

27. 22@Barcelona, the innovation district

MUNICIPALITY

Barcelona

HEADING

Companies continue choosing 22@Barcelona to set up in.

IDENTIFYING DETAILS

- Area of action: 198.26 ha, 115 street blocks, 1,159,626 m² of land
- Floor space for productive use: approx 3,200,000 m²
- 4,000 public subsidised houses (25%, at least, for rent)
- Obtaining of 145,000 m² of land for new facilities and 114,000 m² for new green zones
- Companies established: 7,329 (December 2012)
- Workers: 85,000 (December 2012)

PROJECT DESCRIPTION

The 22@Barcelona project was created in 2000 for the urban and economic renewal of former industrial areas in the Poblenou district. Up to now, urban renewal has begun on 70% of the territory, and the number of companies established has easily doubled, rising from 3,427 in 2000 to 7,329 in December 2012. A trend that will continue in the coming years, although the pace of creation has fallen somewhat compared to previous years.

Main milestones for 2014:

1. **To promote the smart cities sector in the city**, creating the conditions necessary to develop a smart cities cluster and the Smart City Campus-22@ project, at the heart of the district.
2. Jointly with other administrations and institutions, to develop two strategic projects for the city:
 - **Diagonal-Besòs Campus-22@** (see project 1), a space of excellence in research of international prestige, mainly in the energies, sustainable mobility, materials technologies and biomedical engineering sectors.
 - **Knowledge Economy Yard (KEY)** (see Project 7), an urban space strategically located on the sea front, designed to stimulate top-level incoming international investment and academic projects for new business research, offering value added.
3. **Opening of the Business Support Office** to provide an integral service to local and international companies and entrepreneurs. This office will be located in the Barcelona Growth building (Media-ITC), the centre of reference for the city's business and economic growth. It will share its premises with the Mobile World Hub, the Barcelona Brand agency, a data centre and a showroom of the City of Barcelona, among others.

PROJECT ADDRESS

www.22barcelona.com

RESPONSIBLE

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