



**Public-Private  
Cooperation**  
in  
**Metropolitan BILBAO**  
**BILBAO Metropoli-30**



# **BILBAO,** BASQUE COUNTRY



# BILBAO CITY

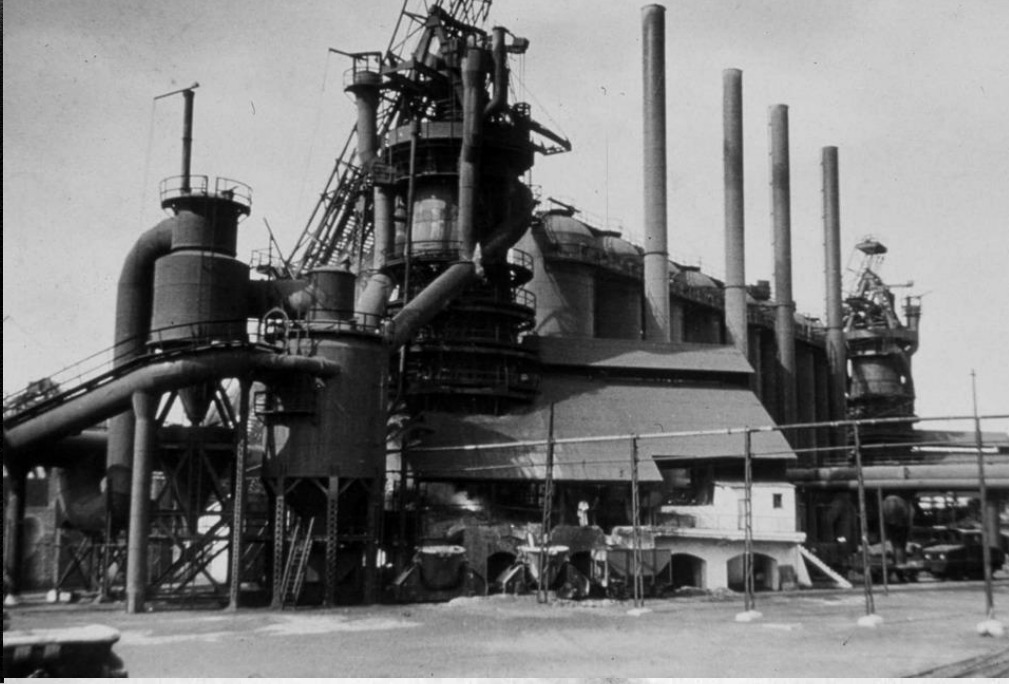
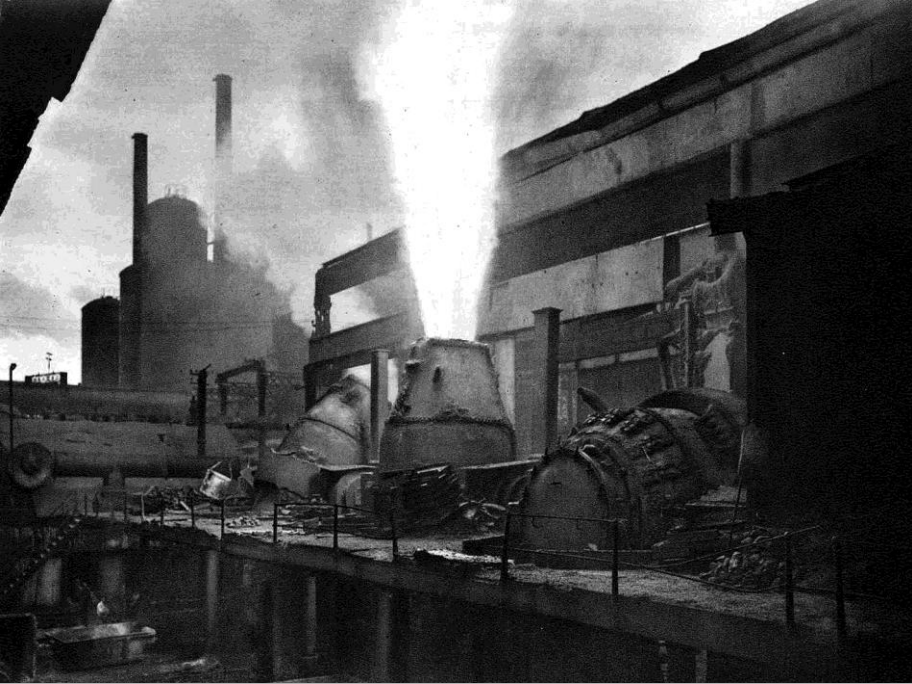


- ✓ Located in the Basque Country (North of Spain)
- ✓ Area of 41.6 square km.
- ✓ Economic Capital of a metropolitan area of 1 million inhabitants (42% of the Basque Country population)

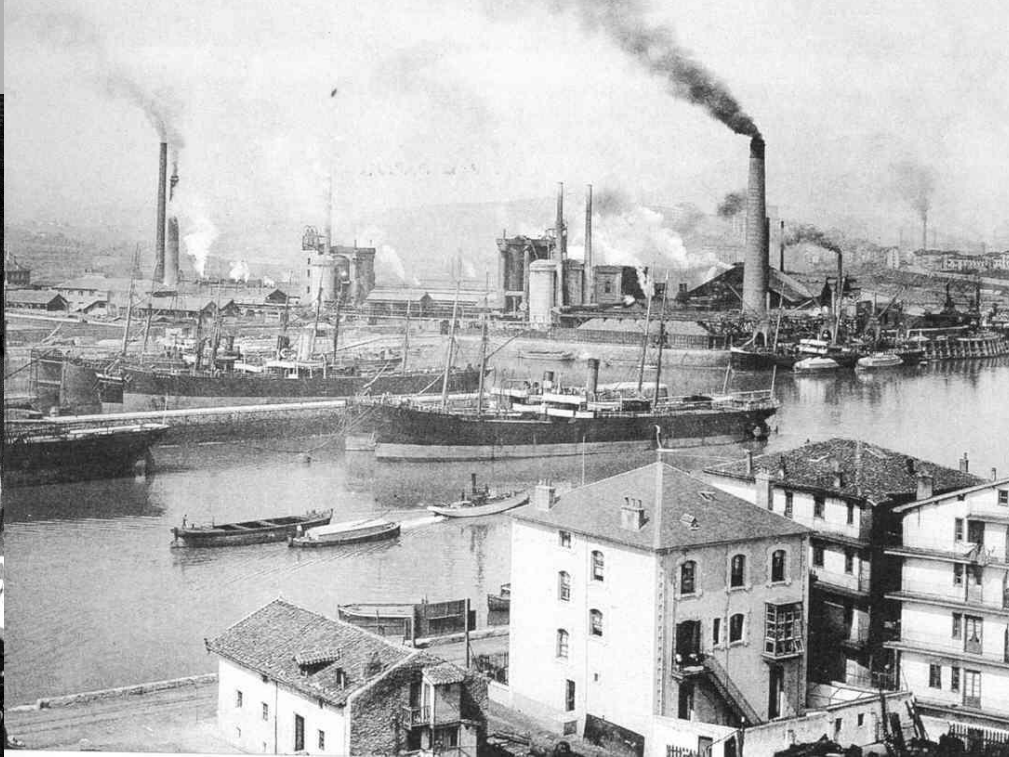
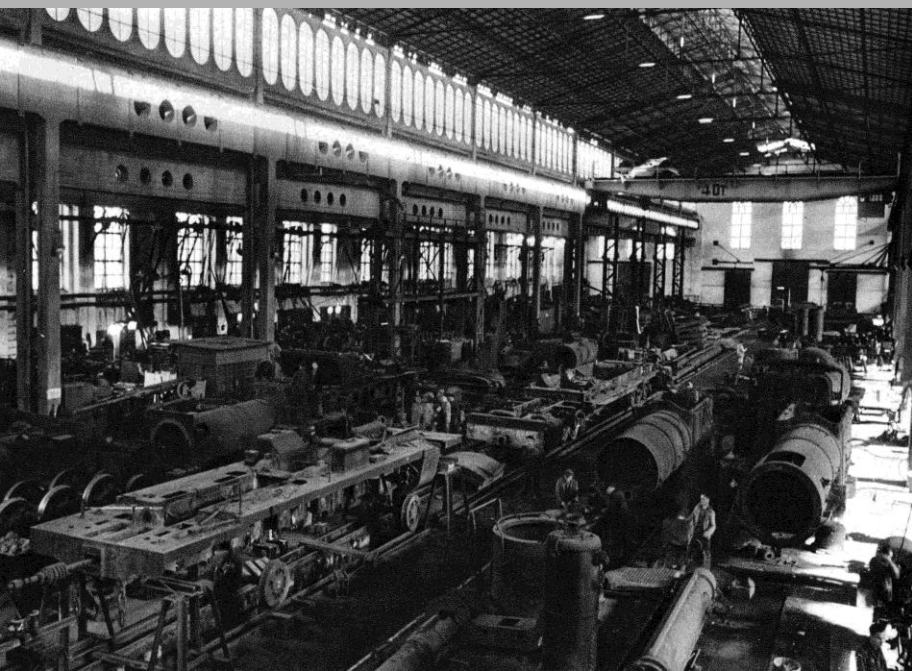
# BILBAO CITY

- ✓ Impressive transportation infrastructure that connects the city to the rest of Europe and the world by air, land and sea.
- ✓ Since its foundation, more than 700 years ago, it has been the fundamental factor and the main socio-economic axis around which the Bizkaia region has set its modernization process in motion.
- ✓ Bilbao's hegemony is undisputable. No other city has better reasons to be the economic, financial, cultural and tourist capital of the region.





**INDUSTRIAL PAST**



# INDUSTRIAL PAST

- ✓ Unprecedented development through the exploitation of nearby mineral deposits
- ✓ Strengthening of the maritime business and port activity
- ✓ Strong iron and steel as well as shipbuilding industries emerged and became essential to economic development.
- ✓ Urban expansion
- ✓ Bilbao was the great economic icon of the Basque Country and amongst the most important cities in the State

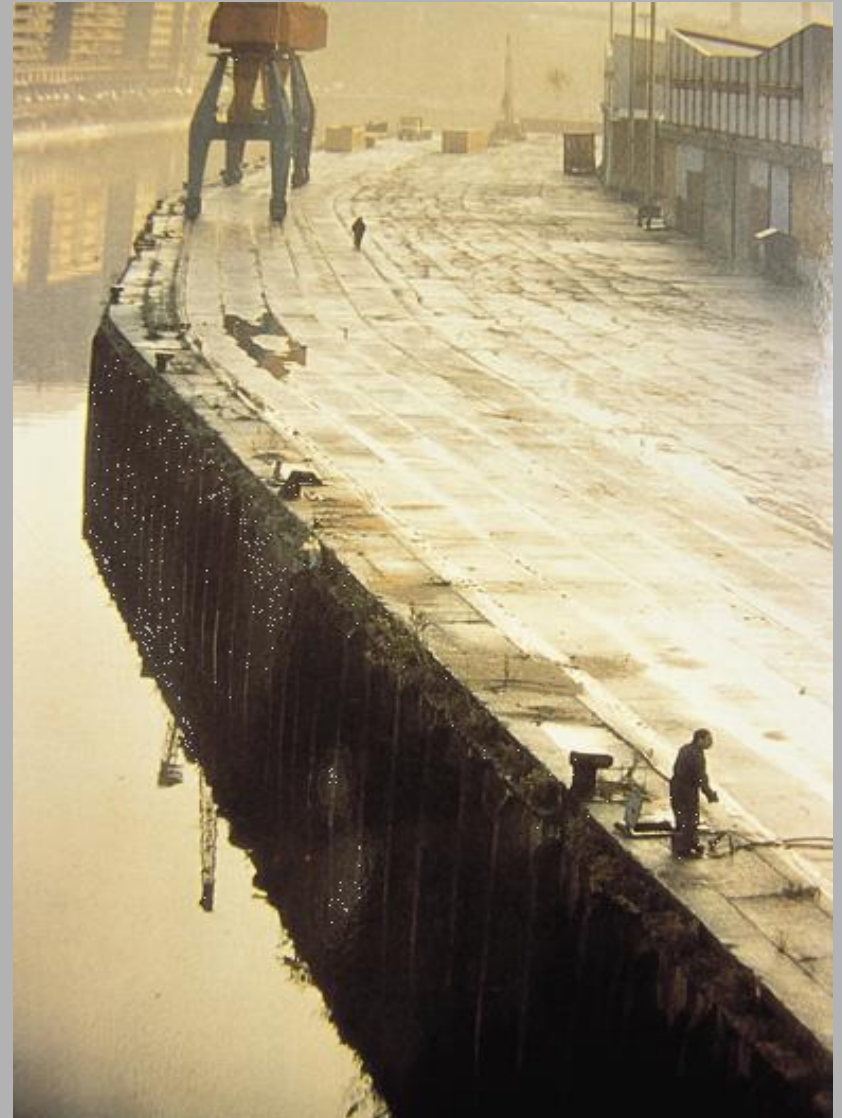


# 1980's, the **DECLINE** of the **TRADITIONAL INDUSTRY**



# THE DECLINE

- ✓ At the end of the 20th century, iron and steel industry fell into a deep crisis
- ✓ Challenge of industrial restructuring
- ✓ Necessity to deal with the negative consequences of the industrial era
- ✓ High rates of unemployment
- ✓ Emigration
- ✓ Social unhappiness





# BILBAO, THE **REVITALIZATION** PROCESS



The Nervión River, the linking **strategic axis** for the City

# 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



# BILBAO METROPOLI-30



- ✓ Public-private partnership devoted to the revitalisation process of Metropolitan Bilbao
- ✓ More than 140 members
- ✓ **Mission** : to carry out the future vision of Metropolitan Bilbao for the next Millennium
- ✓ **Value** : aptitude to increase the interest and the energies of different institutions and agents for the common project of a metropolis of the future
- ✓ **Success** : capacity of becoming a meeting point for all the sectors joining public and private forces

# THE REVITALIZATION PROCESS

## 8 Critical Issues

1. Investment in Human Resources
2. Services and Manufacturing
3. Mobility and Accessibility
4. Environmental Regeneration
5. Urban Regeneration
6. Cultural Centrality
7. Public-private Coordination
8. Social Welfare

**Culture**



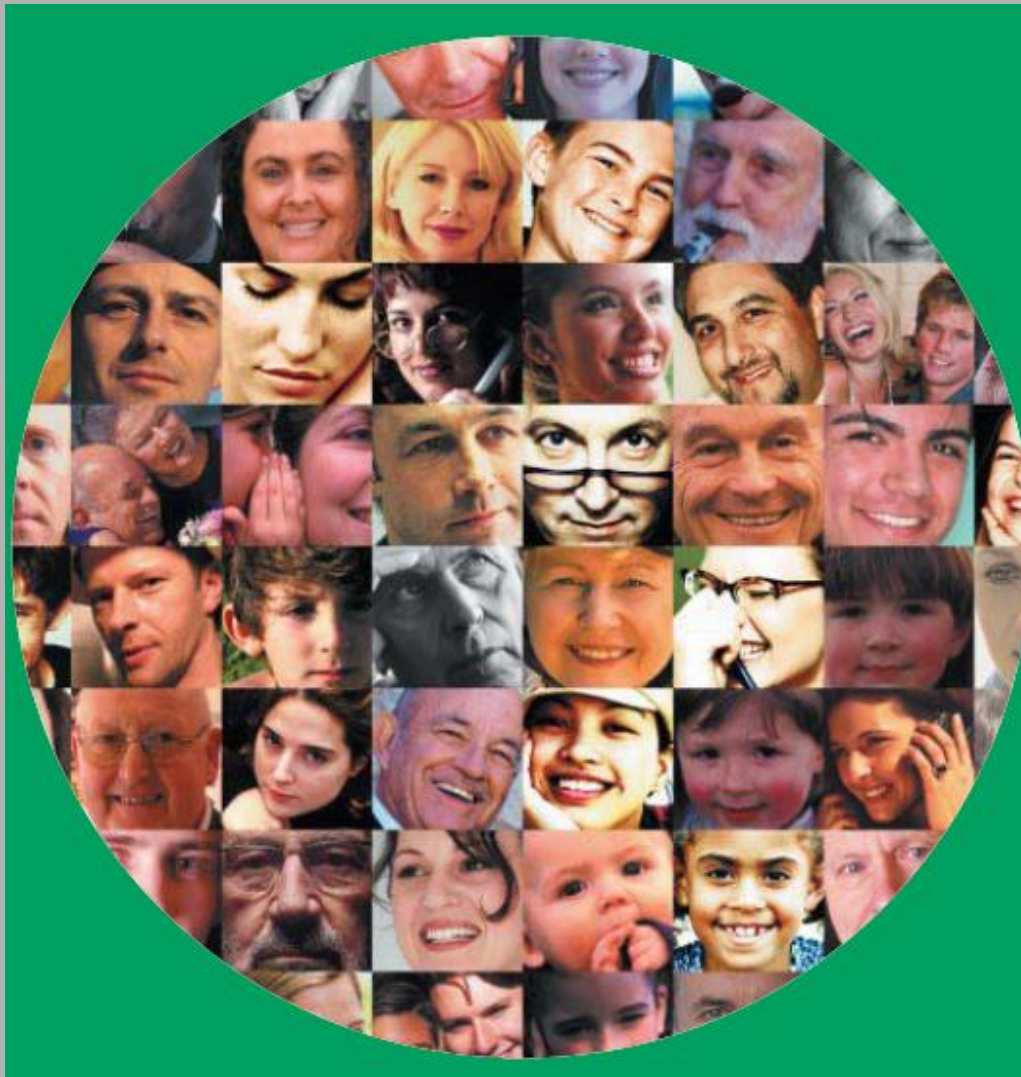
**Urban**



**Transport**



**STRATEGIC  
PROJECTS**



**Bilbao.**  
**The city where**  
**dreams**  
**come true.**

**Made True in**  
**Bilbao**

# Strategic Keys

- Active and Committed Leadership
- People and their Values
- Knowledge and Innovation
- Networking
- Quality of Life

## Three key elements:

- People
- City activity
- Metropolitan attractiveness



The knowledge and ideas are  
based on **the people** and the  
Strategy is made by and for them

The **activity of the city** is essential  
to make Bilbao become a place  
where the high added-value  
business initiatives come true

Bilbao as an **attractive**  
**metropolis** for inhabitants and  
visitors

# From **Infrastructures** to values



# The Strategy



XXth century

- Nations
- Sovereignty
- Infrastructures
- Industry
- Technology

# The Strategy



XXIth century

- Cities
- Places
- Identity
- People and values
- Knowledge and Innovation

Evolution of the identity

Made *in* Germany

Made *by* Ericsson

Made *of* adventure

Made *for* YOU!

# The fourth sector

<b>1</b>	<b>2</b>	<b>3</b>	
Primary	Secondary	Tertiary	
Mining Agriculture Fishing	Industry Production Technology	Services Information Communication	



# The fourth sector

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Primary	Secondary	Tertiary	Fourth
Mining Agriculture Fishing	Industry Production Technology	Services Information Communication	Principles Values

# Values for the **development** of the city



CITY &  
VALORES

**Innovation**

berikuntza **innovación**

Fina eta Baloreak  
**FORO**  
Ondaketa eta Baloreak

This poster features a blue top section with the 'CITY & VALORES' logo. The central image shows a white silhouette of a person walking on a cobblestone street. The word 'Innovation' is written in red above the image, and 'berikuntza innovación' is written in white below it. The bottom section is blue with the text 'Fina eta Baloreak', the word 'FORO' in large black letters, and 'Ondaketa eta Baloreak' at the very bottom.



CITY &  
VALORES

**Professionalism**

profesionaltasuna  
**profesionalidad**

Fina eta Baloreak  
**FORO**  
Ondaketa eta Baloreak

This poster has a red top section with the 'CITY & VALORES' logo. The central image is a black and white photograph of a busy city street with pedestrians. The word 'Professionalism' is written in red above the image, and 'profesionaltasuna profesionalidad' is written in white below it. The bottom section is red with the text 'Fina eta Baloreak', the word 'FORO' in large black letters, and 'Ondaketa eta Baloreak' at the very bottom.



CITY &  
VALORES

**Identity**

identetasuna  
**identidad**

Fina eta Baloreak  
**FORO**  
Ondaketa eta Baloreak

This poster has a blue top section with the 'CITY & VALORES' logo. The central image shows a close-up of people's feet walking on a paved surface. The word 'Identity' is written in red above the image, and 'identetasuna identidad' is written in white below it. The bottom section is blue with the text 'Fina eta Baloreak', the word 'FORO' in large black letters, and 'Ondaketa eta Baloreak' at the very bottom.



CITY &  
VALORES

**Community**

komunitatea  
**comunidad**

Fina eta Baloreak  
**FORO**  
Ondaketa eta Baloreak

This poster has a blue top section with the 'CITY & VALORES' logo. The central image is a photograph of a group of people walking in a modern, brightly lit hallway. The word 'Community' is written in red above the image, and 'komunitatea comunidad' is written in white below it. The bottom section is blue with the text 'Fina eta Baloreak', the word 'FORO' in large black letters, and 'Ondaketa eta Baloreak' at the very bottom.



CITY &  
VALORES

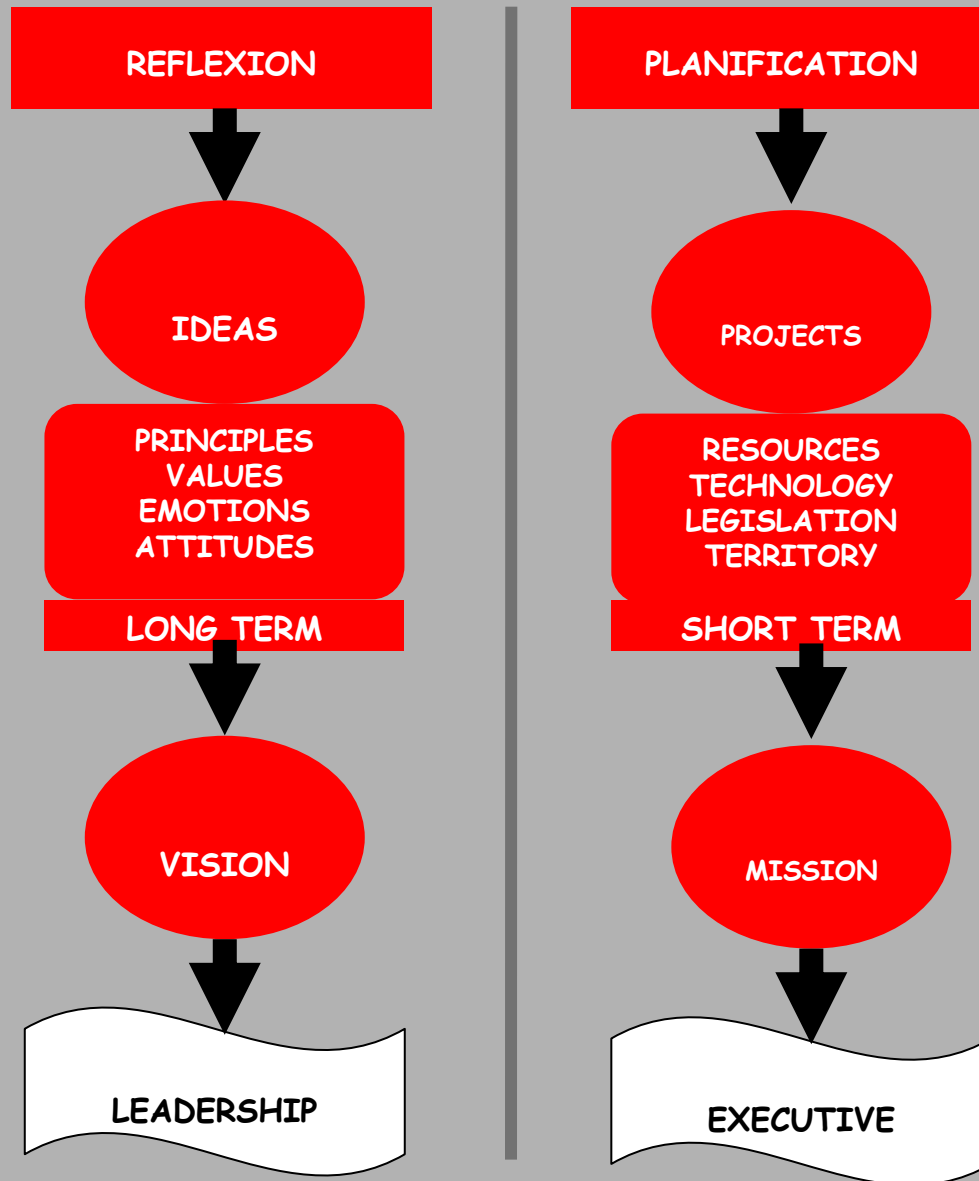
**Openness**

irekia  
**apertura**

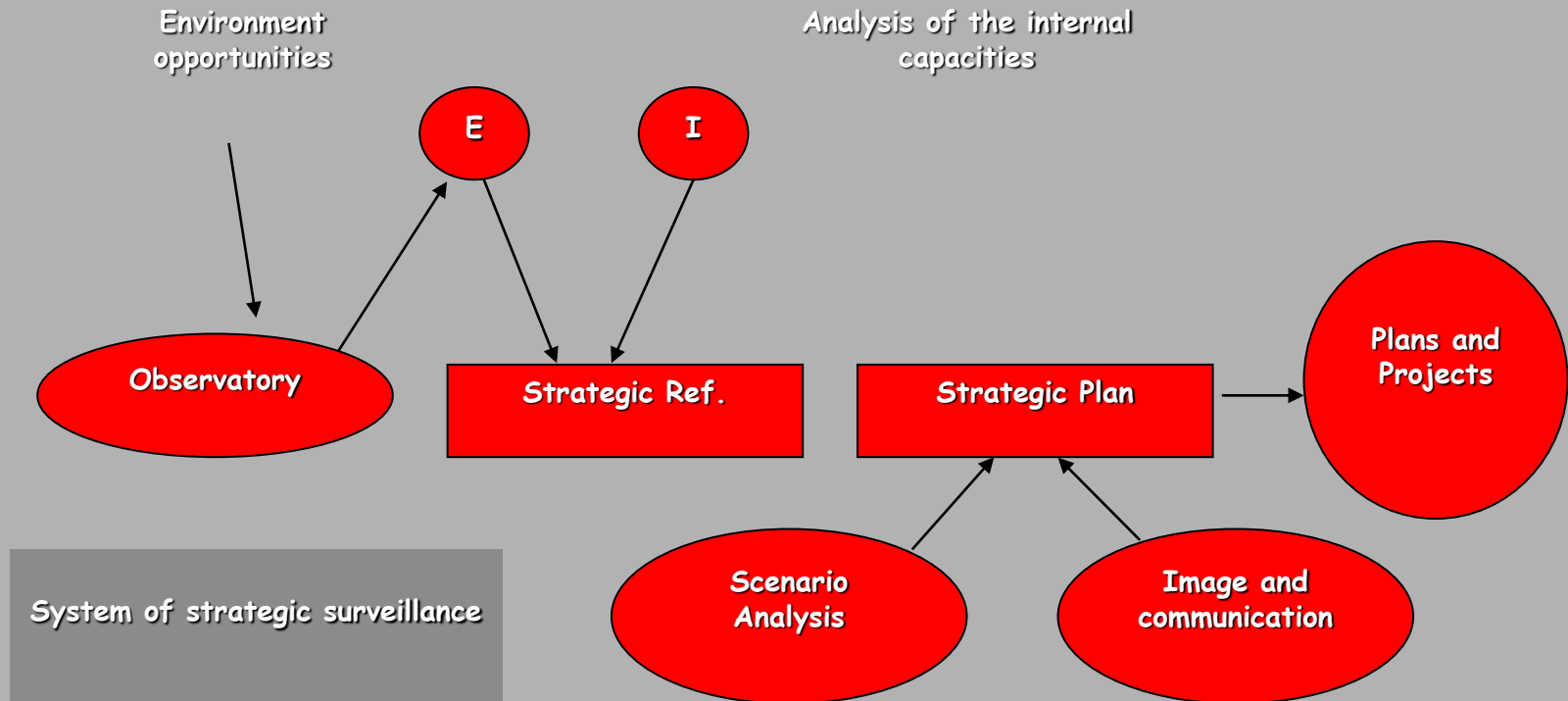
Fina eta Baloreak  
**FORO**  
Ondaketa eta Baloreak

This poster has a red top section with the 'CITY & VALORES' logo. The central image shows a perspective view of a long, modern walkway with a glass and metal structure. The word 'Openness' is written in red above the image, and 'irekia apertura' is written in white below it. The bottom section is red with the text 'Fina eta Baloreak', the word 'FORO' in large black letters, and 'Ondaketa eta Baloreak' at the very bottom.

# Methodologies



# Methodologies



Knowledge

**Rules and  
protocols**

**Planning**

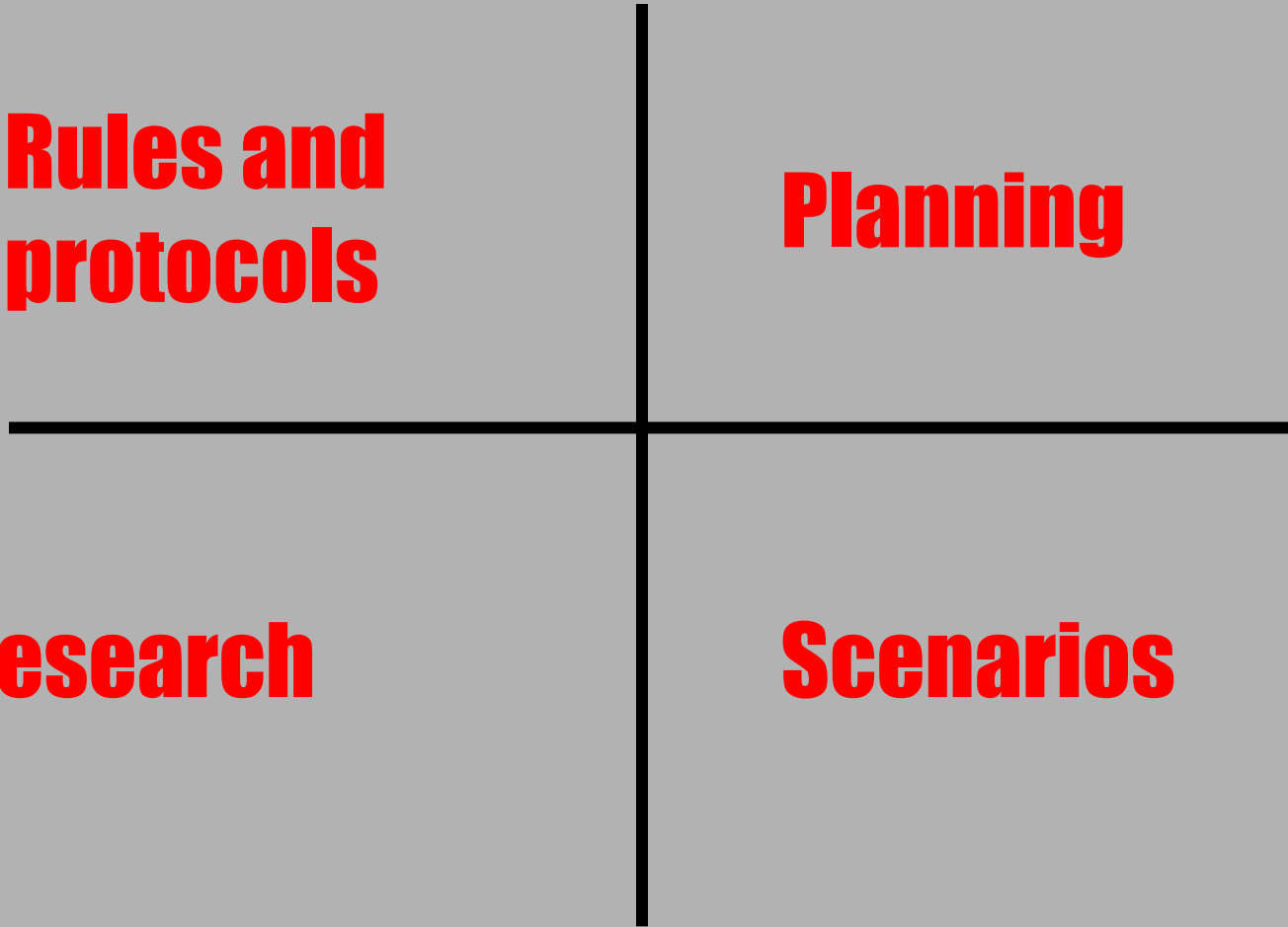
Present

Future

**Research**

**Scenarios**

Uncertainty





Thank you *for your attention*