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# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Renovation and complete equipment of a municipal property in 27 of Salvador Allende Boulevard, for its usage as a coworking and entrepreneurship centre.

Alcobendas City Council

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**



## **RENOVATION AND COMPLETE EQUIPMENT OF A MUNICIPAL PROPERTY IN 27 OF SALVADOR ALLENDE BOULEVARD, FOR ITS USAGE AS A COWORKING AND ENTREPRENEURSHIP CENTRE**

The Good Practice consisted in the complete renovation of a municipal property located at 27 Salvador Allende boulevard, which had been in disuse for years; with the objective of turning it into a new 240 square meters municipal centre called “Espacio de Innovación Bulevar Coworking”. This concept is born from the idea of supporting all people that want to launch an entrepreneurial project.

The building has room for 20 separated coworking spaces on the ground floor. On the first floor we can find several offices, two meeting rooms, a multi-task room, a rest area and several lavatories. This new centre tries to promote and encourage the talent; and includes all the installation required (such as high-speed Data/Voice connectivity) to accelerate new businesses and facilitate both collaboration and coworking among workers.

It also provides supporting and advising services for all entrepreneurs, as well as an acceleration program for new businesses, which involves working rooms, access to the investing system, practical and theoretical education, intensive mentorships and tutorship focusing on individual strategies and business, and networking. The building also hosts several activities and events related to innovation, entrepreneurship and transformation of business models, hoping to create new business opportunities.

The operation has a budget of 258.407 euros, partially financed by the Alcobendas city council and by FEDER funds, through EDUSI Alcobendas, contributing in this way to the urban renovation of the Central District, the most unfavourable and vulnerable both socially and economically speaking.

Criteria for identifying and selection used in this Good Practice are the following:

### **1. The action has been correctly transmitted.**

News about the renovation and equipment of this property as “Espacio de Innovación Bulevar Coworking” have been widely spread before, during and after the end of the work. In terms of regulated communications, the operation included an informative panel outside the building, other than an extra panel informing about the European co-funding that supports this project.

28 de septiembre de 2021

**‘Espacio de Innovación Bulevar Coworking’ abre sus puertas a todos los emprendedores y convoca la primera edición de su programa de aceleración**



Alcobendas cuenta con un nuevo servicio para apoyar a futuros emprendedores que quieran poner en marcha su proyecto, así como para facilitar soluciones que transformen la economía de la ciudad hacia un modelo más sostenible. Esta mañana, el vicesaliente de Alcobendas, Aitor Riestraza, ha inaugurado el Espacio de Innovación Bulevar Coworking. “Este equipo de gobierno ha apostado desde el primer día por el emprendimiento, la atracción de empresas y la innovación. Alcobendas es un foco de atracción para emprendedores gracias a nuestro ecosistema empresarial donde pueden desarrollar su actividad. Tenemos los impuestos más bajos para poder entender, una ubicación inmejorable a pocos minutos del centro financiero de Madrid o del aeropuerto y un programa de ayudas y formación para nuestros emprendedores. En definitiva, con este nuevo espacio seguimos dando recursos para fomentar el empleo y el emprendimiento”.

Con una inversión de 288.630 euros financiada a partes iguales por el Ayuntamiento de Alcobendas y el Fondo Europeo de Desarrollo Regional (FEDER), a través de Edusi Alcobendas, Bulevar Coworking ofrece, entre otros servicios, formación a los profesionales para el uso de herramientas innovadoras necesarias para construir el futuro digital de sus empresas. Además, acogerá actividades y eventos relacionados con la innovación, el emprendimiento y la transformación de los modelos de negocio con el fin de generar un ecosistema que propicie nuevas oportunidades para todo el tejido empresarial. “Ampliamos los recursos destinados a apoyar el emprendimiento en este nuevo espacio de innovación. Un centro con una aceleradora de startups y multitud de actividades de dinamización empresarial. Queremos que sea el epicentro de la actividad emprendedora en la ciudad”, ha destacado el concejal de Innovación y Desarrollo Económico, Roberto Fraile.



### **Alcobendas ofrece a los emprendedores un espacio municipal de coworking**

El Espacio de Innovación Bulevar Coworking nace para apoyar proyectos emprendedores y facilitar soluciones de economía sostenible



Espacio de Innovación Bulevar Coworking de Alcobendas / Ayuntamiento de Alcobendas



Dirigido a nuevos proyectos de innovación y emprendimiento  
**‘Espacio Bulevar Coworking’  
 convoca la primera edición de  
 su programa de aceleración**

Alcobendas cuenta con un nuevo servicio para apoyar a futuros emprendedores que quieren poner en marcha su proyecto. ‘Espacio de Innovación Bulevar Coworking’.

El vicesaliente, Aitor Retolaza (Cs), señalaba el martes 28 de septiembre, en la inauguración de este nuevo servicio, que “el equipo de gobierno municipal ha apostado desde el primer día por el emprendimiento, la atracción de empresas y la innovación. Alcobendas es un foco de atracción para emprendedores gracias a nuestro ecosistema empresarial. Tenemos los impuestos más bajos para poder emprender, una ubicación inmejorable y un completo programa de ayudas y formación para nuestros emprendedores. Con este nuevo espacio, seguimos dando recursos para fomentar el empleo y el emprendimiento”.

El vicesaliente y el concejal de Innovación y Desarrollo Económico

Los nuevos proyectos finalistas se beneficiarán de este programa de aceleración durante un periodo máximo de nueve meses. Además de formar parte de la comunidad de Bulevar Coworking, los seleccionados tendrán acceso a:

- Un espacio físico de trabajo a tiempo completo.
- Formación teórica y práctica.
- Mentorías y/o tutorías intensivas individuales.
- Acceso al ecosistema inversor.
- Networking activo y apoyo en la búsqueda de talento a través del Programa Learning and Growth.

Las solicitudes para participar en el programa de aceleración se deben realizar en el correo electrónico [aytoalcobendas.org](mailto:aytoalcobendas.org). El plazo finaliza el 28 de octubre a las 23:59 h.



In Edusi Alcobendas online portal we can find all the stories reporting about the new centre found on different media channels. Not only local but also national media such as ABC, EFE, La Vanguardia and Cadena Ser. These stories were highly focused on the visit paid by the local authorities and also on the inauguration of this new entrepreneurship centre, which took place by the end of September 2021.

Furthermore, the news about the renovation have made front page at the weekly paper that is delivered in more than 40.00 homes across the city. The centre has been the main character of several press releases from the municipal website and it has originated numerous publications from the local authorities’ Twitter and Facebook profiles.



Also, an explanatory video about the “Espacio de Innovación Bulevar Coworking” has been created, including English captions to highlight the role taken by FEDER in the financing process. This video can be found in the municipal website, within Edusi Alcobendas portal, and is currently being displayed at several events that take place in this municipal building. The video has also been shared in different social networks including the official Youtube channel of the city council.



**AytoAlcobendas** @ALCBDS\_Ayto · 15 nov.

#Alcobendas y FEDER fomentan el #emprendimiento en Espacio de Innovación Bulevar Coworking

Esta tarde (16:30 h) una charla para conocer la experiencia de Ricardo García, CTO Imprex Europe

Mañana martes, Día de Puertas Abiertas (desde 16:30) para difundir todos sus servicios



Due to new enrolment applications to its second acceleration program, a specific advertising campaign was initiated by several television channels, such as Cuatro and Telemadrid. In the national channel, the views rate, reached 1.8 million viewers.



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## 2. The action involves some innovative elements.

The 'Espacio de Innovación Bulevar Coworking' centre provides to its users a large offer of services, all integrated in a single location. Some of these services were offered in the past but were designed for a different customer profile. The centre involves, for the first-time, services that support the creation of new businesses, especially for all those enterprising, self-employed or freelance people, that want their business projects to grow. It complements this support with another service, in this case supporting business transformation for its adaptation to the modern era, all done through an educational program that involves several events and awareness courses.

### 3. The results meet the established goals

- Ayuntamiento
- Gobierno y administración
- Comunicación y Redes sociales
- Equipamientos municipales
- Archivo municipal
- Normativa municipal
- Información administrativa
- Oferta de Empleo Público
- Planificación municipal

#### Espacio de Innovación Bulevar Coworking



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**Descripción**  
Punto de encuentro de todos los empresarios y ciudadanos de Alcobendas con pasión por la innovación, el emprendimiento y la transformación digital de negocios.

#### Servicios principales

- Programa de aceleración
- Coworking
- Actividades y eventos
- Punto PAE

The centre “Espacio de Innovación Bulevar Coworking” announced the start of the first edition of its acceleration program, just a week after the inauguration of the building. In the program, up to 13 projects passed the initial filter, offering solutions in areas like sustainability, logistics, health, pharmacy and mobility. From mid-November to July 2022, nine of these projects have been accelerated, a process that included services such as professional advising, paperwork processing, working rooms, group sessions, individual mentorships, mid-term evaluations of the projects, synergies and networking among enterprising people. The centre has also planned several activities related to entrepreneurship and innovation during its first year, involving open-doors days and meetings with successful enterprising people, and promoting an entrepreneurial environment in Alcobendas. As a result, a total of 109 educational and networking activities have taken place in the building, with over 600 attendants. Furthermore, 58 applications for a working space have been received, assisting 354 workers, all within the first year. For the second acceleration program, 29 candidate projects have been received, 17 of them have passed the pre-selection and nine of them will be accelerated until June 2023.

### 4. The action solves a problem or weakness in the territory

The centre is set-up as a municipal service, complementary to the Business Centre, which was inaugurated in 1993, but with more modern, flexible and dynamic proposals. It offers, at an exceptionally low cost (just 0,60 euros per month) a very well-equipped working space for those users with more volatile necessities, including the benefit of the accessibility to all the services offered by the “Espacio de Innovación Bulevar Coworking”. This new service provides a very fast, agile, fluid and immediate experience to all their users.

The latest polls asking about the quality of life in the city of Alcobendas, submitted by the end of 2020, reflected that 12% of the poll takers had or had had a desire to start a business in their city. For those residents, the less valued aspects offered by the city were the promotion of business initiatives, with a grade of 6.5, and the possibility of owning a property to start a business, with a grade of 6.9 out 10

The entrepreneurship and innovation ecosystem has a lot of growing potential in Spain according to recent studies such as Spanish Tech Ecosystem, and it has been multiplied by 5 between 2015 and 2021. However, the entrepreneurship rate in Europe is considerably lower than the rest of the continents., according to the 2020/21 report published by the Global Entrepreneurship Monitor (GEM). This prestigious report also points out that the entrepreneurship rate in Spain stands two points lower than the average in the European Union and it has decreased a point due to the crisis caused by Covid-19. The latest GEM report accounting for 2021/22 shows that the Entrepreneurial Activity Rate in Spain has reached 5,5%, a slight improvement compared to the previous year

#### **5. The operation covers its target people at a very high level.**

The “Espacio de Innovación Bulevar Coworking” meets an important need in the enterprising collective that demand a public, modern and flexible space with a set of services additional to the ones associated with traditional coworking. Some of these are: the benefit of being able to access to services such as point PAE, the benefit of its location being so centric, consequently avoiding traditional locations such as industrial estates or business cities.

The coverage of this operation is considered to be at a high level due to the fact that it involves all enterprising people from the city, without any kind of distinction or discrimination of age, district or condition. Its services are specially oriented to those go-getters that want to launch a new business in Alcobendas.

#### **6. Horizontal criteria for equal opportunities and environmental sustainability are considered in this operation**

According to GEM stats, the proportion of entrepreneurial activity in 2019 in Spain had almost reach a point of parity, with almost 48% of the initiatives led by women. Currently, after the crisis caused by Covid, the halt in the area of entrepreneurship is more noticeable in the case of women. The trend specially affects recently started or starting initiatives (less than 4 months of life) where less than 40% are projects created by women. This operation tries to help in the promotion of equality between men and women, and in the fight against discrimination of any kind: sexual, racial, religious and others.

All services offered by the “Espacio de Innovación Bulevar Coworking” respect the principles of equality and, in any case, they encourage its accessibility to all people. In these terms, inside the building there is an automatic elevator to facilitate accessibility to those who suffer of any kind of physical disability. Also, lavatories are adapted for handicapped people. Finally, this program ensures that price or economic capabilities are not a problem that stops people from benefitting from this public service. By meeting some specific requirements and milestones, it is possible to have access to a working place in the coworking area for just 0,60 euros per month.

Regarding environmental sustainability, this new public service has been designed to reduce the carbon-footprint caused by illumination, adding also the benefit of maximizing the use of natural light. All the illumination system inside Bulevar Coworking is based on LED technology, with the goal of reducing the light bill, and additionally, 100% of the electric energy that feeds the municipal buildings is from a removable source, according to the Administrative Conditions Document elaborated by the Alcobendas city council.

#### **7. Synergies with other strategies or instruments of public intervention.**

The inauguration of “Espacio de Innovación Bulevar Coworking” involves several synergies with other services offered by the Economic and Business Development Department from the Alcobendas city council, which believes in the promotion of entrepreneurship and the creation of local business. From this department, several complementary services are offered to the users of the centre, such as the municipal list of jobs, useful for future hirings, or the access to the system of tax benefits, specifically designed for small companies that recently started their economic activity.

In June 2022, the local administration published an announcement for their help program, aiming to support small businesses and individual entrepreneurs. This program has the objectives of promoting the economic activity, modernizing some specific business sectors, and supporting the local economy for a value of 3 million euros.

These operations are aligned with the main municipal politics that try to benefit, dynamize and energize the Central District of Alcobendas, which is the most vulnerable district in the city from an economic and social point of view. The area that incorporates the best conditions to launch the revitalization of the central district is Salvador Allende boulevard, which is precisely where this new municipal service is located.

Precisely, in Salvador Allende boulevard, several actions financed with European funds, have taken place in recent years: the construction of Centro de Arte de Alcobendas, the renovation of Parque de Murcia, the construction of the Central District sports hall and the equipment of Centro Municipal la Esfera. Soon, the construction of a parking lot across from Bulevar Coworking will take place. This operation will also be funded by FEDER, and the parking lot will include 500 spots, and it will involve the creation of a new public square in the district, which will result in a new meeting and leisure point for all locals.



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**Actuaciones Cofinanciadas**

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