



URBANEW

Multi-stakeholder Innovative & Systemic Solutions for Urban Regeneration: Spain

BARCELONA, MADRID, SEVILLE, VALENCIA, VALLADOLID, VITORIA-GASTEIZ, ZARAGOZA - SPAIN

Emissions domains addressed by the Pilot Activity



Consumption of non-electricity energy for thermal uses in buildings & facilities



Consumption of electricity generated for buildings, facilities & infrastructure

Key Focus Areas

Building renovation | Governance alignment | Urban regeneration | Equity | Bio-based construction | Citizen co-design | Energy innovation

Levers of Change

Democracy and participation | Financing and funding | Governance and policy | Learning and capabilities | Social innovation | Technology/infrastructure

Description of the Pilot Activity

Seven Spanish cities worked together to accelerate urban regeneration through inclusive retrofitting, energy innovation, and citizen participation. URBANEW focused on co-designing renovation strategies with residents, promoting bio-based construction, supporting vulnerable groups, and building local capacity. By aligning regulatory, financial, and social levers, the consortium created models for deep decarbonisation of the built environment designed for Southern European conditions.

Impact & Results

Collaboration across seven cities produced new exchanges of tools and templates, leading to creation of the EMC3 follow-up project—a concrete outcome demonstrating how trust-based exchanges can catalyse larger joint initiatives.

URBANEW engaged regional and national authorities including MITECO and MIVAU, who expressed interest in collaborating on building decarbonisation and opening pathways for regulatory changes. Training programmes and workshops in Madrid, Valencia, Valladolid, and Vitoria-Gasteiz expanded local networks of Mission Agents, with over 500 training materials developed and 800+ training hours delivered.

Over 600 citizens directly participated across cities, with 4,400 additional citizens participating in person in pilot activities. Valencia's VERD green guide increased citizen awareness and generated peer recommendations and referrals to Energy Offices. An endorsement letter signed by the Owner Property Association of Valladolid demonstrated institutional support.

The project developed a comprehensive carbon footprint methodology to track GHG emissions from pilot activities themselves (not just renovations)—the first step toward implementing effective reduction strategies.

Innovation Highlights

Engagement of property administrators proved critical—these pivotal actors improved communication channels and support to citizens undertaking renovation, serving as trusted intermediaries between municipalities and residents.

New collaborations with organisations like CitiES2030 and Clubamdera showed growing trust in transparent, community-based intermediaries—demonstrating that scaling renovation depends on trusted local actors.



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