



Your city, your voice, your future

CITIZEN PARTICIPATION
IN MADRID NUEVO NORTE

**CR
EA** **Madrid
Nuevo
Norte**

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Chairman
Crea Madrid Nuevo Norte

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"Our greatest strength"



Álvaro Aresti Aldasoro

CHAIRMAN
CREA MADRID NUEVO NORTE

This document is not merely a summary of our citizen participation activities we carry out. It is a statement of principles and a demonstration of Crea Madrid Nuevo Norte's engagement with a fresh approach to understanding the city and its transformation processes. Our company proudly and responsibly embraces the challenge of developing the most important urban regeneration project in Europe, guided by values that we deem essential: a belief in cities with a soul, extraordinary cities that are meant to be lived in.

We believe that Madrid Nuevo Norte is a historic opportunity not only to redefine our city but also to demonstrate that a better liveable environment is achievable when built in partnership with citizens. That is why, from the outset, we have been committed to placing people at the centre, recognising that urban projects only truly work if they genuinely reflect people's aspirations and needs.

This document shows the outcome of years of work based on dialogue, listening and collaboration. We want to share it because our experience makes us certain that the future of the city can no longer be constructed in isolation; it must be created hand in hand with its citizens.

Every neighbourhood meeting, workshop and contribution has played a vital role in enriching the project and ensuring that Madrid Nuevo Norte becomes a new model for responsible, sustainable and people-centred urban planning. Today, we are proud to announce that this engagement has had a tangible and transformative impact, and that this public support is our greatest strength and our most reliable guarantee of success.

And this is only the beginning. We will continue to work with the same conviction, opening up new spaces for dialogue and collaboration, ensuring that Madrid Nuevo Norte remains a project for everyone.

Thank you for joining us on this journey.



02

Your city

Principled urban planning
for a new way of living

MADRID NUEVO NORTE COVERS 5,64KM,
CONNECTING THE NORTH AND SOUTH ACROSS

2.350.000 m²

IMPACT:

more than
+500.000
citizens

Your city

NN PRINCIPLED URBAN PLANNING
FOR A NEW WAY OF LIVING

The way that we live, interact, work, travel, shop and enjoy leisure activities **is changing**. As a result, **our needs and expectations of cities are also evolving**. We now require different spaces, different services, better opportunities and new ways of mobility and interaction with the urban environment.

Simultaneously, **citizen demands have intensified, with residents seeking to be active participants in shaping their city**. Consequently, it is more imperative than ever that those who inhabit and make daily use of public spaces are consulted when defining their environment and matters that affect their daily lives. To meet the expectations of this emerging collective consciousness, the city must be reimagined to suit all its inhabitants, clearly identifying their needs and designing spaces that adapt to these new realities, demands and challenges.

To make this vision a reality and ensure that **the urban evolution remains aligned with the needs of its residents**, Madrid Nuevo Norte places individuals where they belong: at the heart of urban design. Only by doing so can we transform the environment and effectively address the social, economic and environmental challenges now and in future. Through the active and constant involvement of citizens, we are reimagining the Madrid of the future, bringing to life an urban planning model set to become a benchmark for decades to come.

Madrid Nuevo Norte is the first urban development project on a large scale that does not expand our city but regenerates unused land within a consolidated urban environment that is surrounded by established neighbourhoods and communities with their own identities. It is therefore essential to address the long-standing local demands and the specific needs of each area.

For this reason, the design of the 230 hectares and over 5 kilometres of which the project comprises prioritised not only technical elements but **environmental, economic and social ones**, as required by the people and communities in this part of Madrid. Only in this way can the city be reshaped to become **more accessible, liveable, contemporary and sustainable**.

Madrid Nuevo Norte focuses on principled urban planning that considers people, enhances and cares for the communal spaces where people live and interact. This commitment to diversity and citizen participation makes Madrid Nuevo Norte a pioneering project that paves the way forward. Never before has a construction project of this scale in our environment placed such emphasis on these elements.

A new urbanism

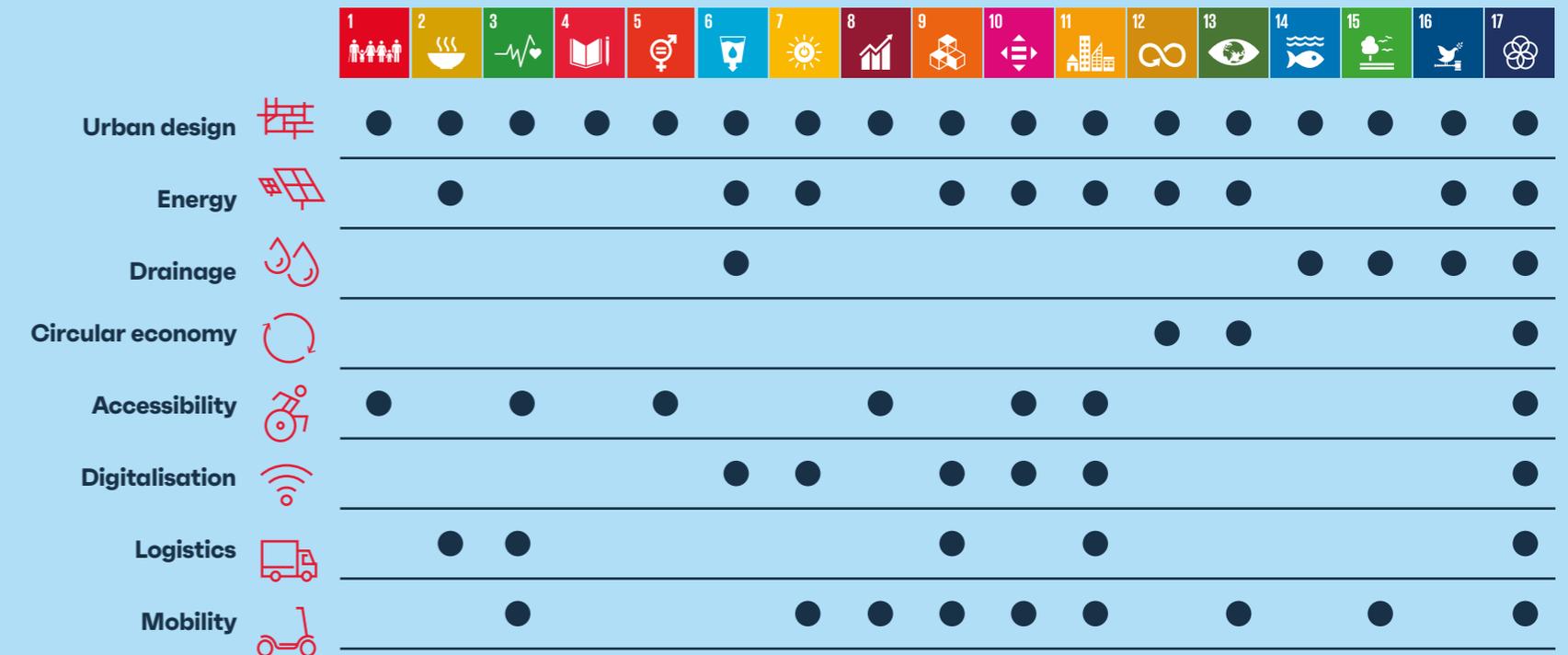
This urban planning approach that places citizens and their needs at the core, is upheld by **three pillars:**

Integration	Inclusion	Participation
Fostering social cohesion by connecting neighbourhoods and embedding the project within its surroundings.	Listening to all social groups (children, teenagers, women, the older adults, people with disabilities, etc.) to understand and address their specific needs.	Advocating and supporting the importance of citizen participation activities in decisions that shape the urban environment.
Building community networks (residents, retailers, associations, schools, cultural centres, etc.).	Considering the different uses of the city and ways of experiencing urban space.	Pursuing a continuous process of citizen engagement through targeted collaborative activities and projects.
Strengthening local identity and culture by preserving history, character and personality.		Fostering a participatory culture that positively impacts society and transforms public and shared spaces, thus building shared value.
Highlighting the soul of the neighbourhood, its most authentic and special essence.		

A city model which is **more** connected, **more** green, **more** innovative, **more** human and **more** participative

Under these pillars of new urbanism, a new concept of a more inclusive, resilient and sustainable city is taking root for the first time in Spain.

The SDGs in Madrid Nuevo Norte



1. No poverty 2. Zero hunger 3. Good health and well-being 4. Quality education 5. Gender equality 6. Clean water and sanitation 7. Affordable and non-contaminating energy 8. Decent work and economic growth 9. Industry, innovation and infrastructure 10. Reduced inequalities 11. Sustainable cities and communities 12. Responsible consumption and production 13. Climate action 14. Life below water 15. Life on land 16. Peace, justice and strong institutions 17. Partnerships for the goals

Madrid Nuevo Norte: a new urban paradigm



MORE CONNECTED NEIGHBOURHOODS

Bridging the long-standing divide created by the railway tracks and the M-30 ring road in northern Madrid. Covering 20 hectares of railway infrastructure and constructing new bridges and footbridges.



A MORE VIBRANT ENVIROMENT

Where housing, local shops, workspaces, facilities and leisure areas complement each other.



WHERE EVERYTHING IS MORE WITHIN REACH

In Madrid Nuevo Norte, everything you need for everyday life is within walking distance.



WHERE WE MORE SUSTAINABLY

Made for walking and cycling, and with a wide range of public transport options.



GREENER ENVIRONMENT

Creating naturalised spaces, with a large Central Park and a linear network of green areas connecting the city with the biodiversity of the El Pardo hills.



MORE OPPORTUNITIES FOR ALL

With 38% of housing owned by the local authority and public policies to facilitate access to housing, creating thousands of jobs for all professional profiles.



MORE INCLUSIVE CITY

With a concept of expanded universal accessibility that transcends the removal of barriers to ensure that all individuals, regardless of age, gender, or disability, can enjoy spaces with equal opportunities.



MORE INNOVATIVE

Using the most advanced solutions and technologies to enhance people's well-being, creating optimal environments from a social and environmental perspective.



03

Your voice

Madrid Nuevo Norte, a pioneering project that listens to people



Your voice

MN MADRID NUEVO NORTE, A PIONEERING PROJECT THAT LISTENS TO PEOPLE

In order to create a truly people-centred and liveable city, designed to address major social, environmental and economic challenges, citizen engagement is crucial. This means **involving citizens throughout every stage of the process**, from planning and design to urban management and works, and even afterwards, once the new spaces begin to be inhabited.

Although other European countries have made great advances in this direction, in our geographical and cultural context there was no precedent of large construction projects undertaken through this approach that emphasises listening to people as an essential pillar for reimagining the city. We believe that those who will enjoy and use these spaces should have a voice in shaping them.

Madrid Nuevo Norte embarked on this process in 2016 without a predefined roadmap, instruction manual or other similar participatory processes to draw upon. Throughout this journey to connect with those who will experience the city first-hand, thanks to **constant interaction** with citizens, as well as the use of **diverse tools and methodologies** tailored to each audience and project phase, lasting bonds of trust have been forged. This enables Madrid Nuevo Norte to incorporate needs, foster a sense of belonging and sustain both social acceptance and residents' engagement on an ongoing basis.

As a result, Madrid Nuevo Norte has become a pioneer that already **serves as a benchmark for other urban development processes** both nationally and internationally.

In order to continuously and effectively bring the project closer to individuals, groups, communities and neighbourhoods, we continue to work together at every stage, promoting integrative and inclusive urban planning.

We are committed to working together at every stage and implementing integrative and inclusive urban planning

Consensus and citizen participation as a driving force

At its inception, Madrid Nuevo Norte faced a complex context, marked by widespread residents' concerns and mistrust of what was to be done, rooted in a lack of knowledge about a project that was only just beginning to take shape. Significant efforts in terms of information, two-way communication and, most importantly, involving citizens in the design processes, managed to turn this around.

After years of work, the outcome is an unprecedented consensus between institutions and citizens, exemplary public-private collaboration and broad social acceptance

Who are we targeting?

To ensure maximum representation of all sectors of the population, listening and social participation, initiatives are tailored to each group:



How do we do it?

The strategy is grounded in a proprietary methodology developed with a social intervention approach. This approach is characterised by its flexibility and adaptability across the various phases of the project, ensuring clear procedures that guide and structure each stage of the work. Parameters and outcomes are evaluated and measured throughout the participatory process in accordance with standardised international criteria.

This methodology is upheld by four pillars:



MAPPING AND DIAGNOSIS

Analysis of the environment (neighbourhoods in Madrid), the context (city growth) and local stakeholders (neighbourhood associations and groups) to establish an accurate diagnosis.

INFORMATION AND AWARENESS

Through constant information campaigns, tailoring messages to each audience to ensure understanding.

The aim is to deliver detailed information, provide clarity and raise awareness, thereby facilitating more effective participation and a greater level of involvement. Through these efforts and various information initiatives, the public are effectively informed of the project, along with fundamental concepts of sustainability and urban planning, enhancing both understanding and engagement.

This is a living, dynamic process in which the cycle of information, participation and feedback repeats as often as new parts or specific initiatives are undertaken.

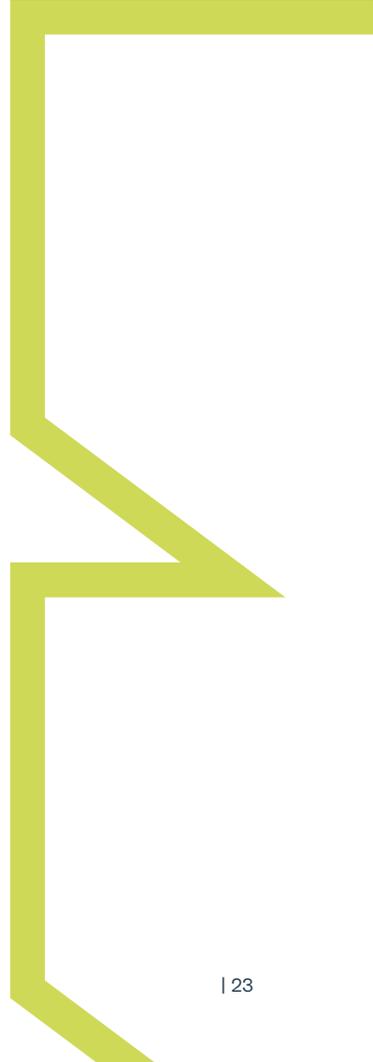


PARTICIPATION

Through tailored participation strategies, such as reflective, educational and interactive activities (recreational, sport, cultural, artistic and leisure activities), different aspects of the project can be explored to gain the citizen perspective. Their involvement provides valuable ideas and key design insights for the drafting teams, fosters a sense of belonging and ensures that those who live in the city remain at the heart of the process.

COMMUNICATION OF RESULTS

Clearly communicating the outcomes of participation to those involved is essential. It provides accountability by showing how the input was processed and which specific elements were incorporated into the project. This is an act of transparency—a necessary step adding legitimacy to the entire process.



Engagement with the community at all stages

A. DESIGN AND PLANNING STAGE

Initial stage to outline the project: land use, spatial organisation, required infrastructure and a comprehensive package of urban innovation and sustainability measures.

From the very beginning, Madrid Nuevo Norte has placed special emphasis on engaging in order to listen to and understand the specific needs of the communities involved, so that these needs can be reflected in the project at all times.

Thanks to this approach, where the surrounding area is mapped in order to gain an understanding of what they are about, as well as maintaining an open dialogue with all parties, citizens are always listened to and involved throughout the process. This helps to translate collective contributions into specific actions shaping and improving the project.

Key outcomes of participation during this initial phase

1. The location and intended use of public facilities were adjusted to better meet the needs of existing neighbourhoods.
2. Additional accessible connections were introduced between the east and west for various modes of transport.
3. Efforts were made to preserve and enhance the cultural heritage present in the area.
4. Works were carried out to strengthen the identity of adjacent neighbourhoods, ensuring proper integration with new developments.
5. Local commerce was favoured over the large shopping centre model.
6. Parks and green areas were brought closer to existing neighbourhoods.

B. URBAN MANAGEMENT PHASE

The moment when the instruments are set in motion to bring the planning design to fruition and turn it into a physical reality. Construction plans are drafted and approved, detailing how the streets, parks and infrastructure will be laid out.

As Madrid Nuevo Norte is moving towards greater definition, ongoing efforts to inform, raise awareness and engagement the community remain essential. Residents must have access to information, be able to have their questions answered and remain closely involved in the project, including during the urban management phase, when their input and direct participation continue to be crucial.

During this phase, the goal is to strengthen consensus in order to:

1. Promote transparency and keep citizens informed about the project's progress and developments.
2. Establish a consultation plan to listen to the community's needs, so that they can be considered when drafting construction projects.
3. Mobilise and activate various groups to maximise the positive impact of Madrid Nuevo Norte across the community.

Citizen consultations, creating value for the project

One of our core areas of work involves conducting direct citizen consultations with different groups across the city.

These consultations explore how citizens use and experience public spaces. Extracting this valuable and specific data helps us create more liveable environments.

At this stage, consultations focus on neighbourhood needs with regard to Madrid Nuevo Norte, reflecting citizen usage and experience.

We aim to conduct these citizen consultations with the diverse groups making up the city: local residents, people with disabilities, children, teenagers and retailers, among others. The aim is to tailor the consultation to each audience, ensuring that women are represented, given their unique experience and perception of public space.



+1.200
PARTICIPANTS IN
THE CONSULTATIONS

55
IN-PERSON SESSIONS

+400
PARTICIPANTS
IN 1 ONLINE SURVEY



The public consultation processes are being designed and conducted in accordance with the standards of the international **BREEAM ES Urbanism** sustainability certification.

These standards focus on the following aspects:

- Provision of equipment, services, facilities
- Public space
- Green infrastructure
- Local parking
- Typical local architecture
- Community management of facilities
- Public transport facilities



04

**Projects strengthening
society and building
community**



Citizen consultation with people and families with physical disabilities

Projects strengthening society and building community

Informative talks, exploratory walks, citizen consultations, online surveys, exhibitions, cultural, sporting and leisure activities... these are just some of the **initiatives undertaken over the years** to inform, raise awareness and engage citizens.

In addition to specific initiatives, ongoing forums are needed to promote two-way dialogue. These are known as **working groups**, which are regular, open spaces for meeting and communicating on particular topics. This format enables continuous communication, providing an in-depth understanding of Madrid Nuevo Norte, addressing questions, raising concerns and suggestions, sharing ideas, etc., all in order to closely examine the various issues that concern citizens, such as neighbourhood identity, the value of local commerce and various aspects related to sustainability.

There are **six permanent working groups that regularly meet**, bringing together associations and nearly 100 residents:

RETAILERS	RESIDENTS OF SAN CRISTOBAL NEIGHBOURHOOD
RESIDENTS OF CHAMARTÍN	RESIDENTS OF BEGOÑA
RESIDENTS OF FUENCARRAL	RESIDENTS OF LAS TABLAS

Some concrete examples of citizen participation initiatives



Minecraft workshop at Adolfo Suárez Secondary School

Urban planners for a day: young people design the great park

The aim of this initiative is to offer students the experience of being architects, landscape designers and urban planners for a day, where they collaborate in the design and planning of the large Central Park in Madrid Nuevo Norte.

From deciding where to locate shaded rest areas to what space to build for leisure and sports activities, or what the paving, lighting and planting should be like... this is an immersive experience for young people to participate in Madrid Nuevo Norte. In these workshops, students from different secondary schools work in groups to reflect on and propose ideas for green spaces.

The activity is carried out in partnership with Block by Block, an UN-Habitat project using the video game Minecraft to engage communities, along with support from the Madrid City Council.

**More than 230
students aged 12 to
16 have proposed 46
design ideas**



Exhibition "Colores Fuencarral" at Centro Cultural Valverde de Fuencarral

Colours of Fuencarral, the soul of a neighbourhood

Can the essence of the old town of Fuencarral be captured through the experiences and memories of its residents? This notion gave rise to Colours of Fuencarral, a collaborative project carried out by residents of this historic neighbourhood and researchers. Through a participatory process, they examined the identity of the streets and buildings of the old town of Fuencarral, through their textures and colours, in order to define and preserve their identity.

Developed in partnership with IE University's Centre for Sustainable Cities, after reconstructing and reinterpreting all the collaborative material, this work proposes an authentic visual identity for Fuencarral, incorporating graphic resources and even a typography for the neighbourhood. The project led to a publication and an exhibition

Residents and researchers examined the identity of the old town of Fuencarral through its textures and colours



COMO GATA POR SU CASA



Izan, Lola, Noa, Abril, Nico y sus padres siguieron buscando. Por el
 —¡Ponlos más abajo! —pidió Nico a su padre—. Los niños no puee
 —Y los niños nos fijamos en más cosas —dijo Izan.
 —¡Cosas que no se ven a simple vista! —reafirmó Noa.
 Y era verdad.
 De hecho, fue la pequeña Abril quien se fijó en unas huellas. Estaba
 —¿Pueden ser huellas de gato?
 —¡Sí!
 —¡Qué raro...! —observó Izan—. Aquí no suele haber barro...
 Corrieron a avisar dentro de la biblioteca.

“A Cat’s Stroll”, much more than a story

What better way to explain to young children what a sustainable city is and how our environment influences our daily lives than through a story?

In collaboration with EthicLab, and as part of the Cuentos For Future initiative, Madrid Nuevo Norte has published and distributed “A Cat’s Stroll”, a children's tale following the adventures of Nico, a boy who moves with his family to a new neighbourhood and looks for his missing cat among its streets. Along the way, he meets residents who help him discover the advantages of an inclusive, sustainable and adapted city.

Written by author and translator Begoña Oro, and illustrated by Laura León, this story explains to children aged 4 to 7 the need to create high-quality urban environments, while highlighting the value of participating in their design. The book includes a teaching guide to support interactive workshops for young children.

The story helps children aged 4 to 7 understand the need to build quality urban environments

Talleres infantil cuentacuentos



Environmental tour in Valdelatas Park

Nature walks, rediscovering the ecosystems closest to us

Many citizens are unaware of the rich ecosystems of urban parks, green areas and natural spaces existing nearby, with their trees, shrubs, birds, insects and more.

To highlight this natural heritage, Madrid Nuevo Norte organises nature walks with the help of experts who raise awareness of this biodiversity and explain the different ways of renaturalising the city.

This shows how cities, fauna and flora can exist side by side and how design can help to enrich biodiversity in urban environments.

Do we really know the fauna and flora living alongside us in our immediate surroundings?

emio

MADRID NATURAL

Madrid te quiero verde

Elena Moreno

Óleo al agua sobre lienzo



1st edition of the “Art to build a city” exhibition



“Art to build a city”, a painting competition to encourage reflection

Since its first edition, this painting competition has helped to reflect on the importance of creating a sustainable, inclusive and active city. Developed in collaboration with residents’ associations in the areas where Madrid Nuevo Norte is being developed, this initiative encourages participating artists to explore the role of nature in urban spaces, with a strong emphasis on coexistence and inclusion.

This is structured into these three categories:

- City dwellers.
- Natural Madrid.
- Your ideal city.

This event features contributions from Las Tablas Residents’ Association, La Unión de Fuencarral Residents’ Association and Chamartín El Madroño Residents’ Association, with works by 50 artists and the collaboration of Fuencarral Senior Watercolourists Association.



Participation outcome

+35.000

CITIZENS INVOLVED

+600

INITIATIVES PROMOTED





Your future

Beyond Madrid Nuevo Norte:
sharing a new vision

Your future

NN A new vision beyond
Nuevo Norte

Designing the city together with citizens—a new vision present in Madrid Nuevo Norte since its inception. It is about reflecting people's real needs and enabling neighbourhoods to foster a culture of participation to help to shape reality. It focuses on citizens and their well-being to create more attractive environments with a better quality of life.

To achieve this, Madrid Nuevo Norte has embraced participatory processes as a powerful tool for creating urban environments better suited to people's lives and more responsive to their needs.

Our strategy has evolved with each phase of the project. We wish to continue along this path and accompany citizens as Madrid Nuevo Norte becomes a reality, engaging everyone in the journey ahead to activate neighbourhoods and build truly vibrant environments.

This is a new approach to urban regeneration, which has already become a model extending far beyond the neighbourhoods of northern Madrid. It is a model that we aspire to serve as an example for future projects, a launchpad for a new way of understanding how cities are created. It is part of the legacy of this project, which is already held up as a benchmark for other urban developments throughout the country and is beginning to transcend borders.

Every step taken since 2016 has reaffirmed that inclusive, sustainable and participatory urban planning is now the only viable path for the future of cities. If we have learned anything during this time, it is that only through sustained participation throughout all phases is it possible to achieve the consensus needed to tackle major urban transformation projects. Madrid Nuevo Norte stands today as a global benchmark in this regard.

Transforming cities is a huge responsibility, which can only be tackled with the conviction that people, in all their diversity, must be at the core of every decision and be part of the process.

This is the only way to build the cities of the future.

We would like to thank all the associations, groups and residents who have taken part in this citizen participation process. Your involvement, ideas and engagement have been essential in shaping one of the most significant urban regeneration projects in Europe. Thanks to your collaboration, Madrid Nuevo Norte is not only continuing to move forward, but doing so by building a more accessible, sustainable city truly designed for its people. This process is ongoing, which means that your participation, as well as that of anyone else who wishes to join this exciting project, will continue to be vital.

**Because an urban transformation project of this scale only makes sense if we build it together.
By everyone, for everyone.**



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