

In Focus Project: General Information

CONSORTIUM:

10 European cities from 8 countries

- Bilbao – Spain (lead partner)
- Bielsko-Biala – Poland
- Bordeaux – France
- Bucharest – Romania
- Frankfurt – Germany
- Grenoble – Alpes – France
- Ostrava – Czech Republic
- Plasencia – Spain
- Porto – Portugal
- Turin – Italy

PROJECT LAUNCH:

15th September 2015

PROJECT END:

3rd May 2018



Invest Porto.

Project website
[//urbact.eu/In-Focus](http://urbact.eu/In-Focus)

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**INFOCUS PROJECT
- PORTO'S INTEGRATED
LOCAL ACTION PLAN**
DEFINING THE WORKING
PLACES OF TOMORROW!

CAPA @ Associação de Turismo do Porto e Norte, AR

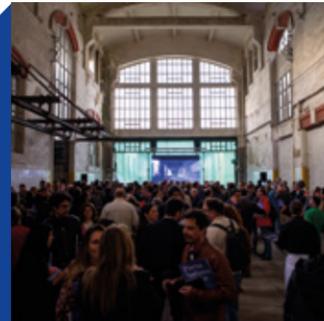


In Focus Project: Objectives & Expected Results

In Focus is a pioneering transnational network of cities that are willing to enhance their competitiveness and job creation capability by positioning themselves in the new economic landscape according to their smart specialisation strategies. The key challenge addressed by this network is to develop better and more efficient urban policies in order to reinforce and create economic activities in prioritized business sectors. By identifying and capturing new emerging sectorial opportunities, the consortium embraces four cross-cutting themes:

- Entrepreneurial talent;
- Cluster development;
- Place branding and marketing;
- New workspace provision.

The key results of the project include Integrated Action Plans produced by all participating cities in close collaboration with their local stakeholders.



Porto's Integrated Action Plan

Porto's Integrated Action Plan focuses on **new workspace provision**, including incubators, research labs and advanced business-industrial premises within the university campuses, as well as new redeveloped industrial-office buildings and precincts in other city areas.

Porto is committed to linking cluster development to urban planning competences as well as branding and investment attraction programmes in a tangible urban dimension.

We are transforming connections, stimulating our innovation ecosystem, developing new and innovative urban and working places from where future solutions can arise as an expression of a revolutionary way of thinking.

Porto's Priority Target Area 1:

Porto Innovation District

The Asprela area is particularly dedicated to academia and research. Besides the university campus, there is a group of relevant stakeholders acting in the area that make this a unique place, with a strong development potential in the areas of business and innovation. Creativity and science, knowledge and community, investment and talent, all these elements are part of the plan which aims at transforming this area into a coherent and integrated innovation district.

Porto Innovation District in numbers:

- 50,000 talented people in one square kilometre
- 66,500 daily users (including students, researchers, staff, patients and hospital visitors) = 31% of Porto's population
- 23 education, research & health institutions
- 32% of all the students in the Northern region of Portugal
- 53 R&D centres
- 5,000 researchers

Actions foreseen:

- Organizational structure and strategy definition;
- Marketing and branding development;
- New spaces;
- Urban connections;
- Innovation and Living Lab.



Porto's Priority Target Area 2:

Eastern Area - Campanhã and Bonfim

A number of advantages and opportunities were pointed out for sustainable urban development of this area:

- Very favourable conditions for internal and external connectivity;
- Patrimonial and symbolic values capable of projecting a new local identity;
- Environmental and landscape resources;
- Large industrial units deactivated and empty spaces with potential for the installation of new functions and activities;
- A significant volume of buildings with potential to be rehabilitated.

There is an unquestionable need and commitment to designing and implementing an integrated intervention for this area of the city and a strategy which successfully tackles the bottlenecks of socio-economic development of this territory and improves the living conditions of the population.

Actions foreseen:

- Matadouro and urban integration;
- Campanhã agenda.

