



This picture, like a TV spot, produced important benefits to the city, as the innovative and daring design of Olympic mascot did

A view of Poble Nou Athletes Olympic Village: in 1986 (with railways tracks and without beaches) and in 1992 (with 2.200 flats and free beaches). And 2000 more in other 4 decentralized locations. Total: 4.200 flats



View of the North Ring Road. 40Km in total



BARCELONA OLYMPIC EXPERIENCE 1981- 2017

Lluís Brua, architect

Joaquim Clusa, economist

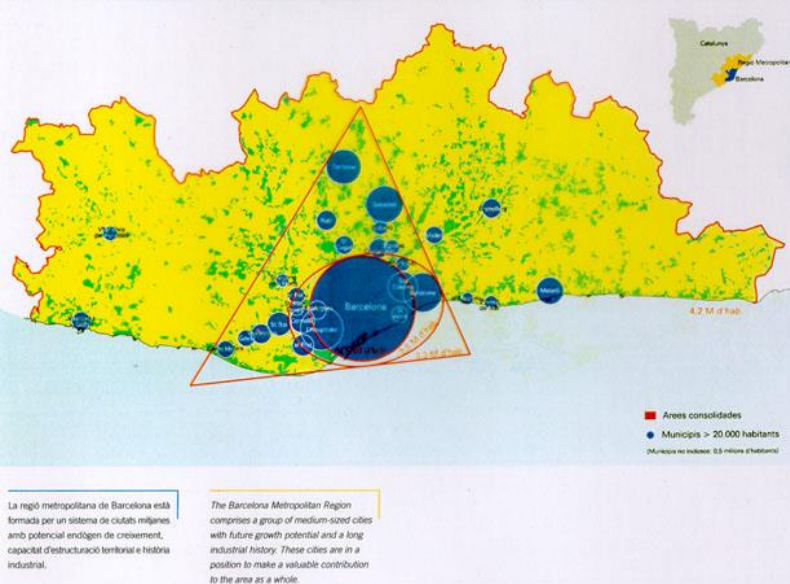
European Council of Spatial Planners - Conseil Européen des Urbanistes, ECTP-CEU,

Paris

June the 29th, 2017



The Olympic Stadium to the bottom, built in 1936. A view from Sant Jordi Pavilion, with the telecommunications tower



Barcelona municipality: 1,6 million inhab. (27% of CAT region)

Metropolitan Area: 3,2 million inhab. in 600 km² with +-30 municipalities (+Madrid municipality) –

Metropolitan region: 4,8 million in 3.200 km² (6-7th UE metropolitan region)

CATALONIA (CAT) region: 7,5 million in 32.000 km². 6 million in 1992. 1,1 million foreign immigrants in 2016 (15% of the total CAT population)

Barcelona municipality, stabilised in resident population since 1990, because physical limitations (102 km², similar to Paris)

UNEMPLOYMENT as the main economic problem today: Still at 12- 15% after 8 years economic crisis. It limits today the positive 1992 balance for the Olympic event

TERRITORY	AREA (Km ²)	Population 1991	Population 2016	% Change 1992- 2016	% Annual Change 1992- 2016	% related Catalonia region
BARCELONA MUNICIPALITY	102	1.643.542	1.608.746	-2%	-0,1%	27%
METROPOLITAN AREA (28-36 councils)	585	3.037.793	3.226.600	6%	0,2%	50%
METROPOLITAN REGION (123 councils)	3.235	4.264.422	4.747.035	11%	0,4%	70%
CATALONIA REGION (948 councils)	31.895	6.059.494	7.448.332	23%	0,8%	100%
SPAIN	505.370	39.723.350	46.445.828	17%	0,6%	

UNEMPLOYMENT	1991	2016	% Change 1992- 2016	% Rate 1991	% Rate 2016
BARCELONA MUNICIPALITY	66.557	79.056	19%	10%	12%
METROPOLITAN AREA (28-36 councils)	140.168	177.988	27%	11%	13%
METROPOLITAN REGION (123 councils)	203.300	343.860	69%	11%	14%
CATALONIA REGION (948 councils)	276.355	593.600	115%	11%	15%

SOME MORE NEGATIVE ECONOMIC FIGURES 1991- 2016

- Manufacturing employment in the Metropolitan region from 36% in 1991 to 15% of the total in 2016
- Construction from 8% to 4% in 2016
- Travel to work by car from 45% in 1991 to 49% of all trips in 2011, according Census data

ECONOMIC ACTIVITY STRUCTURE	Barcelona 1991	Metropolitan Area 1991	Metropolitan Region 1991	Catalonia 1991	Barcelona 2017	Metropolitan Area 2017	Metropolitan Region 2017	Catalonia 2017
agriculture	0%	0%	0%	0%	0%	0%	0%	1%
manufacturing	28%	33%	36%	37%	7%	10%	13%	15%
construction	8%	8%	8%	9%	3%	4%	5%	6%
services	65%	60%	55%	54%	90%	86%	82%	78%

TRAVEL TO WORK BY MEANS PUBLIC / PRIVATE	1991 BY CAR AND SIMILAR	2011 BY CAR AND SIMILAR
BARCELONA	27%	33%
METROPOLITAN AREA	41%	36%
METROPOLITAN REGION	45%	49%

PARTIALLY COMPENSATED BY SOME POSITIVE FIGURES 1991- 2016

Income per capita growing at a rate of 3% annual in current prices in 25 years

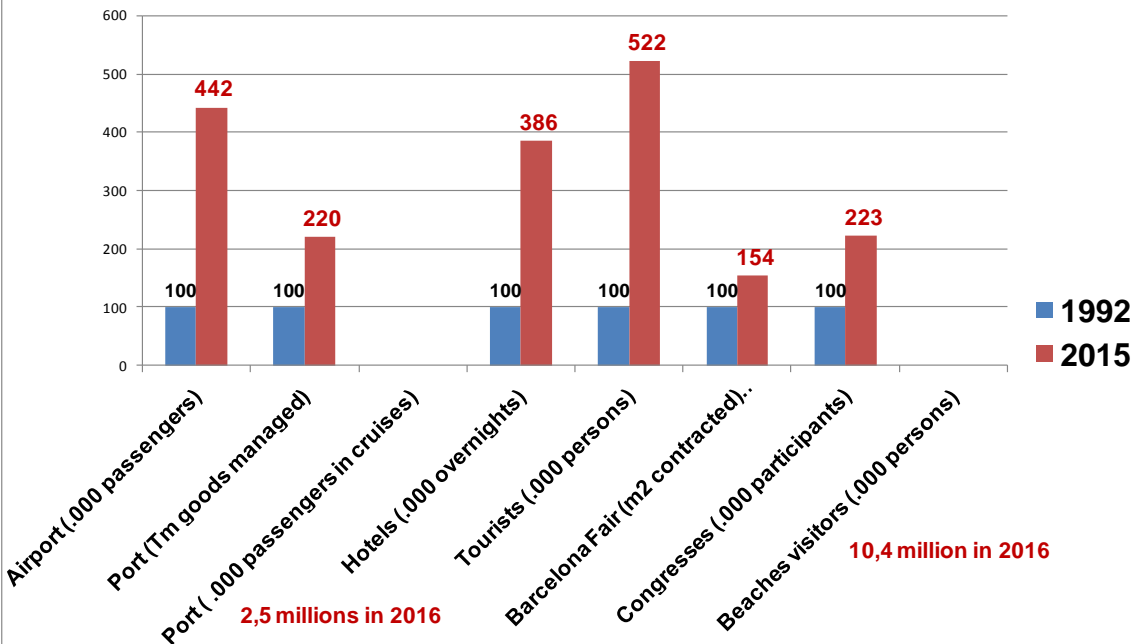
Impressive increase in the Barcelona international projection

DISPOSABLE INCOME PER CAPITA (CURRENT PRICES)	1991	2016	% Change 1992- 2016	% per year
BARCELONA MUNICIPALITY	9.610	21.267	121%	3,2%
METROPOLITAN AREA (28-36 councils)	8.547	18.385	115%	3,1%
CATALONIA	8.147	16.500	103%	2,9%

despite the crisis 2008-2015

PTA to € at 167 PTA/€

BARCELONA INTERNATIONAL PROJECTION 1991- 2016. IN PART RELATED TO 1992 OLYMPICS



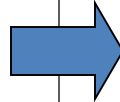
BARCELONA /CATALONIA INTERNATIONAL PROJECTION : IMPRESSIVE INCREASE FROM 1991 TO 2016

- Tourists grew 4,2 times up to 8,3 million, at a rate of 7,4% annually (indeed *still* small figures compared with Paris and London, with more than 30 million)
- Airport passengers: 3,4 times up to 39,7 million, at a rate of 6,7% annually
- Hotels overnights: 2,9 times up to 16,6 million
- Beaches visitors: 10,4 millions in 2016, from almost no use of Barcelona beaches in 1991. In the early morning of June the 23th, 59.000 were sleeping in the 5 km beaches and produced 19 tons of garbage needing a cleaning brigade of 310 persons!.
- Cruisers passengers: up to 2,5 million in 2016

AIRPORT, PORT, TOURISM, TRADE FAIR AND BEACHES	1992	2015	% Change 1992- 2015	% Annual Change 1992- 2016
Airport (.000 passengers)	8.976	39.711	342%	6,7%
Port (Tm goods managed)	18.359	40.392	120%	3,5%
Port (.000 passengers in cruises)	-	2.540	--	
Hotels (.000 overnights)	4.308	16.612	286%	6,0%
Tourists (.000 persons)	1.592	8.303	422%	7,4%
Barcelona Fair (m2 contracted) (Mobile Congress, Microsoft, Alimentària...)	477.886	736.990	54%	1,9%
Congresses (.000 participants)	260	580	123%	3,5%
Beaches visitors (.000 persons)	n.a.	10.429	n.a.	n.a.

The 1992 Olympic Games was an “excuse” (or a “justification”) to concentrate investments to tackle infrastructure deficits from old plans (and from Central and Regional administrations responsibility) and high unemployment, after the near 40 years dictatorship period (1939- 1978)

- **1975-1980: economic crisis and high unemployment rates (\approx 20%). Income per capita 85% of UE average (1980).**
- **Important metropolitan infrastructure deficits**
- **POLITICAL CONTEXT: from dictatorship to democracy. 1979: first local democratic elections**



INFRASTRUCTURE and HOUSING were the instruments to address these problems

BARCELONA 1992 OLYMPIC PROJECTS:

Ring road (40 km), regional motorways (70 km), 4200 flats, 2 communication towers, 5000 hotel rooms, airport enlargement, 5 km of new beaches, 5 new office centralities, leisure port improvement, 5000 new hotel rooms, renewal of sewerage network ...and Stadium and sports palace.

Which of these projects would not have been constructed without the Olympics?. Probably most of them would have to wait several years.

- 1936 Stadium renewal
- Construction of new Sports Palace
- Ring Road (approx. 40km)
- Additional new motorways (approx. 70km) in the region, and tunnel to Barcelona
- 4.200 new flats in the 4 Olympic Villages (2.200 in the Poblenou athletes city, opening the city to the sea)
- 2 Communication Towers
- 5 new centrality areas (offices) – planned in 1981-86
- Airport enlargement
- Leisure port improvement
- Cultural facilities (museums, etc)
- 5,000 new hotel rooms
- 5 km of new beaches: Barcelona opens to the sea
- Sewerage system renewal

EXPENDITURE ASSOCIATED TO THE 1992 BARCELONA OLYMPIC GAMES: \$ 10 billion
10,4% of 1991 Regional GDP (London 2012: 5%)
Olympic sport event: only 17% of the total. Impact: maintaining 30.000 jobs per year
(minimum)

- Total: \approx \$ 10 billions – 10,4% of 1991 REGIONAL GDP
- Olympic event: \$1,635 millions (17%) (**small part of the whole operation**).
- “Agreed infrastructure” program: \$8,012 millions (83%). “List” for VAT exemption.
- Comparisons:
 - Tokyo 64: \$16,826 m
 - Montreal 76: \$3,175 m
 - Los Angeles 84: \$522 m
 - Seoul 88: \$3,155 m

Employment impact estimations: Brunet (30.000 jobs/year) – Raymond (60.000 jobs/year)

“ORIGIN” AND “MANAGEMENT” OF THE FUNDS:

a very productive private& public partnership in similar proportions. Public sector invested in infrastructure, sports facilities and a little amount in affordable housing. And private sector financed housing, telecommunications and the sport event (TV)

Origin

- **Public sector**
 - **47% in infrastructure investment**
- **Private sector**
 - **53% in housing, telecommunications, sport event**

PUBLIC FINANCE

BARCELONA COUNCIL (18%)

REGIONAL AND CENTRAL ADMINISTRATIONS IN SIMILAR PROPORTIONS (40% EACH)

Barcelona Council 1986- 1991 investment:

1/3 in the Olympics, 1/3 in Old City regeneration and 1/3 in general city projects

Barcelona City Council: 18% of public funding

Provincial Government and Metropolitan Institutions: 9% public funding

Regional Government: 32% public funding

Central Government: 41% public funding

≈20% of overall public investment of the period 1987-1992

RECENT CRITICISMS OF THE *1992 BARCELONA MODEL*:
PONCE, academic in Law: *Barcelona old model vs newer real Barcelona model* (see graph)
DELGADO, academic in antropology : *(1992) The birth of a monster*

Barcelona model	Problems	Real Barcelona
Urban projects linked to international events (Olympic Games 1992, 2004) and economic growth linked to housing bubble.	Crisis, unemployment, foreclosures	Domestic problems which need a plan, time and efforts (wicked problems)
No affordable housing: emphasis on public spaces, design, public infrastructures	Lack of affordable housing	(enforceable) Right to housing: empty flats, rent controls, cohousing
Promotion of tourism. More hotels	Impacts of tourism	Control and limits of apartments for touristic uses: the Airbnb battle
Public Private Partner Partnership (PPP)	Inequality	Plan for recovering neighborhoods, energy poverty and utilities
	Gentrification, segregation	Mixing affordable housing, helping schools and students
<u>Environmental sustainability is not a priority</u>	Environmental problems (pollution, etc.)	Implementing new environmental measures

Professor Calavita, from California,has remembered us recently: Manuel Delgado, in his The birth of a monster raises very good questions about how the city has become a "monster". A city where its citizens cannot afford to live, that has lost its soul. This is happening in San Francisco/Bay Area and other highly successful cities in the world. **It is not the fault of the Olympics. It is the fault of the Global economy and the inability of cities to counteract it, to put limits on "prosperity"**

- **Personally not agree with professor Ponce to make directly responsible of “Crisis, unemployment, foreclosures* to *Urban projects to internationals events and economic growth linked to housing bubble***
- **Completely agree (nobody can opposed to!) with all the mesures proposed (plan, right to housing, limits to tourist flats, recovering neighbourhods, affordable housing and environmental measures) with 13% of unemployment.**
- **We worked together in 2016 for the new *Barcelona Right to Housing 2016- 2025 Plan**

And finally, let's go to the topic of OUR MEETING: CITIES AND THE OLYMPIC AND PARALYMPIC GAMES, FEEDBACK AND PROSPECTIVE -HOW CAN WORLD EVENTS BENEFIT THE POPULATION HOSTING THEM?. What is the balance of 1992 Barcelona Olympic event to answer the question?.

Our main interest was to evaluate the different sensibilities, today, in relation to the Barcelona Olympic event. And for this reason we planned the survey with the 13 questions put by the secretariat to the panel. Thank you very much to our 23 respondents (13 in the CAT sample)

Question 7. How does the city of Barcelona 1992 see the realization of this vision and the evolution of its heritage 25 years later?. Answer: 85% *highly positive* in the CAT sample (13 questionnaires) with no answers in the 3 negative alternatives. Just that!

One interesting comment: *Highly positive despite the critical voices arising from mass tourism and gentrification processes. But without the boost of the Games, Barcelona would not be in the world map* (Obviously it is not applicable to Paris!)

	Highly Posi-tive	Plainly Posi-tive	Posi-tive with more clears than obs-cures	More clears than obs-cures	More obs-cures than clears	Nega-tive	Highly nega-tive	No opinion
TOTALS	13	4	2	0	0	0	0	4
	57%	17%						17%
CAT SAMPLE	11	1	1	0	0	0	0	0
	85%	8%	8%					0%

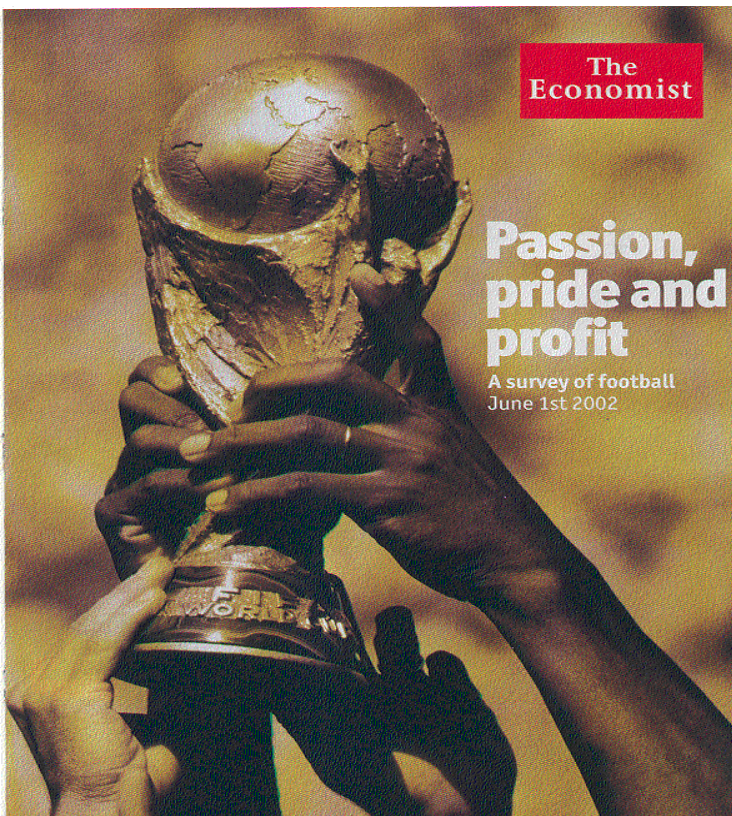
THE OTHER QUESTIONS OF THE QUESTIONNAIRE:

- **The involvement of planners.** Determinant and Relevant for 100% respondents (Important names in Barcelona event: Serratosa, Solans, Buigas, Acebillo, Abad..)
- **Resident expectations:** For 85% *very high* (more than 40.000 enthusiastic volunteers expressed it)
- **Elected officials intervention.** Determinant for 62% in CAT sample (leaderships in Barcelona: Mayors Serra and Maragall, and also Samaranch as *Olympic boost* and a Barcelona citizen)
- **Urban acupuncture:** 52% *partially agree*. Only as a complement of big investments
- **Olympics combining all *city forces*:** 85-87%, agree. Barcelona: private- public and non municipal administrations finance in similar proportions
- ***..Towards a new long-term vision of the prosperity of the city and its inhabitants*.** Only 61-69%, agree, but nobody against
- **Cooperation between the various municipalities and between companies, local government and civil society** is obviously essential. 100% agree, obviously.
- **Impact on the territorial cohesion of the regions.** Only 50% understand that there is *high impact*. It should be improved
- **. Engage cities and regions in the energy transition at the heart of public spaces.** Only 41% understands that there is fully engagement. It should be improved. Let's remember the importance of open 5 km of new beaches in Barcelona.
- And the final one: **Conclusions of the feedbacks and prospects on the hosting of world events in benefit of the population.** 85% in the CAT sample ,high o very high benefits and no answers in the negative side. Just that!. **And a recommendation *Benefits should high or very high, otherwise spending makes no sense***

Financial Times published in May 1999 an article entitled: ***BARCELONA: A SUCCESSFUL STORY OF A PROUD AND FRUITFUL CITY. Could it be applied to all cities hosting an sport *planetary event*?.. 62% agree in the CAT sample (65% in the total sample).**

The Economist published in June 2002 a portrait referred to world football championships . **PASSION, PRIDE AND PROFIT. Could it be applied to Barcelona and all cities hosting an *sport planetary event*?. Only 38% agree in the CAT sample. And 61% in the total sample agree or partially agree. But sure they are necessary anyway!.**

Our balance of Barcelona 1992 Olympic project : Highly positive in economic and international projection terms , but needed more affordable housing!. ALL THE BEST FOR PARIS OLYMPIC BID!



TOTALS

Agree	Par-tially agree	No agree	No opinion
10	5	1	7
43%	22%		30%

CAT SAMPLE

8	0	1	4
62%	0%		31%

TOTALS

Agree	Par-tially agree	No agree	No opinion
9	5	1	8
39%	22%		35%

CAT SAMPLE

5	0	1	7
38%	0%		54%

“Model Barcelona” (una manera de fer urbanisme)

10 components, condicions, característiques,...

"Model Barcelona" (a way to do urbanism)? 10 components, conditions, features, ...

Juli Esteban architect

1. Àrea central metropolitana que es transforma sobre si mateixa
2. Àmbit espacial assumible en termes de projecte físic
3. Planejament urbanístic general facilitador de projectes
4. Amplia implicació ciutadana i professional
5. Lideratge polític i direcció tècnica il·lustrats
6. Projectes urbans com instruments idonis d'intervenció
7. L'espai públic com objecte bàsic de l'actuació urbanística
8. El ciutadà-vianant com destinatari principal
9. Objectiu de qualitat suficient per a tots els llocs
10. Interacció creativa amb els operadors privats

- 1. Metropolitan central area that transforms within itself
- 2. Territory that can be assumed in terms of physical project
- **3. Land use plan facilitator of projects**
- **4. Extensive civic and professional involvement**
- **5. Political leadership and technical direction *illustrated***
- **6. Urban projects as suitable instruments for intervention**
- **7. The *public space* as a basic object of urban action**
- 8. The citizen-pedestrian as the main receiver
- 9. Objective of sufficient quality for all sites
- **10. Creative interaction with private operators**