



## Case 1 Barcelona, Spain: Industrial area 22@Barcelona

→Tool GI 4

### Key Data

Name	22@Barcelona
Geography	Spain, Catalonia, Barcelona
Type of Green Industries	Combined
Size	198 ha, 130,000 jobs, 90,214 inhabitants
Number of Companies	7,064
Eco-criteria	Energy Efficiency Mobility, transport Land Use Optimization
More information	<a href="http://www.ecomarkproject.eu/en/casestudies/view/21">http://www.ecomarkproject.eu/en/casestudies/view/21</a> <a href="http://www.22barcelona.com/index.php?lang=en">http://www.22barcelona.com/index.php?lang=en</a>

### Description

The 22@Barcelona project was launched in 2000 to regenerate an industrial area inside Barcelona city by attracting new environmentally friendly businesses and foster sustainable urban and economic development. 22@Barcelona focuses on five knowledge-intensive economic clusters and sectors: ICT, media, biomedical, energy and design. The objective of the project is to build a new compact city, where innovative companies collaborate with research, training and technology

transfer centres and co-exist with housing, facilities and green areas. The combined area benefits from its urban location and is served by an international airport, public transport as well as bicycles lanes. A centralized climate control system contributes to energy efficiency.

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The 22@ zone is divided in 115 blocks. In the zone it is allowed to build new constructions, more public spaces, green areas and subsidized housing, as long as the previous industrial activity is replaced by offices or other business services and equipment related to new technology and knowledge. The goal is to encourage land owners to update obsolete urban planning elements from the end of the 19th and beginning of the 20th centuries while maintaining economic activity.

### Success factors

22@Barcelona benefits from a strong communication component: There are specific projects such as visits of secondary schools and agreements for internships to university students to promote the area within schools and universities, and conferences addressed to the businesses are regularly held.



Strategic zones for the 22 @Barcelona project development <sup>1</sup>



Area of Barcelona in which 22 @Barcelona is located.<sup>2</sup>

## Credentials

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## References

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<sup>1</sup> Source : [http://www.22barcelona.com/documentacio/22bcn\\_1T2010\\_eng.pdf](http://www.22barcelona.com/documentacio/22bcn_1T2010_eng.pdf)

<sup>2</sup> Source: [http://www.22barcelona.com/documentacio/Dossier22@/Dossier22@English\\_p.pdf](http://www.22barcelona.com/documentacio/Dossier22@/Dossier22@English_p.pdf)