



MADRID CITY-WIDE ROADMAP FOR RECOVERY MADRID

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WHAT WE HAD LIVED IN MADRID

Madrid hit very hard by COVID-19:

Health crisis figures:

- 350,000 cases tested positive
- 11,300 deaths (mostly in the first three months).

Total lockdown affected many businesses

- 250,000 jobs lost in the city in just three months.
- -20% GDP projected by the end of 2020.

Social services emergency plan

- Serving food to 90,000 people daily
- 200,000 people being helped by city social services.

LESSONS LEARNED FROM THE PANDEMIC

The city needs to keep running, to stay in good shape.

All services should be maintained, at any cost.

But some services are top priority:

- Police
- Fire service
- Ambulance & Rescue service
- Social workers:
 - Homeless people services
 - Soup kitchens
 - Gender violence
 - Children
- Permanent reserve of critical health material

RESHAPING THE CITY

OPPORTUNITY LIES ON EVERY CRISIS

A new approach to local policies, a reshaped city.

Our foundations, our capacities, our talent were still there. Time to think about the city we want for next decades:

- **Territorial balance: ensuring that urban quality and services are the same everywhere.**
- **Coming out stronger and more resilient.**
- **Making people feel proud of Madrid again: a space of opportunity**
- **A sensitive city that takes care of everyone. Economy and opportunity goes together with social care.**



A ROADMAP TO RECOVER MADRID



- 1. Recovery will go beyond a four-year mayoral term:** political agreement is a must.
- 2. All five political parties agreed a 352-measure roadmap.**
 - 1. Urban quality :** sidewalks, bicycle lanes, parks...
 - 2. New urban planning :** a livable city, a sustainable city, the 15-minute city, the new building standards.
 - 3. Less segregation between different neighbourhoods and districts.**
 - 4. Cleaner mobility**
 - 5. Social care.**
 - 6. Business, investment and talent attraction.**



A ROADMAP TO RECOVER MADRID





High quality living environment throughout the city
15-minute city.

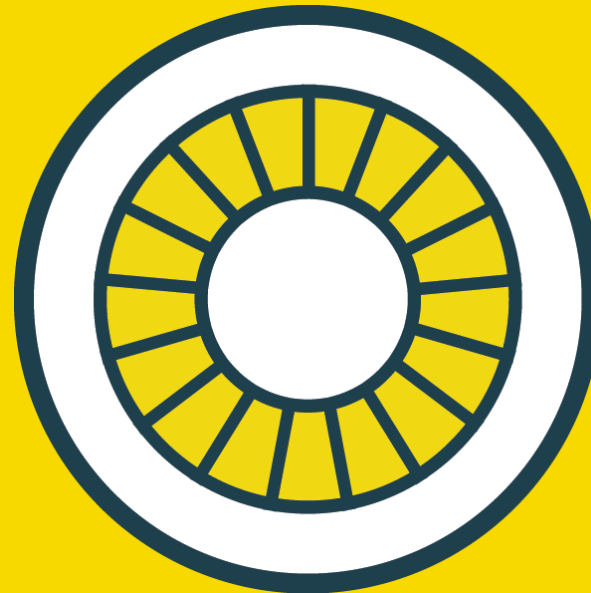
Social care ready to anticipate problems.
A city of opportunity for everyone.
Business friendly, **Talent** friendly.
Tourist friendly, **Education** friendly.

A city ready for 5G deployment.
Maximum productivity
Cutting-Edge technologies for mobility and city services.

Use of city money to enlarge national and regional programs, in social and economic matters.

Sustainable green economy that pays for itself.
Decarbonization.

Every municipal activity is **aligned with SDGs**, evaluated and ranked.



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