

Tourism & Culture

Circular Economy, Waste Management

Urban Agendas / planning, SUD Strategies, Public Space, Urban Model

Digital Transition & Smart City

Climate Change & Energy Transition

Post-COVID Recovery – social justice and social inclusion

General Socio-economic Profile

As the 7th largest city in Spain, the principal economy of Murcia is based on services, tourism, and agriculture (fruit, vegetable and wine export all over Europe). The extensive urban area is inhabited by city dwellers as well as people from the rural area. Home to two universities, Murcia attracts students from all over the region, Spain and Europe.

Murcia



465,000



881 km²



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Good Practices

Murcia redefines its public space for culture and consumption with the New Integrated Cultural-Governance Model. Through Street Invasion, Atomisation and Cultural Reactivation, the city's Creative Hubs call for projects to boost local economy and cultural offer, and mitigate the COVID-19 impact. Thus, it brings culture closer to the public, and democratise it through digitisation and enhanced accessibility.

Circular Economy Strategy, included in the Urban Agenda 2030 (SDG 11), and involvement in three Horizon 2020 Projects, namely VALUEWASTE, CITYLOOPS and HOOP. Murcia processes 199,133 t/y mixed waste and 73,480 t/y organic waste, which are turned into compost, biogas, protein for food & feed and biofertiliser. The city also treats its wastewater for reuse, including land application of wastewater sludge (50%) or composting (50%).

Murcia Sustainable Urban Development Strategy.

Preferred Areas of Cooperation

Murcia wishes to share its experiences as well as to learn, improve or expand existing strategies for tackling the challenges. The city looks forward to exchanges and mutual-learning in relevant areas, or use shared experiences to co-create new solutions on the following thematic areas:

- **Tourism & Culture:** Murcia wishes to share its New Cultural Model, which is backed by the Urban Agenda for the EU: Partnership on Culture and Cultural Heritage. Furthermore, the Murcia Urban Agenda is one of Spain's national pilots for the municipal implementation of the Urban Agenda for the European Union 2030.
- **Circular Economy - Waste Management:** Murcia is willing to share its Circular Economy Strategy (which has direct input from 3 successful H2020 projects, VALUEWASTE, CITYLOOPS and HOOP), including methods for recycling promotion, correct separation of urban bio-waste for valorisation, separate collection, logistics, waste treatment and production.
- **Urban Agenda/Planning – SUD Strategies:** Murcia thoroughly implements the SUD Strategy.