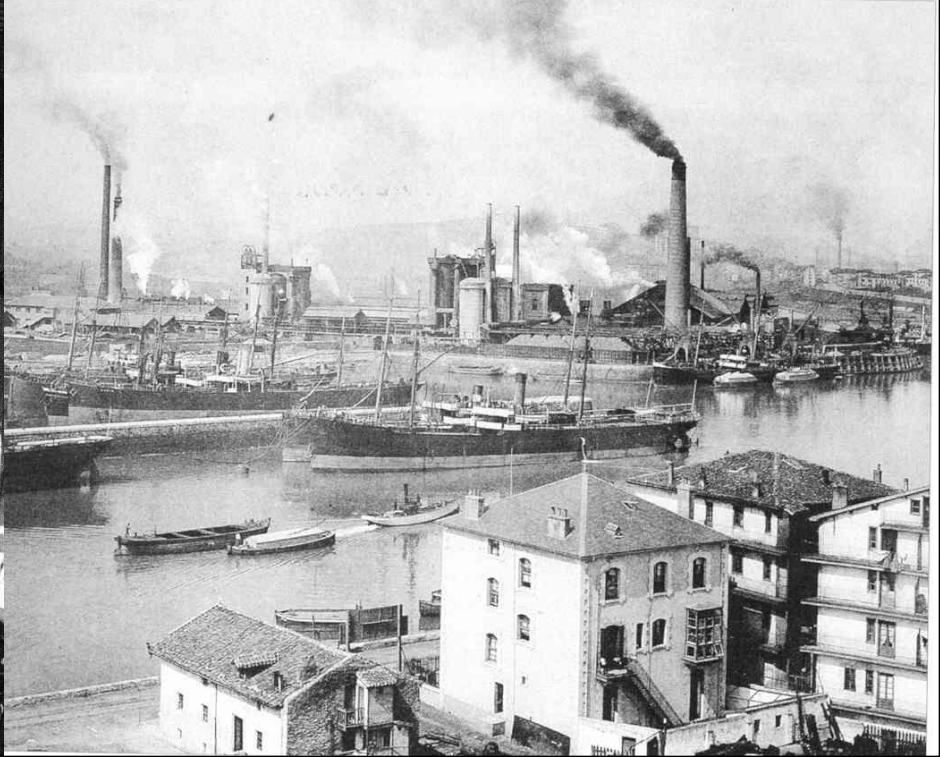
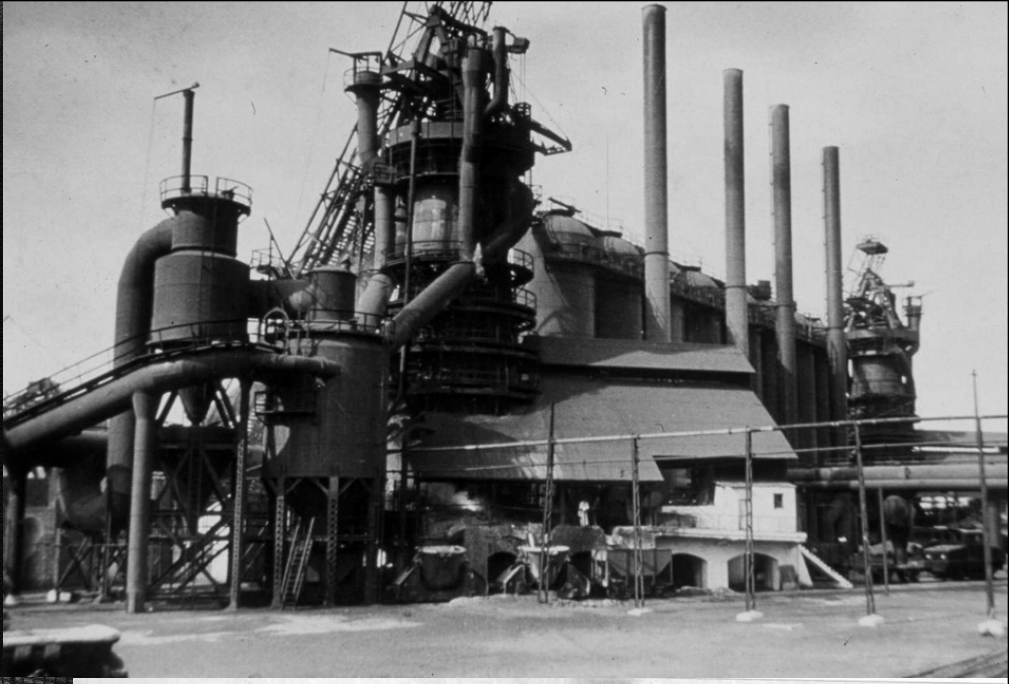




From Infrastructures to Values: The Success Story of Bilbao

Alfonso Martinez Cearra
director@bm30.es





1980's, the **DECLINE** of **INDUSTRY**



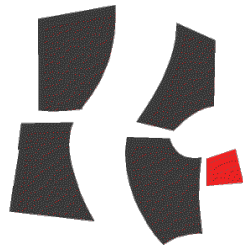
BILBAO, THE **METROPOLITAN** AREA



30 municipalities

THE REVITALIZATION PROCESS

- ✓ Metropolitan Bilbao develops a Revitalization Plan
- ✓ The Plan shapes the success vision
- ✓ Public and private actors engage in a strategic conversation
- ✓ Metropolitan Bilbao builds social capital



B I L B A O
Metropoli-30

- public-private association
- set up in 1992
- long-term strategic thinking
- EUDEL, founding member

Critical Issues in 1990

- Human Resources
- Advanced Services
- Mobility & Accessibility
- Environmental Regeneration
- Urban Regeneration
- Cultural Centrality
- Public - Private Partnership
- Social Welfare



Culture



Urban



Transport

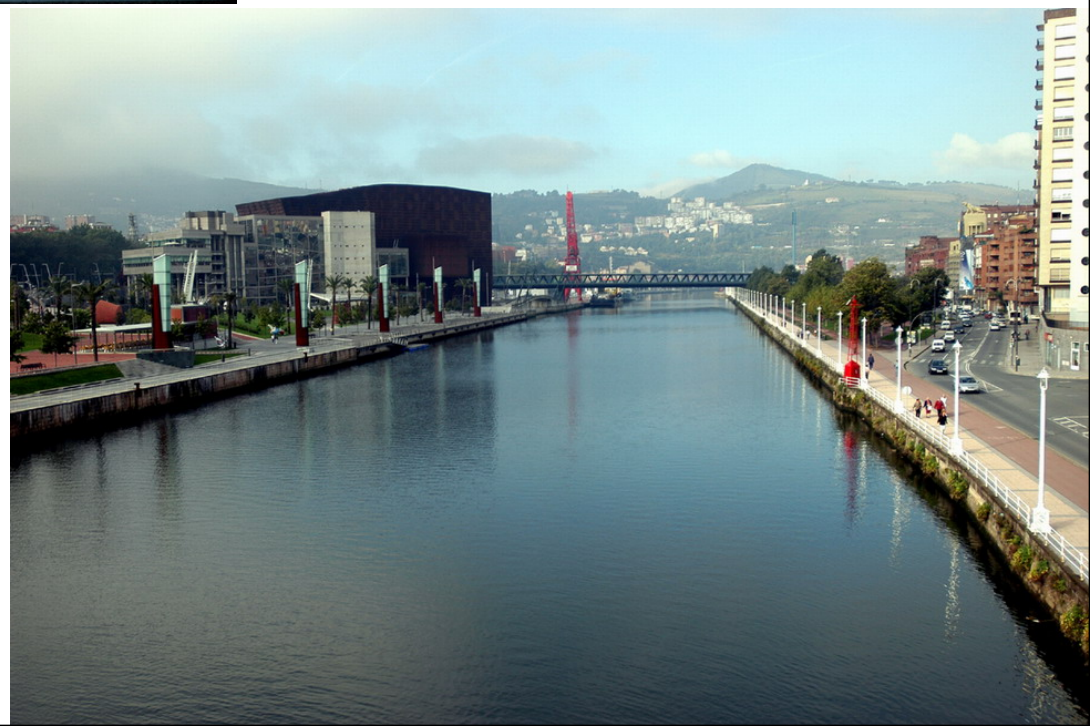


STRATEGIC PROJECTS



Rediscovering the **Waterfront**

Abandoibarra



Abandoibarra





Euskalduna Music and Concert Hall

Iberdrola Tower

165 m

41 floors

50,000 m²

2011





Enlargement of the Port



Bridges, connecting
the city





Environmental Regeneration of the River



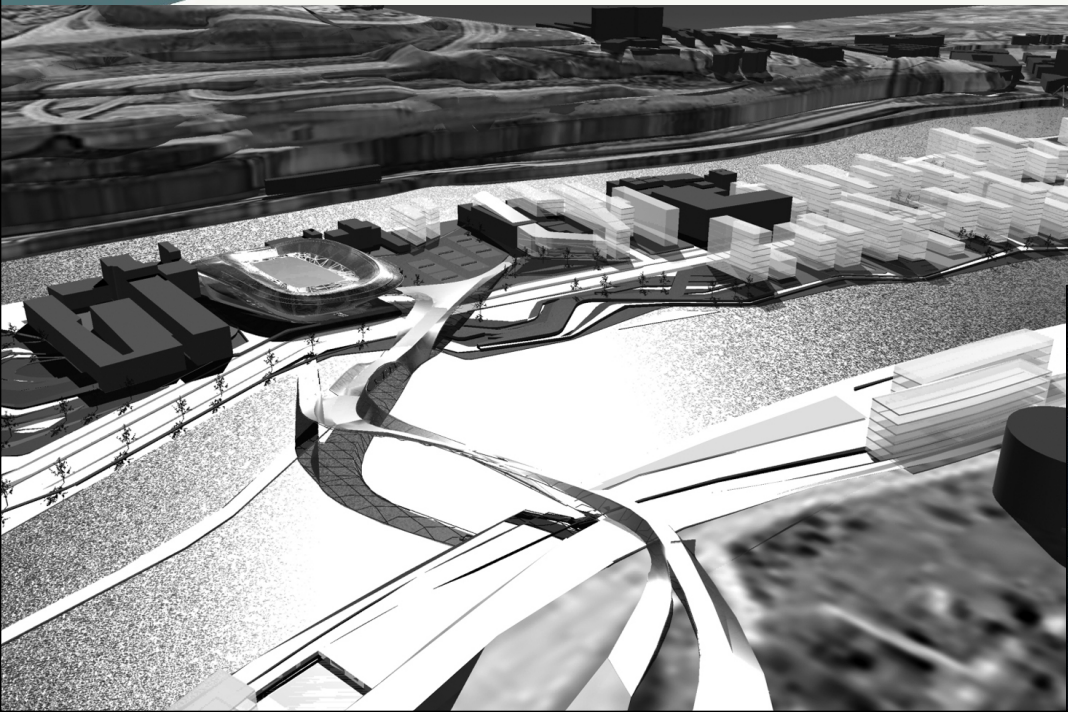


Bilbao Exhibition Center – BEC

Zorrotzaurre



ZORROTZAURRE



Airport



The new Tram



Metro

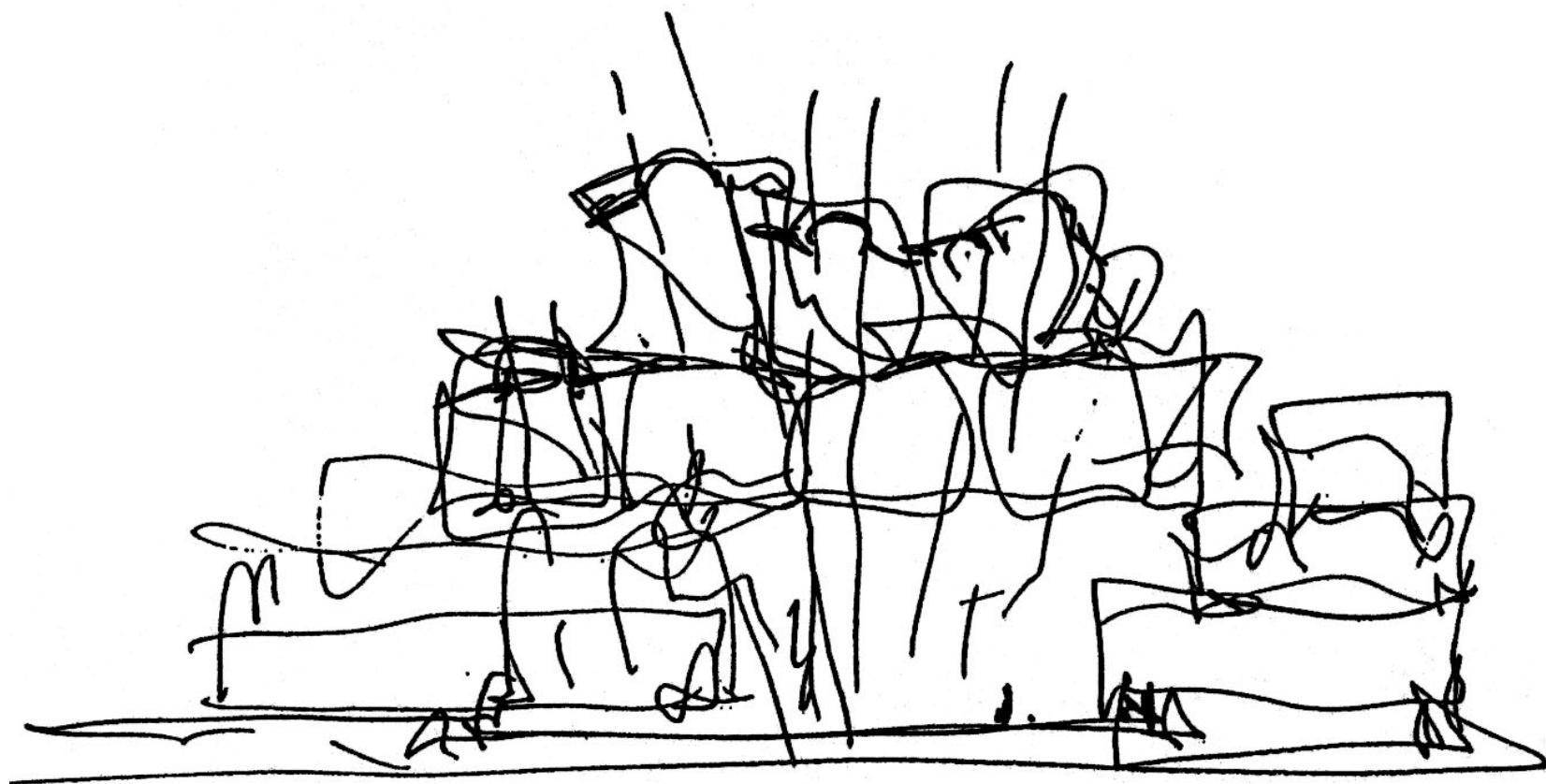








XI 1995
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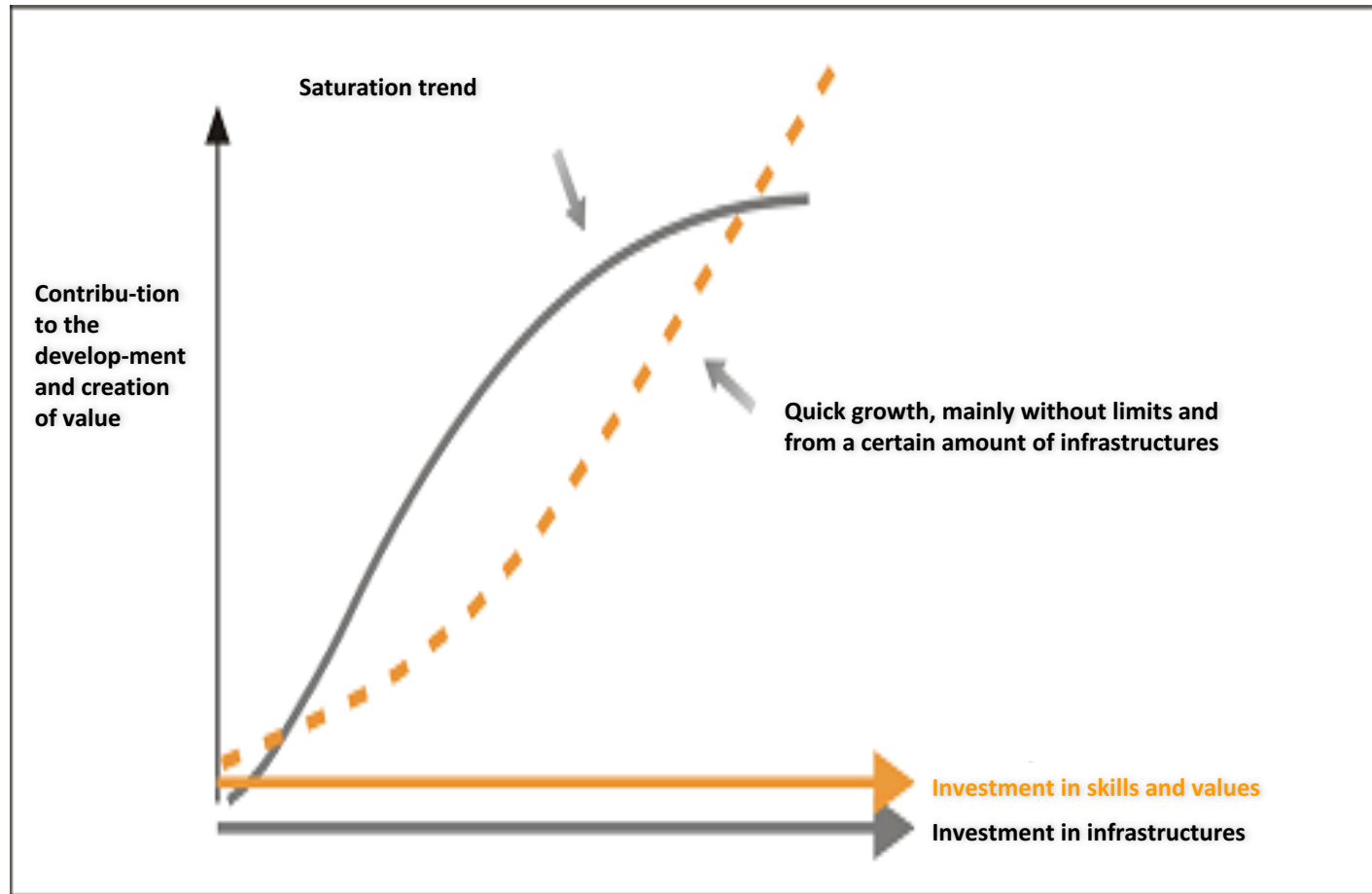








From Infrastructures to values



METROPOLITAN BILBAO 2035. A LOOK INTO THE FUTURE



| STRATEGIC REFLECTION |



VISION

20 years from now, we must be one of the top five European areas of similar size and socio-economic ratio on: employment, GDP, education, health and elderly care.

To identify and attract leaders.

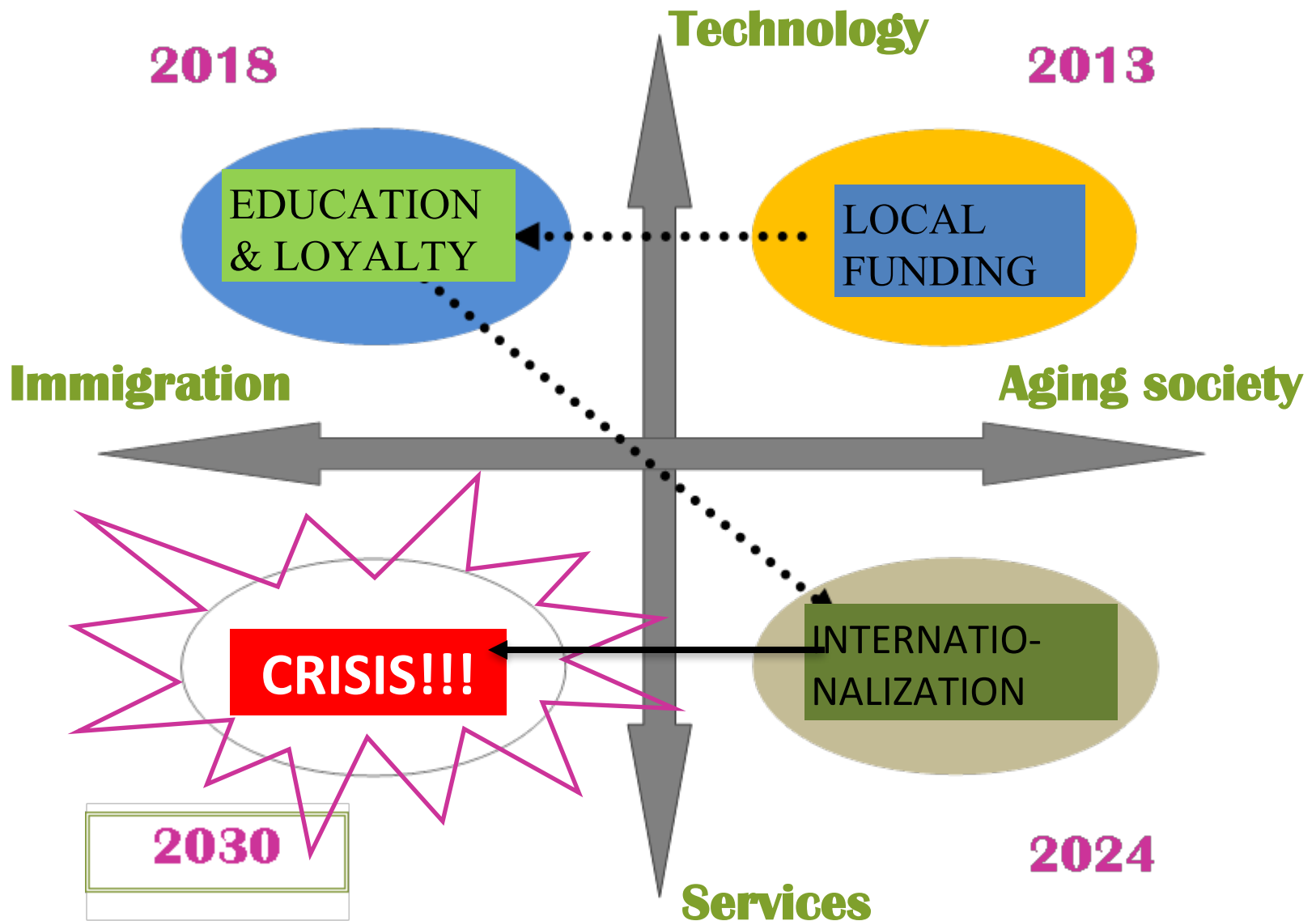
To facilitate that their ideas be transformed into projects.

To stimulate long-term strategic thinking.

INNOVATION
PROFESSIONALISM
IDENTITY
COMMUNITY
OPENNESS

The future of European cities





Identity who's the city for?

Networking allies or competitors?

Image what does the
world think of my city?

Openness what will be your
grandchildren's nationality?

Thank you!

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