

C40 Reinventing Cities

# Masterclass: Accelerating *Zero-Carbon* Urban Transformation

21 June 2023



# Masterclass Agenda

## 01. Reinventing Cities model

Hélène Chartier & Costanza de Stefani  
C40 Cities

## 02. Reykjavik: Reinventing Cities experience

Dagur B. Eggertsson | Mayor of  
Reykjavik

## 03. Oslo: Reinventing Cities experience

Marielle Øverby | Oslo City Real  
Estates Agency

## 04. Importance of public-private collaboration

Margarita Chiclana | CEO Unexum Real  
Estate

## 05. Private owner: Reinventing Cities *San Francisco*

Linda Cordoba | IKEA Network Leader  
Strategic Development & Innovation

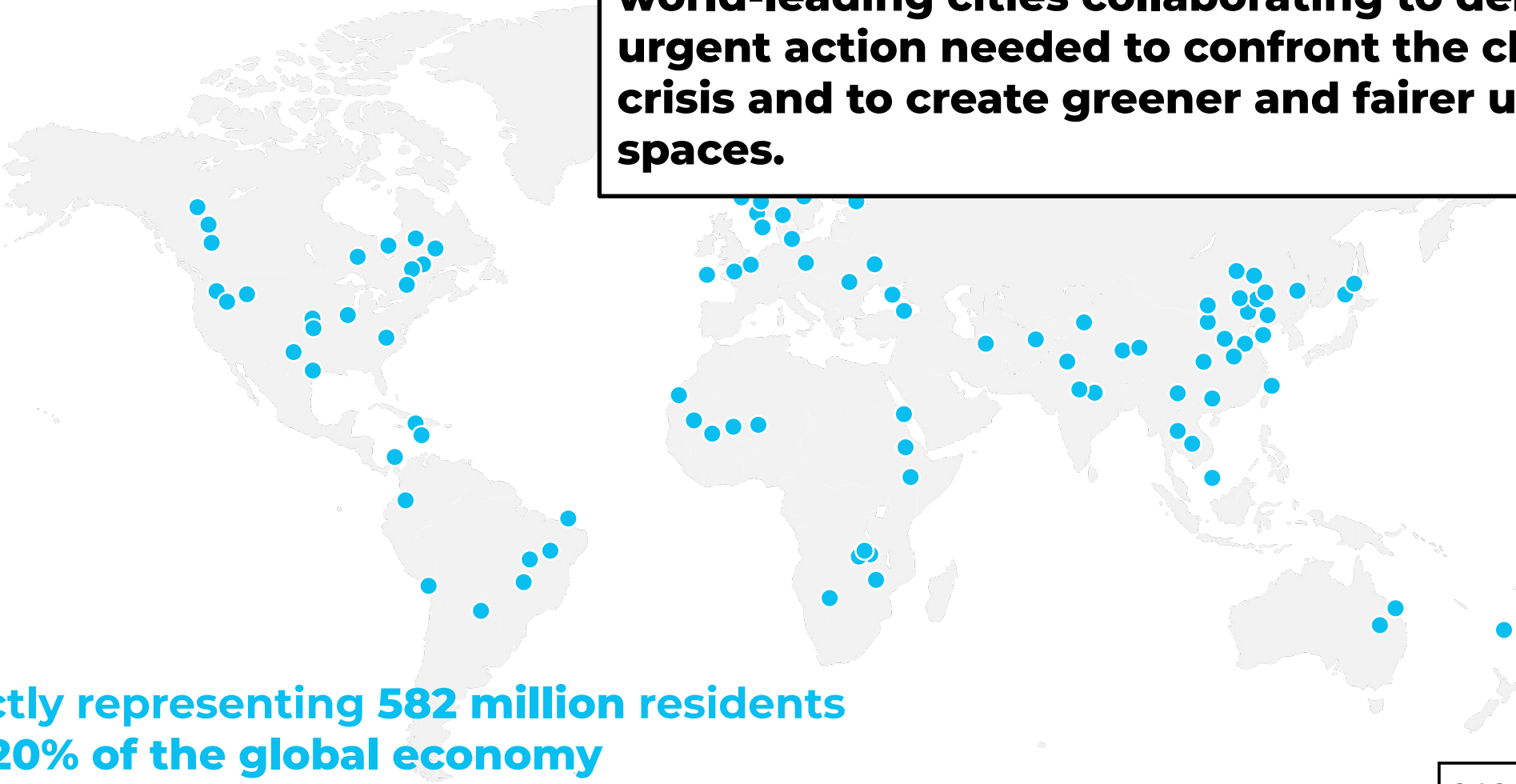
## 06. How can cities join?

C40 Cities

## 07. Discussion + Q&A

# C40 Cities

**C40 is a network of mayors of nearly 100 world-leading cities collaborating to deliver the urgent action needed to confront the climate crisis and to create greener and fairer urban spaces.**



**Directly representing 582 million residents and 20% of the global economy**



# Why do cities and the built environment matter?

**55%**  
of the world's  
population lives in  
cities

Cities consume  
around  
**75%**  
of the world's  
energy

Buildings  
account for  
**50%**  
of cities emissions

Average annual  
energy retrofit  
rates in buildings  
are currently less  
than **1%**

# Cities are where the solutions lie..

- It is urgent to harness a model for **low-carbon and inclusive urban development**
- **Density** plays a key role in creating a green way of living and a better quality of life

**Zero carbon & resilient urban regeneration projects must become the new norm**



# Why Reinventing Cities?

- Global competition to stimulate sustainable development and **innovative solutions to environmental and urban challenges**.
- Create a space where **cities and businesses can collaborate** for zero-carbon urban regeneration.
- **Transform vacant or underutilized sites** into sustainable and community-focused projects.

MKNO, Paris



# How it works



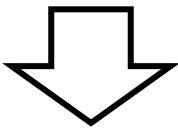
**Cities/partners**  
propose underused sites,  
ready for redevelopment



**C40**  
organises the global call  
for projects

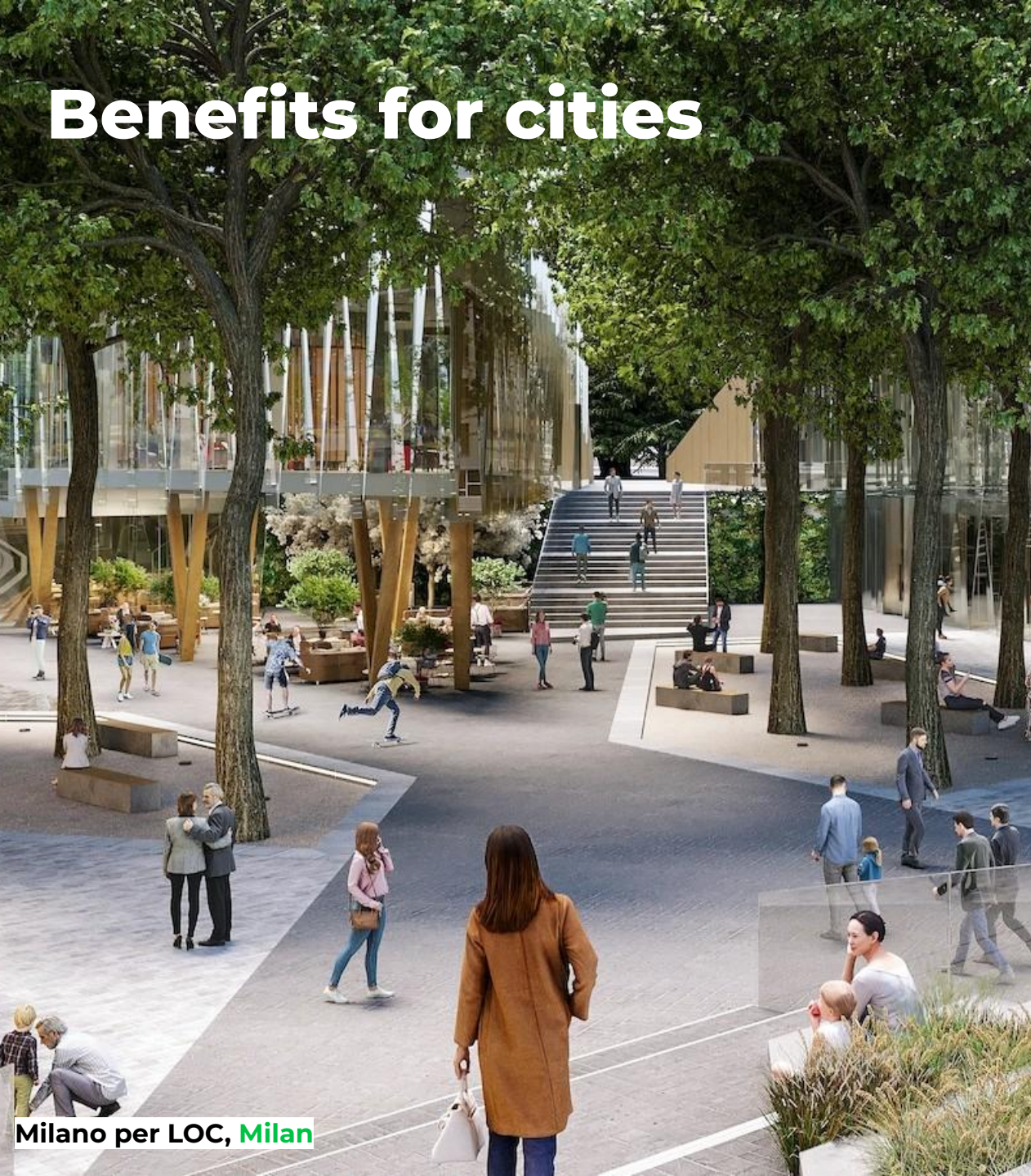


**Creative teams**  
present their best  
proposals to redevelop the  
site



**Low-carbon urban regeneration  
& innovative solutions for a green and just future**

# Benefits for cities



Milano per LOC, Milan

**Create** lighthouse projects that inspire for **wider change**

**Implement & demonstrate** your city's **climate objectives & commitments**

**Provide** international **exposure** to your local urban projects

**Drive** collaboration between **private, public sector & local communities**

**Attract** investment and talent & **foster** innovation



# Overview of the previous editions

# Participating cities

- **19 cities** globally
- **38 projects** currently under development



# Businesses & organizations involved

Reinventing Cities already involved **3500+** businesses & organisations across the world

## Developers / Investors



## Architects / Designers



## Others



# A tool for urban regeneration



**Reactivate empty buildings**



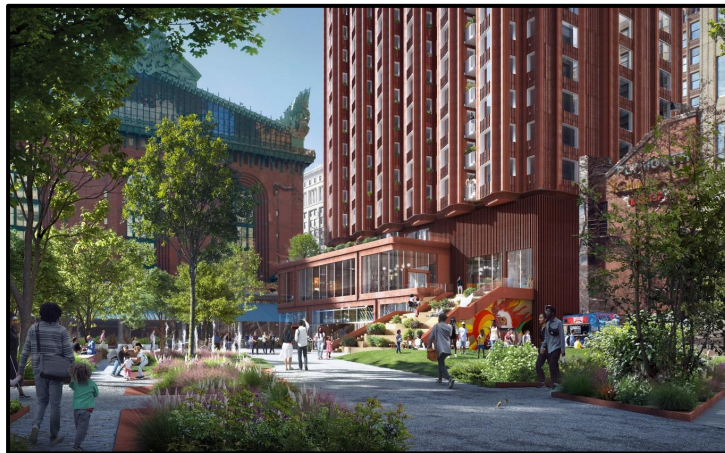
**Foster clean construction**



**Promote green mobility**



**Create green & thriving public spaces**



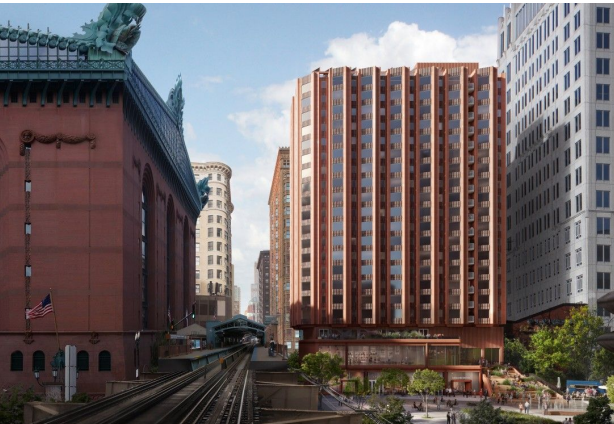
**Develop affordable housing & promote inclusion**



**Generate green services & jobs**

# A catalyst for change

- Mobilize and train the industry
- Develop lighthouse projects that serve as replicable models



**1st zero-carbon high rise building** in Chicago & 100% social housing



**1st zero-carbon neighbourhood project** in Paris



**1st zero-carbon social housing project** in Italy



**Largest urban solar Farm** in the US (built on a landfill)

# Competition process & framework

# Competition Framework

- Common objectives: **10 climate challenges** that the teams are invited to address in the proposal.
- In addition, teams must follow **specific requirements** defined by the city.



High-quality design



Green buildings & energy



Clean construction



Inclusion & community



Low-carbon mobility



Urban nature



Climate resilience



Circular resources



Water management



Sustainable lifestyle

## 10 Climate Challenges

# Criteria

- Relevance of the project to the **specifics of the site**
- **Strategy to minimise carbon emissions** & solutions to address the 10 Climate Challenges
- **Suitability of the team**
- Soundness of the **business model** and **legal/financial agreement**



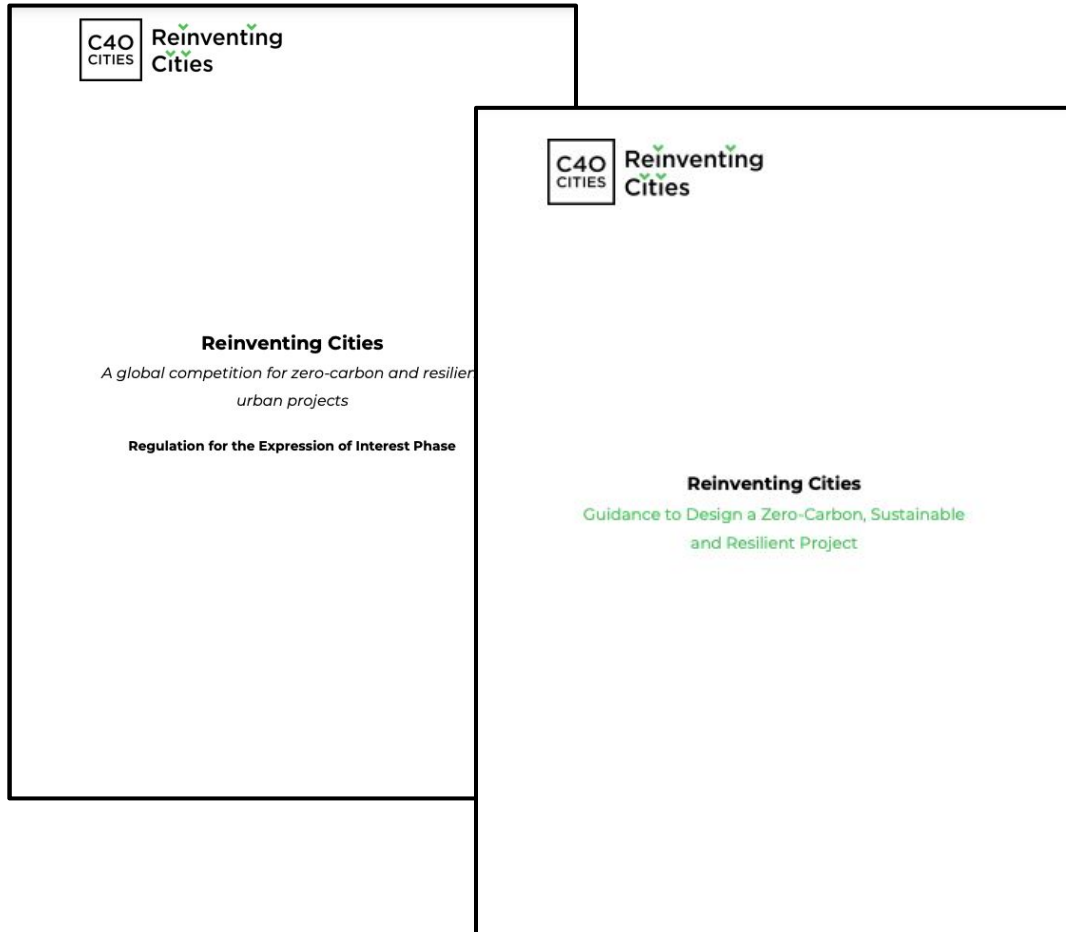
Aria, Milan

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CITIES



# Flexible and Adaptable Model

## Regulations & Guidance



## City-specific Requirements

The screenshot shows a Google Drive folder titled "Phoenix - Resource Innovation Campus". The folder contains two documents:

- Site documentation** (Owner: Priyanka Premal)
- Framework documents of the competition** (Owner: Priyanka Premal)

Below the folder view, there is a detailed document for the Resource Innovation Campus in Phoenix. The document includes the following information:

**Resource Innovation Campus, Phoenix**  
S. 27th Ave & W. Lower Buckeye Rd, Phoenix, AZ 85009

The Resource Innovation Campus (RIC) is approximately 40 acres of land allocated in a strategic area near Phoenix's southern transfer station, material recovery facility, compost facility, and closed landfill site. In 2015, Phoenix City Council approved development of the RIC, a conceptual design was submitted in 2017, and a Master Plan was submitted in 2019, but were never implemented. The site aims to be dedicated to the creation and growth of the circular economy in Phoenix and to help fulfil Phoenix's goal of achieving 50% waste diversion by 2030 and zero waste by 2050. The RIC is envisioned as a hub for attracting manufacturing processes, conversion technologies to transform waste into resources, and serve as a test bed for the creation of valuable public-private partnerships and growth of circular companies. Through this competition, Phoenix is looking for development of up to 20 acres using carbon-neutral, energy efficient, heat-resilient solutions that ensure sustainable water usage and meet federal air quality standards. The RIC is situated just a few miles south of the downtown area/central business district in the Estrella Village (EV) community. EV has been a major industrial, commercial, and agricultural hub for Phoenix over the past 50 years and contains historic neighborhoods in need of regeneration to foster a more thriving environment. The area is also seen as a distressed region of the city (an opportunity zone) situated near other villages with a history of redlining. Furthermore, the RIC connects into the Rio Reimagined Project—a county wide green infrastructure project to spearhead revitalization of public land along the Rio Salado River and promote sustainable, equitable and inclusive commerce and job opportunities.

**Plot Area:**  
Up to 20 acres of land south of Phoenix's downtown area/central business district. The location is approximately 5 miles away from Phoenix City Hall.

**Expected Land Use:**  
Creation of a resource cluster focused on circular economy waste management strategies, including innovative waste reduction and repair initiatives. Expected programming includes space for research and development labs, designated incubation/acceleration space workforce training and development program opportunities, offices and/or workstations, shared collaborative workspaces as well as utility infrastructure, support spaces and designated land use for resource clustering focusing on circular economy and by-product synergies. An open gallery space for displays/education/entertainment purposes, and space for potential inclusion of a public facing café environment can also be included. The overall facility should be designed for flexibility and adaptability, target Petal Certification within the Living Building Challenge program (net zero energy being mandatory), and promote diversity, equity, and inclusion.

**Site Ownership:** City of Phoenix

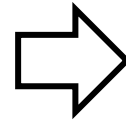
**Type of Property transfer intended:**  
The City intends to do a long-term lease for the site. Terms are open for the teams to propose.

**Deadline for the submission of the Expression of Interest:** Thursday 15 September 2022 11am Phoenix time (UTC-7)

# A two-Phase Competition

## Phase 1

Expression of Interest



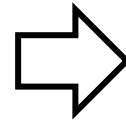
Selection of 3 to 5 finalist teams

Teams are expected to present a “light” proposal:

- **Description of team**
- **Presentation of project & development concept**

## Phase 2

Final Proposal



Selection of 1 winning team per site

- **Detailed project** (including design, uses, environmental performance etc.)
- **Financial offer** to buy/lease the site & **business plan**
- **Monitoring protocol**

# Participating teams

Reinventing Cities aims to encourage **new types of collaboration** between actors to create innovative urban projects.

- **Multidisciplinary teams** including architects, planners, environmental experts, community groups, developers, start-ups etc.
- Include at least an **architect/ planner & environmental expert**
- Have **financial capacity** to implement the project



# Examples of sites to redevelop

**SMALL PLOT**



**NEW DEVELOPMENT AREA**



**CAR PARK**



**FORMER LANDFILL**



**DYSFUNCTIONAL SQUARE**



**INFILL**



**DISUSED FACTORY**



**DISMISSED RAIL YARD**



# The Sites

## Number & typology

- Each city/site owner can propose **1 or more sites**.
- Sites can be **very diverse**: *from existing buildings to brownfields, small plots or large sites.*

## Specifics of the project

In addition to C40's guidance, **each city/site owner defines specific objectives** and expectations for the site's redevelopment.

## Property & Transfer

- The site owner can be the **city itself, but also another entity** that can be both private/public.
- The site owner defines the **type of agreement** to be established with the winning team at the end of the competition.

# Project Implementation

After the competition process, each city/site owner **finalises the agreement** with the winning team, in line with local laws and regulations.

The **winning team** will then implement the project.

The implementation model can be **adjusted** by each city.



# Design competition for public spaces: The Sao Paulo example

Reinventing Cities in Sao Paulo was part of a wider scheme to transform public spaces; comprising **4 key areas and squares** within the city centre.

## DIFFERENT MODEL

- The City of São Paulo will finance the implementation of the winning projects.
- Winning projects are expected to be completed by July 2024.

Winning project, **São Paulo**

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# Reinventing Cities *Reykjavik*

Dagur B. Eggertsson |  
Mayor of Reykjavik



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# Reykjavik participation

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Cities



Participated twice and has offered **4 sites** in the competition

- **Ártún, Malarhöfði**
- **Lágmúli**
- **Sævarhöfða 31**
- **Gufunes Harbour**





# Outcomes

- Participating in the competitions has **challenged and educated** Icelandic and international individuals, architects, urban designers, engineers, other companies and developers in creating a **sustainable, innovative, decarbonized and resilient urban regeneration**.
- At the same time the city has had the opportunity to **offer and redevelop under-utilized sites within the city**, sites that are ready to be transformed for quality urban life.





# Ártún

Winning project: LIFANDI LANDSLAG  
Team representative: UPPHAF / HEILD /  
KLASI / ARNARHVOLL

Living Landscape is a **zero-carbon mixed-use building**, with a positive impact on the environment and sheltering a local ecosystem. Living Landscape will be the largest wooden building in Iceland.

Area plan in development. Contract for plot allocation signed.







# Lágmúli

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Winning project: **THE FABRIC INFO**  
Team representative: **REGINN HF.**

Contributing towards a better, healthier and greener city, FABRIC creates a **hub for health, wellness and sustainable lifestyles**, creating a unique opportunity to showcase a new era in construction and a **beacon of sustainable design** in Reykjavík.

Negotiations with utility provider under way.  
Contract for plot allocation signed.









# Sævarhöfði

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Winning project: **THE CIRCULAR DISTRICT,**  
Vaxtarhús

Team representative: **VSÓ Ráðgjöf ehf.**

**Old silos** will be revitalized and given new life. The district will feature the **first circular building** in Iceland, Vaxtarhús, providing a haven for urban farming and dining.

Negotiations ongoing with winning team.







Reinventing  
Cities





# Gufunes Harbour

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Winning project: **THE PIER**  
Team representative: **Þorpið vistfélag**

Connecting the bridge to the people again, the project confronts the climate crisis and supports **social sustainability**. All **building materials** will be responsibly sourced.

Negotiations ongoing with winning team + framework plan for the larger development area in process.









# Reinventing Cities *Oslo*

**Marielle Øverby |**  
Agency for Real Estate  
and Urban Renewal, City  
of Oslo



# Reinventing Cities Oslo

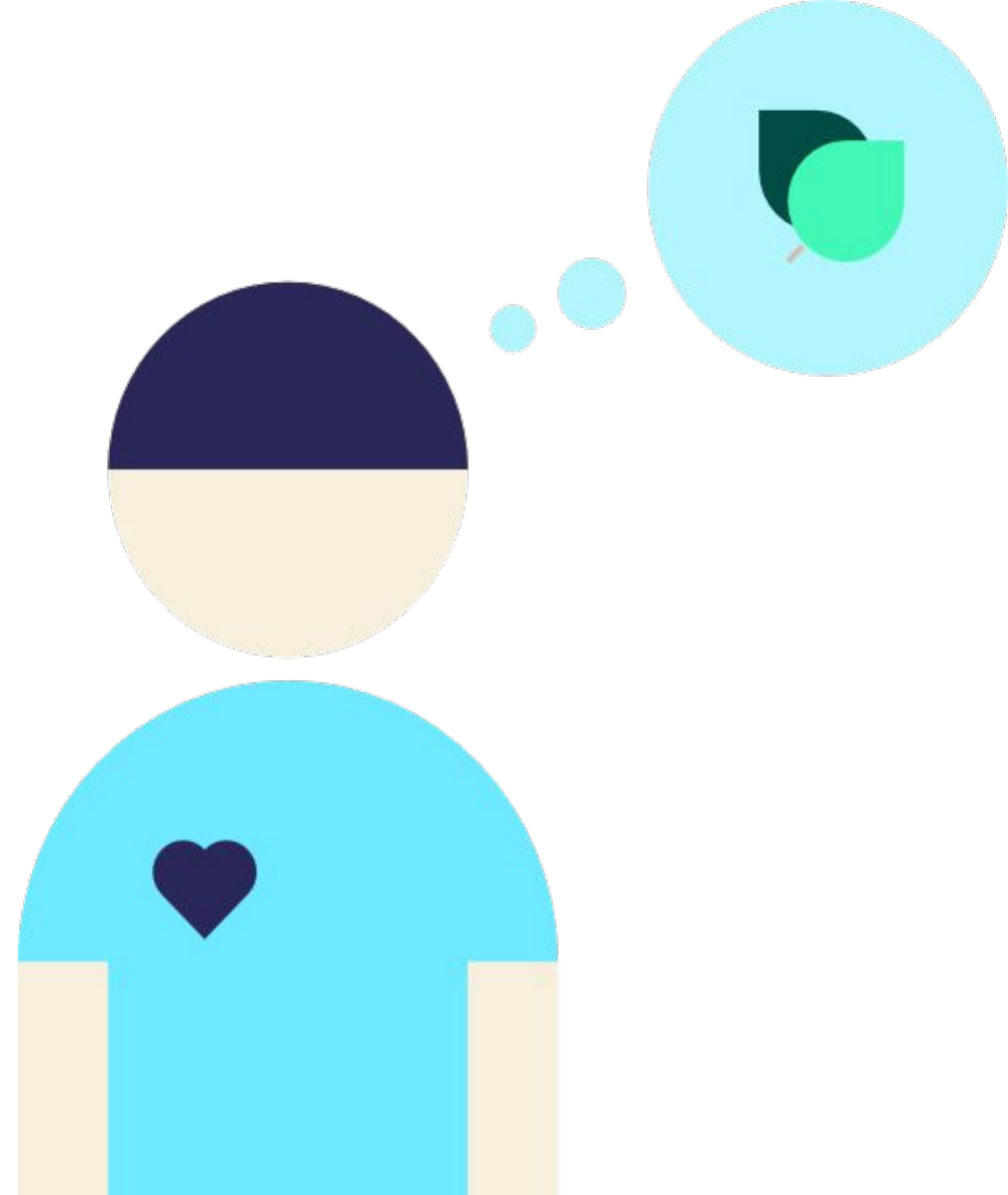
- Ambitious **climate goals**
- Oslo was European Environmental Capital in 2019
- Entered the competition with **two plots**: Furuset and Stovner





# Overall assessment criteria

- **Legal and financial viability**
- **Team composition**
- **Solution to address the 10 challenges:**
  - *Building energy efficiency & clean energy*
  - *Sustainable materials & circular economy*
  - *Green mobility*
  - *Resilience & adaptation*
  - *Green services for the site and the neighbourhood*
  - *Green growth and smart cities*
  - *Sustainable water management*
  - *Biodiversity, urban re-vegetation and agriculture*
  - *Inclusive actions and community benefits*
  - *Innovative architecture and urban design*



# Oslo's site-specific requirements



- Future developers are expected to create:
  - **New attractive urban spaces** with **functions** that can contribute positively to the development of Stovner and Furuset
  - Solutions that **challenge conventional floor plans** with a **higher proportion of common areas**
- Oslo municipality must have the right of first refusal for **10% of the homes for social housing**

# Implementation & Positive response



*Site inspection with bidders*

**Interdisciplinary jury**

**12 contributions in Phase 1**

**6 selected contributions in Phase 2**

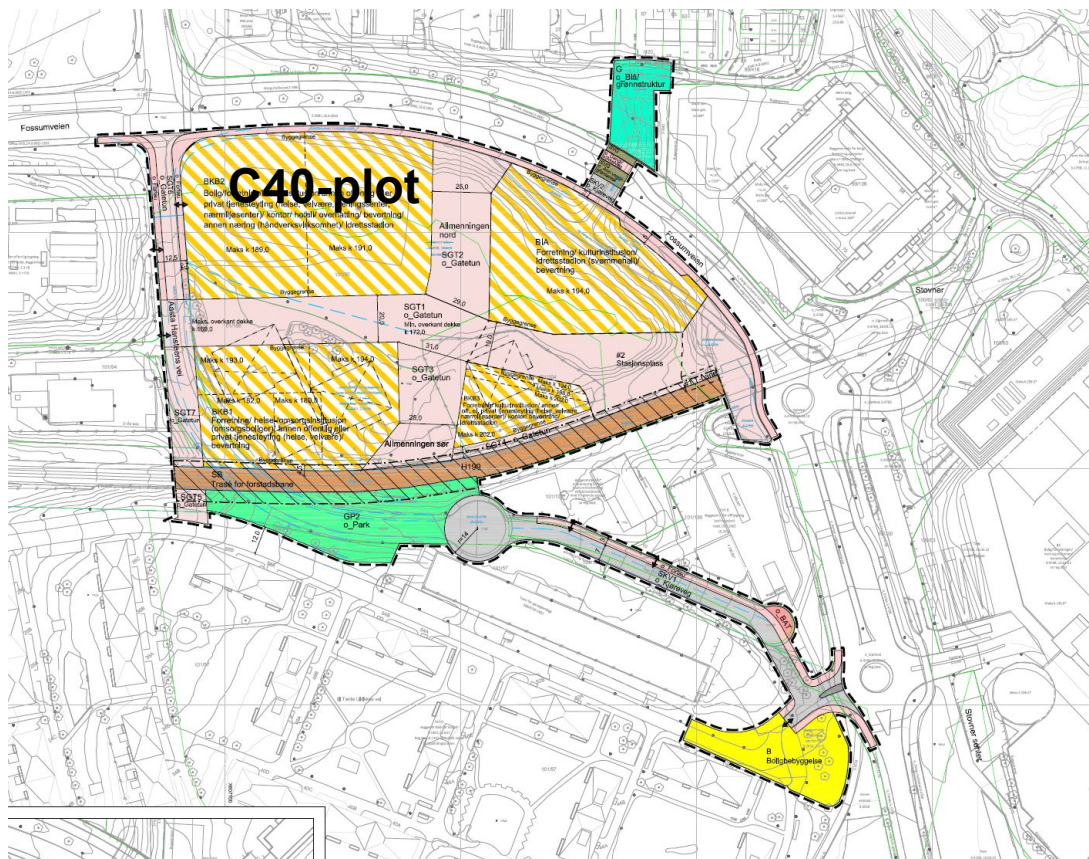
# Bygata - Furuset



# Winning project: The Urban Village



# Fossumdumpa - Stovner



# Winning project: Recipe for Future Living



# Our experiences



- Legal clarifications
  - **State aid**
  - **Adapt the competition** to Norwegian legislation and Oslo sales procedure
- Regulated plot vs. unregulated plot
  - Regulated plot can **limit innovation**
  - Unregulated plot can create uncertainty and a longer sales process, but gives developers greater freedom



# Our experiences

- The **right requirement** for the right area
- **Knowledge sharing** creates innovation
- Municipalities can (and should) **challenge the market** to find new solutions with the aim of ensuring thriving urban environments



Feel free to reach out if you have  
any questions or for further  
discussions!

**Marielle Hattrem Øverby**

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Tlf: + 47 901 22 586

# Importance of public-private collaboration: Campus for Living Cities *Madrid*

**Margarita Chiclana** |  
CEO, Unexum & Lead  
Reinventing Cities winning  
project in Madrid



## LOCATION MADRID-UPM

- Green Campus University is located in Vallecas, a large neighbourhood of Madrid composed of two districts: Puente de Vallecas (population 239,000) and Villa de Vallecas (population 115,000).
- The development is located within the south campus of the Polytechnic University of Madrid.
- The Campus offers a large range of services and facilities for its students, directly accessible from the Green Campus University (sport centres, swimming pools, restaurants, etc.).
- Easy connection to the centre of Madrid through public transport. Metro (L1) and intercity train (C2 & C7) at walking distance (10min).
- Direct access to the M-40 and the A3, some of the main axis of the city offering an easy connection by car to the city centre.
- The Green Campus University is located near the Rey Juan Carlos University Campus of Madrid and to the Infanta Leonor Hospital.

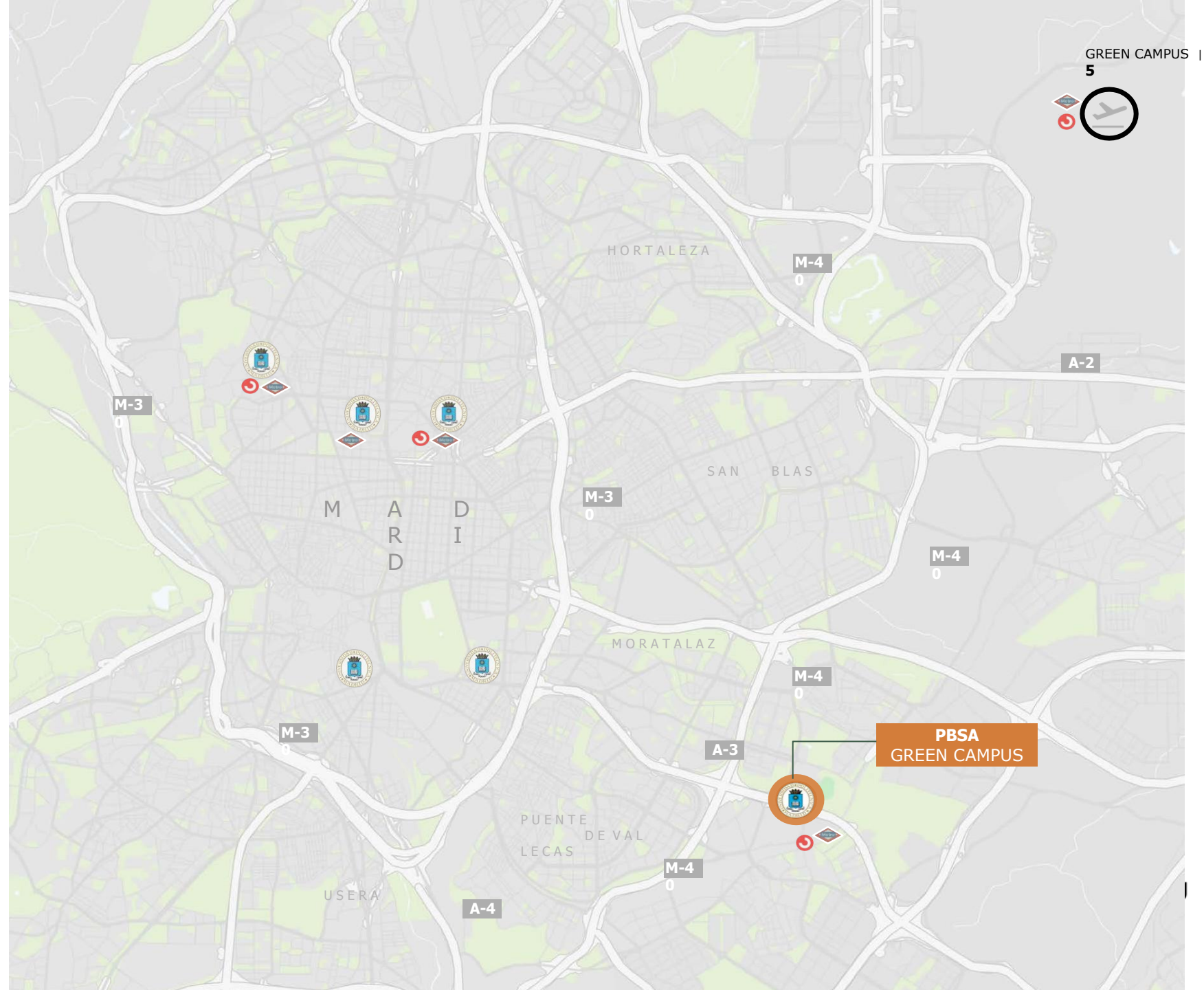
### By Train:

- 10 mins from Atocha
- 15 mins from Nuevos Ministerios
- 40' from Moncloa

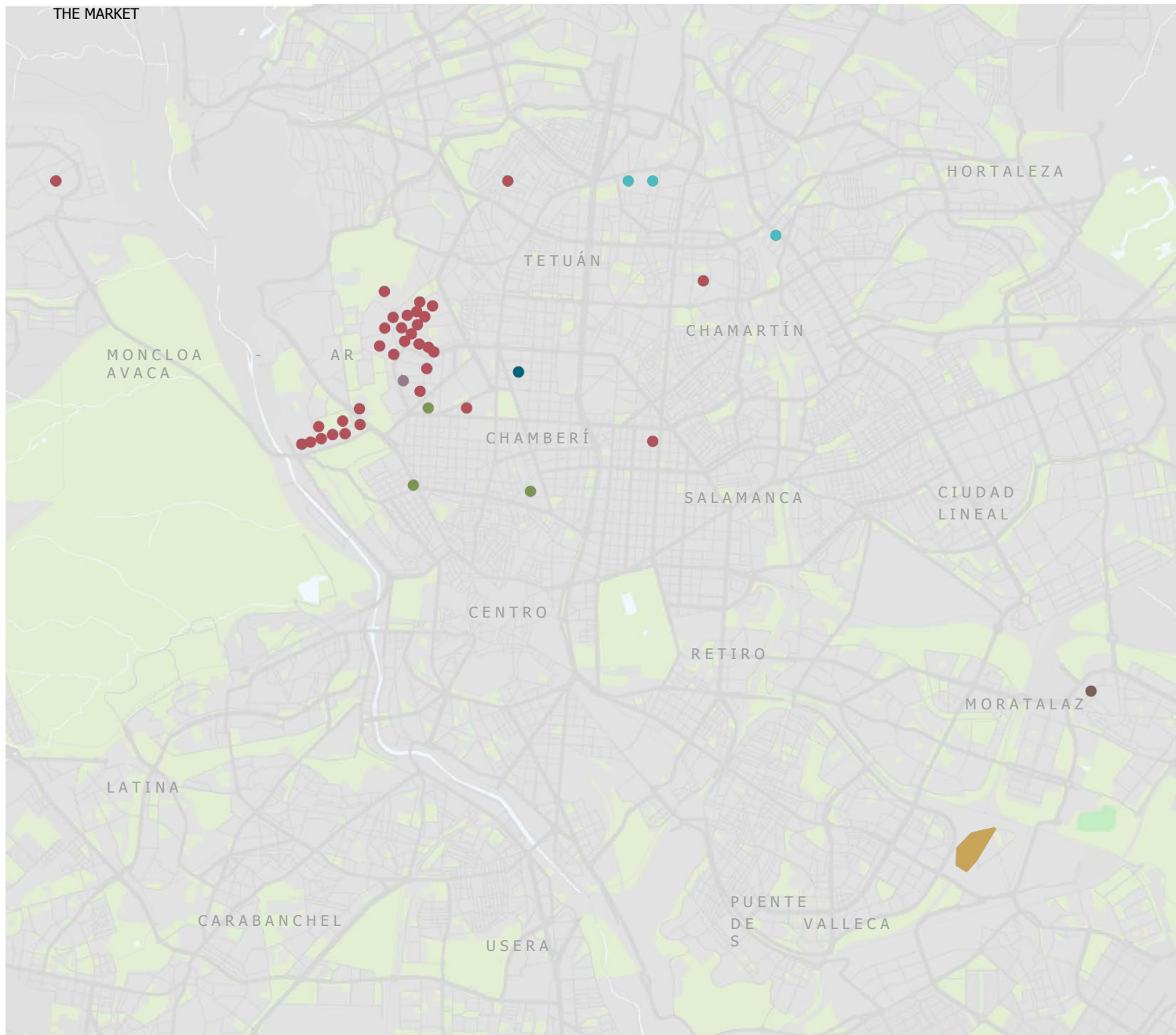


38,500

Students in  
Universidad  
Politécnica Madrid







## STUDENT HOUSING OFFER

Most of the offer for student housing is located in the central districts of the city of Madrid, especially near the Complutense University in Moncloa, as seen below:

- 28 – Moncloa-Aravaca
- 11 – Chamberí
- 1 – Salamanca
- 3 – Chamartín
- 1 - Tetuán
- 1 - Vicálvaro
- 1 - Fuencarral – El Pardo

The South Campus of the Polytechnic University of Madrid would be at the furthest end of the main implantation of residences in Madrid, as seen on the map.

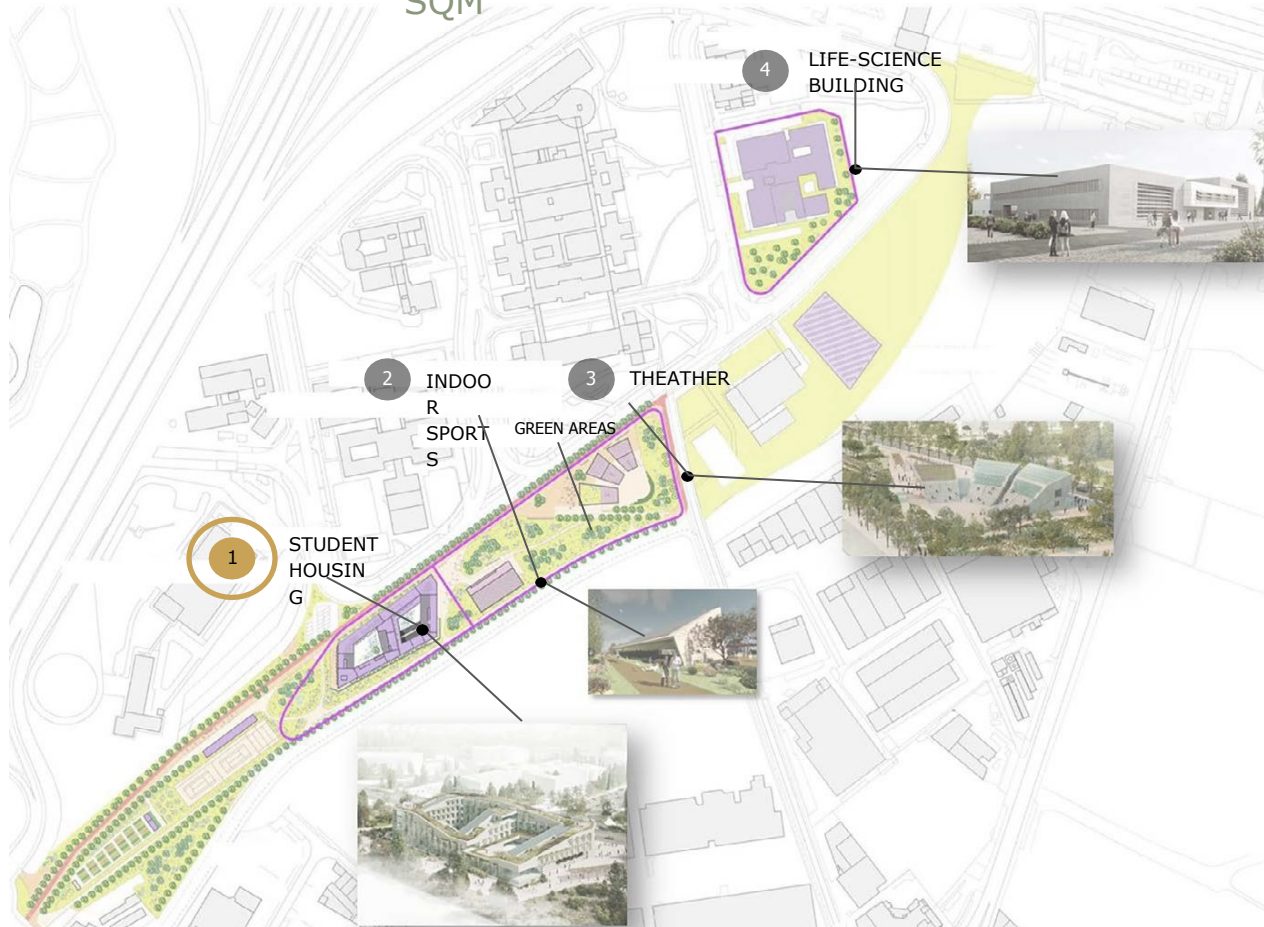
The closest residence to the South Campus of the Polytechnic University being the José Pérez de Varga University Residence forming part of the Madrid Campus of the Rey Juan Carlos University to which it is attached.

- UNIVERSIDAD COMPLUTENSE
- UNIVERSIDAD POLITÉCNICA
- UNIVERSIDAD AUTÓNOMA
- UNIVERSIDAD ANTONIO NEBRIFA
- UNIVERSIDAD SAN PABLO CEU
- UNIVERSIDAD REY JUAN CARLOS
- CAMPUS SUR

## CAMPUS FOR LIVING CITIES PROJECT

TOTAL GBA (above ground)  
**26,450 SQM**

TOTAL GREEN AREAS  
**22.700 SQM**



### 1. STUDENT HOUSING

- Revitalizing focus
- Iconic architecture maximizes passive bioclimatic strategies
- Green roof as a communication and living space
- Example of naturalization to enhance biodiversity

337 BEDS	
GBA (above ground)	9,605 sqm
GBA (basement)	3,731 sqm
Green Area	3,640 sqm

### 2. INDOOR SPORTS

- Area with a significant influx of young people.
- Urban sports: climbing, parkour, skate.
- Collects a request of teachers & students to expand sport offer in the area.

GBA	1,450 sqm
Green area	3,170 sqm

### 3. THEATER

Four buildings in one:

- Commercial area, with restaurants and first necessities "shuttles"
- House of culture for workshops & exhibitions
- Student house
- Terrace roofs as fourth space or plaza for summer concerts, theatre, open-air markets

GBA	2,700 sqm
Green area	7,670 sqm
50% commercial + 50% social	

### LIFE-SCIENCE BUILDING

- IMPACT HUB-Innovation & talent associated with university research
- Living lab prototyping space
- Demo center to visualize solutions
- Start-Up Hub project incubator & accelerator

STAGE 1	
Existing building:	4,480 sqm

STAGE 2	
Extension:	8,200 sqm
TOTAL ARBOLEDA:	12,680 sqm
Green area:	6,145 sqm

# 01

## EXECUTIVE SUMMARY

- ❑ **PBSA of 337 beds** and a total GLA of 9,605 sqm above ground, 3,731 sqm below ground and 3,600 sqm of green areas.
- ❑ The development is located within the **south campus of the Polytechnic University of Madrid**. Well connected to the city centre and to the other campuses of the UPM.
- ❑ Part of an **iconic and rewarded ESG project** called Campus for Living Cities.
- ❑ New concept of ESG Student Housing with the **highest sustainability and social impact** standards. Cross Laminated Timber (CLT) Structure.
- ❑ **Leed Platinum Certification.**
- ❑ **Short term demonstration project for sustainability** of the city of Madrid in the EU community within EIT climate-KIC.
- ❑ **Operated by Yugo-GSA**, a well-established operator with extensive international experience.
- ❑ **Developed by Unexum**, project team composed of Ambitare, Cundall, Hollis and SEO Birdlife.
  
- ❑ **Leasehold for 60 years**, with possibility of renewal for the owners at the end of this period.
- ❑ First student housing "Green Campus University" development, part of a **pipeline in Spain and LATAM.**
- ❑ Madrid is home to over **320,000 students** spread across over 16 public and private universities





# 02

## CLC PROJECT

**> Standards. Promote decarbonisation:**

**MADRID DEEP DEMO.**

EIT Climate KIC (European Commission) – Ayuntamiento de Madrid  
 Test bench for Madrid's transition to a regulatory model that mitigates the climate emergency.



WINNING PROJECT OF THE “REINVENTING CITIES 2019” INTERNATIONAL COMPETITION LAUNCHED BY C40 CITIES IN MADRID FOR THE AREA LOCATED ON THE SOUTH CAMPUS OF THE POLYTECHNIC UNIVERSITY OF MADRID, UPM.

- C40 Cities and Madrid City Councils created this global competition to stimulate sustainable development and reward innovative solutions to the environmental and urban challenges caused by climate change.
- The CLC project includes the development on campus of a student housing of 337 beds, the refurbishment of a life-sciences building, and the development of a commercial area and indoor-sports building encompassed in a green corridor.
- Considered an “opportunity area” within the Strategic Plan for the Urban Regeneration of Madrid due to its potential to improve the urban structure of the Vallecas district.
- The CLC project has been integrated into the European Deep Demonstration initiative, led by the EIT Climate-KIC, as a carbon-free development prototype in the short term.



# 03

## STUDENT HOUSING



### NET ZERO

#### CARBON

##### LOW CARBON MATERIALS

- Timber CLT structure
- Lightweight wooden insulated panels
- Recycled components

##### NZEB

- Maximised building orientation
- Thermal envelope & solar radiation control
- Ground -source heat pump
- Thermal Labyrinth, heat recovery
- Photovoltaic

##### SUSTAINABLE DESIGN

- Sustainable water use
- Biodiversity integration
- Low carbon mobility
- Total monitoring
- Micro-habitats / nests for local and migratory birds

33

8

BEDS  
Rooms  
233

2

INDIVIDUAL  
ROOMS

81

STUDIOS

10

STUDIO PLUS  
ROOMS

210

TWODIOS

8

DDA  
ROOMS

9,605

SQM  
GBA

3,731<sub>s</sub>

QM  
GBA  
BASEMENT





## URBAN PARAMETER S

Students Residence is located in the Block 1 plot of the Special Plan AOE.00.10 Vallecas Polytechnic

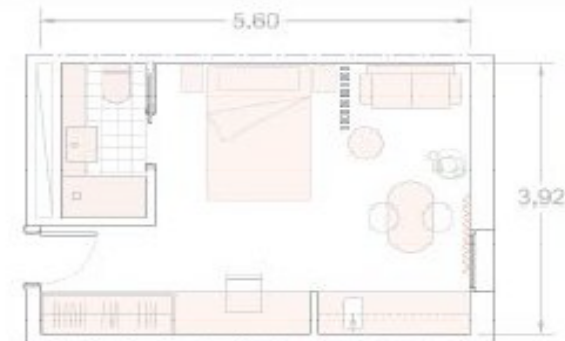
Madrid City Council is currently updating this Special Plan with the aim of improving functionality of the South Campus incorporating the winning proposal of Reinventing Cities, to turn the development of the area into a milestone of decarbonisation challenge aligned with the SDGs and the 2030 Agenda.

New plan: Special Plan for the improvement of Public Networks Block 1 And Plot 2.2 AOE.00.10 Vallecas Polytechnic. July 2022.

Main urban parameters for the residence plot in the new plan:

<b>Plot</b>	1A residence
<b>Plot area</b>	7.943 sqm
<b>Use</b>	Dotational teaching grade
<b>qualification</b>	4 50%
<b>Occupancy</b>	1.25 9.928,75 sqm
<b>Buildability</b>	5P 23m
<b>Max. height</b>	

## ROOM FEATURES



**29** INDIVIDUAL ROOMS  
12 SQM  
€900

- Bed: individual bed 105cm, possibility of bed at height
- Wardrobe: 100-120 cm
- Desk: Shelves, pinboard and chest of drawers.
- Kitchenette: Sink, microwave, small fridge, storage and recycling bin

**67** STUDIO ROOM  
14-16 SQM  
€950

- Bed: individual bed 105cm
- wardrobe: 120-150 cm
- Desk: Shelves, pinboard and chest of drawers
- Kitchenette: Sink, microwave, small fridge, storage and recycling bin
- Living room: sofa- table & stools, TV cabinet, smart TV

**92** STUDIO PLUS ROOMS  
22 SQM  
€1,000

- Bed: double bed 135 cm
- wardrobe: >150 cm
- Desk: Shelves, pinboard and chest of drawers
- Kitchenette: Sink, microwave, small fridge, storage and recycling bin
- Living room: sofa, table, chairs, TV cabinet, smart TV





106

- |       |      |
|-------|------|
| TWODI | 23   |
| O     | SQM  |
| ROOM  | €750 |
- 2 BedS: 2 individual bed 105cm
  - wardrobe: 100cm x 2
  - Desk: Shelves, pinboard and chest of drawers x 2
  - Kitchenette: Sink, microwave, small fridge, storage and recycling bin
  - Living room: table & stools



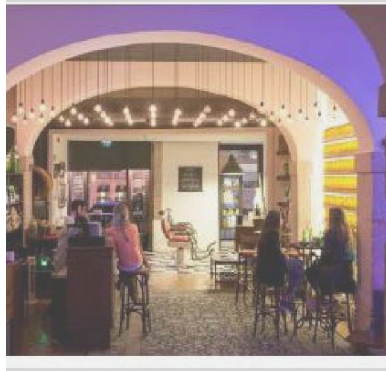
11

- |           |     |
|-----------|-----|
| DDA       | 18  |
| COMPLIANT | SQM |
- ROOMS
- Bed: individual bed 105cm
  - Desk: Shelves, pinboard and chest of drawers
  - Kitchenette: Sink, microwave, small fridge, storage and recycling bin



## AMENITIES

**"The souk":** Cafeteria/  
Coffee corner, book store,  
barber shop, Street food,  
photocall/instagram space



**Festival on the roof:** outdoor  
terrace spaces, gardens, summer  
cinema, yoga



### Outdoor patios:

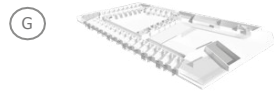
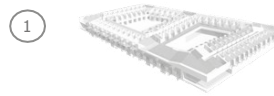
**Multi- purpose spaces (sport Area):** wellness Area,  
resistance training, machine area

**Multi- purpose spaces (flexible area):** living  
room/ relax area, cafeteria-coffee corner, tribune,  
music room, cinema room, reading room-study room

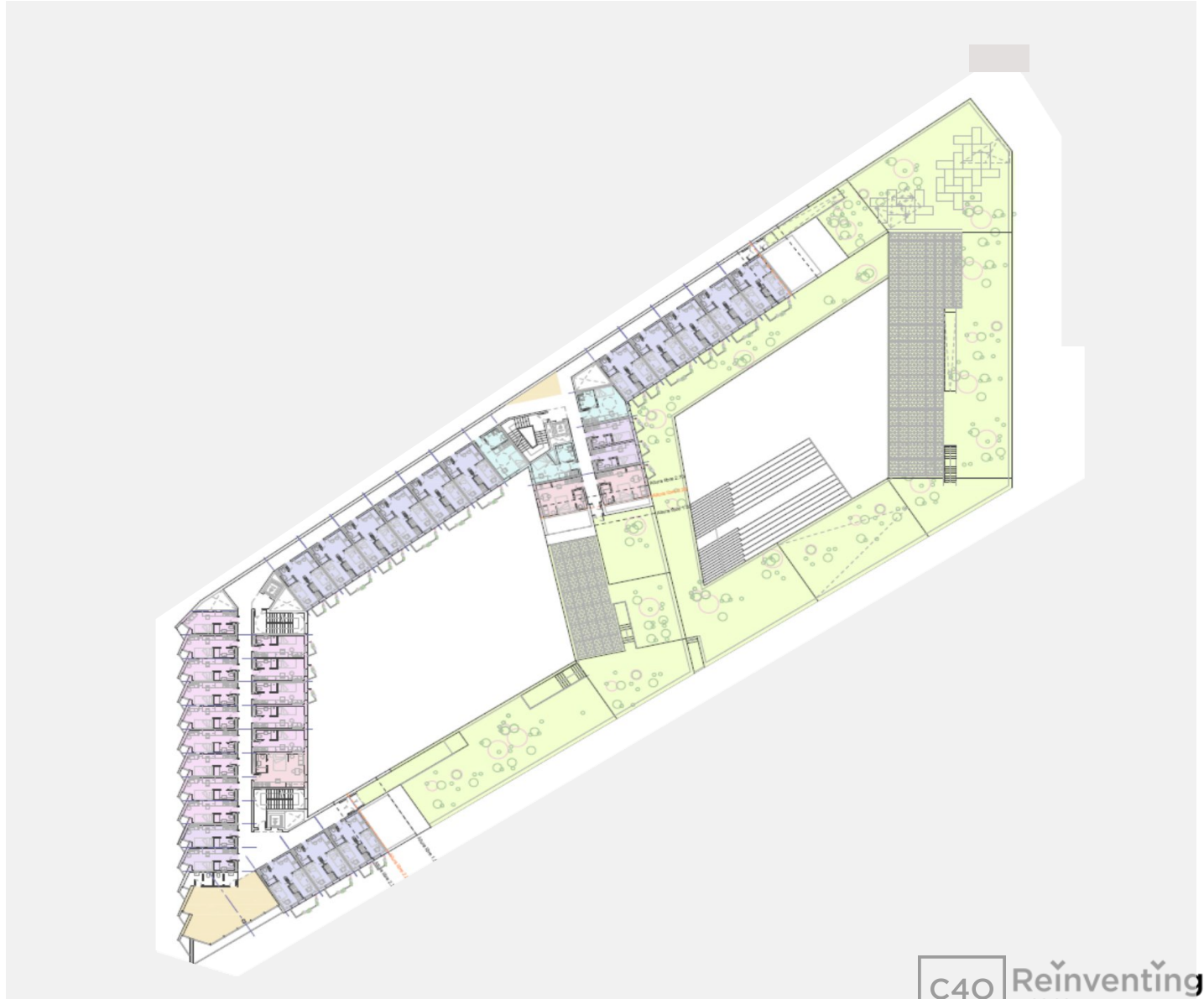


**FOURTH  
FLOOR**

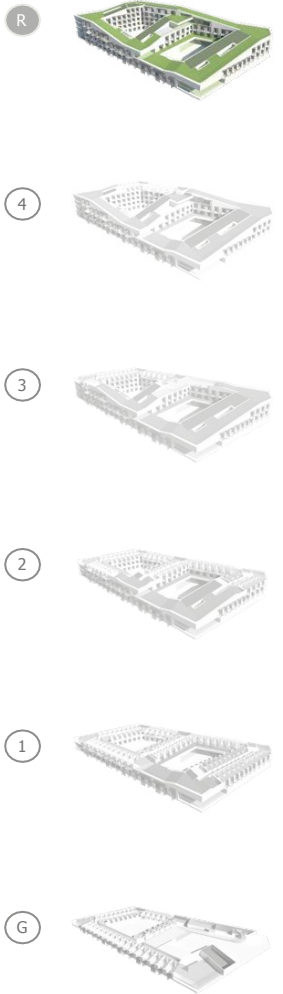
- 20 BEDS
- 5 studios
- 2 studio plus
- 6 twodios
- 1 DDA
- Gross building area: 643 sqm



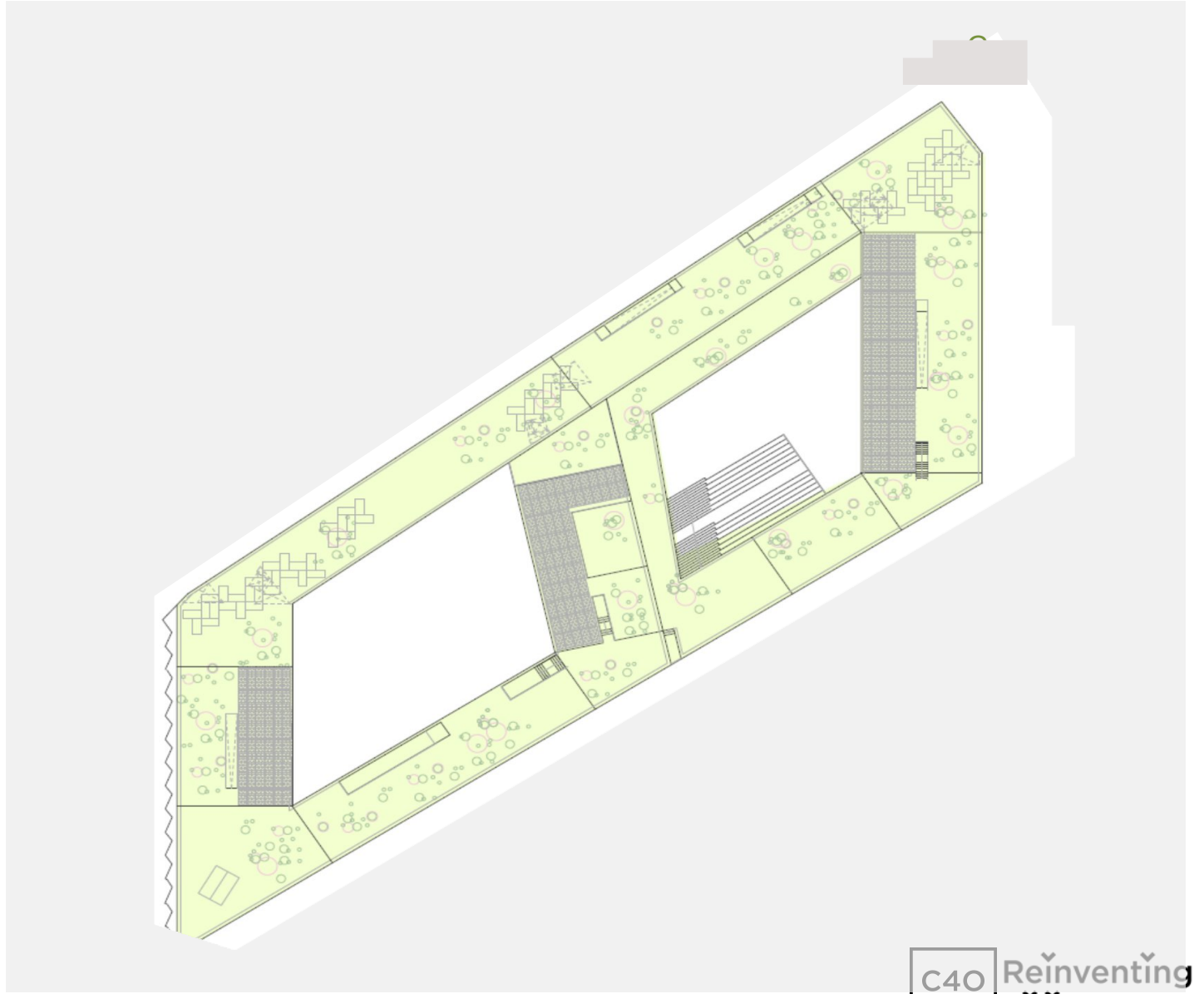
- INDIVIDUAL STUDIO ROOM
- STUDIO PLUS ROOM
- TWODIOS
- DDA
- RECEPTION /STAFF / ADMINISTRATION / MEETING ROOM / BACK OFFICE
- CAFETERIA / DINING ROOM /
- COWORKING KITCHEN / DINNING ROOM
- STUDY COMMON LIVING ROOM/RELAX AREA
- GYM OR ZZCC



ROOF FLOOR



- INDIVIDUAL STUDIO ROOM
- STUDIO PLUS ROOM
- TWODIOS
- DDA
- DDA
  
- RECEPTION /STAFF / ADMINISTRATION / MEETING ROOM / BACK OFFICE
- CAFETERIA / DINING ROOM /
- COWORKING KITCHEN / DINNING ROOM
- SYRDOMOM LIVING ROOM/RELAX AREA
- GYM OR ZZCC

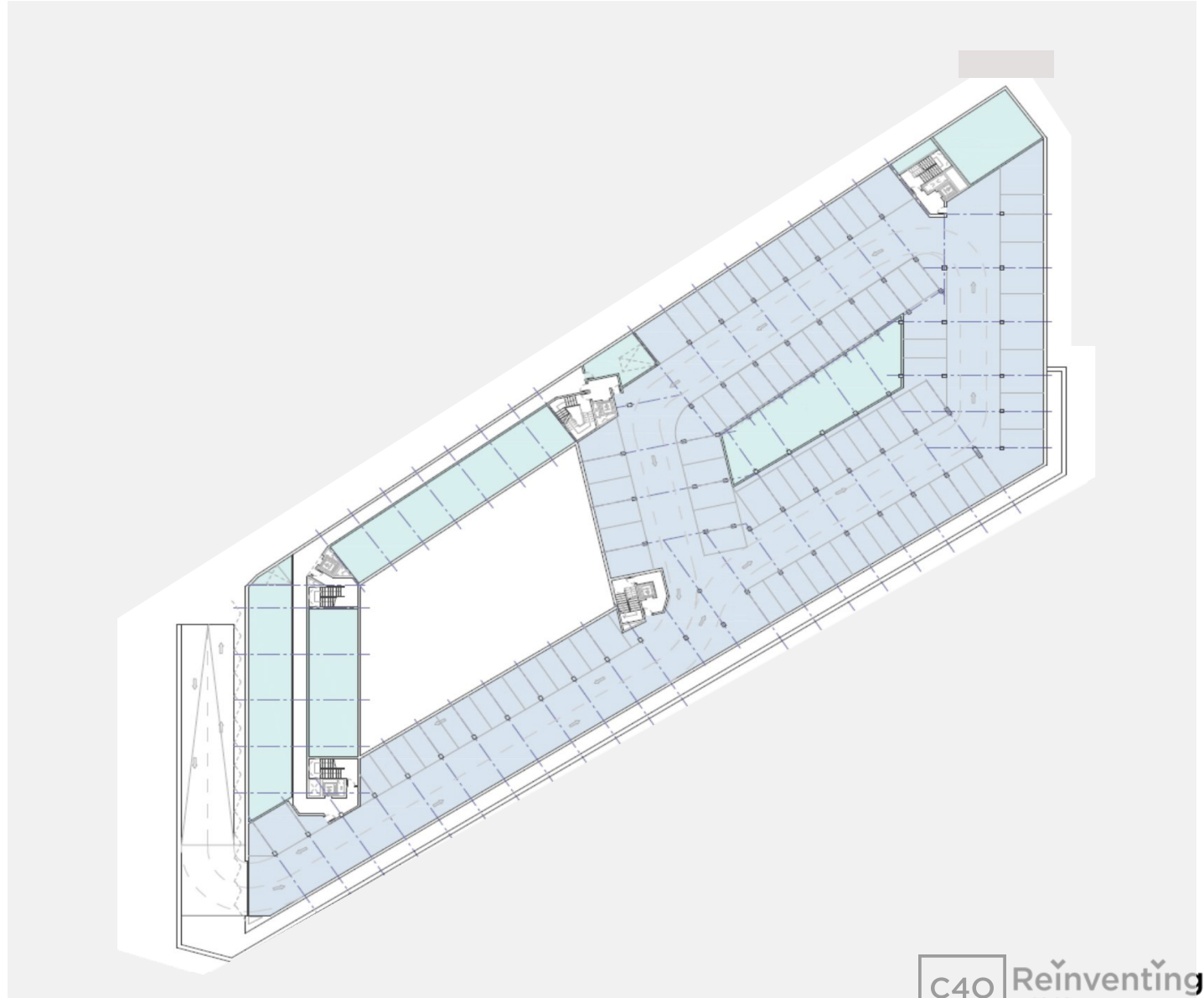
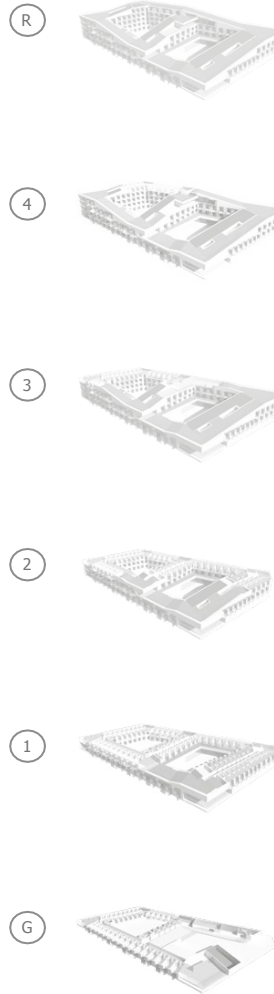




**BASEMEN**

- 90 PARKING SPACES
- Bicycle & one-person vehicle spaces
- Recharging points
- Gross building area: 3,731 sqm

- INDIVIDUAL STUDIO ROOM
- STUDIO PLUS ROOM
- TWODIOS
- DDA
- DDA
- RECEPTION /STAFF / ADMINISTRATION / MEETING ROOM / BACK OFFICE
- CAFETERIA / DINING ROOM /
- COWORKING KITCHEN / DINNING ROOM
- STUDENT COMMON LIVING ROOM/RELAX AREA
- GYM OR ZZCC





## GROSS BUILDING AREAS

STUDENT HOUSING TOTAL	-1	0	1	2	3	4	5	TOTAL A/G
<b>Residential</b>								
sqm GBA	-	1,129	1,616	1,311	840	325	-	5,222
sqm utiles	-	-	-	-	-	-	-	-
<b>n° Bedrooms</b>								
individuals		49	71	59	38	14	-	231
studios		4	12	11	2	0	-	29
studio plus		17	20	18	16	5	-	76
studio plus		1	1	2	3	2	-	9
twodios		26	35	25	14	6	-	106
ACC		1	3	3	3	1	-	11
								-
<b>n° Beds</b>		75	106	84	52	20	-	337
<b>Common areas</b>								
sqm GBA	-	764	182	130	76	43	-	1,195
<b>Communication, stairs, etc.</b>								
sqm GBA	295	811	596	507	329	190	-	2,433
<b>Technical facilities</b>								
sqm GBA	804	170	74	63	38	28	-	372
<b>Under roof H&gt;2.2 to 1.5</b>								
sqm GBA			151	108	66	57	-	382
<b>Parkings</b>								
sqm GBA	2,631	-	-	-	-	-	-	-
Parking units	90	-	-	-	-	-	-	-
<b>green roofs, patios</b>								
sqm GBA	-	1,429	453	863	779	695	640	4,858
<b>Total GBA</b>	<b>3,731</b>	<b>2,874</b>	<b>2,619</b>	<b>2,120</b>	<b>1,348</b>	<b>643</b>	<b>-</b>	<b>9,605</b>

# 04

## THE TEAM

### PROJECT TEAM



Architecture practice that offers high quality, sustainable and innovative solutions that contribute to improve living conditions and to generate added value to society. AMBITARE is highly committed to the environmental sustainability of its projects, from the early stages of design we seek the optimal integration with its surroundings, minimal impact and maximum efficiency in the management of resources.

Architecture and Project Coordinator: Brezo Martos

Architecture and Sustainability Coordinator: Daniel Otero

### HOLLIS

Hollis is an international, independent real estate consultant with all the necessary expertise in-house to help get the best from real estate. With a multi-skilled team of surveyors, engineers, technical specialists, consultants and project managers, Hollis works across a wide spectrum of sectors (from leisure, to industrial to retail) and at every point in the real estate lifecycle.

Project Management & Quantity Surveyor: John Watson, Cris Gasco

### THE DEVELOPER

UNEXUM LTD is a Real Estate Company focused on Investment Management, Development Management and Asset Management. Executes value-added Real Estate investment strategies, combining local market knowledge and operational expertise to create value and meet clients' investment goals.

Team Leader: Margarita Chiclana



25 YEARS experience

€1.5 BN of property managed in Spain, Portugal and Italy

250,000 SQM developed - Housing, Offices, "Dotacional" (facility areas) and Retail

### CUNDALL

Cundall is an international multidisciplinary engineering consultancy operating from 21 offices around the world. With sustainability at the heart of all our operations, our engineering team provides innovative and sustainable design solutions that span the entire project lifecycle.

LEED, BREEAM, Green Star or WELL certification tools.

Engineer and Sustainability: Jose Castilla



SEO/BirdLife, the Spanish Ornithological Society, is the oldest environmental NGO in Spain. Founded in 1954, its mission has remained the same ever since: with birds as our banner, we want to conserve biodiversity with the participation and involvement of society.

It is a non-profit organisation, declared of public utility, with more than 14,000 members. Its work is centred on three basic pillars: science, conservation and awareness.

Biodiversity: Luis Martinez



### OPERATOR



GSA (Global Student Accommodation)- YUGO

The Global Students Accommodation family is an international group specialised in the management of student residences with more than 26 years of experience. With proactive and upfront character, brings new energy and level of service to the student accommodation sector.

Business Development Director: Christopher Holloway MIO

#### IN SPAIN

9 ASSETS  
CITIES

5

3,092 BEDS UM

#### WORLDWIDE

40,362 BEDS  
UM

69  
CITIES

9  
COUNTRIES



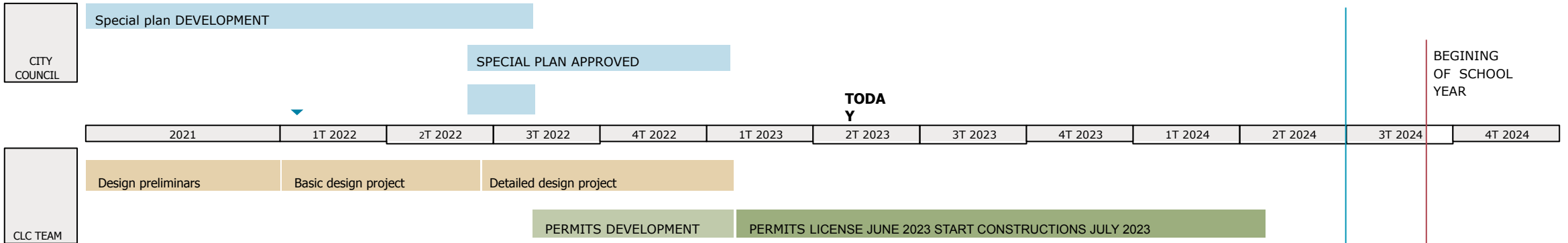
108  
Reinventing  
Cities

# 05

## TIMELINE

The execution of the necessary projects will be organized in such a way that the license approval process is optimized and the urban parameters modified by the new Special Plan can be incorporated without causing a delay in the start of the works.

Timeline for construction with timber CLT structure.



THE GREEN CAMPUS UNIVERSITY  
WILL BE POSITIONED AS AN ESG AND  
SUSTAINABILITY REFERENCE IN SPAIN

# SUSTAINABLE DESIGN

The Green Campus University, as part of the CLC, is an innovative and ESG leading project in real estate, not only in Spain but also in an international perspective. It is part of the C40 Reinventing Cities Project, which aims at achieving the highest sustainability standards required today.

Furthermore, it is the Sustainability Demonstrator Project of the Madrid City Council in the European Community within EIT Climate-KIC.

The challenges of this project are a net zero carbon, nearly zero energy, water sustainability, low carbon mobility, urban re-vegetation and biodiversity, digital twin, social benefits and ecological services.



# 08

## SUSTAINABLE DESIGN

### NET ZERO CARBON BUILDING

#### Sustainable construction materials

- Cross Laminated Timber (CLT) Structure
- Reinforced Concrete with Recycled Components in Basement and Foundations
- Lightweight Wooden Insulated Panels + EIFS Façades

KLH has pioneered the manufacture of cross-laminated timber (CLT). It operates internationally which is why our large-format KLH® solid timber boards are used all across the globe as wall, ceiling and roof elements in structural timber construction. The sensitive handling of environmental and energy issues has increasingly moved the use of wood as a renewable construction material into the foreground of modern, ecological building culture. And for sound reasons: Timber is naturally carbon-neutral and energy-efficient in every respect.



### LIFE CYCLE ASSESSMENT

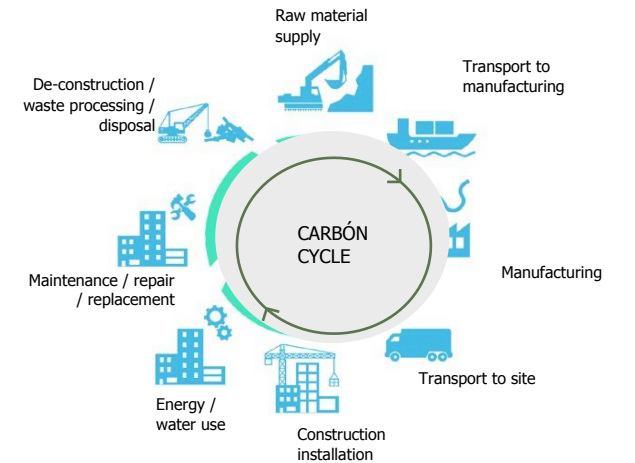


**NET ZERO CARBON BUILDING**  
**-90%** <sup>2</sup>  
**EMISSIONS REDUCTION**

**PRODUCT STAGE**  
**50%**  
 CO<sub>2</sub> footprint reduction.

**USE STAGE**  
**83%**  
 CO<sub>2</sub> footprint reduction.

**END OF LIFE STAGE**  
**11%**  
 CO<sub>2</sub> footprint reduction.





ESG



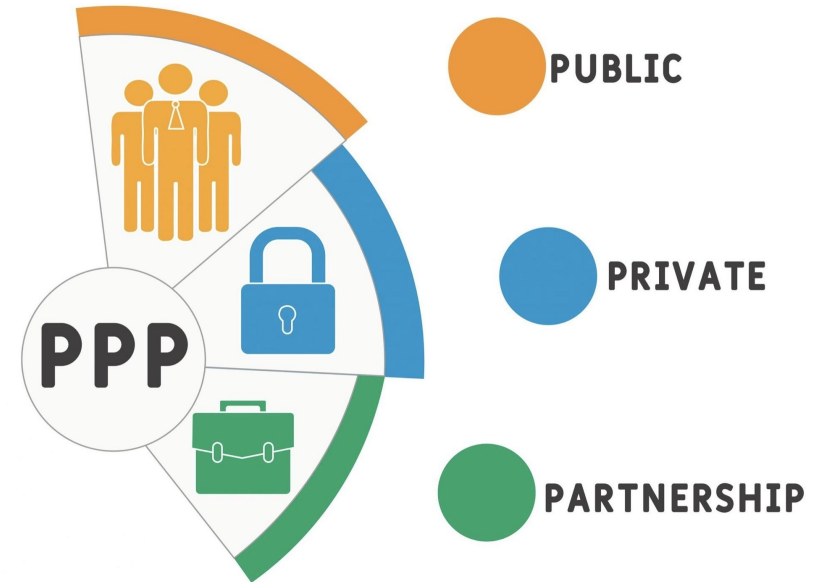
Environment



Social



Governance









**You are invited: Public Debates |  
 Cities: Affordable Housing -  
 Wednesday 16 November 6:30 p.m.**

Norman Foster Foundation November 2022

**Cities: Affordable Housing Public Debates**

**Norman Foster Foundation**  
 Cities: Affordable Housing  
 Public Debates

**Public Debates**  
 16<sup>th</sup> November 2022  
 6:30 p.m. - 8:00 p.m.  
 Venue Address  
 Fundación Francisco Giner de los Rios  
 Paseo del General Martínez Campos 14  
 28010, Madrid, Spain

According to Mentor Stuart Smith, by 2030, UN-Habitat estimates that 3 billion people, about 40 percent of the world's population, will need access to adequate housing. The importance of decent housing to health, education, access to basic services, economic opportunity, safety and business is well understood. However, a shortage of decent, affordable housing remains a global problem that impacts upon both developed and developing economies.

The first edition of the Norman Foster Foundation's Public Debates on Cities: Affordable Housing, taking place Wednesday 16 November 2022 with the support of the Holcim Foundation for Sustainable Construction, will tackle the challenges and potential solutions to provide affordable housing in cities of different contexts globally.

With a five-minute keynote and debate between the following experts:

**Peter van Assche**, Founding Principal, bureau SJA, Amsterdam, the Netherlands; Chairman, Committee for Architectural Review and Monuments, Utrecht, the Netherlands

**Tatiana Bilbao**, Principal, Tatiana Bilbao Estudio, Ciudad de Mexico, Mexico

**Jonathan Ledgard**, Founder, Rossums Studio, Lausanne, Switzerland; Director, Afrotech Future Africa Initiative (Afrotech-EPELL), Ecole Polytechnique Fédérale de Lausanne (EPFL), Lausanne, Switzerland

**Stuart Smith**, Director, Arup Germany, Berlin, Germany

**Maria Vassilakou**, Former Vice Mayor, Vienna, Austria

## Maria Vassilakou



CEO of Vassilakou Urban Consulting | Former Deputy Mayor City of Vienna | EU Mission Board Member 100 climate-neutral Cities by 2030 | Austria

Maria Vassilakou was the first green vice mayor of Vienna and city councillor for urban development, traffic, climate protection, energy planning, and citizen participation. She strongly advocates sustainable urban development and gentle mobility. During her 10 years as vice mayor, Maria successfully implemented a vast transformation agenda. Now, Vienna has one of the most affordable pricing policies for public transportation amongst all European cities. Having left city politics, Maria established Vassilakou Urban Consulting GmbH, where she focusses on urban transformation strategies and transition management. She draws from and shares her experience, know-how, and best practices from Vienna with cities across the globe. Since 2019, Maria has served as a member in the experts board which advised the European Commission on the design and implementation of the European Mission for "100 climate-neutral Cities by 2030".

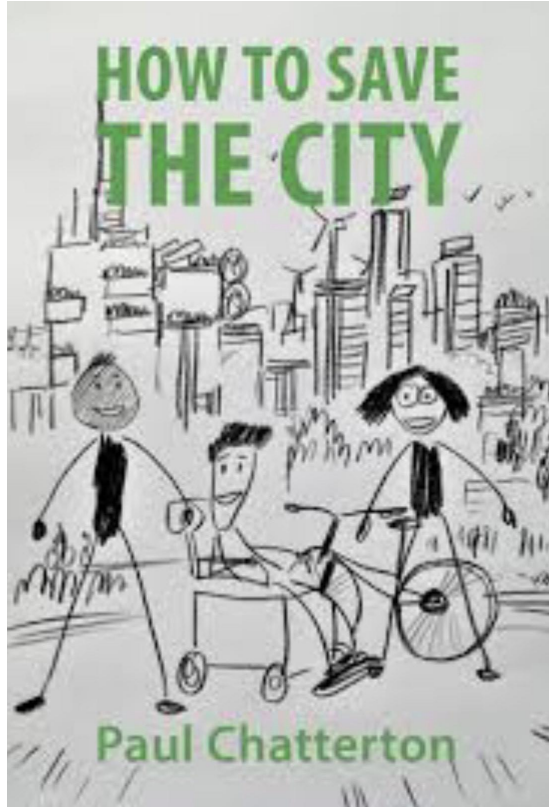
<https://vienna-solutions.com/>



Fast-Track Permit

Emergency Project STAMP





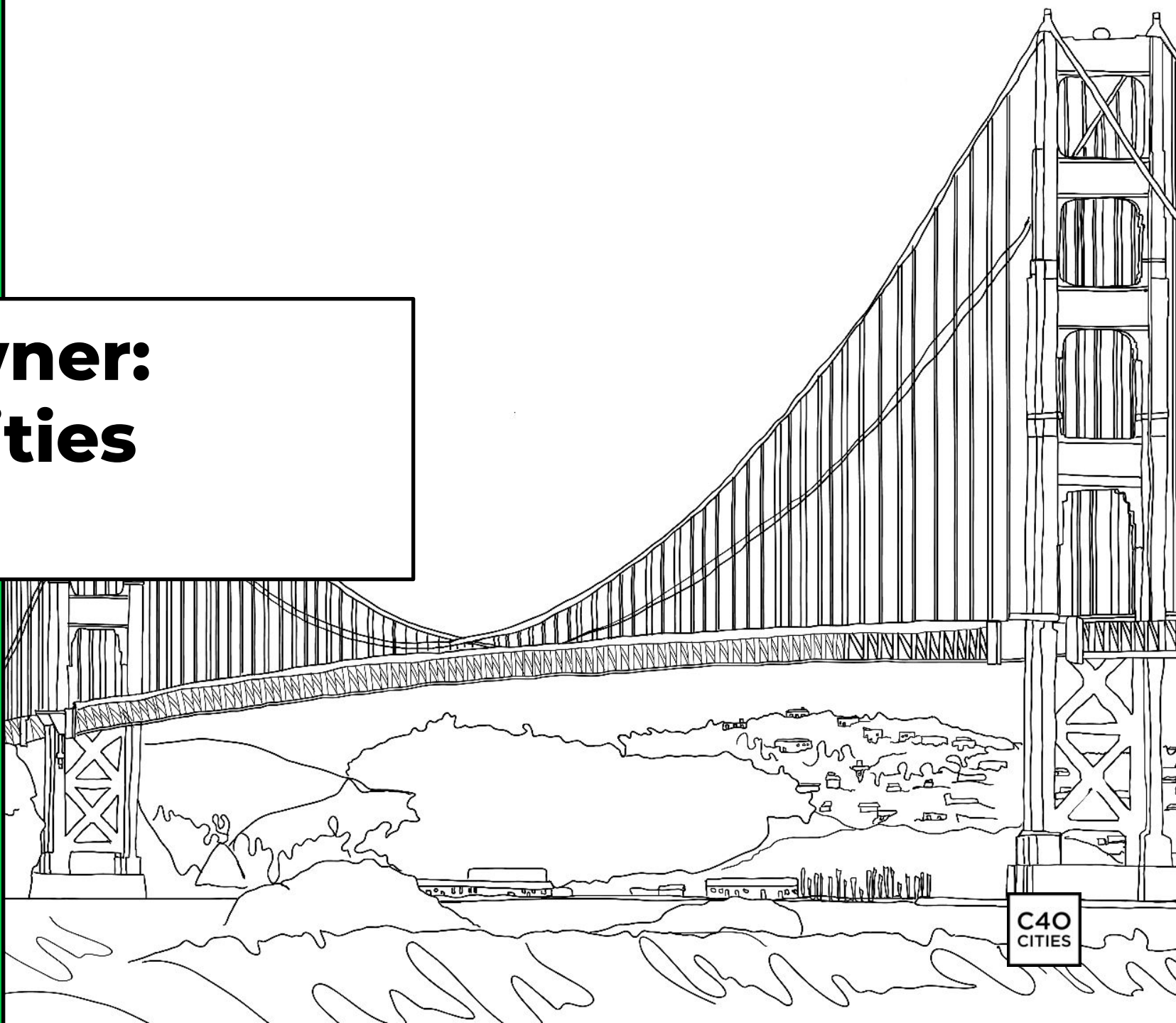
# Private site owner: Reinventing Cities *San Francisco*

Linda Cordoba | IKEA  
Network Leader Strategic  
Development & Innovation

C40  
CITIES

Reinventing  
Cities

C40  
CITIES



# Create a meaningful place for people and communities with a low carbon footprint

Air pollution

Low carbon footprint construction

Making existing buildings green

Biodiversity & green spaces

Congestion

Water flooding - hard surfaces

Connecting neighbourhoods

Soften the experience of hard surface areas

Greener people friendly spaces

Community centres – bring people together

Safety

Accessibility

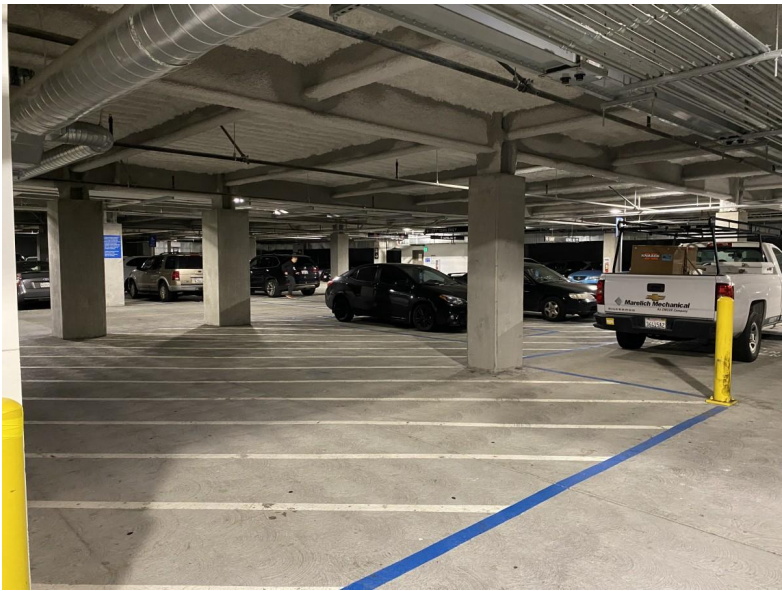


INGKA GROUP  
An IKEA retailer

# Project scope

Site proposed includes three main spaces:

1. **Parking spaces:** 1 level/B3 of parking underground (*total 45.000sqft / ~80 parking slots*)
2. **Commercial unit** (*534sqft*) on the street level next to the parking entrance
3. **Public space:** back alley running behind building (*~270ft long*)

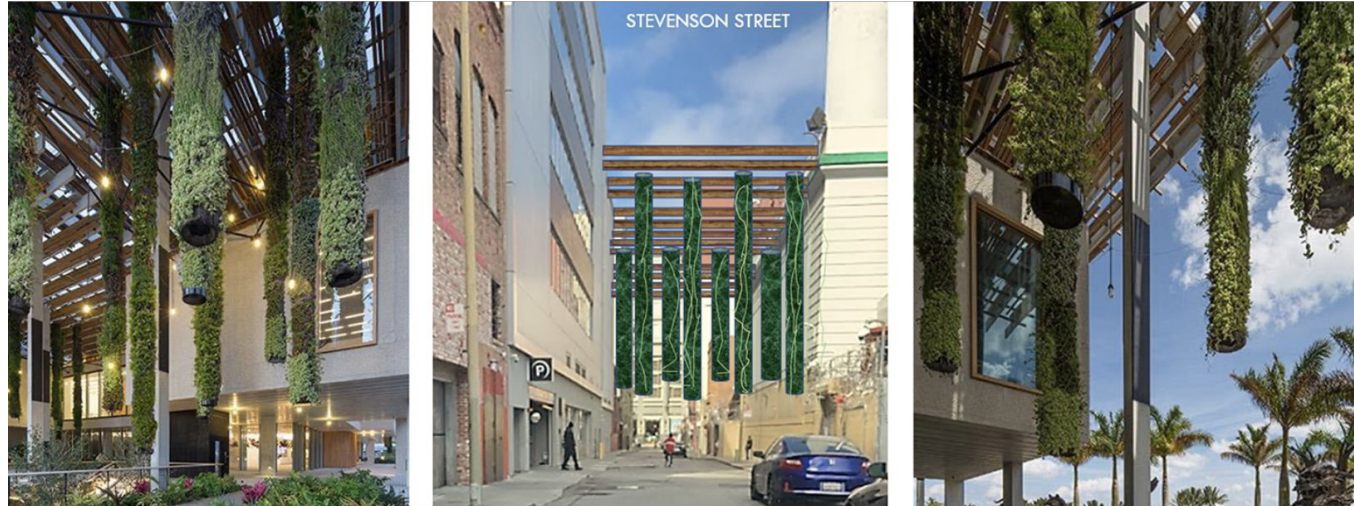


- **Explore new, sustainable and innovative** uses for the parking level and commercial units including a viable business model
- Transform Stevenson street into a **safe and inviting space** for communities
- Achieve **sustainable and inclusive development**, creating a place that **empowers communities** and **supports social entrepreneurs and businesses**
- A place to **meet, work, socialise**, exploring new ways of collaborating and engaging with society.



# Winning Project: Smart City Labs | Farm + Table

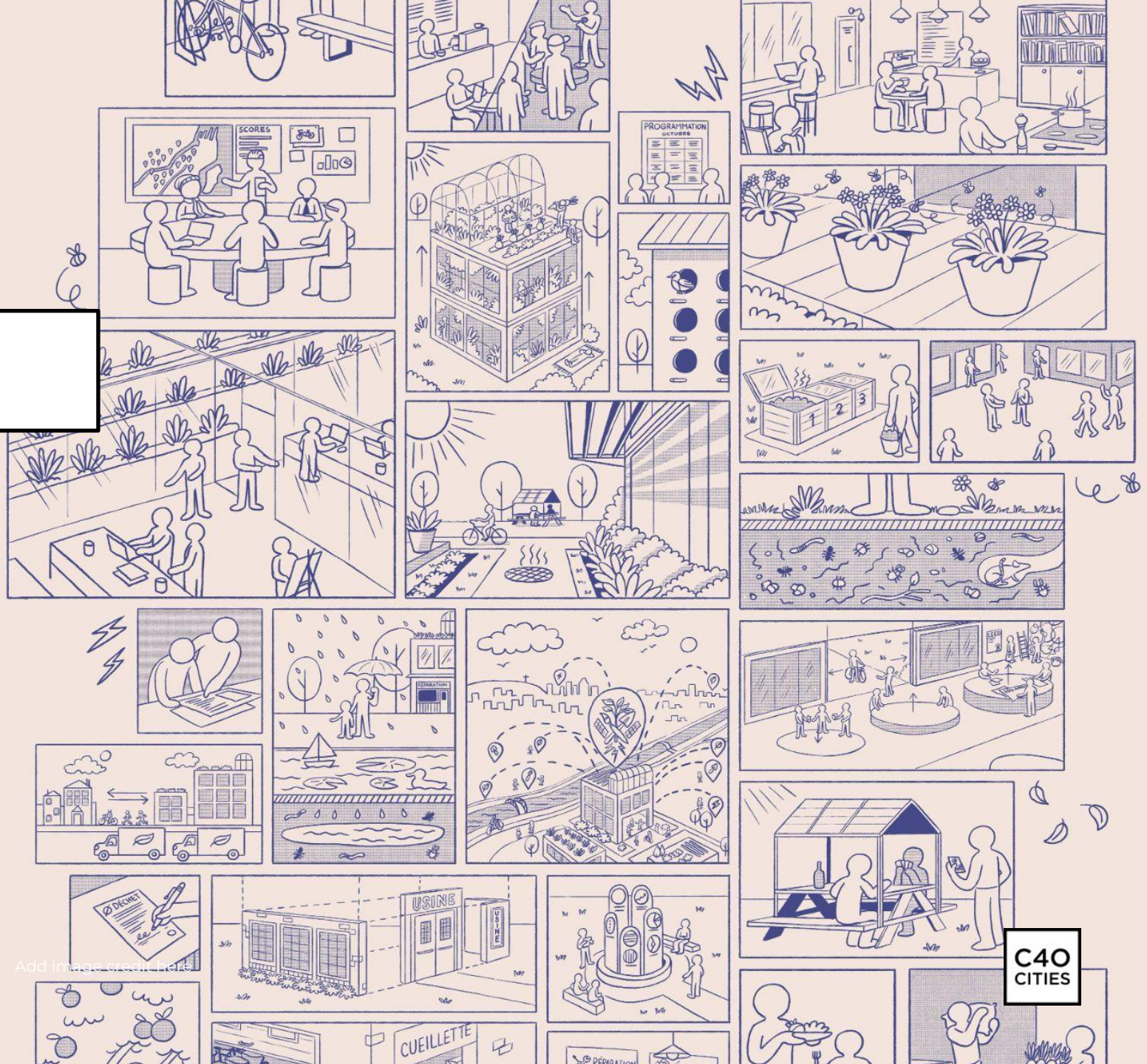
A REIMAGINED **COMMUNITY** GATHERING AND COLLABORATION PLACE  
FOSTERING HEALTHY **LOCAL FOOD** AND **COMMUNITY WELLNESS**  
INSPIRED BY GLOBAL INNOVATORS **BUILT BY OUR LOCAL COMMUNITY**



A PLACE THAT HAS THE AMBITION TO CREATE REAL, LASTING, POSITIVE SOCIAL IMPACT IN ITS NEIGHBORHOOD

1. SMART BUILDING/SPACES
2. DIGITAL TWIN/COMMUNITY PLATFORM
3. UNDERGROUND FARM
4. HANGING GARDENS
5. COMMUNITY TABLE
6. GREEN BUSINESS INCUBATOR
7. PLAYPLACE DIGITAL GARDEN
8. ROOFTOP SOLAR FARM
9. BICYCLE PROJECT

# Q&A



Add image credit here



*‘The Reinventing Cities competition has inspired exactly the inventive collaboration we need to combat the climate crisis .*

*It is more than an innovative competition - it is providing vital solutions to build the urban future we want.’*

**Mark Watts, C40 Executive Director**

**Contacts:**

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Hélène Chartier - [hchartier@c40.org](mailto:hchartier@c40.org)

[c40reinventingcities.org](https://c40reinventingcities.org)