaboration  
in action  
fosters growth.**

ideas  
resources  
attitudes



# The figures from the IMPULSA Forum 2013



50% juniors / 50% seniors

**1,600 participants** in the Forum.

**140 young people** received grants from the patrons of the Prince of Girona Foundation.

More than **1,480 young participants** in parallel activities.

More than **100 young people** shared their ideas and exchanged points of view directly with renowned entrepreneurs through the **Close Encounters**.

More than **1,100 people** attended the **4 practical workshops** on cooperatives and entrepreneurial initiative held during the Forum.

The **Networking** platform registered 1,200 active users, who arranged more than **150 meetings** and exchanged 954 messages.



For more than **7 hours** the Forum was broadcast live via streaming to **1,200 universities** all over the world through the Universia network.



## PROJECTARIUM

*committomove!*

Later, **7,000 video downloads** were made on **YouTube** and **Vimeo**.

The IMPULSA Forum 2013 blog received more than 34,000 visits, with close to 84,000 pages viewed. The Forum generated 7,425 mentions on **Twitter** and more than 1,500 people commented on and shared the event on the IMPULSA Forum **Facebook** page.

**250 media professionals** covered IMPULSA 2013, and some 600 mentions were recorded in the digital media.

A total of **18 projects** and new businesses were presented in the **PROJECTARIUM**, set up at Fira de Girona.

More than **1,000 children** from Girona and Salt took part in the **Ideas Festival** which closed the creativity programme the students had been following during the school year.

In the months following the Forum almost 400 users published their commitments or signed up to the **Commit to move!** platform.

IMPULSA 2013 generated 152.9 tons of CO<sub>2</sub>. The FPdGi offset these emissions by contributing their equivalent to several **conservation projects** run by the Fundación Ecología y Desarrollo.



# The IMPULSA Forum 2013 and the FPdGi Awards live on the leading radio programmes.

## Wednesday 26 June

The programme **La Ventana** on **Cadena SER** was broadcast live from the Girona Auditorium to coincide with the **FPdGi Awards** ceremony. The Director and presenter of this show, Carles Francino, interviewed the General Manager of the FPdGi, Mònica Margarit, the entrepreneur Pau Garcia-Milà and four of the 2013 FPdGi award winners: Felipe Campos, Oriol Mitjà, Catalina Hoffman and Auxiliadora Toledano.

## Thursday 27 June

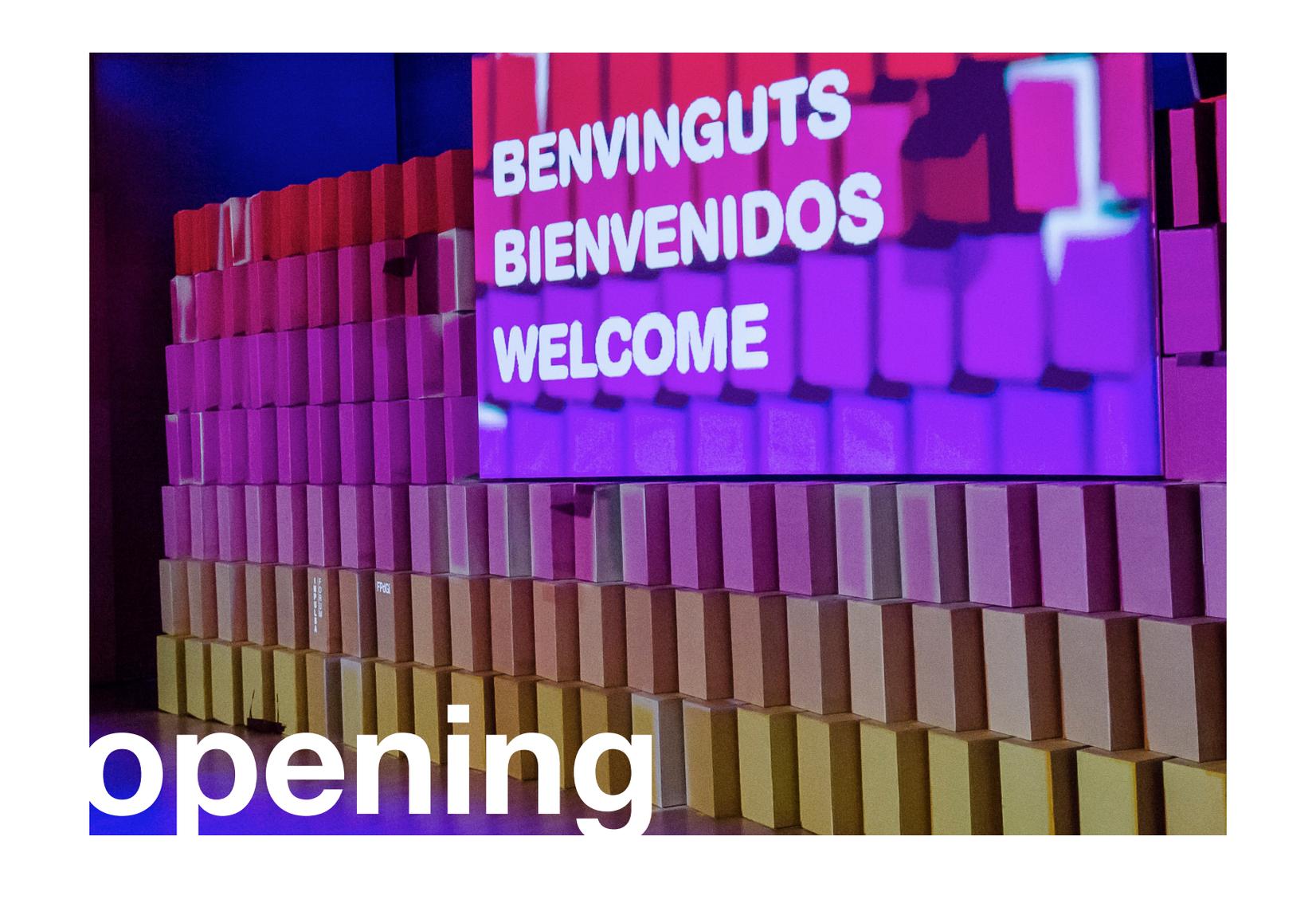
The morning programme **El Món a RAC1**, which is broadcast daily from 06.00 to 12.00h in Catalonia and is presented by the journalist Jordi Basté, was recorded live from the Girona Auditorium to coincide with the **IMPULSA Forum**. During the broadcast, the show followed all the speeches and activities and there were interviews with the President of the IMPULSA Forum, Josep Lagares, and guest speakers Xavier Verdaguer, Miguel Deparamo, Barbara Hendricks, Elena Gadel, Jonàs Sala and Sean Carasso.



# FPdGi

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A large wall of stacked cardboard boxes in various colors (red, purple, brown, yellow) with a screen displaying 'BENVINGUTS BIENVENIDOS WELCOME'. The boxes are arranged in a grid pattern, and the screen is illuminated with a purple glow. The text is in white, bold, sans-serif font.

BENVINGUTS  
BIENVENIDOS  
WELCOME

opening

# “Creativity is, first and foremost, all about courage”



**Lyn Heward**

Cirque du Soleil

**Limited resources force us to become even more resourceful and more creative.**

**Creativity is a question of practice.** Every situation offers us a creative opportunity. We must listen to our own senses and develop our instinct and our intuition.

At Cirque du Soleil we are treasure hunters searching for the most precious of pearls.

**We hire people not for who they are now, but for their potential for creative transformation,** for what they might become in the future as individuals or artists, and particularly as managers or creative leaders.

It is important to work outside our comfort zones, to be willing to take risks and try new things, share experiences with others and apply inventiveness or creativity to everyday tasks and problems.

We must be open to the influence of what is happening outside our organisation and know how to respond to other worldly stimuli.

**ideas**

**confidence**

**action**

**entrepreneurship**





**Miquel Àngel Oliva**

Fundació per a la Creativació©

**Creativity is imagination, passion, turning ideas into action and into change.**

## “Can inquisitiveness and confidence be taught?”

We need young people who are neither indifferent nor outraged.

We need young people committed to giving their best to build their future.

**Creativation (CREATivity x innoVATION) is learned, just as you learn to ride a bicycle.** It has three underlying conditions: the realisation that you are capable, that you are enthusiastic and that you are aware of the process and the way of getting what you want.

If we believe that creativity is a universal right for all children, then we need people, companies, organisations, teachers and parents to get involved in this project.

We need 100 companies to set out their challenges and 100 creative figures to help us promote Creativation among children.

Further action needs to be taken to reduce the school dropout rate and youth unemployment so that **children become the inventors of their future.**



**Christer Windeløv-Lidzélius**

Kaospilot

**KaosPilot is a hybrid of a business school and a school of social work.**

**“There are many people who know a lot of other people yet there is not enough action: We must foster action”**

KaosPilot moves between leadership and entrepreneurship. The idea is to give students the chance to create their own future. It helps them to find direction in their career and build a platform from which to operate.

**The KaosPilot model is based on practice and on experience. It not only involves reading and listening but also, above all, acting.**

This experimental aspect is both for the students and also for the institution itself, as the world is moving very fast and organisations have to adapt constantly.

Our curriculum is also based on a skills model. **We promote teamwork**, community building, and the transfer of knowledge among one another.



**David Heinemeier**

37 Signals

**Today all the barriers to turning projects into a reality have disappeared. We no longer have excuses.**

**“All the excuses we make for not becoming entrepreneurs are our own fault!”**

**Twenty years ago there were many more obstacles in the way of launching a project.** You first had to persuade somebody to lend you the money, you had to rent premises, have an office, a certain amount of infrastructure, and so forth. And even so, you did not have easy access to a world market.

Today there are thousands of projects that you can launch without any type of infrastructure; through crowdfunding you can seek money directly from the clients or users who will be interested in buying your product. And these people are not interested in your CV or who is sponsoring you, but simply whether or not your product is good. When you approach people directly, you can ignore everything that is not essential.

**With only 250 dollars, I was able to develop Basecamp, my first company.** And later, while I was creating Ruby on Rails, I had access to communities with the best software developers in the world.

We all have no option but to create something new. **Go for it!**

# IMPULSA FORUM 2013 WORKSHOPS

Discover the best resources for entrepreneurs



**Alfons Cornella**

Founder and President of Infonomia

The first problem is that we do not recognise the problems as such until we actually resolve them. We must therefore carry out a “problem-mining” exercise and devote some time to detecting them and thinking about possible solutions.

It is also fundamental to apply to our idea the **NABCH** concepts:

**N** = Need (what need does the market have)

**A** = Approach (or how we develop our product)

**B** = Benefit (what benefit is there for the client)

**C** = Competitors (what does our proposal offer in relation to the competitors)

**H** = Hook. It must be possible to summarise the idea in a clear message.

There are many kinds of resources available for entrepreneurs, in terms of financing as well as of training and exchange of experiences, but each particular resource will be more appropriate for a specific phase in the life-cycle of the company:

## **1. I “only” have an idea.**

How do I start to give it shape?

From the Idea to the Business Plan.

## **2. How do I turn the snapshot of my project into something tangible?**

From the Business Plan to the prototype.

**3. I now have the product, and even somebody prepared to buy it. So it's for real!**

# IMPULSA FORUM 2013 WORKSHOPS

Discover the best resources for entrepreneurs



4. **I am invoicing.** This is working. I now need to be efficient and to grow.

5. Proven business model and sustainable invoicing. **From efficiency to profitability.**

6. **My market is the world** (or that is how it should be).

7. The best practices for entrepreneurship.  
**Who can we learn them from?**



**“The key lies in knowing how to convert that idea into something of value, which someone is prepared to appreciate, and that means that the idea represents a solution to a problem, or an improvement.”**

► All the resources available at:  
[www.emprenderesponsible.org](http://www.emprenderesponsible.org)

2

# resources

education innovation

financing creation team

solidarity success



“MOOCs, or massive on-line open courses, are  
revolutionising education as we have  
known it until now”



**Anant Agarwal**

edX

**edX has over a million students from all over the world, and we haven't spent a single dollar on marketing.**

**Active learning:** instead of sitting and listening to a lecturer until your attention begins to wander, your interest is maintained as you watch videos or do interactive exercises.

**Instant feedback:** in the past, our homework or exams were returned weeks after we had done them. Now, computers can correct exercises almost in real time, using artificial intelligence tools. As the student carries out an exercise, the screen shows whether the input is right or wrong.

**Gamification:** young people are used to video games. They keep on trying things out until they achieve the goal. They love working with simulation techniques, and automatically seeing their progress.

**Research:** at edX we are processing large quantities of data about active learning. The students' behaviour in front of the screen helps us to adjust the study programs.



**Gonzalo Martín-Villa**

Wayra

**Wayra is considered the world's largest technology start-up accelerator.**

“There is no crisis, only **passionate people** working hard”

**Wayra, which means ‘wind’ in Quechua, began operating in Latin America.** Although entrepreneurs there were looking to Silicon Valley, each region had a lot of talent and lots of ideas for start-ups and it was of interest for these to be developed there.

We detect talent in the world of technology and provide support, **funding**, a physical site, technological backup, business management, and the option for products coming out of Wayra to be developed in Telefónica’s technological platform, which represents an opportunity for start-ups.

**Wayra runs 14 academies in 12 countries, has received 21,000 project submissions and invested in 246 start-ups.**



**Jesús Pérez Llano**

TedCas

**Wayra provides the 'wind' but we set the sails with which to reach the port of our choice.**

**“Entrepreneurs are restless people, we want to innovate and solve problems, we do not give up, we rise to challenges”**

**TedCas, a start-up launched at Wayra’s headquarters** in Madrid, is like a ‘minority report’ for doctors. We develop natural user interfaces for doctors and other health personnel. This allows them to access records without touching anything.

In a medical environment, such as a clean room, if the surgeon wants more information about the patient, he or she has to leave the room, look up the information, commit it to memory and return to the room. TedCas solves this problem, reduces staff, streamlines work, and most importantly prevents infection. In Spain, 300,000 people become sick each year from infections picked up in hospitals and 6,000 people die from them.

We have identified the need to change the way in which doctors and medical software interact.

**We seize opportunities to improve and continue to learn;** we are not afraid, or rather we control our fear, and we are resilient.



**Jonathan Ortman**

Kauffman Foundation

**Entrepreneurs are those who create the capital to invest, not the other way around. There are now great opportunities to experiment at very low cost.**

**“Institutions and governments are becoming less and less important. The world is now about individuals and teams!”**

We have great potential for improving our surroundings, wherever we are, and providing solutions to the challenges around us.

In the United States all the new net jobs have been created by companies that have been running for fewer than five years. For this reason, **we have to focus on the new and young startups, just as we do with our own children.**

Working as I do in nearly 130 countries, what I see is that this phenomenon is taking place all over the world. And this bottom-to-top creative capacity is not a phenomenon of individuals, but rather of teams of people.

We no longer speak of success and failure, but rather of ongoing feedback, of in-service learning in which you are permanently adjusting the team, the product and processes.

**It all forms part of an organic flow.**



# IMPULSA FORUM 2013 WORKSHOPS

Generate a new business model

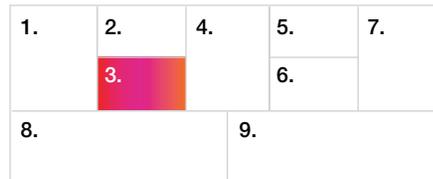


**Verónica Torras**

Promoter of change.  
Expert in team capacity-building  
in the use of the Business Model  
Canvas.

**“A business model is the way in which an organisation creates and secures a value.”**

Alex Osterwalder's Business Model Canvas is useful for taking better decisions. It is composed of nine interconnected blocks that define any initiative or organisation, whether for profit or not-for-profit. When a change is made in one block, the repercussion this has on the other blocks must be checked.



**1. Alliances:** Any platform that helps us to optimise a block of our business model. We might, for example, have an alliance related with the channels. Optimise, reduce risks, improve the service. Must not be confused with a supplier.

**2. Key activities:** The ones in which we invest time and funds.

**3. Key resources:** These can be intellectual (trademark registration, patent), physical (premises, machinery, etc.) and human (know-how).

# IMPULSA FORUM 2013 WORKSHOPS

Generate a new business model



**4. Value proposal:** What do I offer? And the characteristics that will be rated by the potential clients.

**5. Relationship with clients:** Have a clear idea of whether I want a personal relationship, or an automated, transactional, repetitive relationship, an on-line relationship, etc.

**6. Channels:** How do I reach the clients? What channels do I open to let people know that I exist? But also for awareness-raising, evaluation, sale, delivery and after-sales of my service.

**7. Client segment:** Set of clients who have points in common and a common need.

**8. Costs structure:** What is the largest expenses item of my business?

**9. Income flow:** How to generate income, how I create a profit margin by offering my service: sale of assets, payment for use, sale, subscription.

The analysis of strengths, weaknesses and threats in each organisation is carried out taking into account the nine blocks in the model and endeavouring to generate solutions.



**Jonàs Sala**

Verkami

**It is a different experience from buying a book in a bookshop or a CD in a store.**

**“We place people in contact with projects”**

**Verkami is a neologism in Esperanto that means ‘love of creation’.**

Crowdfunding involves financing cultural projects through the small contributions of many people who support the project in exchange for the product or a dedicated work. This initiative is based on trust between the creator and the audience.

Verkami has financed over 1,200 projects in two years, thanks to the contributions of 150,000 people. Six million euros have been invested directly in cultural projects. The average contribution is 40 euros.

**This is a win-win situation, in which everyone gains something; it helps democratise culture:** with 100 or 200 people, each creator can make any project a reality (except a film, which requires greater funding).

Furthermore, participating as a sponsor offers experience of the creation and a view of the creative and production process of projects.

“Together we can do great things”



**Sergi Figueres**

Worldcoo

**Two years ago we were sitting here feeling inspired by the IMPULSA Forum. Today we are back to present our project.**

**Worldcoo is a crowdfunding platform for solidarity projects of cooperation.**

It represents a change in business model as we locate people and businesses willing to make donations and obtain funds only from companies to which we provide certain services.

Projects in progress include a water bank in Ethiopia, developing renewable energy in India, and providing dining room subsidies in Catalonia, etc.

We are not only interested in obtaining the money, **but we also monitor the projects with full transparency** so that crowdfunders can see photos and videos of the project and visit it.



**Fernando Fabre**

Endeavor Global

**There are very few high-impact entrepreneurs anywhere in the world, and we need to find them.**

## “High-impact entrepreneurs make a commitment to reinvest success”

If in a country like Spain, regardless of its economic situation, 100 entrepreneurs are able to make their companies grow and **project their influence to other companies**, invest in them, share their experience and their energy, GDP would increase by 1%.

There are 65 million companies in the world that pay taxes and have payroll staff and there are many more in the informal economy. 90% of these 65 million companies in the world are micro companies, that is to say, they have never hired more than a single person, their founder. If we count the SMEs (with an average of 35 employees) the percentage is 99.7%. The rest of the companies, some 200,000 (with more than 500 employees) are the ones that maintain employment, but cannot grow anymore.

The important thing for generating jobs and economic development is for companies to grow, **regardless of their size.**

Is it possible to create an economy from the bottom up, starting with a small group of entrepreneurs who reinvest their experience in their own local ecosystem? This is precisely what high-impact entrepreneurs do: they make a commitment to reinvest success.



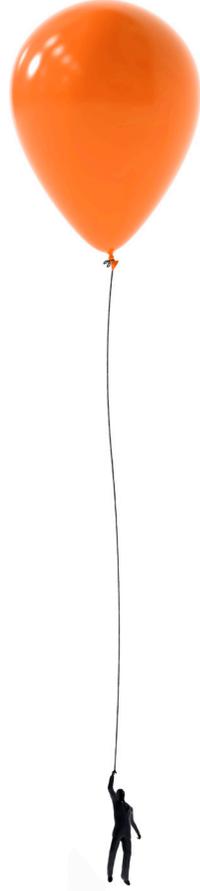
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# attitudes

passion effort

determination leadership

courage proactivity



**“Being an activist is every citizen’s obligation.  
Be subversive, question the rules”**



**Barbara**

**Hendricks**

**Elena**

**Gadel**

**Elena Gadel:** How can we young people know if we are capable of achieving our goals?

**Barbara Hendricks:** The most important thing is to know yourself, know your own truth. Everyone has their own truth, their own talent. **It is important to know who you are, what your passion is,** where you want to go. It is in your soul, you have to search for this truth inside you.

**EG:** Young people often feel insecure. How can we prevent this?

**BH:** Life is all about facing our fears. I grew up as a refugee in my own country, because when I was young I did not have the same rights as other Americans, and it was not until 1965 that I became a full citizen. I grew up afraid.

**The more fears you face, the stronger you become.** You have to keep taking small steps and you will gradually start losing your fear.

You have to ask yourself why you get up on stage and sing. You must be honest. For me, being an artist is one of the most honest vocations, but you always have to be behind your art, because you serve it. You are there to share a universal message, it is something bigger than you, and then you will have no fear.

**EG:** When we are working in different disciplines, for example teaching and music, do we have to choose?

**BH:** You have to follow your passion, and then you won't ask yourself that question. If you get up in the morning and think 'I want to sing', then you have to dedicate yourself to it. **My life is a grain of sand, but that grain matters.** For a girl like me from the south of the United States, education was very important; knowledge never slows you down, so I studied mathematics and chemistry. Now that I am retired, I sing for pleasure, or when I find an interesting project. I could not live without singing, but I could live without the degrees that I studied.

**EG:** **How do you combine this with your social commitment?**

**BH:** Being an activist is every citizen's obligation. When I gained rights as a citizen, I began to worry about my responsibilities. Everybody must collaborate as much as they can. Be subversive, question the rules: the rules change over time, and they change because people make them change. **It is your job to ask yourself why things are as they are.**



**You should see the crisis as an opportunity for you, young people, to establish new rules.**

# performance





**Miguel Deparamo**

Musician

**I want to be an international musician because I think that with music I can make people happy.**

**“If you put hard work into it, inform people and join up with people who trust in you, you are bound to get there”**

I studied law, worked in a bank and one day I realised that **I wanted to dedicate myself to what I truly loved: music.**

I left my secure job at the bank, and I embarked upon a mad idea. People asked me: what if things do not work out for you? What if it goes wrong? How much are you going to earn with this? You had a regular salary at the end of the month... How much unemployment benefit will you be getting?

**I had no idea about how to stage a show,** and there had been no performers in my family. But I began to ask around, to investigate, to tell everybody about it. I struggled against the tide. I had it firmly in my head, and the obstacles didn't matter to me.

If you believe that you can be good at something, even though you haven't the faintest idea of the path that lies ahead, even though it's got nothing to do with your usual work, if you bring determination, you are bound to get there.



**Ella Björnsdóttir**

Leader in Me

**We are bringing leadership into schools with the Leader in Me system, under which each child has the opportunity to develop his/her potential.**

## “Let us educate to be leaders of hearts”

Leader in Me is a program used worldwide, in schools and universities, families, companies, etc. It is based on Stephen Covey's book *The Seven Habits of Highly Effective People*.

1. **Be proactive.** We cannot choose what goes on around us, but we can choose the attitude we bring to it.
2. **Begin with the end in mind.** And have a plan for getting there.
3. Put first things first.
4. Think **win-win**, think mutual benefit.
5. Seek first to understand, then to be understood. We must be able to put ourselves in other peoples' position.
6. **Synergize.** We can accomplish bigger things if we do them together.
7. Sharpen the saw. We have to take care of ourselves, to evaluate, to learn new things and to invest in our relationships.



**Sean Carasso**

Falling Whistles

**Everything starts with the determination of only one person with sufficient courage to say that's enough, rise up and take action.**

“There isn't much that we can't achieve.

**Pursue a cause. Give it a go!**

**Mobilise so that people can be free”**

On a journey to the Congo I came across a military encampment where children were being trained to fight. The ones who managed to escape were punished for having committed crimes they had been forced to perpetrate without even knowing why.

The smallest children, the ones who didn't have strong enough arms to carry guns, were sent to the front line with whistles, which helped them to detect the enemy, and there they became cannon fodder. **They were the first casualties.**

After hearing that sad story, I wrote a little diary that I called 'Falling Whistles', which I sent by e-mail to all the people I knew. Within just a few hours, I had dozens of e-mails from people asking me what they could do.

We launched a campaign that has managed to train local leaders in order to prevent this situation arising. However, right now thousands of people are still suffering episodes of violence.

**We can put a stop to it.**

**Let's make those children's weapons our voice.**

# IMPULSA FORUM 2013 WORKSHOPS

Generate a winning idea



**Xavier Verdaguer**

Serial entrepreneur from Barcelona

We can all be creative and entrepreneurs and there are methods for learning both creativity and entrepreneurship.

**The Lombard Method** for developing ideas:

- **Rethink** the problem before starting to think about solutions, put yourself in the user's shoes.
- **Generate ideas**, but always providing value for the client.
- **Prototype**. If you have an idea, test it as soon as possible with the client, even if it is still only the beta version. Incorporate the user into the creative process.

- **If a good idea is not well communicated, it serves no purpose.** Every entrepreneur must know how to communicate and should do so.

## From the idea to the business

- **Share your idea with other people.** If you explain it with a great deal of passion, perhaps they will invest in it. If somebody copies your idea, you will already be in phase 2, and more advanced, because explaining your idea also helps to make it evolve.
- **Take risks.** If you do not make mistakes while setting up a business, you are not taking enough risks. We are too afraid of failure.

# IMPULSA FORUM 2013 WORKSHOPS

Generate a winning idea



- **Cooperate.** You are not alone. You must join forces with other people and work in multidisciplinary teams.
- **Grow.** If you have an idea, make it big, and think big. There is money out there for your ideas, and it is part of your job to go and look for it.
- **Keep dreaming and have fun.** You can choose to be actors or spectators in your own life.
- **Do not allow yourself to be influenced by the negative spiral surrounding you.**



**“You can put your energy into problems or into opportunities: it’s up to you.”**



OBERTURA APERTURA OPENING

Lyn Howard

Exuberant in face, cerebral, quiet, carries a story.  
Exuberant in energy, cerebral, quiet, leaves a story.  
Ignites the audience by writing you.



THE UNIVERSITY OF CHICAGO

FRIGI



# PROJECTARIUM

Alliances between initiatives!

**18 entrepreneurs** presented their innovative projects in the *PROJECTARIUM*, a space within the *IMPULSA Forum 2013* designed to provide visibility for projects led by young people and/or aimed at young people in order to foster alliances between the most entrepreneurial initiatives.

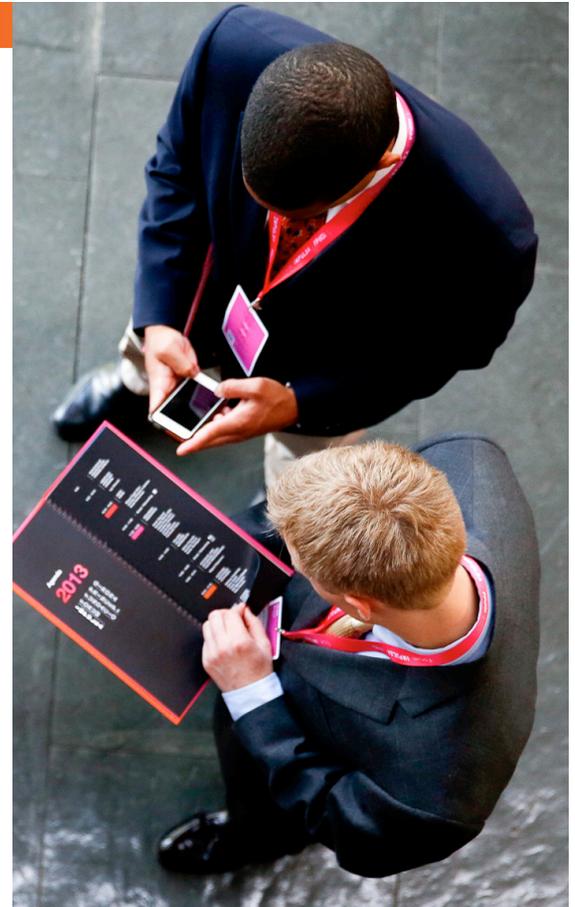




## IMPULSA 2013 Networking

Cooperation and collaboration,  
within reach!

More than **1000 people** exchanged contact details and arranged meetings and private interviews using the NETWORKING tool provided for all those participating in the IMPULSA Forum, which was launched during the 2012 edition.



## Geronimo Stilton *An Unforgettable Journey*



A book produced exclusively for the IMPULSA Forum in which Stilton talks about his experience as a speaker at the Forum and explains how to overcome a fear of public speaking.

The author of the Stilton saga, **Elisabetta Dami**, participated in the 2012 Forum.

## El Celler de Can Roca Recognition



The three Roca brothers, **Joan, Josep** and **Jordi**, received the FPdGi's recognition, presented by Their Royal Highnesses the Prince and Princess of Asturias and of Girona, for their establishment having been voted the 'best restaurant in the world'.

Since the first edition of the IMPULSA Forum the Roca brothers have managed the event's catering services with the collaboration of more than 50 students from catering schools in Girona.

## Close Encounters

#talk, #exchange, #learn,  
#motivate, #share, #do

More than **100 young people** had the opportunity to take part in Close Encounters with entrepreneurs such as:

**Marc Bonavia**, Founder of SITmobile and President of AIJEC

**Ignasi Carreras**, Director of the Institute of Social Innovation at Esade

**Jil Van Eyle**, Founder of Teaming

**Pau Garcia-Milà**, Founder of eyeOS

**José Mariano López Urdiales**, Founder of Zero2Infinity

**Jorge Luengo**, World magic champion

**Israel Ruiz**, Executive Vice-president and Treasurer of the Massachusetts Institute of Technology (MIT)

**Jaume Sanllorente**, Founder of Mumbai Smiles

**Xavier Verdaguer**, Founder of Silicon Valley Innovalley Inc, Seven4Seven and the Imagine Creativity Centre





# IMPULSA FORUM 2013 WORKSHOPS

Generate business models through cooperativism



**Antonio Cancelo**

Founder of Eroski Cooperative.  
Former President of the Mondragón  
Corporation

**“Do what is possible to achieve the impossible, and if the impossible turns out not to be possible, try again”**

**The cooperative model involves creating social rather than individual wealth.**

Major decisions are taken democratically. Power lies in their members regardless of position and length of time in the cooperative. This is a lesson that is very hard to learn. It is an exercise in humility.

The cooperative formula is not only highly motivating, but also very demanding. It requires willpower and commitment.

The partner is involved in management, financing and results. It is not only a right, but also a duty. Everyone must contribute their capacity to think and to contribute ideas. **Knowledge that is not shared grows rusty.**

Innovation as a principle that governs people's action, the attitude that everything is surmountable. Managing change is one of the basic elements.

# IMPULSA FORUM 2013 WORKSHOPS

Generate business models through cooperativism



The best-trained generation in history needs to rebel not only against unemployment but also against the restriction of our rights.

## **What rewards does enterprise bring?**

Doing what you want to do. It helps to improve oneself, other people and the environment.

**You need to take initiative because you have had excellent training; because you have to build your lives.**





**Josep Lagares**

President of the IMPULSA Forum

[www.compromuevete.org](http://www.compromuevete.org)

# *committomove!*

**“WE ARE PEOPLE WHO ARE  
COMMITTED TO IMPROVING OUR  
SURROUNDINGS THROUGH SPECIFIC ACTIONS**

**MOVE WITH US. COMMIT TO MOVE!”.**



“The current socio-economic context suggests that, beyond each person’s individual talents and responsibilities, the generation of new progress is only possible if, together, we go further and adopt a genuine **attitude of commitment and action** towards the moment we are living in.”



**“I am committed to gaining the commitment of other people committed to Commit to Move”**

**“I am committed to realising the dream we start together, the dream we share”**

**The IMPULSA Forum is committed to generating a new social movement.** This joint initiative promoted by the IMPULSA Forum (Prince of Girona Foundation), Campus Party and the Teaming Foundation, has materialised in the creation of a platform where organisations and individuals can publicly declare their commitments to action.

It is an open initiative that aims to encourage every person and organisation to make a commitment towards taking specific action to improve our society.

**‘Commit to Move’ runs via a social network of commitments** where a person or organisation can create their own profile in which they define, create, join and replicate commitments that generate action and social transformation.

FPdGi

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**Jaume Lleixà and the Jove Orquestra de les Comarques Gironines (JOCG) Ensemble**

“It has been scientifically proven that **music stimulates** and is beneficial to our brains and, by extension, to our lives”

The Orquestra de Cadaqués is supporting young talent, both with its competition for conductors under the age of 35 and with the Jove Orquestra de les Comarques Gironines, which forms part of the Simfònica de Cobla i Corda de Catalunya.

The award-winners are examples of commitment, and they ask us for something very simple: that we remember people for what they are and not for their fate, not for what life has given them.

**We need well-prepared leaders. Talent, training, leadership and team work**; considering people in order to improve competitiveness.

We artists can generate a surplus of neuronal connections, but musicians in particular can do so with a universal language.



**Plácido Domingo**

Opera singer and conductor

**“In the arts there is no security, and that is precisely where hard work and passion come in”**

My parents were *zarzuela* singers, and I had the opportunity to study music and to learn from an early age. The choice wasn't difficult. Nonetheless, **developing a professional career within the arts is complicated**, and good qualifications do not guarantee success.

The arts are complex, for not everybody will like the same thing. The artist's greatest satisfaction is to be able to share emotions with the audience, to be able to make the audience happy.

The shortest years in your lives are the ones you are living now; you have to live them with **enthusiasm**, with **joy**, with **passion**, but also with **responsibility**. The rest of your lives will be much longer than your study years. Nowadays, young people can learn too quickly, so quickly that it can be dangerous. You now have to face a great many things: competition and criticism, so sound preparation is extremely important.

**Passion, combined with discipline and responsibility**, is something that you all have to consider when embarking on your careers.

# FPdGi

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**“Ordinary young people who are doing extraordinary things”**

The IMPULSA Awards promote and foster initiative and effort, research and creativity, solidarity and the development of talent in young people who are eager to build a more just world in a globalised environment.



# FPdGi

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# 2013



### **Felipe Campos Rubio**

Director General of the Ítaca Educational Association, which has led a series of social projects designed to improve the lives of children, young people and families in the Collblanc-La Torrassa district (L'Hospitalet de Llobregat).

### **2013 FPdGi Social Award**

Has been awarded for his long-standing personal commitment to local social issues, his leadership skills, his exemplary attitude and his fight for equal opportunities for the most disadvantaged groups, against a backdrop of great difficulties.



### **Oriol Mitjà Villar**

Doctor specialising in infectious diseases with a doctorate in Medicine and special advisor to the WHO on yaws, a neglected tropical infection that affects children in poor and rural populations, causing disfigurement and painful lesions on the skin and bones.

### **2013 FPdGi Scientific Research Award**

Awarded in recognition of his exemplary dedication to the field of infectious diseases endemic in developing countries, and for the great international impact of his work to eradicate the disease yaws from the planet.



### **Auxiliadora Toledano Redondo**

Young soprano with a brilliant and internationally recognised musical career.

### **2013 FPdGi Arts and Literature Award**

For being a singular artiste with the ability to make a name for herself in the history of music thanks to her musical and performing talent.



### **Catalina Hoffmann Muñoz-Seca**

Founder of Vitalia, a network of day centres offering specialised therapeutic treatments and creator of the 'Hoffmann Method'.

### **2013 FPdGi Business Award**

For being a young entrepreneur who has applied innovation to a traditional sector, achieving an important social impact by improving the quality of life of elderly people. Her success with the national and international growth of the business has been no obstacle to Catalina remaining committed to developing the human values she promotes.



### **Fundación Novia Salcedo**

Non-profit organisation based in Bilbao that has more than 30 years of experience. It helps young people integrate professionally and socially into today's constantly changing world.

### **2013 FPdGi Organisation Award**

Awarded for its impressive track record and extraordinary results in helping young people to integrate into the workplace with its specific and well defined programmes that cover a very broad range of actions. The foundation's success rate in the current critical context has set the benchmark in the sector.



H.R.H. The Prince of Asturias and of Girona

“When we talk about young people’s future we are not only talking about their lives and careers, we are also talking about the future of our country. Therefore, **together**, State, civil society, and also young people, we must walk in the same direction.”

## Closing speech FPdGi Awards

“Let us lose our fear of becoming entrepreneurs, of achieving our desires”

“**Our young people cannot aspire to a decent job without a suitable education.**”

“We cannot waste creative talent. We must strengthen enthusiasm, imagination and encourage young people’s creativity. We must ensure that their ideas, no matter how impossible they may seem, can come true, for their good and for the good of us all.”

“We also need our young people to lose their fear. They must be capable of facing and overcoming failure. Let us lose our fear of becoming entrepreneurs, of achieving our desires.”

“If we manage to awaken some emotion in you, if you regain your hope that another future is possible, then we will have succeeded in encouraging you to start to **transform society**. We will have been able to start to change.”



# 2013

## FPdGi

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We look forward  
to seeing you at IMPULSA

'14

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