

28. 22@Barcelona, the innovation district

MUNICIPALITY

Barcelona

HEADING

The 22@Barcelona district initiates the development of a new area focussed on the smart cities sector.

ECONOMIC AND TECHNICAL DETAILS

- Sphere of action: 198.26 ha, 115 street blocks, 1,159,626 m² of 22@ land
- Floor space for productive uses: 3,200,000 m² approx.
- 4,000 subsidised homes (25%, at least, for rent)
- Obtaining of 145,000² of land for new facilities and 114,000 m² for new green zones
- Term of execution: 20 years
- Investment in infrastructure plan: €310 M

PROJECT DESCRIPTION

The 22@Barcelona model is already being exported to other areas of the city and is a benchmark for the urban, economic and social transformation of cities like Rio de Janeiro, Boston, Istanbul and Cape Town. Instead of adopting a territorial model of specialisation by use, this compact and diverse city model encourages a mixture of uses that favours social cohesion and promotes more balanced and sustainable urban and economic development.

Around December 2011 renovation of 70% of the industrial floor space in Poblenou began through 139 planning instruments. These projects will free over 3,029,106 m² floor space for new productive areas, social housing, amenities and technical services. This urban development activity has facilitated the installation of nearly 4,500 companies since 2000 and has created over 56,000 jobs.

Main milestones for 2013, following on from 2012:

- Develop and transfer the economic model followed in 22@Barcelona to the different strategic economic sectors of the city, intensifying and starting up new initiatives to promote the competitive development of the businesses. Specifically, work will focus on clusters in the Media, ICT, Design, Bio, Clean Tech, Energy, Food, Higher Education, Aerospace, Logistics and Mobility (electric vehicle - LIVE).
- Give an impetus to the Smart Cities sector in the city by creating the conditions required to start development of the Smart Cities Cluster and the Smart Cities Campus project, right in the centre of the district.
- Promote innovation and creation of new business opportunities through programmes like 22@Urban Lab, which offers the city as a test bed for pilot projects that lead to improvements in municipal services
- Continue the area's urban development with new sites under transformation and the start of work on several buildings for social housing and economic activity.

PROJECT ADDRESS

www.22barcelona.com

RESPONSIBLES

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