

# Project: **Developing Vinarós Smart City Plan**

Client: **Ajuntament de Vinarós**

## Challenge and objectives

The city of Vinarós (Valencia), was selected to receive a grant from the Spanish Government to support strategies of sustainable and integrated urban development (EDUSI), co-financed with FEDER funds of the European Union. The award of this grant supposed for Vinaròs a great opportunity to boost the implementation of smart city strategies with a long-term vision. To seize this opportunity, the city requested expertise to assist in the definition of their strategy.

## Description

DOXAIS advised Vinarós City in the development of both its Strategy and its Action plan in order to promote the city's transformation. The plan followed EDUSI's guidelines to incentivize the city's economy based on knowledge and innovation, promote a more efficient use of resources and improve social cohesion.

The project first included a deep city diagnosis and an exhaustive stakeholders map. All the information gathered during the diagnosis phase was used afterwards to develop a city strategy including: a) strategic axes and detailed objectives aligned to EDUSI's guidelines and local government action plans and b) detailed city programs with specific objectives, projects and storytelling for each personalised program of the city of Vinarós.

Building up from its main strategy, DOXAIS managed to assist Vinaròs in developing an overall action plan, proposing improvements to the already existing city projects and detailing a set of new smart initiatives that would address the city's specific challenges from a smart city perspective.

## Outcomes

- City diagnosis: state of the art, stakeholders map, city needs, strategic framework
- Strategic Plan: Short-term strategic axes and objectives, 14 smart city programs (areas)
- Action plan and recommendations
- Storytelling and communication materials

1	BON GOVERN I INNOVACIÓ A L'AJUNTAMENT	8	TRANSFORMACIÓ URBANA I RENATURALITZACIÓ
2	GOVERN OBERT I TRANSPARÈNCIA	9	MOBILITAT SOSTENIBLE
3	TURISME I LLEURE	10	INFRAESTRUCTURA TIC
4	TALENT, INNOVACIÓ SOCIAL I EDUCACIÓ	11	COMERC, SERVEIS I INDÚSTRIA LOCAL
5	SALUT I SERVEIS SOCIALS	12	AUTOSUFICIÈNCIA ENERGÈTICA
6	SEGURETAT I RESILIÈNCIA	13	SERVEIS URBANS
7	ECOSISTEMA D'INNOVACIÓ	14	MAR, HORTA I ENTORN



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