22@Barcelona, the innovation district
Among the main European capitals
Barcelona’s Metropolitan Area
The Barcelona’s eastern transformation
22@Barcelona, included in the Ensanche’s plan (1859)
1986 - 1992: the opening of the waterfront
1996 - 1999: the opening of Diagonal Avenue

February 1996

February 1999
1860 - 1960: the “Catalan Manchester”
1960 - 1990: obsolescence and degradation
1998: the debate about the future of the industrial areas

An urban renovation strategy. A new model of making city
The answer to a necessity: the Knowledge Economy
Conceptual model

Phase 3

Phase 2

Phase 1

Physical Environment
- Town Planning
- Building
- Infrastructure

Corporate Environment
- Projects

Personal Environment
- Relationship space
The 22@ Plan, a new model of compact city

- Activities
- Green spaces
- Advanced infrastructures
- Industrial heritage
- Facilities
- Subsidized housing
- New mobility model
- Revitalization public spaces
The scale of the project:

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Territory</td>
<td>198,26 Ha (115 city blocks)</td>
</tr>
<tr>
<td>New gross floor space</td>
<td>4,000,000 m²</td>
</tr>
<tr>
<td>- Productive Activities</td>
<td>3,200,000 m²</td>
</tr>
<tr>
<td>- Housing, facilities and services</td>
<td>800,000 m²</td>
</tr>
<tr>
<td>Increase in green spaces</td>
<td>114,000 m²</td>
</tr>
<tr>
<td>Increase in facilities</td>
<td>145,000 m²</td>
</tr>
<tr>
<td>Investment in infrastructures</td>
<td>180 million €</td>
</tr>
</tbody>
</table>

Update execution 2 S 2009:

Urban Plan and new economic ceiling

- Rearrangement of 69% of the territory
- Almost 1,500 firms and institutions recently established

Infrastructures Plan and investment

- 42% of reurbanization works finished or in process
- Investment until 2 S 2009: 112 million euros
**The urban planning process (2001-2008)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Stage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>Industrial land</td>
<td>Little used or in complete disuse, 100% privately owned, and part yet to be urbanised</td>
</tr>
<tr>
<td>2001</td>
<td>Urban Planning</td>
<td></td>
</tr>
<tr>
<td>... 2003 ...</td>
<td>Urban Management</td>
<td></td>
</tr>
<tr>
<td>... 2004 ...</td>
<td>Infrastructures</td>
<td></td>
</tr>
<tr>
<td>... 2004/06 ...</td>
<td>Construction</td>
<td></td>
</tr>
<tr>
<td>... 2004 ...</td>
<td>Corporate Projects, clusters</td>
<td>Compact city, with publicly owned land, fully urbanised and offering excellent infrastructure, providing many more jobs in the field of knowledge intensive activities</td>
</tr>
<tr>
<td>... 2008 ...</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Urban planning. Density

Increase density:

- 3
- 2.7
- 2.2
- 2
- 2.0

SUBSIDIZED HOUSING

@ ACTIVITIES

URBAN PRODUCTIVE ACTIVITIES

Build ability: m² of ceiling/m² of land

CODE 22a

CODE 22@

Balance public and private benefits:

<table>
<thead>
<tr>
<th>PRIVATE BENEFITS</th>
<th>PUBLIC BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• More productive uses: 22a → 22@</td>
<td>• Free cession of land:</td>
</tr>
<tr>
<td>• Higher density: 2 → 2.2 / 2.7</td>
<td>• 10% for 7@ facilities</td>
</tr>
<tr>
<td>• Leadind edge infrastructures</td>
<td>• 10% for subsidized housing</td>
</tr>
<tr>
<td></td>
<td>• 10% for green areas</td>
</tr>
<tr>
<td></td>
<td>• Eventual opening of streets</td>
</tr>
<tr>
<td></td>
<td>• Financing a part of the Special Infrastructure Plan</td>
</tr>
</tbody>
</table>
Special infrastructures plan

- New mobility plan
- Public space renewal
- New energy networks
- Selective pneumatic waste collection
- New heating and cooling system
- Underground galleries
Urban clusters

Cluster strategies

Transversal programs

Clusters policy

Entrepreneurship

Services for companies

Internationalization

Community of professionals

Relation between clusters

Marketing
Leadership of projects: current situation and forecast

22@Barcelona: Clusters & activities

Companies
Institutions
Universities
Technological centers
Incubators

Energy

ICT

MedTech

Design

Media

Entrepreneurs
Specific spaces
Dissemination spaces
Residences
Other services
### Media: Barcelona Media Park

<table>
<thead>
<tr>
<th>Category</th>
<th>Specifics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Companies</strong></td>
<td>MediaPro, Lavinia, Cromosoma, Yahoo R+D</td>
</tr>
<tr>
<td><strong>Institutions</strong></td>
<td>RNE, CAC, Barcelona TV…</td>
</tr>
<tr>
<td><strong>Specifics spaces</strong></td>
<td>Audiovisual Production Centre (PBM)</td>
</tr>
<tr>
<td><strong>Universities</strong></td>
<td>UPF, UB, UOC</td>
</tr>
<tr>
<td><strong>Technological centers</strong></td>
<td>Barcelona Media-Innovation Centre</td>
</tr>
<tr>
<td><strong>Incubators</strong></td>
<td>Media-TIC Building</td>
</tr>
<tr>
<td><strong>Residences</strong></td>
<td>Melon District / Ciutadella</td>
</tr>
<tr>
<td><strong>Dissemination</strong></td>
<td>Media Factory</td>
</tr>
<tr>
<td>Type</td>
<td>Institutions</td>
</tr>
<tr>
<td>--------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Companies</td>
<td>T-Systems, Indra, Telefónica</td>
</tr>
<tr>
<td>Institutions</td>
<td>CMT, FBD, Localret</td>
</tr>
<tr>
<td>Specifics spaces</td>
<td></td>
</tr>
<tr>
<td>Universities</td>
<td></td>
</tr>
<tr>
<td>Technological centers</td>
<td></td>
</tr>
<tr>
<td>Incubators</td>
<td></td>
</tr>
<tr>
<td>Residences</td>
<td></td>
</tr>
<tr>
<td>Dissemination</td>
<td></td>
</tr>
</tbody>
</table>
Media & ICT Cluster: 2006 - 2010

- AGBAR TOWER
- GREEN AREAS
- INTERFACE BUILDING: IMI, Indra & ACC
- T-SYSTEMS HQ. & BARCELONA DIGITAL
- BARCELONA TV
- SUBSIDIZED HOUSING
- MEDIA-TIC BUILDING
- BARCELONA ACTIVA
- RBA HQ.
- IMAGINA BUILDING: Mediapro, CIBM, Yahoo!, TCI, ...
- AUDIOVISUAL PRODUCTION CENTRE
- COMMUNICATION FACULTY (UPF)
- VILA CASAS MUSEUM OF CONTEMPORARY ART
- CMT
- INDRA
- RNE
- CAC
- BARCELONA TV
- VILA CASAS MUSEUM OF CONTEMPORARY ART
## Energy: Interuniversity Campus of Besòs

<table>
<thead>
<tr>
<th>Companies</th>
<th>Endesa, Ecotècnia, Agbar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutions</td>
<td>ITER, Climate Catalan Institute (IC3)</td>
</tr>
<tr>
<td>Specifics spaces</td>
<td>Campus Offices</td>
</tr>
<tr>
<td>Universities</td>
<td>UB, UPC</td>
</tr>
<tr>
<td>Technological centers</td>
<td>IREC</td>
</tr>
<tr>
<td>Incubators</td>
<td>b_TEC Incubator</td>
</tr>
<tr>
<td>Residences</td>
<td>b_TEC Residence</td>
</tr>
<tr>
<td>Dissemination</td>
<td>Campus services</td>
</tr>
<tr>
<td>Medical Technologies - MedTech</td>
<td></td>
</tr>
<tr>
<td>--------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Companies</strong></td>
<td>Matachana, Gaes, Sanofi Aventis, Isdin, Telemedicine</td>
</tr>
<tr>
<td><strong>Institutions</strong></td>
<td>CatSalut, Blood and Tissues Bank</td>
</tr>
<tr>
<td><strong>Specifics spaces</strong></td>
<td>Health Building, BIO Enterprise Park</td>
</tr>
<tr>
<td><strong>Universities</strong></td>
<td>UB, UPC, Official Nursing College</td>
</tr>
<tr>
<td><strong>Technological centers</strong></td>
<td>22@MedTech Laboratory</td>
</tr>
<tr>
<td><strong>Incubators</strong></td>
<td>Health Building</td>
</tr>
<tr>
<td><strong>Residences</strong></td>
<td>Nido</td>
</tr>
<tr>
<td><strong>Dissemination</strong></td>
<td>Health Building</td>
</tr>
<tr>
<td>Category</td>
<td>Examples</td>
</tr>
<tr>
<td>-------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Companies</td>
<td>G-Star Raw, ADD, Node, Estudi Arola, ruiz+company, Morera Design</td>
</tr>
<tr>
<td>Institutions</td>
<td>BCD</td>
</tr>
<tr>
<td>Specifics spaces</td>
<td>Palo Alto, PBM, Hub Design</td>
</tr>
<tr>
<td>Universities</td>
<td>University of Vic, UPC, IAAC</td>
</tr>
<tr>
<td>Technological centers</td>
<td>Centre d’Innovació, Barcelona Media</td>
</tr>
<tr>
<td>Incubators</td>
<td>Media-TIC, “Projecte Bressol” (textile)</td>
</tr>
<tr>
<td>Residences</td>
<td>Melon District / Ciutadella</td>
</tr>
<tr>
<td>Dissemination</td>
<td>Hub Design</td>
</tr>
</tbody>
</table>
22@ Spaces. Engines of transformation
Cluster’s leader agents

b_TEC
Barcelona innovació tecnològica

biocat
BioRegió de Catalunya

b_digital
BARCELONA DIGITAL CENTRE TECNOLÒGIC

Design

MedTech

Energy

ICT

Media
10 universities: 25,000 students
4 residences: more than 800 beds
12 R+D+i & technological centers
New companies and new jobs at 22@Barcelona

New companies installed in the district since 2000
(Accumulated data at 12.31.2008 in number of companies)

(December 2008)

Companies already located or in process to be installed 1,441

44.6% newly created

New jobs in 22@Barcelona since 2000
(Accumulated data at 12.31.2008 in number of employers)

(December 2008)

Employees of companies already located or in process to be installed 42,000

50%

Clusters
69%

No clusters
31%
Bussiness Services

- Spaces and Infrastructures
- Innovation and Technology
- Clusters and Market access
- Public Financing
- Private Financing
- Talent
- Networking
- Promotion
Spaces and Infrastructures

Spaces and advanced infrastructures available

1. Space search
2. 22@Barcelona landing platform
   a. Weekly and Monthly Spaces
3. Information and advice on infrastructures
   a. Telecommunications
   b. Selective pneumatic waste collection
   c. Centralized climate system
   d. New power grid
Networking

Services, sharing and consolidating the district

1. 22@Network, Association of Businesses and Institutions of 22@Barcelona
   a. Welcome plan, for new companies and institutions that move to the district.
   b. Work commissions, which work as networking opportunities and project generators.
   c. Network workshops

2. 22@Update Breakfast

3. Symposium on Urban Clusters

4. IN22@
Innovation and technology

Supporting innovation and access to technology

1. Technology Valorization Program: KimBCN Foundation

2. Urban Lab:
   22@Barcelona offers a large number of opportunities for technology companies that decide to move to the district, like spaces to run pilot programs to test new technology.
   22@Barcelona = Urban Lab

3. 22@Innovation:
   Through this program 22@Barcelona fosters innovation with specific projects to generate sophisticated demand through both private and public initiatives. This allows small and medium-sized companies to access new clients and markets.
Supporting innovation and access to technology

• 4. 22@Synergys

Business networking and work sessions at congresses or other scientific or technological events that take place in Barcelona.

• Easy access to new emerging technologies to create synergies and more competitive business environment.
• Helping to generate new business opportunities.
• Talent's attraction and retention in the city of Barcelona.
Space of personal relation

For the professionals

- International Community: IN22@
- Access to education
- Relationship spaces
- Networking: 22@Update Breakfast,…
- 22@Voluntariat

For the neighbours

- 22@Districte Digital
- Actions of direct communication
- Support to initiatives of the district
- 22@Staying in company

Increase of the belonging feeling
Creation of the community 22@
Pride to work/live in 22@