

**"Ongoing innovation in methodology and  
strategic processes"  
Three contributions from Barcelona**

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Strategic Metropolitan Plan of Barcelona

# Three points to consider from Barcelona

- ✓ **Commitments now!**

*Public leadership + private leadership = leadership for the future*

- ✓ **Do we know where we are in the world?**

*Identifying real scenarios of global trends and a critical appraisal of our situation.*

- ✓ **One city that is many? Or many cities that are one?**

*The metropolitan dimension of strategies.*

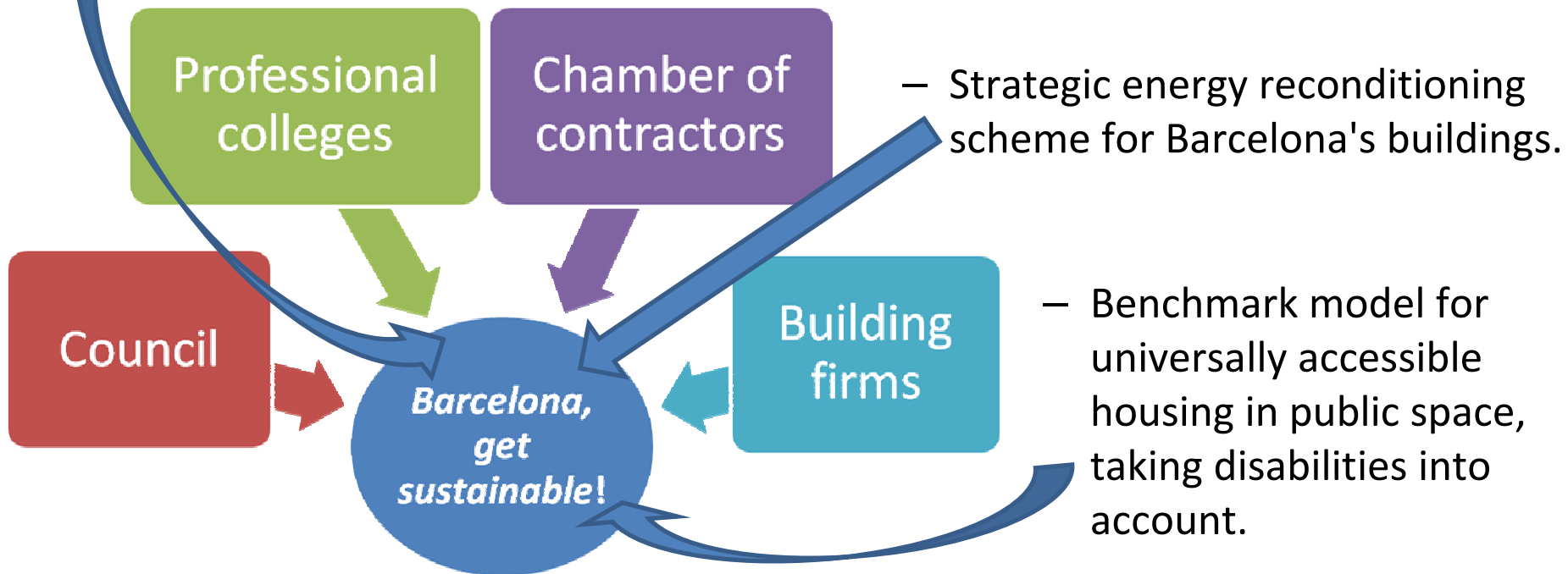
*Joint view: assignment and balance. Leadership*

# Public leadership - private leadership

## Also in project implementation (I)

- **Commitment to sustainability in new builds and in reconditioning existing buildings in energy efficiency terms in the metropolitan area of Barcelona.**

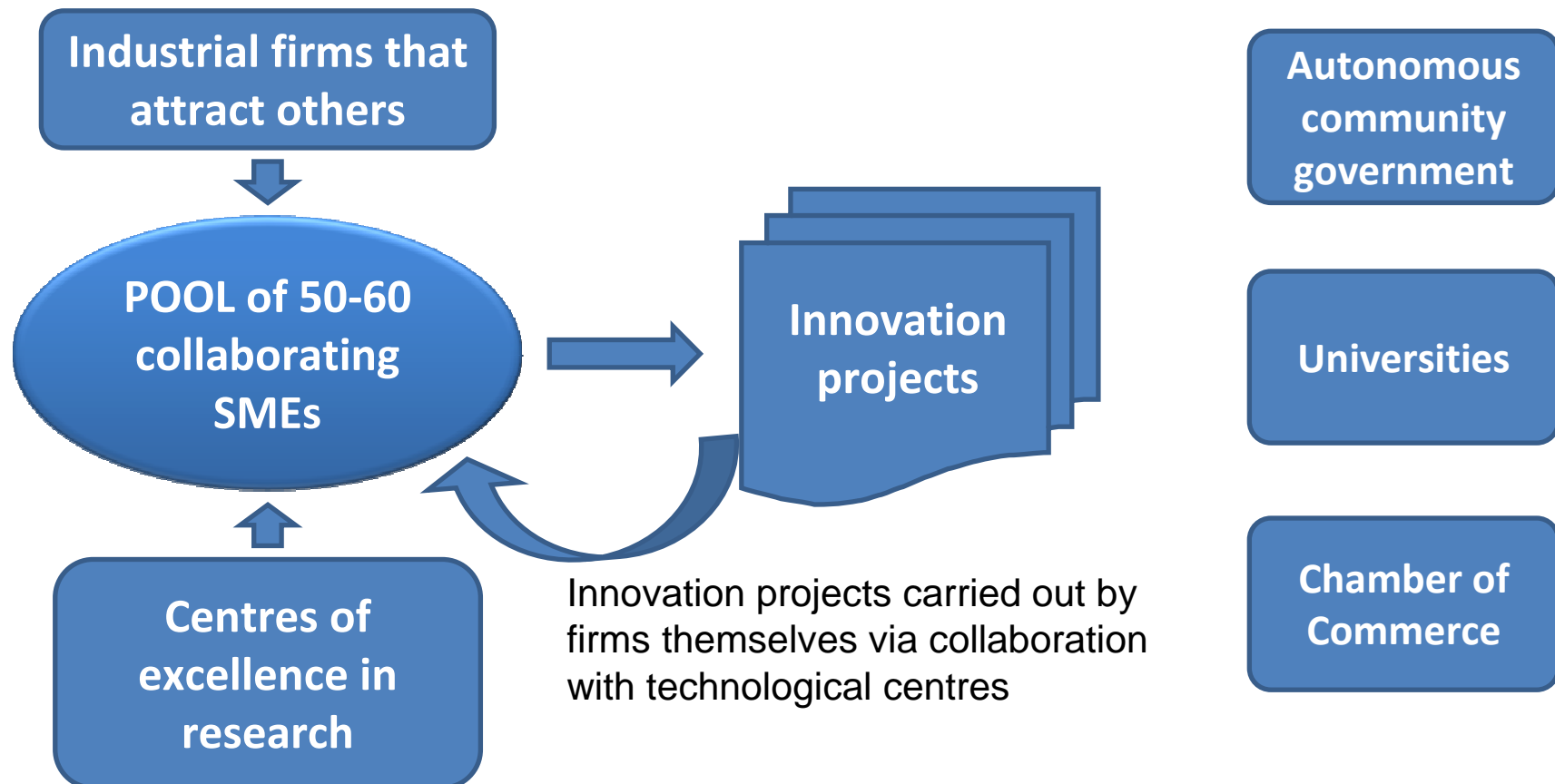
– Proposal by civil society to lead Barcelona in the environmental and energy-related design of new and existing buildings.



# Public leadership - private leadership

## Also in project implementation (II)

- Programme to encourage disruptive innovation in industrial firms in the Metropolitan Area of Barcelona (AMB)



# Do we know where we are in the world?

## ➤ PEMB outlook report:

*"Global trends and their impact on large metropolises"*

- ✓ Comparative analysis with other cities
- ✓ External view
- ✓ Capacity for positive critical appraisal
- ✓ View from young perspectives





# Metropolitan dimension of strategies



- AMB metropolitan government
- Closer link between the strategic plan and the AMB's dynamics, organisation and policies
- View and metropolitan dimension of projects