

# STRATEGIC URBAN PLANNING AND LOCAL ECONOMY IN BARCELONA: BACK TO BASICS



LOCAL IDENTITY  
METROPOLITAN COMMITMENT  
GLOBAL VISION



@pembarcelona

*June 2019*

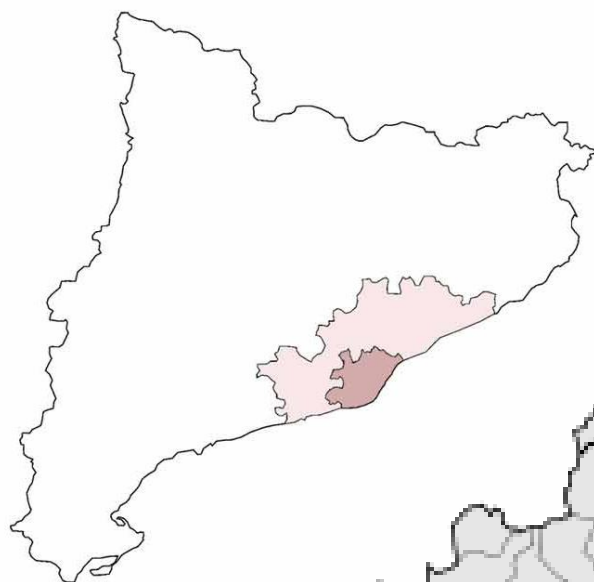


# METROPOLITAN BARCELONA



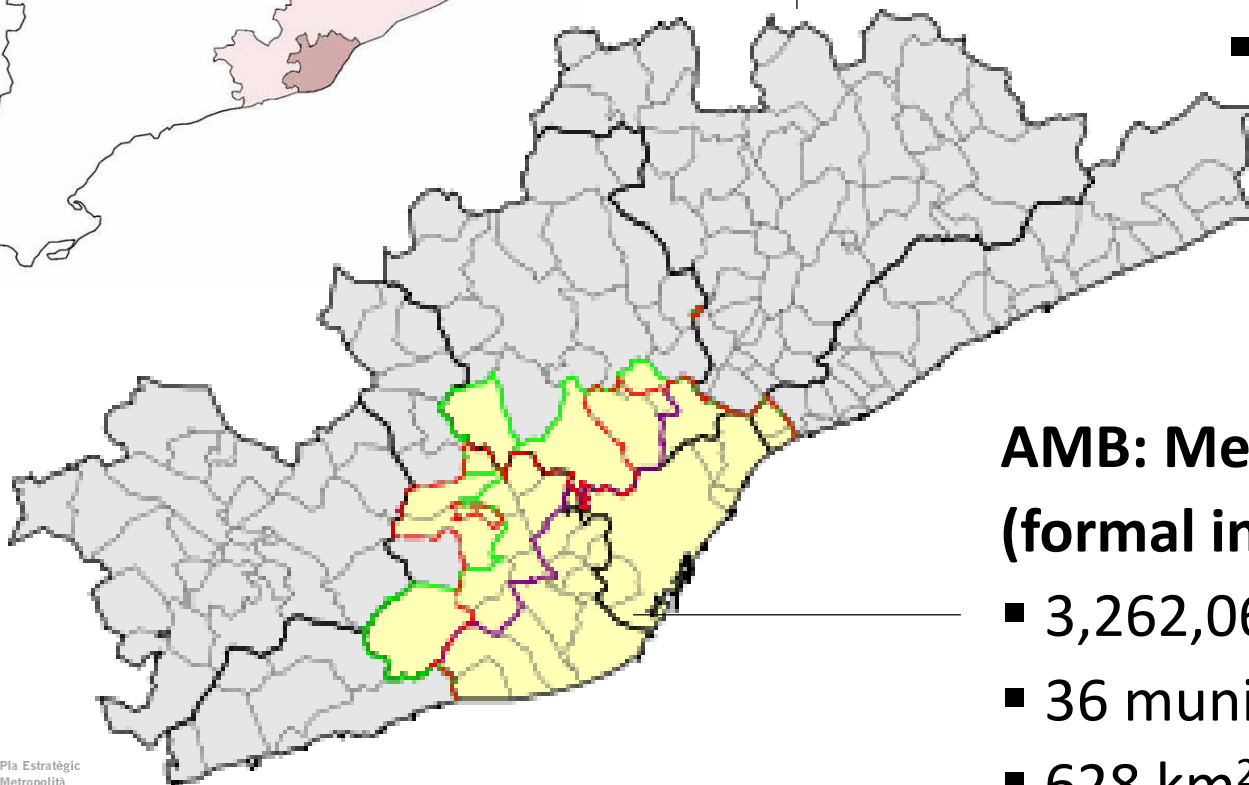


# METROPOLITAN AREA/REGION



## **RMB: Metropolitan Region (no formal institution)**

- 5,073,993 inhab. (2017)
- 164 municipalities
- 3.231 km<sup>2</sup>



## **AMB: Metropolitan Area (formal institution)**

- 3,262,065 inhab. (2017)
- 36 municipalities
- 628 km<sup>2</sup>



# STRATEGIC PLANNING IN BARCELONA



# BARCELONA

1986





# BARCELONA





# BARCELONA









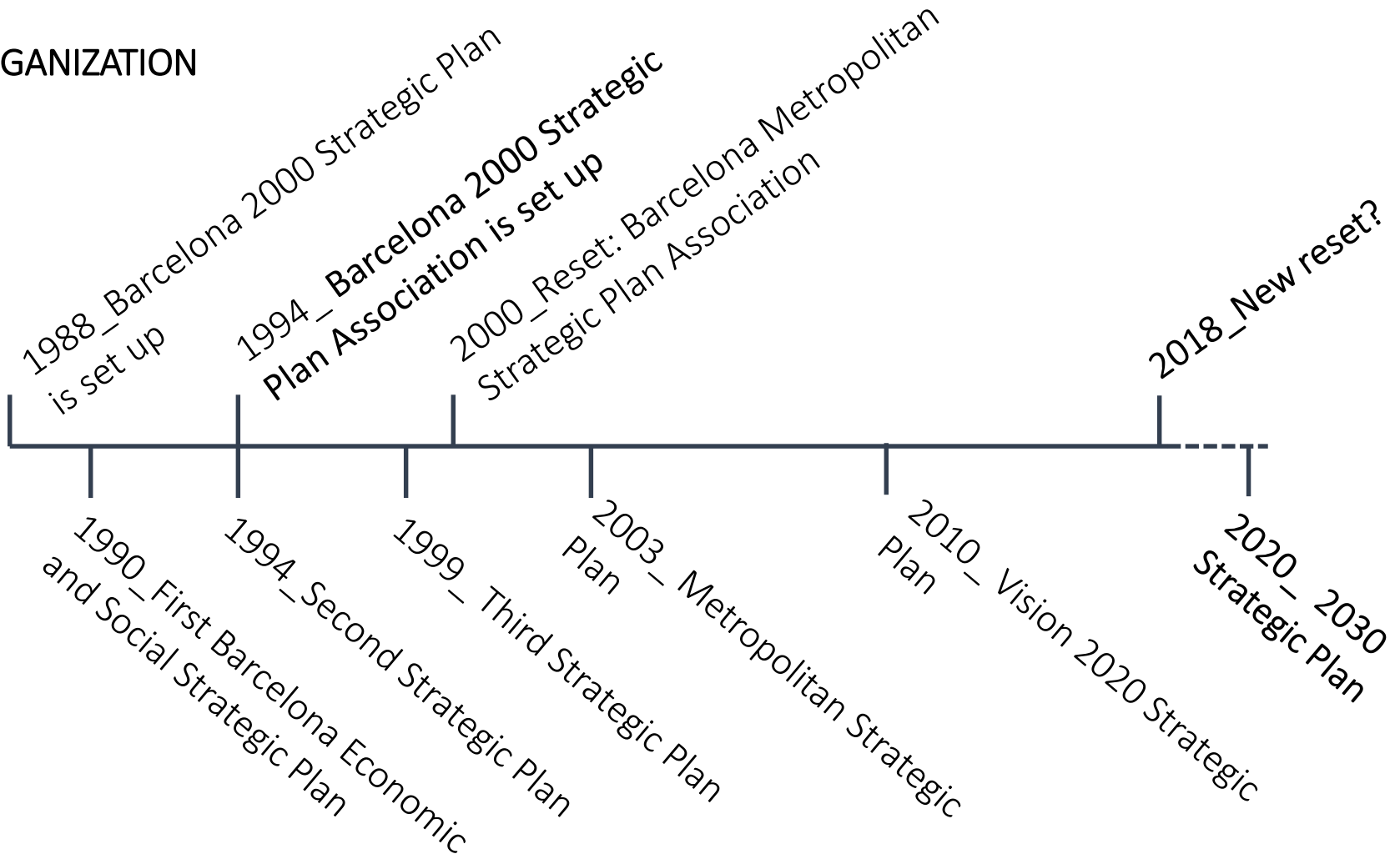
# BARCELONA FACED MULTIPLE CHALLENGES

- Improve the existing infrastructure:
  - Port
  - Airport
  - Ring Roads
  - Sewage treatment
- Consolidate the urbanization process
- Transition from a manufacturing city to a postindustrial city
- Become attractive to visitors and investors



# THE METROPOLITAN STRATEGIC PLAN OF BARCELONA

## ORGANIZATION



## STRATEGIC PLANS



# THE EVOLUTION OF BARCELONA'S STRATEGIC VISION



1990-93

City in the  
global map

1<sup>st</sup> City Plan



1994-98

Interna-  
tional City

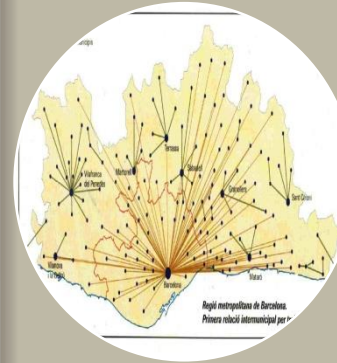
2<sup>nd</sup> City Plan



1999-03

Knowledge  
City

3<sup>rd</sup> City Plan



2004-09

Metropoli-  
tan City

1<sup>st</sup> Metropolitan  
Plan



2010-15

Attractive  
City for  
Innovative  
Talent

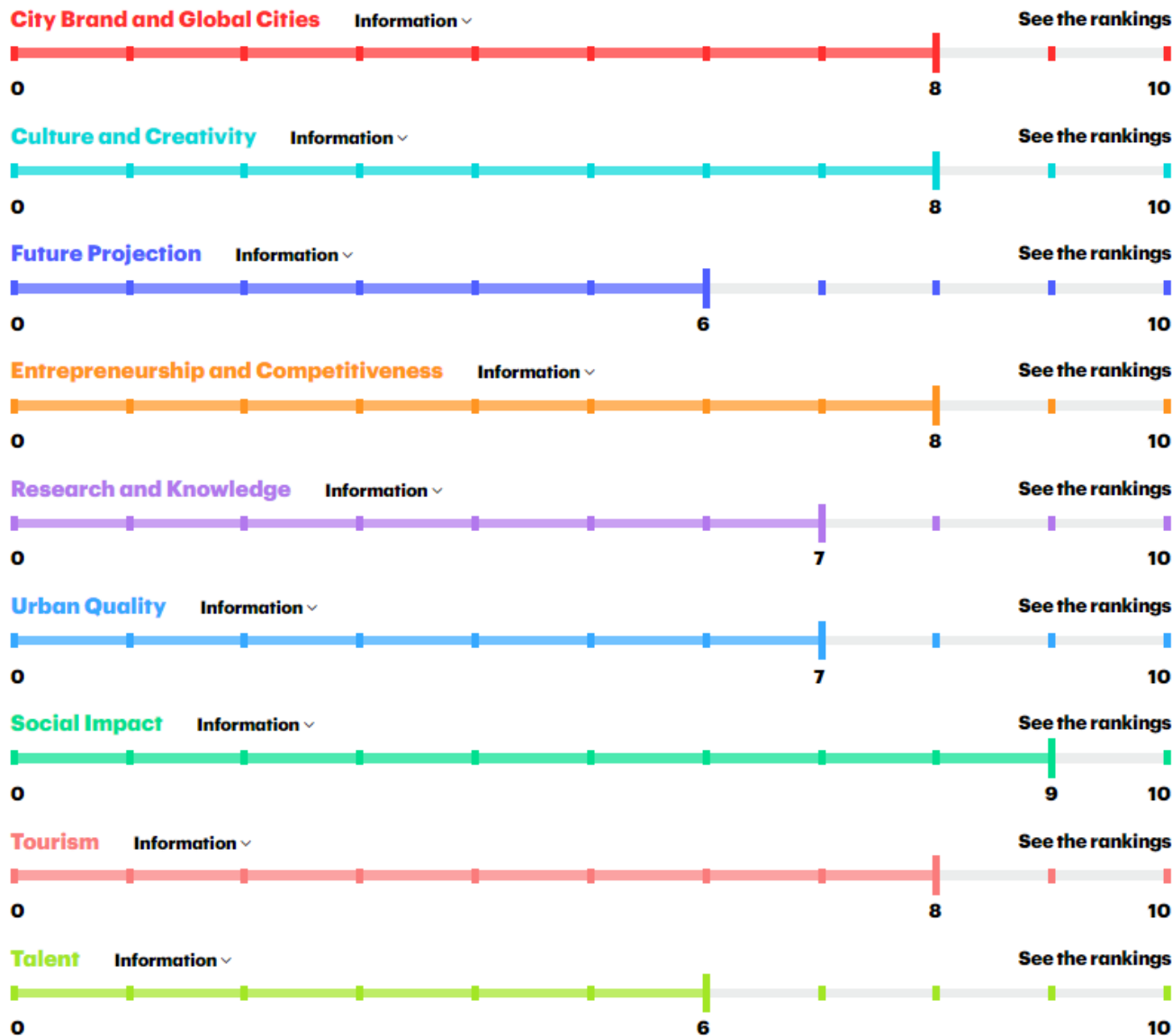
Bcn Vision  
2020

Evolution of the strategy and the main objectives in each plan.



# Barcelona in the Rankings

A picture of the city and its positioning on the international map





# SOME WORRYING FACTS...



# ...ABOUT AIR

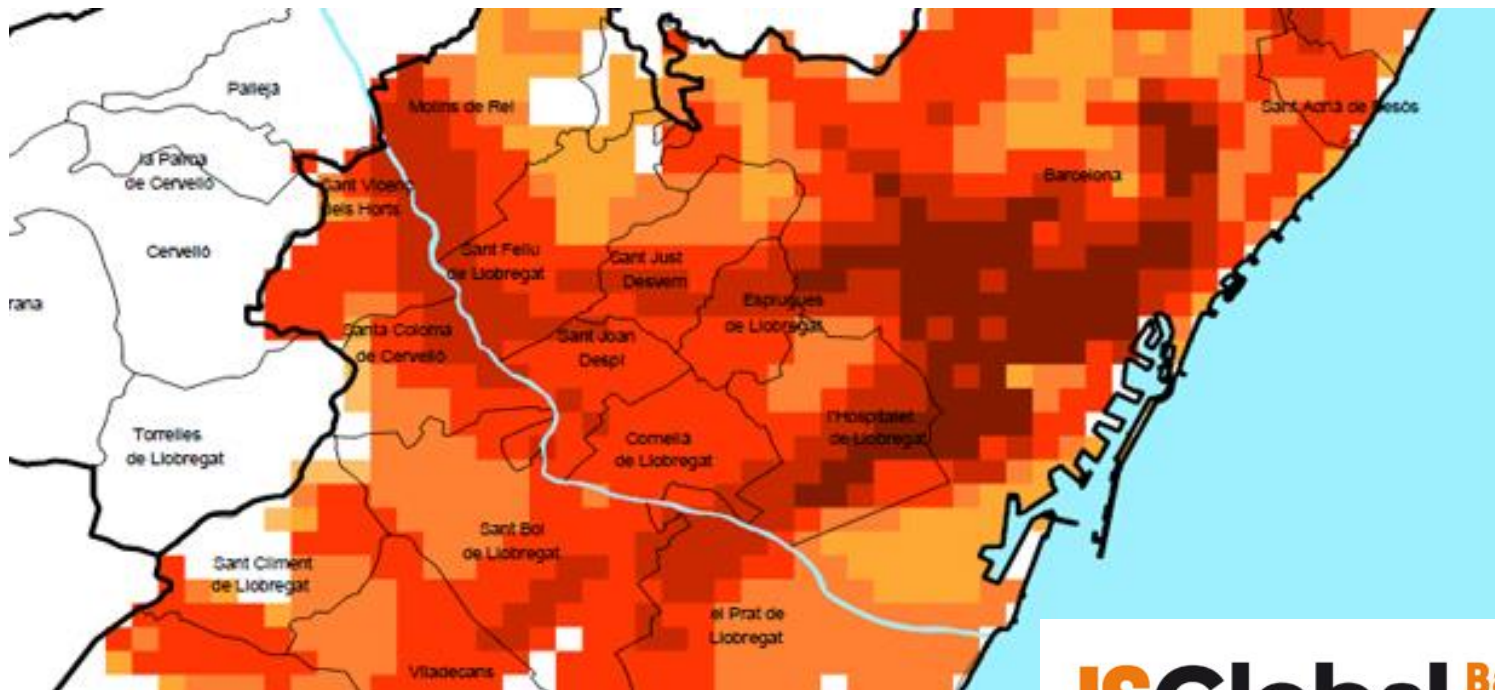


The air in Barcelona doubles the pollution levels set by the EU



Every year, 659 people die by breathing the air in Barcelona





**ISGlobal** **Barcelona**  
Institute for  
Global Health

Children attending schools with high levels of contamination in both the classroom and the yard experienced a lower growth of essential cognitive functions for learning at annual 7%, compared to 11% in the least contaminated schools



**...ABOUT WATER**





05/13/2008

Arrives in Barcelona the first boat with drinking water loaded with 19,000 cubic meters of wells from the Camp de Tarragona





07/20/2009

The desalination plant of El Prat de Llobregat is inaugurated. It has cost about 230 million euros and has to guarantee 20% of the water in the metropolitan area of Barcelona, that is, 4,5 million people.





02/27/2008

A pipe that supplies Barcelona loses more than 400,000 liters of drinking water every day

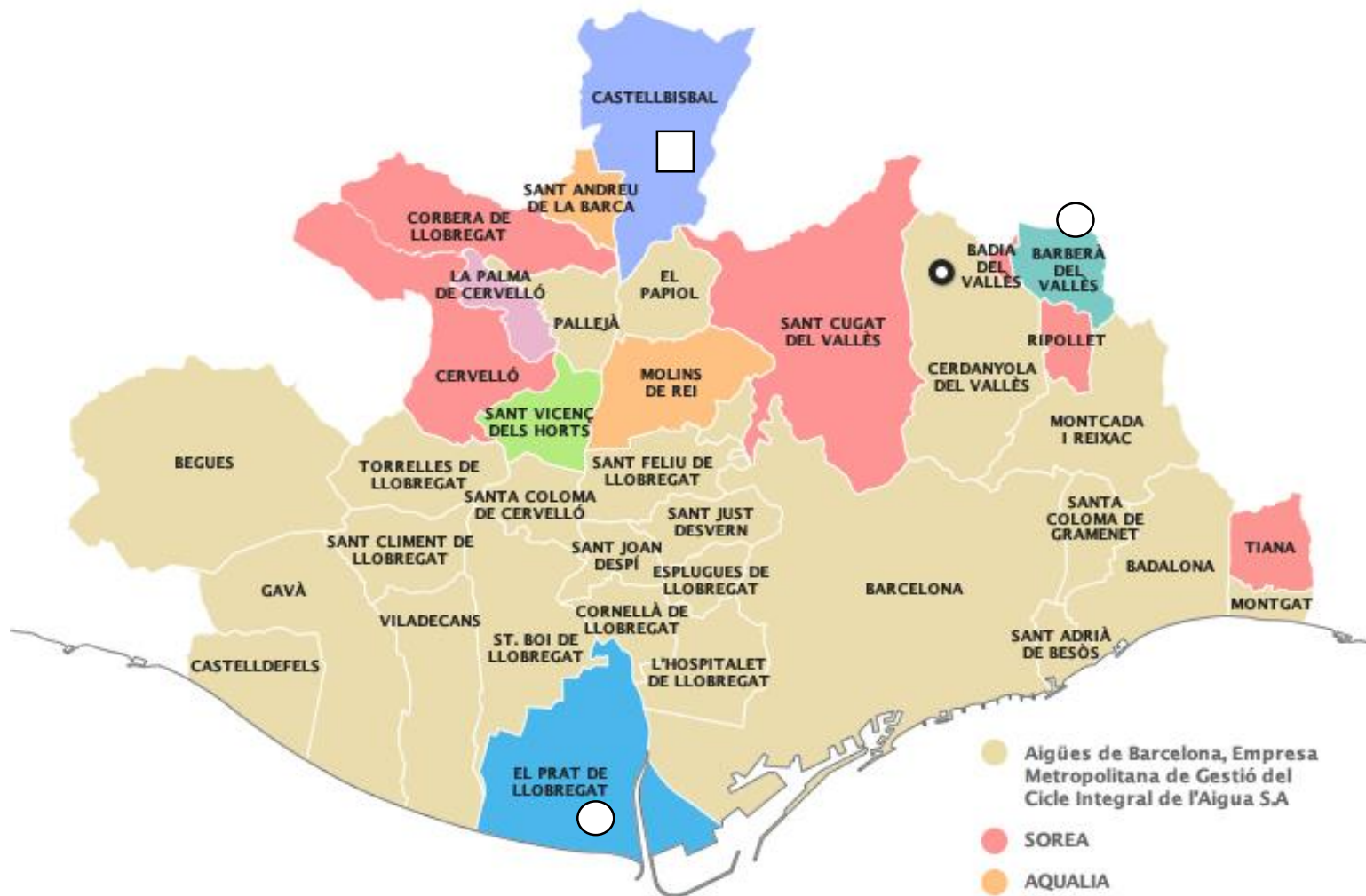


02/26/2010

AGBAR's operating income increased 4.5% in 2009 compared to 2008, reaching 1,851.2 million euros, and the operating result rose by 3.3%, reaching to 347.7 million euros. The recurring net result attributed to the Agbar group amounted to 168.9 million euros and remained in line with the previous year.







○ Public

□ PPP

● Aigües de Barcelona, Empresa Metropolitana de Gestió del Cicle Integral de l'Aigua S.A

● SOREA

● AQUALIA

● SABEMSA

● APSA

● AICSA

● CASSA

● Aigües de St. Vicenç

● Aigües de Catalunya

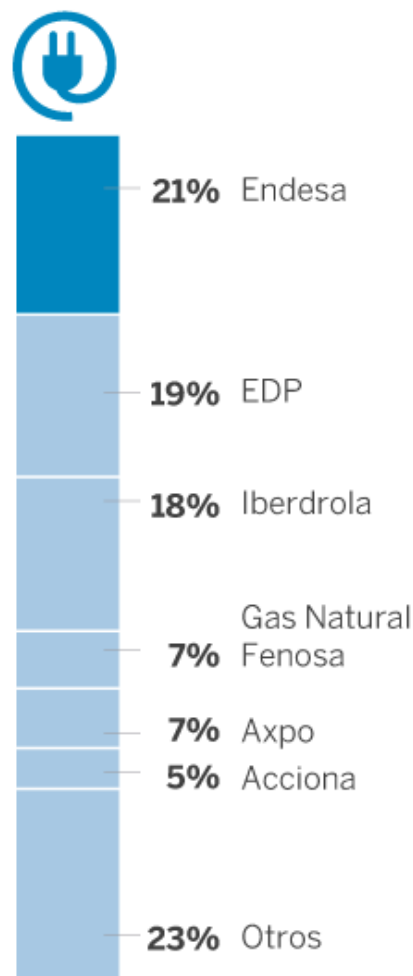


# **...ABOUT ENERGY**



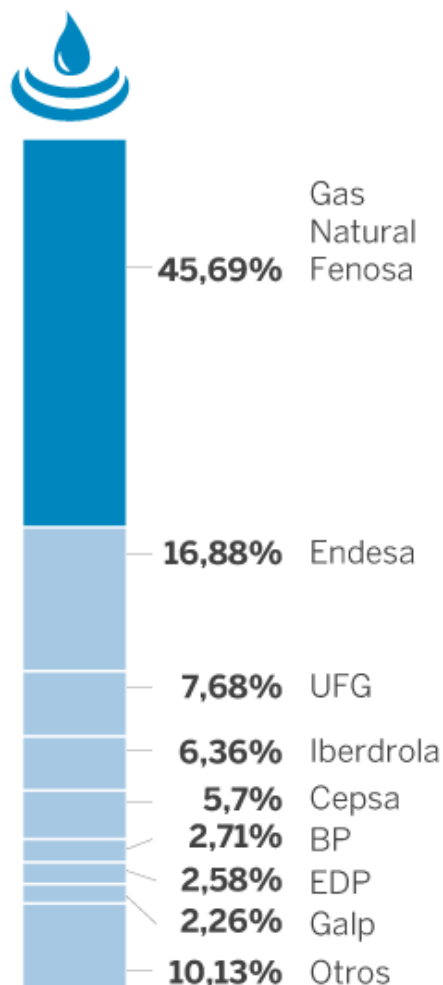
## GENERACIÓN ELÉCTRICA

Cuota de generación.



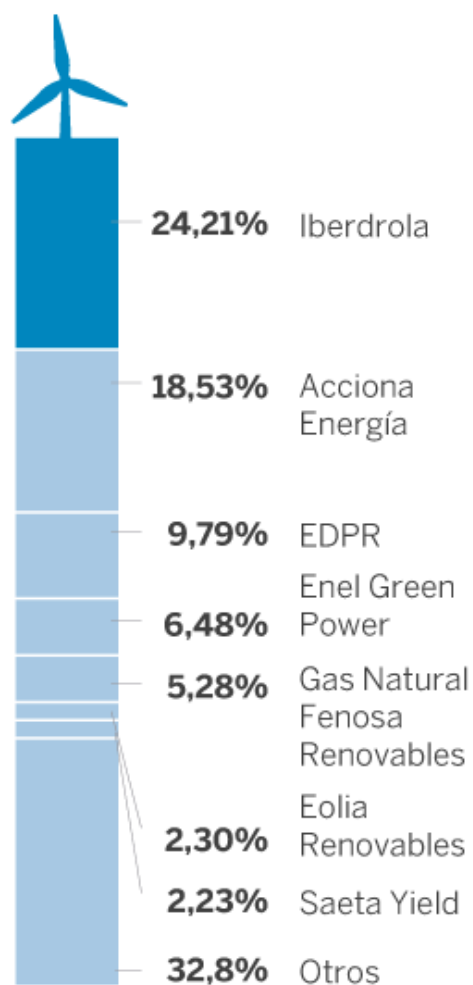
## VENTA DE GAS

Cuota de mercado. 2015



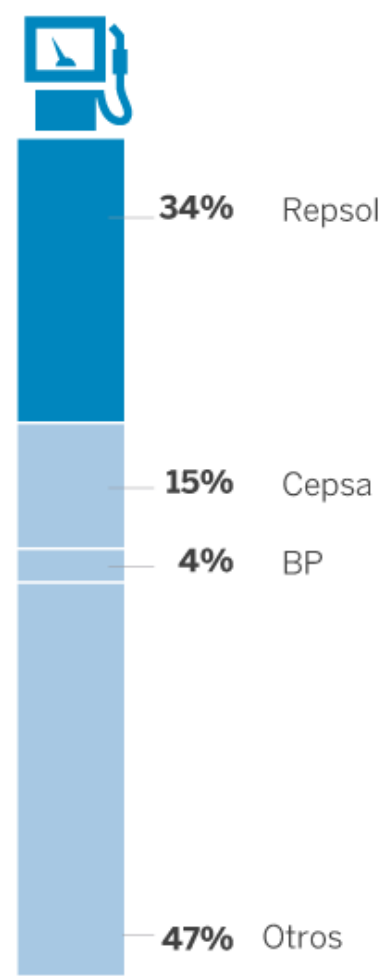
## ENERGÍA EÓLICA

Potencia instalada.



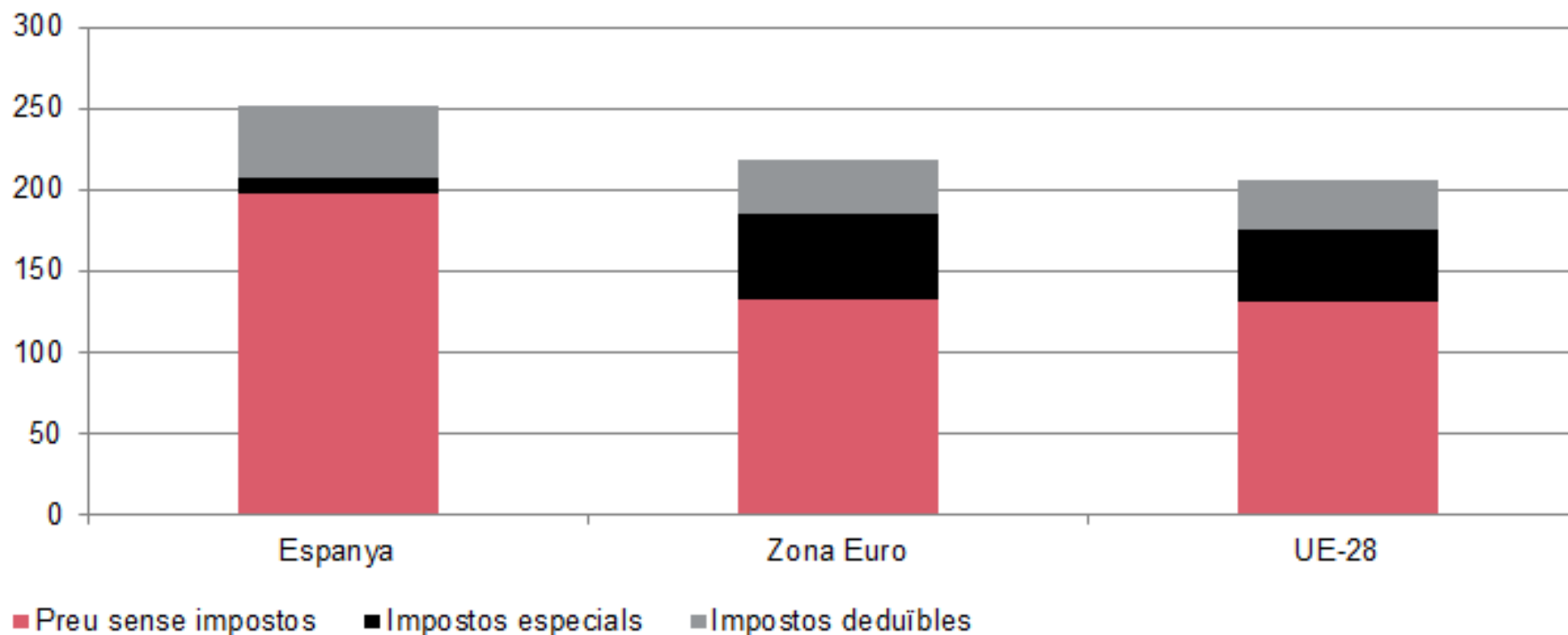
## DISTRIBUCIÓN DE PETRÓLEO

Mercado minorista. 2015  
En % sobre el total





**Preu de l'electricitat per a l'àmbit domèstic amb consums entre 2.500 kWh i 5.000 kWh. 2016**  
(Euros en PPC per MWh)



Font: Eurostat.

The price of electricity before taxes for consumption between 2.5 and 5 MWh (representative of households and small businesses) is 49.1% higher than the average for the euro area and 50.5% higher than EU-28





ALIANÇA CONTRA  
LA POBRESA ENERGÈTICA

**ni set, ni fred,  
ni fosc!**

170,000 Barcelona residents have difficulties heating their house or paying energy bills



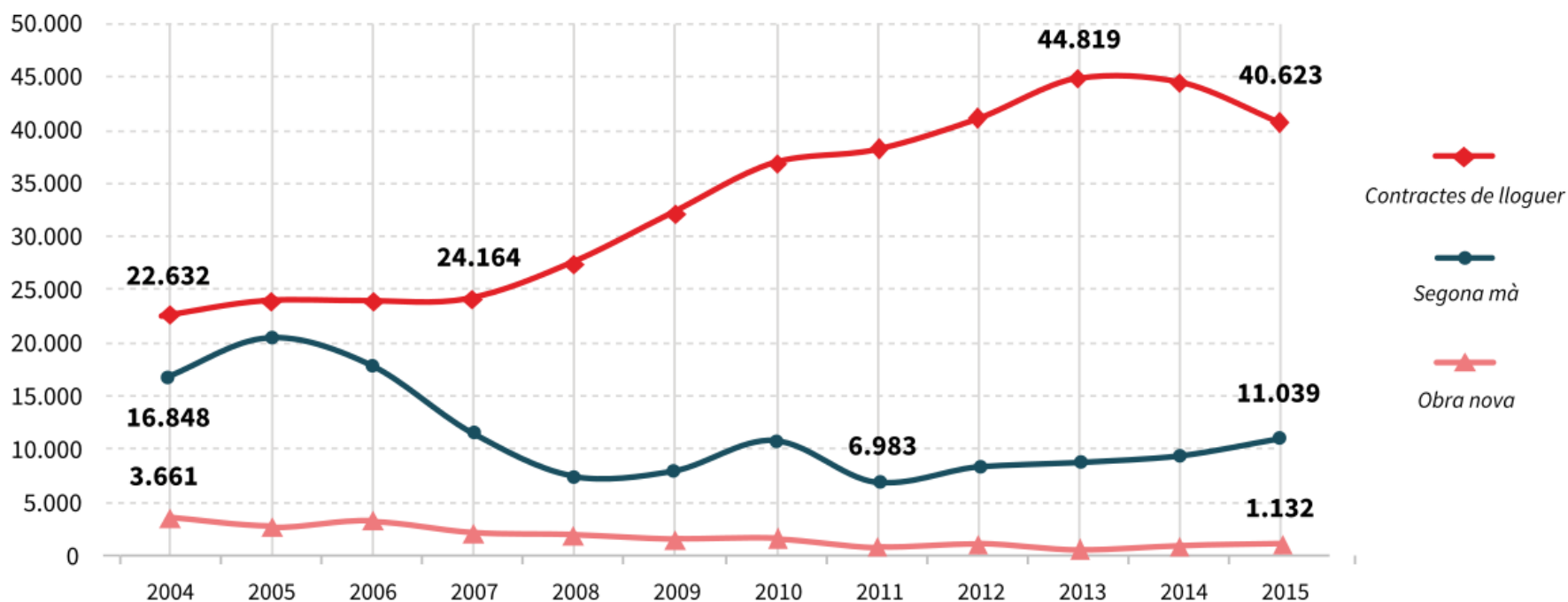
# **...ABOUT HOUSING**



# Shift from ownership to rental

## NÚMERO DE COMPRAVENDES I CONTRACTES DE LLOGUER

Barcelona 2004-2015



Font: IERMB 2015, elaborat a partir de Secretaria d'Habitatge i Millora Urbana, a partir de les fiances dipositades a l'Incasòl; i Ministerio de Fomento, a partir del Consejo General del Notariado.



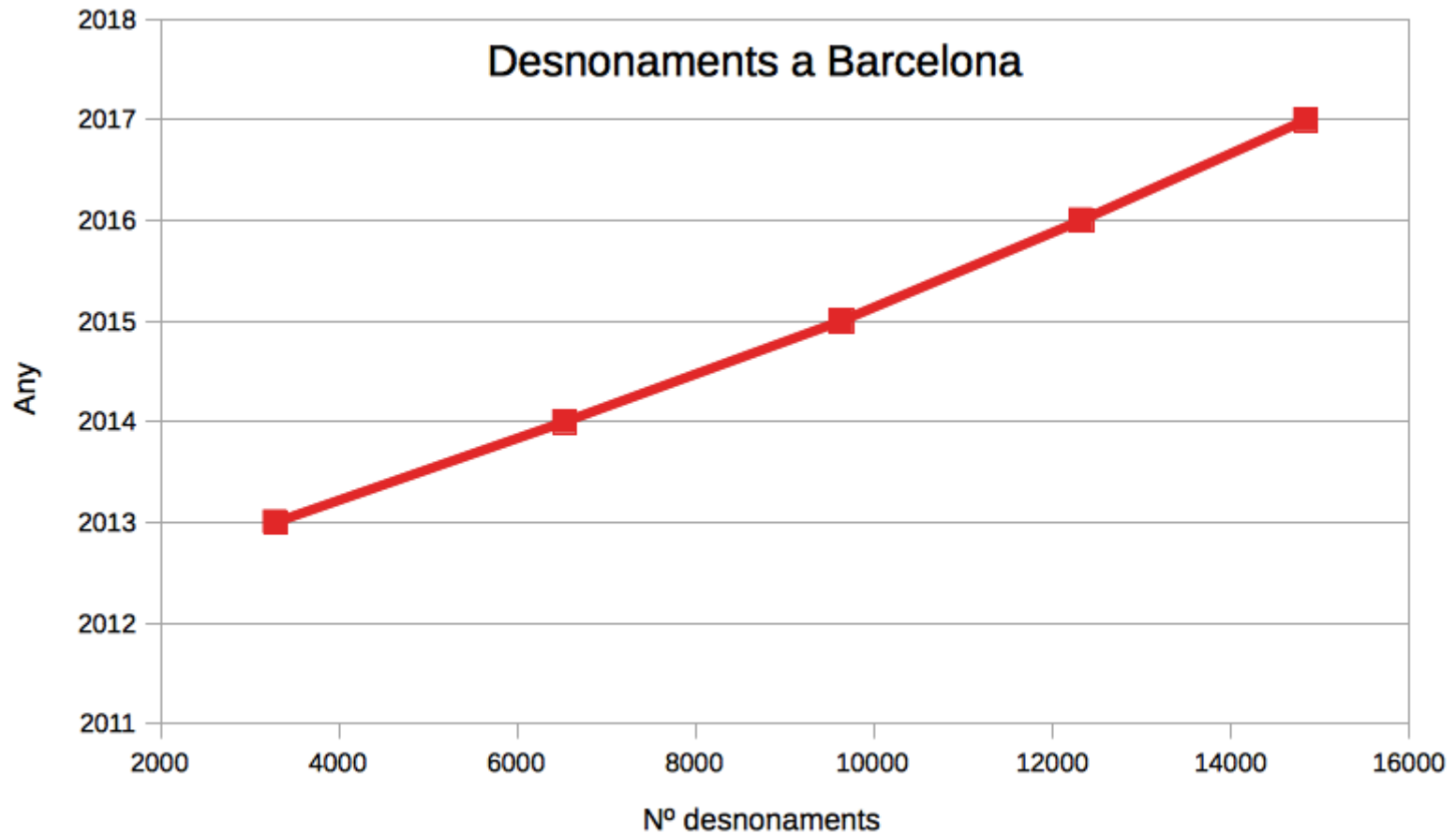
# Average rents

EVOLUCIÓ PREUS PISOS DE LLOGUER  
BARCELONA 2000-2017





# Number of evictions





**...ABOUT FOOD**

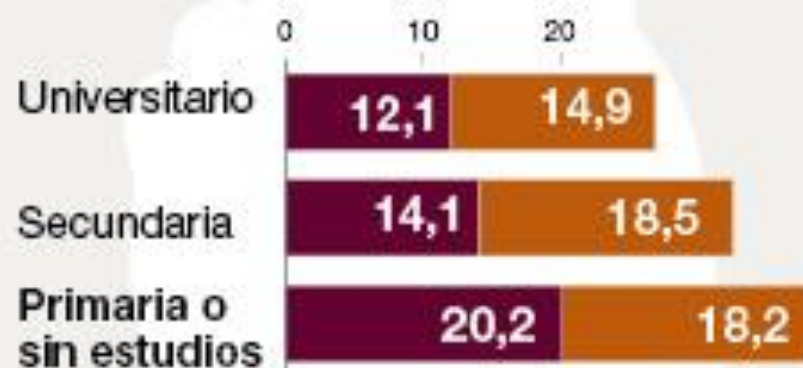


# EL EXCESO DE PESO INFANTIL EN CATALUNYA

DATOS  
DEL 2013 Y 2014  
DE NIÑOS  
DE 0 A 14 AÑOS



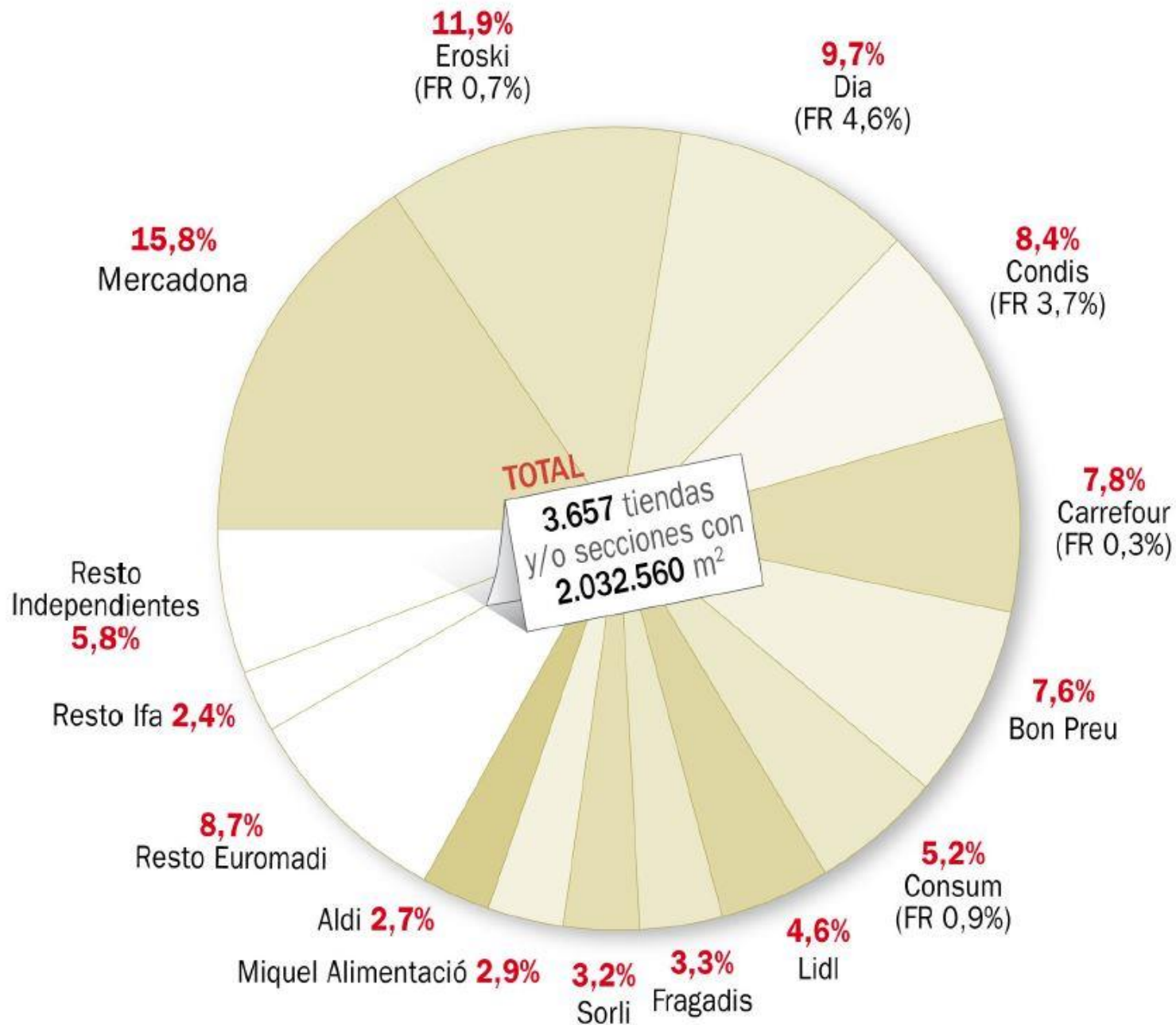
## ► Por nivel de estudios de la madre



## ► Según clase social







Fuente: Alimarket Gran Consumo

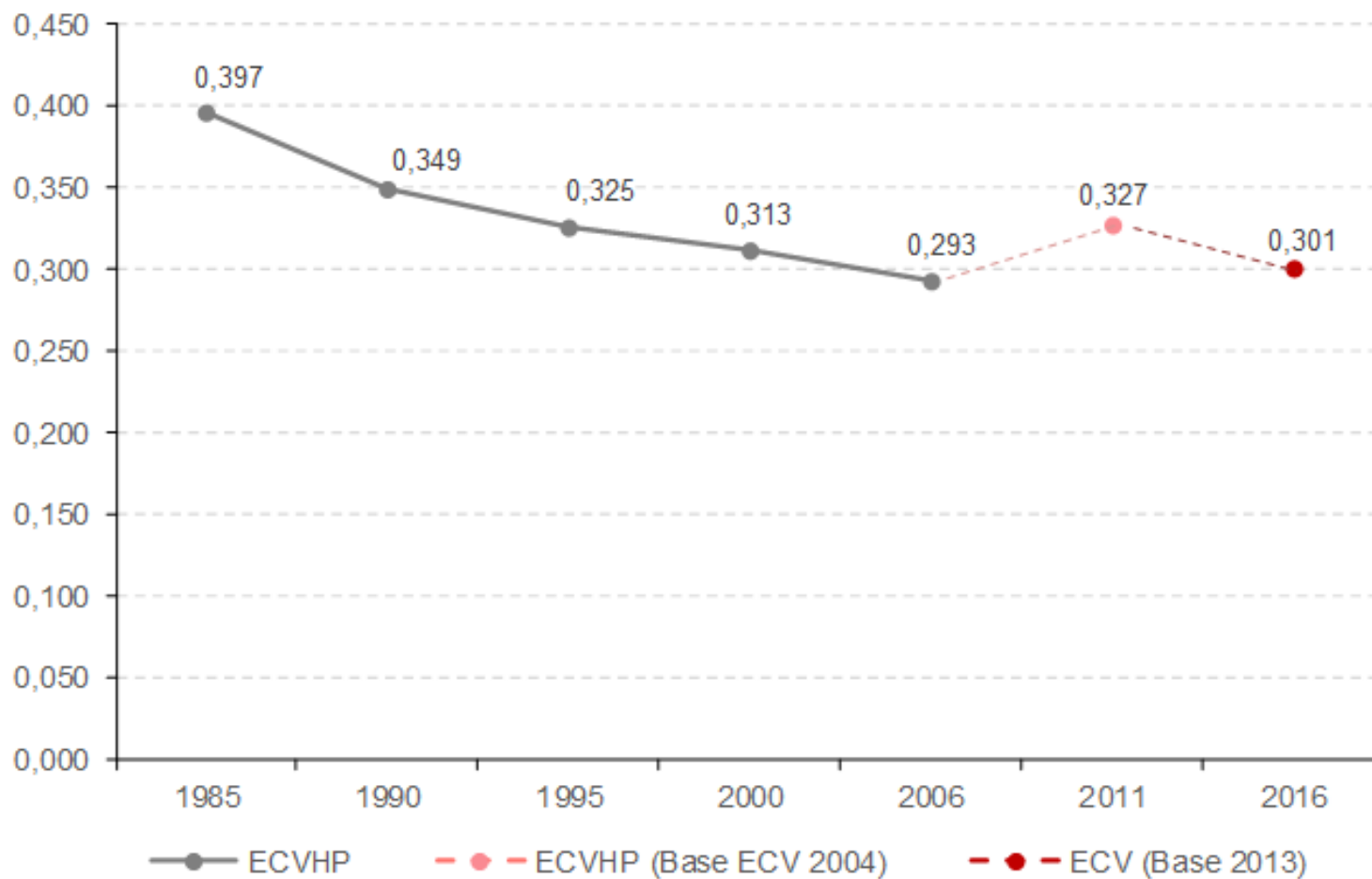


# ...ABOUT INEQUALITY



# INEQUALITY (Income: Gini Index)

Evolució de l'índex Gini de desigualtat en la distribució de la renda a l'AMB

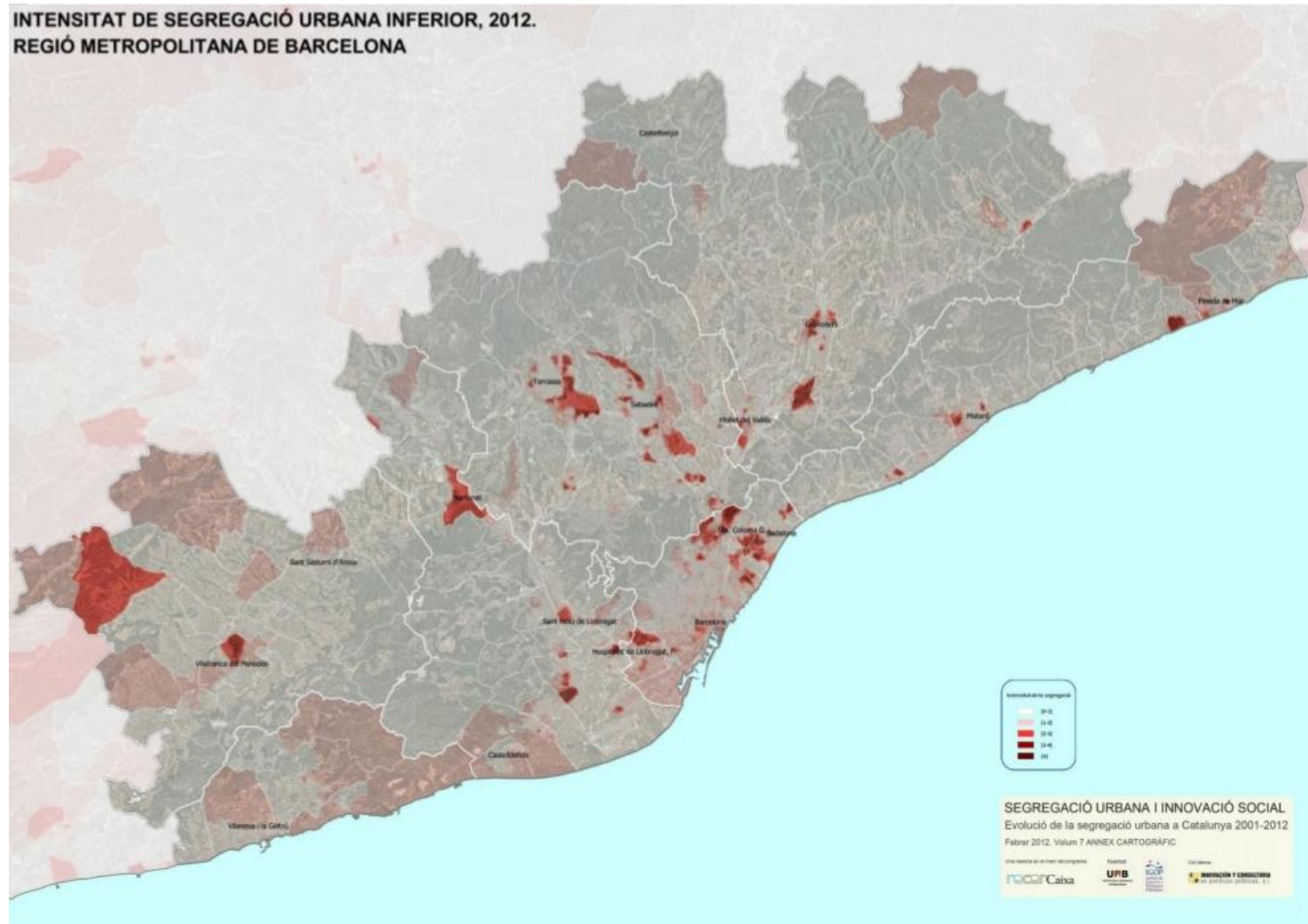


Sarasa, S. (2014): *Desigualtat, pobresa i cohesió social*. Paper de treball Pla 2025

[http://pemb.cat/public/docs/40\\_cm\\_11.pdf](http://pemb.cat/public/docs/40_cm_11.pdf), actualitzat per l'IERMB amd dades ECV 2016 (Idescat)



# SEGREGATION (Low income)



Nel-lo, O.; Blanco, I. (2015): *La segregació urbana a la regió metropolitana de Barcelona*. Paper de treball Pla 2025  
[http://pemb.cat/public/docs/41\\_lc\\_12.pdf](http://pemb.cat/public/docs/41_lc_12.pdf)



# WHAT ARE WE DOING TODAY?

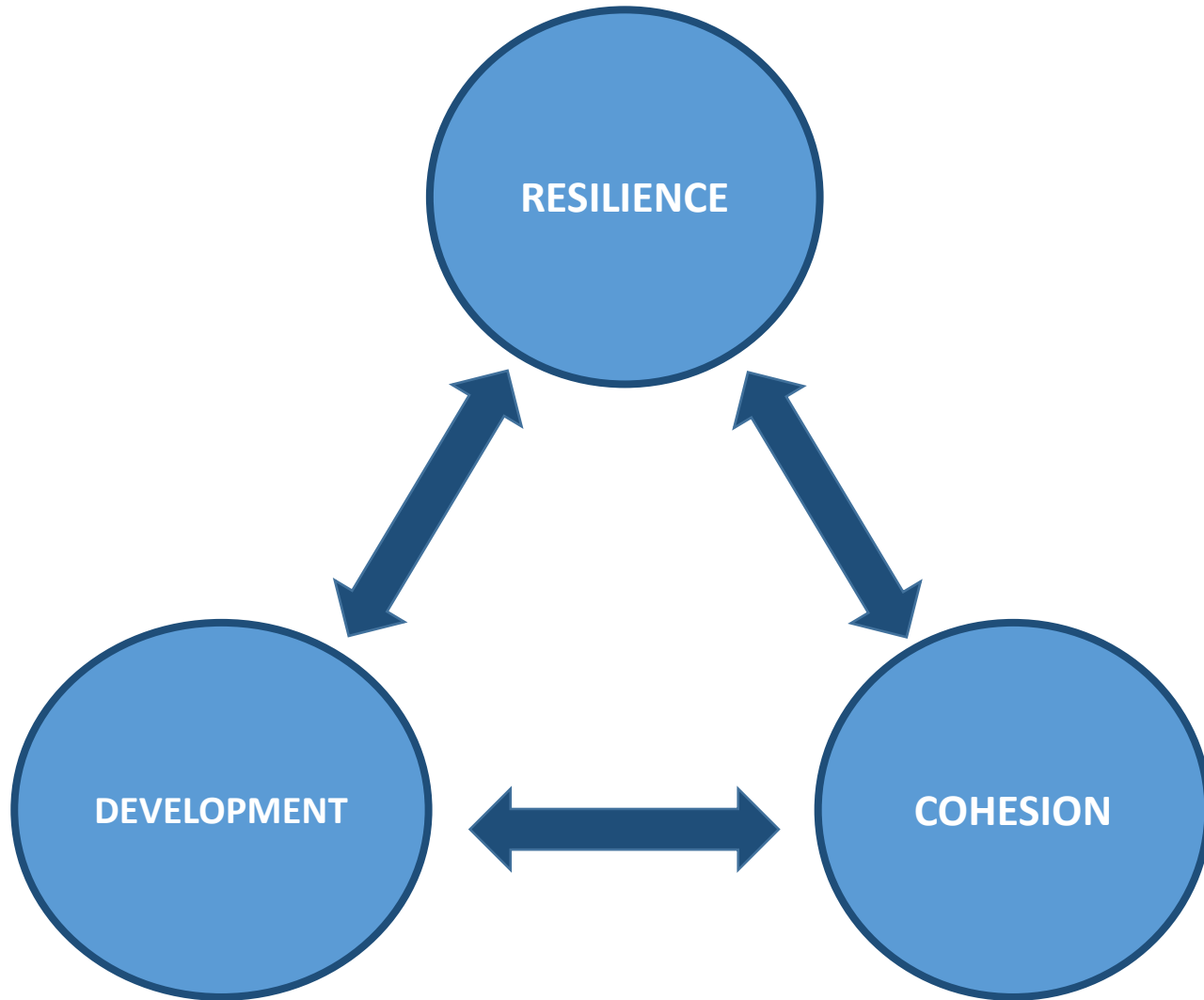


# MAIN CHALLENGE

To boost social and economic progress to **reduce metropolitan inequalities and urban segregation** through innovation and sustainability



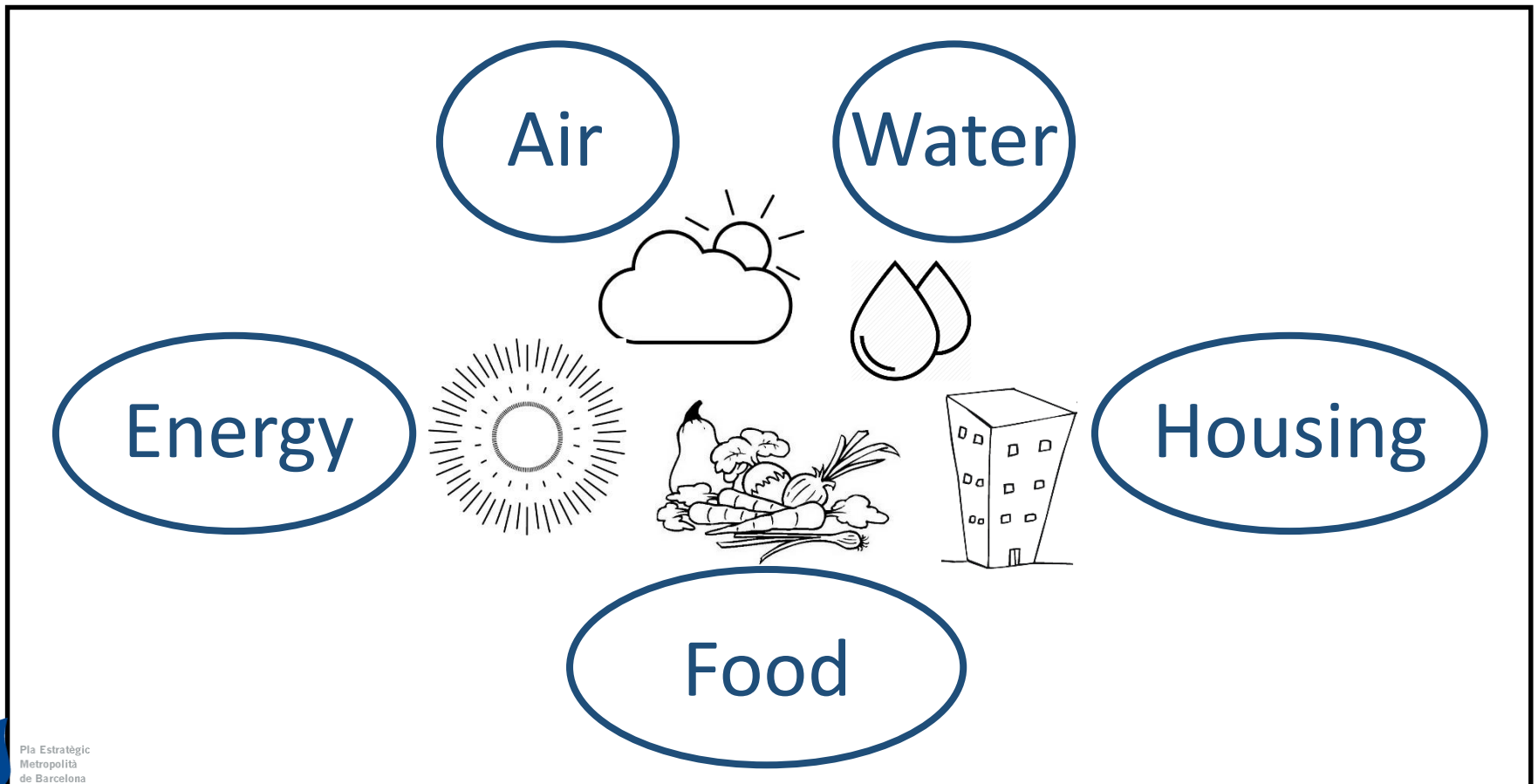
# MAIN PILLARS OF THE STRATEGY





# RESILIENCE ELEMENTS

Strategies to meet basic needs for all,  
everywhere and at all times





#AirenetBCN

- 
- Zones de qualitat de l'aire**
- No pertanyen a cap zona
  - Zona 1
  - Zona 2



## **Metropolitan Barcelona backs water municipalisation**

Published March 24th, 2016

Barcelona's metropolitan authority (AMB) has announced it won't appeal last week's Catalan high court verdict annulling Agbar's flagship 35-year Aguas de Barcelona concession, and "will begin working to plan a public model of water supply."

The court ruled that the 2012 decision by AMB to award the €3.5 billion concession to an Agbar-dominated mixed-ownership company without recourse to competitive tendering was not justified on valid technical or economic grounds, upholding an appeal by Acciona Agua.

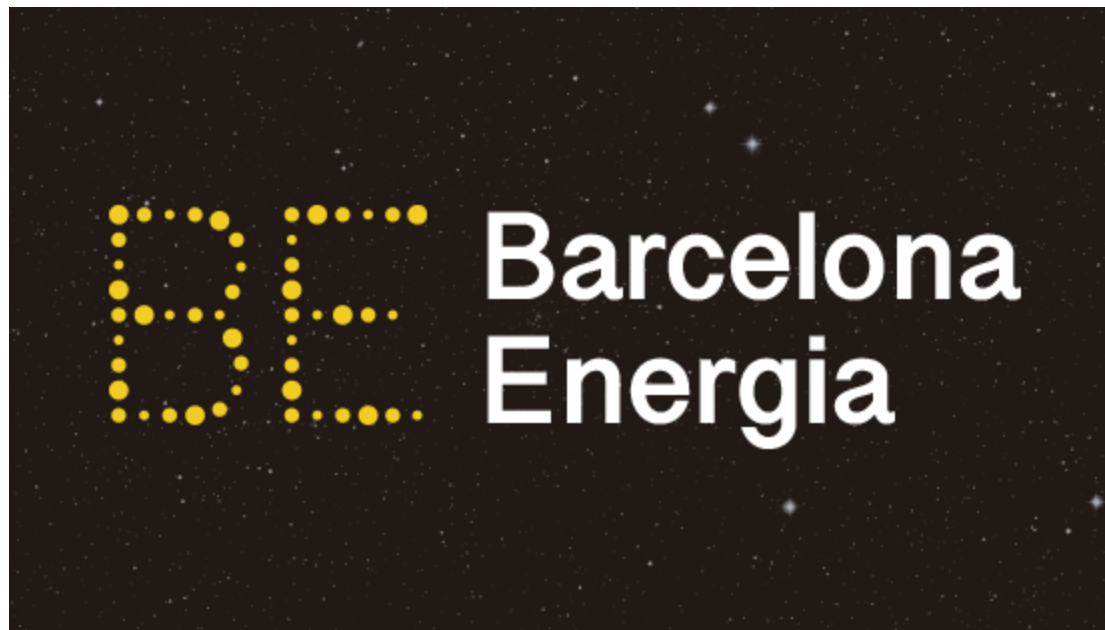
Agbar will appeal the decision in Spain's supreme court, and president Ángel Simón said the company is continuing to operate the concession, warning that any decision to municipalise the service would have to "respect the law" and "obtain majority support" in the AMB.

Were Agbar to lose the Barcelona concession, "it would inevitably encourage parties seeking to remunicipalise Agbar concessions in other Catalan municipalities," Quim Pérez of public water lobby Aigua és Vida told GWI.

05/11/2017

AGBAR would claim € 1bn to Barcelona in case of municipalisation. The company estimates that the City Council and the Metropolitan Area should compensate for a possible cancellation of the supply contract with 470 million for the assets and 500 for loss of profit





02/07/2018

Barcelona Energía, the public commercialiser of electric power, begins operating in the electricity market

- From February 1, it manages 45 MW of public power generation, equivalent to around 200,000 MWh of green and local energy
- The public commercialiser of electric power is a priority of the Municipal Government as an instrument for the promotion and stimulation of local and renewable energy generation both at the level of municipal facilities and also for citizens



03/23/2018

The creation of a public-private metropolitan operator for affordable rent housing advances as planned.

## PRIMER OPERADOR D'HABITATGE PUBLICOPRIVAT

2018



Creació de l'empresa pública  
**HABITATGE METRÒPOLIS  
BARCELONA**

**50%**  
Ajuntament  
de Barcelona



**50%**  
Àrea  
Metropolitana



LICITACIÓ PER AMPLIAR-LA  
AMB CAPITAL PRIVAT

**25%**  
Ajuntament  
de Barcelona



**25%**  
Àrea  
Metropolitana



**50%**  
Empresa  
o UTE



2024

**1.500**  
PISOS DE  
LLOGUER ASSEQUIBLE  
A BARCELONA









# ESTRATÈGIA D'IMPULS DE LA POLÍTICA ALIMENTÀRIA

2016 ————— 2019

Sobirania  
alimentària

Producció  
agroecològica

Circuits curts de  
comercialització

Consum  
responsable

Malbaratament  
alimentari

Seguretat  
alimentària

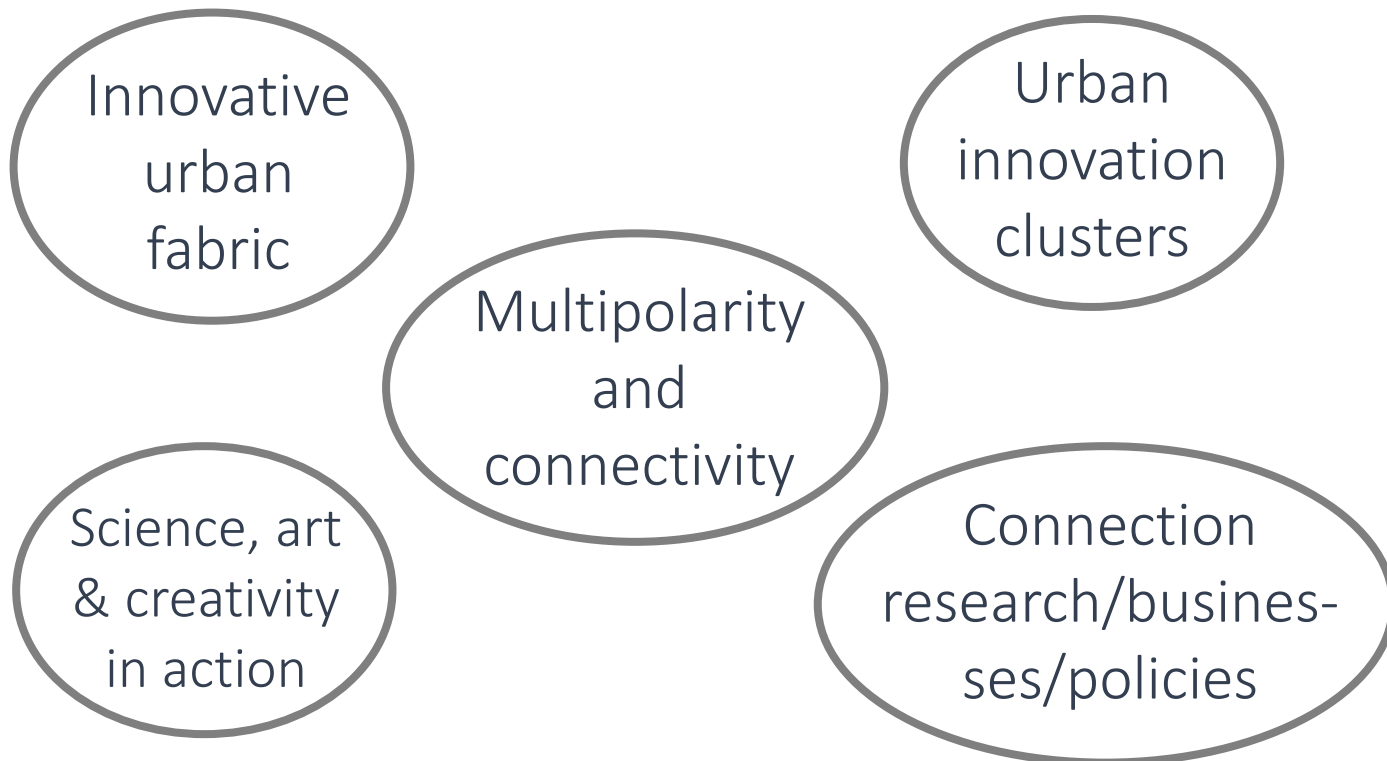


The Metropolitan Food Charter is the territorial adaptation to metropolitan Barcelona of the Milano Urban Food Policy Pact.



# DEVELOPMENT ELEMENTS

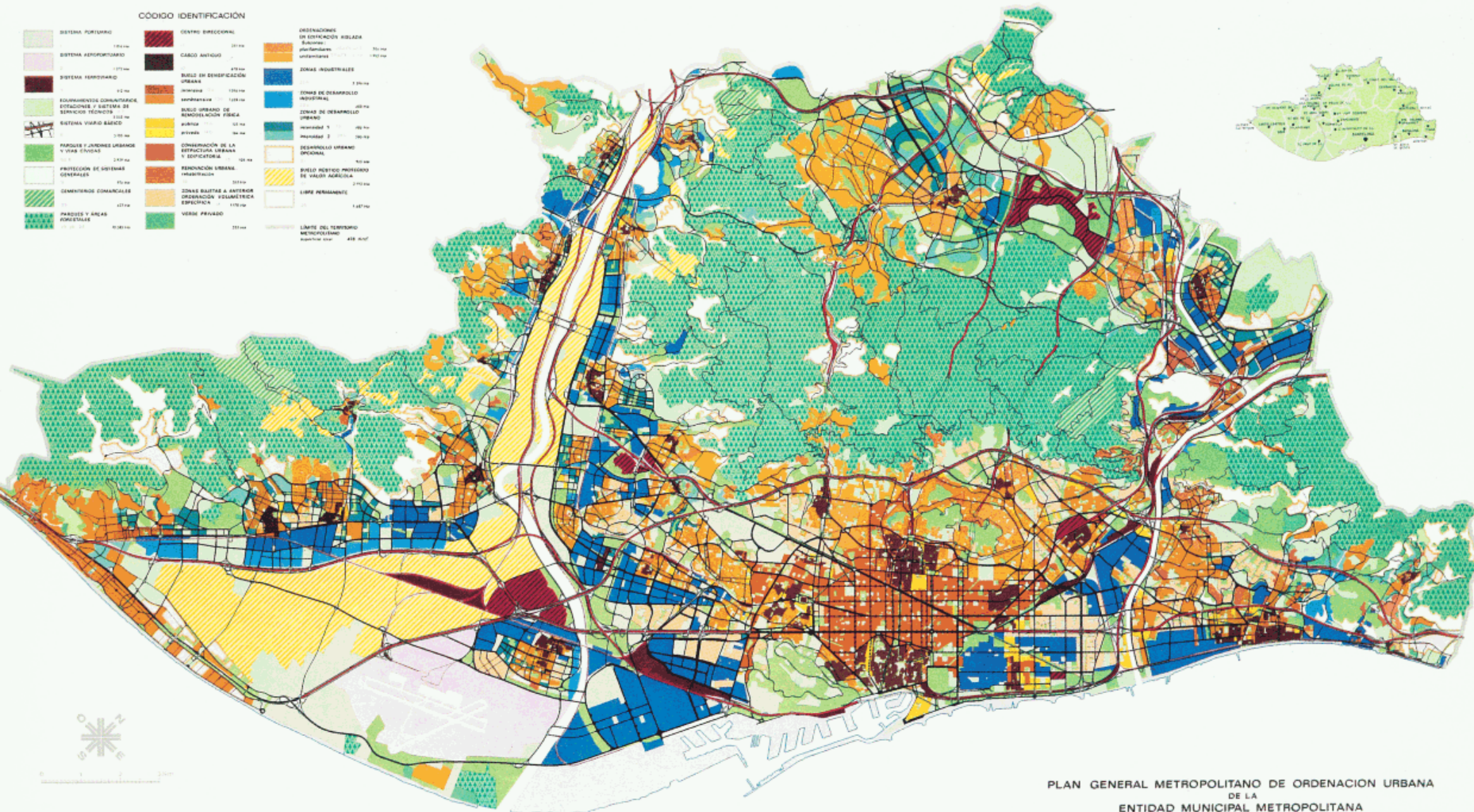
Strategies to boost progress & wellbeing:  
the best place to live, work and network





**CODIGO IDENTIFICACION**

	SISTEMA PORTUARIO		CENTRO EMBUDO		DESTINACIONES DE ESTACIONES AISLADA
	SISTEMA AEROPORTUARIO		CARGO ANTIGUO		Residencial
	SISTEMA FERROVIARIO		BUELO EN RENOVACION URBANA		pluri-funcional
	EQUIPAMIENTO COMUNITARIO, ESTACIONES / SISTEMAS DE SERVICIO TECNICO		INDUSTRIA		industrial
	SISTEMA VIARIO BASE		BUELO URBANO DE RENOVACION FISICA		ZONAS INDUSTRIALES
	PARKING Y JARDINES URBANOS Y VIALS ENVIDAS		PUERTO		ZONAS DE DESARROLLO INDUSTRIAL
	PROTECCION DE SISTEMAS GENERALES		CONSERVACION DE LA RETRACCION URBANA Y EDIFICATORIA		ZONAS DE DESARROLLO URBANO
	CEMENTERIOS COMUNALES		RENOVACION URBANA		INDUSTRIA 1
	PARKING Y AREAS FORESTALES		ZONAS BLANQUEAS A ENTORNO		INDUSTRIA 2
			ORDENACION VOLUMETRICA ESPECTIVA		DESARROLLO URBANO ESPECIAL
			VERDE PRIVADO		BUELO PECTICO PROTEGIDO DE VALOR AGRICOLA
					LIMITE PERMANENTE
					LIMITE DEL TERRITORIO MUNICIPAL



PLAN GENERAL METROPOLITANO DE ORDENACION URBANA  
DE LA  
ENTIDAD MUNICIPAL METROPOLITANA  
DE  
BARCELONA

APROBACION DEFINITIVA N.º 1-1975 (BOP)  
Escala sujeta al B.O. E.º 1-5-1975

CMB  
CORPORACION  
METROPOLITANA  
DE BARCELONA



# SUPERBLOCKS

XARXA DE VIANANTS

## ESPAI PER A VIANANTS

Escenari 2- Horitzó llarg termini

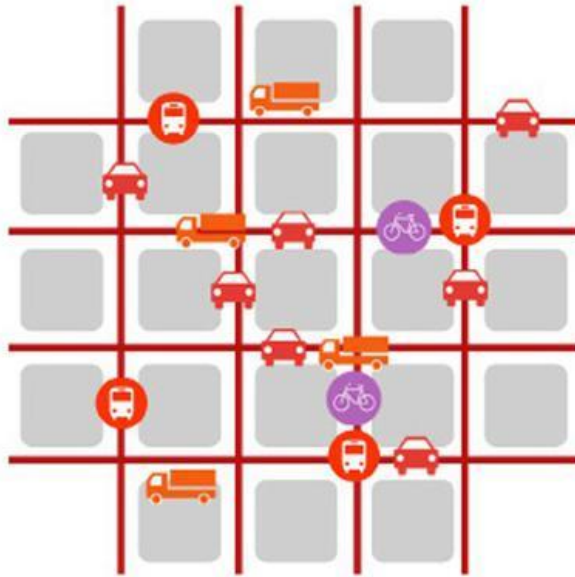
- Carrers plataforma única
- Passejos, rambls, bulevards
- Corredor verd

Carrers plataforma única	114,7 ha
Passejos, rambls, bulevards	39,7 hab
Corredor verd	53,1 ha





Current Model



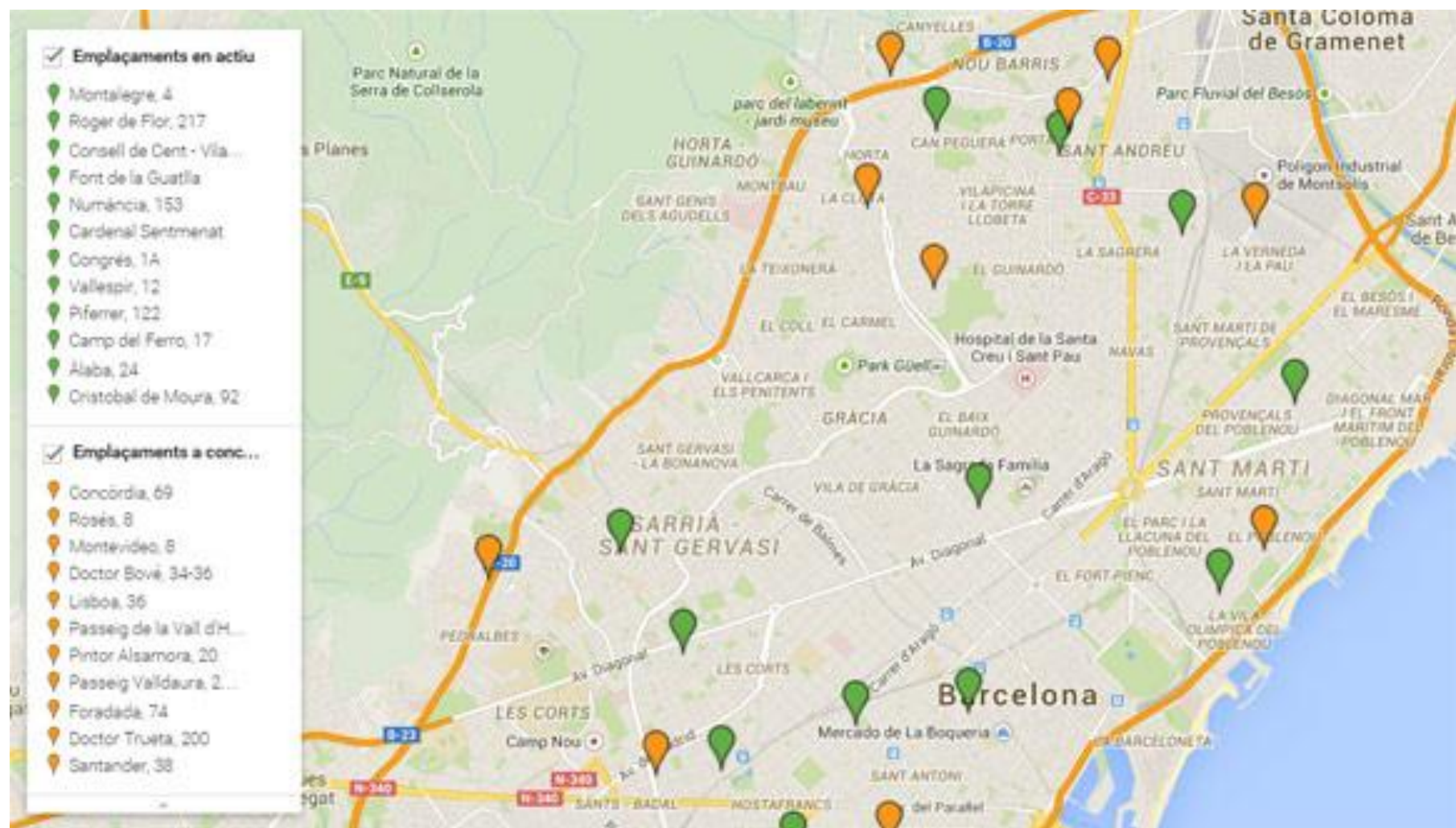
Superblocks Model





# BCN pla BUIITS

urbans amb implicació territorial i social







**LOCAL  
LOCAL**

## SI TENS UN PROJECTE AL CAP

AMB AQUESTA  
INICIATIVA  
POTS FER-LO  
REALITAT!

### PRESENTACIÓ DE SOL·LICITUDS

Fins al dia 18 de maig a les 15 h

Per perfil·lar el teu projecte,  
consulta el Pla de  
Desenvolupament  
de Ciutat Vella i les bases  
de la convocatòria al web:

[barcelona.cat/ciutadavella/  
pla-desenvolupament-economic](http://barcelona.cat/ciutadavella/pla-desenvolupament-economic)

## Convocatòria de dinamització de Baixos de Protecció Oficial (BPO)

Busquem  
9 projectes  
per a 9 locals  
dels barris  
del Raval  
i Casc Antic



**Barcelona  
Activa**

Pla de Desenvolupament Econòmic de Ciutat Vella

**Districte de  
Ciutat Vella**

**Ajuntament de  
Barcelona**

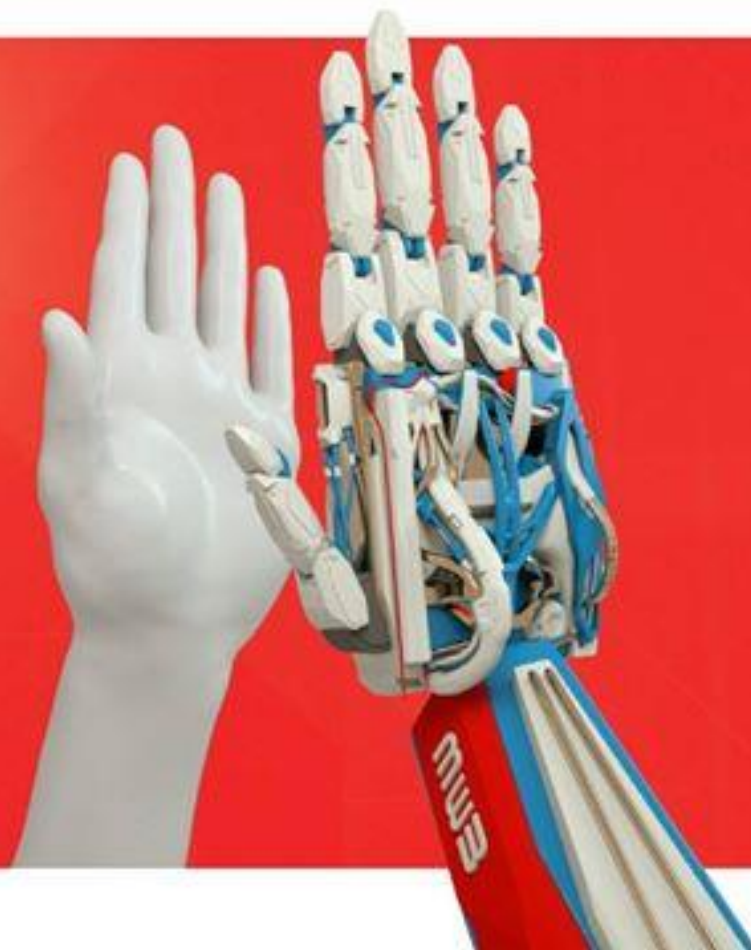




**MOBILE  
WEEK  
BARCELONA**  
ART, SCIENCE & TECHNOLOGY

**15 - 24  
FEB 18**

**EL FUTUR  
QUOTIDIÀ**



**MWEEKBCN.COM**



**Smart City  
Week**

Ciutat, Societat i Tecnologia

# Re—pensar la ciutat

**Barcelona**  
**5-11/11/2018**  
**#smartcityweek**

Ajuntament de  
Barcelona





# Pla Barcelona Ciència



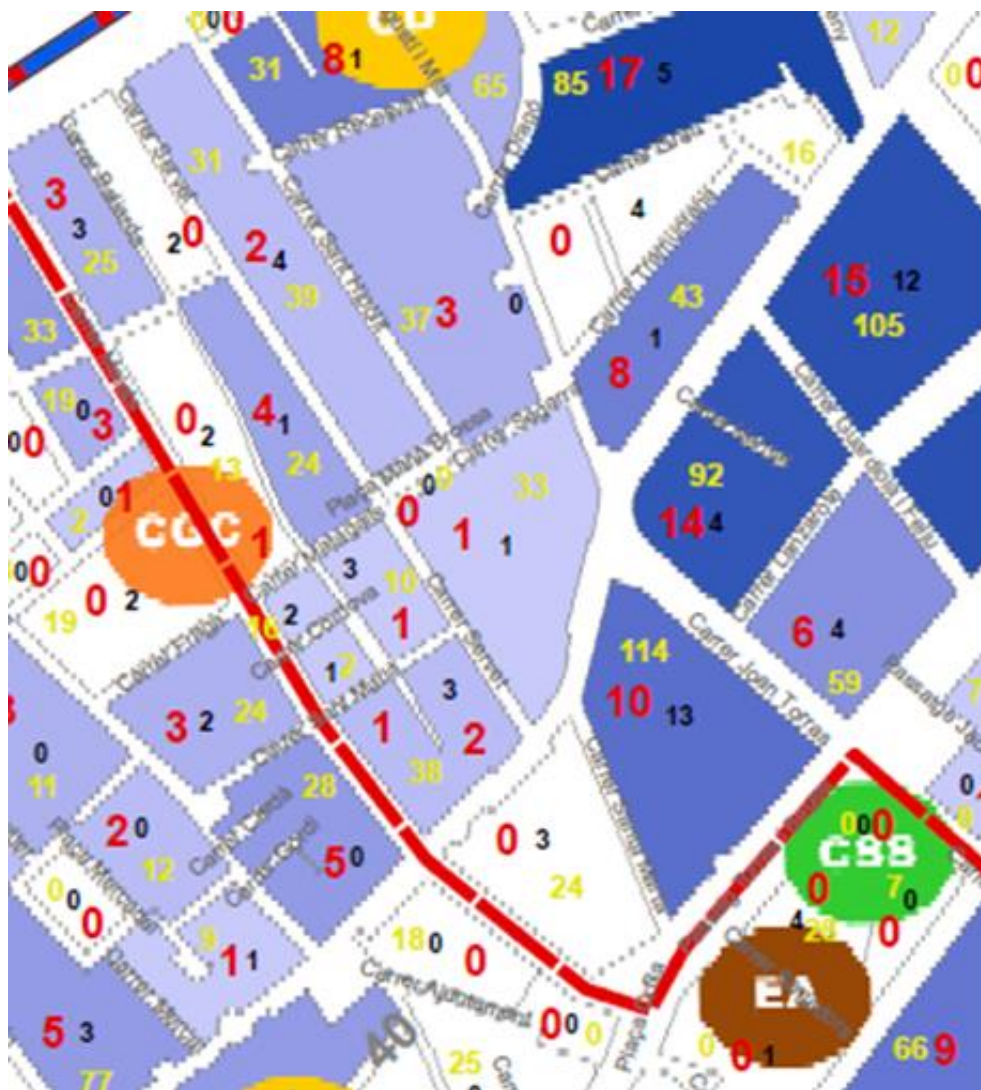


# COHESION ELEMENTS

Strategies to strengthen predistribution and redistribution: no one left behind

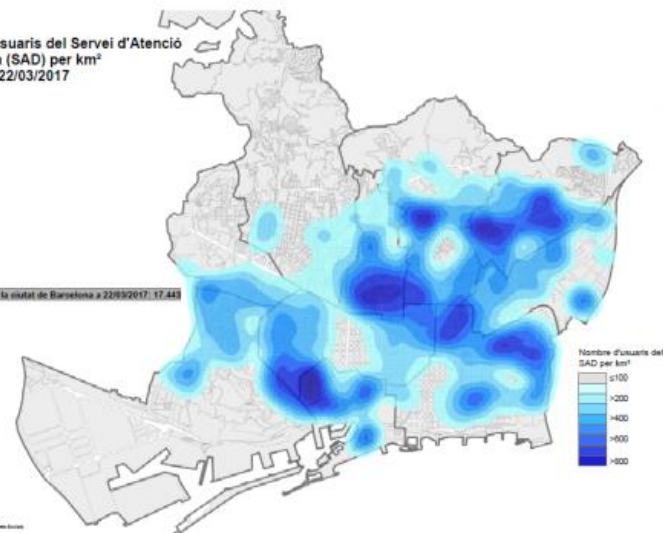






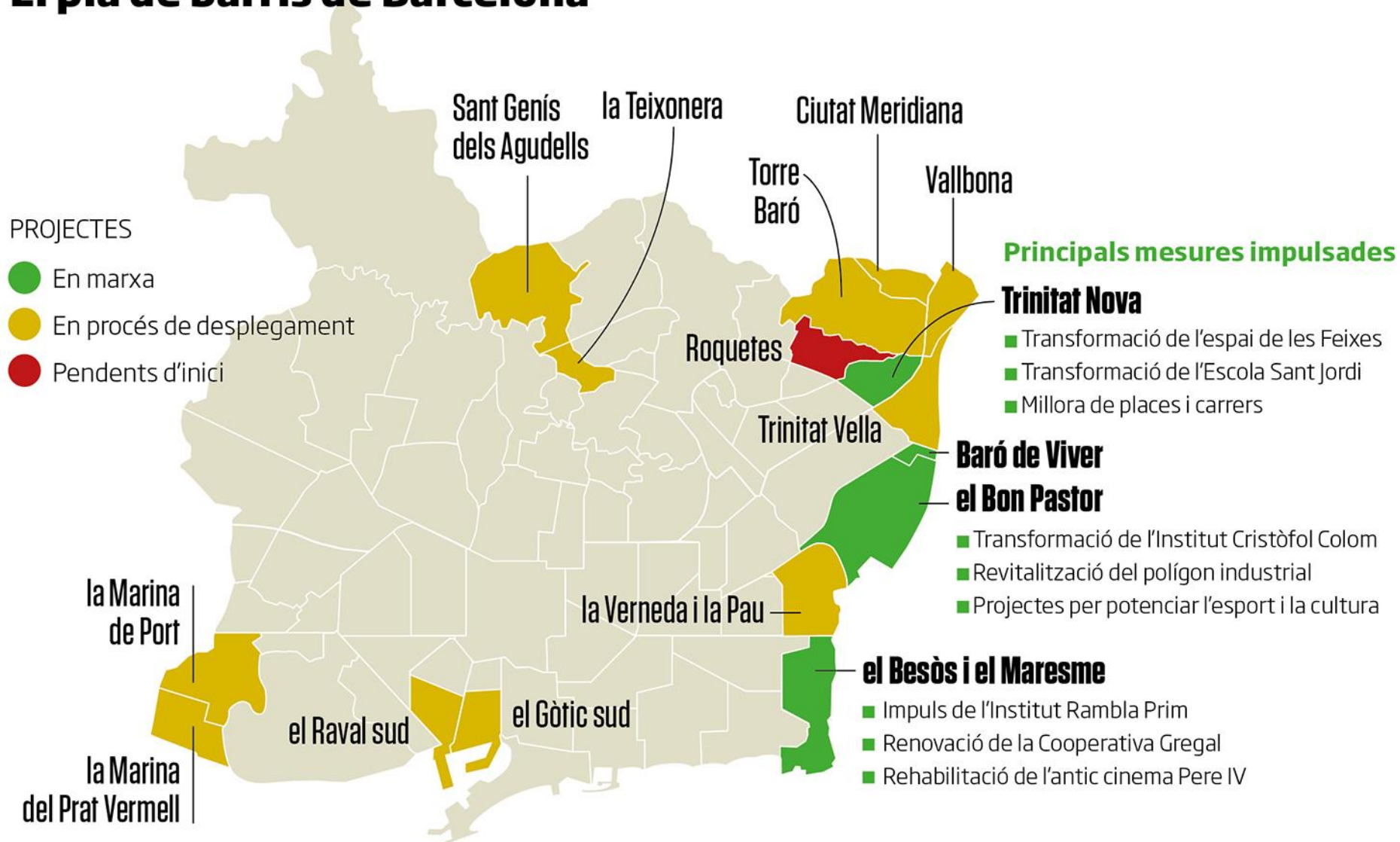
Nombre d'usuaris del Servei d'Atenció Domiciliària (SAD) per km²  
Barcelona, 22/03/2017

Muovers del SAD a la ciutat de Barcelona a 22/03/2017: 17.443





# El pla de barris de Barcelona





**B-MINCOME**

SOCIAL RIGHTS AREA



THE PROJECT ▾

WORKING ▾

POPULATION TAKING PART

FAQS

DOCUMENTS ▾

CONTACT

**LOOKING FOR  
THE BEST WAY OUT  
OF POVERTY  
AND EXCLUSION**



“B-MINCOME is a pilot project for combating poverty and inequality in Barcelona’s deprived areas; It is part of the EU's Urban Innovative Actions programme. The project aims to test the efficiency and effectiveness of combining economic aid, in the form of Municipal Inclusion Support, with active social-employment policies in ten neighborhoods in Barcelona's Eix Besòs area.”

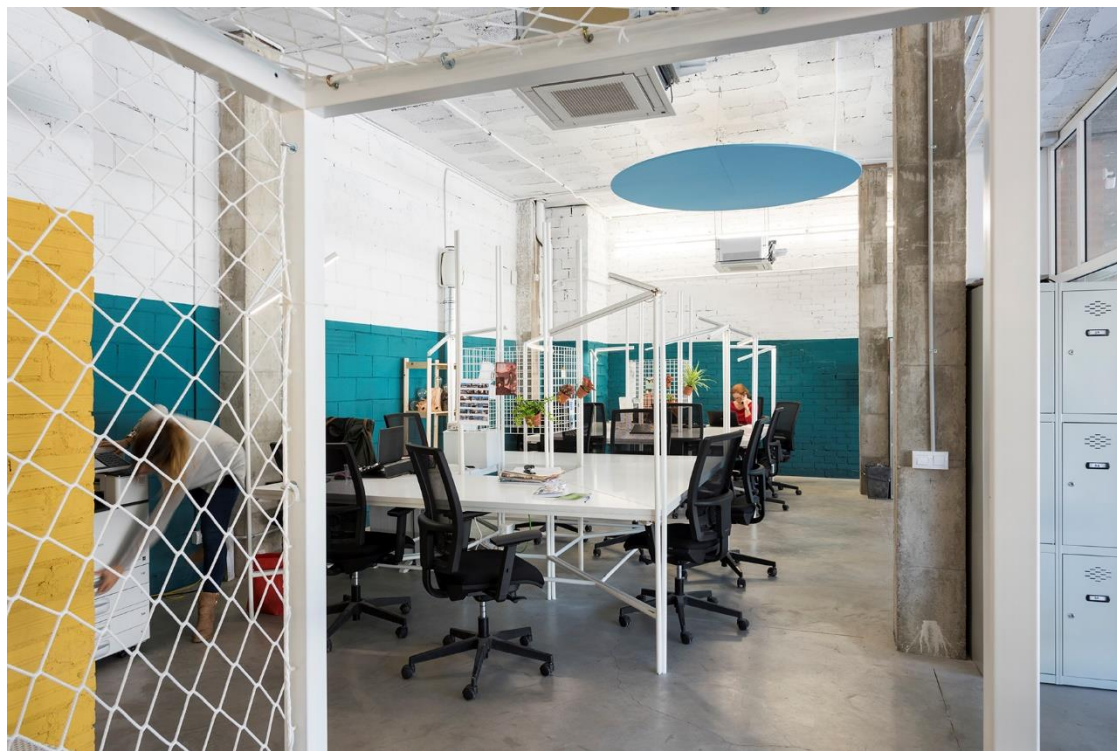














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METROPOLITAN COMMITMENT  
GLOBAL VISION



@pembarcelona

*June 2019*