



LET'S BUILD A DREAM TOGETHER

## COMPANY BACKGROUNDER

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## What is La Pinada?

La Pinada is the first Eco-district in Spain to be co-designed by its future residents and conceived around a school. It integrates the **principles of sustainable urban development while aiming to create an attractive environment** which will make a perfect family home, where residents will be able to live, work and enjoy nature. It is a development that seeks to create social and environmental value.

The project is located in Paterna, Valencia (Spain), at 10 minutes from the Valencia city centre and typically enjoys sun 300 days of the year. It will offer **25 hectares** of pine trees, where approximately 1.000 families, who will settle in their progressive stages of growth and contribute to the co-creation of the neighbourhood and the houses, will be settled progressively throughout the growth phases of the project.

La Pinada borders with an additional great extension of 300 hectares belonging to the rural land of the natural area of la Mola, adding to a healthy environment with ample green space (both indoors and outdoors), parks, green corridors, and urban gardens, as well as urban allotments and green facades.

The Eco-District will implement circular economy solutions, shared resources and synergies between the school and the neighbourhood. Furthermore, it will offer the residents environmentally-friendly smart mobility solutions.

**Imagine Montessori School**, which recently opened an educational centre in the neighbourhood of Alfahuir (Valencia city) for kids aged 2 to 9, will be located within La Pinada, allowing for the existing school facilities to grow. The project aims for the school to become the center of activity and leisure of La Pinada, serving as the nexus between the residents, regardless of their age. .

Works are scheduled to start on 2019. The first phase, together with the opening of the secondary stage of the school, is intended to be completed by 2021.

The proximity between home, work and school, alongside the comfort of amenities at the doorstep, are aimed at reducing travel time and enhancing a **vibrant, dynamic, healthy, safe and socially cohesive environment**, that brings together the best of the neighbourhood with **the integration of nature**.

At the same time it will be greatly connected and integrated with the rest of the metropolitan area by means of sustainable mobility.

## **LA PINADA, a sustainable district**

According to the United Nations, although cities only occupy the 3% of the land area, they are responsible for the 60% to 80% of power consumption and 75% of carbon emissions. Additionally, the traditional way of urban growth has led to inequality, poverty, excessive traffic and pollution, which has consequently contributed to climate change.

The United Nations, in their Sustainable Development Goal (SDG) 11 "Sustainable Cities & Communities" states that "when choosing to act in a sustainable manner, we opt for building cities where all the citizens can enjoy a decent quality of life and be part of the production dynamics of the city, generating shared prosperity and social stability without harming the environment." The United Nations Conference on Housing and Sustainable Urban Development of 2016 in Ecuador, Habitat III, concluded with the adoption of the New Urban Agenda.

La Pinada aims to become an Eco-District reference & inspiration, bringing about a feasible alternative which will generate an accessible, equitable, resilient, collaborative, healthy and safe environment, drawing on ambitious self-sufficiency objectives and the implementation of strict requirements on limited resources (water, power, materials) for an intelligent use. Some of the examples include water recycling, nearly zero-energy consumption, power generation from renewable sources, circular economy formulas considering the cycle of life of materials, shared resources and spaces as well as the synergies between the school and the neighbourhood.

Moreover, it will make smart environmentally-friendly mobility solutions available for the residents, and will aim at incorporation **better practices at international level for sustainable urban developments.**

In the last 25 years, several examples of Eco-Districts have been developed and taken as a reference in Europe, starting with BedZed near London and Hammarby Sjöstad in Sweden as one of the last examples. Other examples like Kronsberg in Hanover, Trinitat Nova in Barcelona, Vauban in Germany, Sarriguren in Navarra, Island Nantes in France and many more, are all urban projects with a common denominator: developing our habitat in a more sustainable way. La Pinada shares the same goals and faces the challenge of taking a step further.

La Pinada aims at being a reference to show that current standards are insufficient. At least 50% of CO<sub>2</sub> emissions will be reduced with respect to a standard building. Net zero energy use will be opted for, reducing the demand and aiming for renewable energies.

Regarding the management of water cycles, the challenge will lay in reducing the impact of water consumption by 60% with respect to the average consumption pattern in Spain. Circulation in the neighbourhood will be designed for pedestrians and cyclists, and different shared means of transport will be offered for metropolitan travel. The neighbourhood will be made up of different communities, each one with its own character, and different services and shops will be scattered around the neighbourhood in such way that they are made available to all the residents without the need to use a motor vehicles.

La Pinada longs to take a step further, and build on the experience of European eco-district experiences.

## **LA PINADA, a family district**

The neighbourhood is especially thought out for children, parents and elderly people to live together in harmony while integrating work and leisure in order to favour the work-life balance of

their residents. Inspiring and flexible coworking spaces will also be made available. The homes, co-designed in partnership with their inhabitants, will be provided with ample spaces, gardens and terraces, car free zones, the comfort of amenities at street level, and a dynamic atmosphere full of options for children and adults alike.

The district seeks to create a stimulating learning atmosphere for both children and adults alike, encouraging ongoing improvement and experimentation to test and accommodate new ideas, concepts, technologies or innovations, especially from start-up companies and students from the school.

## Who is creating LA PINADA?

Zubi Labs is behind La Pinada, the company founded by the entrepreneur Iker Marcaide, which has brought together a multidisciplinary team with extensive experience in architecture and sustainable urban development.

Imagine Montessori School, a recently opened innovative school in Valencia and also a Zubi Labs's initiative, will also live in the area. The idea of creating this eco-district originated in the process of searching for land to expand the school. Beyond a school, the idea of creating something much more impactful, where families could live and work, reduce transportation time, enjoy a healthy environment, a community with social cohesion and shared values, and everything geared towards the development and the happiness of the children was explored, and now has turned into a reality. The goal is to create great place for children whether they live in the district or form part of the school or not, so that they can grow up playing in the streets, and in a car-free zone, which is safe and in the middle of nature to boost their autonomy, curiosity and creativity.

## Imagine Montessori School, the Heart of the Neighbourhood

The neighbourhood features an extensive land area of 30.000 m<sup>2</sup> where the second site for Imagine Montessori School will be located to serve children aged 2 to 18. The new location will

allow for the existing facilities in the Alfahuir neighbourhood in Valencia city to expand. The present school facilities have been recently opened and host children aged 2 to 9.

Thanks to the synergies between the neighbourhood and the school, families will be able to enjoy a privileged environment in which to live, and the residents will enjoy shared resources and areas with the school. The school is intended to be the main centre and driving force for generating activities. At the same time, the neighbourhood will be an extension of the project-based learning process that the students will carry out.

Imagine Montessori School was co-founded by three families with children, and aims to nurture the curiosity, hunger to learn and potential every kid is born with to help them become creative, independent, resourceful and ready for a fast changing world, while committed to nature and society.

The School features a full British curriculum, combined with the benefits of the Montessori pedagogical method, where the school accompanies the children in their innate curiosity, respecting each child's pace of learning as well as their likes and choices.

## **A Socially Responsible Neighbourhood**

The sourcing will be oriented towards environmentally and socially-friendly solutions and suppliers, promoting the employment of disadvantaged groups or at risk of social exclusion. The project will also try to maximize its impact in the development and growth of innovative companies, entrepreneurs and local talent, so that, on the whole, it can have an important contribution to improve the welfare of society and businesses, in particular that closest to the district.

**[www.barriolapinada.es](http://www.barriolapinada.es)**

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