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ZUBILABS

PRESS RELEASE

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The Only Spanish Project Selected

Europe Selects La Pinada for its Smart Sustainable District flagship program and Fighting Against Climate Change

La Pinada becomes part of the consortium backed by the European Institute of Innovation and Technology (EIT) through Climate KIC for the development of urban, sustainable and pioneer districts in the world.

The Polytechnic University of Valencia and the Energy Technology Institute (ITE) are part of the project.

The recently announced La Pinada eco-district located 10 minutes from the centre of Valencia in the municipality of Paterna has been **the only Spanish initiative selected to take part in "Smart Sustainable Districts"**, one of Climate KIC's star programmes, and is the EU's main initiative that focuses on innovation to reduce climate change.

The programme promoted by Climate KIC, which in turn stems from the European Institute of Innovation and Technology (EIT) - an organisation founded in 2008 to encourage innovation and entrepreneurship in Europe, and to work on the EU's main challenges, pursues **the development of knowledge and implementation of the best practices necessary for the transition of cities** towards zero carbon emissions by means of establishing consortiums on a local level, in order for them to serve as a model for sustainable urban developments in the future.

In general, the selected projects share characteristics such as low-carbon mobility solutions, intelligent networks, zero-energy building, efficient water management and public/accessible green areas, and all of them are developed by intelligent technology that optimise the resources. These districts also promote well-being, healthy and sustainable lifestyles.

Various partners of Climate-KIC, such as the Polytechnic University of Valencia (UPV) through their Dept. of Rural and Agrifood Engineering (DIRA), and the Energy Technology Institute (ITE) presented La Pinada's candidature, which was finally selected. The other selected projects are

located in the capitals of Portugal and Malta, and there are now 9 districts that make up this programme, such as Queen Elizabeth Olympic Park in London, Moabit West in Berlin, the New Centre in Utrecht, and the Docks de Saint-Ouen in Paris.

According to the founder of La Pinada eco-district, Iker Marcaide, "to be part of this initiative will not only help us to create a better solution incorporating better practices, but to **multiply the impact of our district, our ideas and our innovations beyond our borders**, and to be a model and an inspiration", to which he added "We aim for La Pinada to create an innovative, educational, resilient, participative, healthy environment, co-creating the solution with the future residents of the district from the start".

La Pinada is located in Paterna, a municipality which has supported the United Nations' Goal 11 for "Sustainable Cities and Communities", and also developed their own plan for Sustainable Urban Development in Paterna (Plan Actúa), which forms part of the Cities Alliance in Sustainable Development and signed up to the Sustainable Urban Mobility Plan of Valencia.

About La Pinada

La Pinada will be the first eco-district in Spain which is co-designed by its future residents and is conceived as an extension of a school. The project is situated at 10 minutes from the centre of Valencia and includes 25 hectares of pine trees where approximately 1,000 families will settle in their different stages of growth. The first stage is expected to be complete by 2021. The new eco-district will create an attractive space for families to live, work and enjoy nature in an exciting, dynamic, healthy and socially integrating environment. La Pinada is a project by Zubi Labs, which seeks to create social and environmental value through their business initiatives.

Further information on La Pinada at: <https://www.barriolapinada.es/en>

Further information on Climate KIC at: <http://www.climate-kic.org/>

Further information on SSD at <http://www.climate-kic.org/> and on SSD at <http://www.climate-kic.org/programmes/smart-sustainable-districts/>

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