VILADECANS CIUTAT LABORATORI: REGENERATIVE ECONOMIC DEVELOPMENT STRATEGY 2026–2027

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Viladecans City Council is working with NAIDER, which will provide technical assistance to lead, methodologically support and coordinate its regenerative economy project, *Viladecans Ciutat Laboratori*, until the end of 2027. Part of the Viladecans 2030 Strategy, the project is funded by Barcelona Provincial Council.

Located in the Baix Llobregat district, within the Barcelona metropolitan area, Viladecans combines business parks, a stretch of coastline and the farmland of the Llobregat delta's Parc Agrari. Building on these assets, the initiative starts from the conviction that local economic development can strengthen environmental quality and residents' wellbeing. The municipality has identified four areas of activity: sustainable construction, agri-food, local retail, and sport and active living. Each is approached through four dimensions of health: environmental, social, economic and personal.

The aim of the work is to bring coherence to the instruments the project already has in place. These include grants for pilot projects, AgroDeltaLab and the agri-food sandbox, Constru-Hack, a new local retail space, the Vèrtex event and the design of a Regenerative Investment Fund. The process will include a territorial assessment of the four sectors, interviews, site visits and co-design workshops with quadruple-helix stakeholders.

This work will feed into an integrated 2026–2030 strategy. It will be accompanied by a system for measuring sustainable return on investment (S-ROI) with at least twenty indicators, a governance model and the conceptual design of the Fund, together with a map of potential investors. The project also provides for the gradual transfer of capabilities to the municipal team and the open publication of a replicable methodology.

Through this project, NAIDER brings its experience in territorial economic development strategies, impact assessment and innovation to the Barcelona metropolitan area and Catalonia.