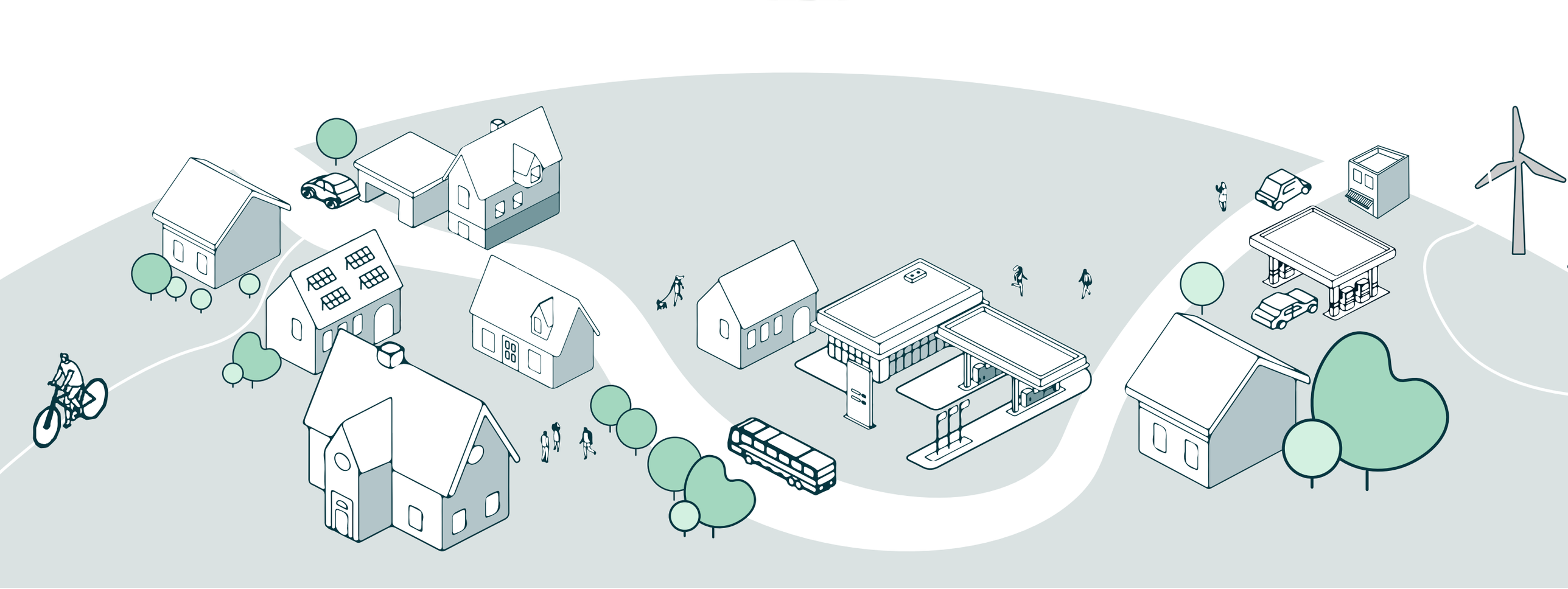
Ayuntamiento de Laredo

REGEN

REGENeration of neighbourhoods towards a low-carbon, inclusive and affordable built environment

LAREDO CITY HALL



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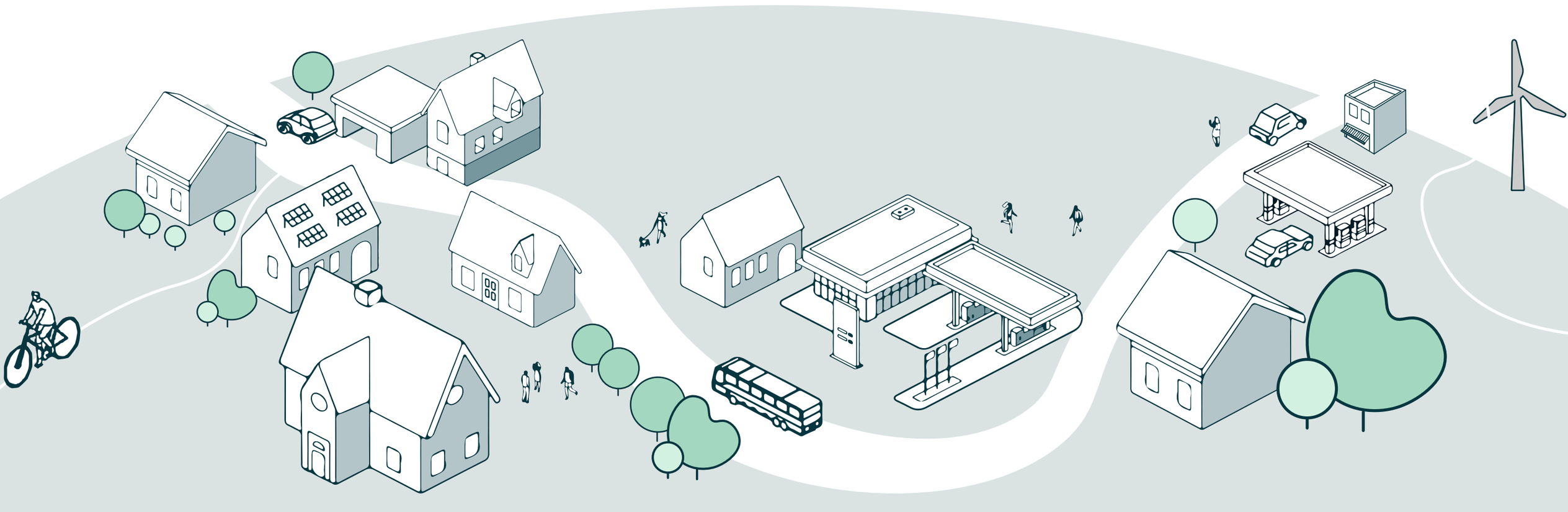
Can you introduce your organization?

Laredo is a town of about 11.000 inhabitants. It is one of the main tourist destinations on the Cantabrian coast. It has one of the biggest and most beautiful beaches in the region: La Salvé, an immense stretch of sand measuring approximately five kilometres.

Laredo's economy relies mainly on the tertiary sector, which employs more than half of the active population (51.2%). Industry is also an important source of work and employs 22% of the population of this municipality.



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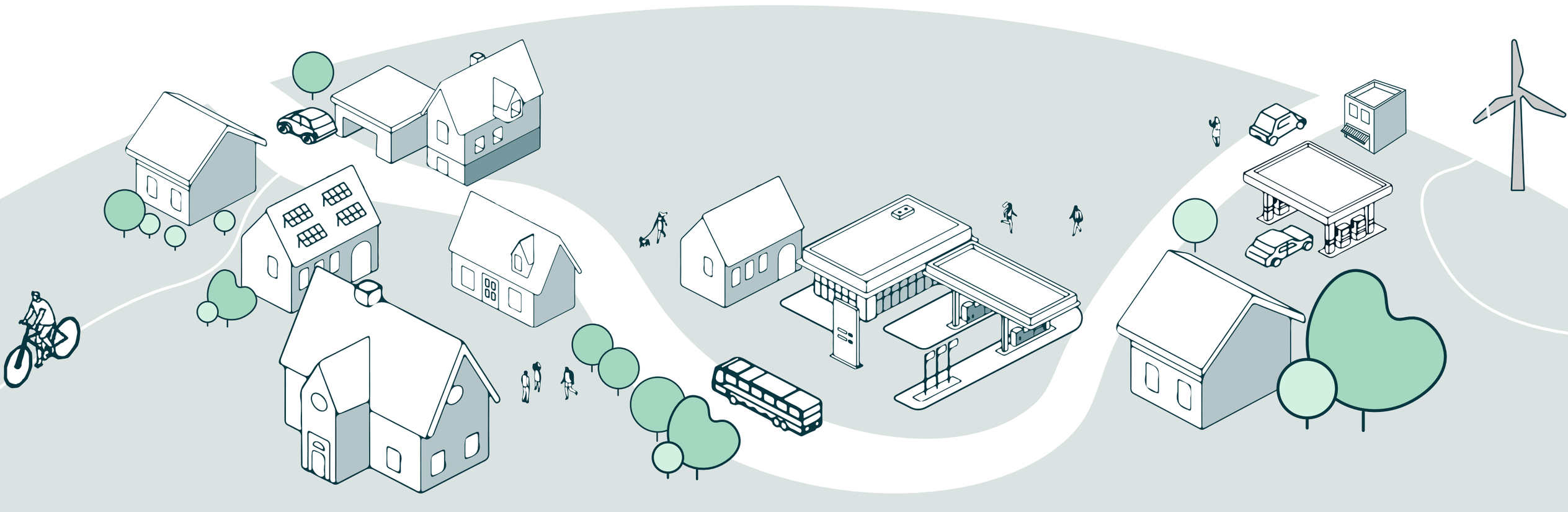
How does your organization's expertise contribute to the REGEN project's goals of paving the way toward sustainable and lasting people-centric neighbourhood regeneration through the development of an Assessment Framework for Urban Regeneration (AFUR)?

The Puebla Vieja de Laredo will play the role of the Demonstration Historic Centre of the REGEN project and will set up the Neighbourhood Regeneration Office (NRO) where the AFUR model will be tested.

Likewise, Laredo contributes to the project with the human and technical resources of the city council that will help to respond to the needs expressed by the population in the participatory process planned in REGEN project.



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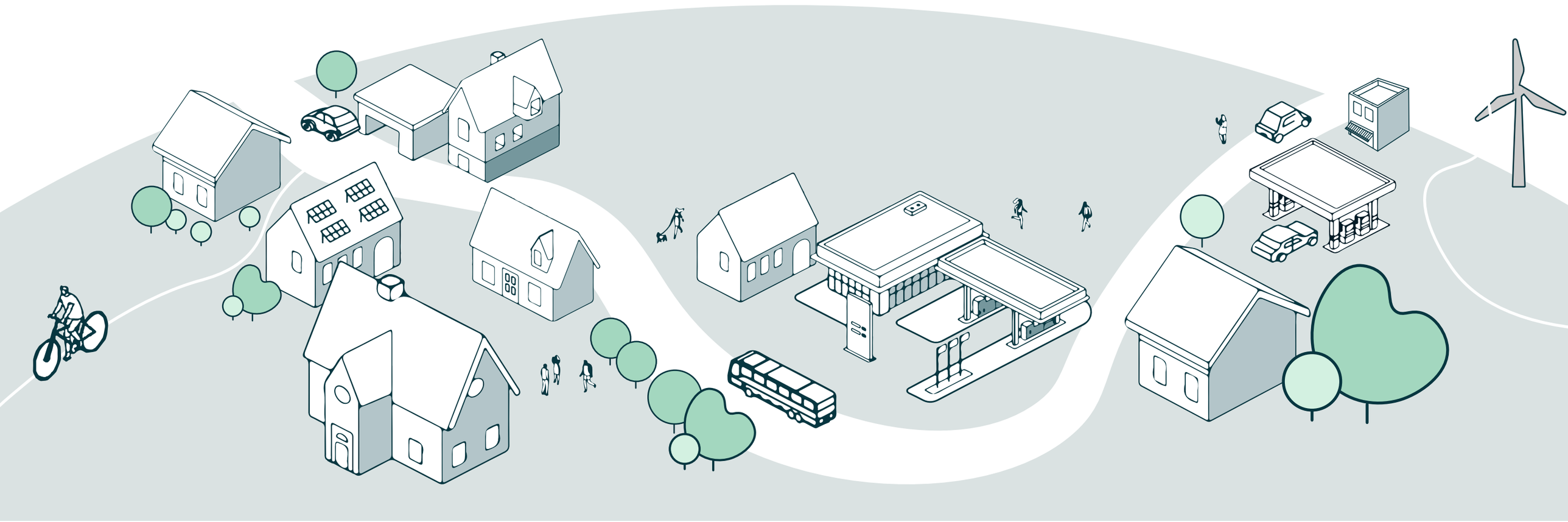
How do you see your organization's participation in neighbourhood regeneration offices (NRO) and the REGEN toolbox development?

The REGEN project is seen as a learning opportunity to cope with the challenges facing cities today. The Laredo City Council is eager to implement the Neighbourhood Regeneration Office and respond to the requirements of the project because they will contribute to the improvement of the city council's urban planning capacities and relations with the inhabitants and consequently the improvement of living conditions for all.



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Want to learn more?

https://regenproject.eu/

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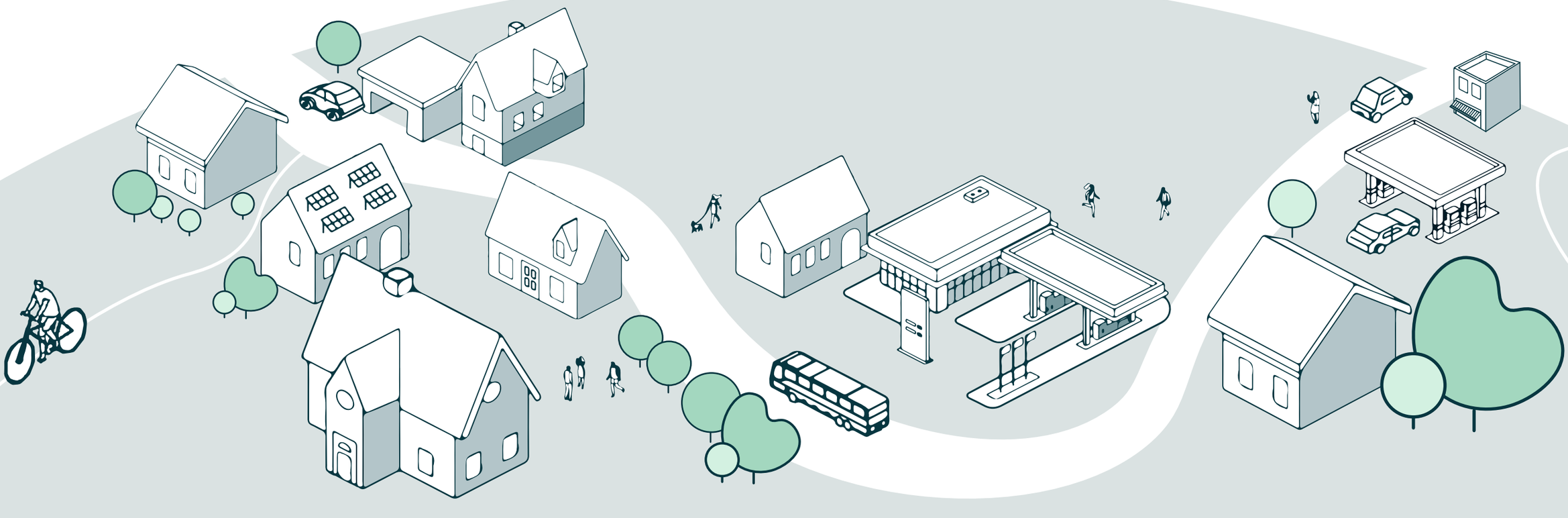
REGEN EU Project