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Letter from the Chairman

"Nobody knows the city better than its residents, so they must be first and foremost in its future development"

Dear resident,

This document contains a summary of the background and activities carried out by the Social Engagement Area of Distrito Castellana Norte (DCN). This department is essential for us and we are especially proud of it because it embodies a faithful depiction of **the most important values that define our company**: Engagement, Ethics, Transparency, Sustainability and Innovation.

We believe that embracing these values is essential to facing the challenges posed by the largest urban regeneration project to be carried out in Madrid in the coming decades and the responsibility that comes with such an endeavour.

DCN is convinced that values and people must be the guiding principles of large-scale urban transformation processes. Any other perspective would be meaningless, given that cities are complex organisms that undergo constant changes governed by the needs and desires of their inhabitants over time.

Consequently, **our company views urban development as a process founded on collaboration and dialogue**. This has been the guiding principle of Madrid Nuevo Norte, the first large-scale urban development project where listening to residents has been key. They know their city better than anyone else, so they must be first and foremost in its future development.

To align itself with this perspective of urban development, in 2016 the company made **the strategic decision to create the Social Engagement Area** and provide it with a solid structure that would enable permanent contact with Madrid residents and, especially, with the residents of the neighbourhoods adjacent to the areas where it is planning development.

Nearly two years later, the company has no doubt that it made the right decision. The contributions from residents over this time period has significantly enhanced the project. Moreover, we have verified how **the residents in Madrid have mobilised around and become involved** in the design of Madrid Nuevo Norte, showing their enormous support and commitment and becoming its **prime enablers**.

There is no doubt that this support has been decisive for Madrid Nuevo Norte to reach an **unprecedented consensus** among all the agents involved and society as a whole. This consensus will pave the way for Madrid to have the project it has deserved for so long and which Madrid residents have been demanding for decades".



Antonio Béjar
Chairman of Distrito Castellana Norte

A group of people are gathered around a table, looking at a smartphone. The scene is a meeting or collaborative work environment. The text is overlaid on a semi-transparent white box in the center of the image.

**Distrito Castellana Norte,
avant-garde urban
development**

“ Our mission is to promote a new approach to responsible urban development that integrates the participation of residents and will make Madrid an international benchmark”.

A different kind of company with a unique project



Our efforts are focused on **renovating the northern area of the capital** through the construction of the **Madrid Nuevo Norte** project. Our guiding goal is to benefit the city and its residents by implementing the best practices of responsible urban development.

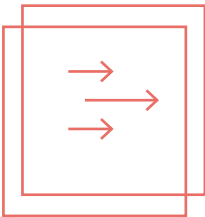
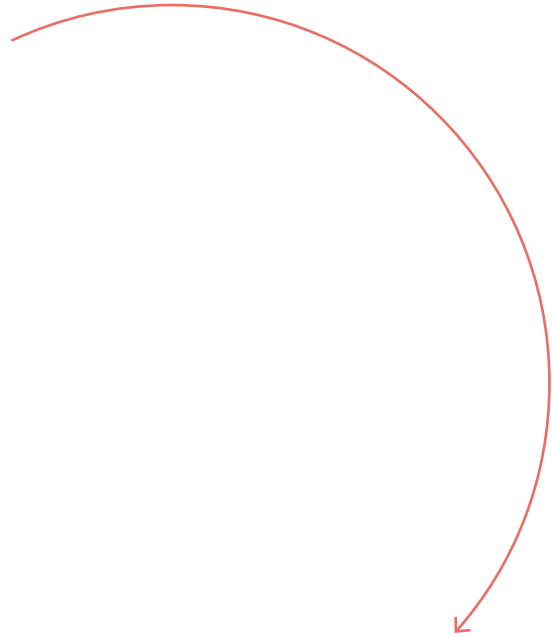
As private partners of the project, which is headed by the City Council of Madrid, we are convinced that urban development in the 21st century cannot be successful without the participation and input of residents. Therefore, **we listen to, rely on and include the contributions made by residents** to our proposal.

We are the first company in Spain to include a Social Engagement Area to work permanently alongside residents. Distrito Castellana Norte (DCN) is promoting **a new approach to urban development** with the aim of building a city that is more prosperous, sustainable and advanced, while offering opportunities in abundance.

Madrid Nuevo Norte will generate **250,000 jobs**, heal a **wound dating back more than 50 years** that divided the northern neighbourhoods of Madrid, completely renew the **Chamartín train station**, change the city's mobility paradigm, provide the city with a new **iconic image** and position Madrid in the same league as other major European capitals. Thus, it must be viewed as an overarching national project that is unrestricted by political disputes and for which social and institutional consensus is essential.

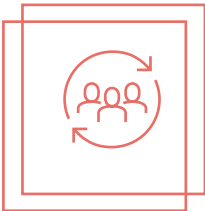
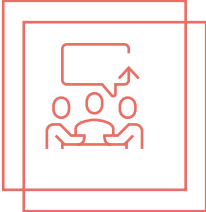
This historical consensus has already been achieved through the joint effort of all local, regional and state-level administrative bodies, regardless of their political platform, as well as all the political parties present in the Madrid City Council. **The results from recent surveys show that consensus with the city's residents has also been obtained**, where support for the projects stands at 80.8% and 91.7% if only the residents of adjacent neighbourhoods are taken into account¹.

We want to transform the city of Madrid and to leave an inheritance for future generations. Given the extraordinary impact the project will have on the future of the city and its residents, we believe that Madrid Nuevo Norte is **indispensable for the city of Madrid in the 21st century**.



Our guiding goal is to have a beneficial effect on the city and its residents

The project has received the support of 81% of Madrid's residents and 92% of the residents from neighbouring areas



Distrito Castellana Norte promotes a new approach to sustainable urban development

1. Survey conducted in the city of Madrid in November and December 2017 by the independent sociological research firm MyWord. Population aged 18 or over living in Madrid. Size of the sample: 2,000 interviews. For a confidence level of 95.5%, the error margin is +/- 2.19%.

Our values



Underlying our approach are the values that we consider essential to carry out our mission successfully:



ENGAGEMENT

Our commitment to the residents of Madrid and society as a whole encompasses the design and execution of the best possible project for the north of the capital. This goal will only be possible with the **active participation of the city's residents**, encouraging debate, informing them in detail and gathering information on their needs and priorities. It is only by this interaction that the project can come to fruition and become the best project for our city. This is the founding conviction behind the Social Engagement Area, whose goal it is to involve residents and enhance their participation in the creation of Madrid Nuevo Norte.



SUSTAINABILITY

We are committed to **sustainability in all its forms: environmental, social and economic**. This value is all-important and inseparable from the Madrid Nuevo Norte project. The urban renewal of the north of Madrid can be none other than a sustainable project that focuses on reducing contamination, improving energy efficiency, lowering consumption of natural resources and providing a different mobility model. Our commitment to sustainability is also reflected by a project for Madrid that is **inclusive** for residents in all its facets, where there is room for everyone.



ETHICS

Ethical behaviour is one of the fundamental foundations of the decisions made by DCN. We believe it is paramount to **act honourably in our interactions with all parties involved** in the project, regardless of their degree of participation.



INNOVATION

Innovation permeates each and every aspect of our intervention in the city and is **spearheaded by best international urban development practices**. We contrast and verify each step, obtaining advice from the most renowned domestic and international experts in each area.



TRANSPARENCY

We consider **transparency** to be an essential factor and reflect this in our actions. We **communicate all our processes** clearly and follow established and verifiable procedures.

Features of Madrid Nuevo Norte

Madrid Nuevo Norte will become a benchmark for urban regeneration that embraces a model of responsible and sustainable urban development.

In line with its focus on regenerating the city, the project **will overcome the current gap created by the railway tracks** and connect areas in the north of the capital that have been

isolated for years. The project will cover over 2.3 million square metres and **extend more than 5.6 kilometres** from north to south, from the neighbourhoods in the vicinity of Plaza de Castilla to the foothills of Monte de El Pardo. This is equal to the distance from Plaza de Neptuno to Plaza de Castilla, which provides an idea of the project's scale, as well as **the opportunities it holds for the entire city** of Madrid.

A vanguard urban development model has been designed, following the best practices applied



in international urban development scenarios, enhancing a combination of uses, including retail shopping, sustainable mobility and urban lifestyles. In addition, the project includes the construction of 10,500 homes, 20% of which will be affordable and more than one and half million square metres of office space.

The project is especially focused on **solving the needs of** adjacent neighbourhoods, home to more than half a million residents, by incorporating them into the new project. This focus has centred

on **public utilities** and on **advanced connectivity**, as well as on implementing an **extensive public transport network** that includes three new Metro stations, a commuter train station and two new transport hubs. Madrid Nuevo Norte will provide its residents with a city that they can live and work in and enjoy.

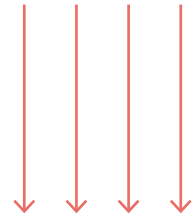


Image provided by Rogers Stirk Harbour + Partners

The projects will satisfy the needs of the adjacent neighbourhoods

It will connect areas in the northern area of the capital that have been isolated throughout their history

Nearly three quarters of the area covered by the project will be intended for public use

Madrid Nuevo Norte will extend more than 5.6 kilometres from north to south, from the vicinity of Plaza de Castilla to the foothills of Monte de El Pardo



**The reasons
for a Social
Engagement Area**



No city can be designed without taking its residents into consideration, which is why we have chosen a model of urban development that places people at the centre of the project”.

Letter from the Manager of the Social Engagement Area

"Ours is the first Spanish company to embrace an inclusive urban development model from the top down. What was previously a theoretical concept has now become a tangible reality"

"Querid@s vecin@s,

I am proud to present the first report from the Social Engagement Area of Distrito Castellana Norte (DCN). As private contractors, our company is perfectly aware of the extraordinary impact that the Madrid Nuevo Norte project will have on the residents of Madrid and particularly on those who live or work in the adjacent neighbourhoods. We know that a project of this scale can have a decisive effect on the lives of many people. That is why we believe that **residents are the central figures** of our urban development model and that the design of the future city must focus on their priorities.

It was from this perspective and in line with our responsibility to design a project for the future of Madrid that we established a specific Social Engagement Area in 2016. The single purpose behind this initiative was to **provide the means** with which to maintain **direct contact with residents** and obtain **first-hand information about the needs and expectations of residents** living in the neighbourhoods influenced by the project.

Ours is the first Spanish company to embrace an inclusive urban development model from the top down. What was previously a theoretical concept involving placing residents at the centre of an urban model has now become a tangible reality. The fact that a private enterprise such as DCN has developed this model is a step forward towards a **real change in the paradigm of Spanish urban development**.

Our groundbreaking proposal has required starting from a blank slate, from which we have created a structure and models that are thoroughly innovative. Although taking this path has not been easy, we are thrilled with the result.

We have endeavoured to become familiar with areas where people gather naturally to encourage residents' interest in the project and help them understand how it will improve their daily lives. This effort has enabled us to **generate two-way channels of communication** and establish strong bonds with both individuals and groups who are generally not given a voice, simply because they do not belong to traditional circuits of association. This undertaking and the work carried out with other officially established groups of residents has enabled us to come into contact with all the residents involved and to take into consideration **all the people and population groups** that make up Madrid's extraordinary social mosaic.

The pages that follow contain a review of all the work carried out over these years. My hope is that it will illustrate the tremendous effort made by DCN to show residents how their needs and their vision of what a city should be are embodied in Madrid Nuevo Norte. However, this is only the beginning, since our commitment includes accompanying the residents of Madrid until we place the last stone of the project. We still have a long and exciting path to go down together".



Gema del Pozo
Manager of the Social Engagement Area

The Social Engagement Area focuses on and creates bonds with people throughout all the phases of the project



The reasons for a Social Engagement Area

The Social Engagement Area of Distrito Castellana Norte is part of the strategic core of the company and distinguishes it by increasing competitiveness through *engagement* with residents. Social engagement is nothing more and nothing less than **counting on people throughout all the phases of the project and** creating bonds with them.

Our constant focus on the city's residents generates social benefits for the northern neighbourhoods of Madrid, while meeting their needs and challenges. The Social Engagement Area enables us to ensure that residents become directly and systematically involved in **participating in the creation of their environment.**

To **generate added social value** in the neighbourhoods covered by the project and the rest of the city of Madrid, all the work carried out by the Social Engagement Area is based on transparency and accurate information, in support of the goal to achieve a more sustainable city.



The work of the Social Engagement Area is based on transparency and accurate information



The main goals pursued by this area are:



To integrate the neighbourhoods adjacent to the Madrid Nuevo Norte project appropriately.



To generate added social value for the neighbourhoods connected to the project and for the entire city of Madrid.

The Social Engagement Area allows us to exploit all of our potential as a company in two ways:

1

To implement a strategy to adapt to social changes.

2

To minimise the negative consequences of uncertainty.

Social Engagement Area objectives

The five pillars underpinning Social Engagement Area action:

- Becoming familiar with and understanding the social dynamics of the neighbourhoods
- Finding common values
- Creating permanent two-way channels of communication
- Incorporating the real needs of the neighbourhoods into the Madrid Nuevo Norte project
- Enhancing the involvement of residents

Social Engagement is an area:

1.

Structured

2.

Coherent

3.

Permanent

4.

Integrated in the company

Social Engagement Area strategy

To achieve its goals, the Social Engagement Area has divided its strategy into two basic lines of action through which to become familiar with and improve its understanding of the social dynamics found in these neighbourhoods: Social Innovation and Galvanising Communities.



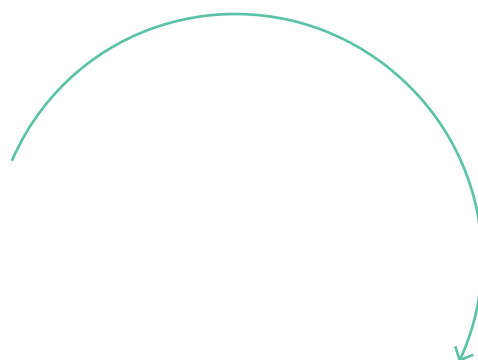
We view territorial balance as an essential factor required to achieve sustainable development



Social Innovation

At DCN we understand Social Innovation as a **series of new processes, practices and methods** geared to carrying out **initiatives with the participation** of residents and the main local population groups. These become the protagonists of their own development, thereby strengthening their sense of belonging and becoming agents of change in their own neighbourhoods.

We seek new solutions to dormant problems and challenges in the neighbourhoods, centred on improving the quality of life of their residents through **new forms of collaboration** between the company, civil society, public administrations and residents.



We seek new solutions to problems and challenges through innovative forms of collaboration

Social Innovation initiatives

The primary goal of social innovation initiatives is to involve civil society as a whole in the search for more effective solutions to resident requirements.

DCN heads a series of initiatives to this end, such as the urban-rural balance project, **which attempts to generate social and economic bonds between the rural environment and the setting of the Madrid Nuevo Norte project.** We view territorial balance as an essential factor required to achieve sustainable development.

Another initiative pursued by the Social Innovation section is the **Vecinas (female**

residents) project, which introduces a gender-based perspective in large scale urban development projects through a series of activities, such as organising **international conferences** or starting up workshops with female residents and workers in the neighbourhoods adjacent to the project.

Moreover, in order to keep abreast of the most recent trends in urban development, the social innovation area is in constant contact with the most important **universities in Madrid, with which it carries out research in the northern neighbourhoods** of the city to improve the quality of life of their residents.





Groundbreaking gender-focused urban development.

At DCN we believe that a crucial requirement in urban development is to muster all the sectors of society **and take into consideration how each** makes use of the city. This is why we have included a gender-based perspective in Madrid Nuevo Norte. This is the first time that a large scale urban development project in Spain recognises the specific demands and needs of women to implement urban areas that are healthier, safer and more inhabitable for everyone.

The day-to-day presence of the Social Engagement Area in neighbourhoods has been indispensable to obtain a better understanding of social dynamics, how residents make use of public spaces and the needs of adjacent neighbourhoods so they can be integrated into Madrid Nuevo Norte in the future. To introduce the gender-based perspective, DCN and its Social Engagement Area have set up a project for a **city with a greater degree of inclusion and participation**, that favours work-life balance and improves the living conditions of the most vulnerable sectors of society.





MOBILITY, SAFETY AND A QUALITY HABITAT

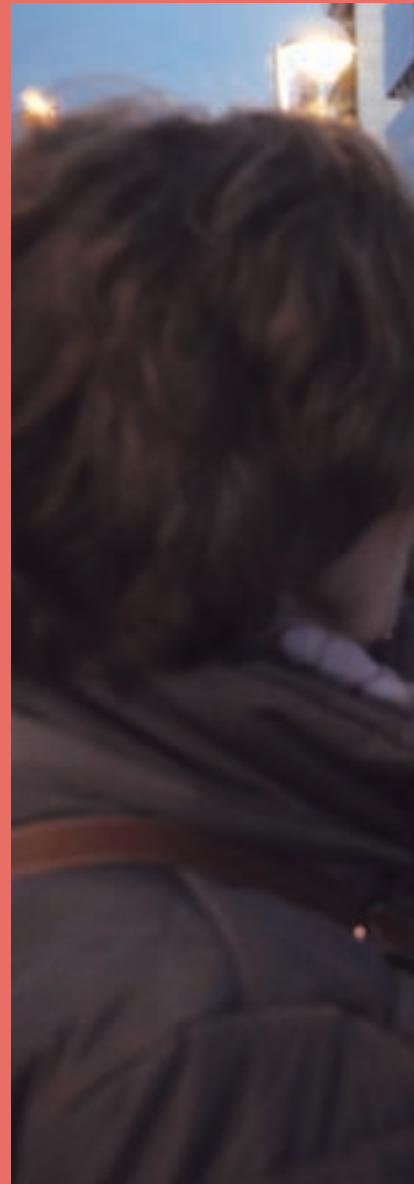
Madrid Nuevo Norte proposed, **for the first time ever** in Spain, a **gender impact study** at the very start of the urban design as an opportunity to include this perspective in neighbourhood construction.

Inés Sánchez de Madariaga, the director of the UNESCO Chair on Gender Studies of the ETSAM (UPM), headed the preparation of a report that **included a gender-based perspective in urban planning**, along the same lines as the UN-Habitat 'Safer Cities' programme and following the guidelines of the United Nations New Urban Agenda and Millennium Development Goals for 2030.

Although women now have jobs outside the home, they continue to take on most of the **tasks dealing with the care** of children, the elderly and persons with disabilities. Therefore, in many cases, the variety and number of tasks they are entrusted with daily exceed those of men. These tasks also involve more movement from place to place and changes of schedules, which entail greater use of public transport or walking distances and more time spent in the neighbourhood itself. They also undergo a greater **sense of insecurity**, which can result in a loss of freedom and independence.

The focus on gender included in the Madrid Nuevo Norte project intends to alleviate these drawbacks by implementing an extensive network of public transport in the urban design to facilitate factors such as pedestrian movement and **universal access**. This will also result in increasing the quality of the public areas and green zones distributed throughout the scope of the project and in proper width and lighting of pavement to ensure the safety of the most vulnerable sectors of the population.

Moreover, from a gender-based perspective, the project includes areas reserved for **installations, neighbourhood services and shops that favour family relations and encounters**.



This is the first time that a large scale urban development project in Spain recognises the specific demands and needs of women



HOW WOMEN RESIDENTS MADE THEIR MARK ON THE URBAN DESIGN

DCN has counted on the participation of the women from adjacent neighbourhoods in its urban planning so they could contribute with their ideas, opinions and experience to create living spaces that are safe and inclusive and that satisfy their needs and those of their families.

Several initiatives in collaboration with the UNESCO Chair for Gender Policies and Equality of Rights for Women at the Polytechnic University of Madrid (UPM) are giving voice to a wide variety of female residents from adjacent neighbourhoods so they can communicate their main demands and concerns to the technical and political authorities of the Madrid Nuevo Norte project.

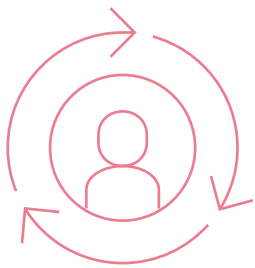
This field work is structured around workshops and neighbourhood tours through significant milestones and streets that access the area of the project, so women can express their analyses of the quality and safety of public spaces in the Fuencarral, Chamartín and Las Tablas neighbourhoods, as well as of urban services and transport.



This gender-based perspective has been present at all levels of the Madrid Nuevo Norte design

Social Engagement Area strategy

The initiatives enacted by Galvanising Communities are intended to encourage residents to become jointly involved in the creation of their urban environment



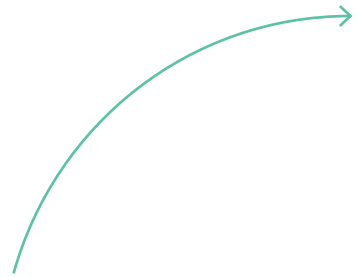
Galvanising Communities

Galvanising Communities is a crucial pillar of the Social Engagement strategy, since DCN considers participation as an indispensable factor for building 21st century cities. The initiatives enacted by Galvanising Communities are intended **to involve residents in the design and creation of their urban environment.**

DCN has opened **information offices in Fuencarral and Las Tablas** to ensure its proximity to residents and gather first-hand accounts of life in these neighbourhoods and their most important characteristics. These offices serve as permanent channels of service for residents and have a dual purpose: to listen and inform.

It is by way of this proximity that we can generate **constant two-way communication** with residents to enrich the project and include their needs and demands.

Galvanising Communities attempts to generate two-way channels of communication





Channels to Galvanise Communities

In addition to these offices, the company uses other instruments to keep in touch with residents. Among these is the creation of **permanent work groups** that count on the participation of a variety of population groups and the launch of a **digital platform** that gives us the opportunity to extend participation to all residents, regardless of where they live.

Likewise, we stay in touch with the reality of residents by organising **recreation and sport activities** that foster healthy daily habits and serve as the foundation for the development of the Madrid Nuevo Norte Dynamic District project, which

intends to turn future neighbourhoods into areas that entice residents to do physical exercise.

We are also in close touch with youngsters through **educational projects in schools** in the northern neighbourhoods of the capital, giving us the opportunity to obtain first-hand knowledge of their world. A final initiative is the promotion and **organisation of information sessions** where we discuss the concerns of neighbourhood residents and their main complaints, which we report to the technical teams who are designing the project.

Neighbourhood offices: when communication flows in both directions

For Distrito Castellana Norte it is important to stay directly in contact with residents to inform them and collect their opinions, which will enable us to improve the project. This is the underlying reason for our presence in these neighbourhoods and for opening **resident service offices**.

There are currently two offices, each covering an area related to Madrid Nuevo Norte, but that differ greatly since they are on opposite sides of the enormous railway track divide: one is in the **centre of Fuencarral** and the other is in **Las Tablas**.

FUENCARRAL OFFICE

Our first office was opened on Nuestra Señora de Valverde Street, on what was the Main Square of the old town of Fuencarral, in June 2016. It is **located at the very centre of the neighbourhood** and has been visited by thousands of people wanting to learn more about the project and how it will change their surroundings.

The office has become a key meeting point for individuals, associations and other sectors of the population that are involved with and concerned about their neighbourhood. Information is provided for anyone who requests it and activities are organised for the general public to **strengthen the identity of the Fuencarral neighbourhood**.

We generate bonds between residents day after day and week after week to ensure that they become involved in the future design of their neighbourhoods



They have a dual purpose: **to provide information** about the project and **to listen** to residents who share their concerns and impressions and explain their needs. The intention is for residents to understand that they can make decisions about the city model they want to create.

Both offices are in the centre of their respective neighbourhoods, open to all residents, equipped with all the information about Madrid Nuevo Norte and have become ideal locations for a variety of **activities, talks and meetings.**

LAS TABLAS OFFICE

In view of the positive reaction to the Fuencarral office, we opened a second information point in the Las Tablas neighbourhood in 2016. This office was opened along the same lines as its predecessor but adapted to the specific characteristics and needs of the residents in the area.

Visitors leave not only knowing the key highlights of the project but knowing the purpose of the office itself, which is none other than to make the neighbourhood more socially sustainable for everyone and include the opinions and needs of all its residents. Today, the premises has become a reference for initiatives intended to **create a community in a young neighbourhood that needs residential bonds.**



These neighbourhood offices are the most visible facet of DCN's engagement in the everyday life of residents, who are the real protagonists of the project

The Madrid North Residents platform allows users to send suggestions, receive information, participate in surveys and discussions, learn about the experiences of other residents and sign up for activities

Madrid North Residents platform

Generating areas for effective resident participation requires **adapting** to their needs. Each individual decides to participate in a different way, in different areas and for the time they desire. That is why the Social Engagement Area proposed to establish **multiple channels to enable the participation of everyone** in the renovation of northern Madrid. Apart from neighbourhood offices, work groups and other areas of personal interaction, we have set up the **online platform *VecinosMadridNorte.com*** as a digital meeting point. A place where residents can communicate 24 hours a day, seven days a week.

The platform fosters dialogue so we can listen to each individual separately and provide answers and solutions. This interaction is not restricted to all Madrid residents, but also includes people from all over the world who want to contribute to this project, two-way communication for **debates, discussions, proposals and public complaints**.

Users have the following functions at their disposal in the platform: sending **suggestions** about the project, which will be received, heard and taken into consideration; participating in **debates** and learning from other opinions and points of view; **receiving information** about the latest project

developments: **learning about experiences** of other residents made easy: participating in **surveys** and exploring how the society feels about key issues affecting the future of Madrid Nuevo Norte; and **signing up in activities** to strengthen ties and participate in the design of the city along with other residents.

The platform is also used as a repository of neighbourhood information and **agendas** for users to sign up in social stimulation activities, grouped by areas of interest and neighbourhoods.

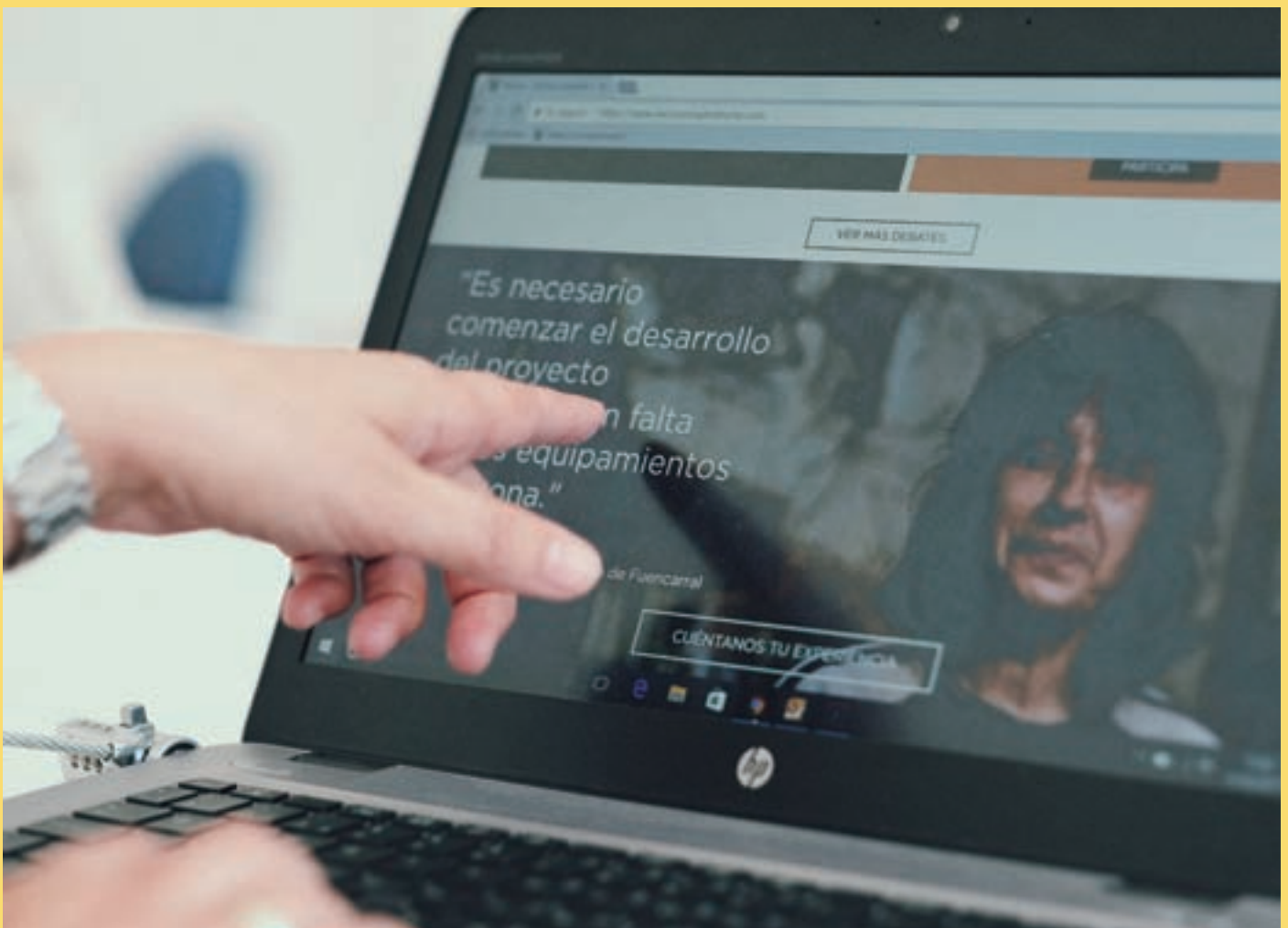
VecinosMadridNorte.com is constantly updated to adapt to the needs of both the project and residents and aspires to become the benchmark portal for social participation in the northern neighbourhoods of Madrid.

Our intention is to foster a **dynamic digital community** to generate resident participation. Just a few clicks can change the future of Madrid Nuevo Norte.

Our intention is to
foster a dynamic
digital community
to generate resident
participation



Distance is not an obstacle to become involved
in the renovation of the north of Madrid



Background of the Social Engagement Area

2016



MAY:
Inauguration of the DCN office in Fuencarral
Work began in the neighbourhood of Fuencarral, beginning with informing residents directly.



SEPTEMBER:
Creation of the Social Engagement Area
We became the first company in Spain to have a specific department for social participation in an urban development project.



NOVEMBER:
Commencement of the Social Engagement strategy
The initial months of the Social Engagement Area's activities were centred on analysing the context for and searching for ways to generate bonds with the residents.



OCTOBER:
Launch of the Social Innovation strategy

We believe that, besides residents' needs, the best ideas and latest trends in making the most of what a city can offer should be included in our goals. This was achieved by setting up a specific team to contact universities, researchers, entrepreneurs and many others.



JUNE:
Launch VecinosMadridNorte.com
The Social Engagement Area launched a platform for online participation of individuals who were not able to come to our offices for one reason or another.



2017



DECEMBER:
Inauguration of the DCN office in Las Tablas
We opened a second information point in the Las Tablas neighbourhood on the other side of the railway tracks. As a result, our offices have become areas for resident participation and stimulation, rather than one-way channels of information.

DECEMBER:
Christmas holiday meeting between the Social Engagement team and representatives of the groups that actively participate in the renovation project northern Madrid

We organised an event where members of the team and guests from the various groups involved in the project could discuss the situation and get to know each other better. A total of 44 representatives attended from associations of all kinds.

2018

MARCH:
First spontaneous social mobilisations

Participation empowers residents and groups to defend their interests. Many of these individuals have organised to express their support for Madrid Nuevo Norte publicly by way of street demonstrations, open letters to the media and organising debates.

JULY:
The well-known magazine 'Cuidad Sostenible' (Sustainable City) published an article titled "Madrid Nuevo Norte: The current residents have much to say". The article depicts DCN's Social Engagement Area initiative of integrating the perspective and needs of the people residing in an area as a good urban development practice

APRIL:
The Social Engagement Area begins to expand its activities to the entire city of Madrid

DECEMBER:
Christmas holiday meeting between the Social Engagement team and representatives of the groups that actively participate in the renovation project

We organised an event where members of the team and guests from the various groups involved in the project could discuss the situation and get to know each other better. A total of 132 representative from various associations attended. The number of attendees has tripled in only one year.



Integrating residents' needs



We create social value by tackling the needs and challenges of a city in the 21st century. We adapt to social changes and make the most of their power of transformation”.

Our

10

lines of work

The scale and importance of Madrid Nuevo Norte is such that it belongs to the heritage of the entire city. This is why DCN wants to include the various uses, interests, needs and ideas proposed by residents in the project. We **have created bonds with groups and individuals from a wide range of origins** who promote community projects to improve the city.

KEY



Galvanising Communities



Social Innovation



1

INTEGRATING THE IDENTITY AND CULTURE OF ADJACENT NEIGHBOURHOODS

More than half a million people live in the **highly diverse neighbourhoods** adjacent to the project. Our work in this regards focuses on their integration in Madrid Nuevo Norte, while respecting the traditions and historical background of their residents. Thus, we carry out activities intended to **preserve the history and identity** of each of these neighbourhoods.

2

INTEGRATING ALL AGE GROUPS

Our perspective and how we make use of the city where we live will surely change in our lifetime. To make the city a better habitat and more inclusive, we must **take all age groups into consideration**. To attain this goal, we carry out specific activities for children, youngsters, adults and the elderly and foster dialogue across generations.

3

PROMOTING A DYNAMIC CITY

We support all **initiatives that seek to promote sport in the northern neighbourhoods** by creating gathering spaces and encouraging healthy living habits. We work alongside **groups who work to enliven public areas** and motivate Madrid's residents to practice sports so Madrid Nuevo Norte can become a truly dynamic city.

4

INCLUDING ALL OPINIONS, NEEDS AND EXPECTATIONS

We promote areas of collective participation for residents to **think about and discuss** the kind of city they want. This gives them the opportunity to speak with the DCN technical team directly and receive a first-hand explanation of what the project entails, why certain decisions are made and come to their own conclusions. This exchange of ideas brings forth valuable proposals that are included in the proposal.

5

IMPLEMENTING THE BEST IDEAS

We have developed a Social Innovation strategy to **detect the best opportunities** to improve the project. We stimulate dialogue with experts, attend **discussion forums**, support **social entrepreneurship projects**, set up networks with groups that innovate in city uses and pave the way for scholars and researchers to work on the terrain.

6

STIMULATING DISCUSSION AND PARTICIPATION

We visit neighbourhoods to find settings that are favourable for **dialogue and reflection**. We are in permanent contact with associations, groups, educational centres and other agents to explain the project to anyone who wants to listen and contribute. The proposals that arise from these exchanges are **recorded and transmitted to the technical department** for assessment.

7

INTEGRATING THE VARIOUS USES OF THE CITY

Our proposal is a city that includes the **diversity** of uses that it can offer. We achieve this by setting up areas for work and discussion with **women, children, youngsters, elderly persons and persons with disabilities** and introduce ideas from groups who advocate sustainable mobility, organise sports activities in neighbourhoods or promote the arts and culture, among many other initiatives.

8

SHARING KNOWLEDGE

Madrid Nuevo Norte is a milestone in the history of urban development, as it includes social participation, sustainability and a gender-based approach in one of the largest urban development projects in Europe. This is something our city should be proud of and we are delighted to be able to **share our experience** in the most far-reaching forums.

9

COMBINING THE URBAN WITH THE RURAL

The Social Engagement Area has developed a **urban-rural balance** strategy to integrate the city proportionally in the rural setting. In collaboration with the GALSINMA association and the towns that comprise **Madrid's Sierra Norte**, we have developed a strategy to strengthen the bonds between the northern area of the capital and the rural areas of the Community of Madrid.

10

CREATING ENVIRONMENTS FOR OPPORTUNITIES

The Madrid Nuevo Norte project will generate up to **250,000 jobs**. One of our primary goals is to ensure that the neighbourhoods adjacent to the project can make the most of the advantages and opportunities it offers. To this end, we have started up the **Employment Project** to channel real employment demand of the adjoining neighbourhoods toward the project.

1. Integrating the identity and culture of adjoining neighbourhoods



NEIGHBOURHOOD FESTIVITIES

DCN understands the importance of participating in neighbourhood festivities as this reaffirms our intention to form a part of the community. This is why we participate in the **festivities of San Miguel, in Chamartín**, the **feast days of the old town of Fuencarral** and in the **local festivities of Las Tablas**. We take the opportunity to perform a series of recreational and awareness activities for the residents.



CONCERT IN THE SAN FERNANDO PARK

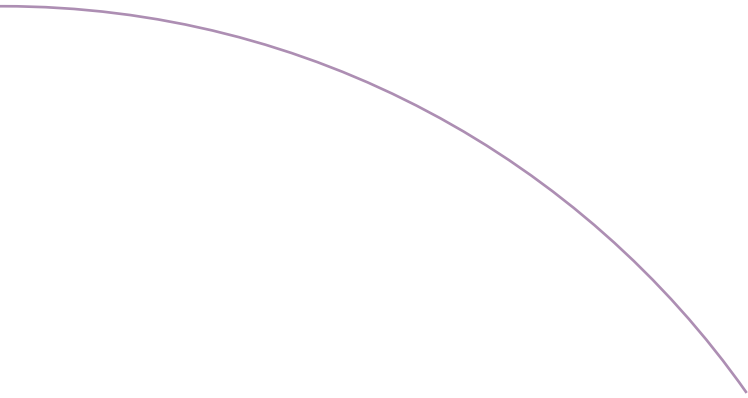
During the Feast of San Miguel, we organised *Music in the Garden*, in collaboration with the Costa Fleming Association, a **classical music concert** by the Youth Orchestra and Chorus of the Community of Madrid (JORMAM), which performed works by Haydn, Barber, Delibes, Bizet and Piazzolla, among others.



RE-VISITING FUENCARRAL

The Fuencarral neighbourhood has its roots in the town absorbed by the city in 1951 and preserves a strong **identity and collective memory**. This material and immaterial heritage must be protected and preserved, to which end the Social Engagement Areas organises activities such as Re-visiting Fuencarral: a tour with the townspeople, guided by a local historian who explains the historical milestones and events that occurred in Fuencarral.





2. Integrating age groups

CHILDREN





URBAN GARDEN OF CHAMARTÍN

Families and parents' associations of students attending the Gaudí Architect and Isaac Albéniz schools have created the **Gaudeníz urban garden** as a meeting point to raise awareness about nature. In support of this initiative, DCN organised a workshop with the participation of graffiti artists to help the children partake in the **construction and decoration of this setting.**



CHIQUITECTOS

Our attempt to involve children in the construction of the city counts of the assistance of a powerful ally: Chiquitectos, an **association of architects** whose methodologies have received international awards. Their proposals always include both training and conceptualisation, along with **study and games**. Among these are there **Legometric Towers**, which invite children to attempt to build the tallest and most sustainable buildings possible.



CHILDREN'S ACTIVITIES IN OUR OFFICES

A large portion of the activities organised in our neighbourhood offices are geared toward enabling areas for families to enjoy themselves and receive information about subjects that concern them. These take the form of **workshops, storytelling in English, arts and crafts** and others. Highlighted among these is the **"Eat up the neighbourhood!"** workshop, which entails creative pastry baking and cake decorating to raise the children's awareness of the advantages and importance of neighbourhood retail shops.

2. Integrating all groups

YOUTH



IMAGINE CHAMARTÍN

Modern day educational innovation includes the use of information and communication technologies and adapting contents to **audiovisual language**. With this in mind, we organised a **short film competition** in collaboration with the Inmaculado Corazón School in Madrid to foster creative and original representations of the **past, present and future of Chamartín**. The students were given 7 minutes to give the audience time to think and to "dream big".



PAINT YOUR WALL

Near the Estudiantes School of Las Tablas is the entrance to the **tunnel that connects the neighbourhood** with the Fuencarral commuter train station, an area that has deteriorated and is avoided by residents. In our attempt to involve youth in the design of their urban environment, we launched a **workshop with a group of graffiti artists** to reflect on what they want for their neighbourhood. Once the proposals were decided and in collaboration with the Las Tablas Residents' Association, it was decided to **paint the walls** of the tunnel.



BUILDING MODEL COMPETITIONS

The work in educational centres is essential for the Social Engagement Area, since it opens the way to generate synergies that motivate students to work on specific projects that improve their surroundings. This has resulted in two interesting experiments in the Sagrado Corazón School in Fuencarral and the Estudiantes School in Las Tablas. In both cases, the students were invited to a talk by DCN engineers and then presented with a different kind of challenge. The first group was requested to **design the tallest and most sustainable skyscraper in Europe** in one of the plots of the project and the second were asked to imagine **one of the bridges that would connect Las Tablas with Fuencarral**.





→ 'PARKOUR' WORKSHOP IN THE CEU SANCHINARRO SCHOOL

Parkour is a sport consisting in moving around the city while avoiding all the obstacles along the way with the most acrobatic, harmonious and aesthetic movements possible. Those who practice this sport, known as *traceurs*, use the city in an unconventional fashion. We **organised a workshop with the Madrid Association of Parkour (AMPK)** in the CEU Sanchinarro School to make the sport known and demonstrate that **it can be practiced safely** by children of all ages.



2. Integrating all age groups

ADULTS



CYCLOTOURISM OUTINGS

DCN's goal is to change the model of mobility in the north of Madrid to make it more sustainable and environmentally friendly. To this end, the Social Engagement Area organises numerous **bike outings to visit the scope of the project**. This encourages sustainable mobility, sports and healthy habits, while assisting neighbourhood businesses by working with local bicycle shops that provide us with advice and serve as guides.



PARTICIPATION WORKSHOPS

Designing cities requires the specific experience of the people who make use of the city. DCN provides participation workshops where residents can express their **needs** and **concerns**, as well as their ideas. The Social Engagement Area **values the ideas of residents**, submits them to debate and assessment by our technicians to include them in our approach, if suitable.



THE ELDERLY

We drive for active ageing and the involvement of elderly persons in the city to ensure that they enjoy a quality habitat that is accessible to all. In the neighbourhoods adjoining the scope of the project we have detected a lack of **recreational and cultural events and opportunities for the elderly**. To remedy this, we have become involved in stimulating the residents in this age group. DCN stimulates older residents through the promotion of the identity, culture and values of their neighbourhoods.



PHOTOGRAPHIC RETROSPECTIVE

The residents of Fuencarral **bring their old photographs** to the DCN office in Fuencarral and comment on and discuss the past and the future of the neighbourhood. This activity **enhances the value of the collective memory** of a sector of the population and raises awareness of the importance of the elderly in establishing the identity of the neighbourhood.



3. Promoting a dynamic city



FOOTBALL TOURNAMENT WITH THE CASTILLA SPORTS CLUB

We sponsor the tournament organised by the Castilla Sports Club, intended to **encourage physical exercise in children in Chamartín** and promote practicing grassroots sports in the north of Madrid.



PADDLE TOURNAMENT IN TRES OLIVOS AND IN LAS TABLAS

Activities with residents from the north of Madrid to emphasize the **importance of public spaces and sports in the area**. This initiative was carried out in 2017 to promote closer ties with residents of the area. In Las Tablas, it was focused on children.





ESTUDIANTES SCHOOL FUND-RAISING RACE

Schools and educational centres are unique places to foster healthy living habits and raise social awareness. Each year, we support the Las Tablas Estudiantes School Fund-Raising Race, a **well-known sports event in the northern neighbourhoods of Madrid**. Students, families, residents and anyone who wanted to shared in the event alongside famous sports figures such as Martín Fiz and Tamara Sanfabio. The proceedings are donated to institutions, such as the Foundation for the Promotion of Research in Amyotrophic Lateral Sclerosis (FUNDELA).



CYCLOTOURISM OUTING AROUND THE GREEN RING

Sustainable mobility is one of the underpinning principles of Madrid Nuevo Norte. DCN **encourages the use of bicycles** and organised an outing around the Green Cycling Ring in Madrid in 2017.



4. We include all opinions, needs and expectations





NEIGHBOURHOOD COMMITTEES

Each of our offices organises a Neighbourhood Committee, which represents residents' associations, sports clubs, retailer associations and SMEs, directors of educational centres, parents' associations, members of Cáritas and so on. Any resident who is not a member of a group is also invited to give their view of the situation of the neighbourhood. In these committees, **DCN technicians inform of the progress of the project** and explain the solutions proposed by the neighbourhoods. This is an exercise in transparency, where the attendees can voice their opinion and provide *feedback* directly to the technicians. These **observations and conclusions are recorded and documented** for subsequent assessment of their suitability to the project.



'WORKSHOP WITH SIMON SMITHSON

The specific needs and problems of each neighbourhood in contact with the project was studied for months, in close collaboration with civil society. This information was collected and worked on afterwards in a **workshop headed by the architect Simon Smithson, from Rogers Stirk Harbour + Partners**, a DCN collaborating firm. This exchange has enabled the project design to focus from the beginning on creating a liveable city, with people in mind, first and foremost.

5. Stimulating discussion and participation



3. INTEGRATING THE NEEDS OF RESIDENTS



URBAN PICNIC

Sometimes time dedicated to participation takes time away from leisure. Why fall for this false dilemma? The Social Engagement Area designed an activity where the members of the Residents' Association of Las Tablas enjoyed a unique **urban picnic on artificial grass covered with blankets and ate a healthy snack**. In this casual setting, we were able to discuss how the project would affect Las Tablas and speak about the new connections with Fuencarral and much more. Best of all: in the open air, in the sun.



COMMITTED TO A FAIRER NORTH

The time when companies neglect the needs of society is over. The challenges of the 21st century require greater collaboration between the public authorities, the private sector and a third sector of social action. Building areas for communities by the various sectors is the only way to **face challenges like climate change or social exclusion**. That is why we organised a debate and discussion session with several organisations dedicated to working with persons at risk of social exclusion: Vicaría III of Cáritas and Norte Joven, institutions dedicated to the promotion of employment for young persons at risk of social exclusion.



INFORMATIVE TALKS

We are aware that making our project known requires more than simply asking residents to approach us. So, in addition, we ask a variety of groups to receive us **so we can explain the project and raise questions and concerns about the city in places where people get together** naturally. We have been to schools, theatres, *co-working events*, cultural centres, parishes, hotels, professional colleges and many others to explain the project's benefits to the members of associations and the general public. And to explain how they can make the most of it: mobility, commerce, employment and many other factors.

6. Implementing the best ideas



GLOBAL GOALS JAM 2018

The international initiative of the **United Nations Development Programme (UNDP)** and MediaLAB Amsterdam, held simultaneously in numerous countries to find **innovative solutions** to the problems posed within the framework of the 17 Sustainable Development Goals (SDG). In Madrid, the session was held at Impact Hub Gobernador. DCN collaborated in the organisation of this conference by proposing three challenges to find innovative solutions to urban problems. The award-winning project in this edition was Parque de la Luz (Park of Light), which seeks to improve social cohesion in Madrid Nuevo Norte and proposes **using the kinetic energy generated** by the physical exercise of the elderly and all those who use the park to keep fit.



CITY FOLLOWERS

DCN and the City Followers collective from the Camilo José Cela University organised the *URBAN SEAMS event. Urban Seams for the Madrid Nuevo Norte setting* at Impact Hub Gobernador. The event consisted in a **photography exhibit**, the presentation of the book *"GeoUrbanismos II. Cartografía de los afectos"* and the best **proposals by students** for the Begoña neighbourhood. This exhibit was the result of work carried out by the students of the Architecture and Technology School in the **Virgen de Begoña** neighbourhood, who conducted research on the **use of public spaces** in the neighbourhood and collaborated with the Residents' Association of Begoña to find joint solutions for the most appropriate way to integrate the neighbourhood in Madrid Nuevo Norte.



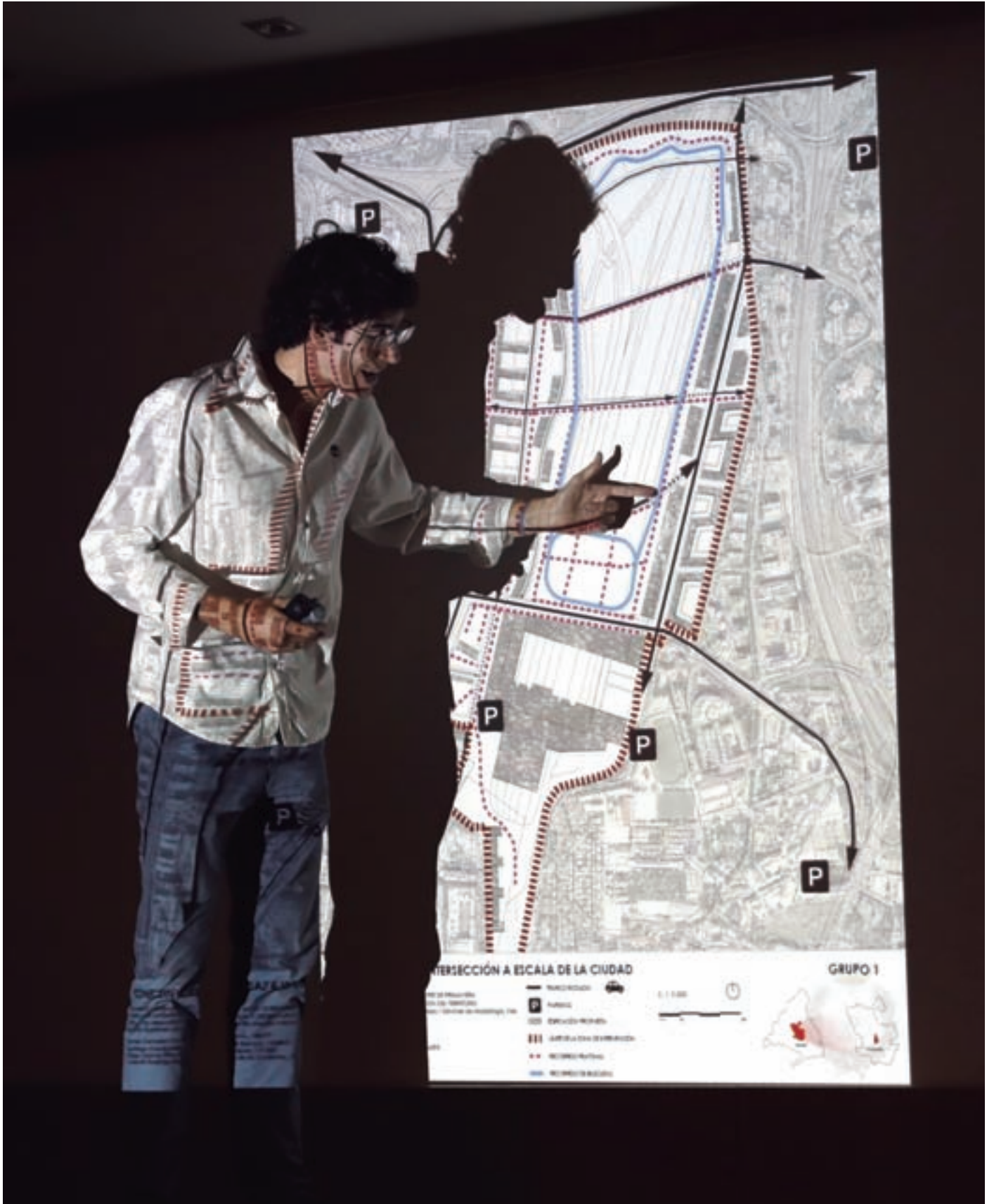
COLLABORATION WITH THE UNESCO CHAIR OF THE UPM

One of our most representative projects is the collaboration with the UNESCO Chair of Gender Policies in Science, Technology and Innovation for Women at the Polytechnic University of Madrid. Women are experts in recognising the **quality of public spaces** and are very aware of the deficiencies in their neighbourhoods. This premise led to several initiatives in collaboration with the Chair to **carry out a gender-based diagnosis** on the quality and safety of public spaces in the future urban development from a gender-based perspective, as well as in the Fuencarral, Chamartín and Las Tablas neighbourhoods.



JOINT CLASSES WITH THE UCJC AND ETSAM

Establishing mutually advantageous relationships between **universities** and **companies** is a source of benefits for society that, in the case of DCN, result in a significant transfer of knowledge that is indispensable to achieve the best urban development project for Madrid. Among the activities carried out by the Social Engagement Area in collaboration with universities over the years, several **joint classes have been organised with the most important schools dedicated to urban studies in the Community of Madrid**. Collaboration with universities also gives us the opportunity to propose innovative solutions to traditional problems faced by neighbourhoods.



7. Including different uses of the city



WORK GROUPS

The Social Engagement Area has organised a series of **work groups** that will help us understand **how different groups make use of the city in different ways**.



COMMERCE

Madrid Nuevo Norte will recover the essence of a Mediterranean city: a densely populated, compact city where the solutions to daily needs are only a few steps away. This involves **fostering neighbourhood commerce** so residents can have all they need at hand, without having to use their car. These business models represent a large percentage of the GDP, **helps to settle the population and increases life in the street**.





'URBAN KIDS LAB'

Youth and children are vulnerable population groups, insofar as they do not have a voice in the decisions made about the city they live in. In most of our neighbourhoods, youngsters do not have **specific public spaces to enjoy leisure activities**, forcing them to improvise other areas not designed for them and adapting their leisure time to these. We have set up a permanent *Urban Kids Lab* **for children and youth** that will help us take their needs and expectations into account for the design and implementation of our project.



GENDER

Madrid Nuevo Norte is the first urban development project of its kind to include a gender-based assessment from the very beginning. However, our work is not restricted to matters of approach or design, but also cover **the manner in which women make use of the city**, from outings to discover the real needs of women in adjacent neighbourhoods, to their inclusion in the scope of our project. **We have set up a specific work group of women residents** that will help us to improve the integration of their needs and expectations at each stage of the project.



DISABILITY

When a city does not allow all its residents to live it to the full, it is excluding them. For an urban space to be more inclusive for all, we have to think of those that inhabit it from a different perspective. Therefore, the Social Engagement Area is working with several organisations of disabled persons to acquire a **more ample vision of their needs in their neighbourhoods**. We collaborate with the Amanecer Foundation, which centres its work on finding employment for persons with intellectual disabilities, the Aprocor Foundation and Barreras Chamartín, whose efforts focus on eliminating architectural barriers and providing greater accessibility in Chamartín for persons with physical disabilities.



8. Sharing knowledge



CITIES FORUM

We collaborated in the third edition of the Cities Forum, held at the IFEMA fairground and intended to secure a consensus on **good practices in the management of cities**, as well as to present social innovation projects where **the residents are the real drivers** of urban transformation. This scenario served to introduce our Social Engagement Area and the work is being carried out in recent years by Distrito Castellana Norte with the residents of the northern neighbourhoods of the city.



ENGENDERING

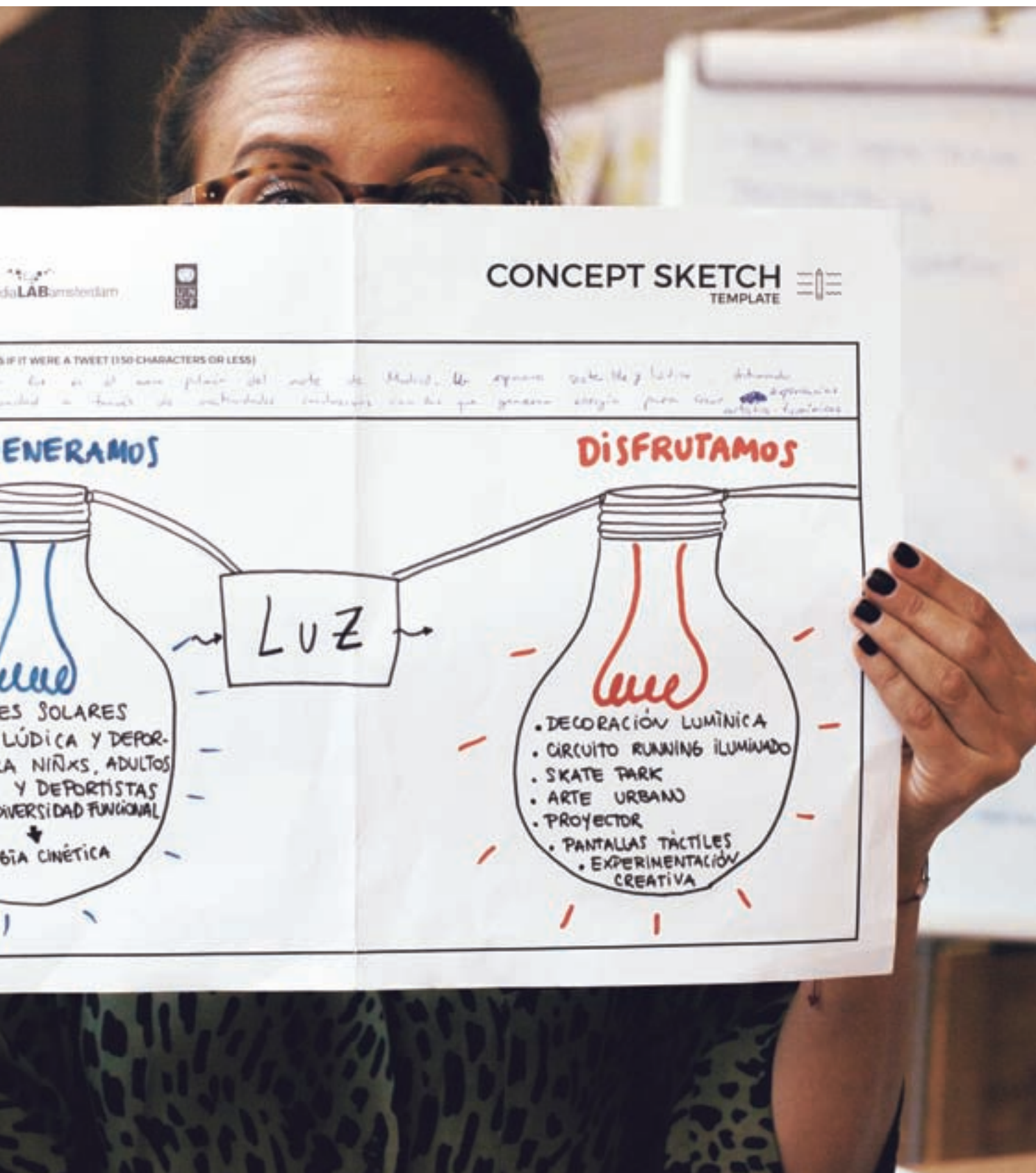
Within the framework of Urban October promoted by UN-Habitat, the UNESCO Chair of Gender Policies in Science, Technology and Innovation at the Polytechnic University of Madrid organised *Engendering: How to integrate gender in large-scale urban regeneration projects*. The event took place in the offices of the College of Architects of Madrid (COAM), where they had the opportunity to share their experiences **with regard to good practices** that integrate gender participation and perspectives in city designs. The presentation by the Social Engagement Area and its work to include the viewpoints and opinions of women, minors, the elderly and persons with disabilities in Madrid Nuevo Norte was noteworthy, among others.



DISCUSSIONS IN URBAN SEAMS

The neighbourhoods in the north of Madrid are not only separated by a physical fracture, but also by a symbolic one. The wound that separated the lives of their residents requires a surgical intervention to heal the problem. **The neighbourhoods need stitches to close the wound.** This was the premise for the *Urban Seams exhibit: Urban Seams in Madrid Nuevo Norte* which consisted in **a cycle of conferences and sessions** to participate in discussions about the city.



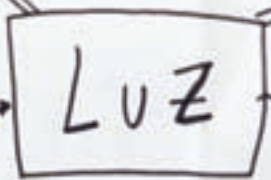
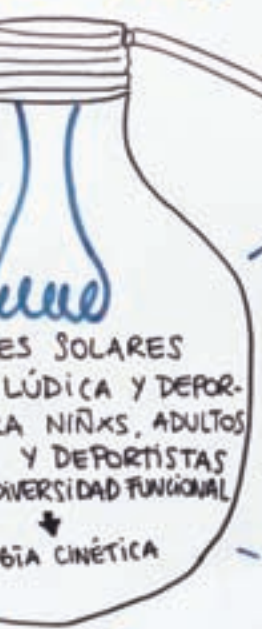


CONCEPT SKETCH TEMPLATE

IF IT WERE A TWEET (150 CHARACTERS OR LESS)

En el corazón del norte de Madrid, un espacio verde, luminoso y divertido
construido a través de actividades creativas que nos generan energía para crear experiencias
artísticas únicas.

ENERAMOS



DISFRUTAMOS



9. Combining the urban with the rural





MUNICIPAL ASSOCIATION OF MADRID'S SIERRA NORTE

The **development of rural areas** depends largely on the dynamics and activities of the urban centres in their proximity. The generation and maintenance of strong ties between the rural medium and the city of Madrid is one of the main challenges to achieving a **territorial balance in the region** that serves as a support for sustainable urban development. The Social Engagement Area of DCN believes that it is crucial to secure these ties with the towns north of Madrid. To this end, **we participated in the Madrid Sierra Norte Fair** to inform the residents of this area about the Madrid Nuevo Norte project.



GALSINMA (Local Action Group of Madrid's Sierra Norte)

Despite being an essential factor in the capital's development, the interdependence between the city and **the towns of Sierra Norte** does not translate into greater economic opportunities or higher quality of life for their inhabitants. The Social Engagement Area intends to put into place joint projects and initiatives by the Local Action Group of Madrid's Sierra Norte (GALSINMA) and Madrid Nuevo Norte to strengthen the **existing environmental, social and economic bonds**. These projects will be essential for the development of Madrid Nuevo Norte. This cornerstone will not only bring environmental benefits with it, but will be a source of social benefits for the entire territory and set the stage for a strategy of transformation to establish resilient development, sustainable urban planning and effective connections throughout the territory.

10. Creating environments for opportunity



TETUÁN EMPLOYMENT PANEL

We attended two **Employment Panels in the Tetuán District**, where we participated with the rest of the agents who work on **labour market insertion** for neighbourhood residents, as well as well-known companies from the city and online employment portals. Our presence at the Fair consisted of a **talk about the future employment opportunities** arising from the Madrid Nuevo Norte project.

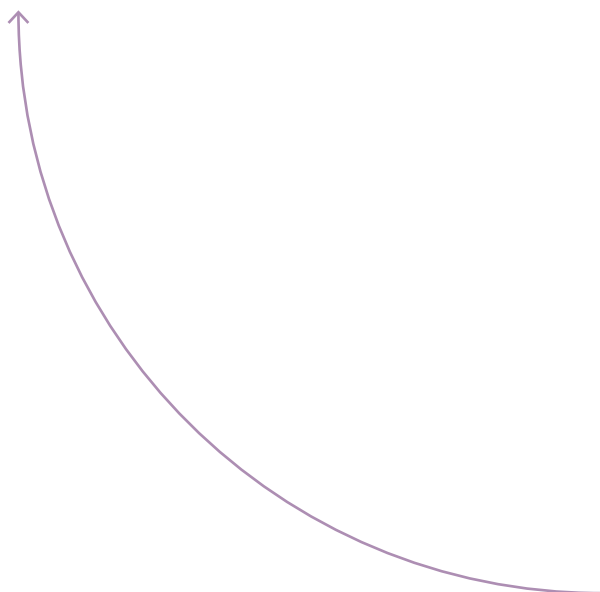




Image by: Andrés Rueda



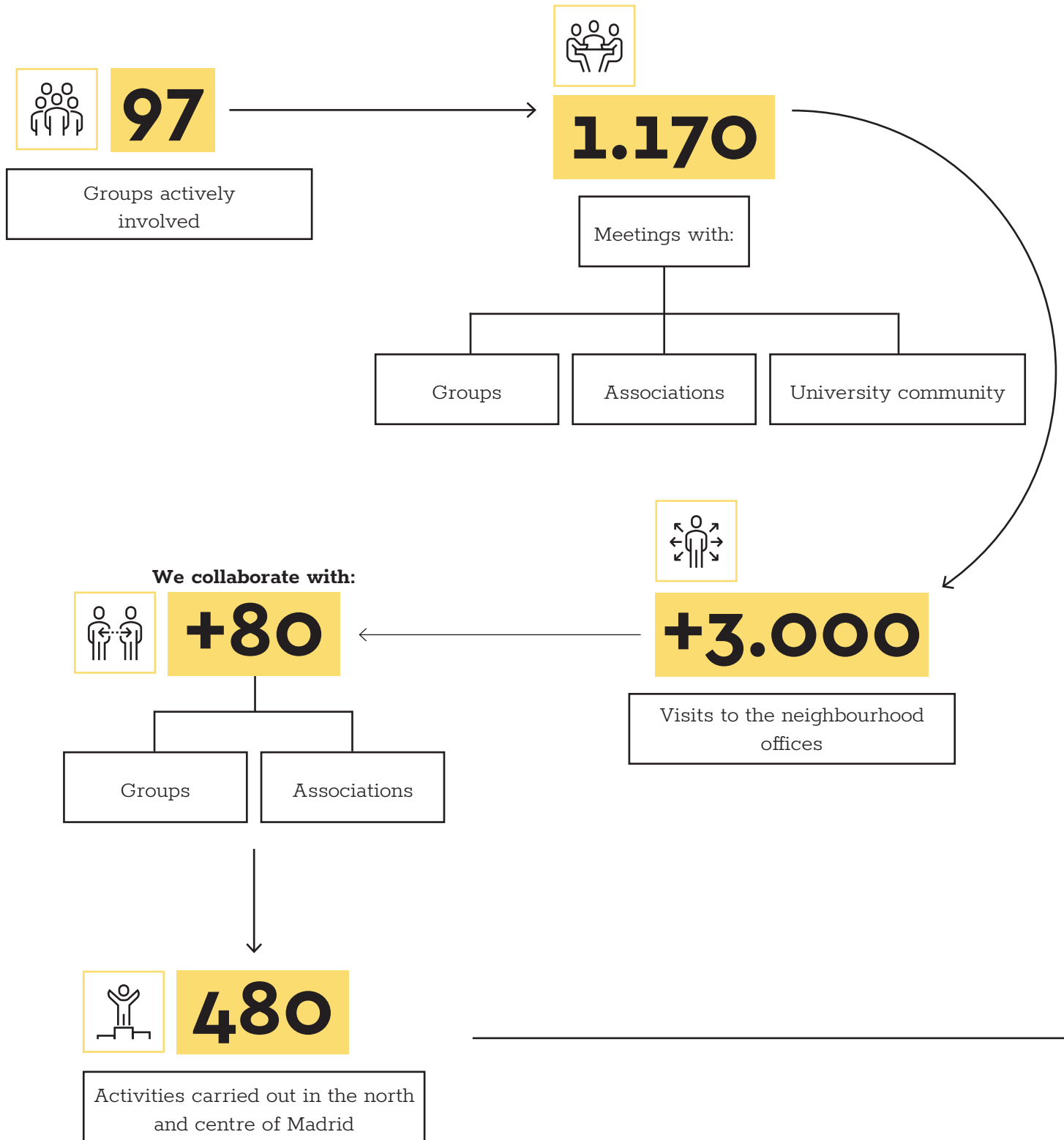
**Our results
so far**



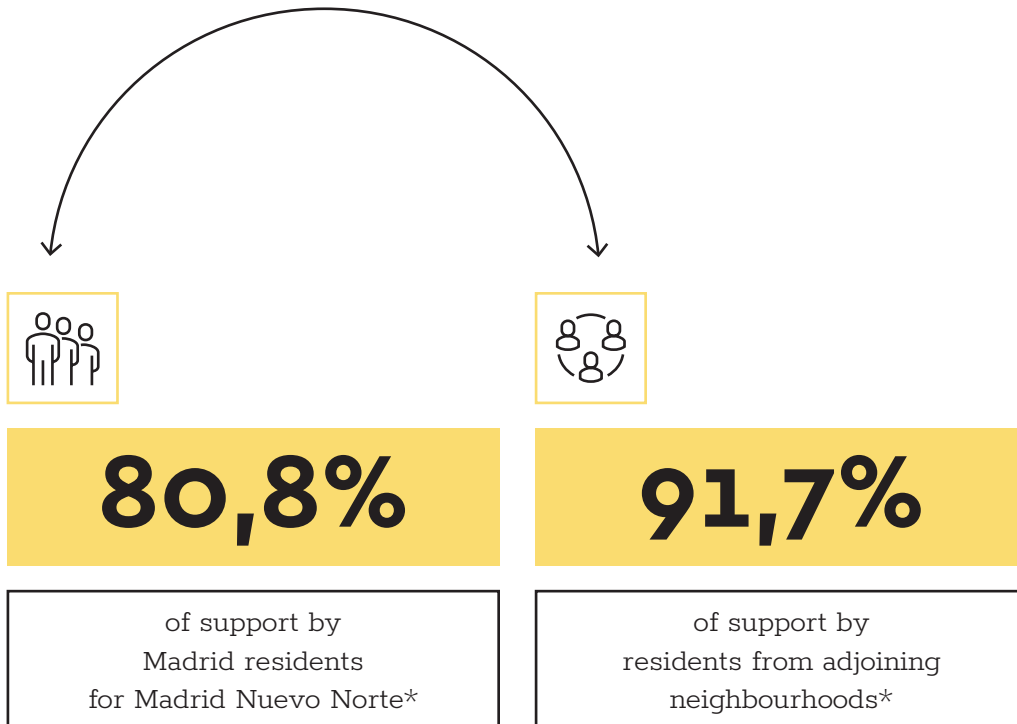
“ We strive for the involvement of residents in the future design of their neighbourhoods and to achieve social consensus”.

Main achievements

The thorough and constant work carried out by the Social Engagement Area in the northern neighbourhoods of Madrid has borne fruit in the sense of the unprecedented support and proximity of both organised groups from the northern region of Madrid and the city's residents in general.



RESIDENTS' SUPPORT



* Survey conducted in the city of Madrid in November and December 2017 by the independent sociological research firm MyWord. Population aged 18 or over living in Madrid. Size of the sample: 2,000 interviews. For a confidence level of 95,5%, the error margin is +/- 2.19%.



This effort has allowed
us to make
direct contact with:

166,955 people

indirectly reaching **667,820** people

Groups that we collaborate with

- Acenoma
- Aica
- Blas de Lezo PA
- CEU Sanchinarro PA
- Colegio Asunción Cuesta Blanca PA (Sanchinarro)
- Colegio de Fomento PA
- Colegio Las Tablas PA
- Colegio Sagrado Corazón Fuencarral PA
- Colegio Estudiantes PA
- Aprocor
- ASECAP
- Barreras Chamartín Association
- Costa Fleming Merchants Association
- López de Hoyos Merchants Association
- Prosperidad Merchants Association
- Association of Railway Station Merchants and Services
- Mothers Association of Fuencarral
- Residents Association of Santa Ana de Fuencarral
- Residents Association of Castilla
- Residents Association of Prosperidad, La Prospe
- Residents Association of El Madroño
- Residents Association of Las Tablas
- Residents Association of Ocio y Prosperidad
- Residents Association of San Miguel de Chamartín
- Residents Association of Ventilla Almenara
- Families Association of Virgen de Begoña
- Chamartín Youth Association
- Madrid Association of Parkour (AMPK)
- Norte Joven Association
- Chamartín SMEs Association
- Down Syndrome Association
- Association for Sustainability and Architecture (ASA)
- ASTAMON
- Bike Support
- Santa Ana Sport Club
- Cáritas Fuencarral
- Cáritas Las Tablas
- UNESCO Chair for Gender UPM
- Celera
- Josefa Amar Cultural Centre
- Montecarmelo Cultural-Social Centre
- City Followers
- Chamartín Cycling Club
- Castilla Chamartín Sport Club
- Las Tablas Sport Club
- Lobobike Sport Club
- Tres Olivos Paddle Club
- Cocem
- Cristo de la Vera Cruz Brotherhood
- Colegio Corazón Inmaculado
- Colegio Corazonistas de Madrid
- Colegio de Fomento
- Colegio Estudiantes Las Tablas
- Colegio Sagrado Corazón
- Colegio Tres Olivos
- Colegio Valdefuentes, Sanchinarro
- Colegio Vasco Núñez de Balboa
- Las Tablas Chorus
- Higher Technical School of Architecture of Madrid (Polytechnic University of Madrid)
- Esne Madrid Cycling Federation
- Cities Forum
- Amanecer Foundation
- San Juan del Castillo Foundation (Pueblos Unidos)
- Madrid's Sierra Norte Local Action Group (Galsinma)
- Fuencarral Scouts Group Nuestra Señora de Valverde Brotherhood
- Fuencarral Church
- Impact Hub
- Municipal Association of Sierra Norte
- Live Markets, Live Town
- Naturbana
- UN-Habitat
- Parish of Sta. María Soledad Torres Acosta
- Fuencarral Residents
- Pro-Azca
- The Chatty Wolf
- Camilo José Cela University
- CEU San Pablo University
- Alcalá de Henares University
- University of Naples





Residents' response

Awakening interest and curiosity is the first step in obtaining active commitment to the project and the future of the neighbourhoods. We are proud of having achieved this. Both interest in urban development and participation have made a deep impression. We have witnessed the **empowerment of the residents in the northern neighbourhoods of Madrid**, who have shown in various ways that Madrid Nuevo Norte belongs to them and that they too are a relevant party. They have stated so publicly over the last two years.

The message has permeated in the residents in the north of the city to such a extent that many of them have organised to support it. They have taken to public spaces to defend their interests, whether by **calling for the real need** to carry out a project they consider theirs, or to **celebrate the fact that Madrid Nuevo Norte is closer to** becoming a reality.

Residents are aware that this project will improve their quality of life and demonstrated that awareness throughout 2018:

Chamartín residents demand that work begin on Madrid Nuevo Norte // 18/03/2018

On Sunday, residents from the north of Madrid called for a march to protest the neglected status of the terrain intended for development of the Madrid Nuevo Norte project and to demand that the works begin at once.

ABC

Vintage cars take to the streets of northern Madrid // 28/04/2018

More than 40 vintage cars came together to drive through the neighbourhoods involved in the Madrid Nuevo Norte project. The route began at the Montecarmelo Shopping Centre and brought together residents and associations who manifested the need to revive the north of Madrid.

Expansión

First cycling outing through the North of Madrid // 17/06/2018

The I Cycling Outing through the North of Madrid was held this Sunday, with the participation of more than 100 cyclists, residents and supporters of the renovation of the north of Madrid.

madridiario

Human chain to demand that Carmena sign the agreement for Operation Chamartín // 14/04/2018

As confirmed to EFE by the organisers, approximately 80 individuals participated today in a human chain surrounding the San Roque Chapel, located near the urban centre of Fuencarral to demand that the City Council of Madrid, governed by Manuela Carmena (Ahora Madrid) sign the agreement with the Ministry of Development and the developer to launch Operation Chamartín.

LA VANGUARDIA

Fuencarral demands the immediate commencement of the Madrid Nuevo Norte Project // 03/06/2018

This morning, the Fuencarral neighbourhood witnessed a protest to denounce the lack of public infrastructure in the area. More than 50 residents gathered to evince the lack of these facilities, particularly of public swimming pools.

labrújula del norte

Residents from Fuencarral and Las Tablas say goodbye to the 'tunnel of fear' between them // 1/11/2018

Northern Madrid residents met last night in the tunnel connecting the Fuencarral station to the Las Tablas neighbourhood to hold the popular witches' night in the "nightmarish setting" of the dark tunnel that joins both neighbourhoods, "which they will no longer need to fear very soon thanks to the Madrid Nuevo Norte project".

europa press

The empowerment of residents has given them
a sense of involvement and identification with
Madrid Nuevo Norte

Residents have strengthened their bonds of
association in these neighbourhoods to
drive the project



Multiple initiatives to welcome Madrid Nuevo Norte // 5/11/2018

"Madrid Nuevo Norte is now real". This is the phrase displayed on signs placed by residents of adjoining areas such as Fuencarral, Santa Ana or Las Tablas that will witness how the project develops.



The residents of Fuencarral mobilise to clean an illegal dump // 18/11/2018

On Sunday, some 30 residents from the north of Madrid met at the San Roque Chapel in Fuencarral to clean the vacant lot that separates them from the rest of the city; a symbolic event organised by the Residents Association of Santa Ana.

Público

Fuencarral residents celebrate the approval of Madrid Nuevo Norte in the surroundings of the San Roque Chapel // 23/09/2018

Residents from Fuencarral and other neighbourhoods in northern Madrid held a an event to celebrate the initial approval of the Madrid Nuevo Norte project, which took place at the meeting of the Madrid City Council's Governing Board.

europa press



Photo: Europa Press

Nobody can stop us now // 23/06/2018

Artists, dancers and residents from Madrid held an event in the north of the capital with the motto "Nobody can stop us now, Madrid Nuevo Norte" and to the song "Don't stop me now" by the mythical English rock band Queen. The Berlin Park, located in Chamartín, one of the districts most to gain from launching the Madrid Nuevo Norte project, was the perfect setting for this artistic venue where the residents were the main players.



Chamartín residents anticipate that Madrid Nuevo Norte will regenerate the area, which is currently "forgotten and deteriorated" // 28/10/2018

This Sunday, some 70 residents from Chamartín, organised by the Ocio y Prosperidad Association, participated in a *flashmob* in the Berlin Park to celebrate the initial approval of the Madrid Nuevo Norte project, which they consider "positive" for the regeneration of an area "that has been forgotten and deteriorated".

LA VANGUARDIA

A welcome dance for Madrid Nuevo Norte // 25/07/2018

A *flashmob* in the Chamartín station this Tuesday to assert the positive features of the Madrid Nuevo Norte project for residents.



Photo: Madindiano



5
**Energising
neighbourhoods**



**We energise
neighbourhoods
by galvanising
communities and addressing
social innovation for the
entire city”.**

Activities to Galvanise Communities

CHAMARTÍN

2017

Feast of San Miguel

We promoted family workshops for several days in the Berlin Park.



Presentation of the official Castilla Chamartín Sport Club T-shirt

We presented the football team of the Castilla Chamartín Sport Club with their official t-shirts.



1st football tournament in collaboration with the Castilla Chamartín Sport Club

Football championship for children organised by the Castilla Chamartín Sport Club, where we took the opportunity to inform residents of the sports facilities included in the Madrid Nuevo Norte project.



Informative talk with the Residents Association of El Madroño and the Chamartín Sport Club

Informative talk organised along with the Residents Association of El Madroño and the Castilla Sport Club to speak about the Madrid Nuevo Norte project.



2018

Feast of San Miguel

The Social Engagement Area was once more present this year in the Feast of San Miguel, stimulating family workshops.



Concert in the San Fernando park

Among the activities included in the Feast of San Miguel, we organised a classical music concert for residents, in collaboration with the Costa Fleming Association of Chamartín.



Painting competition in the Feast of San Miguel

Along with the Residents Association of El Madroño, we organised a painting competition during the Feast of San Miguel.



'City Stories' theatre play

Under the auspices of the Ocio y Prosperidad Association, we organised a theatre play to explain the different used of public spaces and reveal the problems facing women as regards safety, mobility and accessibility.

CHAMARTÍN

Informative talk with the merchants of the Chamartín neighbourhood

An information session organised in collaboration with the Chamartín Association of SMEs to inform of the progress made by the Madrid Nuevo Norte project and the support of the neighbourhood's merchants.

Activities in the 40 Fanegas Urban Garden of Chamartín

A workshop explaining the characteristics of the 40 Fanegas Urban Garden, with a painting session included.

Christmas decoration workshop

Three Christmas decoration workshops were carried out, using recycled materials. Raising awareness of sustainability in the children of the neighbourhood.

Treasure hunt

Within the framework of the European Mobility Week, a competition was organised for teams to move through the three adjacent neighbourhoods. The clues and treasure were related to the mobility plan included in the Madrid Nuevo Norte project.

II Information Sessions in Chamartín

Information session with the associations of Chamartín that collaborate in the Madrid Nuevo Norte project.

Painting the 40 Fanegas Urban Garden

A workshop explaining the characteristics of the 40 Fanegas Urban Garden and a painting session.

Imagine Chamartín

A short film competition for school children to foster creative and original representations of the past, present and future of Chamartín.

2nd football tournament in collaboration with the Castilla Chamartín Sport Club

For the second consecutive year, the Castilla Chamartín Sport Club organised a football championship for children. During the event, we continued informing residents about Madrid Nuevo Norte and the future sports facilities it will include.



Activities to Galvanise Communities

FUENCARRAL

2017

Feast of Santa Ana

We attended a weekend of festivities in the company of the residents of the Santa Ana neighbourhood. Everyone enjoyed recreational activities for families, while we provided information about the Madrid Nuevo Norte project.

1st fund-raising literary contest of Fuencarral

Along with the Mothers Association of Fuencarral, we participated in the activity with our own stand and providing information about the project.

Brotherhood information session

A round table with a dozen participants, presidents of the Fuencasa development homeowner associations to explain the project and, especially, the solution proposed for the urban border.

Cycling outing around the area

Cyclists from northern Madrid participated in a tour through the area to discover the need to improve the neighbourhood's cycling routes.

Information session at the Josefa Amar Centre

Information session on future employment generated by the project in the premises of the Residents Association of Santa Ana.

Employment information session for the Families Association of Virgen de Begoña

Informative talk in a locale of the Begoña neighbourhood on the employment that will be generated by the project.

Sagrado Corazón School Open Day

We collaborated with the Parents Association of the Sagrado Corazón School in Fuencarral in an open day, with the participation of more than 1,000 people. We set up a stand where parents could request information about the project and we collaborated with the school in the organisation of recreational activities for children.

Model competition: "The tallest and most sustainable skyscraper in Europe"

Students from the Sagrado Corazón School in Fuencarral attended an information session on the history of skyscrapers and architectural and sustainability concepts, conducted by our Technical Department and followed by model building by groups and the selection of best buildings.

Paddle tournament in Tres Olivos

Paddle tournament at Tres Olivos for northern Madrid residents. The day was spent informing and gathering opinions about the Madrid Nuevo Norte project.

Fuencasa Information Session

Information meeting at the Josefa Amar Centre in La Ventilla to present both the project and the opportunities it holds for future employment.

Christmas Festivities in Santa Ana

We organised an afternoon dedicated to games, a painting workshop and a snack with the children of the neighbourhood and the royal pages.

Employment information session Residents Association of Santa Ana

Information session in a locale of the Begoña neighbourhood on the employment that will be generated by the project.



FUENCARRAL

2018

Fuencarral Festivities

We participated in the neighbourhood's festivities by organising a series of activities for children in the office.

2nd Anniversary celebration of the office in Fuencarral

We celebrated the anniversary of our office with a cocktail alongside the residents of the neighbourhood.

Feast of Santa Ana

Weekend of festivities in the Santa Ana neighbourhood. The residents enjoyed recreational activities for families, while we provided information about the Madrid Nuevo Norte project.

Feast of Cristo de la Vera Cruz

We celebrated the feast of their patron alongside the Cristo de la Vera Cruz Brotherhood. We set up an information stand and organised a variety of activities for children.

Re-visiting Fuencarral

Cultural visit of the neighbourhood with the aid of Pepe Martín, a local historian who acted as a guide for the residents.

Chiquitectoss Legometric Towers

We conducted three workshops for primary school children to illustrate basic concepts related to construction.

Informative talks at the DCN office in Fuencarral

We conducted informative talks in our offices to transmit all the new project development and answer residents' questions.

Information session Sagrado Corazón School Fuencarral

An informative talk in the events hall of the Sagrado Corazón school, intended for Fuencarral residents, who were informed of all the new developments and progress being made in the Madrid Nuevo Norte project.

Christmas decoration workshops

We conducted three Christmas decoration workshops with children from the neighbourhood, using recycled materials.

Introspective photography exhibit 'Past, present and future of Fuencarral'

A periodic activity held in our office, where we invite residents to bring photographs, share them with the rest of the participants and go over the changes the neighbourhood has undergone over time.

Visit to the Sanctuary of Ntra. Sra. de Valverde

We visited the Sanctuary of Nuestra Señora de Valverde with the Brotherhood and the assistance of Pepe Martín, a local historian and author of a book about the sanctuary.



Paint your space

Students from the Sagrado Corazón school attended a participatory workshop where they were free to let their imagination soar and paint their ideas on the walls of our office in Fuencarral.

'Christmas' contest at the Sagrado Corazón and Vasco Núñez de Balboa Schools

We conducted a Christmas card contest with primary school students (from 1st to 6th grade) from Sagrado Corazón and Vasco Núñez de Balboa and used the winner as the design for our DCN corporate Christmas card.

Imagine Fuencarral – Short film competition

120 students from the Sagrado Corazón School in Fuencarral participated in the Imagine Fuencarral Audiovisual Contest. They received technical training on video editing and attended a session on the neighbourhood's history to become familiar with Fuencarral's traditions and customs.

Open day at CSC

We collaborated with the Parents Association of the Sagrado Corazón School in Fuencarral in its Open Day event. We set up a stand where adults could request information about the project and we organised games for the children. More than 1,000 people attended.

Open Day at the Asunción Cuesta Blanca School

We collaborated with the Parents Association of the Asunción Cuesta Blanca School in Sanchinarro in an open day, attended by more than 1,000 people. We set up a stand where parents could request information about the project and organised recreational activities for children.

Activities to Galvanise Communities

LAS TABLAS



2017

Festivities of Las Tablas

We celebrated two days of festivities in the company of the residents of the Santa Ana neighbourhood. Everyone enjoyed recreational activities for families, while we provided information about the Madrid Nuevo Norte project.



Neighbourhood Committee

Work group centred on the neighbourhood attended by the residents association, merchants association, Cáritas, PAs, schools, local shops and individual residents.



Las Tablas Estudiantes School fund-raising race

DCN support for two fund-raising sports activities organised by the Las Tablas Estudiantes School.



Cyclotourism outings around the Green Ring

We conducted two cyclotourism outings around the Green Cycling Ring with the participation of the neighbourhood residents.

Christmas Fair

DCN at the Christmas Fair organised by the residents association, with activities for the entire family.



Paint your space

Artistic event in DCN offices highlighting the improvements introduced by children in their neighbourhoods.



Paddle tournaments

We promoted sports with two paddle championships, one for children and another for adults from the Las Tablas neighbourhood.



2018

Eat up the neighbourhood

We organised a cookie and pastry decoration workshop for children.



Festivities of Las Tablas

We participated in the festivities of the Las Tablas neighbourhood organised by the Residents Association, which included a variety of activities and workshops for the whole family.

LAS TABLAS

Christmas Fair

DCN at the Christmas Fair organised by the residents association, with activities for the entire family.

Open Day at CEU Sanchinarro

Arts and crafts workshops for children and youngsters in the Open Day of the CEU Sanchinarro.

Estudiantes School fund-raising race

DCN support for two fund-raising sports activities organised by the Las Tablas Estudiantes School.

'Telling Stories'

Storytelling for children in English for Las Tablas families in collaboration with The Chatty Wolf language academy.

Christmas decoration workshop

Arts and crafts workshop cycle for children to create Christmas decoration and a Christmas tree in the office.

Neighbourhood Committee

Work group centred on Madrid Nuevo Norte, attended by the residents association, merchants association, Cáritas, PAs, schools, local shops and individual residents.

Mobility group

A work group where DCN technicians explain the mobility strategy of Madrid Nuevo Norte and a debate is held on proposals made by neighbours.



Summer fund-raising street market

We supported this summer fund-raising event organised by Cáritas to benefit the Las Tablas Parish.

Christmas fund-raising street market

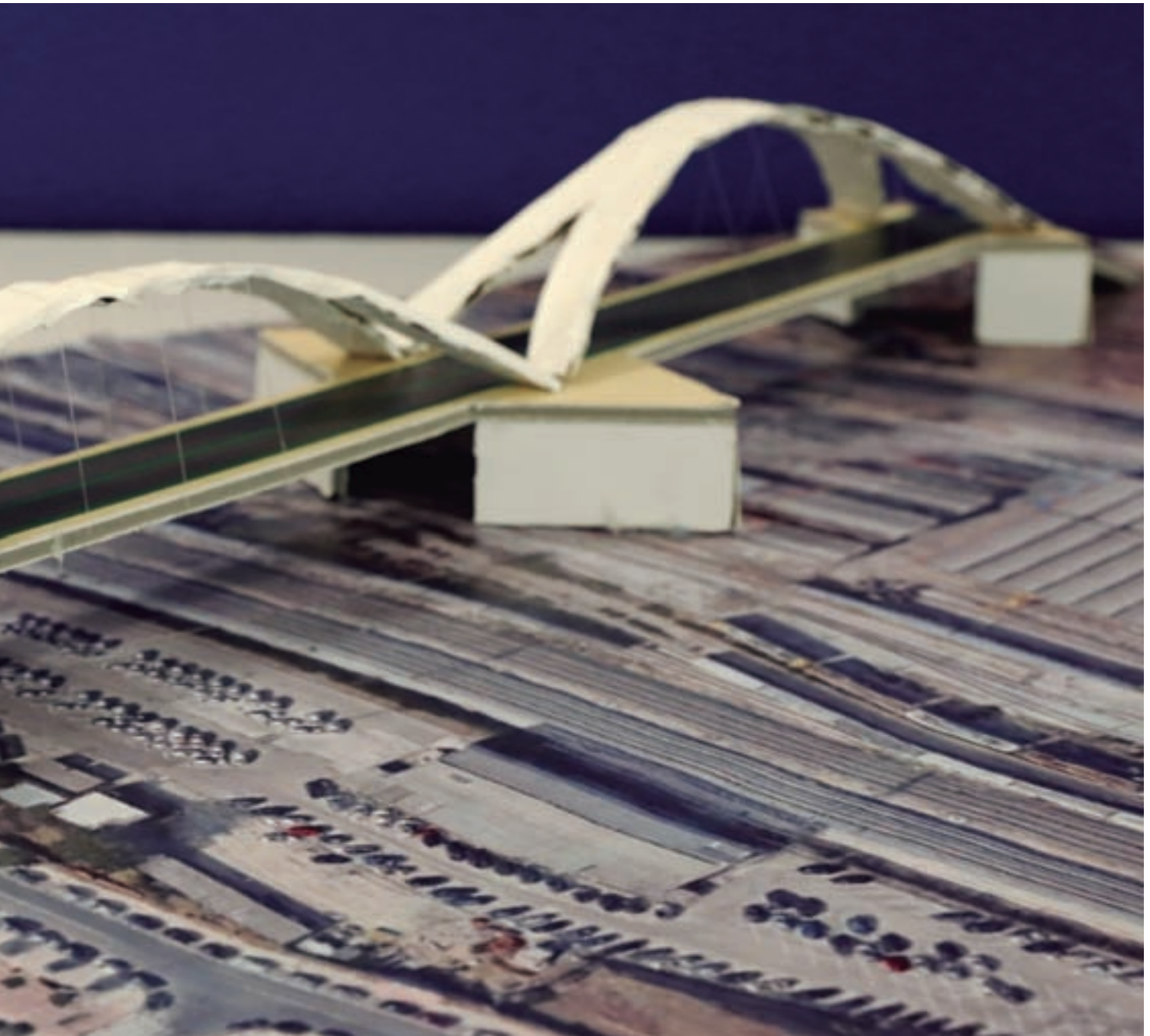
DCN at the Christmas fund-raising street market organised by Cáritas for the Las Tablas Parish.

Presentation of LoboBike uniforms

Presentation of the uniforms of the LoboBike Cycling Club from Las Tablas with the DCN logo.

Concert for the European Music Day

Concert of the Las Tablas Chorus in the Teatro Prosperidad on 21 June, to celebrate the European Music Day.



LAS TABLAS



Chiquitectos: Sustainable Cities Workshop

Two arts and crafts workshops were carried out, using sustainable materials.

Urban picnic

We organised two information sessions on the current status of the project in a picnic outing.

Mobility round table

Together with residents, DCN engineers searched for mobility proposals and solutions in the neighbourhood.

Employment information session

Emphasis was placed on the Madrid Nuevo Norte Employment Project.

Mobility information session

Presentation of the mobility plan included in the Madrid Nuevo Norte project, hosted by the Residents Association of Las Tablas and the DCN technical team.

Paint your wall

We organised two urban art events in public spaces with youth from the Estudiantes School of Las Tablas.

Committed to a Fairer North

A space to discuss and debate the needs of the neighbourhoods in northern Madrid. Attended by Cáritas, Residents Association of Las Tablas, Norte Joven (dedicated to the insertion of young persons at risk of social exclusion) and the Social Engagement Area.

Awards event VecinosMadridNorte.com

'VecinosMadridNorte.com' handing out the awards, which consisted in trips to London, Paris and Berlin to become familiar the most significant urban developments in those cities.

Awards Event "A Bridge to the Future"

Awards event for two contests called "A Bridge to the Future" in which the participating youngsters thought about what they would like the bridges connecting Las Tablas and Fuencarral to look like.

THE WHOLE CITY

Social Innovation Activities



2017

Visit to the area with students from the ETSAM

As part of the Urban Project course taught at the Higher Technical School of Architecture of Madrid, students visited the area and submitted proposals for the Chamartín station surroundings, which were later assessed.

2018

VII 'Engendering' Conference

We participated in the VII Engendering Conference, which addresses gender integration in large-scale urban regeneration projects.



Workshop on the preparation of a walking tour to explore Chamartín

Workshop with women from the Castilla-Chamartín neighbourhood to raise awareness of the different ways that women and children use the city and how this affects the city's design.



Walking tour to explore Chamartín

A tour of Chamartín with women to identify conflictive and unsafe points in the neighbourhood and propose solutions.



Walking tour to explore the Fuencarral neighbourhood

A tour of Fuencarral with women to identify conflictive and unsafe points in the neighbourhood and propose solutions to address these problems.



'Global Goals Jam' 2018

We collaborated in the organisation of Global Goals Jam, an initiative headed by Impact HUB Madrid with the support of the United Nations Development Programme (UNDP) and MediaLAB Amsterdam to provide joint solutions to the Sustainable Development Goals (SDG).



Cities Forum

We participated in the third edition of the Cities Forum in Madrid, held at the IFEMA fairground from 13 to 15 June.



Open Day CEU Sanchinarro

We presented the 'parkour', a sport that constitutes one of the lines of work of the Madrid Nuevo Norte project.



↓

Urban Innovations: The future of mobility in our cities

We attended the Urban Innovations event on 8 June, dealing with innovation in sustainable mobility, in the company of experts in this area.

↓

Urban picnic in Las Tablas

Launch of a travelling event to explain the Madrid Nuevo Norte project to the neighbourhoods of Begoña, Chamartín, Fuencarral and Las Tablas, as well as other neighbourhoods in the city.

↓

Tetuán employment panel

The employment panel was held on 6 November in the Eduardo Úrculo cultural centre, where DCN collaborated in the organisation along with other social organisations and presented its Employment Project to the panel participants.

Visit with students from the ETSAM

Guided visit with students of Architecture at the Polytechnic University of Madrid around the Chamartín station to prepare proposals for the proper integration of the Castilla neighbourhood in the areas around the station.

↑

Sierra Norte Fair

We held a sustainable cities workshop in collaboration with Chiquitectos, intended for children from Sierra Norte to provide information regarding the latest development in the Madrid Nuevo Norte project.

↑

Urban-Rural Balance Project

Presentation of the strategic lines of action for joint work by Madrid's Sierra Norte and Madrid Nuevo Norte.

↑





Joint class with students from the UCJC

Joint classes with students of the Architecture and Technology School of the Camilo José Cela University to assess the progress made in the proposals made by the students for the Begoña neighbourhood.



Participatory workshop on the Urban Project course

As part of the Urban Project course, a participatory workshop was held on proposals for the Chamartín neighbourhood, with students from the Higher Technical School of Architecture of Madrid and the residents of the Chamartín neighbourhood.

Workshop with the participation of students from the UCJC

A participatory workshop attended by students of the Architecture and Technology School of the Camilo José Cela University and the Residents Association of Begoña on the use of public spaces in the neighbourhood.

Urban Seams event

Organisation of the URBAN SEAMS event. Urban Seams in the setting of Madrid Nuevo Norte, with a photography exhibit, a series of group workshops and the presentation of the book titled "GeoUrbanismos II. Cartografía de los afectos".

2019

Walking exploration tour workshop from the Las Tablas neighbourhood

Workshop with women from the Las Tablas neighbourhood to consider the different ways in which women and children make use of the city and how this affects the city's design.

Guided visit of the area with students from CEU San Pablo

Guided visit with students of Architecture at the CEU San Pablo University to Torre Espacio, due the scope of the project, to prepare proposals to integrate the Malmea area properly in the town of Fuencarral.

Urban Kids Lab workshop

We participated in two workshops organised by Chiquitectos to raise awareness about the importance of sustainability in cities.

Urban beers

Within the framework of the Urban Seams event: Urban Seams in the setting of Madrid Nuevo Norte, a discussion session was organised in a relaxed atmosphere, called Urban Beers, to speak about how public spaces serve as cohesive tools between the neighbourhoods in northern Madrid.



“ ”

Cities can only reflect the values, commitments and resolve of the societies which they contain.



Richard Rogers



