

Catalogue of good practices of
the city of Madrid 2022

Madrid City Projects



International Action



International Development Cooperation
Madrid SDG Localization Strategy
European Fundraising Programme
Employability of Young Women in Lima and Bogotá

Trade and Consumer Affairs



Madrid Has It All
Financial Education of Consumers
Madrid: Fairtrade Town

Culture, Sports and Tourism



Miramadrid App
Civic and Social Council
The Landscape of Light: A UNESCO World Heritage Site
Luz Madrid
Essential Art Walk App
Gastrofestival
Madrid's Official Souvenir Shop
Madrid Save the Date
Plus, An Event Sustainability Management Tool
360° Virtual Assistance

Social Rights



Casa Grande: Childrearing Support
"Enredaderos": Hangouts
Children's Plenary Sessions
Municipal Nurseries
Municipal Schools for the Arts
"La quinta cocina" Café-School
Parental Intervention Centre (CIP)
Samur Social
Household Panel
Counselling and support for Social Integration of Immigrants
Temporary Alternative Accommodation
Family Card
Caring for Carers
"Madrid, Age-Friendly City" Action Plan

Support for Social Integration of Lonely Elderly People
"Madrid is with You Fighting Loneliness"

Urban Development, Works and Equipment



Madrid New North
Metropolitan Forest
Urban Development Strategy to Foster Economic Activity
Special Plan to Improve Santiago Bernabéu Stadium
Reinventing Cities
Rehabilitate Plan
Southeast Madrid Strategy. Development of the East-Valdecarros
Southeast Madrid Strategy. Development of the East: Los Cerros
Southeast Madrid Strategy. Development of the East-Los Ahijones
Southeast Madrid Strategy. Development of the East-Berrocales

Economy and Business



Network of Clusters Created by the City Council
Industry Renovation Plan
Annual Sponsorship Programme
Inclusive Procurement by Madrid City Council
Environmental Public Procurement Programme
Neighborhood Employment Schemes
Journey to Employment
Madrid Business Forum
Madrid Video Game Campus

Innovation and Entrepreneurship



Entrepreneurial Spaces
La Nave
International LAB
Programme for the promotion of startups
Innovation Gate
Madrid Innovation LAB

**Environment
and Mobility**


IKAAS: intelligent knowledge as a service
 Special Protection Low Emission Zone – Centro District
 Municipal Fleet of Electric Vehicles
 Civitas Eccentric
 Castellana Cycle Lane
 Digital Renovation of the M-30 Tunnels
 Mobility data in the City of Madrid
 Manterola Pedestrian Bridge
 Creation of Pedestrian Areas
 Madrid 360 Sustainable Mobility Plan
 Remodeling of the North Junction on the M-30
 Special Protection Low Emission Zone – Plaza Elíptica

**Management, Participation
and Transparency**


Línea Madrid
 Decide Madrid Online Platform
 Participatory Budgets
 The Participatory Group
 District Collaboration Units (UDCs)

**Health and
Safety**


Ambulance Dispatch Confirmation
 Emergency Medical Services Performance Evaluation
 Comprehensive Addiction Care
 CPR Training for Citizens
 Emergency Services: Evaluation and Improvement
 Scheduled Public Health Inspections
 Stray Cat Colony Management Training
 “Madrid, Healthy City” Strategy



International Action

International Action



International Development Cooperation



DESCRIPTION

As part of its global citizenship and international development cooperation policy, the city of Madrid is dedicated to encouraging a global outlook in its citizens and solidarity towards those who are most vulnerable, both in Madrid and around the world, including a commitment to protecting human rights, especially those of women and children, fostering sustainable development and stamping out all forms of poverty.

To this end, from 2016 to 2021 the city of Madrid showed its solidarity in the form of grants which it awarded for various projects relating to international development cooperation, education to promote global citizenship and humanitarian aid for emergencies and humanitarian crises.

Between 2016 to 2020, funding of almost 30 million euros was provided to a total of 87 international development cooperation projects in various cities around the world to tackle instances of poverty and foster the human development of their target groups. All of the projects aimed to achieve the SDGs, as set out in the 2030 Agenda and in accordance with the strategic international development cooperation plans approved by the Governing Board of the City of Madrid.

Humanitarian Aid actions from 2016 to 2020 were carried out through the award of grants to a range of national and international NGOs. Co-financing was provided for projects in different parts of the world to address humanitarian crises affecting populations in extremely vulnerable situations due to armed conflicts and natural disasters, to assist displaced persons and refugees, etc. Support was also provided to improve countries' and cities' capacities for emergency response to unforeseen circumstances caused by natural disasters. During this period, total funding of 9.5 million euros was provided to 49 projects around the world.

In the area of Education to Promote Global Citizenship, between 2016 and 2020 a total of 5.5 million euros was provided to co-finance 64 projects aimed at helping to promote values like global citizenship, sustainable development, fighting climate change, gender equality, cultural diversity, peace and solidarity, economic and social sustainability, reduction of poverty and defence

of human rights among various groups in different neighbourhoods in the city of Madrid.

Finally, since 2018 incentives have been provided to encourage research and knowledge-creation projects in the areas of international cooperation and global citizenship, specifically with respect to the role that public municipal or local policies can play in rising to the challenges of globalisation and the major transformations that have occurred in recent years, with the overarching goal of achieving compliance with the 2030 Sustainable Development Agenda and attaining the Sustainable Development Goals. As of 2020, 0.5 million euros of funding had been provided to 12 projects in total.

OBJECTIVES

- Support international development cooperation actions and promote global citizenship awareness and education by providing financial backing for projects that pursue this aim
- Support humanitarian aid and emergency projects that contribute to mitigating the effects of humanitarian crises
- Spearhead actions that contribute to incorporating a global citizenship outlook in local public policies, incentivising the global dimension from a local perspective
- Generate, through research, the necessary knowledge on development and cooperation processes, disseminate the conclusions drawn to society at large and include its members in political decision-making processes to strengthen response capacity and to transform development and cooperation policy.

DURATION

The projects are of varying duration, depending on their nature. Since 2016, calls for proposals are held in every category each year, with funding provided for those selected.

THE PROJECT IN NUMBERS

The actions carried out between 2016 and 2020 required funding of 45.6 million euros, which went to 212 different projects.

ADDITIONAL INFORMATION

Madrid Internacional >>

cooperacionss@madrid.es

Madrid SDG Localisation Strategy



DESCRIPTION

Working through the Government Department of the Deputy Mayor's Office, Madrid City Council is committed to meeting the challenges set by the 2030 Agenda and the Sustainable Development Goals (SDGs).

This commitment takes the form of furthering implementation of the SDGs in Madrid by means of multi-stakeholder and public-private partnerships. With this aim, Madrid City Council contributes to the establishment of alliances with public and private stakeholders from Madrid and collaborates with international organisations with a view to furthering localisation of the SDGs.

BACKGROUND

The 2030 Sustainable Development Agenda, ratified by the United Nations in September 2015, contains 17 ambitious, interdependent goals known as Sustainable Development Goals (SDGs) which target the social, economic and environmental spheres to ensure that "no one is left behind". Local and regional governments as well as their associations actively contributed to defining these goals and have a key role to play in implementing, following up and monitoring the Agenda.

Localising the 2030 Agenda involves getting sub-national governments and local stakeholders to participate in defining, implementing and following up on SDG policies, but localisation isn't simply about implementing the SDGs at the local level. Rather, it is a continual political and policy-making process aimed at applying the universal principals of the 2030 Agenda to the area in question.

With this in mind, in March 2021 Madrid City Council approved the 2030 Agenda SDG Localisation Strategy for the City of Madrid, a document which places particular emphasis on the multidimensional nature of sustainable development and the relationships between the different goals. The strategy sets out six policies which are intended to have leverage effects: Efficient, Transparent Institutions; Climate Neutrality, Mobility and Air Quality; Green City, Responsible Consumption and Circular Economy; Social Protection and Equality; Enjoyable City; and Innovation and Inclusive, Sustainable Economy.

With respect to governance, two key bodies were involved in the process of approving and following up on this strategy: the Transversal International Action Table

(Mesa Transversal de Acción Internacional), in which all government departments, self-governing bodies and municipally-owned companies actively participated; and the Solidary Madrid Forum (Foro Madrid Solidaria), in which multiple stakeholders and entities from the city which are independent of the City Council made observations on and contributions to the strategy.

One key milestone in following up on the 2030 Agenda and localising the SDGs in the city of Madrid is drafting the first Voluntary Local Review. To this end, Madrid City Council is setting up a task force of local and private sector stakeholders and establishing a framework for cooperation with international bodies such as the United Nations Development Programme (UNDP) and the United Nations Human Settlement Programme (UN-Habitat), as well as city networks like United Cities and Local Governments (UCLG).

OBJECTIVES

- Foster, in the city of Madrid, the social, economic and environmental transformations proposed in the 2030 Agenda
- Make progress on ensuring that Madrid City Council's policies are consistent with sustainable development principles, making them more efficient and suitable
- Increase the exchange between local Madrid experiences and those of other places in the world when fostering sustainable development policies in the relevant government departments
- Promote the adoption of mechanisms for multilevel coordination with other local governments and with regional and national governments, with a view to achieving the goals set in international agendas

DURATION

The project began in 2019 and will end in 2030.

THE PROJECT IN NUMBERS

The total 2021 budget is 1,390,000 euros. The expenditure forecast for 2022 is 1,350,000 euros.

ADDITIONAL INFORMATION

Madrid Internacional >>

dgcocg@madrid.es

European Fundraising Programme



DESCRIPTION

The city of Madrid's Recovery, Transformation and Resilience Plan, published in May 2021, includes 105 actions that Madrid City Council aims to carry out under various European funding frameworks, in line with national and European green and digital transformation priorities.

Investments will be made in key urban action areas such as mobility, renewable and distributed power generation, digital transformation of municipal services and companies, increasing green spaces and improving their conservation and ecological connectivity, and regenerating neighbourhoods and homes, in addition to restoring territorial balance and fostering social cohesion, childcare and gender equality.

Maximising the receipt of all of these European funds and making proper use of them for projects that will transform Madrid requires vigorous exercise of competencies relating to management of Community funds but also management of budgets and staff, in addition to competencies relating to coordinating and driving action by the various government departments involved.

To this end, a decision was made to create a framework of governance co-managed by the three units with the relevant competences (the Delegated Area for Internationalisation and Cooperation, the Government Department of Finance and Personnel and the General Coordination Unit of the Mayor's Office), based on a Strategy and Coordination Committee which was tasked with drafting a Recovery, Transformation and Resilience Plan for the City of Madrid similar to the National Recovery, Transformation and Resilience Plan.

In addition, in 2021 Madrid City Council created a Sub-Directorate General for European Funds, attached to the Delegated Area for Internationalisation and Cooperation. This Sub-Directorate is responsible for dealing with, coordinating and monitoring municipal policies relating to European funds; for planning and overseeing EU funding used in the city of Madrid, without prejudice to the competences of other government bodies in this area; and for implementing the Recovery, Transformation and Resilience Plan, without prejudice to the management and coordination responsibilities of the Strategy and Coordination Committee.

BACKGROUND

The COVID-19 crisis has caused drastic economic loss and had a strong social impact, hitting cities particularly hard.

To soften the blow, the European Union agreed a Recovery Plan called Next Generation EU with a budget of 750 billion euros which is intended to make it easier for Member States to begin their exits from the crisis and to lay the foundations for a modern, more sustainable Europe. Specifically, the Recovery and Resilience Facility is the instrument of the Next Generation EU Recovery Plan that will allocate financial aid to help strengthen the recovery and prevent structural impacts on the productive fabric.

The facility is implemented via National Plans in each EU Member State which must foster investment and the demand for goods and services in the domestic market, in addition to speeding up the green and digital transitions and seeking to ensure social cohesion. Spain's National Recovery, Transformation and Resilience Plan, approved in April 2021, establishes the guidelines for the first phase of mobilising the almost 70 billion euros in transfers from the Recovery and Resilience Facility that have been allocated to the country.

It should be noted that Next Generation EU is an additional funding instrument that supplements the European Union's long-term budget for 2021 to 2027, which is 1.074 trillion euros.

OBJECTIVES

- Implement the city of Madrid's Recovery, Transformation and Resilience Plan
- Foster the funding of transformative projects that speed up the green and digital transitions
- Expand sources of funding for the design and implementation of new city projects
- Increase Madrid City Council's participation in projects backed by European funds which require partnership between various public authorities as well as public-private initiative
- Facilitate implementation of city projects requiring simultaneous participation by different municipal bodies (government departments, district councils and municipally owned corporations)

DURATION

The project is intended to be long-term, linked to the existence of European funding facilities.

THE PROJECT IN NUMBERS

The annual budget for a new organisational structure dedicated to raising European funds is 590,000 euros.

ADDITIONAL INFORMATION

Madrid Internacional >>

dgcocg@madrid.es

Employability of Young Women in Lima and Bogotá



DESCRIPTION

The COVID-19 crisis has had an enormous impact on employment and on job quality (informal jobs, jobs without any associated rights, etc.). Young women have found themselves particularly vulnerable, especially in Latin America.

The various pandemic exit strategies being implemented on a global level must not result in exclusion of these people from the job market or of rights associated with employment. In this regard, lessons learnt in Spain and Madrid may be useful to other regions. These lessons can be transmitted via the International Labour Organization, the UN agency responsible for promoting decent work and labour rights around the world. The project will be developed by this organisation, which has a presence in the target cities.

The aim is to create opportunities for financial empowerment of young, vulnerable women, some of whom have been victims of violence, and to strengthen their employability by developing initiatives aimed at integrating them into the job market or enabling them to achieve self-employment in a range of areas in line with their qualifications.

Similarly, an international cooperation network supported and spearheaded by Madrid City Council is being launched to foster the development of opportunities to integrate young women into the labour market.

OBJECTIVES

Meet the need to create opportunities for self-employment and income generation among young women aged 14 to 28 who live in the Lima Metropolitan Area and Bogotá

- Integrate the ITO's focus on social protection and tripartite social dialogue at all levels, focusing in

particular on strengthening policies and on the inclusion of women in the job market, as well as in the agenda of tripartite social dialogue between

- employers' associations, workers and the government
- Generate new income via new businesses for young, vulnerable women by means of:
- Fostering a financial culture and access to micro-loans -- Fostering businesses with access to seed funding
- Training and virtual technical support using the Gender and Entrepreneurship Together (GET Ahead) method
- Providing seed funding and support during purchases
- Promoting health and safety at work
- Formalization and/or commercial promotion in local markets
- Strengthening the employability of young, vulnerable women
- Creating an international cooperation network to promote the development of job market integration opportunities

DURATION

The project is scheduled to end in 2022, although it will be continued through subsequent projects with similar objectives until the network has been strengthened.

THE PROJECT IN NUMBERS

The total budget for 2021, provided for under Madrid City Council's "International Relations" programme, is 260,000 euros.

ADDITIONAL INFORMATION

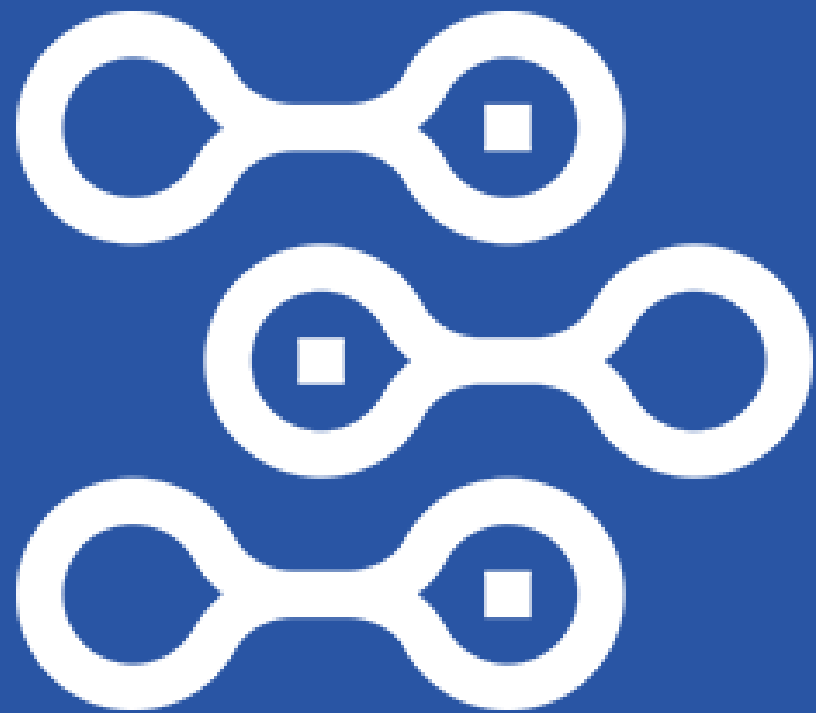
Madrid Internacional >>

dgcocg@madrid.es

Office of the International Labour Organization in Spain: madrid@ilo.org

International Action





Trade and Consumer Affairs

Trade and
Consumer Affairs



Madrid has it all



DESCRIPTION

Madrid Has It All, an ambitious project to support Madrid's commercial, hotel, hospitality and services sector, aimed at obtaining two main objectives. Firstly, the promotion and advertising of these sectors around the city and secondly, the digitalisation of all of the establishments that want to join the programme, totally free of charge.

The flagship of this initiative is the web www.todoestaenmadrid.com and its app available for iOS and Android. A geo-referenced digital guide to all the city's shops, hotels, restaurants and services, making it a great digital showcase of the city and a listing of all the establishments that wish to register filling in this simple form. Both, the web and the app are available in Spanish, English, French, German and Italian.

A file is generated for each member establishment with its image, description, website, social networks and location map.

Also:

- If the establishment has a booking engine, it can be integrated directly into the file, ensuring a higher online booking conversion rate. (You can see an example here)
- If the establishment has an online shop, it links directly to it. For example
- There is the possibility of directly linking the e_commerce portal of each establishment, by means of an iframe provided by the establishment, to its page in todoestaenmadrid.com.

At this moment there are 9,000 subscribed establishments that are directly benefiting from the powerful communication campaigns which Madrid City Council is carrying out.

In addition, thanks to the installation of a permanent QR code on more than 4,500 EMT bus shelters, Madrid City Council has been the first to convert them into "Directories of the City's Commercial, Hotel and Service Offer". Therefore, anyone who wishes to can look up all the commercial, hotel, and service offers located

around the point where they are, the moment they get off the bus.

Furthermore, thanks to this application, commercial signage has begun to be introduced into the city's permanent road signs, a milestone that can already be seen in the Salesas and Costa Fleming shopping areas, in Chamartín, and which will soon be extended to the whole city.

On the other hand, through this guide, you can prepare shopping, gastronomic and leisure routes (like for example "the route of centenary commerce" which can be seen in this link which notably enhance the development of campaigns by district, themes etc.

These routes can be permanent or temporary, and can highlight any aspects of interest, which greatly facilitates the entry of collaborators and sponsors. The website is ready to be published in English as soon as translation is available. The programme also includes the management of social networks.

GOALS

- Provide visibility to all of the commercial, hotel, hospitality and services sector
- Enable the digitalisation of all the establishments in the city
- Promote commercial areas and sectors
- Promote shopping tourism
- Provide information to citizens
- Implement the project in other cities through the "TODO ESTÁ EN TU CIUDAD" "EVERYTHING IS IN YOUR CITY" brand.

DURATION

Permanent and indefinite

PROJECT DATA

Since the project started in may 2021:

- More than 9,000 establishments have signed up
- More than 2,5 million of pages visited
- More than 270,000 unique users
- All of the sectors
- All of the districts

MORE INFORMATION

dgcomercio@madrid.es

Web page >>

Financial Education of Consumers



DESCRIPTION

Past experience from enquiries and information requests made by consumers to consumer organisations, as well as experience from past initiatives such as the Household Economy Management Advice Programme, highlight the need to improve and expand citizens' knowledge of the key concepts and basic aspects of managing their savings, loans and other bank services, as well as taking out insurance policies or pension plans and topics involving the return on their investments and the associated risks.

The aim is to foster informed consumption of these goods and services and minimise negative effects resulting from a lack of understanding of certain products, to prevent excess debt and foster respect for the rights of consumers who procure these sorts of services.

Acquisition of these kinds of skills should begin at an early age, which is why one of the main target audiences should be students, so that in lower and upper secondary education they can develop enough knowledge to enable them to easily balance and manage their finances in the near future.

Furthermore, the rise of services such as online banking is creating a generational gap, with many elderly people feeling helpless in the face of the gradual disappearance of physical bank branches and offices.

They find it more difficult to gain access to information which is now provided mainly online rather than via the personal assistance they are used to.

In view of the situation that has arisen and due to the vulnerability of this group, it should be the focus of special attention, along with other groups that have limited financial means or are at risk of social exclusion, such as female immigrants.

To this end, Madrid City Council, working through the Municipal Institute for Consumer Affairs (IMC), designed a Financial Education Action Plan in 2020 to be rolled out over the next few years, which will disseminate general information aimed at all consumers but with a particular emphasis on the groups described above.

Traditional personal assistance will continue to be offered through the Municipal Consumer Information Office (OMIC), but will be extended in this case to all consumers who wish to further their financial

knowledge, by means of a number of general outreach activities. Of particular note among these activities are:

Production of over 75 micro-videos providing information on various topics related to banking, insurance and finances which are to be circulated online, over social media and at different events, fostering partnership with experts in the relevant fields and consumer organisations and other specialised bodies

Inclusion of banking and insurance topics in annual consumer education programmes and, specifically, in school workshops and lectures at adult education centres

Holding educational talks and other outreach and skill-building activities on the subject of online banking in municipal seniors' centres, in partnership with the Directorate-General for the Elderly and social care services

Creation of other outreach materials, posters, news bulletins, etc. and online resources relating to financial education

OBJECTIVES

- Improve consumers' financial education to foster knowledge of the subject's key concepts and of their rights as consumers
- Educate consumers in order to optimise management of their personal or household finances, with a special emphasis on vulnerable groups

DURATION

The programme has a planned duration of 4 years, with the first steps carried out in 2020, namely the definition of contents and actions, selection of the target audience and dissemination models. It is expected to run until 2023.

THE PROJECT IN NUMBERS

The estimated budget for the programme is 100,000 euros over 4 years.

ADDITIONAL INFORMATION

dg.imconsumo@madrid.es

Madrid: Fairtrade Town



DESCRIPTION

Fair trade is a model of production and trade based on dialogue, transparency and respect, which seeks to maximise equity in international trade. It contributes to sustainable development by offering better trade conditions and guaranteeing the rights of disadvantaged producers and workers, especially in the developing world.

Fair trade has a direct bearing on the UN's Sustainable Development Goals, particularly on Goal 12: "Responsible Production and Consumption".

On 26 October 2011, in connection with the International Fair-Trade Towns Campaign, Madrid City Council welcomed Madrid's accreditation as a "Fairtrade Town".

For the purpose of obtaining and maintaining this accreditation, a collegial body called the Municipal Fair-Trade Forum was set up, with representatives from the city government as well as social and economic stakeholders. Its coordination, advice and participation enable the synergistic approach required to create sectoral policies that foster fair trade, which are given concrete expression in two-year work programmes.

Working through the Municipal Institute for Consumer Affairs (IMC), in the course of implementing successive work programmes over the years approved by the Municipal Fair Trade Forum, Madrid City Council has taken myriad actions based on three strategic pillars: raising awareness and understanding; fostering the consumption of fair trade products; and monitoring and evaluation, which can be summarised as follows:

- Campaigns to disseminate fair trade values by means of street furniture and other media (at least two per year)
- Inclusion of ethical fair-trade clauses in public procurement by Madrid City Council
- Organisation of fair-trade events in public streets or other spaces to help raise citizen awareness, and celebration of World Fair Trade Day each year with an attempt to make it part of the San Isidro festivities
- Inclusion and involvement of fair trade in various events organised by other municipal government departments

- Holding seminars and conferences at the local and international level. Madrid was responsible for organising the 12th International Fair Trade Town Conference featuring the participation of experts and representatives from over 40 countries, with a strong presence of producers from Latin America and representatives from the most important international fair trade organisations, the Fair Trade Advocacy Office in Brussels and the United Nations Conference on Trade and Development.
- Inclusion of workshops and educational sessions on fair trade in annual training programmes related to consumption, and in training for municipal employees
- Creation of specific fair-trade outreach material and inclusion of a special briefing on the corporate website with a list of establishments where fair trade products can be acquired or consumed
- Establishment of tools for collaboration with fair trade organisations that operate in the city of Madrid, for the purpose of conducting joint outreach actions
- Inclusion of fair trade in the Government Operational Programme and municipal strategies, including, with respect to the present, the SDG Localisation Strategy and the Food Strategy
- Collaboration with other cities and national organisations to spread fair trade values and raise awareness of actions taken in Madrid

Joint participation, with Europe's most advanced cities in the area of fair trade, in the Network of EU Cities for Fair and Ethical Trade, of which Madrid has been a member since 2018, after it took second prize at the first edition of the EU Cities for Fair and Ethical Trade Award.

This award, which recognises cities' fair-trade actions, is funded by the EC's Directorate-General for Trade and is given out by Global Partnerships. Its recognition of Madrid reflects our city's inclusive vision of fair trade and acknowledges the work carried out over the years by Madrid City Council and its large network of partner cities in Latin America.

Ongoing efforts to follow-up on and assess the actions of the two-year work programmes and to calculate and evaluate the indicators set by the International Campaign in Spain, to determine the progress made by the city in disseminating and implementing fair trade

OBJECTIVES

The objectives of the municipal fair-trade strategy are:

- Provide information about fair trade and raise awareness of it among Madrid's citizens, companies and social organisations
- Facilitate access to and increase the range of fair trade products in shops, hospitality establishments and companies in Madrid, as well as in educational centres and other public and private cultural facilities
- Incorporate fair trade and responsible consumption in the municipal government, as part of the regulations governing public procurement and assets
- Maintain Madrid's status as a Fairtrade Town and meet new challenges

DURATION

The municipal Fair-Trade Strategy is given concrete form in work programmes, which generally have a duration of two years. Madrid has been part of the International Fair-Trade Towns Campaign for the past 10 years, and it strives to maintain its status through ongoing actions planned each year to promote this sort of trade.

INVESTMENT

During the current term in office, the following investments have been made. 2019: €11,536; 2020: €27,468; 2020: €33,020. In the past two years, investment has been limited given that the pandemic has made it impossible to hold events. The investment planned for 2022 is 60,000 euros.

ADDITIONAL INFORMATION

Madrid Fair Trade website >>
dg.imconsumo@madrid.es

Trade and
Consumer Affairs





Culture, Sports and Tourism

Culture, Sports and Tourism



Mira Madrid App



DESCRIPTION

Madrid City Council's digital library, Memoriademadrid, has a large collection of digitalised holdings from municipal institutions such as the City Archive, the Historical Library, the Music Library, the Periodicals Archive and the History Museum, among others. In addition to allowing them to be preserved, digitalising documents enables increased circulation, not only among researchers but also the general public.

Miramadrid is an app designed to make this documentary heritage accessible to citizens in a way that's simple, fun, and fosters knowledge of the city's history and evolution.

The application was developed for mobile devices with Android and iOS operating systems and offers various itineraries of a historical and cultural nature which allow users to discover Madrid through a range of documents, in particular photographs but also maps, press clippings, etc. All of them are georeferenced, which means the mobile device can connect to tools like Google Maps to guide app users to the relevant physical points described, where they can stop and then find out what they were like in the past. It's also possible, of course, to do a virtual tour without moving around physically.

The app connects to the digital library's management system, which makes it easy to create new itineraries on a regular basis. At the request of various institutions or for specific dates or projects, this has allowed us to showcase aspects of Madrid's documentary heritage that are specifically applicable to those institutions, dates or projects, for instance the walks through *El Retiro* Park suggested in connection with the area's UNESCO World Heritage nomination.

Itineraries currently available include: la Gran Vía; Paseo del Prado; Plaza Mayor; and 100 Years of Madrid Río, a Global Benchmark.

OBJECTIVES

- Use documentary sources held by the City Council to raise awareness of the history of the city of Madrid and how it has transformed over time-

- Provide easy, attractive access to the holdings of the MemoriadeMadrid digital library
- Showcase the digitalised bibliographic and documentary holdings of Madrid's municipal archives, libraries and museums

DURATION

Indefinite

INVESTMENT

The Miramadrid app only had an initial cost of 19,310.58 euros in 2016, including VAT.

ADDITIONAL INFORMATION

Website of the MemoriadeMadrid digital library >>
 bdigitalmemoria@madrid.es

Miramadrid in app stores:

For Android devices >>

For Apple devices >>

Civic and Social Council



DESCRIPTION

Since 25 July 2021, "Paseo del Prado and Buen Retiro, Landscape of Arts and Sciences", or the "Landscape of Light", as we usually refer to it, has been a World Heritage Site.

Classed as a Cultural Landscape, the area was deemed to meet UNESCO's primary criterion: to be a site of "outstanding universal value". For UNESCO, the fact that the site depends on the involvement and collaboration of local stakeholders is of utmost importance.

With the aim of giving a voice to all of the institutions, associations, organisations, collectives, groups and people with a connection to this urban cultural landscape, in a plenary session on 24 July 2018 Madrid City Council approved the creation of a Civic and Social Council as a management tool to advance the—at the time—UNESCO World Heritage nomination of the site "Paseo del Prado and Buen Retiro. Landscape of Arts and Sciences".

The management system that was devised to handle the nomination consists of an Advisory Board, an Executive Commission with members from various

governments, and the aforementioned Civic and Social Council.

This Council is firmly committed to participative processes. Its primary functions include listening to all participants with the aim of pooling ideas, projects and initiatives that advance the Landscape of Light. It also puts forward, to governments responsible for the site's management, proposals for plans and actions such as coordinating and supporting the activities of other institutions, organisations and private individuals connected to the site.

The Council's initial constituent plenary session was held on 23 October 2018 in the Events Hall of the Mayor's Office of Madrid City Council, and was presided over by the mayor, the head of Madrid's regional government and the Minister of Culture and Sport, along with senior representatives from institutions and bodies linked to the Landscape of Light.

The success of this constituent plenary session and the numerous meetings held since then, as well as the consensus between all of the stakeholders connected to "Paseo del Prado and Buen Retiro, Landscape of Arts and Sciences", attest to the degree of interest shared by all parties involved in a project whose scope is not just citywide, but national.

Over twenty meetings have been held since October 2018, all of which have been highly successful in terms of both participation and content. When evaluating our site, UNESCO viewed this Civic and Social Council as a valuable asset, which illustrates why it is vital to foster and improve the independence of such bodies.

OBJECTIVES

The Civic and Social Council, one of the three bodies in the Management System, aims to give a voice to all stakeholders in this World Heritage cultural landscape.

- Ensuring conservation and improvement of the Landscape of Light
- Striving for the well-being of all stakeholders, especially local communities
- Achieving the participation of representatives from the highest institutional level
- Giving a voice and quality of life to all stakeholders with an interest in civic life at the site
- Holding regular meetings either in plenary sessions or focus groups

DURATION

Indefinite

ADDITIONAL INFORMATION

Landscape of Light >>
patrimoniomundial@madrid.es

The Landscape of Light:
A UNESCO World Heritage Site



DESCRIPTION

Madrid now boasts an area inscribed in UNESCO's list of World Heritage Sites under the name "Paseo del Prado and Buen Retiro: A Landscape of Arts and Sciences".

The Landscape of Light, a shorter name used to designate the site, is a cultural landscape that evolved out of a number of successive transformations that aimed to bring culture and nature together in an urban environment. Paseo del Prado is a site of great significance in the city of Madrid.

It stands as a testimony to the land-use planning and transformation process that began in the 16th century as well as the Enlightened despotism characteristic of the 18th century which introduced various changes to the townscape.

Upon moving the capital to Madrid, King Philip II set about making improvements to its *prados* (meadows), which were a popular walking spot for citizens.

Over the following centuries, the area became the institutional entrance to the city and an important change began to occur as houses belonging to the nobility and Buen Retiro Palace itself, a hub of Spanish Golden Age culture, appeared in the area.

It remained popular even after the remodelling works carried out in the 18th century by Charles III, who gave the promenade a design suitable for the addition of scientific institutions with the aim of making them more accessible to the people. In later centuries, the entire area became a representative site that was a favourite among citizens for leisure and recreational pursuits.

The present-day result is a space that's unique among European capitals and was, in a sense, born of the people. It also embodied, over the years, a process of democratisation of royal properties with the aim of bringing nature, science, culture and recreation within reach of Madrid's citizens.

The site inspired replicas in over 50 Latin American locations, demonstrating a physical influence in addition

to that which the Spanish language is recognised as having had.

Based on these arguments, and with the support of the City Council, the regional government of Madrid and the Ministry of Culture, Madrid's nomination was submitted in Paris on 2 February 2019.

This marked the start of an evaluation process that lasted until 25 July of this year, when UNESCO's Committee decided to inscribe the area in its list of World Heritage Sites

OBJECTIVES

- Preserve and improve upon all of the valuable features of the Landscape of Light for the enjoyment of citizens and visitors
- Share, foster and disseminate its features through activities and publications that help make the Landscape of Light a draw for visitors who can enjoy the site, with a particular focus on the welfare of the communities that live and work in the area

DURATION

Indefinite

ADDITIONAL INFORMATION

Landscape of Light >>

patrimoniomundial@madrid.es



DESCRIPTION

Luz Madrid, part of the prestigious network of Festivals of Light held in major cities all over the world, is a one-of-a-kind, large-scale urban experience that combines art and the cityscape, architecture and urban development, heritage and spectacle in over 20 works by renowned national and international artists. Open to the public and free of charge, the festival is held in emblematic, surprising places in the city centre and also extends to a guest district.

It's an International Festival of Light featuring artistic works that turn the nights into dazzling celebrations of art and creativity. Light is the common thread of all of the creations, which explore forms of expression and meanings for the public space. Video, installation art,

artificial intelligence, movement, mapping and technology are some of the media used.

The festival is held over two or three days in the autumn, when the nights are longer, from 8pm to 12 midnight. It doesn't have a set location. Rather, immersive areas or places are set up, encouraging pedestrian mobility among citizens.

OBJECTIVES

Create a unique, large-scale urban experience that explores new forms of expression and meanings for the public space, striking up different forms of exchange between the city and its residents and visitors

Change the way we traditionally view and contemplate the cityscape and the city's heritage, showcasing their value - With the aim of creating synergies and opportunities for exchanges and co-productions, Madrid has joined Lighting Urban Community International (LUCI), an international network that's closely tied to the EU's most important festivals, including those of Lyon, Frankfurt, Brussels, Lisbon, Tallinn, Eindhoven and Turin, as well as to lighting associations

Have multidisciplinary artists at each edition (theatre and music lighting designers, architects, visual artists, artisans, video art studios, projection mappers, etc.) who are tasked with creating a new, unique, individual piece for a specific site in the city

Total transformation of the chosen sites in a manner which, in some cases, is utterly spectacular is perhaps one of the festival's greatest strengths - Raise awareness of the festival and extend it to include public-private partnership with other institutions and organisations

Strengthen Madrid's image as a competitive city destination for cultural tourism

DURATION

The Madrid International Festival of Light is intended to be a fixture that takes place every two years.

THE PROJECT IN NUMBERS

The estimated budget for LuzMadrid is €2,000,000 per edition, with the aim of funding 50% of the budget through partnerships.

ADDITIONAL INFORMATION

Luzmadridfestival >>

paisajebano@madrid.es

Essential Art Walk App



DESCRIPTION

This mobile device application takes users on a tour through the history of world painting. It shows 24 masterpieces found on Madrid's Paseo del Arte (Art Walk), eight in each of the three major art galleries in the Spanish capital: the Prado Museum, the Thyssen-Bornemisza Museum and the Reina Sofía Museum.

The app is free and includes an audio guide that offers users a tour of the museums' most important holdings, led by a voice that provides key information on the selected works.

This service is available on the application in nine different languages and is compatible with Apple iOS and Android. So far, it has been downloaded by 24,000 people.

OBJECTIVES

The application is intended to facilitate access to culture for all of Madrid's visitors and residents. It also aims to encourage visits to the city's three main museums and to showcase their permanent collections, in addition to promoting purchases of the Art Walk Pass.

The app gives a distinct identity to one of the city's main tourist areas, the best-known example of the rich cultural heritage found in Madrid.

INVESTMENT

This project required an investment of 17,900 euros.

ADDITIONAL INFORMATION

eventos@esmadrid.com

[Paseo del Arte \(Art Walk\) >>](#)

[Essential Art Walk App \(Paseo del Arte Imprescindible\) >>](#)

[Biblioteca Digital memoriademadrid Website >>](#)

Gastrofestival



DESCRIPTION

Gastrofestival is an annual event that showcases gastronomy with an innovative, participative programme featuring a wide variety of gastro experiences that explore the relationship between culinary art and artistic disciplines like painting, literature, music, film, theatre, photography, design and fashion.

Restaurants, cooking schools, gourmet shops, clothing stores, art galleries and museums are just some of the over 450 establishments in Madrid that pay tribute to gastronomy with activities and offerings to suit all tastes and budgets. In 2020, these establishments sold more than 50,000 degustations during the festival. It's the perfect opportunity to discover the latest culinary trends in the Spanish capital through special set menus, tapas routes, workshops and tasting sessions.

The Madrid Destino Tourism Department manages the attraction of sponsors, coordinates the project, organises the gastro-cultural programme and handles communications relating to the general programme.

OBJECTIVES

This festival is intended to stimulate the city of Madrid's culinary and cultural offerings, making haute-cuisine gastronomy accessible to the general public during the off season. The festival fosters the city's economic development and helps attract tourists.

DURATION

Gastrofestival, which was held for the first time in 2010, takes place over 2 weeks in late January and early February.

INVESTMENT

This event is a prime example of how public-private partnership allows Madrid City Council to develop important projects that stimulate the city's economy and tourism.

ADDITIONAL INFORMATION

[Gastrofestival >>](#)

eventos@esmadrid.com

Madrid's Official Souvenir Shop



DESCRIPTION

At this shop in Plaza Mayor Tourist Information Centre, housed in the historic Casa de la Panadería building, you can purchase souvenirs from Madrid made by its artisans, whose work is grounded in the city's most deeply-rooted traditions.

Designed by architect Izaskun Chinchilla, the shop is a veritable showcase of Madrid's life and culture.

The layout of its display cases calls to mind the city's old corralas, traditional 17th century residential buildings, with their balconies full of flowers, as well as its corrales de comedias (open-air theatres). But it also has the air of a vibrant, buzzing market, with wooden stalls covered by colourful cloths. Make sure to get a good look at the ceiling, which is decorated with little pieces of methacrylate in different colours that are held on by porcelain hands, reminding us that the work of Madrid's designers and artisans depends on their mutual collaboration.

Products sold include handmade leather bags by Oficio Studio, jewellery by Andrés Gallardo, capes by Capas Seseña, silk handkerchiefs painted by Natalia Lumbresas, jute bags by The Atypical Project, books, travel guides, pens, traditional violet sweets, flat caps (known as pichi or parpusa caps), picnic hampers with everything you need to make a fantastic cup of hot chocolate, San Isidro whistles, fragrances and soap by the firm Álvarez Gómez, chocolate Meninas (the ladies-in-waiting from Velázquez's famous painting), typical preserved foods from Madrid and traditional wafers.

OBJECTIVES

Madrid's official souvenir shop aims to bring new experience-based, interpretive, inspiring meaning to the city of Madrid, giving visitors an idea of our city's historic, artistic and socio-cultural values, which are represented in the work of our artisans and creators and in Madrid-inspired products.

"Tienda de la Casa de la Panadería", the shop's official name, aspires to be a showcase for an inspiring, first-rate Madrid where craftsmanship and tradition exist side by side with the utterly modern, contemporary design of our city. It's a prime location to experience Madrid, admiring its distinctive architecture, its typical products and the latest trends among its creators and artisans.

INVESTMENT

117,000 euros has been invested in this project.

ADDITIONAL INFORMATION

Tienda oficial de Madrid >>

tienda@esmadrid.com

Madrid Save the Date



DESCRIPTION

Madrid Save the Date is a campaign that is conducted at the end of each year as the first campaign for the year to come. It highlights key events and developments set to take place in the city over the next year which are of interest to tourists: openings and renovations of major hotels, art exhibitions in Madrid's museums and cultural venues, the best musicals and theatre offerings, magic shows, flamenco performances, major music festivals and concerts, and exciting sports events.

Key figures involved in these events and developments take part in the presentation ceremony to showcase them and demonstrate the city of Madrid's innate ability to renew itself year after year with top-quality cultural offerings, tourism of the highest standard, leisure activities, shopping and gastronomy.

In addition to being shared via social and traditional media, information on cultural, sports and leisure developments set to take place in the coming year is provided on the web page esmadrid.com/save-the-date.

OBJECTIVES

This annual campaign showcases new spaces in the city and its calendar of events and activities, providing an instrument for inclusion and constant renewal of Madrid's offerings for the tourist sector.

INVESTMENT

45,000 euros has been invested in this project.

ADDITIONAL INFORMATION

Save the Date >>

eventos@esmadrid.com

PLUS - An Event Sustainability Management Tool



DESCRIPTION

PLUS is a digital technology managed by Madrid Convention Bureau that has various functions related to managing sustainability and legacy. The digital tool was created for organisers of congresses, conventions, meetings and events held in Madrid who are committed to achieving the Sustainable Development Goals set in the UN's 2030 Agenda.

*PLUS has various functions:

- Sustainability Reports: Using the data provided, PLUS generates reports based on 3 types of analysis: by SDG, by type of supplier and by sustainability measures.
- CO2 Calculator: After your event is over, you can do even more. You can calculate its carbon footprint and, in the near future, you'll be able to see ways to offset it in Madrid.
- Legacy Lab: PLUS presents a number of options for ensuring an event or meeting will have a positive impact on Madrid, in partnership with the city's main stakeholders: NGOs, foundations, associations, etc.
- ECO Resources: PLUS has a database of sustainable goods and services from Madrid-based suppliers and establishments.

OBJECTIVES

With this platform, MCB aims to offer event organisers a tool for comprehensive management of the legacy and sustainability of events and meetings held in Madrid.

INVESTMENT

€15,000 has been invested in PLUS (the contract awarded is classed as "minor" under Spanish procurement law).

ADDITIONAL INFORMATION

Madrid Convention Bureau >>
info.mcb@esmadrid.com

360° Virtual Assistance



DESCRIPTION

360° Virtual Assistance is a project that gives users access to an optimised presentation both virtually (via online appointments and video calls) and in-person (when used as a tool by information agents) which employs 360° image technology to showcase the city of Madrid's heritage resources, museums and other unique sites.

Madrid's incredible artistic heritage, its iconic green spaces and historic parks, its first-rate shopping areas and its magnificent places of worship will now be closer than ever for visitors, which will make it easier than ever to organise their visit. Showcasing our extraordinary offerings using this advanced technology raises our city's tourist information services to new heights in terms of interaction with other tourism industry stakeholders.

If "a picture paints a thousand words", you might say that multiple 360° images —along with assistance from tourist information agents who will act as salespeople that promote our city's attractions— will paint thousands more words than any written text can do. This technology allows our heritage to be presented in a fresh, vivid, attractive format. Moreover, tourist information agents will advise users on logistical details so that they can plan their real visits to suit their travel plans.

OBJECTIVES

The current pandemic is an opportunity to drive the digital transformation of companies and organisations. This transformation process will undoubtedly make the tourism industry more competitive. In this push for digitalisation, one of the strategic objectives of Madrid City Council's Tourism Department is to showcase, for residents and visitors alike, the city's historical and heritage resources —as well as unique attractions of tourist interest— in a way that heightens their appeal and provides users with all the information they need to turn their enquiries into real visits to the relevant attraction or site. This initiative aims to foster recovery of the tourism that is so vital to the city's economy.

INVESTMENT

15,000 euros has been invested in this project.

ADDITIONAL INFORMATION

360° Virtual Assistance >>
turismo@esmadrid.com



Social Rights

Social Rights



Casa Grande: Childrearing Support



DESCRIPTION

Casa Grande is a network of facilities run by Madrid City Council which are open to children up to 4 years old who live in the city of Madrid. They provide a welcoming space for mothers, fathers and others who take care of these children, where families are invited to play freely, discover, experiment, create, learn and interact with each other.

In addition to working to foster interaction and relationship-building, the Casa Grande team of professionals is open to questions about everyday concerns relating to childrearing and childcare. Children must be accompanied on site at all times by at least one responsible adult.

This project was launched to satisfy the need for a recreational space that encourages interaction between families with children who live in the city of Madrid. It began to operate on 1 May 2018, with four Casa Grande facilities located in the districts of Carabanchel, Ciudad Lineal, Tetuán and Villa de Vallecas. It is aimed at families who reside in the city of Madrid and admission is free until full capacity is reached.

OBJECTIVES

- Provide a space for recreational interaction between parents, their children and other families which also helps ease mothers' and fathers' worries and fosters their ability to manage and understand their children's needs
- Enable reflection on childrearing experiences and family fun through play
- Foster relationships and attachments that promote the development of confident children

DURATION

The project was launched in 2018 as a pilot scheme in 4 districts and is open to all residents of the city of Madrid. It is scheduled to run for two years, with a possible extension for another two. It is open every day of the week except Monday.

THE PROJECT IN NUMBERS

In 2020, the facilities welcomed 3,221 children from 2,858 different families.

ADDITIONAL INFORMATION

web >>
 dgfie@madrid.es

"Enredaderos": Hangouts



DESCRIPTION

The various leisure centres managed by adolescents, called "Enredaderos" (Hangouts), are places where young people aged 12 to 17 in the city of Madrid can engage in cultural and recreational activities that foster their development and social skills and facilitate relationships between peers. The Enredaderos are also forums where young people can discuss topics that affect them, which gives them an opportunity to engage and to build self-management skills.

The project was launched in 2016 as a pilot scheme in the Retiro district, based on a proposal made during the 4th Children's Plenary Session of Madrid City Council, held on 20 November 2015. The scheme's popularity led to its expansion in 2017 with the launch of four new centres in the districts of Centro, Villaverde, Fuencarral el Pardo and Moratalaz, and in 2019 another was opened in the district of Puente de Vallecas. There are currently 6 centres operating in the city.

The scheme is managed under a partnership agreement between Madrid City Council and the INJUCAM Child and Youth Advocacy Federation. During the confinement, in-person activities were replaced with virtual ones on social media, YouTube and Instagram.

In 2020, the health crisis spurred the Enredadero project to successfully reinvent itself and develop innovative processes that have increased its soundness and quality. New technology and social media have been integrated into the facilities in a way that goes beyond mere communication purposes.

OBJECTIVES

Since its launch, the scheme has been an alternative that's an integral part of teenagers' free time, which encourages its stability and favourable evolution. Key objectives include:

Support young people's right to take part in public life and to enjoy their free time in ways of their own choosing

Centre users are given the opportunity to develop healthy habits, creative, enterprising personalities, and a willingness to propose new ideas

THE PROJECT IN NUMBERS

Participants in the scheme have increased over the years since its launch. 467 girls and boys took part in 2016, while in 2017 the number rose to 1,628 and in 2020 the Network of Self-Managed Leisure Spaces had 35,224 participants, 1,951 of whom attended in person and 33,273 of whom took part virtually. In 2020, due to the situation resulting from the Covid-19 pandemic, most participants attended the centre virtually (94.5%).

DURATION

Indefinite

INVESTMENT

The municipal budgetary allocation for 2021 was 485,000 euros.

ADDITIONAL INFORMATION

"El Enredadero" Network of Self-Managed Leisure Centres for Adolescents >>

YouTube >>

Instagram

@enredaderocentro

@enredaderofuencarralelparde

@enredademoratalaz

@enredaderopuentedevallecas

@enredaderoretiro

@enredaderovillaverde

Children's Plenary Sessions



DESCRIPTION

The children's plenary sessions are meetings between young children and adolescents in the city of Madrid and its mayor.

The sessions are also attended by members of different municipal groups with representation in the City Council, allowing them to gather and perform effective follow-up on proposals made by Madrid's youngest citizens.

69 children or adolescents take part in each plenary session, where they learn to debate amongst themselves, defend their proposals and exercise their right to take part in city affairs. In the months prior to each plenary session, the boys and girls work on the proposals and ideas they will be presenting.

The proposals made are assessed by the relevant municipal political authorities and are sometimes implemented by municipal departments or districts.

The sessions thus give the proposers a chance to exercise their rights as full-fledged citizens and to feel like active participants in city affairs.

After each plenary session, all of the proposals put forward are sent to the departments and districts in charge of the relevant area so that they can integrate them into their policies or take steps to implement them directly.

In any event, the City Council makes annual reports to the "representatives of the city's children and adolescents", informing them of the status of their proposals.

OPERATION

The children's plenary sessions have a structure similar to that of the City Council's own plenary sessions.

They are attended by the various municipal political groups with representation in the Council and are presided over by the holder of the office of mayor or a councillor delegated by the mayor.

District sessions are presided over by the holder of the presidency of the relevant district. In terms of format, the children and adolescents taking part in the session sit in the councillors' chairs in the Plenary Hall and present their proposals for making Madrid a friendlier, more inclusive city for all of them.

From 2012 to 2015, the Children's Plenary Sessions were held on an annual basis.

From 2015 they have been held every six months, with one session taking place around 20 November, coinciding with the celebrations to mark World Children's Day as well as the city's celebration of Children's Rights Week, and another held in the first six months of the year.

To increase the effectiveness and smooth functioning of the sessions, the one in November is attended by

children aged 6 to 12 while the one in May is reserved for teenagers from 13 to 17.

In 2017, Madrid City Council launched a process to stimulate engagement among children and teenagers by setting up Child and Adolescent Participation Points throughout the city, with activities conducted in the school setting, social associations and informal groups. In these participatory spaces, children and adolescents get involved in an ongoing process.

Representatives from these Participation Points make up the Child and Adolescent Participation Commissions ("COPIA", as provided for under Law 18/1999 of 29 April, which governs advice on child and adolescent care in the Community of Madrid) for each of the city's 21 districts.

In November 2019, Madrid City Council also created the Madrid Child and Adolescent Participation Commission (COPIAM) made up of representatives from the Child and Adolescent Participation Commissions in each of Madrid's districts.

In addition to the city-level plenary sessions described above, the 3rd Local Child and Adolescent Care Plan (PLIAM 2016-2019) provided for plenary sessions to be held in each of the city's 21 districts.

This child and adolescent engagement structure gives legitimacy to the boys and girls who attend the plenary sessions, as they are there in representation of all those who have taken part over the year in the Child and Adolescent Participation Points set up in educational centres, social organisations and informal settings.

At both the district and city plenary sessions, participants put forward proposals, criticisms and suggestions to political authorities and highlight the commitments that they have made.

For their part, the relevant political authorities offer responses to proposals made in previous plenary sessions.

OBJECTIVES

- Foster civic participation among children, a right recognised in Article 12 of the UN Convention on the Rights of the Child
- Provide minors with an experience that familiarises them with their right to participate and be heard by political representatives, and teaches them to exercise this right

DURATION

Plenary sessions are held twice a year, with one session reserved for children (6 to 12 years) and another for teenagers (13-17 years).

Each session lasts two hours, although it should be borne in mind that before each plenary session there are three months of preparatory work during which participants at the Child and Adolescent Participation Points and the District Child and Adolescent Participation Commissions (COPIA) draw up the proposals that are to be presented at the relevant plenary session.

INVESTMENT

Although the Plenary Sessions themselves have no cost, it should be noted that there is a cost associated with the contract for "Participation for Democratic Coexistence of Children and Adolescents", which amounts to €705,241 per year.

Naturally, a portion of this goes towards preparatory work for the plenary sessions.

THE PROJECT IN NUMBERS

Each plenary session is attended by 69 participants from the city's 21 districts, although over 700 children take part in participatory processes to prepare for each session.

ADDITIONAL INFORMATION

Plenary Sessions for Children and Adolescents >>
dccainfancia@madrid.es

Municipal Nurseries



DESCRIPTION

The municipal nurseries run by Madrid City Council are specialised educational facilities that form their own municipal network. Aimed at children aged 0 to 3, they provide educational services and support for families. 71 nurseries are operating at present, and there are plans to add 3 more to the network.

These municipal centres are designed as spaces for socialisation that welcome family diversity and prioritise not the work-life balance but rather meeting the needs of minors and their families, safeguarding both of their rights to develop a solid, high-quality bond.

Access to the nurseries is facilitated by reducing or eliminating fees, which makes the new network a tool that redresses social inequalities and one of the best investments to ensure that participants can overcome the disadvantages with which minors from more vulnerable backgrounds enter the formal educational setting.

The new network impacts aspects related to educational quality during the early years of childhood: student-educator ratio, teacher training and experience, group size and educational programme.

The network fosters the attainment of Sub-Goal 4.2 of Goal 4 of the 2030 Sustainable Development Agenda adopted by the United Nations General Assembly: "... ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education".

OBJECTIVES

- Promote the individual development of each boy and girl
- Develop safe spaces that foster well-being and free, autonomous action
- Put in place the ideal educational duo: two highly-qualified educational professionals per classroom and lower student-teacher ratios
- Improve the wages of nursery staff
- Award nursery management contracts based on the educational projects and social and employment improvement proposals submitted rather than on lower costs
- Promote healthy, organic, sustainable diets
- Foster measures to give particular attention to diversity
- Better qualifications for educational staff
- Establish a minimum contract duration that allows the educational projects proposed to be fully developed in addition to encouraging the team's stability
- Make admission decisions for families by taking into account their individual circumstances and any specific difficulties they have looking after minors, without penalising those who are not working

DURATION

Indefinite

ADDITIONAL INFORMATION

Nurseries >>

dptoeducacioninfanti@madrid.es

Municipal Schools for the Arts



DESCRIPTION

- **Municipal Music and Dance Schools:** These schools offer an alternative continuing education route to the professional studies available at conservatories. In fact, the municipal music and dance schools don't issue academic accreditation with any official validity.
- This greater flexibility allows them to offer more instrument specializations (ranging from classic instruments to more modern ones) and include more contemporary repertoires and training in their programmes.
- Students thus have the opportunity to learn about and understand music and dance in a way that's more contemporary, open and personal.
- **Municipal School of Dramatic Art:** This unregulated school teaches theatre to children aged 6 and over, young people and adults. Classes are aimed at both those with a professional vocation and those who want to develop their creativity and artistic skills and receive further education that is enriching on a personal level.
- **Moncloa School of Ceramics:** This is an unregulated school whose programme is designed as an interdisciplinary process, with lessons geared towards the acquisition of artistic and technical know-how, awareness of the artistic process and design, and encouragement of a critical and experimental mindset.

OBJECTIVES

Municipal Music and Dance Schools:

- Contribute to comprehensive development of the individual through music and dance
- Foster group practice of music and dance, stimulating intergenerational dialogue and promoting cultural diversity.

- Help make neighbourhoods more dynamic through activities by groups in different local public services, turning them into learning communities connected to the local setting

Municipal School of Dramatic Art:

- Foster comprehensive development of people through the dramatic arts
- Train young people who want to become professional actors in addition to providing a high-quality educational and leisure activity for people of different ages
- Revitalise the school environment through activities in services of an educational, cultural, social or health nature, using dramatic art as a vehicle for participation and interaction with the local setting

Moncloa School of Ceramics:

- Knowledge acquisition: basic science, science applied to ceramics, technology, history of art, history of philosophy, etc.
- Acquisition of technical skills allowing ceramic pieces to be created based on current standards and trends
- Research and modernisation of ceramic processes
- Development of students' creative independence and their critical thinking about artistic creations and about their own work
- Social interaction, dissemination of the school's activities in different urban settings, thereby contributing to revitalising and showcasing them in addition to making the school's creations accessible to citizens.

DURATION

Indefinite duration

ADDITIONAL INFORMATION

ensenanzasartisticas@madrid.es

Municipal Schools for the Arts >>

Moncloa School of Ceramics >>

Municipal School of Dramatic Art >>

"La Quinta Cocina" Café-School



DESCRIPTION

"La Quinta Cocina" is a project with two aims: first, to train young people at risk of social exclusion aged 16 to 23 as assistant chefs and wait staff to foster their social and labour market inclusion; and second, to supervise management of the café service in Quinta de los Molinos stately home. Moreover, in a bid to promote sustainability, fair trade, seasonal and local ingredients have been included on its menu.

The services are provided in the stately home located in Finca Quinta de los Molinos (no. 20 Calle Juan Ignacio Luca de Tena) and are one of the pillars of Espacio Abierto Cultural Centre, which offers a programme of activities that are aimed at families.

6 courses are held per year, with a total of 120 places. The method employed is "hands-on learning", which facilitates the training and continued participation of young people who haven't found other training resources that suit them. The programme consists of 4 months of theoretical and practical education on site in Quinta de los Molinos and 2 months of work placement at partner restaurants.

This training is complemented by:

- Basic English instruction
- Microsoft Office applied to hospitality
- Spanish as a second language

The Café-School is managed by a multidisciplinary team with hospitality training and experience in intervention with socially disadvantaged adolescents and young people.

At the end of the training and work practice, an individual employability plan is drawn up with each student, aimed at achieving their social and labour market inclusion.

Training is free for participants and information and registration for courses can be requested directly on the school's premises.

OBJECTIVES

- Train young people at risk of social exclusion aged 16 to 23 as assistant chefs and wait staff, thereby fostering their social and labour market inclusion

- Draw up personalised roadmaps suited to the needs and interests of each individual and the requirements of their environment, fostering a career that puts the young person in question on a path to an independent life
- Promote autonomous decision-making and decision-implementation in young people
- Demonstrate responsible, positive workplace behaviour, instil an appreciation for actively participating in work groups, and help students find strategies for doing so
- Provide the café and restaurant service for Espacio Abierto Cultural Centre, located in the historic park Quinta de los Molinos, and include fair trade products on the menu

DURATION

Management of this project began in 2018 and is carried out indirectly via a contract awarded by public tender. Its duration is indefinite.

INVESTMENT

This project has an annual cost of €499,567.10

ADDITIONAL INFORMATION

quintacocina@madrid.es

Web: Madrid.es/infancia

Twitter >>

Instagram >>

Parental Intervention
Centre (CIP)



DESCRIPTION

The Parental Intervention Centre (CIP) is an interdisciplinary and specialised psychosocial intervention centre that works with families following the break-up of their family homes in situations where a medium or high level of conflict between the parents makes it extremely difficult for them to perform their parental duties.

The progressive increase in contentious divorces, the judicialization of family relations, conflict between parents, the tendency of these difficulties to become chronic and other negative situations associated with such circumstances have a very detrimental effect on

the appropriate development of minor children. In view of this, Madrid City Council launched the CIP to intervene with these families, taking into account their situations and needs and, first and foremost, the best interests of the children and teenagers affected by the situation.

The CIP has an interdisciplinary team of professionals (psychologists, social workers, parental coordinators, lawyers, administrative assistants) who are experts on family conflict and intervention with extensive experience and specialised training.

The CIP provides four specific services, which are described below. Its hours of operation are 10am to 8pm Tuesday to Friday and 10am to 7:30pm on Saturdays and Sundays.

OBJECTIVES

The CIP specialises in providing assistance in contentious divorces that make it hard for parents to perform their parental roles. It serves all residents of the city of Madrid's 21 districts and has the following objectives:

- Promote skills that enable parents to adequately perform their parental roles and share co-responsibility
- Provide counselling and supervise the way parents interact and cooperate and its effects on their children, and foster cooperation and joint decision-making by parents for the good of their minor children
- Manage family conflicts appropriately
- Foster suitable compliance with judicial requirements pertaining to family relationships (visitations, contact, exercise of parental authority, etc.)
- Encourage fulfilment of the fundamental right of minors to maintain a relationship with their family members following the break-up of the family home
- Counsel parents and their children to enable them to recognise potentially dysfunctional and/or aggressive behaviour with a view to detecting and controlling such behaviour and encouraging more suitable forms of emotional conflict resolution
- Support parents and other family members to enable them to maintain, in a normalised manner, relationships with minors with whom they aren't cohabiting, providing them with communication and behaviour guidelines which will be the basis of the cohabitational relationship

SERVICES

The centre provides four services, each of which has its own access route:

- **Parenting Coordination Service (SCP):** The Parenting Coordinator is an agent who handles high-conflict cases and is empowered by the relevant court. Duties include facilitating agreements and making joint decisions with parents, suggesting guidelines for specific actions and, when a consensus can't be reached, helping to resolve situations in the best interests of the minor(s) in question based on the terms of the relevant judicial sentence.

The Parenting Coordinator designs and formalises a Parenting Plan for the parents and oversees its implementation, in addition to keeping the court informed of the process that the family is following. Access to this service is only by referral from a pre-registered Court of First Instance in Madrid.
- **Family Meeting Point Service (SPEF):** A venue intended to offer a safe, suitable, professional, neutral space that facilitates meetings and supports children's right to interact with their parents and other family members with visitation rights. This service is only available upon referral from the legal system or minor protection services.
- **Specialised Psychosocial Counselling Service:** This service provides specialised psychosocial family intervention in situations involving the break-up of a couple's relationship and a medium level of conflict, supporting parents who display difficulties with adequately performing their parental roles due to break-up of the family home and the end of their relationship. Access to the service is by referral from courts, schools and educational centres, paediatricians, and other intervention services that deal with minors and families. It can also be accessed directly upon request by the parties in question.
- **Group Intervention Service for Prevention, Education and Practise of Positive Parenting for Broken Families (SIG):** This service aims to support families with broken homes by educating them to help them understand the processes they are going through and to continue to perform their parental duties in the best possible way, meeting their own needs and the specific needs of their children which have resulted from the break-up.

DURATION

The centre opened in September 2018. It is managed indirectly under a contract awarded by public tender and its duration is indefinite.

ADDITIONAL INFORMATION

Website CIP >>

dgfiej@madrid.es

Samur Social



DESCRIPTION

Samur Social is the service that meets social needs that arise in emergency situations.

OBJECTIVES

- Informing and providing guidance on what to do in situations of risk, or identifying situations of personal and collective risk
- Provide social intervention and emotional support for people experiencing social emergencies
- Ensure the provision of basic subsistence (food, housing, washing, etc.) to people experiencing unforeseen situations involving a lack of social protection

ORGANISATION AND CHARACTERISTICS

Samur Social is a Social Emergency Service in a society that's full of risk and social vulnerability, whose citizens can encounter unexpected situations in which a lack of social protection gives rise to social needs. SAMUR Social ensures the provision of social assistance 365 days a year, 24 hours a day.

DURATION

It began in 2004 and has become a fixture in the range of services offered by the City Council.

THE PROJECT IN NUMBERS

In 2020, SAMUR Social received a total of 77,646 calls and provided assistance to 16,171 people.

INVESTMENT

The service costs roughly 900,000 euros per month.

ADDITIONAL INFORMATION

Website Samur Social >>

samursocialpsh@madrid.es

City of Madrid Household Panel



DESCRIPTION

The City of Madrid Household Panel is a project launched by Madrid City Council via the Department of Families, Equality and Social Welfare with the aim of obtaining reliable, up-to-date information regarding socio-economic status, the needs of vulnerable members of the population and the use of public social services by Madrid's citizens.

The initiative is innovative in its sphere due to its combination of three key factors: its analysis is based on the household as a whole rather than on individuals; it takes a longitudinal perspective (it will monitor the same households over time); and its scope is district-wide as well as citywide, which will allow the data obtained to be presented in a georeferenced format.

The Household Panel operates through a phone survey of a sample of Madrid households large enough to provide representative data for each of the city's 21 districts (8,600 households).

The results will be published on the Transparency Portal and the Open Data Portal of Madrid City Council.

OBJECTIVES

- Obtain reliable, up-to-date information about the characteristics and composition of households in Madrid, identifying vulnerable population groups and a potential demand for services and benefits while also detecting any possible niches of unmet needs
- Follow up over the years to assess the evolution of households at social risk, which will offer an extremely valuable perspective for the purposes of studying the chronification of vulnerability and social mobility in the city
- Identify and analyse differences between households in Madrid according to district of residence, with a view to designing strategies to restore territorial balance in the city
- Pass all of this information on to municipal managers so it can be used as a tool for planning, follow-up and evaluation of plans, projects and services, allowing them to be adjusted each year
- Make all of this information available to other governments, universities and public and private organisations to foster and facilitate further studies on the city of Madrid's population

- Provide relevant information for the various observatories set up at the government department level, including, most notably, the observatories on Gender Violence, Homophobia, The Elderly, and Children and Young People
- Comply with the City Agreements (Acuerdos de la Villa) approved by the City Council in a plenary session on 7 July 2020

DURATION

This survey is expected to be annual, with the first one conducted in 2021.

ADDITIONAL INFORMATION

Website >>

dginnovacion@madrid.es

Municipal Information Offices: Counselling and Support for Social Integration of Immigrants



DESCRIPTION

Madrid City Council has set up two offices that aim to foster migrants' social integration and promote their participation in city life by providing social support with all matters arising in connection with their migration process.

This project provides comprehensive assistance and thus focuses on the following action areas:

- Information and counselling
- Spanish language classes with educational material compiled in-house and recognised by universities
- Training and employment (recognised internationally as 'good practice')
- Translation of texts and phone interpreting service available to users and employees of municipal social assistance services. A code is entered into the phone to access the desired language and simultaneous interpretation.
- Social support

OBJECTIVES

- Provide general information on substantive aspects of the Law on Foreign Nationals (Ley de Extranjería) and about social services and resources available in the city of Madrid

- Provide specific information and counselling on matters involving foreign nationals, housing, employment, training/education and other questions commonly asked by those who request information and assistance from the office
- Offer immigrants support by answering their questions
- Design and put together the content of information documents to be provided to citizens who visit the centres
- Facilitate communication between immigrants and locals by offering Spanish and literacy classes
- Offer immigrants job training and programmes aimed at facilitating their entry into the labour market
- Facilitate access to information by providing a text translation and phone interpreting service
- Provide information on available resources and procedures in the event of racist or discriminatory actions, to defend those who have experienced discrimination of a racist, xenophobic or other hate-related nature

DURATION

1 February 2019 to 31 December 2023. Ongoing project.

THE PROJECT IN NUMBERS

Cost of project: €1,306,355.30 (€703,537.81 North Office; €602,817.49 South Office)

ADDITIONAL INFORMATION

Website >>

dconvivencia@madrid.es

Temporary Alternative Accommodation



DESCRIPTION

This scheme offers temporary alternative accommodation in shared homes for families with children under 18 who are suffering social and residential exclusion following eviction from their usual place of residence. Adults without children seeking accommodation must be of legal age and younger than 65 years old, and the accommodation may be either in boarding houses or shared homes.

During their stay in temporary accommodation, intensive individual and group intervention is conducted with respect to professional, educational and social factors, aimed at recovering their housing independence.

Alternative accommodation for families is provided in homes (60), with over 480 places available in total. The homes are located all over the city of Madrid, near public transport and basic services.

Alternative accommodation for adults is provided under conditions of social integration and normalisation, with guaranteed daily availability of 166 places: 103 places in boarding houses and 63 places in 16 different homes.

OBJECTIVES

- Support the social intervention carried out by the various municipal services that assist victims of social and residential exclusion or those at risk of becoming victims
- Provide temporary, supervised, shared accommodation in homes or boarding houses
- Offer a social intervention scheme that tackles the following areas: home organisation, housing counselling and searches aimed at finding permanent housing solutions, job counselling and searches (where applicable, and by means of support from district schemes), personal development and neighbourly and community relations
- Create group spaces that facilitate contact with people in need of accommodation through professional mediation to foster potential access to shared housing and the creation of informal support networks
- Ensure access to social, health, housing and educational resources

DURATION

The new administrative service contracts that both support these benefits and entail direct benefits for citizens began on 1 October 2019 and have been extended until 30 September 2024.

INVESTMENT

2019: €753,690

2020: €3,804,821

2021: €4,549,527

ADDITIONAL INFORMATION

saer@madrid.es

Family Card



DESCRIPTION

The Family Card represented a challenge whose solution positions us on the leading edge of social aid provision to families in Madrid.

Via this mechanism, people who apply for aid are issued a bank card pre-loaded with a certain amount of money, which they can use to purchase food and hygiene products at any retail outlet.

OBJECTIVES

- Improve citizens' quality of life
- Avoid stigmatisation of people who request aid
- Reduce wait times for the concession of aid
- Harmonise the response in terms of providing food aid
- Reduce processing time for social services professionals through the creation of Financial Aid Evaluation and Processing Units (UVAT)

DURATION

The project began in 2020 and is permanent.

THE PROJECT IN NUMBERS

Initial budget: 10 million euros

Number of cards issued in 2021: 8,825

Number of beneficiaries: 29,868 people

New hires: 118 social workers and 41 administrative assistants

ADDITIONAL INFORMATION

Family Card >>

coordinacionasp@madrid.es

Caring for Carers



DESCRIPTION

Caring for Carers is a project that seeks to provide evaluation, consultancy and therapeutic and educational intervention services to lighten the burden of care and improve the quality of life of carers and those they care for, encouraging them to accept help and promoting self-care and socialisation. All of this is achieved by means of selective and indicated prevention measures, through phone calls, home visits and group sessions on a range of topics.

The programme is geared towards people of all ages who are the primary caregivers of elderly persons or of persons of any age, as well as towards elderly persons themselves. It directly benefits the carers and indirectly benefits those who require care due to functional or cognitive issues.

OBJECTIVES

- Provide psychological support and/or emotional reinforcement to overburdened carers, lightening their load and improving their quality of life
- Promote self-care among carers and increase their ability to request help and involve other people in the care
- Facilitate the acceptance of social resources that allow negative care-related situations to be reversed or mitigated
- Provide carers with tools that improve their ability to care for dependant persons
- Facilitate social integration to prevent potential loneliness in carers, working to eliminate or reduce its consequences
- Foster social relations and mutual aid among carers, preventing family isolation
- Evaluate the various actions taken, including the specific aspects of activities as well as their outcome and impact

DURATION

The administrative service agreement is scheduled to begin on 1 October 2021 and has a duration of 24 months.

INVESTMENT

Year 2021: 75,509.87 euros

Year 2022: 451,732.95 euros

Year 2023: 375,826.42 euros

ADDITIONAL INFORMATION

Caring for Carers >>
 pyevaluacionsm@madrid.es

“Madrid, Age-Friendly
 City” Action Plan



DESCRIPTION

Madrid, Age-Friendly City 2021-2023 is an action plan that's fully integrated into the municipal strategy and reflects its commitment to achieving an open, inclusive city that fosters personal development with full enjoyment of rights at all ages.

The overarching actions and specific measures set out in the 2021-2023 Plan are based on the eight aspects of the urban and social environment identified by the WHO as determinants of health and quality of life, and are divided into three broad strategic areas:

- Civic and Social Environment: A City for All Generations
- Prevention and Comprehensive Care: A City that Meets the Needs of its Older Residents
- Friendly Urban Environment: A City that Suits Everyone

The first area encompasses four of the eight aspects identified by the WHO as key factors in the active ageing process: Respect and Social Inclusion, Social Participation, Communication and Information, and Civic Participation and Employment.

It should be noted that the actions grouped under this area are to be carried out in the city of Madrid as a whole rather than spaces traditionally associated with the elderly. Although municipal day centres remain a meeting place for many of the city's older residents, the diverse nature of this population group and its new—and legitimate—aspirations require a different, more open outlook free of the age-based labels that have fanned the flames of ageism.

The second area relates to one of the eight factors identified by the WHO as determinants of active ageing:

Health and Social Services. The actions in this area aim to promote healthy, active ageing and to detect, prevent and delay the onset of symptoms of isolation and dependence. It also encompasses a network of municipal social services that work together with other community and health services to offer coordinated, comprehensive care and contribute to improving older people's quality of life, helping them remain in their usual places of residence by providing a range of services.

The last area relates to three of the eight factors that the WHO considers determinants of active ageing: Housing, Outdoor Spaces and Buildings, and Transport. The actions in this strategic area aim to contribute to improving the physical space where city life takes place: from the home to the neighbourhood to the city as a whole. The goal is to make progress with respect to the accessibility and adaptability of homes, communities and modes of transport.

OBJECTIVES

- Design structures and services to allow all people, regardless of age, ability or capacity, to enjoy good health, safe living and active participation in all areas of social life
- Recognise their diversity
- Protect the most vulnerable
- Promote their inclusion and contributions in all areas of community life
- Respect their decisions and lifestyle choices
- Anticipate and respond flexibly to meet their needs and preferences regarding ageing

THE PROJECT IN NUMBERS

109 actions in total, realised through 239 specific measures:

- 47 actions and 95 specific measures relate to Strategic Area 1
- 38 actions and 101 specific measures relate to Strategic Area 2
- 24 actions and 43 specific measures relate to Strategic Area 3

INVESTMENT

Total Budget: €906,924,380.99

- 2021: €371,135,282.48
- 2022: €319,346,499.89
- 2023: €216,442,598.62

ADDITIONAL INFORMATION

Madrid, Age-Friendly City >>

pyevaluacionsm@madrid.es

amigablemayores@madrid.es

Support for Social Integration of Lonely Elderly People



DESCRIPTION

Support for Social Integration of Lonely Elderly People is a project that aims to evaluate and provide support for elderly people who are lonely due to unwanted solitude, by means of a specialised team and through individual and home-based assistance as well as group activities of a preventive nature.

This municipal resource is intended to be one of the available benefit mechanisms that allow elderly people to remain in their own homes under the best possible conditions

It's a service that aims to prevent, detect and provide assistance with unwanted isolation and loneliness for people over 65 and, to a lesser degree in exceptional cases, for people at high risk of social isolation.

OBJECTIVES

- Enable and empower elderly people to manage their loneliness and prevent negative consequences
- Strengthen relational skills through supportive, educational group interventions aimed at social cognitive training and building social skills
- Put a stop to any situations of loneliness, working to eliminate or reduce its effects (anxiety, depression, stress, etc.), minimise its consequences and foster social relations
- Facilitate acceptance by the elderly person in question of the social resources necessary to reverse or mitigate negative situations associated with loneliness
- For elderly people at risk of isolation, take an approach that allows the situation to be steered towards their social inclusion
- Collect and update information on actions taken to tackle loneliness and on the people assisted, creating an activity data set

- Evaluate the various actions taken, including specific aspects of activities as well as their outcome and impact

DURATION

The project began on 1 June 2021 and has a duration of 24 months.

INVESTMENT

2021 (June - November): 231,105.22 euros

2022: 465,630.09 euros

2023 (December – May): 234,846.80 euros

ADDITIONAL INFORMATION

Loneliness in the Elderly >>

pyevaluacionsm@madrid.es

"Madrid is with You Fighting Loneliness" Pilot Scheme



DESCRIPTION

Madrid is with You Fighting Loneliness (*Madrid contigo ante la soledad no deseada*) is geared towards users of Remote Assistance, a municipal service, whose circumstances have resulted in solitude and painful feelings of loneliness.

It aims to increase the accessibility of available resources in the area offered by the organisations *Solidarios*, *Grandes Amigos* and *Nadiesolo*, and enable close, affectionate relationships to develop between elderly people and volunteers.

The objective is to develop a "Madrid is with You Fighting Loneliness" pilot scheme that allows detection, referral and intervention for both volunteers and Remote Assistance users who are experiencing loneliness due to unwanted solitude, offering them a resource that helps mitigate their situations of particular vulnerability.

To this end, the Directorate-General for the Elderly and the organisations *Atenzia*, *Asispa*, *Televida*, *Nadiesolo*, *Grandes Amigos* and *Solidarios* agreed to work together to tackle loneliness in the elderly and provide instances of companionship (at home or over the phone).

The project is aimed at people over 65 who use the Remote Assistance service run by Madrid City Council, match the intervention profiles used by Solidarios, Grandes Amigos and Nadiesolo, and either feel lonely due to unwanted solitude or are at risk of suffering it.

The resources drawn on belong to the signatory organisations, NGOs, and companies awarded contracts to manage the Remote Assistance service.

Madrid City Council places its Remote Assistance service and social services network at the disposal of this scheme, including services related to the strategy for tackling loneliness caused by unwanted solitude.

OBJECTIVES

General Objective:

- Reduce feelings of loneliness from unwanted solitude in elderly users of the service and contribute to strengthening and enriching their environment

Specific Objectives:

- Identify people with internalised feelings of loneliness and/or who are at risk of suffering it
- Intervene and seek responses in the area to mitigate loneliness due to unwanted solitude in the elderly
- Foster an informal support network through joint efforts between the organisations ATENZIA, ASISPA and TUNSTALL TELEVIDA and partner organisations: Solidarios, Grandes Amigos and Nadiesolo
- Achieve a perception of solitude that doesn't cause distress and a social network with which the elderly person in question can interact

DURATION

One year (September 2021 – September 2022)

ADDITIONAL INFORMATION

Loneliness in the Elderly >>

sgmayores@madrid.es

Social
Rights





Urban Development, Works and Equipment

Urban Development, Works and Equipment



Madrid New North



DESCRIPTION

This project is a major urban undertaking designed to create a business centre in the vicinity of Chamartín Station and develop a residential and productive expansion north of the M-30 ring road in the district of Fuencarral-El Pardo.

The plan is to create a central business district in the area around Chamartín Station to serve as a hub of service-industry economic activity that will in turn be linked to the major transport hub entailed by the station and the future transport interchange planned for the area (bus-metro-commuter rail).

The plan also involves two other elements located north of the M-30: a residential area to be developed as a natural extension of the urban centre of Fuencarral, and a mixed area along the western edge of Las Tablas. These sites have the potential to impact the area of activity associated with Fuencarral's productive industrial estates and the A-1 motorway while complementing the residential and civic land uses of Fuencarral's historic centre and the Tres Olivos expansion.

OBJECTIVES

This undertaking aims to provide a use for the large amount of unzoned land in the north of the city, located in a key area which is affected by the great urban divide entailed by the train tracks which significantly limit east-west connectivity in this part of the city.

The result will be an integrated zone that offers a diverse range of opportunities for the business sector as well as service sector-related leisure and commercial activities, in addition to rounding out the residential and civic milieu with a development strategy designed to respect the area's urban and historical fabric.

To this end, in the area south of the M-30 the aim is to create a top-tier hub inside and around Chamartín Station that will be a major centre of business and activity which is primarily connected to the area's five skyscrapers. Chamartín Station will also be remodelled to enable it to meet new functional requirements (high-speed, medium-haul, long-haul trains, commuter rail).

In the area north of the M-30, the aim is to create a residential zone as the expanded centre of Fuencarral that could potentially rectify civic shortcomings and extend the Cuarteles de Valverde industrial park by incorporating technology-associated uses, in addition to completing the western edge of Las Tablas, readying it for the addition of residential and service-sector land use that will complement the current uses, and influencing the nature of the territory following construction of the new BBVA headquarters.

PLANNING PROCESS

The scope of the work had remained in the planning stages for 23 years, with various plans drawn up that were ultimately unable to reach the development stage due to various internal and external issues. In 2016, after a period of analysis and discussion with broad public participation, the undertaking "Madrid Northern Gate" ("Madrid Puerta Norte") was presented as detailed in the document "Foundations and Strategies for the Formulation of a Planning Alternative for Developing the North of Madrid".

After the proposal's parameters had been shared with and reviewed by direct stakeholders (Madrid City Council, Ministry of Public Works-ADIF and the company Distrito Castellana Norte (DCN), as part owner of the property, and taking into account some of the residents' demands), in July 2017 a statement of intent was presented which contains a general framework for action that allows for reassessment of physical and urban planning constraints and analysis of economic feasibility and the territory's effective capacity to sustain actual construction of the theoretical zoning figures required to meet the desired objectives.

Continuation of the work was finally given the go-ahead in documents associated with an Amendment to the 1997 General Urban Development Plan, which was submitted for administrative processing and received final approval from the Governing Council of the Community of Madrid on 25 March 2020. This urban development document provides for the following key elements:

- Creation of four different areas for development: two south of the M-30 (Chamartín Station and Chamartín Business Centre) and two north of the M-30 ("Malmea-San Roque-Tres Olivos" and "Las Tablas Oeste")
- A revamp of Chamartín Station as a key element of Madrid's new business centre
- Promotion of public transport and limitation of private car parks in connection with the business centre
- Specification of land uses

These objectives are complemented by criteria associated with the new sustainability framework and the territorial model of Madrid City Council: harmonise and rebalance the city; regenerate and recover the urban space and heritage; promote access to decent housing; improve traffic, infrastructure for road transport and parking; establish an intervention strategy for mobility and public transport; and improve Madrid's position among major global cities.

DURATION

Following approval of the Amendment to the General Plan by Agreement of the Governing Council of the Community of Madrid on 25 March 2020, and ratification on 20 July 2021 of the Partnership Agreement to coordinate, finance and carry out the individual actions provided for in the Amendment to the General Plan, it is estimated that the urban development project culminating in the construction phase could take roughly 15-20 years.

THE PROJECT IN NUMBERS

Madrid Nuevo Norte (Madrid New North). Sizeable figures. The project is divided into four areas, with planning permission as listed below for housing and business activity:

Name of zone	M ² of housing	M ² of business activity
1. Chamartín Station	0	180,000
2. Chamartín Business Centre	260,000	1.040,000
3. Malmea-San Roque-Tres Olivos	714,338	250,983
4. La Tablas	74,197	137,795
Total	1.048,535	1.608,778

Number of homes planned by zone:

1. Chamartín Station	0
2. Chamartín Business Centre	2,595
3. Malmea-San Roque-Tres Olivos	7,139
4. Las Tablas	742
Total	10,476

ADDITIONAL INFORMATION

dggurbanistica@madrid.es

Metropolitan Forest



DESCRIPTION

The Mediterranean Forest is a key instrument in the strategy to renature Madrid by creating a 75-km-long green belt around the city that will help it adapt to and mitigate the effects of climate change, in addition to providing numerous benefits for Madrid's population. Rather than succumbing to the heat island effect, Madrid will transform into an "island of colour" that is more resilient and self-sufficient and has a greater connection to nature. Efforts will be made at a local level to extend plant cover and incorporate sustainable facilities in order to achieve a positive impact at the regional level, transforming the city and surrounding areas. The project aspires to embody the specific principles and values of Madrid's society, which wants to be able to enjoy a healthy, safe, sustainable, resilient city.

The Metropolitan Forest is also a component of various key strategies for the city of Madrid such as the Madrid 360 Environmental Sustainability Strategy, the Healthy and Sustainable Eating Strategy, and the Madrid, Island of Colour Strategy, among others.

OBJECTIVES

- Improve citizens' health and well-being
- Contribute to achieving the Sustainable Development Goals (SDGs), making Madrid a more environmentally, socially and economically sustainable city
- Create a green belt around the city of Madrid by adding new green areas connected to those that already exist, with a planned length of 75 km

BENEFITS FOR THE CITY OF MADRID

- Improved quality of life for citizens
- Sustainability
- Adaptation to climate change and mitigation of its effects
- Reduction of the heat island effect

- Increased biodiversity and improved conservation thereof
- Incorporation of peri-urban agroecological production linked to the development of healthy, sustainable eating habits among citizens
- Creation of new facilities and opportunities for healthy recreation
- Fostering the green economy and the consumption of local agricultural products
- Creation of new jobs
- Ecological and landscape restoration of degraded areas

DURATION

An international ideas competition was held from June to December 2020 by Madrid City Council's Department for Urban Development, which included the participation of the other municipal departments involved as well as professional associations and schools, the Regional Federation of Homeowners' Associations (FRAVM), political groups and renowned experts in the areas of environment, landscape, and urban development.

Work is being carried out with the teams that won each of the lots into which the Metropolitan Forest was divided for the purpose of the competition, and the first actions are being developed.

The Metropolitan Forest is envisioned as a medium-term project, with investments to be made over a 10-year period and benefits to be enjoyed by present and future generations.

FACTS AND FIGURES

The green ring covers a total area of 35,000 ha, and thanks to the Metropolitan Project it is expected to include 4,390 ha of newly created forest and 600 ha devoted to peri-urban farming. The rest consists of existing green areas that are already part of the urban park network, such as Valdebebas Forest Park and natural spaces within the municipal area of Madrid such as Monte de El Pardo Park, Soto de Viñuelas Park and Casa de Campo Park. The green ring connects different natural environments thanks to the great landscape diversity in Madrid's municipal area.

It is estimated that the Metropolitan Forest Project will add 1 million trees and 10 million bushes to the 5.7 trees already located in the city of Madrid, creating a 75-km-long ring of plant cover around the city.

INVESTMENT

Madrid's Recovery, Transformation and Resilience Plan aims to enable the city to meet the 26 transformation challenges that it faces, which have been identified in each of the six pillars that comprise the Recovery and Resilience Facility. To this end, it identifies 12 projects with a far-reaching, transformative long-term impact which are the main drivers of the economy, jobs, the environment and social cohesion in the city. The Mediterranean Forest, with a planned investment of 149 million euros, tops the list of projects with a pull effect and is at the heart of Strategic Action Line 1, which focuses on renaturing the city.

The Metropolitan Forest aims to make strategic use of public investment, capitalising on its multiplier effect to mobilise companies and social stakeholders, attract private funds and increase the capacity for growth and creation of sustainable, inclusive employment, taking a systemic, structural approach that involves planning and implementation of coordinated, interconnected actions to maximise impact.

ADDITIONAL INFORMATION

dgplanestrategico@madrid.es

Urban Development Strategy
to Foster Economic Activity



DESCRIPTION

The Urban Development Strategy to Foster Economic Activity in the City of Madrid is rooted in the desire to revive productive uses of urban land to create jobs, transition to a new, digitalised, decarbonised economy and create a new territorial balance that gives old, underutilised industrial areas a renewed role in the new map of productive uses.

Although industrial land has been growing scarcer since the early 1990s, Madrid has held onto some of its industrial manufacturing fabric, primarily in certain parts of districts on its southeast edge where competition from other service-industry land uses hasn't emerged as strongly as in areas in the centre and to the north of the city.

Even so, dynamism hasn't generally reached the desired levels in these industrial fabrics due to competition from other metropolitan sites and the decentralisation of business. The current potential for a revival of urban manufacturing could be an opportunity for these industrial areas, allowing vacant urban lots

and relatively static areas to welcome new spaces for activity. To this end, the Urban Development Strategy to Foster Economic Activity in the City of Madrid has set itself two main challenges: first, maintaining the city's present level of activity; and second, creating attractive spaces for the new economy, linking economic policy to urban development policy.

The proposals that underpin the strategy could potentially help foster economic activity and the creation of peripheral hubs that improve territorial balance and achieve better structuring of Madrid's districts and neighbourhoods, with less dependence on its central areas and greater sustainability and resilience of the city as a whole and of its citizens.

The strategies envisioned are mainly aimed at creating hubs of activity in the districts of Villaverde, Vallecas and Vicálvaro; at comprehensive fostering of logistics; and at adjusting the role of some mixed fabrics and vacant lots in peripheral districts of Carabanchel, Tetuán, Fuencarral-El Pardo, Hortaleza, Moncloa-Aravaca and Barajas by putting publicly-owned land to use.

OBJECTIVES

The strategy's general objectives are:

- Develop master documents for industrial areas and central urban spaces with the aim of identifying intervention strategies
- Foster hybridisation of industrial and other land uses and the creation of attractive spaces for the new economy
- Redefine productive land use and local services such as co-working spaces, spaces for e-learning, business incubators, health services, care services, sports, last-mile distribution centres and shared mobility centres
- Leverage municipally-owned land to foster urban innovation through land development competitions, seeking public-private partnership to create financially viable projects that contribute to modernising productive uses, urban regeneration and meeting environmental challenges

Actions are organised into three territory-based thematic categories:

- VIVAVI Strategy, focused on the industrial parks that drive economic activity in Villaverde, Vallecas and Vicálvaro, with the aim of maintaining current levels of economic activity, qualifying the urban structure and creating new attractive spaces that allow for new activities. With the aim of achieving these objectives, work is carried out involving:

- Defining new strategic criteria
- Modifying current plans
- Taking management actions to make implementation of current plans more dynamic
- Policy adjustments
- Urban development of the public space

- Fostering logistics in the A3 motorway corridor, leveraging the sharp, sustained increase in demand for transport, logistical and merchandise distribution services resulting from new habits and models of production, consumption and trade, in order to offer economic development options to areas without well-established economic activity and rationalise the use of land and the creation of traffic. This action line is focused on two very important operators in Madrid's logistics sector: Mercamadrid and the Centro de Transportes de Madrid.
- Setting up new peripheral centres in the districts of Latina, Carabanchel, Tetuán, Fuencarral-El Pardo, Hortaleza, Barajas and Moncloa-Aravaca will allow progress to be made in putting together a more polycentric urban structure through qualification of the urban fabric. These urban hubs are intended to attract new activities and services for citizens that can create jobs and reinvigorate the productive fabric based on decarbonisation, green infrastructure and technological modernisation, with new models of business and social innovation.

DURATION

The strategy is long-term and entails multiple initiatives of varying chronological priority depending on compatibility with strategic objectives, the level of impact expected, the degree of agreement among the various agents involved and the availability of resources.

THE PROJECT IN NUMBERS

Various sources of financing are envisioned to fund a project of this scope. The Recovery and Resilience Facility and ReactEU funds are being used for preliminary preparation, procedures and formalities, as well as to conduct studies and projects and implement programmes to provide technical support and training to the entities and organisations involved, in addition to undertaking supervision and monitoring.

Basic infrastructure such as urban development works, mobility and accessibility infrastructure, landscaping, etc. are generally financed with a combination of NGEU funds and budgetary allocations by Madrid City Council.

Facilities whose management is deemed necessary by the public sector will be financed with a combination of public funds, institutional European funds and special funds.

Public-private partnership is also sought via land-development competitions to attract innovative uses that help revive the urban dynamic.

Two editions of Reinventing Cities, the EUROPAN 15 contest and the PLAZER contest have been held for this purpose. Consideration is currently being given to holding a third edition that could put plots of municipally-owned land to use.

ADDITIONAL INFORMATION

dgplanestrategico@madrid.es

Special Plan to Improve Santiago Bernabéu Stadium



DESCRIPTION

The Special Plan to Improve the Urban Environment and Detailed Planning of Santiago Bernabéu Stadium was approved on 17 May 2017 and affects a total area of 89,901 square metres.

The re-parcelling project put forward by Real Madrid Football Club was approved by agreement of the Governing Board of the City of Madrid on 17 May 2017.

Changes to the stadium's surrounding area include:

- Inclusion of quality standard requirements for architectural solutions
- Creation of a large public square with an area of over 10,000 square metres that will be a benchmark for cultural activities
- Expansion of public space by 5,500 square metres by demolishing Pza. de los Sagrados Corazones Shopping Centre to create a new, privately-owned square for public use
- Maintenance of the current amount and quality of public land in the surrounding area, without any reduction to areas zoned under current planning
- Drafting of the relevant Ordinary Development Works Plan, to be approved and overseen by Madrid City Council

Changes to the stadium itself include:

- Occupation of the zoned parcel to be increased from 2/3 (66.67%) to 3/4 (75%)
- Increase of the stadium's maximum height from 48 to 60 metres and construction of a new retractable roof
- Aesthetic and functional wrap-around design for the outside of the stadium, which will act as a 3D skin that envelops and creates uniformity of the stadium's various facades
- Complementary land uses are permitted, with construction permission for up to 6,609 square metres of amenities which may be located outside the stadium with their own separate entrance, provided they don't interfere with the smooth operation of the primary use or affect the safety or functionality of said use

OBJECTIVES

- The aim is to rehabilitate and revamp not just the football stadium but the entire urban area surrounding it. This will have a stimulus effect on the major urban thoroughfare Paseo de la Castellana, with the aim of creating a complete central hub in the northern part of the city.
- This initiative aims to revitalise and adapt the stadium and its surrounding area, as well as the uses and activities encompassed in a comprehensive, cutting-edge sports complex.
- The plan also aims to improve pedestrian and vehicular access, maintenance of the stadium, rehabilitation of the building, and the environmental compatibility between areas for social interaction and functionality of the required urban planning layouts.

DURATION

The project began on 2 August 2019 and completion is scheduled for 30 September/October 2022.

ADDITIONAL INFORMATION

dgplaneamiento@madrid.es

dggurbanistica@madrid.es

Reinventing Cities



DESCRIPTION

Reinventing Cities is a call for projects, investment and management that is sponsored by the C40 international network of cities with the aim of redeveloping publicly-owned parcels of land or dilapidated and abandoned buildings with projects that represent a new, more environmentally sustainable and more social way of understanding urban development.

Madrid has taken part in two editions of the competition and is considering participating in the third, to be held in January 2022. At the first edition, Madrid offered two vacant industrial lots in the districts of Villaverde and Vicálvaro, as well as Orcasur Market, which is currently closed, and an underused building on the South Campus of the Technical University of Madrid (UPM) which is owned by said university.

At the second edition, it invited proposals for the old Clesa factory building as well as an industrial lot in Atalayuela industrial park and a public co-housing parcel in the vicinity of Barajas Airport. Transfer of these lots is currently underway, as the legal and financial terms of the assignment agreement still need to be finalised.

C40 uses the international reach of its powerful network and all of its social media resources to support and promote this competition. In addition to submitting a project proposal, participants must propose a plan for subsequent management of the planned facility or space as well as a sound financial structure. Madrid City Council is one of 19 cities around the world to have taken part.

Competitors must submit imaginative projects tailored to the local environment (bioclimatic architecture) with innovative uses that can turn the site into an urban regeneration hub that helps revitalise surrounding neighbourhoods. The sites offered by Madrid are in outlying areas and were selected in accordance with the Urban Regeneration Strategy.

OBJECTIVES

Madrid's participation in this international programme is based on three key objectives:

- Usher in a new form of urban management to foster innovation in urban development, construction, and the environment in particular, as well as all sorts of innovation in general. This method of public-private partnership is already innovative in itself in Madrid, where it is unprecedented. With this

programme, Madrid has opened the door to the most innovative urban management ideas, joining the ranks of the cities that are exploring new models of governance in line with the latest trends.

- Foster the implementation of projects that exemplify responsible land use, which are based on environmental sustainability, propose zero-carbon buildings and promote energy efficiency, the use of renewable energy, sustainable mobility and the circular economy. Madrid's aim with this programme is to include techniques and procedures in its urban policies which offer imaginative solutions to the urban and environmental challenges of the 21st century.
- This programme is undertaken simultaneously by 19 cities from all over the world, which have proposed 49 sites for the development of innovative projects that regenerate the land and are based on environmental sustainability. Madrid is thus one of the cities that are leading the fight against climate change, striving to mitigate its effects and adapt the urban environment to new conditions with the aim of building a better world for future generations.

DURATION

Madrid joined Reinventing Cities by means of a signatory letter from its mayor on 15 November 2017. The first edition, held from December 2017 to May 2019, consisted of two "Expression of Interest" phases to select the finalist teams and the "Final Proposal" phase to select the winners.

The second edition was held from December 2019 to May 2021 and had a similar structure. It also featured the participation of a broad international jury and the involvement of the relevant councils and departments, professional colleges and associations, political parties and experts on architecture, sustainability and innovation.

Madrid City Council (and, where applicable, UPM as owner of one of the South Campus parcels) will transfer use of the land and buildings offered in the competition via a process of negotiation in which the parties will agree on the terms of the contract to be signed.

Of the 7 sites, 4 projects have the greatest feasibility of being developed, and formalities are being carried out to award concessions for operation of the sites for the relevant time period in each case based on the economic/financial study conducted and conditional upon subsequent construction and management of the project.

ADDITIONAL INFORMATION

dgplanestrategico@madrid.es

Reinventing Cities >>

C40 >>

Rehabilitate Plan



DESCRIPTION

The REHABILITATE (“REHABILITA”) Plan, a programme that’s part of the TRANSFORM MADRID Strategy, consists of various aid packages awarded by public open call in the form of grants that are intended to foster rehabilitation of buildings to improve their accessibility, conservation, energy efficiency and health conditions.

The grants are primarily aimed at homeowner associations of residential buildings throughout the city, and the award criteria are less stringent for homes in areas with poor-quality housing and socially vulnerable populations (preferential areas known as “APIRU”, “ARRU” and “ARRUR”).

The amount of aid awarded is a percentage of the total cost of works undertaken by the association, based on their compatibility with the objectives of accessibility, preservation, energy efficiency and health conditions.

The Rehabilitate Plan also provides for increased aid to applicants that sign up for the Monitoring Plan, which allows, among other things, energy-efficiency indicators to be assessed after the building’s rehabilitation.

OBJECTIVES

This project has the following strategic objectives:

- Contribute to the conservation and rehabilitation of existing residential buildings
- Contribute to fostering sustainable urban development, architecture, urban design and access to housing

It also has the following operational objectives:

- Promote and support the fulfilment of obligations by homeowner associations with respect to carrying out works and taking actions necessary to foster universal accessibility to the greatest extent possible

- Promote and support the fulfilment, by owners of existing residential buildings in the city of Madrid, of their obligations under the applicable Ordinance on Conservation, Rehabilitation and Dilapidation of Buildings (OCRERE) as well as the ongoing conservation of buildings at all times, helping to improve the state of the city’s properties
- Foster the inclusion of energy-saving measures and a reduction in the demand for conservation and rehabilitation works in existing residential buildings in the city of Madrid
- Promote improved health conditions in homes and support fulfilment, by owners of existing residential buildings, of tasks like eliminating and replacing roofs and facades containing asbestos, thereby helping to improve the state of the properties in the city of Madrid
- Foster overall rehabilitation of residential properties in the city of Madrid

DURATION

The plan, which began in 2020 and is part of the Strategic Grants Plan of the Department of Urban Development, includes a call for proposals held on an annual basis.

THE PROJECT IN NUMBERS

The first call for proposals (2020 Rehabilitate Plan) had an initial budget of 9 million euros with the possibility, which was eventually exercised in light of the call’s success, of increasing this budget by an additional 6 million euros. In view of this, a budget of 50 million euros has been allocated for the current call (2021 Rehabilitate Plan), to be distributed between the two application submission periods foreseen.

ADDITIONAL INFORMATION

Transforma Madrid >>

rehabilitacion@madrid.es

Southeast Madrid Strategy: Development of the East- Valdecarros



DESCRIPTION

This project is the primary action area of the Development of the East Strategy, which is regarded as a decisive commitment to the future of southeast Madrid and aims to consolidate gradual, planned, organised growth of the city based on a model of peripheral centres that give rise to new residential land use in addition to strengthening the model of the industrial estates in the area.

This project aims to create a strong urban hub that will be a benchmark in southern Madrid, whose size and position allows for the development of a fully independent, functional hub where productive, civic, service-sector and commercial land uses, among others, are combined with residential use. The structure of this new city is determined by important road connections such as the M-45, M-50 and M-31 motorways.

The area covers 19,279,691 metres, of which 3,743,647 m are located on the outskirts, in the “Cantiles del Manzanares”, and another 479,274 m in the Linear Park of the Manzanares River, which thus gives rise to an area of environmental protection.

The structure of this new, enormous city revolves around four concepts:

- **Density gradient:** Intense development of a large urban centre will be fostered, with tall buildings (eight-storey blocks of flats and mid-rise buildings with twelve, fourteen and fifteen storeys) which gradually reduce in height from west to east until low-rise housing becomes the norm.
- **Visual corridors:** Visual vanishing points for pedestrians will be created by means of sculptural or architectural elements that are interlinked via visual axes that personalise the space.
- **Urban centres:** The plan envisions construction of three centres that could be categorised as superstructures and subdivide the city: a cultural centre, a shopping centre, and a civic centre.
- **Calle Mayor, or “Main Street”:** Running east-west through the central part of the tract, which divides the avenue of La Gran Vía del Sureste in two. The shopping and cultural centres will be supported by this street, which will contain taller residential and office buildings.

OBJECTIVES

- Construction of an area with a total “lucrative” (able to generate a profit through commercial use, residential rental income, etc.) development potential of 7,686,478 m, with 61.83% zoned for residential use and 38.17% for commercial activity
- Placing on the market an estimated 51,656 homes
- 55% of the land will be zoned for homes classed as social housing
- Regeneration of land in the southeast by creating metropolitan forest areas that connect the valleys of the Manzanares and Jarama rivers
- Structuring and connection of Gran Vía southeast thoroughfare from where it leaves Ensanche de Vallecas to its junction with the M-45 motorway
- Preservation of the morphology, flora and fauna of the area of Cantiles del Manzanares
- Structuring and connection of the M-31 motorway from its beginning in the neighbourhood of Atalayuela to the M-50, allowing it to serve as an arterial road providing entry to and exit from the southeast part of Madrid
- Reservation of land with extensive green areas for civic uses which meet the population’s needs for amenities and facilities but in a way that is compatible with the area’s environmental assets

DURATION

Physical construction of the tract is expected to take roughly 23 years and the timeline includes 8 phases of development with the following characteristics:

- **Phase 1:** This phase covers an area of 274,019 m. It includes 2,580 homes and 116,666 m of land zoned for industrial use. Completion time is 24 months and the investment is €21,023,060.79. Urban development works began on 21 September 2021.
- **Phase 2:** This phase covers an area of 627,615 m and includes 4,607 homes and 21,632 m of land zoned for service-sector office use. Completion time is 30 months and the investment is €51,087,422.53.
- **Phase 3:** This phase covers an area of 707,324 m and includes 6,184 homes, 30,014 m of land zoned for service-sector office use and 33,883 m for industrial use. Completion time is 36 months and the investment is €72,023,163.71.

- Phase 4: This phase covers an area of 1,001,259 m and includes 2,663 homes and 30,014 m of land zoned for service-sector office use. Completion time is 24 months and the investment is €106,662,349.68.
- Phase 5: This phase covers an area of 1,144,414 m and includes 2,611 homes, 145,000 m of land zoned for service-sector use and 729,670 m for industrial use. Completion time is 36 months and the investment is €97,056,307.96 M.
- Phase 6: This phase covers an area of 5,212,990 m and includes 22,384 homes, 53,770 m of land zoned for service-sector office use and 524,548 m for industrial use. Completion time is 66 months and the investment is €368,087,542.20.
- Phase 7: This phase covers an area of 2,733,260 m and only includes land zoned for privately-owned buildings used for community/civic purposes. Completion time is 48 months and the investment is €387,778,466.46.
- Phase 8: This phase covers an area of 2,333,768 m and includes 12,627 homes, 588,915 m of land zoned for service-industry office use, 89,479 m for other service-industry use and 149,251 m for industrial use. Completion time is 60 months and the investment is €294,389,688.78.

THE PROJECT IN NUMBERS

Investments made to date amount to €54,000,000.

Total investment is estimated at €1.398 B.

ADDITIONAL INFORMATION

dggurbanistica@madrid.es

Southeast Madrid Strategy:
Development of the East- Los Cerros



DESCRIPTION

This project is one of the action areas of the Development of the East Strategy, which is regarded as a decisive commitment to the future of southeast Madrid and aims to consolidate gradual, planned, organised growth of the city based on a model of peripheral centres that give rise to new residential uses of land in addition to strengthening the model of the industrial parks in the area.

One of these centres is called “UZPp 02.02 Development of the East - Los Cerros). It has a total area of 4,734,100 m and borders the new neighbourhood of Cañaveral, for which urban planning is virtually complete and construction has begun.

The planning envisioned is based directly on the tract’s connection to adjacent areas and its environmental assets, as Cerro de la Herradura Park is located within it.

As the tract is to be developed into an independent, functional neighbourhood, the placement and distribution of facilities has been guided with a view to achieving an even balance between residential land use and activity-related use, so that there can always be a school, library, health centre or other type of public service close to areas where they are in demand.

Superblocks for residential, industrial and service-industry use are planned according to this objective, as is land zoned for facilities and privately owned buildings that offer community services, with edifices that form complete units that can be divided into other, smaller units. The result is consistent both internally and with respect to the rest of the city, achieving adequate:

- Balance, by maximising effective usage while ensuring a suitable street layout, as well as in terms of functionality and the ease of developing transport and communications infrastructure and adding buildings
- Respect for the environment, by protecting natural assets

At the same time, land for use by facilities has been zoned into large lots, allowing the City Council to parcel it according to the specific interests of the planned facility, in addition to fostering economies of scale in its maintenance. Public networks at the local, general and supra-municipal levels are laid out as follows:

- Supra-municipal communications infrastructure networks include La Cañada Real Galiana, the M-45, M-50 and R-3 motorways, the AVE high-speed railway, and the M-216 and M-203 roads.
- General green and open spaces occupy the southern and eastern edges of the area and form a green corridor between Madrid and Rivas Vaciamadrid, on land entirely within the protected area of Cerro de la Herradura. They will thus be preserved exactly as they are, without any earthworks or changes to their contours.
- Some parts of the green spaces encroach onto land zoned for other uses, forming pedestrian green corridors into which parks and urban gardens are placed. The rest is zoned to the west of the M-50 motorway and continues even further

west as a green corridor that connects to the adjacent zone of El Cañaveral and, with Cerro de la Herradura, brings urban and rural land uses together.

The land zoned for urban services and pedestrian connections passes through blocks zoned for residential, industrial and service-industry use and for facilities, as well as green spaces.

OBJECTIVES

- Construct an area with “lucrative” (able to generate a profit through commercial use, residential rental income, etc.) developmental approval for 1,835,500 m, with 70% zoned for residential use and 30% for commercial activity
- Placing on the market an estimated 14,276 homes, with roughly 50% included in a social housing regime
- Establish a land growth area for residential development complemented by commercial activities, providing the structure for a number of hubs on the outskirts that allow the centre to expand
- Acquisition and reforestation of areas adjacent to Avenida del Este, enabling them to serve as a general network of open spaces and a green wedge running into the tract, as well as the area where it connects to the flood plain of the Jarama River
- Construction of the relevant stretch of Gran Vía del Sureste as an urban thoroughfare providing connectivity and activity between Avenida del Este and the point where it ends in the urban areas of San Fernando de Henares and Coslada
- Acquisition of 60,000 m of land zoned for civic use by metropolitan public services
- Geological protection of Cerro de la Herradura Park, which is listed as a natural space in Madrid’s General Urban Development Plan due to its geomorphological value, with the aim of creating a metropolitan park that connects to the regional park around the lower reaches of the Manzanares and Jarama rivers
- Study the establishment of a cultural facility zone with archaeological remains to be located in the area, associated with the surrounding environment and its history of flint mining

DURATION

Physical construction to develop the tract is expected to take roughly 5 years and the timeline includes 3 phases of development:

Phase 1: This phase includes an estimated 4,175 homes and covers an area of 801,777 m. Completion time is 18 months and the planned investment is €67,621,322.54.

Phase 2: This phase includes an estimated 6,953 homes and covers an area of 1,271,330 m. Completion time is 18 months and the investment is €64,326,842.40.

Phase 3: This phase covers an area of 1,463,277 m and includes an estimated 3,148 homes. Completion time is 20 months and the investment is €110,073,578.80

ADDITIONAL INFORMATION

dggurbanistica@madrid.es

Southeast Madrid Strategy:
Development of the East- Los Ahijones



DESCRIPTION

This project is one of the action areas of the Development of the East Strategy, which is viewed as a decisive commitment to the future of southeast Madrid and aims to consolidate gradual, planned, organised growth of the city based on a model of peripheral centres that give rise to new residential uses of land in addition to strengthening the model of the industrial estates in the area.

One of these centres is called “UZPp02.03 Desarrollo del Este-Los Ahijones”. It has a total area of 5,762,672 m and is located next to Cañaveral, an area which is virtually established now in terms of construction and development.

Development of five zones is envisioned for this tract:

- Zone 1 - Primarily residential land use and developed along La Gran Vía del Sureste, with a major service-sector hub created to the south next to the metro station on Line 9 of the network. Construction of a north-south road providing connections to El Cañaveral and Los Berrocales is planned.
- Zone 2 - Also mainly residential use, similar to Zone 1. The residential layout is essentially perimeter blocks. The zone also includes a road to be constructed parallel to the R-3 motorway in the northern part of the tract.

- Zone 3 - Located between Vicálvaro Industrial Park, to the West, and the M-45 motorway, to the East, this zone is the focus of the bulk of the industrial activity. Its location gives it greater independence and it is envisioned as an extension and completion of the Industrial Park.
- Zone 4 - To the east of the M-45, planning includes a first zone for traditional industrial use as well as a second zone with a higher degree of industrial park usage. In this second area, industrial uses will be compatible with service-industry uses.
- Zone 5 - This primarily residential zone is similar to Zones 1 and 2. It includes development of the big linear park that runs north-south through the tract.
- Zone 6 - This is the largest zone planned for this project and it completes the development of the eastern part of the tract. Land use is chiefly residential and a substantial area is devoted to facilities and green spaces.

OBJECTIVES

- Construction of an area with a total “lucrative” (able to generate a profit through commercial use, residential rental income, etc.) development potential of 2,333,591 m, with 66% zoned for residential use and 34% for commercial activity
- Placing on the market an estimated 16,520 homes, with roughly 50% of them included in a social housing scheme
- Establishment of a land growth area for the development of residential activities complemented by commercial activities, providing the structure for a number of outlying hubs of activity that allow for expansion of the centre
- Acquisition and reforestation of areas adjacent to the R-3, to serve as a general network of open spaces and a green wedge running into the area
- Construction of the relevant section of Gran Vía southeast thoroughfare as an urban hub of connectivity and activity between the R-3 and the A-3 to Valencia
- Creation of a protective element (green spaces) in areas adjacent to Line 9 of the metro in a manner allowing subsequent integration into new developments
- Foster improvements to the areas adjacent to Gran Vía del Sureste as a central element

DURATION

Physical construction of the tract is expected to take roughly 15 years and the timeline includes 6 phases of development with the following characteristics:

- Phase 1: This phase includes an estimated 3,150 homes and covers an area of 570,000 m. Completion time is 42 months and the investment is €91,739,478.39. Finalisation of this phase is planned for May 2032.
- Phase 2: This phase covers an area of 743,100 m and includes an estimated 4,250 homes. Completion time is 30 months and the investment is €101,920,832.60.
- Phases 3-4: These phases cover a combined area of 662,347 m. They consist of two plots separated by the M-45 m and their construction will complete the development of the entire area west of Gran Vía del Sureste. In these phases, only zoning for traditional industrial and industrial park usage is foreseen. Completion time is 30 months and the investment is €36,127,153.17.
- Phase 5: This phase includes an estimated 4,400 homes and covers an area of 848,321 m. Completion time is 30 months and the investment amounts to €113,678,337.78.
- Phase 6: This phase includes an estimated 6,900 homes and covers an area of 1,832,473 m. Completion time is 42 months and the investment is €95,076,142.06.

ADDITIONAL INFORMATION

dgurbanistica@madrid.es

Southeast Madrid Strategy:
Development of the East- Berrocales



DESCRIPTION

This project is one of the action areas of the Development of the East Strategy, which is regarded as a decisive commitment to the future of southeast Madrid and aims to consolidate gradual, planned, organised growth of the city based on a model of peripheral centres that give rise to new residential uses of land in addition to strengthening the model of the industrial estates in the area.

One of these peripheral centres is called “UZPp02.04 Desarrollo del Este-Berrocales”. It has a total area of 8,305,818.68 m and is, significantly, located at the centre of the development strategy, which gives it a key

role. The tract is supported by the Rivas/Arganda activity corridor, the only driver of development in the entire eastern ring. To the south, support is provided by the A-3 motorway and in the north by Line 9 of the metro and the train to Arganda.

A city model based on higher land occupation with low-rise housing was chosen with the aim of improving the quality of residential life, combined with areas zoned for commercial and service-industry use that will complement the residential development. These residential zones are located south of the M-45 motorway to reduce noise from the A-3 and M-45, as recommended by acoustic studies.

The planned structure aims to achieve integration into the network of open spaces around the two large green corridors that cross the area to be developed in both directions.

Key elements are supported by the future metro station which will be under the bridge on Gran Vía del Este, which also runs through the area of Los Ahijones, meaning both areas have a significant amount of civic, commercial and service-sector activity. There is a direct exit on the M-45 and on the metro line for the big Civic and Shopping Centre in the area.

The area north of the M-45 is zoned for traditional industrial use and is supported by the hub of Valdebernardo. Industrial Park use is zoned along the southern edge of the M-45, with a specific exit from the same motorway. The park thus forms a sort of “showpiece” that acts as a noise barrier for the residential zones.

OBJECTIVES

- Construction of an area with a total “lucrative” (able to generate a profit from commercial use, residential rental income, etc.) development potential of 3,363,451 m, with 66.81% zoned for residential use and 33.19% for commercial activity
- Placing on the market an estimated 22,285 homes, with roughly 50% of them included in a social housing scheme
- Establishment of a land growth area for the development of residential activities complemented by commercial activities, providing the structure for a number of outlying hubs of activity that allow for expansion of the centre
- Acquisition and reforestation of areas adjacent to the A-3 motorway to Valencia, to serve as a General Network of Open Spaces
- Construction of the relevant section of the Gran Vía southeast thoroughfare as an urban hub of connectivity and activity

- Creation of a protective element (green spaces) in areas adjacent to Line 9 of the metro
- Acquisition of 60,000 m of land for public use by metropolitan services, in addition to the area occupied by the M-45
- Foster enhancement of areas adjacent to Gran Vía del Sureste as a central element
- Expansion of the area around Cerro Almodóvar in order to continue facilities on adjoining land

DURATION

Physical construction on the tract is expected to take roughly 17 years and the timeline includes 6 development phases:

- Phase 1: This phase covers an area of 849,000 m and includes an estimated 4,505 homes as well as 85,682 m of land zoned for industrial park use and 59,000 m for service-sector office use and other service-sector use. The completion period is 24 months and the investment, minus works already completed, is €134,272,765. This phase began in February 2021, although some elements of the development which guarantee its connections and external services had already been completed.
- Phase 2: This phase covers an area of 1,255,000 m and includes an estimated 5,050 homes, with 227,624 m of land zoned for industrial park use and 134,788 for service-industry use. The addition of a Civic and Shopping Centre is also planned, with construction permission for 73,996 m. The investment is €126,776,907. This phase can be executed at the same time as Phase 3, and both phases have an estimated duration of 72 months.
- Phase 3: This phase covers an area of 1,004,000 m and includes an estimated 5,420 homes, with 11,520 m of land zoned for industrial park use and 75,321 m for service-industry use. The investment is €90,469,157. Commencement of this phase is planned for November/December 2021.
- Phase 4: This phase covers an area of 1,110,000 m and includes 11,520 m of land zoned for industrial park use and 214,534 m zoned for traditional industrial use, with the latter accounting for 94.9% of all land use. Completion time is 36 months and the investment is €74,459,123.
- Phase 5: This phase covers an area of 410,000 m and includes 88,177 m of land zoned for traditional industrial use, with such use accounting for 99.32% of all use in this phase. Completion time is 24 months and the investment is €37,758,981.

- Phase 6: This phase covers an area of 2,325,000 m and includes 743,751 m of land zoned for residential use by an estimated 7,310 homes, as well as 18,000 m for service-industry use. Residential use accounts for 90.1% of authorised construction in this phase. Completion time is 36 months and the investment is €606,931,545.

ADDITIONAL INFORMATION

dggurbanistica@madrid.es

Urban Development,
Works and Equipment





Economy and Business

Economy and Business



Network of Clusters Created by the City Council



DESCRIPTION

The creation of various clusters comprising a network set up as a municipal initiative is provided for in the “Operational Governance Programme 2019-2023”, which entrusts the tasks of implementing, coordinating and developing this network to the Directorate-General for Economic Affairs.

In the current globalised, technological, web-based context, it makes a great deal of sense to establish clusters designed as points of encounter, convergence and grouping together of the various stakeholders and interests involved in a given material area. Such clusters are also effective vehicles for public-private partnership.

As the products of joint, coordinated efforts between governments, business owners, investors, universities and research centres, clusters play a decisive role in the global, technological world and are an indispensable tool for fostering innovation and economic development in sectors with high productive value.

Cognizant of this, the city’s current government has embraced the new role of governments as catalysts and creators, as well as the role played by collaborative networks whose participants include both public and private organisations.

A good example of this is the importance that the City Council places on clusters, whose mention in the City Agreements (“Acuerdos de la Villa”), unanimously approved in a plenary session, reveals a strong commitment to tackling the crisis and reviving the city’s economy and the well-being of its residents by means of this sort of collaboration mechanism.

Specifically, the City Agreements place particular emphasis on the importance of clusters and provide, as part of the New Industrial Plan, for the creation of two clusters: a “Video Game Industry” cluster and a “Health” cluster.

Prior to these Agreements, based on a view of clusters as key factors in stimulating productive activity and innovation, the Directorate-General for Economic Affairs

had already promoted the creation and development of another four clusters (“Big Data”, “Cybersecurity”, “Fintech” and “Construction, Engineering and Architecture”), in addition to arranging Madrid City Council’s inclusion as a partner of the Innovation Cluster for Sustainable Freight Delivery (CITET).

Furthermore, the City of Madrid Recovery, Transformation and Resilience Plan, approved in July 2021, reflects the City Council’s commitment to transforming Madrid and achieving its ambitious objectives through public-private partnership mechanisms, and expressly mentions the role that clusters must play as drivers of the knowledge economy.

CLUSTERS

The network currently includes seven clusters:

- Big Data
- Cybersecurity
- Fintech
- Construction, Engineering and Architecture
- Digital Health
- Video Games
- Innovation for Sustainable Freight Delivery

In the medium-term, it is envisioned that the Innovation and Circular Economy Centre (CIEC) run by Madrid City Council will also be set up as a cluster.

The Directorate-General for Economic Affairs is currently defining and beginning to implement a strategy to coordinate the clusters in the municipal network with the aim of ensuring the necessary synergy of their activities by creating a collaborative work environment in which they all take part.

OBJECTIVES

- Drive innovation, economic development and the creation of jobs in the various clusters’ spheres of activity
- Attract talent and investment to the city of Madrid
- Make the Spanish capital an international benchmark in the sectors associated with each cluster in the municipal network
- Foster public-private partnership, making it a key instrument for the city of Madrid’s transition to a more sustainable, digital, egalitarian model.

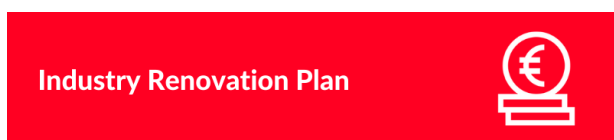
DURATION

This initiative is of indefinite duration, starting from the time the clusters are formally created by means of official registration in the relevant Associations Register. Various clusters were formally created in 2020 (“Big Data”, “Cybersecurity”, “Fintech”, and “Construction, Engineering and Architecture”) and two were created in 2021 (“Video Games” and “Digital Health”).

In addition, Madrid City Council's status as a CITET partner was established by agreement in a municipal plenary session on 24 November 2020.

ADDITIONAL INFORMATION

dg.economia@madrid.es



DESCRIPTION

Madrid City Council's commitment to industry over the next few years takes the shape of the Industry Renovation Plan (“Plan Renove Industria”), which is regarded as a priority measure to foster our city's economic life and the recovery of its productive capacity and competitiveness. It is distinguished by a cross-cutting approach with a particular focus on areas of key importance for the transformation of our industrial fabric, such as the circular economy, climate change, sustainability, energy efficiency, and digitalisation and 4.0 processes.

The initiative is as ambitious as it is necessary. It is not restricted to mere renewal or updating of facilities, and thus goes beyond what is generally regarded as a “renovation plan”.

Its main objective is more far-reaching, aiming to transform and update the entire productive fabric of Madrid's industrial sector, prioritising sectors of productive activity that are more complex and have greater future potential and added value which make it possible to attract investment and talent, increase GDP, create quality employment and stimulate entrepreneurship.

The aim is to foster strategic sectors that can make Madrid a national and international benchmark for modernising industrial processes by implementing cutting-edge technologies, and for the exchange of these technologies and of best practices, in addition to turning the city into a launchpad for companies.

LINES OF ACTION

Rolling out the Industry Renovation Plan entails the implementation of various initiatives, measures, or lines of action, most notably:

- Strengthening aid for self-employed workers and SMEs to facilitate their liquidity through various mutual guarantee societies (Avalmadrid, Iberaval, Elkargi)
- Fostering and reviving industry and related services in the context of the Covid-19 crisis
- Supporting cultural and creative industry (CREA)
- Fostering the network of municipal industrial factories
- Launching the Innovation and Circular Economy Centre (CIEC)
- Creating an Industry Revival Office and an Industrial Observatory
- Fostering La Nave and the Advice and Consolidation Centres
- Strengthening and expanding the network of clusters
- Creating a Municipal Digital Talent School
- Stepping up improvements in the public spaces of industrial areas
- Drafting and implementing Industrial Space Master Plans (VIVAVI)
- Launching a viewer that displays areas in the city of Madrid zoned for economic activities
- Boosting the city of Madrid's economic internationalisation through Madrid Investment Attraction (MIA)
- Including training packages in the Employment Agency's offerings with content focusing on languages and programming tools used in leading-edge sectors related to cybersecurity, artificial intelligence and big data.

The plan aims to be all of the following:

- An effective short-term instrument for industrial revival that provides support for companies in the context of the crisis caused by Covid-19
- A medium- and long-term commitment to “re-industrialisation” and strengthening and transforming the fabric of the city's industrial sector with a structural, forward-looking vision

OBJECTIVES

The Industry Renovation Plan has 6 strategic objectives, and a wide range of actions and measures is envisioned to allow them to be achieved. 3 of these objectives are urgent and 3 are medium- and long-term.

The 3 urgent strategic measures, which have a stronger connection to the Covid-19 crisis, are:

- Strategic Objective 1: Increase industrial competitiveness through R&D&I and digital transformation. The actions within the scope of this objective aim to boost companies' competitiveness through R&D&I, increasing the number of technological industrial companies, and to facilitate digital transformation and the transition to Industry 4.0. They also aspire to have companies include circular economy objectives in their operations.
- Strategic Objective 2: Facilitate the growth of SMEs and industrial partnership. The basic aim of this objective is to stimulate Madrid's industry and foster collaboration between companies.
- Strategic Objective 3: Increase the role of government as a catalyst of the industrial system. Policy-making can obviously be a key factor in the development and creation of structural transformations, and in this respect governments play a central role as facilitators of such transformations.

The medium- and long-term objectives of the Industry Renovation Plan, which are associated with transforming the city's industrial fabric and economic activity, are:

- Strategic Objective 4: Make companies more outward-looking, with increased participation in global value chains. This objective aims to promote the internationalisation of Madrid's industrial companies and strengthen the presence of their goods beyond our borders, creating a "Madrid Brand".
- Strategic Objective 5: Foster economic competitiveness and sustainability in industrial parks and areas of economic activity. The aim, in short, is to make profitability in the city's productive fabric compatible with the shift towards sustainable industry, capitalising on opportunities posed by the energy transition, decarbonisation and digitalisation of the economy.
- Strategic Objective 6: Foster training and high-quality employment in industry. This objective aims to prepare specialised experts who meet the demand for STEM skills and can adapt to the digital environment and the demands associated with Industry 4.0.

DURATION

Industry Renovation is a multi-year plan to be implemented over a five-year period (2021-2025).

ADDITIONAL INFORMATION

dg.economia@madrid.es

Annual Sponsorship Programme



DESCRIPTION

The Annual Sponsorship Programme ("PAP") provides information on all of the projects eligible for sponsorship during the year that have been proposed by the various management units in the City Council, independent bodies, and the municipal public sector.

Madrid City Council offers a large number and variety of activities and events. The Annual Sponsorship Programme provides comprehensive, standardised, integrated information on what an event or set of events can offer potential sponsors.

It requires preliminary work in the form of information analysis and organisation, as there is a wide range of activities, events and services that can be classified based on various aspects such as their size, audience, capacity to draw crowds, publicity or media coverage.

This project is one of the tasks carried out by the city of Madrid with a view to developing its own business participation model, one that meets both its needs and characteristics and those of the business fabric that is committed to Madrid and to the people who live in and visit it. Madrid's desire to drive sponsorship is realised through annual approval and publication at the highest institutional level, the Governing Board of the City of Madrid, of this extensive catalogue of activities and projects of potential interest to companies and brands.

OBJECTIVES

- Provide a comprehensive overview of activities eligible for partnership with the City Council and enable unified efforts and a greater return on the resources generated
- Turn these assets into a driver that promotes the city of Madrid at the international level by showcasing it as a preferred destination for corporate investment

- Meet a range of needs by integrating projects into balanced thematic or sectoral sponsorship areas based on the proposals of companies, management units and citizens
- Professionalise sponsorship management and specialisation at the municipal level to streamline projects and tailor them to business reality, which is distinguished by a desire to invest primarily in specific projects with defined returns
- Link sponsorship to the City Council's offerings of services and activities, accommodating the private sector's interests, expectations and primary motivations when they are compatible and in line with the strategic areas of public action
- Achieve synergies between the public and private sectors, uniting interests, needs and objectives and creating added value for both parties, with citizens as the final recipients and primary beneficiaries

DURATION

This project is indefinite in duration.

The sponsorship plan is approved by the Governing Board of the City of Madrid each year.

ADDITIONAL INFORMATION

Annual Sponsorship Programme >>

partenariado@madrid.es

**Inclusive Procurement by
Madrid City Council**



DESCRIPTION

This initiative entails reserving a portion of municipal procurement for special employment centres and social integration companies.

It's an innovative measure in Spanish governments which is one of the actions aimed at supporting the social economy, self-employment and small enterprises.

It began to be carried out pursuant to the amendment to the recast text of the Procurement Law and its subsequent inclusion in the Public Sector Procurement Law (Ley de Contratos del Sector Público), and was implemented by means of a municipal instruction by the Department of Economy and Finance.

OBJECTIVES

The aim of reserving this portion of municipal procurement is twofold:

- Strengthen the social and solidarity economy, supporting the role it has to play in the city's socio-economic framework
- Facilitate access for persons with physical or mental disabilities or those faced with social exclusion, fostering insertion in the labour market of groups that experience more difficulties and are at greater risk of social exclusion

DURATION

Indefinite. The project began in 2016 and was intended to be long-term from the date it was approved.

THE PROJECT IN NUMBERS

In 2016, the first year of the programme, the City Council pledged to reserve 0.5% of the budget for service contracts implemented in the immediately preceding attributable year, which amounted to 1,101,582 euros.

In the following years, the percentage set aside was gradually increased: 0.6% in 2017, 0.7% in 2018, 2% in 2019, 2.5% in 2020 and 2.75% in 2021.

Thanks to these progressive increases, in 2020, the most recent year with finalised data, the value of the reserved contracts was 16,154,584.24 euros.

ADDITIONAL INFORMATION

Website >>

dg.contraser@madrid.es

**Environmental Public
Procurement Programme**



DESCRIPTION

Phase 1

Implementation and monitoring of Madrid City Council's Environmental Public Procurement Programme. With this programme, Madrid City Council orders and systematises the inclusion of environmental clauses in public procurement carried out by the City Council, its autonomous bodies and municipal public sector business organisations.

The programme has two components:

- A Technical Catalogue of Environmental Goods and Services compiled and updated in August 2021, which provides detailed information, for the following eight major procurement categories, on the method for including environmental clauses in procurement specifications. It also summarises the legal and technical requirements affecting each good or service. The catalogue will be updated on a regular basis.
- Food
- Textiles
- Event Organisation
- Road Cleaning and Waste Removal Services
- Supply Facilities and Vehicles
- Administrative Management and Documentation Offices and Centres
- Construction
- Urban Development

The Instruction that will set out the terms of inclusion of the clauses in procurement specifications, whether as technical specifications, award criteria or special contract implementation conditions, which is currently under development.

OBJECTIVES

Systematic introduction of environmental criteria in Madrid City Council's tender procedures will help transition its activities to the new, low-carbon intensity circular economy model, in which reducing the environmental impact associated with municipal contracts is coupled with fostering environmental transitioning in productive sectors linked directly or indirectly to the goods and services cited in the catalogue.

Implementing the programme will also enable advancement of the city's environmental programmes:

- The 360 Environmental Sustainability Strategy, which expressly cites "sustainable procurement" as one of its action lines
- The Roadmap towards Climate Neutrality of the City of Madrid, a framework for the city's commitment to fighting climate change which sets the goal of reducing the city's greenhouse gases 65% by 2030 with respect to 1990, and reaching climate neutrality by 2050

- The City Agreements ("Acuerdos de la Villa") signed by representatives from all of the city's political parties, which provides for "approval of an Instruction governing the inclusion of environmental clauses in contracts entered into by Madrid City Council, its autonomous bodies and municipal public sector entities, which identifies the catalogue of goods and services whose acquisition will be subject to said clauses".

In addition, final implementation of the programme will constitute an immediate response by Madrid City Council to the provisions of Law 7/2021 of 20 May on climate change and energy transition, which calls for the introduction of environmental clauses in public procurement, albeit not as a universal requirement. Moreover, it will spur the central government to consider approving a catalogue of goods and services whose procurement must take into account climate change criteria, a catalogue that will also stipulate emission and carbon footprint reduction criteria, and which the City Council will have approved in advance.

DURATION

The programme began in the last four months of 2021 and will be permanent.

ADDITIONAL INFORMATION

Environmental Public Procurement Programme >>

dg.contraser@madrid.es

Neighbourhood Employment Schemes



DESCRIPTION

The Neighbourhood Employment Schemes are an ideal means of fostering employment among particularly badly affected groups. Their implementation is enabling residents of areas with greater difficulties entering the labour market to enrol and receive personalised assistance, namely employment guidance and specific training on a range of trades to facilitate their entry to the market.

Neighbourhood associations have played a key role in the initiative, getting involved in drawing up plans and performing initial tasks aimed at attracting users and providing information via agents called neighbourhood "dynamisers". This project has given these associations a vehicle for institutional collaboration, in partnership

with Madrid City Council, on the job search activities they were previously carrying out.

The services offered under the umbrella of this project are:

- Development of pre-employment skills to foster behavioural habits appropriate for work
- Employment advice
- Specific training on different trades
- Job matching

OBJECTIVES

The Neighbourhood Employment Schemes were created to foster labour market entry of the most disadvantaged citizens and to achieve the following aims:

- Furthering social cohesion and restore territorial balance
- Fostering active participation by citizens
- Strengthening the principles of territorial co-responsibility and solidarity

The Neighbourhood Employment Schemes use a more in-depth, inclusive intervention method based on a personal approach to groups with the greatest difficulties entering the job market.

Employment stimulation actions in the relevant neighbourhoods allow agents to gauge the concerns, real needs and future expectations of each neighbourhood's unemployed people. This information has enabled the development of programmes and services that truly meet our citizens' needs.

DURATION

The project began in 2009 and is of indefinite duration.

INVESTMENT

The Madrid Employment Agency has allocated 5 million euros to this project.

THE PROJECT IN NUMBERS

12,000 residents without jobs and at risk of social exclusion have been assisted since 2009.

8,000 people have received employment guidance.

3,000 people have benefited from 213 training courses.

ADDITIONAL INFORMATION

activaempleo@madrid.es

[Madrid Employment Agency Website >>](#)

[Documents and reports >>](#)

**Journey to
Employment**



DESCRIPTION

The Annual Sponsorship Programme ("PAP") provides information on all of the projects eligible for sponsorship during the year that have been proposed by the various management units in the City Council, independent bodies, and the municipal public sector.

Madrid City Council offers a large number and variety of activities and events. The Annual Sponsorship Programme provides comprehensive, standardised, integrated information on what an event or set of events can offer potential sponsors.

It requires preliminary work in the form of information analysis and organisation, as there is a wide range of activities, events and services that can be classified based on various aspects such as their size, audience, capacity to draw crowds, publicity or media coverage.

This project is one of the tasks carried out by the city of Madrid with a view to developing its own business participation model, one that meets both its needs and characteristics and those of the business fabric that is committed to Madrid and to the people who live in and visit it. Madrid's desire to drive sponsorship is realised through annual approval and publication at the highest institutional level, the Governing Board of the City of Madrid, of this extensive catalogue of activities and projects of potential interest to companies and brands.

OBJECTIVES

- Provide a comprehensive overview of activities eligible for partnership with the City Council and enable unified efforts and a greater return on the resources generated
- Turn these assets into a driver that promotes the city of Madrid at the international level by showcasing it as a preferred destination for corporate investment
- Meet a range of needs by integrating projects into balanced thematic or sectoral sponsorship areas

based on the proposals of companies, management units and citizens

- Professionalise sponsorship management and specialisation at the municipal level to streamline projects and tailor them to business reality, which is distinguished by a desire to invest primarily in specific projects with defined returns
- Link sponsorship to the City Council's offerings of services and activities, accommodating the private sector's interests, expectations and primary motivations when they are compatible and in line with the strategic areas of public action
- Achieve synergies between the public and private sectors, uniting interests, needs and objectives and creating added value for both parties, with citizens as the final recipients and primary beneficiaries

DURATION

This project is indefinite in duration.

The sponsorship plan is approved by the Governing Board of the City of Madrid each year.

ADDITIONAL INFORMATION

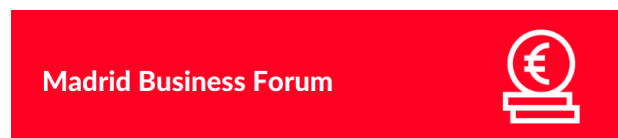
activaempleo@madrid.es

[Madrid Employment Agency Website >>](#)

[Access to the program >>](#)

[Youtube >>](#)

[Video >>](#)



DESCRIPTION

Madrid Business Forum was created in 2013 to continue and provide a formal mechanism for the partnership between Madrid City Council and companies in the business sector that are exceptionally committed to the city. This innovative platform brings together resources and efforts on both sides to carry out major city projects.

This platform aims to promote, incentivise, coordinate and advise Madrid City Council on strategies and key measures to be taken in order to further corporate engagement, in addition to carrying out projects linked to

the city of Madrid by promoting corporate engagement and drawing up an annual action programme.

Madrid Business Forum is a collaborative platform for the planning and development of projects that allow the business fabric to contribute and offer its knowledge, experience and technology to the benefit of all citizens by working in partnership with Madrid City Council and its various departments.

The Forum is an ecosystem of companies, but first and foremost, it's a place where they can work alongside Madrid City Council to build new relationships with the city and its inhabitants with the aim of improving its urban settings.

Madrid Business Forum aims to promote, incentivise, coordinate and advise Madrid City Council on strategies and key measures to be taken in order to further corporate engagement, in addition to carrying out projects linked to the city of Madrid by promoting corporate engagement and drawing up an annual action programme.

FUNCTIONS

The Forum's Technical Secretary is organically located in Madrid City Brand and Partnership Office and performs various functions, most notably:

- Implementation, ongoing management and strengthening of the collaborative platform
- Continual overall coordination with municipal government departments
- Research and identification of additional opportunities for specific participation by the forum's member companies
- Collaboration on projects developed in government departments
- Personalised advice, monitoring and ongoing support for member companies
- Implementation and coordination of the forum's assets and returns programme
- Creation of loyalty among companies

OBJECTIVES

This collaborative platform incentivises and provides a mechanism for corporate commitment to the city and its values, which translates into two possible types of action in the Forum :

- Very specific programmes and projects in which the forum takes part collectively, as a whole,

providing the city with talking points and analyses that combine to produce tangible solutions, and channelling and coordinating private initiatives in line with the city's overall aims

- Direct and individual participation by any of the forum's companies in any city project or programme carried out by the various government departments and directorate-generals

The Forum gives priority to projects related to international reach, innovation and development, economic stimulus, surroundings and the environment, citizen activity, and corporate social responsibility.

DURATION

Madrid Business Forum was created as a permanent platform on 22 March 2013.

THE PROJECT IN NUMBERS

The Forum of Companies for Madrid has continued to grow since its creation, with its members numbering 25 in 2022. The number of projects approved by the city's most strategic companies and the various municipal government departments has also shown similar growth. 29 projects were approved in 2022, with an estimated combined budget of 2,850,982.93 euros.

ADDITIONAL INFORMATION

partenariado@madrid.es

Madrid Business Forum >>

**Madrid Video
Game Campus**



DESCRIPTION

The Video Game Campus is intended to be a municipal facility in which video game-related activities can be carried out. The aim is for it to become a national and international benchmark in terms of driving the creation of companies and generating video game-related knowledge and training, with its efforts focused on fostering this economic activity linked to cultural creation. This creative activity, moreover, has great potential to create quality employment for highly-qualified professionals.

Under the Agreement of the Governing Board of the City of Madrid of 27 June 2019, the Department of Economy, Innovation and Employment is responsible,

as part of its efforts to promote economic and business development, for strengthening Madrid's business fabric through actions that aim to develop strategic productive sectors and foster business innovation.

To this end, the department has developed this project linked to video game design which takes into consideration the sector's potential for creating high-quality jobs and the opportunity it poses for Madrid in terms of strengthening its position in this strategic industry by creating a physical space to serve as a meeting place and hub for the video game industry in Spain and in Europe.

On 15 April 2021, the Governing Board approved an update to the Operational Programme to Rehabilitate Four Pavilions in Casa de Campo Park in Madrid, and changed its name to the "Operational Programme to Establish the Madrid Video Game Campus", under which the four buildings referenced in the rehabilitation plan have been allocated to the Madrid Video Game Campus.

PURPOSE

Services will be provided under an open contract for the purpose of supporting the Directorate-General for Economic Affairs in creating a video game campus in Madrid and carrying out a range of activities such as mentoring, co-working, consulting, attracting investment, creating a video game museum and a municipal eSport League, holding all sorts of national and international events that foster the industry, etc.

These activities will take place in various rehabilitated buildings in Casa de Campo Park, in the district of Moncloa Aravaca. The buildings that have been allocated to the Madrid Video Game Campus are: ICONA II Pavilion, Ministry of Housing / Exhibition Pavilion and ICONA I Pavilion.

OBJECTIVES

The Video Game Campus is intended to be a physical and virtual space that drives the creation of new companies and the growth of existing ones, in addition to hosting eSport activities and supporting training programmes and partnerships with the university.

In this physical and virtual space, companies and entrepreneurs will have access to the infrastructure needed to carry out activities that foster Madrid's video game industry. The use of advanced technology will work in favour of this innovative industry.

Procurement of this contract has multiple aims:

- Support and strengthen business ventures linked to the video game industry through mentoring programmes
- Support initiatives in the search for new markets and business models
- Scale-up and accelerate active entrepreneurial projects
- Foster the attraction of funds to further the video game industry
- Promote and foster the video game industry through events and activities aimed at citizens

Specifically, the services provided under the relevant contract will have an impact on the following action areas:

- Attracting talent and investment
- Driving employment and self-employment among young people
- Facilitating entrepreneurship in strategic sectors
- Strengthening the city of Madrid's image and position in the area of innovation
- Participating in a high-impact project for citizens
- Fostering new technology-based industry
- Promoting technical training that meets market demand
- Opportunities for territorial proximity
- Positioning Madrid at the forefront of disruptive technology (with specific technologies to be identified after provision of the service)
- Increasing the value of research and technological development
- Creating a digital ecosystem in the city

Although most of the Video Game Campus' activities will take place in the buildings stipulated in the contract, they will also, and by extension, be carried out in other spaces deemed appropriate by those tasked with managing the campus and by Madrid City Council itself, as the aim is to achieve the greatest possible physical linkage and spatial overlap for video game industry activities in existing facilities and venues in Madrid.

DURATION

The contract is scheduled to run for 3 years (July 2022-June 2025), with a possible extension of 2 years.

ADDITIONAL INFORMATION

campusdelvideojuego@madrid.es

Economy and
Business





Innovation and Entrepreneurship

Innovation and Entrepreneurship



Entrepreneurial Spaces



The spaces have pre-incubation workstations where business plans can be drawn up, as well as shared workspaces which are available to companies that have already begun to operate.

- Carabanchel Coworking Space - Virtual Tour
- Puente de Vallecas Coworking Space - Virtual Tour
- Vicálvaro Coworking Space - Virtual Tour
- Villaverde Coworking Space - Virtual Tour

NETWORK OF BUSINESS INCUBATORS

Created by Madrid City Council, the network of business incubators makes municipally-owned physical spaces available to you with the aim of fostering entrepreneurial initiatives.

The incubators provide business management consulting services and offer the use of office space as well as common services that cover the basic needs of new companies during their first few years.

All of the services are available upon payment of a standard public rate approved in plenary by Madrid City Council.

- Carabanchel Business Incubator - Virtual Tour
- Moratalaz Business Incubator - Virtual Tour
- P. de Vallecas Business Incubator - Virtual Tour
- San Blas Business Incubator - Virtual Tour
- Vicálvaro Business Incubator - Virtual Tour
- Villaverde Business Incubator - Virtual Tour

Requirements: natural persons (private individuals) or legal persons that are small or mid-sized enterprises (SMEs) and began their business activity within the past 5 years.

People or groups of private individuals with a planned business venture, provided that they submit an undertaking to begin their activity within 30 days of the date their use of the space and services is authorised.

COWORKING SPACES

The network of business incubators also includes coworking spaces, which are municipal venues made available for temporary use free of charge to support entrepreneurs in creating business plans and to provide a workspace to ventures whose business activity is primarily carried out on clients' premises.

MADRID FOOD INNOVATION HUB

This pioneering initiative, Madrid's first food innovation hub, aims to foster innovation and entrepreneurship throughout the agri-food value chain and is the nerve centre of all of the entrepreneurial FoodTech activity in the region.

Startups that take part in the centre's innovation and acceleration programmes have access to the best mentors to enable their businesses to thrive, as well as free use of the centre's facilities including 300 m2 of Coworking space and a fully-equipped kitchen/lab with an area of over 300 m2.

Madrid Food Innovation Hub offers unique knowledge-based training programmes for beginners as well as experts to support the entrepreneurial community. The courses aim to build participants' technical and business skills, from farm to table. Complete information is available at madridfoodinnovationhub.com

ONE-STOP SHOP FOR ENTREPRENEURS (VUE)

Madrid City Council offers a centralised service that provides information on business management, the steps and administrative procedures required to create companies, financial aid, grants and subsidies, bank credit lines and other available resources.

The One-Stop Shop for Entrepreneurs (Ventanilla Única del Emprendedor) is located at no. 140 in Calle Príncipe de Vergara, 28002, Madrid.

To use this free service, an appointment must be made online.

ENTREPRENEUR SERVICE POINTS (PAE)

The Entrepreneur Service Points (Puntos de Atención al Emprendedor), facilitate the creation of new companies and effective commencement and development of their operations by providing information, processing documents and offering training and support with business financing.

Entrepreneurs that wish to register as freelance workers or incorporate a Limited Liability Company (“SL”) or a New Business Limited Liability Company (“SLNE”, a simplified form of the limited company), simply need to visit a PAE in person (after making an appointment online).

Once there, accredited staff will complete the Single Electronic Document (“DUE”) using data provided in advance by the entrepreneur. Carrying out procedures electronically rather than in person streamlines the process, shortening time frames and eliminating the need to travel and the cost of involving intermediaries.

ADDITIONAL INFORMATION

Madrid Emprende website >>

dgje@madrid.es



DESCRIPTION

La Nave is the main urban innovation space run by Madrid City Council. It is part of and stimulates the city of Madrid’s innovation ecosystem, strengthening its image as a hub that attracts ideas, talent and investment.

At La Nave, startup acceleration programmes are developed, innovative business ventures are hosted and spaces are made available for training and events related to innovation.

Its activities can be grouped into 3 major categories:

- **La Nave Trains:** to help participants acquire or expand their knowledge of the latest trends in innovation, technology, methods, etc., with over 500 activities carried out each year
- **La Nave Connects:** to integrate the members of the La Nave community into the entire ecosystem of its national and international network, by means of networking events and activities
- **La Nave Accelerates:** for ideas and ventures with business models that are primarily focused on urban innovation, through conceptualisation, prototyping and scale-up programmes. Over 50 startups are accelerated per year, grouped according to 4 pillars: Smart Cities and Mobility; Health and Biotechnology; EdTech; and Bioeconomy, Circular Economy and Sustainability.

OBJECTIVES

La Nave’s mission is to foster innovation and technology in the city of Madrid’s social and economic fabric, creating a conducive environment for this purpose by means of:

- Attracting major events related to innovation and technology
- Open innovation with major companies, acting as an interface between startups and large corporations
- Consulting and acceleration of innovative national and international ventures
- Providing co-working spaces for innovative ventures

La Nave is one of the elements in the innovation ecosystem that strengthen the city of Madrid’s image as a hub that attracts ideas, talent and investment.

DURATION

La Nave began its activity in September 2017 and will continue to operate indefinitely.

THE PROJECT IN NUMBERS

- 4,650 activities held - 242,413 attendees
- 62,551 people registered for training activities
- 692 startups accelerated
- 6,000,000+ euros of investment/financing attained by startups
- 2,449 mentions in national media and 121 in international media
- 3,196,861.34 euros of costs covered by the City Council’s budget

The figures provided are based on data as of 30 June 2021.

ADDITIONAL INFORMATION

La Nave >>

innovacion@madrid.es

International LAB



DESCRIPTION

The iLAB is an internationally oriented innovation centre of Madrid City Council.

It is located in a building that was built in the 19th century to house the old municipal laboratory. In this way, the building has preserved its experimental character over time and is now used as a laboratory of ideas to promote innovation and attract talent.

The iLAB provides free coworking spaces for the founders of startups for a maximum of 1 year. It had a capacity for 70 places.

In addition, the iLAB organises events on topics of interest to the innovation community and provides free spaces for the city's innovation ecosystem to hold events. It has an assembly hall which can fit up to 80 people.

OBJECTIVES

- Contribute to the positioning of Madrid as an attraction pole for ideas, talent and investment.
- Accommodates startups, preferably with an international component.
- Carrying out events related to innovation.

DURATION

iLAB started in 2012 and is open-ended.

PROJECT DATA

The figures for the project in 2021 are:

- Housed 33 startups
- 34.900.000 € of investment raised by the startups that have been housed in the centre.
- 59 events and 1355 attendees
- 353.000 € in operational expenditure

MORE INFORMATION

Madrid Innova >>

internationallab@madrid.es

Programme for the promotion of startups



DESCRIPTION

Science and innovation are the engine of the economy in advanced societies.

Effective knowledge transfer is essential to ensure that scientific research results reach the market and society providing value to both of them.

The transfer of knowledge from Public Research Centres to companies is one of the cornerstones of European innovation policy and is linked to the innovation programmes of EU member states.

The creation of spin-off/EBTs (Technology Based Firms) is one of the main tools to achieve this transfer of research results and knowledge and to contribute to the development of their immediate surroundings.

Grants have been used to promote the creation and consolidation of spin-offs in Madrid's universities. For this reason, a public call was approved to encourage innovation through incubation programmes, acceleration or scaling for innovative projects developed by public universities, non-profit foundations linked to public universities, science parks and public research bodies based in the municipality of Madrid.

The purpose of this call, which is carried out on a public competitive basis, is to strengthen the innovation ecosystem of the city of Madrid by supporting R&D&I projects that are being incubated as well as helping, through public entities in Madrid, innovative companies to accelerate and scale their model.

OBJECTIVES

- Support and strengthen R&D&I projects by promoting incubation and acceleration or scaling-up programmes for innovative projects.
- Consolidation of the city as a pole of attraction and generating talent with high added value, favouring the image of the city as a model to be followed by other cities in the world.
- To position Madrid as a city that develops actions aimed at fostering innovation within companies as well as an attractive destination for the development of programmes and activities with a high R&D&I content through the valorisation and transfer of research results to companies.

DURATION

The 2021 call for proposals is currently in force and runs until November 2022.

The 2022 call for proposals will be published shortly and will run until 15 November 2023.

PROJECT DATA

Figures corresponding to the 2021 call, currently under development.

- 9 Madrid universities submitted to the call for proposals
- 8 beneficiary entities
- 640,000 euros of municipal investment

MORE INFORMATION

Madrid.es >>

Innovation Gate



DESCRIPTION

The innovation centre, Innovation Gate, is located in the centre of Madrid (Calle Toledo, 108) near the historic Puerta de Toledo. Its surroundings are strengthened by the proximity of spaces that generate dynamism between them, specifically another municipal innovation centre, the Madrid International Lab (iLAB) and the Carlos III University campus.

Innovation Gate has three floors with a series of multi-purpose rooms and 26 shared workspaces, covering a total surface of 158 m2.

The services offered are free of charge for startups that want to be part of it. They receive guidance, advice and support for their innovative projects for a period of six months, which can be extended for a further three months.

It also organizes lectures, workshops, seminars, debates, round tables, meetings and exchanges of experiences on topics related to innovation, technology, business, entrepreneurship, etc. open to the entire ecosystem of the city.

OBJECTIVES

- Contribute to the positioning of Madrid as a pole of attraction for ideas, talent and investment.
- Provide startups with accommodation, training, support and monitoring in the development of their projects. It also helps them integrate into the city's ecosystem.
- Celebrate events related to innovation.

DURATION

Innovation Gate was launched in October 2021. However, the activity started effectively in January 2022 and has an indefinite duration.

PROJECT DATA

The following figures refer to current data from May 2022:

- 26 workspaces, used by 12 startups and a total of 37 coworkers.
- 23 sessions held in face-to-face and online formats, with a total of 476 attendees.

MORE INFORMATION

[Puerta Innovación >>](#)

[Madrid Innova >>](#)

[Madrid.es >>](#)

innovacion@madrid.es

Madrid Innovation LAB



DESCRIPTION

The artificial intelligence centre, Madrid Innovation LAB, is a space located in the Chamberí district (calle Bravo Murillo, 37-39). Madrid Innovation LAB has 400 square meters located in the central district of Chamberí. It is a flexible workspace with a capacity for 45 people.

Madrid City Council wants to promote the development of Artificial Intelligence in the city, facilitating business and commercial activity, accelerating the transfer of knowledge between universities and companies, connecting supply and demand, making visible the support

for initiatives that promote these technologies, attracting and retaining talent and investment, together with positioning the city as a geographical area of reference at European level.

One of its initiatives is the creation of Madrid Innovation Lab, an innovation centre focused on Artificial Intelligence and other DeepTech technologies.

The centre will provide physical headquarters to centralize related actions, and to develop events, meetings, round tables, informative talks, and other actions to further support the promotion of this sector.

This centre has a company specialising in this technology, which was awarded the contract for the management and dynamization of the centre in January 2022 through an open procedure. Since it was set up, activities have been held both to raise awareness among SMEs, citizens and especially young people in Madrid, as well as more technological activities for companies and start-ups in the city, with the aim of consolidating Madrid as a benchmark city in artificial intelligence technology.

The services offered at Madrid Innovation Lab are free of charge. It attracts, organizes and develops events, conferences, webinars, etc. on Artificial Intelligence and other advanced technologies. Use cases will be developed to serve as demonstrators, and it has means of dissemination to inform interested parties, such as the website <https://milmadrid.es>, a newsletter and profiles on the main social networks.

GOALS

- Contribute to the positioning of Madrid as a pole of attraction for ideas, talent and investment.
- Provide startups with training, support and monitoring in the development of their projects. Support them in their integration into the city's ecosystem.
- Holding events related to artificial intelligence and other advanced technologies.

DURATION

Madrid Innovation LAB was launched in October 2021, although the activity started effectively in January 2022 and has an indefinite duration.

THE PROJECT IN NUMBERS

In the first six months of operation, 80 sessions were held, more than two thirds of which were broadcast live and recorded for on-demand viewing, with more than 2,000 attendees.

MORE INFORMATION

MILMadrid Innovation Lab >>

Innovation and
Entrepreneurship





Environment and Mobility

Environment and Mobility



iKAAS: intelligent knowledge as a service



DESCRIPTION

iKaaS is part of the European Commission's HORIZON2020 programme, which seeks to foster collaboration between Europe and Japan.

The project involves the development of a safe, intelligent platform based on big data resources and analytics engines built on cloud-based platforms that include data which is collected from multiple sensors.

The platform is underpinned by the concept of the Internet of Things, which can be defined as the digital interconnection between everyday objects and the internet.

The city of Madrid was chosen as the location for one of the pilot projects, which consists of installing, in the city's public bus network (EMT), sensors that detect pollen, air pollutants and meteorological conditions.

Together with Madrid City Council's air quality surveillance network and the regional government of Madrid's pollen network, these new sensors will send feedback to the iKaaS platform, providing real-time data on the relevant levels. This information may be made available to citizens via, for example, their smartphones.

OBJECTIVES

The objective is to develop innovative cloud-based technologies that allow us to meet the new challenges associated with the massive amounts of data ("big data") produced by new Internet of Things infrastructure.

The launch of a data platform that integrates all of the environmental data from cities dynamically, in real time and space, is an Internet of Things tool which is highly useful in terms of enabling citizens to self-manage their health.

From a practical point of view, it has made it possible to manage and disseminate information on air pollution episodes and pollen levels and to offer recommendations that minimise exposure in such instances and

provide users with information on alternative routes that limit their exposure, i.e., healthy routes.

The functions (Healthy Route Planner) developed as part of this project will be incorporated into the new MAAS Madrid app, which was presented on 29 November 2018, to enable users to choose healthier multi-modal travel routes for their journeys.

DURATION

The project formally began in November 2014 and ended in November 2017.

ADDITIONAL INFORMATION

iKaaS Project >>

sgsostenibilidad@madrid.es

mstpambiental@madrid.es

Special Protection Low Emission Zone - Centro District



DESCRIPTION

The Centro District Special Protection Low Emission Zone (referred to hereinafter as CD SPLEZ) is a low-emission zone that has been created over an area of 472 hectares in Madrid's historic centre.

The zone favours pedestrians, cyclists and public transport, giving them a more prominent role as well as more space by remodelling streets like Calle Alcalá and Calle Bailén.

Through traffic has been eliminated in the city centre, except for green vehicles (classified as ZERO and ECO under the national system of the Directorate-General for Traffic), and entry and circulation restrictions have been introduced for the most polluting vehicles.

Residents, establishments, people with reduced mobility and safety and emergency services may enter the CD SPLEZ with their vehicles. A number of exceptions, moratoria and timetables for certain groups have been provided for, based on their functions or characteristics.

Environmental Benefits On the whole, this initiative fosters regeneration of the urban centre through implementation of a new mobility model that gives priority to pedestrians, cyclists and public transport and, in general, less polluting vehicles, thereby improving residents' quality of life by facilitating their movement and

reducing noise and air pollution. These measures are expected to cut emissions of nitrogen dioxide, the most relevant pollutant in Madrid's air.

Adaptation of the public space The CD SPLEZ is associated with various actions and renovations that are being carried out in the main streets of the Centro district, such as Calle Alcalá, the area around Plaza de España and the area around Puerta de Sol.

OBJECTIVES

- Improve air quality
- Reduce noise
- Free up public space to give greater prominence to residents and visitors to the district in a healthier, more welcoming environment
- Act as a catalyst for a new, more sustainable mobility model

DURATION

Implementation began the day after the amendment to the Sustainable Mobility Ordinance was published in the Official Bulletin of the Community of Madrid (BOCAM), that is, on 22 September 2021.

The measure is permanent and includes progressive implementation of entry restriction measures.

THE PROJECT IN NUMBERS

- The new CD SPLEZ is part of the services provided under the Comprehensive Mobility Contract, which has an initial duration of 12 years and runs until October 2025.
- In the 2022 financial year, the CD SPLEZ will cost €2,650,000.

ADDITIONAL INFORMATION

Centro District Special Protection Low Emission Zone Website>>

zbedistritocentro@madrid.es

Municipal Fleet of Electric Vehicles



DESCRIPTION

The gradual inclusion of electric vehicles in the municipal fleet is a goal that not only contributes to reducing the environmental impact of services but also plays an important role in terms of environmental commitment and awareness-raising.

At the local level, electric vehicles don't generate polluting emissions and they also reduce noise levels in the city. Moreover, electrifying mobility is regarded as an important milestone on the roadmap to decarbonising cities.

All of these factors make electric mobility one of the pillars of the Madrid 360 Environmental Sustainability Strategy and of Plan A, the city of Madrid's air quality and climate change plan. As befits the exemplary role of government, it involves a push to replace the vehicles that belong to the City Council with electric models.

Over the course of 2020 and 2021, significant actions were carried out to enable electrification of the municipal fleet. These actions can be grouped into the following areas:

- Creation of vehicle acquisition tender specification and procurement clauses that prioritise electric vehicles, except where the services in question make their use justifiably infeasible.
- Adaptation of municipal buildings by installing electric charging points.
- Internal information and awareness-raising for the various managers of municipal vehicle fleets regarding the benefits and possibilities offered by electric vehicles (demo vehicle tests, seminars, documents on available models, etc.).

As a result of these actions, as of 1 November 2021 the municipal fleet of zero-emission vehicles (as per the national classification of the Directorate-General of Traffic) belonging to the various government departments includes 408 vehicles, of which 333 are private cars that bear the "ZERO" environmental sticker.

These vehicles have been integrated into multiple urban activities, such as municipal policing and use by agents associated with mobility, environmental

inspection and cleaning, administrative services, green spaces, health services, air quality, etc.

With respect to charging infrastructure, 261 electric vehicle chargers have been installed in more than 69 municipal buildings (2021).

OBJECTIVES

- Cut polluting emissions by the fleet of municipal vehicles through the incorporation of electric vehicles
- Live up to the exemplary role governments must play as a tool for raising awareness and promoting electric mobility to improve air quality and fight climate change
- Gain experience managing zero-emission fleets and electric vehicle charging systems, and collaborate with other cities by participating in international sustainable mobility networks and projects

DURATION

The first pilot tests and inclusions of electric vehicles in Madrid City Council's fleet began in the 1990s, primarily in vehicles that service parks and gardens.

Until 2016, however, there was no qualitative leap forward in terms of introducing electric vehicles.

In recent years, there has been a significant increase in such vehicles, and most cars in the municipal fleet are now electric.

Renewal of the fleet with a view to transitioning it towards a zero-emission model is a permanent goal in keeping with technological innovation and the availability of greener, more efficient models of vehicle.

INVESTMENT

In 2021, an investment of €200,000 was made to install electric vehicle charging points in municipal buildings and centres.

Electric vehicle rental and purchase contracts entail an approximate annual expenditure of €1,100,000.

However, it should be noted that rental costs for electric vehicles are increasingly competitive in comparison to those of vehicles with traditional internal combustion engines, and that the use of electric cars offers significant savings with respect to fossil fuel consumption.

Civitas
Eccentric



DESCRIPTION

In recent decades, European cities have made significant progress in making mobility systems sustainable. It has been shown that ambitious measures can have a significant impact in terms of reducing congestion, increasing active modes of shared transport and cutting emissions.

CIVITAS-ECCENTRIC is a consortium formed by the cities of Madrid, Stockholm (Sweden), Munich (Germany), Turku (Finland) and Ruse (Bulgaria) for the purpose of addressing and meeting challenges relating to cities' mobility.

It seeks innovative mobility solutions for suburban districts and clean, silent, CO₂-free urban freight distribution. It is made up of public and private stakeholders from the 5 European member cities.

OBJECTIVES

CIVITAS-ECCENTRIC can be framed within the context of the targets of the EU's White Paper on Transport in regard to air quality, energy use, CO₂ emissions, traffic accidents and the use of clean vehicles.

The project's overarching aim is to test and demonstrate the potential and ability for replication in other places of innovative sustainability mobility and integrated, inclusive urban planning solutions that improve the quality of life of residents of urban areas, focusing on peri-urban districts, on new urban development projects and on organising the distribution of urban logistics.

With respect to the project's specific objectives, the following are of particular note:

- Demonstrate and test comprehensive packages of innovative solutions for sustainable mobility solutions in peri-urban "lab" areas, with a combination of new policies, technologies and measures
- Demonstrate and test innovative solutions for better, cleaner freight distribution in urban centres, based on close cooperation with the private and research sectors
- Contribute to a knowledge base and capacity-building regarding effective mobility solutions, and to overcoming barriers for their implementation,

with the aim of replicating the solutions in other cities

- Increase ECCENTRIC's impact at the local, national, European and global levels through a well-coordinated network of contacts and communication, and foster the success of the business concepts developed.

WORKING PACKAGES OR TASK FORCES

The project's content is addressed by means of various action lines covering distinct areas and cross-cutting activities, structured into 11 working packages or task groups:

- Ethics Requirements
- Inclusive Urban Planning, New Parking Policies and Mobility Management
- Mobility as a Service for and by All
- Enabling Safe Walking and Cycling
- Efficient and Clean Public Transport Solutions
- Promoting the Uptake of Clean Vehicles
- Towards Better and Cleaner Urban Freight Logistics
- Evaluation on Measure and Project Level
- Dissemination, Networking and Cross-Fertilization
- Replication of Innovative Solutions
- Project Coordination and Technical Management

Of the 11 working packages, 8 were spearheaded by Madrid City Council and 3 were led by the Municipal Transport Company of Madrid (EMT).

DURATION

The project began in September 2016 and lasted 51 months, finishing on 30 November 2020. It is structured into 4 phases:

- Research and Planning
- Acquisition and Implementation
- Testing and Monitoring
- Conclusions and Recommendations

INVESTMENT

€19.2 M (€17.4 M funded by the European Commission) was invested, of which €5.5 M was budgeted for projects in Madrid.

ADDITIONAL INFORMATION

Civitas-eccentric Website>>

eccentric@madrid.es

Castellana Cycle Lane



DESCRIPTION

The Prado - Recoletos - Castellana Cycle Lane project is designed to be a major artery of the cycle network in the city of Madrid, providing cycle lane infrastructure that runs from north (Plaza de Castilla) to south (Atocha) in one of the city's main urban corridors.

The project involves broad-ranging action in the public space along the stretch of Paseo de la Castellana between Plaza de Castilla and Plaza de Cibeles, and comprises a comprehensive mobility initiative for this public road in the city of Madrid. This initiative fulfils the pledge made by all of the city's political groups in the City Agreements ("Acuerdos de la Villa") signed in July 2020.

The primary measures include constructing a 12-km separated cycle lane, adapting pavements and pedestrian areas to increase pedestrian space by 27,500 m², and improving public transport by adding 6,000 m of separated bus lane. Constructing cycling infrastructure along the whole of Paseo de la Castellana could reduce car and motorcycle travel by as much as 10%, achieving a modal shift from cars to bikes of 1,400 journeys per day.

The estimated modal shift from cars is calculated solely for vehicles whose departure and arrival points are on Paseo de la Castellana, which would result in an annual cumulative reduction of over 1 million km of car travel, in addition to cutting CO₂ by 187 metric tons and NO_x by 319,000 kg.

This project thus improves environmental quality and fosters sustainable mobility along one of Madrid's main thoroughfares, promoting cycling and pedestrian traffic and fostering public transport. It also entails improving the cityscape with the addition of green spaces and leisure areas of high environmental quality.

OBJECTIVES

- Increase daily bike travel along the thoroughfare to 4,000 journeys, 3,000 more than those currently recorded, and achieve a shift from private vehicles and motorcycles to bicycles of up to 1,400 journeys per day
- Improve environmental quality by reducing the current number of car or motorcycle journeys by up to 10%
- Achieve a cumulative annual reduction of over 1 million kilometres of car travel, 187 metric tons of CO₂ and 319,000 kilograms of NO_x
- Foster the use of public transport by building new, additional stretches of separated bus lane

DURATION

The project began in 2021 with the drafting of the plan for the first section (Plaza de Castilla – Calle Raimundo Fernández Villaverde), and will end in 2023 with construction of the final section (Plaza de Colón – Plaza de Cibeles).

THE PROJECT IN NUMBERS

- Approximate budget: €15 M
- Construction of 12 km of separated cycle lane
- Adaptation of pavements and pedestrian areas, with a 27,500 m² increase in pedestrian space
- Construction of 6,000 m of separated bus lane
- 10% reduction of the current number of car or motorcycle journeys
- Modal shift from car to bike of 1,400 journeys per day
- Cumulative annual reduction of over 1 million kilometres of car travel, 187 metric tons of CO₂ and 319,000 kilograms of NO_x

ADDITIONAL INFORMATION

sginfraestructuras@madrid.es

Digital Renovation The M-30 Tunnels



DESCRIPTION

Digital renovation is being carried out to overhaul the centralised control of the M-30 motorway tunnels. The update will improve road safety and sustainability with greater automation of the system and more efficient AI-based management of the motorway's tunnels.

The project focuses on improving the efficiency of ventilation systems, lighting and other equipment.

By law, and for reasons of safety, in-tunnel lighting control devices (DALI) and modules that monitor energy consumption are being replaced to optimise consumption based on the required lighting conditions.

The overhaul encompasses the measures necessary to automate ventilation control criteria in the event of a fire. Due to the tunnel's numerous different sections, this is a complex undertaking which also entails carrying out a number of smoke tests for verification purposes.

Measures include renewing, installing, programming or configuring and commissioning equipment as well as performing tests on all three levels of the M-30 tunnel control system:

- **Level 1: Distributed Control Units (DCU):** Replacement of communications cards, in-tunnel lighting control devices (DALI), energy modules and power supplies for all of Level 1.
- **Level 2: Universal Remote Stations (URS):** These stations form a communication loop that currently includes 144 non-industrial units that are particularly sensitive to the underground environment. After the renovation, the intelligent link between the field systems and the control centre will comprise 72 redundant PLC (Programmable Logic Controller) field units in 36 different locations and a PLC coordinator.
- **Level 3: Control Centre:** The centre has servers that receive all of the signals and alarms from equipment installed in the tunnel as well as tunnel entry data sent from the DCUs and URSs via a fibre optic ring. After the updates, 111,000 signals from the 21 systems in the M-30 tunnels will be integrated: information panels, traffic lights, in-tunnel temperature, gas emissions, lighting, ventilation, emergency exits, fire system, barriers, etc.

OBJECTIVES

- Improve energy efficiency and safety for users through innovative technology
- Improve infrastructure management
- Optimise tunnel ventilation and lighting systems
- Automate ventilation control criteria in the event of a fire

DURATION

30 months (Start: September 2021; Completion: March 2024)

THE PROJECT IN NUMBERS

- Contract award budget: €11.4 M
- Integration of 111,000 signals from the 21 systems in the M-30 tunnels
- Energy efficiency: estimated expenditure reduction of €700,000

ADDITIONAL INFORMATION

madridcalle30@mc30.es

M-30 Motorway >>

M-30 Control Centre Renovation >>

Mobility Data in
the City of Madrid



DESCRIPTION

This service contract will provide in-depth data on mobility in the city of Madrid, encompassing all types of mobility (pedestrians, bicycles, urban mobility vehicles, public transport and motor vehicles) and all available technologies.

The service is intended to allow mobility data to be obtained in a way that allows the City Council to ensure that the technology used to collect it doesn't become obsolete and can be adjusted based on the results and quality of the data obtained.

Information will be collected from both traditional sources (traffic count stations that existed under the previous contract, with more stations to be added under the present contract) and via big data analysis. All data

will be included in a single platform that allows management of data on all types of mobility and the performance of data quality checks.

OBJECTIVES

Of particular note amongst this project's objectives are:

- 120 stations with permanent vehicle counts (24 hours/365 days)
- 50% increase in permanent bicycle and pedestrian count stations:
- 30 permanent bike and urban mobility vehicle (UMV) count stations, with 11 new locations
- 30 permanent pedestrian count stations, with 10 new locations (under the previous contract there were 20 pedestrian stations)
- Short-term counts: counts that are not performed continuously and are of variable duration depending on the type of data in question
- Counts at intersections: 1,400 scheduled movements/year + 600 movements/year upon request
- Main road vehicle flow and instant speed counts: 16,000 days of counts per year including both scheduled counts and flow count requests and 3,000 days of speed counts per year

The types of reports generated will also be modernised:

- Dashboard (target-based, generation of strategic maps, impact visualisation, geo-referencing, etc.)
- Enterprise Reports (static reports with filters adjusted for the specific cases to be analysed)
- Ad Hoc Reports (users can easily create reports by building on a base layer)

DURATION

This contract will last 3 years, with a possible extension of another 2 years. The project began in 2021.

THE PROJECT IN NUMBERS

Tender budget: €3,299,969 including VAT.

ADDITIONAL INFORMATION

In accordance with current transparency criteria, all data will be made available to citizens on Madrid City Council's Open Data Platform.

Manterola Pedestrian Bridge



DESCRIPTION

This project consists of bringing back into service a pedestrian bridge that was built in 2003 near the old Vicente Calderón Stadium to enable people to cross the Manzanares River. The bridge was dismantled in 2005 during the construction works for Madrid Río Park.

The structure is of great engineering and architectural value, with a design featuring an original, innovative cable-stayed bridge deck separated into two curving segments. The plan is to relocate it to the area around Wanda Metropolitano Stadium (Avenida Arcentales).

This project will improve environmental quality and foster sustainable mobility along the city of Madrid's Green Cycling Ring, which has an unfinished section in the area near Wanda Metropolitano Stadium. The bridge will promote bike travel by continuing the Green Cycling Ring on one of its two segments, and foot traffic by continuing the Pedestrian Route on the other.

Constructing this cycle path in the vicinity of the Wanda Metropolitano could reduce journeys currently made by car or motorcycle by up to 5%, with a modal shift from car to bike of 1,000 journeys per day.

The estimate for the modal shift from cars is calculated based solely on vehicles whose departure and arrival points are in the vicinity of Wanda Metropolitano Stadium, which would result in an annual cumulative reduction of over 500,000 km of car travel in addition to cutting CO₂ by 100 metric tons and NO_x by 150,000 kg.

This project thus improves environmental quality by reducing polluting emissions by the amounts described above, which will foster sustainable mobility around the Wanda Metropolitano, an area that receives large numbers of people.

OBJECTIVES

- Achieve a shift from private vehicles and motorcycles to bikes of up to 1,000 journeys per day
- Improve environmental quality by reducing the current number of car or motorcycle journeys by up to 5%

- Achieve a cumulative annual reduction of over 500,000 kilometres of car travel, 100 metric tons of CO₂ and 150,000 kilograms of NO_x
- Foster intermodal transport by continuing the city of Madrid's Green Cycling Ring and connecting it to the city's metro network at the Estadio Metropolitano station

DURATION

Second half of 2022

THE PROJECT IN NUMBERS

The bridge is made of steel and is divided into two curved segments with a span of 147 m. The two segments are each 3-metres wide and they meet in the centre of the bridge to allow pedestrians to circulate freely between the four end points. This entire structure is suspended from a cylindrical tower that stands on one side of the bridge. The metal tower is 42 m tall and has a diameter of 1.5 m.

Cables hold up both segments of the bridge, attached to only one side of each segment. The cables are laid out without a continuous transition from one end to the other, and the final ones are anchored to the abutments, giving the tower the spatial balance that it needs to withstand constant, dynamic overloading.

The metal crossbeam is extended to a width of 4.5 m by a ribbed metal slab and a metal brace. This is the width required to withstand the major vertical axis shaft deflections produced by the cables on the bridge deck due to the segments' curved layout. The fact that the curved segments are counterbalanced, in horizontal terms, at the end pillars reduces the deflection produced.

The bridge deck has an almost triangular box section that is 1 m thick. In the cable-stayed section of the bridge, with a developed length of approximately 150 m on each bridge deck, the width is 3.1 m.

Bracing is achieved with a horizontal sheet and a tube with a diameter of 508 mm. The horizontal sheet that connects the tube to the triangular box section is 1-metre wide and also serves as the location of the cables' anchors. In the central part of the bridge, where the two decks are connected in a U layout, the cross-section is a combination of the two box sections. In the ramp area, the bridge-deck section, which is also 1 metre thick but 2.5 metres wide, is supported, with a span of 27 m, by concrete piers that rest on the abutments.

ADDITIONAL INFORMATION

sginfraestructuras@madrid.es

Creation of Pedestrian Areas



DESCRIPTION

One of the key measures in the Madrid 360 Environmental Sustainability Strategy, which has 200 measures in total, is the creation of pedestrian areas in all of the city of Madrid's districts. This initiative is encompassed within the set of measures in the strategy aimed at reducing vehicle emissions to contribute to achieving compliance with European Directive 2008/50/EC of 21 May 2008 on ambient air quality.

In December 2019, the city of Madrid signed the "Green and Healthy Streets Declaration" of the major cities network C-40. The declaration has two main objectives: first, creating zero-emission zones; and second, transitioning public transport vehicles towards less polluting modes. These actions contribute to the fight against climate change and the reduction of polluting emissions in the city of Madrid.

To this end, since 2020, zero-emission zones (pedestrian-only zones) have begun to be created in all of the city's districts. The first is in Puerta del Sol and the surrounding area, in Madrid's Centro district. Implementation of these zones in all of the city's districts will be completed in 2022.

OBJECTIVES

The aim is to create zero-emission zones, i.e., zones that protect pedestrians, in all of the city's districts. In total, this project will entail the creation of 167,068 square metres of new pedestrian areas in the city of Madrid.

The details of each of these pedestrian areas, which have already been established or will be created in 2022, are given below.

Pedestrian areas have been created in Centro (Puerta del Sol), Arganzuela (Guillermo de Osma Market), Retiro (Ángel Ganivet - Averroes and Homero), Chamartín (Emilio Campion - Gómez Ortega), Tetuán (Tenerife), Chamberí (Plaza Olavide), Fuencarral-El Pardo (historic centre of Fuencarral (Islas Azores)), Latina (Tirso de Molina Market), Carabanchel (Calle Laguna), Puente de Vallecas (Hermanos Carpi-Puerto de Tarancón), Moratalaz (Oberón and surrounding area), Ciudad

Lineal (Calle Misterios and surrounding area), Hortaleza (historic centre of Hortaleza) and Villaverde (Calle Asfalto and surrounding area).

In 2022, the following pedestrian areas will be created: Salamanca (Recoletos), Moncloa-Aravaca (historic centre of Aravaca), Usera (Dolores Barranco), Villa de Vallecas (Agustín García Malla), Vicálvaro (Calle Condesa Vega del Pozo), San Blas-Canillejas (Boltaña) and Barajas (Plaza Mayor and surrounding area).

DURATION

Ends in 2022

THE PROJECT IN NUMBERS

This project entails the creation of 167,068 square metres of new pedestrian areas in the city of Madrid.

ADDITIONAL INFORMATION

sgmovilidadaytransport@madrid.es

Madrid 360 Sustainable Mobility Plan



DESCRIPTION

The Madrid 360 Sustainable Mobility Plan (2022-2030) is a planning instrument that provides a structure for Madrid City Council's mobility policies.

The City Council's 360 SMP is based on the provisions of Article 101 of Law 2/2011 of 4 March on sustainable economy, particularly in regards to its guiding principles, and is in line with the various planning instruments provided for therein, specifically that relating to infrastructure, transport, savings and energy efficiency.

Furthermore, Article 14.3 of Law 7/2021 of 20 May on climate change and energy transition requires cities with over 50,000 inhabitants to adopt sustainable urban mobility plans.

The 360 SMP complies with the Plenary Municipal Agreement of 7 July 2020, which approves the City Agreements ("Acuerdos de la Villa"), and it is fully in line with the Madrid 360 Environmental Sustainability Strategy and the new EU Mobility Strategy: a strong commitment to public transport, supported by sustainable mobility in final legs of journeys, and a particular focus on urban freight distribution and on pedestrian and cyclist mobility.

OBJECTIVES

The plan sets four basic targets for 2030:

- Reduce traffic by 20% to 25%, resulting in a notable decrease in the traffic congestion that affects the city's essential mobility
- Reduce CO2 emissions 65% by 2030 in comparison to 1990, in line with the provisions of the COP25 Agreement
- Comply with the environmental targets set by the European Union for air quality
- Reduce deaths and severe injuries in traffic accidents by 50%, in accordance with the targets set by the European Union

STRATEGIC LINES

To enable these objectives to be achieved, the plan is structured into 10 strategic lines, with 32 measures grouped by type that include over 100 different actions.

- More and better public transport
- Improve transport infrastructure
- Promote active mobility (walking and cycling)
- Manage parking using sustainability criteria
- Facilitate intermodal integration through innovation, micromobility and intermodality
- Stimulate replacement of existing vehicles with less polluting vehicles
- Promote technological change and optimisation of urban freight distribution
- Implement innovative technological and organisational elements to optimise the mobility system
- Move towards safe mobility
- Incentivise responsible mobility by means of information, communication and governance

DURATION

Implementation of the plan began in 2022, and two milestones are envisioned: 2025 (short-medium term) and 2030 (long-term).

THE PROJECT IN NUMBERS

The plan has a budget of €1.9 B, which will allow us to increase use of public transport by 32%, reduce traffic congestion by 10% and cut accidents by 50%.

ADDITIONAL INFORMATION

Madrid 360 Sustainable Mobility Plan>>

sgmovilidadytransport@madrid.es

Remodelling of the North Junction on the M-30



DESCRIPTION

The project to remodel the North Junction (“Nudo Norte”) is one of the priority measures of the Madrid 360 Air Quality Strategy, as it aims to eliminate congestion on one of the city's busiest roads. The junction, one of the most heavily transited in Spain, is used by over 270,000 vehicles per day.

This initiative reduces congestion levels to under 70% and CO2 emissions by an average of 14 metric tons per day. Key actions include elimination of the four existing weaving segments of the M-30 North Junction which result in reduced road capacity, redistribution of the roads, and adaptation and expansion of existing roads. These four weaving segments, which are all on the same level, will be replaced with new crossings on different levels: three flyovers and one underpass.

The increased capacity at critical points and the elimination of confluences will reduce congestion levels, as mentioned above, to under 70%, leading to improved air quality with a significant reduction in CO2 emissions equal to 0.5% of all CO2 emissions by the road transport sector in Madrid. This extremely important initiative will increase road safety in the area and improve accessibility to public transport and existing services by reducing driving times.

14 February saw the opening of the first viaduct providing a direct connection between the Colmenar motorway (M-607) and Paseo de la Castellana for vehicles heading for the North Junction towards Paseo de la Castellana or the M-11/M-30.

The project also includes plans for a direct connection to the Plaza de Castilla transport interchange that will give priority to public transport, after the urban development project Madrid New North (Madrid Nuevo Norte) has been completed.

It should be noted that this is the first project developed by the City Council using Building Information Modelling, and citizens can use mobile devices to check information in real time and view tracking dashboards.

This will make Madrid City Council a pioneer in the development of a platform for comprehensive digital management of its infrastructure, resulting from integration of the geographic information system (GIS) and the innovative BIM method to create the first DIGITAL TWIN of the city of Madrid and cement its transformation into a Smart City.

OBJECTIVES

- Reduce congestion levels to under 70%
- Improve air quality by cutting CO2 emissions by an average of 14 metric tons per day, equal to 0.5% of all CO2 emissions by Madrid's road transport sector
- Improve road safety and accessibility to public transport and existing services by reducing driving times

DURATION

22 months (December 2020 to October 2022)

THE PROJECT IN NUMBERS

Contract budget: €41,979,437.50

Measures to be carried out on over 150,000 m² of public roads.

ADDITIONAL INFORMATION

dgplanymovi@madrid.es

North Junction (Nudo Norte) remodelling works>>

Special Protection Low
Emission Zone - Plaza Elíptica



DESCRIPTION

Plaza Elíptica Special Protection Low Emission Zone (referred to hereinafter as PE SPLEZ) is a low-emission zone that has been created over an area of 63 hectares on the southern perimeter of Madrid's M-30 motorway.

The zone favours pedestrians, cyclists and public transport, giving them a more prominent role and more space in order to improve air quality and reduce the polluting emissions of vehicular traffic. Entry and circulation restrictions have been put in place for vehicles

without an environmental impact sticker, as they are more polluting.

A number of exceptions (residents, people with reduced mobility, etc.), moratoria and timetables for certain groups have been provided for, based on their functions or characteristics.

OBJECTIVES

- Improve air quality
- Reduce noise
- Free up public space to give residents and visitors to the zone more prominence, in a healthier, more welcoming environment
- Act as a catalyst for a new, more sustainable mobility model

DURATION

Implementation began three months after the amendment to the Sustainable Mobility Ordinance was published in the Official Bulletin of the Community of Madrid (BOCAM), that is, on 22 December 2021. The measure is permanent and includes progressive implementation of entry restriction measures.

THE PROJECT IN NUMBERS

Creation and implementation of the PE SPLEZ falls within the scope of the services provided under the

Comprehensive Mobility Contract, which has an initial duration of 12 years, until October 2025.

In the 2022 financial year, the PE SPLEZ will cost €555,000.

ADDITIONAL INFORMATION

zbeplazaeliptica@madrid.es

PlazaElípticaSPLEZ>>

Environment
and Mobility





**Management,
Participation and
Transparency**

Management, Participation and Transparency



Línea Madrid



DESCRIPTION

Línea Madrid is the brand that encompasses and identifies the Citizen Services provided by Madrid City Council under the legal framework of the Citizen Services and Electronic Administration Ordinance, which was approved by plenary on 26/2/2019.

Línea Madrid is designed to be a service that brings together in-person, telephone and online assistance, allowing citizens to contact Madrid City Council using any available channel depending on their specific needs.

Services are provided through different channels:

- Telephone: phone number 010
- In-person: a network of 26 Citizen Services Offices with locations in each of Madrid's 21 districts
- Online: Online Chat tool, Twitter account @Lineamadrid and Facebook account www.facebook.com/Lineamadrid
- The institutional website www.madrid.es

OBJECTIVES

- **Provision of comprehensive service:** Línea Madrid adds value by eliminating barriers and impediments, providing a single, consistent answer regardless of the channel used. It is also firmly committed to continual improvement based on the use of high-quality management tools.

To this end, we offer:

- 24/7 service on the phone number 010, the Online Chat facility and social media profiles on which a number of procedures can be carried out, in addition to the official website madrid.es
- In-person and web-based services with renowned accessibility (easy access for all)
- Assistance in foreign languages
- Assistance in Spanish sign language

- Extensive office hours (8:30am to 5:00pm Monday to Thursday and 8:30am to 2pm on Fridays and during July and August)
- Submission of suggestions and complaints involving municipal services
- Appointment service
- In-person services throughout the city, with offices in every district
- A wide range of over 30 different services
- **Provision of useful,** up-to-date information, services and administrative procedures to citizens in a simple, efficient, coherent, receptive, proactive and accessible manner, aiming to ensure utmost satisfaction among users, the organisations that the services involve and the staff that provides them.

Línea Madrid aims to be a public organisation that leads the way in multipurpose, multi-channel citizen services in Spain, highly rated among those who use its services as well as its partner organisations and made up of satisfied people who are committed to its values.

Línea Madrid's values include:

- **Effectiveness:** meeting the demands of citizens and the organisations that provide the services in question
- **Efficiency:** achieving the best possible results at the lowest cost, minimising the use of public resources
- **Leadership:** through the initiative and exemplary conduct of the organisation's managers
- **Professionalism:** ensuring the most suitable qualifications for all staff
- **Engagement and commitment of team members:** with a proactive attitude and active involvement in the project
- **Accessibility:** services that are accessible to everyone, particularly those with disabilities
- **Approachability and fellow-feeling with citizens:** encouraging them to participate and listening to their suggestions, needs and requests
- **Respect:** fostering utmost politeness
- **Receptiveness:** analysing opinions of service staff and management as well as citizens' needs

- Transparency: making resources, procedures, objectives and results known clearly and accurately
- Social responsibility: as an active, voluntary contribution to social, economic and environmental improvement
- Constant innovation: by incorporating new technologies, new services and procedures
- Recognition of Excellence in Public Administration: currently assessed at 500+ CAF points
- Identification of the Línea Madrid brand: Línea Madrid is the brand that identifies the Citizen Services provided by Madrid City Council through various means and channels which allow citizens to interact with the City Council

DURATION

Ongoing and permanent

ADDITIONAL INFORMATION

Directorate-General for Citizen Services

dgaciudadania@madrid.es

Línea Madrid website >>



DESCRIPTION

The Decide Madrid website is an online platform launched by Madrid City Council to foster and facilitate direct, individual participation by citizens in city affairs. After registering on the platform, any citizen can create a debate thread, evaluate, comment on and support proposals that have been made, take part in a range of processes and cast votes online for the Participatory Budgets.

Decide Madrid allows users to create proposals for actions they believe the City Council should carry out and to express support online for proposals made by others. The platform enables proposals that receive support from 1% of the population over 16 years old and registered as resident in Madrid to be put forward for acceptance or rejection by all of the city's citizens. If the vote is in favour, which has happened twice now, the proposals are taken on by the City Council.

The website is also a key tool for the Participatory Budgets initiative. It facilitates the submission of proposals for projects that Madrid's citizens feel could improve the city and the gathering of support for these proposals, in addition to enabling a final vote to be held.

Although Decide Madrid is a well-established, renowned platform, in order for it to be truly useful it has been noted that it must be kept active and that innovative development of the site is required. Efforts are also being made to reduce barriers and difficulties associated with using the platform and to make it more neutral and amiable, like all of the city's public services.

OBJECTIVES

- Create civic participation forums where concerns raised by citizens can be considered in the form of specific actions that meet their demands
- Increase civic participation in decision-making for city projects (there are currently 471,198 active, registered users on the website)
- Create a forum for debate where citizens can address the issues that are most important to them. Decide Madrid is a channel for real participation by Madrid's citizens in the government of their city.

DURATION

The platform is intended to continue to operate over time and to be one of the tools that enable Madrid's citizens to participate in their government.

ADDITIONAL INFORMATION

sgparticipacion@madrid.es

Decide Madrid online platform >>



DESCRIPTION

The participatory budgets are a democratic process that allows residents of the city of Madrid to make direct decisions on how to spend a portion of the municipal budget.

The process involves four phases. In the first, citizens put forward expenditure proposals for the city. In the second, in which projects are prioritised, citizens express their support for proposals which, due to their importance, necessity or appropriateness, they believe

should be included in the technical feasibility analysis phase. In the third phase, specialists from the City Council analyse the projects' technical feasibility. The fourth phase is when final votes are cast. Citizens choose the proposals they feel are most appropriate, within the limits set for each area of activity.

4 participatory budget processes have been held since 2015.

Five years after Madrid's first participatory budgets were launched, it was decided that improvements needed to be made to benefit the city's residents. After four budget processes had been held, the experience gained revealed some shortcomings and resulted in the need to approve new guidelines with the aim of:

- Designing the new participatory budget process to revolve around two main points in time: first, submission of projects by citizens and prioritisation based on a citizen support system; and second, evaluation of projects and final voting by citizens.
- Strengthening the project evaluation phase before citizens cast their final votes. The process will also protect citizens' interests to a greater degree by including a phase in which arguments can be made before project feasibility reports are drafted.
- A two-year participatory budget process is now envisioned, allowing major projects to be considered with more realistic implementation prospects. It has become clear that many citizen proposals, due to their magnitude or complexity, have required an implementation period of several years or have simply not been able to be carried out in these years. This is why a two-year process that allows for major projects is being considered.

On 24 June 2021, guidelines for holding the participatory budgets were approved by means of an Agreement by the Governing Board of the City of Madrid, and on 17 September the convening of a new participatory budget process was approved.

OBJECTIVES

Allow citizens to participate in the policies that affect them, and include them in the important decision-making process of allocating Madrid City Council's budgets.

DURATION

A Participatory Budget process can be held every two years, with projects to be implemented in the following financial years.

ADDITIONAL INFORMATION

sgparticipacion@madrid.es

[Participatory Budgets website >>](#)

The Participatory Group



DESCRIPTION

The Participatory Group is a community of practice created in 2021 with the mission of fostering collaboration between its members for the purpose of exchanging good practices, working together to design new and better participation techniques, sharing experiences, and reflecting and learning together with the aim of making public authorities' participatory processes more accessible, appealing and effective.

The group is run by Madrid City Council and is open to local and regional governments or similar organisations, irrespective of the countries where they are located or the number of their inhabitants.

The community was formally presented on 22 February 2021 and its inaugural session was held on the same day. As of August 2021, it has 61 participants, namely local and regional governments in Spain, Europe and the Americas. Participants include authorities in cities with large populations such as Berlin, Buenos Aires and Mexico City, but also small local authorities in towns like Villamuriel de Cerrato (Spain), Manzanares El Real (Spain) and Villanueva del Trabuco (Spain).

Since the community is open and has been designed to enable collaboration without rigid structures or quotas, members are welcome to join at any time. Authorities that could potentially become new members are contacted on a continual basis in order to explain the community's objectives to them and offer them a chance to join.

A range of workshops featuring experts on specific topics is organised regularly by means of an agreement signed with the National Distance Education University (UNED). Training programmes on various aspects of Civic Participation are also organised. The expert workshops and training programmes held online are included on the The Participatory Group's website so that they can be viewed at a later date.

OBJECTIVES

- Promote civic participation in the territories governed by the group's members
- Facilitate cooperation between members, especially with respect to exchanging experiences relating to civic participation
- Evaluate the impact on citizens of civic participation initiatives and processes
- Enable collaboration and partnerships with other similar groups and networks in Spain and abroad, as well as with public authorities, universities, laboratories, innovation institutions, etc.
- Foster the use of new technologies in civic participation
- Encourage or foster research and studies that help improve the quality of participatory processes
- Drive innovation in civic participation
- Promote the use of tools that help allow participatory processes to be employed

DURATION

The project began in 2021. The platform is intended to run indefinitely and to be one of Madrid's civic participation forums.

THE PROJECT IN NUMBERS

- 61 participating members
- 5 partner organisations
- 23 questionnaires received (Civic Participation Models)
- 10 sheets received describing good practices, detailing specific civic participation experiences
- Creation and maintenance of the website www.theparticipatorygroup.org, where content and event and workshop notices are published

ADDITIONAL INFORMATION

The Participatory Group >>

tpg@madrid.es

District Collaboration Units (UDCs)



DESCRIPTION

The District Collaboration Units (DCU) are a project to improve the quality of life in the city's neighbourhoods and districts, managed by the Delegate Area of Territorial Coordination, Transparency and Citizen Participation. They are financed by the Deputy Mayor's Office.

They constitute a tool that allows the City Council to promote social cohesion, with special attention to the most vulnerable groups and at the same time favouring the employability of the active population excluded from the labour market.

There are currently 21 projects, one per district, subsidised on a competitive basis by means of a public call for proposals aimed at non-profit organisations.

GOALS

- Reversing situations of degradation of the physical environment through interventions to improve the urban surroundings, the environment and mobility.
- Promote citizen awareness for the care of public spaces in order to minimise the degradation and misuse of spaces, so as to foster links and commitments of the neighbourhood to the care of their environment.
- Participate and contribute in social care complementary tasks aimed at the most vulnerable groups (families, children, the elderly, among others) in collaboration with the social services of the districts, as well as in educational, cultural or sporting activities.
- Socio-labour integration of the active resident population excluded from the labour market, facilitating specific training for the functions which need to be carried out with the aim of improving their employment opportunities.

The DCUs do not replace or extend municipal services, but rather enrich them, assisting and complementing the competencies and activities of the districts. In any case, the actions carried out by the DCUs always have the prior favourable report of the competent municipal services.

DURATION

There are currently two calls for grants in force:

- Public call for subsidies for the development of projects to promote actions to regenerate the urban environment and dignify public space in the districts of Arganzuela, Salamanca and Moncloa-Aravaca in 2021 and 2022.
- Public call for applications for subsidies from the Deputy Mayor's Office for the development of projects to promote territorial actions in the districts of Centro, Retiro, Chamartín, Tetuán, Chamberí, Fuencarral-El Pardo, Latina, Carabanchel, Usera, Puente de Vallecas, Moratalaz, Ciudad Lineal, Hortaleza, Villaverde, Villa de Vallecas, Vicálvaro, San Blas-Canillejas and Barajas in 2022 and 2023.

PROJECT DATA

Since the 2019 call for proposals, more than 26 million euros have been allocated and the entities have hired 700 people, who have carried out 7,192 actions.

Beyond the large numbers, the DCUs are made up of people who have special difficulties of social and labour inclusion and for whom they are an opportunity to improve their employability, while receiving a salary for work to improve their neighbourhood or district. The members of each DCU preferably come from the territorial area of the district to which their project refers.

The profiles that make up the DCUs are very diverse, something that enriches the project without losing sight of the individualised itinerary and the follow-up of each person according to their social, cultural and employment situation. Within this personalised work itinerary, each participant is provided with specific training.

MORE INFORMATION

Unidades Distritales de Colaboración >>

subvenciones@udc.es

Management, Participation
and Transparency





**Health and
Safety**

Health and Safety



Ambulance Dispatch Confirmation



DESCRIPTION

When a citizen calls Central Communications (112) from a mobile phone to request emergency medical assistance, a SAMUR unit is activated and dispatched to the requester's location.

When it is leaving for the citizen's location, an SMS is sent to the citizen from Central Communications informing them of the exact time of the unit's departure and the address of its destination. This information can then be confirmed by the citizen. Almost 60% of all requests for assistance received are made from mobile phones.

OBJECTIVES

- Reassure users by confirming that their requests are being responded to
- Allow citizens reporting incidents to determine the real response time of the unit headed to the location of the incident
- Confirm the ambulance's destination, giving citizens a chance to correct it if necessary or send additional information to improve the assistance provided

DURATION

The project began in 2009 and will run indefinitely.

BUDGET

The project is sustainable, automated and linked to medical assistance quality evaluations, with no additional expenditure required.

ADDITIONAL INFORMATION

sgsamurpc@madrid.es

SAMUR & Protección Civil website >>

Emergency Medical Services Performance Evaluation



DESCRIPTION

Like most emergency services in southern Europe, SAMUR - Protección Civil provides what might be called a two-tier service, with two main tools for emergency medical assistance: ALS (Advanced Life Support) units, which have a doctor, a nurse and an emergency medical technician (EMT) on board, and BLF (Basic Life Support) units, with two EMTs on board.

The on-site performance evaluation is a pioneering healthcare quality control system which enables assistance to be directly evaluated at the location where it is provided, allowing in-depth knowledge of each worker's job performance and assessment of individual and group training needs.

The system ensures the presence of evaluators in roughly 5% of all activities, including all medical assistance and complex coordination activities, as well as in a sizeable share of instances resolved by the basic life support unit.

OBJECTIVES

- Ensure patient safety by preventing assistance errors through on-site supervision and guaranteeing uniform treatment that is essentially independent of the worker in question and is updated based on current scientific research evidence
- Detect individual and collective training requirements which are subsequently included in annual training plans, achieving high levels of satisfaction
- Generate feedback for each worker which is communicated to them in one-to-one interviews with the system's managers, where they are informed of their evaluation results, their strengths and potential areas for improvement

DURATION

The project began in 1997 and continues to operate (ongoing duration).

BUDGET

No expenditure is required. Costs are included in the price of on-site assistance.

THE PROJECT IN NUMBERS

Two chief doctors on-call, one nurse and one EMT 24 hours a day, 365 days a year. This project was selected at the open call for the 2nd FIDISP Awards (Foundation for Research, Education and Innovation in Patient Safety), which it won in 2020. >>

ADDITIONAL INFORMATION

sgsamurpc@madrid.es

SAMUR & Protección Civil website >>

Service Charter >>

Comprehensive Addiction Care



DESCRIPTION

For thirty years now, Madrid City Council has been offering assistance for addiction-related problems in Madrid's citizens. Using a model with a flexible approach tailored to the different profiles of people with addictions or at risk of developing them, it has gradually assembled a network with a number of resources that are used throughout the comprehensive care process.

The network's strategic lines are structured around prevention in the educational and community spheres, comprehensive care for adolescents and young people, and comprehensive treatment for adults, with specific actions and interventions aimed at women and at preventing and detecting gender-based violence. In recent years, there has been a focus on intervention for gambling addictions and for technology overuse.

The network has seven municipally owned Addiction Care Centres ("CAD") and three subsidised Addiction Care Centres ("CCAD") that provide interdisciplinary (biopsychosocial) care, as well as various services and resources to support treatment and reintegration (flats, therapeutic community places, dual pathology centre). It also has resources that facilitate detection and access for groups with the greatest difficulties, always by means of work carried out at the community level, in close coordination with territories and natural environments.

- The focus is on the characteristics of the person with addictions or at risk of developing them rather than on the substance consumed or the addictive behaviour in question.
- Emphasis is placed on consensus with the patient regarding therapeutic indications, resulting in greater adherence to treatment.

- Care is offered to people with diverse identities (sexual orientation, different abilities, different origins, cultures, languages, etc.) in a way that allows a response that suits their specific needs while promoting their social integration in parallel.
- A cross-cutting programme of comprehensive care is offered for adolescents and young people.
- Emphasis is placed on the most vulnerable groups with the greatest difficulty making changes or gaining access to the network.
- Harm reduction programmes are offered for people who can't or don't want to stop consuming.
- Significant efforts are made to reintegrate patients, fostering training and pre-employment activities tailored to these sorts of situations through a specific Employment Counselling Service.
- Community work is prioritised, in accordance with the needs of citizens and in close cooperation with the District Municipal Boards for the purpose of designing and implementing actions, community programmes and specific services tailored to the needs of each district.

OBJECTIVES

This network was created with the aim of offering a comprehensive response to addiction, a complex problem with multiple causes, as well as to facilitate more effective access to and use of resources. To this end, the following objectives have been set:

Promote actions to prevent addictive behaviours and/or delay the age at which they begin, and to reduce the risks associated with them

- Offer adolescents and young people with addictions or at risk of developing them the care and resources needed to address, in a comprehensive manner and incorporating a gender perspective, situations of risk, addictive behaviours and the harm and consequences arising from them, seeking to improve their health and quality of life, their family and social environments, and their level of integration
- Offer adults with addictions the care and resources needed to address, in a comprehensive manner and incorporating a gender perspective, both their problem with addiction and the harm and consequences arising from it, seeking the highest possible degree of integration in society and to improve their health and quality of life as well as their family and social environments

BUDGET:

2021: €23,576,355

Staff: €10,845,822

Communal Living Settings for People with Addictions programme: €3,922,568

Addictions programme: €8,807,965

2022 forecast: €25,687,103

Staff: €12,372,997

Communal Living Settings for People with Addictions programme €4,098,981

Addictions programme: €9,215,125

THE PROJECT IN NUMBERS (2020 data)

- 1,904 adolescents and young people (under 25) in individual intervention programmes. 662 meet addiction criteria (74% male and 26% female).
- 1,337 families assisted in the Family Counselling Service
- 8,589 people receiving treatment (78% male and 22% female)
- 609 homeless people being treated for addiction
- 496 people receiving treatment integrated into the labour market

DURATION

The network is 30 years old, although in 2011 the changes described began to be instituted. These changes were ratified in the Addiction Plan 2017-2021. The Addiction Plan 2022-2026 is expected to be approved in the first quarter of 2022.

ADDITIONAL INFORMATION

msasubdireccion@madrid.es

Madrid Salud addiction website >>

CPR Training for Citizens



DESCRIPTION

This service launched by SAMUR - Protección Civil in 2004 provides training to citizens in general as well as first responders, i.e. people who are often present at incidents due to the nature of their work: national and municipal police officers, firefighters, security guards, teachers, etc.

Implementation of this programme has resulted in a significant increase in the percentage of cases in which a citizen or first responder carries out CPR before the arrival of SAMUR - Protección Civil: from 20% in 2007 to over 50% in recent years.

The service is believed to have increased survival without after-effects or neurological deterioration in cardiac arrest patients assisted by SAMUR - Protección Civil.

OBJECTIVES

- Train citizens as the first link in the "SAMUR chain of life", a survival chain which is the basis for most decisions made regarding management of the services provided by SAMUR - Protección Civil
- Enable increased survival without neurological damage in patients who have experienced a cardiac arrest

THE PROJECT IN NUMBERS

It is estimated that SAMUR-PC has trained 9% of Madrid's citizens in CPR over the past 12 years.

In its Service Charter, SAMUR-Protección Civil undertakes to: Teach at least 350 "Alerter" courses per year, with a minimum of 20,000 participants, and at least 300 "First Responder" courses per year, with a minimum of 8,000 participants, training over 5,000 people on CPR per year.

DURATION

The project began in 2004 and will run indefinitely.

ADDITIONAL INFORMATION

sgsamurpc@madrid.es

SAMUR & Protección Civil website >>

Service Charter >>

Emergency Services: Evaluation and Improvement



DESCRIPTION

SAMUR - Protección Civil has implemented a new early information collection and communication system that allows users to provide their opinions on the quality of care received, thereby enabling citizens to play an active role, in real time, in the continual improvement of an outpatient emergency service.

To this end, a universal system has been implemented which sends a survey via SMS to the phone of the service requester or patient assisted, after care has been provided. The survey has been translated into various languages to allow responses to be collected from people of other nationalities.

Sending surveys via SMS has increased user participation by 400% in comparison to the previous method of recruitment via telephone sampling. This has deepened knowledge of users' opinions on quality and increased their influence on improving the service.

Knowledge of users' perceptions of the quality of care received from health workers allows the medical assistance process to be improved.

OBJECTIVES

- Increase citizen participation in designing (improving) the medical assistance process and quality control thereof by taking into account their ratings of the care received
- Increase engagement among those involved in improving the medical assistance process following receipt of user satisfaction feedback

DURATION

Surveying of service requesters began on 5 October 2020 and of patients in February 2021 and continues to date (ongoing surveys).

BUDGET

The project is sustainable, automated and linked to medical assistance quality assessments, with no additional expenditure required.

THE PROJECT IN NUMBERS

400% increase in the number of people surveyed

ADDITIONAL INFORMATION

sgsamurpc@madrid.es

calidadsamurpc@madrid.es

SAMUR & Protección Civil website >>

Citizens' Perceptions// Safety and Emergencies >>

Scheduled Public Health Inspections



DESCRIPTION

The Scheduled Inspections and Activities Plan (PIAP) deals with inspection activities carried out annually in the city of Madrid in connection with the official control of food, of establishments with an impact on public health and of activities pertaining to animal protection and health. It's a comprehensive approach intended to guide municipal actions to ensure that they are carried out with the highest possible standard of technical and functional quality.

This holistic approach aims to maximise the coherence of actions and inspections, and is the basis of annual planning. For each programme, the Plan specifies the individual objectives, general and specific activities, necessary resources, time frame for actions and the appropriate evaluation and monitoring system to allow the intended goals to be achieved.

The Plan is designed and implemented entirely by municipal government employees attached to the 21 Health Departments of the Municipal District Councils, and the Food Safety, Central Inspection, Drinking Water, Food Transport, Mercamadrid Inspection and Environmental Health departments of the Subdirectorato-General for Public Health Coordination Unit of Madrid Salud. Similarly, Madrid City Council's Public Health Lab plays an essential role in analysing foodstuffs, water and other products collected by inspection services.

To draw up the Plan, all legislation governing inspected activities is taken into account, particularly the 2014 Ordinance on Public Sanitation in the City of Madrid.

The Plan is structured into 27 action programmes in total.

OBJECTIVES

The PIAP is intended to be a dynamic tool that deals with the identification of specific risks associated with inspected activities and establishments, with a view to risk prevention and continual improvement. It guides

and coordinates inspection activities, harmonising terminology, criteria, structure, organisation and management of scheduled activities.

DURATION

The Plan is annual in nature and was created due to the need for municipal services to perform official checks on a regular basis in proportion to the degree of risk associated with the relevant activity, without prejudice to any unplanned inspection actions that may be performed due to suspicion of non-compliance, citizen reports, complaints or for any other reasons that inspection services deem appropriate.

ACTIVITIES

The activities included in the Scheduled Inspections and Activities Plan are aimed at controlling risks that can affect consumer health or safety in various areas:

- With respect to the official control of food, the Plan is compliant with EU Regulations on official controls performed to ensure the application of food and feed laws.
- There are risk prevention and control programmes for the mass catering and food retail sectors and for wholesale markets (Mercamadrid), as well as risk control programmes for food transport. Similarly, food information and ingredients and their biological and chemical risks are controlled via the relevant sample-taking and lab analysis programme in each individual case.
- The activities include a specific programme to control drinking water in the water supply system and drinking fountains in public streets and parks.

As regards establishments with an impact on public health, the programmes encompass control of beauty salons and aesthetic clinics as well as childcare, play and recreational water centres. These centres undergo checks relating to both water and air quality.

With respect to pet centres and to animal health and welfare, control programmes are carried out on establishments that sell pets, veterinary clinics and offices, hygienic treatment centres and pet training and boarding establishments.

FACTS AND FIGURES

To perform the scheduled activities, there are 122 designated inspectors, including those assigned to the districts and those at Madrid Salud.

The Scheduled Inspections and Activities Plan (PIAP) is published annually, and information on the specific actions planned can be found in each plan.

ADDITIONAL INFORMATION

mssubdireccionesp@madrid.es

[Madrid Salud >>](#)

[Food Safety >>](#)

[Public Health publications on Madrid City Council's website >>](#)

[Official Control of Food >>](#)

[Environmental Health >>](#)

[Veterinary Services >>](#)

Stray Cat Colony Management Training



DESCRIPTION

The Cat Colonies course material is available to all citizens and organisations that wish to use it, with the aim of enabling an in-depth understanding of urban and feral cat populations and the best practices that should be used in their management with a view to providing them with an adequate standard of living while taking the population control measures necessary to keep their number within acceptable limits that allow for their integration in our city.

It consists of thirty sections grouped into eight themed modules: Legislation; General Information on Cats and Health; Origins and Characteristics of Urban Cat Populations; Basic Pillars of the Trap, Neuter and Release Strategy; Cat Colony Management; Rights and Obligations of Collaborators; and FAQs.

The course is aimed at anyone who wishes to be accredited as a cat colony management collaborator in the city of Madrid, under the terms of the protocols and procedures established by Madrid City Council.

It is also, by extension, aimed at any other person (resident or non-resident in Madrid) who wishes to consult all of the information available, whether for personal knowledge or to promote implementation of Trap, Neuter and Release in other places or cities which do not currently have specific guidelines or protocols in place.

It is also available to public or private entities that believe it could be a useful tool to achieve, in their respective areas of activity, the same objectives outlined above, with the authorisation of Madrid City Council and provided they do not modify the course content, that there is no intention to make a profit and that Madrid City Council's authorship is mentioned and maintained.

BACKGROUND

The city of Madrid is renowned for being a friend to animals. It develops programmes to promote animal welfare and protection with the aim of ensuring their sustainable integration in the city and takes measures in domestic animal populations to ensure their health and safety in order to minimise their impact on public health.

Encouraging the adoption of abandoned pets and initiatives to improve sustainability with respect to the presence of animals in the city are some of measures taken as part of the action programmes developed by the Animal Protection Centre run by Madrid City Council via Madrid Salud.

The Department of Veterinary Services manages the cohabitation of citizens and animals, working to preserve residents' health and safety while ensuring the protection and welfare of the animals -mainly pets- that share our city. The measures it has taken in urban cat colonies are a prime example of the partnership between citizens and Madrid City Council.

The presence of stray cats in urban areas must be approached from a position of respect and a desire to promote harmonious cohabitation of people and animals that share the same space, in compliance with animal welfare, health and protection regulations.

The Trap, Neuter and Release strategy is a recognised, widely used tool for adequate population control of such animals, minimising the undesired effects that their presence in certain areas can have.

Since 2016, Madrid City Council has launched a number of initiatives aimed at appropriate implementation of these sorts of measures, which have been carried out with the altruistic collaboration of Madrid's residents.

OBJECTIVES

To be able to count on collaborators who are not just committed but also trained and familiar with the best practices to use to ensure successful implementation of the Trap, Neuter and Release strategy.

Achieve suitable implementation of the strategy to improve cats' quality of life, reducing problems associated with overpopulation and fostering appropriate integration in the city, thereby contributing to improved cohabitation with citizens.

DURATION

Ongoing project

Began in July 2021

THE PROJECT IN NUMBERS

1,800 colonies recorded in the city of Madrid

1,200 accredited collaborators

1,400 cats neutered and released

ADDITIONAL INFORMATION

mssubdireccionsp@madrid.es

Colonias Felinas ("Cat Colonies", available in Spanish only) >>

Cat Colony Management Accreditation >>

Veterinary Services >>

"Madrid, Healthy City"
Strategy



DESCRIPTION

The "Madrid, Healthy City" strategy identifies a set of municipal actions aimed at preventing disease and promoting health in the city of Madrid.

It takes on the challenge of meeting new health needs stemming from the pandemic, expanding its public health guidance while making sure to address the usual health promotion and prevention needs in Madrid's population, within the framework of the national health system's Health Promotion and Prevention Strategy, which Madrid City Council joined in 2017.

It also cements the position of the Network of Health Promotion and Prevention Centres as an essential municipal service.

OBJECTIVES

- Develop health promotion and disease prevention actions in the city of Madrid
- Create a network of esteemed centres and lead the way in promoting spaces for interaction and inter-sectoral coordination in health care
- Establish a solid relationship with district social networks
- Promote and raise awareness of health as an important factor to consider in municipal policymaking

ACTIONS

The strategy includes actions that have been expanded upon during the pandemic:

Public Health Guidance

The sudden outbreak of the pandemic and the age of the guidance for other services led to further development of this area of key importance for the purpose of fostering the ability of instructions given to citizens to prevent disease and promote health during epidemiological crises, which includes actions such as:

- COVID-19 diagnosis (PCRs, rapid tests, antigen tests) of essential municipal worker health and social services workers, teachers, etc.
- Guidance for municipal services or social organisations on pandemic-related preventive measures
- Information and awareness-raising points
- Training the Employment Agency's COVID information agents
- Supporting Madrid's regional government with MenACWY and flu vaccination as well as, at present, COVID-19 vaccination

Loneliness Prevention

Loneliness can be seen as a global epidemic that primarily affects major cities like Madrid.

This project aims to prevent loneliness by fostering a network society that connects people and promotes health and well-being.

Compassionate Communities and Prevention of Pathological Grief

Grief is a natural response after losing a loved one, and COVID-19 has caused unexpected deaths.

Contagion prevention measures have made it impossible to provide companionship for loved ones, which is a risk factor for their ability to handle grief.

It has therefore become necessary to provide information, care and advice to those who have lost a loved one and people with terminal diseases, as well as to their carers and/or family members in order to strengthen their ability to handle grief.

Prevention of Suicide

This initiative is aimed at the segment of the population whose work specifically involves preventing suicide in young people, and actions have been developed for implementation in secondary schools.

Prevention of Childhood Obesity

Since the fourth quarter of 2021, this programme has included a new initiative with a risk strategy aimed at overweight children, which fosters healthy eating and physical activity and is implemented mainly in educational settings.

Reinforcement of the Social Inequalities in Health Programme

Social inequalities in health are growing, and there are some difficulties associated with accessing primary care and specialised health services.

Changes in everyday life due to restrictions can also alter the development and/or maintenance of healthy habits.

In view of this, the actions in the programme devoted to inequalities in health are reinforced both with respect to health and to emotional distress.

This provides the other programmes with the methodological tools necessary to achieve equality in health and the application of proportionate universalism.

PROGRAMMES

In addition, the following programmes have been maintained. They are mainly implemented by the 16 Municipal Community Health Centres ("CMSc"), which cover the city's 21 districts with the support of a number of Specialised Centres and Diagnostic Support Units.

Cross-cutting Programmes:

Social Inequalities in Health, which provides the other programmes with the methodological tools necessary to achieve equality in health and the application of proportionate universalism

Promotion of Mental Health, which contributes by providing the other programmes with key drivers for fostering and maintaining healthy habits

Programmes Aimed at Specific Areas of Health:

- Food and Physical Activity
- Smoking Prevention
- Sexual and Reproductive Health

Programmes Aimed at Promoting Health at Certain Stages of Life:

- Maternal and Child Health
- Educational Sphere
- Healthy, Active Ageing

DURATION

2021-2024

THE PROJECT IN NUMBERS

- Over 500 nursing, medical and mental health professionals, social workers, etc. in 24 centres
- 16 Municipal Community Health Centres distributed around the city's districts, which provide annual care for over 63,000 people in individual consultations
- Over 13,000 people in specialised and support centres
- 36,000 new people cared for
- 8 specialised and support centres

ADDITIONAL INFORMATION

sgprevencionalud@madrid.es

[Health Promotion >>](#)

[Coronavirus Information >>](#)

[Loneliness >>](#)

[Publications >>](#)

**Health and
Safety**

