

| REPORT

2018

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2019

laSalle

RAMON LLULL UNIVERSITY

laSalle



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## BR. JOSEP CANAL

Chair of the Funitec Board  
of Trustees



The 2018-2019 academic year report is closely tied to the 300th anniversary of the death of St. Jean-Baptiste de La Salle.

On 7 April 1719, De La Salle departed this world to go to our Father's house. His last words were "I adore in all things the will of God in my regard" and he left some twenty schools in the care of about 120 Brothers.

It has been 300 years since De La Salle passed on the baton, and from Brother to Brother, teacher to teacher, Lasallian to Lasallian, it has come down to us today. And it is God's will that the educational work which began over 300 years ago should continue today.

The charisma and the groundwork of De La Salle become the founding pillars of the Lasallian educational services and initiatives.

As a university institution, at Barcelona La Salle Campus we should respect this charisma, but at the same time apply an innovative and creative approach to learning, a crucial aspect of our school. I think it is fair to say that this ambition has very much been present in our work in the 2018-2019 academic year, and "creative loyalty" has guided many of the educational projects which have been conducted over the course of the year.

We have sought to creatively and innovatively meet the needs of today's world: final degree and masters dissertations, doctoral theses, research projects designed to serve people better, as **service** is a great Lasallian value; also to present, encourage and coordinate volunteer activities, in particular the Proide-Campus Urubamba Project; to celebrate the 300th Anniversary, the Campus festival in May, sports activities, 'castells' (typical human towers in Catalonia), and even those moments spent chatting in the Campus gardens or restaurant, which help us to build a **community**. The unveiling of the statue of our Founder reminds us of one of his thoughts; today we say "look further" while De La Salle said "look at the world with the eyes of faith". All that we do is of no use if we do not stop to look at it, observe it, be grateful for it and hope that it helps towards building a better world. Hope, confidence, transcendence, in short, **faith**, a value that is also in our home.

Now we need to continue working together, innovating, renewing, with steadiness, tenacity, perseverance, a forward-looking vision, and all this while not forgetting our origin, our charisma, our values: **Faith, Community, Service**.

All the members of the Board of Trustees would like to thank the entire university educational community for their dedication, commitment, effort, professionalism and enthusiasm in continuing to sow the seed of our Founder, St. Jean-Baptiste de La Salle.

Thank you so much.



## JOSEP M. SANTOS

General Director La Salle  
Campus Barcelona-URL

A look back over the 2018-2019 academic year leads us unambiguously to the commemoration of the 300th anniversary of the death of St. Jean-Baptiste de La Salle, a milestone that the Lasallian community has reached in a peerless state of health and which it has celebrated with its characteristic joy. The schools in the 80 countries making up the La Salle network have brought back to life the memory of our founder to get back to our roots, to the ultimate meaning of his work, bringing to bear the incisive power of a global network. Over 1 million students, nearly 100,000 educators and 10 million alumni are today the voice of the person who in his time decided to change the world through education, to improve societies based on education that is equal, committed and appropriate to the unique features of each student, of each context.

The unveiling of a sculpture of St Jean Baptiste de La Salle in the gardens of Campus Barcelona was a unique moment which touched all those present. This sculpture will now be a symbol of the transfer of knowledge and values that takes place every day in our campus. It will also be a symbol of the creative loyalty which makes possible the legacy of a lasting educational project.

This commemoration has also reaffirmed us as members of a worldwide network of 65 universities with more than 300,000 students. In Barcelona, we have sought to promote higher education through the International Association of Lasallian Universities, sharing experiences, pooling efforts and working towards common objectives geared towards the Millennium Development Goals.

The increased internationalisation of our campus brings with it not only student and faculty exchanges but also the integration of our university model into a global context, educating in critical thinking and humanist ethics able to understand and care for people over and above contextual differences. To this end, we have continued to promote the transfer of knowledge from our research groups to society, and also from the entrepreneurial culture that we seek to foster.

La Salle Campus Barcelona's sustained growth and consolidation as an outstanding university in the quality of its academic programmes and in the professional recognition of its students in the job market are only possible due to the commitment of everyone who is part of it. Thanks go out to lecturers, researchers, entrepreneurs, administration and service staff, the Board of Trustees, stakeholders and, most of all, thanks to the students, their families and enterprises, for their trust.

Together we all make up this great family, this community, which today and forever means WE ARE LA SALLE.



# The academic year at a glance

## LA SALLE- URL TAKES ITS EDUEMPRÈN PROJECT GLOBAL STARTING IN BRAZIL

03/09/18

La Salle Campus Barcelona-URL **has started taking its EduEmpren project global.** This project promotes social entrepreneurship among young people so they can become agents for social transformation. La Salle-URL has shared its methodology with La Salle Canoas University.

There the first event was held with participation from three La Salle schools in Brazil: **La Salle Canoas, La Salle Niteró and La Salle Santo Antônio**, from the metropolitan region of Porto Alegre-Rio Grande do Sul.



## RAMON LLULL UNIVERSITY HOSTS THE EUA FUNDING FORUM AT LA SALLE CAMPUS

22/10/18



La Salle Campus Barcelona hosted the **4<sup>th</sup> Funding Forum** run by the European University Association (EUA) and coordinated by Ramon Llull University. The EUA, an association which brings together over **800 universities from more than 20 European countries** and works to ensure that the European Union listens to and meets the needs of higher education, chose Ramon Llull University as the venue for its congress this year.

## MEETING OF THE IALU BOARD AT LA SALLE CAMPUS BARCELONA

16/11/18

La Salle Campus Barcelona hosted the **biennial meeting of the Board of the International Association of Lasallian Universities (IALU)**. Josep M. Santos, General Director of the Campus, was appointed Regional Director of Europe and Frenchspeaking Africa, thus joining the Board. The event was also attended by the directors and rectors of the European Lasallian universities working group who presented the strategic lines being pursued at their centres and shared experiences.

**The conference was led by the IALU's Executive Director Carlos Coelho** and its President Br. Andres Goveia, accompanied by Associate Director Dr. Diana Loera and its Vice President Br. Dennis Magbanua. The meeting was also attended by all the members of the Board, the members at large, the Regional Directors and the heads of the Research, Mission and Internationality sections.



LA SALLE-URL BEGINS CELEBRATIONS OF THE 300 YEARS SINCE THE DEATH OF ITS FOUNDER

22/11/18

To mark the beginning of the **commemoration of the 300th anniversary of the death of St. Jean-Baptiste de La Salle**, La Salle Campus Barcelona-URL hosted an event which gathered members of the whole educational community: students, lecturers, administration and services staff.

**Three hundred people from the Campus, one for each year of the celebration, came together to form La Salle's** tercentenary logo and commemorative events kicked off with the unveiling of two banners which remained in place for the rest of the year.



THREE GROUPS OF ARCHITECTURE STUDENTS WIN THE PRIZES FOR MOST INNOVATIVE SHOP WINDOW

30/11/18

Yesterday saw the unveiling of shop windows taking part in the initiative **"Els llums de Nadal il·luminen el comerç"** [Christmas lights, lighting up trade], organised by BCD Barcelona Centre de Disseny and the City Council to innovate and revitalise traditional local trade across various neighbourhoods of the city as part of the Christmas campaign. The initiative was carried out in three districts: Sarrià, Gràcia and Sant Andreu. **In Sant Andreu, four groups of students from La Salle-URL School of Architecture took part and three of them won with their designs.**

The winning project chosen by the panel of experts made up of Caroline Savin (Bloomint Design) and Ignasi Llauredó (Dear Design) was "Catch your present!"; created by a group of students from La Salle School of Architecture comprising Karine Bagdasaryan, Alexey Goncharov and Ekaterina Smal, a project which they carried out at the store 'Molt més que carn'. **This design also won second place in the people's choice award.**



NEW STRATEGIC PLAN 2019-2023. LOOKING TO THE FUTURE

18/02/19



More than fifty people from all areas of the Campus took part in a new working meeting to draw up the **new Strategic Plan** together.

## WORLD CONGRESS OF LASALLIAN EDUCATION HELD IN MEXICO

15/03/19

The World Congress of Lasallian Education was held at La Salle University in Mexico City as part of the commemoration of the 300<sup>th</sup> anniversary of the death of the founder of La Salle, St. Jean-Baptiste de La Salle. This academic meeting aims to provide an opportunity **to analyse the perspectives for the future of education** and to share reflections and good practices as Lasallians in order to renew the community's commitment to working to assure the viability and vitality of La Salle's educational mission towards the Declaration of Lasallian Pedagogy for the 21<sup>st</sup> century.



## LA SALLE-URL CAMPUS HOSTS AN EVENT BY CÀRITAS AND URL ON INEQUALITY AND SOCIAL DIVIDE

01/04/19



The Càritas Conference that the URL organises on an annual basis has this year been held at La Salle Campus with the theme **"Inequality and social divide"**. The event was opened by URL Rector Josep Maria Garrell, who was accompanied by the Chair of FUNITEC La Salle, Br. Josep Canal, and the Episcopal delegate of Càritas, Mn. Josep Matias.

## PROJECTS FROM SPAIN, PORTUGAL, TURKEY, EGYPT AND PALESTINE WIN THE LSDREAMS 2019 INTERNATIONAL PRE-UNIVERSITY COMPETITION

09/04/19

The 9<sup>th</sup> LSDreams competition, an initiative by La Salle Universities and open to 16 to 20 year olds at pre-university La Salle schools in Europe and the Middle East, has awarded projects from Spain, Portugal, Turkey, Egypt and Palestine. La Salle Bilbao was a particular highlight as it won in two categories, the **First Prize and the ASSEDIL Prize**. The main goal of the awards is to promote ethical values in research projects aimed at social improvement of their immediate surroundings.





## #300LASALLE MUSICAL IN COMMEMORATION OF THE THREE HUNDRETH ANNIVERSARY OF THE DEATH OF ST JEAN-BAPTISTE DE LA SALLE

08/05/19

On 8 May and as part of the events to commemorate the 300th anniversary of the death of **St. Jean-Baptiste de La Salle**, the musical **#300LaSalle** was performed at La Salle Bonanova Theatre.

Members from all departments of the educational community of the Campus took part in this project, working together and joining forces in the creative process from the initial idea to the final performance. The Board of Directors shared the stage with lecturers, administration and services staff and students to perform a musical which rekindled the sense of community that binds them together.

The event was a resounding success in terms of participation and attendance. A warm atmosphere was created between laughter, dancing, singing and, above all, joy.



## LA SALLE CAMPUS BARCELONA-URL UNVEILS THE SCULPTURE OF ITS FOUNDER ON THE THREE HUNDRETH ANNIVERSARY OF HIS DEATH

14/05/19

**On 14 May the commemorative sculpture by artist Joaquim Camps depicting St. Jean-Baptiste de La Salle, the founder of the community of Brothers of the Christian Schools, was unveiled. It was blessed by the Archbishop of Barcelona, Cardinal Joan Josep Omella.**

This was the main event in the celebrations that La Salle Campus Barcelona-URL organised to mark the tercentenary of the Saint's death, an anniversary that this year is being celebrated by all the schools in the Lasallian international educational network.

The authorities invited to the ceremony stressed St. Jean-Baptiste de La Salle's significance in the history of education, underlining his **legacy in the shape of values which are present today in La Salle network schools.**



Speakers included Brother Josep Canal, Auxiliary Visitor of the ARLEP District and Chair of the Board of Trustees of FUNITEC-La Salle; the General Director of La Salle Campus Barcelona, Mr. Josep Santos; the Rector of Ramon Llull University, Dr. Josep Maria Garrell; and senior officials such as Ms. Mercè Chacón, Director General of Planning for Universities and Research in the Government of Catalonia, and Mr. Miquel Àngel Essomba, Commissioner for Education, Children and Youth at Barcelona City Council.

The ceremony was also attended by leading political and educational figures including former mayor of Barcelona, Mr. Xavier Trias, the Chair of the Sarrià-Sant Gervasi District, Mr. Jordi Martí, and some of the consuls from countries with a strong La Salle presence such as Ecuador, Honduras, Hungary, Mexico, Peru and Burkina Faso.

## ANNUAL LA SALLE ALUMNI 2019 EVENT IS HELD

19/06/19

Former students, current students and lecturers met up again in June for the annual La Salle Alumni event.

The get-together, which included the celebration of the 300<sup>th</sup> anniversary of the death of St. Jean-Baptiste de La Salle, centred on the theme of "The Internet of Everything". It featured a panel discussion and a talk by Victor Küppers, who addressed the Lasallian community to encourage motivation and joy as the main driving force in both working and personal lives.



## FIVE LA SALLE-URL MASTER'S DEGREES AMONG THE BEST IN SPAIN ACCORDING TO THE RANKING EL MUNDO

20/06/19



For the fourth year in a row La Salle Campus Barcelona-URL has taken its place among the top five positions in the 250 MASTER'S El Mundo Ranking. This league table identifies the five best postgraduate programmes across fifty different specialities and our university has seen five of its master's place highly. They are our Official Master's in Project Management, Official Master's in Technology Management, Master's in SAP Functional Consulting, Master's in Supply Chain Management and Technology and Master's in Digital Marketing.

Finally, the Master's in Teacher Training, run jointly by La Salle-URL with the Blanquerna-URL School of Psychology, Education and Sports Sciences, has once again taken second place.

## GRADUATION OF FIRST CLASS FROM THE OFFICIAL DEGREE IN ANIMATION AND VFX AT LA SALLE-URL

05/07/19

On 4 July, the graduation ceremony took place for the first class of graduates from a pioneering study programme; the first Official Degree in Animation and VFX in Catalonia.

The students have been in constant contact with the industry through a number of activities such as the annual trip to the Annency festival and by means of faculty that includes highly respected practitioners.

The graduation has therefore been a resounding success, described as an "historic milestone" by the Degree programme's academic director Gabriel Fernández.







# La Salle worldwide

An institution with more than 300 years of history and present on five continents

La Salle, **founded by St. Jean-Baptiste de La Salle in 1680 in Reims**, France, has since its inception been an institution dedicated to the human and Christian education of children and young people, especially the poorest.

**The Brothers of the Christian Schools brought in a number of innovations** which broke new ground in the teaching of the time and strove to make education accessible to children from the most disadvantaged social classes.

In 1900, Jean-Baptiste de La Salle was canonised and some years later in 1950 he was declared the **patron saint of Christian educators**.

In 1990, which was International Literacy Year, **UNESCO presented the NOMA award to Lasallian institutions** for their work.

Today, La Salle is an institution with more than **300 years of history**, **65 universities** and over **1,000 schools** that share the same identity, vision of education and commitment to society.





# We are La Salle

One heart. One commitment. One life.

2018-2019 academic year slogan

La Salle Campus Barcelona's mission is to **equip our graduates with ethical values to build a more just and sustainable society.**

A La Salle educator is a person with a **vocation and enthusiasm for serving others**, with a fraternal spirit and an optimistic attitude, in the hope that their mission will transform the world by conveying **values such as faith, fraternity and the spirit of service.**

La Salle is an **international university campus** and we have gained our prestigious reputation by educating professionals who bring something special to the table.





# La Salle Campus Barcelona

Ramon Llull University

La Salle Campus Barcelona, a founding member of Ramon Llull University, is a university providing degree, postgraduate and master, PhD and specialisation programmes in the knowledge areas of Architecture, Engineering, Computer Science, Multimedia, Management and Digital Art, Animation & VFX with technology as an essential component of its DNA.

La Salle Campus Barcelona is an ecosystem which is firmly committed to entrepreneurship, constant interaction of the student with the

company and applied research while also enabling the student to develop their social and humanistic awareness which defines its mission:

EQUIP OUR GRADUATES WITH THE ETHICAL VALUES WHICH CAN TRANSFORM SOCIETY.

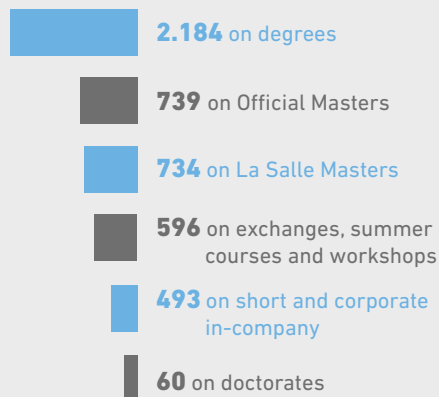
It also has a unique innovation site: the Internet of Things Institute of Catalonia, the leading European laboratory for innovation and research on the Internet of the Future,

which will be fully operational by the end of 2019 and will enhance La Salle-URL's innovation, knowledge transfer and research ecosystem.

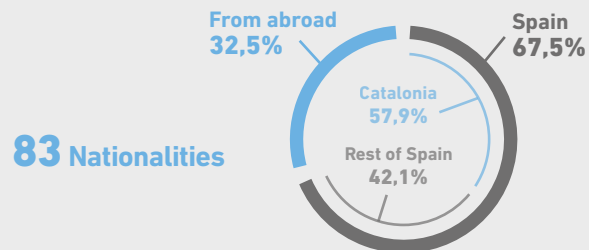
La Salle is the largest global non-profit network specifically engaged in education. With more than **300 years** of history, it is present in **80 countries** and made up of over 1,000 schools and **65 universities**, with more than **1,000,000 students**, **300,000** of which are university students.



## 4.806 Students enrolled



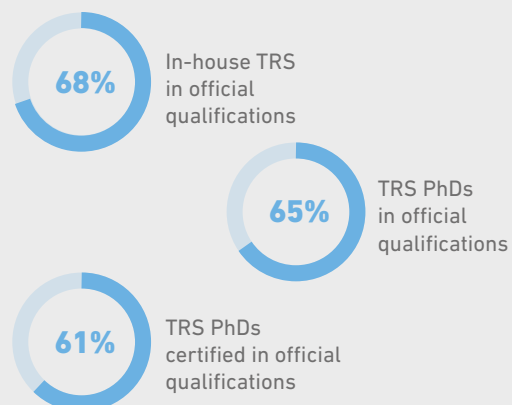
## 1.516 Students from abroad



## 76 Educational programmes

26	La Salle Masters	12	Official Masters
21	Postgraduate and expert	2	Bachelors
14	Undergraduate	1	Doctorate

## 16,8 Fulltime student/teacher ratio



↑ **7,4%** Teaching income

€29.8 M Total sales (gross)

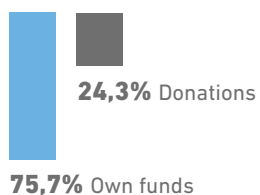
€28 M Operating income

€2.4 M Profit

€3.3 M Allocated to awarding



**1.207** Scholarships



↑ **6,2%** Fundraising

43% Donations 57% Grants

88,7% of fundraising allocated to research

## 835 People on the Campus





**Ranking CYD 2019** – 8<sup>th</sup> Best-performing University and 1<sup>st</sup> Private University in Catalonia.



**Multirank European Commission Ranking**  
**UMultirank 2019** – 7<sup>th</sup> Spanish university.



**Qs World University Rankings by subject** – Top 25 young universities worldwide and 1<sup>st</sup> in the world in business and management studies.



**Times Higher Education Ranking 2019** - world top 100 in Education and 103<sup>rd</sup> best university in Employability.



**SHANGHAI Academic Ranking of World Universities** – top 150 Management and Business Administration Universities in the world and 1<sup>st</sup> in Spain.



**El Mundo Ranking** – 7 degrees among the 5 best in Spain in their disciplines and 12 masters among the 5 best in Spain in their categories.



**Eduuniversal Best Masters Ranking 2019** – 7 masters in the top 5 of their disciplines, 5 in the top 10 of their disciplines and 1 in the top 20 of its disciplines.





## UNIVERSITY SOCIAL RESPONSIBILITY

One of the objectives of the Strategic Plan 2018-2022 is to implement and make transparent University Social Responsibility (USR) measures and to lead joint USR actions with other institutions.

La Salle Campus Barcelona seeks to make it easier to **educate people and integrate them into their area** of influence and society in general. It does this by embracing the institution's social responsibility principles based on environmental sustainability and management standards so as to deliver ethically responsible people management to achieve greater social justice.

## USR AREAS AT LA SALLE CAMPUS BARCELONA

In this report we have classified the activities coming under La Salle Campus Barcelona-URL's USR as follows:

**Solidarity**

**Development cooperation and education**

**Solidarity economy**

**Educational projects**

**Equality and gender**

**Responsible research**



## SOLIDARITY

### Social Action Programme

La Salle Campus Barcelona takes part in social action activities in partnership with other institutions with which it shares common values. The objective is to help build a cohesive society committed to social transformation. The purpose is to grow the human side of university students as future professionals and to foster awareness of the most disadvantaged people with the aim of alleviating today's severe social inequality and exclusion.

During the 2018-2019 academic year, a total of **240 students have done social action and volunteer work internships**. La Salle Campus Barcelona has provided society with some **7,000 solidarity hours**.

Since the programme was set up, La Salle- URL Campus has contributed more than **13,000 hours of solidarity action in society**. The programme fosters social action and voluntary work and cuts across all the degrees on the campus. In addition to raising social awareness it also strives for the comprehensive education of students in the skills that make up the dimensions of the person and their growth. The programme drives solidarity on campus and partners some twenty organisations such as Càritas, Sant Joan de Déu Children's Hospital, PROIDE and the Comtal Foundation.

In volunteering it has also worked with around forty organisations in a range of fields including newcomers and emigration, children and young people at risk of social exclusion, the elderly, sensory, physical and mental disabilities, gender, the environment and international cooperation.

### Other Social Action activities

In the 2018-2019 academic year, La Salle-URL and Càritas Diocesana de Barcelona have hosted a panel discussion on good practices in Corporate Social Responsibility (CSR) for 4<sup>th</sup> year engineering students featuring Sofia Kiguel, Human Resources Supervisor at the Hotel Arts, and Miquel Vidal, Head of Circular Economy at the Foment i Treball Foundation.

Furthermore, students who opted for social **transformation based on initiatives with enhanced social content through their academic work** in their end of degree and end of Masters dissertations were awarded by Càritas in La Salle-URL's graduation ceremonies with **Honorary Distinctions and Honorary Mentions**.

Meanwhile La Salle-URL lent its facilities to Càritas for the rehearsals of the Gospel choirs who later performed at Càritas's Gospel Fest held in the Forum Auditorium.

### "EXTRA-ORDINARY" dinner discussions

Organised by **Tribuna+lluny**, a series of dinner discussions began to give someone the chance to explain how they live their ordinary day-to-day life in an extraordinary way.

The guest at the first event was Enric, a local policeman and former Catalan Regional Police officer who spoke about how he experienced his work, how he saw in the criminal something more than a bad person and how he operated in such a distinctive work environment in which the use of force is often needed along with other issues raised by the attendees.

At the second session Jordi, a secondary school teacher for many years and now the headmaster of a school, shared his views on education, the importance of the relationship between teacher and student, the motivations of today's young people and the proper use of new technology among other topics.

**In short, in both cases how can you can be an "extra-ordinary" professional.**

## DEVELOPMENT COOPERATION AND EDUCATION

### Urubamba Project



**The Urubamba project** is part of La Salle Campus Barcelona-URL's International University Cooperation. The project is promoted by the Proide Foundation through Proide Campus and is also sponsored by Banco Santander. It is based on knowledge transfer through the participation of the community of educators and students in **voluntary work in the Sacred Valley of the Incas in Peru.**

This year educational courses for teachers and students have been run such as the blended learning course **“New Active Learning Methodologies”, the course “Educational Robotics” and the course “Competence Evaluation in Physical Education”**. In addition, blended learning courses for students at the high school have been taught such as “Making Documentaries and Digital Photography”. Finally, two training workshops have been held for Food Handling and Nutrition students and teachers.

La Salle-URL Campus and the School of Education and Sport Sciences Blanquerna-URL kicked off their virtual stage in May 2019 when people registered for the eight training courses connected to the virtual platform from Urubamba.

The following courses were successfully held in the area: “Digital Photography”, “Basic Photography”, “Making Documentaries”, “Active Learning Methodologies I”, “Active Learning Methodologies II”, “Introduction to Educational Research”, “Research Methodology” and finally “Design, Practical Application and Evaluation of Activities in Physical Education and Sport”. They were accompanied by educational

workshops for teachers about learning mathematics using gamification ideas for primary and secondary students involving the Rubik's Cube (Rubikids1 project).



## SOLIDARITY ECONOMY

**La Salle Campus Barcelona-URL's scholarship programme allows young people with the necessary knowledge and skills to study regardless of their financial, family, geographical and/or cultural situation.**

The aim is to ensure that all candidates who wish to study at La Salle-URL, meet the entrance requirements and pass the admission process can take up a place. The La Salle-URL Scholarship programme for new students has three categories: Financial Support, Academic Merit and La Salle Schools.

During the 2018-2019 academic year, **La Salle Campus Barcelona has awarded a total of 1,207 study scholarships coming to a total of €3.3 million.** In the same period of time 140 paid traineeships at the institution were awarded.

## EDUCATIONAL PROJECTS

Our university is responsible for educating the students who study in the Campus's classrooms and also for ensuring educational outreach through building bridges of dialogue with primary and secondary schools and in educational activities with other universities. Below are **some of the projects we have run this year:**

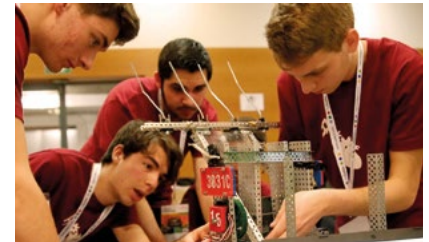
## LSdreams

The LSdreams competition is a La Salle Universities initiative that annually **brings together pre-university students from Lasallian schools across Europe and the Middle East.** Its main objective is to make young people aware of and think about the moral and ethical implications of the project's **five knowledge areas:** Architecture, Business Management, Health, Engineering and Life and Earth Sciences. The competition was held for the ninth time in the 2018-2019 academic year and featured teams from Egypt, France, Lebanon, Palestine, Portugal, Italy, Spain and Turkey.

**The winning teams and their tutors were treated to 4-day trip to Rome** where they presented their projects. To mark the 300<sup>th</sup> anniversary of the death of the Founder, St. Jean-Baptiste de La Salle, the awards ceremony was held in Rome at La Salle Generalate. The ceremony was chaired by Br. Jorge Gallardo de Alba, Vicar General of La Salle.

## IALU African projects

La Salle Campus Barcelona and the European La Salle Universities in the International Association of Lasallian Universities (IALU) **are giving preliminary support to a number of projects for setting up and growing La Salle Universities in Africa.**





## EduEmprèn

This programme is designed to foster young people's entrepreneurial skills and enhance the values that identify us in our educational role through real actions. **Nineteen La Salle schools** have taken part in the third EduEmprèn: Bonanova, Figueres, Cassà de la Selva, Comtal, Gràcia, Girona, Horta, Manlleu, Manresa, Mollerussa, Montcada, Premià de Mar, Reus, Tarragona, Torreforta, La Seu d'Urgell, San Celoni, Santa Coloma de Farners and Vidal i Barraquer.

The Opening Day held in November 2018 was attended by **1,400 3<sup>rd</sup> year lower secondary education students**. In teams of three to six members they worked on a project in the 'FAIG' subject in order to provide innovative solutions to the challenges related to the UN's Sustainable Development Goals. The Closing Day held in June 2019 **was attended by more than 1,000 people, including students and their families, and 77 finalist projects were presented**.



## EduEnginy

EduEnginy is a knowledge transfer project which drives engineering thinking, problem solving and STEAM through robotic technology. In EduEnginy we have worked with over 15 schools in Catalonia and reached over **100 students and more than 200 teachers** while promoting the integration of cross-cutting robotics in the schools themselves. We have also run over 20 training courses, workshops, interventions and lectures per year and brought out research publications as part of the GRETEL Salle Campus research group.

Maker education and setting up **Fab Labs in schools** has also recently been started up. The excellent results have helped La Salle Catalonia to become a national La Salle leader in educational robotics.

We have held the **first meeting of robotics teachers at Salle Catalonia schools** for all educational stages (28 November 2018) and we have been part of the organising team for the FIRST LEGO League as head of judges (19 February 2019).

In addition we have kicked off a series of **solidarity internships** for La Salle Campus Barcelona Thought and Creativity students at the Comtal Foundation with groups of teenagers from the Shared Schooling Unit and Construeix-te programme. These internships have been extremely successful, going from two students in the first year to five students in the second and eight students this school year, and in all cases raising awareness among the Campus's students.



## La Salle Talent Fair

The La Salle Campus Barcelona Talent Fair is an **annual event where businesses, students and alumni meet up to share their professional expectations and interests.** Potential candidates can also get a clearer and more realistic view of business organisation. The 6th Talent Fair took place on 22 November 2018 and was attended by around 100 people from 40 different enterprises and more than 900 students.

The companies conducted **3,000 interviews with the students.** There was also a panel discussion for HR directors where a group of eight students presented their interests, hopes, expectations and points of view about their first work experiences. In addition, the Gold companies made 10 presentations to display their most iconic and attractive projects to the students along with each company's corporate values and culture.



## FIRST LEGO League

**FIRST LEGO League is a programme for young people aged 10 to 16 designed to stimulate their STEM skills** through meaningful, playful and fun learning. The challenge at the last event was INTO ORBIT in which the teams had to identify a physical or social problem human beings face during a long-term space exploration mission within the solar system and put forward a solution.

The tournament held at La Salle-URL on 16 February 2018 attracted 23 teams made up of 160 students along with other participants such as coaches, volunteers, the organising team and relatives. Throughout the morning the teams had to present their scientific projects to a university panel, pass the assessment by referees drawn from our students in the robot play area and demonstrate the **FIRST LEGO League's values: discovery, innovation, impact, inclusion, teamwork and fun.** Participants work together, cooperate and develop the teamwork skills which are essential in a vibrant and ever-changing working world.



## La Salle Fab Lab

In the 2018/2019 academic year La Salle Campus Barcelona in conjunction with Fab Lab Barcelona has carried out a first pilot training scheme for the conceptualisation of Fab Labs in schools. We are confident that this pilot programme will be a hub for implementing interdisciplinary technological projects featuring high levels of entrepreneurship, creativity and research.





## EQUALITY AND GENDER

La Salle Campus Barcelona's DNA includes the **social commitment to promote gender equality and the inclusion of women and their talent in technology degrees**. To do this a number of initiatives have been kicked off over the academic year and which are described below.

### Femtalent

Femtalent started out in 2008 as an **innovative platform designed to drive equal opportunities** and activate women's talent in the economy and society. Its tenth conference was held on 9 March 2018.

It is an initiative by the Catalan Network of Science Parks (XPCAT), chaired by La Salle Technova, in partnership with other associations of women scientists, technologists, entrepreneurs and business women.

*fem.*talent  
PROMOCIÓ DE LA IGUALTAT

### Greenlight for girls (g4g)

**In partnership with Cisco**, La Salle Campus Barcelona, Indra, T-Systems and Barcelona Activa, the second G4G Day in Barcelona was hosted by La Salle Campus Barcelona on Saturday, 6 October 2018.

This **was a free event attended by 200 girls aged 11-15**.

The idea is to empower girls with vocations in STEM (science, technology, engineering and mathematics) subjects. The participants spent the whole day in a number of workshops run by businesses, universities and other organisations which showed them what really goes on in some of these scientific and technological professions.



## La Salle Women Engineers Scholarships

At La Salle Campus Barcelona we believe in women's talent and are committed to women engineers because we are convinced that they are an essential value for our sector and for our society.

La Salle Women Engineers Scholarships mean 10 women can get up to **40% off the total cost of first-year tuition fees**. To keep the scholarship from the second year onwards, they need to have a strong academic record with a final mark of 7.0 or higher.

## EMBA Woman Talent Scholarship

The Digital Leaders | Executive MBA awards the EMBA Woman Talent scholarship to candidates interested in studying the Executive MBA at La Salle-URL in order to foster women's talent in professional digital and technological settings.

This new scheme is aimed at promoting equality in professional digital and technological environments and is sponsored by Femtalent, La Salle Technova Barcelona and the Digital Leaders | Executive MBA. It is an innovative initiative by the Catalan Network of Science Parks (XPCAT), a strategic partner of the Digital Leaders | Executive MBA. The EMBA Woman Talent scholarship provides financial support in the form of **50% off tuition fees for the Digital Leaders | Executive MBA course**.

## Equality Culture

On 5 April 2019, Dr. Elisabet Golobardes took part in the "Opening 4.0" of Ferchau Engineering and spoke about **"Women in engineering and equality culture"**. The main thrust of her talk was that in spite of high labour market demand, the lack of women's careers in STEM (Science, Technology, Engineering and Mathematics) and especially women engineers is critical.

This situation increases inequality once women graduates enter the jobs market where they experience the same glass ceiling as any other woman. Equality policies should be promoted both in society (education) and in companies/institutions (employability).



## RESPONSIBLE RESEARCH

La Salle Campus Barcelona is committed to improving the quality of life of people and safeguarding the environment through responsible research. This research is conducted sometimes on a voluntary basis but also professionally by the Research Campus's research groups aligned with sustainability and the environment.

## Volunteering and research

The GTM research group is running a volunteer project which La Salle-URL staff are taking part in. They are working on a project to help Emma, a girl who is now 6 years old and who has suffered from hyperekplexia (or startle disease) since she was born. This rare disease affects fewer than one in a million people. Emma always has to have someone with her and at present she sleeps with her parents so that they can help her during the night. The team of volunteers is developing a sensory arm that can detect the episodes (by movement) that Emma may have while she is sleeping and immediately notify the parents so that they can help her. By doing so it is hoped to increase her independence and enhance her quality of life.

## Sustainable development and the environment

La Salle URL research groups have worked on a number of projects concerning sustainability and the environment primarily centred on the UN's Sustainable Development Goals.

The GREITM group has studied areas of innovation for making cities more sustainable and liveable and also on promoting veganism inasmuch as changes in the way people eat may impact climate change agents.

GRIT has driven data-based multidisciplinary strategies to achieve sustainable mobility and build a platform to assist contemporary cities in the transition to a smart and healthy metropolis. The GTM group has worked on five projects. It has studied ergonomics applied to the workplace in conjunction with the National Health and Safety at Work Institute (INSST). It has also taken part in the H2020 Built2Spec project and in the LIFE DYNAMAP project. Built2Spec aims to help achieve the EU's energy efficiency objectives, while DYNAMAP (Dynamic Acoustic Mapping – Development of low cost sensors networks for real time noise mapping) is a LIFE+ project aimed at developing a dynamic noise mapping system able to detect and represent in real time the acoustic impact of road infrastructure. It has also conducted the SmartSense (Scalable & Sustainable Smart City Services) project for scalable and sustainable mobility with the aim of transforming two of the smart technologies based on La Salle-URL's SmartSense sensor. Finally, sound events taking place in the soundscape of Andorra la Vella and Escaldes Engordany have been examined. The results the Group seeks to achieve in terms of definitions will provide the Andorran and

Escaldes authorities and the Government with enough information about the sound scenario in the street to make decisions on regulatory issues.

Finally, the IAR research group has worked on three projects: the EECITIES project, an energy analysis service provider that supports planners, energy consultants and policymakers to make informed decisions about improving the energy efficiency of urban areas; the PROHABIT project involving multidisciplinary analysis of the lived environment to promote the implementation of the right to the city; and finally a project on strategies for sustainable regeneration of tourist settlements on the Mediterranean coast has been conducted.



# University education

A multidisciplinary ecosystem to equip our graduates with ethical values

La Salle Campus Barcelona is a university that delivers specialised education in:

- Architecture and Construction
- ICT and Technology Engineering
- Business and Management
- Digital Art, Animation and VFX.

They are four knowledge areas connected through research and a close relationship with business and academic programmes.

The campus delivers university education in technical and scientific areas featuring over **71 programmes** including undergraduate, graduate, master and doctoral degrees.

La Salle-URL's programmes take a practical approach aimed at immediately applying the knowledge gained and are constantly revamped to meet the **needs of the company and its staff.**



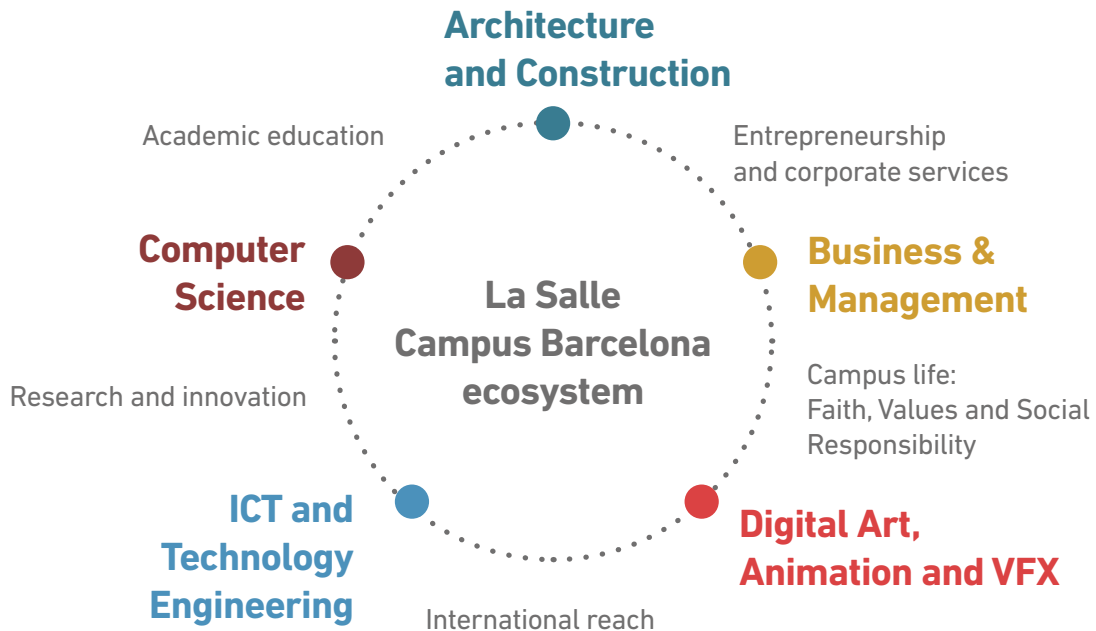
**26** Programmes that  
can be done online

**9** Masters

**4** Postgraduates

**13** Courses

**277** Masters and  
postgraduate students



**126** Online  
subjects

**+1.432** Synchronous  
sessions

**291** Digital learning  
resources developed

**28** Audiovisual  
resources developed



## UNDERGRADUATE DEGREES

### ARCHITECTURE AND CONSTRUCTION

Degree in Architecture Studies **ENGLISH GROUP**

Degree in Technical Architecture and Building Engineering

### BUSINESS & MANAGEMENT

Degree in Management of Business and Technology **ENGLISH GROUP**

- Minor in Digital Marketing
- Minor in Digital Entrepreneurship
- Minor in Digital Economy
- Minor in Sports Management
- Minor in Social Media **NEW**

Degree in Digital Business, Design and Innovation **100% ENGLISH**

### COMPUTER SCIENCE

Degree in Computer Engineering

Degree in International Computer Engineering **100% ENGLISH**

Degree in Telematics

- Networks and Internet Technologies

Degree in Software Application Techniques

Double Degree Qualification in International Computer Engineering and Management of Business and Technology **100% ENGLISH**

Double Degree Qualification in Telematics and Computer Engineering

### ARTS DIGITALS, ANIMACIÓ & VFX

Degree in Animation & VFX **ENGLISH GROUP**

Degree in Digital Art **NEW**

### ICT ENGINEERING AND TECHNOLOGY

Degree in Audiovisual Engineering

Degree in Electronic Engineering

- Minor in Robotics

Degree in Telecommunications Systems Engineering

Degree in Engineering in ICT Management

Degree in Multimedia Engineering

- Minor in Videogames

Degree in Digital Interaction and Computing Techniques **NEW**

Double Degree Qualification in:

- Computer Engineering and Multimedia Engineering
- Audiovisual Engineering and Multimedia Engineering
- Electronic Engineering and Engineering in ICT Management
- Telecommunications Systems Engineering and Engineering in ICT Management

## POSTGRADUATE AND MASTER DEGREES AND EXECUTIVE PROGRAMMES

### MBA

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PROJECT MANAGEMENT

---

GILE METHODS

---

MARKETING, ECOMMERCE & SOCIAL MEDIA

---

DIGITAL TRANSFORMATION

---

EHEALTH

---

TECHNOLOGICAL

---

SUPPLY CHAIN

---

BIG DATA AND DATA SCIENCE

---

SMART CITIES

---

### ACOUSTICS

---

VIDEOGAMES

---

ANIMATION

---

USER EXPERIENCE

---

SOFTWARE DEVELOPMENT

---

CYBERSECURITY

---

TELECOMMUNICATIONS AND ROBOTICS

---

BIM MANAGEMENT

---

ARCHITECTURE AND CONSTRUCTION

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## SPECIALISATION COURSES

We run specialisation and accreditation courses for students and professionals looking to broaden their knowledge, join a new field or earn certifications.

Professional Certifications: **PMP, Agile PMI-ACP, CISCO, Revit, Room Acoustics & Noise Control, Project Management, Leadership and Strategic Management, SAP Consulting, Marketing & Digital Business, Finances.**

## SUMMER SCHOOL

The courses are for university students from anywhere in the world. They last between two weeks and a month and run from mid-June to mid- or late July in fields including Architecture, Business Management, Digital Marketing, Project Management, Site Management and Art, Design and Technology.

Students from partner universities get discounts and easier registration.

# Research activities

## Projects working for society

La Salle Research & Development at La Salle Campus Barcelona enables the implementation of technology transfer projects and applied research projects. Innovative, results-oriented solutions are delivered with high technical quality and implemented by experienced professionals who have extensive expertise in their fields of knowledge.

La Salle Campus Barcelona currently has six research groups recognised by the Government of Catalonia: GREITM (Entrepreneurship, Innovation and Technology Management) for research into new and

existing companies ranging from identifying opportunities to the business model; IAR (Integrated Architecture Research) where architectural design is integrated with the latest technological inputs; GRITS (Internet Technologies and Storage) which works on next generation networks for the internet of the future, Fog Computing and the Internet of Things; DS4DS (Data Science for Digital Society) working in social robotics and longdistance communication systems; GRETEL (Technology Enhanced Learning Research) researching new technologies and methods which improve the efficiency and democracy of learning; and GTM (Media

Technologies) researching to achieve natural and seamless interaction between humans, machines and their environment.

La Salle Campus Barcelona stresses applied research that can benefit society in the short and medium term, which in turn means staying in touch with industry and at the forefront of basic research. One of the things that make us stand out is working in multidisciplinary teams of qualified, creative and motivated researchers to address the challenges posed by society today.

**8** New projects awarded

**8** Books or book chapters

**56** Publications with impact factor

**8** Other publications

**23** Conferences with La Salle participants

**24** Awareness campaigns

**7** Doctoral theses presented

**5** AQU research accreditations

**7** AQU tenure-track lecturer reports

**5** New professors

**1** New senior tenured lecturer

**5** New accredited lecturers

**65** Active research projects

**6** Recognised research groups

**€436,883**

FUNITEC's research funding per year

**€2,217,164**

Total research funds per year

## FEATURED PROJECTS

New projects	Year	Amount
Institute of Catalonia	3	€1,015,272
BigDataNL	3	€200,369
SmartSense	3	€133,859
ATHIKA	3	€188,340
AIRE	1,5	€55,680
Assessorament Start.1	1	€40,000
LHCb-EAST	2	€667,100
SHETLAND-NET	3	€278,844
<b>TOTAL</b>		<b>€2,579,464</b>

Live projects	Year	Amount per year
SPRINT 4.0	3	€50,300
DYNAMAP	5	€117,898
BUILT2SPEC	4	€147,425
LCB-ES	4	€321,462
LCB-EAST	2	€219,925€
OptEEemAL	4	€331,000
ENVISERA	3	€208,350
EduGAME4CITY	4	€105,490
GENIOVOX	3	€115,750
PROHABIT	3	€43,544
NIR-VANA	2	€119,437
<b>TOTAL</b>		<b>€1,780,281</b>

## INTERNET OF THINGS INSTITUTE OF CATALONIA

**Project funded by the ERDF** for setting up a **research facility on the Internet of Things** which will bring together **researchers from a number of areas (ICT Engineering and Technology, Computer Science, Architecture and Construction, Business and Management and Digital Art, Animation and VFX)** working across the board on IoT issues. The research is conducted with a view to transferring it to businesses.

La Salle Campus Barcelona-URL has fitted out this new facility as part of the programme of operations co-funded by the Government of Catalonia and the European Regional Development Fund (ERDF) within the framework of the "ERDF Catalonia Operational Programme 2014-2020". It has also been supported by the Secretariat of Universities and Research in the Ministry of Enterprise and Knowledge of the Government of Catalonia. Its purpose is to conduct unique R&D infrastructure projects for generating research excellence, attracting talent and knowledge transfer activities.

La Salle Campus Barcelona-URL has received co-funding coming to €1,015,272.33 from the European Regional Development Fund awarded by the Ministry of Enterprise and Knowledge in the Government of Catalonia through the Directorate General for Research (File ECO/1823/2015/2015-FEDER-S-12).



**Unió Europea**  
**Fons europeu**  
**de desenvolupament regional**



Generalitat de Catalunya  
Departament d'Empresa i Coneixement  
**Secretaria d'Universitats i Recerca**

## BIGDATANL

BigDataNL is a project designed to assist decision-making by translating into natural language the results of the analysis performed using artificial intelligence techniques of the large volume of information automatically gathered by a company in its operations. The case study is online trading, a natural customer of the company leading the project, although the results should also be applicable to other industries. Three organisations are involved in the project, two of which are universities while the third is a leading content management services company. Our role lies in the area of data analysis and pattern recognition for building an inference engine that allows creating a support system for content recommendation.

## SPRINT 4.0

Sprint 4.0 is a project that studies the training gaps in current university curriculums and the expectations raised by industry 4.0, where this means industry based on new business models which unlike conventional businesses promote entrepreneurship (or intra-entrepreneurship). The project includes examining these educational shortcomings and also ensuring that the programmes delivered to provide these skills are based on innovative techniques, student-centred and with the input of multidisciplinary stakeholders (entrepreneurs, employers, experts, etc.). This is a European project involving universities and businesses in a nine-strong consortium coordinated by the University of Pisa.

Our role in the project is to create an interdisciplinary learning venue rooted in real market challenges which involve analysis and design of advanced technological solutions consistent with the educational model of the Master in Smart Cities and Smart Grids and the Master in Big Data.





## SMARTSENSE

Project co-funded by ACCIÓ and H2020 Marie Curie Action that aims to attract experienced researchers to TECNIO-accredited tech firms and R&D centres. It is a highly competitive programme which funded 18 of the 84 applications in the last call. Specifically the programme is geared towards digital processing and promotion for the sound technology market.

## LHCb-ES

LHCb is one of the four main experiments at the LHC, the Large Hadron Collider at the Geneva-based European Centre for Nuclear Research (CERN). The experiment seeks to understand the relationship between matter and antimatter along with other fundamental aspects of physics. The LHCb-SE project encompasses the participation of the Spanish groups in the experiment: the University of Barcelona, the University of Santiago de Compostela, the University of Valencia and La Salle-URL. Our contribution is mainly centred on some of the engineering challenges associated with the experiment, such as the development of algorithms that allow the processing of large volumes of data generated in real time (previously 4 and in the future 35 Tb/s), the electronics required for data acquisition and the analysis to get physics results using advanced data science and artificial intelligence techniques.

## ATHIKA

Nowadays most health data come from systems run by health centres. The new trends in IoT and big data analyses have the potential to play a significant role in processing all this health improvement information. Hence the need for close cooperation between patients and healthcare professionals while respecting the privacy of this information. The project works with all this data to enhance patient care.

## INTEGRATING ENERGY DATA INTO A 3D URBAN MODEL IN SANT CUGAT

The short-term goal is to set up a multidimensional model which integrates factors such as 3D models, GIS, ESA information, projects, typologies, energy data (usage) and energy certificates in line with an urban energy model previously developed in the SEMANCO project. Municipal services will then access the model to extract the information they need. The idea is to have in place a permanently updated integrated model which reflects the relationships between the data and enables staff in the town council's departments to deliver specific services.

## ZENATA (MOROCCO)

The University and Technology Foundation (La Salle-URL), in conjunction with Antiverti Consulting SL, Nae Comunicaciones SL and Bendahmane Fatima-Azzahra Architectes, submitted a bid for a knowledge transfer project concerning the digital transformation and development of the new city of Zenata in Morocco. The project drew up a strategic plan for developing the Smart City of Zenata in digital, commercial, financial, education, tourism, local management, change management and ICT infrastructure strategies.

# International Campus

Global, entrepreneurial and connected to the world

In the 2018-2019 academic year, La Salle Campus Barcelona continued to further its **international reach by enhancing and expanding bilateral relations with universities around the world** in the Campus's knowledge and research areas and driving the implementation of global projects and programmes connected to the world.

During the year our **educational range with an international outlook was extended** to include a Degree in Digital Art, a Master's Degree in Animation & VFX and a Master's Degree in Advanced Videogame Development. Furthermore, work was done to redesign the Degree in Architecture, and the portfolio of summer courses was expanded with the launch of the Joint Business Summer School, a university programme set up in association with the partner universities Windesheim University of Applied Sciences (Netherlands) and Rosenheim University of Applied Sciences (Germany). These new programmes will enable La Salle-URL to maintain internationalisation indicators well above the average for the Spanish and Catalan university systems.

**In the academic year 2018-2019, we took part in international events including the following:**

In September the annual meeting of the EAIE (European Association of International Education) took place in Geneva, Switzerland).

In October we attended the CLADEA Annual Assembly in San José, Costa Rica.

Also in October we were present for the second year at the Barcelona International Community Day, hosted by Barcelona City Council's City Promotion Department.

In November we were at the Council of International Schools Forum in Vienna (Austria) and at the Canadian Bureau of International Education annual meeting in Ottawa Canada.

In November the 4th Funding Forum of the European Universities Association (EUA) and the IALU (International Association of Lasallian Universities) board meeting were also held on our Campus.

At the end of the month we were at the EQUA meeting in Santiago de Chile (Chile).

In March we attended the Asia-Pacific Association for International Education (APAIE) annual conference in Kuala Lumpur (Malaysia).

In May we were at the NAFSA International Conference which took place in Washington DC, including the meeting of the international heads of the IALU.

In June we attended the International Ranking Summit organised by QS in London (United Kingdom).

At La Salle Campus Barcelona we run tailor-made programmes catering for our partner universities' requirements and needs and including academic activities, presentations, company visits and cultural events. Between September and July in the 2018-2019 academic year, the Campus hosted 11 groups with a total of 356 students.

Between September and April we also welcomed five groups with a total of 135 students on the double degrees of Project Management, Technology Management and Supply Chain Management with ESAN (Peru).



## The summer programmes were run in June and July:

The **Thinking Lab Architecture Workshop**: projecting the Barcelona of the Future. 22@2030 took place from 25 June to 19 July in partnership with Barcelona City Council's Centre for Urban Innovation aimed at a university audience. The students at this edition came from Mexico, Chile, Argentina and Brazil.

At the same time the first **Joint Summer School Doing Business across Europe** was held, which was attended by 25 students from Hong Kong, Mexico, the United Arab Emirates, the Netherlands, Germany, Denmark, Turkey, the Philippines and the United States. They had the chance to spend a week studying Business Ethics at Rosenheim University of Applied Sciences (Germany) followed by a week on Circular Economy at Windesheim University of Applied Sciences (Netherlands) and ending at La Salle Campus Barcelona with an intensive programme on Entrepreneurship & Innovation Management held between 14 and 19 July.

**The Summer School** addressed to a preuniversity audience took place from 1 to 13 July and was attended by international students from such diverse backgrounds as Mexico, Colombia, Venezuela, Turkey, United Arab Emirates, Canada, United States, Russia, Germany, Switzerland, Italy and France.

**Four programmes** were run which were taught entirely in English and entitled: **Business for Young Leaders, How can I make a social robot?, Be an Architect in Barcelona and Discover Animation & VFX.**





# International Campus

Global, entrepreneurial and connected to the world

## International accreditations



**Aristos Campus Mundus**

### ACM CEI

Aristos Campus Mundus  
Campus Excel·lència  
Internacional



### GAC

Global Accreditation  
Center



**Project Management Institute**

### PMI

Project Management  
Institute

## International affiliations



### AACSB

The Association to  
Advance Collegiate  
Schools of Business



### CLADEA

Consejo Latinoamericano  
de Escuelas de  
Administración



EFMD

### EFMD

European Foundation for  
Management  
Development



### IACBE

International Assembly  
for Collegiate Business  
Education



### EQUAA

Education Quality  
Accreditation Agency



### IALU

International  
Associations of  
Lasallian Universities

**20** NEW AGREEMENTS  
in the 2018-2019 academic year

**120** AGREEMENTS SIGNED  
with universities abroad

## Meeting of the IALU Board at La Salle Campus Barcelona

On 15-16 November, La Salle Campus Barcelona hosted the biennial meeting of the Board of the International Association of Lasallian Universities.

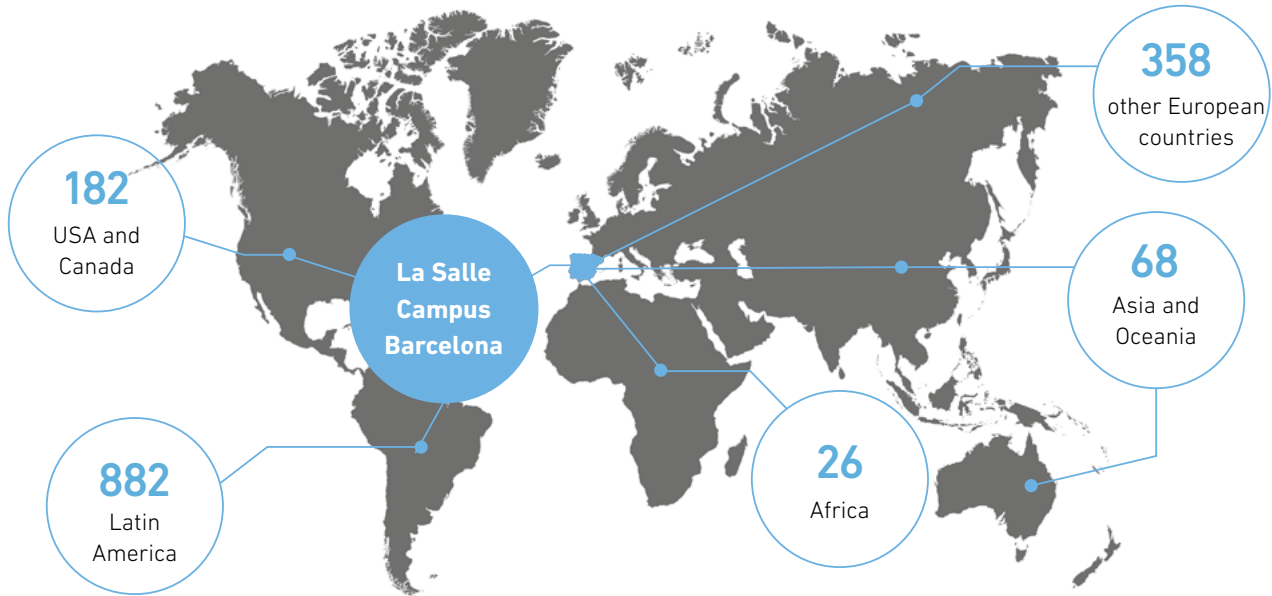
Josep M. Santos, General Director of the Campus, was appointed Regional Director of Europe and French-speaking Africa last July, thus joining the Board.



IALU Board meeting



## Students from:



## Foreign student figures

### Percentage of students from abroad

**19%** DEGREES  
First-year

**40%** MASTERS

The most popular student choices for an exchange were the Netherlands, the United States, Denmark, Argentina, Italy, Portugal, Taiwan and the United Kingdom.

**194** EXCHANGES  
Students from universities with a partnership agreement

**515** STAGES AND DOUBLE DEGREES  
Students

# Corporate services

The university-business partnership that sets us apart

Right from the outset, La Salle Campus Barcelona has fostered a close relationship with enterprises in order to tailor our programmes to the changing needs of business.

For more than 20 years, La Salle's business services division has been delivering customised solutions for companies, including specific tailor-made training for working professionals, talent recruitment in companies and professional development, together with corporate innovation and entrepreneurship as organisational assets.

It currently works with more than 1,000 companies, associations and groups that benefit from these corporate services and fosters long-term relationships with its alumni through La Salle Alumni.

PROJECTS TO DRIVE  
EMPLOYABILITY

## TALENTFAIR 2018

One of our division's main objectives is to **work closely with businesses** to help them raise their profile in our university community and thus enhance the positioning of their brand as an employer. Our mission is to support a system that generates the synergies needed between our students, alumni and the companies we partner by forging a close bond that meets the needs and expectations of all three groups.

KEY ACTIONS:

The careers department held several **Employer Branding actions with a number of leading firms in their industries including Volkswagen, Ernst & Young and Google during the 2018-2019 academic year.**

The main purpose of these Employer Branding initiatives is to enable students to get in touch with businesses without leaving the University's ecosystem. They provided students with several opportunities to interact with companies, not only to learn more about them but also to grow professionally.

THEY INCLUDED:

- **Google Open Master Class**
- **Ernst & Young Academic Master Class**
- **Everis Academic Master Class**
- **Active engagement by the companies in La Salle festivals by sponsoring activities (DJ contest, Escape Room, etc.)**

## Talent fair 2018 in figures

**40** Businesses

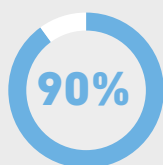
**+900** Students

**+100** People from the  
businesses

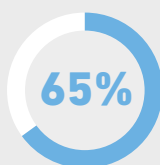
**3000** Interviews

**10** Talks

### ALUMNI



employment  
rate



direct  
placement  
rate

**Total offers published 1699**

Internships **709**

Work **990**

**Total companies to have  
published in the entire year 865**

Internships **330**

Work **535**

**Total recommendations 1892**

Internships **1310**

Work **582**

## OUTSTANDING PROJECTS AND EVENTS

### BANC SABADELL /Sabis

Training plan to support the Agile transformation of particular areas in the organisation. Awareness raising intervention for the Bank's management team, training for the Agile teams and preparation of the Agile Champions, in-house leaders to promote Mindset change, through the Postgraduate Course in Agile Methods taught incompany.

### T-SYSTEMS

Executive Programme for Digital Transformation delivered in-company with the aim of turning technical profiles into profiles with digital transformation consulting capabilities for the organisation's main clients.

### ALUMNI300 The Internet of Everything

On 19 June the 4<sup>th</sup> meeting of La Salle Campus Barcelona alumni was held. This year the 300<sup>th</sup> anniversary of the death of the founder was commemorated while the theme chosen was the Internet of Everything, an expanded concept of the Internet of Things which includes the connection/interrelationship between people, machines and objects not at present designed to be connected. The event was divided into three parts. The first consisted of a panel discussion featuring four leading companies: King, Cisco, Amazon and Calaf. In the second, Victor Küppers gave a talk in which he encouraged us to think about the positive attitude of working with enthusiasm and zest for life while shunning complaints and despondency. The event then concluded in a more festive tone with a drinks reception in the Campus's gardens.

### PEPPER HEALTH Personal care robotics

YASYT Robotics is a Catalan start-up which has outsourced its research to La Salle R&D's Media Technologies Group. Pepper is a personal care robot which has been devised to provide support to sick people. Pepper's purpose is to interact with patients, mentor them, help them and motivate them.

### AIRE ANCIENT BATHS Datascience i IA

Development of an algorithm for smart management of future demand and enterprise resources to deliver a more profitable business model and a better customer experience.

### Research enhancement and acceleration sessions

Working sessions for companies and R&D group leaders in order to recognise business challenges and bring out the capabilities and assets of La Salle Barcelona Campus's R&D groups. Sessions held with CELSA Group, Quimidroga, Sodexo, Planeta, Suara and Aire Ancient Baths.

### CONSOLIDAT

Programme sponsored by the Government of Catalonia to consolidate the businesses of self-employed workers through personalised training and advice. La Salle-URL is one of the organisations implementing the programme and also the only one delivering the online training service, this year with the added new feature of training by app (mobile phones and tablets).

# La Salle Technova Barcelona

Global, entrepreneurial and  
connected to the world

La Salle Technova Barcelona is a **technology hub at La Salle Campus Barcelona delivering incubation and acceleration services for start-ups.**

**laSalle**  
Technova **Barcelona**

At the eDelivery and Barcelona Meeting Point congresses run by the Zona Franca Consortium in Barcelona, La Salle Technova Barcelona awarded two prizes in the categories "Best Scale Up" to the best startup taking part in the BMP Accelerator 2018 and "Best Start-up" to the best start-up taking part in the BMP 2019 and eDelivery 2019 congresses.



**It brings together innovation, entrepreneurship and technology to mentor start-ups from idea generation to market launch, including growth and consolidation, through services such as tips on building business plans, raising funding and technological acceleration or development. Over its almost 20 years in operation, it has incubated and accelerated more than 600 business projects and helped secure more than €46 million in funding.**







## **Technova** in figures

**Over 600** | Projects mentored since 2001

### In the last year:

---

**Over 65** | Awareness actions

**Over 10** | Investment forums held in a number of different areas

**Over 50** | Current incubated/affiliated companies

**Over 3000** | Attendees at events organised

**Over 500** | Students/entrepreneurs in preacceleration programmes

# University life

## Extracurricular activities at La Salle Campus Barcelona

**Alongside academic commitments, a number of activities have been run by student and faculty associations and clubs to enhance university life and inspire cultural interests:**

### ACTIVITIES

#### Tribuna + lluny

An organisation with the determination and commitment to contribute to La Salle University Campus Barcelona's mission "to foster sustainability, cooperation and the development of society by equipping our graduates with ethical values" while bearing in mind that "this mission is inspired by Christian values and traditions" and promotes the institutional values: faith, fraternity and service. During the 2018- 2019 academic year, a venue for reflection, internalisation and prayer was provided every Wednesday. There were four Eucharistic celebrations and prayers in each of the cloisters as well as special ones on the occasion of the La Salle SALLEFEST 2019 festival.

In the Proide Campus La Salle section, the Urubamba project has continued for the fifth year including training courses and workshops conducted at La Salle Urubamba and the inclusion of 268 eye tests and the donation of 139 sets of prescription glasses and 189 pairs of sunglasses.

#### Proide Campus

The Proide Delegation, Proide Campus La Salle, has continued to implement the Urubamba International Cooperation Project for the seventh year in a row. The 2019 campaign includes the Haku Wiñay project (featuring eight training courses for teachers and students at Urubamba La Salle), the eyachay project (involving the introduction of ICT in high Andean educational communities to achieve inclusive socio-educational settings), the Kurku Kallpanchay project (gender equality and cooperative work through physical education) and the Rubikids project (using Rubik's cubes as a means for learning logic and mathematical skills).

#### Social Club

This is an association which was set up to run events, festivals, etc. and enhance the lifestyle of all La Salle Campus Barcelona students. The most outstanding activities during this academic year have been the organisation of SALLEFEST 2019 on 6-10 May, taking part in the welcome week for new undergraduate students and running cohesion events.

#### Photography Club

The Club is run by students and for students and came out of a passion for photography. Its members are students, lecturers and alumni who share this hobby.

Over the year they have been involved in university events and created the 2018 Christmas card.

#### La Salle Radio Club

Ever since it was set up it has been a meeting place for people eager to explore and study all the technical issues involved in building a ham radio service and driving radio, electronic and telecommunications research in general.

Over the year it has continued to promote radio-based applications and has been able to make the most of the new Radiolab facilities.

## La Salle Student Council

It is the student representative body at La Salle-URL and on the Ramon Llull University Student Council. It is made up of delegates from the degree, master's and doctorate programmes, courses and classes taught at La Salle-URL University Campus.

The traditional La Salle Festival, SALLEFEST 2019, was held from 6 to 10 May organised by the campus's Student Council. To mark the celebration of St. Jean-Baptiste de La Salle, the campus's students had a break in the academic calendar to take part in sports activities, film sessions, workshops, culinary exhibitions and other events including the gala dinner that rounded off the festival.

## Videogames Club

The club was set up to promote the development of videogames: character and scenario design, gameplay, script, soundtrack, etc. It organised the videogame activities at SALLEFEST 2019.

## La Salle International Club

La Salle International Club welcomes and guides students from abroad to ensure that they are integrated into the Campus and the city in the best and quickest way possible and can benefit from a rewarding and positive stay.

The 2018-2019 academic year featured cultural visits and outings and the culinary show held at SALLEFEST 2019.





## Video Department

This association introduces students to the thrilling world of video: set design and operation, different types of audiovisual signals, shooting ads, making event videos, etc. As every year it produced the SALLEFEST 2019 Dinner Video.

## Music Place

This organisation has a venue equipped with amplifiers for guitars and bass guitars, keyboards, drum kits and voice equipment which it provides to students looking to improve their musical skills.

## Technova Young

This organisation was founded to help develop the entrepreneurial spirit of students, especially ones who want to change things and bring new ideas to the world. It promotes the exchange of ideas through workshops, conferences, contests, networking, etc. The most outstanding activity in the 2018-2019 academic year was the organisation of a Hackathon (Young x Tech) for students on projects submitted by NGOs.

## Engrescats URL

This is the URL 'castells' (typical human towers in Catalonia) group in which about 50% of its members are La Salle University Campus students. They practice once a week in our facilities and are already one of the leading university clubs.

## La Salle Choir

La Salle Choir has continued to grow for another year thanks to the commitment of each of its members and the excitement expressed in the lyrics of each song.

## La Salle Sport&Fitness

The campus hosts La Salle Sport & Fitness sports centre which is equipped with several rooms for guided activities, a climbing wall, an indoor swimming pool, squash courts, saunas and two outdoor artificial grass football pitches. At the forefront of the fitness sector, its business philosophy is based on peerless customer service featuring specialist sports coaches and a contemporary sports plan.

As every year it has laid on sports and leisure events for students on our campus which have added to their academic activities. It has also led the sports events at SALLEFEST 2019 including the LASALLIAN RACE.







**1.410.536**

volumes available for reference in the Library

**75.100 m<sup>2</sup>**

in University Campus infrastructures



**504**

places in the two halls of residence

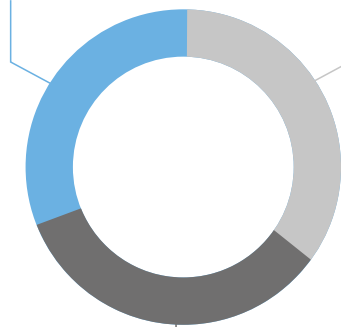


**191**

individual workstations

**24.800 m<sup>2</sup>**  
Campus services

**22.300 m<sup>2</sup>**  
outdoor areas



**28.000 m<sup>2</sup>**  
teaching use



**25**

offices for start-up incubation



**100**

classrooms and laboratories



**278**

parking spaces



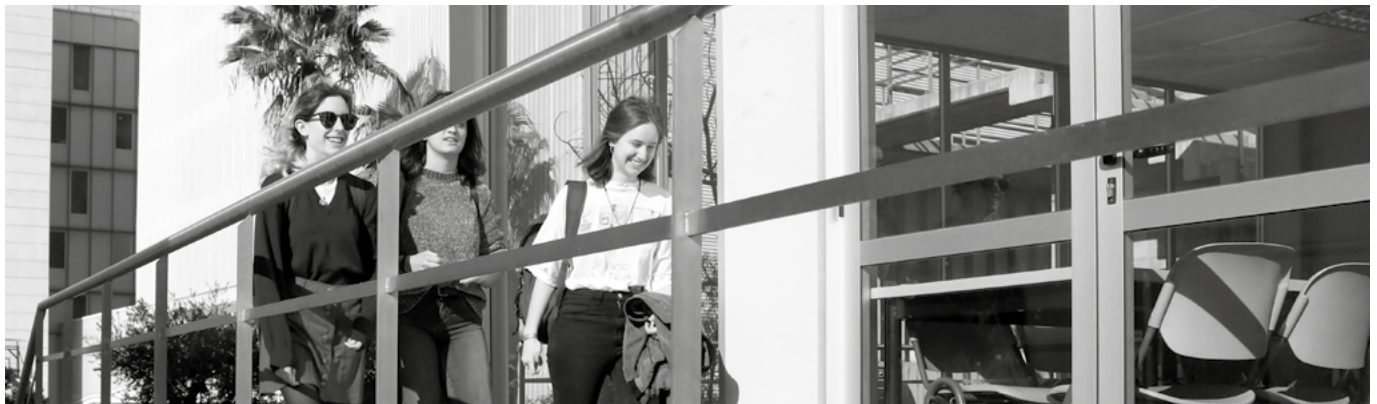
**8**

buildings



**61**

classrooms



# Press summary

The outstanding news items of the year

## SEPTEMBER 2018

### THE EXECUTIVE DIRECTOR OF LA SALLE TECHNOVA BARCELONA OPENS THE 35<sup>TH</sup> IASP WORLD CONFERENCE IN IRAN

The Executive Director of La Salle Technova Barcelona and Chair of IASP (International Association of Science Parks and Areas of Innovation), Josep Miquel Piqué, has opened the 35<sup>th</sup> IASP World Conference in Isfahan, Iran, held on 2-5 September. With the theme of "Towards sustainable cities and communities: fostering innovation ecosystems", the event brought together global innovation ecosystem practitioners working to achieve the United Nations Sustainable Development Goals.

Sustainable development is at the top of the global agenda and science parks are in a unique position to harness the power of technology, innovation and entrepreneurship to help build sustainable cities around the world.

A global gathering of 45 speakers and nearly 400 delegates, including leading government, business and innovation figures from 33 countries, the past few days in Esfahan have shown what can be achieved when innovators and innovation managers from around the world work together.

### LA SALLE-URL AND THE REHABIMED ASSOCIATION SIGN A PARTNERSHIP AGREEMENT TO WORK TOGETHER ON TRAINING IN REHABILITATION AND RESTORATION

Josep M. Santos, Director of La Salle Campus Barcelona-URL, and Xavier Casanovas, Chair of Rehabimed, have signed an agreement to offer specific training in the field of rehabilitation and restoration as part of existing programmes at La Salle-URL. Also present at the event were Enric Peña, Academic Director of the Master's in Architecture and Construction at La Salle-URL, Joan Otona, the programme coordinator, and Montse Villaverde, members of Rehabimed. RehabiMed is an association made up of experts from all Mediterranean countries which promotes sustainable rehabilitation and the social and economic revitalisation of historical centres in the Mediterranean, projecting its experience across other continents. Many Rehabimed Rehabilitation and Restoration experts are already members of La Salle-URL faculty.

With this agreement, Rehabimed further reinforces its objective of becoming an active player and participant in promoting the educational activities carried out by La Salle-URL among its members and the public at large.

REHABIMED will collaborate actively in the programmes and activities at La Salle-URL, initially in the Master's Degree in Rehabilitation and Restoration. Architecture and Construction students from La Salle-URL reading for undergraduate, master's and postgraduate degrees will be able to benefit from this agreement through conducting projects in which they can take concepts studied in theory on these programmes and put them into practice.

## OCTOBER 2018

### LA SALLE-URL TAKES PART IN THE HEALTHIO FAIR TO PRESENT VARIOUS EHEALTH PROJECTS

From 16 to 18 October, the Fira de Barcelona convention centre hosted the Healthio fair where the latest health innovations were on display, bringing together in one venue the public, patients, professionals and companies in the healthcare sector. Through a range of types of activities, Healthio addresses health and wellbeing, the personalised medicine of the future, and chronic diseases and ageing.

La Salle-URL was at the fair with a booth where it presented its educational offering in this field, the Master's in eHealth, as well as running workshops and talks on the latest trends and applications and R&D demos by researchers from La Salle Campus Barcelona.

## LA SALLE CAMPUS BARCELONA TO COORDINATE LA SALLE'S INTERNATIONAL RESEARCH GROUP ON URBAN SUSTAINABILITY

In September, Saint Mary's University of Minnesota (United States) hosted the first "International Lasallian Advisory Research Group" (ILARG) meeting where three common areas were established to conduct joint research on environmental sustainability: water, air and soil pollution; the health of cities based on the principles of sustainability; and the transition of university campuses toward sustainable development models. La Salle Campus Barcelona will take care of the second of them concerning urban sustainability with the Healthy Cities project and will coordinate the eight international universities taking part in the project.

Also, in order to develop this project La Salle Campus Barcelona has involved its six research groups to provide cross-cutting work strands and joint collaboration methods.



## NOVEMBER 2018

### A NEW PROJECT IN ANTARCTICA IS UNDERWAY

Two students from La Salle-URL left for Antarctica to continue work on a telecommunications project that has been underway since 2003. Joaquim Porté and Josep Maria Masó, PhD students at La Salle-URL, have spent three months working at the Juan Carlos I Antarctic Station, the Spanish scientific base that is part of the CSIC and located on Livingston Island. This project aims to make progress in improving the communication capabilities of Spanish scientists in Antarctica by designing a network of sensors able to transmit sensor data from very remote locations to the Juan Carlos I Antarctic Station. Afterwards, on their return to Barcelona the researchers have been able to analyse the operation of the sensors as well as how mobile communication has been carried out and study the behaviour of the ionosphere channel for data transmission. The project is financed by the Spanish Ministry of Economy and Competitiveness and the European Regional Development Fund (ERDF).

## MORE THAN 900 PEOPLE ATTEND THE 6<sup>TH</sup> LA SALLE TALENT FAIR

La Salle Campus Barcelona-URL hosted the 6<sup>th</sup> LS Talent Fair, a jobs fair attended by over 900 La Salle-URL students and alumni to meet participating companies and find out more about the most sought after profiles and job opportunities. Over 50 leading firms took part from a range of industries such as electronics, telecommunications, audiovisuals and technological innovation.

Throughout the day the fair also featured a range of talks on emerging sectors where new talent is essential, including technology in the healthcare sector, big data, cybersecurity, project management and the life cycle.

### LA SALLE-URL TAKES PART IN BARCELONA GAMES WORLD, THE LARGEST VIDEOGAMES FAIR IN BARCELONA

Barcelona Games World (BGW) is a fair dedicated to the videogame industry organised by Fira de Barcelona. This year saw its third edition bringing together the leading names in the sector to present their main new offerings of the year. The fair laid on more than 80 activities of all kinds to create an experience that offers far more than just new games. La Salle-URL was there with a booth where it displayed its range of educational programmes in this field. Related master's programmes include our Master's in Advanced Videogames that kicked off in October, as well as the most important new addition, our new Master's in Animation. As for our undergraduate degrees, the training area featured the Degree in Animation, a pioneering programme in Barcelona that will see its first graduates this academic year, as well as the new Digital Art Degree.



Walt Disney Studios

## DECEMBER 2018

### WALT DISNEY ANIMATION STUDIOS' FIRST VIRTUAL REALITY-BASED SHORT FILM ON SHOW WITH ITS CREATORS AT LA SALLEURL

The Degree in Animation & VFX invited Disney Animation to present "Cycles", its first short film using virtual reality. Four of its creators came to La Salle-URL to present a behind-the-scenes video on the making of the short film. Jeff Gipson (director), Edward Robbins (Character TD), Jorge E. Ruiz Cano (animation lead) and José Luis Gómez Díaz (virtual reality technology lead) revealed some of the details behind Disney's production to an audience including more than 300 Animation and Multimedia students from the Campus.

They provided details about the technical side of the production where space and choreography play an important role alongside lighting to achieve the effect they wanted in the short which lasts three and a half minutes. All of them also gave tips to the students in terms of the challenges they will face in their professional life with these new technologies, but additionally in a sector where it is now important to learn how to work in a team, in collaboration, to delegate and leave the comfort zone, to realise just how much we can learn from others.

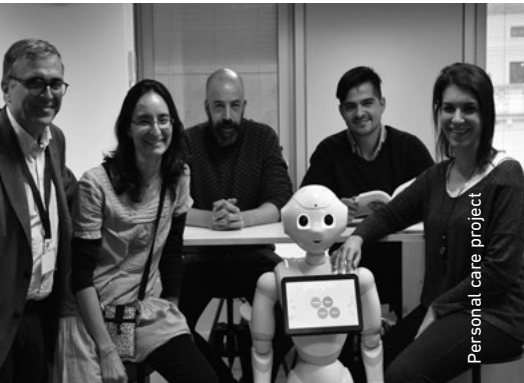
"Cycles" had its official Europe premiere sponsored by La Salle-URL at the B'ArS Animation Festival held at the Design Museum in Barcelona.

### LA SALLE-URL AND YASYT ROBOTICS COLLABORATE ON A PERSONAL CARE ROBOTICS PROJECT USING THE PEPPER ROBOT

YASYT Robotics was set up in July 2018 to develop programmes and applications for social robotics in healthcare and hospital settings to improve the care process and the user and employee experience with high added value applications. The company works together with the robotics department at La Salle-URL which provides a personal care robotics research service to help create an ecosystem in which technological R&D activities can be conducted. The purpose of these activities is to analyse and address the needs, initiatives and challenges that come up in the Pepper robotics project run by YASYT.

The idea is to devise potential solutions and technological products that deliver high social value, profitability and strategic value for the company as well as providing knowledge about the state-of-the-art and feasibility of technologies considered critical in the field of personal care robotics. We are currently working with Pepper in four areas: children, the elderly, mental health and therapeutic education. So far specific studies have been carried out to reduce anxiety about operations in children (pre- and post-operative paediatrics, scans), spacetime orientation in people with dementia and cognitive stimulation in people with special needs and the elderly.

This project is still in the development phase and will analyse various improvements to Pepper as it still has limitations in its interactions with humans; this will make it a much more powerful therapeutic education tool.



Personal care project



BMP Accelerator



Pot Gaubert Technova young

From TY we believe in stimulating the student to create and develop entrepreneurial side



## GOOGLE AT LA SALLE-URL TO TALK ABOUT ITS SERVICE PRODUCTION PROCESSES

La Salle-URL students and alumni were able to learn at first-hand about how Google manages production and its services and how it meets users' needs through servers. Zeus Gómez Marmolejo, YouTube Core Site Reliability Engineer at Google Zurich, offered a master class on campus in which he shared his experience managing service production at Google. Zeus's talk at the conference covered how Google handles production from communications networks to servers, including data centre organisation, oversight, process orchestration, name resolution and storage. Zeus is currently working on the YouTube product line at Google Zurich, Google's biggest office in Europe by number of developers and the third biggest in the world, where the company has more than 2,000 employees developing products such as Google Maps, YouTube and Gmail.

## GENER 2019

### LA SALLE-URL AND THE ZONA FRANCA CONSORTIUM LAUNCH A NEW START-UP ACCELERATION PROGRAMME, THE BMP ACCELERATOR

La Salle Campus Barcelona-URL through its La Salle Technova Barcelona innovation park and the Barcelona Zona Franca Consortium have launched the BMP Accelerator, a programme to accelerate start-ups in the property sector. The goal of this programme is to provide start-ups with the tools to carry out innovative business initiatives and projects as well as to develop market opportunities, raise funds, prepare them to work together with corporations and drive networking with potential partners.

Josep Miquel Piqué, Executive President of La Salle Technova Barcelona, highlighted the fact that "the Consortium understands and is interpreting the digital transformation, and that's why this programme is so important, because of the way it connects mature companies with the new disruptive innovations of start-ups, and that's something that will provide us with the best of both worlds."

The start-ups participating in this acceleration programme are: 1001 portals, Alfred Smart Systems, Brichblock, Datare, Mayordomo, Nested, PropCrowd, Realo, Urbitdata, Viewtek and Zillios. All of them were part of the Proptech area of Barcelona Meeting Point 2018.

## FEBRER 2019

### POL CAUBET REPRESENTS LA SALLE-URL AT IMAGINE EXPRESS 2019

Pol Caubet, a second-year student on La Salle-URL's Degree in Engineering in ICT Management and chair of Technova Young, had the chance to board the innovation train, the Imagine Express 2019, as he represents La Salle-URL at this project promoting innovation and entrepreneurship.

Imagine Express is a programme aimed at generating new businesses and ideas and takes place over the course of a 4-day train journey from Barcelona to Paris and on to London as part of the Mobile World Congress. The participants, who have not previously met, come together in groups of three with the aim of providing solutions for one of the four challenges posed by the company in different sectors. Ideas were presented to investors in London and the best team in each sector was mentored to help them carry out their project successfully. Once in Barcelona, the entrepreneurs presented their project at the 4YFN Mobile World Congress.

**584**

News items published in external media

**61**

Press releases

**479**

Online news items and appearances

**8**

Radio and TV appearances

**97**

News items in print media

**18**

Media calls

### "THREADS OF HISTORY", THE ARTISTIC PROJECT PRESENTED BY STUDENTS FROM LA SALLE-URL

The group of architecture students from La Salle-URL created an installation for the Llum BCN Festival 2019 in Poblenou with the title "Threads of History" and which could be seen at 90, Ciutat de Granada Street from 15 to 17 February. The idea behind the project is to recall the industrial history of the Poblenou district by outlining the façade of an old warehouse with threads to make the link between the neighbourhood's textile past and technological present. The team was made up of 10 fifth-year students from the La Salle-URL School of Architecture and Construction. The Barcelona light festival was held for the eighth year in a row, and for the second year Llum BCN transformed the streets of Poblenou into a large outdoor experimentation laboratory. In total there were about twenty participants and a particular highlight was the experimentation and innovation brought by students from the various Schools of Art, Design, Lighting and Architecture in Barcelona, including La Salle-URL, taking part in fifteen different lighting installations. instal·lacions lumíniques.

### LA SALLE-URL ORGANISES QUICK CHALLENGES RESOLUTION WITH LARGE COMPANIES AND START-UPS WORKING COLLABORATIVELY ON INDUSTRY 4.0 CHALLENGES

La Salle Campus Barcelona-URL through its La Salle Technova Barcelona innovation park and in collaboration with ACCIÓ, the Agency for Business Competitiveness that is part of the Ministry of Enterprise and Knowledge, launched the Quick Challenges Resolution in Industry 4.0. The programme is based on solving challenges collaboratively between companies that put forward their problems and start-ups that can provide solutions.

All the companies and start-ups shared workshops and networking and mentoring sessions over the course of the week at La Salle-URL Campus in order to suggest new disruptive ideas to the sector and forge relationships to work together in solving these challenges by carrying out concept tests and potential investment opportunities.

The companies in the programme were Schneider Electric, Celsa Group, Semillas Fitó, Novartis, Serunion, Ecoembes, Mercabarna, Encofrats Alsina and Idilia Foods.

### 1<sup>ST</sup> LA SALLE-URL MASTERS WEEK

La Salle Campus Barcelona has held the first Masters Week, a week of cross-disciplinary activities by current students on its various Masters in Engineering, Architecture and Management. The idea is to foster networking between students from different programmes. To this end, throughout the week individual and group activities have been carried out by Master's programme in leisure, publicity, etc. The activities included a performance by an illusionist, workshops to promote teambuilding, talks and, finally, games and sports activities.

## MARCH 2019

### LA SALLE-URL COLLABORATES WITH MANCHESTER CITY'S CITY START-UP CHALLENGE TO TRANSFORM THE FOOTBALL INDUSTRY

La Salle Campus Barcelona-URL through its La Salle Technova Barcelona start-up entrepreneurship, incubation and acceleration park has partnered the City Start-up Challenge, a 5-day accelerator

launched by Manchester City Football Club aimed at finding solutions to transform the football industry by bringing new ideas to modern-day challenges. The challenge tackled by the accelerator was to think about the stadium solutions of the future in terms of working towards a sustainable stadium by improving, for example, its energy efficiency, how to make the stadium more accessible, how to foster engagement with fans inside and outside the stadium, how to offer fans a personalised experience and how to create a global stadium where everything and everyone is connected.

### LA SALLE-URL ATTENDS FERIA FUTURA TO PRESENT ITS NEW MASTER'S IN ANIMATION AND VISUAL EFFECTS AS THE STAR OF THE NEXT ACADEMIC YEAR

La Salle-URL took part in the Futura Fair to present the range of Master's and Postgraduate degrees it offers in the fields of MBAs, ICT and Technology Engineering, Management and Digital Transformation, Digital Marketing and eCommerce, Architecture and Construction and Digital Art, Animation and VFX. The biggest new feature for the 2019-2020 academic year was in Digital Art, Animation and VFX, where a new Master's Degree in Animation and Visual Effects was launched, specialising in all subjects related to digital art, visual effects and advanced animation. The Digital Art, Animation and VFX field is rounded off by our Master's in Advanced Game Development, which will prepare students to enter the international videogame industry, whether it be the indie sector or at AAA game companies. Finally, in Business and Management the Digital Leaders Executive MBA is the stand-out programme with the goal of creating a generation of Digital Leaders who can steer companies to success by capturing the value that digitalisation will bring to the business world.



VINTON CERF, AWARDED AN HONORARY DEGREE BY RAMON LLULL UNIVERSITY AT THE REQUEST OF LA SALLE, RECEIVES THE 30<sup>TH</sup> INTERNATIONAL CATALONIA PRIZE

Vinton Cerf, the technology expert considered one of the fathers of the Internet and who was awarded an honorary doctorate by URL in 2016 after being proposed for this honour by La Salle-URL, received the 30th International Catalonia Prize from the First Minister of the Government of Catalonia, Quim Torra. His candidacy was sponsored by the URL, Rovira i Virgili University and the Puntcat Foundation. This Prize is awarded annually to people who have made a decisive contribution to the development of cultural, scientific or human values around the world. Of the 109 entries from 50 countries received this year, the jury decided to award the prize to Vinton Cerf, the first technology expert to win the International Catalonia Prize, "for his contribution, in technological, cultural and social terms, to the development of the Internet as the basic infrastructure of our society, always ensuring that it is a network open to all". Ramon Llull University was represented at the prize-giving ceremony by the Rector of URL, Josep Maria Garrell; the General Director of La Salle-URL Josep M. Santos; and Andreu Veà, Digital Champion for Spain.

ON 7 APRIL, LA SALLE COMMEMORATES THE 300<sup>TH</sup> ANNIVERSARY OF THE DEATH OF ITS FOUNDER, ST. JEAN-BAPTISTE DE LA SALLE

La Salle is celebrating the 300<sup>th</sup> Anniversary of the death of Saint Jean-Baptiste de La Salle, founder of the Brothers of the Christian Schools (La Salle), with two of the highlights of the year's events planned for 7 April, the day on which De La Salle died in 1719 in the French city of Rouen, and 30 April, the day he was born in Reims. With various festive and religious events and activities planned inside and outside educational work, the Lasallian family is coming together to recall not only the figure and life of St. Jean-Baptiste de La Salle, but also his charisma and legacy, as well as the impact he has had on everyone who throughout these three centuries has joined his mission to help it grow "together", overcoming all sorts of difficulties and obstacles in time and space. Hence with the slogan "One heart, one commitment, one life", La Salle is demonstrating and enhancing its unity across the globe in order to work towards a better world, never forgetting our commitment to serve the most vulnerable in society. This date is a reminder of what we should do every day.

OUR STUDENTS WIN NMUN'S "DISTINGUISHED DELEGATION" AWARD FOR THEIR REPRESENTATION OF HAITI

For more than ninety years, the world's largest simulation of the United Nations, the National Model United Nations (NMUN), has attracted participants from more than 130 UN member states to address the world's current problems. The programme provides students with a forum to hone their diplomatic, negotiation, critical thinking and public speaking skills. This year's conference in the UN General Assembly Chamber was attended by approximately 3,000 delegates from various countries around the world. Our students from the Degree in Management of Business and Technology, in Digital Business, Design and Innovation and the Double Degree Qualification in International Computer Engineering and Business Administration at La Salle Campus Barcelona took part representing Haiti and picked up the "distinguished delegation" award for their outstanding representation of the country's position. Our students adapted extremely well and learned to use their skills to work on challenges, communication, marketing, teamwork and entrepreneurship in a new setting. In the end their skills, global vision and innate passion for solving world problems have earned them well-deserved recognition.





## JUNE 2019

### THE URL IS IN THE CYD RANKING AND THE U-RANKING AGAIN

May has once again been a successful month for our organisation. For the fifth year in a row, Ramon Llull University (URL) is in the group of the second best universities in Spain in terms of teaching performance. This is confirmed by the teaching indicators in the U-Ranking which evaluates the performance of Spanish universities. The indicators of "success rate", "non-dropout rate", "evaluation rate" and "budget/students" are especially significant and well above the university average. Furthermore, Ramon Llull University is placed as the 8<sup>th</sup> best performing university in Spain by the CYD Ranking and once again as the top private university in Catalonia. The ranking, produced by the CYD Foundation and which this year comes out for the sixth time, has featured 73 higher education facilities accounting for 90% of the Spanish university system.

### LA SALLE CAMPUS BARCELONA-URL AND ARTFUTURA ORGANISE THE DIGITAL VISIONS SEASON ABOUT THE PRESENT AND THE FUTURE OF DIGITAL ART

La Salle Campus Barcelona-URL, in collaboration with the ArtFutura festival, has held the first session of Digital Visions, a multi-format programme based on the theme of digital art, its present and future, and its many applications, methodologies and practices, including a range of creative and social approaches. Held on the La Salle- URL campus on 31 May and 1 June, the programme featured screenings of a selection of the best works from ArtFutura with subsequent panel discussions featuring significant industry players such as Montxo Algora, Director of ArtFutura, Luis Nacenta, Director of Hangar Visual Arts Production and Research Centre, Roberta Bosco, a journalist from El País, Oriol Pastor, Director of the Mira festival, and Santi Fort, curator of the ArtFutura festival.

Digital Visions is part of the process in which La Salle-URL seeks to position itself as a leader in the digital art sector by raising the profile of its key stakeholders. As a multidisciplinary university with a robust technological tradition, La Salle-URL believes it is the ideal setting for training the talent needed for this new blend of art and science which society is heading towards and which calls for digital content creators who have both artistic and technological training.

### OVER 340 3<sup>RD</sup> YEAR LOWER SECONDARY STUDENTS PRESENT THEIR SOCIAL ENTREPRENEURSHIP PROJECTS AT THE EDUEMPREN CLOSING CEREMONY

On 15 June the EduEmprèn 2019 programme closing and prize-giving ceremony was held at La Salle-URL Campus. EduEmprèn 2019, "Observe, Propose and Transform", is a social entrepreneurship workshop organised by technology hub and start-up accelerator La Salle Technova with La Salle Campus Barcelona-URL and in partnership with La Salle Catalonia. More than 340 students from 19 La Salle schools in Catalonia have taken part.

Seventy-five projects were entered for the event which the students have been working on throughout the year and are designed to help achieve the sustainable development goals on the UN's 2030 development agenda. They were presented before a jury of experts in entrepreneurship, education and social action. The winners from the La Salle Catalonia schools were: for best poster, Unity Down, by Cardinal Vidal i Barraquer, with a school designed for children with Down's syndrome; for best video, Memory, by La Salle Premià de Mar, a support app for people with memory problems; for best presentation, PEKAM, by La Salle Comtal, a fashion line with pieces that have built-in fabric bags to avoid the use of plastic bags; and for best project, SEXEJA, Sex Education in Schools, by La Salle Girona which provides a sex education handbook for secondary school teachers and teenagers.



Digital Visions



Eduemprèn closing ceremony



MaaS

## JULY 2019

### LA SALLE TECHNOVA STARTS UP ITS NEW ENTREPRENEURSHIP PROGRAMMES

The word 'entrepreneurship' has become particularly relevant in recent years. The latest Global Entrepreneurship Monitor Report 2018/2019 shows that Spain is in 16<sup>th</sup> place in the ranking of the best countries in which to embark on a business project. In this respect, La Salle-URL has confirmed its commitment to entrepreneurship with the launch of two new courses in partnership with its technological hub, La Salle Technova: T Launch and the Business Angels School.

T Launch is La Salle Technova's acceleration programme designed to help start-ups both in the seed stages and ones that are ready to go to market. The programme provides access to expert advice and La Salle Technova's EIX network of investors, office space, access to the business ecosystem and many other advantages. In partnership with EIX, La Salle Technova runs a training programme on investing in start-ups. The school will address Business Angel philosophy and own experiences, sources of deal flow and qualitative analysis, methods for evaluating companies with case studies, legal and administrative aspects of investment, and finally follow-up and success of investees.

### URL RANKED IN EUROPE'S TOP 100 OF BEST TEACHING UNIVERSITIES BY TIMES HIGHER EDUCATION AND AS THE BEST SPANISH UNIVERSITY FOR MANAGEMENT PROGRAMMES BY THE SHANGHAI RANKING

Ramon Llull University (URL) has been ranked in the 76-100 best European universities in teaching according to the Europe Teaching Ranking drawn up by the renowned Times Higher Education magazine. With these results the URL is one of the five universities in the Catalan university system placed in the Top 100. This classification, which has come out for the second time this year, is the first to be focused exclusively on teaching. The URL is the 3<sup>rd</sup> best university in Europe in the key area of an inclusive environment. Four indicators are considered: gender balance of academic staff, gender balance of students, students from abroad ratio, and Erasmus+ student mobility. The URL also stands out in the Engagement key area, where it ranks as the 8<sup>th</sup> best European university.

Ramon Llull University has also been ranked among the 150 best universities in the world in the fields of Management and Business Administration according to the Global Ranking of Academic Subjects, part of the Shanghai Ranking. URL is the number one university in Spain in these areas and is the only institution in Spain to make the list in the field of Management.

### 2019 MAAS AWARDS CEREMONY HELD

La Salle-URL has held the 2019 MaaS Awards ceremony at which several crossdisciplinary groups of master's students presented their solutions to the challenges posed by various companies. These are challenges put forward in the eHealth and Industry 4.0 sectors by organisations such as Sanofi, Fhios, Hospital de Sant Pau, Grifols, Telefónica and Artesanías Carlit alongside the Sprint 4.0 project. The jury included representatives from businesses including Laboratoris Almirall, Mapfre, Cuatrecasas and CT ingenieros.

MaaS (Master as a Service) is part of La Salle-URL's teaching ecosystem based on real challenges and interdisciplinary work and allows students to take their learning beyond the classroom. The winning project was for the management and maintenance of an aeronautical assembly line and its tools, a theme put forward by Sprint 4.0 and which was solved by a team including members from our MTSS, MBD, MET and our Degree in Telecommunications Engineering.

**f** | **19.804**  
Fans  
↑ **155,3%**  
compared to

**YouTube** | **4.225**  
Subscribers  
↑ **16,2%**  
compared to

**T** | **20.029**  
Followers  
↑ **6,96%**  
compared to

**in** | **24.071**  
Contacts  
↑ **19%**  
compared to

**IG** | **2.958**  
Followers  
↑ **80,3%**  
compared to



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| REPORT

# 2018

# 2019

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