

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Development of Plaça de les Dones (Women's Plaza)

Edusi Eix Besòs. Barcelona City Council

**Programa Operativo
Plurirregional de España**

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Fondo Europeo de Desarrollo Regional

EDUSI Good practice, Eix Besòs, Barcelona City Council

DEVELOPMENT OF PLAÇA DE LES DONES (WOMEN'S PLAZA)

The good practice consists of the updates to Plaça de les Dones, transforming a road traffic space into a leisure space for residents of the Roquetes neighbourhood.



Thanks to the initiative, which was planned under intersectional sustainability and gender criteria, movement between two parts of the neighbourhood that previously were separated by the steep slope has been improved, creating an adapted route for priority use by pedestrians, with the intention of facilitating walking. While making this connection, the design took a gender perspective into account, reducing the areas with poor security and placing value on more than 50 years of work done by the neighbourhood's women.

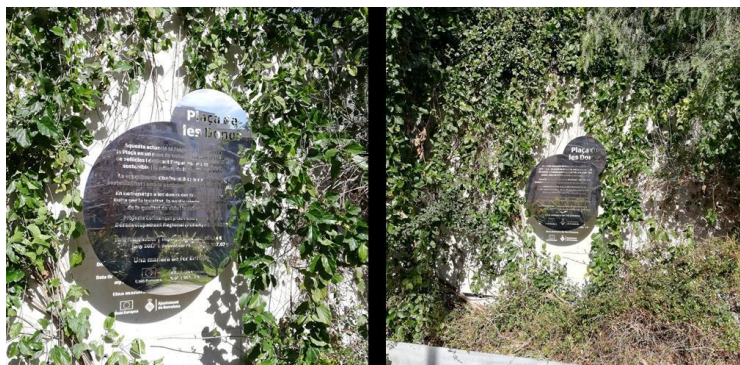
The transformation of the square took into account the current problems arising from the climate emergency, frequent heat waves and episodes of torrential rain. For this reason, it has a large green space that also contains Sustainable Urban Drainage Systems, both of which are mechanisms that improve sustainability in cities.

The initiative has a total budget of €1,530,848.48, with co-financing from the European Regional Development Fund (ERDF) totalling €653,714.57. It is estimated that the project will have an impact on the Barcelona municipal area, specifically on the Nou Barris district and a population of 15,428 in the Roquetes neighbourhood.

The criteria for the identification and selection of this Best Practice are as follows:

1. THE INITIATIVE HAS BEEN ADEQUATELY PUBLICISED TO BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC

At the end of the project, a permanent co-financing information plaque was placed on one of the walls of the square.



The publicity related to Plaça de les Dones among beneficiaries was extensive. The **regulatory communication** was published in the Profile of the Contractor of the municipal operator, Barcelona d'Infraestructures Municipals (BIMSA), and the companies awarded the various contracts related to the project were informed that the initiative is part of the EDUSI Eix Besòs project, which is part of Spain's Multiregional Project Programme and is 50% co-financed by the European Regional Development Fund (ERDF).

LA PLAÇA DE LES DONES: DEDICACIÓ DE L'ESPAI PÚBLIC A LA MOBILITAT SOSTENIBLE I LA MILLORA DE LA QUALITAT DE VIDA



Inaugurada en 2017, la plaça de les Dones és un homenatge a la lluita feminista del districte. Crèdit: Ajuntament de Barcelona

L'Estratègia de Desenvolupament Urbà Sostenible Integrat (EDUSI) incorporarà la urbanització ja finalitzada de la Plaça de les Dones, al barri de Les Roquetes, en el marc de l'Operació "Disseny i implementació de mesures d'urbanització que redueixin el trànsit de vehicles privats i millorin la dedicació de l'espai públic a la mobilitat sostenible i la millora de la qualitat de vida", i per tant rebrà el cofinançament del 50% mitjançant el Fons Europeu de Desenvolupament Regional (FEDER).

Amb la urbanització de la Plaça de les Dones s'ha contribuït a l'objectiu d'implementar un model de mobilitat sostenible (saludable i baix en carboni) en l'àmbit de l'Eix Besòs, prioritzant la qualitat de vida urbana i el benestar col·lectiu, fomentant la creació d'un espai públic confortable que afavoreixi la convivència ciutadana en l'entorn urbà. A més, l'experiència serà considerada una Bona Pràctica d'actuació cofinançada per Fons Europeus del programa Operatiu 2014 – 2020.

Aquest projecte va permetre crear un espai verd, d'estada i de passeig que enllacés el parc del Pla de Fornells i l'eix cívic de l'entorn del mercat de Montserrat, amb uns 4.100 metres quadrats de superfície. Cal destacar que la Plaça de les Dones va ser batejada pels propis veïns i veïnes del barri en homenatge a les dones del districte i a la seva lluita per millorar la qualitat de vida i la cohesió social. A la zona verda s'hi van plantar arbres i plantes arbustives, i es va col·locar mobiliari urbà que facilita l'estada dels usuaris en una zona del barri que era deficitària d'espais públics i de zones de comunicació social per al veïnat. A més, hi ha una zona de jocs infantils adaptada, i s'hi va instal·lar reg automàtic i enllumenat públic tipus led. Per tant, la plaça de les Dones de Nou Barris va

esdevenir no només una zona de gespa, sinó un espai d'estada, passejada i comunicació, amb recorreguts de paviment continu i d'alta resistència, complint l'objectiu d'enllaçar i crear una continuïtat entre el parc del Pla de Fornells i els equipaments adjacents, situats a la part alta del barri, i l'eix cívic de l'entorn del mercat de Montserrat.

L'operació dona resposta a l'Objectiu Temàtic "Afavorir el pas a una economia de baix nivell d'emissió de carboni en tots els sectors" (OT4) i la línia d'actuació "Disseny i implementació de mesures d'urbanització que redueixin el trànsit de vehicles privats i millorin la dedicació de l'espai públic a la mobilitat sostenible i la millora de la qualitat de vida" (LA06), amb un import total de 2.325.000 MEUR. En aquesta operació s'hi ha inclòs també la urbanització del Pont de Sarajevo, amb un import total de 961.085,86 MEUR. Per tant, la inversió efectuada a la Plaça de les Dones serà cofinançada per valor dels 1.363.914,14 MEUR restants.

Continua així l'execució de l'EDUSI - Eix Besòs, que incorporarà noves operacions en els 10 barris de l'Eix Besòs (als districtes de Nou Barris, Sant Andreu i Sant Martí) en el període 2014- 2020, amb una inversió de 30 MEUR i el cofinançament del 50% per part del Fons Europeu de Desenvolupament Regional (FEDER).

Per a més informació podeu consultar la pàgina web edusi.barcelona.cat

Complementary communication included news published about the EDUSI project in the OBRA Newsletter of the Barcelona City Council in May 2020, including details of the Project.

The project was also publicised via the Barcelona City Council news website and the EDUSI project website.



23 de September de 2020

EDUSI - Dedicació de l'espai públic a la mobilitat sostenible i la millora de la qualitat de vida: La Plaça de les Dones

EDUSI. L'Estratègia de Desenvolupament Urbà Sostenible Integrat (EDUSI) incorporarà la urbanització ja finalitzada de la Plaça de les Dones, al barri de Roquetes

In June 2017, Plaça de les Dones was reopened with a poetry show and a musical event. The programme of events included a lunch, a coffee chat about the past, present and future from a woman's perspective, and an exhibition tour through the history of Roquetes from a gender perspective.



A video was made about the process of developing the square, which included images of the initiative's sustainable and innovative aspects, a compilation of images of the reopening, and comments from participating politicians and technicians, as well as from the protagonists of the space: the women of the Roquetes neighbourhood.



Dissemination elements such as a diptych and merchandising elements have been edited



Díptico



Elementos de merchandising editados

The development of Plaça de les Dones is part of the collection of Good Practice Journals, published by Barcelona City Council, on initiatives considered good practices in the framework of the EDUSI Eix Besòs project.



2. THE INITIATIVE INCORPORATES INNOVATIVE ELEMENTS

The initiative incorporates several innovative aspects in its design and execution, which are related to gender, paying tribute to the women of the neighbourhood, and the sustainability of the space.

The new square pays **tribute to the women in the district** and the neighbourhood of Les Roquetes in their struggle for equal rights and non-discrimination, as well as improved quality of life and social cohesion. The square is the result of the direct collaboration between the

District and the women of Roquetes throughout all phases of the project, beginning with the design of the area to the choice of the name, which was picked by the women of the neighbourhood themselves. To increase the visibility of women's role in the public and social life of Nou Barris, three poems written by feminist and women's groups and organisations from Roquetes and Nou Barris were permanently added into the square's paving.



The Plaza is currently a space for people to spend time and walk, that is to say, it is configured not only as a of green space, but also as a leisure space where people can stroll and move around. An accessible route was created for people with reduced mobility, delimited by landscaped flower beds, with the intention of facilitating pedestrian walking and movement between two points in the neighbourhood that are separated by the steep slope.

The development used the principles of **gender-sensitive urban planning** in its design, with the aim of achieving uniform lighting and greater visibility to increase the perception of safety, making it a space where different activities and types of people coexist, facilitating daily life.



The space was conceived as a **sustainable space**, with the aim of bringing nature closer to the people, improving air quality and making a healthier environment. The space was also intended to help counteract the increase in temperature caused by the urban microclimate. To do this, it was landscaped with trees, shrubs and grass.

The installation of **Sustainable Urban Drainage Systems (SUDS)** also stands out. Their main objective is to restore the natural water cycle in the city, using rainwater for green areas, reducing runoff, minimising the sewage network and improving the landscape and environmental integration of urban infrastructures.

3. THE RESULTS OBTAINED ARE IN LINE WITH THE ESTABLISHED OBJECTIVES

The objective of the Project was to carry out the necessary initiatives to implement a **sustainable (healthy and low-carbon) mobility model** in the area, prioritising the quality of urban life and collective well-being, and promoting the creation of a comfortable public space that encourages citizen coexistence in the urban environment.

The results of the initiatives carried out in Plaça de les Dones are in line with the established objectives, as they involved the implementation of comprehensive urbanisation measures that reduced traffic and promoted sustainable mobility. They also recovered public space for people by replacing parking spaces and roadways with pedestrian areas, trees and street furniture, thus contributing to the improvement of urban space on a human scale and making the Eix Besòs a new space of environmental and heritage quality, increasing its resilience in the face of climate change.

4. IT CONTRIBUTES TO THE RESOLUTION OF A REGIONAL PROBLEM OR WEAKNESS

The project presented responds to several weaknesses detected in the region. The neighbourhood had a lack of green spaces and spaces for the inhabitants themselves to use. These problems have been resolved in recent years thanks to the efforts of the neighbourhood's residents.

In the case of Plaça de les Dones, the space used to be an open-air car park, surrounded by green space, but this space could not be enjoyed as it was only used as a way to separate urban elements in the area. Therefore, the whole area was dedicated to car parking, with no recreational or leisure areas, and the greenery served to separate the car park from other elements in the area, but did not meet the climatic demand. In addition, there were no pedestrian-friendly routes between the surrounding streets, and the space was unsafe due to dark corners and areas.

Therefore, with the development of the Plaça de les Dones, which was planned under intersectional sustainability and gender criteria, a pedestrian area was recovered to connect several parts of the area in a safe, inclusive and accessible way. Green space and Sustainable Urban Drainage Systems respond to the current climate emergency by helping to counteract the temperature increase caused by the urban microclimate.

The space also responds to the needs and demands of the collective of women in the neighbourhood, paying tribute to neighbourhood's struggles and giving them a visible presence in the public and social life of Nou Barris.

5. IT REACHES A GOOD PORTION OF THE TARGET POPULATION

The scope of the initiative is the Plaça de les Dones, which has a surface area of 4,100 m² and is located between the streets of Nou Barris and Pla dels Cirerers. It concentrates on the District of Nou Barris and a population of 15,428 in the district of les Roquetes.

6. HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND ENVIRONMENTAL SUSTAINABILITY HAVE BEEN TAKEN INTO ACCOUNT

The implementation of the project contributes to the promotion of gender equality and non-discrimination on grounds of sex, race or ethnic origin, religion or belief, disability, age or sexual orientation.

The Barcelona City Council's "Manual on Urban Planning in Everyday Life" incorporates the gender perspective into the urban planning that takes place in the city, in order to place everyday life at the centre of its policies and respond to the needs of the city as a whole from an inclusive perspective. The aim of this new approach is to ensure that public spaces address all people's needs equally and incorporates new approaches.

In its principles of inclusive urban planning, Barcelona City Council establishes that it must be sustainable (an urban model compatible with existing natural resources), participatory (the community must be part of the decision-making process regarding everyday space) or intersectional (incorporating gender, i.e. taking into account gender differences and inequalities and guaranteeing equal access to all goods and resources).

In general terms, it incorporates the measures necessary to respond to the objectives set out in the 2015-2019 Barcelona City Council Second Equal Opportunities Plan for Men and Women, approved by agreement of the Plenary on 27 March 2015.

In addition, during the procurement processes, the guidelines and standards for social public procurement are used, as well as the Mayor's Decree on sustainable public procurement

approved by Barcelona City Council on 24 April 2017, which includes social, environmental, ethical and innovation measures, guaranteeing the labour, social and citizens' rights of the people executing the contract and the people it affects.

Regarding the contribution to the Sustainable Development objective, the criteria established in the Environmental Public Procurement Guide are used, as well as in the aforementioned Mayoral Decree itself, which promotes sustainable public procurement.

7. SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS OF PUBLIC INVOLVEMENT

Barcelona City Council's main instrument of public involvement in the region is the Pla de Barris de les Roquetes, a municipal initiative which, in collaboration with local residents and with an extraordinary budget, implements social, economic and urban initiatives to improve the neighbourhoods that need it most. In this framework, the driving force projects are those which, due to their dimension and intersectionality, are capable of crossing and bringing together all the areas of involvement in the Neighbourhood Plan: social rights, education, economic activity and urban ecology. In this sense, they are thematic projects that structure and articulate all the proposals and actions around the guiding axis of the neighbourhood itself. The following is a description of the driving force projects that are part of the Roquetes Neighbourhood Plan: Mina de la Ciudad: improving mobility and coexistence; we rehabilitate housing, rebuild communities; provide new training and employment opportunities in the neighbourhood.

On the other hand, thanks to the Ley de barrios en les Roquetes, a project from the 1a Call of 2004, it was possible to carry out projects such as the arrangement of the Parque de Fornells, the development of the streets Artesania, Llobera and Romaní and the park Rodrigo Caro, as well as the remodelling of the Ton i Guida civic centre and the renovation of the Ateneu Popular de Nou Barris. It also allowed for the rehabilitation of private buildings and the development of social and economic development programmes.

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