





**HELLO !**



01

# What is La Pinada?





Barrio 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

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.**





## The school, the heart of the Neighbourhood

**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.**

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.





**02**

**LA PINADA,  
a sustainable district**



# 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 lead 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 Sjostad 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



**03**

# **LA PINADA, a family district**



# 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.





**04**

## **Who is creating La Pinada**



# ZUBI LABS



**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.**



05

## A Socially Responsible Neighbourhood



# 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.**





## Iker Marcaide

Founder of Zubilabs

**Iker Marcaide** Founder of **Zubi Labs** - Iker focuses on **co-founding impact ventures** that seek a triple bottom line (financial, social, environmental). His most recent venture is Barrio La Pinada, an innovative eco-town in Valencia which is currently being co-designed by its future residents.

Previously he also co-founded **Imagine Montessori School**, a school for children focused on personalized education and in 2009 founded **peerTransfer (aka flywire)**, today the leading provider of international payments in the education industry (400 employees, \$143M VC funding, \$5bn in yearly volume) and **“Forbes’ Next Billion-Dollar Startups in 2018.**

Iker holds a MS in Industrial Engineering from the Polytechnic University of Valencia, a MS Operations Management from the MIT School of Engineering and a MBA from the MIT Sloan School of Management where he was a **LGO Fellow and Caja Madrid Foundation Scholar**. Iker was **selected as a TR35**, is a frequent speaker at entrepreneurship and technology events, and he is a trustee to various Foundations.



**Sustainable cities and communities. Innovation. Technology. Education. Entrepreneurship. Impact Investment. Energy. Water. Sustainable mobility. Circular Economy.**



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