

PRIORITY OPPORTUNITIES FOR THE ACTIVATION AND DEVELOPMENT OF THE URTIA INDUSTRIAL ESTATE

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Since the end of 2025, we have been working with the municipalities of Ermua and Mallabia on a project aimed at the regeneration and revitalisation of the Urtia Industrial Estate, which is shared by both towns.

Based on an analysis of the legal and planning situation of the industrial estate, we began to define, together with the companies located there, a **Comprehensive Management and Action Plan** that sets out the actions and investments required for its conservation, improvement and adaptation. In parallel, and building on the recently created Business Association, Naider is outlining a potential implementation timetable and an estimated cost framework for the proposed actions.

In order to further refine this Plan and to establish a clear roadmap for launching actions in 2026, a series of **informative panels and location maps** have been installed at Izarra Centre. All companies in the industrial estate are invited to visit the dedicated space that has been set up to provide input on the actions that have been preliminarily prioritised, based on meetings and discussions held in recent weeks with various companies and public and private stakeholders.

Out of an initial set of 30 identified opportunities for action, **six priority opportunities** have been selected for this first phase:

- **Rehabilitation of road surfaces and pavements**
- **Urban laboratory for innovation**
- **Pyme Circular Program**
- **Business energy community (TEK Urtia/Goitondo)**
- **Sustainable urban drainage systems**
- **Active mobility and pedestrian corridor**

Until **26 February**, companies in the industrial estate can visit Izarra Centre to gain a more in-depth understanding of these priority opportunities and to submit their contributions. On the same day that this information and feedback period concludes, a **participatory meeting** will be held to review the results of the process and draw the corresponding conclusions for the activation and deployment of the Comprehensive Management and Action Plan.

This Plan also includes additional opportunities related to physical activation and image, planning and regulation, economic activity and employment, energy, ecology and landscape, mobility and public space, buildings and heritage, as well as services and facilities.

This project consolidates a highly relevant line of work for Naider focused on **urban regeneration and the revitalisation of spaces for economic activity**, applying a methodology that has already been successfully implemented in several industrial estates in our surrounding territory.

