PCID also referred to as Puebla Capital of Innovation and Design (PCID) is a strategy including the participation of more than 120 civilian, academic, industrial and governmental actors.

The action is based on an ideology that believes in allowing the transfer of the projects’ leadership towards strategic actors from the civil society, academy and industry so that they transcend governmental political cycles.

PCID works toward the creation of a collaborative network that gives importance to the development of the city and the application of design and creativity. Consequently, the network is called upon drafting action guidelines of the urban strategic sectors which operate as a true differentiators.

The PCID gives the priority to projects and conceneters its resources into opportunities for national and international business, investment and export.

The plan includes more than 26 projects among which the implementation of a Center of Design specialized in engineering design, advanced manufacturing and industrial design.

Because the state concentrates a large number of higher education institutions, Puebla Capital Innovation and Design aims to further promote a creative thinking and design as a strategic asset to support the opportunities offered by the university.
A PROJECT TO WIDELY GATHER STAKEHOLDERS TO PROMOTE AND ACCELERATE THE MATURITY OF CULTURAL AND CREATIVE ECOSYSTEM

Puebla’s government, industry, academics and citizens are working to promote and accelerate the maturity of the cultural and creative ecosystem through the project "Puebla: Capital of Innovation and Design". This initiative formerly has as objective to enhance talents in design and the creative development of youth. Practically, these talented resources are pushed to enhance their innovative ideas and solutions to the problems. Furthermore, the project aims at improving human development by investigating the needs and the opportunities, and also deals with various related issues such as equity and competitiveness, connecting developers and designers with industry.

PCID seeks to give the city more tools for development, retention and growth of talent, as well as the increase of the competitiveness of Puebla’s companies in the national and global economy. Also, the project works in positioning Puebla on the world map as a region of conceptualization, which would increasingly add value to the city.

The PCID strategy was worked through a quadruple helix model with the participation of over 140 actors who formed 4 workbenches. The 4 axis of action are: Productive Vocations, Communication and Positioning, Talent and Technology infrastructure,