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**European Week  
Brussels 8-11 October 2018**

# The Urban Agenda in the Iberian Peninsula. Sharing a Crossborder Experience



## THE URBAN AGENDA OF EIXO ATLANTICO



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President  
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## Cities are at the core of the regional growth

- 2/3 of total EU population
- 80% of energy consumption
- 85% of total EU GDP generation
  
- Place to work, to exchange, TO LIVE with OTHERS



**Urban Policies should be TRASNVERSAL and cities should develop according a  
PLAN.**



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## Small and medium cities need networks



Territories with population deficits have a **GREAT PROBLEM**:

They do not have resources because they do not have population enough but they do not have more inhabitants because they do not offer enough resources.

**Solution?**

*Work on an Urban Agenda for an Urban System*



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## Joint Agendas enable small cities to solve big problems

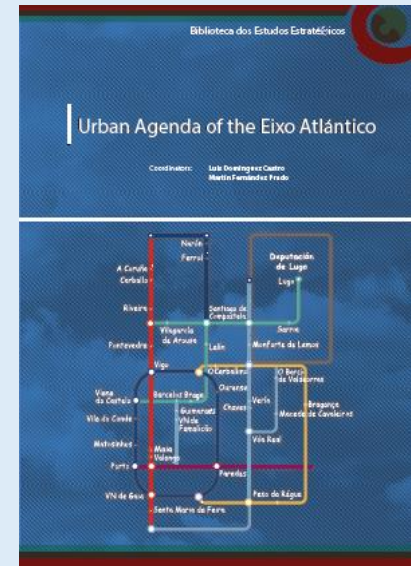
- Lack of business to fix population
- Bad mobility resources to make business activity easier
- Lack of resources to attract population and create critical mass
- Technological deficit that makes previous problems even worse.

**BUT**

*Not all cities are equal. They have **DIFFERENT** problems and needs.*

**SO**

*Solutions should be **FLEXIBLE** and **ADAPTABLE** to different realities.*





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## **There is not a unique recipe for sustainable urban development**

*Not all cities are equal. They have **DIFFERENT** problems and needs.*

*So*

*Solutions should be **FLEXIBLE** and **ADAPTABLE** to different realities*

***Funds and Urban Agendas should aid to all cities, big and small, as long as the impact on citizens is demonstrated.***



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***Thank you for your attention!***



**Mr. Alfredo García**

President

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