

The REGEN project, social innovation for urban transformation

About the REGEN project

The **REGEN project** is a Horizon Europe Innovation Action co-funded by the European Union. It addresses pressing socioeconomic, climate and built environment challenges by developing innovative pathways towards the **decarbonisation of European neighbourhoods**.

Combining cutting-edge digital technologies, life cycle sustainability assessment methods and citizen engagement, REGEN provides a multifaceted toolbox to support **evidence-based urban regeneration and lasting behavioural change**.

REGEN uses **four distinct geographical and socio-cultural settings as pilot sites**, each addressing specific challenges. Beckerich (LU), Dublin (IE), Milan (IT) and **Laredo (ES)** are the project's pilot sites.

Neighbourhood Regeneration Offices: urban transformation through participation

Within the area of citizen participation, the REGEN project has launched the **Neighbourhood Regeneration Offices (NRO)**. These offices, located in each of the pilot sites, aim to combine the functions of a **'One-Stop Shop'—offering technical expertise on regeneration and sustainability—**with a **'Third Place' social model**, creating accessible spaces for advice, dialogue and collaborative action by citizens.

In Laredo, the **NRO Puebla Vieja** employs the 'living lab' methodology, combined with the use of technological tools, to simulate environments where participants can co-create, test and define solutions that will later be implemented in the urban environment. In short, it **is a space where residents can access information, express their priorities and contribute to the decisions that shape the neighbourhood's future**.

In Laredo's Puebla Vieja, the office focuses its efforts on improving pedestrian accessibility and internal routes; integrating retail and other economic activities into the urban fabric; optimising building performance and maintaining the housing stock; as well as promoting sustainability, reducing consumption and raising awareness of energy systems.





Bringing residents into the regeneration of Puebla Vieja

At the heart of the Laredo pilot is the ambition to **rebuild social trust while preserving the district's unique heritage**. The NRO supports a regeneration approach in which heritage conservation, improved living conditions and citizen participation can move forward together.

To achieve this, various initiatives have been organised, including:

- Structured data collection on the situation in Puebla Vieja through surveys of the local population.
- Dialogue sessions to discuss the survey results with residents. The process resulted in a **shared assessment of the neighbourhood, a set of prioritised regeneration actions and practical proposals for future improvements**.
- Organisation of an **open community assembly bringing together residents and the Mayor of Laredo**. An opportunity to discuss directly with local authorities the day-to-day issues affecting Puebla Vieja.
- Creation of a **steering group for participation**. Through collaborative mapping, discussions and the **MUST digital platform**, participants analysed the challenges facing the neighbourhood and identified priorities relating to **accessibility, mobility, public spaces and local services**.

Together, these activities illustrate Laredo's approach to neighbourhood regeneration: **protecting the identity and heritage of Puebla Vieja while creating new ways for residents to influence its future**.

An open space for the community

The NRO premises, located in Laredo's Plaza de la Constitución, is open to the public from Tuesday to Thursday, from 10.00 am to 2.00 pm. Residents are warmly invited to visit the **Laredo's Neighbourhood Regeneration Office** to find out about the REGEN project, share their views and discover how they can contribute to the ongoing regeneration of Puebla Vieja.

As well as continuing its engagement activities, the office is currently organising a series of Sustainability and Energy Efficiency Workshops, comprising informative talks on various topics related to household energy consumption, energy communities and the sustainable refurbishment of buildings and homes.

By bringing technical expertise, local knowledge and community dialogue together in one place, the NRO is helping build the foundations for a **more inclusive, resilient and people-centred future for Laredo's historic neighbourhood**.





Project Partners



REGEN is contributing to the implementation of the co-programmed public private partnership in Horizon Europe's Cluster 5, Built4People (B4P) which brings together projects on climate, energy and mobility.



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Contact

Coralie Vella: Dissemination, Communication and Exploitation Manager of the REGEN project

coralie.vella@r2msolution.com



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