

# Málaga City (1)



## Málaga City (2)

- Coastal capital city located in southern Spain and Europe, had its origins 3.000 years ago as a Phoenician city
- Later it was territory of arrival of Greeks, Romans, Visigoths and Arabs, being all this heritage still perceptible in the Historic Center
- Population: 580.000 inhabitants, with 1.250.000 inhabitants in the metropolitan area (Málaga - Costa del Sol)
- Malaga is a destination with an excellent accessibility, either national or international, thanks to its important network of transport infrastructures:
  - ✓ High speed train (AVE)
  - ✓ Motorways
  - ✓ Malaga International Airport: connections to 129 destinations, almost 20 millions of passengers in 2019 (85 % international market)
  - ✓ Port of Málaga: 2<sup>nd</sup> in Spain regarding cruise ships, with half a million passengers in 2019
- Main economic activity:
  - ✓ Service sector
  - ✓ Urban tourism (the urban regeneration and recovery of its Historic Center boosted tourist activities and currently receives more than 4 million tourists a year)
  - ✓ A flourishing technology industry (Digital Pole, Málaga TechPark...)



## Why we participate in IURC

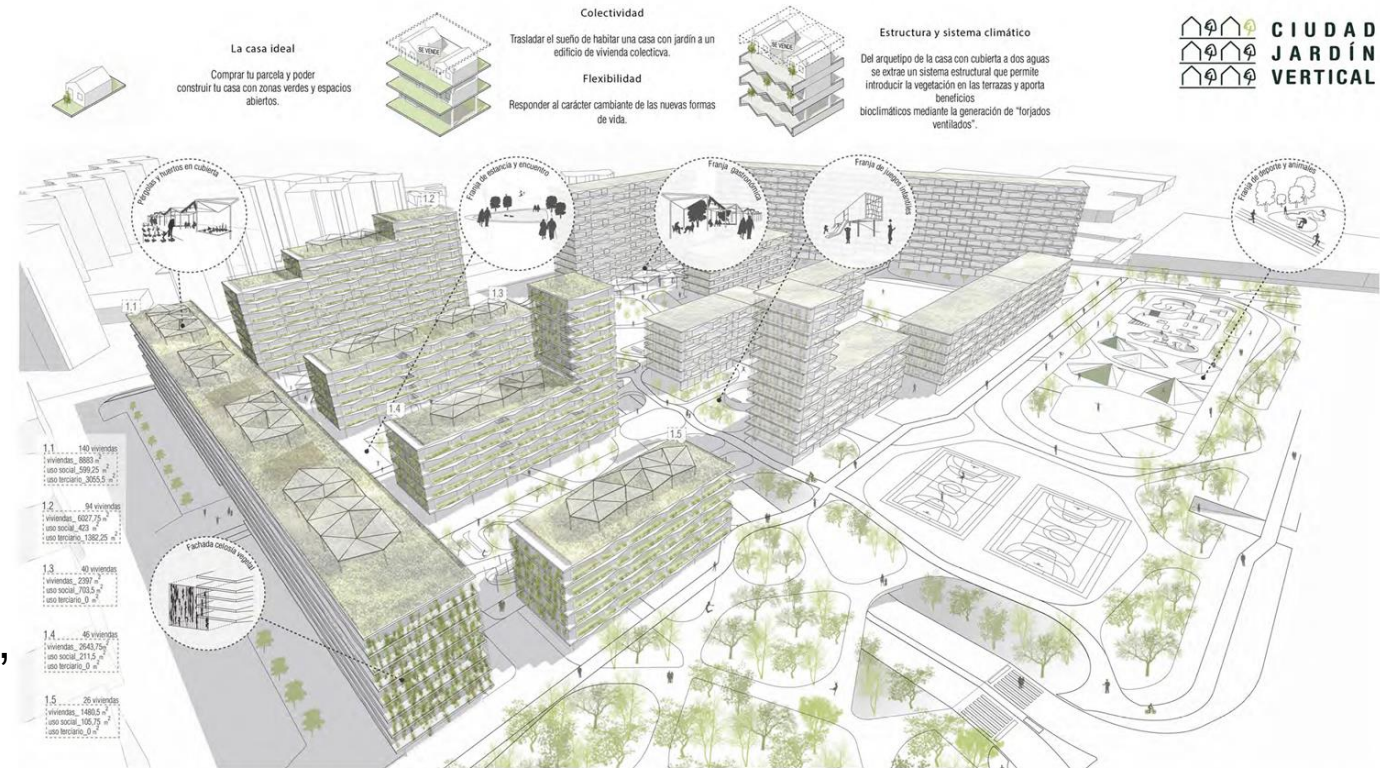
Malaga has a large experience in Urban Development international cooperation:

- Usually works with other European and North African cities, mainly Morocco
- Led the Network nº 6 Urban Environment involving 219 EU & LAC cities (URB-AL EU Programme)
- Has participated in the IUC Asia and Latin America programmes, being paired with Changchun and Zhengzhou (China) and Cartagena de Indias (Colombia)
- Malaga also participated previously in World Cities programme, with Nelson Mandela Bay Municipality (South Africa)

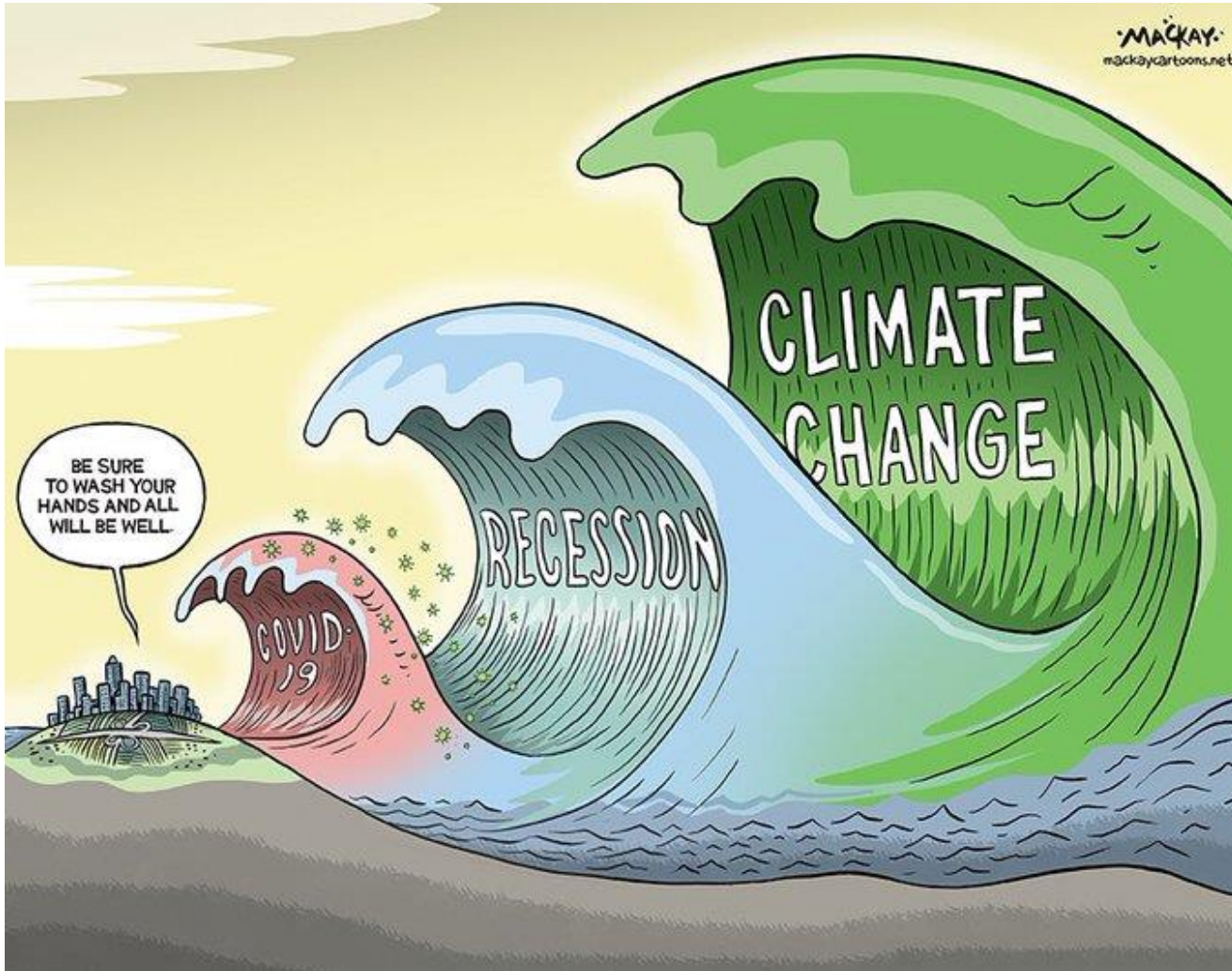


## What we would bring to the partnership

- The Urban Agenda as a strategic reference framework for the city
- ALICE, our climate plan 2050: the green city
- Biodiversity
- System of urban sustainability indicators
- The recovery of the historic city
- Tourism opportunities ...and their weaknesses
- Innovation and technology
- Quadruple helix stakeholders to be potentially involved: University of Malaga, Malaga Port, business associations, Chamber of Commerce, Malaga TechPark, civil society associations...



## Our expectations



- ✓ Articulate the **Territory and the Configuration of the city** with the **Urban Metabolism**, the **Climate Plan**, the **Biodiversity**, the **Social Cohesion** and **Citizen Participation**
- ✓ **Herd Immunity** ⇒ **Climate Immunity**

**Alice:** would you tell me, please, which way I ought to go from here?

**Cat:** that depends a good deal on we here you want to get to...

*Lewis Carroll*