



Bilbao Metropoli 30:

Strategic Reflection for the
revitalisation of
Metropolitan Bilbao



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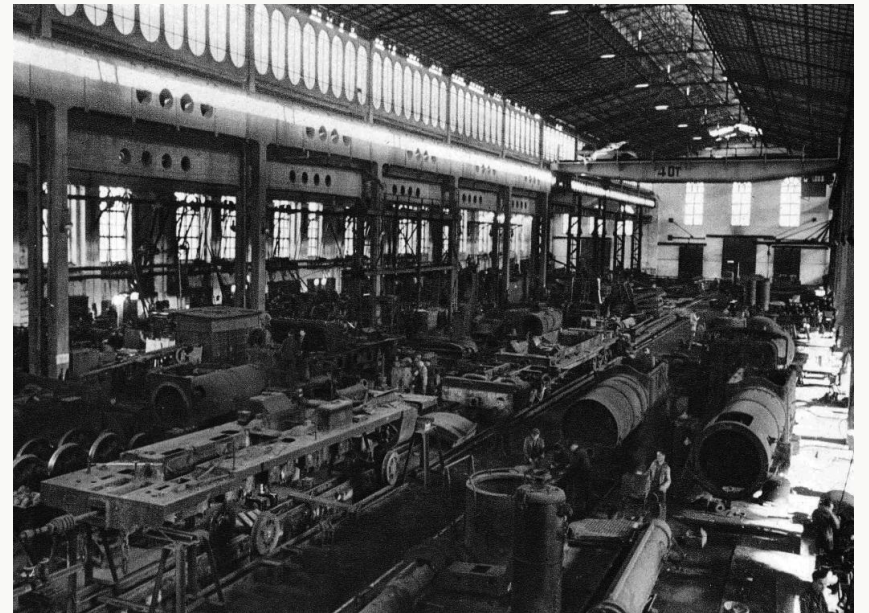
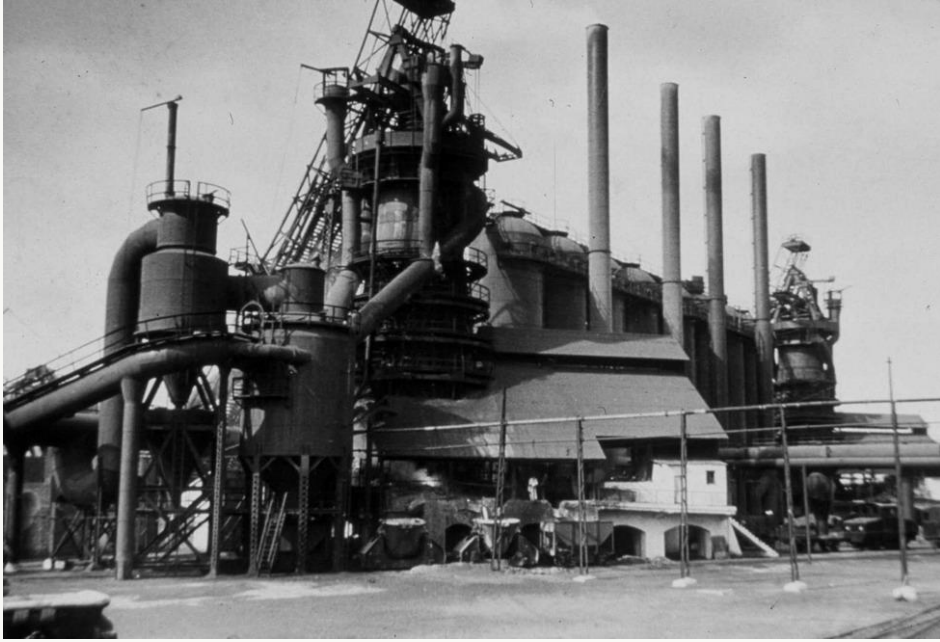


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The Revitalisation Process of Metropolitan Bilbao



INDUSTRIAL PAST



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1980's, the DECLINE of the TRADITIONAL INDUSTRY

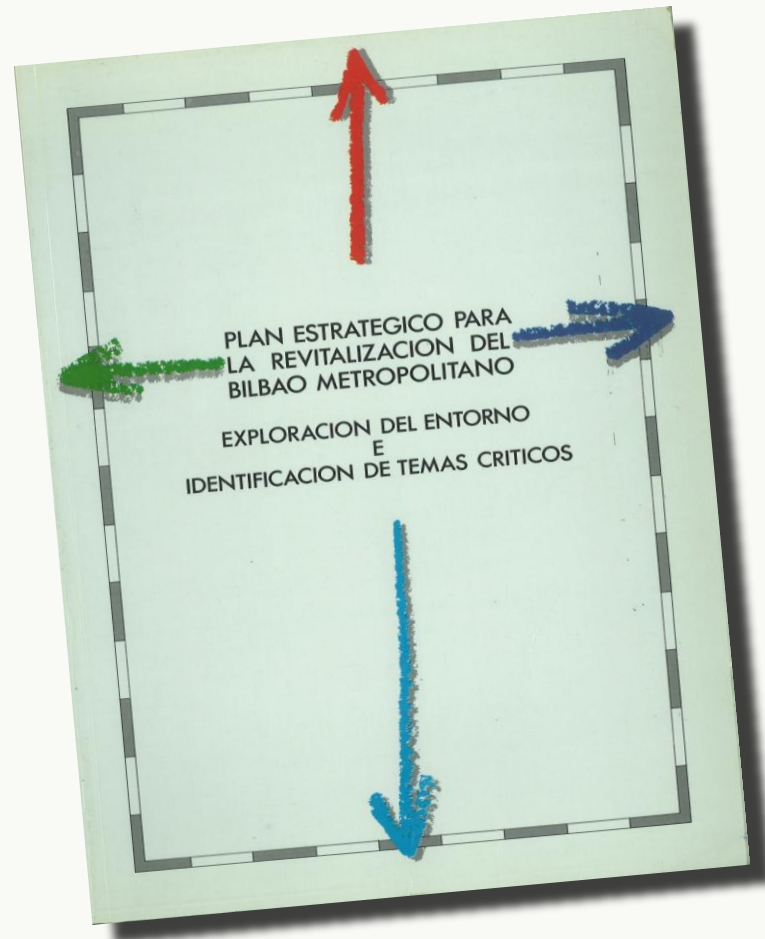


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LAUNCHING OF THE STRATEGIC PLAN



1991

2000



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Critical subjects

Human Resources

Services in a modern industrial region

Mobility and accessibility

Environmental regeneration

Urban regeneration

Cultural centrality

Public-private cooperation

Social Action



URBAN PROJECTS



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Metropoli

ABANDOIBARRA



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ENLARGEMENT OF THE PORT



CONNECTING THE WATERFRONTS



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ENVIRONMENTAL REGENERATION OF THE RIVER



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ZORROTZAURRE



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TRANSPORT PROJECTS



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AIRPORT



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UNDERGROUND



TRAMWAY



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CULTURAL PROJECTS



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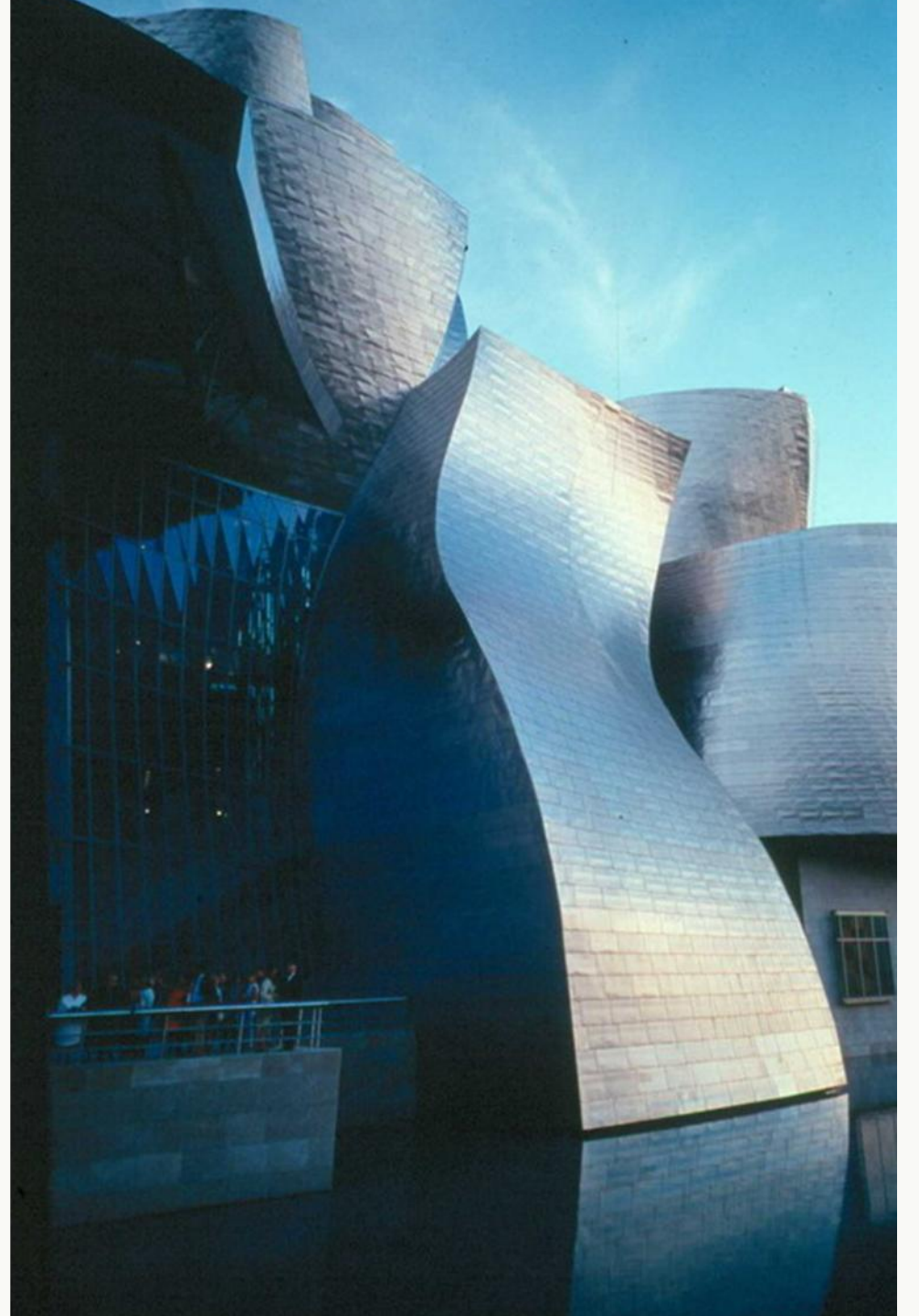
GUGGENHEIM MUSEUM



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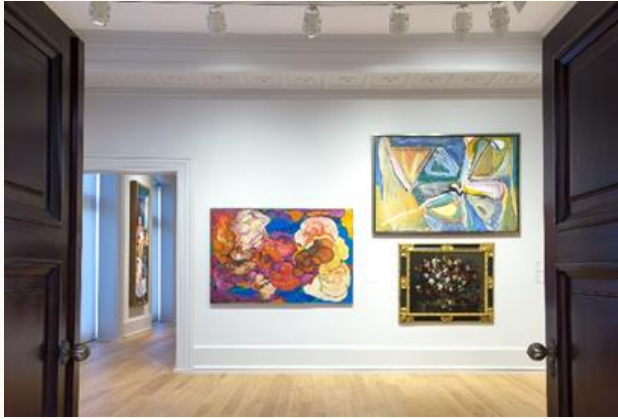
Guggenheim Museum: the icon

FINE ARTS MUSEUM



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EUSKALDUNA CONGRESS AND CONCERT HALL



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BILBAO MARITIME MUSEUM



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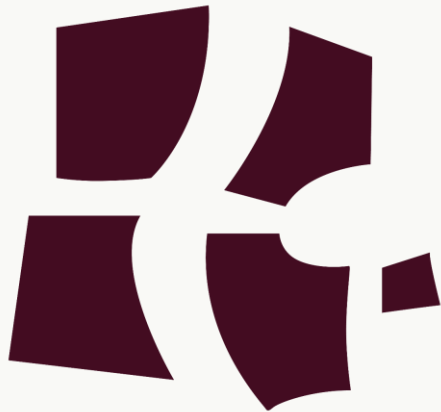
2

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Case study



CONSTITUTION



Bilbao Metropoli-30 was **founded in 1991**, May 9th, and was recognised as a «**Public Interest Body**» by the Basque Government in June 1992.



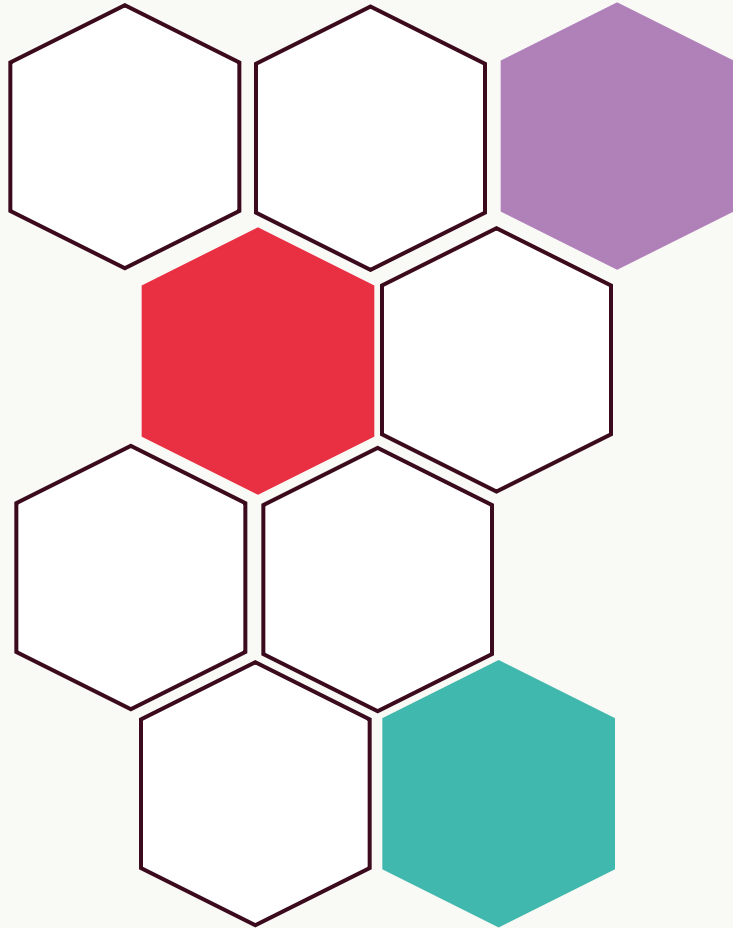
SPATIAL SCALE

The work of Bilbao Metropoli-30 is broadly focused on **Metropolitan Bilbao**, an urban area with no specific administrative boundaries linked by its common culture and industrial heritage.

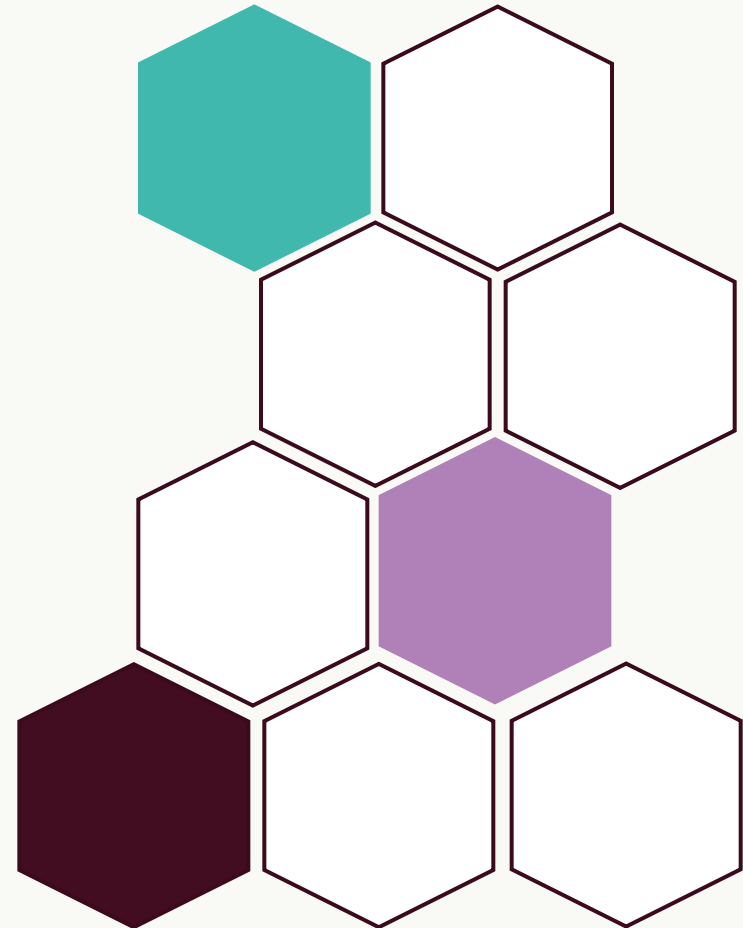


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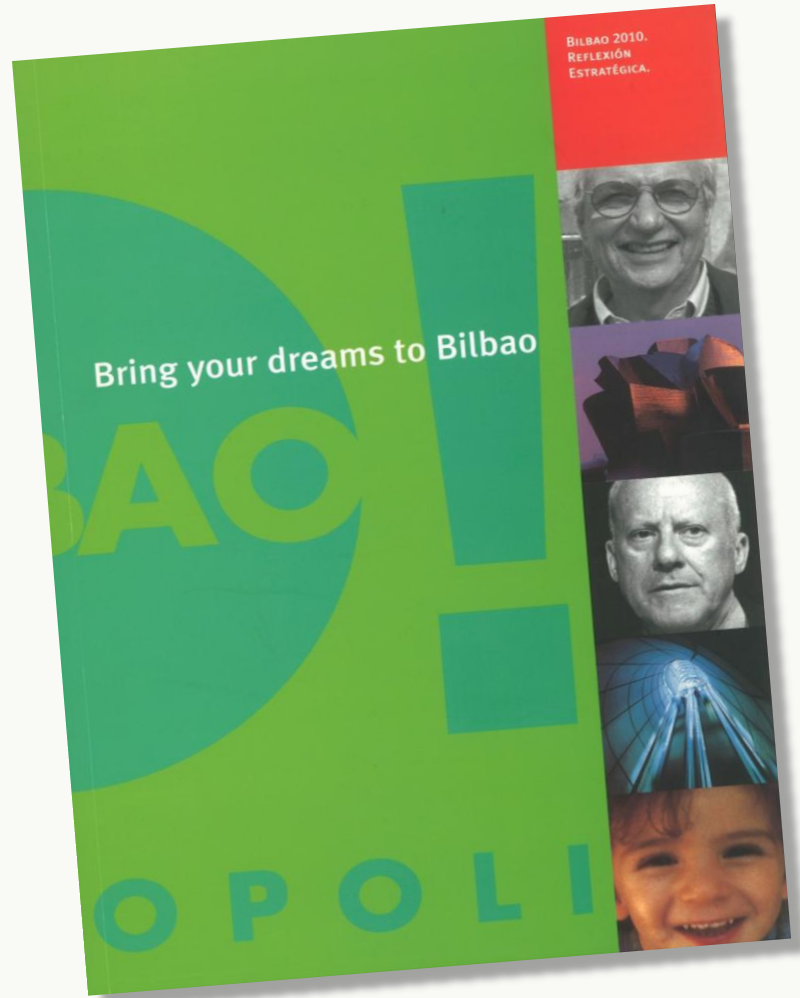
BACK-UP



Over **140**
public and
private
members



STRATEGIC REFLECTION 2010



2001
2010



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FROM INFRASTRUCTURES TO VALUES



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Values

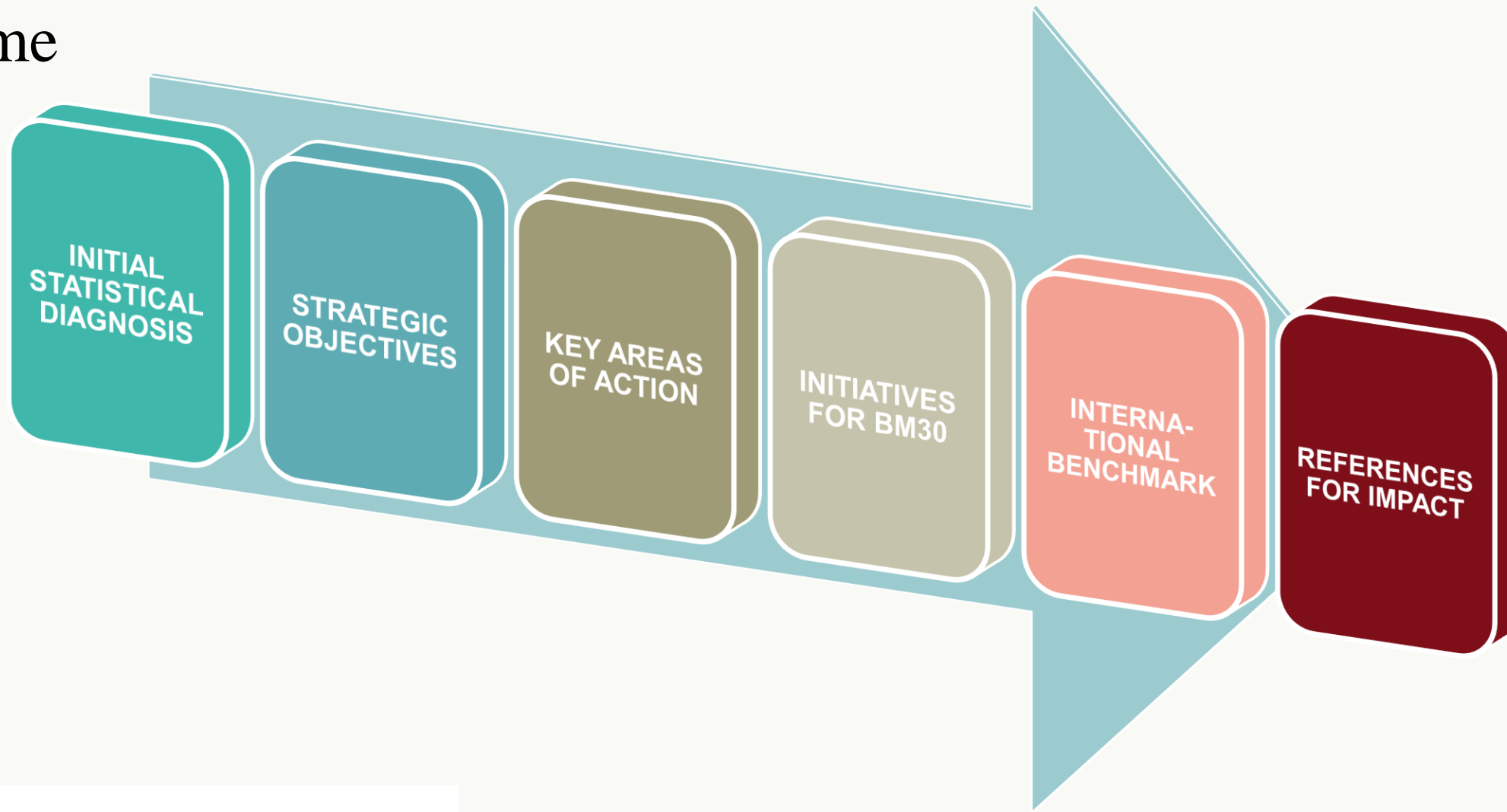


STRATEGIC REFLECTION 2050



STRATEGIC OBJECTIVES 2050

Scheme



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Metropolitarr
Metropolitano



STRATEGIC REFLECTION 2050



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STRATEGIC DEVELOPMENT GOALS - SDG



Strategic coherence framework

Core SDGs: 8, 9, 10 and 11

Special feature: SDG 18 on Linguistic and Cultural Diversity

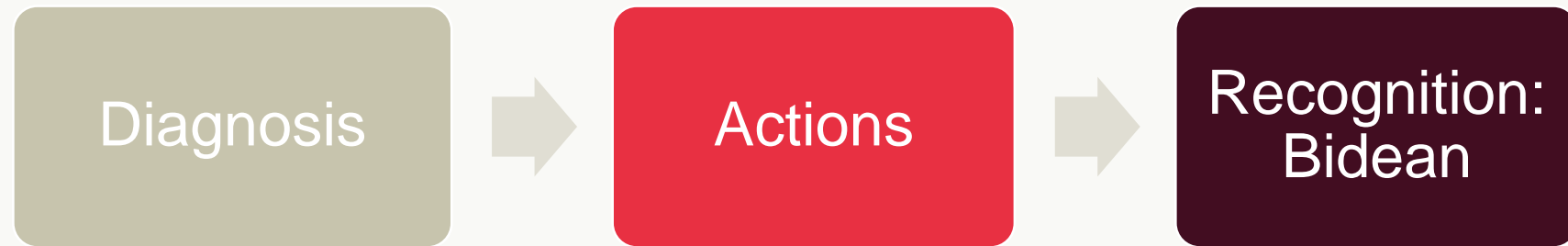


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STRATEGIC DEVELOPMENT GOALS – SDG in BM30



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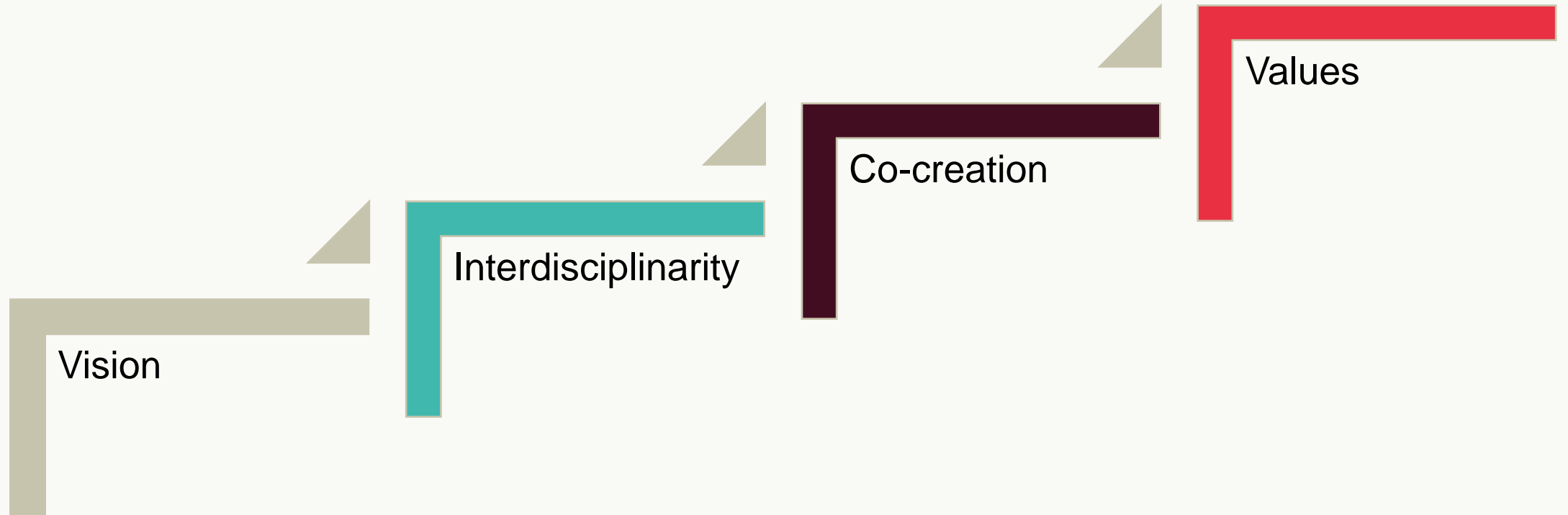


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NEW EUROPEAN BAUHAUS PRINCIPLES

Sustainability, aesthetics and inclusion



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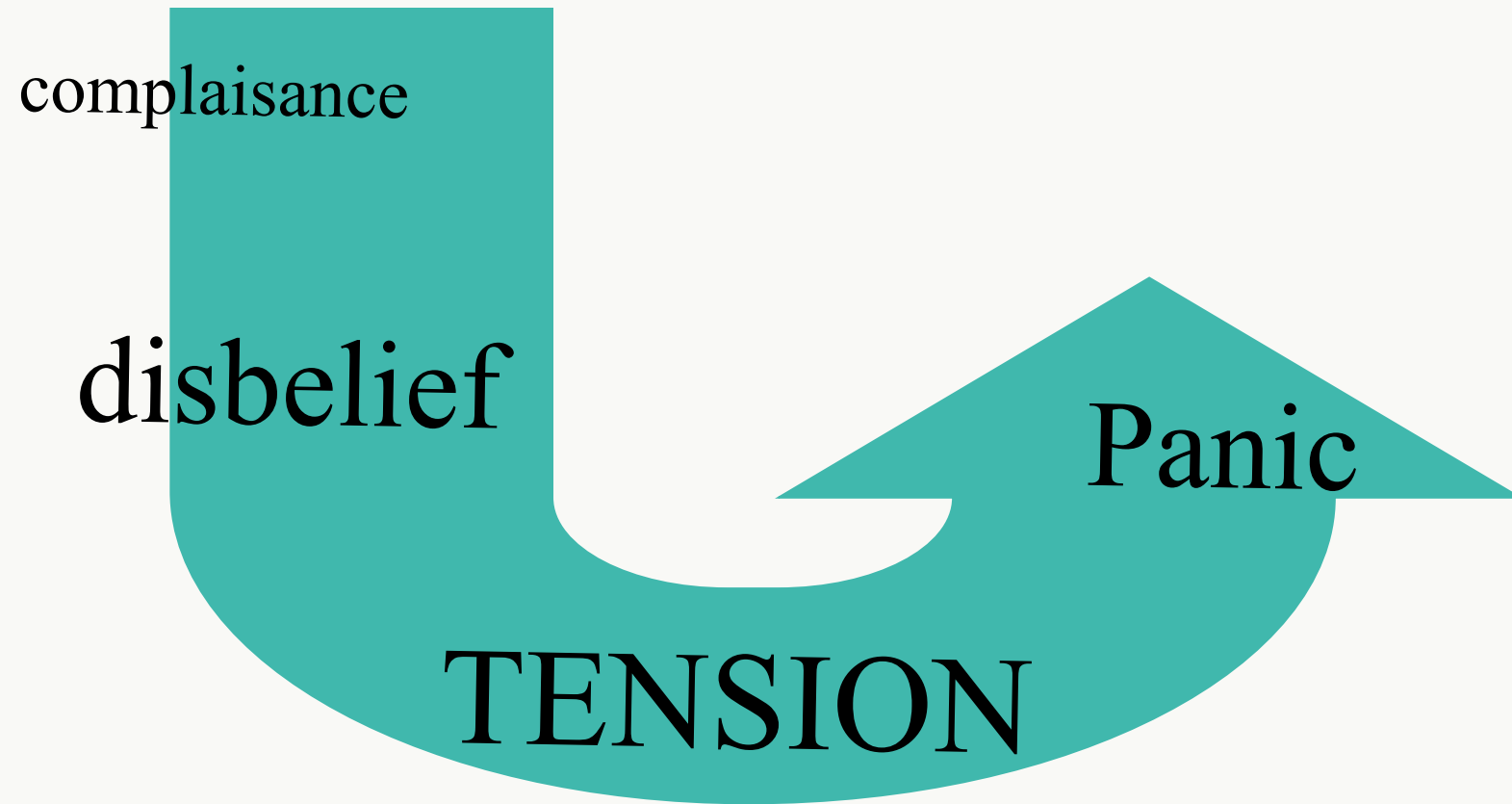


3

Keys of the
Governance
Success story



THE ORIGIN OF THE STRATEGIC CHANGE



PUBLIC-PRIVATE COOPERATION



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LACK OF POWER AND PROTAGONISM



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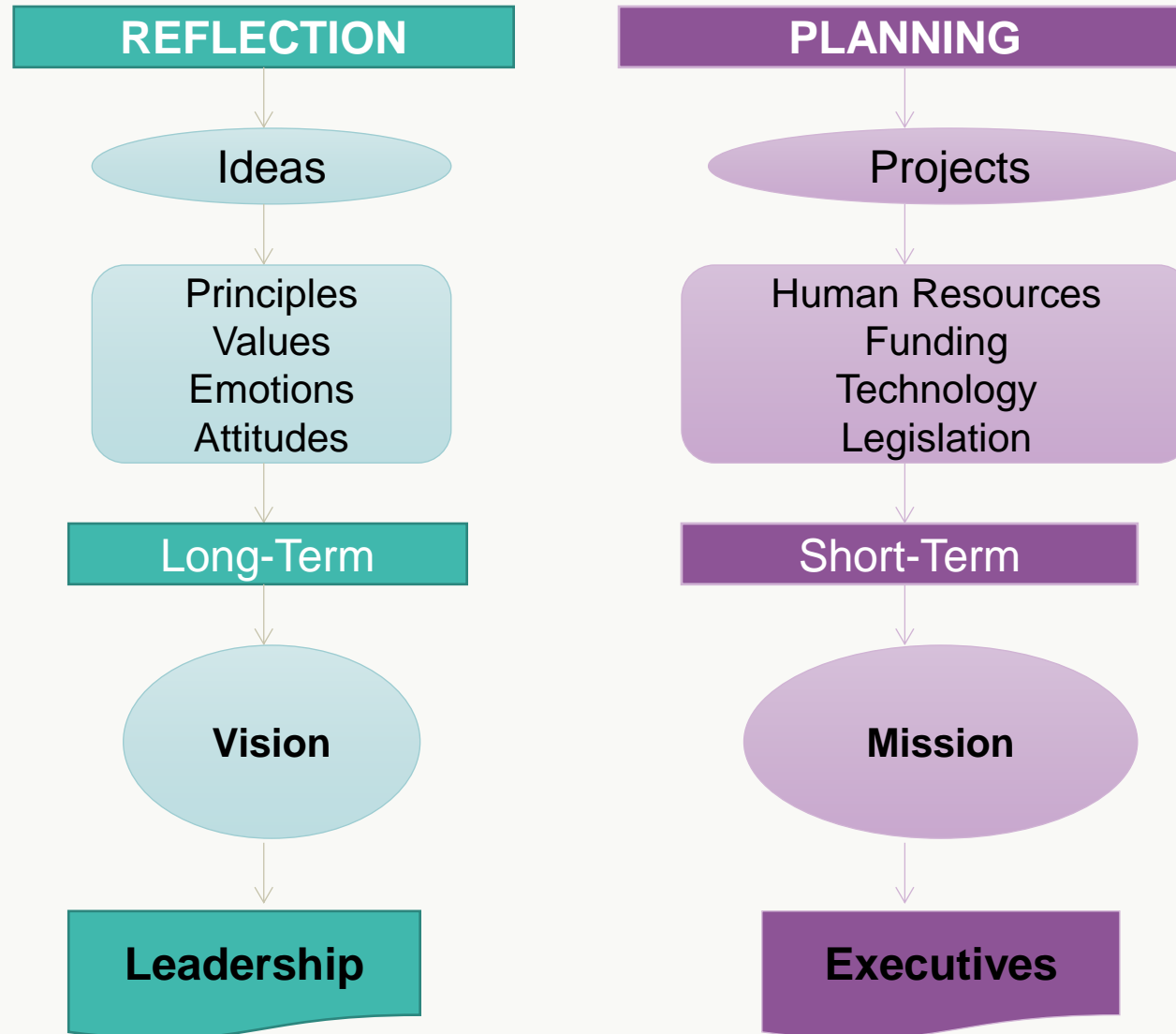
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NEUTRALITY



REFLECTION VS. PLANNING



MORE THAN A SINGLE PROJECT



4

And now ?



WE NEED AN **URBAN REVOLUTION**...

www.thebayawards.com – DEADLINE OPEN UNTIL: **29th May 2026**



More information: www.thebayawards.com
Applicants guide: <https://l.eus/applicantsguide>
Submit your
project: <https://thebayawards.com/awards-categories-2027/submission-form/>
Promotional video: **Open Call**
TBA: <https://youtu.be/v1fKzPUyxil>

The Awards are structured around the **6 following categories:**

- Horizon Shaper Award
- Partners in Progress Award
- SDG Champions Award
- Prosperity Catalyst Award
- Metropolitan Connection Award
- Urban Pioneers Award

Thank you for your attention



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