

# **ANALYSIS OF ACTIVATION SCENARIOS FOR THE NOGARO BUILDING IN BILBAO**

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The Bilbao City Council, through its Office for Strategic Projects, is promoting the analysis of **potential scenarios for the activation and reuse of the Nogaro building**, with the aim of exploring its role in the city's urban and economic dynamics. Within the framework of the agreement established to support the definition and development of strategic municipal projects, the work focuses on generating knowledge to **inform public decision-making** and facilitate the launch of new urban initiatives.

The project focuses on identifying alternative uses for the building, based on a comparison of different **economic sectors, activity models and service typologies**. This approach makes it possible to assess the implementation potential of different options and their alignment with Bilbao's urban strategies. It also incorporates an analysis of **potential demand**, aimed at understanding the needs and expectations of the different audiences linked to the building's future uses.

In this process, the City Council is supported by Naider, in collaboration with Ikerfel, providing **analytical methodologies, territorial knowledge and research capabilities** to identify opportunities, assess alternatives and underpin potential lines of action. The result is an analytical basis that helps define the strategic positioning of the Nogaro building and guide future decisions regarding its activation, contributing to the development of **urban projects with economic and social impact** in the city.



Recreación del Edificio Nogaro con nuevos usos.

