INTERDISCIPLINARITY IN THE HUMANITIES: 
THE MINERVA PROJECT-PARK UB

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AGENDA

- Definition of the project
- Key ideas
- Location and implementation
- Objectives
- Proposed actions
- Other lines of action
- To start now/Some proposals for action
DEFINITION OF THE PROJECT

- The Park of Humanities & Social Sciences → **Minerva Project – Park UB**

- University of Barcelona’s Strategic Plan for promoting the humanities and social sciences

- Inclusion of many sensibilities and interests


- European University Association (EUA) → close ties to lines of work being pursued on the topics of heritage and culture by the **League of European Research Universities (LERU)**
KEY IDEAS

- Reflection of the current governing team’s scientific and humanistic vision for the UB

- A broad, ambitious vision in which the UB and its campuses act as one of the chief driving forces in the city of Barcelona and the metropolitan area, a benchmark in the Mediterranean area and southern Europe in terms of economic impetus, cultural vitality and social welfare
A refurbished pair of former industrial buildings in the Poblenou neighbourhood of Barcelona (the 22@ innovation district): **Can Ricart** and **Can Jaumandreu**

Two adjacent structures that date back to the nineteenth century, brought together under the name of **Digital Factory**

The Minerva-Park UB and the Digital Factory project under the umbrella of 22@Barcelona:

- making use of the already existing concentration of cultural production and activities on offer, exploiting the competitiveness of the established industry
- seeking to have a real impact on research, knowledge transfer, and scientific and technical activities
Can Jaume Andreu
OBJECTIVES

- To create a meeting place for knowledge, production and innovation (main objective)

- According to the characteristics of the Digital Factory project: to create a conceptual proposal that could serve as the basis for

  - the transformation of the current space of an old factory (Can Ricart) and another already rehabilitated space (Can Jaume Andreu)
  - innovative business areas and an international recognition
  - focus and specialization in audiovisual science and its application to new technologies

- To respect heritage buildings of great cultural interest
PROPOSED ACTIONS

- Encourage the generation, concentration and interaction of knowledge
- Facilitate the interaction between science, government, society, industry and business
- Promote innovation with a new methodology to encourage economic exchange
- Promote the transfer of knowledge and technology to the productive sector (public and private)
- Experiment with and implement new management methods
- Develop innovative services
- Enhance competition, collaboration and interaction between different users in a common area: a Research Center, incubator, hatchery projects, applied ideas and spin-offs providing scientific and technical support services, research facilities and creation that can support specialized training at various levels of the education sector linked to the world of visual communication and production technologies
OTHER LINES OF ACTION

- The Park → a *decentralized, organizationally simplified body* with close ties to UB faculties (18) and university schools (1+5) and the units of the UB Group

- The Park ↓
  - a unifying force
  - an umbrella for research in the humanities and social sciences
  - the wider adoption of interdisciplinary strategies
  - an impact on research activities
  - an impact on the UB’s teaching in these areas
  - relevant in the area of *teaching innovation linked to research*, producing stronger teams of educators who will have a direct role in improving our academic curricula at undergraduate and postgraduate levels
ACTIONS TO START NOW

- Prepare a catalogue of UB research groups in the humanities and social sciences that are strong candidates for knowledge transfer

- Undertake a survey of initiatives (supplemented by the creation of a suggestions box), as well as projects and research groups, that can be promoted on the basis of their originality in creating or developing an idea or because of their interdisciplinary value

- Some of these initiatives can be early pilot proposals to be pursued in line with Park priorities:
  - subjects of cultural heritage
  - valuation of intellectual property
  - promotion of active and passive multilingualism
  - economic cost studies linked to creative processes of all types
ACTIONS TO START NOW

- **Reinforce the collaborative synergies** among the UB research groups linked to the Park, with the aim of improving relationships with the private sector and entrepreneurs and producing prototypes and high-value-added products that can have a substantial impact on society.

- **Prepare a portfolio of businesses/institutions in the region** (North Mediterranean Euroregion and neighbouring countries) that are active in cultural production, technology in the area of the humanities and social sciences, and social communication, and that may have an interest in collaborating in our groups’ research or in offering or receiving services and funding.

- **Create a Technical Working Committee** to address specific aspects of research and transfer in the humanities and social sciences, in particular an appraisal of the scientific and social impact of research activities, with a view to establishing criteria for achieving the highest possible impact factor.
THANK YOU FOR YOUR ATTENTION