

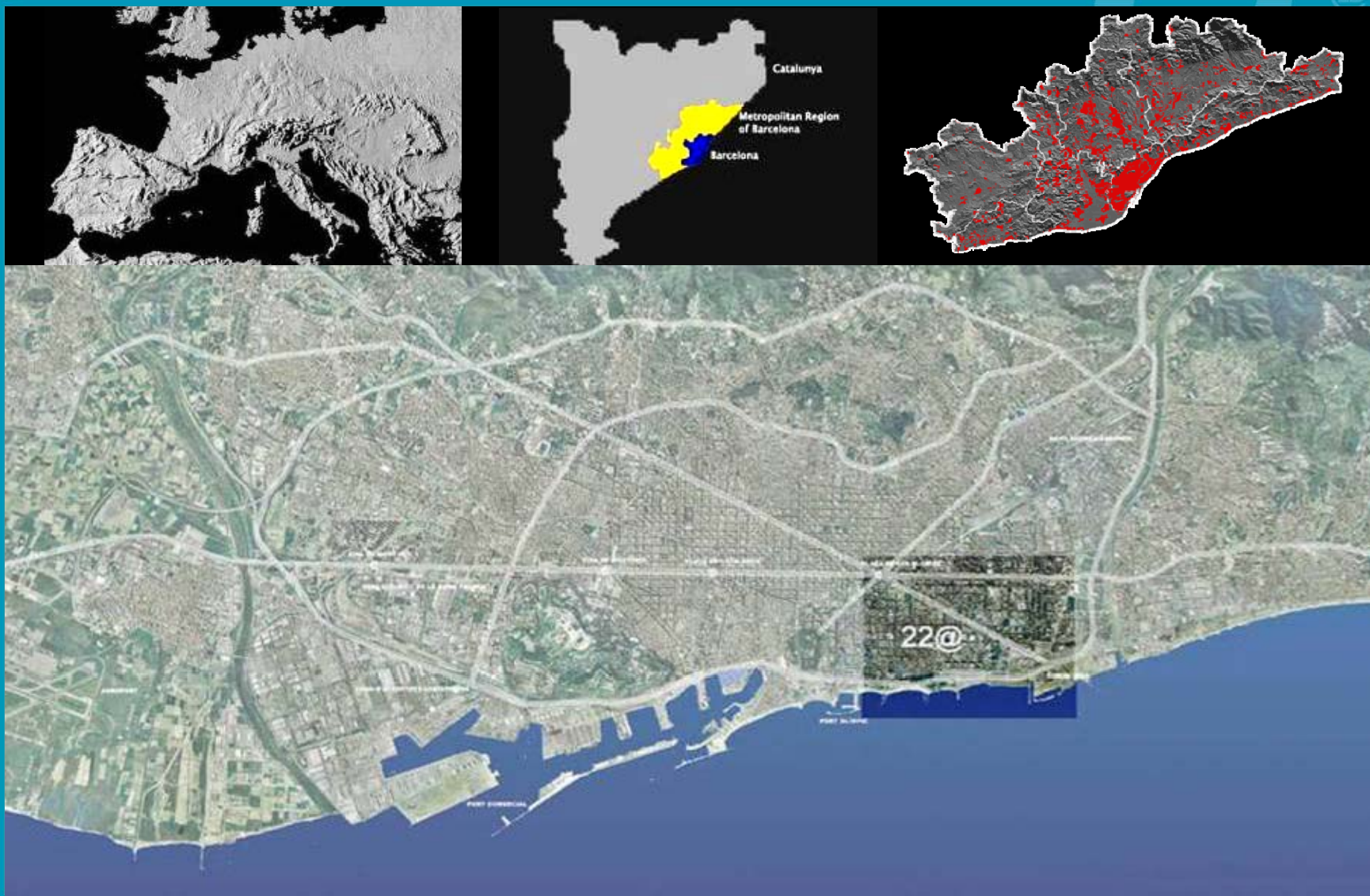
22@Barcelona, the innovation district



Among the main European capitals



Barcelona's Metropolitan Area



The Barcelona's eastern transformation



22@Barcelona, included in the Ensanche's plan (1859)

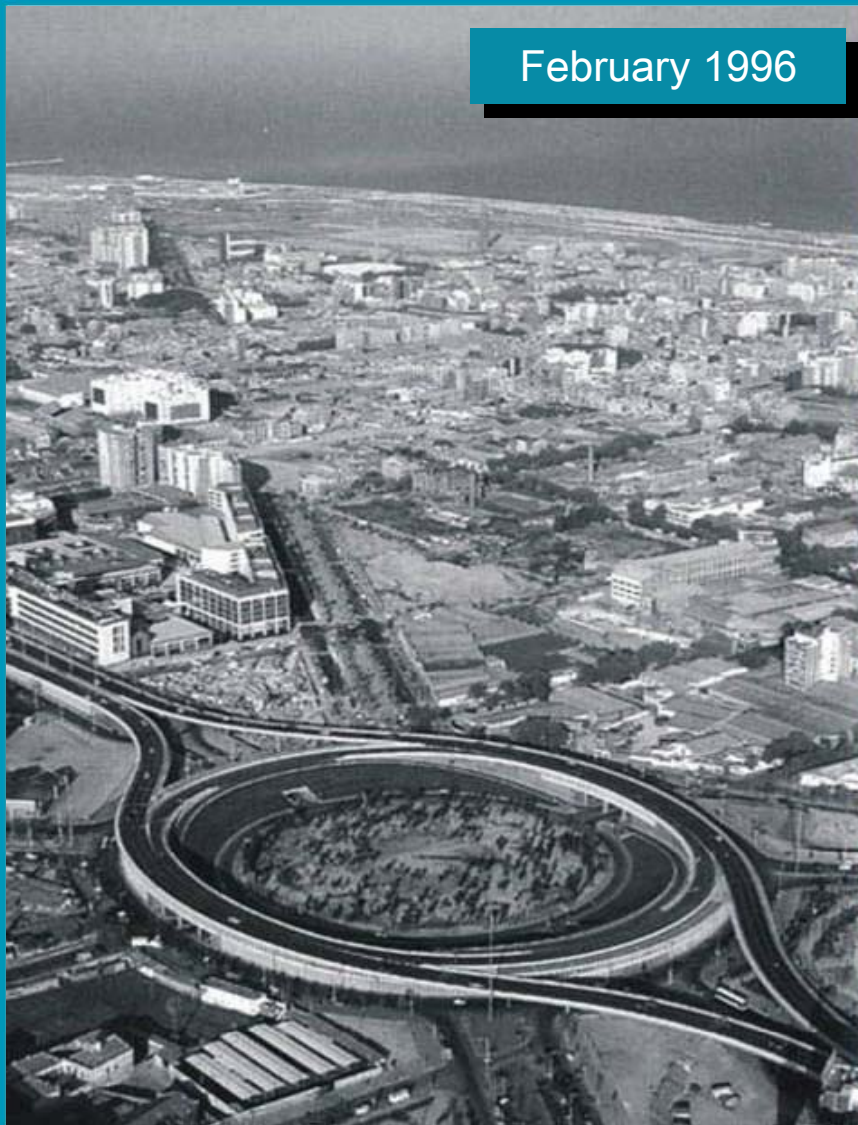


1986 - 1992: the opening of the waterfront

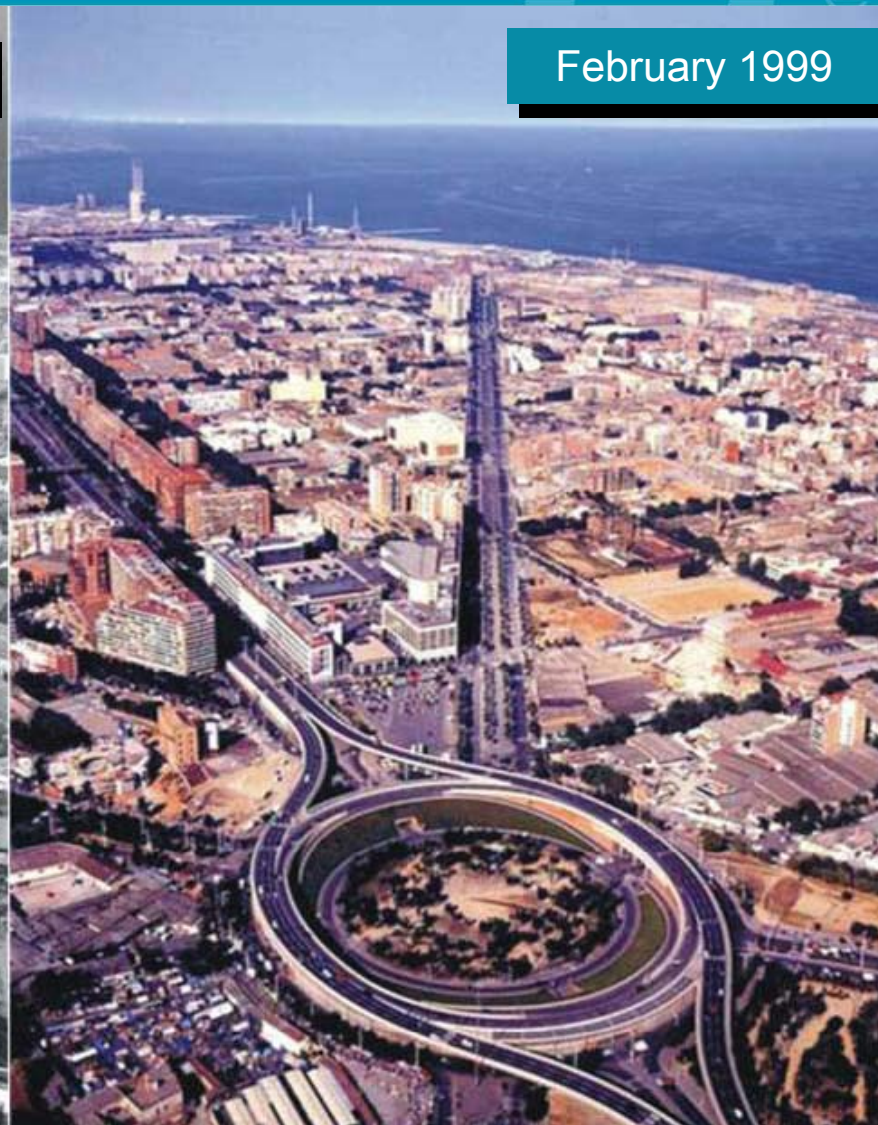


1996 - 1999: the opening of Diagonal Avenue

February 1996



February 1999



1860 - 1960: the “Catalan Manchester”

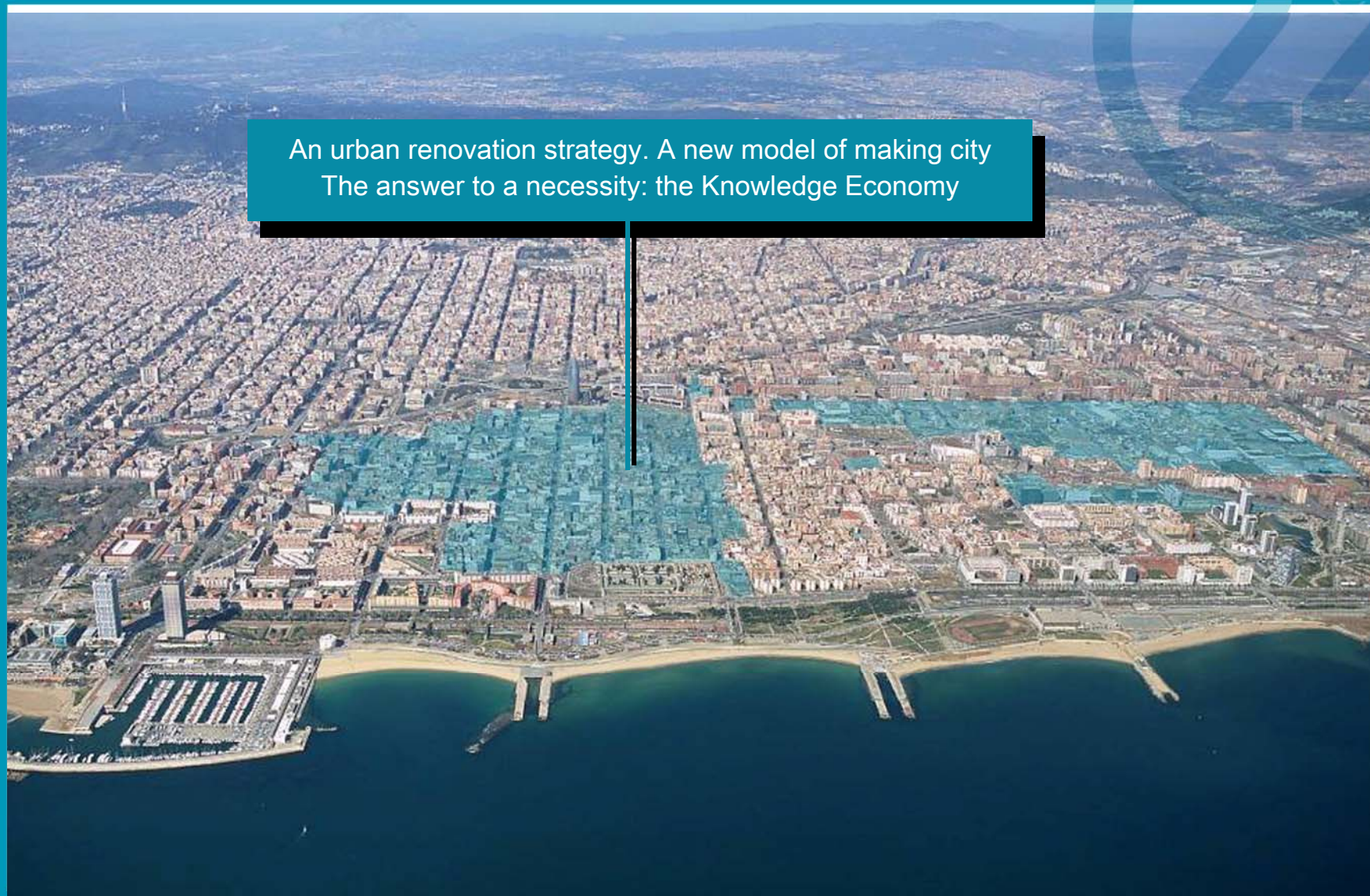


1960 - 1990: obsolescence and degradation



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

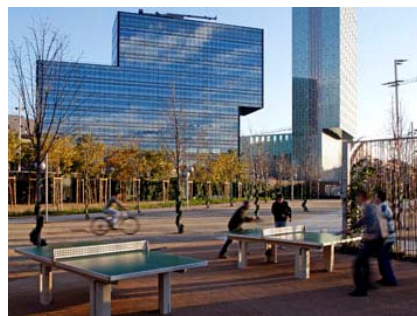
**Corporate
Environment**
Projects

**Personal
Environment**
Relationship space

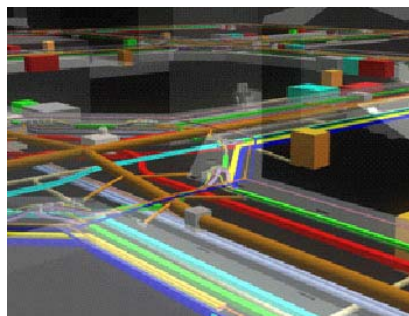
The 22@ Plan, a new model of compact city



@ activities



Green spaces



Avanced infrastructures



Industrial heritage



7@ facilities



Subsidized housing



New mobility model



Revitalization public spaces

The scale of 22@Barcelona



The scale of the project:

Territory	198,26 Ha (115 city blocks)
New gross floor space	4.000.000 m ²
<ul style="list-style-type: none">• Productive Activities• Housing, facilities and services	<ul style="list-style-type: none">3.200.000m²800.000 m²
Increase in green spaces	114.000 m ²
Increase in facilities	145.000 m ²
Investment in infrastructures	180 million €

Update execution 2 S 2009:

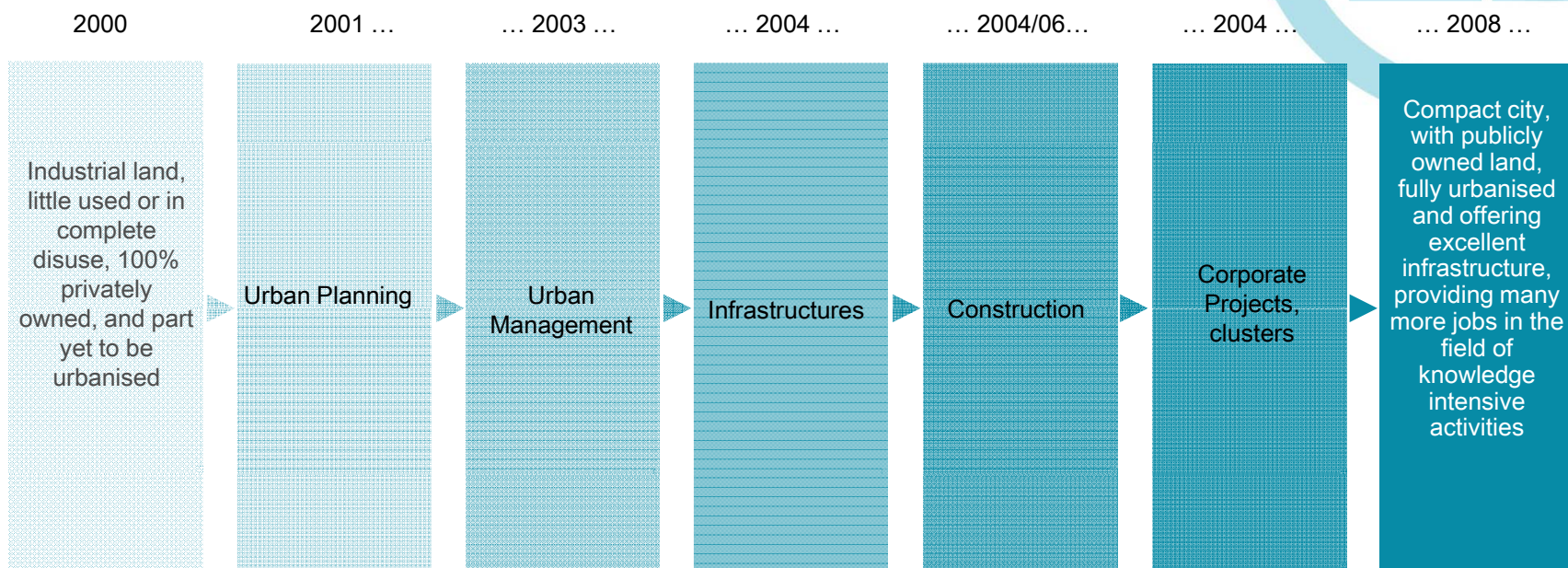
Urban Plan and new economic ceiling

- Rearrangement of 69% of the territory
- Almost 1.500 firms and institutions recently established

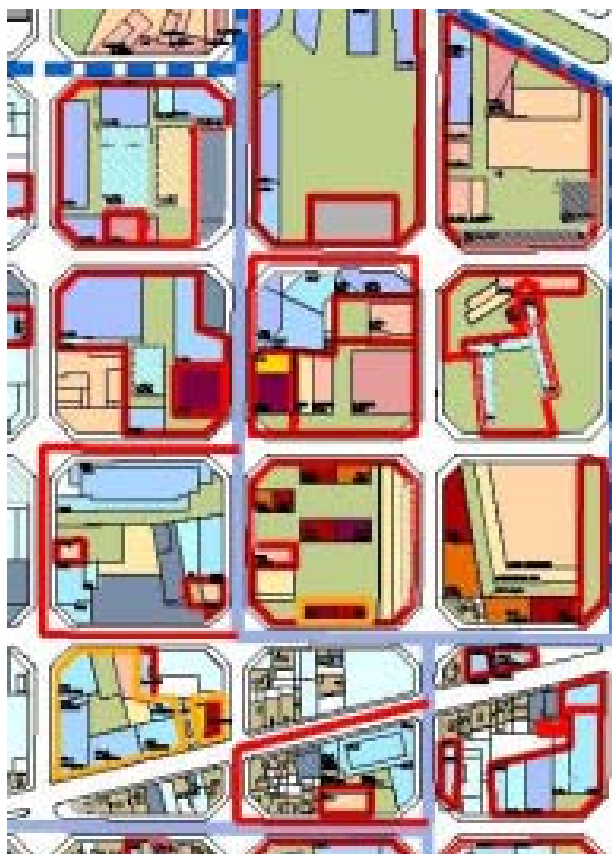
Infrastructures Plan and investment

- 42% of reurbanization works finished or in process
- Investment until 2 S 2009: 112 million euros

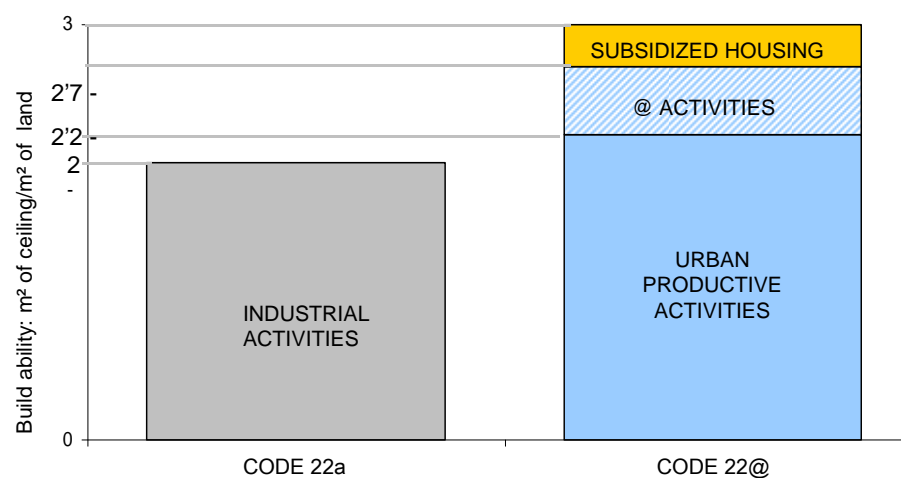
The urban planning process (2001-2008)



Urban planning. Density



Increase density:



Balance public and private benefits:

PRIVATE BENEFITS

- **More productive uses:**
22a → 22@
- **Higher density:**
2 → 2,2 / 2,7
- **Leading edge infrastructures**

PUBLIC BENEFITS

- **Free cession of land:**
 - 10% for 7@ facilities
 - 10% for subsidized housing
 - 10% for green areas
 - Eventual opening of streets
- **Financing a part of the Special Infrastructure Plan**

Special infrastructures plan



New mobility plan



Public space renewal



New energy networks



Selective pneumatic waste collection



New heating and cooling system



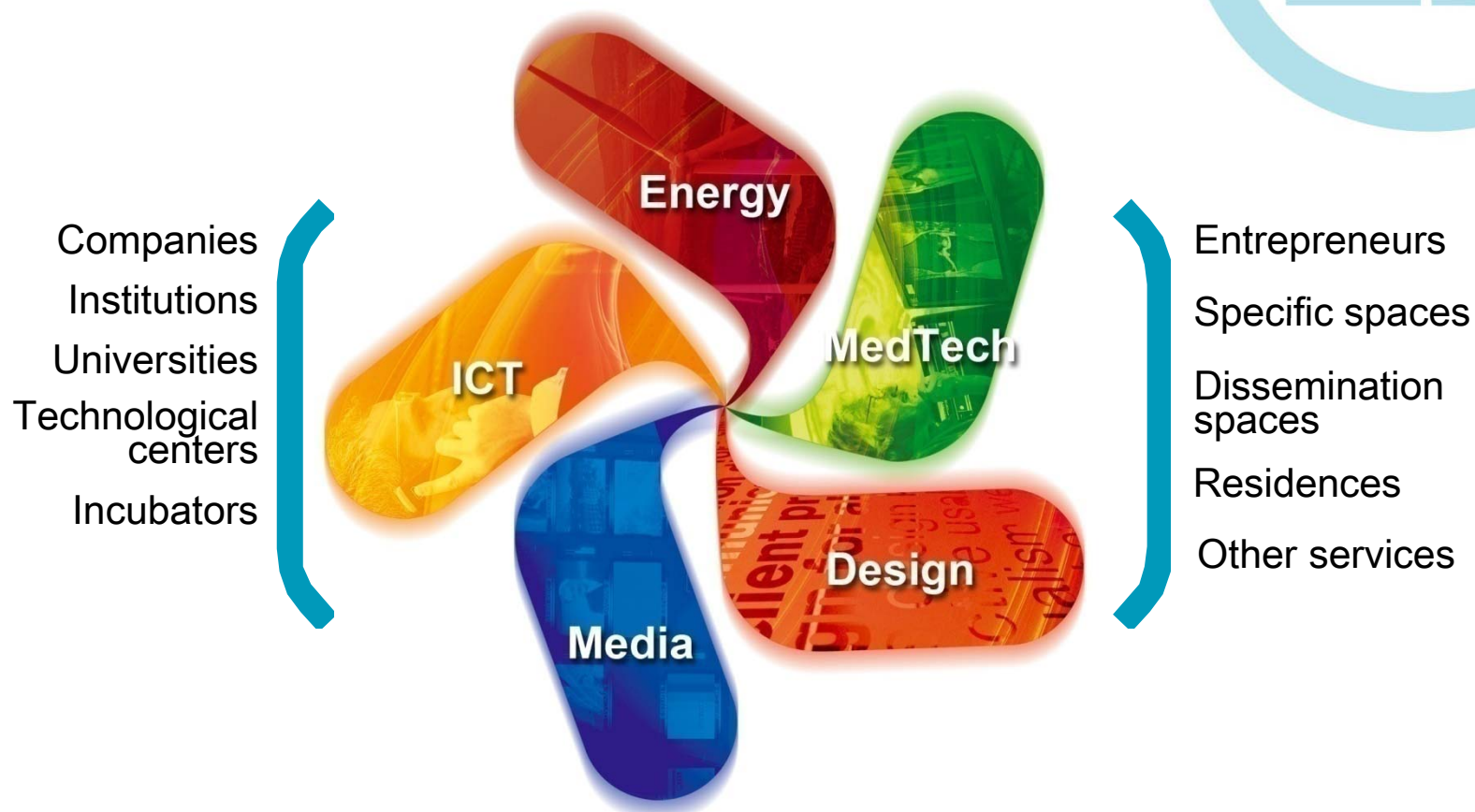
Underground galleries

Urban clusters

Cluster strategies	MEDIA	ENERGY	MEDTECH	ICT	DESIGN
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

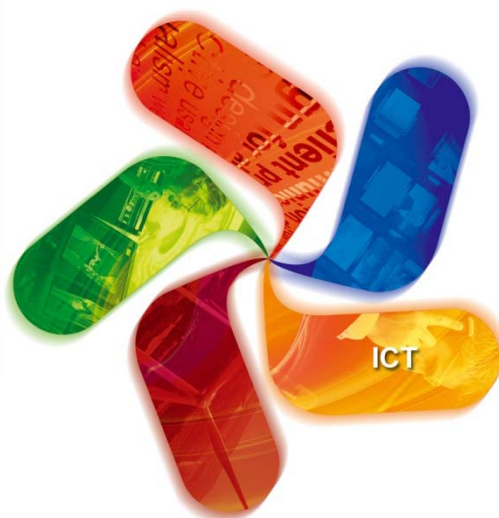


Media: Barcelona Media Park



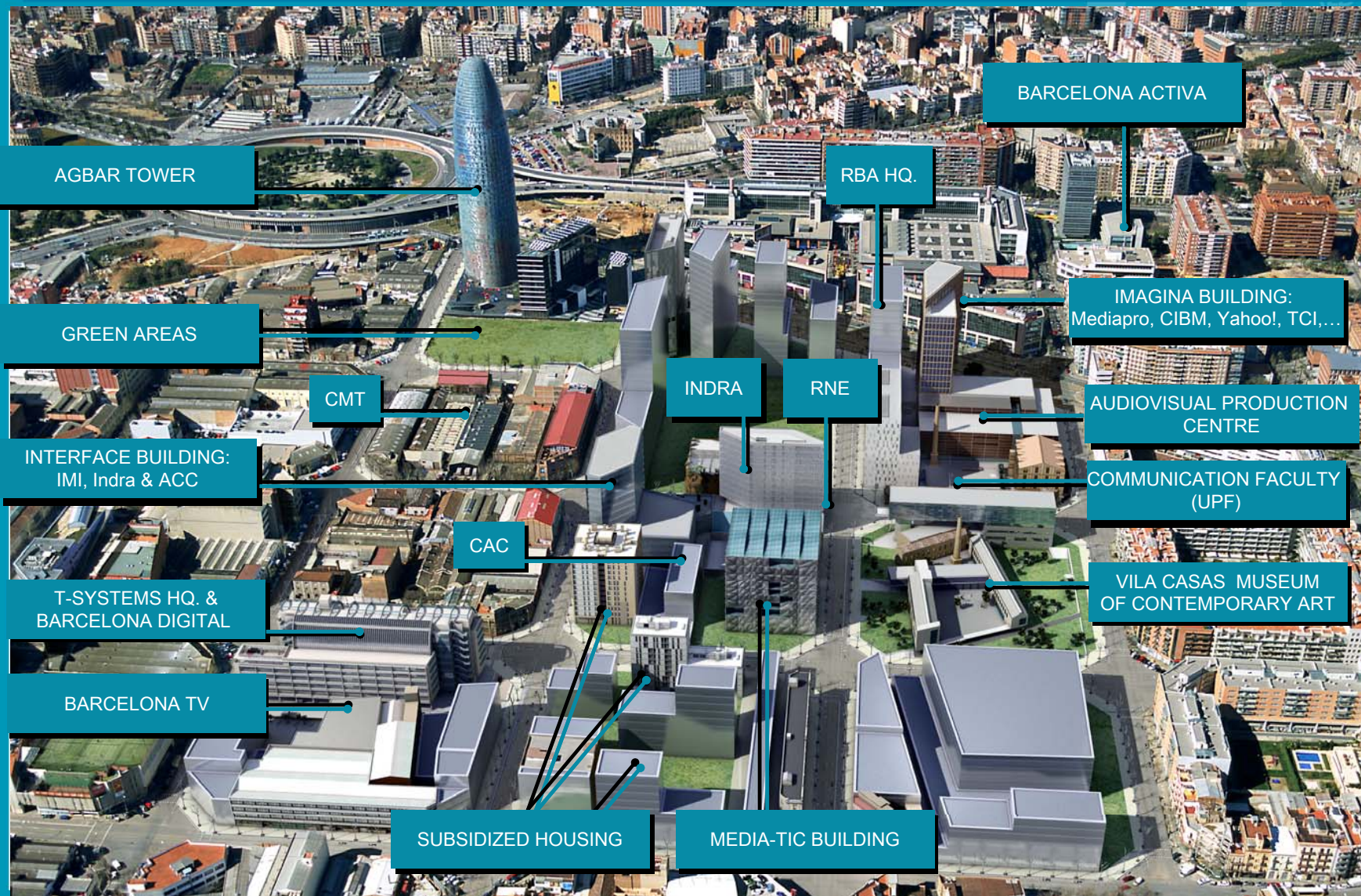
Companies	MediaPro, Lavinia, Cromosoma, Yahoo R+D
Institutions	RNE, CAC, Barcelona TV...
Specifics spaces	Audiovisual Production Centre (PBM)
Universities	UPF, UB, UOC
Technological centers	Barcelona Media-Innovation Centre
Incubators	Media-TIC Building
Residences	Melon District / Ciutadella
Dissemination	Media Factory

ICT: Network of R+D centres related to ICT



Companies	T-Systems, Indra, Telefónica
Institutions	CMT, FBD, Localret
Specifics spaces	Interface building, Media-TIC building
Universities	UB, UPC, La Salle
Technological centers	Technological ICT Center
Incubators	Media-TIC building
Residences	Melon District
Dissemination	ICT House

Media & ICT Cluster: 2006 - 2010



Energy: Interuniversity Campus of Besòs



Companies	Endesa, Ecotècnia, Agbar
Institutions	ITER, Climate Catalan Institute (IC3)
Specifics spaces	Campus Offices
Universities	UB, UPC
Technological centers	IREC
Incubators	b_TEC Incubator
Residences	b_TEC Residence
Dissemination	Campus services

Medical Technologies - MedTech



Companies	Matachana, Gaes, Sanofi Aventis, Isdin, Telemedicine
Institutions	CatSalut, Blood and Tissues Bank
Specifics spaces	Health Building, BIO Enterprise Park
Universities	UB, UPC, Official Nursing College
Technological centers	22@MedTech Laboratory
Incubators	Health Building
Residences	Nido
Dissemination	Health Building

Design



Companies	G-Star Raw, ADD, Node, Estudi Arola, ruiz+company, Morera Design
Institutions	BCD
Specifics spaces	Palo Alto, PBM, Hub Design
Universities	University of Vic, UPC, IAAC
Technological centers	Centre d'Innovació, Barcelona Media
Incubators	Media-TIC, "Projecte Bressol" (textile)
Residences	Melon District / Ciutadella
Dissemination	Hub Design

22@ Spaces. Engines of transformation



Cluster's leader agents

b_TEC
Barcelona
innovació tecnològica

biocat
BioRegió de
Catalunya



bdigital BARCELONA CENTRE
DIGITAL TECNOLÒGIC

BCD
Barcelona Centre de Disseny

 **Barcelona Media**
Centre d'Innovació

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)

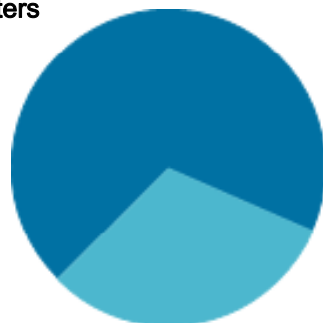
(December 2008)

Employees of companies already
located or in process to be installed

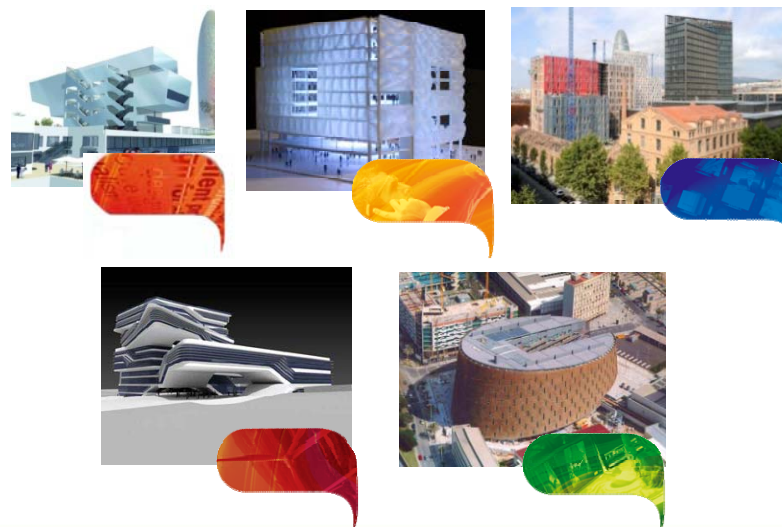
42.000

+ 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.

Innovation and technology

Supporting innovation and access to technology



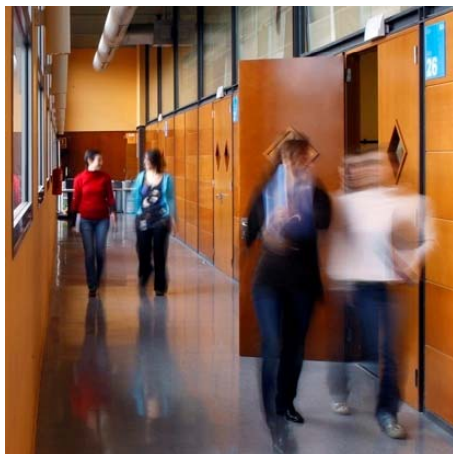
- 4. 22@Synergys

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.

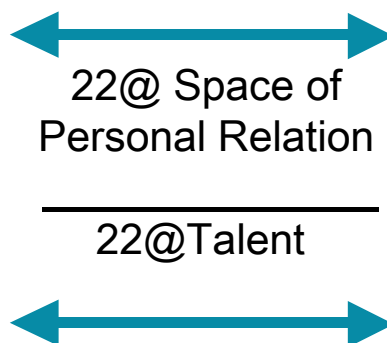


Space of personal relation



For the professionals

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



For the neighbours

- **22@District 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@**

www.22barcelona.com

