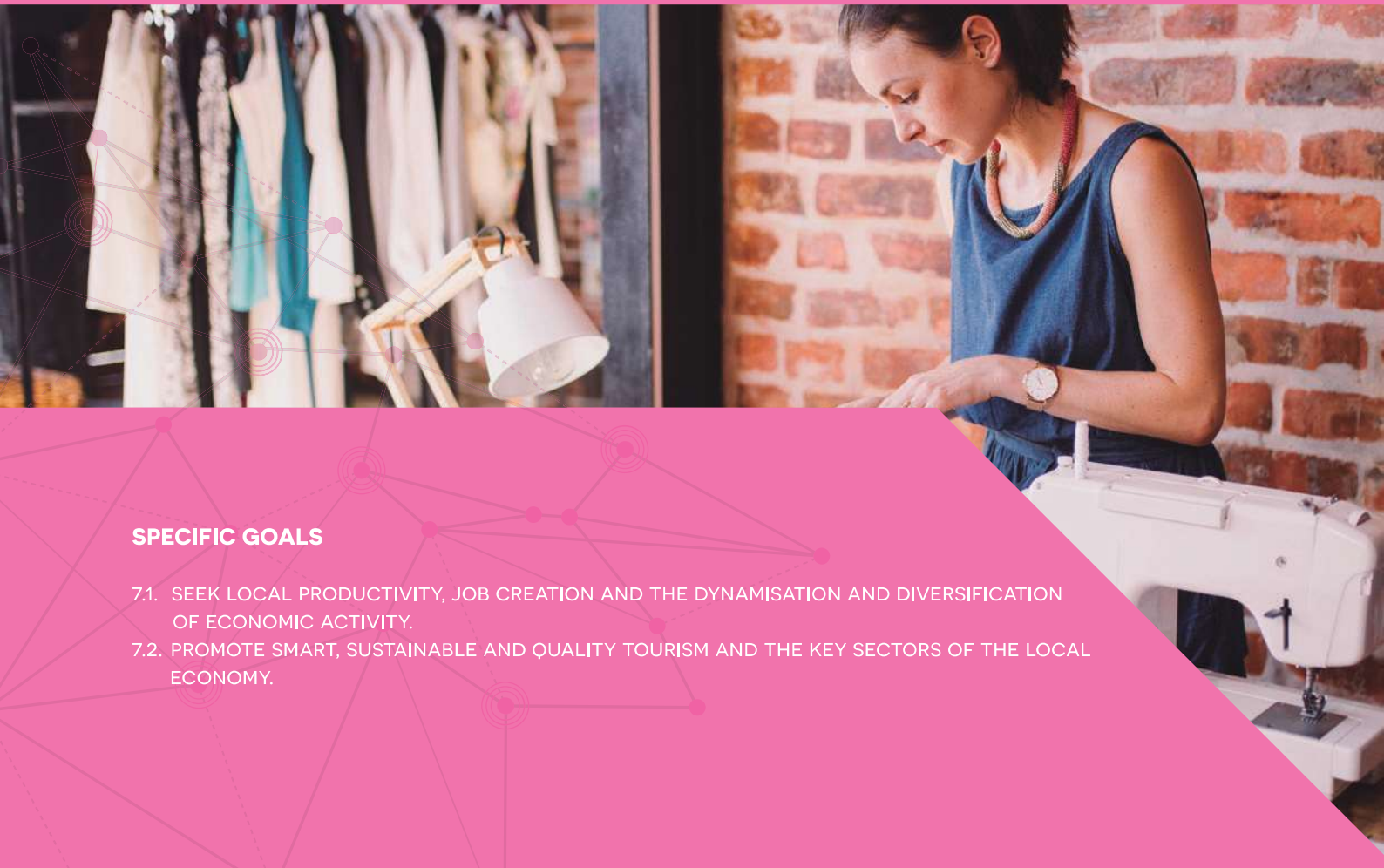


STRATEGIC  
GOAL

7

## PROMOTING AND ENCOURAGING THE URBAN ECONOMY



### SPECIFIC GOALS

- 7.1. SEEK LOCAL PRODUCTIVITY, JOB CREATION AND THE DYNAMISATION AND DIVERSIFICATION OF ECONOMIC ACTIVITY.
- 7.2. PROMOTE SMART, SUSTAINABLE AND QUALITY TOURISM AND THE KEY SECTORS OF THE LOCAL ECONOMY.

Economic sustainability must go beyond the strictly economic and contribute instrumentally to the simultaneous achievement of the other objectives. In this sense, urban planning is key, because it is the discipline that allows multiple perspectives to be integrated into design aspects of towns and cities. These include: accessibility to goods and services, complexity of uses, mobility, safety, quality of life and housing, among many others.

Some of the most important dysfunctions resulting from certain economic activities today have their origins in the lack of coordination between sectoral planning and urban planning. An obvious example is in tourism as a source of local growth and development, and with it, the rise of the collaborative economy, especially in the field of housing. Some municipalities have created Strategic Tourism Plans in response to the enormous ability of the sector to create jobs over a relatively short time in order to generate wealth. Usually lacking from these Plans, however, are the mechanisms that must resolve the dysfunctions that occur between the needs of visitors and those of the residents, the solution to which could lie with the proper coordination between all the sectors that may be relevant to the local economy and territorial and urban planning<sup>1</sup>.

There is unanimous consent that the current strategy for competing between territories must change and be based on information and knowledge. A more sustainable city model will only be possible if the competition strategy is changed; that is, if a city of knowledge model is pursued at the same time. And in this new strategy, it is especially important to rely on those activities that best control the present and most anticipate the future, meaning those that have the most information density and control the most information. The social website, as a space for virtual interaction between citizens, entities and agencies, has to be guaranteed, allowing citizens to access goods and services, information, to exchange knowledge and, with it, to access the debate and decision processes in a transparent and reliable framework. The ICT that will be referred to in strategic goal 9 of this Agenda also have a central role in democratising the city and furthering the collective decision process.

Also essential is the role played by the economic growth of rural areas, especially as a factor for maintaining the population in the territory and, through this growth, to achieve a great territorial balance. Sectors such as organic agriculture and its marketing through the use of the new information and sales techniques represent a firm commitment to the green circular economy. They, along with maintaining agricultural and ranching activity in general, also help to fight against the risk of fire by favouring the presence and recovery of local species, they maintain the local population and have an effect on the rate of generational replacement of these kinds of operations. And in this context, access to telecommunications is as or more important than mere physical transport.

<sup>1</sup> To specifically address these dysfunctions, many municipalities have begun to prepare Diagnoses and Action Plans using the methodology of the National Tourism Office, which seeks to provide a solution to this type of complex problem.

The transition towards a circular economy will require introducing dramatic changes not only in technology, but also in the organisation, in society, in financing methods and in public policies. These changes will affect every value chain, from the design of products to new management models, from the way waste is converted into an asset to the new behaviour patterns of consumers. And in this context, public contracting, as the great management tool that is available to governments to carry out public works and provide goods and services to the public, has to be sustainable and innovative, as demanded by the national law on contracts and the EU's directives on public contracting. This new regulation will be used to develop a method of contracting that is more innovative and respectful of social and environmental demands and that will rely more on public/private collaboration. Awarding tenders to the most economically advantageous bidder, instead of to the lowest bidder, will allow taking into account the entire life cycle of the offer and analysing its feasibility.

Lastly, e-commerce is yielding significant changes in how all types of products and services are purchased and sold, whether through electronic means, social networks or websites. The traditional structure of the neighbourhood store, already hard hit by large department stores, faces yet another difficult challenge from e-commerce, combined with the problems of reconciling work hours and business hours.

As part of this strategic goal, the specific following goal is identified, along with its corresponding lines of action.

## SPECIFIC GOAL

### 7.1. SEEK LOCAL PRODUCTIVITY, JOB CREATION AND THE DYNAMISATION AND DIVERSIFICATION OF ECONOMIC ACTIVITY.

#### LINES OF ACTION

- ✓ Take the steps needed to **coordinate land and urban** management with **sector plans** for economic activities, with specific strategies for small population centres and other centres with declining populations.
- ✓ Promote activities that **diversify the production structure** and create employment opportunities that guarantee quality of life.
- ✓ Advance measures that **take into account the loss of jobs** expected due to the imminent **automation** of many procedures.
- ✓ Promote the **network of intermediate cities as nodes regional activity**.
- ✓ Guarantee the **compatibility of economic activities** with residential areas to create employment and improve production networks and, where applicable, to make urban management tools better able to respond to the actual demand.







- ✓ Promote innovation, the use of new technologies and knowledge to achieve a competitive economic activity and more employment options.
- ✓ Promote access to new **modes of consumption, e-commerce** and leverage the advantages of the **circular economy**.
- ✓ Promote economic activities in rural areas and local production **-farm to table-** to achieve the maximum interconnection between rural and urban areas and to try to limit the transport of food to the maximum extent possible so as to consume fewer resources and promote the most healthy and environmentally friendly seasonal food.
- ✓ Incentivise the primary sector as an economic resource of municipalities with significant agricultural value.
- ✓ Enhance the wealth of **social networks** and create a collaborative structure that is involved in as broad a neighbourhood or urban area as possible.
- ✓ Promote the **social economy**: associationism, employee-owned companies, cooperatives and mutual societies that pursue general interests.
- ✓ Create **areas that appeal** to economic activity and local trade, and set aside spaces for marketing **local products**.
- ✓ Promote and encourage flexible work spaces (**coworking**) in city centres, both because of their ability to attract new entrepreneurs and because they lower the rental price of conventional office space.
- ✓ Create **statistical municipal databases** that allow cities to have a better understanding of local economic dynamics.
- ✓ Create a **data standardisation strategy** that provides real and effective access to information that may be relevant to citizens. This means prioritising data in a homogenous way so they can

be cross-referenced at every level (national, regional and local) in space and time.

- ✓ Ensure correspondence between the provision of **municipal services and local budgets by preparing and tracking** economic sustainability reports.
- ✓ Advance measures that take into account **the foreseeable loss of jobs** due to the fourth industrial revolution, especially those lost due to e-commerce.
- ✓ Promote **work-life balance and equal opportunities** in access to work.

## SPECIFIC GOAL

### 7.2. PROMOTE SMART, SUSTAINABLE AND QUALITY TOURISM AND THE KEY SECTORS OF THE LOCAL ECONOMY.

#### LINES OF ACTION

- ✓ Promote **the implementation of assessments and action plans for smart tourism destinations** so as to improve the sustainability and competitiveness of tourist destinations.
- ✓ Promote **the application of UNE public standards** and recognition systems in the field of tourism quality or aimed at improving the management of tourism, such as **Q for Quality, the SICTED** (Integrated System for Quality Tourism in Destinations) or the **Smart Tourism Destination** sign.
- ✓ Implement **tourism plans** that have an integrated vision that includes long-term actions and which allow local communities to participate effectively.
- ✓ Promote **sustainable urban tourism** that manages visitor flows and the capacity of historic spaces, that avoids the overcrowding effect, is respectful of cultural heritage and strikes a balance between tourism and the well-being of the receiving communities.
- ✓ Regenerate and reconvert **mature tourist destinations** to update them to modern quality standards.
- ✓ Support **local culture, cuisine and products** as internal and useful resources.
- ✓ Develop **tourism marketing plans** that have as their primary goals to attract quality, high profitability tourists to the urban destination they visit, whose cultural level allows them to value the city's heritage.
- ✓ Encourage **out-of-season** tourism by revaluing the resources that promote socio-territorial equity and creating **new product categories** that are able to operate year-round.
- ✓ Promote **ecotourism and rural tourism** as a way to economically and sustainably stimulate declining environments and territorial areas, in order to diversify the demand for activity and economic sectors.
- ✓ Offer **specialised tourism** with activities linked to innovation, creativity and leisure.




The **descriptive data** related to strategic goal #7, “Promoting and encouraging the urban economy”, are as follows:

## STRATEGIC GOAL #7. RELATED DESCRIPTIVE DATA

<b>D.01</b>	Population change	<b>D.06</b>	Population density in urban land	<b>D.08</b>	Housing density
<b>D.ST.05</b>	Land area planned for economic activities	<b>D.19</b>	Density of bus lines and rail modes	<b>D.22</b>	Ageing of the population
<b>D.23</b>	Foreign population	<b>D.24</b>	Dependency rate	<b>D.26</b>	Number of workers
<b>D.27</b>	Number of establishments	<b>D.28</b>	Unemployment rate	<b>D.39</b>	Urban agenda, strategic planning and Smart Cities

The relationships between this strategic goal and the SDGs and the goals of the 2030 Agenda for Sustainable Development and other international projects can be summarised as follows:

SPANISH URBAN AGENDA	17 SDGS: GOALS	NEW INTERNATIONAL URBAN AGENDA	EUROPEAN URBAN AGENDA (PARTNERSHIPS)	EDUSI SPECIFIC GOALS 14–20
<b>7.1.</b> Seek local productivity, job creation and the invigoration and diversification of economic activity	 <b>1.b</b> Regulatory frameworks to eradicate poverty	29; 95; 43; 45; 53; 56; 57; 58; 59; 60; 61	Employment and training in the local economy	S.G.9.8.2. Physical, economic and social regeneration of the urban environment in disadvantaged urban areas through integrated urban strategies
	 <b>2.c</b> Volatility of food prices			
	 <b>5.a</b> Equal rights to access economic resources			
	 <b>8.1</b> Economic growth <b>8.2</b> Diversification, technology and innovation <b>8.3</b> Support small and medium-sized companies <b>8.4</b> Efficient and respectful production and consumption <b>8.6</b> Full employment and decent jobs			
	 <b>9.2</b> Inclusive and sustainable industry <b>9.3</b> Ensure SMEs have access to financial services and value chains			
	 <b>12.6</b> Companies and sustainability reports			
<b>7.2.</b> Promote sustainable and quality tourism and key sectors of the local economy	 <b>8.9</b> Sustainable tourism	60		S.G.6.3.4. Seek to protect, promote and develop the cultural and natural heritage of urban areas, particularly those of tourist interest
	 <b>12.b</b> Sustainable tourism			