

## CITY OF MADRID

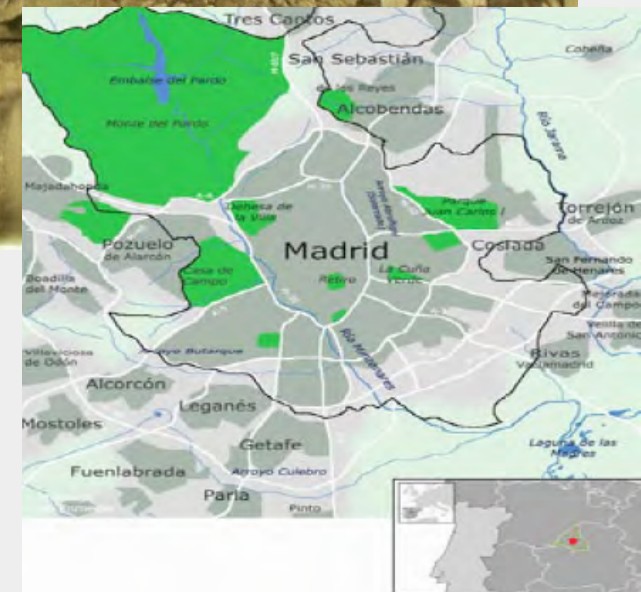
- FOUNDED IN THE 9TH CENTURY
- **CAPITAL**, since 1561
- LARGEST CITY OF SPAIN
- **POPULATION: 3,238,208 inh** (5,335 inh./km<sup>2</sup>)

3rd largest municipality in the EU after London and Berlin.

- **AREA: 607 km<sup>2</sup>**

3rd largest urban area after Paris and London.

- 619 km from Barcelona  
628 km from Lisbon  
1,271 km from Paris



## CONTEXT: EMBAJADORES NEIGHBOURHOOD

Among the **MAIN PROBLEMS** in the Embajadores neighbourhood –which belongs to the Centre District– worthy of mention are:

- A MARKEDLY **AGED POPULATION**.
- SEVERE RISK OF **SOCIAL ISOLATION**.
- **INTENSE CONCENTRATION**, on the one hand, of an IMMIGRANT POPULATION and, on the other, of a NATIVE POPULATION WITH PRECARIOUS ECONOMIC RESOURCES.
- SIGNIFICANT EXISTENCE OF **SUB-STANDARD HOUSING AND OVERCROWDING**.
- LACK OF GREEN SPACES AND **“UNHEALTHY” OCCUPATION** OF PUBLIC SPACES.
- INCREASE IN **SOCIAL CONFLICTIVITY** AND A SUBJECTIVE **FEELING OF INSECURITY**.



CITY CENTRE AND STUDY AREA

## OBJECTIVES OF THE LOCAL ACTION PLAN

- PROMOTE AN INNOVATIVE AND **COMPREHENSIVE WORKING METHODOLOGY**.
- ESTABLISH **THIS METHODOLOGY AS A USUAL PRACTICE**.
- DEVELOP A **WORKING TOOL**, WITH AN **INDICATOR SYSTEM**.
- **CAPITALISE, MONITOR AND ASSESS THE DERIVATIVE KNOWLEDGE OF THIS WORK**.
- **DISSEMINATE THIS KNOWLEDGE**.
- IDENTIFY AND REINFORCE **GOOD PRACTICES**, BOOSTING THEIR TRANSFERENCE AND EXCHANGE.
- CONTRIBUTE TO **DEFINE ACTIONS FOR STRUCTURAL FUND PROGRAMMES**.



# URBACT II: BUILDING HEALTHY COMMUNITIES



## PHASES OF THE LOCAL ACTION PLAN

**PHASE I:  
DESIGN OF THE WORK METHODOLOGY  
AND SUPPORT TOOL**

**PHASE II:  
APPLICATION TO SPACE**

**PHASE III:  
SELECTION AND ELABORATION OF THE  
PILOT ACTION. DEVELOPMENT PROPOSAL**





# URBACT II: BUILDING HEALTHY COMMUNITIES



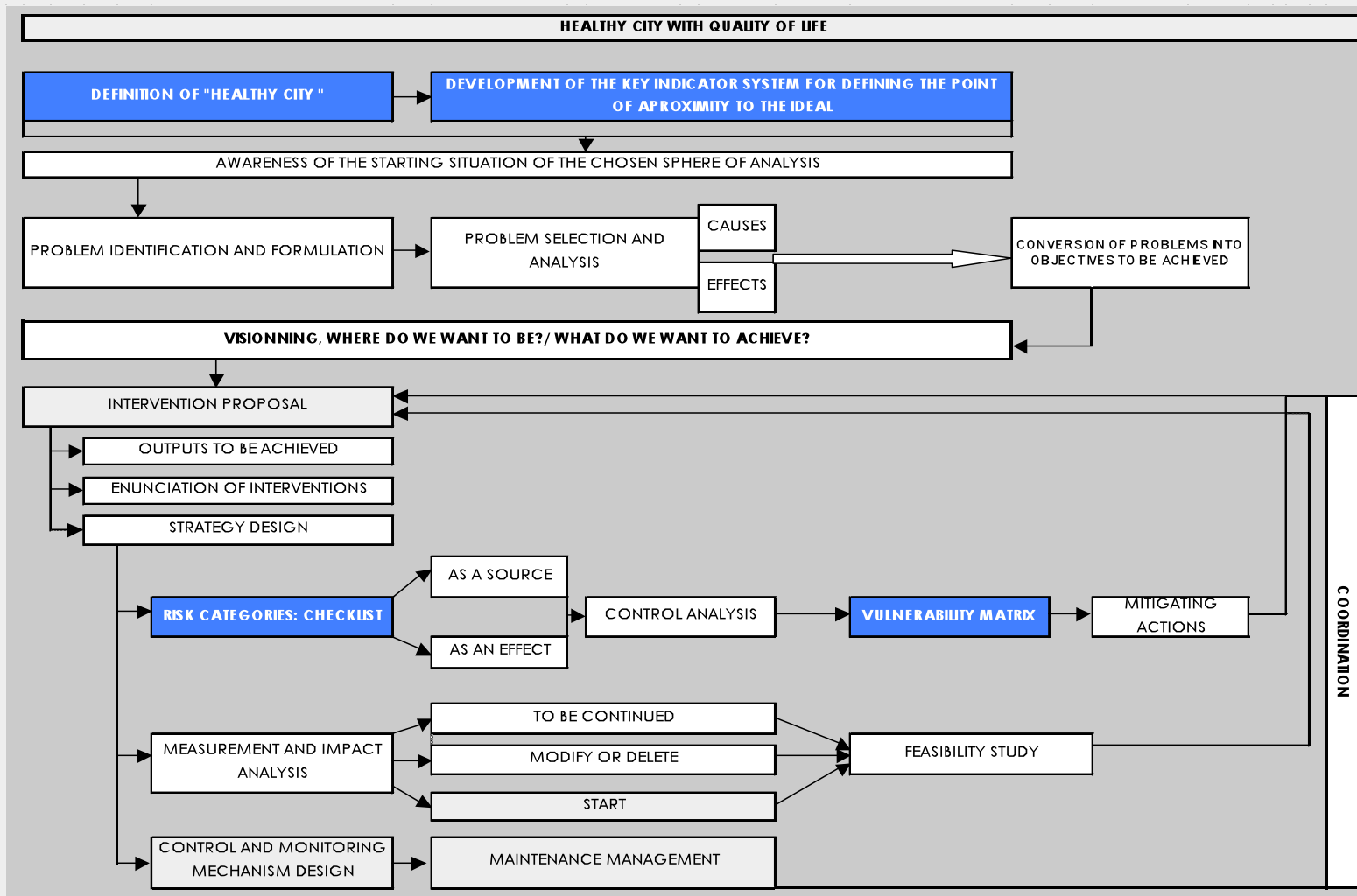
## PHASE I: DESIGN OF THE WORK METHODOLOGY AND SUPPORT TOOL



## SPECIFIC OBJECTIVES

- PROMOTE **INFORMATION COLLECTION**.
- CONTRIBUTE TO BASIC **INDICATOR PRODUCTION**.
- OUTLINE A INTER- AND INTRAVARIABLE **CORRELATION MAPPING**.
- ESTABLISH A **RELATIONSHIP BETWEEN VULNERABILITY AND RISK EXISTENCE**.
- **EVALUATE** UNDERWAY MEASURES.
- PROMOTE A **STRATEGIC MANAGEMENT**.
- **IMPLEMENT THREAT SUPERVISION, FOLLOW UP AND CONTROL SYSTEMS**.
- ENSURE AN **EFFICIENT FOLLOW UP** OF THE PLAN APPLICATION.
- PROVIDE **UNDERSTANDABLE INFORMATION TO CITIZENS**.
- **SUPPORT DECISION MAKING**.
- **PROMOTE A COMPREHENSIVE INSIGHT** OF THE MAIN CITY INTERESTS.
- **APPLY THE TOOL TO A PARTICULAR ZONE: EMBAJADORES NEIGHBOURHOOD**.

## METHODOLOGICAL DIAGRAM-SUPPORT TOOL



## “HEALTHY CITY”: STRATEGIC LINES AND ASSOCIATED PARAMETERS

**ECONOMIC ASPECT: create an attractive and entrepreneurial city, fostering labour market access and facilitating social cohesion and balance.**

STRATEGIC LINE	COMPONENTS
<b>ECONOMIC DIVERSIFICATION</b>	<p>The city contributes to local economy diversity.</p> <p>It supposes an exercise of economic good practices.</p> <p>It guarantees the adequacy of the commercial offer to the consumer demands.</p> <p>It fosters innovation and new technologies, renewing the economic structures.</p> <p>It boosts the retail proximity sector and strengthens quality values, confidence, modernity and proximity.</p> <p>It promotes balance among different commercial formats.</p> <p>It gives a wide range of basic services and guarantees an opportune supply.</p> <p>It guarantees retail business continuity.</p>

**HOUSING ASPECT: the city develops a universal, sustainable and equitable housing policy.**

STRATEGIC LINE	COMPONENTS
<b>SUBSTANDARD HOUSING INTERVENTION</b>	<p>Definition of the substandard housing concept.</p> <p>Eradication.</p> <p>Comprehensive intervention: development of legal, economic and social necessary mechanisms, promotion of a global perspective of the problem, taking the housing eradication opportunity to recover neighbourhoods.</p> <p>Participation: involvement of the neighbourhood in the rehabilitation processes.</p>

**BIO-PSYCHOSOCIAL ASPECT: a socially integrated city.**

STRATEGIC LINE	COMPONENTS
<b>PROMOTION OF A NON-EXCLUSIVE IDENTITY</b>	<p>It promotes the neighbourhood identity, strengthening spatial subjectivity.</p> <p>It fosters neighbourhood communication and the support networks, facilitating the mixing of several groups.</p> <p>It assumes heterogeneity as a identity symbol.</p>



## INDICATOR SYSTEM

Each indicator is described in a table with the following **FIELDS**:

- INDICATOR
- ASPECT
- STRATEGIC LINE
- CALCULATION FORMULA
- MEANING
- PROTECTION FACTOR
- RISK FACTOR-DEGREE OF RISK
- COLLECTION PERIODICITY
- SOURCE
- ADDITIONAL INFORMATION

INDICATOR	Adult literacy rate	
ASPECT	Bio-psycho-social	
STRATEGIC LINE	Education	
FORMULA	Percentage of adult population (aged 15 years and over) who is literate in a moment.	
MEANING	A high percentage of adult population who continues studying for a higher degree represents a group of people interested in self-improvement and overcoming. As a consequence, their basic abilities can be enhanced, as well as their quality of life levels.	
PROTECTION FACTOR	A low adult literacy rate is not a risk factor per se.	
RISK FACTOR		
DEGREE OF RISK	HIGH	
	MEDIUM	
	LOW	
COLLECTION PERIODICITY	Yearly.	
SOURCE	<i>Anuario estadístico. Censo 2001</i> <b>Data collected from public and private organizations about literacy and/or Spanish teaching. Data produced by direct contact with these organizations.</b>	
ADDITIONAL INFORMATION	<p><b>After an analyse meeting, this indicator is considered as "accessory".</b></p> <p><b>The possibility is considered of taking the indicator referred to "Spanish teaching" in cases when the study shows a great number of immigrant population with low Spanish skills.</b></p>	



# URBACT II: BUILDING HEALTHY COMMUNITIES



## PHASE II: APPLICATION TO SPACE



## IMPLEMENTATION IN URBAN AREAS

The indicator system and the methodology elaborated during the first phase are being currently **applied to the Embajadores neighbourhood**.

### **GOAL: EXTRACT AND DESIGN A CONCRETE ACTION PLAN FOR THE NEIGHBOURHOOD.**

Having examined the data of previous studies, some **IMPORTANT THEMES** will arise in order to build a healthy neighbourhood such as:

- NOISE POLLUTION AND AIR QUALITY
- URBAN CLEANING AND WASTE COLLECTION SERVICES
- BAD HABITABILITY CONDITIONS
- LACK OF GREEN ZONES AND INFRASTRUCTURES

## PHASE III: SELECTION AND ELABORATION OF THE PILOT ACTION. DEVELOPMENT PROPOSAL

## DESIGN OF THE ESTRATEGIC ACTION

### OBJECTIVE

Select the specific action contributing to a healthy urban environment, increasing the response capacity of the neighbourhood and the Government institutions.

### PRACTICE INVENTORY

#### DEFINITION OF OUTCOMES TO ACHIEVE

#### ASSOCIATED INTERVENTIONS: DEFINITION

#### IDENTIFICATION OF HANDLING, REDUCTION AND PREVENTION MEASURES

MEASURES TO CONTINUE	FEASIBILITY STUDY
MEASURES TO SUPPRESS/MODIFY	FEASIBILITY STUDY
NEW MEASURES	FEASIBILITY STUDY

#### RISK IDENTIFICATION AND VULNERABILITY MATRIX DEVELOPMENT

#### CONTROL AND FOLLOW UP MECHANISMS

DEVELOPMENT OF CONTROL AND FOLLOW UP MECHANISMS, IDENTIFYING AGENTS