

ERMUA TALENTIC 2026 PUTS THE SPOTLIGHT ON PUBLIC INNOVATION

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Yesterday we took part in the second session of **Ermua TalentIC 2026**, a gathering organised by **Ermua Town Council** and **Izarra Centre** that brought together businesses, public administrations, universities and other stakeholders to reflect on the challenges of talent, organisational innovation and the transformation of work.

The session was dedicated to public innovation, addressing topics such as the transformation of local administrations, the integration of artificial intelligence, and learning from experiences developed across different territories. It was opened by Ermua's mayor, **Beatriz Gámiz**, and featured contributions from institutional figures including **Mikel Torres**, Minister for Economy, Employment and Labour of the Basque Government; **María Guijarro**, Secretary of State for Equality; and **Olga Morales**, Mayor of Viladecans, among others involved in public innovation and digital transformation.

The session also highlighted reflections on the role of innovation in addressing current social and organisational challenges, as well as practical examples of artificial intelligence applied to public management, shared in the context of initiatives such as the **Red Innpulso** network.

At NAIDER, we particularly valued the opportunity to learn about initiatives and approaches that reinforced a key idea running throughout the day: public innovation does not depend solely on technology, but on the capacity of organisations to transform their processes, collaborate with other stakeholders, and generate value for citizens.







