



Ajuntament
de Barcelona

BARCELONA

THE 22@ PROJECT

INTERNATIONAL
ECONOMIC
PROMOTION
BARCELONA CITY COUNCIL



Barcelona in figures

1.7 M inhabitants
in the city

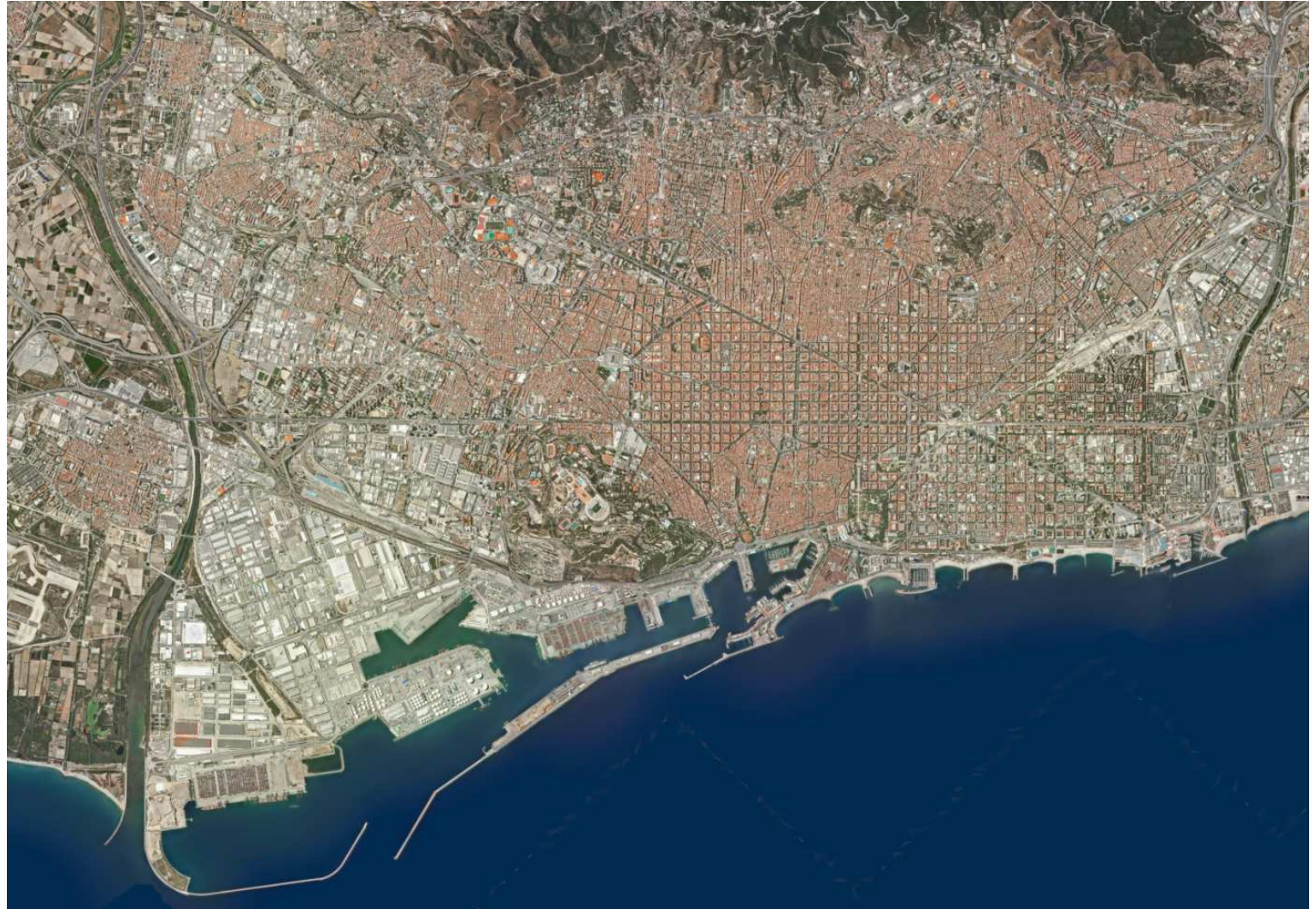
4.9 Million inhabitants in
the Metropolitan region

23.6% foreign
population

10 M visitors each year

52% of Catalan GDP

Europe's 6th most
populated
Metropolitan Area





More than 2,000 years of history

With an international vision

_HISTORICAL CONTEXT



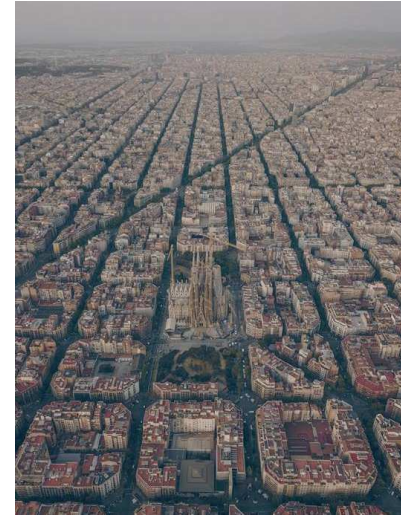
MEDIEVAL SPLENDOUR

Barcelona,
a Mediterranean
commercial hub of the
Catalan-Aragonese Crown
Network of Sea Consulates



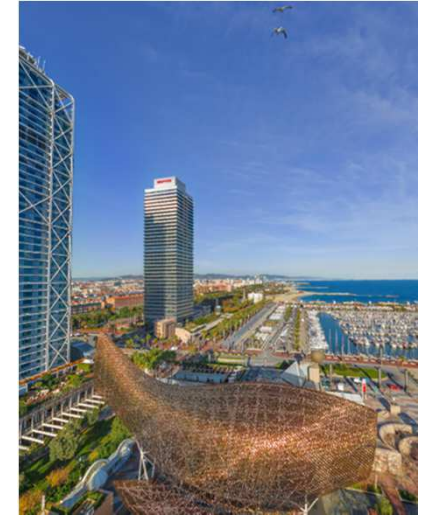
INDUSTRIAL REVOLUTION

19th / 20th centuries
Textile, Chemical Automotive
and Agro-Food Industries



THE PLAN CERDÀ

1860
The big enlargement (Eixample)
• 1888 Universal Exhibition
• 1929 World Exhibition



OLYMPIC GAMES

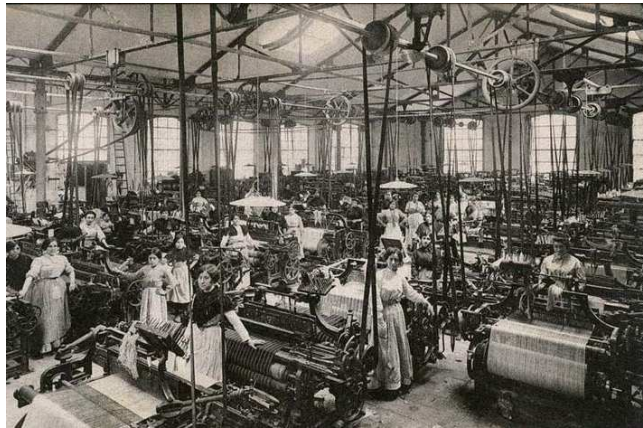
Transformation and
modernization of the city



An important industrial area in southern Europe

1860-1960 The *Catalan Manchester*

1913_



_1913

1920_



_1923



Abandon and degradation

1970-2000 Industries closing down or moving outside the city

1998_



_1999

1999_



_1999



Fundamentals of 22@

1

SUSTAIN
THE PRODUCTIVE
CHARACTER OF THE
TERRITORY



INTENSIVE KNOWLEDGE
ACTIVITIES

2

ENCOURAGE
THE GENERATION OF
KNOWLEDGE
CENTERS



UNIVERSITIES,
RESEARCH CENTERS

3

DEVELOP A COMPACT
CITY MODEL WITH
MIXED LAND USE



HOUSING,
SERVICES & EQUIPMENTS,
GREEN AREAS

4

IMPLEMENT
AN ADVANCED
INFRASTRUCTURE



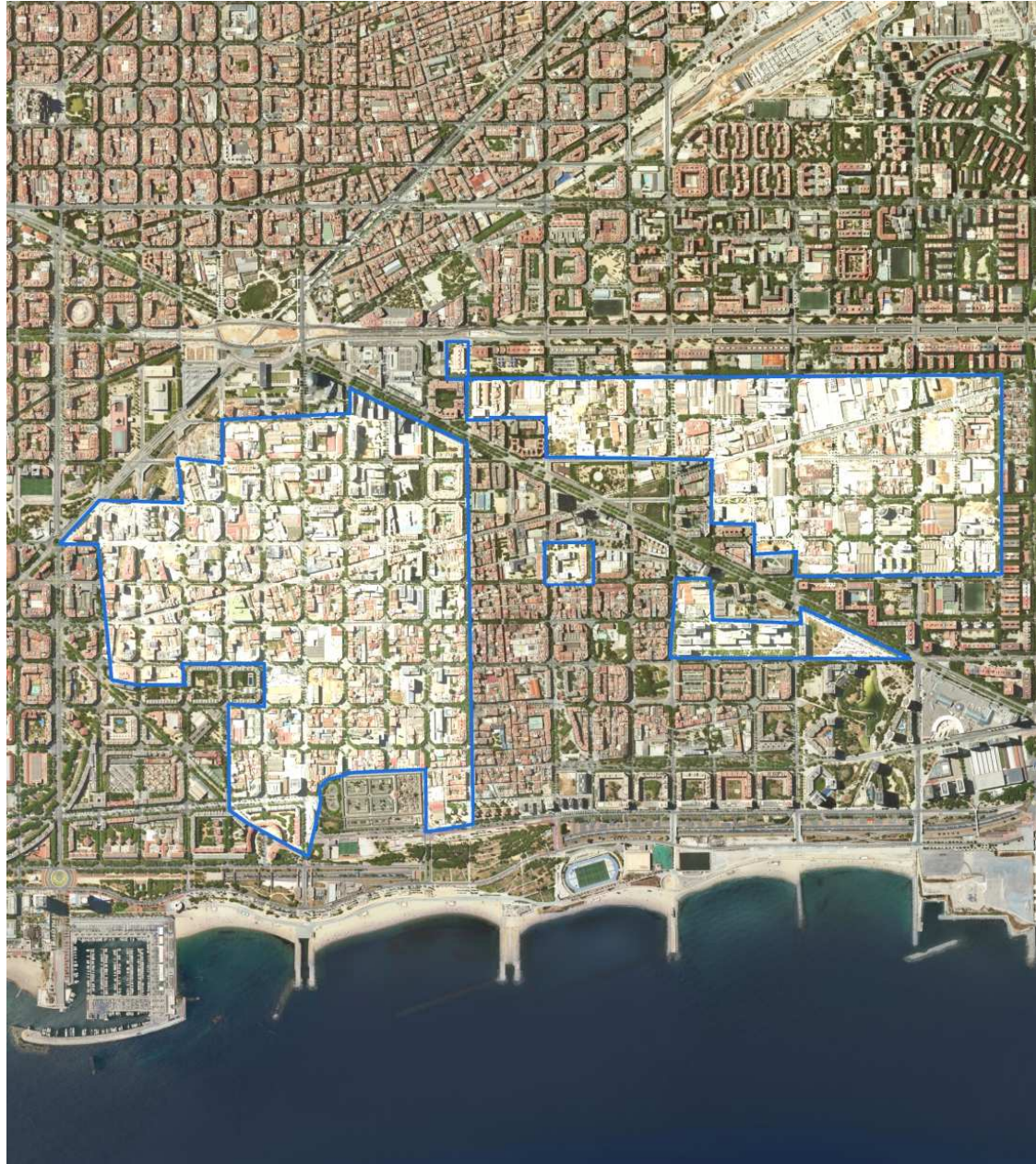
SERVICE NETWORKS,
DISTRICT HEATING,
PNEUMATIC WASTE
COLLECTION, ADVANCED
MOBILITY ...

5

PRESERVE
THE ARCHITECTURAL
INDUSTRIAL
HERITAGE

6

DEVELOP AN OPEN
ECOSYSTEM OF
INNOVATION





Scale and impact of the project

TOTAL SIZE

200 HECTARES

14% of Barcelona's economic activity at 22@

3M m² economic activities

10 hectares new green areas

450 industrial heritage protected buildings

35.000 m² new equipment

FIRST PHASE 2000-2020

120 HECTARES

2M m² economic activities

12.150 companies

115.000 jobs

5.000 public housing

4.000 existing housing

SECOND PHASE 2020-2030

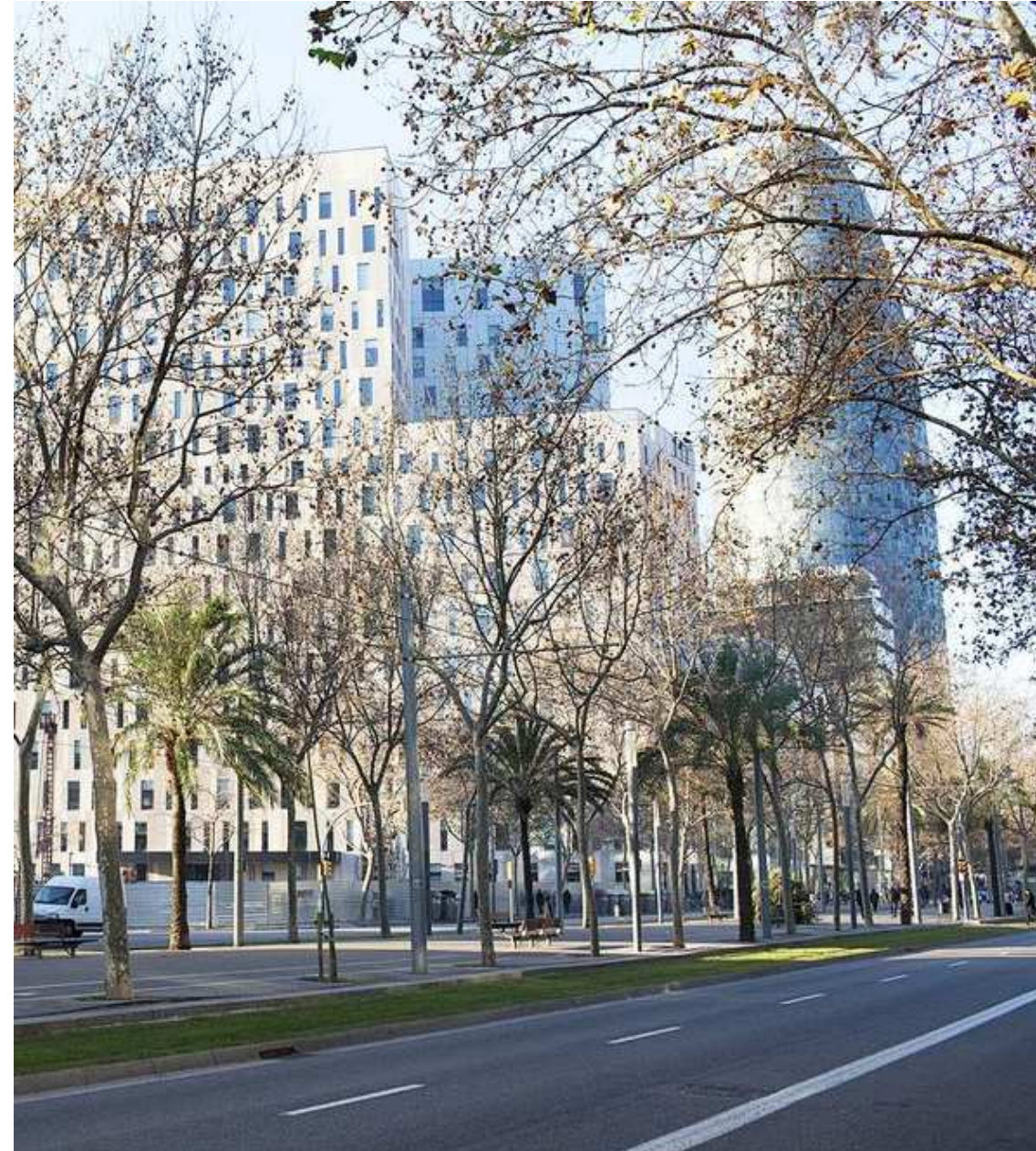
+80 HECTARES

+1M m² economic activities

+60.000 jobs

+7.000 public housing

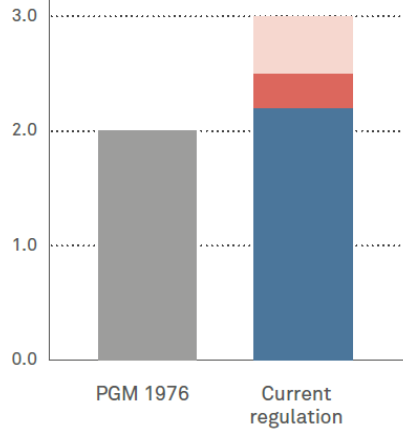
+1.000 existing housing



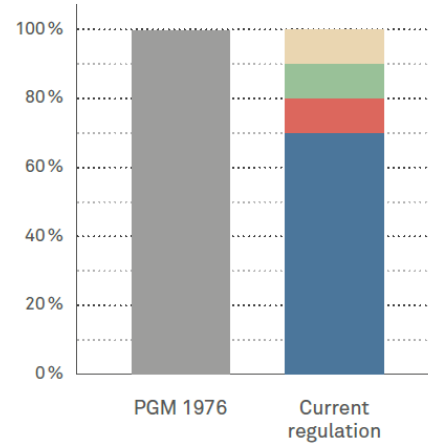


The Urban Plan

FLOOR AREA RATIO BUILDING AREA/PLOT AREA



LAND OCCUPATION



- Industrial uses
- Productive uses
- Social housing
- @ Activities
- Green spaces
- Facilities

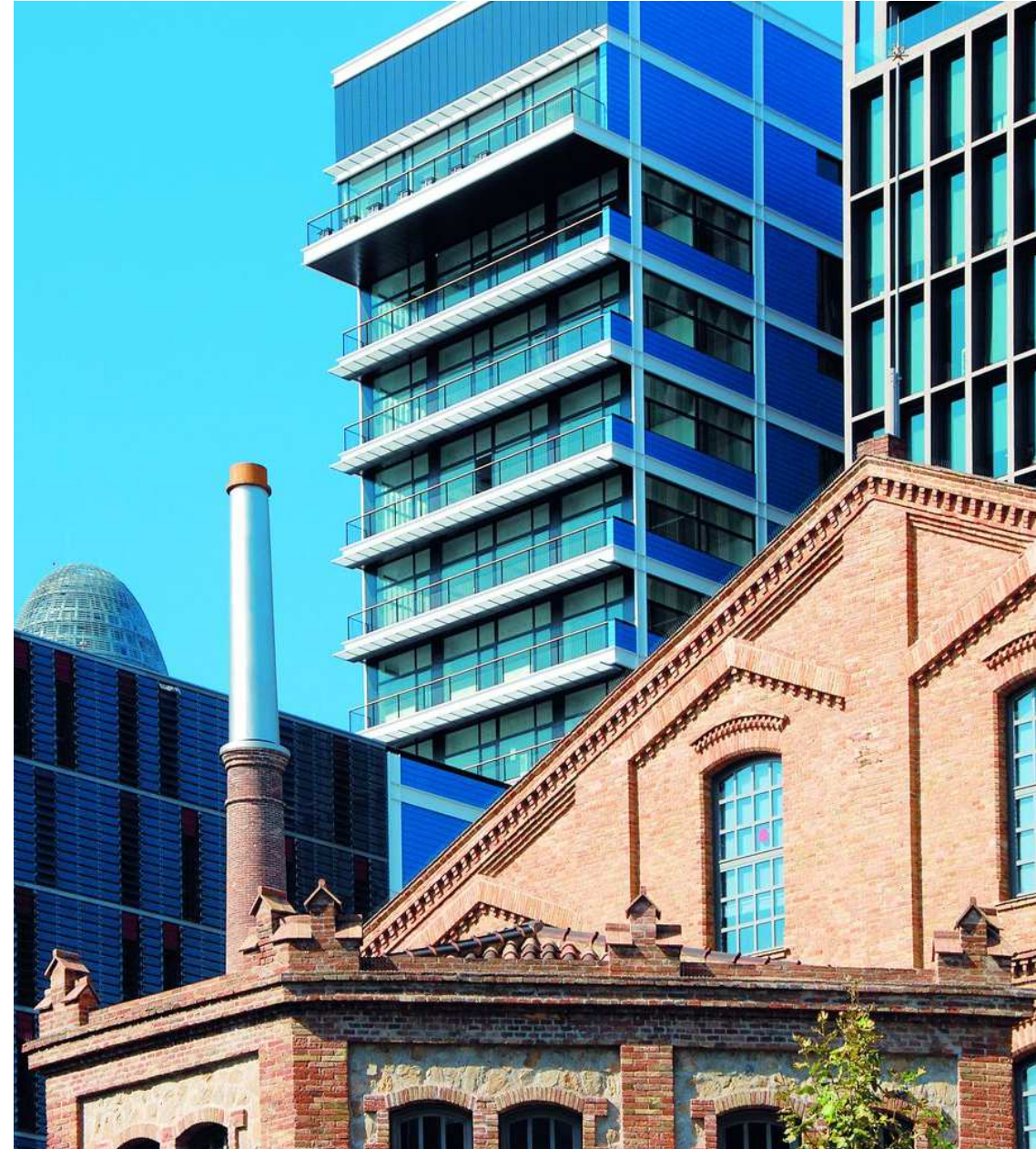
_THE 22@ PROJECT

PRIVATE BENEFITS

- CHANGE OF USE
22 a → 22@
- INCREASE FLOOR AREA RATIO
2 → 2.7 m²
- ADVANCED INFRASTRUCTURE

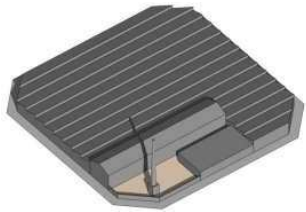
PUBLIC BENEFITS

- FREE CESSION OF LAND
10% for social housing
10% for green areas
10% for facilities
(education, research)
- FUNDING OF PART OF THE
INFRASTRUCTURE PLAN

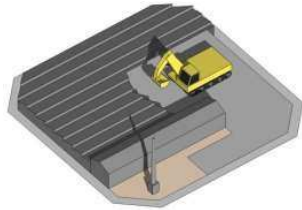




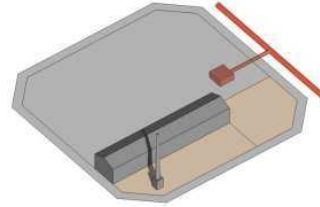
The development of the Plan



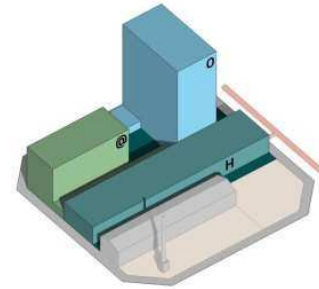
Obsolete industrial complex with ground floor and first floor



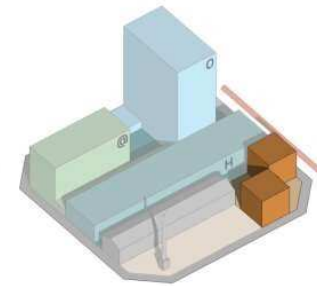
Demolition of the non heritage protected part of the industrial complex



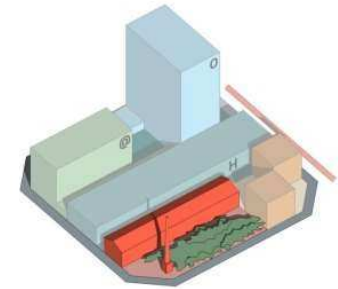
Infrastructure Plan



70% Productive uses (offices, services, hotels...)



10% Social housing



10% Green areas
10% Higher Education Public facilities R&D Facilities



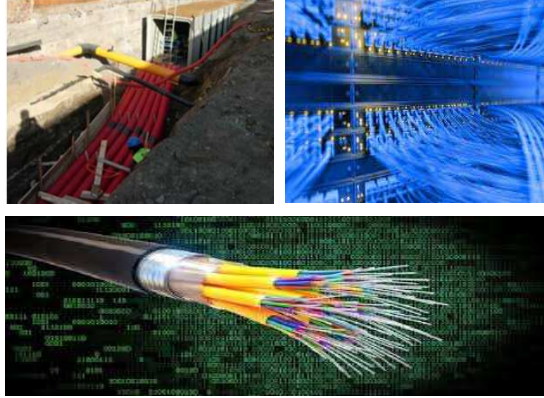


Infrastructure Plan

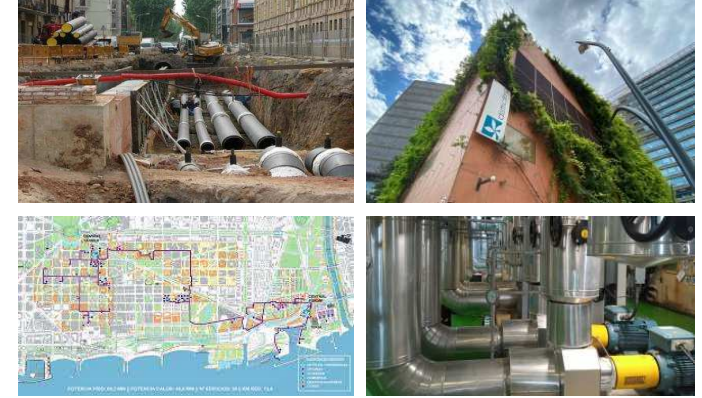


SUSTAINABLE MOBILITY

- Tramway lines
- Cycling lanes
- Bike sharing system
- E-vehicle charging points



ENERGY AND FIBER OPTICS NETWORKS



CENTRALIZED CLIMATIZATION NETWORK



PNEUMATIC WASTE COLLECTION



UNDERGROUND SERVICE GALLERIES



Knowledge intensive sectors



- Media
- Digital (ICTs)
- Biotech & Life Sciences
- Energy
- Design



Companies, Institutions, Universities, Technology centres, Business Incubators, Student & Researchers Residences





A new impulse for the 22@

22@ NORTH +productive, +inclusive, +sustainable



SITUATION

Approximately **39%** of the surface to be developed mostly in 22@ Nord

STRATEGY

Attract innovative and leading economic sectors

- CREATIVE INDUSTRIES
- GREEN ECONOMY &
- CIRCULAR ECONOMY

develop innovation, technology, creativity and quality of life

Increase **housing**, especially social housing

8.500 new homes

82% social housing

Companies already in 22@ North:

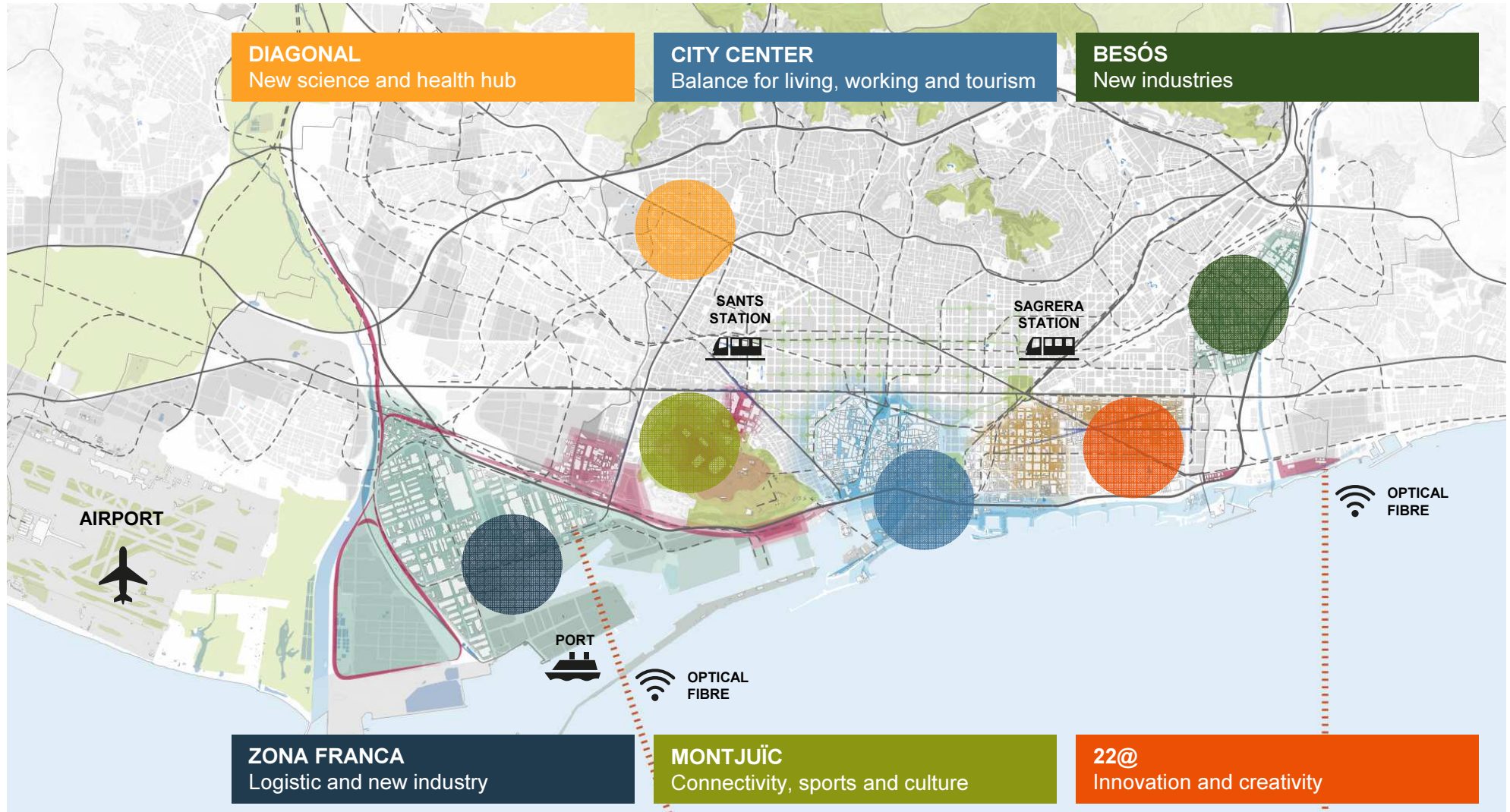
- CISCO
- Toulouse Business School
- T-Systems





Barcelona Green Deal Map

_BARCELONA TOWARD 2030





Ajuntament
de Barcelona

INTERNATIONAL
ECONOMIC
PROMOTION
BARCELONA CITY COUNCIL

THANK YOU
GRÀCIES
GRACIAS
MERCİ
GRAZIE
DANKE
شكراً
谢谢
감사합니다
ДЯКУЮ