



The 22@ district celebrates its 10th anniversary with 56,000 new jobs since 2000

- **More than 7,000 companies, shops and establishments are located in 22@**
- **Half of these companies moved to the district after 2000**
- **The number of residents in the 22@ district has also increased 23% since 2000, 15% more than in the rest of the city**
- **The estimated number of workers in the district is 90,000, 62.5% more than in 2000 for a total increase of 56,200 workers.**

Mayor of Barcelona Jordi Hereu and Minister of Science and Innovation Cristina Garmendia commemorated the tenth anniversary of 22@Barcelona today with an event at the MediaTic building, which is located in the Poblenou district. The 22@Barcelona project began in 2000 and has transformed 200 hectares of industrial land in the historical Poblenou neighborhood of Barcelona, making it the city's productive district devoted to concentrating and developing knowledge-intensive activities.

In his talk, Jordi Hereu highlighted the importance of the city's economic and productive model in the current economic climate, explaining that "in the last census, in 2009, we saw that, despite the recession, 22@ was creating jobs in the @ category. Now we also have data on what the project has meant as a whole, and can see that the number of companies, shops, restaurants and hotels in the area has doubled since the year 2000. 22@ has approximately 56,000 new jobs."

Furthermore, Minister of Science and Innovation Cristina Garmendia evaluated the national and international experience of the 22@ project positively and reminded those present that this effort has led Barcelona to be named "City of Science and Innovation" from the Ministry recently. Garmendia added that "Barcelona's commitment to a change in productive model ten years ago

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was visionary and shows that we are able to generate knowledge-intensive activities and quality jobs.”

A SOCIAL, ECONOMIC AND URBAN-PLANNING MODEL

The 22@Barcelona model is already being applied in other areas of the city and is a benchmark in urban, economic and social transformation in cities like Rio de Janeiro, Boston, Istanbul and Cape Town. It is a compact and diverse city that, instead of applying a territorial specialization model, employs a mixed model that favors social cohesion and fosters balanced and sustainable urban and economic development. It is an urban and economic regeneration of industrial areas that is progressive over time and adapted to pre-existing elements and new needs.

The project will create 4 million square meters of constructed floor space, 3.2 million of which will be used for productive activities and 800,000 for housing and services. So far, regeneration has begun on approximately 68% of the industrial areas in Poblenou. The 117 plans that have been approved account for nearly 3,000,000 m² of floor space. They cover 136,837 m² of land for facilities, 119,720 m² of land for open spaces and nearly 3,000 housing units with some sort of public subsidy.

Noteworthy among these plans is the Industrial Heritage Protection Plan, which consolidates protective measures for 114 elements, and outside the 22@Barcelona area, the Poblenou Historical Center Protection Plan and the Besòs Interuniversity Campus. 11 open spaces have also been created, with 26,500 m² of new public spaces plus 7,000 m² of private space for public use, including the Can Framis Gardens and the Saló Lull.

Regarding subsidized housing, 998 units have already been built and 583 are currently under construction, for a total of 1,581. Additionally, licenses have been granted for a total of 1,374,546 m² of floor space, 936,625 m² of which is aboveground and 437,921 m² underground. 71% of this floor space will be used for economic activities, 18% for housing and 11% for facilities.

Regarding infrastructure, 14,800 lm of streets have been urbanized –of a total of 37 Km.-, which equals 19,649 m² of streets – with a high level of services, 46 new conducts, sewers, selective pneumatic waste collection, district heating and cooling system, dark fiber optics - 47.000 lm-, etc. Over the past months, a new pneumatic waste collection plant has been finished and the back-up district heating and cooling plant is currently under construction.

Twice as many companies as in 2000

Currently, 22@Barcelona has 83,640 business premises, according to the city register, 42.5% more than in 2002, when there were 58,690. This increase is well above the city average. Additionally,



42% of the floor space is occupied by premises used for economic or service activities, more than the 33% for the city as a whole.

The latest available census of the 22@Barcelona area shows 7,064 companies and 4,400 freelance workers. The number of companies has grown 105.5% since 2000, where there were 3,437 businesses. This increase is well above that of the province of Barcelona (57.3%) and that of Catalonia (60%)

An estimated 4,500 new companies have moved to the district since 2000, an average of 545 per year and 1.2 per day, although the most prolific era was from 2003 to 2006. Of the 4,500 companies, 47.3% are new start-ups. The rest have moved from other locations.

Finally, 27% of companies in 22@ are knowledge-intensive and three out of ten companies created after 2000 are knowledge- or technology-intensive.

The estimated number of workers in the district is 90,000 (not counting freelance workers), 62.5% more than in 2000 for a total increase of 56,200 workers. Additionally, the global business turnover, not only of companies that carry out @ activities, totals some 8,900 million euros per year.

Since 2001, the resident population in 22@Barcelona has grown 22.8%, from 73,464 inhabitants to 90,214 (16,750 more people). This increase is 15% higher than the average for the city of Barcelona, which experienced a growth of 8% between 2001 and 2009. The average growth for the metropolitan area in this time period was 13.7% and for Catalonia, 17.9%.

22@, INCREASINGLY RECOGNIZED BY RESIDENTS

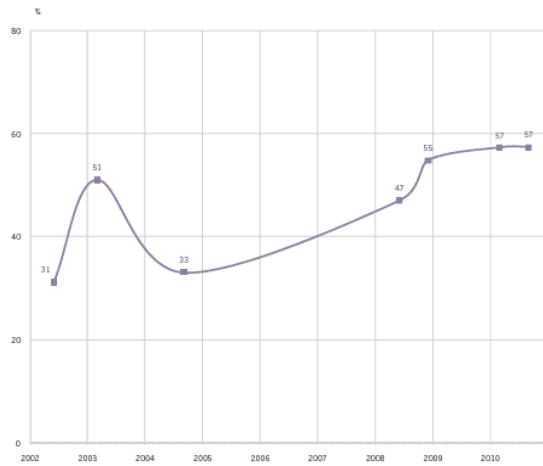
According to the Omnibus municipal survey carried out by the Barcelona City Council last September, 57.4% of Barcelona residents surveyed (out of a total sample of 1,000) have heard of the 22@Barcelona project.

The project is more well-known among men (67.4%), people between 35 and 54 years old, and residents of the neighborhoods of Sant Martí (70.2%), Gràcia (68.4%) and the Eixample (67.1%). On the other hand, residents surveyed who are from lower socio-economic classes and, to a lesser degree, those under 25 and over 64, know less about 22@Barcelona.

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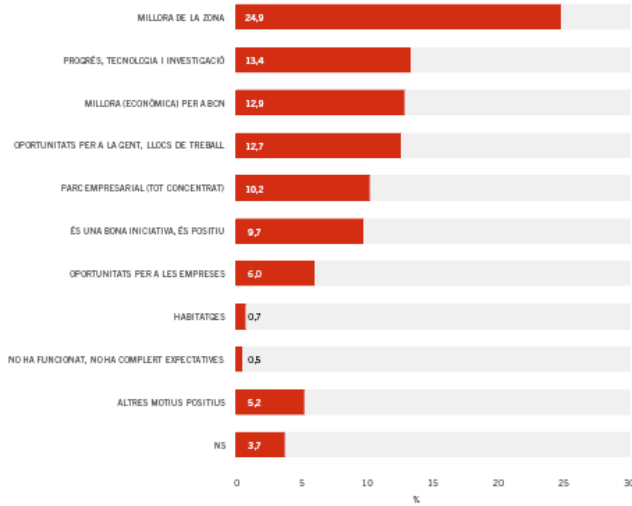


Positive evaluation

Seven out of ten people surveyed (70%) that have heard of the 22@Barcelona project evaluated it positively or very positively, with only 19.5% being unwilling to take a stand on the issue. Thus, positive evaluations are the majority in all segments of the population.

24.9% positively evaluate the project because it is an improvement for the area, while 13.4% consider this an improvement for the city of Barcelona, especially on an economic level; 12.9% believe that everything will be concentrated in this industrial park; 12.7% consider the project an improvement in technology and research; and 10.2% consider that it creates new opportunities for companies.





When those who know about the project or have heard about it were asked what it consists in, 32.9% said it is about new technology companies, one fourth said it is a center for economic activity and offices. Those surveyed in the district of Sant Martí were most likely to highlight the renovations carried out in the neighborhood and that it is located in Poblenou.



%	Juny 08	Des 08	Març 10	Set. 10
EMPRESES DE NOVES TECNOLOGIES	28,1	29,7	32,6	32,0
CENTRE D'ACTIVITAT ECONÒMICA, OFICINES	19,6	31,0	22,3	25,1
REFORMAR EL BARRI	10,9	8,9	9,6	8,4
SUPORT A LA FORMACIÓ, OCUPACIÓ I EMPRENEDORIA (BARCELONA ACTIVA)	-	-	-	3,5
OFICINES + HABITATGES + HOTELS + ALTRES	5,1	3,1	3,1	2,4
CONSTRUCCIONS	1,7	0,9	2,1	1,2
SITUAT AL BARRI DE POBLENOU	-	-	-	1,0
HABITATGES	3,0	1,8	2,1	0,7
EQUIPAMENTS (UNIVERSITAT, ESCOLES...)	0,9	1,3	2,8	0,7
HOTELS	0,9	0,2	-	-
ALTRES	8,3	1,3	1,7	4,0
NS	21,7	21,7	23,6	21,1
N	(470)	(548)	(573)	(574)

NEW TECHNOLOGY COMPANIES
 ECONOMIC ACTIVITY, OFFICES
 THE NEIGHBORHOOD RENOVATIONS
 SUPPORT TRAINING, EMPLOYMENT AND ENTREPRENEURSHIP (BARCELONA ACTIVA)
 OFFICES + HOUSING + HOTELS + OTHER
 BUILDINGS
 LOCATED IN POBLENOU
 HOUSING
 FACILITIES (UNIVERSITIES, SCHOOLS...)
 HOTELS
 OTHER
 NA
 N

 JUNE 08
 DECEMBER 08
 MARCH 10
 SEPTEMBER 10

