



State of execution
Barcelona, December 2008

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Presentation of 22@Barcelona



The 22@Barcelona project, approved by the Barcelona City Council in 2001, involves the transformation of 200 hectares of industrial land in the center of Barcelona into an innovative productive district, aimed at concentrating and developing knowledge intensive activities.

As an urban refurbishment, it answers to the need to restore the economic and social dynamism of the Poblenou Quarter, creating a diverse, balanced environment with production centres, social housing, facilities and green space aimed at improving both the quality of life and of the workplace.

As an economic revitalization, it offers a unique opportunity to turn the Poblenou District into an important scientific, technological and cultural platform, making Barcelona one of the most dynamic and innovative cities in the world.

As a social revitalization, it favours the networking of the different professionals working in the district and encourages and supports innovative projects that foster collaboration among companies, institutions and residents as well as social, educational and cultural organizations.

The 22@Barcelona area is 198.26 hectares in size (equivalent to 115 blocks of the Ensanche) and its transformation is creating new economic zones for production activity in the centre of the city, in addition to areas for facilities, subsidized housing and green spaces, making former industrial zones a high-quality urban and environmental area. Following are some noteworthy figures regarding the scope of the project:

Potential total GFS: 4,000,000 m².

- Production Activity: 3,200,000 m².
- Other uses (facilities, housing ...): 800,000 m².

Housing:

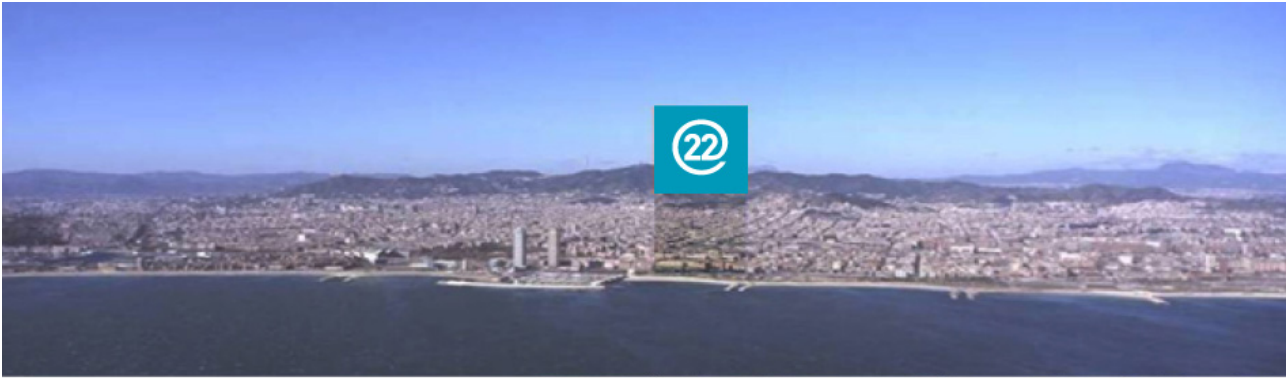
- Regularisation of 4,614 existing homes
- Creation of 4,000 new social housing units (at least 25% rented)

New green space: 114,000 m² land.

New facilities: 145,000 m² land.

New jobs: 150,000. (Estimate)

Investment in infrastructure plan: 180 million €



2. A New Compact City Model

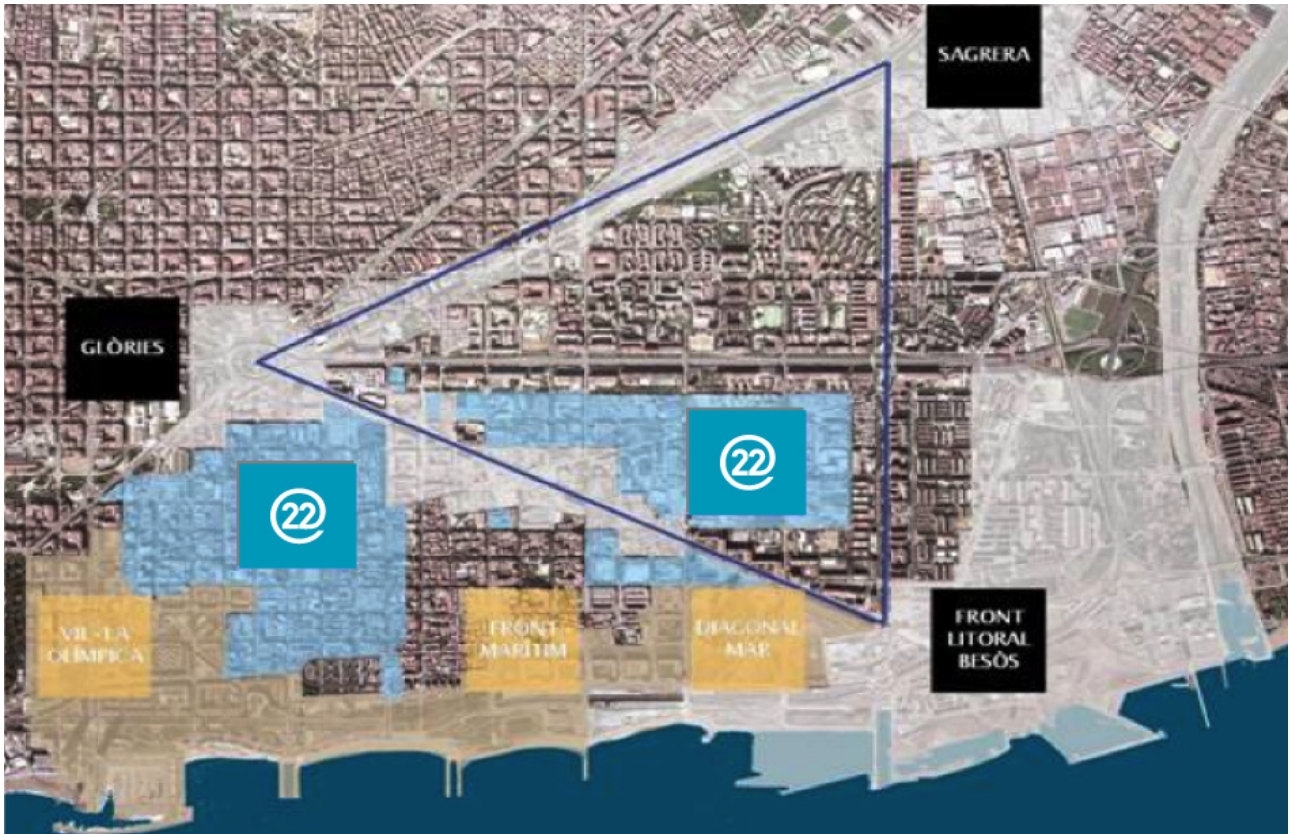
22@Barcelona is revitalizing the Poblenou industrial area in order to make it an attractive space to implant the most innovative knowledge based activities.

The refurbishment of the district is based on the replacement of the old **urban classification 22a**, which established that such town centre areas be used exclusively for industrial purposes, with the **new 22@ classification**, which allows for the coexistence of all non-polluting urban activities that do not affect the surrounding environment.

The 22@ classification increases the low level of occupation characteristic of industrial areas and establishes a more rational, more compact use of urban space. This permits the transformation of nearly 30% of what was previously classified as industrial land into public land for facilities, green spaces and social housing.

At the same time the increased level of buildability provided for means that the urban transformation projects undertaken contribute to the progressive re-urbanisation of all the streets in the district and to the creation of new green spaces, facilities and housing, decisively improving the quality of life of the Poblenou district.

Thus 22@Barcelona contributes to resolving the historical deficits of the district and establishes a compact, diverse and sustainable urban model which will help to create a more cohesive and balanced city, with a stronger economy and more efficient ecological system.



3. The strategy of urban renewal

22@Barcelona culminates the process of transformation of Poblenou, after the significant work carried out in the sector over recent years. It forms part of the strategy for the refurbishment of the Llevant (coastal) area of Barcelona, which concentrates the most significant of the operations currently under way:

- The Sant Andreu-Sagrera plan will allow the new high-speed train station in Sagrera to be built. In the initial phases this station will be the hub for trains from around the peninsula and, later on, it will connect Barcelona with the French border.
- The urban improvements in and around Glories Square are transforming 378,019 m² of land. Through this renovation the city will gain 17,000 m² in green spaces, 50% of the total foreseen government protected housing and eight new public installations. At the same time, it proposes a new road solution that includes tearing down the current overpass and building a new, underground entrance and exit to the city.
- The infrastructures associated with the renovation of the Besos coast: Diagonal Mar, the Universal Forum of Cultures area and the renovation of the la Mina district.



4. Location: centrality and accessibility

The extraordinarily central location of the project, both with respect to the city and its metropolitan area, is one of its main assets: the 22@Barcelona district is articulated around Avinguda Diagonal, which joins two of the city's main poles of economic and cultural activity: Plaça de les Glòries, the future home of Barcelona's new Cultural and Administrative Centres, with its own intermodal transport station, and the Barcelona International Convention Centre (CCIB), the largest in the South of Europe, capable of hosting international events of up to 20,000 delegates.

With its comprehensive transport network, the 22@Barcelona district offers excellent all round access:

- La **Ronda del Litoral** (coastal ring road) connects the 22@Barcelona District with the rest of the Metropolitan Area of Barcelona, with the national motorway network and with the main international transport links.
- The **Metro** (L1, L4 and future L9), the **Tram** (Trambesòs) and the **bus network** link it to the rest of the city, and to the main townships along the metropolitan coastline.
- The **new metropolitan railway station** will connect the future Plaça de les Glòries Intermodal Transport Centre with El Prat International Airport.
- The **future High Speed Railway Station**, just five minutes away from the new production centre, will connect Barcelona with the national and European High Speed Rail Network.
- **Bicing** bicycle service (www.bicing.com), a new form of public transportation that Barcelona City Council is establishing in the city of Barcelona, will have many stations in the Poblenou neighborhood.

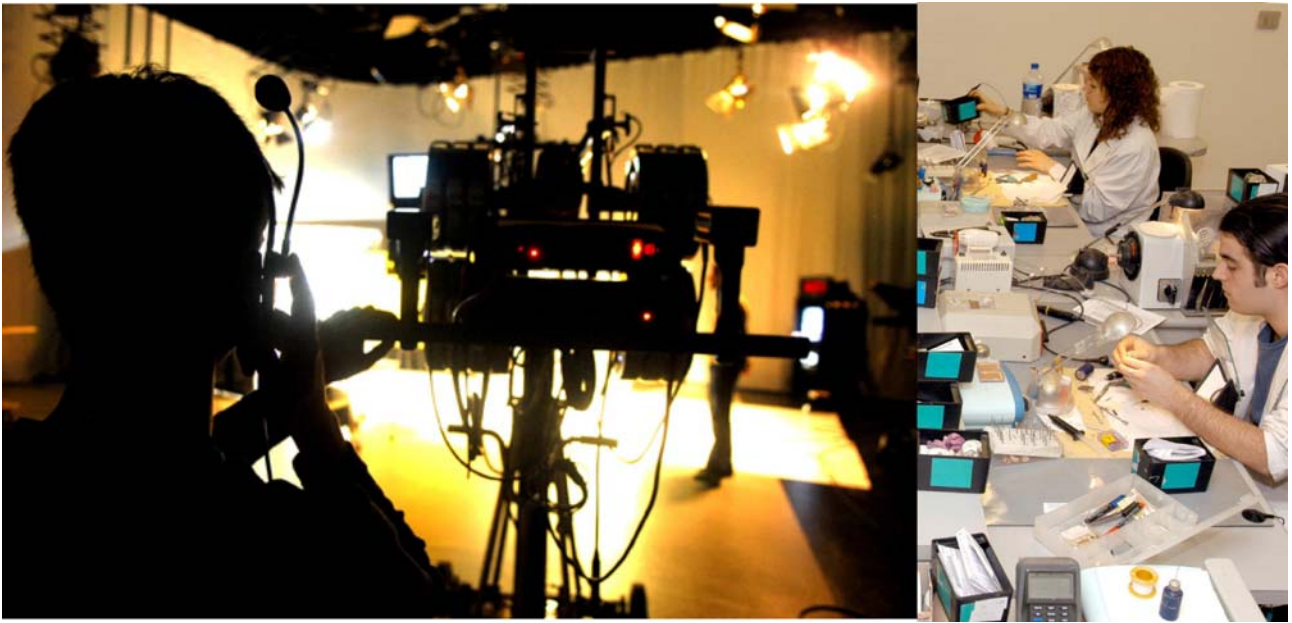


5. Advanced Infrastructures

At the time of the approval of the 22@Barcelona plan in 2000, the infrastructure network of the industrial areas of Poble Nou was found to be clearly wanting. To amend this situation the project establishes a new Special Infrastructure Plan (PEI) to re-urbanise the 37 km of streets in the 22@Barcelona and provide them with leading edge services and utilities.

The new infrastructure plan represents a total investment (mainly private) of over 180 million and provides the sector with a modern power supply grid, centralised climate control and pneumatic refuse collection systems. The design of such new grids and networks places the emphasis on energy efficiency and the responsible management of natural resources, while also providing for significant improvements to be made to the diverse urban services and utilities, such as:

- A system of **subterranean service conducts** uniting the city blocks allow the utility networks to be improved or repaired without the need for street-level work.
- **New telecommunications networks**, including dark fiber optics, that allow companies to choose from different service providers and create point-to-point connections within the district. Companies can also install antennas and radio transmission systems.
- The **new centralised climate control system** (DH&C), which is both more cost effective and emits less carbon dioxide.
- A **selective pneumatic waste collection system**, which separates organic, non-organic and paper waste.
- **The new power grid** guarantees the quality of the electricity supply, offering five times more power than the current system, as well as more powerful gas and water supply systems.
- **The new mobility plan** for the sector aims to ensure that as of 2010, over 70% of the journeys made by people in the 22@Barcelona district will be by public transport, on foot or by bicycle. To such ends it proposes significant improvements to the public transport network, establishes an extensive network of cycle lanes (29 km) and streamlines the flow of vehicles. It also guarantees the availability of parking spaces for both workers and visitors throughout the sector, and introduces new mechanisms to reduce noise and environmental pollution.



6. Concentration of urban activities

As a strategy for economic revitalisation, the 22@Barcelona project creates a privileged environment for the development of the most innovative activities of the knowledge economy, which it terms **@ activities**, activities that count on human talent as their main productive resource, whatever economic sector they may be in: research, life science, design, engineering, culture or multimedia, to name but a few. All are characterised by their intensive use of information and communication technologies and of physical space, and thus offer far more jobs than do more traditional economic activities.

The 22@Barcelona plan establishes that if the landowners of the district wish to make full use of the building potential of their land, at least 20% of the functional programme of their urban refurbishment project must include such @ activities. Thus with this new town planning classification the project incentivates the presence of innovative activities which, alongside the more traditional local activities, create a rich, diverse productive fabric that favours the competitiveness of the business sector as a whole.

On the other hand, it fosters companies' innovative capability and creates a culture of entrepreneurialism through initiatives that attract different R&D and technology centers, the main Catalan universities, provides spaces for small and medium businesses and areas to exhibit projects, among others.

At the same time, business activity is strengthened through the 22@Barcelona Association of Businesses, the creation of a *networking* space and other services like: access to capital risk, advising on available aid, the Landing program for the internationalization of companies, etc.

Since the start of the project, the productive structure of the old industrial areas has benefited from the establishment of more than 1,440 new firms and institutions.



7. Education and Innovation Centres

To favour the transmission of knowledge to the productive system, the universities and centres of scientific and technological innovation, laboratories, R+D divisions, departments of design and permanent training centres, must all be sited close to the production companies.

Thus the 22@Barcelona project provides for **10% of the land** transformed to be given over to the public sector and used for facilities related to the productive system, referred to as **7@ facilities**. These include training, research and dissemination activities for the new technologies. The measure is designed to favour synergy between the university, technology centres, research centres, productive activities and the local residents and so improve overall efficiency as it guarantees access to highly qualified human resources while, at the same time, favouring collaboration between the research teams and firms established in the 22@Barcelona.

Some of the new 7@ facilities are already up and running, such as the Local Development Agency Barcelona Activa, the New Occupations Space Porta 22, the Can Jaumandreu Training Centre, the University of Barcelona LongLife Learning Institute (IL3), the new HQ for the Open University of Catalonia, Barcelona TV Studios, the Spanish National Radio (RNE), Pompeu Fabra Communications Campus, the Audiovisual Production Centre, while many others are already under construction, such as the Audiovisual Council of Catalonia (CAC), the Media-TIC building or the Telecommunications Market Commission.



8. New Housing

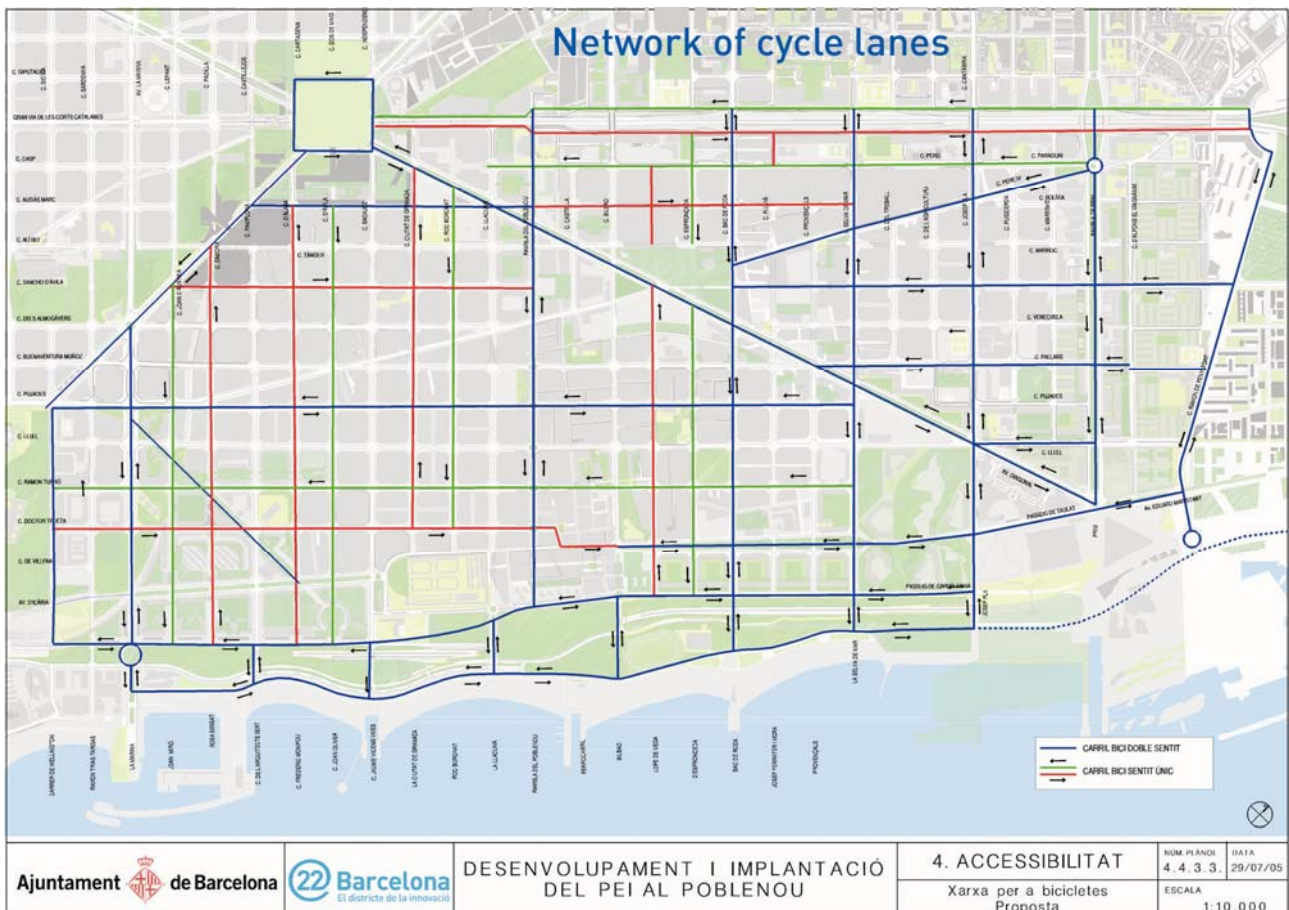
22@Barcelona has decisively opted for a mix of space dedicated to production and new housing, allowing people to live close to their workplace and favouring the development of local shops and trade, so guaranteeing the vitality of the area throughout the course of the day.

With this option the project recovers over **4,600 traditional homes** built in the industrial areas and encumbered since 1953 when the County Plan established that the productive land in the city should be exclusively for industrial use. With the new 22@ classification, which accepts the coexistence of diverse urban use, the 22@Barcelona project regularises the presence of such dwellings for the first time in the last fifty years and favours their refurbishment.

Additionally, it promotes the construction of **4,000 new government protected dwellings, which favors social diversity in Poblenou** and guarantees that all streets and public spaces are navigable throughout the day. **Currently 1,523 flats are under construction or starting the construction process. These, in addition to the rest of the flats foreseen, will be ready within the next four years.**

In order to foster the typological and social diversity of Poblenou, the 22@Barcelona project also provides for the opening of **temporary worker residences**, and for the conversion of certain industrial buildings into **loft-type** housing units if the degree of buildability is below that established for productive use, and if their preservation is of architectural, historical or artistic interest. In this way the 22@Barcelona project incentivates the preservation of the industrial architectural heritage of the district, offering non-conventional housing to further broaden the supply of housing in 22@Barcelona.

With this kind of new residential use, the Project complements the diverse urban refurbishment initiatives undertaken in Poblenou over recent years and increases the number of homes in the District to **40,000**. Thus the proportion of residential use, virtually 50% of all built-up space, guarantees a balance of living and working space.



9. Quality Public Spaces

The 22@Barcelona project allocates **10% of what was previously industrial land** to new green spaces (114,000 m²), while also establishing the highest standards of quality for the district's streets and public spaces.

A extensive **network of cycle lanes** of 29 km. of length is created, five of which are already finished and in use, and all streets are re-urbanized by widening the pavements, with the objective of favouring the development of vicinity commerce and everyday walkabouts thus an octagonal square is created in every crossroad.

At the same time, the Poblenou Special Infrastructure Plan designates a reduced number of main bicycle streets that will be used by the majority of private and public vehicles and a larger number of secondary streets with less traffic for accessing buildings. This new hierarchy of streets allows us to **reduce noise and air pollution in Poblenou**.

Finally, in order to achieve a higher quality of life on the street, crosswalks will be located closer to the corner, with the objective of improving safety conditions and visibility; the sidewalks will be widened to promote walking and commercial development at corners; and there will be more free space on the sidewalk due to the restructuring of urban services on the street and underground.



10. Restoration of Historical Heritage

The 22@Barcelona project aims to foster the wealth of spaces that characterises Poblenou and promote a model of urban diversity in which the new buildings and public spaces stand alongside the historical vestiges and other elements representing the industrial past of the District, creating an environment of the greatest cultural value in which tradition and innovation converge.

As opposed to traditional town planning, the 22@Barcelona project does not determine the end result of the transformation but promotes progressive refurbishment, adapted to the specific traits of the different parts of the territory, allowing the industrial heritage of the district to be valued anew and favouring its refurbishment for new uses, in tune with the specific features and urban environs thereof.

In order to favour the process of recovery of the symbols of the industrial memory of Poblenou not of sufficient architectural quality to merit being catalogued as a heritage item, the municipal corporation 22@Barcelona and Barcelona City Council Town Planning Department have drafted. In this Modification of the Catalogue of patrimony in the city of Barcelona –industrial patrimony of Poblenou- 68 new elements have been included, which, in addition to the 46 that already appeared in the catalogue, make a total of **114 elements** to conserve. Of these, seven are noteworthy -Can Ricart, Escocesa, Can Gili Nou, Palo Alto, Frigo, Ca l'illa, Fàbrica Waldés- which, due to their great importance, have been put forward as **cultural assets of local interest**. In order to conserve this group of buildings, special regulations will also protect other elements, like alleyways or housing buildings.

Finally, the **Barcelona Center of Industrial Culture** will be created in Can Saladrigas and will develop different initiatives to get the word out about Barcelona's industrial patrimony.

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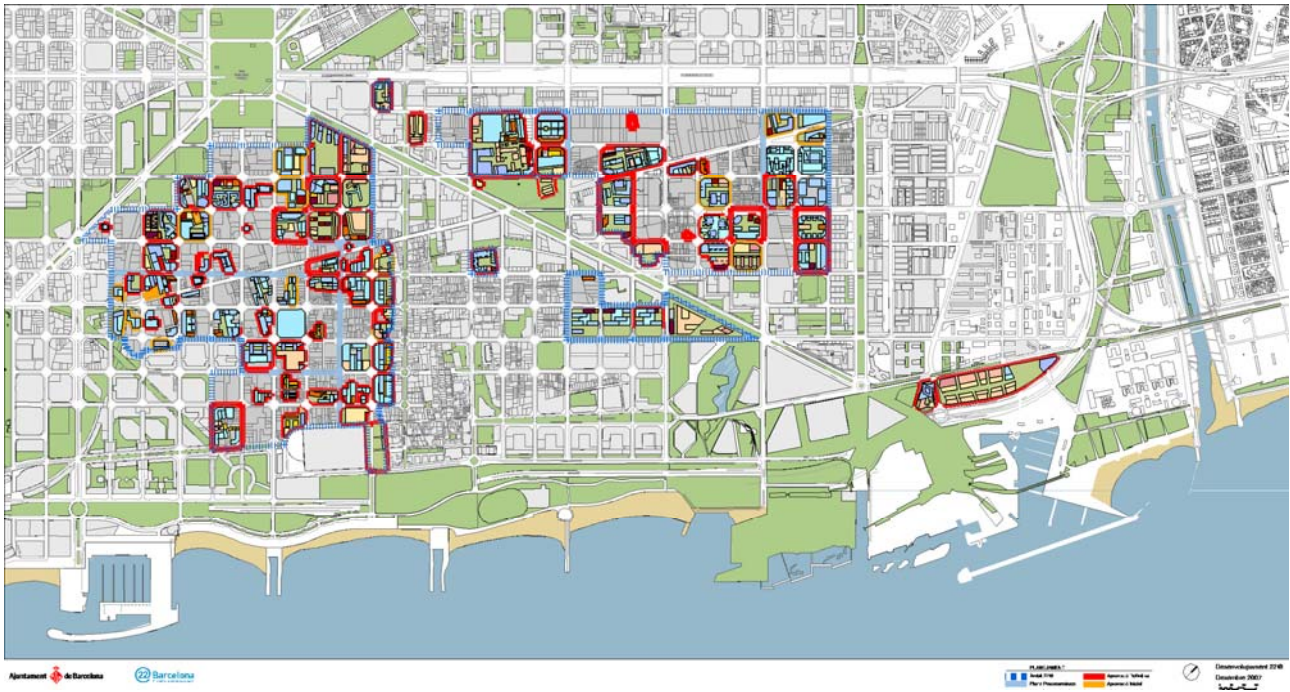
11. State of execution: December 2008

Since the beginning of the project the **refurbishment of 69%** has been started, under 110 **plans for urban amelioration**. Said projects will result in obtaining over 2,824,709 m² of over ground GFS for new production facilities, social housing, facilities and technical services.

The real estate sector has decisively supported the Project: 74 of the 110 plans approved are promoted by the private sector, of which planning permission has been granted to build 582,880 m² of over ground GFS for production activities.

The 22@Barcelona project has likewise been warmly received by the business community: 1,441 firms have already established in the 22@Barcelona district or are in the process of building their corporate HQs there. More than 69% of the companies that have moved to the 22@Barcelona district since 2001 belong to one of the five strategic 22@Barcelona sectors: media, ITC, MedTech, energy or design.

As a result, the number of people working in Poble Nou has risen significantly. There are currently more than 42,000 new workers, more than half of which are university graduates, and that number is predicted to reach 150,000.

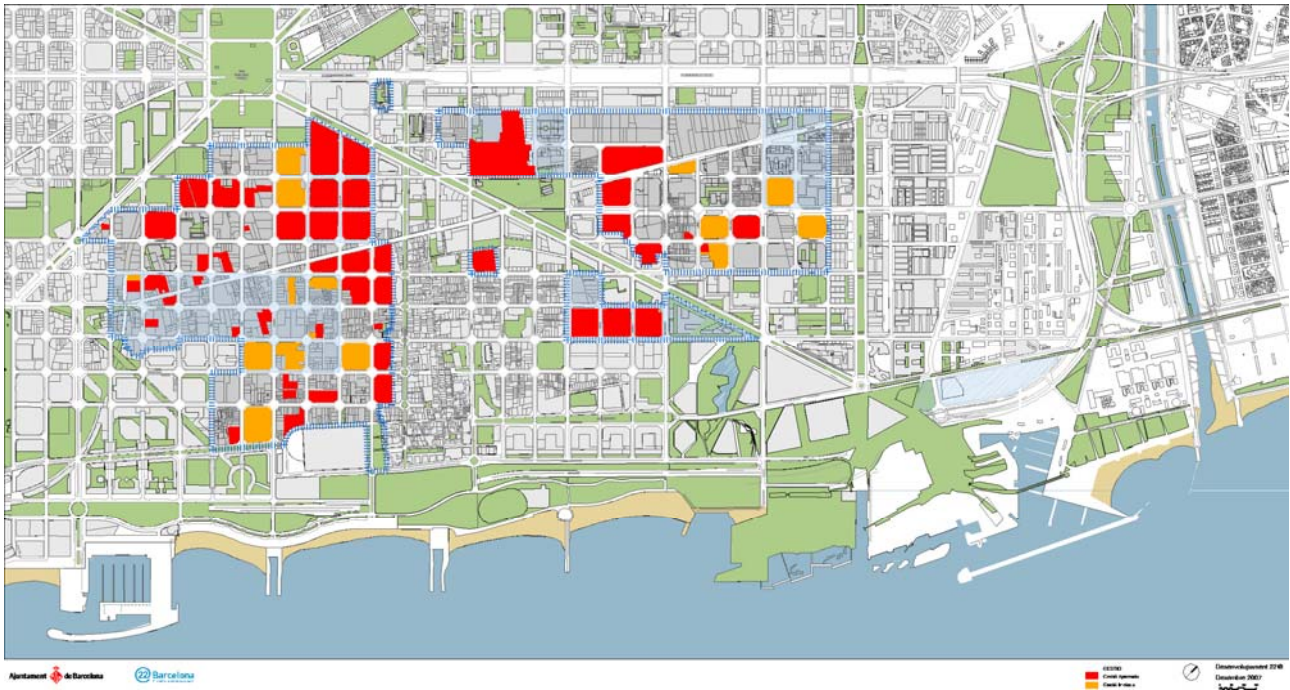


12. Town planning aspects

In order to ensure the best possible fit for the diverse functional programmes within the urban environment, and to avoid any possible traumatic effects on the existing uses and functions, the 22@Barcelona project does not, from the outset, specify a detailed planning process for each part of the territory, but rather allows for the final image of the transformation to be progressively defined, in line with the specific features of each individual project and its surroundings.

The 22@Barcelona project defines six areas to be developed by public initiative, with a view to the configuration of new urban structures. These are to act as motors to the transformation of the district as a whole, and to enable the implantation of activities that will play a strategic role in establishing the new dynamics of the sector. The planning for the six areas (Llull Pujades Llevant, Perú-Pere IV, Audiovisual Campus, Parc Central, Eix Llacuna and Llull Pujades Ponent), in all representing 47% of the total area to be transformed, has already been approved and permits the planning of 925,482 m² of land. The refurbishment of the territory not included in the aforementioned six areas may be led by either public or private initiative in the form of any one of a series of different plans: plans covering a whole city block, plans covering plots of over 2,000 m², plans covering consolidated industrial buildings, plans covering buildings of interest and plans for consolidated housing fronts. Since the approval of the 22@Barcelona project, 74 private and 32 public plans have been approved.

In total, the plans approved will organize **2,824,709 m²** of ceiling, which accounts **69%** of the total foreseen.

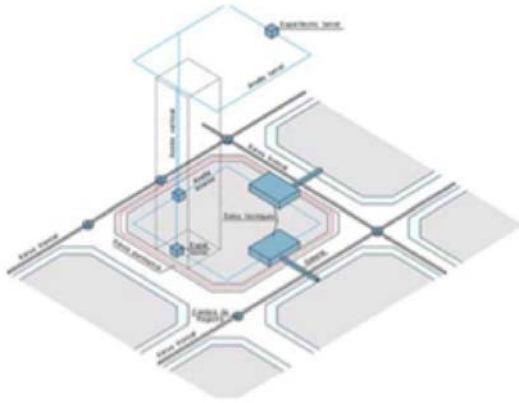


13. Urban and equity management

Urban management is the element that allows approved plans to come to fruition. Since the 22@Barcelona project was approved, **24 collaborating urban-planning institutions have been created**, two of these during 2008. In this time, **74 management tools have also been approved**, 6 of them in 2008. Also in 2008, one **complementary legal operations were processed**, as were five new land re-parceling projects.

On the other hand, since the 22@Barcelona project was approved, six direct land occupations with approved planning have been processed and three rezoning requests have been granted in order to stimulate transformations. Four urban-planning and heritage agreements have also been drawn up and 22@Barcelona has participated in other collaboration agreements. This means that 586,000 m² of land have a defined urban management process, which accounts for 44.45% of the total foreseen land. The accumulated ceiling managed totals 1,803,487 m² (including subsidized housing and 7@ facilities).

From the time the 22@Barcelona project began through December 2008, 57 urban-planning agreements have been processed: 13 related to housing façades and consolidated industrial buildings, one block plan, 5 for plots over 2,000 m², 19 in collaboration with developers and urban-planning bodies to facilitate management, 6 regarding the adjudication of land for housing and 6 for infrastructures.



14. Infrastructure networks

As of December 2008, 22@Barcelona will have invested over **100 million Euro** in the Special Infrastructure Plan, with a view to refurbishing 50% of the streets of the old industrial areas of Poblenou. Some of the most significant work currently under way includes:

Electricity: Thanks to the agreements signed previously with the electric company allowing for the renovation of the entire network, renovations are underway and a new substation has been constructed to supply the whole area.

Centralised climate control: The supply from the Fòrum Station to the whole of the Lull-Pujades Llevant PERI (Special Plan for Internal Refurbishment) area, the Audiovisual Campus and the Central Park has been resolved. Supply to the remainder of the 22@Barcelona area will be developed progressively. On the other hand, the 22@Barcelona Centralised Climate Control Project received the Good Climate Practices Award given by the Spanish Federation of Municipalities and Provinces (FEMP) through the Spanish Network of Pro-Climate Cities.

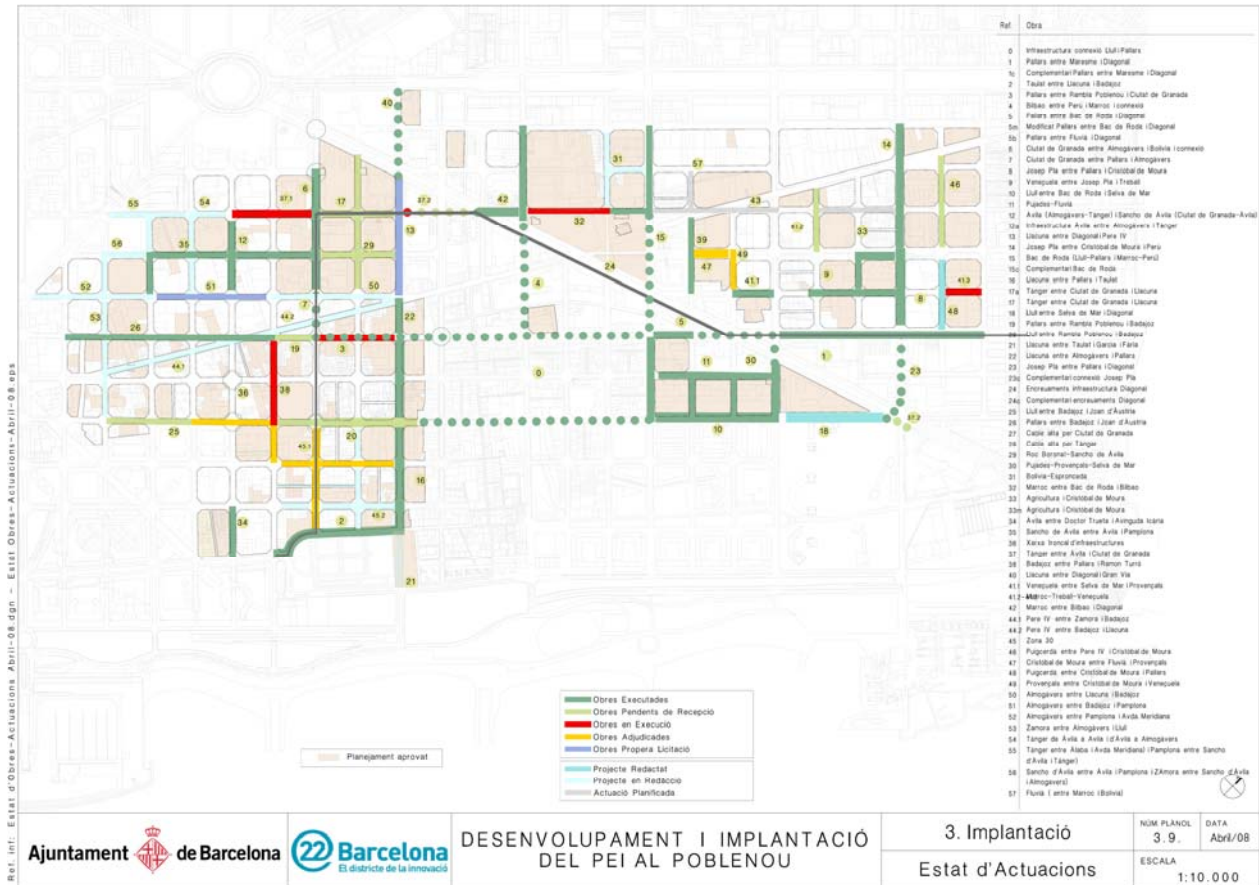
Gas supply: The existing grid is being extended, up-graded and enhanced.

Solid urban waste: The project and construction of two pneumatic waste collection stations (construction has already begun on one of them) and the project for the corresponding networks have been awarded. At the same time the pneumatic waste collection networks for the four Poblenou stations are under construction, and the construction of a selective waste collection green point and cleaning park have been provided for.

Water: The existing network is also being strengthened and improved.

Telecommunications: New fibre optic cable telecommunications networks are under construction. Likewise the sites for the radio communications (mobile telephony) aeriels have been decided upon for those areas with approved plans.

Public space and mobility: The roadway network is being constructed following a hierarchy that establishes a series of primary streets as the main hubs of mobility and secondary streets for local traffic. The want of parking space is being resolved and new areas for loading and unloading established. All the traffic control systems and street lighting is being renewed and improved. New cycle lanes have been defined and constructed. Land has been reserved for the extension of the FGC (Ferrocarrils de la Generalitat) network and new concourses opened at the Metro stations.



15. Re-urbanisation of streets

The deployment of the PEI is based on the idea of acting ahead of the construction process, in order to incentivate the locating of new production activities in the area. It must however, of course, be done in coordination with the technical requirements of the development programme and this in turn has led to the definition of two kinds of building work: structural and derivative:

- The **structural work** represents 30% of the total and constitutes the “backbone” of the networks that structure the territory. The work is executed regardless of the development of real estate projects and thus guarantees that all the utilities and services are readily available to any new developments undertaken. At worst, they will be deployed apace of the developments under construction. Priority has been given to all the work required for the more “mature” areas in which the new developments have been programmed or are in advanced stages of programming.
- The **derivative work** represents the remaining 70%, and will be carried out apace of real estate development. Such work basically consists of the urbanisation of the streets surrounding the blocks or buildings under transformation and is aimed at connecting them to the structural networks.

Since the approval of the 22@Barcelona project, many projects have been drafted:

- 48 urbanisation and infrastructure projects have been either completed or are currently being executed, representing 12,466 metres of street urbanised, equivalent to a total surface area of 295,657 m² of urbanised streets.
- 4 projects are currently underway, representing 1,773 linear meters and 42,403 m² of streets.
- 29 urban-planning projects for open spaces around new developments, 22 of which have already been executed, are currently underway or have been approved.

As of December 2008, 42% of the urban-planning and infrastructure projects have been completed or are currently underway.



16. Economic activity

When the 22@Barcelona project was first approved, the 200 ha area to which, strictly speaking, it applied, had relatively little importance to the city as a whole: given the extent of the area, the activities sited on the industrial land represented a mere 4.96% of the occupied working surface area and 1.78% of the economic activity of the city. Back then, the Poblenou District as a whole represented a mere 6.75% of the occupied working surface area and 4% of the economic activity of the city.

22@Barcelona emphasizes creativity in a number of projects that promote competitiveness and international projection of all of the firms and institutions present in the territory with a will to become the “motors” of the economic development of this new production centre of Barcelona. Such initiatives facilitate the establishment of areas of excellence or clusters of fields of knowledge in which Barcelona can aspire to become a world leader, through the concentration in the territory of firms, public organisations and reference science and technology centres in those sectors considered strategic: basically, the Media, Information and Communication Technologies (ICT), Medical Technologies, Energy or Design, the last of which will officially start up in February 2009. The elements that contribute to the cluster’s success are:

- The presence of companies at the forefront of the sector
- The support and presence of the most relevant institutions
- The establishment of universities, continuing training and vocational training centres
- The operation of technology centres in several areas
- The establishment of specific business nurseries
- The construction of residences for professionals, students and researchers.
- Spaces in which to display and exhibit the innovations and work of the different sectors
- Specific services and spaces for entrepreneurs from each of the different areas
- The rendering of a series of different company services: grants, access to venture or risk capital, networking, etc.

Since its start up, the 22@Barcelona project has enabled the establishment of 1,441 new firms and institutions, of which 70% work in one of the five of what the 22@Barcelona project considers priority areas: the Media, ICT, MedTech, Energy and Design. 44,6% of this new firms are newly created.

It has also generated more than 42,000 new jobs, more than half of which are filled by university graduates.



17. The 22@Barcelona Clusters

The 22@Barcelona district favours the competitive edge of its productive fabric through a series of projects, considered as the “motors” of the economic development of the territory, with the support and involvement of the main private and public agents and players.

This set of initiatives permits the achievement of several different strategic objectives:

- On the one hand it permits create **clusters** of fields of knowledge in which Barcelona can aspire to become a world leader, through the concentration in the territory of firms, public organisations and reference science and technology centres in those sectors considered strategic: amongst others, the media, information and communication technologies, medical technologies (MedTech), energy and design.
- On the other, it enhances the **capacity for innovation of firms** and **the entrepreneurial culture of the productive fabric** through initiatives that promote the concentration of R+D and technology transfer centres and attract the most innovative international projects.
- It also fosters the **establishment of new formal and informal networks** to encourage the creation of joint corporate projects on both a local and international level, and to improve both social and entrepreneurial cohesion.

Since the project was first approved, more than **1.440** firms, institutions, universities and research and innovation centres have taken the decision to establish in the 22@Barcelona district. These new incorporations have had a significant impact on the District’s production structure, turning it into one of the most dynamic poles for the generation and application of knowledge in Europe.



18. Activity magnets: Media Cluster

The audiovisual sector represents a strategic option taken by Barcelona, given both its economic dynamism and its cultural interest. Consequently, 22@Barcelona has opted for the creation of a reference media cluster to draw together the main public and private players of the audiovisual sector to help further hone its competitive edge and enhance its international outreach.

The first phase of this new environment is **Barcelona Media Park (PBM)**, a pluridisciplinary facility covering 60,000 m² and situated along Avinguda Diagonal. It brings together audiovisual sector technical facilities, offices, university and continuing training, research and technology transfer centres, short-term student, teacher and entrepreneur residences and spaces for exhibitions and interaction with the local area. This first stage will be operative by mid-2007 and has grown out of the cooperation of different public and private sector reference organisations:

- The **Pompeu Fabra University**, which opened its doors in January 2009, focusing on communications related training, research and production.
- It is also to house the **Barcelona Media Innovation Centre (CIBM)**, which lead research, innovation and experimental production projects in the field of communications and audiovisual production.
- 22@Barcelona and the MEDIApro Group have built the Imagina building, of close to 12,000 m² for **firms and institutions** related to the media sector, as well as a large scale **audiovisual production** centre with its own sound stages, technical suites and advanced services.
- Finally, the Media-TIC building, sponsored by the Zona Franca Consortium and 22@Barcelona, is being built at the corner of Roc Boronat and Sancho de Ávila streets, as part of the Barcelona Media Park. This building will be the center of the media and ITC areas in 22@Barcelona.

All of the above has brought an increasing number of firms and institutions in the sector to establish in the 22@Barcelona area, such as The Audiovisual Council of Catalonia (CAC), Barcelona Televisió, Radio Nacional de España, Mediapro (Imagina), ADN, Lavinia, RBA publishing group, Vistaprint or Cromosoma.



18. Activity magnet projects: ICT Cluster

The Information and Communication Technology sector (ICT) is one of the most dynamic in the economy, and is a key factor to the competitiveness of any company. Consequently, 22@Barcelona has led a series of projects to provide elements of value to the firms established in the territory while, at the same time, generating the critical mass required to position the 22@Barcelona district as a point of reference to the European ICT sector, one in which Catalonia offers several groups of excellence, capable of attracting investment and R+D. The most outstanding of these initiatives are:

- The new **Barcelona Digital ICT Technology Center**, driven by ACC10 as a member of the network of technology centers of Catalonia, is the top ICT technology center in Catalonia. This center aims to contribute to the development of the Information Society and the growth of the ICT sector. It will also provide services to companies in the district.
- **Spaces for shows and exhibitions:** ICT House, an ICT Dissemination and Experimentation Centre, led by Barcelona City Council, with the participation of the Generalitat de Catalunya and Barcelona Digital Foundation. Located in the MediaTIC building, currently under construction, it will help improve relations among companies and between the firms and the public, in which the point of encounter is the demonstration of the uses of ICTs in both the professional world and everyday life.
- **Specific spaces for ICT SMEs:** construction has already started of the two office blocks which will rent out space to ICT SMEs: the MediaTIC Building and the 22@Interface Building, both equipped with specific services aimed to meet the needs of firms in the sector.

And other ICT specific services, such as:

- **The 22@Living Lab**, led by 22@Barcelona and the Barcelona Digital Foundation, which forms part of a network of different urban laboratories operated by the public and private sectors, aimed at developing new ICT based mobile technology products and services. In Catalonia, the Catalan Network of Living Labs is formed by 22@Living Lab, Living Lab Sant Cugat and Living Lab Mataró. The European Living Labs network includes cities and regions such as London, Amsterdam, Helsinki, Copenhagen, etc..
- **The ICING (Innovative Cities for the Next Generation) Project**, an European programme which promotes different lines of research, development and set-up for the installation of mobile technology based smart services in urban environments. Different organisations from Barcelona, Helsinki and Dublin participate in this international project.
- The **Shared Services**, a project that is aimed at fostering the competitiveness of the shared services sector and the associated value outcome, product providers and ICT solutions, specially.

The 22@Barcelona district is already home to many reference firms and institutions from the ICT sector such as Indra, T-Systems, Telefónica R+D, Yahoo Europe, Telecommunications Market Commission, Casio, Municipal Computer Institute, Orange, ONO, or the Department of Universities, Research and the Information Society (Catalan Government).



18. Activity magnet projects: Medical Technologies Cluster

The 22@Barcelona MedTech Cluster is working to turn Catalan industrial, scientific and innovative activity in the field into business developments.

To such ends, 22@Barcelona is striving to enhance the establishment and growth of firms related to the biotechnology and biomedical sectors, and to attract existing firms with a view to developing a cluster of both national and international standing.

Specifically, 22@Barcelona will develop specific spaces (offices and research laboratories) to provide firms in the sector, that have developed out of the universities or science parks, with an environment in which to grow and to establish the necessary links with other related organisations. Such entrepreneurial ventures will live alongside research and development, technology transfer and other related activities.

To develop such projects, 22@Barcelona is collaborating with the main players from the Medical Technologies sector of Barcelona, such as the Barcelona Science Park (PCB - UB), the Barcelona Biomedical Research Park (PRBB - UPF), the association Biotech Catalonia Bio, the Generalitat de Catalunya (CIDEM) Entrepreneurial Innovation and Development Centre and the Catalonia Bioregion.

22@Barcelona has already signed agreements with the Bioregion of Catalonia (Biocat), the University of Barcelona (UB) and the Polytechnic University of Catalonia (UPC) to drive this cluster in the district. Some of the most noteworthy companies in the sector, like Sanofi Aventis, Telemedicine, Novartis, Camp i Jové and the Blood and Tissue Bank are already located in the district or are in the process of moving there.



18. Activity magnet projects: Energy Cluster

Energy is another sector considered strategic to the city of Barcelona, as well as today being a focus of attention to humanity as a whole. As we all know, the reserves of fossil fuels, such as oil, gas or coal have entered into crisis and we need to seek alternatives.

In this quest the **ITER project** plays a vital role. It is a worldwide research project experimenting with a fusion based system of electrical generation. The ITER project itself is to be based in Cadarache, in the southwest of France, but 22@Barcelona is already home to the European Fusion Development Agency, the administrative body coordinating the ITER project.

Additionally, the future Catalonia Institute for Energy Research (IREC), specializing in technological research and development in the energy field aimed at making the current energy model more sustainable, will be located in 22@Barcelona, at the Besós inter-university campus.

To further foster the energy sector in the 22@Barcelona District, it is to house the Barcelona Technology and Enterprise Campus (b_TEC), structured in line with four of the vectors of knowledge, defined on the basis of the potential of the Catalan entrepreneurial and academic fabric and focussing on energy, mobility, water, architecture, town planning and building technologies. The total ceiling of the campus will be 148,266 m². The first phase, which has already been defined, will account for approximately 60,000 m² distributed among:

- Engineering schools of UPC-Barcelona and the new School of Industrial Engineering of Barcelona.
- A new building for continuing training: continuing training, nurseries, resource centre, exhibition and conference facilities.
- Campus related offices and firms.
- Energy technology research centre.
- Student and teacher residences.



19. Corporate services

As an economic development agency, the 22@Barcelona Corporation actively participates in the economic promotion of the productive district and of the international outreach of its entrepreneurial, scientific and teaching activities, leading diverse projects and offering its firms different support services, such as:

- The Business and Institution Association **22@Network**: established on July 29, 2004, it serves as a point of encounter for the @ activity (activities that count on knowledge as their main resource) firms and institutions established in the district, and for others that cooperate with the 22@Barcelona district or that have committed to establish in the district in the near future.
- **Consultancy** services with respect to the choice of site.
- **Companion service** on arrival to the 22@Barcelona district for all national and international companies.
- **UGAP** Programme (Aids management unit to projects), assisting companies settled in 22@Barcelona on the different public funding sources.
- The **22@Capital program, which helps companies seek private funding.**
- **Integration in the different** professional networks and associations.
- Programme of corporate **conferences and encounters.**
- Tools to **foster innovation** and access to knowledge and technology in order to generate new business opportunities, synergies and access to new markets.
- **Talent-development programs** that give companies located in 22@Barcelona access to top students in order to attract, retain and connect international and local talent.



20. Projects aimed at bringing together the business and local world of the 22@Barcelona district

Through 22@Space for personal relationship, an initiative to establish personal relations, the 22@Barcelona District fosters the establishment of new formal and informal networks of relations aimed at establishing joint or cooperative ventures between local and international firms.

Likewise, 22@Barcelona is based on innovative projects that foster collaboration among companies, institutions and social organizations from the area, with the objective of improving the talent and quality of life in the district and reinforce the feeling of belonging.

Amongst the most outstanding of the projects currently under way we find:

Targeting the professional:

- **22@Space for personal relationship:** 22@Barcelona started up this project with a view to promoting relations between individuals and organisations to construct a community that values talent and supports professional qualification, innovative business and the quality of life of the district. This initiative is mainly based on periodic professional meetings (both formal and informal) as well as courses and workshops. For example, the 22@Update Breakfast has been taking place monthly in the district since 2004. The breakfast is a place to meet and exchange innovative ideas, and is now going into its forty-second edition.

Additionally, the 22@Barcelona municipal company offers a wide selection of services, many of them have the aimed to connect the 22@Barcelona's professionals with the international talent community.



20. Projects aimed at bringing together the business and local world of the 22@Barcelona district

Targeting the public in general:

22@Barcelona helps the innovative projects to foster collaboration among companies, institutions and social organizations in order to improve the talent and quality of life found in the district and reinforce the feeling of belonging. At the same time, it also fosters knowledge and use of new technologies by residents in the Sant Martí district.

Amongst the most outstanding of the Districte Digital projects currently under way we find:

- The **computer recycling project**, whose aim is for institutions and neighbourhood associations to reuse computers from district companies.
- To increase the **multimedia classroom** network in 5, new and cofinanced by red.es agency
- The start-up of the fourth edition of the **Virtual Memory of the elder of Sant Martí District**, which gets neighbourhood students closer to the elder, in order to get to know the history of the neighbourhood through digital media, and facilitates training resources on new technologies adapted to the elder that participate in the project.
- **22@Staying in Company**, an internship project that makes the best students available to innovative companies located in 22@Barcelona to help them attract, retain and concentrate both international and local talent in the district's businesses, fostering productivity and innovation in the district.
- The program **Families on the net** is aimed toward families with children in public school and, through a number of workshops and courses, **aims to teach the parents of these children more about computers.**
- **22@CreaTalent**, a pilot program to foster talent in schools. In collaboration with their teachers and families, students develop their creativity and ability to innovate while awakening science and technology vocation.