

# HUB OF KNOWLEDGE BARCELONÈS NORD.

## AREA 3 XEMENEIES



Synthesis  
document

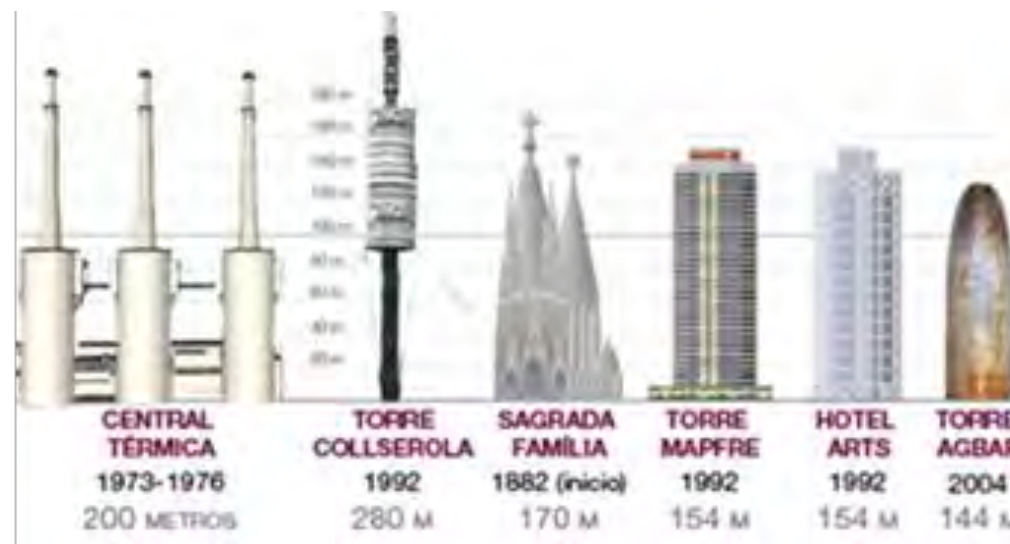
Phase 0. Version  
06/05/21

# HUB OF KNOWLEDGE BARCELONÈS NORD.

AREA 3 XEMENEIES



Introduction



# INTRODUCTION: THE SYMBOL

*Tres Xemeneies* (Three Chimneys in English) is a singular and iconic industrial building in Catalonia, that pretends to **symbolise** the transition from an industrial past to an equitable and sustainable future.

The building was a **thermal power station** between 1913 and 2011; and it stopped working on 24 March 2011, after strong citizen protests against its environmental impact.

The popular will and the city council support avoided its demolition. In 2012 was considered an **industrial heritage of the country**.

If before *Tres Xemeneies* emitted black polluting smoke, with the Hub of Knowledge we will make them emit bits of **knowledge and innovation**.



# INTRODUCTION: THE TERRITORY



It is a **strategic territory**, located at the confluence of the Besòs fluvial park with the coastline.

It is situated in the **metropolitan city**, in a remarkable natural environment that integrates a Mediterranean beach with a river. It is **well communicated** (15' from the centre of Barcelona) and immersed in a **1st level knowledge environment, businesses and industries** (UPC, 22@, Sot and Badalona Sud industrial estates).

It has **great potential for the location of different activities**.



# INTRODUCTION: THE CONCEPT

The location, the environment of knowledge, and the natural environment of this area are perfect for the creation of an **innovative district\***. An innovative district that could **attract talent and competitive investment**; where people could work and live, and where **innovative and environment-friendly ideas, projects, and activities** could be encouraged.

The district will include 5 interrelated subsystems necessary for its design, promotion and management: **urban planning, economic strategy, knowledge, social integration, and the governance model**.

\* Innocities. Urbanismo, economía, tecnología y cambio social. Miquel Barceló



This is a unique opportunity to transform this area by **modernizing, diversifying its land uses**, and setting up a mixed and advanced urban fabric.

# HUB OF KNOWLEDGE BARCELONÈS NORD.

## AREA 3 XEMENEIES



Functional plan



# BACKGROUND

**Urban management plan:** initially approved by the Territorial Commission of Urbanism of the Barcelona metropolitan area in August 2020 and currently in the process of resolving allegations.

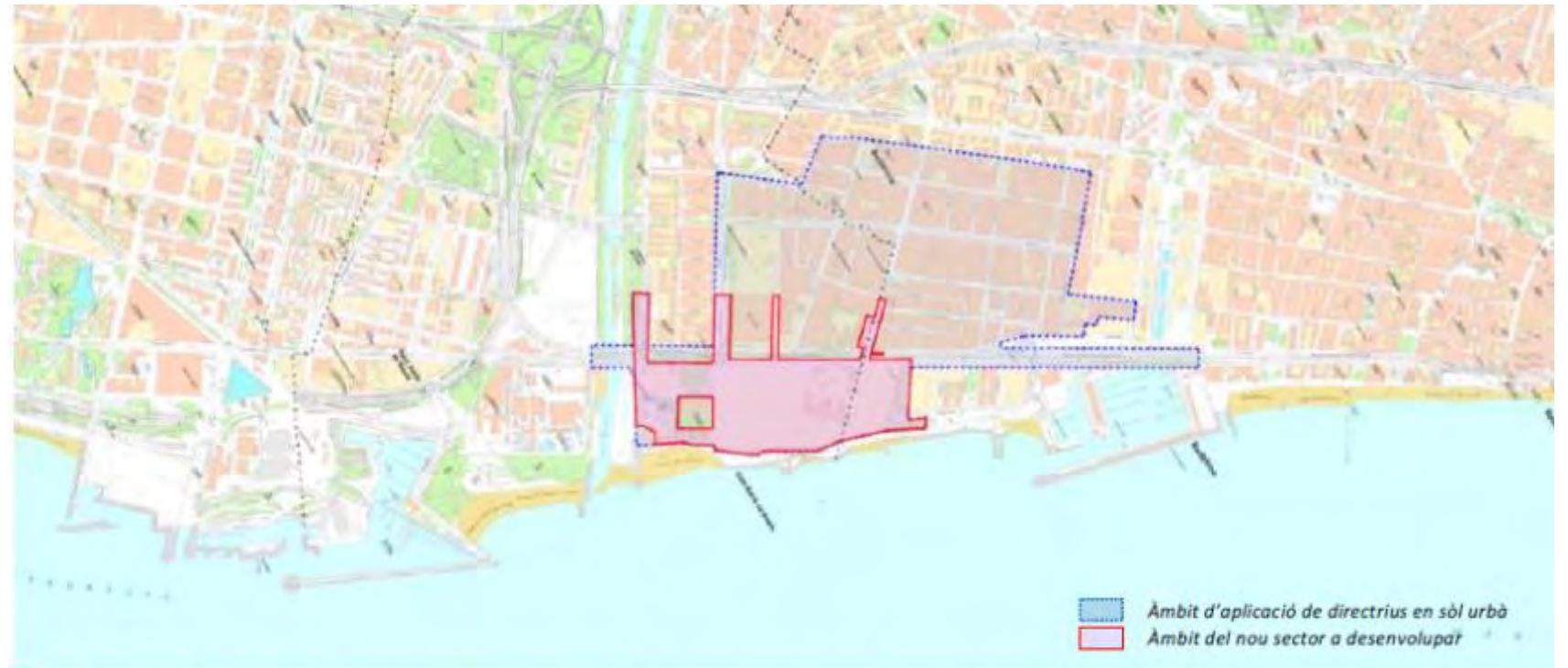
**Agreements** of the plenary sessions and the mayors of **Badalona and Sant Adrià de Besòs:** unanimity to participate in the project "International Hub of Knowledge for Sustainable Development and Peace". Agreement of the Mayors to collaborate with the AMB (acronym in Catalan for Metropolitan Area of Barcelona) in the development of the new innovation district in the *El Sot* and *Badalona Sud* industrial estates.

**Government Agreement 168/2020** of 22.12.2020: commission to the Department of Business and Knowledge of the participation of the *Generalitat* (Catalan Government) in the Project of national interest "Hub of knowledge *Barcelonès Nord. Area 3 Xemenies*".



# ENVIRONMENT OF INTERVENTION (32ha) AND INFLUENCE (92ha).

Approved in August 2020 by the Territorial Commission of Urbanism of the Barcelona metropolitan area. Considered as a unit for the purposes of the Functional Plan.



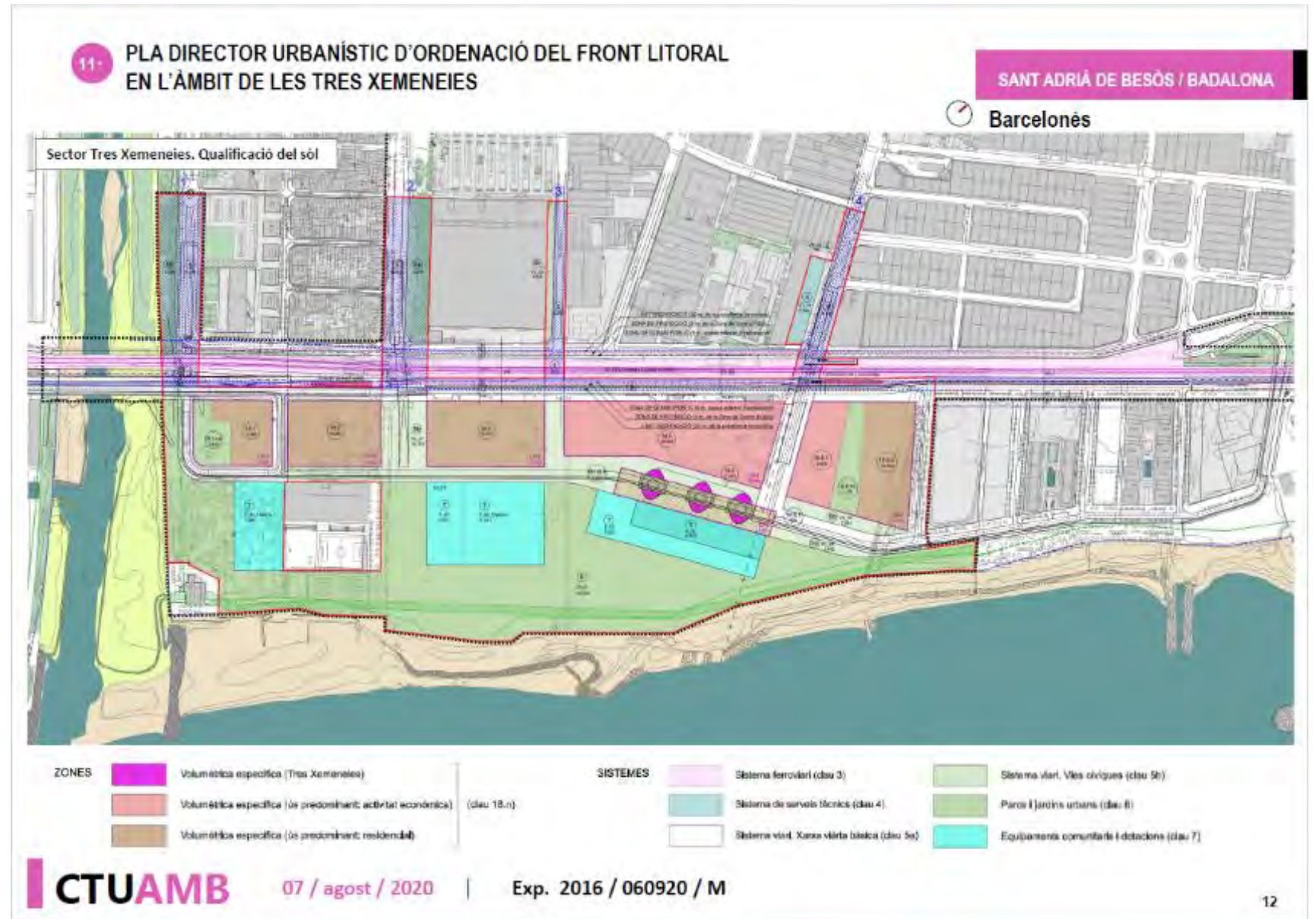
**CTUAMB** 07 / agost / 2020 | Exp. 2016 / 060920 / M





# ENVIRONMENT OF INTERVENTION: AREA 3 XEMENEIES (32ha.)

Approved in August  
2020 by the Territorial  
Commission of  
Urbanism of the  
Barcelona  
metropolitan area.





# FUNCTIONAL PLAN

It is a project of **urban, economic and social transformation** in the area of the 3 Xemeneies in *Barcelonès Nord* taking advantage of the conversion of the old iconic thermal power plant building of Sant Adrià de Besòs and Badalona.

It aims to create an **ecosystem of international cooperation for sustainable and social development** based on the principles of the National Pact for the Knowledge Society (training, research, innovation, and entrepreneurship) and the economic development of an innovation district.

According to the Government Agreement, it is considered of **national interest** because it will contribute to: the ecological and energy transition of the country, as well as to the creation of jobs, training, technological transformation, innovation and re-industrialization.



# OBJECTIVES OF THE FUNCTIONAL PLAN

- Promote **territorial cohesion and internationalization** in *Barcelonès Nord*.
- Promote **equal opportunities, well-being, social cohesion and gender equality**.
- Create **employment**, improve **lifelong learning education** and **retain and attract talent**.
- Promote a **world-renowned innovation district** to attract and create high-value industries by accelerating **technological and digital transformation**.
- Generate infrastructures and strengthen **territorial knowledge and innovation ecosystems**.
- Foster **ecological transition and sustainability** by prioritising energy transition, climate action and the circular economy.
- Promote **international cooperation and knowledge diplomacy**.



# CROSS-CUTTING STRATEGIC VECTORS

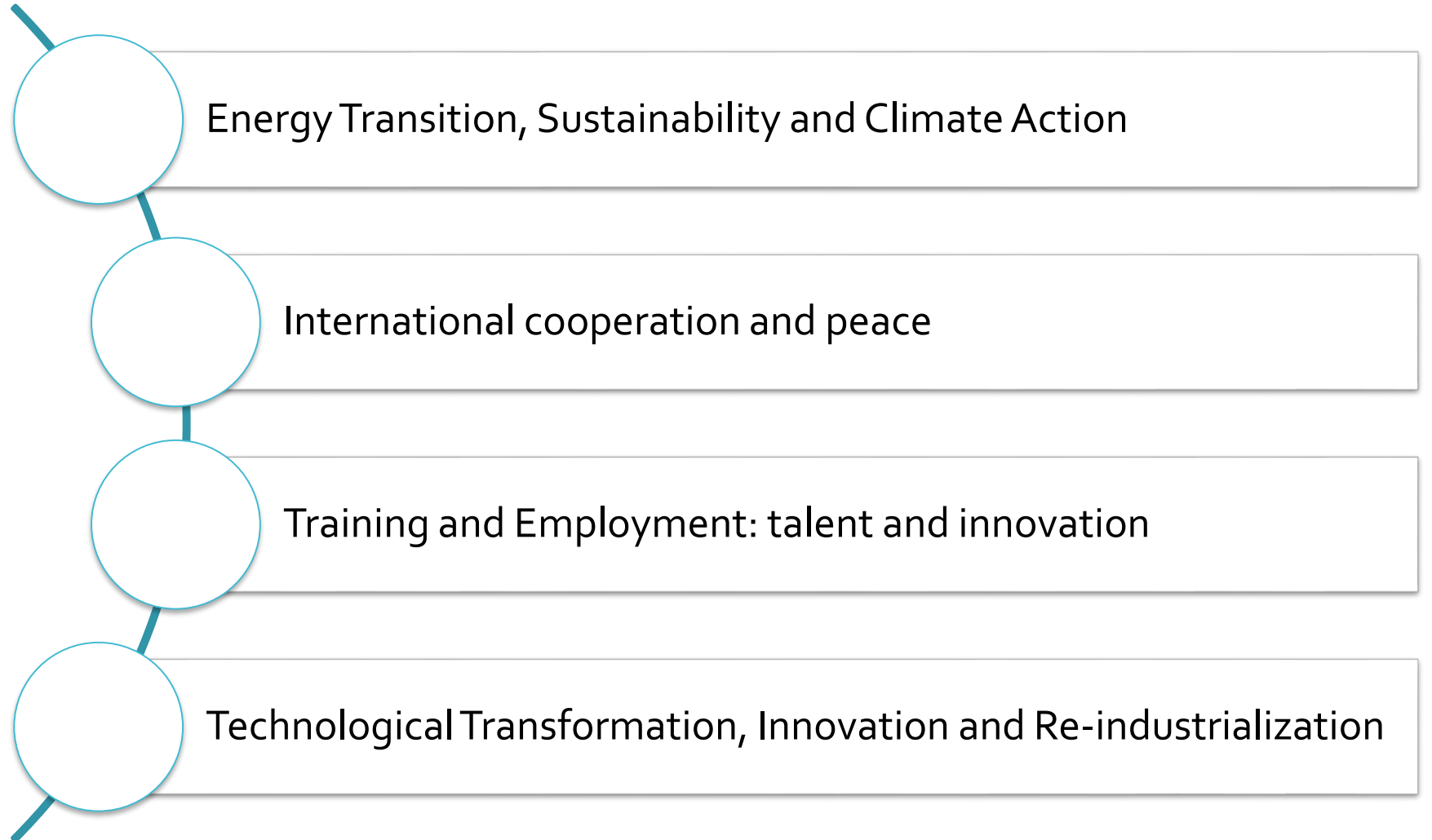
Each vector has its own objectives, actions, budget and supervisor.





# AREAS OF ACTION

Each area has programmes with associated executive projects (supervisor, participating actors, action plan, schedule, budget, and financial plan). These areas will be implemented in the sector of the 3 Xemeneies and in the adjacent industrial states, considered as part of the same territorial unit.





# FUNCTIONAL PLAN

Includes 4 complementary areas.

It will be an INNOVATION DISTRICT that will incorporate renewable energies and projects of SUSTAINABILITY (circular economy), TALENT and INNOVATION.

It will modernize the existing industrial fabric and boost the future economic and industrial sectors, such as AUDIOVISUAL.

## FUNCTIONAL PLAN

### 3 XIMENEIES

AREA OF ENERGY TRANSITION, SUSTAINABILITY AND CLIMATE ACTION

AREA OF INTERNATIONAL COOPERATION AND PEACE

AREA OF TRAINING AND EMPLOYEMENT: TALENT AND INNOVATION

AREA OF TECHNOLOGICAL TRANSFORMATION, INNOVATION AND RE INDUSTRIALIZATION

Rationalisation water use

Carbon Recovery

R+D+I+ Energy knowledge

International cooperation and sustainable development

Peace

Centre for Advanced Training and Innovation

Re industrialization: Innovation district

Digital transformation

Internationalisation Agency, investment promotion and economic activity



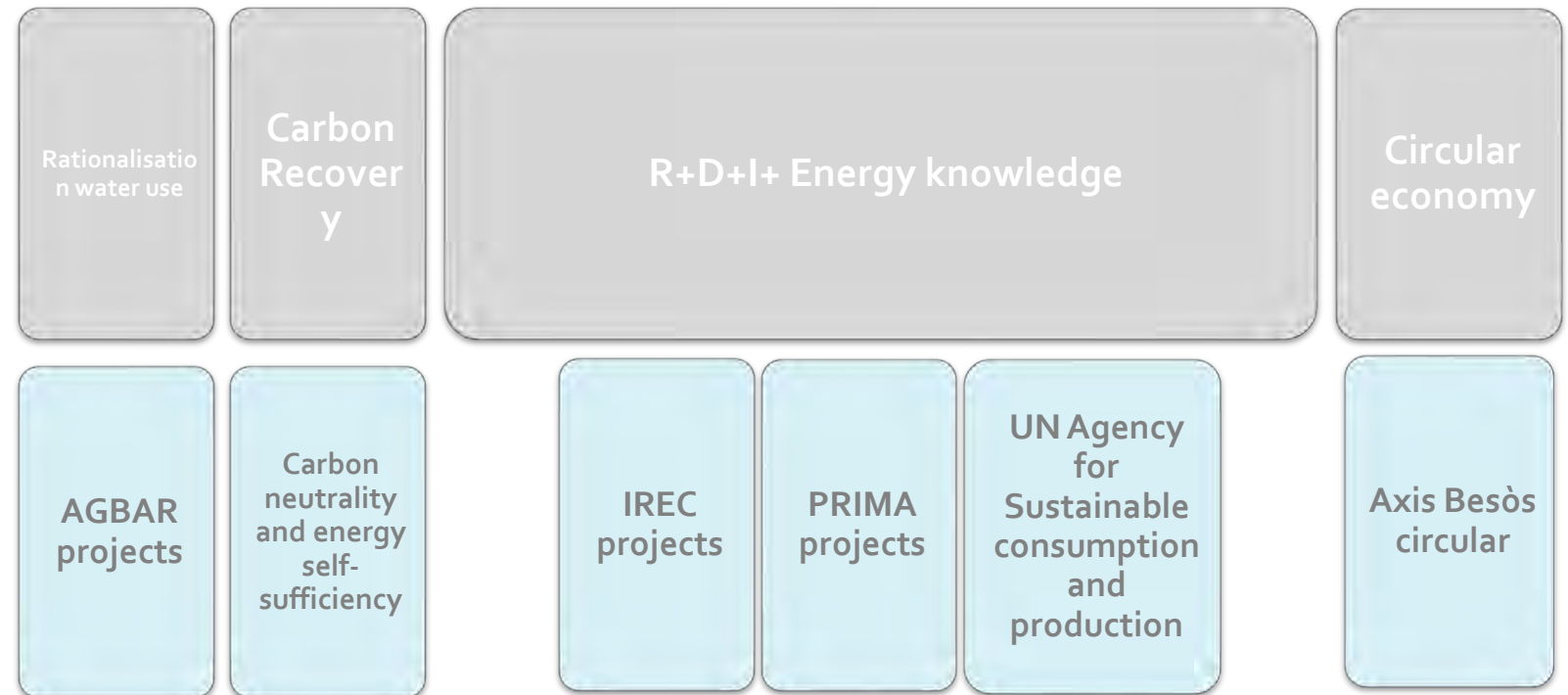
# AREA 1

Current actors: Badalona, Sant Adrià de B., AMB, ICAEN, UPC, IREC, PRIMA, NU, ENDESA, AGBAR (growth potential).

Key cross-cutting area fundamental in this DISTRICT OF INNOVATION.

It should be an example and reference for ecological transition, energy transformation and sustainable economy.

## AREA OF ENERGY TRANSITION, SUSTAINABILITY AND CLIMATE ACTION





## AREA 2

Current actors: Badalona, Sant Adrià de B., AMB, ONU, OMS, UpM (growth potential).

It must project internationally the *Barcelonès N.* region.

It must be an international benchmark for cooperation and diplomacy in the Mediterranean.

## AREA OF INTERNATIONAL COOPERATION AND PEACE

International cooperation and sustainable development

Peace

Headquarters of Euromed UNO University for Peace

Catalan Institute for Peace

Mediterranean Climate Change Institute

WHO Centre for migration, Health and climate

Diplomacy Institute for reduction of disasters and risks

Mediterranean Cooperation





## AREA 3

Current actors: Badalona, Sant Adrià de B., AMB, UPC (growth potential).

A key cross-cutting area to improve people's training and increase the employability in the District.

It must collect tendencies and needs for the future economic sectors to adapt professional profiles.

## AREA OF TRAINING AND EMPLOYMENT: TALENT AND INNOVATION

Centre for Advanced Training and Innovation

TEC for the  
energetic  
transformation

Digital Factory

FP Barcelonès Nord

Innovation and  
entrepreneurship  
Agency *Barcelonès  
Nord*



## AREA 4

Current actors: Badalona, Sant Adrià de B., AMB, UPC, ACCIÓ, ICC, Mediapro, Clúster audiovisual, Primavera Sound, other key enterprises (growth potential).

It must facilitate and retain investment in the future sectors of: energy, entertainment, transport, health and well-being, circular economy and infrastructure. It must drive innovation and transformation technologies to prevent loss of high value-added industry.

# AREA OF TECHNOLOGICAL TRANSFORMATION, INNOVATION AND REINDUSTRIALIZATION

Reindustrialization:  
Innovation district

Digital  
Transformation

Internationalisation  
Agency, investment  
promotion and economic  
activity

Alternative  
energy  
industries

Cultural and  
audio visual  
Industries:  
*Catalunya  
Media City,  
Espai  
Primavera  
Sound i  
MEDIAPRO*

Industrial  
clusters:  
pharma-  
chemistry;  
electronic-  
robotics;  
mechanics;  
creativity

Submarine  
Cable  
Landing  
Station

Business  
incubator  
and  
accelerator

Business  
service  
Office



# PLANS AND RECOVERY FUNDS RELATED TO THE HUB PROJECTS



# NEXT GENERATION CATALONIA

## Emblematic projects for recovery and transformation

Projects	Strategic axes and areas of Action (Economic reactivation and Social Protection Plan)	Missions	Budget 1 <sup>st</sup> year	Total budget
2. Catalunya, motor de la innovació audiovisual i dels videojocs del sud d'Europa	E1. Economia per la vida A2. Cultura i esport	M1 Igualtat d'oportunitats M8 Innovació M9 Transformació M11 Competitivitat	60 M€	290 M€
5. Capacitació i talent digital per al s. XXI	E1. Economia per la vida A6. Formació al llarg de la vida	M1 Igualtat d'oportunitats M7 Sobirania tecnològica	9,36 M€	65,3 M€
7. Carbon Recovery	E2. Transformació ecològica A8. Economia circular	M2 Economia sostenible M3 Energia en transformació i nova indústria M4 Mobilitat sostenible M5 Medi natural M11 Competitivitat	745 M€	7282,1 M€
13. Agenda urbana: revitalització dels hàbitats urbans	E2. Transformació ecològica A11. Regeneració urbana sostenible	M1 Igualtat d'oportunitats M2 Economia sostenible M9 Transformació	517,8 M€	1817,4 M€
18. Hub FP CAT: Modernització de l'FP	E4. Societat del coneixement A16. Formació i universitat	M1 Igualtat d'oportunitats M8 Innovació M11 Competitivitat	29 M€	232,4 M€
19. Urban Tech Hubs	E4. Societat del coneixement A17. Innovació i empreudoria	M8 Innovació M9 Transformació M11 Competitivitat	185,1 M€	743,7 M€
21. Regions del coneixement: impacte del coneixement en el territori i en la seva política d'innovació	E4. Societat del coneixement A18. Recerca i investigació transversal	M8 Innovació M9 Transformació M11 Competitivitat	118,7 M€	808,7 M€
25. Transformació digital i tecnològica de la indústria catalana	E5. Vector transversal A19. Industrialització	M8 Innovació M9 Transformació M10 Infraestructures M11 Competitivitat	284,2 M€	1226,2 M€
27. Infraestructures digitals per a una societat i economia competitiva i resiliència	E5. Vector transversal A22. Infraestructures per a un territori competitiu	M6 Connectivitat M9 Transformació M10 Infraestructures M11 Competitivitat	128,8 M€	664,5 M€



# RECOVERY, TRANSFORMATION AND RESILIENCY PLAN

Interministerial  
Comission for  
Recovery. Moncloa,  
April 13 2021

Component	Reforms	Investment	Estimated total investment
<b>COMPONENTE 7</b> Despliegue e integración de energías renovables	C7.R1 Marco normativo para el fomento de la generación renovable C7.R2 Estrategia Nacional de Autoconsumo C7.R3 Desarrollo de las comunidades energéticas C7.R4 Marco para la innovación y desarrollo tecnológico de las energías renovables	C7.l1 Desarrollo de energías renovables innovadoras, integradas en la edificación y en los procesos productivos C7.l2 Energía sostenible en las islas	3.165 M€
<b>COMPONENTE 12</b> Política Industrial España 2030	C12.R1 Estrategia Española de Impulso Industrial 2030 C12.R2 Política de residuos e impulso a la economía circular	C12.l1 Espacios de datos sectoriales (contribución a proyectos tractores de digitalización de los sectores productivos estratégicos) C12.l2 Programa de impulso de la competitividad y sostenibilidad industrial C12.l3 Plan de apoyo a la implementación de la normativa de residuos y al fomento de la economía circular	3.782 M€
<b>COMPONENTE 13</b> Impulso a la pyme	C13.R1 Mejora de la regulación y del clima de negocios C13.R2 Estrategia España Nación Emprendedora	C13.l1 Emprendimiento C13.l2 Crecimiento C13.l3 Digitalización e innovación C13.l4 Apoyo al comercio C13.l5 Internacionalización	4.894 M€
<b>COMPONENTE 16</b> Estrategia Nacional de Inteligencia Artificial	C16.R1 Estrategia Nacional de Inteligencia Artificial	C16.l1 Estrategia Nacional de Inteligencia Artificial	500 M€
<b>COMPONENTE 19</b> Plan Nacional de Competencias Digitales (digital skills)	C19.R1 Plan Nacional de Competencias Digitales.	C19.l1 Competencias digitales transversales C19.l2 Transformación Digital de la Educación C19.l3 Competencias digitales para el empleo C19.l4 Profesionales digitales	3.593 M€



# RECOVERY, TRANSFORMATION AND RESILIENCY PLAN

Interministerial  
Comission for  
Recovery. Moncloa,  
April 13 2021

Component	Reforms	Investement	Estimated total investement
<b>COMPONENTE 20</b> <b>Plan estratégico de impulso de la Formación Profesional</b>	C20.R1 Plan de modernización de la Formación Profesional, C20.R2 Ley de Ordenación del sistema integral de Formación Profesional vinculado al Sistema Nacional de Cualificaciones,	C20.I1 Reskilling y upskilling de la población activa ligado a cualificaciones profesionales, C20.I2 Transformación Digital de la Formación Profesional C20.I3 Innovación e internacionalización de la Formación Profesional	2.076 M€
<b>COMPONENTE 23</b> <b>Nuevas políticas públicas para un mercado de trabajo dinámico, resiliente e inclusivo</b>	C23.R1 Regulación del trabajo a distancia C23.R2 Medidas para eliminar la brecha de género C23.R3 Regulación del trabajo de los repartidores a domicilio por parte de las plataformas digitales C23.R4 Simplificación de contratos: generalización del contrato indefinido, causalidad y simplificación de la contratación temporal C23.R5 Modernización de políticas activas de empleo C23.R6 Establecimiento de un mecanismo permanente de flexibilidad interna y recualificación de trabajadores en transición C23.R7 Revisión de las subvenciones y bonificaciones a la contratación laboral C23.R8 Modernización de la negociación colectiva C23.R9 Modernización de la contratación y subcontratación de actividades empresariales C23.R10 Simplificación y mejora del nivel asistencial de desempleo C23.R11 Digitalización del SEPE, para su modernización y eficiencia. Inversión recogida en el componente 11	C23.I1 Empleo Joven C23.I2 Empleo Mujer y transversalidad de género en las políticas públicas de apoyo a la activación para el empleo C23.I3 Adquisición de nuevas competencias para la transformación digital, verde y productiva C23.I4 Nuevos proyectos territoriales para el reequilibrio y la equidad C23.I5 Gobernanza e impulso a las políticas de apoyo a la activación para el empleo C23.I6 Plan integral de impulso a la Economía Social para la generación de un tejido económico inclusivo y sostenible C23.I7 Fomento del crecimiento inclusivo mediante la vinculación de las políticas de inclusión social al Ingreso Mínimo Vital	2.363 M€
<b>COMPONENTE 24</b> <b>Revalorización de la industria cultural</b>	C24.R1 Desarrollo Estatuto del Artista y Fomento de la inversión, el mecenazgo cultural y participación C24.R2 Refuerzo de los derechos de autor y derechos conexos	C24.I1 Refuerzo de la competitividad de las industrias culturales C24.I2 Dinamización de la cultura a lo largo del territorio C24.I3 Digitalización e impulso de los grandes servicios culturales	325 M€

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AREA 3 XEMENEIES



Working Groups



# WORKING GROUPS INITIAL APPROACH

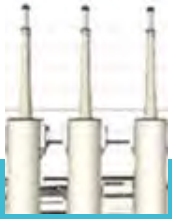
**Purpose:** The working groups are created at the request of the Monitoring Committee and the Technical Committee to specify the programmes and define the executive projects.

**Number:** There will be an operational working group per area of action. Depending on the programme, some working groups might need of subgroups.

**Composition:** Each working group will be made up of key institutions and companies, as well as city council representatives. If necessary, the number of actors could be increased.

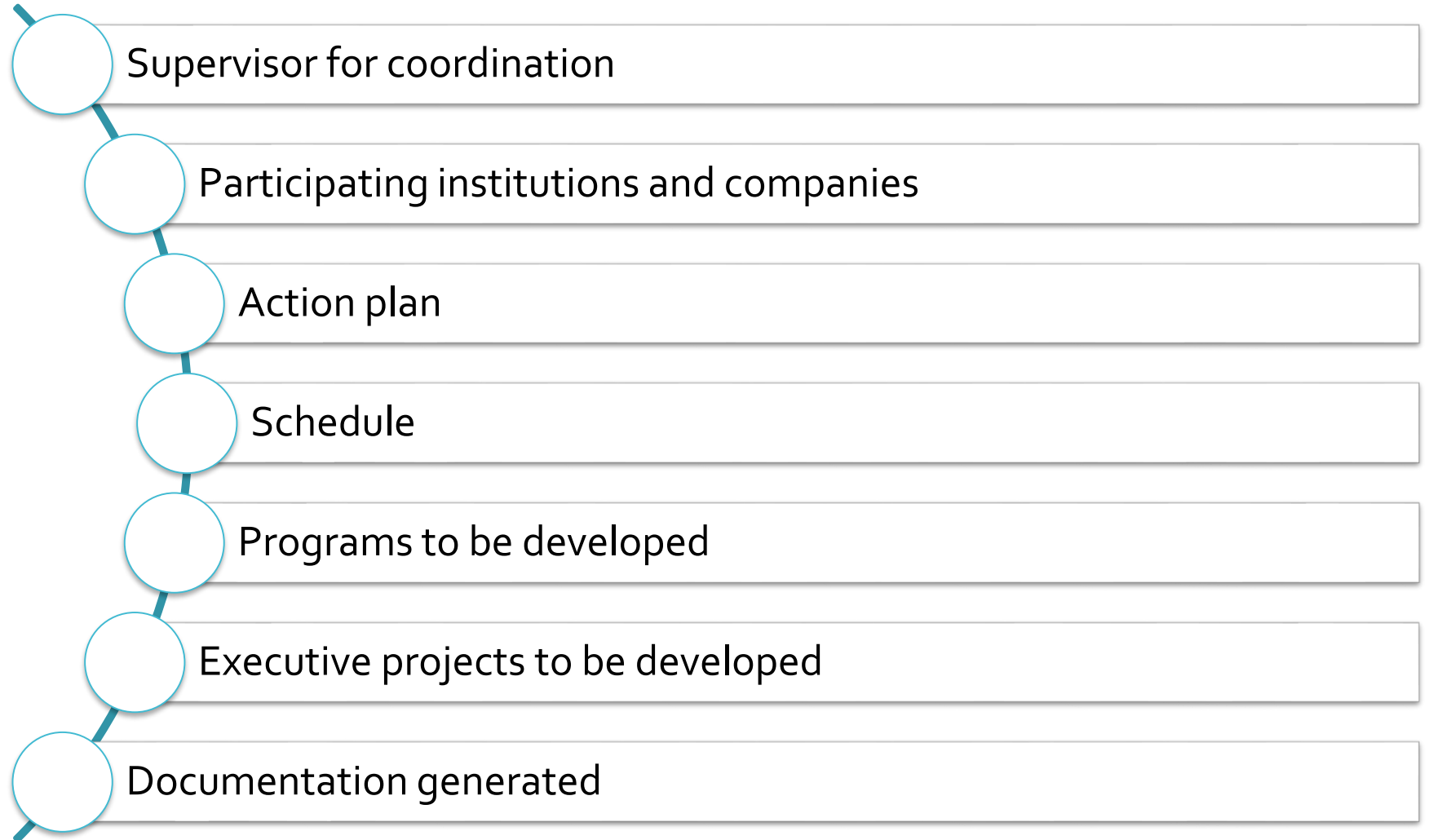
**Work Dynamics:** The executive projects that define each working group must respond to a basic content structure and present a financial plan.





# BASIC STRUCTURE

Each working group  
will cover at least  
the following  
aspects





# EXECUTIVE PROJECTS TO BE DEVELOPED

Each working group will develop programmes and executive projects with at least the following content.

PROGRAMME PROJECT	
PROMOTER	
SUPERVISOR	
INSTITUTIONS INVOLVED	
GENERAL DESCRIPTION	
BENEFICIARY GROUP	
OBJECTIVES	
IMPACTS	
ACTIONS	
SCHEDULE	
REFORMS AND INVESTMENTS	
BUDGET AND FINANCIAL PLAN	
SOURCES OF FUNDING	
LOCATION IN THE AREA	
ALIGNEMENT WITH EU FLAGSHIPS	
ALIGNEMENT WITH ELEMENTS OF EU EVALUATION	
ALIGNEMENT WITH PRTR	



# WORKING GROUPS

## AREA OF "ENERGY TRANSITION, SUSTAINABILITY AND CLIMATE ACTION"

### WORKING GROUP OF "ENERGY TRANSITION, SUSTAINABILITY AND CLIMATE ACTION"

SUPERVISOR	ICAEN
INSTITUTIONS/COMPANIES PARTICIPATING	<ul style="list-style-type: none"><li>• Aj. Badalona</li><li>• Aj. Sant Adrià de B.</li><li>• AMB</li><li>• UPC</li><li>• IREC</li><li>• PRIMA</li><li>• NU</li><li>• ENDESA</li><li>• AGBAR</li></ul>
ACTION PLAN	to be defined
SCHEDULE	to be defined
PROGRAMMES TO BE DEVELOPED	<ol style="list-style-type: none"><li>1. Racionalization wàter use</li><li>2. <i>Carbon recovery</i></li><li>3. R+D+I knowledge in energy</li><li>4. Circular economy</li></ol>
EXECUTIVE PROJECTS TO BE DEVELOPED	<ol style="list-style-type: none"><li>1. AGBAR projects</li><li>2. Carbon neutrality and energy self sufficiency</li><li>3. IREC projects</li><li>4. PRIMA projects</li><li>5. UN Agency for sustainable consumption and production</li><li>6. Axis Besòs circular</li></ol>
FINANCIAL PLAN	to be defined



# WORKING GROUPS

## AREA OF “INTERNATIONAL COOPERATION AND PEACE”

WORKING GROUP “INTERNATIONAL COOPERATION AND PEACE”	
SUPERVISOR	GIE
INSTITUTIONS/COMPANIES PARTICIPATING	<ul style="list-style-type: none"><li>• Aj. Badalona</li><li>• Aj. Sant Adrià de B.</li><li>• AMB</li><li>• ACCIÓ</li><li>• ONU</li><li>• OMS</li><li>• UpM</li></ul>
ACTION PLAN	To be defined
SCHEDULE	To be defined
PROGRAMS TO BE DEVELOPED	<ol style="list-style-type: none"><li>1. International cooperation and sustainable development</li><li>2. Peace</li></ol>
EXECUTIVE PROJECTS TO BE DEVELOPED	<ol style="list-style-type: none"><li>1. Headquarters for Euromed UNO University for Peace</li><li>2. Catalan Institute for Peace</li><li>3. Mediterranean Climate Change Institute</li><li>4. Centre OMS migration, Health and Climate</li><li>5. Diplomacy Institute for reduction of disasters and risks</li><li>6. Cooperation for the Mediterranean</li></ol>
FINANCIAL PLAN	To be defined



# WORKING GROUP AREA OF “TRAINING AND EMPLOYMENT: TALENT AND INNOVATION”

## WORKING GROUPS “TRAINING AND EMPLOYMENT: TALENT AND INNOVATION”

SUPERVISOR	UPC
INSTITUTIONS/COMPANIES PARTICIPATING	<ul style="list-style-type: none"><li>• Aj. Badalona</li><li>• Aj. Sant Adrià de B.</li><li>• AMB</li></ul>
ACTION PLAN	To be defined
SCHEDULE	To be defined
PROGRAMS TO BE DEVELOPED	<ol style="list-style-type: none"><li>1. Centre for Advanced Training and Innovation</li></ol>
EXECUTIVE PROJECTS TO BE DEVELOPED	<ol style="list-style-type: none"><li>1. TEC for energètic transformation.</li><li>2. Digital factory</li><li>3. FP Dual Barcelonès Nord</li><li>4. Innovation and entrepreneurship Agency</li></ol>
FINANCIAL PLAN	To be defined



# WORKING GROUP AREA OF “TECHNOLOGICAL TRANSFORMATION, INNOVATION AND RE INDUSTRIALIZATION”

WORKING GROUP “TECHNOLOGICAL TRANSFORMATION, INNOVATION AND RE INDUSTRIALIZATION”	
SUPERVISOR	ACCIÓ
INSTITUTIONS/COMPANIES PARTICIPATING	<ul style="list-style-type: none"><li>• Aj. Badalona</li><li>• Aj. Sant Adrià de B.</li><li>• AMB</li><li>• ICC</li><li>• UPC: Jordi Berenguer</li><li>• Marina Badalona S.A.: Imanol Arias</li><li>• Other companies: Clúster audiovisual, PS, Mediapro, etc.</li></ul>
ACTION PLAN	To be defined
SCHEDULE	To be defined
PROGRAMMES TO BE DEVELOPED	<ol style="list-style-type: none"><li>1. Reindustrialization: innovation district</li><li>2. Digital Transformation</li><li>3. Internationalization Agency, investment promotion and economic activity</li></ol>
EXECUTIVE PROJECTS TO BE DEVELOPED	<ol style="list-style-type: none"><li>1. Alternative energies industries</li><li>2. Cultural and audio visuals industries</li><li>3. Industrial Clusters</li><li>4. Submarine cable landing station</li><li>5. Business Incubator and accelerator</li><li>6. Business service office</li></ol>
FINANCIAL PLAN	To be defined

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Management



# MANAGEMENT: PUBLIC CONSORTIA

**Government Agreement 168/2020:** the functional programme must include the instruments that guarantee the participation of the different departments of the *Generalitat* and various administrations and must specify the institution that will provide technical support.

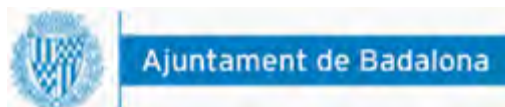
**RD- Law 168/2020:** integrated public-private partnership projects.

**Agreement of intentions of the city councils:** proposal of 15.4.21. It is agreed to propose a management institution and, therefore, the creation of a consortia, with the participation of public institutions: city councils, AMB, Generalitat and UPC.

**Headquarters:** The headquarters of the Consortia will be in the CACI building (Badalona).



With the collaboration of:



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06/05/21



## Technical Committee Members:

### Generalitat de Catalunya

Josep Armengol  
Mercè Chacón (Coordinator)  
Juanjo Escobar  
Joaquim Ferrer  
Joan Gómez  
Laia Roig

### Àrea Metropolitana de Barcelona

Héctor Santcovsky  
Jaume Vendrell

### ACCIÓ

Trini Bofarull  
Dolors Paniagua

### UPC

Jordi Berenguer

### City Councils

Rafael Argelich  
Rubén Carrera  
Laura Lista  
Jose Antonio Rubio  
Imanol Sanz  
Francesc Torné

## Monitoring Committee Members:

### Generalitat de Catalunya

Mercè Chacón (Coordinator)  
Laia Roig

### Àrea Metropolitana de Barcelona

Héctor Santcovsky  
Jaume Vendrell

### City Councils

Miguel Jurado  
Jose Antonio Rubio

### Grup Internacional d'Experts

Màrius Rubiralta

### Independent advisor

Jordi López

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