STUDY ON THE ACTIVATION OF THE NOGARO BUILDING IN BILBAO WITHIN THE FRAMEWORK OF THE AGREEMENT WITH THE OFFICE FOR STRATEGIC PROJECTS

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Naider has completed the **first assignment carried out within the framework of the agreement with the Office for Strategic Projects of Bilbao City Council**, in collaboration with Ikerfel.

The aim of this agreement is to support the **definition, analysis and development of strategic municipal projects** through the preparation of studies and technical documents that help guide public decision-making and the implementation of new urban initiatives. In this context, Naider provides **rigorous analysis, territorial knowledge and research methodologies** aimed at identifying opportunities, assessing alternatives and supporting future actions.

The first assignment has focused on the **analysis of possible scenarios for the activation and reuse of the Nogaro building**, with the aim of understanding its potential and its possible role in Bilbao's urban and economic dynamics.

The project has included a **comparative analysis of different economic sectors, activity models and service typologies**, in order to identify those options with the greatest potential for implementation and alignment with the city's urban strategies. In addition, an **analysis of potential demand** has been carried out to better understand the needs and expectations of the different target groups linked to future uses of the building.

This first assignment marks the beginning of a line of work that will enable continued collaboration with Bilbao City Council in the **exploration and development of strategic initiatives for the city**, contributing to the promotion of projects with a positive impact on its urban, economic and social development.

Recreation of the Nogaro building with new uses.