

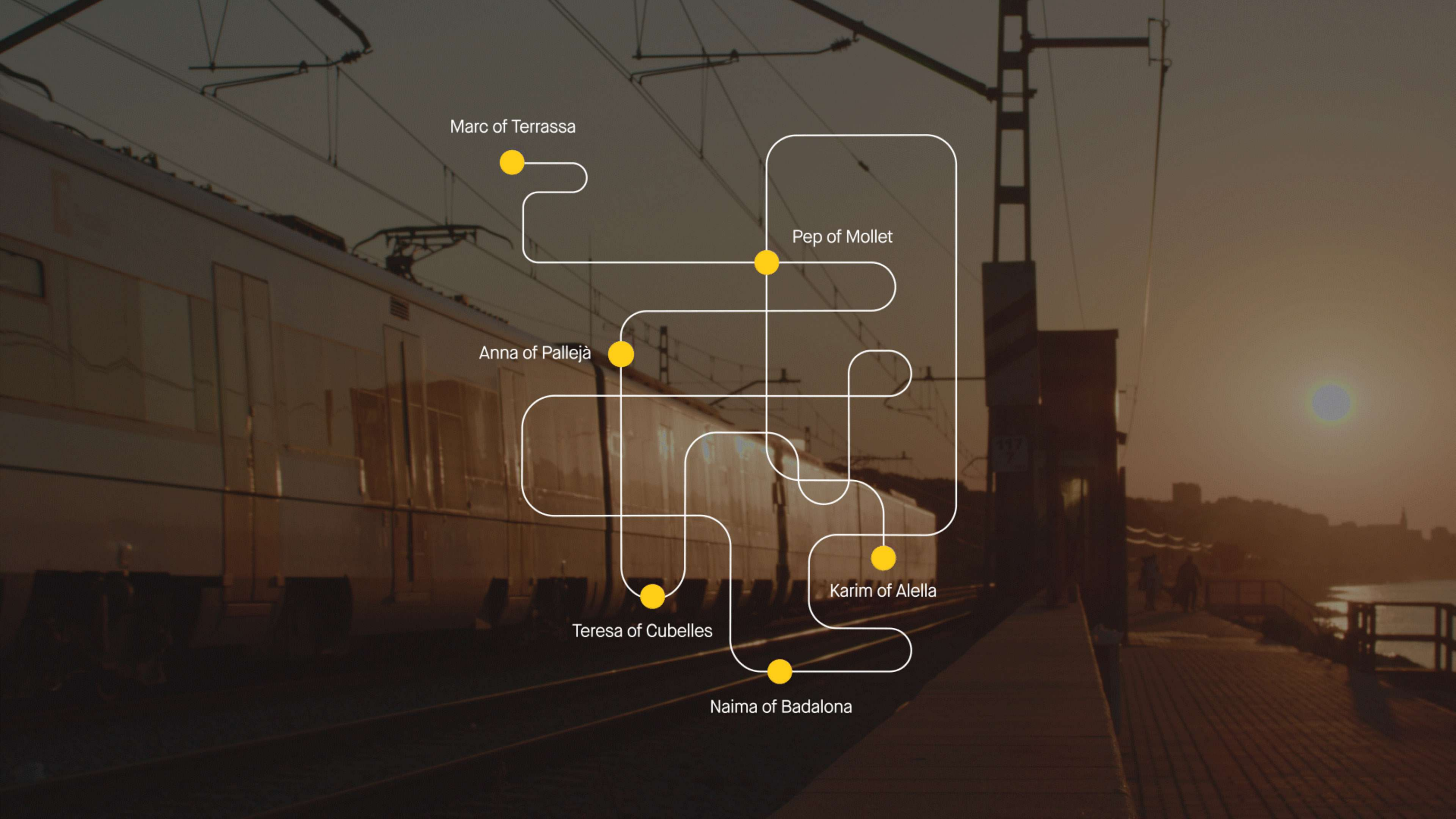
# Metropolitan Commitment 2030

A strategy for the city of 5 million



Pla Estratègic  
Metropolità  
de Barcelona





Marc of Terrassa

Pep of Mollet

Anna of Pallejà

Karim of Alella

Teresa of Cubelles

Naima of Badalona



A man with short grey hair, wearing a blue and white plaid button-down shirt, stands in a field of tall green plants, likely a farm. He is holding a wooden crate filled with green cucumbers. In the background, there are trees, a long white building, and power lines under a clear blue sky. The overall scene is bright and sunny.

# The city of 5 million

Metropolitan  
Commitment 2030



# PEMB and metropolitan Barcelona

## PEMB's founding members



# Strategic Plans

1990

Barcelona  
Economic and Social  
Strategic Plan 2000  
(1990-1994)



1994

2nd Barcelona  
Economic and Social  
Strategic Plan 2000  
(1994-1999)



1999

3rd Barcelona  
Economic and Social  
Strategic Plan  
(1999-2005)



2003

1st Barcelona  
Metropolitan  
Strategic Plan  
(2003-2010)



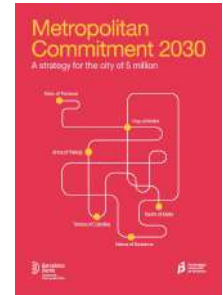
2010

Barcelona  
Vision 2020  
(2010-2020)



2022

Metropolitan  
Commitment  
2030  
(2020-2030)







Barcelona metropolitan region

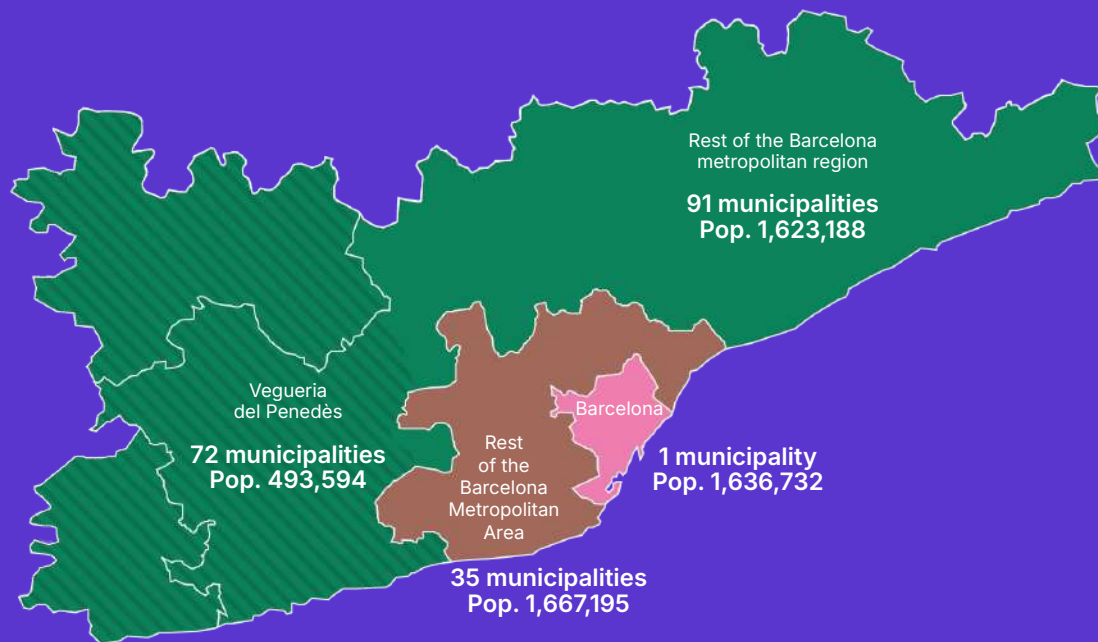
Vegueria del Penedès

Barcelona Metropolitan Area

Barcelona



# The territories of Barcelona Demà



AMB: Barcelona Metropolitan Area  
(government institution)

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**Pop. 3,303,927**  
**36 municipalities**  
**628 km<sup>2</sup>**

RMB: Barcelona metropolitan region  
(no government institution)

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**Pop. 5,191,551**  
**160 municipalities**  
**3.231 km<sup>2</sup>**

Territory of Barcelona Demà

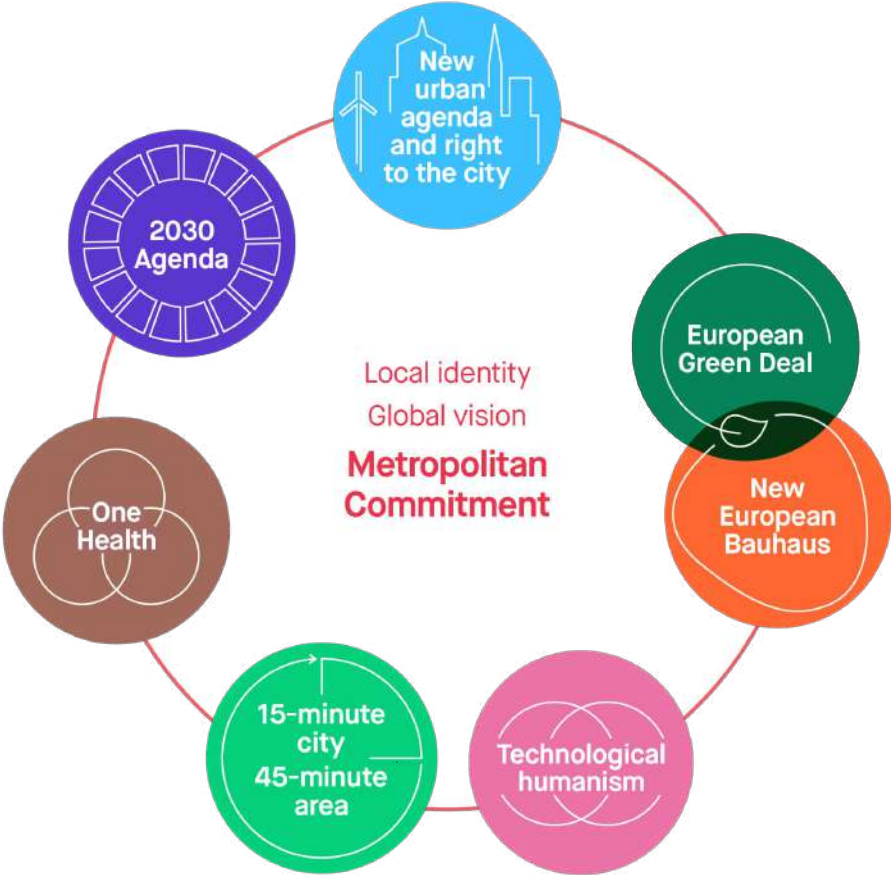


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**Pop. 5,420,709**  
**199 municipalities**



Key references





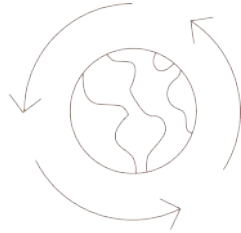
# The process: Barcelona Demà



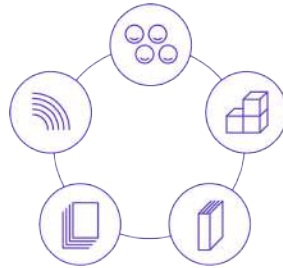
# The Barcelona Demà process is based on five fundamental principles



**1.**  
The metropolitan region:  
the city of five million



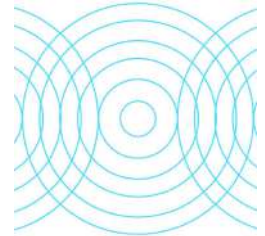
**2.**  
Reducing inequalities



**3.**  
Quintuple helix



**4.**  
Proactivity



**5.**  
Collaborative and inclusive work

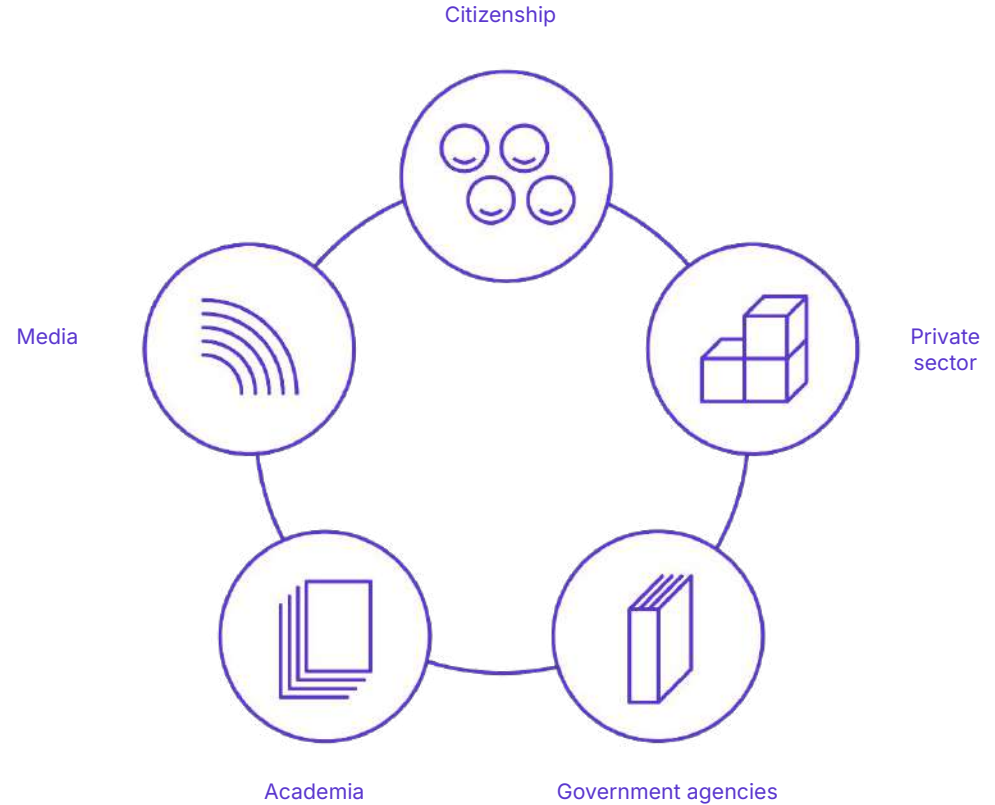


The quintuple helix

## Multi-actor approach

Barcelona Demà is the **collective process** of debate and proposal, open to **organizations in the metropolitan area** and to contributions of **experts**, focused on the **challenges of the metropolitan region** of Barcelona.

During the period 2020-2022, has led to the definition of the **Metropolitan Commitment 2030**.





## Six perspectives on the metropolis

# Holistic approach

The Barcelona Tomorrow process starts from an analysis of the reality of the metropolitan region of Barcelona from six different views, and tries to **reach all the complexity**, as well as **the interrelationships between the different views** to then identify the challenges and define the proposals.



Resilient  
Metropolis



Cohesive  
Metropolis



Prosperous  
Metropolis



Smart  
Metropolis



Multilevel  
Metropolis



Open  
Metropolis



## Six perspectives on the metropolis



### Resilient Metropolis

A metropolis whose basic needs are guaranteed, which is healthier and more adaptable to risks and uncertainties

- Climate and environmental emergency
- Healthy territory



### Cohesive Metropolis

A connected, networked and acceptable metropolis driving sustainable and inclusive progress

- Housing and recognition of rights
- Territorial balance and integration
- Social equality in changing contexts



### Prosperous Metropolis

A metropolis that ensures economic and social development for all, in the face of transformations, opportunities and risks

- Innovation and knowledge
- Inclusive, quality employment
- Territorial rebalancing



### Smart Metropolis

A vital and diverse metropolis highlighting research, culture and the ethical use of technology

- Social and technological innovation
- Culture, knowledge and diversities
- Technological humanism



### Multilevel Metropolis

A metropolis with networked, complex and consensual governance

- Metropolitan governance
- 360° participation
- Policy innovation
- Territorial identities and metropolitan awareness



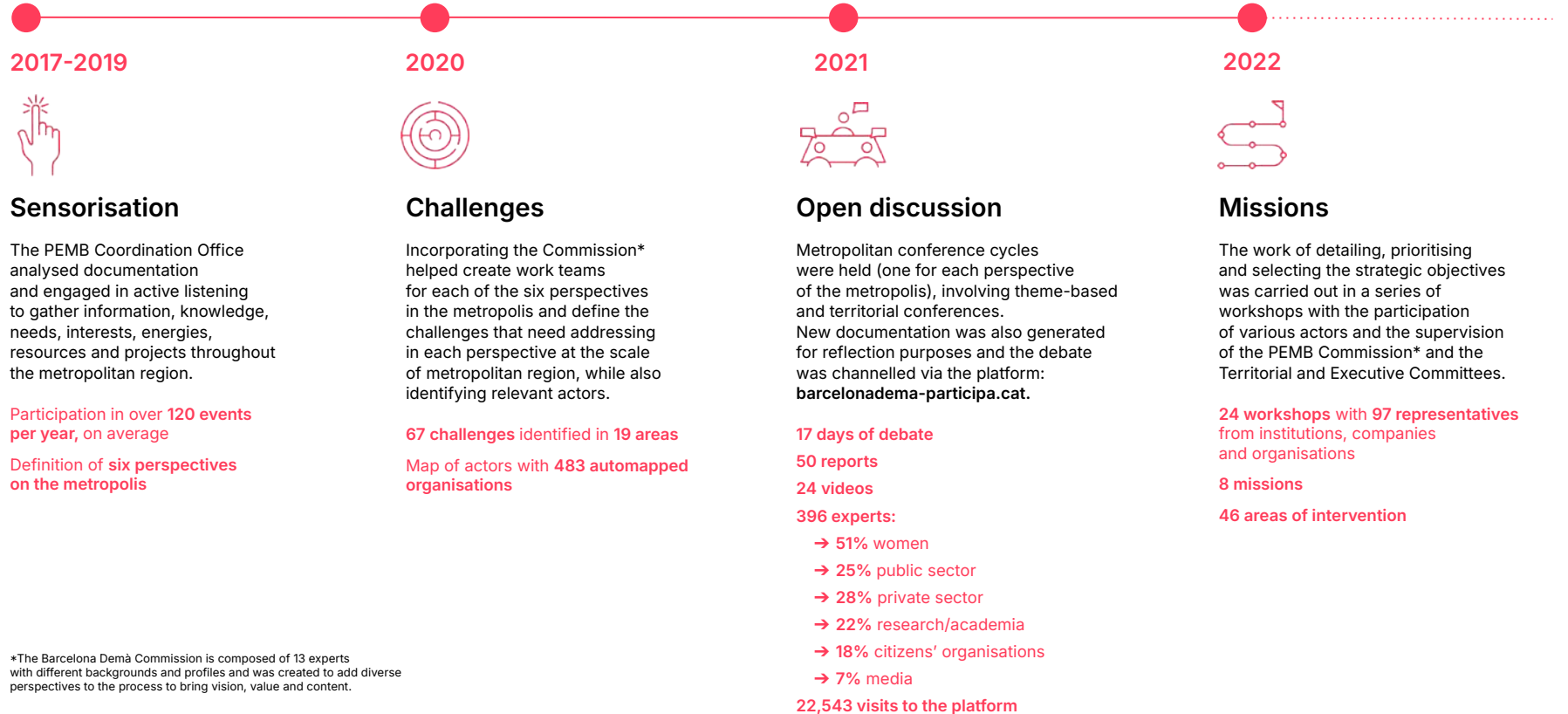
### Open Metropolis

A Mediterranean, European metropolis of cities with a global outlook

- Metropolitan identity and brand
- Metropolitan diplomacy
- Capital and spheres of influence
- Recycling talent



## The stages in the process

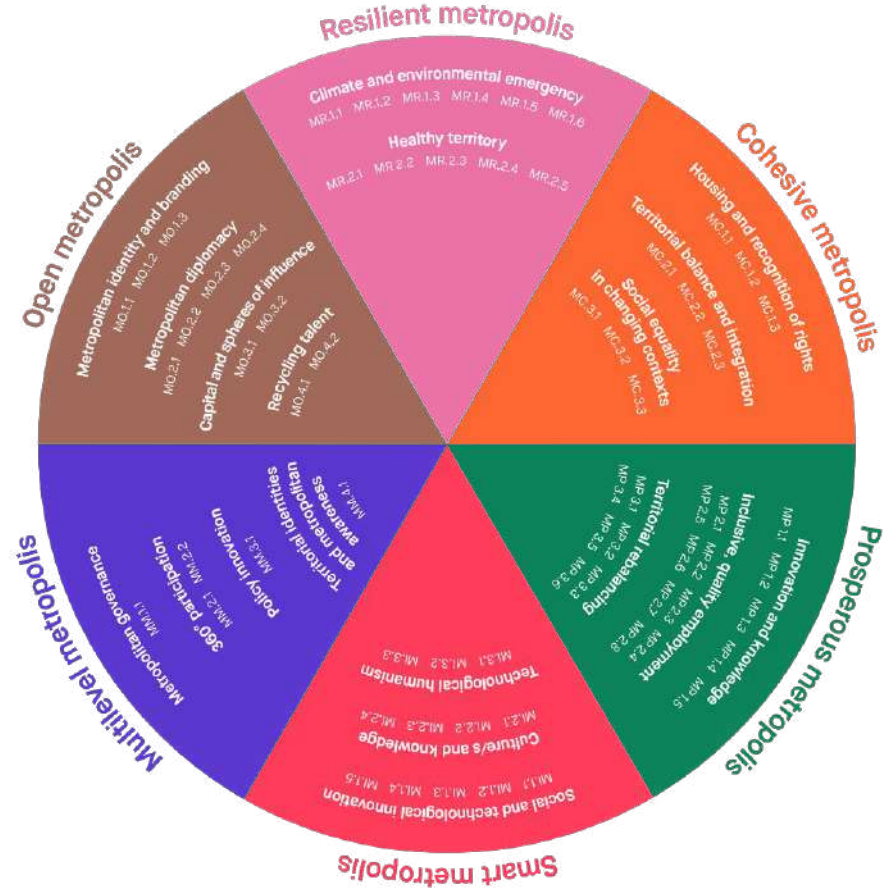




The challenges of the metropolitan region

## Focus on action

The 67 challenges arising reflect the key questions that had to be answered in the Metropolitan Commitment 2030.



Available [here](#)



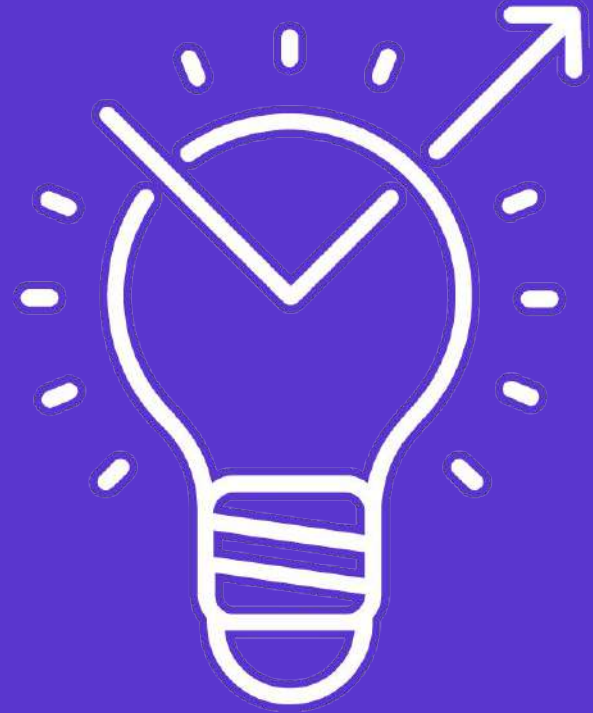
# The Metropolitan Commitment 2030



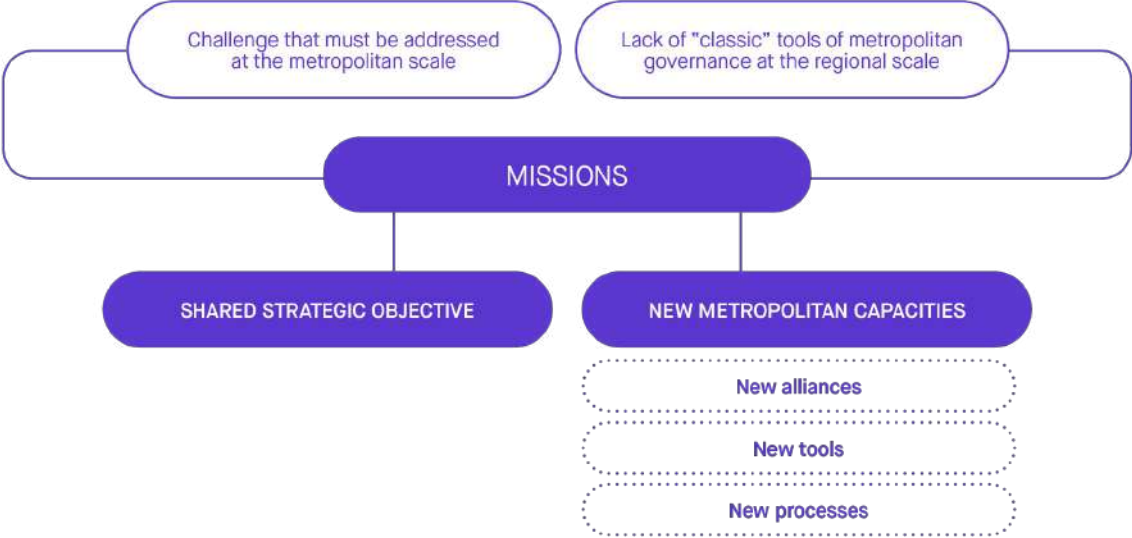
The great challenge

How to combine an innovative economy with social and environmental justice on a metropolitan scale?

Mission Oriented  
Innovation approach



A mission-based strategy

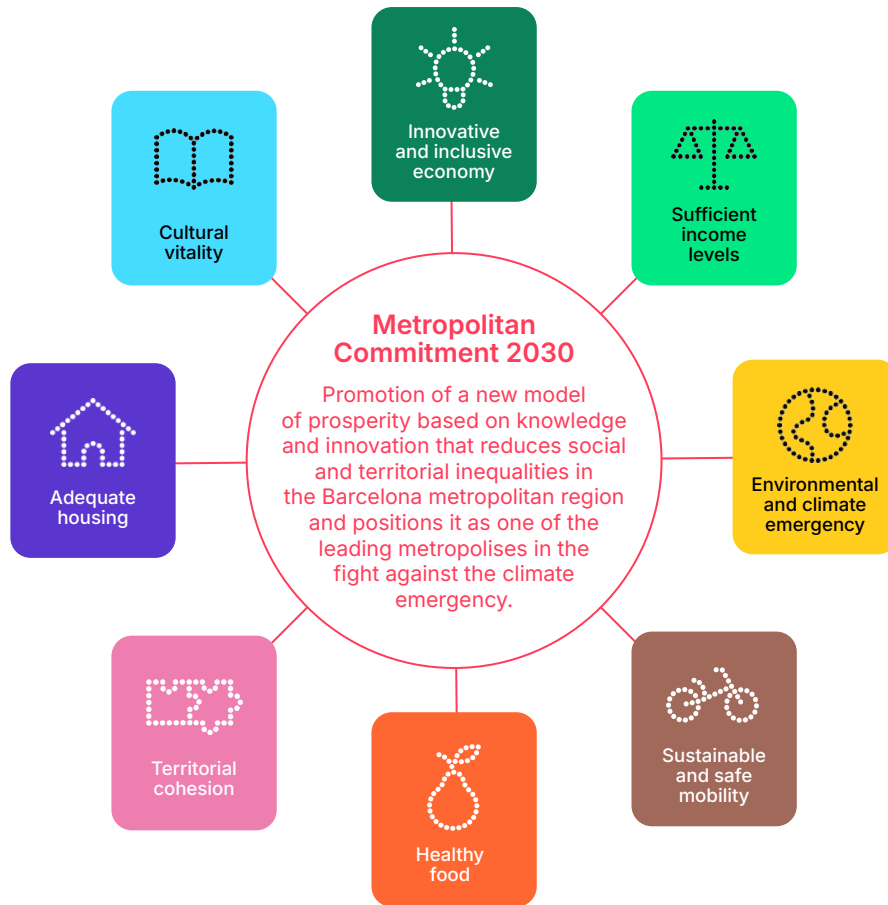




## The missions

# The eight missions of the Metropolitan Commitment 2030

The core of the Metropolitan Commitment 2030 consists of eight missions that constitute the **strategic objectives** of the new plan, from which the **main actions and projects** are derived.



## The missions: statements



### **Innovative and inclusive economy**

To promote tech transfer in order to improve the international position as an innovative region.



### **Sufficient income levels**

To ensure that work allows a sustainable and dignified life.



### **Environmental and climate emergency**

To mitigate the effects of climate change and ensure a healthy habitat based on a fair transition in the energy model and sustainable resource management.



### **Sustainable and safe mobility**

To improve connectivity and efficiency in daily journeys while reducing unsustainable mobility.



### **Healthy food**

To ensure access to healthier and more sustainable food for everyone, everywhere.



### **Territorial cohesion**

To reduce urban vulnerability and inequalities between neighbourhoods in the metropolitan region to guarantee equal opportunities for all.



### **Adequate housing**

To make housing affordable, efficient and comfortable as the foundation of the right to the city.



### **Cultural vitality**

To promote cultural rights to become a fairer, more equal and sustainable metropolis.



## The missions: commitments



### Innovative and inclusive economy

By 2030, the level of private spending on R&D will be at least 1.2% of the GDP of the Barcelona metropolitan region.



### Sufficient income levels

By 2030, the salary levels of the collective agreements will have been achieved, based on a minimum reference wage adapted to the reality of the Barcelona metropolitan region.



### Environmental and climate emergency

By 2030, the Barcelona metropolitan region will have achieved a 45% reduction in greenhouse gas (GHG) emissions.



### Sustainable and safe mobility

By 2030, there will have been a 10% change in the modal distribution of trips in the Barcelona metropolitan region in favour of eco-mobility.



### Healthy food

By 2030, 60% of the diet of the population of the Barcelona metropolitan region will be based on local food.



### Territorial cohesion

By 2030, the low income population will not have to exceed 25% as an average of all the vulnerable neighbourhoods of the Barcelona metropolitan region.



### Adequate housing

By 2030, less than 30% of the population of the Barcelona metropolitan region will be overburdened by rent and utility costs.



### Cultural vitality

By 2030, participation of the population of the Barcelona metropolitan region in cultural life, in all its diversity, will have increased by 10%.





## Consolidating the metropolitan reality

One of the aims of the Metropolitan Commitment 2030 is to contribute to laying the foundations for a new governance model for the metropolitan territory.



Metropolitan vision



Gradualism



Efficiency and coherent structure



Diversification



Compensation



Coordination

## Main governance measures

1. Reactivating the Metropolitan Territorial Planning Commission to take stock of the application and review of the Barcelona Metropolitan Territorial Plan.
2. Approving the AMB Urban Master Plan and developing planning instruments for the rest of the region's urban areas.
3. Achieving agreement between government bodies on managing NextGenerationEU funds from a metropolitan perspective and with greater regional coordination.
4. Reaching the Urban-Rural Agreement (Pacte Urbà-Rural) linked to the Rural Agenda for Catalonia, the Agenda for the Towns and Cities of Catalonia 2050 and the Metropolitan Commitment 2030 to establish a fair and balanced basis of costs and benefits in issues such as energy transition, water management, food sovereignty and the distribution of economic activity and talent.
5. Developing citizen participation tools, with the regional federation of Decidim platforms and their connection with the network of citizen labs.
6. Increasing data availability at the scale of the metropolitan region, creating and strengthening sector-based observatories at the same scale.
7. Assuming leadership, on a Catalan, Spanish and European scale, in consolidating the metropolitan reality in all strategic contexts and in innovating in the design, implementation and assessment of metropolitan policies.



A metropolis open to the world

The city of five million is favoured by Barcelona's positioning and reputation as one of the new global cities, as well as the assets that connect it to the world.



Connectivity



Leadership in the global  
city system



Attracting and managing  
global talent

## A metropolis open to the world

The city of five million is favoured by Barcelona's positioning and reputation as one of the new global cities, as well as the assets that connect it to the world.



### Connectivity

- Commitment to the Mediterranean Corridor.
- Strategic selection of priority connections for Josep Tarradellas Barcelona-El Prat Airport.
- Adaptation of major infrastructures to the requirements of the climate emergency.
- Increased capacity of the fibre and 5G network.
- Modernisation of the network of resource infrastructures.



### Leadership in the global city system

- Actively defending the European project.
- Reactivating the Union for the Mediterranean.
- Align the values and agendas of public and private actors.
- Making more of leadership in city networks.
- Establishing partnerships.
- Strategic positioning of La Fira trade fair.
- Greater coordination in the diplomacy.



### Attracting and managing global talent

- Consolidating the metropolitan region.
- Establishing partnerships to strengthen adult education centres.
- Highlighting links with Catalan men and women.
- Coordinating and progressively integrating international economic promotion services.
- Expanding successful projects.



## 40 Strategic actions by 2030

### CONSOLIDATION OF THE METROPOLITAN REALITY

1

Regionalising the Catalan territory and new planning instruments.

2

Revising the Barcelona Metropolitan Territorial Plan and approving the AMB Metropolitan Urban Master Plan (PDU).

3

Urban-Rural Agreement.

4

Federation of Decidim platforms.

5

Network of citizen labs.

6

Metropolitan system for the generation and management of open data.

7

Commitment to the Mediterranean corridor with the Port of Barcelona as the central hub.

8

Reactivation of the Union for the Mediterranean.

9

Coordination in international action and urban diplomacy.

10

Strategic positioning and interconnection of major infrastructures.

### METROPOLIS OPEN TO THE WORLD

11

Full fibre and 5G connectivity network coverage.

12

Strengthening knowledge hubs and transfer.

13

Metropolitan strategy for attracting and retaining investment.

14

Boosting the international health research and innovation ecosystem.

15

Coordinating public operators of land for economic activity.

16

Metropolitan network of fab labs.

17

A metropolitan space for economic and social consultation.

18

Metropolitan minimum reference wage.

19

Metropolitan network of vocational/professional training centres.

20

Metropolitan adoption of the European 100 Climate-Neutral and Smart Cities by 2030 mission.

### INNOVATIVE AND INCLUSIVE ECONOMY

### SUFFICIENT INCOME LEVELS

### ENVIRONMENTAL AND CLIMATE EMERGENCY

21

Consolidating the metropolitan energy operator.

22

Coordinating the preservation of water management as a common good.

23

Recovering and updating the Barcelona metropolitan region Coastal Strategic Plan.

24

Fulfilling the infrastructure Master Plan and the Suburban Railway Plan.

25

Fully implementing the T-mobility system.

26

New mobility governance model adapted to mobility as a service (MaaS).

27

Industrial and technological ecosystem for sustainable mobility.

28

Coordination of Low Emission Zones.

29

Protected and managed agricultural areas (agricultural parks and similar).

30

Local food exchange centres.

### SUSTAINABLE AND SAFE MOBILITY

### HEALTHY FOOD

31

Public purchase and incentives for collective dining facilities

32

Coordinated, multi-level, multi-service income guarantee system.

33

Comprehensive neighbourhood rehabilitation plan.

34

Mechanisms for fiscal equality between metropolitan municipalities.

35

Metropolitan rental exchange and single register of applicants for subsidised housing.

36

Enlarging the metropolitan public-private housing operator.

37

Comprehensive housing energy rehabilitation plan.

38

Strengthening neighbourhood cultural networks around libraries.

39

Coordinating cultural projects throughout the metropolitan region.

40

Metropolitan network of creation labs.

### TERRITORIAL COHESION

### ADEQUATE HOUSING

### CULTURAL VITALITY

# Mission structure

# Mission Innovative and inclusive economy





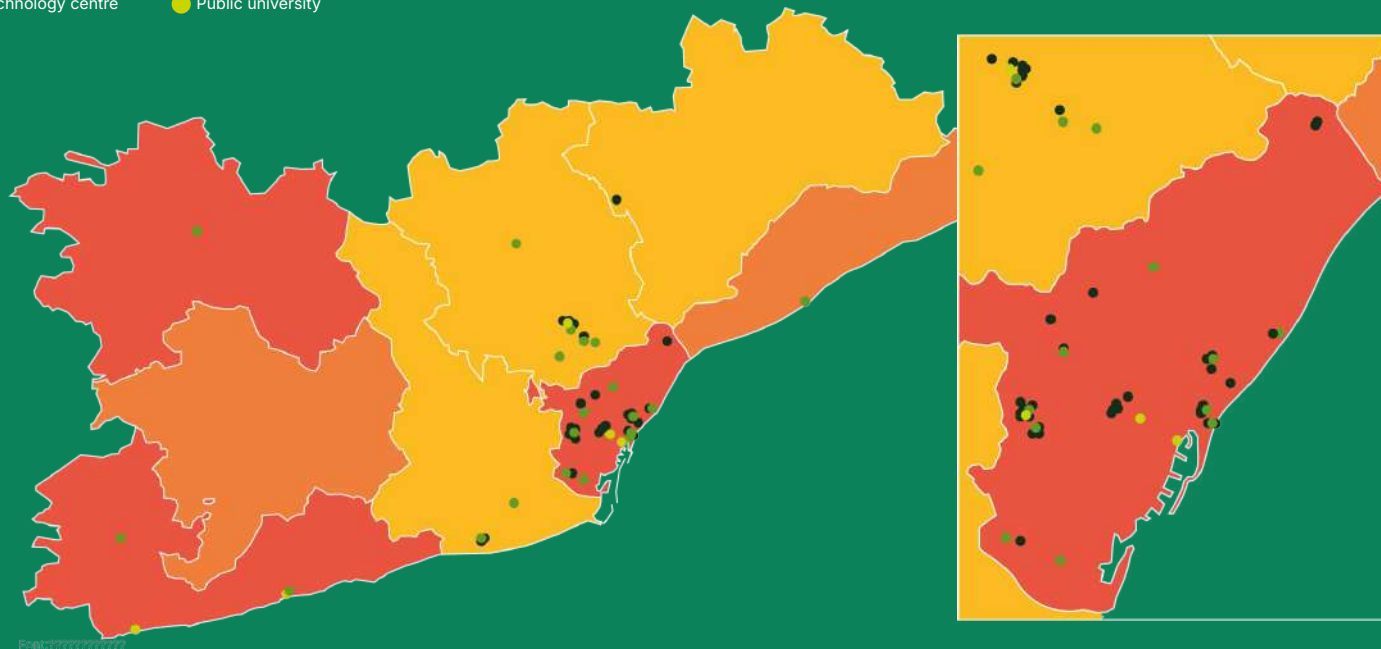
# KNOWLEDGE AND INDUSTRY IN THE METROPOLITAN TERRITORY

## Type of facility

- Knowledge centre
- Technology centre
- Public university

## Economic activity zones

- 0-40
- 40-80
- 80-131



Source: Prepared by the authors from the Directory of RDI in Catalonia (Generalitat de Catalunya, 2022), PAE Information System (Ministry of Business and Labour, Generalitat de Catalunya, 2022) and facility maps of the Smart Metropolis (Barcelona Demà process).

## Mission Innovative and inclusive economy

### Challenge

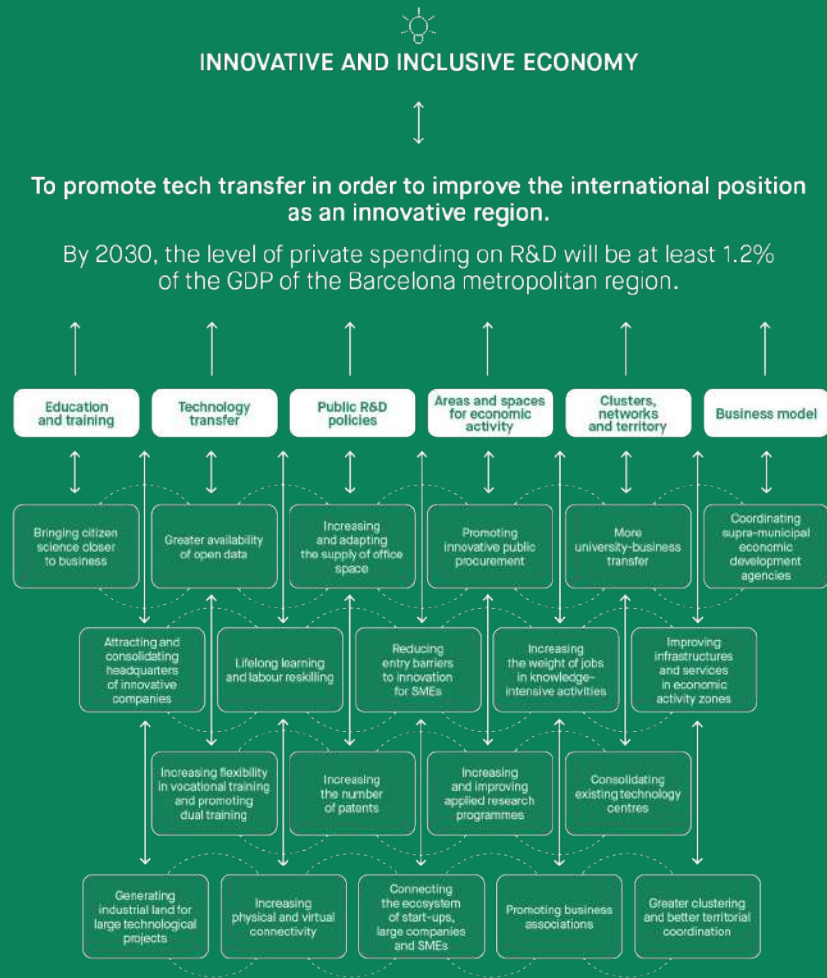
Innovative and inclusive economy

### Mission

To promote tech transfer in order to improve the international position as an innovative region.

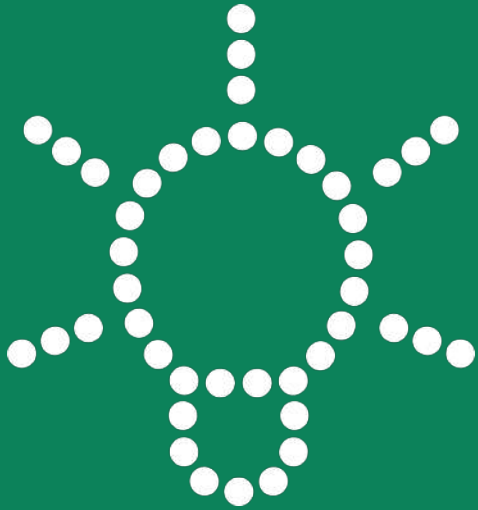
### Commitment

By 2030, the level of private spending on R&D will be at least 1.2% of the GDP of the Barcelona metropolitan region.



Where should we act?

## Mission levers



EDUCATION AND TRAINING



TECHNOLOGY TRANSFER



PUBLIC R&D POLICIES



AREAS AND SPACES FOR ECONOMIC ACTIVITY



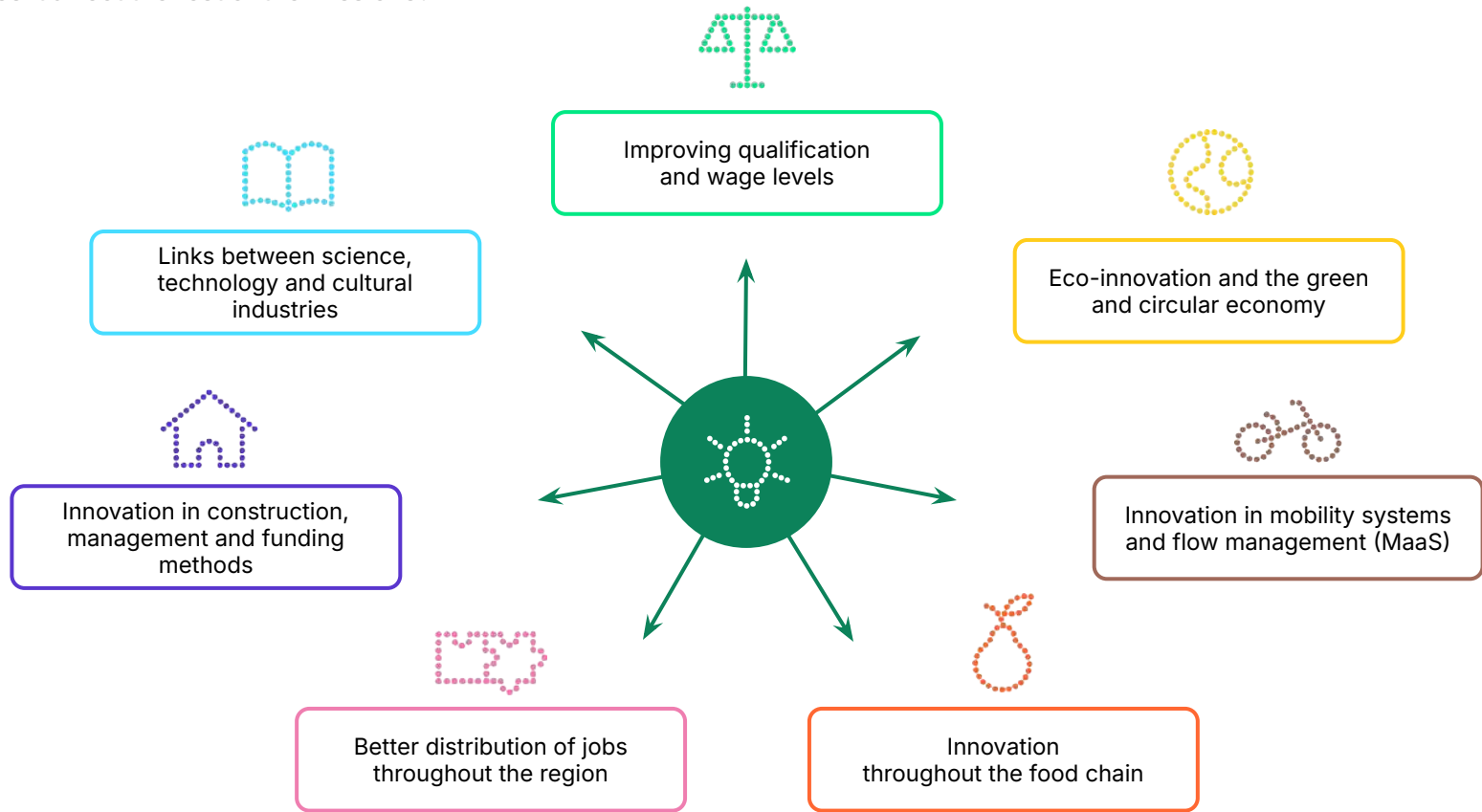
CLUSTERS, NETWORKS AND TERRITORY



BUSINESS MODEL



## How does it affect the rest of the missions?



# Main measures

1. Reinforcing consolidated knowledge clusters in the metropolitan region and providing the necessary urban planning and management tools.
2. Broadening company access to industrial doctorate programmes.
3. Promoting venture building between universities, research and technology centres and companies.
4. Developing a metropolitan strategy for attracting high value-added business investment for sectors that drive economic activity, supported by a centre of international private investors.
5. Coordinating public operators of land for economic activity.
6. Promoting an active policy of attracting the R&D, design and marketing centres of international companies to Southern Europe.
7. Leading EIT Urban Mobility and strengthening the participation of metropolitan institutions in the other EU knowledge and innovation communities.
8. Creating a mechanism for the international promotion of health-related sectors, inspired by Health Capital Helsinki.
9. Consolidating long-haul flights from Josep Tarradellas Barcelona-El Prat Airport to connect with strategic international destinations for the metropolitan research ecosystem.
10. Increasing and coordinating innovative public procurement processes in local governments in the region.
11. Integrating economic promotion services in supramunicipal/regional agencies.
12. Defining a metropolitan network of fab labs.
13. Creating the Metropolitan Commerce Committee (*Taula del Comerç Metropolità*) to address digital transformation in the sector.
14. Posicionament de Barcelona com un dels centres de la Nova Bauhaus Europea.

# Mission Sufficient income levels

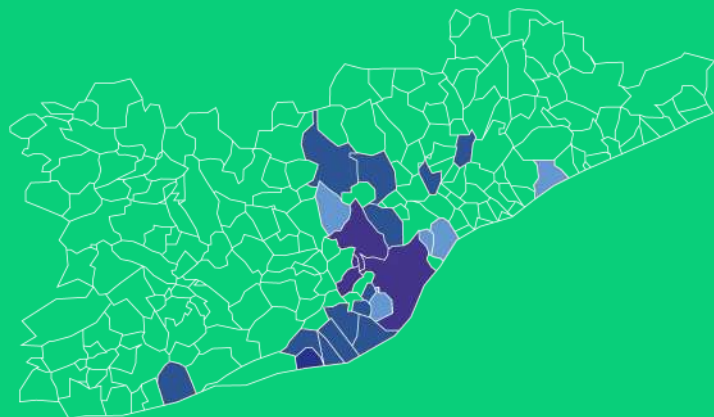
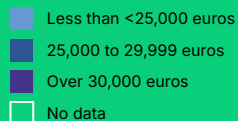




# INCOME LEVELS IN THE METROPOLITAN TERRITORY

## Average gross annual salary 2019

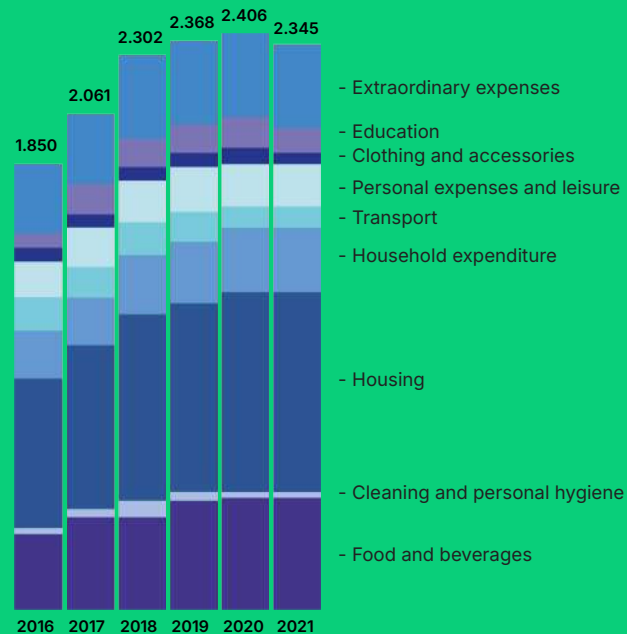
\*\*Due to data availability, only municipalities with more than 40,000 inhabitants are included



Source: Municipal Database, Barcelona City Council and Continuous Sample of Working Lives, 2019

## Changes in budget for basic needs

Per household and euros per month



Source: Metropolitan benchmark wage study. AMB 2022

## Mission Sufficient income levels

### Challenge

Sufficient income levels

### Mission

To ensure that work allows a sustainable and dignified life.

### Commitment

By 2030, the salary levels of the collective agreements will have been achieved, based on a minimum reference wage adapted to the reality of the Barcelona metropolitan region.

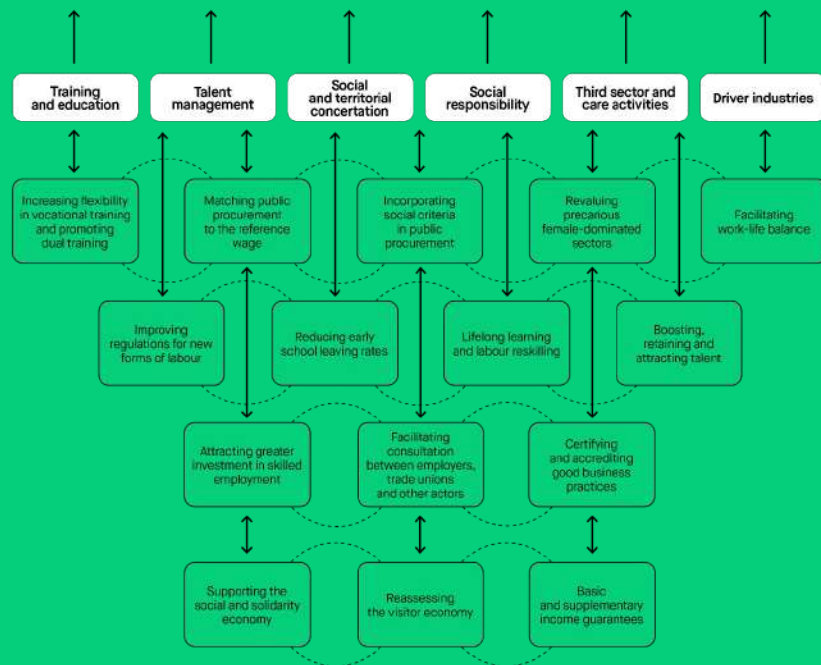


## SUFFICIENT INCOME LEVELS



To ensure that work allows a sustainable and dignified life.

By 2030, the salary levels of the collective agreements will have been achieved, based on a minimum reference wage adapted to the reality of the Barcelona metropolitan region.



Where should we act?

## Mission levers



TRAINING AND EDUCATION



TALENT MANAGEMENT



SOCIAL AND TERRITORIAL CONCERTATION



SOCIAL RESPONSIBILITY

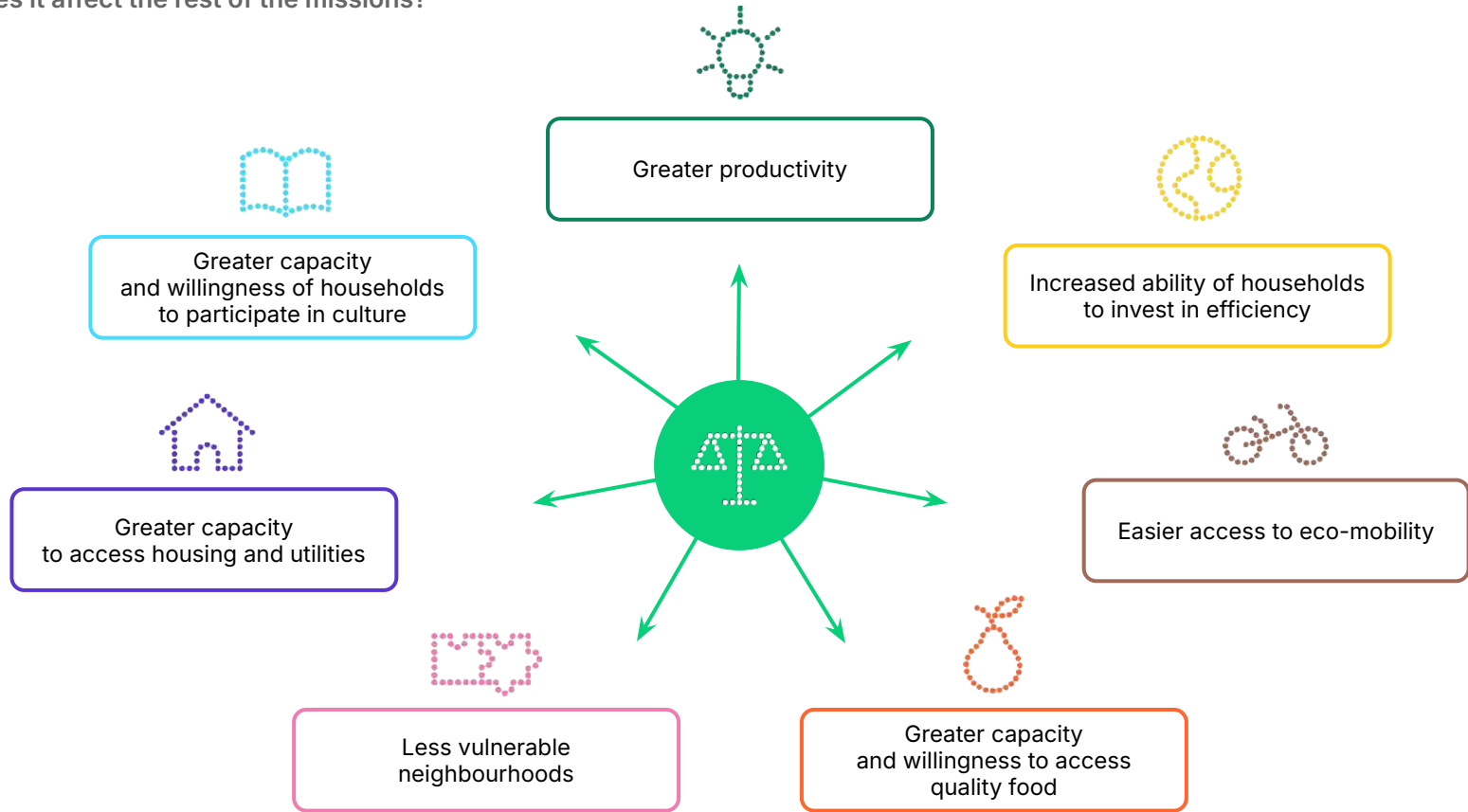


THIRD SECTOR AND CARE ACTIVITIES



DRIVER INDUSTRIES

## How does it affect the rest of the missions?





## Main measures

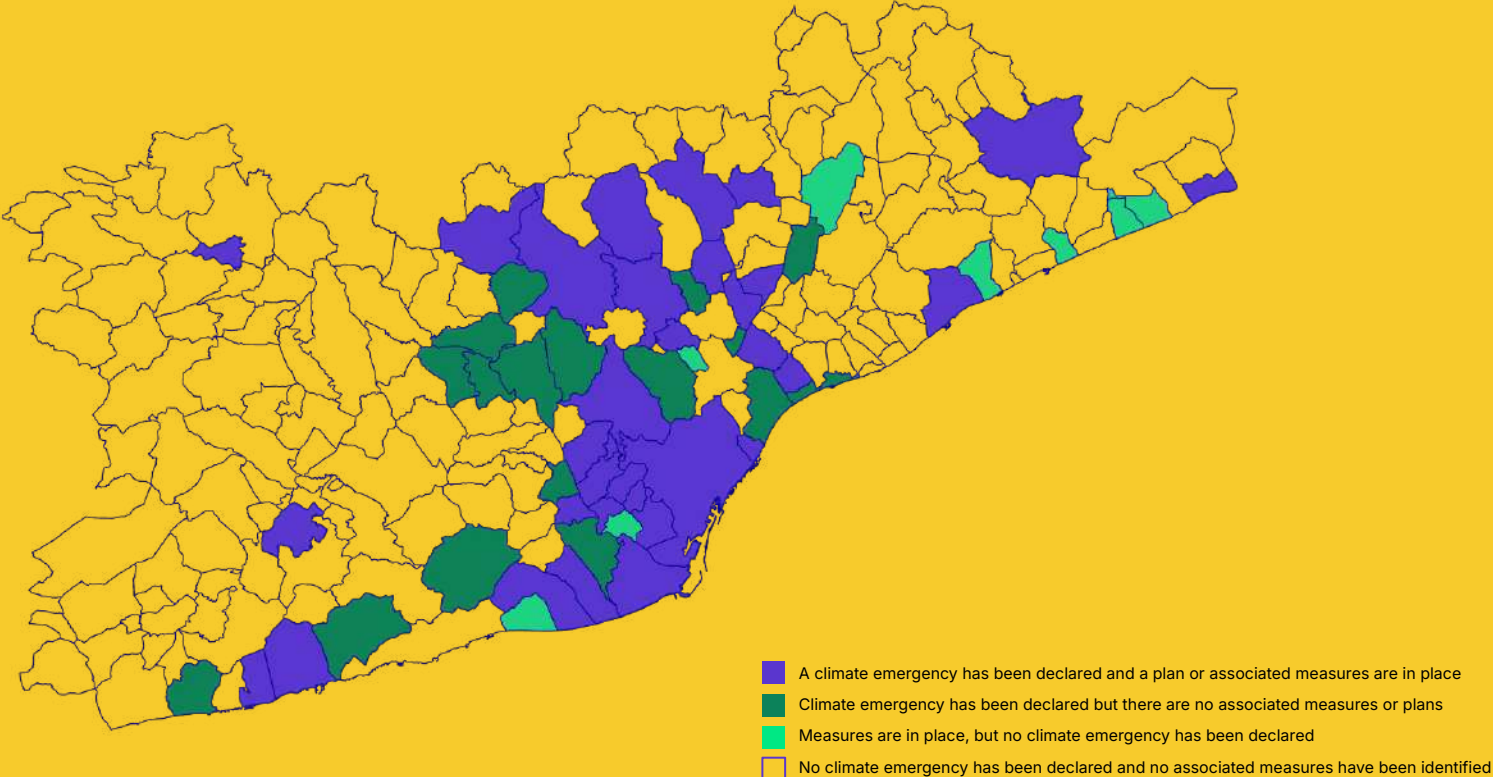
- 
1. Establishing a metropolitan space for economic and social consultation in order to define a metropolitan reference wage scheme, among other objectives.
- 
2. Strengthening the network of local employment services in the metropolitan area and collaboration between economic promotion and employment mechanisms.
- 
3. Metropolitan network of vocational/professional training centres.
- 
4. Consolidating and developing existing vocational/professional training programmes between vocational training centres and universities and business.

- 
5. Expanding measures in the recognised area of care rights and reconciling daily life through a metropolitan agreement for care and strengthening public services that facilitate co-responsibility.
- 
6. Metropolitan Agreement for Tourism (Pacte Metropolità per al Turisme) for the quality and redefinition of Barcelona's image as an urban tourist destination with inclusion as a metropolitan dimension.
- 
7. Expanding and strengthening the Network of Cooperative Associations.
- 
8. Coordinating talent attraction services.

# Mission Environmental and climate emergency



# POSITIONING AND ACTION TO TACKLE THE CLIMATE EMERGENCY IN THE METROPOLITAN TERRITORY



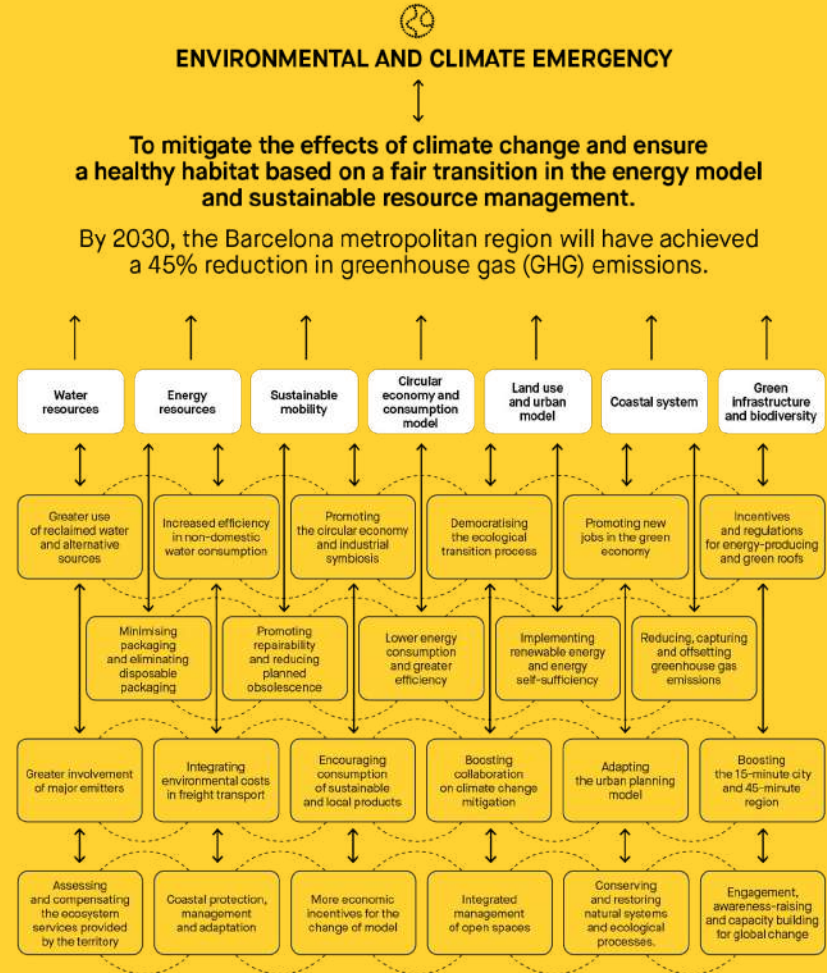
Source: The authors. 2022

## Mission Environmental and climate emergency

**Challenge** Environmental and climate emergency

**Mission** To mitigate the effects of climate change and ensure a healthy habitat based on a fair transition in the energy model and sustainable resource management.

**Commitment** By 2030, the Barcelona metropolitan region will have achieved a 45% reduction in greenhouse gas (GHG) emissions.





Where should we act?

## Mission levers



WATER RESOURCES



ENERGY RESOURCES



SUSTAINABLE MOBILITY



CIRCULAR ECONOMY AND CONSUMPTION MODEL



LAND USE AND URBAN MODEL

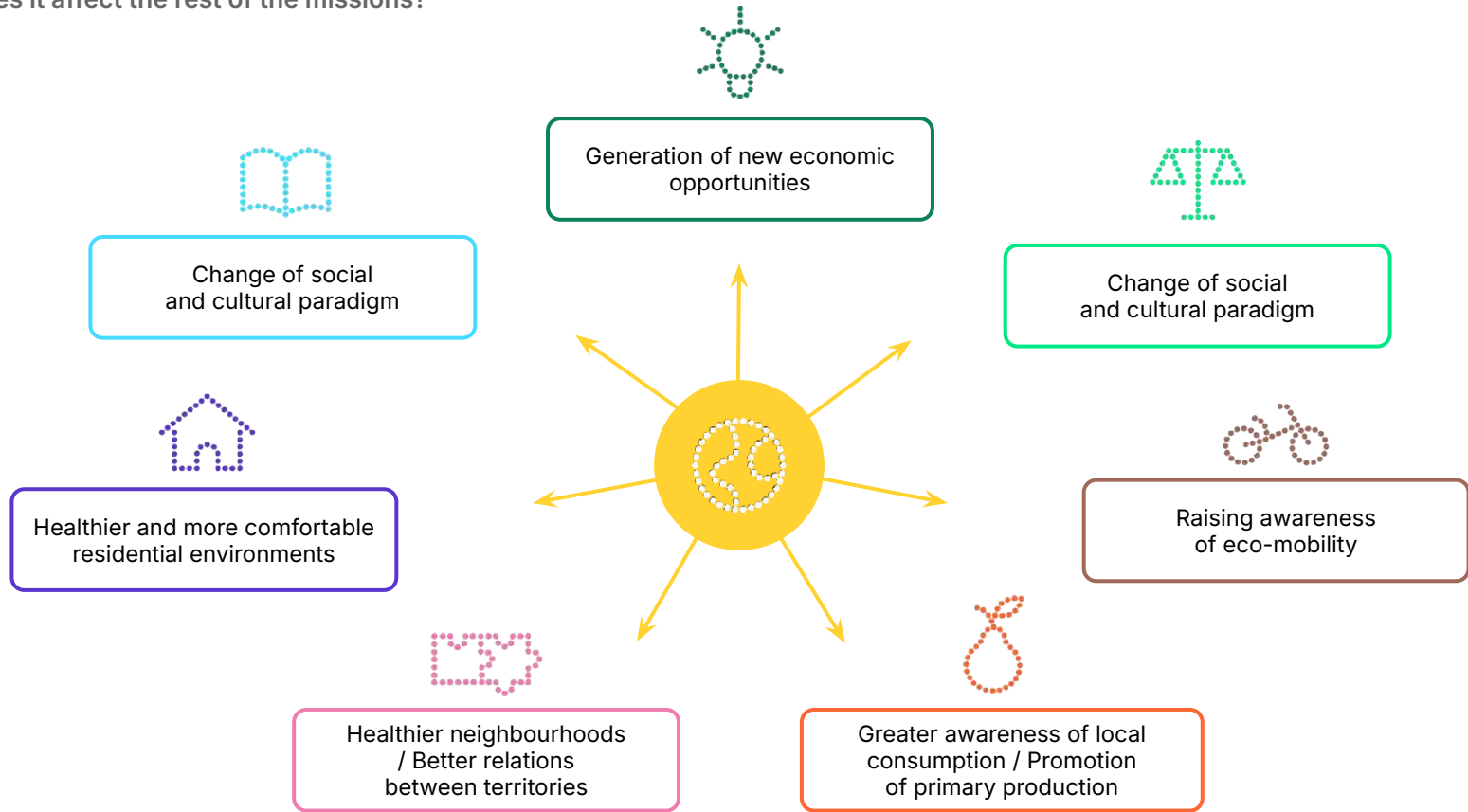


COASTAL SYSTEM



GREEN INFRASTRUCTURE AND BIODIVERSITY

How does it affect the rest of the missions?



# Main measures

1. Extending the commitments in the European mission 100 Climate-Neutral and Smart Cities by 2030 to the metropolitan area to become one of the carbon neutral cities by 2030 and coordinating actions among various actors.
2. Consolidating the metropolitan energy operator and extending its radius and capacity for action.
3. Developing the decentralised renewable energy production model through local energy communities.
4. Promoting the Catalan industrial symbiosis programme at the metropolitan level.
5. Incorporating the concept of green infrastructure and renaturing cities and urban areas in the Metropolitan Urban Master Plan (PDU) in the revised Metropolitan Territorial Plan.
6. Adapting large infrastructures to the requirements of the climate emergency.
7. Coordinating the preservation of water management as a common good.
8. Promoting widespread use of reclaimed water, grey water and rainwater with separate networks.
9. Recovering and updating the strategic plan for the coastline of the Barcelona metropolitan region.
10. Creating a network of environmental sensors based on citizen science programmes.
11. Creating metropolitan resource observatories and calculating and monitoring the main environmental indicators for the metropolitan region.

# Mission Sustainable and safe mobility

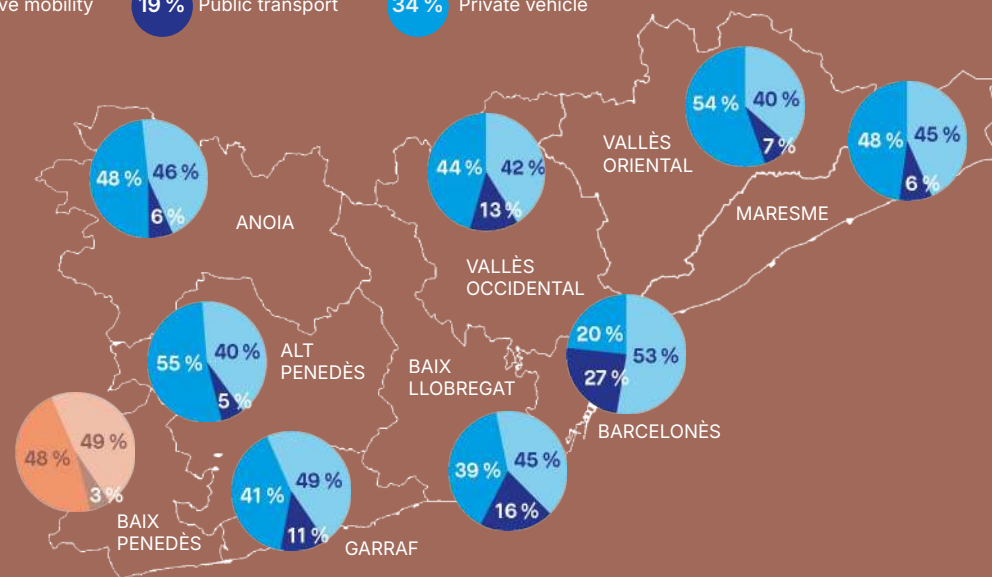
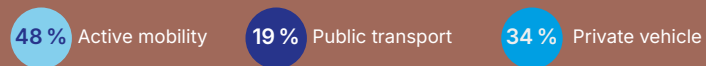




# MODAL DISTRIBUTION OF MOBILITY ON WORKING DAYS IN THE METROPOLITAN REGION

## Total

\*\*These figures do not include data from El Baix Penedès



## Main inter-regional movements

\*\*Journeys expressed in thousands.  
Only flows > 20,000 journeys/day have been considered.



Source: Working day mobility survey. EMEF 2019 (IERMB), pre-pandemic data. For the El Baix Penedès region, Camp de Tarragona Daily Mobility Survey 2020 (June 2021, ATM Camp de Tarragona), data during the pandemic.

## Mission Sustainable and safe mobility

### Challenge

Sustainable and safe mobility

### Mission

To improve connectivity and efficiency in daily journeys while reducing unsustainable mobility.

### Commitment

By 2030, there will have been a 10% change in the modal distribution of trips in the Barcelona metropolitan region in favour of eco-mobility.

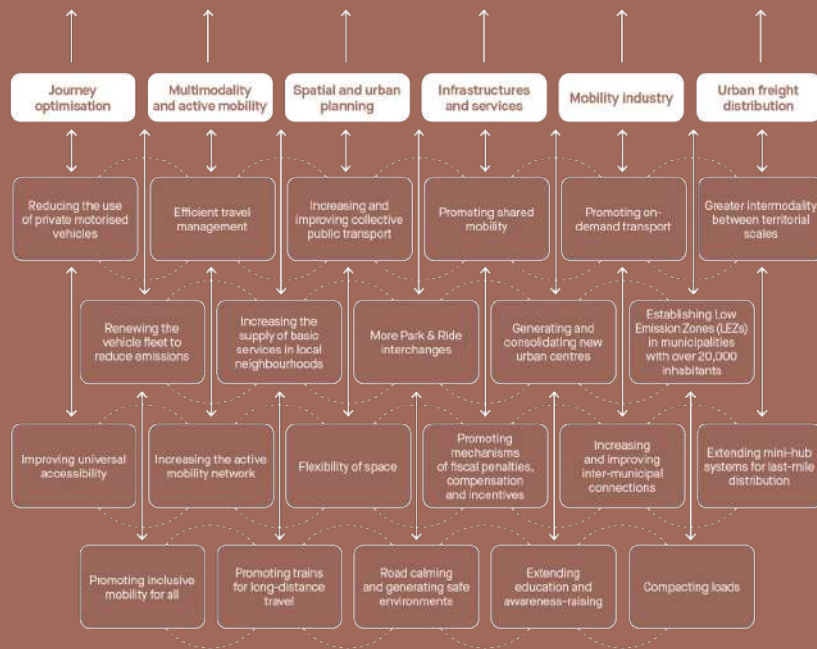


## SUSTAINABLE AND SAFE MOBILITY



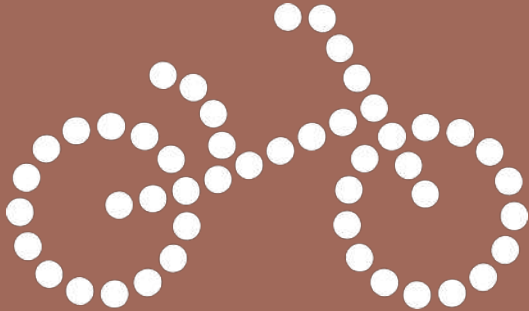
To improve connectivity and efficiency in daily journeys while reducing unsustainable mobility.

By 2030, there will have been a 10% change in the modal distribution of trips in the Barcelona metropolitan region in favour of eco-mobility.



Where should we act?

## Mission levers



JOURNEY OPTIMISATION



MULTIMODALITY AND ACTIVE MOBILITY



SPATIAL AND URBAN PLANNING



INFRASTRUCTURES AND SERVICES

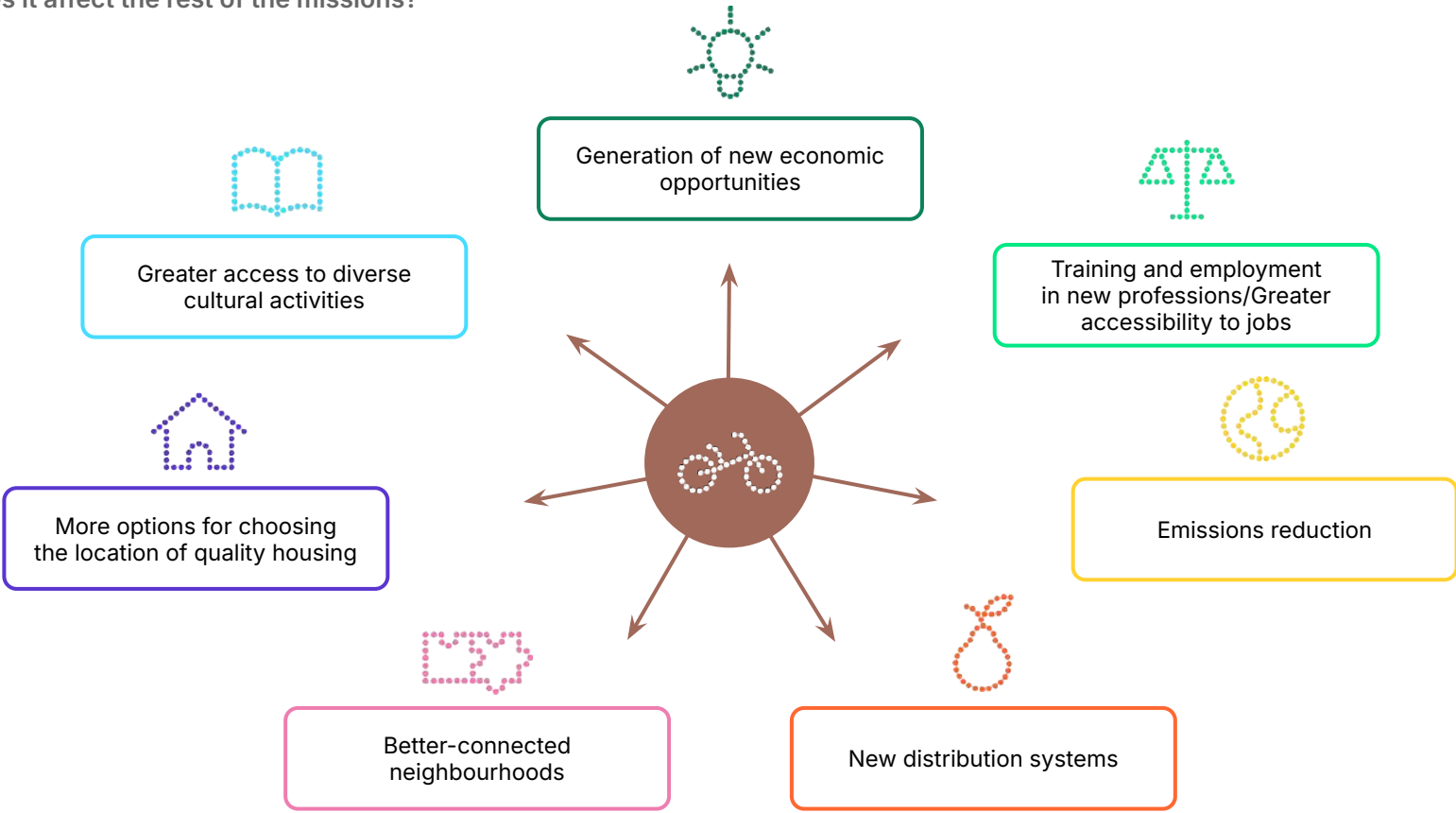


MOBILITY INDUSTRY



URBAN FREIGHT DISTRIBUTION

How does it affect the rest of the missions?





## Main measures

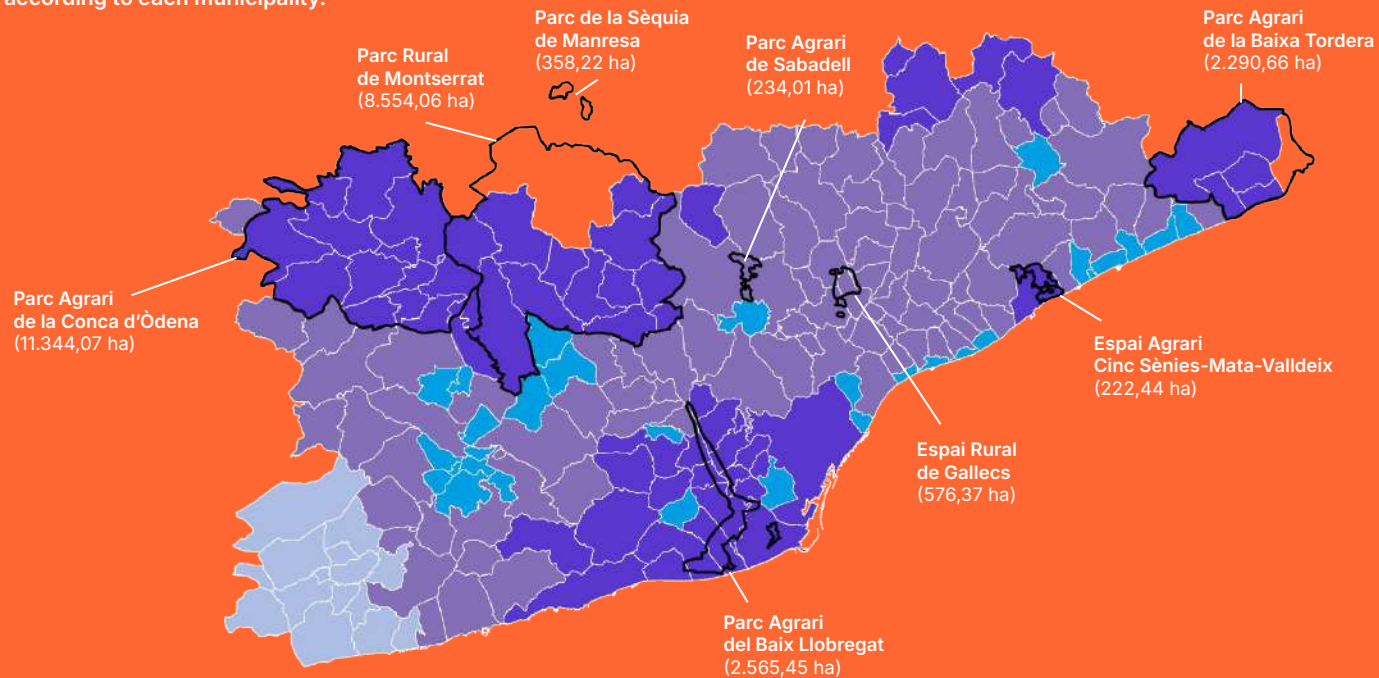
1. Financing and implementing the 2021-2030 Mobility Infrastructure Master Plan.
2. Fulfilling the Suburban Rail Plan, with the interventions required to expand capacity and improve service.
3. Non-radial interconnection of the main metropolitan cities with sustainable mobility services, seeking a minimum of exchanges within a maximum of 30 minutes.
4. Providing the metropolitan region's territorial mobility authority with executive powers in transport and mobility management.
5. New mobility governance model adapted to mobility as a service (MaaS).
6. Creating a public fund to finance public transport and sustainable mobility.
7. Strengthening the industrial and technological ecosystem around sustainable mobility.
8. Full implementation of the T-mobilitat system.
9. Coordinating Low Emission Zones (LEZs) in the metropolitan region as a whole and their extension throughout the territory.
10. Extending the network of bus-high occupation vehicle lanes on the main accesses to Barcelona.
11. Developing the Fourth Railway Belt by setting up interchanges at different points in El Vallès and El Baix Llobregat.
12. Metropolitan strategic plan on urban freight distribution and the creation of a metropolitan public-private observatory on urban freight distribution.

# Mission Healthy food



# PROTECTED AGRICULTURAL LAND IN THE METROPOLITAN REGION

Protected agricultural area according to each municipality.



Source: BCN Smart Rural, data samples. Barcelona Provincial Council (2021).

## Mission Healthy food

### Challenge

Healthy food

### Mission

To ensure access to healthier and more sustainable food for everyone, everywhere.

### Commitment

By 2030, 60% of the diet of the population of the Barcelona metropolitan region will be based on local food.

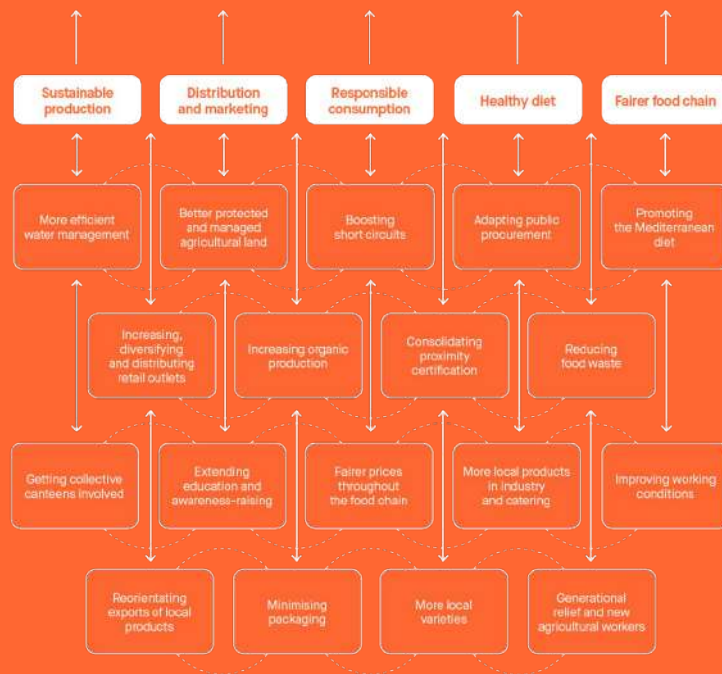


## HEALTHY FOOD



To ensure access to healthier and more sustainable food for everyone, everywhere.

By 2030, 60% of the diet of the population of the Barcelona metropolitan region will be based on local food.





Where should we act?

## Mission levers



SUSTAINABLE PRODUCTION



DISTRIBUTION AND MARKETING



RESPONSIBLE CONSUMPTION

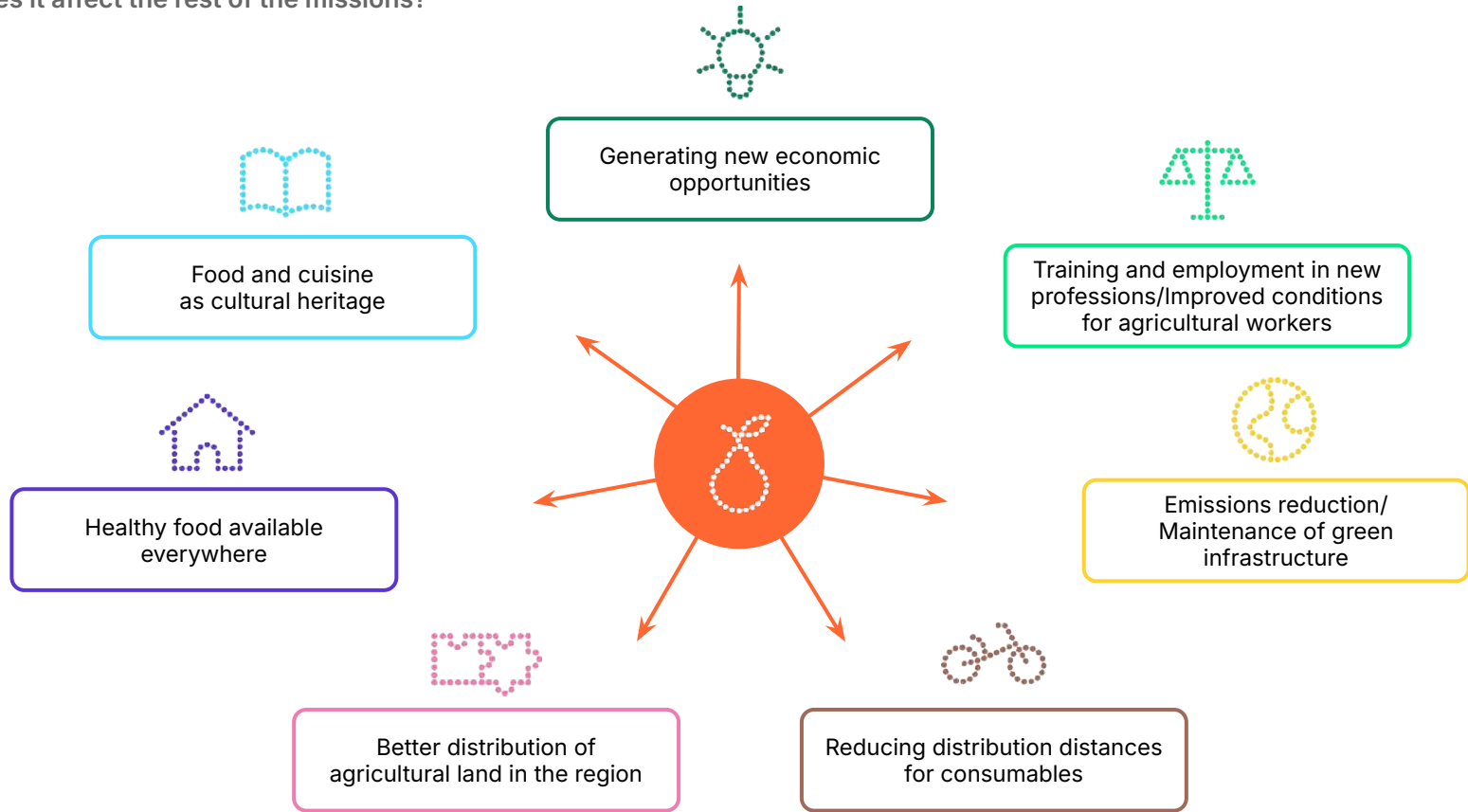


HEALTHY DIET



FAIRER FOOD CHAIN

How does it affect the rest of the missions?



## Main measures

1. Strengthening farm management areas (agricultural parks and similar).
2. Implementing local food exchange centres.
3. Boosting projects to increase the presence of local and organic products in Mercabarna.
4. Use of public procurement and incentives in collective canteens for the progressive introduction of local and organic products.
5. Promoting legislative changes that favour consumption of local and organic products, such as exemptions/ deductions on municipal or metropolitan taxes on production and marketing.
6. Detecting and promoting strategies to raise the worth of local and organic production, making full use of synergies with other economic activities in the metropolis.
7. Unifying and consolidating a label for local foodstuffs and the shops that distribute them.
8. Setting up soil banks and links with elements such as farming contracts and test spaces.
9. Incorporating food into municipal organisation and creating, where necessary, local food councils and a metropolitan food council.
10. Promoting research into data on supply and demand for local and organic products through the Metropolitan Food System Observatory.
11. Promoting public education and a cultural change towards healthier, more sustainable diets through formal education, promotional campaigns and regulating advertising.
12. Promoting initiatives that ensure the right to healthier, more sustainable food for all, based on income guarantees and empowering people through a community-based approach.
13. Support for food loss and food waste prevention strategies in all stages of the food chain.

# Mission Territorial cohesion



# LOW INCOME POPULATION

## Low income population by census sections

- Sections with less than 15% population with low incomes
- Sections between 15% and 24.9% population with low incomes
- Sections between 25% and 34.9% population with low incomes
- Sections between 35% and 44.9% population with low incomes
- Sections with more than 45% population with low incomes
- Sections with no data



Source:: Atlas of household income distribution. National Institute of Statistics (INE), 2019



## Mission Territorial cohesion

### Challenge

Territorial cohesion

### Mission

To reduce urban vulnerability and inequalities between neighbourhoods in the metropolitan region to guarantee equal opportunities for all.

### Commitment

By 2030, the low income population will not have to exceed 25% as an average of all the vulnerable neighbourhoods of the Barcelona metropolitan region.

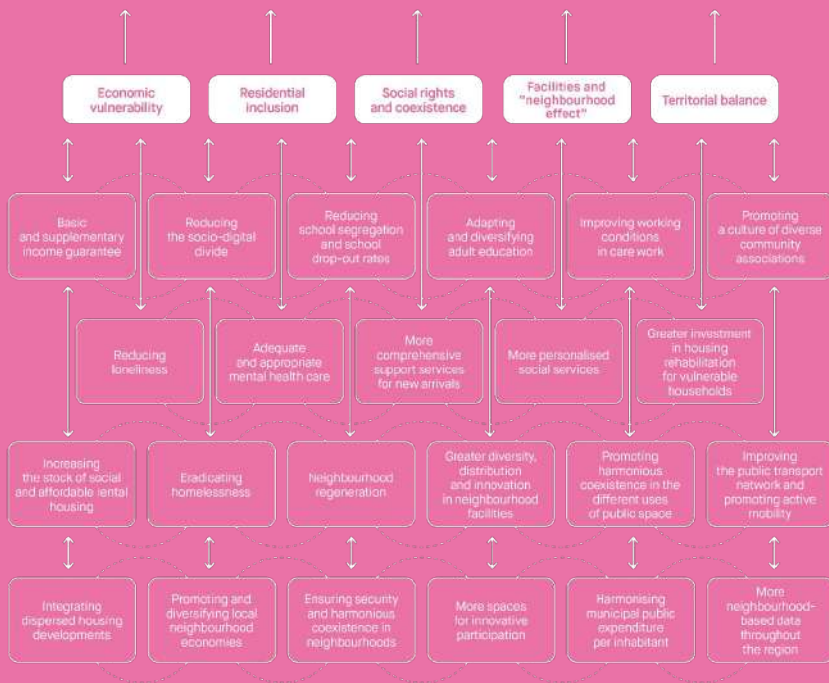


## TERRITORIAL COHESION



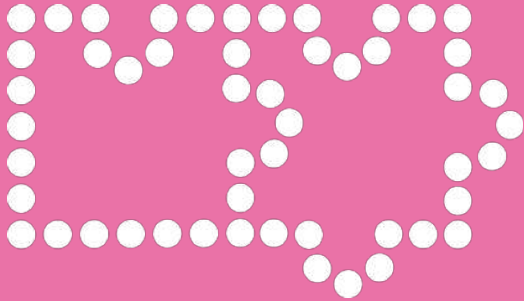
To reduce urban vulnerability and inequalities between neighbourhoods in the metropolitan region to guarantee equal opportunities for all.

By 2030, the low income population will not have to exceed 25% as an average of all the vulnerable neighbourhoods of the Barcelona metropolitan region.



Where should we act?

## Mission levers



ECONOMIC VULNERABILITY



RESIDENTIAL INCLUSION



SOCIAL RIGHTS AND COEXISTENCE

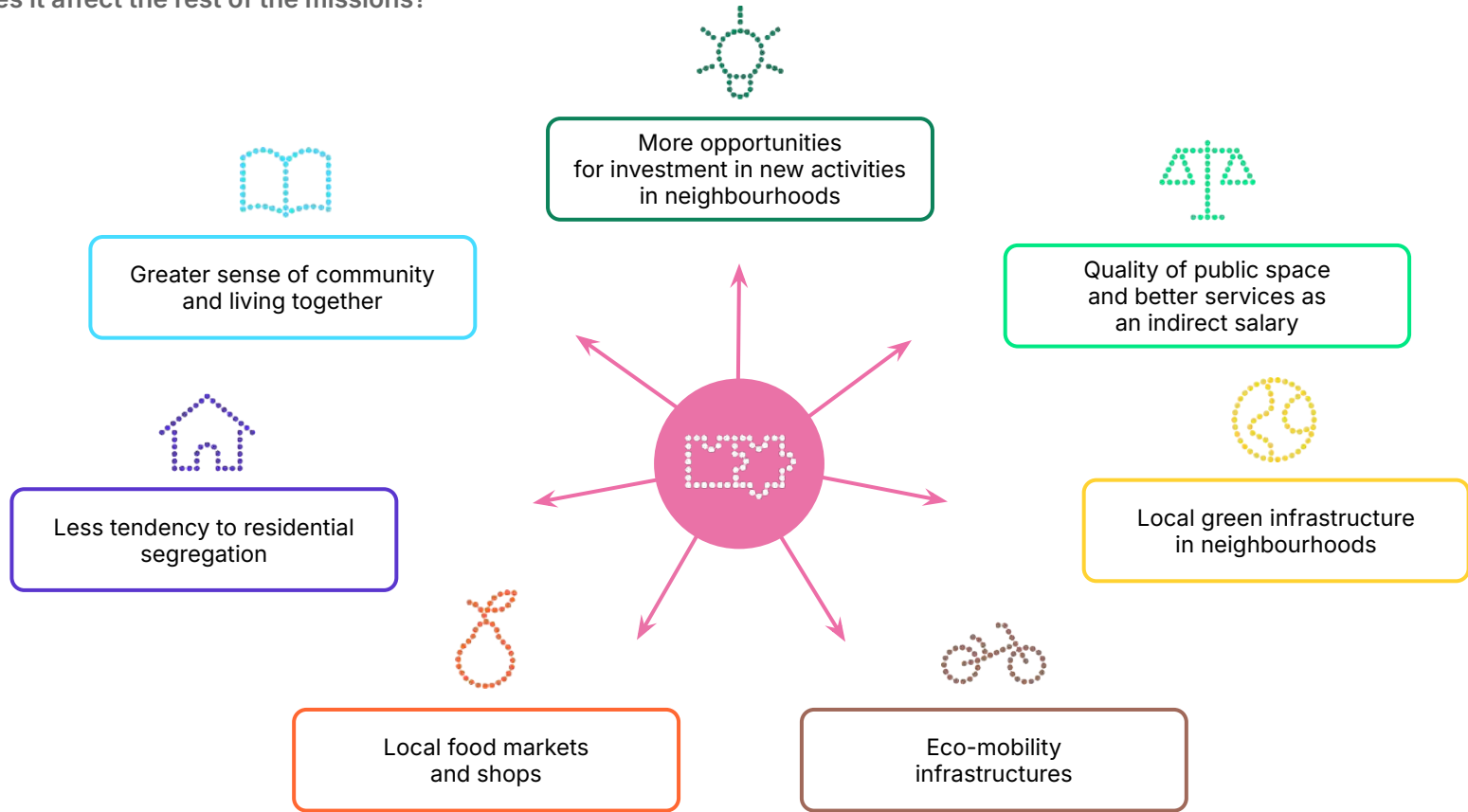


FACILITIES AND "NEIGHBOURHOOD EFFECT"



TERRITORIAL BALANCE

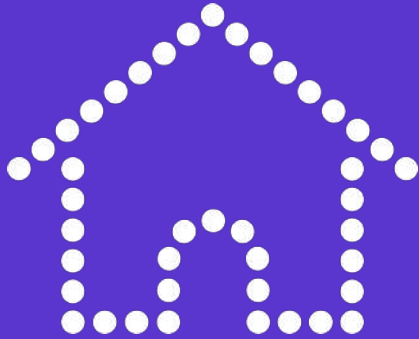
## How does it affect the rest of the missions?



## Main measures

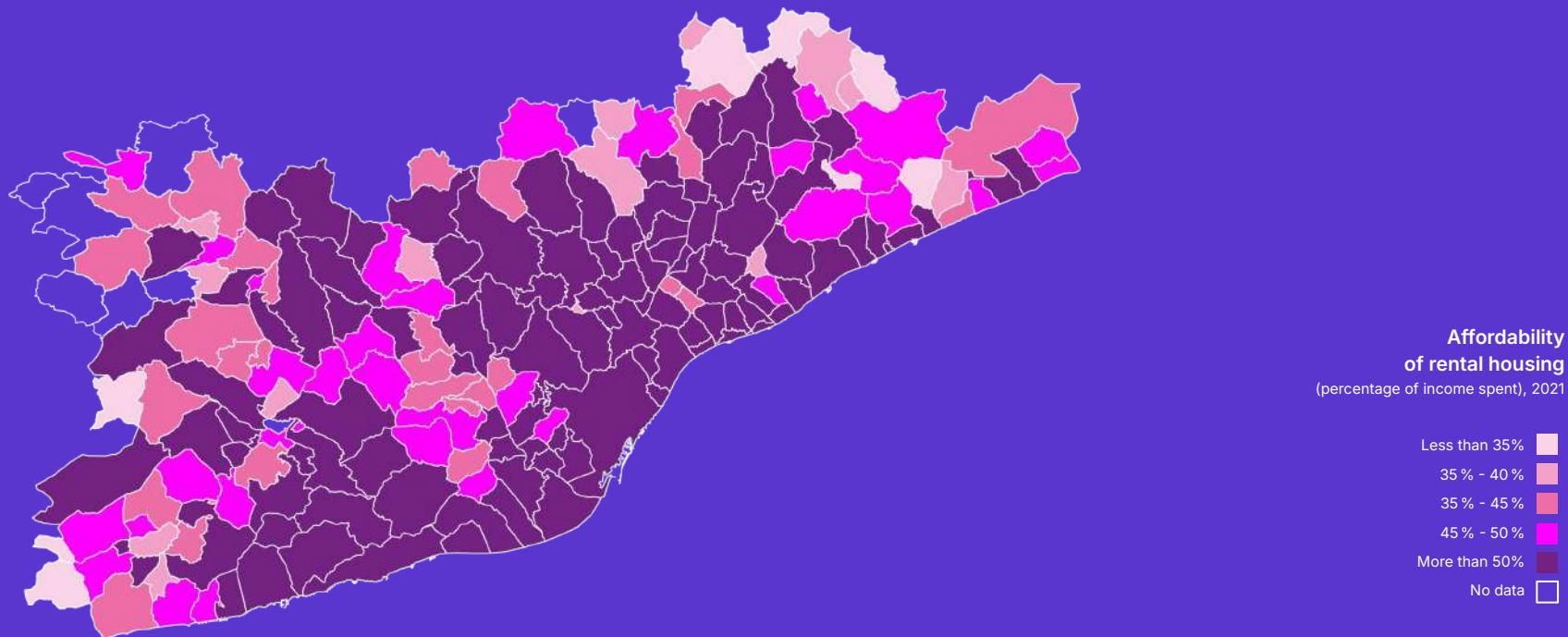
1. Reaching a metropolitan agreement to promote the establishment of a universal basic income system.
2. Drawing up a comprehensive neighbourhood rehabilitation plan to channel intervention to the most vulnerable neighbourhoods and incorporate isolated housing developments with urban development shortcomings.
3. Developing a regulatory protocol to facilitate access of the vulnerable population to all types of benefits in terms of knowledge, procedures and perception.
4. Adopting fiscal equality mechanisms between municipalities in each urban area.
5. Activating the register of residents with no fixed address in the municipalities of the Barcelona metropolitan region.
6. Creating a coordinated, multi-level and multi-service complementary income guarantee system among all the actors involved in the metropolitan region.
7. Defining comprehensive strategies for the most segregated metropolitan zones (such as El Besòs, Carretera de Collblanc and the River Ripoll, among others).
8. Preparing a map of neighbourhoods in the municipalities of the Barcelona metropolitan region.
9. Drawing up economic development plans for individual neighbourhoods or groups of neighbourhoods.
10. Collaborative planning and management of community facilities, making it possible to serve citizens from other municipalities by introducing the metropolitan card for shared public services.
11. Planning metropolitan facilities in terms of generating new urban centres.
12. Promoting the Metropolitan Social Forum as a space for public-private and community coordination of interventions in social rights.

# Mission Adequate housing





# AFFORDABILITY OF RENTAL HOUSING IN THE METROPOLIS



**Source:** prepared by the authors, based on Gross Household Disposable Income per inhabitant. Barcelona Provincial Council Municipal Economic Information Service (SIEM) 2021 and IDESCAT, and the average price of rental housing based on deposits made with INCASÒL. Generalitat de Catalunya Secretariat for Housing and Social Inclusion 2021.

## Mission Adequate housing

### Challenge

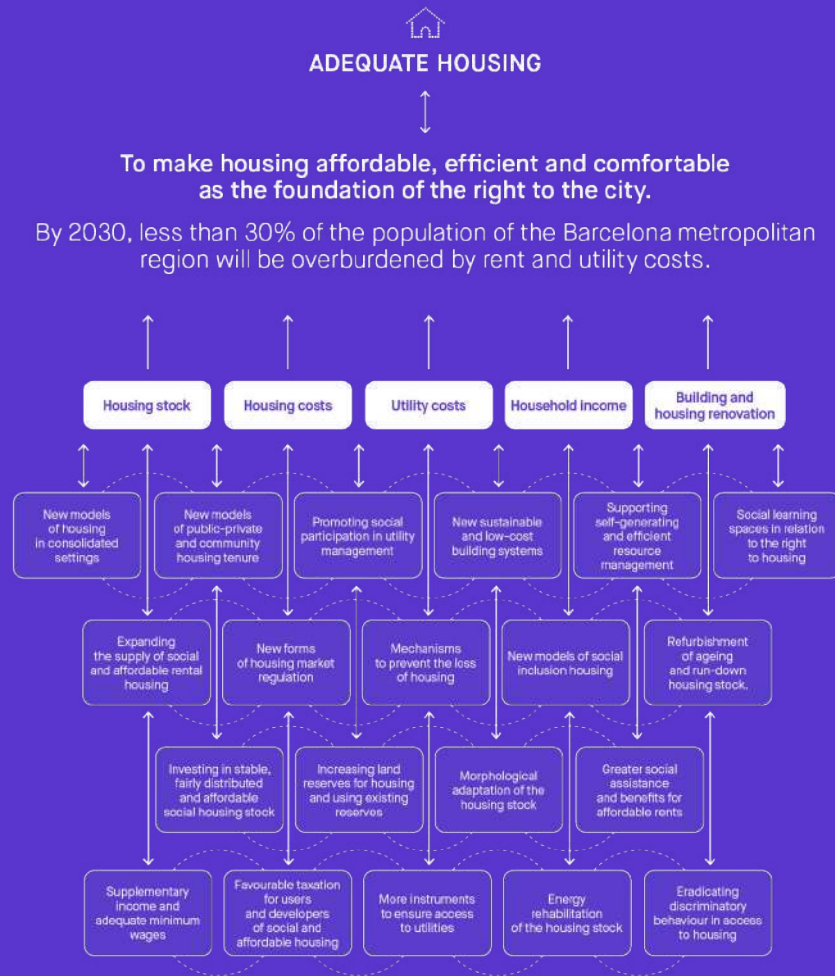
Adequate housing

### Mission

To make housing affordable, efficient and comfortable as the foundation of the right to the city.

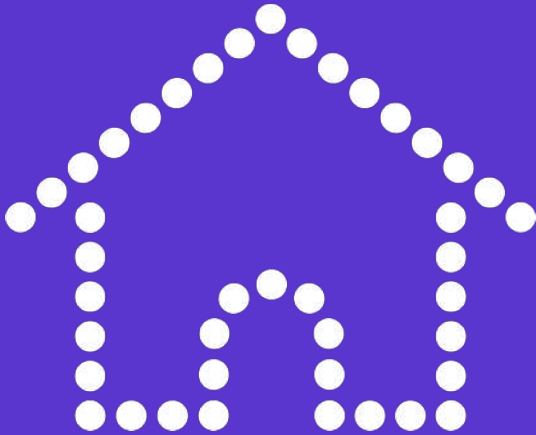
### Commitment

By 2030, less than 30% of the population of the Barcelona metropolitan region will be overburdened by rent and utility costs.



Where should we act?

## Mission levers



HOUSING STOCK



HOUSING COSTS



UTILITY COSTS

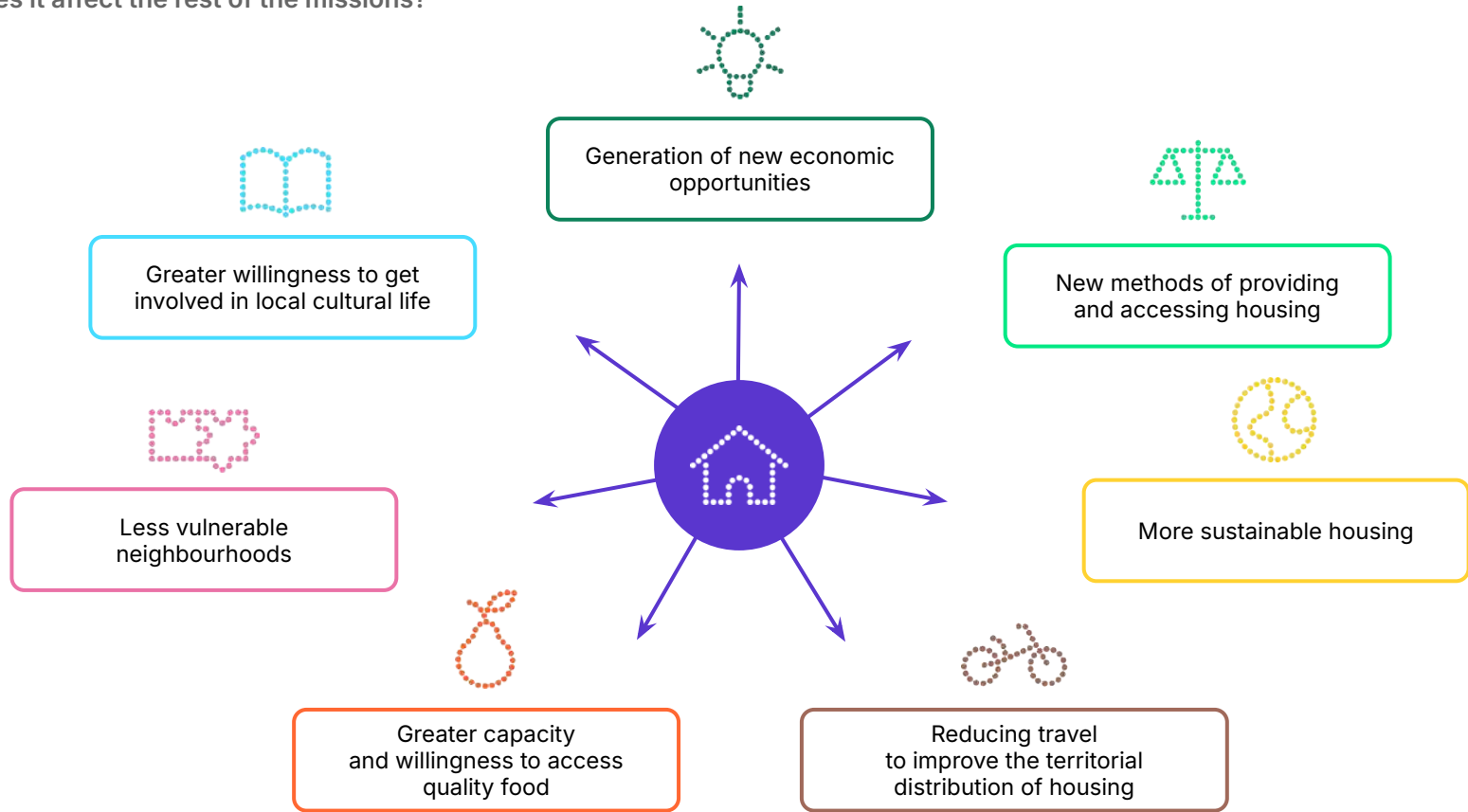


HOUSEHOLD INCOME



BUILDING AND HOUSING RENOVATION

How does it affect the rest of the missions?

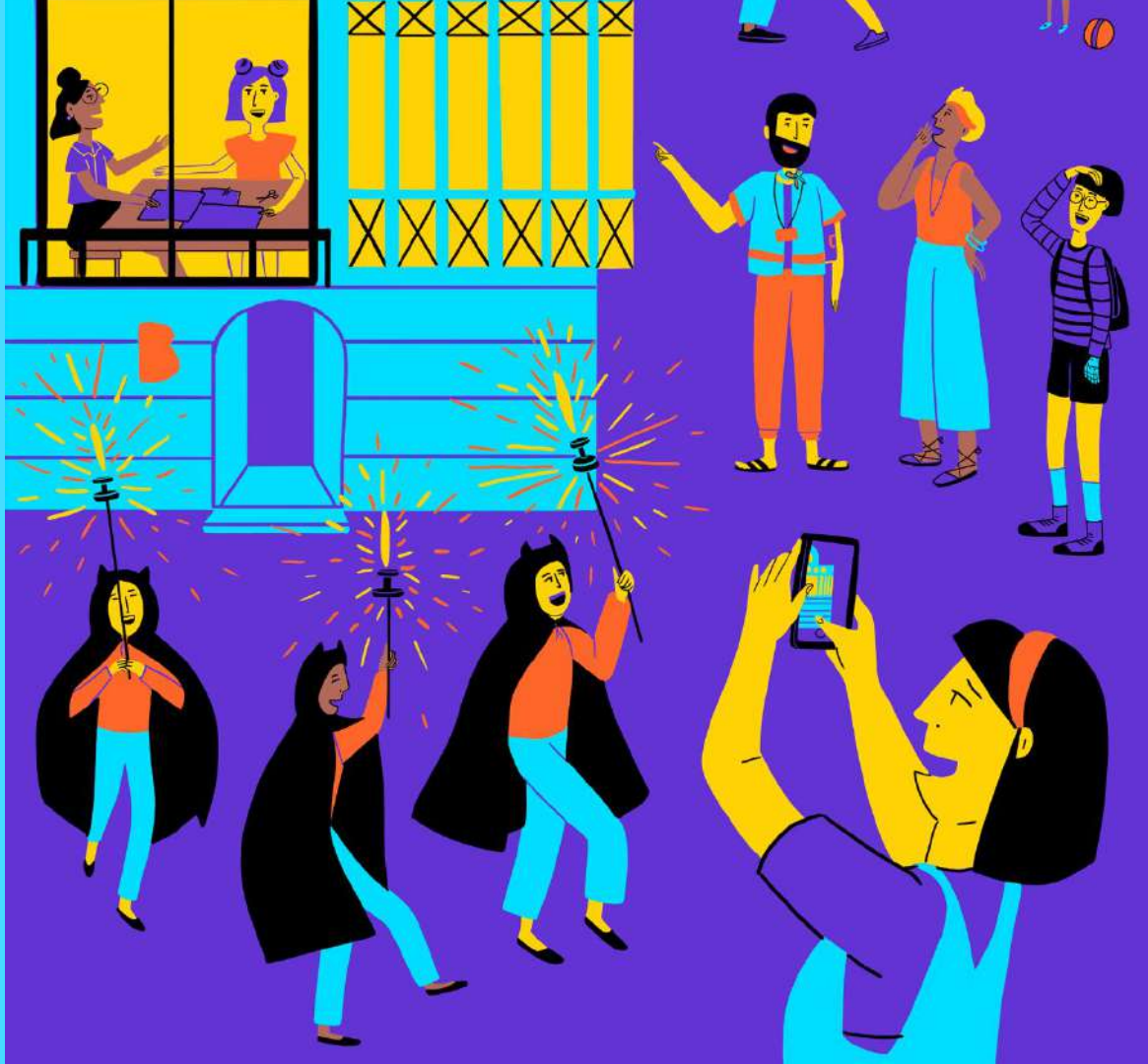


## Main measures

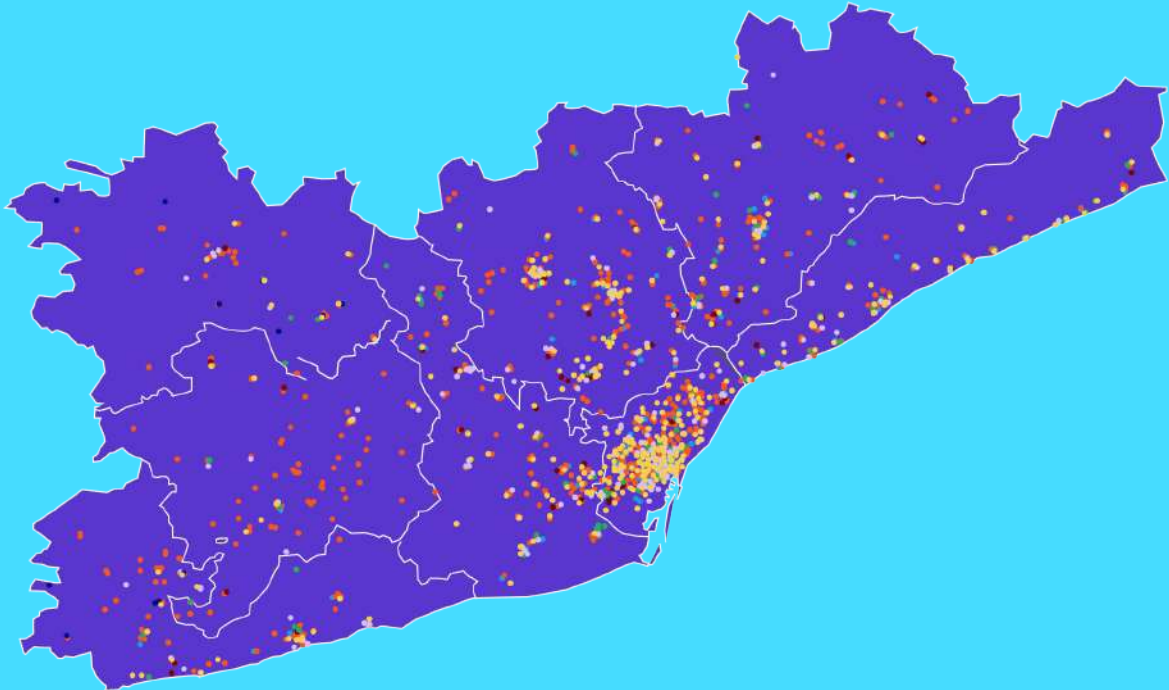
1. Creating a metropolitan rental exchange and a single register of applicants for social housing.
2. Extending the action of the metropolitan public-private housing operator and the Observatory in the region.
3. Analysing and implementing measures that contribute to regulating rental prices in municipalities with a tight market.
4. Drawing up a census of compulsory reserves of land for subsidised housing and publication of public land and housing assets.
5. Review of municipal urban planning in the region and programming and implementing strategic residential areas.
6. Metropolitan coordination for regulating subsidised housing reserves on consolidated urban land and controls on tourist accommodation.
7. Metropolitan housing plan based on the Territorial Sectoral Housing Plan.
8. Creating an innovation cluster for the construction and management of affordable housing.
9. Coordinating the application of NextGenerationEU funds for energy rehabilitation in housing through a comprehensive metropolitan region plan.
10. Metropolitan Water and Energy Observatory and diversification of management methods.



# Mission Cultural vitality



# CULTURAL FACILITIES IN THE METROPOLIS



- Cultural facilities**
- Archives ●
  - Libraries ●
  - Cultural, civic and community centres ●
  - Visual arts facilities ●
  - Performance and musical facilities ●
  - Museums, galleries and interpretation centres ●
  - Other facilities suitable for cultural use ●

Source: Cultural Facilities Database of Catalonia, Ministry of Culture, Generalitat de Catalunya 2021.

## Mission Cultural vitality

### Challenge

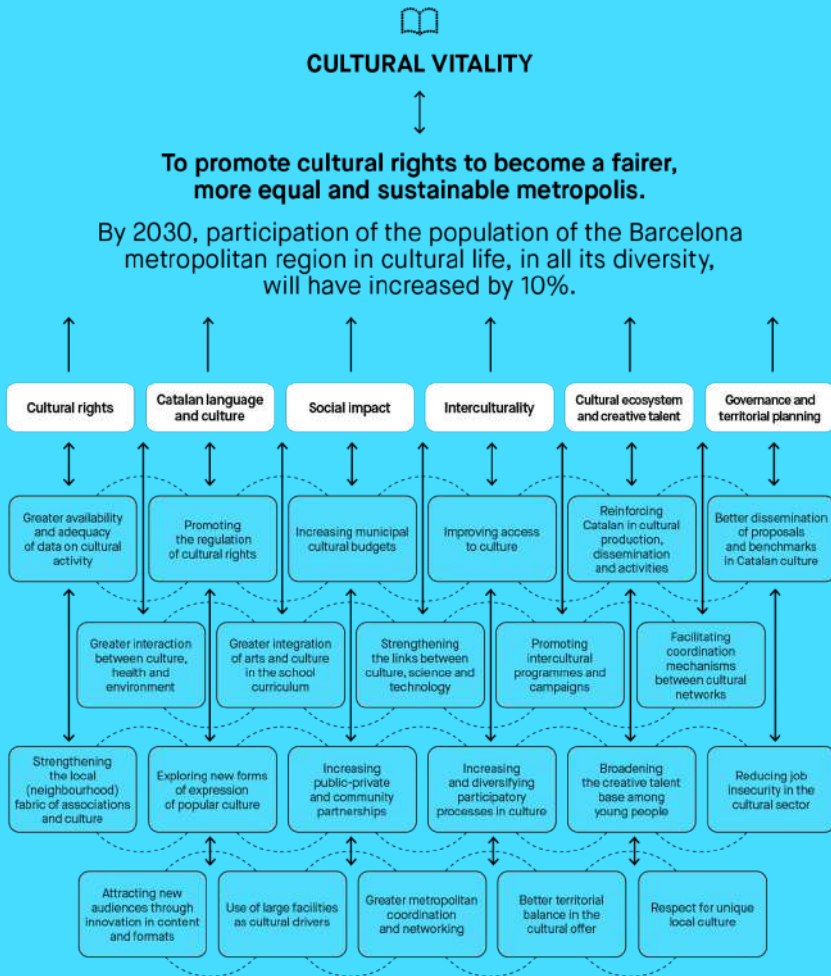
Cultural vitality

### Mission

To promote cultural rights to become a fairer, more equal and sustainable metropolis.

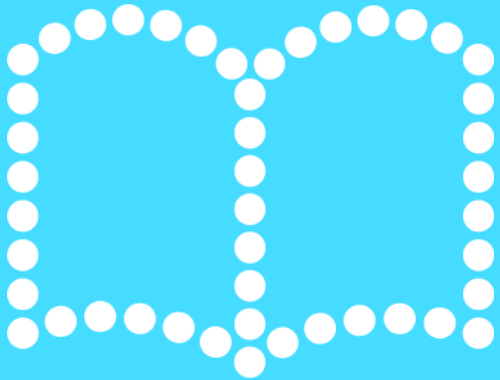
### Commitment

By 2030, participation of the population of the Barcelona metropolitan region in cultural life, in all its diversity, will have increased by 10%.



Where should we act?

## Mission levers



CULTURAL RIGHTS



CATALAN LANGUAGE AND CULTURE



SOCIAL IMPACT



INTERCULTURALITY

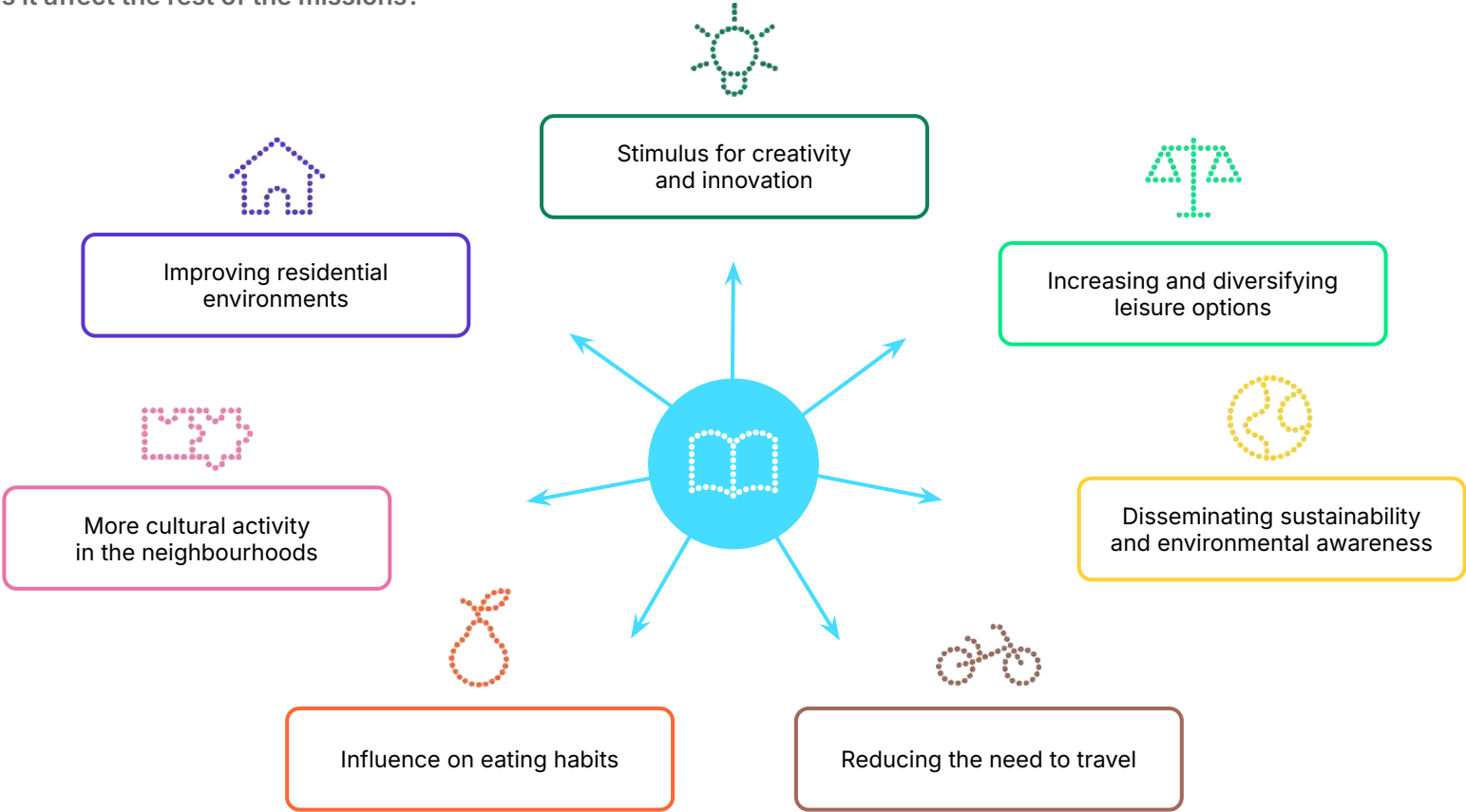


CULTURAL ECOSYSTEM AND CREATIVE TALENT



GOVERNANCE AND TERRITORIAL PLANNING

How does it affect the rest of the missions?





## Main measures

1. Strengthening neighbourhood cultural networks around libraries, in conjunction with civic centres, neighbourhood and cultural associations, shops and schools, to generate new formats of cultural activities.
2. Establishing a programme similar to “Gaudir Més” (Enjoy more) on a metropolitan scale.
3. Creating a personalised prescription service for cultural activities in the metropolitan region based on information regarding loans and other cultural activities in library user files and using AI tools.
4. Metropolitan coordination of local cultural programmes and dissemination throughout the territory.
5. Coordinating cultural projects at the scale of the metropolitan region, taking as a reference the Metropolitan Dance Festival and the biennial Manifesta festival.
6. Involving local media as a window on cultural activity in the metropolis as a whole.
7. Establishing and coordinating a metropolitan network of creation labs, increasing the chances of extending cultural programmes, such as UNESCO Cities of Literature, among others, around the metropolis.
8. Creating a metropolitan observatory of cultures.
9. Promoting a new mechanism for connecting technology clusters and the cultural sector, inspired by agencies such as NESTA (United Kingdom).
10. Generating an agreement between metropolitan actors so that the Catalan Ministry of Education includes a 6th hour of classes on creating a “humanist cultural base” and the pre-school stage includes content on cultural and community life.

# Metropolitan Commitment 2030 in action

## Implementing the missions



### Raising the visibility of CM2030 and the actors involved

- Integrating projects in a common framework.
- Information on the status and development of projects.



### Acting as a metropolitan lobby

- Promoting projects for the whole metropolitan region.
- Driving legislative and regulatory changes to enable metropolitan action.



### Generating synergies and innovation

- Experience and knowledge exchange.
- Incubating new ideas and projects.
- Facilitating agreements.
- Creating synergies among members and among groups.
- Detecting vectors not covered by projects and detecting new needs.
- Benchmarking.

## Reference spaces

# Institutions, organizations and existing networks

The coordination office of the PEMB it combines as a technical support office with already existing devices to contribute to its operational capacity in all that which supposes to promote the corresponding mission.



Innovative and inclusive economy  
**RMB Industrial Pact**



Sufficient income levels  
**Catalan Labour, Economic and Social Affairs Council (CTESC)  
and Economic and Social Council of Barcelona (CESB)**



Environmental and climate emergency  
**Network of cities and towns towards sustainability**



Sustainable and safe mobility  
**Association of Municipalities for Mobility  
and Urban Transport**



Healthy food  
**Area of governance of the Food Charter  
of the Metropolitan Region**



Territorial cohesion  
**Metropolitan Social Forum**

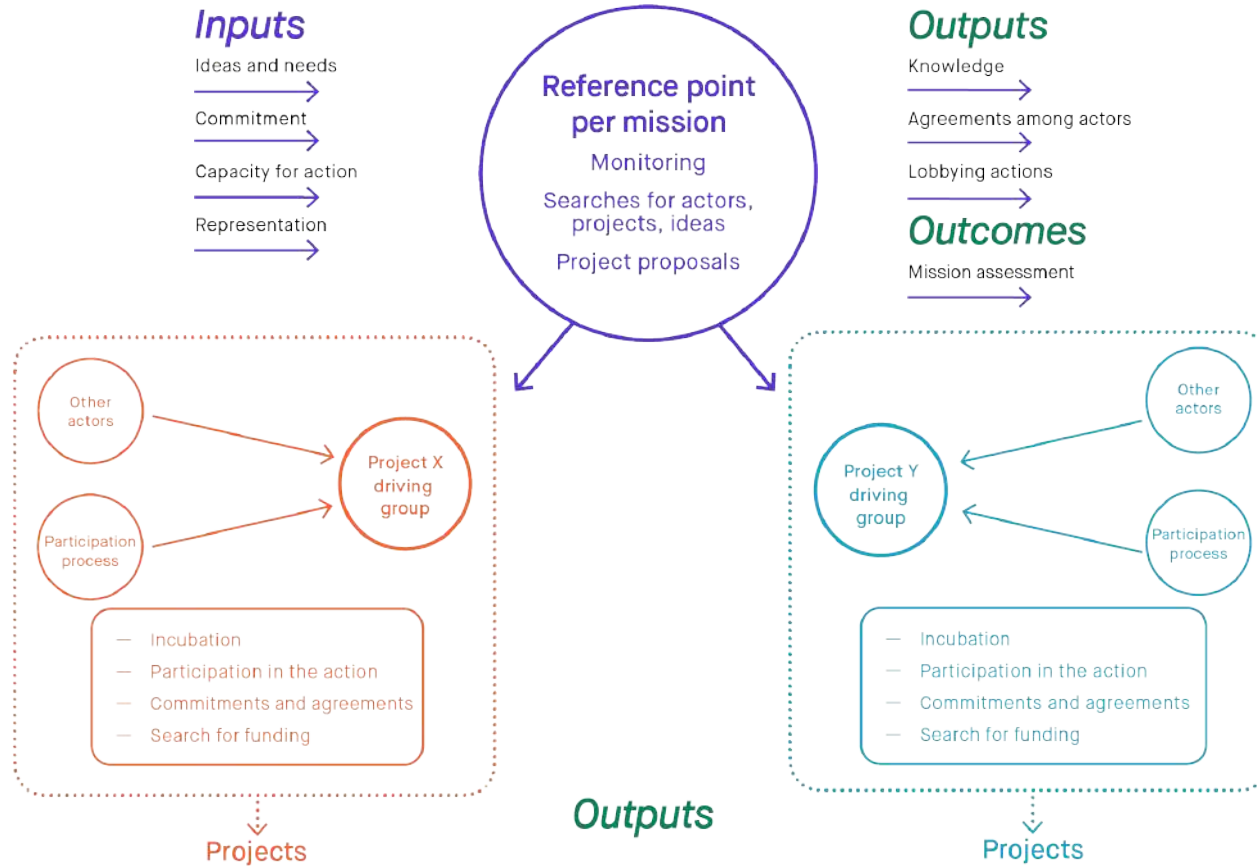


Adequate housing  
**Metropolitan Residential Inclusion Network**



Cultural vitality  
**Center for Studies and Cultural Resources (CERC)**

## Reference spaces





# Compilation of projects of actors of the quintuple helix

The identification of aligned projects with each mission will allow work on them to scale, replicate or complete them with the collaboration of more and more diverse actors.

91  
PROJECTS

51  
MULTIMISSION PROJECTS

44  
MULTI-ACTOR PROJECTS

52  
METROPOLITAN PROJECTS

## Mission

- Environmental and climate emergency
- Sufficient income levels
- Innovative and inclusive economy
- Territorial cohesion
- Sustainable and safe mobility
- Adequate housing
- Cultural vitality
- Healthy food

## Quintuple helix

- Government agencies
- Private sector
- Citizenship
- Academia

## Territorial scope

- Supramunicipal
- Municipality
- Neighborhood

## State of development

- Active
- Inactive



### Alliance to promote energy communities from the economy



Seven entities from the energy sectors, technology and the management of the social economy...



### Metropolitan charging stations



The charging station converts solar energy in electricity through a photovoltaic pergola...



### UrbanZEB – urban strategies of energy transition of buildings



Through the online platform, the information generated by each building in an Urban Building...



### Catalan Industrial Symbiosis Program



Industrial symbiosis is a business strategy that encourages collaboration...

Project example

## Immersive Experience Lab



---

Government agencies  
Private sector  
Citizenship

---

Supramunicipal

---

Active

Project leaders

neàpolis

## Project example

# Immersive Experience Lab

## Objectives

Guide the companies and social entities of the territory in the possibilities of technology focused on immersive realities and facilitate them technological transfer.

## Project description

The Immersive Experience Lab is an initiative of Neapolis, the agency for public innovation in ICT, the multimedia sector, creativity and entrepreneurship, located in Vilanova i la Geltrú.

It is a space for experimentation, design and validation of technological and social innovation projects, focused on immersive realities: Virtual Reality, Augmented Reality and Mixed Reality. It also wants to be a training space in these immersive technologies, a space dedicated to research, development and innovation (R+D+i), a diverse ecosystem interested in open innovation and cooperation between the different agents a system and a space for creation and promotion of new immersive technological products and extended realities.

## Areas of intervention

→ Technological transfer

→ Public R+D policies

→ Clusters, networks and territory

→ Business model

→ Talent management

→ Social and territorial coordination

→ Tractor sectors

## Implementation of the Metropolitan Commitment 2030



Metropolitan Commitment  
of the actors



Resizing  
of the metropolitan agendas



Escalated  
of existing projects



New bottom-up  
governance tools



Urban/citizen  
laboratories



NextGenEu  
and other European Funds

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