

DEFINING THE FUNDING AND FUNDRAISING STRATEGY OF BILBAO RÍA 2000

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Bilbao Ría 2000 is undertaking the definition of a **funding and fundraising strategy** to strengthen the delivery of its urban transformation initiatives in the Bilbao metropolitan area.

The entity, established to lead urban regeneration processes through institutional consensus, faces the challenge of identifying and activating new funding opportunities in a context where **European, national and regional instruments** play an increasingly important role in the development of strategic projects.

The work focuses on identifying opportunities across different funding programmes and analysing the role that Bilbao Ría 2000 can play in each of them. Based on this analysis, a **strategic project framework** is defined, aligned with its lines of action and the territories in which it operates.

In this process, Bilbao Ría 2000 is supported by Naider, which provides **methodology and territorial expertise** to structure the project portfolio and guide its positioning in funding calls and instruments.

The project is developed in collaboration with Afi (Analistas Financieros Internacionales), bringing in a specialised approach to **financial analysis and project structuring**, thereby strengthening the feasibility of proposals and their alignment with available funding instruments.

The result is a strategic foundation that enables the entity to organise its access to funding, activate **collaborations and partnerships**, and strengthen its capacity to deliver urban transformation projects with an impact on the economic and social development of the Bilbao metropolitan area.

