

Expo 2027 Málaga Spain

**The urban era:
towards the sustainable city**
Citizenship, innovation
and the environment



**Expo
2027
Málaga
Spain**

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towards the sustainable city**
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and the environment



Specialised Expo 2027
Candidate



CHAPTER 1

The urban era: towards the sustainable city	8
Citizenship, Innovation and Environment	8
Opening and closing dates	8
School holidays.....	9
Climate.....	10
Exposition opening and closing times.....	11

CHAPTER 2

Reasons for organizing the expo	12
Changing the City Model	12
2030 Sustainable Development Goals (SDGs)	13
Why Malaga.....	13
Benefits of organizing an Expo on The Urban Era	15
Benefits for participants	16
Benefits for Spain	16
Benefits for Malaga.....	16
Host country credentials	17
Spain, leader in welcoming tourists	17
Host country experience	17
Expected results from Expo 2027	18

CHAPTER 3

Political and social environment prior to the Malaga 2027 Candidacy	20
Support from public administrations	20
Support from the Government of Spain	21
Support from the Regional Government of Andalusia and its Parliament.....	21
Local support	21

How political parties view the candidacy	22
Support from universities, trade unions and associations	22
Business entities supporting the project	23
Malaga and the United Nations (UN).....	26
The economy and the technological business ecosystem in Malaga	27
Political system in Spain, Andalusia and Malaga.....	27
Executive branch	28
Legislative branch.....	28
Territorial organization of the State	28
Elections in Spain	29
Upcoming election calendar	29
Andalusia's current government	30
Municipal government of Malaga	30

CHAPTER 4

The theme of Expo 2027 Malaga	32
The theme and its meaning	32
Regarding the title "The urban era: towards the sustainable city. Citizenship, innovation and environment"	33
Mission.....	34
Vision	34
Objectives	34
The theme. General description	34
The city. A dream of humankind.....	34
The Urban Era	35
Urbanization process	36
Challenges and opportunities	37
The concept of "urban"	38
Towards sustainable urban development	38

2030 Agenda and the 17 Sustainable Development Goals (SDGs)	41
A devastated planet	46
The ideal sustainable city	47
Circular Economy	48
Water and food	49
City greening.....	51
Towards the green and sustainable city	52
The Sustainable home. Green home	53
Sustainable habits	54
The urban digital twin.....	57
The city as a focal point of innovation.....	58
Information and Communication Technology.....	59
Big data.....	60
Internet of Things (IoT)	61
Imaging Technologies. Modelling Simulation & Gaming.....	61
Social Participation, Education and Work.....	61
Ways that participants can approach this sub-theme	62
SUB-THEME 3. CITIZENS IN ECO-CITIES	63
Urban landscape.....	63
Communal living. Towards transformative change	64
The city, hub of attraction.....	65
Citizen empowerment.....	68
Multidimensional and participatory citizens	69
Education and work	71
Ways that participants can approach this sub-theme	71
 CHAPTER 5	
Application of the theme.....	74
Thematic pavilions	75

Digital City Pavilion	76
Urban Planet Pavilion	77
Best Practices Pavilion	78
The Expo 2027 Malaga Forum	78
Cultural and Entertainment Programme	80
Special days	80
 CHAPTER 6	
Legislative, financial and organizational measures related to the organization of the Expo	82
Commitments by the Central Government	82
Commitments by the different institutions involved.....	82
Private initiative.....	83
Commissioner status	83
Organizational scheme	83
2027 MALAGA STATE-OWNED COMPANY	84
EXPOSITION COMMISSIONER	84
Duties.....	84
COMMISSIONER'S OFFICE	84
Centralised management centre.....	85
Visas and residence and work permits	86
Security plan	86
Host country agreement	86
 CHAPTER 7	
Communication plan Expo 2027 Malaga	88
Communication strategy	89
Strategic management	89
External communication	90
Marketing and communications objectives	91



Marketing and communication planning model	92
Communicate the theme.....	93
A complex candidacy	94
Alignment with the United Nations 17 SDGs for 2030	96
Memorable experience	96
Communication for experts and specialized audiences.....	97
Pre-Expo phase: Designation	99
Pre-Expo phase: Dissemination	100
Pre-Expo phase: Enthusiasm	100
Expo phase: Action!.....	100
Participant Activation	101
Participant Support	101
Participation success	103
Universities and scientific institutions	104
Online press room	106
Presence in social media	106
Travelling expo.....	109
International campaigns.....	109
Key Performance Indicators (KPIs)	110
Media plan	111

CHAPTER 8

Spain, the host country.....	114
A modern and developed country	114
Infrastructure.....	114
Digital infrastructure.....	115
Overview of the economy	116
Hospitality and foreign residents.....	116
Education and language	117
Healthcare	117

Overview of Andalusia	117
Malaga and its area of influence.....	118
Healthcare	118
Education.....	120
European Capital of Smart Tourism 2020.....	122
Sustainable transformation	122
International presence of Malaga	128

CHAPTER 9

General plan for the Expo 2027 Malaga.....	130
The opportunity to rethink the city.....	130
The SDGs and the 2030 Agenda as a global framework	132
Malaga's candidacy. A collective project.....	134
Relationship with the University and the PTA.....	135
Parameters for the master plan	136
Open ordination	140
Scope of land affected	141
Expo 2027 land delimitation.....	144
General city infrastructure.....	145
Sustainable mobility.....	146
Mission statement.....	147
General objectives	147
Expected results	149
Programme of intended uses.....	150
Description of the proposal.....	152
General plan and location of entrance gates	154
Key elements of the project:	155
Support structure	155
Plan of the landscaped and natural areas	156
Functional schemes.....	158



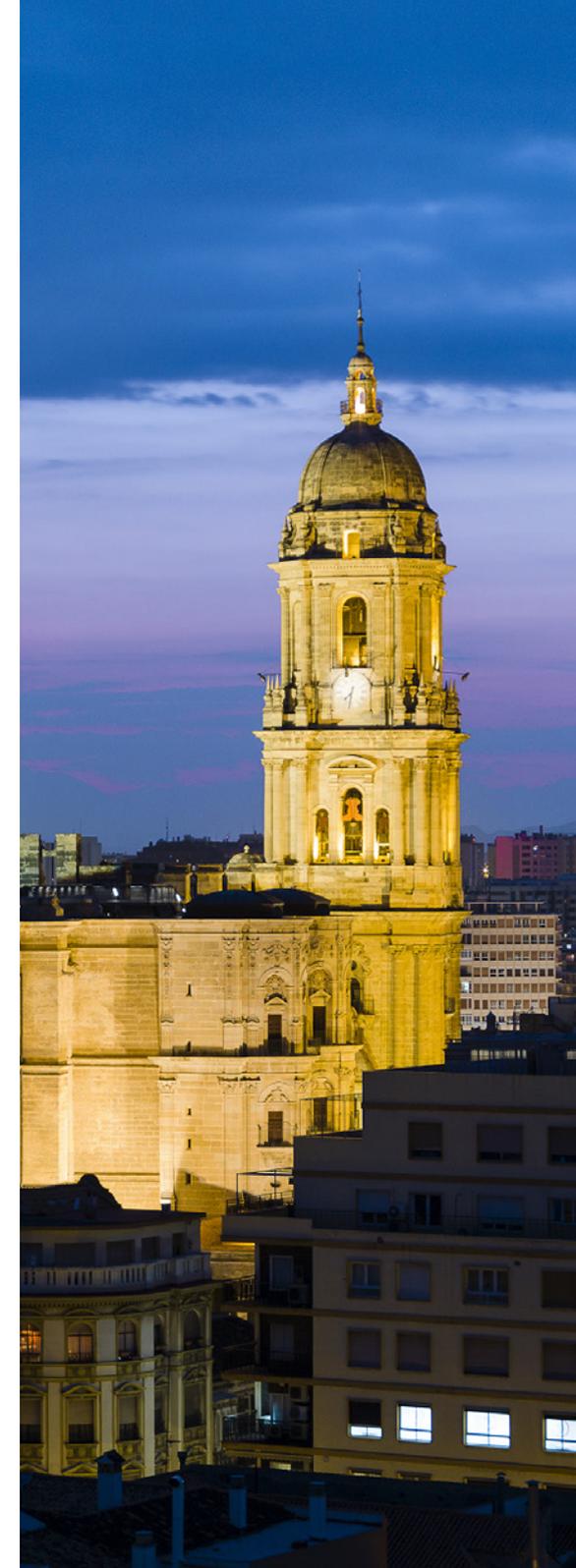
Entrance gates.....	158
Interior routes for visitors.....	159
Description of the Expo: uses and surface areas.....	160
The central space.....	160
Pavilion building.....	160
Communication shafts and service areas.....	161
Perimeter space.....	161
Forecast of participants and constructed area.....	166
How to get there?.....	166
Entrance gates.....	166
Where to start?.....	166
An Expo in a forest? A look at nature.....	166
Thematic pavilions.....	166
Citizenship.....	168
Spain, the host country.....	169
Thematic pavilions and the host country.....	169
Children, “VIP visitors”.....	169
Rest areas.....	169
Enjoy the gastronomy.....	171
The auditorium.....	171
The night show.....	171
Distances within the venue.....	172
Zoning by type of use.....	174
Car parks.....	174
Shopping and restaurant services.....	174
Green areas.....	176
Post-Expo proposal.....	180
The new lung of the city.....	180
New ways of living.....	181

CHAPTER 10

Participants.....	212
Spain’s international relations.....	212
Participation forecast.....	212
Type of participants.....	212
Type of pavilions.....	212
Corporate Participants.....	213
Participation of Spain.....	213
Summary of participants.....	213
Assistance for developing countries.....	214

CHAPTER 11

Visitors and visits.....	216
Resident population.....	216
Broken down according to distance by land.....	216
Tourists.....	217
Visitors and visits.....	218
Type of exhibition.....	218
Number of participants.....	218
Expo 2027 Malaga communication and publicity.....	218
Ticket types and prices.....	218
Hotel capacity.....	219
Resident population.....	219
Buying power of the resident population.....	219
Special circumstances: Tourism.....	219
Special days.....	219
National visitors.....	219
Tourists.....	220
Specific visitors.....	221





CHAPTER 12		
Visitor and participant accommodations	222	
Existing Accommodations	222	
Visitor accommodation needs	222	
Tourists	222	
Other residents	223	
Hotel bed balance sheet	223	
Participant accommodations	225	
CHAPTER 13		
Feasibility plan for the Expo 2027 Malaga project	226	
Financial resources available and income obtained for Expo 2027	226	
Capital contributions and agreements signed with Public Administrations	226	
Sponsorship income	227	
Operating income	229	
Other commercial income	234	
Summary of financial resources and income	235	
Projected expenditure for Expo 2027 Malaga	236	
Administrative and office staff	236	
Volunteers	237	
Exhibition design and information technology	238	
Logistics services	239	
Entrance gates	239	
Cleaning	240	
Maintenance	240	
Security	240	
Participant assistance	241	
Communication and marketing	241	
		Consulting and studies
		Tickets
		Waste treatment
		BIE Royalties
		Surface areas allocated for Expo 2027 Malaga
		Thematic pavilions
		Catering and commercial area
		Services area
		Cultural spaces
		Other investments
		Open public areas
		Investments in the vicinity of the Expo
		Total investment: Amortization and recovery
		Estimate of Expo 2027 Malaga's Cash-flow, Balance Sheet and profit and loss account
		Cash-flow estimate
		Profit and loss account and balance sheet
		Final liquidation
		CHAPTER 14
		Participation costs
		Construction and equipment
		Events and exhibits
		Miscellaneous
		Costs
		SUMMARY OF SURFACE AREAS
		CHAPTER 15
		Legacy
		Post-Expo uses of the land



01

The urban era: towards the sustainable city

CITIZENSHIP, INNOVATION AND ENVIRONMENT

The title is intended to cover wide-ranging, universal and specialized topics. An ideal theme for Expo2027 Malaga

This exhibition is built around a theme intimately related to the **Sustainable Development Goals (SDGs)**, a United Nations initiative for its 2015-2030 agenda, and will actively contribute to achieving that agenda by promoting the dissemination and importance of most of these UN goals. **(See Chapter 2).**

The theme of this exhibition could not be more relevant and will be of interest to many of its future visitors who are now clamouring for measures to address the climate and environmental crisis. All alarms have already been sounded. The future holds insufficient rainfall, warming of the oceans, extreme weather events, melting of the poles and a rise in sea levels¹. The many medium-term consequences will impact water, agriculture, health and migration and take the form of sudden shifts in temperature, droughts and floods. In addition to these global factors, biodiversity is on the decline and numerous species have already gone extinct.

The preposition 'towards' has been inserted between the concepts 'Urban Era' and 'sustainable city' to convey a spirit of intention, of 'moving forward towards a goal'. This title gives the exhibition a sense of purpose from the very outset, of a strong-willed act that makes us more responsible and reinforces the notion of challenge and involvement in a global, plural and participatory project.

¹ IPCC group report "Climate Change 2021: Physical bases", from UN Environment and the World Meteorological Organization (WMO)

We entered the urban age decades ago: most of the world's population has gravitated towards cities and towns, the latter aspiring to become cities (in any case with urban features). This suggests a planetary framework where urban centres play a fundamental role moving forward.

The title "**The Urban Era: towards a sustainable city**" implies and contains concepts such as the environment, global warming, energy, resources, innovation, new technologies, and smart city, mobility, culture, citizenship, participation, equality, security, social harmony, quality of life, etc. All are of global interest and affect everyone and are therefore appropriate to initiate a global discussion.

The theme links the capacity of innovation to create more environmentally sustainable cities and the impact this has on improving citizens' quality of life.

In short, this theme is of interest to the international community and is relevant and suited to our times; its irrefutable relevance justifies its selection.

Opening and closing dates

This Exhibition has been scheduled to coincide with the summer, traditional school and work holiday season in Europe, and the high season for international travellers.



5 JUNE - 5 SEPTEMBER 2027: 94 days.

It will open on a Saturday and close on a Sunday, maximizing the number of non-working days and coinciding with the school and family holiday season.

School holidays

In Spain, school holidays extend from approximately June 20 to September 12. This coincides with the dates of the Exhibition and will greatly favour family visits.

School holidays in the rest of Europe follow a similar calendar and therefore also coincide with the planned dates: England, from July 5 to August 25; Germany, from July 16 to August 30; and France, from July 5 to August 31, to name just a few. It should be noted that in these countries, schools have between 6 and 12 flexible vacation days which are typically used to lengthen the summer holiday.

MAIN FESTIVALS IN MALAGA BETWEEN JUNE 5 AND SEPTEMBER 5

The City of Malaga celebrates several popular and deeply rooted festivals and traditions that coincide with the dates of the Exhibition. Naturally, the influx of tourists and visitors increases notably on these special days, and this will positively impact the number of visitors to the site. There are also festivals and fairs in nearby cities which will considerably increase the number of potential visitors.

June

Corpus Christi, June 15. This day is marked by religious processions through the city centre.

The Festival of San Juan is celebrated on the night of June

23 into the early hours of the 24th. In Malaga and all the other municipalities along the Costa del Sol, friends and entire families gather on the beach and celebrate the beginning of Summer until the wee hours of the morning; traditionally around large bonfires in which rag dolls called 'Juas' are burned.

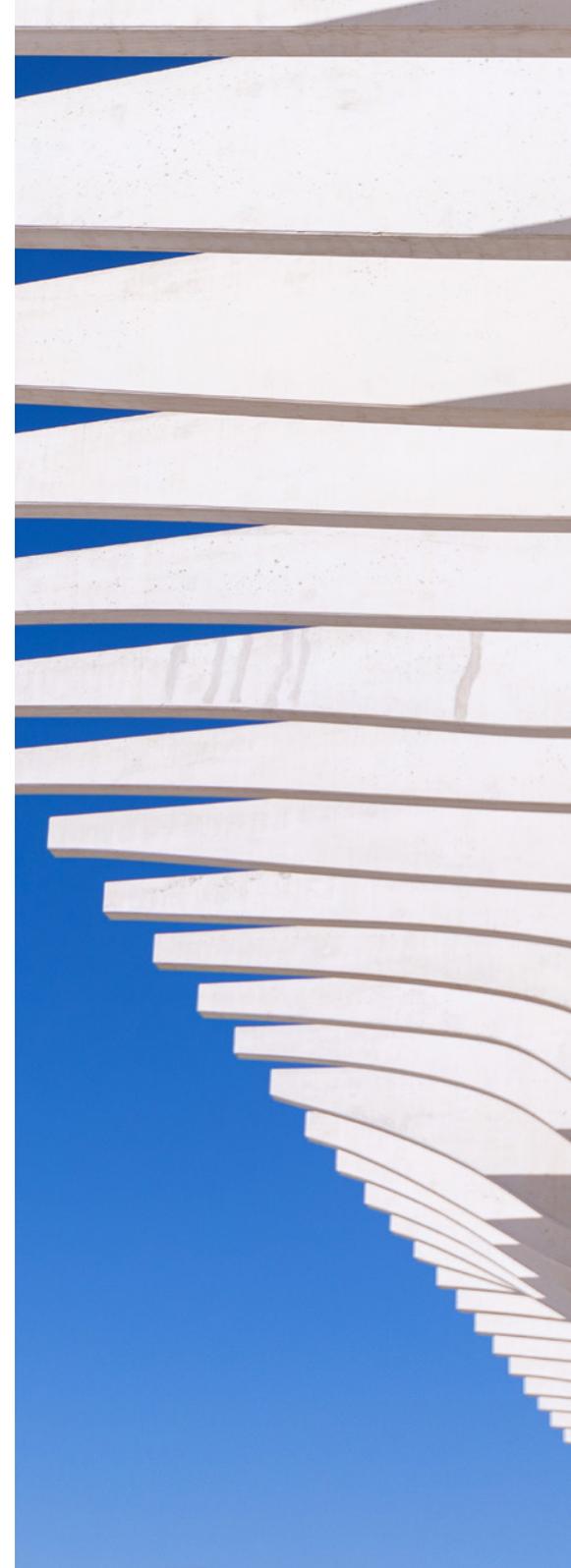
July

The Festival of Carmen Our Lady is celebrated on July 16 in all Costa del Sol municipalities. These maritime processions are held in honour of the patron saint of sailors. A statue of Our Lady, beautifully adorned with flowers, is carried through the streets of the city and then is taken out to sea on a vessel accompanied by many other boats.

August

The Malaga Fair, which takes place in the second half of August, is the most popular traditional festival celebrated every year with great joy by thousands of Malaga residents and tourists. The Malaga Fair dates to the day that the city was incorporated into the Crown of Castile by the Catholic Monarchs on August 19, 1487. These Monarchs bequeathed the image of Our Lady of Victory to the city. The newly formed City Council agreed that, in commemoration of the adoption of the city by the Catholic Monarchs, an annual festival would be held on the day of the Assumption. One of the unique features of this fair is that it is celebrated in two separate atmospheres in which complementary activities are held: the Cortijo de Torres (with activities during the day and night) and the Historic Centre (with activities only during the day). The Fair was last held in 2019 (in 2020 and 2021 it had to be cancelled due to Covid-19) when more than one million people took part in the festivities.

Assumption of the Virgin Mary on August 15, a national holiday.



Climate

Malaga has an average of 2,905 hours of sunshine per year according to the Spanish Meteorological Agency (AEMET). In recent decades, Malaga has had more than 320 sunny days per year, one of the highest rates in Spain and even more than locations in much more southern latitudes such as the Canary Islands.

Malaga is in a subtropical Mediterranean zone, where summer heat is not oppressive (as in neighbouring provinces) due to the effect of the Mediterranean Sea, especially the currents of the Alboran Sea and Malaga's orography (it is one of Spain's four most mountainous provinces) which forms a natural barrier of woodlands and mountains that retains the easterly sea breeze, typical of the summer season, protecting the area from the hot dry inland winds.

This combination of thermostatic effects and refreshing sea breezes is thanks to the water temperature of the Alboran Sea, cooler than the rest of the Mediterranean and the Atlantic, earning Malaga the distinction of being named one of the best cities to live in based on climate (Source: AEMET).

SPANISH METEOROLOGICAL AGENCY.

Average meteorological values in Malaga

ESTACIÓN METEORÓLOGICA MÁLAGA AEROPUERTO · Datos estacionales												
MONTH	T	TM	Tm	R	H	DR	DN	DT	DF	DH	DD	I
June	23.0	28.1	18.0	6	58	0.8	0.0	0.7	0.6	0.0	14.0	329
July	25.5	30.5	20.5	0	58	0.1	0.0	0.2	0.8	0.0	20.6	347
August	26.0	30.8	21.1	6	61	0.5	0.0	0.7	0.9	0.0	17.1	316
Sept.	23.5	28.2	18.8	20	65	2.1	0.0	1.5	0.7	0.0	9.3	255

LEGEND	
TM	Average monthly/annual maximum daily temperatures (°C)
Tm	Average monthly/annual minimum daily temperatures (°C)
R	Average monthly/annual rainfall (mm)
H	Average relative humidity (%)
DR	Average monthly/annual number of rainy days (1 mm or more of precipitation)
DN	Average monthly/annual number of snow days
DT	Average monthly/annual number of storm days
DF	Average monthly/annual number of foggy days
DH	Average monthly/annual number of frost days
DD	Average monthly/annual number of clear days
I	Average monthly/annual number of hours of sunshine

Exposition opening and closing times

Social and leisure life in Malaga is known for having among the longest opening hours in Europe, regularly extending until the wee hours of the morning in the summer.

Proposed opening times for the Exhibition are therefore from 8:30 a.m. to 2:00 a.m. each day, plus an additional hour to open and evacuate the exhibition car parks.

This extended schedule means that a second category of daily visitor admission called 'Expo-Night' can be made available for those arriving after 7:00 p.m.

STANDARD EXPOSITION SCHEDULE

Car park opens	08:00 a.m.
Visitor entrance opens	08:30 a.m.
Pavilions open	09:00 a.m.
Expo-Night entry ticket	07:00 p.m.
Pavilions close	09:00 p.m.
Visitor entrance closes	10:00 p.m.
Shows and restaurants close	02:00 a.m.
Evacuation of all visitors	03:00 a.m.
Evacuation of all cars	03:30 a.m.



02

Reasons for organizing the Expo 2027 Malaga

The main reason for this Exhibition is the theme itself, one which concerns all countries and organizations on a global scale. The sustainable development of cities is already one of the main topics of social and political debate around the world.

In the short interval of time (barely two decades) between Expo 2010 Shanghai Better Cities, Better Lives, devoted to the future of cities (global population of 6.9 billion in 2010) and Expo 2027 (8.5 billion in 2030), the world population will have grown by more than 1.6 billion people, most of whom will be settling in cities according to current trends. A majority of this growth will take place in India, Africa and Asia (it is estimated that by that time India will have surpassed China as the most populous country on Earth). And by 2050, more than three-quarters of the world's population will live in cities¹.

Changing the City Model

Urban settlements are an integral part of our ancestry and have brought great benefits. They are where production and consumption take place and are responsible for the creation of a social environment that, today, is essential for cultural growth and which leads to transcendental progress.

However, cities are also places where resources are squandered and where waste and pollution (acoustic, atmospheric, light, etc.) are generated, posing a long-term threat.

¹ Source: UN

We need to find formulas enabling us to engage with a new model of living that offers guarantees and makes it possible to efficiently manage the economic, cultural and natural heritage that cities offer to improve the lives of citizens.

In the short term, the city model chosen will need to be a trade-off between different variables and must find a balance between efficient management, available resources and the environment.

Today's society already has the technology it needs to solve most of the problems posed by cities; therefore, the model chosen must focus on the distribution, orderly and innovative management of resources to create a dynamic system able to correct the current negative impacts, especially regarding the environment.

The Exhibition **'The Urban Era: towards the sustainable city'** is a call for reflection on one of the main challenges facing contemporary society in the medium and long term: making population growth and urban development compatible with environmental protection and the adoption of innovative solutions that guarantee enhanced quality of life for city dwellers.

Growing concern over climate change has triggered protest movements in many like-minded countries and has set the stage for reflection on how the cities of the future need to operate if they are to be more sustainable and liveable from all perspectives. Problems affecting the global community need to be solved jointly and from a global perspective.



The international participants in Expo 2027 Malaga will have the opportunity to present their contributions and solutions from the vantage point of each of their urban realities.

2030 Sustainable Development Goals (SDGs)

'The Urban Era: towards the sustainable city' topic combines and is built upon the UN's 2030 Sustainable Development Goals. It is particularly closely linked to the following goals:

- Quality education (SDG 4)
- Develop resilient infrastructure (SDG 9)
- Promote inclusive and sustainable industrialization (SDG 9)
- Foster innovation (SDG 9)
- Make cities and human settlements inclusive, safe, adaptable and sustainable (SDG 11)
- Guarantee sustainable consumption and production patterns (SDG 12)
- Take urgent action to combat climate change and its effects (SDG 13)
- Conserve and sustainably use oceans, seas and marine resources to achieve sustainable development (SDG 14)
- Protect, restore and promote the sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation and halt the loss of biological diversity (SDG 15)

In addition to aligning with the UN's 2030 SDGs, this Exhibition also seeks to support the positions, best practices and proposals of the main international associations currently involved in promoting sustainable cities and projects to improve liveability for their inhabitants, including Cities Alliance², the Global

² The Cities Alliance is a global association formed jointly by the World Bank and the United Nations Human Settlements Programme (UN-Habitat)

Fund for Cities Development FMDV3, the World Environment Agency and the UN-Habitat program for a better urban future.

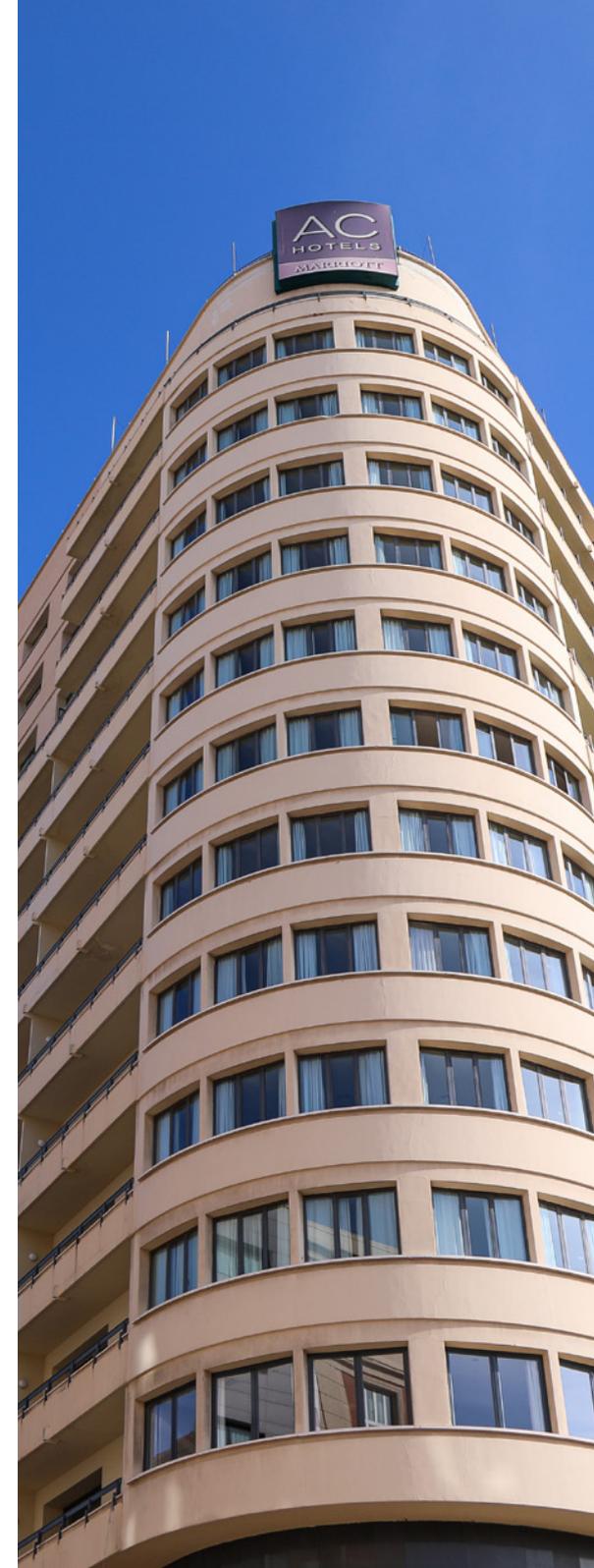
Why Malaga

An Exhibition like the one in 2027 in Malaga will be a forum for the exchange of know-how, experiences and very diverse solutions to make cities friendly environments to live in while at the same time promoting social harmony and best practices.

The following are just a few reasons for choosing Malaga as the venue:

- **Innovation and environmental sustainability are two of the axes on which the city's strategic planning is based.** Together with culture and tourism, they are the pillars of the Malaga city project, designed by the CIEDES Foundation, bringing together the city's main institutional, economic, professional, social and trade union stakeholders; hence, city planning is the fruit of a participatory process based on consensus.
- Malaga is a **pioneer in developing Smart City solutions and is a leader in demonstrating pilot projects.** Its experience in this area began with projects such as Smart City (2009) which was followed by experiences like Zem2All (2012), an electric mobility demonstration programme promoted by a public-private consortium comprised of Spanish and Japanese companies and institutions. Other such projects include Paloma (the world's first ground-based electric charging system for electric buses) and Automost (an autonomous, self-driving, zero-emissions bus). Among the most recent initiatives, eCityMalaga has joined forces with Endesa and Malaga TechPark to build a real environment based on the circular economy.

³ Global Fund for Cities Development



02 Reasons for organizing the expo

- The innovative ecosystem, built by partnerships between institutions and private companies, has created synergies making it possible to generate, retain and attract talented people. The following are just some examples: **Google** and its Cybersecurity Centre of Excellence; **Vodafone** and its European Centre for the Development of New Technologies; **Dekra** with its Global Information Technology Hub; Globant and the Artificial Intelligence Innovation Centre; and **TDK** and its excellence centre devoted to data science and artificial intelligence in collaboration with the University of Malaga.

Moreover, Malaga will host the next five editions of the **Digital Enterprise Show (DES)**, a leading technology forum and we hosted **Mobile Week Malaga** in 2021, organized jointly with the Mobil World Capital and attracting over 12,000 participants in its first year. Also, the City has recently teamed up with the Telefonica Foundation to sponsor **“42 Malaga”**, an innovative educational space to train programmers which has adopted the model first introduced in Paris in 2013, a centre open 24/7 with no teachers and no formal classes. It is located next to the **National Digital Contents Hub**, a project resulting from the collaboration between the City Council, Red.es, the School of Industrial Organization (EOI) and the University of Malaga, and which has become a benchmark in the digital media and entertainment industry (video games, 2D and 3D animation, virtual reality, etc.).

The Ricardo Valle Innovation Institute Foundation has just been established. The City Council is a founding member together with the Regional Government of Andalusia, Mayoral, Miramar and the Sando Foundation. It will focus its efforts on microelectronics, 5G, cybersecurity, artificial intelligence, connected vehicles and other related topics, and will close the gap between these technologies and SMEs by helping them to develop such technologies so that they can compete globally.

- The City of Malaga is internationally recognized for its innovation and sustainability:
 - 2021. Award for best practices in new construction, social housing management, environmental management, rehabilitation and public services. AVS Awards, Public Managers, 2020 Edition.

- 2021. “Environmentally Friendly City” Award. United Nations Mediterranean Action Plan, Istanbul.
- 2021. Finalist, 2nd place, “European Capital of Innovation 2021”. Brussels, shared with Dublin.
- Award for “Good Local Practices Supporting Climate” for the Sustainable Audiovisual Productions Seal project. Spanish Federation of Municipalities and Provinces. Madrid.
- 2021. Malaga again recognized as the “City of Science and Innovation”. Innpulso Network and Ministry of Science and Innovation.
- 2019. Award for “Digital Excellence” from CIONET.
- 2019. “European Capital of Smart Tourism 2020”
- 2019. Malaga was a finalist in the NovaGob Excellence Awards with the project “Electronic Processing for Empowered Seniors. TEME”
- 2018. “Sustainable City” Award from the Environmental Forum Foundation.
- 2018. “European Capital of Smart Tourism 2019” Accessibility Award. Brussels. Malaga received the European award for accessibility.
- 2017. Environmental Awareness Award. 10th FAMP and FUDEPA Progress Awards for municipal management and best practices.
- 2016. “Civitas City of the Year 2016” award for mobility. Civitas initiative of the European Union.
- 2015. Malaga named “European Capital of Sport 2020”

- Malaga is at the forefront of innovation applied to improving the quality of public services. One of the clearest examples of this is public transport. Malaga’s transportation company was the first to track its fleet using GPS (later GPRS) and the first in reaching a series of milestones such as implementation of the contactless card, mobile phone payments, Wi-Fi and USB connectors in buses, arrival times displayed at bus stops and via mobile application, special services for the blind and an innovative system of photovoltaic blankets designed for buses to reduce fuel consumption and improve the electrical performance of buses, among others.

Similarly, during the Covid-19 pandemic, the city helped put a robot into operation to carry out PCR tests. This technology has been adopted by the Malaga health system and is an example of a project in which innovation has significantly contributed to society. It is also important to mention the network of defibrillators installed in public spaces throughout the city under the 'Malaga cardio protection' project (there are more than 600 of these devices and they can be geolocated through an application that directs users to the one closest to them in case of emergency), and training targeting the elderly enabling them to use new technologies to address situations of isolation.

- **Commitment to education linked to innovation** as the key to social progress. The city bases its robust integration and social cohesion strategy on education which it considers vital if full equality is to be achieved. This project is designed to contribute to the visibility and transmission of values related to innovation and sustainability, aligned with the campaigns and programmes that the City has been developing for years. In addition to the Malaga City Council projects sponsored by the Environmental Sustainability Area, it is worth highlighting others such as "Environment and Volunteering at the University of Malaga The "Alboran Project", a cross-border initiative sparked by an international meeting in Malaga and promoted by the Regional Government of Andalusia; the Association of Environmental Education and Social Ecology "Aulaga", sponsored by the National Centre for Environmental Education of the Ministry for the Ecological Transition and the Demographic Challenge; the Classroom of the Sea "Aula del Mar" and several other initiatives aimed at disseminating and supporting International Union for the Conservation of Nature projects, whose Mediterranean office is based in Malaga, in which more than 1,500 NGOs and public and private organizations take part.
- **The city's organizational capacity** has been successfully demonstrated on several occasions, examples being the Spain-Japan Forum in 2017, the Olympic Transplant Games in 2017, the Spain-United States Forum in 2014 and the Spain-France Summit in 2017.
- **Exhibition infrastructure.** Malaga has multifunctional, modular spaces with capacity for all types of events. The most important of these is the Trade Fairs and Conference Centre (FYCMA), to be expanded within the next few years, which has hosted events such as Greencities, a leading event

bringing together all stakeholders involved in building smart and sustainable cities in Spain; S-Moving, a key forum for companies, professionals, entities and public administrations in the sectors of Smart Vehicles, public transport and sustainable mobility in cities; Transfiere Forum, a major European professional and multi-sectoral meeting for the transfer of know-how and technology; and Smart Agrifood, an event on innovation and entrepreneurship in the agri-food sector that is establishing itself as a benchmark in Europe.

- **A pre-eminent tourist destination** with a powerful tourism industry and infrastructure. Its network of air, land and sea connections, plus a series of modern hotels (see chapter 12) and a constantly growing number of restaurants and entertainment centres, have enabled Malaga and the entire Costa del Sol to maintain its tourism leadership for decades.

Benefits of organizing an Expo on The Urban Era

An Exhibition like the one in 2027 in Malaga will be a forum for the exchange of know-how, experiences and very diverse solutions to make cities friendly environments to live in while at the same time promoting social harmony and best practices.

World exhibitions and similar global events have proven effective in promoting culture, science, trade, social exchange and progress. Events like these have been successfully organized for centuries and their usefulness is beyond doubt. Despite our hyper-connected world where news travels at the speed of light, we as humans still need a space to show one another the progress we have made and to offer proposals for innovation through face-to-face encounters. This is the ideal space that urban society demands and where the strongest moral values generate inevitable synergies of knowledge that drive progress.

This global conversation is absolutely necessary and timely in today's environment and will also be an opportunity for participants to showcase scientific, technological and economic progress on this topic.

02 Reasons for organizing the expo



Benefits for participants

Countries will engage with the theme. This Exhibition will be a golden opportunity for each country to show the world how it is addressing the problem of sustainability from the unique perspective of each city and its surroundings.

A new focus on innovation. Participants will be able to personally engage with and learn about Malaga's technology industry, an especially attractive and innovative ecosystem.

Access to direct know-how and opportunities. The countries and organizations from all over the world that participate in this Expo will gain a deeper understanding of and come into close contact with the Spanish companies and public administrations that form part of a dynamic commercial and cultural machine in a highly developed country that exerts special strategic influence in North Africa and Latin America.

Benefits for Spain

In addition to obvious promotion at all levels envisaged in the communication plan for this event, Spain's presence at Expo 2027 will be decisive. Its first-rate pavilion will be a wide-ranging display on urban diversity and how to address medium-term challenges for cities of all sizes, ranging from large metropolises to medium-sized cities and even small but modern urban settlements. Its pavilion, somewhat larger than the others, will be equipped with the necessary spaces for the official events it will need to organize as the host country.

Spain's private sector will also be well represented and is expected to take advantage of the unique opportunity offered by this Exhibition to generate high level contacts with countries and international companies.

On a social level, this Exhibition will serve to showcase a population that is in touch with the challenges of urban development and sustainability and is stron-

gly committed to a wide range of environmental issues, aligned with its European Union partners, with the clear conviction that this is the best—and only—option for the future.

The communication, promotion and action strategies proposed at local, national and international level, will contribute significantly to strengthening the value of the Spanish Brand, in 12th place in the 2021 National Brand Value Ranking by Brand Finance.

Benefits for Malaga

The City of Malaga is considered a medium-sized city according to European standards. This places it in the middle of the community of cities that will set population trends in the near future; thus, actions executed in the city leading up to Expo 2027 and the projects that are part of the exhibition itself are a declaration of intentions regarding the city's sustainable development.

Undoubtedly, the economic, social and cultural benefits that will come from this Exhibition will have repercussions in terms of improved communications and infrastructure, enhanced logistics and housing and a greater global presence of Malaga's technological contribution.

Once the Exhibition has concluded, the City will also benefit significantly from the facilities and service buildings constructed specifically for the event. It was not by chance that an area of natural expansion for the City of Malaga was chosen as the location for the Expo; a triangle of great strategic importance bordered by the University, the Airport and the Malaga TechPark.

Touristic, social and business benefits will also be achieved from national and international promotion gained from the publicity campaigns that have been planned.

Host country credentials

Spain, leader in welcoming tourists

For decades, Spain has been a leading global destination in the tourism sector. If we ignore (for reasons of the pandemic) the 2020 and 2021 tourist seasons, our country ranks as the second most visited in the world, with France in first place and the US in third place.

The average number of visitors has risen steadily over the last decade, from 73 million in 2009 to 83.7 million in 2019, which places us at the forefront of tourist destinations. Statistics show that Spain attracts tourists throughout the entire year, although obviously the most intense flow is during the summer months.

Spain also ranks second (behind the US) in terms of income from tourism which stands at €71.2 billion⁴.

Host country experience

Spain has a wealth of experience organizing international events from Universal and International Exhibitions and the Olympic Games to world congresses in a wide range of sectors. Our proven tourism industry, backed by a solid infrastructure network (international airports, a modern national roadway network, ports of all sizes and high-speed train lines), has always been able to meet the structural and organizational needs of all types of meetings, including Ibero-American summits, the Middle East Peace Conference, several EU Council presidencies, major sporting events, etc.

Events held in recent decades include:

- The COP25 Climate Summit (UN Climate Change Conference), held in Decem-

ber 2019, was a milestone in the organization of international events. Given the social unrest and political instability at that time in Chile, Spain was appointed as the substitute venue with barely four weeks to organize the entire event, compared to the usual two-years needed to prepare a conference of this magnitude. Representatives from 196 countries and delegates from the EU met in Madrid to work from December 2 to 13 on several environmental protocols to effectively implement the 2015 Paris Accords, the first global accord to combat global warming.

- The 2008 International Exhibition in Zaragoza: “Water and Sustainable Development” was the last Expo held in Spain. It ran from June 14 to September 14 and attracted over 5.6 million visitors. The Expo 2008 Zaragoza site was 25 hectares in size and a total of 112 countries participated.
- Fitur. The tourism fair held annually in Madrid has established itself as an essential meeting venue for the industry with a surface area of over 100,000 square meters spread over 12 pavilions with more than 250,000 visitors on average. It is internationally renowned as one of the sector’s best organized events.
- High-level international congresses and meetings, such as the Mobile World Congress (MWC), the technological event for operators, manufacturers and developers that has been held in our country since 2006 and has already become a key point of reference in the sector. The following are among the top 20 international fairs held in Spain: Digital Enterprise Show, Transfiere, Advance Factories, Hospitality Innovation Planet, Alimentaria, Chem Plast Expo, Rebuild, Madrid Game Week, Pick Pack, Bizzbarcelona, International Recovery and Recycling Fair (SRR), Innovation Fashion Forum, Workinn, Organic Food Iberia, Smart City Expo and Aula (International Educational Opportunities for Students).
- The Barcelona Olympic Games and the Universal Exhibition in Seville in 1992. Somewhat further back in time, these two events left their mark on the internal and external vision of the country and its relationship with international events. In the last decade of the 20th century, Spain had already demonstrated its effectiveness as a host country by tackling the challenge of organizing two events of this magnitude. Both Seville and Barcelona hosted events that stood out for the modernity of their facilities and full schedule of activities. Both meetings were evaluated as excellent by the

⁴ Source: World Tourism Organization, 2020 Study

02 Reasons for organizing the expo



participating countries and entities.

- The '92 Barcelona Olympic Games were described, both by participating athletes and the international media, as the most modern Games up to that time, defining what an Olympic Village should look like, how to organize Olympic Games that seek to be all-inclusive and what a city needs to do to take on such a huge event.
- The '92 Universal Exhibition of Seville, with more than 42 million visitors and spread out over 215 hectares of land on the Island of La Cartuja, placed Spain at the centre of innovation at the time for the Expo's six-month duration. The event featured 95 pavilions built in an area of 400,000 square meters with 63 country pavilions and 112 nations represented.

These two events were the pillars that prompted a great modernization of Spain's roadway system.

Expected results from Expo 2027

The 2027 Exhibition in Malaga is a call for reflection on one of the main challenges facing contemporary society: how to find a balance between population growth, urban development, environmental protection and the adoption of innovative solutions that improve the quality of life for city-dwellers.

We would like to make Expo 2027 a place that facilitates progress by generating solutions on how to make this growth compatible with the UN's 2030 Sustainable Development Goals (SDGs).

Urban development poses many different problems: environmental, social and economic sustainability, mobility and energy efficiency. This Exhibition will seek to create collaborative ties between companies, citizens, public administrations and universities from various countries to jointly address these sustainability issues facing cities.

The Covid-19 pandemic has shown the world that transformation is possible, and in a short period of time, with attitudes and trends that were previously unthinkable, the scale of priorities has radically changed. This sort of joint action has already

been validated as an effective way to tackle the crisis of climate change and its consequences; thinking outside the box to come up with novel action plans in the medium term.

We are convinced that initiatives, synergies and real applicable solutions for the many different urban realities that exist today will emerge from both the Expo and the parallel events planned within its framework. We even expect new protocols and entities, currently in the planning stage, to emerge as references for future urban development.

We also hope that it will be a showcase where the voices of organizations, administrations, urban planners, artists and communicators from all areas and cities of the planet are amplified, and that they shed light on this issue during the three months of the Exhibition and serve as beacons illuminating the path for years to come.

We hope that the participating countries will grace Expo 2027 with the best solutions to the sustainability challenges facing cities, fruit of their initiatives and the work being done at universities and technology companies that, with a spirit of innovation, act on these issues (mobility, energy efficiency, renewable energies, waste, circular economy, etc.).



Llegadas | ARRIVALS

Origen	Destino	Estado
TA RUMBY	ADIF	1

LOCAL TRAINS CI AIRPORT-FUENS

Llegadas | ARRIVALS

Origen	Destino	Estado
FUENDROLA Y C2 ALORA. SE REALIZAN EN LAS VIAS		



Salidas | DEPARTURES

Origen	Destino	Estado
19:00 MADRID FER. AVILA-AR	2093	2
20:00 MADRID FER. AVILA-AR	2093	3
20:13 SEVILLA STA. JUSTA RUMBY	8794	1
08:30 MADRID FER. AVILA-AR	2093	3
08:37 SEVILLA STA.	1	6
08:40 SEVILLA STA.	4	1
08:10 MADRID FER.	3	6

SOPUERTO-FUENDROLA Y C2 ALORA. SE REALIZAN

Salidas | DEPARTURES

Origen	Destino	Estado
08:30 SEVILLA STA. JUSTA RUMBY	8793	7
18:00 MADRID FER. AVILA-AR	2093	2
08:10 SEVILLA STA. JUSTA RUMBY	8794	1

LOCAL TRAINS CI AIRPORT-F

Salidas | DEPARTURES

Origen	Destino	Estado
FUENDROLA Y C2 ALORA		

No pasar
NO TRESPASSING

1-8 Acceso a vías
PLATFORMS

Control de equipajes
LUGGAGE CONTROL

No pasar
NO TRESPASSING

Llegadas
ARRIVALS



03

Political and social environment prior to the Malaga 2027 Candidacy

Support from public administrations

The candidacy project proposing Malaga as the venue for an International Exhibition began in 2019 when different sectors of the public administration and civil society started mobilizing.

The Government of Spain, the Malaga City Council, the Malaga Provincial Council and the Regional Government of Andalusia are all working together on this candidacy.

Representatives of these four administrations attended a meeting in Malaga with the Secretary General of the BIE in January 2020. That visit to the City was preceded by a meeting held at the headquarters of the BIE in Paris, with the Mayor of Malaga, Francisco de la Torre, and the secretary and under-secretary, Vicente Gonzalez Loscertales and Dimitri S. Kerkentzes, to announce Malaga's intention to submit its candidacy to host an International Exhibition.

On December 14, 2021, the Spanish Council of Ministers approved the presentation of the candidacy. On January 26, 2022, the Spanish Ambassador in Paris presented to the BIE (Bureau International des Expositions) Malaga's candidacy to host an international exhibition in 2027, with the theme 'The Urban Era: Towards the Sustainable City', with the delivery of the letter announcing the candidacy of Malaga to the secretary general of the BIE, Dimitri S. Kerkentzes.

In parallel, the Council of Ministers approved Royal Decree 59/2022, of January 25th, which creates and regulates the National Commission for the candidacy of Malaga as the venue for an International Exhibition in 2027. The National Commission is configured as follows:

- The Commission is chaired by the Spanish Minister of Foreign Affairs.
- The Government Delegate in Andalusia holds the Vice Presidency of the Commission.
- Two representatives, with the rank of Director General, belonging to the Ministry of Foreign Affairs, European Union and Cooperation department.
- Ten representatives with the rank of Director General from the following ministerial departments: Finance and Public Administration; Transport, Mobility and Urban Agenda; Vocational Education and Training; Industry, Commerce and Tourism; Presidency, Relations with the Courts and Democratic Memory; Territorial Policy; Ecological Transition and Demographic Challenge; Culture and Sport; Social Rights and 2030 Agenda; and Science and Innovation.
- The Regional Government of Andalusia, the Malaga Provincial Council and the Malaga City Council, each with 4 representatives.

On April 5, 2022, the government appointed Mr. Juan Jose Escobar Stemmann as ambassador on special mission for the Malaga 2027 candidacy, with the mission of coordinating the international support campaign for the candidacy.



Support from the Government of Spain

The Government of Spain officially presents the candidacy in January 2022 to host the International Exhibition 2027 in Malaga via the official BIE form. Previously, in December 2021, the Council of Ministers had approved the presentation of said candidacy. The theme of the Exhibition, “The Urban Era: Towards the Sustainable City”, is topical, relevant and of global interest. This interest is reflected in the many international reports that call attention to the need to address the sustainable habitability of cities as an issue that must be tackled in the short term.

The Expo 2027 Malaga aims to be the quintessential event and a global, efficient, and sustainable project through which to address this issue.

The Government of Spain has ensured the feasibility of the project and is prepared to lend the necessary support to achieve the objectives of International Exhibitions as laid down in Article 10(2) of the Convention on International Exhibitions.

Support from the Regional Government of Andalusia and its Parliament

On December 14, 2021, the Governing Council of the Regional Government of Andalusia approved an Institutional Declaration in support of the candidacy in which it highlighted that Malaga has become a role model and international benchmark as a place where social harmony reigns, and underscored its commitment to culture, innovation and environmental protection. Also, Andalusia’s Regional Parliament approved an Institutional Declaration on June 24, 2021, acknowledging the potential of the province of Malaga and expressing its explicit support for this project which the City has been working on since 2019.

The text states as follows: “The Parliament of Andalusia supports Malaga’s project entitled “The Urban Era: Towards the Sustainable City” to host the International Exhibition 2027 devoted to sustainable cities, highlighting the example set by Malaga in making demographic growth and ensuing urban development compatible with the promotion of the environment and the adoption of innovative solutions that seek a better quality of life for citizens.”

Local support

Few cities have experienced such a major transformation as the one Malaga has undergone in recent years. The changes that have taken place have put Malaga squarely on the international map and made it an example of a city that has progressed from being a Mediterranean sun and beach destination to a benchmark in terms of innovation, attracting talent and culture.

Moreover, this transformation has been forged on the basis of social participation and consensus among the city’s main institutions which have defined their vision for the city in different editions of the strategic plan that is clearly committed to culture and innovation. The latest plan was instrumental in creating a proactive society interested in all facets of culture, and an ecosystem that promotes talent and attracts foreign investments. High calibre companies such as Google, Dekra, Vodafone and Oracle have set up main offices or have a significant presence in Malaga which has led to the creation of new companies and employment.

Examples of the City’s firm and ambitious commitment to sustainability include Endesa’s “eCityMalaga” project (Endesa being the main electricity company in Andalusia), with its zero-emissions vehicles, circular and sustainable green city model to be implemented in the urban setting of the TechPark



03 Political and social environment prior to the Malaga 2027 Candidacy

(Malaga's technological and business park which is among the most important in Spain). The project covers sectors such as energy, transport, building and water use and includes the initiative Local environmental agents "ALAS", in operation since 2003, responsible for promoting environmental awareness campaigns in schools. Students are encouraged to become local agents who take the initiative to learn about and protect the planet, reinforcing awareness of sustainability among all city residents.

Today, Malaga is a city that has claimed its place in the international arena and wants to strengthen that position by hosting an event such as Expo 2027, enabling it to show the entire world the innovative and cultural project that it has been working on for decades. The Expo will also mark a before and after as it will take the transformation carried out so far to a new level, ensuring that the City will profit from and grow thanks to the facilities left behind by the Expo.

The Malaga City Council has a binding commitment to the 2030 UN Sustainable Development Goals (SDGs). As stated in the "2020 Voluntary Progress Report"¹ which it publishes jointly with the CIEDES Foundation to report on the progress the city is making regarding the UN's 2030 Agenda, Malaga would like to see the best urban model practices it is constantly proposing to be viewed as a path to follow and to be taken up in Andalusia and the rest of Spain. And, to the extent that each country's circumstances allow, become a global model. This goal is shared by Malaga society as a whole: companies, neighbourhoods and cultural associations, NGOs, professional associations and the general public.

Malaga society is convinced that the best path forward is to work together towards an urban model that seeks environmental, social, cultural and economic sustainability. Only cities capable of making their territories more habitable, sustainable, inclusive and innovative will be able to maintain a rate of growth and development that meets the aspirations of their citizens in the medium and long term.

¹ https://ciedes.es/images/stories/Laura/ODS/180_memoria_CIEDES_P.pdf

How political parties view the candidacy

The political parties that make up the current City Council government promote and support the Expo 2027 Malaga project. The main opposition party, the Socialist Party, has also voiced strong support for the candidacy at local level and has participated in the promotional actions of the candidacy, such as those held during Expo 2020 Dubai.

The same political parties are also in power in Malaga's municipal government and in Andalusia's regional government, which has already expressed its support for the Expo 2027 Malaga.

At the national level, the coalition government parties and the main opposition parties also support the Expo 2027 Malaga.

This means that if the party in power changes at any level of the government, all parties of any such eventual change are fully on-board with the project and therefore partisan politics pose no risk whatsoever.

Support from universities, trade unions and associations

The University and academic sectors in Malaga and the rest of Andalusia have also shown interest in participating proactively in this candidacy.

The University of Malaga currently has projects under way focusing on the 2030 SDGs in several different departments, some of which overlap with the theme. They are also planning projects of their own coinciding with Expo 2027. Universities such as EADE as well as academic and professional associations such as the Malaga Academy of Sciences, the Association of public works Technical Engineers, Civil Engineers and Architects of Malaga, and the Andalusian Association of Technical Telecommunications Engineers (COITTA - AAGIT), to name just a few, have all expressed their support for this project.

The Secretariat-General of the UGT-Malaga trade union voiced its firm support in declaring that “The City of Malaga is on its way to achieving excellence. It is a modern and innovative city of the future that for decades has been undergoing a major transformation process. Malaga is an open, welcoming and receptive city to the thousands of people of different nationalities who have made this city their home in recent years. That is why an event such as the International Exhibition will be a perfect setting for the exchange of know-how, experiences and proposals to continue down the path of technological and scientific progress. The General Union of Workers of Malaga therefore joins this initiative of the Malaga City Council and its number-one supporter, Mayor Francisco de la Torre, because it will have a positive impact not only on the urban environment, which will certainly benefit, but also on the working class and all of Malaga’s citizens”.

The Malaga branch of the “Comisiones Obreras” trade union has also joined forces with this project as indicated by its Secretary-General: “The Malaga branch of “Comisiones Obreras” wishes to lend its support to this International Exhibition “The Urban Era” project as a display of solidarity with our city. We know that this will bring us closer to reaching the 2030 SDGs. We would like Malaga to be an international role model for what a sustainable and innovative city should aspire towards. Plus, this project will generate more employment. For “Comisiones Obreras”, making Malaga an innovative and sustainable city is not a challenge, it is a path forward: A path that will reduce social, gender and territorial inequalities. To improve labour relations, workers must be put at the centre of sustainability and at the centre of our objectives. That is how we can jointly achieve, in 2027, a city that can serve as a model to the world in terms of labour relations, quality employment and gender equality.”

Other trade unions, such as CSIF, and professional associations such as the Spanish Association of Distributors, Self-service operators and Supermarkets (ASE-DA), the Spanish Federation of Food and Beverage Industries (FIAB), the Spanish Association of the Science Industry (INEUSTAR), The Spanish Scientific Industrial Technology Platform (INDUCIENCIA), the Renewable Energy Association of Andalusia (CLANER), the Association of Self-employed Workers of Andalusia (ATA) and the Spanish Confederation of Hotels and Tourist Accommodation (CEHAT), have all publicly pledged their support to the Expo 2027 Malaga.

The Association of Information and Communications Technology (ICT) enterprises (AMETIC) has already shown interest in an Expo in which information and communication technologies play a leading role. The ICT sector, which in Spain employs nearly 400,000 technical experts and specialists, will be given a clear boost (in Spain and in other countries) by Expo 2027 Malaga.

Business entities supporting the project

The Expo 2027 project has permeated Malaga’s business community from the moment the working group communicated in 2019 the proposal to the main sectors of society.

Both the Confederation of Business People of Malaga (CEM) and the Confederation of Business People of Andalusia (CEA) have publicly expressed their support and highlighted the fact that hosting an exhibition of these dimensions is a golden opportunity for a modern city like Malaga and for Andalusia as a whole and would lead to interesting synergies between two of the city’s most salient elements: its culture and its technological industry.

Of the many businesses and professional organizations coming on board², the most important are:

- 3Inntech
- Advanced Technical School of Architecture of Malaga
- Activa Infraestructuras.
- Actua Infraestructuras.
- AECARENT
- Aedas Homes
- Aelca Real Estate Development
- Aena (Spanish airports and aerial navigation)

² Frequently updated list at:
<https://expo2027.malaga.eu/es/apoyos-al-proyecto/>

03 Political and social environment prior to the Malaga 2027 Candidacy

- AERTEC
- AGAPEA Group
- Agbar Group
- AKIMA
- AMUPEMA
- ANCES
- Andalusian Cluster of Renewable Energies and Energy Efficiency (CLANER)
- Andalusian Cooperative DCOOP
- Andalusian Council of Chambers of Commerce
- Andalusian Sustainable Construction Cluster
- Antequera City Council
- Arrabal-AID Association
- Asenjo and associates
- Association of Costa del Sol Hotel Owners (AEHCOS)
- Association of Hoteliers of Malaga, Mahos
- Association of Malaga Beach Companies
- Association of Collective Urban Transport Management Companies (ATUC)
- Association of Administrative Managers of Malaga
- Association of Architects of Malaga
- Association of Commerce, Industry and Entrepreneurs and Antequera Outdoor Shopping Centre
- Association of Experts and Industrial Technical Engineers of Malaga (COPITI)
- Association of newspaper vendors and kiosk managers AKIMA
- Association of Pharmacists of Malaga
- Association of Physicians of Malaga
- Association of Public Works Technical Engineers of Eastern Andalusia
- Association of Renewable Energies of Andalusia (CLANER)
- Association of Self-employed workers of Andalusia (CLANER)
- Association of Technical Engineers of public works and civil engineers
- Association of Technical Engineers and Asoc. And. Graduates Eng. technicians
- Association of Technical Telecommunications Engineers of Andalusia (COITTA-AAGIT)
- Association of Telecommunications Engineers (COIT)
- Association of women entrepreneurs, professionals and businesswomen of Malaga and its province (AMUPEMA)
- Avanza
- Ayeria Territorial Engineering
- Bankia
- Barcelo Group
- Bic Euronova
- BlancaReal
- Cajamar Caja Rural Savings Bank
- Carmen Thyssen Museum Malaga
- Carrefour shopping centres
- Caterpillar
- Cervezas Victoria (Brewery)
- Ciudad con Alma (magazine)
- Cnes. Federico Garcia, Limited Company
- Comisiones Obreras Trade Union (CCOO)
- COMSA Corporation
- Confederation of Business People of Andalusia
- Confederation of Business People of Malaga
- Consular Corps of Malaga
- Construcciones Sanchez Domínguez, SANDO S.A.COTEC Foundation
- CPS Group
- Cremades & Calvo-Sotelo Lawyers
- CSIF Malaga
- Cumlaude Group
- Dekra
- Deloitte
- Dott
- EADE University
- EIFFAGE Infrastructures
- El Corte Ingles (department store)
- Endesa
- Energy Saving Technology
- ESPACIO Development and real estate
- Espacio Real Estate
- Etra Group
- Exxacon Real Estate Projects

- Faccsa - Prolongo
- Fadeco contractors
- Famadesa
- FCC Construction
- Federation of Self-Employed Workers, Merchants and Entrepreneurs of Malaga and its province (FACEMAP)
- Federico García S.L
- Ferrovial
- FIAB
- Finance and Mining (FYM-Heidelbergcement Group)
- Garrigues Lawyers
- General Elevators XXI
- Glass Museum
- Global Smart Cities (INDRA)Grant Thornton
- Guamar
- GVA Gomez-Villares & Atencia
- Habitat Real Estate
- HCP Architecture & Engineering
- Heineken Spain
- Hidralia
- Hotel Malaga Palacio, S.A.U.
- Hotel NH Malaga
- Hotel Technological Institute (ITH)
- Hotel Vincci Selección Posada del Patio
- I+E Foundation
- Iberia
- Indra
- INDUCIENCIA, Spanish Technology Platform for the Science Industry
- Ingenia
- Innovative Undertakings Club EURONOVA
- Intech
- Integrated Call Centre ICCS
- International Association of Science Parks and Areas of Innovation (IASP)
- JV Investment & Advisory
- La Canasta
- La Pole Group
- Lar Group
- Lar Spain and CEO of Grupo Lar
- Luis Machuca and associates Architects
- Mainjobs Group, technological and educational innovation
- Makro Spain
- Malaga Academy of Sciences
- Malaga Association of Catering Professionals MAHOS
- Malaga Autism Association
- Malaga Bar Association
- Malaga Bus Station
- Malaga Federation of Clubs, Cultural Centres and Regional Centres “La Alcazaba”
- Malaga Marketing Club
- Malaga Port Authority
- Malaga-Costa del Sol Airport
- Maritime-Marine Cluster of Andalusia
- Masfalt (EIFFAGE)McArthur Glen Designer
- MDG Advisors
- Melia Hotels International
- Mercadona
- Mercamalaga
- Myramar Group
- Naturgy Group
- Nedgia Andalusia
- Nexo Group
- Official Chamber of Commerce, Industry, Services and Navigation of the province of Malaga
- Official College of Veterinarians of Malaga
- Official College of Surveyors and Technical Architects of Malaga
- Official College of Architects of Malaga
- Official College of Architects of Almeria
- OHL
- ONCE Foundation
- OPPLUS

03 Political and social environment prior to the Malaga 2027 Candidacy

- Orange Spain
- Paco Pepe Group
- Penarroya Group
- Picasso Museum Malaga
- Plaza Mayor Shopping Centre
- Port Authority of Malaga
- Provincial Federation of Goods and Services Entrepreneurs (Malaga Comercio)
- Provincial Government of Malaga
- Public agency for the management of the home where Pablo Ruiz Picasso was born and other artefacts
- Quesada & Pastor Consultants
- Quinsa ITW
- Regional Government of Andalusia
- Rental Car Business Association of Andalusia (AECA)
- San Telmo Business School
- San Telmo Royal Academy of Fine Arts
- Sando
- Savills Aguirre-Newman
- Segui Studio
- Smart City Cluster
- SONIMALAGA
- Spanish Association of Capital, Growth and Investment (ASCRI)
- Spanish Association of CEEI (Ances)
- Spanish Association of Distributors, Self-service operators and Supermarkets (ASEDA)
- Spanish Association of Property Managers
- Spanish Association of Property Administrator
- Spanish Association of the Science Industry (INEUSTAR)
- Spanish Association of Videogames (AEVI)
- Spanish Confederation of Hotels and Tourist Accommodation CEHAT
- Spanish Federation of Food and Beverage Industries (FIAB)
- Superior School of Tourism of the Costa del Sol
- TDK Electronics Components
- Technobus
- Technology Park of Andalusia

- TEDIAAL
- Telecommunications Association of Andalusia (ATELAN)
- Telefonica
- TM Real Estate Group
- Tourist Housing Association of Andalusia
- Torremolinos City Council
- UHY Fay & Co
- Unicaja Bank
- Unión General de Trabajadores-UGT (Trade Union)
- University of Malaga (UMA)
- Urban and Metropolitan Public Transport Association (ATUC)
- Urban Forest Citizen Platform
- Urbania International
- Vensy Spain
- Verosa Group
- Vertice Training and Employment
- Verticesalud
- Via Celere
- Vialia Shopping Centre
- Vodafone
- Winery Jorge Ordonez

Expo 2027 Malaga has not met with any opposition from the main environmental groups and associations. In fact, it has incorporated their initiatives into the project.

Malaga and the United Nations (UN)

Malaga treasures its close relationship with the United Nations. The collaboration dates back to 2009 when the framework agreement was signed between the City Council and the United Nations Development Programme (UNDP) and the World Alliance of Cities Against Poverty (WACAP). The City also maintains a successful relationship with the United Nations Capital Development Fund (UNCDF) which has held several of its high-level meetings in Malaga. The same is true of the World Tourism Organization (UNWTO), which organized its 103rd executive

council in the capital of the Costa del Sol.

Thanks to this collaboration with the different United Nations agencies, in 2018 the International Training Centre for Authorities and Leaders (CIFAL Malaga) was created under the auspices of the United Nations Institute for Training and Research (UNITAR). CIFAL Malaga offers training programmes in key areas related to local governance, dissemination of the Sustainable Development Goals, the prevention of radicalism and sustainable tourism. It also acts as a hub for the exchange of know-how between government officials, international NGOs, the private sector, academic institutions and the UN system. This centre, based in a municipal building known as “The Gardener’s Cottage”, has been the driving force behind an even stronger relationship between the City and the United Nations.

To accommodate this growing diplomatic activity, the City Council set up the United Nations Projects Office in another municipal facility (the former Hospital Noble). This building houses the UNITAR delegation as well as the Sub-regional Office of the Western Mediterranean Fisheries Commission, part of the United Nations Food and Agriculture Organization (FAO); several offices of the International Organization for Migration (IOM); and plans are currently under way to house other agencies in this same facility.

The economy and the technological business ecosystem in Malaga

For years, Malaga’s business community has combined traditional sectors, mostly the services sector, with cutting edge technological industries. Starting in the Malaga TechPark, there are many companies that have already set up their headquarters in the city centre or in one of Malaga’s neighbourhoods.

According to findings published by the Malaga Association of Economists in its latest Economic Barometer of Malaga³, and by Unicaja Bank in its quarterly re-

³ <https://economistasmalaga.com/publicaciones/barometro/>

port on the current status and outlook of the provinces of Andalusia⁴, Malaga is the province of Andalusia where the highest number of companies are created.

The economic strength of Malaga and its long-term commitment to new technological industries has attracted large corporations to the City that are interested in taking advantage of the synergies and talent that the IT ecosystem has been accumulating in this capital city. A determining factor is Malaga’s persistence in considering technological development as one of the city’s strategic pillars: innovation ecosystems are complex and require time to develop and to bear fruit. Now, multinationals like Google which opened its cybersecurity excellence centre in Malaga, Vodafone which set up its European centre for new technology development, TDK with its first artificial intelligence excellence centre, Telefonica Foundation which is collaborating with the City Council to create a programming campus for 600 students, and the future Cybersecurity Centre of the Regional Government of Andalusia which will also be located in our city, place Malaga in an enviable position in the technology industry.

In a recent public statement, Google summed up the sentiment of this list of companies that have decided to set up operations in our city: “It is not by chance that Google has chosen Malaga as the site for its new hub. This region offers great talent, a vibrant start-up ecosystem, and business incubators and accelerators that have been cultivating the tech ecosystem for a long time.”

Political system in Spain, Andalusia and Malaga

Spain’s political system is based on the 1978 Constitution.

Spain is a social and democratic state of law. National sovereignty resides in the Spanish people, from whom the powers of the State (executive, legislative and judicial) emanate.

⁴ <https://www.analistaseconomicos.com/situacion-economica-y-perspectivas-de-las-provincias-de-andalucia-no6-segundo-trimestre-2021>

03 Political and social environment prior to the Malaga 2027 Candidacy

The political form of the Spanish State is the parliamentary Monarchy, in which the King, in his capacity as Head of State, symbolizes the unity and permanence of the State, exercises an arbitration and moderating function of the regular functioning of the institutions and assumes the highest representation of the Spanish State in international relations. The reigning monarch is H.M. Felipe VI, who assumed the throne in 2014.

Executive branch

Executive power in Spain is exercised by the Government through the President and the Council of Ministers (cabinet). The President has the power to appoint and dismiss ministers. The Spanish executive branch is basically identical to that of other contemporary parliamentary systems in terms of the government's duties and powers. The main collegiate body of the executive branch is the Council of Ministers made up of the president, vice president(s) and ministers. It typically meets on a weekly basis. The Government directs domestic and foreign policy, the civil and military administration and the defense of the State.

Legislative branch

Legislative power is in the hands of Parliament and is composed of the Congress of Deputies or Lower House and the Senate or Upper/Territorial House. The Congress of Deputies is made up of 350 deputies, who are elected by the citizens in general elections that are held for a maximum period of four years. The Senate is made up of representatives also elected by the citizens, plus several representatives appointed by the Autonomous Communities.

The Parliament represents all citizens and is the sovereign power which is why it plays a central role in the political system. Their main characteristics are the following:

- They exercise the legislative power of the State by approving the laws that must be complied with by all institutions and citizens.
- They approve the general budgets and government expenditure.

■ Judicial branch

The judicial branch is independent of both the Government and the Parliament. Judges are appointed by means of a competitive examination process followed by a theoretical and practical course and selection at the Judicial School. Judges are independent, irremovable, and accountable and subject solely to the rule of law. The principle of jurisdictional unity means that justice is administered by a single body of judges and magistrates. The governing body of judges in Spain is called the General Council of the Judiciary.

Territorial organization of the State

In addition to the national government, Spain is organized territorially into Autonomous Communities, provinces, and municipalities. There are 17 Autonomous Communities (plus the two autonomous cities of Ceuta and Melilla) that are, in turn, divided into fifty provinces. Provinces are divided into municipalities.

The Spanish Constitution stresses Autonomous Communities' right of autonomy and self-governance, making Spain's political system highly decentralized. However, the national government maintains powers for many of the nation's major activities, including foreign and defence policies.

The Autonomous Communities are also organized according to the principles of parliamentary representation, each with its legislative and executive branches.

In municipalities, local government is exercised from the municipal level and administration corresponds to the Municipal Councils, which are made up of the Mayor and the councilors who the citizens elect. The councilors are elected by the residents of the municipality every four years by universal suffrage. The councilors, in turn, elect the Mayor. The Mayor appoints his municipal cabinet which has authority over the municipal police, traffic, urban planning, social services, local taxation, etc.

The City of Malaga is the capital city of the province that has the same name and

belongs to the Autonomous Community of Andalusia.

Malaga's administration conforms to what is known as the Large City Regime, which is applied to exceed 250,000 inhabitants, and means that municipal policy, overseen by the Mayor, is broken down into areas (further broken down into smaller areas), each headed by a Deputy Mayor.

The City Council, comprised of the Mayor and Councillors, is the main political body that represents citizens in the municipal government. In its ordinary sessions it addresses matters proposed by the different standing committees formed by councillors of the different political groups in proportion to their representation in the City Council.

The Local Governing Board, chaired by the Mayor, is the body that collaborates in a collegiate manner in the political matters within its purview and exercises the executive and administrative duties attributed to it by law. The Mayor has the authority to freely appoint and dismiss the members of the Governing Board, the number of which may not exceed one third of the legal number of members of the City Council, not including the Mayor.

Elections in Spain

General elections in Spain are held at least every four years, although the President of the Government has the power to call early elections. This same rule applies to elections in the Autonomous Communities. Municipal elections are also held every four years and take place on the same day in all municipalities.

The right to vote in Spain is universal and is enjoyed by all citizens over the age of 18.

Upcoming election calendar

There will be a General Election in December 2023, at the latest.



03 Political and social environment prior to the Malaga 2027 Candidacy



The elections for the Autonomous Community of Andalusia are called for June 19, 2022.

Municipal Elections will be held in May 2023.

Spain's current government

The national government was constituted after the elections held in December 2019 in which the Spanish Socialist Workers' Party (PSOE) received the highest number of votes.

In that election, PSOE won 120 seats in parliament which was not enough for it to govern on its own and so its leader (the current President of the Government, Pedro Sanchez) signed a government agreement with another political party called United We Can (with 35 seats) and reached a legislative agreement with other political groups to procure the number of votes needed for his investiture. Currently, a majority in the Parliament of 176 MPs entitles that party to form a government.

Andalusia's current government

In the elections of the Autonomous Community of Andalusia held in November 2018, the Socialist Party received the most votes but did not have enough seats to govern on its own. The second most voted party, the People's Party (PP), reached a government agreement with the party called "Ciudadanos" and secured the parliamentary support of another political party called "VOX".

Municipal government of Malaga

The City of Malaga has a government made up of the party that received the most votes in the elections, the People's Party (PP) with 14 councillors which rea-



04

The theme of Expo 2027 Malaga

THE URBAN ERA: TOWARDS THE SUSTAINABLE CITY.
CITIZENSHIP, INNOVATION AND ENVIRONMENT

Introduction

We live in a world that is constantly changing where increasingly populated cities have become the core of society's social, economic, political and cultural activity. The unstoppable urbanization process that is a sign of the times generates a world of opportunities and hopes, but also creates challenges and uncertainties.

“The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment” addresses the urbanization process with a view to illuminate the ideal formulation of the sustainable city. This is a broad topic that is relevant for the international community and aligned with the United Nations 2030 Strategy and the 17 Sustainable Development Goals which offer a set of integrated targets to achieve more prosperous, just and environmentally sustainable societies and cities.

The theme of Expo 2027 Malaga: “The Urban Era: Towards the Sustainable City.” Citizenship, Innovation and Environment” expresses a suggestive and aspirational approach towards a concrete goal: the sustainable city. To achieve this, a triad of interconnected concepts has been formulated —Citizenship, Innovation and Environment— which represent fundamental elements for the responsible and sustainable management of the urbanization process.

“The Urban Era: Towards the Sustainable City” represents a living platform for the exchange of models of and innovative practices for how future cities should look like. It is, therefore, a melting pot of best practices and solutions on the subject and offers a unique opportunity for reflection and debate. It is also a chance to promote a sensitive, sustainable and inclusive framework for the governance of a city model that is in everyone's best interest and leaves no one behind.

Expo 2027 Malaga encourages entrepreneurship and innovation and stimulates creativity in the process towards achieving a sustainable city. It also promotes collaborative action and bears witness to what a powerful force multi-stakeholder governance (administrations, companies, institutions, and citizens) can be.

“The Urban Era: Towards the Sustainable City.” Citizenship, Innovation and Environment” is conceived as a laboratory of best practices; as a practical platform for the expression of the ideal city and a demonstrative showcase of technologies, policies, strategies and projects on how different countries and cities address the challenges posed by today's world.

The theme and its meaning

“The Urban Era: Towards the Sustainable City.” Citizenship, Innovation and Environment” conveys the need to reflect on the urbanization process as one of the most determining



global trends in the contemporary world. Expo 2027 Malaga views Citizenship, Innovation and Environment jointly as the keys to sustainable social, democratic, economic and environmental development.

The theme offers a unique opportunity to explore the urban condition and the city as the most recent socio-spatial expression enabling the historical development of societies. Hence, the Expo serves as a critical platform to question, analyse and interpret the urbanization process throughout the world, taking into account the roles played by Citizenship, Innovation and Environment and the typological, functional and territorial plurality of cities. The theme also sparks a dialogue around cities as a meeting place for people, and their development, maintenance, management and governance.

Citizenship, Innovation and Environment are three complex and interdependent concepts that can be explored from different perspectives and are an explicit expression of the holistic nature of the theme, its breadth and its attractiveness for the interpretative approach of the participants.

Through subjects such as: surroundings and environment, technological development and innovation, urban planning and architecture, education and work, social progress, economy, health, citizen participation and well-being and quality of life, to name a few, participants can share their vision on aspects that are crucial for the future of cities through the exhibits and cultural proposals.

Regarding the title “The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment”

“The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment” is a call for collective action. It is

an invitation to participate in a conscious, creative and responsible way, to make our future cities a better place for everyone.

The title refers to an idyllic commitment but also to a binding goal: that achieves sustainability, particularly in cities. It is an objective that also promotes an inclusive, democratic and fair world which resolves inequalities and looks out for the well-being of all people.

In a poetic way, the theme expresses the wilful desire that points to Citizenship, Innovation and the Environment as multi-directional vehicles of change; interrelated factors and means to an end in a rapidly changing context. The combination of citizenship, innovation and the environment poses functional questions about the world and the paradigms that govern it.

“The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment” pursues a substantial change that has been happening throughout history which is naturally oriented towards achieving a better life for all as a tendency inherent to the human condition. It refers to change where citizens, as active subjects, seek to achieve higher and better standards of living for all in a healthy and sustainable environment through innovation in its different forms, processes and areas.

Expo 2027 Malaga assumes that we contribute and actively participate in the course and direction of a changing era in which new challenges emerge on a daily basis. Therefore, the theme is a call for a world that is co-created by and for all and that is prepared to face the challenges of the future, especially those capable of changing the course of history on a major scale. For these reasons, “The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment” requires an intellectual effort and critical eye to understand and explain the world in which we live.



04 The theme of Expo 2027 Malaga

Mission

To appeal to the international community, administrations, organizations and institutions, the corporate world and citizens regarding the importance of managing the urbanization process in a responsible, fair and inclusive manner, with the aim of combating poverty, inequalities and discrimination, and to ensure sustainability and improve the quality of the environment and the lives of all people.

Vision

Expand humanity's understanding of the benefits of responsible management and governance of the urbanization process and its transformative power based on democratic values and how it can foster inclusion, innovation, responsible participation, resilience and environmental safety and protection in sustainable cities and communities.

Objectives

"The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment" is an invitation to act on the aspirations that arise from its mission and vision through a series of objectives. With the overarching purpose that can be inferred from its name, Expo 2027 Malaga seeks a paradigm shift in the enunciation of a Sustainable City that guarantees sustainability in all its dimensions and quality of life for all people.

A distinction can be made between two groups of objectives:

As a scenario of sustainability:

- Give participants and the international community the opportunity to interpret the concept of "sustainability" and express their paradigms.
- Promote the 17 Sustainable Development Goals of the 2030 Agenda and contribute to their achievement.

- Share knowledge, technologies and solutions and promote best practices designed to achieve the ideal sustainable city.
- Promote sustainability as a key in the urbanization process and underscore the balance between Environment—City—Citizens.
- Promote and encourage the circular economy.
- Turn Malaga into a benchmark for the sustainable city.
- Raise awareness of the direct and indirect effects of climate change.
- Present cities as a mirror or reflection of their inhabitants.

As an innovation laboratory:

- Incentivize Research and Innovation (R&I) as a key to sustainability and quality of life.
- Stress the cross-cutting nature of innovation and its enormous potential and scope in urban environments. Responsibly manage the use and focus of innovation and technology.
- Publicize technological advances and the many ways they apply to cities and their benefits: ICTs, AI, energy, environmental management, health, robotics, etc.
- Stimulate economic growth through innovation.
- Promote urban smart cities.
- Showcase the most advanced technologies intrinsically connected to the Urban Era that contribute to sustainable development.
- Foster government support for innovation to promote sustainability through the instruments, programmes, policies and strategies that encourage it.

The theme. General description

The city. A dream of humankind

The aim here is not to come up with a single definition or a genealogy of cities, but rather to understand the role that cities have played in the historical development of societies. As locations where populations settle, cities are places of great expressiveness and are the age-old result of the human tendency and desire for a communal life. Hence, throughout history cities have been an allegory of the

human condition, of interest in socialization, in progress and in the development of societies in a shared environment, which is also a representation of human dreams, ideals and their passionate desire for a better life.

Cities are the physical and spatial representation of an abstraction as ancient as the need to be with others, to have each other and to live together in a chosen geographical environment that is conceived, projected and planned as a place of social harmony and, as such, we must take care of this environment with a sense of responsibility and, above all, urbanity.

Cities are the product and idyllic vision of the space that we share while living in society and are the objectification of the heritage that we leave to future generations. They are a living system of interactions and active relationships for collective life.

It is worth noting that, beyond the development of the different civilizations and human settlements, the “civitas” has been, from the first Sumerian cities to Rome which in the 1st century BC already had more than a million inhabitants, the place of, by and for citizens; a place of opportunities, rights and responsibilities and a territory that exceeds physical reality and that is also a social, utopian and symbolic construction and, therefore, a project of a society and of a certain moment that implies its culture, its values and a complex interdependent dialogue among its various functionalities.

It is about understanding the city as a living phenomenon (metabolic and systemic) closely linked to culture and that, therefore, is subject to being scrutinized, explored and interpreted through history, philosophy, sociology, geography, art, architecture, anthropology, law and other fields of knowledge that give it colour, define it, extend it, understand it and exaggerate it.

It is also about observing it from the perspective of innovation, from the environment in which it is based and from the point of view of the citizens who inhabit it. Therefore, it is about understanding the city desired by its citizens: a liveable, habitable, shareable, enjoyable and sustainable city.

The Urban Era

There is a degree of academic consensus in the social sciences, history and geography, that it is useful to classify and divide time into periods for the purpose of determining and characterizing the history of humanity and civilizations in chronological order. It is precisely in the historical branch of Chronology where Era is specified as a prolonged period of time defined by the dominance of an event, a character or a specific process considered relevant or fundamental.

In the course of history and the dynamics that perpetuate the continuous movement towards the progress of societies, propelled forward exponentially and disruptively in recent decades mainly by technology and innovation, the different civilizations have always sought prosperity, a better life in their different environments. In the contemporary world where exoduses and migrations abound for a wide range of reasons, the urban context, which permeates its apparently rural opposite, seems to be particularly unique to our Era.

That is why there is talk of the advent of an urban transition on a global scale or a planetary urbanization process; of the century of cities; the Urban Era.

The notion of Urban Era was coined more than two decades ago by United Nations demographers to objectify the socio-spatial trends of human settlement in cities and, therefore, the global urban condition of the modern world. Since then, and continuously until today, the term provides a fertile and multi-sensitive theoretical and conceptual framework from which to approach contemporaneity in a trans-disciplinary fashion: from history to politics, from philosophy to sociology, from anthropology to statistics and geography.

In the centre, and as a living nucleus, the city stands as the territory in which more than half of the world’s population lives and as the active epicentre of the future, the indisputable place where things happen.

From the public to the academic sphere, from journalism to academics, the Urban Era binomial generates a myriad of narratives and meta-narratives that enable us to reflect, define, explore, debate and elucidate, not without controversy,

04 The theme of Expo 2027 Malaga



the recent history of humanity and its outlook for the future. A rich breeding ground, that encompasses a series of macro trends and inexorable tangents from societies, precipitates the assumption of challenges that cities face and warns of unavoidable responsibilities that must be taken.

Urban issues have become largely global and have significant consequences for the future of humanity and our planet. Cities have become sites for research, for policy intervention, investment, community activism, planning and design.

Mainly characterized by the accelerated trend of human settlement in cities and megalopolises since the beginning of the 20th century and constant demographic growth, the Urban Era implies a process of urbanization and conceives the city as a systemic entity or a system of systems. As such, it involves a series of regulatory, strategic and methodological processes, issues and criteria that affect all facets: economic, political, social, technological, cultural and environmental.

These processes, in turn, have an impact on the different metabolic and operational elements of the city: such as urban planning and architecture, resource management, services, transport and the general infrastructure network; and affect the lives of the people who live and participate in the governance of the urban agora, as a place of meeting and discussion.

In this sense, cities influence the social life of people and are at the centre of the initiation, activation and control of the economy, politics and culture.

Concurrent to the increasingly significant and leading role played by urban aspects and urbanization, other trends are emerging globally, characterizing the present moment and projecting an uncertain future that concerns everyone: from demographic changes and migrations, to the health and ageing of the population, possible pandemics, climate change and the administration of natural resources, the environment, incessant digitization, the disruption of markets, work and education, inequalities and poverty, hunger, terrorism, war and peace-keeping.

Expo 2027 Malaga assumes this context from the urban agenda itself. Its mission and message are an invitation for international participants to reflect, jointly, on the future of urban centres and environments and to share solutions to the challenges they face, emphasizing innovation, the environment and citizenship as fundamental axes to maintain and improve quality of life for the present and future generations in and outside cities.

Likewise, Expo 2027 Malaga recognises that urban development management is key to solving systemic problems such as how to create housing, increase economic growth, provide basic services and transportation, offer decent employment, mitigate the impact of climate change, promote environmental strategies and combat inequalities and poverty.

From this perspective, “The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment”, calls for an analysis of the present —after facing one of the biggest health crises in recent history— and encourages the rethinking and renewal of life in the city. It questions the future and suggests a path towards sustainability that ensures more prosperous, fair, inclusive, resilient and environmentally sustainable societies and cities.

Urbanization process

The urbanization process, which must be analysed mainly from a historical point of view, refers to the progressive concentration of the population in urban environments or cities. This process goes beyond a desire for communal living, the need or search for employment, economic progress, access to health, educational and cultural services, and larger markets. This process, incessant since the mid-19th century driven by the Industrial Revolution, has been advancing at a dizzying and exponential rate for six decades, coinciding with a paradigmatic technological change and globalization. One can then speak of hyper-urbanization or a hyper-urbanization process in today's society and economies, and hence the reference to the Urban Era as the one that characterizes our time.

The urbanization process is complex and a sword of Damocles. On the one hand, it is a strategy contributing to the development and prosperity of societies and on the other, it precipitates a series of dangers if not properly managed.

Framed in academic studies, international meetings organized by multinational organizations and government plans around the globe, the thesis of the Urban Era has become the dominant postulate through which to reflect on the future of cities on the entire planet judging from the trends and data collected by different organisms.

The urbanization process has been encouraged since the 1970s when changes in the global political economy impacted land management models and strategic planning became a business efficiency model with which to manage urban resources and consolidate cities as centres for private capital investment.

Challenges and opportunities

Urban development, immersed in the context of financial capitalism, also sparks a critical look at the commodification of cities, housing production, investment in infrastructure, provision of basic services, the promotion of environmental strategies, that distance it from that original community idea and give it novel nuances. Urban development is organized according to the logic of capital reproduction and is subject to financial speculation processes. Therefore, it is worth reflecting on the difference between hegemonic urbanization that reproduces standards, and diverse urbanization which allows for a sort of urbanization open to positive, responsible transformation, appropriate to its context and its citizens.

This leads to the questions: what is our understanding of what a city actually is? What is our conception of the ideal sustainable city? By whom and for whom is it created? What social imaginaries and what practices are promoted in it? What possibilities does urban transformation entail? Is an ecological transformation possible in cities? How do you combine a productive space with a sustainable and habitable one that results in joint prosperity? What is the role of governments and that of citizens? How many different stakeholders and at what level do they take part in the development and management of the city?



04 The theme of Expo 2027 Malaga



The incessant process of global urbanization has led to cities having to address unprecedented spatial, social, economic, demographic and environmental challenges during the 21st century. According to data from UN-Habitat (the United Nations programme that develops and promotes socially and environmentally sustainable human settlements), today 55% of the world's population is concentrated and lives in cities (in 1960, the figure was just 33%). This already significant socio-spatial agglomeration of people in urban centres is expected to reach 70% of the global population by the year 2050. According to the UN, there will be 9.7 billion inhabitants in 2050 and 10.9 billion in 2100.

Such is the speed of this increase, that in 2050 it is estimated that more people will live in cities than the entire global population at the beginning of the 21st century, and one in four of them will live in poverty. Forecasts indicate that six out of every ten people will live in urban areas, with demographic growth in cities in Asia, Africa, the Caribbean and Latin America being especially noteworthy.

In these environments, effective planning is essential to avoid inefficient urbanization which can be defined as lacking: housing plans and proper service infrastructure (roads, public transport, access to water and electricity, sanitation, etc.) which produces poverty and where unemployment, insecurity, pollution, poor infrastructure and poor management of natural disasters and climate change prevails.

Cities are the most prosperous human ecosystems insofar as they offer the best opportunities for social and economic development. 80% of the world's economic activity is concentrated in them, but at the same time they are the places where the greatest inequalities occur and where some of the greatest challenges to sustainability are found.

In other words, cities occupy about 3% of the planet's land surface but consume as much as 80% of available resources and account for approximately 72% of global emissions. That is why solutions need to target cities and all stakeholders must always be involved. As Ban Ki-Moon stated during his time as UN Secretary, "our fight for global sustainability will be won or lost in cities."

The concept of "urban"

It is important to note that 'urban' is not a category nor does it have a universal form but is, by its very conception, a historical process. The urbanization process does not follow a single or specific agglomeration pattern that defines it or allows it to be interpreted in a general and objective way that can be extrapolated to multiple contexts.

The urbanization process is polymorphic, unequal, changing and dynamic and as unique (or not) as each city or urban territory in which it develops. Populations grow and mutate and their distribution throughout the socio-spatial landscape is continually evolving, as is their territorial morphology and demographic composition. That is why the urbanization process must be viewed as more than the growth of megalopolises, densely populated cities with more than 10 million inhabitants which sprawl to create new peripheral cities. We are referring to megacities whose growth trend has become stagnant, although in 2013 there were 33 cities with this population density and the UN estimates that there will be 46 by 2030.

The urbanization process is felt in all small and medium-size cities around the world; cities with one million inhabitants, for example. These latter cities are the ones that have been growing the most in recent times and the ones that are most intensely experiencing this urbanization process.

In fact, in some areas, urbanization has spread in such a way that it gives rise to large, urbanized regions forming urban constellations which sometimes attach to larger urban nuclei forming large polycentric urban masses.

It is therefore not particularly helpful to draw a cut and dry distinction between rural and urban insofar as the urbanization process gives rise to a global condition as opposed to lifestyles typical of rural or urban environments.

Towards sustainable urban development

Cities are both the source and the solution of problems rooted in the systemic complexity facing contemporary societies. If the urbanization process is carried

out properly, it can help solve some of the greatest challenges facing humanity, such as poverty, social and economic inequality, environmental degradation, climate change and conflict. If not, the urbanization process can open a huge social gap generating inequalities and precarious conditions in certain sectors of the urban population such as a lack of decent housing, air pollution, traffic congestion and insecurity.

That is why it is crucial to understand and assume that sustainability is the solution for cities and that the accent must be put on local governments and the administrative chain because they are the systems responsible for the efficient supply of services, energy, water, mobility, green spaces and recreation.

Cities are also melting pots where decarbonisation strategies for energy, transport, buildings and even industry and agriculture coexist and intersect. Owing to the amount and intensive use of city infrastructure, there is greater potential for cross-sector integration and complex infrastructures such as smart grids.

Moreover, cities have access to more capital and know-how and can create the economies of scale needed to test and scale up new ideas and concepts. In the words of Eric Garcetti, Mayor of Los Angeles, one of the largest megacities on the planet: “When it comes to climate action, no one is doing more than cities, but no one is doing enough. We are entering a decisive decade for the preservation of our planet and environmental justice for all communities.”

Urbanization must be viewed as more than a demographic phenomenon. For healthy, prosperous urbanization that creates value, a legal and regulatory structure, good urban planning and sustainable economic and financial models to support it are priorities. This makes partnerships between all urban stakeholders a priority, and this includes governments, local authorities, civil society, the private sector and academic institutions.

Similarly, cities are ideal spaces for the development of innovation and, if well managed and governed, they will be an inexhaustible source of opportunities to improve the quality of life of citizens. However, it is important to remember that they also exert great pressure on the environment by consuming land and re-

sources, generating emissions, being less resilient in the face of natural risks and disasters, and harbouring less biodiversity.

Sustainable urban development requires healthy planning that reduces consumption, waste and the harmful impact they have on the environment and citizens. The success of cities in the future depends on generating more cohesive, tolerant and democratic communities willing to reinforce cultural diversity and promote and share the use of public spaces. This will give rise to cities that are safer and more resilient to the effects of climate change; that implement a comprehensive approach to affordable housing and infrastructure for all; that regenerate disadvantaged areas; that are more pedestrian-friendly, greener and healthier; that are more liveable; and that protect cultural and natural heritage through dialogue between their different communities.

This concept of the sustainable city requires a new economic paradigm that does away with the linear model of “use-consume-throw away” which puts so much pressure on the environment, resources and ecosystems and opts for a greener, more circular and sustainable one.

The importance and timeliness of the theme

“The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment”, the theme of Expo 2027 Malaga, is a conscious call to action in response to the need for a change in the city model through innovation and the responsible commitment of citizens to promote quality of life for all and environmental sustainability.

“The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment” is a relevant topic for the international community because it not only refers to the undeniable urbanization process taking place at planetary level, but also links up with the interests of all nations and with the UN’s binding 2030 Agenda and the 17 Sustainable Development Goals.

International organizations, governments at all levels, public and private corporations, and private citizens, are called to take an active part in the reformulation and

04 The theme of Expo 2027 Malaga



development of cities. The path towards the sustainable city is written into the programmes of all these stakeholders who, through their participation, contribute to the conception, design and achievement of the objectives of the Expo itself.

The theme is aligned with the strategies of the different political programmes of governments and with the objectives of the different intergovernmental bodies and institutions which include the concepts of sustainable city, citizenship, innovation and the environment as permanent objectives in their ideologies, strategies and roadmaps.

This theme is also of interest insofar as it calls for the development of the necessary tools to plan, manage and achieve a better future for city dwellers. Owing to the indisputable importance of cities in the 21st century, everyone must be brought on board to make them more sustainable, inclusive, just, democratic and resilient.

The theme is relevant, pertinent and concerns all countries and the very future of the world we share. The theme implies the inclusive pronoun “we” (working towards) and calls on all stakeholders to lead and manage the transformation process the world must undergo; a change that, fast and multidimensional, generates uncertainties and threats but also opportunities, which we as humans must steer to the best of our ability.

This theme is multidimensional. Not only does it refer to the sustainable city and suggest diverse perspectives from which to approach it, it also includes the concept of innovation with repercussions on our environment and all structures and areas. The scope of innovation extends to all spheres of life and is as broad and attractive as the interest and need to explore it in the urban environment. In the cities and natural areas we inhabit, in the governance and management of resources, in science and in all sectors of the economy as well as in culture, education and work, innovation and its impact on citizenship is undeniable. The multidimensional nature of innovation is expressed, in turn, through the concept and practice of technological convergence and its immense potential as a catalyst for solving many problems.

Moreover, innovation is not exclusive to science and technology although the latter has sparked its exponential growth, especially in recent times. The development and dynamic nature of the concept is such that it goes beyond the mere result of innovation as an end in itself and extends its praxis throughout its entire process and is apparent in and part of all domains.

The extension and array of sub-themes deriving from “The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment” is so vast that it promotes participation and facilitates a multitude of possible approaches and perspectives. Therefore, it is more than an invitation to reflect, it is an exceptional opportunity for all nations to express their vision of the sustainable city and showcase the innovative contributions they offer to improve the quality of the environment and the quality of life of their citizens. Since the theme places special focus on the creative and responsible role of people, it is also an expression of diversity and the different identities of peoples and enables them to identify the common denominators and singularities of all the participants.

Lastly, “The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment” embodies the values of education, democracy, cooperation, solidarity, exchange and progress promoted by the BIE. Given the pre-eminently international nature of world exhibitions, participation in Expo 2027 Malaga is an active expression of the commitments and unique contribution that different nations can make to this transition towards the sustainable city.

2030 Agenda and the 17 Sustainable Development Goals (SDGs)

The Sustainable Development Goals were adopted by 193 UN member countries in 2015 with a view to ending poverty, protecting the planet and ensuring that all people enjoy peace and prosperity by 2030.

The 17 SDGs are comprehensive, indivisible and interdependent insofar as they acknowledge that interventions in one area will affect results in others and that development must be in balance with environmental, economic and social sustainability.

According to the targets corresponding to each of the SDGs laid down in the 2030 Agenda, cities are particularly in the spotlight. In fact, two-thirds of the 234 indicators that follow from the 17 goals have urban components. According to the Sustainable Development Solutions Network (SDSN), approximately 65% of the SDGs and their 169 targets will not be achieved without the commitment and engagement of cities and partnerships between local and regional governments. This means that a sustainable future can only be achieved with effort at local level, and this entails municipal action plans with the support of local governments, the necessary legislation, inclusive governance, planning and the development of a sustainable infrastructure.

Local, regional and national governments must also constantly work in partnership to encourage compliance with these goals, periodically monitoring and evaluating their efforts, identifying their strengths and weaknesses and promoting practices, strategies, policies and projects to focus on and accelerate the achievement of the goals and improve the well-being of all people.

Although the SDGs are connected to each other in one way or another and are part of a whole, the SDG 11 specifically refers to sustainable cities and communities. This SDG seeks to ensure that both cities and other human settlements are “inclusive, safe, resilient and sustainable” according to associated targets such as access to housing, affordable and sustainable transport systems, inclusive and sustainable urbanization, protect natural and cultural heritage, minimize the environmental impact of cities, among others.

The 2030 Agenda strengthens those urban dimensions that contribute to improving the quality of life of citizens, while simultaneously facing other challenges that generate social and economic inequalities in cities and serious environmental problems. Therefore, the path towards urban sustainability, i.e. the sustainable city, clearly involves applying all of the dimensions of the 2030 Agenda goals, and also requires comprehensive development including socially relevant topics such as gender, age and others.

With this same purpose in mind, the UN’s New Urban Agenda outlines the standards required to achieve sustainable urban development, rethinking the way in which cities are built, managed and used.

04 The theme of Expo 2027 Malaga



But it is not only government administrations that must work towards compliance with the 17 SDGs; corporations, private companies and citizen movements must also come on board and play a leading role. Indeed, sustainable transformation will be a reflection of the coordination and integration of multi-stakeholder governance as expressed in SDG 17: Partnerships to achieve the goals.

Lastly, it is interesting to note how the pandemic has provided opportunities and learnings that foster progress towards achieving the SDGs in urban environments. Examples include multi-sector and multi-stakeholder collaboration, reduction in the use of private vehicles, increase in the number and use of green areas, use of land in public spaces, promotion of teleworking and flexible hours, promotion of local consumption and municipal capacity-building. Hence, post-COVID recovery should be viewed as an opportunity to strengthen more inclusive societies and economies, generate more green spaces and make cities more hospitable, pedestrian-friendly and more liveable environments.

How this theme links up with other expos

The theme of Expo 2027 Malaga is directly linked to the philosophy of all Expos insofar as “one of the essential objectives of Expos is to create better cities”, according to Vicente González Loscertales, former Secretary General of the BIE. The city theme is therefore inherent to all Expos ever since the very first one in London’s Crystal Palace in 1851 which safeguarded those immense elm trees under that architectural landmark, epitome of modernity by Joseph Paxton who was not only an architect but also a gardener, all the way up to Malaga’s present candidacy for Expo 2027 Malaga.

Exhibitions have played a key role in urban planning since their origin. World exhibitions’ undeniable impact on the development of modern cities can be seen in the creation of specific sites and the building of micro-cities with large-scale designs that include avenues, architecture, bridges, open spaces, gardens, fountains, lakes and many other elements.

Expos also entail urban transformations giving rise to the regeneration of the urban fabric, the building of new neighbourhoods and the reconfiguration of transport, telecommunications and supply networks. Expos are also powerful promotional mechanisms for host cities, and marketing techniques are used to stimulate the “urban brand” of each city.

As products of their time, Expos express the urban culture of a given moment and the vision that each host city has of its own future. That is why, because of the creation of the BIE and the concern surrounding sustainability and the future of cities, Expo sites must plan how to use their facilities once the event is over, allocating spaces and buildings for different public and private purposes. Therefore, the impact and success of an Exhibition also depends on its ability to fit into a city and put its location and infrastructure to good use; on its ability and will to be sustainable.

The concepts of ephemeral and permanent spark a transversal analysis of the urban footprint left by Exhibitions. These events are located in previously unused parts of the city and are suggestive of idyllic urban developments that, somewhere between fantasy and the ideal city, give order to and territorially integrate urban or suburban areas. The eternal and the ephemeral coexist at Expos, in the form of unique buildings that hosted them during the 19th century, or the micro-cities erected in urban areas, open spaces or large parks.

Therefore, echoes of all the previous Expos resonate when addressing a city’s theme, much like a transversal discourse from which to explore them, either through urban planning and projects, their subsequent use, or because of the footprint such achievements leave in pursuit of a higher quality urban environment.

The specific theme of ‘city’ and its projection into the future was addressed at the Expo 2010 Shanghai China “Better City - Better Life”. China’s first Universal Expo suggested many solutions for urban life and left an important intellectual legacy, in addition to reaching a milestone as the largest Universal Expo with the greatest international participation, serving as a real-time example of the very process of urbanization in this Chinese megalopolis.

Just as 2010 Shanghai explored the theme of cities and their prospects for the future, other earlier Exhibitions addressed and delved into the theme of sustainability, which has been present in many of them ever since. The Expo 1974 Spokane was the first to address the theme of environmental sustainability: “Celebrating Tomorrow’s New Fresh Environment”, with the motto “Progress without Pollution”. That Expo was unique for cleaning up the banks of the Spokane River in this North American city, recovering a blighted and deteriorated suburban area and promoting environmental awareness and the values associated with it.

One year later, and in the aftermath of the success of the first Universal Exhibition held in Asia (Expo 1970 Osaka, which also called attention to the need for balance and harmony with nature), the specialised Expo held in Okinawa in 1975 addressed the theme “The Sea We Would Like to See”, alluding to the protection of the world’s oceans. This theme was also adopted by the Louisiana World Exposition in 1984 in New Orleans under the title “The World of Rivers – Fresh Waters as a Source of Life”; Expo 1998 in Lisbon entitled “The Oceans: a Heritage for the Future”; Expo 2008 in Zaragoza called “Water and Sustainable Development”; Expo 2012 in Yeosu with the theme “The Living Ocean and Coast”; and the exhibition 2017 in Astana which explored the theme of the future of energy. Other universal expositions such as 2000 Hannover, 2005 Aichi, 2015 Milan and the one to be held in 2025 in Osaka, are all also linked to the broad idea of sustainability in one way or another.

Several specialised expos also addressed the subject of housing or architecture and the latter’s relationship with the environment and people: the Swedish Expo in 1955 in Helsingborg called “Modern Man in the Environment” and the Exhibition of 1957 in Berlin, “Reconstruction of Hansa District” on modern construction, architecture and urban planning, all relate to the idea of the city, urban planning and sustainability.

1985 Tsukuba, another specialised exhibition, explored science and technology in housing, and other exhibitions such as Expo 1906 in Milan and Expo 1955 in Munich focused on transport, a theme that Expo 2027 Malaga also develops. Expo 2027 Malaga must be exemplary in terms of urban planning, construction, equipment and architecture, and also regarding transportation and other matters related to the development of its themes and sub-themes.

Innovation as a theme is a concept inherent to World Expos insofar as they champion educational values and promote economic and social progress. From the tangible impact and contribution of the design and implementation of their venues and architecture in the urban fabric, to their consideration as platforms to stimulate and democratize scientific and technological progress, World Expos play a fundamental role in promoting and implementing innovation and better quality of life for societies.

From this perspective, “The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment” is at the very core of the varied thematic plurality that, since 1851 and throughout more than a century and a half of history, has characterized these magnificent events. By linking innovation to citizenship attention is drawn to the transformative power that, like World Expos themselves, these concepts have to awaken people, to inspire sustainable development for the future of humanity and the planet and to promote cultural exchange and a better world in peace and harmony.

Furthermore, “The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment” targets citizens as agents of change and, at the same time, humanity as the beneficiary. Expo 2027 Malaga echoes anthropocentrism typical of the exhibitions that followed the Second World War, especially the Expo 1958 Brussels (A New Humanism), the Expo 1967 Montreal (Man and His World) and, again, the Expo 1970 Osaka (Progress and Harmony for Mankind). These World Exhibitions held in the second half of the 20th century mark a major turning point in the history of Expos, a paradigmatic and conceptual change, and introduced the important role played by humanistic values and humans as stewards. These ideas were also present in the theme of Expo 2000 Hannover which drew attention to the balance between Man, Nature and Technology.

Likewise, and in celebration of human ingenuity, “The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment” is linked to the theme of Expo 1992 Seville, The Era of Discovery and connects with other more recent World and Specialised Expos that address issues of universal interest such as the management of natural resources, food and energy. All of these challenges are addressed in a fresh and updated way in the thematic motto of Expo 2027 Malaga.

04 The theme of Expo 2027 Malaga



For all of these reasons, “The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment” is the optimal setting to promote and celebrate the role and impact of World Expos in modern societies throughout history, and to ponder the leadership shown by the BIE in its management and governance.

The suitability of malaga

Malaga, the second most populous city in the Andalusian region and the sixth most populous in Spain with practically one million inhabitants in its metropolitan area, is a significant and paradigmatic example of a city immersed in a continuous process of evolution, growth and urbanization.

Malaga is also paradigmatic in terms of the combination of cultural and natural heritage, a duality that has forever been an integral part of its history and is a symbol of its identity as well as something that has always attracted tourists to the region.

Capital of the “Costa del Sol,” the City of Malaga was founded in the 8th century BC, which makes it one of Europe’s oldest cities with one with the greatest projection for future growth. Malaga underwent outstanding industrial development in the 19th century, making it Spain’s first industrial city. Today, it is the economic and technological capital of Andalusia and an important tourist, cultural and entertainment centre. It is also one of the most active hubs on the Mediterranean Sea and one of the most visited cities in the country in terms of both domestic and foreign tourists.

Its optimal weather conditions and its strategic location in the Mediterranean Sea, as a gateway to Europe, make Malaga a city connected to the tourism sector. Malaga is committed to diversifying its economy which has led to positioning itself on the international investment map in recent decades, by attracting and retaining talented people and promoting many technological and cultural projects.

Malaga demonstrated the transformative power of cities by placing the emphasis on concern for the environment, innovation and culture through the local government’s strategic plans and citizen participation in a joint project to make Malaga a sustainable, smart and inclusive city; a city at the forefront of social cohesion; a better city to live and to work in and, therefore, a more resident-friendly city.

For decades, Malaga’s forward-looking mentality and emphasis on sustainability have focused on three major elements: innovation, environmental protection and culture. The City has adopted the 17 SDGs of the UN’s 2030 Agenda as its own and implemented its 2018-2022 Strategic Plan for Technological Innovation to make Malaga a smart, technological and innovative city, a benchmark for modernization and digitalisation through new technologies such as ICTs, Blockchain, AI, IoT, and others. The driving force behind the city’s connection to technology is the Malaga TechPark, an economic powerhouse featuring more than 600 companies. It is a genuine hub of know-how, employment, investment and is connected to the University of Malaga acting as a repository and promoter of knowledge.

Moreover, the National Digital Content Hub and the Smart city Malaga Living Lab, complete the city’s commitment to technological innovation, generating specialised talent and helping promote innovation in professions linked to a disruptive present and future.

It is imperative to acknowledge the significant role played by the eCity Malaga public-private partnership, a smart city project that applies circular city criteria of the future with a horizon of 2027, on its journey to becoming a sustainable and eco-efficient city.

Among its infrastructures for meetings and conferences, Malaga also boasts a Trade Fair and Congress Centre which hosts more than twenty specialised events putting the city on the international map and giving it visibility as a centre of innovation.

Malaga is a historical and modern city firmly committed to culture and features cultural installations such as Centre Pompidou Malaga, the Picasso Birthplace Foundation, the Picasso Museum, the Malaga Museum (Fine Arts and Archaeolo-

gy), the Contemporary Art Centre, the Malaga Automobile and Fashion Museum, the Jorge Rando Museum, and 30 other public and private galleries and endowments focused on the performing arts such as the Cervantes, Echegaray and Soho theatres, and the Albeniz Movie theatre.

And last but certainly not least, the Malaga Spanish Film Festival which recently celebrated its twenty-fifth anniversary. All of this makes Malaga a city dedicated to the visual, audio and performing arts and as a top international tourist destination.

Regarding the environment, as a coastal city Malaga is firmly devoted to renewable energies, concern for air quality and conscientious waste recycling, among other indicators from the 17 SDGs. Malaga is situated squarely in the middle of the energy paradigm shift through the commitment to photovoltaics and clean energies, clean air indicators, the quality of its beaches, rivers and its Mediterranean coastline, and also based on the way it cares for its waters, the increase in the proportion of green areas, its commitment to sustainable mobility and the digitalisation of transport, with special mention of the PALOMA project, a prototype for the alternative operation of mobility assets, among other examples of its commitment to climate neutrality.

Malaga is an example of a competent and capable city positioned to continue its transformation focused on innovation and culture, with a strong commitment to sustainability and the SDGs. For all these reasons, it is the ideal candidate to host an International Recognized Exhibition which will showcase solutions to meet the challenges facing the cities of the future, its main pillars being the citizens themselves, innovation and care for the environment because that is the path that it has been on for some time now. Malaga becomes a living and real-time example of the theme of Expo 2027.

Sub-themes

Observing the trend towards urban concentration and the idea of a sustainable city, the theme of the Expo 2027 Malaga project is divided into three sub-themes facilitating an in-depth exploration of the theme.



04 The theme of Expo 2027 Malaga



The sub-themes provide a secondary and specific discourse, with many nuances, facilitating the study of the cross-cutting nature of the theme and the involvement of the participants: the urban planet, cities in evolution-innovation, digitization and new technologies and citizens in eco-cities.

Sub-theme 1. The urban planet

The origin of the first sub-theme is the status quo of the planet's environment, a pressing issue on all agendas and strategies of intergovernmental bodies and national and local policies. It focuses on the study of cities as more densely populated places which are therefore subject to more intense erosion. From there it explores the relationship between the city and its immediate surroundings and highlights the importance of helping cities to become more sustainable and environmentally friendly.

A devastated planet

The health of Earth has been compromised and has worsened under our watch. Ocean levels are rising putting the lives of millions of people at risk and global warming is increasing producing historic heat waves at unexpected latitudes and extremely destructive forest fires. The poles are melting six times faster than they were thirty years ago, emitting large amounts of greenhouse gases. Droughts are becoming more severe and prolonged and food production increasingly complex. The devastation caused by extreme weather events is more pronounced and their frequency is also increasing leading to an urgent scenario.

On top of everything, global health crises, such as the COVID-19 pandemic, highlight the vulnerability of societies which could suffer yet another blow if the current rate of destruction of biodiversity and ecosystems continues and climate change accelerates to the point of no return. The UN has sounded the alarm as has the IPBES (Intergovernmental Platform on Biodiversity and Ecosystem Services) and the IPCC (Intergovernmental Panel on Climate Change). Warnings have also been channelled through the December 2020 Biodiversity and Climate Change Workshop Report, a joint effort resulting from the first partnership (as called for in the 17 SDGs) between these latter two bodies that address biodiversity and climate as parts of the same complex problem.

Climate and biodiversity are inextricably connected to one another and to the future of humanity. Their crises are our crises. Limiting global warming to ensure a suitable climate and protecting biodiversity are mutually supportive goals, the achievement of which is essential to provide sustainable and equitable benefits to humanity.

The increase in energy consumption, overexploitation of natural resources and the unprecedented transformation of terrestrial landscapes (inter alia, the urbanization process), as well as freshwater and marine landscapes in the past 150 years, have gone hand-in-hand with technological advances. These advances have contributed to improved living standards for many but have also led to changes in the climate and a precipitous decline in biological diversity around the world, negatively impacting many quality-of-life aspects.

A sustainable society requires a stable climate and healthy ecosystems. However, 77% of the land (excluding Antarctica) and 87% of the oceans have been modified by the direct effect of human activity.

Climate change and biodiversity loss pose significant threats to human livelihood, food security and public health. Their negative impact is felt most strongly in socially, politically, geographically and economically marginalized communities.

Up to now, policies have addressed climate change and biodiversity loss as two distinct problems. However, collateral benefits are maximized if they are addressed simultaneously in order to meet our sustainable development aspirations. At international level, multilateral agreements such as the UN Framework Convention on Climate Change (UNFCCC), the Convention on Biological Diversity (CBD) and the SDGs are all fighting to halt the loss of global biodiversity and mitigate climate change. Partnerships between inter-sectoral policies and regulatory frameworks could contribute to the sort of transformative social change needed to achieve these goals.

The pressure placed on biodiversity, mostly by the world's richest countries, increases the amounts of raw materials and energy consumed. These incessant demands can only be mitigated by requiring a new innovative conservation paradigm that specifically addresses the issue.

The ideal sustainable city

The ideal sustainable city is one with a green personality and attitude which has liveable pedestrian spaces that are easy to get around and that propose and promote new more efficient, affordable and decarbonized mobility models.

These cities foster recreation and sports in extensively green environments and are places where the quality of life and well-being of its citizens become priorities; breathable, decluttered and decontaminated cities.

They are cities that promote leisure and culture, rethink their urban planning and update their buildings seeking greater energy efficiency and climate neutrality. These cities recover deteriorated neighbourhoods and give them new use and life by updating and reinventing themselves with new infrastructures and equipment that care about the comfort of their citizens.

Cities that think about energy supplies and services in an efficient and accessible way for all and that manage waste effectively- Liveable cities that give rise to new, more circular economic paradigms that prolong the useful life of products and favour the creation or reconversion of green jobs and promote responsible production and consumption.

Cities that ultimately are the product of the best possible management by the de facto powers and conscientious citizens. These are inclusive cities that seek social, economic and environmental sustainability; in short, cities that stimulate living in harmony with the environment.

Cities and climate change

Green infrastructure is increasingly being created in cities to help them adapt to and mitigate climate change and to restore biodiversity. Urban greening through the creation of parks, gardens and terraces, reduces the effects of heat islands generated by urban environments, promotes biodiversity and improves the quality of life in cities and the physical and mental well-being of residents. Likewise,

urban plants and vegetable gardens can be a food source, a measure that is especially important considering the rapid growth of the population in these environments.

Moreover, changes in per capita consumption and eating habits and progress towards the sustainable exploitation of natural resources, including post-harvest waste reduction, would contribute substantially to addressing the biodiversity crisis, climate change, its mitigation and adaptation to it. Political decisions based on the interaction between biodiversity, climate and society offer opportunities to maximize joint benefits and minimize harm to people and nature.

Change in the way socio-ecological systems are managed is key to mitigating climate change and biodiversity loss. Likewise, appropriate multi-stakeholder and multi-level collaboration contribute to paradigm shifts.

This sub-theme devoted to the Environment therefore explores many areas and concepts that are directly related to several of the 17 Sustainable Development Goals of the UN's 2030 Agenda. Many of the aspects addressed in this sub-theme have been directly affected or revised by the coronavirus health crisis.

Due to their dense population, cities will be increasingly affected by the climate crisis through natural disasters caused by the most frequent extreme weather events, biodiversity loss and migratory flows.

External shocks, like COVID-19, will also act as roadblocks hindering achievement of climate and smart city goals.

The global urbanization process, characterized by unprecedented acceleration in recent decades, is undeniably leaving its mark on the environment. The complex urbanization process already described is much more than a demographic phenomenon. The growth of cities and the expansion of urban environments are subject to several challenges. In terms of the environment, climate change and pollution are major problems, as is uncontrolled urbanization, which leads to illegal settlements where basic services, transportation and decent employment are unavailable.

04 The theme of Expo 2027 Malaga



Nine out of ten people around the world are exposed to pollution levels that exceed the safety threshold set by the World Health Organization (WHO).

Circular Economy

The environmental problems arising from the urbanization process clearly highlight the link between the economy and the environment as interconnected realities.

The model on which societies are based today requires a constant flow of raw materials that are transformed into goods and services providing infrastructure, food, water, energy, clothing, housing, mobility, communications, etc.

This productive model of growth and well-being, which has sustained society since the Industrial Revolution, is based on the use and transformation of natural resources that, after their useful life as products and when the consumption chain is complete, gives rise to large amounts of waste. This model based on extraction, production, consumption and disposal of waste is known as the linear economy. If left unchecked, this economic model will lead to multiple environmental problems compromising natural resources such as air, water and soil as it pollutes, generates waste that is not used and damages biodiversity through deforestation and the destruction or fragmentation of the habitats of a large number of plant and animal species. Moreover, landfill waste emits greenhouse gases that precipitate climate change and the search for alternative resources generates new impacts arising from their exploitation.

To protect the ecosystems on which billions of people and animal species depend, it is essential to reduce pollution and control greenhouse gas emissions, many of which are caused by massive amounts of untreated waste. Encouraging work is being done on a growth model that makes it possible to optimize the use of available resources, products and services, maintaining their useful life for as long as possible in the economy with a view to minimizing waste.

This new paradigm is called the circular economy and optimizes the use of resources and promotes efficient production and distribution systems. It also stri-

ves to keep materials and products actively in use for as long as possible to reduce the volume of waste generated. This cycle of development and transformation helps offset the negative effects of economic activity, favours the well-being of societies and preserves and improves natural capital. This is a new approach that sets the stage for a fair and solidarity-based transition that promotes protection of the environment, transformation of the productive system and, at the same time, promotes social progress, gender equality and social welfare.

The circular economy seeks to reduce, recycle and reuse everything that is discarded and return it to the market for a second life. This innovative model proposes the use of biodegradable materials and the least invasive manufacturing processes to keep pollution to a minimum. This means that when they must be disposed of because they cannot be reused, they are recycled in an environmentally friendly way which does not contribute to global warming or climate change.

The circular economy is a restorative / regenerative production and consumption model that replaces the concept of expiration with conservation. It uses renewable energy, does not use toxic chemicals or products that hinder possible new uses or return to the biosphere and, instead, seeks to recover waste through the optimal design of materials, products and systems and new business models.

It is also important to remember that the circular economy model generates new economic and business opportunities and helps create employment and new occupations.

The transition from a linear economy to a circular one requires research, technological development and innovation throughout the entire productive chain, and a regulatory framework that entails coordinated activities between government administrations, economic sectors and society as a whole to facilitate partnerships and green deals. It also requires organisational and social innovation, especially in the sectors that have the greatest environmental impact such as textiles, construction, electronics, vehicles and batteries, food, and high-impact materials such as steel, cement, and chemicals, with special attention paid to micro-plastics and plastics.

Based on World Bank data, UN-Habitat estimates that without this transformative change by 2050 we will need three planet Earths to produce the resources to satisfy current economic needs and lifestyles.

Hence the importance of correcting consumption patterns which are unsustainable in the case of economies strongly dependent on the supply chain due to the foreseeable increase in resource and energy prices and facilitating a transition towards a new sustainable production model which takes future generations into consideration. Therein lies the importance of a fair ecological transition, not only considering the environment, but also societies.

To that end, cities need to use their participatory ecosystem to discuss, develop and experiment with ideas and proofs of concept to combine behavioural change and new economic models that pave the way towards climate neutrality and the desired circular economy. Informing and educating the public is vital to bringing about this transition.

It is up to municipal administrations to orchestrate the transition to climate-neutral cities, but they need the help of businesses, citizens and academia to co-produce this transformation, which for many cities requires a major change in mind-set.

Water and food

Cities in certain geographical areas face important future challenges when it comes to their supply of food and drinking water. The forecast of significant growth of the middle class in developing countries, with the ensuing impact on consumption, increases the pressure on natural resources, energy and raw materials in a world where they are becoming scarce.

Water scarcity also has circular economic implications. In addition to the high demand for water resources, we must now add the impacts resulting from climate change and pollution. The hydrological cycle is altered by effects on evaporation, evapotranspiration and soil moisture; which in turn, alters temperature



04 The theme of Expo 2027 Malaga



and rainfall, especially in countries with a Mediterranean climate. Hence the need to improve the efficiency of water use in production cycles to reduce demand and sustainably plan and manage this precious resource to combat the loss of biodiversity in aquatic ecosystems, prevent pollution, reduce impacts on climate change and guarantee its availability as a basic commodity in all societies.

The blue economy, defined as a set of economic activities linked to the sea, also promotes efficiency and sustainability in terms of growth, sustainable fishing and mitigating existing pollution of seas, oceans, rivers, ports and coasts. The same is true of ecotourism that seeks to raise awareness of climate change and energy efficiency which is increasingly vital for environmental sustainability.

This points to the importance of the circular economy in all sectors which must take effective preventive actions, decarbonize the economy, protect and improve the environment, and involve the public and raise awareness at large if we expect to progress towards sustainable development that protects health in solidarity with all people and territories and improves economic competitiveness by generating quality jobs.

Given the complex nature of the transition to the circular economy, which entails structural change in production and consumption models, we need to engage in joint public action which means that all public policy makers must get on board with the model and then educate and raise awareness of all the other stakeholders in order to act together and combat environmental, industrial and social problems simultaneously.

As for the challenge of climate change, political decision makers together with users, citizens, civil society, producers, consumers and owners must all pull in the same direction. Their actions and habits can have a huge impact on the environment. This highlights the importance of getting neighbourhood associations and households to play an active role at the local urban level in promoting climate neutrality and improving the economy.

It must be a multilevel and co-creative process tailored to the reality of each city that stimulates the role of citizens as fundamental agents of change. This will

result in better air quality, job creation, healthier lifestyles and new sustainable mobility.

The mission of climate neutral cities is to drive these efforts in two ways: by reducing greenhouse gas emissions to zero, by promoting systemic change and by encouraging the transformation of cities through, by and for citizens, leading to a new mind-set and way of working based on strategies and commitments that address social, economic, ecological and political dimensions.

Cities and Covid-19

The experience of the COVID-19 crisis makes resilience an imperative in any city's long-term strategy and highlights the connection between air quality and well-being. Cities need to reinvent themselves taking into account design principles and operating rules in areas such as urban planning, public transport, health services and urban food logistics. Moreover all social services and support, especially for those most in need, must be evaluated and protected from extraordinary events such as the coronavirus health crisis. The need to make structural changes in our productive, environmental and social models has been accelerated by COVID.

The pandemic has altered our habits and the way we relate to our immediate surroundings and, in so doing, has revealed alternative and direct ways to act in favour of the 17 Sustainable Development Goals and hasten their achievement considering that 110 of their 169 targets are related to cities. Regarding mobility, cities experienced welcome relief from traffic, i.e. reduced density and congestion and substantially improved air quality.

This highlighted how the use of collective transport, sustainable mobility, and zero-emission or clean energy transport (such as cycling and walking) are sustainable alternatives to high-polluting private vehicles.

The pandemic has drawn attention to the importance of generating accessible and affordable housing for all, safe transportation and the need for immediate

access to green spaces and environments to reconnect with nature and life itself. In some cities, pedestrian and green spaces have been expanded and space for people has been prioritized over space for cars, examples being the installation of terraces and recreational spaces on roads and areas previously reserved for car parks. These are changes that, under other circumstances, would have taken years to implement but have been executed in a matter of hours or days.

Labour dynamics have also changed radically. COVID-related teleworking resulted in reduced energy consumption at work centres and offices and private car use declined as well.

The way schools interact with students also changed. Remote learning became the new *modus operandi* in schools and universities.

Government administrations and institutions have proposed economic recovery from the post-pandemic crisis with a transformative vision that modifies the structure of an unsustainable model. This recovery is supported by social cohesion, environmental sustainability and a change in the production model based on technological tools that will be essential in establishing new forms of production, consumption and mobility. This entire process requires solid leadership from administrations and the other stakeholders involved who need to develop effective standards to bring about energy transition and exert social impact.

Pilot experiences include the 15-minute cities in Paris, or the Superblocks (city blocks) and Superilles projects in Barcelona where citizens are encouraged to live their lives in their immediate surroundings or neighbourhood, thus favouring local commerce, reducing traffic, offering more amenities and encouraging telework. Tactical urban planning measures such as expanding the network of bike lanes, pedestrian areas and low-traffic areas, are part of new experiences aimed at sustainable mobility and that require political will and implementation. These measures contribute to a heightened sense of citizenship and collaboration between neighbours. They are low-cost, local, and easily implemented, creating meeting spaces that can be extrapolated to a larger scale.

Towards climate neutrality

Citizen engagement is vital in achieving climate neutrality goals in cities. This can be accomplished through programmes, projects and policies that encourage citizen participation in decision-making and a mind-set change in terms of the way people go about their lives in cities.

Likewise, action must be taken in mobility through zero-emission urban transport, electrification and renewable energies. Less polluting collective transport must also be encouraged, examples being trains which pollute 20 times less than planes, the underground and by simply not taking unnecessary journeys. This will happen if governments subsidize these means of transport and encourage their use by lowering fares.

Another necessary measure to achieve climate neutrality is to encourage lower energy consumption in buildings through renewal to make them more energy efficient, and by promoting the supply and use of renewable and green energy.

In cities and other contexts, it would also be a good idea to establish sensible limits on energy consumption per inhabitant and favour the growth of green spaces.

City greening.

The basic overarching idea of the green city is as old as civilization itself where settlements included green spaces for recreation and growing food. Mayans, Aztecs and Romans incorporated these basic residential requisites into their ideal city projects for the benefit of their physical, mental, and social health. Direct contact with nature has a healing effect that is evident in the innate tendency of human beings to interact with the natural environment, one in which they feel healthier and more at ease.

In fact, the WHO has established a minimum of 9 m² of green spaces per inhabitant and an ideal of 50 m². Urban planning projects do increasingly priori-

04 The theme of Expo 2027 Malaga



ze green spaces and their conservation, as well as access to them which is not always exempt from social inequalities in terms of their availability and quality.

Green spaces can have vegetation, grass, bushes and trees planted on non-sealed permeable surfaces such as soil. They are therefore not limited exclusively to parks and gardens, but also gardens on community estates, private gardens, blue spaces (aquatic), and other wild or natural environments. Plants and trees can also be planted along streets, avenues and boulevards, in buildings and rooftops, making use of their natural, sculptural and architectural value.

It is also a good idea to promote the use of open spaces, in the manner of the classic agora, and squares and promenades designed for enjoyment and social interaction for pedestrians and non-motorized vehicles. These spaces define a city's personality while generating cognitive, spatial and emotional ties with users, their identity and memory through experience, while also generating a sense of belonging, history and culture in the city.

According to the WHO, spending at least 120 minutes a week resting while in contact with nature can significantly improve one's health. The benefits of this practice and of walks or leisure time spent in open environments such as squares, historical places or panoramic overlooks that have a similar calming effect, reduce stress and anxiety, lead to better cognitive performance, increase happiness, reduce the risk of asthma, allergies, diabetes and cardiovascular diseases, favour mental health and increase life expectancy. While the home environment is good for physical rest, mental rest is best achieved by going outside and going outside of oneself.

Maintaining, or better yet increasing, high-quality and accessible urban green spaces, especially for marginalized groups, stands at the very core of the SDGs and their importance has increased with the coronavirus. Green spaces in cities, ideally located in many different areas and accessible at less than a 15-minute walk from each home requires multidisciplinary and inter-sectorial collaboration that must begin with the involvement and participation of the local community and the people benefiting from these environments to ensure that they benefit both the city and its citizens.

A green city tends to take care of its citizen, providing economic, educational, environmental and social benefits.

It is key, then, that cities be designed considering the physical and psychological benefits provided by the inclusion of nature in one's surroundings to improve social cohesion, a sense of community, well-being, prosperity and adaptation to climate change.

The pandemic heightened people's awareness of just how important green spaces are. They are places for people to relax, contact nature, and reconnect with life. The COVID state of alarm, when people's contact with nature was vital, marked a before and after in terms of their attitude towards green spaces. For all these reasons, policies to green cities are essential since green areas have a very important social impact by revitalizing and stimulating communities; reducing health-care costs; addressing the climate crisis; and by increasing citizens' quality of life and the quality of their urban experience.

The transformation of public spaces into more natural ones is under way and this points to the need to raise water table levels in cities. This translates into cleaner oxygen in urban environments because when pavements are made permeable, water reaches the subsoil and improves the health of the urban tree mass. Therefore, it is possible to transform cities from places that pollute to places that cure.

Also, sustainable cities are defined as quiet cities. Cities where cars are not allowed to drive faster than 30 km/h, as is the case of over 70% of the streets of Bilbao, have significantly lower noise levels, environmental pollution, risk of death by being run over and are generally less noisy and more friendly.

Towards the green and sustainable city

A green city is liveable, breathable, healthy and friendly. The green city commits to the greening of urban spaces, seeking a direct impact on the physical and mental well-being and quality of life of its citizens.

It is a city that promotes slower and cleaner mobility. It is a city that encourages landscaping, larger parks and green spaces as symbols of civilization, and also fosters the creation of urban gardens and new habitats that combine urban and rural characteristics. Vegetable gardens in parks, on rooftops and balconies and in the agricultural belt surrounding cities, can make them self-sufficient while nourishing their citizens and reinventing urban reality.

It is a pedestrian-friendly city that manages its resources and energy while limiting emissions for ecological reasons. It puts citizens over markets and prioritizes health, habitability and environmental friendliness as core characteristics, giving rise to a new way of conceiving the relationship between citizens and the urban environment. It also cares for the quality of air it provides for its citizens.

Rus in urbe was the Latin term in Roman times that spoke to the health benefits that certain rural characteristics had in urban environments. It is a city with fewer cars and where zero-emission public transport is promoted; a city in which everyone has access to parks and gardens, to essential services such as housing, food, water, sanitation and safe mobility; a city where no one is left behind and where efforts are made to preserve nature and mitigate climate change.

A city's green strategy must transcend the urban space and urgently extend to infrastructure systems (energy, waste, water, buildings and transport). That is why connectivity, digital applications and services in the city must go hand in hand, supporting the economic transition towards circularity and improving the efficiency of already created green infrastructures.

It is important to note that the concept of the green city is especially relevant in developing countries facing the daunting task of reorienting urban planning and guaranteeing food, supply chains in general, decent work and income; in short, future sustainability.

The Sustainable home. Green home

In homes, beyond insulation and construction techniques that ensure energy efficiency, priority must be placed on low-carbon alternatives to replace gas heat-



04 The theme of Expo 2027 Malaga



ters. This requires support of policies and practices that involve governments, supply companies, and civil society. To achieve the goal of zero emissions, which is on the agenda of some cities, the housing sector must reduce emissions. This is a change that must be affordable and guarantee that no one is left behind in the green industrial revolution and something that would have a direct impact on the environment, on energy bills, on boosting the economy and on protecting the most disadvantaged.

Success would depend on ensuring that affordability and impartiality are at the core of clean heating reforms, supporting low-income households and people in vulnerable situations to make their homes greener and lower their energy bills. Programmes and policies must be put in place to improve and rehabilitate inefficient buildings and promote the use of renewable energy, mainly solar and geothermal, to make buildings, important elements in the urban landscape, more sustainable and less dependent on fossil fuels.

The construction and use of buildings alone generate nearly 40% of CO₂ emissions and 35% of energy consumption in the world. To reduce environmental impact, one of the measures that can be taken is sustainable construction which means using renewable methods and materials. Natural lighting, good thermal regulation, good air quality and accessibility are some of its advantages and benefits.

A sustainable building is better built and more profitable, efficient and durable. It is a high-quality building that is clearly adapted to efficiently achieve what it was conceived for, operating in a more respectful way with the planet and people.

Net zero energy or carbon zero buildings are an example of sustainable buildings. These are buildings with very low energy consumption, whose objective is that the energy consumed and the CO₂ emitted are offset by renewables so that their balance is zero emissions throughout the year. These buildings should become standard by 2050 and take some of the SDGs into account, i.e. health and well-being, clean water and sanitation, affordable non-polluting energy and sustainable production and consumption.

Another measure is the creation of passive houses which optimize energy efficiency achieving a healthier environment with better indoor air quality. This type of building takes several factors into account such as orientation with respect to the sun, heat distribution, ventilation and insulation systems, and the contribution to energy efficiency of windows, walls and ceilings, minimizing energy demand.

The sustainable city is also committed to bioconstruction which integrates the objectives of environmental sustainability: energy efficiency, low carbon emissions, materials and structures with the least possible impact, traditional or state-of-the-art bioclimatic solutions and ecological construction.

Sustainable habits

In addition to government policies and awareness campaigns that guide sustainable practices in different environments, the individual role played by citizens is key and decisive in caring for the environment. Citizens must act responsibly and critically regarding their daily habits.

Daily behaviours and habits have a direct impact on both the private and public environment. The sum of an infinite number of small gestures performed by individuals is of paramount importance in the daily management of sustainability and in an economy that is mindful of the environment.

From raising awareness regarding the responsible consumption of goods and services, to everyday actions at home and outside, citizens have the capacity and enormous power to contribute to the paradigm change that sustainable cities need. Examples can range from choice of lighting in the home (LED or low consumption), the type of food consumed, to the efficient use of water, the point is that citizens can and must contribute in a conscious, competent and responsible way to the sustainable use of available resources.

Reducing food waste, separating and managing waste, choosing the right temperature in the home, turning off lights, efficiently using electrical appliances and

devices, using biodegradable or more natural cleaning products, and saving water in daily hygiene routines, are just a few examples of behaviours that greatly benefit environmental sustainability.

Also, individual decisions in urban surroundings such as choosing collective transport instead of a private vehicle or travelling on foot or by bicycle, using the train instead of the plane for intercity travel, consciously buying and using less plastic or expressing preference for a different type of packaging, and recycling at the different sites around the city, all impact the health of cities and the socio-economic and environmental surroundings in which they are located.

The first step towards sustainability is education, reflection and personal responsibility. The process gains momentum from individual actions, consumption decisions and daily gestures.

Ways that participants can approach the sub-theme

This Expo 2027 Málaga sub-theme invites participants to interpret the theme by prompting them to:

Describe their urban models and unique environments that best exemplify the perfect sustainable city and the way it adapts to the environment.

Describe circular economy solutions or programmes that boost their economies. Give examples of their achievements in this regard.

Share experiences, programmes and pilot projects that support the idea of sustainability in different areas in the urban context.

Give examples of technological innovation at the service of urban sustainability (from CO2 absorption towers to new appliances and devices for domestic use or from novel vehicles to new materials).

Describe practices, projects and green policies in their urban environments: the greening of streets, avenues, parks, gardens, buildings and decorative elements.



04 The theme of Expo 2027 Malaga



Describe projects and policies that help accelerate the transition towards green homes and building rehabilitation to improve their efficiency.

Highlight achievements in clean mobility and in achieving climate neutrality in the city.

Evaluate specific sustainable community projects such as collective urban gardens.

Underscore the relationship between a protected environment and the benefits to people's well-being and quality of life.

Analyse and explore the role of leisure and recreational activities in green and open environments and their impact on a healthier life, personal enrichment and other aspects of people's quality of life.

Evaluate achievements in terms of the SDGs that underlie this sub-theme: clean water and sanitation, affordable and non-polluting energy, health and wellness, sustainable cities and communities, responsible production and consumption, climate action, underwater and terrestrial ecosystems.

Sub-theme 2. Cities in evolution-innovation, digitalization and new technologies

This sub-theme explores the idea of innovation and the digitalisation of the city as a reality of contemporary cities and a way to achieve urban sustainability. It explores the main strength of Information and Communication Technologies (ICTs) as a driving force underpinning industry, business, work, education, health and economy, underlying many fields of technological innovation and generating tools that can improve living conditions and opportunities around the globe. This sub-theme also examines the functionality of other peripheral technologies derived from or related to ICTs such as artificial intelligence, the internet of things, blockchain and big data.

This sub-theme addresses the impact of digitization as a catalyst and organizer of the contemporary *modus vivendi* in cities. This is an environment, based on mathematical algorithms and structured in the form of a network, which is here to stay forming a new formal and conceptual paradigm that goes beyond mere technology to become a philosophy of sorts insofar as it defines how we address, interpret and represent the world.

The term "smart cities" has emerged as cities are becoming digitized. The concept refers to a holistic vision of digitized and sustainable cities, designed to improve the quality of life, safety and accessibility of its inhabitants. These cities comprehensively apply ICTs to optimize their operation, administrative processes and the activities and services they provide to citizens. Thanks to their smart infrastructures, services and management systems —with which citizens can interact in a multitude of areas and in real time— smart cities have great potential for innovation.

In the context of smart cities, there has been an explosion of new technologies to digitize urban environments, the quintessential example being the urban digital twin. The explosion and increase in the range of innovative electronic devices of all kinds such as sensors, cameras, wearables and data management equipment applied to the city would appear to imply that a smart city is one full of technological devices and digital gadgets. It is true that state-of-the-art devices and software are powerful tools that can take measurements in cities and interact with users like never before; however, the objective of a smart city is not to be more technological per se, but rather to be able to incorporate technology in a consistent fashion to facilitate the management of services and, ultimately, improve the lives of citizens.

That is why citizens must be put at the centre of all innovation in smart cities when it comes to taking decisions and introducing improvements in quality of life to create a more efficient environment not only in economic terms but also socially and environmentally.

Thanks to technology and active participation, citizens benefit from urban management tailored to their needs and the way in which they interact on a daily basis

with their environment, from their urban schedules to the type of daily transport they use or the way they use public facilities, generating an immense amount of interpretable data.

One of the prerequisites for the implementation of digital solutions in large urban infrastructures is that this data must be able to flow in all directions: public spaces like parks and squares, buildings, waste containers, supply and mobility operation networks, and must also reach citizens who can then interact with the data system.

Technological innovation measures can be implemented at all scales, from the most pervasive such as national, urban or neighbourhood level, to the most immediate environment of users themselves (cell phone, home, etc.) through smart management systems, service digitization and the promotion of self-consumption.

The digital city envisages new urban developments that can be sized and structured to fit telecommunications networks. This enables the creation of smart urban infrastructures in fields such as energy, package delivery logistics and water and waste management. These facilities need to be integrated with the rest of the city's management system in such a way that the consumption of resources can be optimized in a global, consistent and tailored fashion.

The smart city cannot be conceived without smart buildings integrated into the urban network. The real estate sector has been incorporating increasingly advanced technological and interactive elements into residential and office buildings for decades to achieve maximum efficiency and comfort. Also, home automation is no longer futuristic but rather an everyday concept built into homes to regulate air conditioning, the entry of light into the rooms and many other functionalities.

Mobility is one of the great urban challenges. The rise in population has put tremendous pressure on transport —one of the biggest CO₂ producers—, its infrastructure and resources. Transport is one of the areas of the city where there is the most room for innovation and development. Within the array of solutions converging with ICTs, electric vehicles and other non-polluting energies (and re-

charging infrastructures), self-driving vehicles, shared cars, bicycles and smart car parks are among the most important, as are traffic studies and integrated traffic design and management instruments. To make the city a more sustainable environment, it is essential to decarbonize transport to achieve the lowest possible or even zero emissions.

The urban digital twin

Priority must be placed on developing a singular and unique modus operandi for each city focused on the planning, construction and operation of integrated urban systems that benefit from digitization to make them more comfortable, safer, more sustainable and fairer for the entire population. The digital sophistication of the city must strive for clean and sustainable urban mobility, net zero or positive energy buildings, green energy production and the use of tools such as urban digital twins. This latter tool enables authorities, institutions and planners to shape efficient systems with the help of these virtual replicas.

The digital or virtual twin city is a simulated version of the city. It is a virtual reproduction of the three-dimensional layout of the streets, squares, avenues, buildings and parks. Moreover, it controls and simulates tens of thousands of parameters that affect its operation thanks to infinite data, algorithms and artificial intelligence. It helps improve cities by making them more sophisticated and is key to the rational evolution of cities and the most efficient management of their operating systems.

A digital replica of a city or territory allows planners, for example, to analyse how to improve rush-hour traffic, better manage public transport, measure waste to know when containers are full and react when collection is required, allocate space in the city, and know where to add bike lanes; and this virtual model can then be used to test all possible scenarios.

The digital twin city gives planners an overview that facilitates decision making based on hypothetical scenarios while reducing costs and the likelihood of failure in real life situations; reducing energy generation and consumption; controlling

04 The theme of Expo 2027 Malaga



water use, temperature, humidity, air conditioning and heating in buildings; moving pedestrian walkways, transport systems, pollution, etc.

These digital twins operate based on the data and algorithms generated each day by sensors, traffic cameras, information collected through different Apps, GPS systems and other devices, all offering useful information together with the data collected from users.

These simulators are becoming increasingly sophisticated and accurate. They can show the effect that our actions have or could have in the real world. Hence, city planners use virtual twins to study the consequences that any change could have on the dynamics of the city and to know how these changes will affect its operation, the well-being of its citizens and the economy.

Thanks to these virtual simulations in a universe —or metaverse— of sorts housed in supercomputers, the rules that govern the complexity of the city can be calculated in real time, facilitating planning and strategic decision-making.

The city as a focal point of innovation

The city has become a hub of innovation that goes beyond technology. Innovation in the city does not only refer to technological innovation, but also to social, creative, financial, organizational and structural innovation needed to transform cities.

Therefore, as innovation develops it gradually involves more sectors and more agents and stakeholders, enabling faster replication and dissemination. The city becomes a hub for the implementation of countless innovations that later spread to other domains (within the city, other cities and other environments). They are laboratories for the gestation and testing of new ideas, technologies, solutions and methodologies.

In urban contexts, innovation should be viewed in a holistic and dynamic way to inspire imaginative and effective solutions to the challenges posed by the con-

temporary world, as it is a necessary element contributing to more liveable and prosperous, but also more competitive cities. Innovation acts as a catalyst for change, generating large-scale impacts and placing citizens at the centre, with a view to enabling organizations and communities to build a better future for everyone. This is because innovation involves the adoption of novel approaches, new processes and practical tools, and sparks the generation and adoption of new ideas and applications that may or may not incorporate digital technologies as both work in a complementary manner.

The challenge of innovation in cities, both in developed and developing contexts, is to be able to solve fundamental challenges such as infrastructure, housing, climate vulnerability and the supply of basic services. That is why innovation requires leadership and creativity, partnerships and inclusive resources to transform ideas into action, especially in terms of sustainable urbanization and in the aftermath of experiences such as the coronavirus pandemic.

Innovation offers great potential in terms of the digitization of data generated by the city and the wide range of sensors able to collect data that are later used to better evaluate and intervene in how the city operates. Also, artificial intelligence through machine learning and deep learning enables the assignment of countless tasks with no human intervention in the management of the city's operation, for example technological innovation that facilitates the sustainable management of cities of the future.

These technological innovations impact various fields such as electric mobility (buses, underground, trains, trams and other transport systems) and the re-charging infrastructure it requires; renewable energy generation; efficient city lighting; energy storage systems; recycling and waste treatment; cleaning of green and blue zones, of parks and gardens, riverbanks, coasts and beaches. Similarly, traffic and car park management and water supply and purification systems require innovation, as do food distribution and food production as well as the management of energy demand in buildings and neighbourhoods and new construction models and technologies in streets and in buildings and homes.

In any case, the smart city needs more than technology alone to transform the model. Crucial in the transition to climate-neutral cities is the joint evolution of technological innovation, know-how and capacity-building in city administrations and companies, large-scale public and private investments in physical infrastructure, new business models that induce behavioural changes in citizens and incentive systems.

Information and Communication Technology

This sub-theme looks into how ICTs (Information and Communication Technologies) constitute the technological and telematic platform that has forever altered the classic models of organization and relationships, and how they open up a new world of possibilities organized in networks, following the logic of the algorithmic combination of data.

This digital world enables us to distinguish between an authentic and cyberreality, conceived by mathematicians and engineers. One of the defining aspects of this cyberreality is its ability to bring what happens virtually to the real world. An example is the psycho-sociological influence that a social media like Facebook or Instagram can have on individuals and groups, and the power of Twitter as an ideological instrument and its repercussions in the media. The virtual public sphere that spreads and propagates itself throughout this digital universe exerts an increasingly powerful influence on the real world and has become the most democratic participatory platform at the disposal of citizens.

Today's world is immersed in a digital universe that has eliminated all barriers and is dominated by the unstoppable growth and development of Information and Communication Technologies and their prominent role in the perception and reconfiguration of the world and human relationships. A digital world that has resolutely established itself and imposes its logic, remodelling the variables of space and time and shaping reality from its point of view. This digital transformation entails a transcendental technological revolution that cuts across all sectors of the economy.

We are living through a stage of the digital revolution that, although in its infancy, is characterized by multi-technological exponential growth and convergence. In light of the impact this has on today's world, it is easy to imagine a future organized and mediated by digitization in all areas: information, the economy, education, work and leisure, but also health, transport, our relationship with our immediate surroundings (life in the city, work spaces, the home) and the environment, as we are already seeing.

The future that digitization will bring presumes an infinite number of possible applications in all sectors of society: from improving the competitiveness of companies and administrations to the explosion of e-commerce, and the growth of online sales and distribution channels; from driving support to updating medical records; from smart energy meters to waste management, among others. Digitization has and will continue to have a huge impact on the way we live and, inevitably, on people's quality of life.

Achieving climate neutrality in cities will require the development and deployment of a wide range of technologies and solutions across the sectors responsible for greenhouse gas emissions. This mission must be supported by global, national and local policies.

Smart cities rely on data to meet economic and social challenges and achieve sustainable development. Data enables better city planning and determines the future levels of performance needed to meet the needs of our societies. For example, fighting pollution requires digitization.

Effective use of these technologies will be achieved through a global digital infrastructure and the deployment of the Internet of Things (IoT) and related applications built to scale throughout the urban environment. It will also require open and interoperable data sets, linked and shared across city ecosystems, able to generate information through Big Data analysis and Artificial Intelligence (AI).

The street is becoming smarter and more interactive thanks to sensors and cloud computing. The growing number of sensors in urban environments makes it possible to more precisely measure and control what is happening in cities and

04 The theme of Expo 2027 Malaga



enhance their efficiency. There is a lot that digital innovation can do to improve the management of city systems and services in areas such as mobility, delivery systems and healthcare.

Moreover, technology enables citizens to participate in this management process. However, one should be aware of the increase in privacy concerns and the need for innovative regulatory models and frameworks to protect the fundamental rights of individuals.

There are countless pilot projects under way to make people more aware of the use of technologies and the data they collect to facilitate healthier and more sustainable behavioural change. In one case study, members of a homeowner's community in Barcelona consented to the installation of sensors to collect information on noise and air pollution in their homes and neighbourhoods. This information was then safely shared and appropriate action taken.

It is important to invest in the digitization of urban areas in order to adopt AI and IoT-based solutions to advance green technologies. It is also advisable to work with digital innovation centres that can help cities and communities, administrations and those responsible for specific policies and plans, to effectively use advanced digital technologies such as artificial intelligence.

And all cities, not just megalopolises, should be involved and supported in the expansion and implementation of digital solutions. It is also essential to work towards the creation of open data platforms for smart communities to access, share and reuse data from different sources relevant to cities and communities.

The "Join, Boost, Sustain" policy stands out in this regard. This is a new European initiative that aims to strengthen digital transformation in cities and communities and promote the use of digital solutions to create spaces where people can enjoy both living and working.

Other key areas related to new solutions that need to be addressed and incentivized include:

Energy efficiency, with the goal of achieving zero emissions, especially in the construction sector, which accounts for 40% of energy demand.

Deployment of renewable energies and the use of electricity to decarbonize the energy supply. For a completely decarbonized electricity supply, 80% of the energy must come from renewable generation.

We need efficient, clean, safe and accessible mobility for all. This includes alternative and carbon-free fuels, promotion of collective transport, walking and cycling, smart multi-modal solutions such as mobility as a service (MaaS, as opposed to the use of personal vehicles), car-sharing, and self-driving vehicles.

Integration of the circular economy approach that entails reuse, exchange, repair, refurbishment, re-manufacturing and recycling in a closed-loop system to minimize the use of inputs, waste, pollution and carbon emissions.

Other ICT-related technologies

Big data

Digitization produces an enormous amount of data from its own numbers-based logic that gives rise to what is known as "big data". Every time a device is connected, data is generated regarding browsing history, pages visited, frequency, search habits, preferences for certain headers over others, purchases made, music listened to, etc.

The management, analysis and interpretation of these immense amounts of data today constitute a new category of economic asset that is valued by universities, governments and companies, depending on their different perspectives and purposes.

The generation of data and its interpretation is essential for the most effective evaluation and management of the infinite number of processes in the urban environment.

Internet of Things (IoT)

The Internet gives rise to structures that modify and foster relations between people and enable society to connect and meet in a common space and time despite geographical distance. Through smartphones, tablets and smart watches, which have become technological human appendages, and other everyday devices connected to the Internet (Internet of Things), any operation or consultation can be performed from any corner of the planet with access to a data network.

This technology enables people to interact with all the devices in their home, from a microwave oven to a light bulb. Beyond home automation and its advantages in terms of comfort and energy savings in the private sphere, the greatest potential lies in applying digital advances to building installations, regardless of whether these are residential, office or public buildings, and interconnecting them with data systems at district and city level allowing energy savings and management benefits to grow exponentially.

Imaging Technologies. Modelling Simulation & Gaming

The exploration and development of the digital city, and of cyber-reality and the new environments proposed by the latter, give rise to a multitude of technological possibilities for Imaging Technologies and many creative industries that are transforming and generating a new visual culture. The exponential development of innovation in these areas has strengthened and enhanced sectors such as the video game sector, with a turnover of over €1.79 billion in 2020.

Augmented reality, the virtual development of 3D imaging and modelling simulation —applied in countless fields such as architecture, engineering, archaeology, the aerospace industry and industrial design—, as well as photonics and Light Technologies, are some of the other growth areas. Digital twins are the clearest recent example of this type of technology.

Social Participation, Education and Work

The digital city gives rise to new contexts for development and social participa-



04 The theme of Expo 2027 Malaga

tion, placing citizens in the same channel of communication as institutions and companies, a space where they can exercise their democratic rights and play an active and demanding role while also fostering inclusiveness. The digital world stimulates and strengthens new avenues for public opinion and favours environments for innovation in a context where there is still much to be done. Moreover, this new environment generates specialized labour niches where there is room for new economic and commercial forms.

The digital city has changed the structure of the labour market and the way it operates, causing disruption in a multitude of markets in all sectors, providing opportunities for those who have managed to innovate within its frontiers and destabilizing or eliminating those who were not able to adapt to the new logic it applies.

Digital technologies enhance professional profiles to facilitate their integration into new jobs. This means that the system responsible for training, employability and innovation must be re-energized and revamped to facilitate adaptation to digitalization and meet demand. Not only have many jobs become obsolete, insecurity and instability prevails in this new world where work is automated, hyper-specialised, mobile and flexible.

The digital world poses many challenges to educational and labour systems insofar as the new scenario highlights the gap between outdated educational systems and the demand for new occupational models and professional profiles based mainly on new technologies. The current labour market requires specialization, but educational institutions have proven to be lethargic and unable to meet that demand as the coronavirus has demonstrated.

While it is true that the digital world has already and will continue to eliminate many jobs, it is also generating many new ones plus the existing ones that can be updated to coexist with the growing professional automation of many areas and sectors. Governments must firmly manage more ambitious policies to adapt to new market needs that the digital world is creating in order to spread its benefits in productive, consumer and social structures.

In this framework, high-level jobs will go to physicists, mathematicians, engineers, finance specialists and, of course, all ICT professionals, especially computer science engineers (software designers and analysts, data scientists, and database and computer network specialists). These are and probably will continue to be the most sought-after professional profiles.

Ways that participants can approach this sub-theme

Participants can interpret the sub-theme by:

- Exploring innovation through products, services and processes that, linked to the digital city and ICTs, result in a better quality of life in many different areas:
 - IoT (Internet of Things)
 - Big Data Analytics
 - AI (Artificial intelligence)
 - Robotics
 - Quantum Computing
 - Drones
 - Modelling Simulation and Gaming
 - Image Technologies in the Visual Arts
 - Photonics and Light Technologies
 - Expressing their vision about the increasingly digitized future of the city, analysing its pros and cons.
- Presenting technological and procedural innovations aimed at protecting and improving the urban environment.
- Presenting the policies and programmes of public administrations and private companies aimed at facilitating connectivity and access to ICTs, and those that contribute to improving city management in different areas: waste management and monitoring, transport, building efficiency, etc.
- Publicizing its citizen empowerment initiatives through education to address new occupational profiles through educational programmes and further training.
- Presenting models of digital twin cities and showing their usefulness for deci-

sion-making in the real city.

- Evaluating achievements in terms of the SDGs that underlie this sub-theme: Industry, Innovation and Infrastructures, Quality Education and Decent Work, Sustainable Cities and Communities.

Sub-theme 3. Citizens in eco-cities

This sub-theme explores the role of citizens as an active, sensitive and creative group in the construction of a sustainable city, expressing its essence in the idea of communal living. Citizens as a collective group promote urban change and transformation through their creativity, culture, values, education, work, and by combating injustice and inequality with the aim of improving human relationships without leaving anyone behind.

This sub-theme views the city as a utopia for humanity, fruit of the desire to live as a community, especially at a time when, after the pandemic, the collective dream of living in community has been overshadowed by major setbacks that force us to act critically and decisively to bring about noticeable change to repair the inoperative parts of the system.

This sub-theme sees the city as a space that contains and represents what we were in the past and what we want to be in the future; and places citizens at the centre, identifying the city as a space built by and for them. The city is presented as the community's utopian project that requires diligent work on the part of all stakeholders involved in building the most desirable future from among all the possible ones.

This sub-theme invites participants to present their achievements and contributions in the area of citizen participation, social progress and creativity within the city, based on their experience and cultural heritage, with special emphasis on the present and future of cities.

This sub-theme also celebrates the condition of citizenship and highlights humanity's unquenchable thirst for answers to the challenges it faces, such as building more sustainable cities. It highlights community experiences, culture

creativity and reflection as guiding lights to improve our relationship with the environment and with technology, while remembering that urban spaces mirror us and speak for us.

While the driving force of all the sub-themes is human beings and their experience, this one in particular, focused on citizenship, is more anthropocentric in nature and extols the role that humanity must play in carrying out the Mission and Vision of the Expo and in fulfilling the 17 SDGs.

This sub-theme also considers the three great demographic challenges of the 21st century: megacities, migration and the ageing population, and the impact of their dynamics on economic, social and environmental sustainability.

Urban landscape

According to the UN Population Fund, by the end of the 21st century there will be more than 11 billion inhabitants in the world. Considering this scenario, the failure of urban planning, forced migratory movements, the lack of opportunities for young people and the ageing population, pose a danger to the world economy and growth. In contrast with Africa which will account for more than half of the planet's demographic growth, Europe is losing relative weight and its population is ageing.

Population growth is directly related to urban poverty in megacities and has its maximum expression in slums where people live with no basic services and in terrible conditions. This population group suffers from a lack of job opportunities and is in serious risk of social exclusion. In more than 30 countries around the world today, 55% of their urban population lives in these conditions.

One in three people do not have access to drinking water, more than half of the world population lacks safe sanitation and more than 2 billion people in today's world drink contaminated water. All these figures will get worse due to climate change and the population growth forecast for 2030.

Furthermore, 3 billion people, about 40% of the world's population, will need ac-

04 The theme of Expo 2027 Malaga



cess to adequate housing by 2030. According to UN-Habitat, an estimated 100 million people around the world today are homeless and one in four lives in precarious conditions that pose a threat to their health, safety and prosperity.

In short, despite the significant advances made in achieving the SDGs, today, 1 billion people live in shanty towns (3 billion projected by 2030); 2.5 billion do not have access to sanitation, and over 1.2 billion lack drinking water in their homes. And these figures are growing as there are approximately 300 million migrants in the world today, most of them gravitating towards cities.

In developing countries, there is a danger that a lack of adequate planning could lead to urban failure, congestion and saturation problems that reduce the quality of life of its inhabitants and overburden the environment. It is vital to stress the importance of urban development planning taking SDG 11 into account which advocates for cities that are “more inclusive, safe, resilient and sustainable”. The 2030 Agenda focuses specifically on the implementation of social protection systems for all and the eradication of extreme poverty, especially for poor and vulnerable people.

The sustainable city must work to fully develop the capacities of its citizens and assist the most vulnerable, bearing in mind that sustainability is implicitly included in the concept of quality of life. And sustainability includes the urban environment and participation, and that entails improving conditions in cities to enhance individual human qualities.

Exodus from towns and medium-sized cities causes further overpopulation in large cities and has a brain-drain effect on those less populated centres. The most populated cities often feature poor suburbs that are the epitome of inequality. Reducing this gap and designing cities that truly seek social harmony is a collective activity that not only concerns government administrations and city planners, but all stakeholders.

Social justice, the fight against climate change (and the increase in temperatures that is expected to reach +3°C by 2100 according to the UN), environmental quality, the role of new technologies and the revolution in ways of working, are

all issues of major importance in the new sustainable city, especially bearing in mind the diverse types and development disparities in cities in Europe, Asia, Africa, America and Oceania.

In all countries, the challenge of the coming years is going to be that the transition to Sustainability also serves to reduce inequalities and the social and economic gap of citizenship.

Each country must find its transition model based on the impact of climate change on its geography and economy. And everyone must pivot this transformation in the citizens as the axis of change.

The new digital economy allows each nation and each city to adapt the necessary transition to their circumstances and level of development. The collaborative economy opens the door to a new accessibility to goods and services. All of this will allow emerging states to avoid developmentalist models that waste energy and raw materials. In the new scenario there are no predetermined models to imitate. We all must change. Everything is to be explored. The challenges are immense, but there are new tools that allow us to hope that our planet has a future.

Communal living. Towards transformative change

This sub-theme is rooted in the interdependence between people, in the fact that we need one another. And it highlights the trend towards collective living at the different levels of the city: from neighbourhoods to homeowner's associations to people living on the same tract of land.

Based on this premise, the idea of living together forms an essential part of this sub-theme, as does the quality of public spaces, the preponderance of pedestrians over vehicles and the need to act on all levels to reduce inequality. It is also crucial to incentivize energy decarbonisation in cities, democratize digitization and promote social justice, all key to community life.

We need a social justice system that addresses the claims filed by all

groups, especially disadvantaged ones such as women, people with disabilities and LGTBIQ+. The needs of these groups are all the more apparent in an urban environment.

The link between social justice and climate change is vital as the consequences of the latter pose serious threats to future life in cities if appropriate measures are not taken. These include, inter alia, reducing the use of private vehicles and re-introducing nature into the urban landscape.

That is why, more than ever before, cities must be of, by and for citizens, paying attention to the needs of diversity and taking the different sizes of cities and the priorities of the groups living in them into account. City maps should offer a variety of opportunities for everyone.

It is imperative to think long and hard about the type of transformation needed in the city and the measures that should be undertaken. Poor and hasty planning that lacks the proper vision can have negative consequences such as the gentrification of certain neighbourhoods in large cities or the unjustified disfigurement of historical and environmental heritage.

This leads us to the importance of working collectively to spark progress in cities, of sharing in the excitement of the utopia of living together, of fighting to build a city that meets the needs of all its inhabitants.

All social stakeholders must be involved in the process of leading and implementing the urban projects of new sustainable cities. These projects should bring about a revolution in the urban environment through the trans-disciplinary work of architects, engineers, urban planners and landscapers, but also sociologists, philosophers, psychiatrists, physicians, ecologists, experts in social affairs and the circular economy, in universal accessibility and in the distribution of public space, to name just a few. This opens an exciting, rich and nuanced space for transformative change towards the sustainable city.

This sub-theme puts the focus on citizens as agents of change through bottom-up initiatives and different forms of governance. It aligns with SDG 17 “Part-

nerships to achieve the goals” and underscores the importance of both individual action and collective commitment. It highlights how the pandemic has changed the way we relate to the world and the value we place on time spent with friends and family and green recreation. In short, it has reminded us of our desire to live in a friendlier and more liveable city.

Expo 2027 Malaga promotes the ideal city in which it is preferable to use bike lanes and non-polluting vehicles; in which nature, air quality, housing and workspaces are accessible and affordable; in which citizens and the satisfaction of their needs are at the centre.

The city, hub of attraction

Urban infrastructures and facilities form the basis of social cohesion in a dual sense. Firstly, they are instruments to alleviate the inequalities of the market economy through the universal basic services of the welfare state such as health, employment and education. Secondly, they are collective space where citizens engage in social, cultural and recreational activities that are essential for a structured and highly civilized society. In this sense, the sub-theme also explores the city as a lifestyle project for its citizens.

For cities to be considered as such, they must reflect and satisfy many human needs. Cities are in the best position to satisfy them while also enabling citizens to grow by providing access to a multitude of stimuli, proximity to others and the possibility of benefiting from social solidarity.

The success of cities has historically been based on their ability to offer greater freedom and security to citizens. For many reasons, cities have become an exciting space for people who come looking for greater opportunities to develop, prosper and take control of their destiny.

The city ensures social responsibility, over and above the historical solidarity of trade guilds or class which evolved into the welfare model when the economic and social paradigm changed in the second half of the 20th century, providing

04 The theme of Expo 2027 Malaga



assistance for the underprivileged through public services and facilities.

Hope of the fulfilment of these promises of individual freedom and social responsibility has remained alive in cities including, more recently, inevitable ecological responsibility. Individual freedom enables citizens to manage their time and space and benefit from anonymity or social contact, according to their personal preferences. Social responsibility is reflected in socially constructive activities, in the creation of opportunities for the better development of citizens, and in support for the most vulnerable. Ecological responsibility is expressed by caring for the environment.

These conditions guide city planning based on the neighbourhood as the basic unit of urban structure. Neighbourhoods facilitate individual freedom, social networks and ensure that individuals have access to many resources, stimuli and activities in surroundings that are both comforting and familiar.

Public spaces and their components facilitate encounters with others and the development of human potential while satisfying needs and giving structure to the urban fabric. We have been speaking of the hope of freedom, the hope of solidarity and the hope of sustainability in the city.

Hence, the sustainable city must fulfil this Vitruvian triad of being useful, stable, and beautiful. More useful for its inhabitants than for markets; useful so that its implementation and maintenance is not overwhelming; useful so that homes and spaces meet the needs of every individual; and useful insofar as it offers a public space and universal accessible services.

The city must be stable in terms of its structure, function and relationship with the environmental conditions and also in terms of energy consumption and waste management.

And beautiful, not only from an aesthetic point of view but also in the way it adapts and respects the physical place it occupies.

The city, centre of creativity

The aim here is not to make a historical panegyric of what humankind, through skill, intellectual ability, creativity and tenacity, is capable of achieving, but rather to propose a holistic approach that encompasses culture, values, desires, emotions and feelings as forces of transformation in civilizations and in their surroundings and settlements; where citizens are placed at the centre and take responsibility for their future and that of those with whom they coexist. For centuries, cities have been centres of innovation, catalysts for progress and places for artistic and creative works.

The history of culture, science and technology tells the story of a complex and long process of creativity. The result is expressed in innumerable and valuable bodies of knowledge in many areas of the sciences and humanities, of spirituality and art, passed down through generations and giving rise to the development and evolution of human beings today.

This treasure is reflected in the evolution of and accommodation to the surroundings that man has been dreaming of, designing and building as convivial spaces; and in most cases these places are cities: the place where major developments take place in a host of different spheres; an inspiring enclave where things happen.

Urban environments stimulate creativity, create wealth, enhance social networks and economic development, and harness human and technological resources to deliver unprecedented economic and social benefits. History shows that culture is at the heart of urban development, evidenced through tangible and intangible cultural heritage, landmarks, historic enclaves, institutions such as museums and libraries, theatres and concert halls, etc.

Their unique characteristics and amenities distinguish cities and make them attractive places for their residents and visitors. Without culture, cities would not exist as vibrant, lively spaces. In essence, cities are environments shaped by human creativity, and have become hubs for ideas, interaction, innovation and knowledge, bringing together people from diverse backgrounds —often through migration and trade— to exchange, innovate and create. Cities are, therefore, hubs of creativity.

The Cultural and Creative Industries (CCI) not only promote cultural diversity in the global market, but also enable the social and cultural participation of citizens, generating spatial, economic and social benefits in cities, highlighting the uniqueness and value of each.

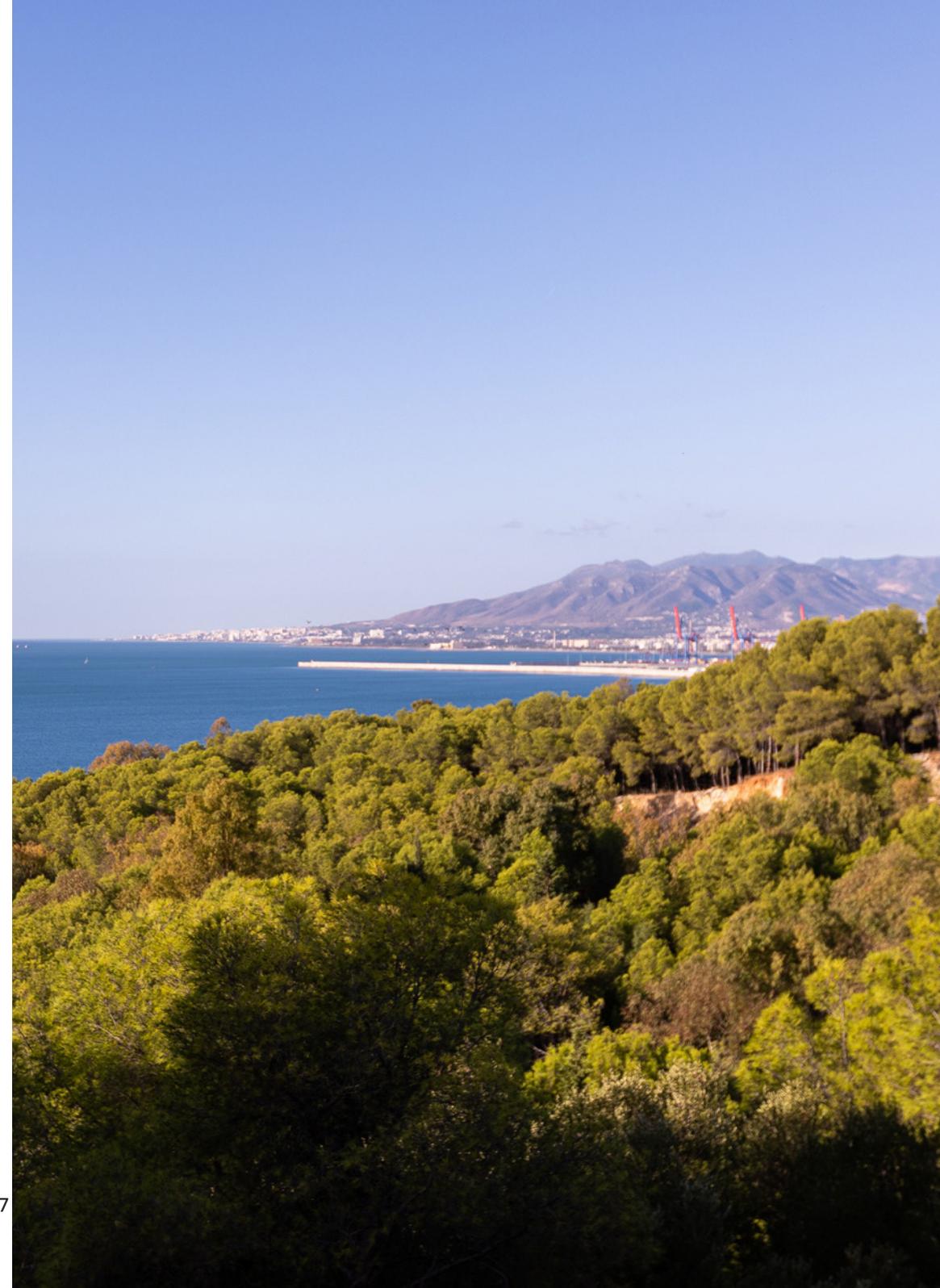
Appropriate urban infrastructure, innovation, creative networks, inclusive institutions, regulatory frameworks, collaborative agreements and the unique specialities of each city, together with the right digital environment, favour the development, continuity and enrichment of creative urban environments while also making them more attractive.

The cities around the world that have nurtured Cultural and Creative Industries have achieved important results in terms of urban regeneration and planning and economic growth and social inclusion. They have created employment, mainly for women and young people, and have contributed to making their cities more attractive, safe and inclusive.

The cultural heritage of societies and their citizens is a fundamental part of their identity and has the potential to bring societies together. Hence, cities are a mirror of their inhabitants and form part of the latter's essence, experience and who they are. It is worth recalling that today's innovation is based on the culture of the past. What today is considered cultural property was innovation at the time of its creation, the expression of the spirit of a past era. This is also reflected in the urban universe and in its development, sophistication and continuous examination.

In line with the above and the principles of the UNESCO Creative Cities Network (UCCN), this sub-theme highlights the city as a creative centre and makes that creativity one of the economic engines that sustain it.

Creativity is a strategic factor for sustainable development and it empowers and incentivizes the creation of cultures. Creativity contributes to building a more varied world, to enriching humanity's cultural diversity and is the basis for sustainable development. Creativity fosters social inclusion, alleviates poverty, and reinforces equitable local growth and sustainability, and is directly linked to the achievement of the 17 SDGs of the 2030 Agenda.



04 The theme of Expo 2027 Malaga



The United Nations Declaration of the year 2021 as the International Year of the Creative Economy for Sustainable Development, serves as an excellent incentive for the global community to promote the creative economy and sustainable urban development with a view to generate opportunities for inclusive economic growth and the empowerment of local communities. All this focuses on sustainable economic growth, social welfare and quality of life, and on producing more vibrant and dynamic urban environments nourished by services.

The sustainable city places creativity and the development of cultural industries at the centre of its local development plans. It also promotes international cooperation, stimulates the economy of this sector—well-nourished and developed in urban environments—and in areas such as handicrafts and popular arts, digital arts, cinema, design, gastronomy, literature and music.

Thanks to their contribution to urban regeneration and sustainable urban development, culture and creative industries make cities more attractive places to live and foster economic activity. Culture and creativity contribute to social cohesion, create new networks to promote innovation and growth, and spark opportunities for those who are socially and economically excluded.

The ongoing COVID-19 pandemic has had a severe impact on the cultural sector, but it has also highlighted the power of culture and creative industries as a resource for urban recovery and resilience, highlighting the growing importance of digital content. Therefore, we should take advantage of the transformative potential of culture and creative industries through policies and environments conducive to their development at local level since they actively contribute to the social inclusion, vibrancy, diversity, and competitiveness of cities.

Therefore, the sustainable city needs to encourage and strengthen the creation, production, distribution and dissemination of cultural activities, goods and services. The sustainable city should also stimulate and develop centres of creativity and innovation, expand opportunities for creators and professionals in the cultural sector, facilitate access to and participation of all social groups, particularly vulnerable groups or those at risk of exclusion, and integrate culture and creativity into the city's sustainable development plans.

Expo 2027 Malaga, through this sub-theme, highlights and stimulates the innovative and creative capacity of human beings and entrusts them with the main role in responsibly using innovation and creativity to build the sustainable city.

Citizen empowerment

This sub-theme also addresses the idea that citizens should be responsible, analytical, and politically active voices in the environment in which they live. It also assumes that citizens know what they need to improve their daily lives as they move through public urban space and that they know what they long for and expect.

There is a small difference between citizen commitment and citizen participation: empowerment. Empowerment is the process that enhances individual and collective capacity to take decisions and transform them into concrete actions. In actions requiring higher levels of citizen commitment, information, rewards and decision-making capacity are shared among participants so that they can solve problems and improve their environment.

Empowerment is based on the idea of giving citizens resources, authority, opportunity and motivation, and making them co-participants in the results of their actions, contributing to their sense of competence and satisfaction. Participation is not necessarily oriented towards extracting some benefit; however, if it is well organized, a benefit can be acquired.

Sustainable cities should envisage a process whereby to empower citizens and technical experts who take part in the projects. These could range from urban planners to architects to government administrations.

Cities must actively commit to helping citizens gain a fuller understanding of the issues they commit to so that they have the necessary tools to understand their urban needs and the criteria with which to make decisions. This is because action requires evaluation, whether in the field of urban planning, architecture or any other aspect that concerns the city and the citizens living there.

Improvements aimed at citizen welfare should be implemented in a socially co-responsible and collective manner. To that end, effective tools are needed to evaluate the real indicators of daily life.

In short, putting people at the centre is a priority of the sustainable city where pedestrians can freely walk, participate, take decisions and interact with their city in a conscious way.

Multidimensional and participatory citizens

The paradigm of the productive city, which conceives citizens as producers of goods and services, must shift focus towards a model that views urban space as liveable and that cares for its citizen as multidimensional entities with biological and subjective characteristics and not solely productive or professional ones.

It is vital to design, build and manage cities taking their own multidimensionality and that of their citizens into account. This responds to basic issues such as being able to sleep in a noise-free environment, finding shade on sunny days, not having concrete plazas that become heat-producing islands in the summer, not having slippery pavements on rainy days, being able to choose where to sit and rest, having public toilets, having clean drinking water without having to pay for it, being able to breathe unpolluted air and having entertainment options that do not cost money.

The point is that we must not put legislative and productive considerations ahead of citizens' biological and subjective needs; nor should we lose sight of the fact that cities are also multidimensional.

The design of sustainable cities seeks to respect the rights of all people. This approach stresses the importance of not only considering productivity but also the biological (age, gender, constitution, state of health) and subjective characteristics (perception, character, tastes) of citizens who are generally not considered when planning, regulating and governing cities.

Increasingly greater weight must be given to local citizen participation in designing and taking decisions on public spaces, stressing respectful governance and prioritizing rehearsal, training and practice so as not to succumb to conflict.

Sustainable cities invite citizens to participate in their design and planning. Architecture and urban planning must take the citizens' experience into account if we expect to create better cities that are more permeable and seamless in terms of connections between the public and private sectors; cities that contribute from the moment of their conception to the construction of identity and a sense of community achievement.

The sustainable city helps to orient and situate itself in its surroundings; it has sufficient quality, detail and uniqueness to be considered valuable, to be recognizable, and to build identity.

Government administrations and citizens willing to get the training needed to participate in the transformation of their cities, must realize that the key to sustainable cities is how they look after the well-being of their citizens, attend to their needs and nurture them.

Sustainable cities focus planning on comprehensive personal and group development where health, economy, productivity, socialization and natural preservation form a balanced part of the objectives to make them more liveable places; cities structured around extensive pedestrian infrastructures suitable for bikes and other low-impact vehicles; that provide the best connectivity to citizens and guarantee universal accessibility. Therefore, the sustainable city must prioritize pedestrians, reduce hostile architecture and pollution, and increase and revegetation of green spaces.

No city offers optimal support for all its inhabitants and it is always possible to contribute to well-being by promoting new forms of collective use. Therefore, cities must address diversity and foster social harmony among people with different lifestyles. They must also be planned and integrated and bear in mind that any dialogue regarding structural and infrastructural improvement must be open.

04 The theme of Expo 2027 Malaga



That is why in sustainable cities the fundamental stakeholders are the citizens themselves insofar as they are the ones, based on their personal experience, who are best positioned to improve them. Citizens are the ones who are most familiar with their own customs, peculiarities and preferences, the details of their daily lives, their affections, their bodies, their sociability and their interactive relationship with the city. In the final analysis, citizens are the ones who know what they need to live fuller lives. This is especially evident at critical moments when urban resilience becomes more necessary.

The concept of urban resilience refers to the ability of an urban system to continue functioning in the aftermath of a problem or catastrophe. Resilient cities assess, plan and act to prepare for and respond to all types of setbacks, whether sudden, expected or unexpected. These cities are better prepared to protect and improve the lives of their citizens.

Towards the pedestrian-friendly city

Sustainable cities revolutionize the concept of mobility and pedestrians become the protagonists of public space. This makes cities intuitive and accessible. It reduces stress and fosters socialization. The result is friendly cities that take human spirit and feelings into account and which are planned and built in a harmonious and environmentally friendly way.

That is why it is essential to emphasize, from the very conception of an urban planning or architectural project, that not only principles such as harmony, proportion and beauty need to be considered, but also the context in which they are built and their interaction with the community. We need cities of homes and habitats, facilities and safe environments; cities of social harmony and access to green spaces; cities that are environmentally responsible and promote healthy lifestyles.

By walking, people become an active part of the urban landscape, activating their senses and benefiting from the interactive and social experience. This creates stronger ties between people and cities, neighbours, communities and busines-

ses which, in turn, enhance one's sense of belonging, quality of life and the local economy by generating more activity and making public space more attractive.

More pedestrians create a safer and healthier urban environment, with less vehicle traffic (and therefore less social isolation), less congestion, and potentially fewer accidents and crimes. Naturally, this also improves air quality and health through more active lifestyles. It is safe to say that more people getting around on foot, together with the reduction in the number of vehicles, leads to healthier and happier citizens and more prosperous streets and public spaces.

Urban walkability is also an engine of creativity. A pedestrian environment fosters the development of art and culture in street life, strengthening the identity of neighbourhoods and giving them exposure through artistic representations and performances.

Art draws people to the streets, engaging them through a meaningful experience that allows them to transform places into destinations. In fact, the mix of architecture, artists, musicians and street art provides an inspiring context for walking. Public art can also be a powerful tool to reclaim environments through forms of tactical urbanism. The aim is to make public space the stage of public life for personal encounters, sharing and intermingling.

There is a powerful correlation between one's surroundings and the feeling of belonging to a community. Residents of more pedestrian-friendly neighbourhoods feel more connected to the community and become more politically engaged. Hence, participation, socio-political activism and citizens' sense of commitment is much stronger the more rooted they feel in their community, which is directly related to urban environments that are more pedestrian-friendly.

The complexity of modern society, together with environmental and economic challenges, highlights the need for public managers to involve all social stakeholders in decision-making processes. This approach is necessary to discover innovative solutions and adapt developments to the needs of communities. This is more likely to happen in a pedestrian-friendly environment as there is a strong correlation between community participation and pedestrian-friendliness, i.e.

between a walkable environment and a sense of community, of belonging, of togetherness. All this results in greater civil responsibility and fosters cities' social capital which becomes more enriched when people meet, when they have encounters.

Being able to get around on foot puts citizen back in the heart of the city. Walking is not only the most natural form of human movement but is also an efficient, entertaining and healthy means of transport which can lead to a cultural change and encourage citizens to be more responsible, especially in cities which are the number one emitters of CO₂.

Education and work

To transform our planet into a creative, green and circular economy, we must first transform people and develop their critical spirit so that they can think and act in ways that support a sustainable future. And this requires work and investment in the education and training of citizens.

Education is essential for a successful transition to a green economy. The personal skills and awareness needed to address climate change can best be attained in educational institutions and professional or work settings. Green skills and aptitudes may include knowledge, values and attitudes to promote sustainable economic, environmental and social outcomes in industry and in the community.

In contemporary societies, the creative economy has become one of the most important on the planet, prevailing in sectors such as design, fashion, digital content, gastronomy and visual arts; the same holds true for profiles arising from the circular economy paradigm. Given the growth in the digital world, there is a high demand for technical-scientific profiles as the main asset of human capital in societies that are best managing their future.

Governments should implement policies and strategies that empower these profiles, almost always located in cities, and strive to match academic training models to the reality of demand for professionals. In this context, the determination

to promote women with a view to equal rights and opportunities, and to facilitate the inclusion of often excluded social groups through access to education, are fundamental aspects for societies that want to progress and not become obsolete.

Society can participate and influence the creation of a better future if education is promoted in the disciplines related to those sectors where the innovative ecosystems of our time are being formed. This helps to broaden the spectrum of qualified stakeholders in a position to unleash the enormous potential for improvement that today's innovation, being technological or not, offers.

This sub-theme also stresses the importance of individual contributions and responsibility and the impact each person has on his or her immediate environment. As the city is the environment par excellence of the 21st century, "The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment" pursues awareness-raising as a tool to make people better, both intellectually and ethically, in the sensory and aesthetic, with the ultimate goal of helping all people to become smart citizens living in peace in smart cities.

Enjoyment is an inherent part of life itself and is something shared by all societies and cultures. Personal and emotional development and interpersonal relationships, together with nature, leisure, the arts and the practice of sport, are all harmonious parts of the balance both on an individual and collective level.

Lastly, this sub-theme highlights people's capacity for empathy and is the mirror image of what human beings are, making cooperation an essential maxim in the contemporary world.

Ways that participants can approach this sub-theme

This sub-theme invites participants to interpret the theme by prompting them to:

- Present projects or practices of empowerment and citizen participation in city

04 The theme of Expo 2027 Malaga



governance.

- Showcase tactical urban planning initiatives that contribute to making the city a more pedestrian-friendly environment and displacing the role of the vehicle. This includes more pedestrian areas and terraces and recreation areas for citizens.
 - Present their urban heritage, lifestyles, cultural identities and diversity, homes and customs, gastronomy, examples of everyday urban life, special celebrations and social events, contact with nature, work professions, the practice of sport in open and green environments and other areas of intangible heritage that define towns and express their concept of quality of life and sustainability in the city.
 - Present achievements and contributions that are examples of creativity, innovation and social progress that, from their experience and cultural heritage, positively impact the quality of life of their societies or constitute a universal value.
 - Analyse the role citizens play in the substantial changes affecting the urban environments where they live; highlight projects, initiatives and programmes rooted in citizen communities that have positively impacted the notion of a sustainable city.
- Analyse the role of governments in the consideration of their citizens through specific projects in social, professional and personal fields.
 - Underscore the relationship between a protected environment and quality of life.
 - Present the benefits of different forms of Cultural and Creative Industry activity in the city as a unique and distinctive urban treasure and highlight the facilities available for such activities and the support they receive.
 - Analyse and explore the role of recreational and leisure activities in open spaces and their effect on a healthier life and personal enrichment.
 - Evaluate achievements in terms of the SDGs that underlie this sub-theme: Sustainable cities and communities, End poverty, Gender equality, Zero hunger, Health and well-being, Quality education, Decent work and economic growth, Reduce inequality, Partnerships for the goals, Peace, justice and strong institutions.



05

Application of the theme

The theme as an inspiration for the venue

The theme “The Urban Era: Towards the Sustainable City” will be thoroughly explored at the thematic pavilions, the Expo Forum and through the Expo’s cultural and entertainment programme, but it is not limited to these areas alone.

For three months, Expo 2027 Malaga’s theme and sub-themes, constituting the intellectual substance of the project and inspiring and facilitating international participation, will be on full display at the venue.

The theme and sub-themes are, therefore, the focus, the pretext and the context of every corner of the Expo. Their expression and representation will be experienced throughout the venue and in the design, planning and operations carried out therein. Every avenue and thematic square will broadcast the principle of sustainability, the overarching theme of all the performances and activities of the Expo covering all the elements, including the design of promotional events and merchandising, which is respectful of the environment and includes fair trade products.

The Expo will be the exemplary living example of the sustainable city and will represent the theme “The Urban Era: Towards the Sustainable City: Citizenship, Innovation and Environment” in the best possible way.

The thematic and participant pavilions, buildings, infrastructures, facilities, use of renewable energies and energy efficiency systems, waste management and processing and the efficient use of water, are all part of a venue that seeks climate neutrality and zero emissions. Similarly, internal mobility and

administrative, logistical, commercial and catering operations, and all other activities will seek sustainability. These activities will be framed in the context of the circular economy principle that optimizes sustainable consumption, production and distribution; single-use plastic will not be used.

The staff hired to perform the wide range of tasks and who make the Expo possible will be recruited based on the principles of equality and inclusiveness.

The venue will boast open spacious green and blue recreational areas. Buildings will use construction materials with low CO₂ emissions, passive houses and bioclimatic architecture as an exemplary approach to the theme.

The application of innovation in design and operation in the venue where the use of renewable energies and zero-emission mobility, and the general image and atmosphere, will all focus on the sustainable city as the maximum expression of the Expo’s theme and sub-themes.

In short, the project will be consistent thus ensuring that this inspirational theme is successfully conveyed, since everything is a reflection and every detail counts. Under this consistent theme, the venue itself becomes an exhibition and demonstration space functioning as a living laboratory disseminating the philosophy of The Urban Era: Towards the Sustainable City: Citizenship, Innovation and Environment, thus reinforcing its definition, mission, vision and objectives.



For all these reasons, the Expo 2027 Malaga venue itself will be one of its main attractions because:

- It will be a sustainable project.
- It will present cutting-edge technological solutions for the sustainable city.
- It will demonstrate and be the real and living example that the sustainable city is possible.

Thematic pavilions

Introduction

The Thematic Pavilions are the main representation of the theme and sub-themes and, considering the great variety of participants and visitors, are the most complete, educational and entertaining platform devoted to their development.

Thematic pavilions are the conceptual heart of the Expo as they are where the key cross-cutting issues comprising the discourse of “The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment, will be discussed.

Each one of the thematic pavilions will occupy an area of 4,500 square meters, i.e. a total of 13,500 square meters devoted to the development and representation of the theme. They will be placed in such a way as to generate a memorable and attractive itinerary for visitors.

The task of representing the impact of the urbanization process and focus on the sustainable city through three thematic pavilions prompted us to devise a conceptual map of sorts that illustrates the multiple interconnections generated by this concept as it impacts so many aspects of daily life. Each Pavilion adheres to its own specific guidelines, although all three refer to the different aspects common to the urbanization process and the conception of the sustainable city.

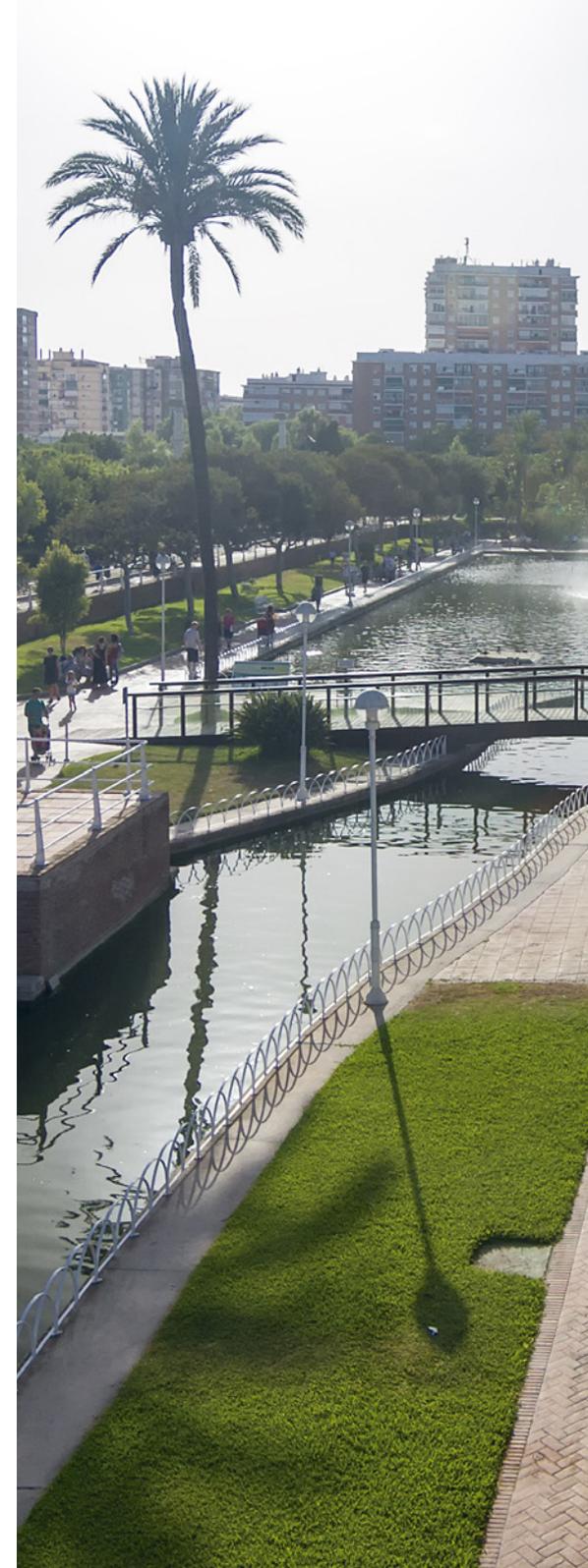
The Thematic Pavilions give free rein to the myriad points of view and perspectives from which to approach the theme and sub-themes. We propose an open, rigorous and unifying approach to develop the themes, subject to the demands and requirements that the scope of the topic and its multifaceted nature entail.

Lastly, while all three address common and interrelated issues expressed in each case, an effort was made to individually develop each of the three sub-themes in the three thematic pavilions: Citizenship Pavilion in eco-cities, Digital City Pavilion and Urban Planet Pavilion.

Citizenship Pavilion in Eco-cities

The Pavilion connects with the sub-theme ‘citizenship’ and is conceived as a pavilion-experience that addresses the urban environment as an attractive, friendly and walkable place that cares for its citizens and prioritizes their well-being through the recreation of an idyllic city. The pavilion represents the ideal sustainable city that, in addition to being green, covers the needs and demands of its inhabitants in areas such as health and well-being, security, social cohesion and equality, the local economy and governance; a city determined to satisfy its citizens through pedestrian-friendly surroundings conducive to personal encounters that puts the pedestrian-citizen at the centre of urban activity and ahead of vehicles. It puts, therefore, the accent on the city for the citizens.

The pavilion stresses citizen participation as one of the main drivers of the paradigm shift aimed at the sustainable city. The pavilion identifies citizens as the protagonists and as the ones responsible for the sustainable city of the future, underscoring the importance of their involvement and participation in urban life and the decisions they make every day regarding city operations. The pavilion places particular emphasis on the idea



05 Application of the theme

that cities are the mirror of their citizens, their activities, their preferences and the way they experience the city. It therefore also puts the accent on the city by and for the citizens.

The City for All pavilion points to the sustainable city as a living entity that recreates an inexhaustible source of cultural proposals and stresses the value of cultural and creative industries. It shows how, in addition to the tangible and intangible heritage of each urban centre, cultural activity nourishes the life of the city and its citizens. As cities are where the greatest number of activities and amenities are concentrated, they act as a magnet of sorts attracting migratory movements. They are effervescent and vibrant places where things happen.

For all these reasons, the pavilion presents itself as a huge collage, a festive celebration of diversity, a racial, cultural and plural mosaic—in many different aspects—reflecting what cities are and the wealth they offer as a cosmopolitan melting pot, as an epicentre where culture happens in an infinity of manifestations and as a place where millions of people fulfil their life dreams.

The pavilion will exhibit the following content, inter alia:

- A walkable city designed primarily for pedestrians.
- Different scenes from daily life depicting health and well-being, security, social cohesion, sense of community and equality and the local economy in the urban environment.
- Citizen participation in matters of sustainability, government and city management.
- The richness of the urban cultural diversity melting pot.
- The street as a vibrant place full of social and cultural life.
- The multidisciplinary cultural offer of the city as a pole of attraction.

Digital City Pavilion

The Digital City pavilion connects with the sub-theme ‘innovation’ and will show visitors how smart cities can be comprehensively managed and operated by a “urban digital twin”, maximum expression and simulation of the city of the future.

A digital twin can monitor the actual physical version of the city and predict, based on different scenarios and a constant flow of real time data, how it will behave in the future.

Conceived as a show, the pavilion is organized around a large, three-dimensional dynamic model of the city. Lighting, projected images and special effects give life to the recreation of the city in all its detail: urban planning, architecture, streets, boulevards and avenues; pedestrians and vehicles; supply and pipeline networks; green and blue zones, and other indicators that highlight the tens of thousands of parameters involved in the operation of a city through an audio-visual presentation.

The exhibition addresses aspects such as urban logistics, air quality, traffic control and the different public and private transport systems, movement of people in the street, waste management, energy generation and consumption, temperature control in buildings, and more. It shows visitors how this sophisticated digital twin tool allows city planners to observe, simulate, manage and project the city of the future.

The Pavilion’s main attraction, the model, demonstrates how the prodigious virtual twin works. This is an artificial intelligence tool capable of detecting patterns, invisible to humans, and that simulates millions of combinations before deciding the optimal way to plan, for example, a public transport network, the direction of traffic flow on a given street, or the allocation of space and basic facilities. To a certain extent, this pavilion is a contemporary version of the Futurama and Democracy exhibits at Expo 1939 in New York.

The pavilion will exhibit the following content, inter alia:

The digital twin city, focusing on innovation, will show visitors how city infrastructures and processes such as the following are operated and managed:

- traffic
- waste management
- supply and sanitation network
- pedestrian flow

- health services
- pollution and air quality control
- humidity control
- energy in buildings and temperature in homes and workplaces
- logistical aspects
- urban development optimization and growth
- noise and light pollution control
- measurement of sunlight in specific environments
- crowd control
- ...and many other aspects.

Urban Planet Pavilion

The Green City Pavilion is related to the sub-theme of the environment and raises awareness regarding the importance of sustainability, in addition to raising awareness of the benefits of green and blue spaces in urban contexts. This is conceived as a pavilion-experience and represents a city that is unique insofar as its network of technological infrastructure is oriented towards eco-efficiency, city greening and the impact that individual citizen action can have.

The Green City pavilion is conceived as an immersive experience that recreates an urban environment in which visitors witness first-hand the balance between vegetation and aquatic spaces as they watch a clean operation taking place in the city, in its streets, avenues, buildings and open spaces.

The pavilion draws attention to the role of technology in achieving an eco-efficient, sustainable and 100% renewable city: zero-emission mobility, a supply network, resource management, waste collection, and other aspects related to sectors such as energy, transport, construction and water.

The pavilion also appeals to the individual responsibility of citizens as part of the solution and vital to achieving a sustainable city. It achieves this by representing a series of daily actions and habits that take place both in the private sphere of the home and in the sphere of work and the urban context. The pavilion aims to educate and raise citizen awareness about per-

sonal decisions and solutions that lead to a more environmentally friendly home and lifestyle.

It raises awareness of the importance of knowing how things are produced and consumed and of the need to develop efficient and responsible consumption habits, such as saving energy and water, by representing scenes from the daily life of everyday citizens:

Use of LED lighting or low consumption light bulbs; efficient appliances; natural resources to cool or heat one's home; installing tap aerators to save water; recycling and waste management; responsible consumption; ecological gardens; zero emission transport, electric public transport and non-polluting vehicles such as bicycles. Among other topics, the exhibition will address issues that are immediately relevant to visitors, such as: energy use, sustainable fashion, ecological production, responsible consumption, materials, food and water.

Moreover, the pavilion's architecture and construction solutions, the building materials used, home automation ideas and other features will showcase state-of-the-art innovative eco-friendly solutions committed to zero emissions and climate neutrality. Hence, the pavilion will serve as a technological laboratory in its representation of the sustainable city. All aspects that reduce environmental impact will be considered, ranging from the use of renewable materials and thermal regulation, standard for zero net energy or zero carbon emission buildings, to the creation of passive houses and different models of bioconstruction.

The pavilion redefines the current model of cities by applying circular economy solutions to reduce, reuse and recycle materials to facilitate the transition to a green city with greater tree cover. Similarly, air quality benefits thanks to the use of zero emission vehicles; the creation of environmental maps; the installation of self-consumption systems and smart electrical grids for local and shared use; the physical benefits of recreational environments where one can stroll and be in contact with nature and the psychological benefits this has on citizens; and other aesthetic and urban planning aspects that make cities more attractive places to live.

05 Application of the theme



In short, the pavilion functions as a broad-scoped environmental awareness-raising campaign. It appraises the technological infrastructures that make it possible to change to a circular and green urban model, and the partnerships between the different public and private stakeholders and citizen responsibility and participation needed to achieve this.

The pavilion will exhibit the following content, inter alia:

- An urban environment with a harmonious balance between the city and green and blue spaces.
- The network of infrastructures and technological solutions underpinning the operation of a green city: zero-emission mobility, alternative transport such as bicycles and electric scooters; supply network; resource management; waste collection, and other aspects related to the energy, transport, construction and water sectors.
- Examples illustrating how the circular economy works: reuse and extension of the useful life of various products.
- Ecological habits and sustainable actions of everyday citizens at home, at work and in the city.
- Sustainable building and architectural models: zero emission buildings, passive houses, bioconstruction, and bioclimatic architecture.

Best Practices Pavilion

The Best Practices Pavilion serves as a centre for the presentation and exhibition of projects that, based on their innovative nature, have proven to be unique and effective in building the sustainable city. Its aim will be to foster the exchange of knowledge and experiences among participants and to spark curiosity and raise awareness among visitors to the Expo.

The Best Practices Pavilion is a state-of-the-art ongoing dialogue that will connect with all Expo 2027 Malaga visitors. It is a fundamentally important exhibition space that houses the functional paradigms and representative models that describe or exemplify the best policies and strategies and best practices surrounding the theme of The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment.

These practices will shed light on some of the sustainable routes, based on high-impact innovation, to get ourselves out of many of the predicaments plaguing us today, and showcase projects that more clearly express the need for partnerships between citizens, public authorities and private companies, for the best governance of the sustainable city.

The Best Practices Pavilion features an exhibition of innovative, technological, methodological and procedural solutions to improve quality of life in the city, offering inclusive responses to today's challenges and the damage being done to the environment, in accordance with the thematic and sub-thematic areas.

These technologies, actions and procedures bear witness to the technical and technological heritage and innovative talent developed by humankind to overcome the challenges posed by urbanization. These are unique and significant projects on habitat, urban planning, management of services in urban environments, social inclusion, education, active governance, and others.

The Best Practices Pavilion will therefore be an exciting place where ongoing dialogue will focus on how to address the great challenges of our time. It will include discussions that build on lessons learned as a means of formulating a successful vision for the city's future. It will also be the specific platform for the most renowned experts in each field of interest.

A pavilion in which the best practices of innovative cities from the five continents can be accommodated.

Civil associations (NGOs) will also play an important role in the pavilion of best practices to ensure that citizens feel involved in its content and can also actively participate in the management of the pavilion following the model successfully experienced in other International Exhibitions.

The Expo 2027 Malaga Forum

The Expo Malaga Forum is an international platform for cross-cutting and mul-

disciplinary debate on the theme The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment.

The Forum addresses the issues, opportunities and challenges arising from the urbanization process and the role played by citizenship and innovation to improve quality of life for all people and make cities more sustainable places.

The multifaceted sub-themes of The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment, address and explore the concepts of the urbanization process, innovation and their impact on quality of life and the role played by the stakeholders involved in the process from many different points of view and perspectives. With the overarching objective of proposing innovative solutions and sustainable and inclusive ways to heighten the well-being of societies, Malaga Forum 2027 facilitates multi-faceted, analytical and critical debate as an intellectual platform for the Expo.

Each of the aspects listed in the sub-themes and the possible ways of addressing them are all potential topics of debate at the Expo 2027 Malaga Forum. Intellectual approaches, fact analysis and statistics, explorations and case-studies, presentations of specific technologies, conferences, panel discussions and exhibitions, are all part of an ambitious programme that approaches the theme from many different vantage points and involves a very diverse panel of professionals. Scientists and experts with varied backgrounds, sociologists, demographers, anthropologists, philosophers, entrepreneurs, heads of public administrations and citizens, are all called upon to share their points of view, thoughts and analyses on aspects that can have a decisive impact on the way in which we live in the future.

Forum participants will be recognized leaders in fields of expertise corresponding to the theme and sub-themes, resulting in a stimulating environment of dialogue. It will be a summit with highly qualified men and women experts whose presence in Malaga and revolutionary viewpoints will attract global attention.

To draw attention to the specific idea of digitization and innovation, the use of Information and Communication Technologies will be especially prevalent during the three-month duration of the programme, as will the digital content gene-

rated from their use. The Forum will likewise promote meetings and interactive dialogue facilitating the participation of citizens through new technologies.

The Forum will generate an active, live, and integrating dialogue which will encourage the exploration of all those aspects, nuances and controversies arising from the impact that the urbanization process has on societies and, more specifically, on cities.

The Content Department will organize the Forum in the years leading up to the Expo, at which time it will determine the final structure of the programme. That Department will also be responsible for conducting the Forum and acting as the facilitator of the different meetings, presentations and debates that take place during the three-month duration of the Expo.

The minutes of the Forum will be compiled in a Conclusions and Recommendations document corresponding to the Urban Era, Malaga 2027.

Conclusions and Recommendations of the urban era, Expo 2027 Malaga

The Conclusions and Recommendations will be the definitive document of the 2027 Malaga Special Exhibition. It will consist of a set of recommendations based on input from all participants and will be drawn up in the form of globally relevant goals and principles.

The document will have a clear focus: to propose innovative solutions within the city-environment framework, and to describe sustainable and inclusive ways to enhance the well-being of citizens based on an ethical code of democratic, social and humanistic values.

The conclusions and recommendations will be based on the following fundamental suppositions and principles:

- The urbanization process, innovation, quality of life for citizens and respect for the environment are highly relevant issues that impact everyone in the world.

05 Application of the theme



- Conclusions and recommendations will revolve around the objectives of the Specialised Exhibition 2027 Malaga. These goals envision a better world through creativity, innovation, culture, cooperation, partnerships, sustainability and well-being.
- The document will take the form of an ethical and deontological code that, based on democratic values, regulates and promotes a fair, sustainable and inclusive urbanization process from a democratic, social and humanist perspective.
- The document will validate the positive influences of the urbanization and innovation processes and will solicit the engagement of all stakeholders and agents to achieve these objectives.
- It will ratify the belief that achieving a sustainable city requires a collective and fully inclusive effort, and that Expo 2027 Malaga is the vehicle around which universal support and action will crystallize.

The conclusions and recommendations will be presented at the Closing Ceremony of Expo 2027 Malaga and multimedia versions of the document will be distributed to all participants, including national representatives, NGOs, international bodies and organizations and corporations. Forum participants —opinion leaders, experts, artists, writers, scholars and other luminaries— will also be presented with the document and their support will be requested.

Cultural and Entertainment Programme

Expo 2027 Malaga will appropriate and spread the idea of the Sustainable City through exhibitions, demonstrations and artistic creations designed for all audiences which, in both format and content, will approach and interpret the theme, sub-themes and different identities of the participants.

Music, theatre, dance, cinema and other activities will be included in a programme of shows and performances that will take place during the three-month duration of Expo 2027 Malaga: the centrepiece of a celebration of sustainability in cities, underpinned by innovation and citizenship.

Special days

The Organizing Committee will create many attractive activities involving participants, organizations, artists and experts, the result of which will be an exciting calendar of events that will take place during the three months of the Expo. Many of these events will provide opportunities for thematic integration with special days, including:

- Opening and closing ceremonies of the Specialised Exhibition 2027 Malaga.
- National and honour days for participants.
- Regional days taking into account the nineteen autonomous cities and communities of Spain. The Exhibition Organizing Committee will work closely with the autonomous communities to create specific programmes for Expo 2027 Malaga and highlight its cultural and historical importance, both for Spain and for the rest of the world.



06

Legislative, financial and organizational measures related to the organization of the Expo

Commitments by the Central Government

The Government of Spain guarantees the success of the exhibition, as established in Article 10(2) of the 1928 Paris Convention.

The Spanish government will create a Public Company responsible for organizing Expo 2027 Malaga. This private-law company will be formed to expedite the organization of the exhibition. Its shareholders will be the main public institutions involved in the exhibition and it will abide by public procurement regulations.

The Spanish government will promote the exhibition through its embassies and trade and tourism offices abroad. The Government of Spain will ensure compliance with all legislative and security aspects related to the organization of the exposition as well as all related protocol issues that may arise.

Commitments by the different institutions involved

The commitments made by the different institutions involved in the project are listed below; however, they are presented in greater detail in the infrastructure dossier of the Masterplan (chapter 9), which will be subject to a second update once the total number of infrastructures has been quantified.

- The municipal and regional governments will be responsible for developing and maintaining the project for future use of the exhibition venue, which will have a privileged location giving its proximity to the University of Malaga and the Malaga TechPark, and forming a part of the City's innovate ecosystem.
- The regional government, owner of highway A-7054, will widen this road and give it the upgrades it needs to serve the Expo 2027 Malaga area from the 'Ingeniero Dominguez de Gor' roundabout. It will be modernized and built an appropriate number of traffic lanes. This can be done under the 2021-2027 community framework because the final design for this work has already been drafted. The project drafted by the regional government of Andalusia may need to be extended to the junction of the current A-7054 with the A-357 motorway. The aforementioned project must also include connection of water, gas, electricity and sanitation services needed by the Expo 2027 Malaga venue and the area allocated for housing adjoining Expo 2027 Malaga for service staff working there. This housing will later become public housing owned by the City of Malaga.
- The National Central Government is the owner of the land proposed for the venue; therefore it is public land available for use and will be transferred for the celebration of the Expo. In an area reserved for housing provided for in Malaga's General Plan for Urban Development, the national government will promote the construction of 1,440 homes.
- The National Government will study the feasibility of expanding the C-2 commuter rail line, which would allow the citizens of Malaga and the Guadalhorce Valley to reach Expo 2027 by train.



- The municipal and regional governments will build a pedestrian access and a bike lane (under or over the A-357 motorway) from the last station of metro line 1 at the University of Malaga (Malaga TechPark) to the area north of Expo 2027 Malaga.
- The regional government will build the connecting road joining the new west ring road (A-7) with the area north of the airport.
- The national, regional and municipal governments will build the link between the northwest quadrant of the Malaga ring roads with the connection point of the MA-20 and the A7.
- The national, regional and municipal governments will finance the construction of the new Malaga Auditorium (San Andres port area) and the expansion of the Trade Fair and Congress Centre to meet the high demand for congresses, seminars and technical meetings that will arise in relation to the theme of Expo 2027 Malaga, especially in June and the last 20 days of the Expo. The city will make good use of these facilities after the Expo.
- The national, regional, provincial and municipal governments will address the construction of the Coastal Axis project in Malaga when appropriate as an example of a sustainable city that is committed to facilitating public transport for the population of the metropolitan area. To that end, the municipalities responsible for that area will need to provide parking areas adjacent to the intercity bus stops so that travellers have a safe place to leave their personal mobility vehicles (PMV) that they drive from their home to the bus stop and later from the bus stop back home.

Private initiative

Private initiative has been part of the Expo 2027 Malaga project from the very outset and has supported it during the initial steps of the candidacy, engaging in the background work and helping define, promote and finance it. Many companies

have expressed their intentions to contribute to the candidacy and to play an active role in the exhibition once the BIE has made its decision.

Commissioner status

Section Commissioners, Deputy Commissioners and Pavilion Directors and their families, will enjoy the privileges stipulated under Special Regulation 11 defining the special conditions under which they may discharge their representation and management duties before Spain and its authorities, with the understanding that, in accordance with the 1928 Convention, Section Commissioners represent their country before the Exhibition Commissioner and, to that end, they require the support of their team of collaborators and the presence of their family members during the planning stage and operation of their national pavilions. Consequently, they will be given certain diplomatic privileges recognized by the Government of Spain and included in the Special Regulation. One of these privileges is exemption from import taxes on products brought into Spain by the section commissioners for their personal consumption, use at official receptions or to be offered to distinguished visitors from their own country, the organizing country or third countries.

Organizational scheme

The exhibition will be organized in accordance with the provisions of the Paris Convention officially signed by the Kingdom of Spain.

The Expo 2027 Malaga General Regulation, proposed for approval by the BIE General Assembly in due course, provides for the appointment of an Exhibition Commissioner to represent the Spanish government and take responsibility for the entire Expo 2027 Malaga.



06 Legislative, financial and organizational measures related to the organization of the Expo

The exhibition will be under the authority of the Exhibition Commissioner. The Exhibition Commissioner will be responsible for all matters for which the Government is responsible, within the framework of the Agreement.

Also, the 2027 Malaga State-owned Company will have all the legal and necessary means and instruments to meet its objectives.

The 2027 Malaga State-owned Company will have a flexible structure allowing it to adapt to the needs of each phase of the exhibition. Its composition and resources will depend on its needs at any given time. In any case, the organization's development will adhere to its own historical summary. In other words, the decisions adopted at the initial phases of preparation shall be respected by those who adopted them and will be managed by them, where appropriate, in accordance with the criteria established at that time. Following are the most important phases to which the design of the organization must adapt:

- Project and construction
- Operation of the exposition
- Dismantling

The company's organizational chart will be designed to give it maximum operational capacity for the preparation, organization, management and dismantling of the Expo. The following organization chart is proposed for Expo 2027 Malaga:



The Commissioner is the Government's representative and the highest authority regarding all matters relating to the event.

The Commissioner's Office is the body that supports and advises the Commissioner in carrying out his or her duties.

The 2027 Malaga State-owned Company is a public commercial company created for the sole purpose of preparing, building, organizing, managing and liquidating the Exhibition. Therefore, it is the executive instrument created to carry out the Exhibition. The following organizational scheme is proposed for the initial phase of the project.

This is a standard organizational chart for exhibitions and is set up in such a way to ensure that the management of the organizing company is subject to inspection and control by the Government which exercises such authority through the Commissioner who is assisted by the Commissioner's Office.

This proposed organization will be implemented no later than January 2023 if the city of Malaga is chosen to host the 2027 Exhibition.

Duties

The Chairperson, as representative of the 2027 Malaga State-owned Company together with the Exhibition Commissioner, is responsible for institutional relations, including international relations.

A series of divisions and departments are structured under the supervision of the Chairperson constituting the organizational scheme. Only those areas that have the most contact and dealings abroad are mentioned here.

Environmental Resources Agency. This Agency oversees the coordination, management and follow-up on the Expo's Environmental Proposal and is also responsible for taking an inventory of the environmental resources used during the Expo.

Centralised Management Centre. This Centre is responsible for centralizing most of the paperwork that individuals, companies and institutions must submit to the Public Administrations. Its purpose is to facilitate this process by reducing bureaucracy.

Planning Secretariat. Oversees planning and controlling all the Expo’s endeavours.

Communication and Image. Responsible for the exhibition’s corporate image and its public appearance.

Legal Department. Responsible for ensuring that all the Expo’s endeavours are carried out in accordance with current legislation and represents the exhibition in contractual activities and legal proceedings.

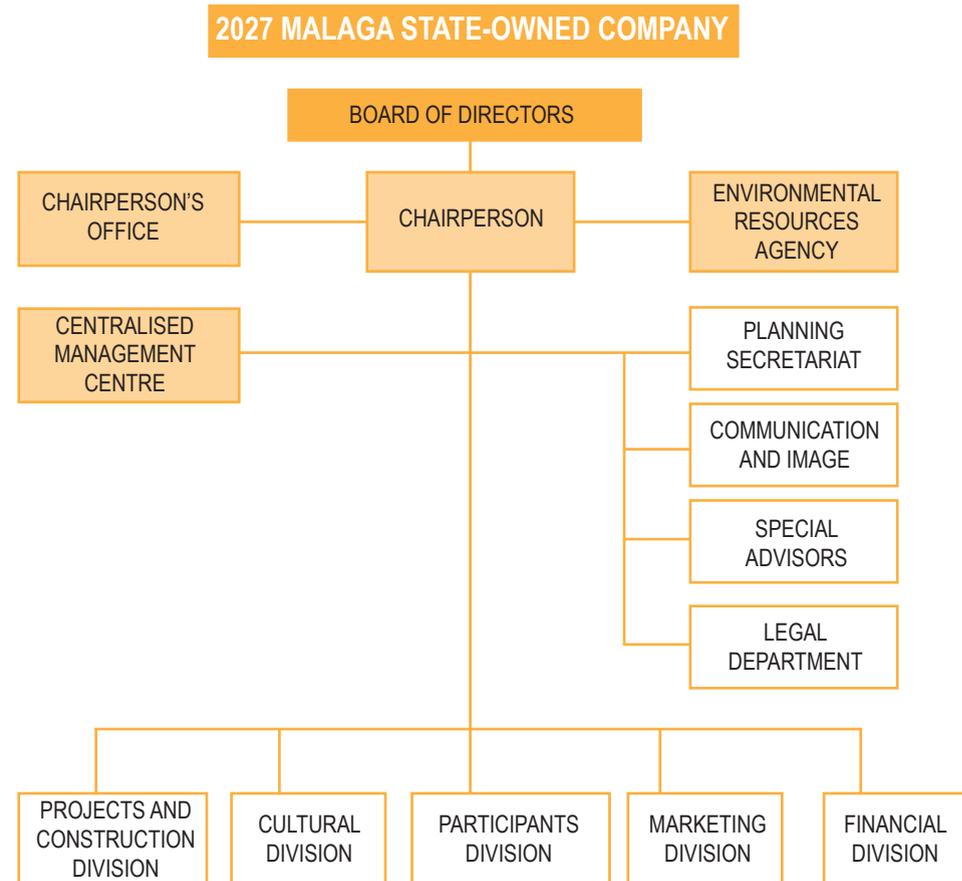
Cultural Division. Responsible for organizing the content of the different areas of the exhibition, and compiling, managing and then returning them or, where appropriate, disposing of them. This Division is structured into four departments specialized in: Science and Technology, Museums and Exhibitions, Stage Shows and Recreational and Sports Activities. The Division will have a planning service responsible for setting up, controlling and monitoring activity plans within its sphere of action.

Projects and Construction Division. This organic area of the Company is responsible for the Exhibition’s buildings, i.e. for the most detailed possible physical configuration of all the building elements (constructional, decorative and functional) as concerns spaces, buildings, facilities and services.

Participants Division. Responsible for preparing and executing the necessary plans to survey, recruit, register and monitor the Expo’s international participants. It works in close cooperation with the Exhibition Commissioner’s Office.

Marketing Division. Prepares and executes the necessary plans and instruments to survey, recruit, register and monitor visitors, and integrate these plans into the general tourism plan for Spain and for Malaga.

Financial Division. Responsible for controlling the Expo’s budget and for managing revenues and expenses.



Centralised management centre

Participants could encounter difficulties related to cultural or legal issues, language, etc., or because the nature of these activities may be new even for the authorities who must decide on their appropriateness and issue the necessary

06 Legislative, financial and organizational measures related to the organization of the Expo

permits; therefore, to facilitate the work of the exhibition and its participants the Organizer, together with the local, regional and central authorities, will create a Centralised Management Centre that will centralize the processing of building permits and all other paperwork needed for works at the exhibition venue.

This Centre will process all the paperwork needed to bring in the pavilion materials and their subsequent dismantling. Its overarching mission is to save participants the trouble of having to engage in administrative bureaucracy.

Visas and residence and work permits

To facilitate the official procedures for the granting of visas and residence and work permits for the employees of the national sections and other participants, under the headquarters agreement between the MAUC and the B.I.E., an agreement will be signed with the Ministry of Foreign Affairs to provide a special office to handle participants' applications. This office will liaise with exhibition organizers with a view to streamlining the processes ensuring that the Ministry is aware of the exhibition's needs.

Security plan

The Organizer of Expo 2027 Malaga, conscious that a massive event lasting three months is subject to many different forms of danger, is committed to immediately begin work on a Security Plan if Malaga is chosen to host Expo 2027.

The ultimate goal of this Security Plan will be to design a set of initiatives to provide the best possible guarantee of security for the people, goods, properties, Organizer's facilities, participants and visitors during the hosting of the exposition and the preparation stage.

The Security Plan will conceptually include the equipping, controlling and surveillance of accesses, roads, pavilions, etc., from the point of view of citizen security, as well as fire prevention and extinction, civil protection, first aid, healthcare and

food hygiene and, in general, preventive measures against aggression by any potentially detectable hostile element.

The Security Plan will list all the necessary facilities and means along with their costs.

Official distribution and storage centre

To facilitate customs processing, an Official Storage and Distribution Centre will be created and operated jointly with the competent customs authority. This centre will gradually evolve to the point where it will advise on and channel the movement, dispatch and storage of merchandise, construction materials and exhibition elements of the participants, from their place of origin to their location at the venue. Control of this Centre by the Organizer will result in advantageous pricing for participants.

Host country agreement

To facilitate the work of the participants and to procure work and residence permits for workers, import goods, oversee social security and tax treatment of their activities and work, and their access to certain public services, the Kingdom of Spain will propose a Host Country Agreement to be signed with the Bureau International des Expositions, to guarantee the privileges and advantages of the Section Commissioners, Deputy Commissioners and Pavilion Directors, and of the official participants and their assigned staff.



Palacio de Ferias y Congresos
Trade Fairs and Congress Center

Entrada Entrance
Acceso a personas con discapacidad
Acceso a personas con discapacidad

07

Communication plan Expo 2027 Malaga

The success of an international event of this calibre depends on various factors, one of the most decisive being communication. A wide-ranging broadcast of the message which reaches all the target segments of the population is essential to incentivize visits and the prestige of the Exhibition.

Hence, a plan is needed to publicize and communicate the global strategy and dates of the Expo 2027 Malaga and for the success of all the activities associated with it.

This communication plan will address:

- Concepts shared by the media, marketing and communication and commercial strategies, which will be the basis for all future communication around Expo 2027 Malaga.
- Communication and marketing strategies which will be designed for each phase of the project.

This plan will serve as a master resource management tool to establish a clear line of action for the different channels and the tone of the communication addressed to each target audience.

The integration of the communication plan into all the sections and phases of the project will enable the establishment of strategic links to achieve immediate and future objectives. It will be a unifying axis around which the development of communications will revolve, to transmit the vision and values of Expo 2027 Malaga to society.

Owing to the unique nature of the Exhibition, this strategic plan must be flexible so that it can successfully be applied at the different phases of the project, and it must be comprehensive, i.e. always consider the global dimension of the Expo.

General Objectives

The communication plan's main objectives are the following:

Institutional communication

This section directly involves all participants: countries, autonomous communities, corporate participants and associations present at the Expo. The aim is for all those involved to share a common image and concept in their communications and promotions related to Expo 2027 Malaga.

Communication strategies for visitors

The aim here is to reach all audiences through all available channels. The local audience, historically the largest group of visitors at exhibitions, will be the number one target, followed by several stakeholders that will be mentioned later. To that end, a campaign will be planned that constantly impacts each target sector. The objective of this strategy will vary throughout each phase of the plan, although it will basically be aimed at encouraging ticket reservations and facilitating the signing of agreements with visitor providers.

The local audience will obviously be the number one objective considered at all phases of the campaign. Considering the historical volume of visits by people living in close geographical proximity to exhibitions, involving them is the Plan's main priority.

The first challenge of the Communication Plan is to get an idea of the diversity of the Expo's public and stakeholders, their needs and expectations, and the importance of com-



communicating with all of them. Following is a description of different groups expected to visit the Expo (not intended to be comprehensive):

Visitors classified according to how frequently they visit (frequent or occasional) and based on their origin (local residents or tourists).

The professional community, both from countries and public or private institutions (which may or may not be participants in the Expo), and from university and other associations related to the subject of the Expo. People in this group can be considered both as 'prescribers' of the Expo's theme, and as specific visitors including delegations of corporate participants, sponsors, collaborators and attendees of Expo-related forums.

- National, regional, local and international authorities.
- The media, including Internet portals.
- Social media opinion leaders.
- The cultural and artistic community.

These sectors will be given the proper amounts of information and communication throughout the various phases of the project. It should be noted that these two elements must be disseminated with the appropriate intensity: information, to provide content generators with the data needed to enhance the distribution of what is eminently objective or measurable; and communication, which will reinforce subjective and emotional elements and generate the stimulus to visit Expo 2027 Malaga. Communication generates perception. This is what will enable us to convey a persuasive idea that motivates people to visit the Expo as a desirable activity.

Communication strategy

In this section we will differentiate between the strategic management of the plan, corporate communication and external communication.

Strategic management

Strategic management will be undertaken by the team responsible for defining the communication plan for any activity from a global and cross-cutting perspective. Their main task is to build a story and formulate what message to communicate to society on the Expo's theme and sub-themes, developing the basic discourse about the project in a way that lures citizens in.

This team will:

- Research and analyse the environment
- Design and plan communication for each need
- Define the image of the Exhibition to be projected to society
- Act as the communication spokesperson
- Manage crisis communication

Corporate communication

Corporate communication will be the story the Exhibition tells about itself, through words and images, the aim being to create its own brand that people can readily identify.

The corporate plan will be defined by the corporate identity, both conceptual (mission, vision, philosophy...) and visual (logo, colours, typography...) and the corporate image, i.e. the public's perception of the Expo and where the tone of communication adopted in each channel takes on particular importance.



07 Communication plan Expo 2027 Malaga

To optimally develop this segment of the communication plan, the designated team must:

- Prepare a corporate visual identity manual and ensure that it is followed
- Manage corporate material: brochures, presentations, graphic and audio-visual material, corporate website...
- Manage feelings and perceptions caused by the brand and the brand architecture around the Expo
- Prepare a report on the progress of activities at each phase

External communication

External communication is the component that will seek to achieve the defined objectives. Its tools are marketing, advertising, internet, social media and public relations in general, to broadcast the message about Expo 2027 Malaga to the public and thereby achieve said objectives.

Marketing and advertising will aim to meet the information needs of the target audience and to communicate a convincing message throughout the Expo 2027 Malaga environment.

Media, Internet and social media: Communication channels and ways of relating through social media give Expo 27 Malaga the opportunity to manage closer contact with its public. The organization has been working in the digital environment of Expo 2027 Malaga since 2020, and already have active profiles on the main social media and an informative web portal¹. The large number of companies and entities

1. Official channels of the Expo 2027 Malaga candidacy on social media:

YouTube: www.youtube.com/channel/UCkoYY6dJLzb9tgsufwW03Bg

Facebook: www.facebook.com/malaga2027

Instagram: www.instagram.com/malaga2027

Twitter: https://twitter.com/malaga_2027

LinkedIn: www.linkedin.com/company/malaga2027

Web: www.Expo2027Malaga.malaga.eu/

that have already publicly supported the project will be a great base from which to amplify the digital launch of online campaigns (newsletter, mobile applications, dedicated landing pages, etc.), especially at the concept dissemination phase.

Public Relations: Work will be done to achieve a positive image for Expo 2027 Malaga by establishing relationships based on dialogue and participation. The protocol section in this chapter will include all state organizations as the host country. The external communication team will manage:

- The marketing plan design
- Advertising campaigns (creativity and media)
- Coordination of profile management in the different social media outlets
- Public event organization and management
- The periodic measurement of results
- The preparation of reports and presentations of major results
- Media relations
- The identification of points of interest by type of media, sector and professionals
- Content creation for dissemination
- Dynamic and periodic maintenance of the institutional website
- Communication activities for the different Expo spokespeople

In such a hyper-connected world that puts heavy emphasis on the immediacy of communications, the communications department has become a 360° department playing an essential role in all projects. As the above list suggests, promotion and control tasks are huge, but still measurable. The correct and careful application of this plan will not only contribute to the success of the Exhibition as a temporary event, it will also serve as an economic, cultural and social catalyst over time.

Implementation of the communication plan

One of the priorities of the Expo 2027 Malaga communication plan is to establish a presence and maintain a relevant position in the media. Achievement of this objective will be crucial in attracting many participants and visitors to the Expo.

The Plan sets out to achieve two main objectives:

- For all the members of the Organizing Committee to be familiar with, share and use the concepts underpinning Expo 2027 Malaga in their daily work and apply them to a communication strategy that achieves the objectives of the Expo.
- Implement an integrated communication and marketing strategy for Expo 2027 Malaga that constantly reaches audiences through the appropriate channels and messages according to the different proposed phases.

The three main elements comprising the structure of this Plan are:

The initial analysis is essential to define all the factors that will influence Expo 2027 Malaga's communication and marketing policy:

- What concepts do we need to communicate?
- How do we build a real offer around this concept?
- How can we achieve the goals set for Expo 2027 Malaga?

Communication planning which is based on three main components:

- Target audience segmentation
- Positioning definition
- Proposed channels

Implementation: specific tactical actions of the Expo 2027 Malaga Communication and Marketing Plan.

- Communication of milestones: designation, presentation, agreements with participants, construction phases, inauguration, etc.
- Activation of campaigns by channel and target audience.
- Campaign activations for specific audiences.
- Appointment of Expo ambassadors and selection of opinion leaders.

Marketing and communications objectives

Based on the experiences of previous expos, it is safe to say that the success of international exhibitions hinges mainly on five factors:

Citizen participation through visits. Previous exhibitions have shown that the largest sources of visitors and influence are the host city itself, followed by the host country. This group tends to return often and many purchase a season pass for this purpose.

The number of foreign visitors which varies between 9% and 15% of the total in recent similar exhibitions, depending on the tourism potential of the venue in question. While a modest percentage in terms of numbers, this sector is vital to global dissemination and the legacy of Expo 2027 Malaga. In the specific case of Malaga, given its extraordinary number of tourists and the opportunity the Expo offers for cruise ships that frequently make stops at its port, we can be quite optimistic about this figure.

Participating countries. Participation of a large number of countries validates the theme chosen and the institutional relevance of said countries at various levels in their relations with the host country and with the other participants.

Media coverage. Media coverage is an indicator of interest in Expo content and activities. The new information reality, often interactive with the public, converts search hits and the consumption of said information into measurable data and statistics in real time. This measurement of general interest, in turn, leads to better positioning of the most consumed or advertised information. As a result, the correct management of media dynamics, online presence and social media actively promote participation and attendance.

The Expo's legacy. Results of the Expo's debates and activities, combined with the relevance of the theme and the unique experience it offers, contribute to the Expo's success, sometimes marking the way forward and becoming a reference in future forums related to the theme. The physical structure planned around

Expo 2027 Malaga is also seen as an asset that will be incorporated into the city after the Expo and serve different purposes.

Based on these premises, and with a view of achieving maximum success both in terms of visits and audience, we have established a series of communication objectives that support high visitor attendance, high participant attraction and optimal media coverage.

Regarding communication, we have divided our objectives into three main blocks:

Visitors: Dissemination and brand awareness

- Familiarize the local, national and international public with Expo 2027 Malaga.
- Initially familiarize the national public with the contents of Expo 2027 Malaga through citizen participation and engagement.
- Generate positive feelings towards Expo 2027 Malaga by helping people understand the event and the importance of its success.
- Promote the engagement and support of citizens at all levels: social, cultural, economic and at business and institutional level.
- Participants: how to manage expectations and align interests
- Promote the participation of the invited countries by means of an attractive presentation of the Expo 2027 Malaga proposal.
- Collaborate with international participants in communication about the Expo and encourage their participation within their respective countries.
- Clearly differentiate Expo 2027 Malaga from competing events, especially those taking place at the same time.
- Convert the opinion leaders of Spain and the international community into defenders of Expo 2027 Malaga and its mission.
- Make the local public feel part of Expo 2027 Malaga and turn them into supporters and prescribers of the event.

Mass media: Expo 2027 Malaga and its international image

- Achieve large-scale international relevance by establishing the presence of Expo 2027 Malaga in all relevant media and forums around the world.

- Generate brand awareness by publicizing Expo 2027 Malaga and its concept, mainly in neighbouring countries and the EU due to their proximity and tourism potential, but also in the most important secondary tourism markets.
- Strengthen Spain's image as a country committed to developing sustainable cities and as the host of important world events.
- Transmit Malaga's image as an innovative city: a source of ideas, technologically avant-garde, in permanent dialogue and cultural openness.
- Achieve a positive consensus on the information disseminated by the media.

Quantitative objectives are likewise summarized below:

- Devise unique offers to promote ticket sales and recurring visits with a view to achieving around 7.5 million visits.
- Get as many virtual visitors as possible.
- Social media followers.
- Visits to the Expo 2027 Malaga website: expo2027.malaga.eu.
- Users of a specific Expo 2027 Malaga App.
- Maximize total audience from both traditional and online media.
- Work Methodology
- To develop a project of this magnitude, the following planning model will be one of the key components of our project.

Marketing and communication planning model

The initial phase of our model focuses on describing the Expo, using tools that help to accurately define the initial situation and the project's critical success factors.

Our strategy is based on qualitative and quantitative objectives resulting from the knowledge phase. More specifically, we have defined positioning strategies (how we want to be perceived), segmentation strategies (establishing priority target audiences) and communication strategies (what strategic actions need to be implemented to engage each target group).

Once the strategy is defined, we will specify the actions that need to be conduc-

ted throughout the different stages of the project. Lastly, we will measure the performance of initiatives and brand awareness in multiple areas, with a special focus on advertising and social media campaigns as drivers and opinion generators.

Communicate the theme

We conducted an analysis of the main reasons for Expo 2027 Malaga: the theme, the sub-themes and their global impact, to identify which communication tools are the most appropriate to attract and retain all potential Expo 2027 Malaga audiences.

The theme and sub-themes

Expo 2027 Malaga is based on the central theme “The Urban Era: Towards the Sustainable City”. The global nature of the proposed theme is aligned with the mission of international exhibitions, i.e. to analyse global social, economic and political problems and propose solutions. Sustainability and the application of the 17 SDGs will be the axis around which the sub-themes revolve: “The City and its Surroundings”, “The Digital City” and “The City for its Citizens”, which are detailed in the theme chapter.

There are two differentiating elements in the Expo 2027 Malaga concept that will help us build a unique and relevant message for our audience:

It is modelled on the values of sustainable urban planning, citizen collaboration and analytical and multidisciplinary communication to assess in depth the effects of the Urban Era, its globalization and its influence on the population and the environment. Expo 2027 Malaga will capitalize on the “Urban Era” factor for its communication strategy. The audience must perceive that Expo 2027 Malaga is an event with the best intentions, one that will have a positive impact at local, national and global level.

It will be essentially participatory in nature and an Expo from which we expect a living and dynamic legacy. This aspect of Expo 2027 Malaga will promote our message. The main stakeholders of Expo 2027 Malaga will be citizens and institutions and their relationship with their current environment: cities. And the way this relationship is managed will have an immediate impact on the world’s population.

Summing up, in the sphere of communication the Expo 2027 Malaga concept will revolve around three components:

- A unique opportunity to assess the impact of urbanization on a global scale and where we are on the timeline of the Urban Era.
- A complete and immersive experience that will allow us to analyse, learn and share.
- A relevant event at local and international level which will provide solutions to humanity.

The candidacy

From the point of view of communication and marketing, the most salient feature of Expo 2027 Malaga is its opportunity to make a significant contribution to dialogue on the Urban Era and its impact on humanity.

Expo 2027 Malaga aims to introduce a new social dimension that combines the participation of in-person visitors with their virtual counterparts from all over the world. The possibility of combining in-person and virtual forums exponentially increases the scope of the Exhibition. This makes it possible to engage a global audience on issues that have a universal impact.

A very diverse candidacy

The Expo has planned several forums that include events, conferences and seminars in physical and virtual spaces, and relevant sub-themes, all of them topical and generating great interest during the three-month duration and in events held before and after. This diversity generates consistent messaging that unifies all the content and activities.

07 Communication plan Expo 2027 Malaga



A complex candidacy

The Urban Era is a topical and profound theme, enriched in many ways by its sub-themes. A strong communication programme is essential to set the stage for dialogue and to ensure that the recommendations and insights resulting from the planned dialogues are accessible to national and international audiences.

A novel candidacy

Expo 2027 Malaga will be very relevant and innovative thus it will require an equally innovative global communication strategy. Social media will facilitate the execution of this strategy and engage a massive audience in the dialogue, analysis and development of recommendations for each of the sub-themes.

A current vision

Our intention is to engage an audience through the channels with which they are currently familiar: Internet and social media, however without neglecting tra-

ditional communication channels such as the general and specialized press and television. To achieve this, an interactive platform will be set up to encourage participation and consumption of content.

A mobile application (App) will be developed featuring the schedule of all the events and the interventions of the participants and forums of Expo 2027 Malaga.

It will be linked to the official Expo 2027 web portal and will serve as an ongoing source of content that will involve the audience in activities and events in real time. It will also be one more window through which Expo 2027 Malaga can be accessed by millions of people around the world.

The strategy

To achieve the Communication and Marketing objectives defined in this chapter our strategic plan focuses on three actions:

- Segmentation: identification of defined target audiences
- Positioning: perceptions of Expo 2027 Malaga's desired audience
- Communication: personalized messages based on each goal, target segment and positioning

Segmentation

The first step is to identify the Expo 2027 Malaga target audience segments and how they will participate up to and during the duration of the Expo.

As already mentioned in this dossier, many exhibits, thematic events (exhibitions, conferences, debates, etc.) and entertainment activities (diverse and memorable experiences) are planned. Each category of activity has a related audience and the members of that audience have specific requirements in terms of information and their likelihood of becoming followers. This communication plan, in line with the objectives of the Expo, is designed to engage a wide range of audiences.

Our strategic segmentation is based on the analysis of two different market segments, each with its own value. We need to consider the elements of attraction that the Expo can offer to each target group and the capacity of Expo 2027 Malaga to respond to the needs and motivations of each group. The result is a dual approach. Consequently, we have segmented our audience into two groups:

Direct audience

The target audience for all communication actions.

This audience is divided into the general (mass) audience, the engaged audience and the virtual visitors, which in turn are broken down as follows:

General public

- Local public: Malaga and its area of influence
- National public: rest of the Spanish population
- International public: tourists
- Media: general and specialized

Specific public

- Participating countries: delegations operating trade and scientific missions
- Corporate participants: global businesses
- Opinion leaders: social media content creators

General or mass audiences

- Mass Media
- Social media: at local, national and international levels.

As already mentioned several times in this dossier, most of Expo 2027 Malaga's visitors will be local residents. We believe that most of our visitors will be from Malaga or its area of influence, and the frequency of visits will decrease as the distance

from the host city increases, with some exceptions in the case of large cities.

In line with this premise, the main audience segmentation is based on:

Geographic criteria. According to market research, the citizens of Malaga and Spain will play a key role in the success of Expo 2027 Malaga. The estimated number of unique visitors from this geographical segment is close to one million, with nearly three million visits.

Criteria of interest:

- Families: daytime visits, especially on holidays and weekends.
- Scientists / Students. Malaga's ties with the scientific and educational community (the main campus of the University is adjacent to the grounds of the Expo site) is a source of attraction for these potential visitors.
- Young people and adolescents will visit the Expo mainly during the afternoons and evenings.
- Seniors will visit the Expo during the day and throughout its duration, not only on holidays.
- Tourists: In addition to obvious promotion campaigns in their countries of origin and negotiations with tour operators and online tourist agents, channels will be set up to promote admission to the Expo as part of their tourist itinerary. This is especially interesting in the case of cruise companies which will be offered the opportunity to schedule visits based on their scheduled stopovers at the Port of Malaga.

Specific audience

Defined as visitors who

are directly involved in the Expo (for example, participants), or who are actively involved in scheduled events;

- have a connection with Expo 2027 Malaga based on the Urban Era theme;
- have business ties with Expo 2027 Malaga;

07 Communication plan Expo 2027 Malaga

- are managers of associations, foundations, organizations or institutions directly linked to the themes proposed and presented at Expo 2027 Malaga.

Virtual visitors

Millions of people will have the opportunity to access the knowledge that emanates beyond the physical borders of Expo 2027 Malaga through digital platforms.

Indirect audience

The national and international media, both traditional and online, and social media, will participate in the positioning of Expo 2027 Malaga as a highly relevant event.

This audience will receive special treatment, not through mass communications or indirect marketing, but rather through global agreements with those responsible for each media platform.

Positioning strategy

There are several basic approaches that can be used to create the right perception and to appropriately position the Urban Era theme:

Alignment with the United Nations 17 SDGs for 2030

The theme, “The Urban Era: Towards the Sustainable City”, directly impacts many of the values and principles defined in the UN Sustainable Development Goals. The convergence of shared discussions between the SDGs and the forums planned for Expo 2027 Malaga create enormous added value, the synergies of which will be notable years before the event and will create a noteworthy legacy over time.

Memorable experience

The relevance of all the activities scheduled for Expo 2027 Malaga justifies the allocation of virtual and physical assets for the entertainment of participants and

visitors. This festive element of the Expo will serve to balance the educational and academic nature of the event providing a relaxed atmosphere for everyone to enjoy. The overarching goal being to leave visitors with a memorable experience of their stay at the Expo.

Exchange

The Urban Era offers dialogue and communication between people and communities. It celebrates the openness and dynamic nature of Malaga, Andalusia and Spain and the active participation and engagement of citizens, participants and visitors. It will be a forum for ideas and dynamic debate, with platforms and forums designed to facilitate accessibility for all.

Didactic

Expo 2027 Malaga will offer important opportunities for reflection and learning. The Expo will address current and future issues, facilitate analysis and propose solutions related to the global and social impact of the Urban Era at all levels.

Universal

The global ideas and solutions emerging from the Urban Era will engage citizens all around the world. The event will invite everyone at various levels to express their opinions and contribute their experiences.

Communication content development

A few principal identifiers have been defined for the Expo 2027 Malaga communication content, each with the following criteria:

- Consistency in terms of the values they bring to Expo 2027 Malaga.
- Relevance for the different target audiences.

All approaches must consider both the target audience and the complexity of the product to meet these criteria. Expo 2027 Malaga will develop content in a dual way, aimed at the general public and the specialized public.

We intend to convey the following perceptions to the general public:

- Learning: all experiences will have an educational component at one level or another.
- Experience: every visitor will personally receive a series of contributions that are exclusive to Expo 2027 Malaga.
- Essential values: dialogue, respect and solidarity are some of the main values expressed in the Expo 2027 Malaga Manifesto of Values and Principles according to theme and the sub-themes.
- Interactivity: visitors can actively participate, not only as passive attendees but as part of the dialogue, sharing their vision, making observations and proposing solutions, both in person and virtually.
- Leisure: visitors will enjoy entertainment and interact with the citizens from Malaga and the rest of the world.

Communication for experts and specialized audiences

- A major gathering: Expo 2027 Malaga is a large event with the immense challenge of promoting dialogue and reflection on the effects of the Urban Era, its opportunities and challenges, in a place where all the cultures of the world can meet physically and virtually.
- Moving forward together: taking decisions, sharing experiences and projects, generating and promoting new development models, and most importantly, proposing and being part of the solutions.
- What are we looking for? to strengthen the need for and usefulness of Expo 2027 Malaga, and the importance of the participation of specialists from various fields to understand the new realities of current and future societies.
- This dual position will be differentiated, relevant and representative of our communication objective.

Main communication and marketing ideas

We want this to be an Expo in which all groups actively participate and contribute to drafting an Expo 2027 Malaga Declaration. This will be the global legacy of Expo 2027 Malaga.

To that end we will work on three main ideas:

Expo 2027 Malaga belongs to the citizens

We must let people know that Expo 2027 Malaga is for everyone and instill in them the need to “make the project their own”. We will solicit their ideas and opinions for a better world for ourselves and for future generations. We must make the public aware that Expo 2027 Malaga is a totally open space, where there is room for all opinions and we must find ways to facilitate their participation.

Share responsibility with participants

We will encourage participating countries and institutions to be proactive in conversations and dialogue, forums and debates about the Urban Era, conveying to them the responsibility that governments and international institutions have at all levels to work collaboratively for a better future for humanity.

Collaborations with the media

Efforts will be made to involve the national and international media, both traditional and online, to get them to collaborate in publicizing Expo 2027 Malaga and its actions at global level. To do this, specific content will be generated, supported by attractive material that encourages its dissemination.

As part of the plan’s integration, we will coordinate multiple avenues of communication, creative work, and messaging from all areas of the organization.

Mass advertising

For communication campaigns in the media to be successful, mass audiences need to be aware of Expo 2027 Malaga and know when and where it will take place.

Before the launch of the advertising campaign, we will implement multiple initiatives on various communication platforms that include relationship and traditional marketing, public relations, press office, promotions, promotional events, institutional presence in related forums, etc.

- Advertising campaigns will focus on the mass communication of simple messages that:
- Evoke emotions and generate positive feelings towards Expo 2027 Malaga.
- Explain the contents of Expo 2027 Malaga and the offer of the city and venue in an attractive way, creating interest for potential visitors.
- Encourage the purchase and reservation of tickets.

Direct and relationship marketing

Relationship marketing will bring the content of Expo 2027 Malaga to audiences that are not normally targeted by the media and that require personalized communications and messages tailored to their interests. This will reinforce the messages conveyed by mass advertising. These are just a few examples:

- Institutions and organizations
- Educational institutions and universities
- Opinion leaders
- Municipal corporations of individual cities
- NGOs
- Our own and public relations databases

The following objectives will be pursued:

- Make Expo 2027 Malaga known

- Encourage ticket purchases and repeat purchases
- Boost brand awareness
- Motivate different groups and audience segments
- Create emotional bonds
- Create favourable opinion
- Mobilize all potential visitors
- Optimize publicity spending

Digital and social media marketing

Marketing through social and digital media will give Expo 2027 Malaga global access. We will use the Internet, information technologies and social media to inform and educate target audiences who prefer these communication channels. The following points should be highlighted:

- Mass audience refers to the younger, albeit increasingly older, international audience.
- The Internet reaches a large majority of dedicated audiences, currently heavy users of the Internet and social media.

The main objectives of interactive marketing are:

- To contact audiences beyond the reach of other platforms (especially international audiences).
- To establish a community as a means to generate income, loyalty and drive traffic to the website.
- To promote the activities of Expo 2027 Malaga.
- To facilitate the virtual participation of millions of citizens around the world in the dialogue on the Urban Era.

Public Relations

Public relations are a key tool in winning over the support of public opinion, bringing the Expo closer to people and to institutions while consolidating the image of Expo 2027 Malaga. The preliminary phase, prior to the Expo, is essential for the

success of the public relations programme, and a proactive approach is needed.

We believe this should include the following tasks:

- Presentations (local, national and international, to specific groups).
- Collaboration with the media to publicize Expo 2027 Malaga communication and marketing activities.
- Protocol and personalized service for opinion leaders and organizations selected for Expo 2027 Malaga events.
- Organization of visits for target groups, press and opinion leaders to the Expo and to the City of Malaga.
- Support and coverage of all the activities run by the different organizational units for internal or external relations.

Promotional marketing

Promotional initiatives will attract the Expo 2027 Malaga target audience to gain devoted support from the population in general and request their participation in this project.

All the promotional actions proposed in this plan are formulated to achieve positive positioning with the target audiences and their engagement.

The main purpose of the plan is to:

- Inform: create awareness at local, national and international levels.
- Engage: Achieve the greatest number of interactions to encourage engagement, share knowledge, and generate support for the project.
- Motivate: generate massive interest to maximize visits to the Expo.

Communication phases

Each period will have its own specific variables with specific time targets and audiences; however, communication will be a constant throughout the duration of the project. Considering our audiences and the other events related to the theme

of the Expo that will take place in Spain, the communication programme covers two main time blocks: the Pre-Expo period, made up of an initial pre-Expo phase and an intermediate or activation pre-Expo phase, and the period of the Expo, each one with its specific actions.

Pre-Expo phase: Designation

The Expo 2027 Malaga communication campaign will be launched in 2023 and will consist of several national and international presentations to organizations of interest. The focus will be on the official designation of Malaga and the reason it was chosen to host the 2027 International Exhibition.

The aim of the campaign will be to promote national pride around the designation and involve all the participating sectors in its organization.

Actions:

- Public relations and protocol
- External Relations
- Presentations
- Relationship marketing

Once Malaga is designated by the BIE as the host city for the 2027 International Exposition, our communication profile will increase significantly.

Here it is worth noting that the candidacy already has a team that has been working over the last several years to position the Expo 2027 Malaga brand and the concept of the Urban Era, consolidating its presence on social media and accumulating supporters from the world of business and culture at the local and national level.

Pre-Expo phase: Dissemination

During this phase, communication will focus on clarifying and strengthening concepts, presenting values and making Expo 2027 Malaga known to its target audience.

The actions undertaken will primarily target the Spanish audience, dedicated audiences and potential participants globally.

The key concept of the campaign will be the presentation of Expo 2027 Malaga and ensuring that the audience correctly understands what it is about.

In this phase, we will explain in greater detail the experiences that Expo 2027 Malaga will offer. We will also explain the main theme and sub-themes of the Expo and provide informative content to facilitate understanding.

Actions:

- Mass media
- Television
- Press
- Press supplements
- External. Especially at major events and in big cities
- Internet and social media
 - Spotify
 - YouTube
 - Broadcast channels on some instant messaging platforms
-
- Relationship marketing
- Public and interactive relations
- External Relations
- Presentations
- Contacts with operators
- Information and customer service
- Free telephone information number
- Information points in strategic places.

Pre-Expo phase: Enthusiasm

This is the phase to promote the desire to experience Expo 2027 Malaga. To that end, we will launch an expectation campaign that connects the event with its target audience. This will be a mass communication campaign but segmented by audiences and sub-theme. Ticket reservations will be available at this phase and Expo 2027 Malaga ticket sales will begin at the end of this phase.

The concept of the campaign will be: 'Expo 2027 Malaga is nearly here', transmitting the immediacy of the event to spark ticket reservations and ultimately sales.

Expo phase: Action!

The specific Communication Plan for the duration of the Expo period will promote the different ticket packages to encourage the target audience to purchase tickets. This phase will also focus on generating repeat visits to the Expo.

The concept of the campaign will be: **"Expo 2027 Malaga is the best experience at this moment"**

Actions:

- Mass media
- Television
- Press
- Radio
- Movies
- External
- Internet
- Public Relations
- External Relations
- Travelling exhibitions
- Presentations

- Information and customer service
- Toll free number (800)
- Information points
- Relationship marketing
- Tourism project
- Digital marketing

Tone and style

The tone and style of our communication will be tailored to the target audiences and by each channel used. For example, the tone we will use with the specific audience will be more formal and institutional and the style more professional, direct and informative and less commercial.

With the mass audience the tone will be thoughtful yet emotional and intimate, informative yet agile. The style will be modern and cheerful without trivializing the content. In short, we need to define the style and tone of Expo 2027 Malaga according to each theme, its positioning and its audience.

The tone in social media will be adapted to each channel used, the target audience, and the intensity of the advertising campaigns that impact each of them. However, this part of the plan has a built-in dynamic variable since the intensity of the campaigns will depend on the hierarchy of each of these networks in a few years' time.

Participant Activation

As mentioned in the objectives of this plan, maximum participation of countries and organizations is a priority. To achieve this, Expo 2027 Malaga will implement a participation plan that will involve potential participants in the vision of the Urban Era and encourage their active role in achieving the Expo's objectives. This motivation plan will have three clearly differentiated phases:

Decision makers

In this phase, the objective will be to clearly explain the values and benefits of participating in Expo 2027 Malaga to key decision makers representing potential national, organizational and corporate participants.

We will prepare an action plan aimed at bolstering awareness of the benefits of the Expo for the future of humanity, and the need for this challenge to be shared by most governments and institutions. However, the intensity of engagement and attendance will be influenced by factors external to the organization, such as the state of the global economy, international and European relations, etc. In this connection, the Expo 2027 Malaga team will provide guidance to less developed participants to assist them in managing international funds or aid granted to encourage their participation.

We will use the following tools:

- Visits between the Commissioner-General of the Expo and national authorities.
- Preparation of the Expo 2027 Malaga book which explains the relevance of the theme and sub-themes, most of which are included on the agendas of the main international organizations committed to advancing global sustainability and the 17 SDGs.
- Meetings with the diplomatic corps of other nations in Spain to share the vision of Expo 2027 Malaga and establish positive feelings and support.
- Mobilization of the Spanish diplomatic corps abroad to encourage the participation of the countries where they are located.

Participant Support

During this phase, Expo 2027 Malaga will help the participants to obtain the social support of the main communities and opinion leaders of their respective countries.

ACTION PLAN

2023/2024 PRE-EXPO

1

- Announcement of the success of the candidacy
- Information regarding countries and corporate participants who have joined the project. Delivery of information and promotional material to participants
- Foster a sense of pride and participation among Malaga residents and all other Spaniards for having been designated

2024/2026 PRE-EXPO

2

- Project Malaga's image as an emerging and technological city
- Communicate with the media and opinion leaders, work with tour operators
- Campaign actively at international and professional congresses and forums
- Communicate strategic agreements
- Select the project's main ambassadors

June 2026/June 2027 IMMEDIATELY PRE-EXPO

3

- Expectation and reservation campaigns / ticket sales
- Communicate the full dimension of the Expo to social media opinion leaders
- Schedule release of information to the media: main pavilions, confirmed events, etc.
- Campaign actively at international and professional congresses and forums
- Media, social media and Internet advertising
- Press trip to Malaga for specialised and general press (including social media)

June/september 2027 EXPO 2027 MALAGA

4

- Inauguration campaigns and ticket sales
- Maximum national and international dissemination of the event and its inauguration
- Active campaign in the media, social media, and the Internet
- Notification of events and special days for participants

The main actions during this phase will be:

- Visits of high-level representatives of Expo 2027 Malaga to events organized by the participants.
- Interviews with the national media of those countries.
- Invitations to activities prior to the Expo extended to foreign correspondents residing in Spain.
- Press trips for the opinion leaders of these countries.
- Appointment of Expo 'Ambassadors' who will hold meetings with:
 - Opinion leaders
 - Relevant Institutions
 - Tour operators and organizations
 - Academic institutions
 - Major corporations etc.

Participation success

Through its Communication Department, Expo 2027 Malaga will collaborate with all the participants as they publicize the activities and milestones achieved during Expo 2027 Malaga in their respective countries.

This effort will primarily focus on:

Providing a continuous flow of information to the media of the participating countries.

Publication of information on the Expo 2027 Malaga website about the outstanding activities of the participants.

Mass advertising

Between 2023 and September 2027, several clearly defined media communication phases will take place with different priorities, objectives and degrees of involvement. In each of these phases, we will send a clear and concrete message that will influence the audience in a gradual and planned

way, quickly guiding them through the conviction process necessary to achieve the established goals.

The following phases will be scheduled according to the following programme:

Phase 1 – Awareness: After the designation

Starting in 2023 and ending in December 2024. This phase will explain what Expo 2027 Malaga is about and its main attractions. This will be a generic campaign on the concepts and objectives of Expo 2027 Malaga that will combine the offer of the Expo with that of the City of Malaga itself.

Phase 2 – Dissemination

This phase will initially overlap with the awareness phase (in 2024) and will conclude in the summer of 2026. It will explain in greater detail what Expo 2027 Malaga is about and its main attractions with a view to generating interest and enthusiasm among the citizens of Malaga and its area of influence, and the rest of Spain. This phase will transmit the concepts and values of the Urban Era and will position Expo 2027 Malaga as an event of global relevance, inviting international participation.

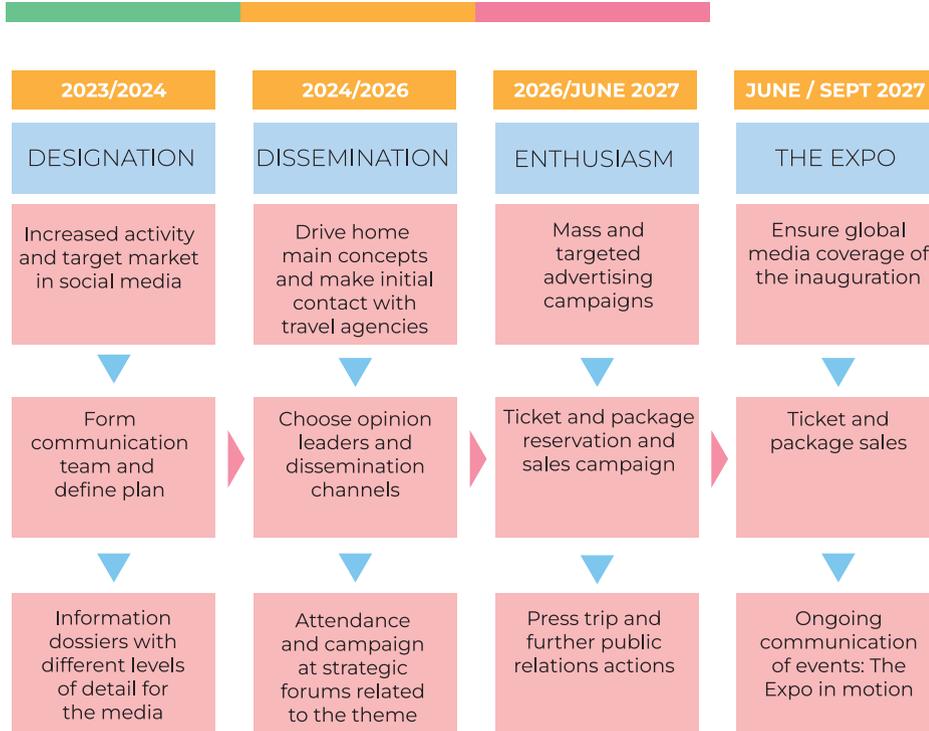
Phase 3 - Enthusiasm

This phase will run from the summer of 2026 until the start of the Expo in June 2027. Here we will explain the types of experiences and sensations that Expo 2027 Malaga will offer its visitors. We will also describe the different sub-themes and provide thematic content and previews of the international pavilions.

Phase 4 - Action

This phase will last for the three months of Expo 2027 Malaga, from June to September. It will include a push campaign with messages that engage visitors and

07 Communication plan Expo 2027 Malaga



encourage ticket purchase. This phase will devote most of its resources to Malaga and its area of influence since most of the visitors will come from this area, whether they are residents or tourists, from the city itself and from the towns on the Costa del Sol or other areas of Spain.

Direct and relationship marketing

Every one of the actions proposed below will be fully coordinated with those responsible for the decisions on final approach, participation and loyalty generation strategies.

International institutions and organizations

Institutions, international organizations, associations and foundations are important prescribers in their respective fields of specialization. We will use relationship marketing to emphasize the enriching potential of the Expo and the importance of the organizations participating in Expo 2027 Malaga.

To ensure their participation, we will offer preferential treatment and a continuous flow of specific information that stresses Expo 2027 Malaga's commitment to these entities. These communications will include the presence of members of the Expo 2027 Malaga Organizing Committee in the main forums of interest.

Opinion leaders

Opinion leaders can be members of any of the target audience segments, or they can be politicians, business leaders, company chairpersons, artists, journalists, influencers, etc., but in all cases, they are people with influence over a large population. We will include these leaders as Expo champions to help build support and credibility for Expo 2027 Malaga.

Universities and scientific institutions

As part of contemporary academic society, university students and departments are an influential target audience. To get their support and make them supporters, we must clearly communicate the values, relevance and importance of Expo 2027 Malaga and why their participation is essential.

To that end, we will implement an action plan that uses the university's own communication channels and involves people who have been active in university forums, social media, Internet chats, and relevant discussion boards with opinion leaders. We will supply targeted informational material through our digital channels based on the proximity of opening day.

Educational centres

We will encourage the active participation of schools and learning centres in Expo 2027 Malaga by promoting the principles of the Urban Era and the SDGs among their students. We will also facilitate school visits to the Expo 2027 Malaga site and actively try to engage children in the Expo learning process and encourage them to promote and share the meaning of Expo 2027 Malaga with their families and friends.

To help children and adolescents understand what Expo 2027 Malaga is all about in a simple and fun way, schools will be asked to organize activities that express the values of Expo 2027 Malaga and the Urban Era (drawing contests, photography contests, writing contests...). To ensure that this initiative is as inclusive as possible, it will be necessary to engage schools through digital and traditional channels.

Own databases and specialized participants

During the preparation of Expo 2027 Malaga, data will be collected on those participating in initiatives. As people who have demonstrated an emotional connection to the Expo, these core audiences are highly relevant to us as potential champions. We will keep their enthusiasm level up through regular online communications and one-off events.

Seniors

Various events have shown that there is a large group of early retirees and seniors from different walks of life who are very willing to participate in this type of activity. They are an experienced and collaborative group. We will invite seniors to actively engage in appropriate activities and target them as an important group. We will send e-mails and informational materials about Expo 2027 Malaga specifically targeting this group to encourage their participation and support.

Cities

Malaga is surrounded by cities of considerable size and with significant peaks of population in the summer months, coinciding with the celebration of the Expo.

The Costa del Sol and the main towns in Andalusia and Spain are another important segment as they can serve as representatives of Expo 2027 Malaga in their respective spheres of influence. These places can join Expo 2027 Malaga as active cities, playing a representative role in the success of the event through continuous communications and support, while reinforcing their own image as modern cities.

Companies and business groups

We will engage corporate sponsors and participants with ongoing communications and exclusive offers for their employees and customers. We will also take advantage of loyalty programmes already existing in these corporations as communication channels for special offers to boost attendance and promote the Expo.

Marketing on social media and the Internet

Since Expo 2027 Malaga will be a hub for dialogue and communication on a global scale, social media will be an important participatory platform and a central element of our communication strategy. The dynamic strength of social media as a forum for conversation and the exchange of opinions make them ideal communication tools. To optimize our results, we will launch a specific digital impact plan that will manage and measure the impact of the digital environment as a generator of intention.

Conversation map

This type of map, based on big data and online metric tools, will give us a complete and accurate view of the online conversations (information and comments) about Expo 2027 Malaga and its topics during certain periods of time. The map will collect results from multiple online platforms such as browsers, forums, blogs, social media, microblogs, video, photo search engines, etc.

The report will focus on the volume of searches, conversations, articles, etc. around Expo 2027 Malaga, the channels in which they take place (forums, social media, blogs...), the type of audience that promotes and participates in these

groups and the frequency of these conversations.

Press releases 2.0

Press releases provide journalists with relevant information for their readers. For a digital strategy, press releases must be adapted to the appropriate format for these media (websites, blogs, videoblogs, etc.).

The press release 2.0 template must be highly visual and include some or all the following elements: title and content summary, extended version in Word format and links to background information, images and explanatory videos and links to Expo 2027 Malaga social media.

Online press room

The online press room will be a repository of easily accessible resources with content of interest to the media. It will include an archive of press releases, information dossiers, profiles of the Organizing Committee, archive of images, logos, events, & participants, videos of events and activities, interviews with ambassadors of Expo 2027 Malaga, agendas and contact information with the media.

Presence in social media

Expo 2027 Malaga will engage existing social media to reach its target audience and enhance participation and promotion. The methodology will entail establishing profiles and distributing relevant information related to the Expo through these media.

An initial sample of Twitter profiles that stand out for their activity in the communication of science, environmental urban architecture and sustainability, has identified some key agents engaged in this topic on Twitter such as @fecyt_ciencia, @jmmulet, @a_valenzuela and @aberron. These profiles are from the Spanish Foundation for Science and Technology and are disseminators and specialized journalists with many followers and interactions.

This survey can be extrapolated to other social media and segments of the public where, through a small number of opinion leaders, it is possible to reach a massive audience in a coordinated manner, which makes it possible to disseminate both scientific and entertainment aspects, generating synergies and a global idea of Expo 2027 Malaga that is attractive to a wide range of audiences.

Community Manager

The Community Manager is the person(s) responsible for managing social media for Expo 2027 Malaga. This includes the management of profiles and channels on all social media. It is essential that this function be managed by the Communication Department.

E-mail dissemination campaigns

Newsletters, marketing campaigns and promotions using email contacts from existing databases and email prospecting conducted for this purpose will offer all the relevant information to foster participation in Expo 2027 Malaga.

These campaigns will supplement mass advertising campaigns, relationship marketing and promotional initiatives.

Relationship with blogs and online forums

We will establish and maintain a positive and responsive relationship with influential bloggers and forums to encourage positive feedback and ongoing interactions. We will also conduct focus groups with selected ones to capture valuable feedback and strengthen relationships.

Two lines of work should be highlighted in relation to Internet forums: one specific and the other general. The specific one focuses on blogs and portals of an academic, scientific nature or that are somehow linked to the environment, sus-

tainability, innovation or urban architecture. The general one, designed to promote Expo 2027 Malaga as a recreational and cultural event, targets internet portals and forums with a mass audience and that cover a wider range of topics from travel to leisure.

Communication with specific Internet forums will feature content, released in accordance with a publications schedule, to portals of recognized prestige and opinion leaders close to the theme of Expo 2027 Malaga in the Spanish and international market, such as²:

Spanish language content creators:

- Alberto Vizcaino: productordesostenibilidad.es
- Carlos Martí: ciudadmundo.wordpress.com
- Gonzalo de la Fuente de Val: tourismlandscape.com
- Nacho Dean Mouliaa in Instagram: [deanmouliaa](https://www.instagram.com/deanmouliaa)
- Maria Negro in Instagram: [soymarianegro](https://www.instagram.com/soymarianegro)
- Blogs and specialized forums:
 - ecoemas.com
 - El arquitecto descalzo: raulpe4.blogs.uv.es
 - arquitecturayempresa.es
 - blogdemedioambiente.com
 - blogs.upm.es/puma/
 - blogs.iadb.org/ciudades-sostenibles/es/

Thematic portals in Spanish:

- www.fecyt.es (Ministry of Science and Innovation)
- ciudadsostenible.eu (specialized journal)
- trecebits.com
- fondoverde.org

² This list is based on the relevance of the various channels at the time of writing this document and will be updated as appropriate. It is included here as an example.

- elordenmundial.com
- socialdesignmagazine.com
- comunidadism.es
- www.xataka.com
- genbeta.com
- fondoverde.org
- socialdesignmagazine.com

Loyalty programme Expo 2027 Malaga

Expo 2027 Malaga could create a loyalty club for Expo fans with special offers (discounts, priority events, etc.) for members who stand out for their dedication and promotion of the project.

Strategic partnerships

This programme will establish reciprocal agreements with selected high-traffic websites to increase visibility and generate traffic to the Expo 2027 Malaga website, its social media and its App.

Partners will include:

- The institutional websites of our partners: BIE, Government of Spain, Regional Government of Andalusia, Malaga Provincial Council, Malaga City Council, Tourist Offices, etc.
- Expo 2027 Malaga collaborators: all the institutions with which we will organize events
- Expo 2027 Malaga partners and sponsors
- Related Organizations:
 - United Nations departments such as UNESCO, UN-Habitat, UNICEF and the like.
 - The Organization for Economic Co-operation and Development (OECD).
 - The World Trade Organization.
 - The World Tourism Organization (based in Malaga)

07 Communication plan Expo 2027 Malaga

- o Scientific and outreach associations related to the Urban Era.
- o (...)

These agreements have the potential to generate high ROI (return on investment) since they are generally free or mutual promotion agreements.

We will also explore and evaluate the cost of other possible partnerships with large high traffic portals or browsers. These sites reach a wide audience that can participate through the Expo's entertainment apps or themed content.

We also need to establish a digital presence on sites with similar or relevant content, including those focused on urban architecture, social responsibility, leisure activities in the city, sustainability and youth-oriented social media.

“Guerrilla” marketing

These are unconventional creative marketing initiatives that require less investment. Guerrilla marketing campaigns can help us reach the target audience through:

- Strong presence on search engines
- Strong presence on social media: Facebook, Instagram, Twitter, Spotify, YouTube, LinkedIn, Tik-Tok, Twitch ...
- Active participation in forums and chats
- Viral marketing services
- Press release 2.0 for digital media
- Link Exchange Policy

Success of this aspect of communication requires excellent training of the staff that manages the online profiles and social media of Expo 2027 Malaga insofar as the media expansion that can be generated will largely depend on the immediacy and quality of social interactions.

Public Relations

Not all the “direct audience” objectives will be achieved through public relations initiatives, but all of them will be achieved through at least one of the following activities during the course of the plan's implementation:

- Mass media
- Institutional Sector
- Economic organizations
- Cultural, social, ethnic organizations
- Potential audience of the Exhibition
- Sponsors
- Civil associations
- General public

We have divided the public relations initiatives based on geographic scope:

Local

- The daily activities of Expo 2027 Malaga will provide a source of current interest for the local audience. These may include:
- Preparation of a protocol for the signing of agreements, contracts, etc.
- Presentation of Expo 2027 Malaga content; encourage the visit of personalities and/or opinion leaders to capitalize on their media appeal.
- Commercial exploitation of the Expo 2027 Malaga brand image.
- Visits, conferences and presentations
- Signature programme and sponsorship services
- Special treatment for consortium institutions and partners
- Programme fostering participation and exhibition in congresses and fairs
- Presentation of progress made by the Organizing Committee to foreign ambassadors and establishment of direct lines of communication
- Attract opinion leaders as prescribers of Expo 2027 Malaga throughout the Spanish territory.

National

The City of Malaga, the central government and the regional governments will be the main sources of national information regarding the social, political and economic importance of Expo 2027 Malaga. Activities at national level will include:

- Launch of a travelling exhibition of the Urban Era
- Promotional events for the Expo in Spain's principal cities
- Actions with opinion leaders and media groups, including personalized presentations to traditional and online editorial groups
- Support of national tourism initiatives.

International

Internationally, initiatives will be planned primarily in Europe, followed by Asia, the US and UN Headquarters, which could include:

- Public presentation events at the UN headquarters in Europe
- Institutional presentations in European capitals
- Support for international tourism activities

Promotional marketing

- Promotional initiatives are broken down into:
 - Travelling exhibitions
 - Promotional events
 - Participation in fairs and events

Travelling expo

The travelling exhibition could be a key element in the promotion of Expo 2027 Malaga insofar as it will offer a mobile opportunity to communicate the messages of Expo 2027 Malaga to a wide range of audiences in the main cities of Spain. This multi-faceted exhibit will use a variety of formats to achieve its goals,

allowing for personalized communications for multiple audiences.

Promotion campaigns at events

Expo 2027 Malaga will be actively promoted at the main congresses, festivals and national, scientific, cultural and sporting events. There will also be a contest to generate ideas and create initiatives for additional events.

Presence in congresses, fairs and other events

The presence of Expo 2027 Malaga at fairs will help to reach a specific segment of the population with common interests and homogeneous professional sectors. Promotional exhibits, combined with innovative communication and presentation supports, will provide Expo 2027 Malaga with an ideal means to establish a visible presence at these important professional and academic events.

International campaigns

The success of Expo 2027 Malaga will depend on promotion and communication to many potential visitors and participants from the international community. To achieve this goal, Expo 2027 Malaga will seek to:

- establish a multicultural and multilingual team in the Communications Department;
- constantly communicate with international journalists, including the organization of regular visits to Malaga;
- reach an agreement with an international communication agency to help the Expo 2027 Malaga organizers with the international media strategy;
- optimize accessibility to the Expo 2027 Malaga website, which will be available in several languages;
- be present at the main international events related to the theme and its sub-themes;

07 Communication plan Expo 2027 Malaga

- run international advertising campaigns designed to attract visitors from the main markets.

All these actions will be carried out using the different communication tools mentioned above. The intensity of this campaign will grow exponentially as the opening date approaches and throughout the Expo. This last phase will be the one that consumes the majority of the allocated resources.

Ongoing performance monitoring

Given the importance that digital promotion will have in the Communication Plan, we have the tools needed to measure the performance and success of actions at any time during the campaign.

Key Performance Indicators (KPIs)

Permanent evaluation will enable the quantitative and qualitative analysis of the Communication Plan, including its tactical initiatives. This evaluation is based on key performance indicators, KPIs, the most important variables whereby to track progress towards goals and help identify opportunities for improvement. KPIs will be individually evaluated on a regular basis to ensure they remain relevant and effective over time.

Measurement scales

We will apply the following measurement indicators:

Return on advertising

This measure is less tangible than interactive or relationship marketing, but it is still significant as part of the overall evaluation of the plan. Measurement tools include:

- Pre-campaign qualitative measurement to provide a basic understanding of attitudes and identify opportunities to adapt various components of the plan to achieve greater effectiveness.
- Post-campaign quantitative measurement to measure awareness and recall of the brand, images and other elements of Expo 2027 Malaga.
- Additional strategic planning tools that assess exposure and impact across multiple media platforms.

Profitability of direct and relationship marketing

Return on Investment (ROI) analysis of these components is more tangible thanks to the greater precision of the available methodologies. Among other aspects, this includes:

- Measurement of communication results and economic profitability
- Qualitative indicators (recall, satisfaction, loyalty)
- Cost per send and response based on allocable revenue

Quantifiable control units, including:

- Cost of the action
- Action response rate
- Conversion to sales index
- Cost per response, CPR
- Periodic notoriety surveys of the Expo 2027 Malaga brand
- Number of calls received at the call centre
- Profitability of public relations

Performance is measured based on impact on stated goals and includes:

- Quantitative measurement of results (traditional and online press clippings, size of social media assets, comparative media costs)
- Qualitative measurement (impact, tone of the news story).
- Surveys and follow-up studies
- Event evaluations (impact, attendance, satisfaction levels)

Evaluation of promotional activities

The evaluation programme will allow us to estimate the media impact of Expo 2027 Malaga, its social impact and the sensitivity level of our potential audience. Methodologies include:

- Compilation of news events generated during the Expo and post-Expo.
- Monitoring of participants (number, age, sex, motivation...) through data collected when tickets are purchased or during the visit.
- Personalized surveys of target groups.
- A database to track ticket sales.
- A table of quality indicators to facilitate continuous improvement.
- Impact analysis of attendance at fairs and events, based on the following criteria:
 - Number of visitors to the Expo stand or exhibition
 - Number of people who have participated in proposed activities
 - Amount of material distributed
 - Number of contacts made and requests for information received.

Analysis of areas in need of improvement

The results of the evaluations described above will be the main guide for the continuous improvement of the communication plan. To ensure maximum effectiveness, our results can be applied to each one of the elements of the Communication Plan.

Media plan

A media plan, adapting the type and intensity of communications to each phase, will be drafted for the subsequent phase of the project. Once the Expo 2027 Malaga candidacy has been approved by the BIE, a decision-making body will be appointed for this task, typically a mass media agency, which will work together with the Expo communication team.

This joint team will oversee scheduling meetings with directors of communication groups and Spanish media to negotiate coverage of all phases of the Expo 2027 Malaga project.

From among the media selected, multi-platform groups which provide access to all types of audiences will be considered especially relevant. Thus, a campaign launched on TV and in the traditional press will have a natural echo in their Internet forums and social media, which will lengthen the duration and intensity of the communication.

Special actions

Creation of an exclusive App

Expo 2027 Malaga will create an App with multimedia and interactive content of interest to share information with our target audience for the purpose of raising awareness and sparking participation at a phase prior to the inauguration. It could be made operative during the enthusiasm phase, in the summer of 2026.

During the Exhibition, this App will function as a one stop source of information regarding schedules, access routes, venue activities, pavilion information, ticket purchases and links and real-time notifications from the Expo's and City of Malaga's web portal and social media.

This easily accessible, multilingual free App could potentially become an additional marketing tool for the Expo through sponsorships and collaborations with participating corporations.

The App will include features that help make the visit to the Expo a memorable experience and with proper coordination with participant pavilions it will offer a high degree of interactivity. One idea would be to incorporate a virtual passport which fills in milestones as the visitor move from one country pavilion to the next, and to design a system of badges (achievements) and categories that users move through. This and other options will give the App an appropriate level of

07 Communication plan Expo 2027 Malaga



gamification, even offering the possibility of incorporating simple educational games related to the theme of the Expo and some of the pavilions.

The fact that it is interactive clearly gives it added value that will further engage users and enhance their Expo experience.

Also, analysis of the App's metadata will allow us to monitor visitor behaviour in real time to offer opportunities for immediate improvements in accessibility and the design of routes and themes, spaces intended for intensive or recreational use, daily programming, the ideal capacity of pavilions adjusted in real time, etc.

Visits by media and ambassadors

Press trips, extending the current concept to also include opinion leaders, continue to be one of the greatest incentives to gain the good will from communicators so that they publish favourable information about an event.

A large press trip with a selection of journalists and influencers should be organized during the enthusiasm phase. To that end, an agenda of visits would be organized, both to the Expo itself (during the final stage of its construction) and to the City of Malaga where the concepts of the Urban Era can be experienced first-hand in various institutional and recreational meetings. The content generated by this press group will reinforce the expectation campaigns immediately preceding the inauguration.

Another similar trip will be organized in the first few days following the inauguration of Expo 2027 Malaga (ideally during the first 4 or 5 days), with the aim of promoting communication activity about the event already under way and promoting ticket sales.

Both press trip groups will be provided with extensive dossiers and graphic material (Expo 2027 Malaga brand image, photographs and videos of the city and the Expo) in digital formats that are easily distributed online.

Presence of the Expo in congresses soon to be held

The presence of Expo 2027 Malaga, including events and presentations to the media, at events with related themes and international dimension, such as GreenCities, S-Moving or Transfiere, all three taking place in Malaga, and at major tourism fairs such as Fitur in Madrid, the World Travel Market in London and the ITB in Berlin, will guarantee contact with specialized journalists.

These events bring together high-level tour operators and so an institutional presence would add great commercial value in addition to media coverage.

The travelling exhibition mentioned earlier can form part of the delegations at said congresses and events, in addition to being an independent attraction in itself, especially in the year prior to the inauguration and in areas with great potential for visitors such as Andalusia and Madrid.

Specific actions with collaborators

Collaborating companies, sponsors and companies that have publicly expressed their support for Expo 2027 Malaga will receive a newsletter and specific communications informing them of the actions planned related to the project and urging them to carry out specific actions: presentations at the venue during the Expo, guided group tours, packages including accommodation for groups of their workers, etc. Specific plans for international companies can be managed as packages for large tour operators.

12

Ayuntamiento de Málaga

LA ERA URBANA: HACIA LA CIUDAD SOSTENIBLE
Ciudadanía, Innovación y medioambiente

EXPO 2027

EXPO 2027 MÁLAGA

Ayuntamiento de Málaga

EXPO 2027 MÁLAGA

1.481 VIVIENDAS

Conexión con PTAY CTM

Conexión Universidad de Málaga

Conexión Parqueadero

Un sistema de dióxido de carbono como líquido en la Planta desaladora de 1100 ab/a1

X

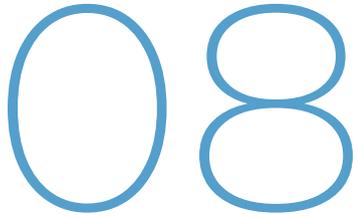
X

La Exposición Interactiva de Málaga

Two men in suits, one sitting on a white stool and one standing, engaged in conversation. Both are wearing face masks.

A group of four people, including a man in a suit and three women, standing and talking near a white sofa.

EXPO 2027 MÁLAGA



Spain, the host country

Spain has been a prime destination for tourists and travellers for decades. It is a modern country, with first class infrastructures and excellent quality of life, which also explains why so many EU citizens and expats in general reside here.

A modern and developed country

In the most recent 2019 report published by the World Economic Forum, Spain scored 75.28 on the Competitiveness Index that measures how a country uses its resources and capacity to provide its inhabitants with a high level of prosperity. That is up from the previous year's score of 74.2¹. This improvement in the quality of life is perceived by Spanish citizens and by the large number of visitors, which has been growing steadily for decades. Proof of this has been the recovery of the tourism sector to pre-Covid-19 levels in recent months.

In recent years, teleworking options and the innovative ecosystem created by technology companies have led to an increase in a new type of resident, people who have decided to take up residence in Spain on a semi-permanent basis. And Malaga has attracted the greatest number of teleworkers thanks to the Malaga WorkBay initiative².



¹ Source: ICEX Spain. The Secretariat of State for Trade of the Ministry of Industry, Tourism and Trade. www.investinspain.org/es/por-que-espana

² www.malagaworkbay.com

Experience

Spain has a proven international track record when it comes to exhibitions and congresses, hosting annual meetings such as Fitur, the Mobile World Congress (MWC), Transfiere, International GreenCities Congress and S-Moving (the latter 3 being held in Malaga and closely linked to the theme of Expo 2027), whose success has led to growth year on year. Spain has experience as an organizer of major global events such as the Olympic Games, the Seville and Zaragoza Expos and the recent Climate Summit. Spain is an important participant in the Ibero-American summits and in meetings involving Latin America and Europe at all levels.

Infrastructure

From the 1990s to 2017, Spain invested an average of 1.42% of annual GDP in infrastructure. And from 2001 to 2010 it spent over €174 billion, ranking first among European economies in this area, both in investment per inhabitant and as a percentage of GDP³, and ranks seventh in the world. This drive forward, especially evident in communications infrastructure, continues to generate synergies that support the growth of various economic sectors and increasingly close the gap between the different knowledge-producing centres and industries in our country.

³ Source: 2020 study on transport infrastructure by AIReF, Independent Authority for Fiscal Responsibility.

In comparison with its peers, Spain has the most extensive motorway network in the European Union, some of the best airports, the second largest high-speed rail network in the world in kilometers (behind China)⁴ and three of the ports with the highest container traffic. It boasts one of the best quality indexes in the world for its railway network, highways and airport services. In terms of logistics, Spain has 152 parks and the largest logistics platform in Europe called PLAZA (Zaragoza Logistics Platform) covering more than 13 million m².

Roads

Spain has the most extensive network of motorways and highways in the EU with more than 17,000 km, much higher than the European average, and in an excellent condition. Spain ranks 1st in the world in terms of road connectivity according to the World Economic Forum 2019 Competitiveness Report⁵. This extensive network and its optimal condition, together with its massive logistics platforms, seaports and airports, have paved the way for Spain's strong transport industry.

Airports

Spain is a unique logistics enclave for international business operations and passenger exchange with 50 airports, most with direct international connections. There are direct flights from Spain to four continents, 74 countries and 189 cities: 672 airlines connect Spain with America, Europe and the Middle East. Spanish airports register 4,000 weekly flights to international destinations. In 2018 alone, the Spanish airport network registered 263 million passengers, 19,856,299 of which trave-

⁴ Source: https://www.eca.europa.eu/Lists/ECADocuments/SR18_19/SR_HIGH_SPEED_RAIL_ES.pdf

⁵ [es.weforum.org/reports/global-competitiveness-report-2019](https://www.weforum.org/reports/global-competitiveness-report-2019)

lled through Malaga airport⁶, an increase of 2.5% compared to the previous year and the best figure in its history.

Railway network

The Spanish railway network has more than 15,000 kilometres of track including the High-Speed and conventional network, placing the country among the world's leaders. Spain has completed its conventional rail lines forming part of the trans-European transport network TEN-T and has the most extensive High-Speed network in Europe and the second in the world (3,402 kilometres).

Spanish ports

Spain moves more than 560 million tonnes of goods per year through its 46 commercial and passenger ports, four of which are among the most important in Europe. One in four of those tonnes is in transit to another country or continent. Spain is the second busiest country in Europe in terms of the number of containers moving through its ports. It ranks third on the continent in passenger traffic by sea, with more than 36 million passengers each year, a figure that has been steadily rising in recent years.

Digital infrastructure

Spain has the highest FTTH (fibre to the home) penetration rate in the EU and its ultra-fast broadband network covers 87% of national territory, compared to the European average of 60%.

The 2019 DESI Report (Digital Economy and Society Index)⁷ ranks Spain as the eighth country best prepared for the de-

⁶ Source: AENA

⁷ <https://administracionelectronica.gob.es/>



08 Spain, the host country



ployment of 5G technology, having already auctioned 30% of the frequency spectrum compared to the EU average of 14%.

Spain is also one of the countries that has conducted the most trials, with pilot projects throughout national territory, and is a leader in commercial 5G thanks to the rollout by the main Spanish telecommunications operators.

Overview of the economy

The Spanish economy consistently outpaced the European average over the five years preceding the Covid-19 pandemic. Spain has one of the most open regulatory policies towards foreign investment. It has the fourth largest economy in the EU and ranks 14th in the world. It ranks 13th in the world as a destination of investment and, according to the 2020 National Statistics Institute (INE) census, more than 14,600 foreign companies have set up operations in Spain. Of the 100 largest companies listed in Forbes Global⁸, 70 have operations in Spain.

According to European barometers, the Spanish business sector is highly developed and international; hence, partnerships with local companies offer excellent opportunities to enter other markets. Foreign multinationals established in Spain account for approximately 44.5% of Spain's total exports to the rest of the world. In 2019, Spain was the 11th largest exporter of commercial services in the world with € 115 billion.

Large domestic market

The Spanish market has 47,3 million inhabitants and a state-of-the-art distribution and retail network. Average national consumption and the local market economy are at the average for the eurozone. The tourism sector is one of the great engines of the Spanish market. Spain received over 82 million tourists in 2019.

⁸ <https://forbes.es/listas/>

European market

Multinationals that invest in Spain have unrestricted access to EU consumers, the market with the greatest purchasing power in the world (over 500 million consumers). The economic maturity of the European Union and the financial practicality of its companies make it an ideal location for multinationals looking for seasoned partners and opportunities in a safe and stable market.

Connectivity with LATAM and MENA

The Latin American markets with more than 600 million consumers and those of the Middle East and North Africa (MENA) with 500 million consumers, have close ties with Spain and its most important companies. The emerging economies of many of these countries make them ideal places for large multinationals to implement their expansion plans.

Hospitality and foreign residents

The open nature of the Spanish people, the country's lifestyle and the hours of sunshine, make Spain particularly popular among foreign residents. Security, the Mediterranean climate and good health indicators, to name only a few factors, position Spain among the preferred destinations for expatriates to live and to work.

Spain is ranked fifth in the world for quality of life and third in Europe (behind Switzerland, Singapore, New Zealand and Germany)⁹. At the end of 2020, there were more than 5.8 million foreign residents in Spain.¹⁰ The south of Spain is one of the areas with the highest percentage of foreign population, especially cities along the Costa del Sol.

⁹ Source: HSBC Expat Explorer survey.

¹⁰ www.lamoncloa.gob.es

Education and language

This expat population has sparked the creation of public and private schools with special programmes ranging from those that offer all classes in a specific language to those that teach some subjects in English and bilingual education.

There are 279 international schools in Spain, most English and French, followed by German.

Within the Erasmus program, Spain is the country of the European Union that receives the most students and also the one that contributes the most students to other European universities.¹¹

Just over 60,000 foreign students were living and studying in Spain in 2019. The average age of these students is 27 and the highest number come from China (12%), followed in descending order by the US, Colombia, Italy, France and Morocco.

Healthcare

In 2019, the Global Competitiveness Index of the World Economic Forum ranked Spain's health system number one in the world.

Access to the health system in Spain is universal, a right written into the Constitution, and guarantees foreign workers and displaced persons practically the same health services as Spanish citizens.

According to the OECD, Spain has the world's second highest life expectancy and is the number one European country in that category. Factors such as eating habits, thanks to the Mediterranean diet, access to the health-care system and its mild climate contribute to this statistic.

¹¹ EU source: <https://www.wimdu.es/blog/los-destinos-donde-todo-el-mundo-quiere-do-erasmus>

Tourist destination

According to the World Economic Forum, Spain is the world's top country in tourism competitiveness and the second tourist destination by number of annual visits, after France.

In addition to its climate and lifestyle, it is also third in the world and second in Europe in terms of number of UNESCO World Heritage Sites and is the world leader in biosphere reserves. This attracts a very interesting type of tourist for the main topic of Expo 2027 Malaga: those interested in cultural and nature tourism, both groups closely related to The Urban Era and sustainability.

Overview of Andalusia

Andalusia is the largest autonomous community in Spain and the second largest region in Europe. It is strategically located between Europe and Africa and is a bridge between the Atlantic and the Mediterranean. It is also the gateway to Latin America and the main maritime connection between the Mediterranean and Asia.

Andalusia has a network of specialized technology parks and centres, ideal for R&D activities. There are more than 1,500 innovation companies located within this technological belt which employs 52,800 people. Tech sector combined turnover exceeded €6.7 billion in 2019¹².

Complete and effective infrastructure system

Andalusia has five international airports (Malaga, Seville, Jerez, Granada and Almeria), a high-speed rail network, an extensive road and motorway network and ten commercial ports, Algeciras being the main container port in the Mediterranean and fourth largest European port in terms of total traffic. Andalusia also has

¹² Source: www.investinandalucia.es

08 Spain, the host country

an extensive network of logistics parks and duty-free zones with tax advantages for new companies engaged in manufacturing, assembly and export activities.

Workforce

Andalusia has the largest workforce in Spain which combines highly qualified workers with very competitive labour costs. Training, talent and capacity-building are the pillars that stand out in terms of human resources in Andalusia.

Quality of life

With its world-renowned quality of life, Andalusia is the golf capital of Europe and has a network of international private schools and bilingual public schools, along with a wide range of quality hotels and residential properties at competitive prices. All these factors make Andalusia an ideal destination for expatriates.

The well-known British newspaper The Telegraph ranks Andalusia as “the best place to live in the world”, ahead of Paris (France), Parma (Italy) and even the Caribbean. Its sunny climate, its gastronomy, the warmth of its people, its culture and its historical heritage are just some of the factors that make Andalusia a destination with a very special and unique way of life that attracts more than 25 million travellers every year. Of these, a growing number each year decide to settle permanently in this community: in 2019 there were more than 770,000 foreign residents in Andalusia.

Malaga and its area of influence

Malaga continues to make great strides as a reference city in terms of culture, innovative and inclusion. Classified by the European Commission's Eurobarometer (2016) as the ninth European city with the best quality of life (the number one Spanish city on that list); included among the ten Spanish cities listed in the 2018 international Innovation Cities ranking qualifying it as a “globally competi-

ve city”; and named European Capital of Smart Tourism 2020, European Capital of Sport 2020, and recently with a second place showing as the European Capital of Innovation 2021.

Malaga has been described as an example of a city that has undergone an unprecedented transformation process focused on innovation and culture and with a strong commitment to sustainability and the SDGs. Today, it is the ideal candidate to host an Expo which will showcase solutions to meet the challenges facing the cities of the future, its strong points being the citizens themselves, innovation and care for the environment.

This progress has gone together with important transformation of the urban fabric focused on pedestrian-friendliness with the dual objective of giving urban space back to citizens and promoting sustainable mobility, which means lowering the profile of private vehicles.

Healthcare

Healthcare, alongside education and social services, forms the three fundamental pillars of the welfare state at the service of its citizens. Healthcare in Malaga is a strategic sector that provides quality of life and longevity to citizens. The province of Malaga offers high-quality health services, at the forefront of Andalusia, led by some of Spain's best professionals. The role that technology plays in improving healthcare is particularly evident in Malaga, especially judging from the high number of support and research laboratories in its business network.

The province of Malaga has just under 5,000 hospital beds including those managed by the Andalusian Health Service and private hospitals. Regarding private hospitals¹³, the Regional Hospital of Malaga is the one with the largest number of beds (1,049), followed by the Virgen de la Victoria University Clinic with 657, and this number will increase significantly when Malaga's projected third hospital is built. Outside of Malaga, the Costa del Sol hospital in Marbella has 408 beds; the

¹³ Source: National Catalogue of Hospitals, CCOO. 2020



- DORADA
- LENGUADO
- ANILLAS
- MEJILLONES
- BOCAS DE MAR
- HUEVAS
- CHANQUETE
- PEE ESPADA
- ATÚN
- SALMÓN

PESCADERIA
GONZALEZ HIJO
PESCADOS FRESCOS
SALVADOR Y LUCAS

80
P. TAMAR
L. MARC
L. MARC

08 Spain, the host country

Axarquía District Hospital has 197, Antequera District Hospital 159, Serranía District Hospital 150 and the High-Resolution Hospital of Benalmadena 46.

There are 178 primary health centres in the province of Malaga, 28 of which are distributed throughout the city of Malaga which has 26 health centres and two clinics¹⁴, all of them with general practitioners and paediatricians on staff.

Special mention should be made of Malaga's private health-care offering. The province of Barcelona is the only Spanish province with a higher ratio of beds, healthcare professionals, and health centres per inhabitant than Malaga. The high number of professionals who have moved to Malaga, wealthy population groups and foreign residents with health insurance have all contributed to the development of a large private health network in Malaga and the Costa del Sol over the last several decades, providing top-rate services in all sectors.

Education

The City of Malaga belongs to the International Association of Educating Cities with a membership of more than 500 cities from all over the world. Member cities abide by a series of basic educational principles laid down in their Charter¹⁵. Since its founding in Barcelona in 1992, the Association has based its initiatives on the belief that the development of its inhabitants cannot be left to chance. The Charter has been revised twice to adapt its approaches to new challenges and social needs. The Charter expresses the commitment member cities have to the values and principles laid down therein. It is defined as being open to self-reform and should be broadened to include aspects that rapid social evolution requires in the future.

The public education system in Malaga answers directly to the Regional Government of Andalusia as this power was devolved to it by the Central Government.

¹⁴ Source: Economic Analyses Andalusia, from the Urban Environment Observatory

¹⁵ The full charter available at:

educacion.malaga.eu/ciudades-educadoras/carta-de-ciudades-educadoras/

Malaga's student/school ratio is around the average for Andalusia and but ranks among the top at the high-school and university level (post compulsory education).

In terms of numbers, in the capital City of Malaga there are 99 pre- and primary public schools and 73 private schools (66 of which are subsidized), and 45 secondary schools. The educational system is rounded out by nine official schools of arts and languages and eight conservatories, as well as specific schools and sections for ongoing education.

The University of Malaga –UMA– is in a privileged location and has a highly qualified teaching and research staff, deeply involved with the productive sectors and academic environment of the region. The Teatinos Campus is slightly larger than 1,870,000 m² and the El Ejido campus measures approximately 50,000 m². In addition to these facilities, there is an 80,000 m² University Sports Complex and several affiliated centres. The UMA, together with the University of Seville, forms what is known as the "Andalucía Tech" Campus of International Excellence, which works on cutting-edge areas of research and transfer and has strategic partnerships with more than 150 companies. Its academic programme combines traditional undergraduate studies with a broad range of specialized and postgraduate degrees thus enabling students to design the academic itinerary that best suits their interests and needs. With more than 50 years of experience, it currently has a teaching body of more than 2,600 teachers.

In the 2021-2022 academic year, the UMA offered 59 undergraduate degrees, 9 double degrees, 67 official master's degrees, 7 double master's degrees and 22 doctoral programmes.

The student body is composed of 37,500 undergrads, 5,850 master's students and 2,022 who are working towards their PhDs. This academic year, the UMA is hosting students from 53 different countries and 1,240 students are enrolled in courses for people over the age of 55.

Research is a structural part of the UMA and this year there are 327 research groups participating in, inter alia, 144 national and 41 European projects.

The province's private schools are considered among the best in Spain according to several different rankings and are the schools of choice for the large community of foreign residents. There are currently more than a dozen fully bilingual schools in the province and at least four that teach their entire syllabus in English or another foreign language to cater to the needs of foreign and Spanish students. Examples are the San Jose school in Marbella, The British School of Malaga and the French Lycee.

Added to these centers are the recent openings in Malaga of major initiatives such as Telefonica Foundation's 42 Malaga school or the internet-oriented digital business school of ISDI.

There are also several private universities that offer degree programmes in Malaga such as ISBA-Malaga (classes in Spanish and German) with dual degrees in business management, EADE with degrees in business management, and the tourism school "Escuela Superior de Turismo Costa del Sol." Two private universities have recently been granted permits to build new campuses in the capital of Malaga: the European University of Madrid and the Alfonso X El Sabio University, scheduled to open for the 2023-2024 academic year.

The vocational training and DUAL vocational training strategy in Malaga seeks to match training with the needs of the social and business community with a view to getting graduates into the workforce. Syllabi have been tailored to the training needs of each productive environment. Moreover, course offerings have been updated. Those that were failing to find employment upon graduation have been replaced by others with greater labour market demand. There is currently high demand for technological profiles.

An example of this change in favour of innovation is the secondary school called IES Campanillas which offers specialization courses in video gaming, augmented reality, and application programming and design. The National Digital Content Hub of Malaga is especially involved in these projects. A growing number of private schools in Malaga are also offering vocational training in technology.

Capital of the Costa del Sol

Bathed by the Mediterranean Sea, the Costa del Sol covers more than 150 kilometres of coastline in the province of Malaga, in the south of the Iberian Peninsula. Its name (Sunny Coast) is well deserved as it boasts more than 325 days of sunshine a year which, coupled with a mild climate, are the key to this paradise with beaches for all tastes.

Its enchanting attractions include the cliffs of Maro, Nerja, with its Balcony of Europe and its famous Nerja Cave, charming Torrox, the Velez-Malaga extension, the close by Rincon de la Victoria, the grandeur of the capital city itself, the well-deserved tourist fame of towns such as Torremolinos, Benalmadena, Fuengirola, Mijas, Estepona, Manilva, the peace and quiet of Casares, and the international fame of Marbella. Its hotel capacity, wealth of experience in dealing with international tour operators and the fact that it is bustling in summer, the season coinciding with Expo 2027 Malaga, make the Costa del Sol the ideal environment to nurture visitors and promote the Exhibition on an international scale.

The western Costa del Sol is where the largest percentage of Andalusian accommodations are found, offering tourist services of all kinds, including mooring for recreational boats distributed among thirteen marinas and yacht clubs. It also has more than 60 golf courses. This is the leading tourist destination in Europe owing to the quality of its golf clubs located in unique areas with beautiful landscapes, many of them near idyllic beaches. This is all in addition to facilities for all kinds of sports, casinos and a host of services to meet all desires for culture and leisure.

Easy to reach

Considered one of Spain's most admirable cities, Malaga is located 550 kilometres from Madrid and is connected by a series of high-speed trains popularly known as AVE, which put travellers in Spain's capital city in a mere 2 hours and 20 minutes. There they can transfer to the Barcelona AVE, the total trip taking 5 hours and 30 minutes to cover over 1,100 kilometres. That is the distance from one end of the Iberian Peninsula to the other.

08 Spain, the host country



It also has a modern international airport that stands out for its number of connections: 130 international destinations with more than 230 routes. It is extremely well connected with Europe. For example, there are 20 different routes to London's 4 main airports and Malaga is the Spanish city with the most air connections to the United Kingdom, many more than Madrid which is an international hub.

The Malaga Port Cruise Terminal deserves special mention. Its figures have been spectacular for years with an average of 300 stopovers / year until 2019; those figures were again achieved in 2021. Given the density of cruise ship traffic in the summer months, coinciding with Expo 2027 Malaga, and the large volume of passengers disembarking from each one, this sector will be the target of a specific campaign to attract visitors to the Expo, including a direct transport line between the Malaga Port and the Expo 2027 Malaga site.

Regarding urban mobility, the public transport system for all the municipalities along the Costa del Sol has modal interchanges in Malaga and its network of city buses and underground trains facilitates access to all corners of the city. Plans are under way for special direct coach service from the province's cities and towns to the Expo 2027 Malaga venue.

European Capital of Smart Tourism 2020

In 2019, the European Commission launched the European Capital of Smart Tourism awards in recognition of the new challenges and demands faced by a sector in constant evolution such as the tourism sector. The award particularly stresses new digital tools, sustainable development, universal accessibility and creative cultural heritage projects. According to the organization, these qualities were embodied in Malaga's strategy which, along with Gothenburg, won the award in 2020.

Digitization has been a major factor in the transformation process the city has undergone in becoming a leading destination in Europe and the world. Malaga has been the venue of choice for many in-person and online meetings of perso-

nalities and emerging talent in this sector who are seeking creative and innovative solutions to the challenges that tourism currently presents. Initiatives such as the "Aforo Costa del Sol" application have emerged from these encounters. This application detects the status of beaches and offers up-to-date information on occupancy. It is an open data platform which means that everyone has access to information about the city, including about transport and communication, and to the virtual assistant called "Victoria la Malaguena" who can respond to any questions about Malaga.

Companies and start-ups from all over the world have been drawn to the city by its technological and innovative services. Some of them, such as Oracle and Google, have set up offices and headquarters in Malaga. These projects do not only impact tourists and companies. Malaga's citizens view these initiatives as additional tools to get to know and enjoy their city and this is where the true success of this growth lies.

Sustainable transformation

In terms of sustainability, Malaga boasts nearly 50 hectares of protected natural land, 60 hectares of botanical gardens, more than 400 hectares of green space and 5 beaches. In addition to its "green lungs," it is home to other types of initiatives such as the installation of LED public lighting, the creation of 45 kilometres of bike lanes which will soon be extended to 113 thanks to public tenders currently under way, water savings thanks to the installation of intelligent irrigation systems and decreased pollution, both environmental and acoustic.

But what especially symbolizes Malaga's commitment to nature is the nearly 5,000-hectare park called Montes de Malaga Natural Park that surrounds the entire northeast part of the city. Barely 5 kilometres from the city centre, this vast area allows Malaga's citizens to immerse themselves in nature, in just a few minutes, and enjoy the area's flora, fauna and active tourism activities throughout the year. Trails, recreational areas, educational, leisure and adventure activities, exhibition spaces, accommodation and its own gastronomy are part of the wide range of nature tourism offered in this Natural Park.

The Mouth of Guadalhorce Natural Park is another of the uniquely attractive protected areas within the municipality of Malaga. It is located on an island of 122 hectares along a fork in the delta of the Guadalhorce River. It includes several lagoons, riverbanks, sandy areas bordering the sea and a land mass offering a unique environment inviting the settlement of different animal species throughout the year. There is a modern pedestrian walkway over the Guadalhorce River that connects the area of the Jose Maria Martin Carpena Sports Arena with the area adjacent to the mouth of the Guadalhorce. The wooden walkway measures 575 meters making it the longest in Europe. It is made of environmentally friendly materials such as natural compacted earth pavement for pedestrian use, wooden railings on ramps, livestock fences on the path, etc.

And in the heart of the city we have the Malaga Park. This is a unique place owing to its variety of subtropical plants, open spaces, the singular buildings in its northern flank, fountains and statues, and many more attractions. It is divided into two parts, the southern area, which has two 10-meter-wide walkways on each side, drawing attention to the section in between featuring varied and dense vegetation; and the northern area from which visitors can see among other constructions Malaga's City Hall, the Bank of Spain, the former post office (today the University of Malaga Rector's Office) and the building known as the Gardener's Cottage (today a municipal facility where CIFAL has its headquarters).

About twenty parks are distributed throughout the city's different districts, making Malaga a city that invites its residents to walk and enjoy the outdoors. Of these, we would draw attention to the Gardens of Picasso, Huelin Park and La Arana, on the eastern edge of the city, which combines countryside and beach and features cliffs and unique coves, caves and prehistoric shelters that can be visited by appointment only. The area also has the Prehistoric Park of Malaga and Visitors Centre where one can learn about the cultural evolution of man from pre-Neanderthal times.

The City of Malaga has significantly increased the green space per inhabitant ratio which now stands at 10.61 m²/inhabitant. The most significant increase (600,000 square meters) has been in the urban forest parks along the city's perimeter. In addition to increases in surface area, important improvements have been made

in urban and semi-urban parks adapting them to the new uses demanded by citizens. These include new designs making them more enjoyable and accessible, modernization of children's playground areas adapted to their surroundings and other leisure activity-related improvements.

Today, the City of Malaga has more than a hundred urban and semi-urban parks and a lot of new park equipment has been installed during a time of active urban development.

Among those available to the citizens of Malaga, the Campamento Benitez Metropolitan Forest Park in the Churriana district stands out with more than 300,000 square meters of surface area featuring large recreation areas. Also, in one of the most populated neighbourhoods of Malaga called Cruz de Humilladero, we have San Rafael Park with nearly 70,000 square meters of green areas, trails and space for outdoor sports.

Also, the 30,000 square-meter Martiricos Park is the new green lung of central Malaga. It is located just a short distance away from Malaga's Historic City Centre and contains more than 200 trees, children's play areas and over 12,000 square meters of green area.

In the eastern part of the city we find Morlaco Park, an urban forest with an area of 167,000 square meters made up of a large pine forest in addition to many different tree and animal species.

In the coming years, the City of Malaga will make a qualitative and quantitative leap in terms of urban parks. Plans are being made for a large park to be built within the next few months in the heart of the Carretera de Cadiz neighbourhood, another densely populated area. This park will have 129,000 square meters of forest dominated by vegetation and recreation areas for the enjoyment of city residents.

The Concepcion Garden, a Cultural Site of Interest and a historic-artistic garden since 1943, houses both a garden that preserves its original layout and a botanical garden of great scientific value, including a collection of African plant species,

08 Spain, the host country

greenhouses with insectivores and a wide variety of vegetation and plants from Malaga.

Also, a new 35,000 square-meter maritime park will be built within the next several years in one of the most emblematic areas of Malaga called Banos del Carmen located next to the sea in the East Malaga district and joining the Malagueta and El Palo neighbourhoods. It is expected to regenerate this part of the city.

Culture, the city's key asset

Over the last several years, the city has become quite renowned for hosting cultural events and has been named the "City of Museums". The City centre itself is home to 40 museums exhibiting different art forms and the city's authorities are committed to increase its cultural offering.

Museums

Following are the most noteworthy museums and exhibition halls:

- The Picasso Museum: currently the most visited in Andalusia, located in the heart of the city and with architecture awards that bear witness to the restoration of the building and the way it blends into its historical surroundings. Since 2003, it has housed a sample of the nearly eight decades of artistic production by the genius from Malaga.
- Picasso Birthplace Museum: This building, where Pablo Picasso was born in 1881 and where he lived until 1884, houses some of the works and personal belongings of the artist and his family. A specialized library and a continuous programme of temporary exhibitions and cultural activities round out the offering of the Picasso Birthplace Museum. Particularly interesting are the preparatory sketchbooks for the work "Les Femmes d'Alger" (The Young Ladies of Algiers) that marked the beginning of his "African" or "Proto-Cubism" period that sparked the artistic movement called Cubism. In 2005, another exhibition hall located at number 13 Plaza de la Merced was added to the Museum.
- Centre Pompidou Malaga: The Centre Pompidou Malaga —the first branch of the original Centre Pompidou installed in the port of Malaga— offers a journey through the art of the 20th and 21st centuries with selected works from the incomparable collection of the Centre Pompidou, one of the two most important in the modern and contemporary world. The building that houses it, called The Cube, is itself a city icon, asserting its intention of modernity at the confluence of Pier 1 and Malaga Park.
- Carmen Thyssen Malaga Museum. This museum houses the most complete sample of 19th century Andalusian painting that currently exists in Spain. It is located in the Palacio de Villalon, a 16th century palatial building in the heart of the City of Malaga. The permanent collection is made up of 230 works which provide a brilliant overview of 19th century Spanish art.
- Contemporary Art Centre (CAC). The CAC Malaga is housed in the old historic Wholesale Market. The museum focuses on contemporary art. Exhibits, publications, conferences, educational programmes, workshops and seminars are just some of the many activities that make the CAC Malaga a vibrant place, a dynamic, innovative museum that is open to all kinds of artistic and cultural proposals from the international avant-garde.
- Museum of Malaga inaugurated in December 2016 in the renovated Customs Palace of Malaga. This is a building designed in 1788, originally intended to manage port traffic. Located next to Malaga Park, it is now home to the collections of Malaga's former Fine Arts and Archaeological Museums.
- Municipal Heritage Museum (MUPAM): This museum permanently exhibits a selection of the municipality's historic-artistic heritage. Here we find paintings, sculptures and graphic works, including some by Picasso and Carlos Haes. Out of a total collection of over 4,000 pieces of art (sculptures, paintings and graphic works), a selection of the 94 most representative pieces is on permanent display. As for sculptures, a rotating exhibit features the 20th century works of 66 artists.
- The Unicaja Museum of Arts and Popular Customs: This museum is an historic tour of 19th century Malaga and its province, its customs and activities. In this space, a former 17th-century inn, one walks among carriages used for animal transport and experiences different trades (foundry, bakery, fishery and printing); discovers how wine and oil are produced and learns about rural life, folklore and popular religious beliefs. Two floors and 19 rooms house this co-



Centre
Pompidou
Málaga

Centre
Pompidou
Málaga

llection designed to show visitors what daily life was like in Malaga, its customs, popular arts and local crafts. The ground floor focuses on rural activities while the upper floor offers a glimpse of city life.

- Principia Science Centre. Principia is an interactive science museum. It consists of three main spaces: The “Faraday Room” where experiments are conducted, a planetarium with a digital star projector providing a view of the sky from anywhere in the universe, and the “Tomas Hormigo Room” with more than 80 interactive modules. It also has an astronomical observatory on the terrace. Principia is a living space, in continuous evolution, where visitors can learn about all branches and aspects of science and experience them for themselves. Principia is, first and foremost, an interactive science centre created to promote science and technology in an entertaining way while remaining faithful to scientific rigour.
- Automobile and Fashion Museum. The Automobile and Fashion Museum, located in the old “Tabacalera” building, features an extraordinary 6,000 square-meter private collection illustrating the artistic and historical evolution from the end of the 19th century forward through 13 thematic rooms. It is ranked among Spain’s Top Ten Museums and TripAdvisor ranks it first on its list of “Things to do in Malaga”. Nearly 100 exclusive vehicles restored to the highest level, more than 200 pieces of Haute Couture and Contemporary Art where one can find a wide range of emblematic brands such as Mercedes, Hispano Suiza, Bugatti, Bentley, Rolls-Royce and Ferrari. Some of these models are unique in the world. The collection features ostrich and mink leather upholstery, precious woods, Lalique mascot, mother-of-pearl dashboards, ivory and silver handles, and unprecedented custom-built engines. Also, the Maga Sublime Collection at the Automobile Museum traces the development of Haute Couture in the 20th century through its seven exhibits.
- Felix Revello de Toro Museum: Permanent exhibition of the works of the famous Malaga portraitist and figurative painter Felix Revello de Toro featuring over 100 oil paintings, sketches and drawings. It also features works by the sculptor Pedro de Mena, whose 17th century workshop home has been restored. It has a visitor centre with an interactive board and a documentary with a surprise ending. The art gallery is located in the workshop home of the 17th century sculptor Pedro de Mena, an example of domestic architecture of that period. The house with a street-level and upper floor is organized around a

central patio featuring covered galleries, with special mention of the Tuscan marble columns. Also noteworthy is the staircase with its original carpentry.

- Alborania Classroom of the Sea Museum: Is an exhibition, cultural and tourist information space that is located in El Palmeral de las Sorpresas on Pier 2 of the Malaga port in a building of 400 m2. The objective of the museum is to make visitors aware of the different ecosystems that make up the Alboran Sea, one of the areas with the greatest biodiversity in the Mediterranean; draw attention to the fragility of the latter and the importance of their conservation, as well as to highlight the cultural and historical relations that unite the Mediterranean people, especially between Spain and Africa.
- Malaga’s cultural offering is rounded out by the Cathedral Museum, the Jorge Rando Museum, the Wine Museum, the Interactive Music Museum of Malaga (MIMMA), the Ifergan Collection, the Pena Juan Breva Flemish Art Museum, the Glass Museum and a series of museums featuring religious art and confraternities such as the Holy Week Museum in the Confraternity Museum, the Basilica of Santa Maria de la Victoria, and museums of different confraternities such as the Cautivo, the Trinidad, the Santo Sepulcro, the Museo-Tesoro de la Expiracion, the archicofradia de la Esperanza and Estudiantes.

Historical monuments

When it comes to historical monuments, palaces and unique buildings, Malaga has an abundance of first-rate architectural legacy. Many of these palaces, most of them from the 17th, 18th and 19th centuries, house some of the museums we have just described and others serve as the head offices of important organizations such as the Malaga Chamber of Commerce which is housed in the Buenavista Palace. Owing to its location and size, it is worth mentioning the Episcopal Palace next to the Cathedral of Malaga, a conglomeration of several 16th century buildings unified by an imposing baroque façade facing the Bishop’s Square. It currently houses the exhibition halls of the Unicaja Malaga Foundation.

The Alcazaba–Gibralfaro Castle monumental complex dominates the Historic City Centre from its privileged position in the highest part of the old city, a typical location for defensive buildings. The same location where the Gibralfaro Castle stands today was already used as a defensive enclave by the Phoenicians, Ro-

mans and other civilization from antiquity, but it was during the Nasrid dynasty under Yusuf I that the fortress we see today was built. Originally constructed as a fortress to defend the Alcazaba, Fernando the Catholic Monarch (1487) admired it so much that following the conquest of Malaga he included an image of it on the city's coat of arms. Inside there is a visitor centre where one can learn about the history of the castle and its inhabitants.

At the foot of Mount Gibralfaro and linked by a passageway parallel to the castle walls, is the Alcazaba (Arabic word meaning citadel). Many visitors come here as it offers both history and beauty in the same location. Moreover, it is next to the Roman Theatre and adjacent to the old Customs building thus providing an opportunity to see an amalgamation of Roman, Arab and Renaissance culture in the space of just a few metres making this a very special part of the city.

It combines the need for defence and the beauty of an Arab palace organized around rectangular patios with corridors looking out onto its gardens and ponds. In the tradition of the Andalusian architecture of the time, the interior of its rooms are dominated by light and shadow, striking the perfect balance sought by the Arab master builders.

The Roman Theatre of Malaga is one of the living symbols of Roman Hispania in the city. It has a modern visitor centre next door where, thanks to new technologies, visitors can learn about the life and customs of the time and it has recovered its original use providing an ideal space for outdoor performances. Restored and refurbished in 1992, visitors and locals can now observe the living history of an ancient city from the base of the Alcazaba in the heart of the historic centre.

The Cathedral of Our Lady of the Incarnation heads the list of historic religious buildings in Malaga, together with other unique churches such as Santo Cristo de la Salud, Santos Martires, Santiago, San Juan and as many as 20 other churches and chapels in the Historic City Centre.

Other examples of sites that have been restored, preserved and of cultural interest are the Malaga town hall itself, the Municipal Archives, the Consular House —headquarters of the Economic Society of Friends of the Country —, the Ateneo

—former San Telmo School of Fine Arts—, the Cervantes Theatre and the Salamanca and Atarazanas markets.

A dozen private galleries and multidisciplinary cultural spaces, including La Termica and its patronage programme for resident artists and the Ateneo de Malaga in the city centre, also form part of the city's artistic offering.

Theatres

For years, the citizen of Malaga has shown interest in all aspects of culture and theatre has certainly formed part of this trend as well: classic, modern, avant-garde, alternative... theatre season means sold-out venues in the city.

Lyrical events, dance and music, in all their splendid variety, are in great demand in the city: from opera to flamenco, chamber music to zarzuela... artists of all genres have a place in Malaga's cultural programme.

Venues accommodating varying numbers of spectators and adapted for all kinds of performances meet this cultural demand. There are open-air facilities, such as the Eduardo Ocon venue, and historic buildings such as the old Maria Cristina Conservatory, the Cervantes Theatre of Malaga, outstanding venue of the Malaga Film Festival, or the Echegaray Theatre, alongside modern facilities such as the Canovas Theatre, the Gades Hall and the Caixabank Soho Theatre managed by Antonio Banderas.

All of this reflects a city that has invested in cultural tourism in recent years and has managed to become one of the most popular destinations for visitors who love museums and enjoy diverse cultural activities.

Malaga and sport

Thanks to its mild climatic and gentle weather, Malaga has become a preferred tourist destination both for the individual practice of sports and for the organiza-

08 Spain, the host country



tion of major sporting events. Malaga was named the European Capital of Sport in 2020. Whether indoors or outdoors, one can engage in virtually all sports in our city: golf, swimming, sailing, diving, windsurfing, sport fishing, canoeing, hiking, tennis, paddle tennis, athletics, cycling, archery, horse riding...

The city has become a place for top-level sporting events. The following have or will take place in the immediate future: Final phases of the Davis Cup and the Spanish Basketball League (ACB), the World Rugby Seven Series World Series, the World Paddle Championship, the final phase of the FIBA U17 Basketball World Cup and various National Athletics Championships. The city also has its own high-level sporting events such as the Malaga Marathon held in December, the triathlon and a yearly fun run.

International presence of Malaga

Judging from the over 40 international consulates in the province, Malaga is an important city for other countries. The long tradition and high-quality work by tourist sector professionals on the Costa del Sol have been instrumental in building strong international commercial ties with the main tour operators, most of which serve as “ambassadors” of Malaga in their countries of origin and their main source markets.

Every year specialized and general publications, especially in Germany and the United Kingdom, speak highly of Malaga in their travel and quality of life reports. This has become quite normal as a large proportion of Malaga’s and the Costa del Sol’s foreign residents and tourists come from these two markets. In other words, the city already generates expectations in these countries and attracts media attention.

However in recent years, Malaga has evolved and now offers much more than just sun and beaches. The concentration of technological talent and significant improvements in its communication and transport network has attracted the attention of new source markets.

As an example, recently the renowned Forbes magazine compiled its 2020 list of the twenty best cities in the world for Americans to live, invest, retire or work.

According to Forbes, Malaga meets several criteria including international schools, a good health system, proximity to airports, reasonable housing costs, low crime rates and a good quality of life.

The ranking was drawn up by the organization called The Best European Destinations (EBD), which selected the 20 best cities out of a total of 120 candidates. Malaga ranked tenth on the list but was not the only Spanish city. Madrid (ranked second) and San Sebastian (fourth) were also on that list. This publication compared very diverse locations such as Vienna, the Azores, Tuscany and Alsace. Number one on the list was the Portuguese city of Braga. Hamburg is the only German city in the top ten and it ranked 6th.

According to the article, “Although Malaga is often associated with the sun and the beach, it is much more than that”. The article highlights the city’s great cultural diversity affirming that Malaga has “the highest concentration of museums per square kilometre in Europe”. It also emphasizes the security of Malaga, its rich culture and, of course, its climate with almost 300 days of sunshine a year. The publication characterized it as a “family city” as there are many people who decide to retire in the Costa del Sol. “It is a tolerant city and one that welcomes many expats of all kinds and from all over the world”.



09

The opportunity to rethink the city

The Urban Era

The question: WHAT DOES IT CONTRIBUTE TO THE CITY? highlights the relevance of this general framework for the celebration of Expo 2027 Malaga. In a society that has changed so much in terms of its modes of transport, production, communication, social and personal relationships... this is an opportunity for everyone to think about the city we want, i.e. a place to share experiences and progress that leads us into the future.

Based on concrete data and references, we ask why the city plays such a key role in sustainability. A few references:

- The battle of Sustainability will be won or lost in the cities. Jaime Lerner¹ expresses this notion in his well-known assertion "The City is not the problem; it is the Solution". We must look for models of cities allied with the environment, transforming the paradigm of an industrial and productive city into an ecological, inclusive and sustainable one.
- More than half of the world's population lives in cities and experts believe that this percentage will be close to 70% by 2050; in fact, by then more people will be living in cities than on the entire planet at the beginning of the 21st century. In Spain, this trend is even more pronounced: in 2019, 81% of its inhabitants lived in cities.²
- Today, more than 4.3 billion people worldwide live in urban areas. It is estimated that by 2050 this figure will exceed 7 billion. It is also estimated that the world's cities consume 75% of natural resources and produce between 60% and 80% of greenhouse gas emissions.

We have observed in the urban model that land, mobility, and large infrastructure policies are intermeshed. Furthermore, the residential sector is key in energy consumption (Spain is no exception) and within that, electricity consumption. It is important to study the demand for electrical energy in homes to establish future

¹ Jaime Lerner. Architect, urban planner (1937-2021)

² NETWORK REPORT. SECOND EDITION 2020. The sustainable development goals in 100 Spanish cities.

consumption forecasts and work on improving electrical installations.

For all these reasons, a holistic, cross-cutting and more complex approach is necessary, where solutions do not come from one single discipline but rather from across disciplines, learning from other processes.

Mobility problems are not solved by simply adding infrastructure, just as housing problems are not solved by simply building more homes.

This reflection should lead us to think about the city from the viewpoint of:

- • Complexity
- • Compactness
- • Connectivity and accessibility
- • Mix of uses
- • Proximity
- • Time management

The pandemic and the incorporation of teleworking also help us to rethink ways of organizing and managing time.

We want a city that does not segregate and that gives opportunities to everyone. Measures addressing accessibility and gender, or that are people-centred, do not benefit just one single group since we all, in one way or another, are vulnerable and benefit from that vision in our daily lives.

We envisage a city that values public spaces, which offers opportunities for human encounters, public spaces not devoted to consumerism.

- With open green public spaces
- Inclusive, accessible, intergenerational.
- Safe spaces

Cities are the human ecosystems where the best options and opportunities for social and economic development are offered and, at the same time, they are the places where important inequalities are detected and where some of the greatest sustainability challenges can be found. Therefore, they are also the place where solutions must be put into practice and involve all stakeholders.



An environmentally sustainable city also has immediate positive effects on the economy and, more importantly, direct effects on health.

“The fact that the environment in which we live impacts our health points to the importance of an urban and mobility design that promotes a healthy life”, says Mark Nieuwenhuijsen, director of the Urban Planning, Environment and Health Initiative.³

Considering how fast-paced our lives have become, can we still be a walking society? Homo Sapiens walk and a person who does not is incomplete. The WHO says that cities should be walkable. Lack of exercise is one of the biggest health problems in the world. Bigger than the tobacco problem two decades ago. Walking is sustainable in every sense of the word. The days of cars in the city are numbered. Interview with Jan Gelh⁴ in the El País newspaper on 14 September 2016, Anatxu Zabalbeascoa.

Due to its impact on urban spaces, EXPO 2027 MALAGA is likely to become a benchmark for its content, but also for its management, execution and development as it is a pilot offering solutions that point us in the right direction.

³ IS Global. Institute for Global Health. <https://www.isglobal.org/urban-planning>

⁴ Jan Gelh. Architect and Urban planner





1.2 The SDGs and the 2030 Agenda as a global framework

In the international framework, this holistic approach is directly aligned with the Sustainable Development Goals and the 2030 Agenda where the city is directly reflected in Goal 11.

Make cities inclusive, safe, resilient and sustainable. As Kristie Daniel points out:⁵

Target 11.2: PUBLIC TRANSPORT

By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

Transport is a critical issue for development and target 11.2 is important for safe, resilient and sustainable cities. However, it will also be necessary to achieve target 11.2 if we expect to meet some of the targets of SDG 3 (ensure health and well-being), particularly the reduction of non-communicable diseases. Active transport can help achieve the target related to these diseases by making spaces safe, comfortable and attractive for walking and cycling. If city dwellers can move on foot or by bicycle, they will get the physical activity needed to reduce the risk of suffering from non-communicable

⁵ Kristie Daniel. United Nations website: Goal 11—Cities will play an important role in achieving the Sustainable Development Goals

diseases. Walking and cycling are affordable and accessible means of transport in cities for vulnerable people, including women and the poor. Moreover, active transport can contribute to achieving the goal of reducing the number of deaths and injuries caused by road accidents globally by 50%. In 65% of the 1.2 million traffic fatalities around the world each year, the victim is a pedestrian; in 35% of those cases the victim is a child. This figure can be reduced considerably by providing safe spaces for pedestrians.

Target 11.7: ACCESS TO SAFE, GREEN, AND PUBLIC SPACES.

“By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, particularly for women and children, older persons and persons with disabilities.”

These targets also correlate to the rest of the objectives insofar as they strive to integrate sustainability criteria in all spheres with a view to creating an economically competitive, socially inclusive city that develops in a sustainable and resilient fashion. From this perspective, Expo 2027 Malaga addresses all the SDGs, and it is possible to quantify the degree of collaboration in progressing towards each of them:

1. No poverty
2. Zero hunger
3. Good health and well-being
4. Quality education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduced inequality
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life underwater
15. Life on land
16. Peace, Justice and strong Institutions
17. Partnerships to achieve the goals

Owing to its engagement and wide-ranging repercussions, Expo 2027 Malaga can become a laboratory and a showcase of the future to which we aspire as global inhabitants committed to the environment.

A term that encompasses all of this could be “CARE-BASED URBAN PLANNING” whereby we see ourselves as citizens who care and require care⁶.

⁶ Izaskum Chinchilla. “Ciudad de los cuidados. Salud, economía y medio ambiente” Ed. CATARATA. 2020

Challenges that the pandemic poses to cities

"The global Covid-19 pandemic has highlighted the importance of the 2030 Agenda principles as a framework for global, national and local action to address its health, social and economic effects. It provides a relevant roadmap both in response to its most immediate impacts and in the medium and long-term view of the transformation needed to achieve a fairer, more resilient and sustainable country. Many cities have already taken note of this and are focusing efforts on responding to the crisis by proposing and executing actions aligned with the SDGs of the 2030 Agenda"⁷.

Three support vectors: citizenship, innovation, environment

Citizenship

EXPO 2027 MALAGA promotes putting people and citizens at the centre based on four pillars:

TRANSMISSION OF URBAN VALUES: The city is a place of encounter and social harmony. A complex place which:

- Provides elements of identity and takes care of its heritage.
- Generates networks and promotes connectivity.
- Is welcoming, inclusive and multicultural.
- Is equitable and cares for outlying districts.
- CITIES AS PLACES THAT CARE FOR PEOPLE OF ALL AGES with universal accessibility in mind. Where:
 - Public space is prized and cared for based on functional and spatial recovery and reclassification criteria.
 - We think of a city for all ages: city 8-80. Additional information at <https://www.880cities.org/>
 - CITIES MANAGED IN A TRANSPARENT WAY: reflected in the way they do things:
 - Information regarding decision-making processes.
 - Open channels for participation.
 - Promote high-quality services and personalized treatment.
 - Keep long-term sustainability in mind.
- HEALTHY CITY: City life is often sedentary and studies show a correlation between the conditions of the urban environment in which we live and the health of its inhabitants. It is believed that 20% of premature deaths can be attributed to urban design factors. Putting the health of citizens at the centre means devising and implementing control parameters regarding:⁸
 - Pollution and air quality, fundamentally in relation to transportation.
 - Noise levels and acoustic comfort.
 - Rising temperatures. Heat-producing islands.
 - Increase in the amount of natural spaces.
 - Promotion of physical activity.
 - Risk in school settings.

7 REDS (network) REPORT. Op.cit.

8 ISGlobal. Op. Cit. <https://www.isglobal.org/es/ciudadesquequeremos#espacios-verdes> N. MULLER, C. DAHER, D. ROJAS. Integrating health indicators into urban and transport planning: A narrative literature review and participatory process. (June 2021). International Journal of Hygiene and Environmental Health.

Innovation

Cities are traditionally places of opportunity where knowledge transfer is key. Innovation can be defined as "a set of original ideas that sustainably generate social and economic value". This implies change, i.e. making modifications that lead to significant improvements. Expo 2027 Malaga has been conceived as a veritable urban think-tank proposing novel ways of approaching:⁹

- MOBILITY, implementing means of sustainable MOBILITY, promoting public transport and favouring EMISSIONS-FREE TRANSPORT.
- ENERGY EFFICIENCY, based on the consumption of clean energy and near net zero pollution.
- CONNECTIVITY, a place of exchange and flow of ideas that turns knowledge into products and services, with partnerships between technology, companies and universities.
- The city as a RESEARCH HUB open to change, where TECHNOLOGY and KNOWLEDGE are generated and made available to the greatest number of users.

Environment

Although the expression is overused, in the environmental field we have learned that we truly must Think Globally and Act Locally. This means that we must realize that we are part of a global system but that solutions must be adapted and carried out locally.

"In all corners of the planet, human activity is increasingly concentrated in our world-cities, but this activity continues to depend on oil which has consequences in terms of roads and urban planning in general. The era of the ubiquitous car, associated with a lifestyle based on vehicle ownership as an element of social status, is still here but is evolving. Fortunately, at a time when the effects of climate change are very visible in our urban lives, people are becoming increasingly aware that the air in our cities has become unbreathable due to emissions from buildings, heating and cooling systems and transport based on the combustion engine"¹⁰.

EXPO 2027 MALAGA has adopted a new model based on land management, environmental requirements and combating climate change, with a view to building a new landscape characterized by¹¹:

- RENATURALIZATION: creation of a large green infrastructure, on a territorial scale, where the original topography and natural environment are respected: elevation, topography, natural watercourses, etc. including major afforestation.
- BIODIVERSITY AND NATURAL RESOURCE MANAGEMENT: an ecological corridor and connected ecosystems that increase biodiversity.
- NATURAL RISK PREVENTION: flood control.
- WATER MANAGEMENT: water cycles, maintain soil permeability and recycle water, minimize consumption.
- ECOLOGICAL FOOTPRINT: HOW MUCH DOES MY BUILDING WEIGH? (How much does your building weigh?)¹² sustainable construction criteria based on environmental impact analysing construction techniques and verifying the

9 Reference to: <https://www.fundacionbankinter.org/noticias/que-es-la-innovacion/>

10 CARLOS MORENO. "La ciudad del cuarto de hora: ¿por un nuevo crono-urbanismo!". <https://www.moreno-web.net/>

11 Reference to: <https://www.isglobal.org/es/ciudadesquequeremos#espacios-v>

12 Reference to: "How Much Does Your Building Weigh, Mr Foster?" Documentary directed by CARLOS CARCAS AND NORBERTO LÓPEZ AMADO.

9 General plan for the Expo 2027 Malaga

useful life of construction materials.

- CIRCULAR ECONOMY, METABOLISM AND WASTE MANAGEMENT: use of recycled, recyclable and low-impact materials.
- ACTIONS TO COMBAT CLIMATE CHANGE: use of native plants and the creation of CO2 sinks

Malaga's candidacy. A collective project

Malaga, a city in transformation

The transformation of Malaga in recent decades has affected all relevant aspects of urban life: infrastructure, communications, facilities, public spaces, history, technology and innovation. Malaga is a living, changing city that believes in progress while simultaneously recovering, preserving and enhancing its history.

Just as the character of a city is often defined by the quality of its architecture, its potential depends largely on its infrastructure and more specifically on its mobility infrastructure.

While the Empresa Malagueña de Transporte—EMT (Malaga Transport Company) is the leader in terms of volume, innovation and environmental friendliness when it comes to inner-city mobility, there is no doubt that the arrival of the metro (underground) has greatly improved public transport resulting in the recovery of space for people that had previously been reserved for private traffic.

In terms of mobility outside the city, the inauguration of the A-45 motorway in 1992 gave Malaga a land connection to the rest of the peninsula, resolving the orography problem associated with the Malaga woodlands located in the Northern part of the city. Also, the last section of the ring road (A7) and the AP-46 were completed in 2011, alleviating traffic congestion at the entrance to the Costa del Sol by dividing it into two branches.

And in 1985, the new Bus Station foresaw the city's need to transport and receive an increasing number of travellers. The arrival of the High-Speed Railway (AVE) in 2007 was more than a new cutting-edge transport infrastructure. The new AVE station was built underground thus enabling the redesign of several urban streets.

Regarding air transport, the 2010 addition of airport terminal T3 consolidated its predominant role. Malaga airport ranks third in the Iberian Peninsula in terms of volume, is Spain's fourth largest airport and ranks twentieth in the European Union. With approximately twenty million passengers per year, it has become the major gateway for tourism not only for Malaga but for all of Andalusia as it accounts for nearly 85% of all international traffic in the region and, more importantly, is the only airport that offers a wide range of destinations. A second runway was built in 2012 to absorb the large increase in air traffic. So now Malaga airport has two take-off/landing runways which means that each can be assigned a single function (take-off or landing only) which speeds up traffic. More than sixty airlines operate at the airport, connecting daily with twenty Spanish cities and more than one hundred cities in Europe, North Africa, the Middle East; and North America.

Lastly, we should mention the transformation the Port has undergone to consolidate maritime access. In recent years, the Port of Malaga has become an important socio-economic engine of the city and its area of influence. Growing tourist

activity, reaching the approximate figure of 650,000 cruise passengers per year, logistics activity in the port area and the

integration project at docks 1 and 2, which receive more than ten million annual visits, attest to this growing activity.

The gradual but constant growth in these transport infrastructures has allowed for stability and security amid growing demand. The quality of the city's air, sea and land connections makes it one of the most accessible destinations in Spain.

Malaga's investment in general and transportation infrastructure in recent decades has now put it in a position to address the new mobility challenges of contemporary cities and their metropolitan areas.

The cultural transformation of Malaga has been the result of adhering to a strategic plan that has managed to put the city on the international map in this field. The achievements obtained are noteworthy considering the logical limitations that implementing an infrastructure network of these dimensions has in a city the size of Malaga.

The recovery of the old Wholesale Market on the east bank of the Guadalmedina River, transformed into the Contemporary Art Centre (CAC) in 2003, can be considered the starting point of the regeneration of an entire neighbourhood. Over the years, Malaga's CAC has become an international benchmark and catalyst for the recovery of the part of the historic city centre known as SOHO which is home to excellent examples of urban creations by international artists such as Obey, D-Face, ROA, Faith 47 and Dal East, among others.

The Carmen Thyssen Museum has recovered architecturally important buildings becoming the urban activator of an area that, under the slogan "Thyssen Environment", adds the commitment of entrepreneurs and neighbours to promote a space of cultural, environmental and gastronomic quality to an already extraordinary art gallery.

Culture has also been the driving force behind the transformation of the old Tabacalera industrial building, rehabilitating the existing protected buildings as the headquarters of important museums and the first National Digital Content Hub. This initiative is even more significant considering that it is located outside the historic city centre, between the two most populated districts of the city: Carretera (road) de Cadiz and Cruz de Humilladero.

Also, the renovation of the triangle formed by the Cathedral—Customs building—Plaza de la Merced, has become the city's cultural golden mile as tradition, history and modernity all come together in the same space: the Roman Theatre, the Alcazaba-Gibralfaro monumental complex, the Picasso Museum and the Customs Museum.

Lastly, and certainly without exhausting the long list of museums in the city, mention should be made of Pompidou Centre Malaga, the first subsidiary of the Pompidou Centre in Paris, which has completed the transformation of part of the port area for citizen use.

This effort has been applauded by citizens, tourism professionals, companies associated with the sector and specialized publications. The New York Times has mentioned Malaga on several occasions as an essential destination and benchmark in terms of quality of life.

It is safe to say that Malaga, the City of Museums, is now a reality that reconciles new cultural infrastructures with its traditions and the history that precedes it.

Relationship with the University and the PTA

The PTA (Technological Park of Andalusia), now known as the Malaga TechPark, is the driving force behind an ecosystem of employment and innovation. More than 600 companies and over 20,000 workers are located in an area measuring over 2 million m² with more than 900,000 m² of green areas. The prevalence of international companies and ties with the University are part of the DNA of this engine of entrepreneurship in Malaga.

It is fair to say that the Malaga TechPark is one of the most important concentrations of technology and innovative talent in Spain and Europe. Malaga TechPark's most outstanding sector is information technology (electronics, information, computing and telecommunications), accounting for 34% of all the companies established there, for over 60% of the employment in that sector, and for over 55% of total turnover.



9 General plan for the Expo 2027 Malaga



Visitor analysis and forecast

Based on data regarding residents of the City of Malaga and its province, the rest of Andalusia, Madrid and the rest of Spain, and considering the annual number of tourists (national and foreign) visiting the City of Malaga and the Costa del Sol as shown in the table below, 3.1 million people are expected to visit Expo 2027 Malaga producing a total of around 7.5 million visits.

Data on the number of visits and visitors is found in the table below:

	Reference	Ratio (No. of visits per visitor)
Visitors	3,149,731	2.4
Visits	7,565,376	

Calculation of the number of daily visits was initially based on the theoretical distribution of visitors over time, i.e. 93 days, resulting in 81,348 visitors on the "average day".

These calculations are based on a uniform distribution of flows during the different periods of the Expo.

However, correction factors need to be applied to calculate the non-uniform distribution of visitors since, according to the experience of previous exhibitions, flow on the reference day, determined as the number of visitors that day, exceeded the expected number by nearly 50%.

Parameters for the master plan

Average day 81,348

Design day 19,820

Peak day 164,730

Instantaneous capacity 164,730

	POBLACION HASTA 500 KM	CIUDAD	POBLACION	OBJETIVO	VISITANTES	% VISITANTES	RATIO	VISITAS	
AREA									
1	MALAGA PROVINCIA	RESIDENTES MALAGA CAPITAL Y PROVINCIA	*	1.623.445	50%	811.723	26	3,0	2.435.168
1.1		TURISTAS EXTRANJEROS PROVINCIA	1.156.953	1.939.493	30%	347.086	11	2,0	694.171,8
1.2		TURISTAS NACIONALES PROVINCIA	782.540		35%	273.889	9	2,0	547.778,0
2	RESTO ANDALUCIA	RESIDENTES RESTO DE ANDALUCIA	**	8.105.952	15%	1.215.893	39	2,5	3.039.732
3	500 KM	MADRID RESIDENTES	***	6.454.409	3%	193.632	6	2,0	387.265
				1.939.493		18.123.299			2.842.222
4	ESPAÑA	RESTO ESPAÑA		30.750.826	1%	307.508	10	1,5	461.262
TOTAL				32.690.319		3.149.731	100	2,4	7.565.376

In other words, while the expected flow on an average day was taken as an indicator that could be exceeded by 10% on any given day of the exhibition, that number was actually exceeded on nearly 33% of the days.

Hence, if the final goal of 7.5 million visits is accepted, it can be assumed that 40% of these visits could take place during the last 30 days of the Expo. To make this hypothesis useful, we need to review the parameters modifying the Reference Day (or Design Day) flow which, according to prior experience, will increase by at least 15%.

Lastly, it is estimated that the Expo 2027 Malaga will receive 7.5 million visits. This means a total of 81,348 visits on an average day. A flow of 109,820 visits (+35% of an average day) will be adopted as the Design Day, while the number of simultaneous visits to the venue will be 71,383 (65% of the design day). The percentage increase on a Peak Day is calculated as a 50% increase over the Design Day.

Following is an estimate of mode of travel used to access the city as a function of origin:

Origin	Number of visitors	Type of transport
Malaga capital and province	811,723	Local transport by Road
Foreign tourists	347,086	Plane
National tourists	273,889	Plane, Train, Road
Andalusia residents	1,215,893	Train, Private vehicle
Madrid Residents	193,632	Train, Road
Residents rest of Spain	307,508	Plane, Train, Road
TOTAL	3,149,731	

Considering that these 3.15 million visitors will produce a total of 7.5 million visits, mode of access to the site itself is calculated as follows:

ACCESS MODE / NUMBER OF PEOPLE

- On foot : 139,500
- Bicycle : 62,380
- Tourist bus: 1,141,085
- Public transportation: 4,822,551
- Private vehicle: 1,238,870
- Taxi: 161,000

TOTAL: 7,565,386

Public transportation (EMT, Malaga Metro and commuter train lines) will be reinforced to accommodate these 4,822,511 visits by means of emission-free collective transport.

Direct access on foot can only be made from nearby residential areas or from the Metro and commuter train stations.

Given the distance to larger population centres, access by bicycle is expected to have a medium-level impact owing to improvements in the bike lane network and the use of electric bicycles that can comfortably cover longer distances. Rental point systems are proposed in the city and at passenger arrival points: airport / train stations.

Given the characteristics of the road network, the main form of access will clearly be public transport. Access forecasts are made considering the expansion of public transport capacity:

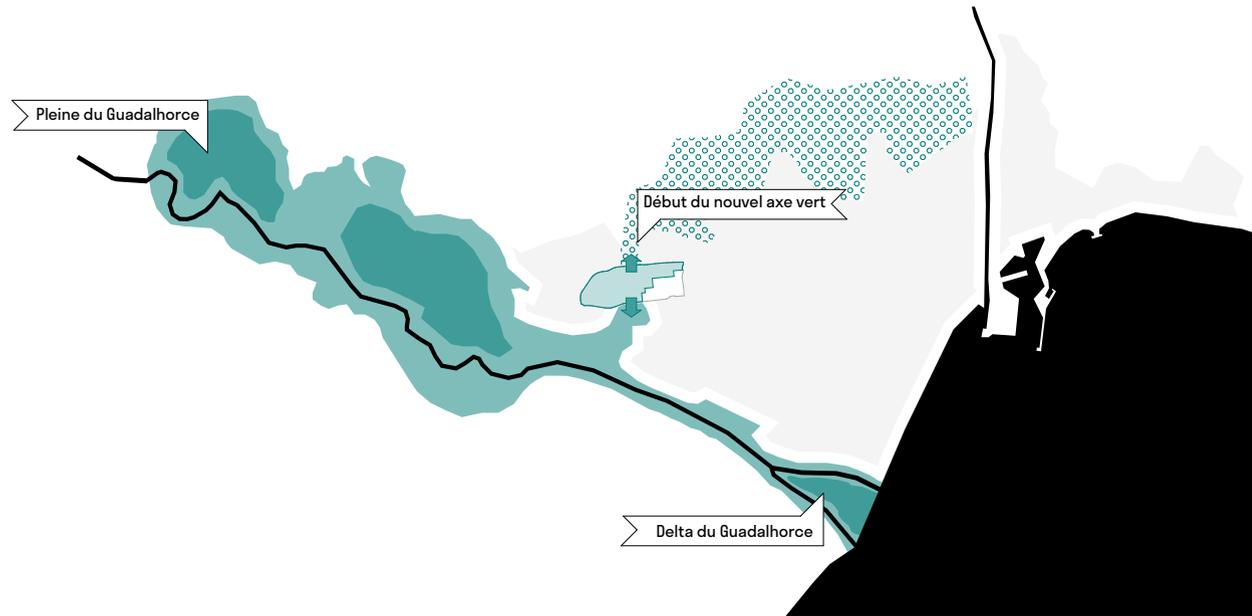
Bus: by increasing the frequency of current lines and putting dedicated lines into service as done during the local fair. These lines could depart from the historic city centre or from the airport itself.

Metro: Increased frequency and capacity of the metro line serving the stop closest to EXPO 2027 MALAGA is also in the plans. There is a modal interchange at the María Zambrano AVE station.

Commuter train (Cercanías). A stop is planned at the Tarajal area enabling visitors from nearby towns to connect to RENFE train lines.

A tourist bus is envisaged for all visitors with a transportation + entrance ticket package for EXPO 2027 MALAGA.

The estimated 1.23 million visits arriving by private car with an occupancy ratio of 2.5 people/vehicle means 495,200 private vehicles. The car park planned for EXPO 2027 MALAGA has a capacity for 4,660 vehicles which can easily accommodate this number of vehicles with a rotation rate much lower than 2 vehicles per day for each parking space.



MASTER PLAN. EXPLANATORY AND DESCRIPTIVE REPORT

Land and location

The project is situated in the western part of the city and is easily accessible by road. It lies north of Malaga's old ammonia sugar factory. This area, known as the Tarajal, underwent industrial and urban growth at the beginning of the 19th century.

Today, the landscape is connected to different sectors of the city: to the North the growing university, to the East the industrial parks called Cartama and El Viso, to the south the old sugar factory and connection with the Guadalhorce River, and to the West the Malaga ring road (A7).

The spacious green area of the Guadalhorce plain (approx. 90 Ha) is a dominant part of the landscape within which the site lies. Together with the project for the naturalization of the university boulevard, the EXPO 2027 MALAGA project is part of the green movement it is promoting.

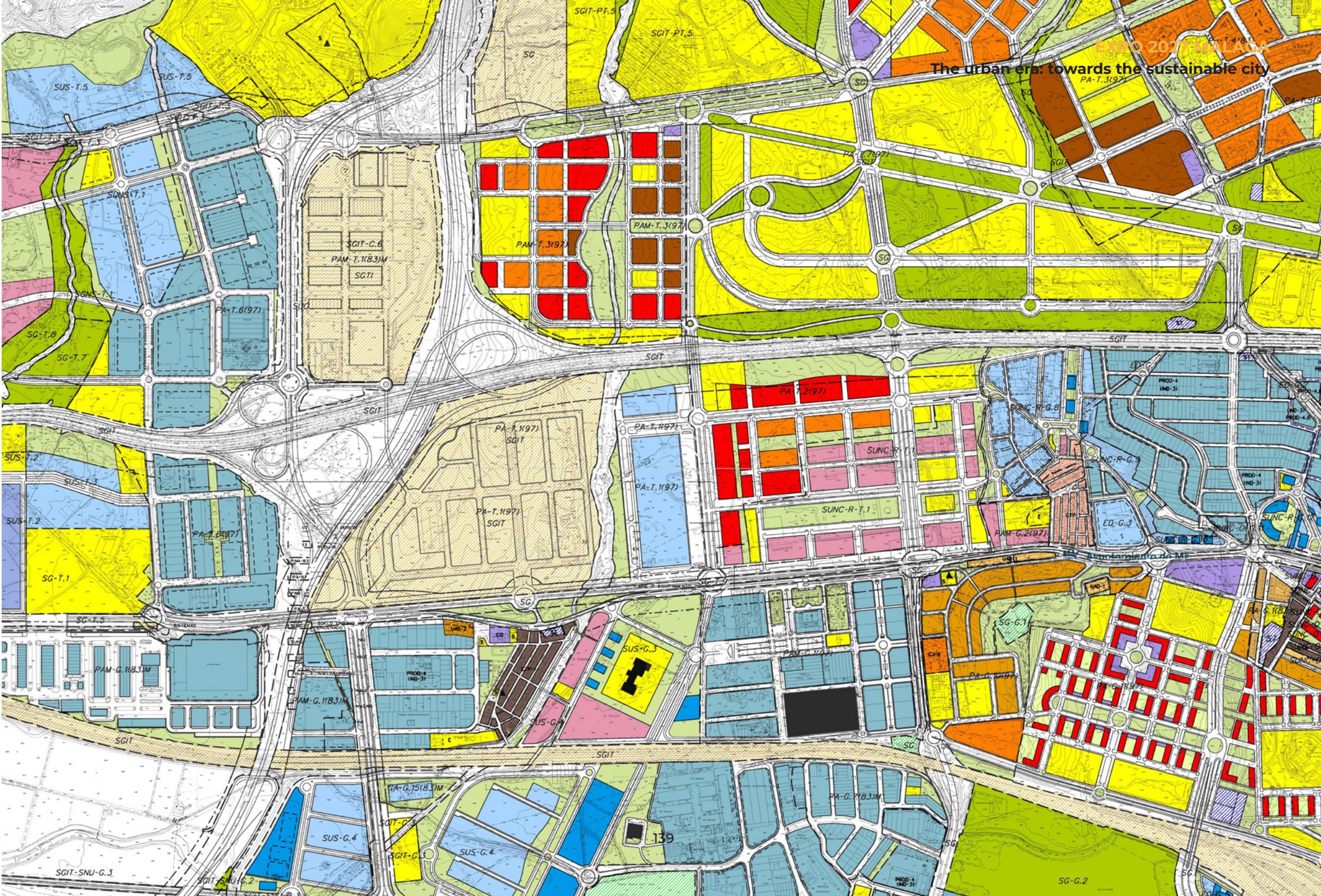
Several of the city's key aspects come together at this site: the university, industry, the river and its natural space, and major road infrastructures.

Additionally, urban growth and the need for housing development continues to increase the city's footprint. The new zoning regulation of the Sanchez Blanca estate and the houses linked to the growth of the university to the North are evidence of this growth.

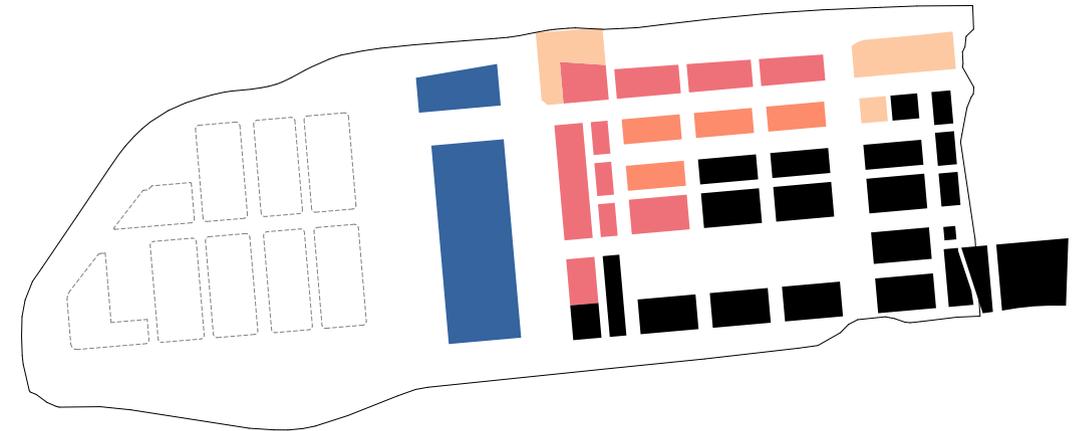
The planning project is on two timelines: one with a clear due date of 2027 for the exhibition, and another more gradual one to accommodate the natural growth of the city. This project is an opportunity to devise an alternative form of urban planning and of building a city.



The urban era: towards the sustainable city



9 General plan for the Expo 2027 Malaga



Open ordination

High-rise multi-family buildings, usually in isolated blocks, resulting in high densities in their respective areas.

An adequate proportion with open spaces and public roads, favouring a more organic relationship between them and the dwellings and housing”.

Number of floors from ground floor to ground floor+6. Depending on the distance from the road axis.

Garden City

Low to medium density residential developments with extended single or multi-family dwellings

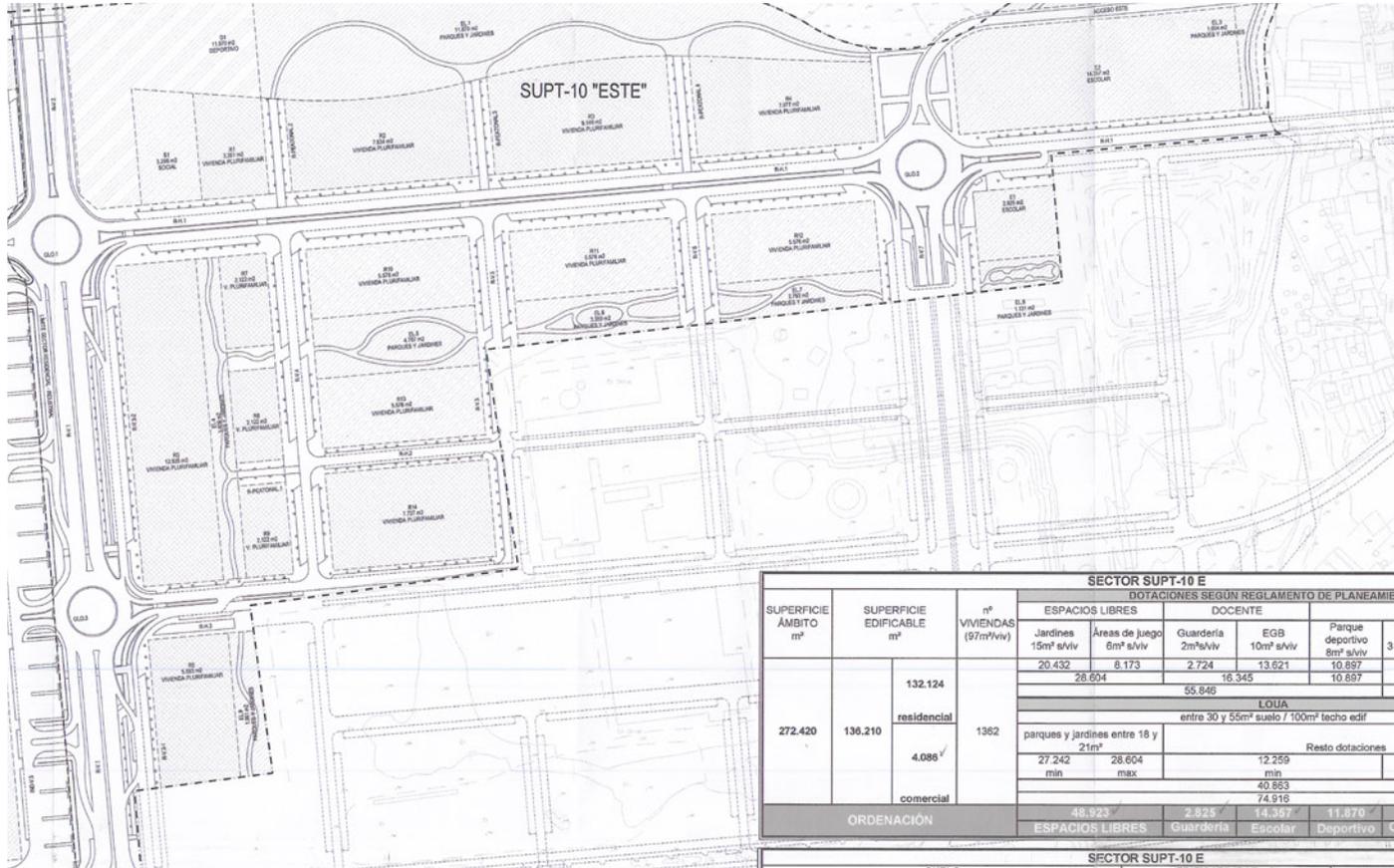
Number of floors from FG+1 to FG+4. Depending on the sub-zone.

Equipment

Community facilities, whether public or private, are subject to the building conditions of the area in which they are located

Productive use

They can accommodate commercial, industrial or logistical activities; they must ensure fire safety, comply with noise and fire safety, comply with restrictions on the transmission of sound between premises and comply with the conditions for controlling the emission of smoke and other pollutants



Scope of land affected

The construction site is comprised of several development sectors within the current PGOU (land use plan), with different regulations applying to different development phases.

- LAND INCLUDED IN THE REGULATION

That directly affected by the proposed planning, i.e. within the EXPO 2027 MALAGA site itself, for ancillary uses (car parks and services), and for housing associated with the Expo.

PA-T.1 (97) SGIT / PA-T.1(97): "BUENAVISTA" SEPES

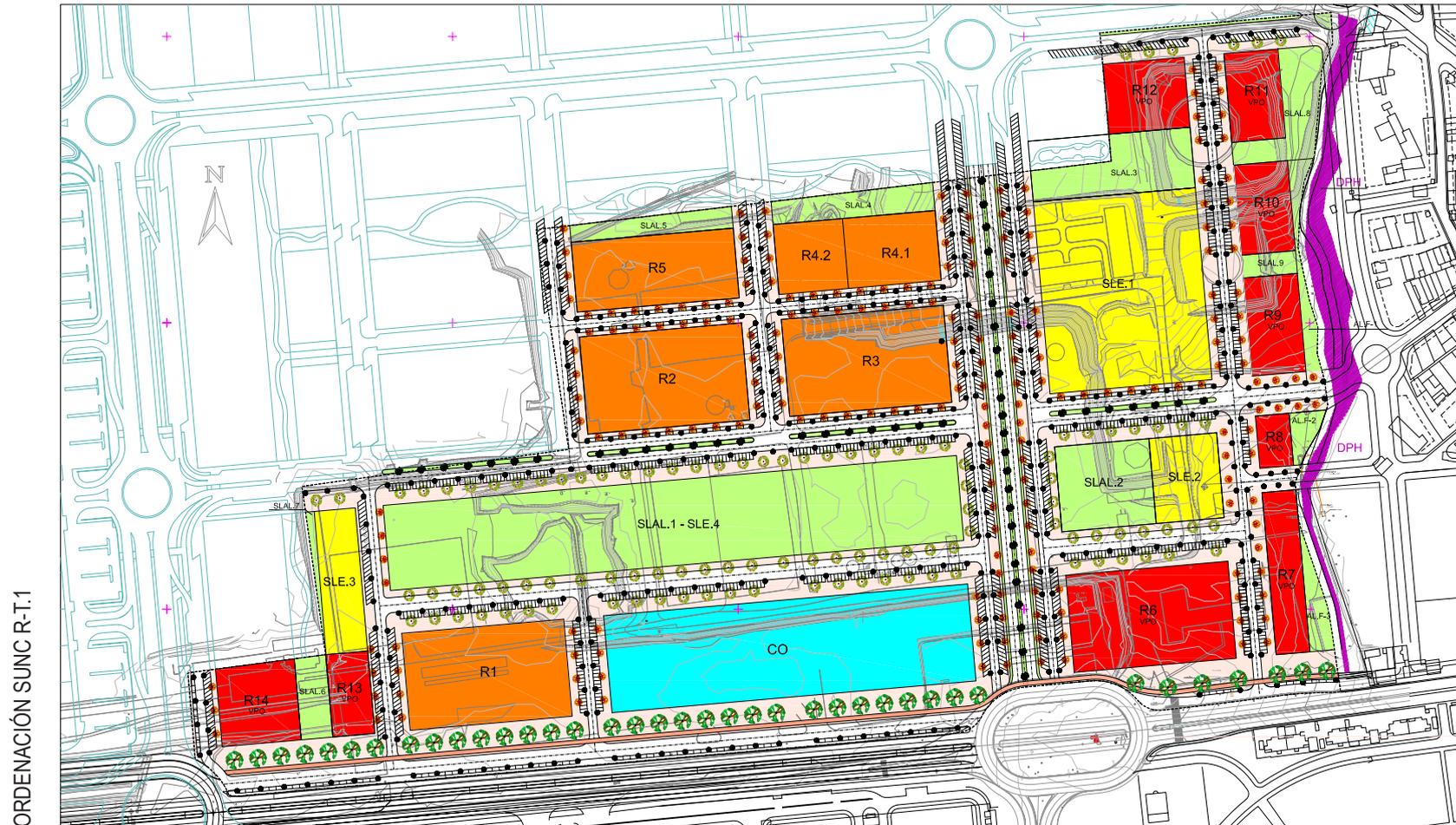
This tract of land measuring 513,773 m² is for complementary logistics and tertiary activities, in synergy with the current Freight Transport Centre (CTM.) The assigned construction coefficient is 153,298 m²t for logistics use and 47,252 m²t for tertiary uses.

The Merino Stream runs from North to South dividing the sector where the exhibition site will be located into two zones.

This is the largest tract in terms of surface area and the general zoning plan calls for productive uses. Transformation of this area after 2027 will be linked to the adjacent industrial area and the adjoining motorway.

The Expo grounds will be preserved after the event as a green space for the area: the stream, the North-South connection with the Guadalhorce River and the green area planned for 2027, will be the basis for a new forest for the city.

9 General plan for the Expo 2027 Malaga



A T-2 (97): BUENAVISTA

Residential growth in the western part of the city is planned through the development of the Buenavista PA-PT.2(97) and Cortijo Merino SUNC-RT.1 sectors.

Of these, the “Buenavista” sector with an area of 27.24 hectares is directly linked to EXPO 2027 Malaga. Residential construction coefficient is 136,210 m².

Expo 2027 Malaga will build 1,440 homes on this tract of land for operational use. These homes will be part of the city’s growth and later become part of its housing stock.

In this residential sector, alternatives to the planning set out in the PGOU are proposed in terms of types of homes. The open garden-city envisaged in the General Plan will be enriched with the “urban forest” project that will become a new lung for the city, and by the idea of mixed uses generating different scales of proximity spaces.

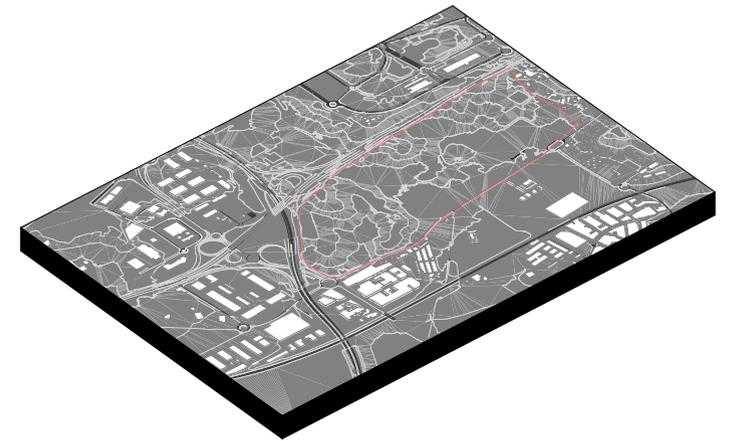
SUNC R-T.1



Topographical plan of the plot

The southern sector corresponding to land occupied by the former ammonia factory. This is a residential sector for which the planning design has already been drawn up.

The entire housing development will be within this sector, the subsidized housing stock to be used for the Expo. In this connection, plot numbers R6, R7, R8, R9, R10, R11 and R12 in the approved PPO are considered to be part of the “Expo housing” stock. A total of 523 homes will be built with a total constructed area of 47,047 m².

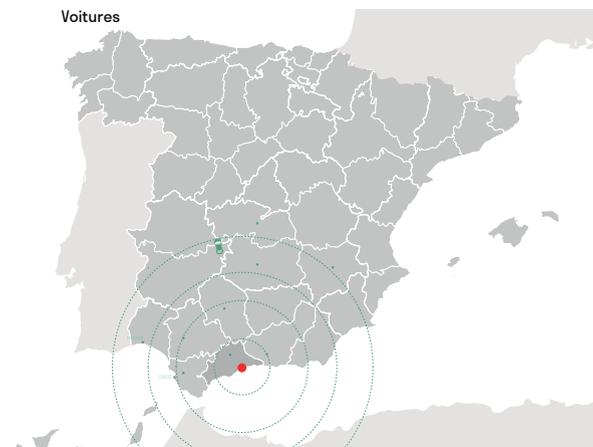


These homes will be directly connected to the Expo by the green axis in the centre of the sector planning.

- NEARBY SECTORS

The multisectoral Expo project forces us to think about the different sectors affected and to propose an urban plan coinciding with the subsequent uses of the Buenavista sector. Therefore, sector SUS G-3 Tarajal is included for indicative planning purposes.

9 General plan for the Expo 2027 Malaga



Expo 2027 land delimitation

All the tracts of land included in the study are located in the productive radius of the city, adjacent to the university, the Malaga Tech Park (PTA), the main business parks, the airport and the Trade Fair and Congress Centre.

Post-expo benefits will be maximized thanks to this location. Moreover, it already has most of the road and transport infrastructure it will need. It is close to the airport, railway lines, the metro and the metropolitan area's main motorway hub.

The project will also facilitate the environmental regeneration of the surrounding area and the creation of the Green Corridor / Fluvial Park of the Guadalhorce River, planned between the Gaitanes Gorge and the natural area of the river mouth (delta).

It is bounded on the North by the A-357, Guadalhorce highway; on the East by the established San Carlos and San Jose del Viso neighbourhoods; on the South by the old Carretera Cartama (extension of Avda. Jose Ortega y Gasset) which is expected to be divided, and on the West by the A-7 (Mediterranean Highway) which bypasses the City of Malaga.

Current access is from the south road.

The land has a non-uniform North-South slope with a height difference of 27 m from one end to the other.

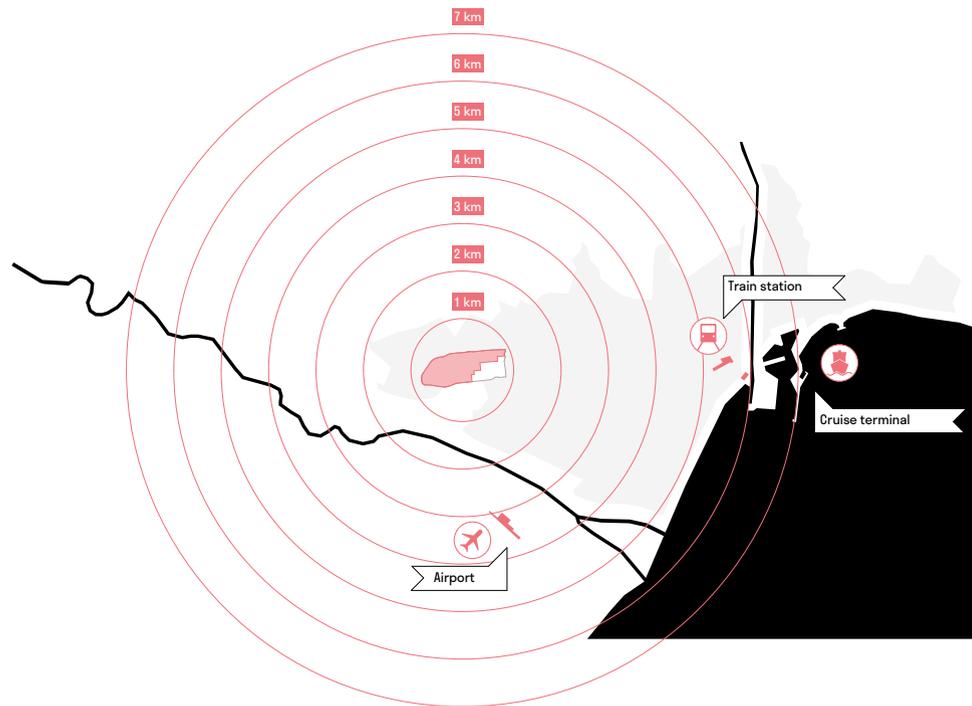
Of the total 83.6 Ha, an area of 25 Ha will be used for the EXPO 2027 MALAGA venue, the tract of land that is segregated from the rest following the circular shape of the planning proposal and has a stream running through it.

The rest will be used for ancillary services, mainly parking, storage and logistics.

Infrastructure and connectivity

Its location near a hub of motorways means that this tertiary area, held in high esteem by Malaga, will use the Expo infrastructure to establish new companies in our city.

The expansion of the CTM (Freight Transport Centre) will consist of administrative and commercial offices, warehouses for storage and break-bulk cargo, service warehouses, a service station, parking for heavy vehicles and an internal road network.



Distances from the plot

General city infrastructure

• Airport

Malaga has the fourth largest airport in Spain and the largest in Andalusia.

According to 2018 data, the airport served 19 million passengers, 71% of whom travelled during the high season (April - October).

The airport connects with 142 destinations in 35 countries. Last year, 16.3 million passengers were foreigners and only 2.8 million were Spanish.

The United Kingdom was the main country of destination with 2.8 million journeys.

Malaga airport will serve as the main port of entry for foreign visitors to the EXPO considering it is only a 3-hour flight away for most European visitors.

Malaga Airport connects with 18 national destinations and in 2018 served 2.8 million people. It connects with cities like Barcelona and Santiago de Compostela in under 2 hours.

• Ave-Malaga high-speed train station

Malaga has a high-speed rail connection to 25 cities in Spain. Madrid, for example, is only 2.5 hours away and is served by 13 trains every day. The Maria Zambrano station served more than 2 million travellers in 2015.

• Road network

Road infrastructure provides fluid access to the city. Travel time by road to the venue can be conveniently divided into 1,2,3 or 4-hour segments.

• Commuter rail service

A new commuter rail stop is proposed on the C-2 commuter line between the “Los Prados” and “Campanillas” stops to provide access to the Expo’s southern entrance.

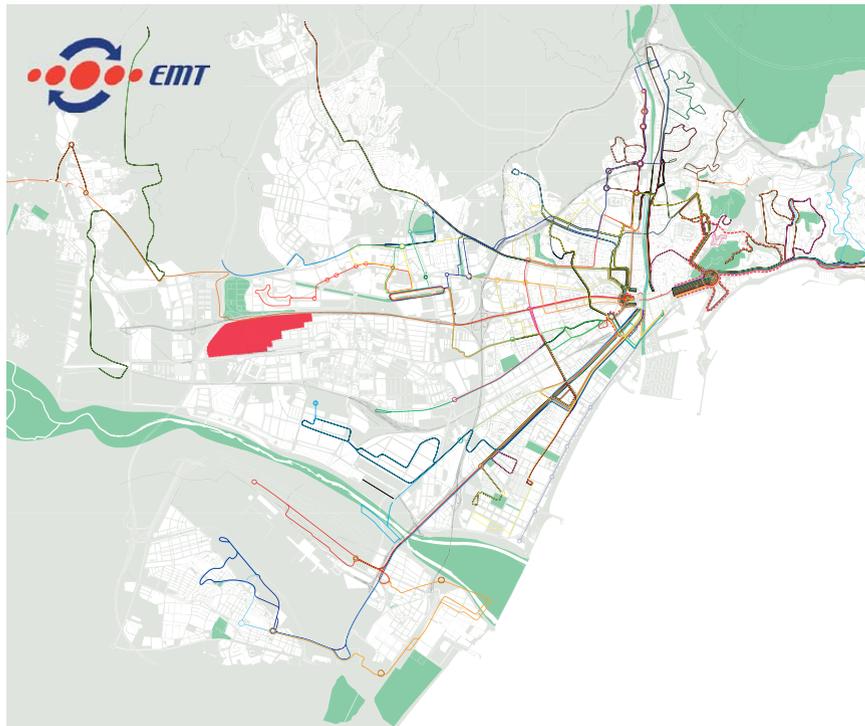
• METRO lines

The Malaga metro network currently consists of two lines connecting different points of the city and linking with the rest of the transport network of the Metropolitan Transport Consortium serving the Malaga Area.

Complementary transport and communication infrastructure

The Empresa Malagueña de Transportes—EMT (Malaga transport company) is a national benchmark in terms of its use of new technologies to better manage urban buses (use of cards, mobile phones, NFC (Near Field Communication) technology, GPS and low-pollution energy systems (biodiesel, compressed natural gas, hybrid and electric buses).

Buses arrive at the EXPO Malaga area from different districts of the city, and it is possible to programme additional routes to provide a direct shuttle service to the EXPO venue itself.



Sustainable mobility

The city has a network of bike lanes designed to promote sustainable urban mobility. It has 23 municipal bicycle stations, 600 tethers and approximately 400 bicycles.

More bicycle and electric scooter lanes are needed to reduce emissions.

Expo venue connections with infrastructure networks

Malaga's first-rate roads and excellent connectivity facilitate access to the EXPO from the city's different ports of entry:

- - MALAGA-COSTA DEL SOL AIRPORT
- - MARITIME STATION / CRUISE SHIP TERMINAL
- - MARIA ZAMBRANO HIGH-SPEED (AVE) TRAIN STATION
- - BUS STATION

Travel time from any of these points is approximately 15 minutes by private car and shuttle bus.

Commuter train. A new commuter train stop has been proposed in Tarajal after the "Los Prados" station, a 10-minute commute from the Malaga-Centro Alameda station, currently running every 40 minutes. The EXPO 2027 MALAGA's south entrance gate is less than a 10-minute walk from the station.

Metro. Line 1 of the metro currently ends at the University Campus (Andalusia Tech stop) and takes 18 minutes from the Maria Zambrano Station. The Expo's North entrance gate is less than a 10-minute walk from there. Trains on that line currently run every 7.5 minutes.

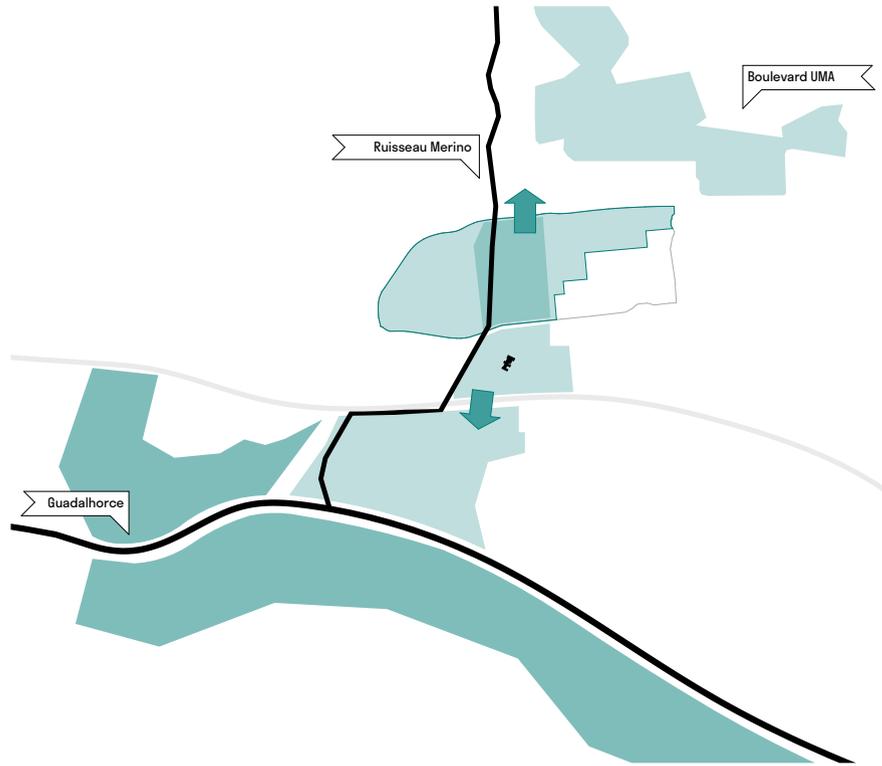
Bicycle. EXPO 2027 MALAGA is a 30-minute bike ride away from the city centre using the existing access routes.

The Expo's proximity to the A-7 motorway (Mediterranean Highway) gives private vehicles and buses direct access to the venue.

In conclusion, the Expo venue is strategically located with respect to existing roads and transport networks. In terms of investments, the A-357 connections envisaged in the PGOU (land use plan) serving the university campus and residential area and a commuter train stop to the south, need to be completed. This new stop will serve the Tarajal neighbourhood and expected residential growth in that area and will therefore have great strategic value in improving connectivity in the area with emission-free transport.

Given existing road infrastructure, public transportation will need to be reinforced to discourage the use of private vehicles.

As development of this land is already envisioned under the current PGOU and use intensity will be similar to that foreseen and could be lower considering that efforts are constantly being made to reduce demand, it is safe to say that this land has access to the transport networks needed to ensure the proper operation of the proposed project.



Mission statement

Thanks to a wide range of initiatives carried out over the last 10 or more years, the City of Malaga is now the public sector's driving force behind initiatives and projects which unite different innovative and sustainable proposals and actions from other public and private entities.

Its empowerment and leadership capacity and progress in adopting the main characteristics of a "Smart City" explain why Malaga has been recognized for keeping up with national and international standards.

Few cities can boast the sort of transformation that Malaga has undergone in recent years. The changes it has made have put it on the international map as an example of a smart city that is not only visited for its sun and Mediterranean beaches, but also for being a benchmark in innovation, new technologies and cultural offerings.

This transformation is undoubtedly the city's best calling card and bears witness to the ambitious plan that Malaga has set out to achieve by 2027.

EXPO 2027 Malaga will be located to the west of the city, squarely in a high-production area adjacent to the university, the Malaga TechPark, the Freight Transport Centre, the main business parks and the Trade Fair and Congress Centre.

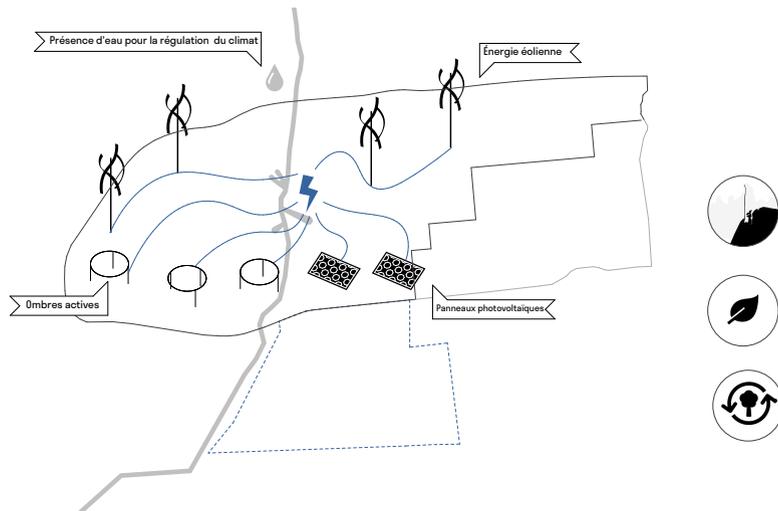
It will be directly linked to the airport, the high-speed train (AVE), commuter trains and bus stations, and the historic city centre.

The exhibition will be built based on the following general and specific objectives:

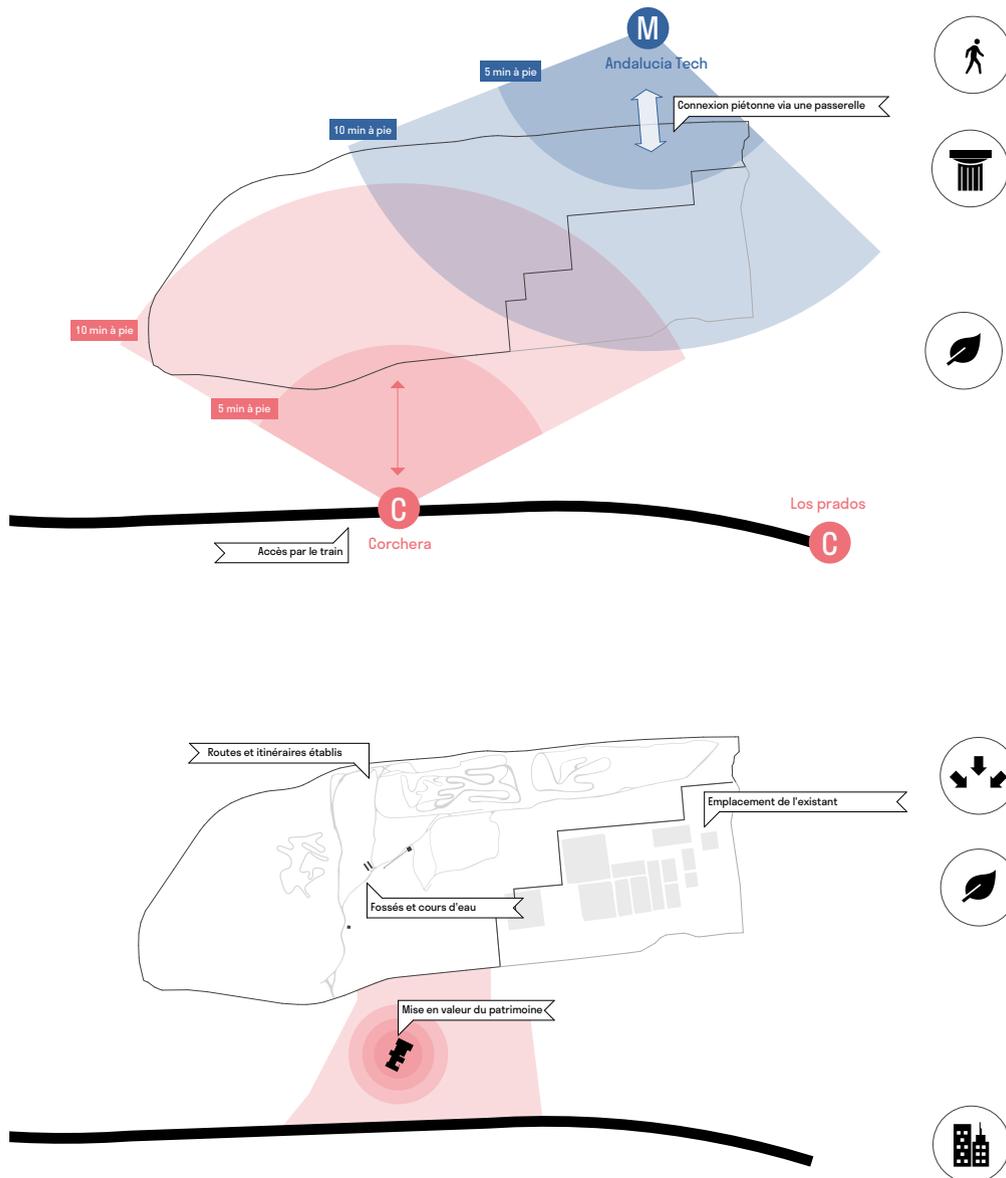
General objectives:

From the point of view of urban transformation, the EXPO's objectives must be consistent with its founding philosophy. Targets will focus on the following areas:

- Citizenship
 - C.1. Implement an inclusive city model.
 - C.2. Establish citizen participation mechanisms, encouraging transparency in all processes.
- Innovation
 - I.1. Improve connectivity between the business community and the University.
 - I.2. Incorporate renewable energy and control systems for efficient energy consumption.
 - I.3. Implement Smart-city indicators
- The environment and combating climate change
 - E.1. Restore ecosystems and improve biodiversity.
 - E.2. Establish a new urban growth model less dependent on private transport.
 - E.3. Create CO2 sinks and minimize the use of resources (ecological footprint).
 - E.4. Urban development based on the circular economy model



9 General plan for the Expo 2027 Malaga



Specific objectives

- C.1.1. Use Universal Accessibility design parameters so that all visitors can be autonomous.
- C.1.2. Guarantee the safe use of public spaces for everyone.
- C.1.3. Create a friendly city for children and the elderly (city 8/80).
- C.1.4. Incorporate healthy city criteria.

- C.2.1. Establish a framework fostering the participation of social agents and citizens.
- C.2.2. Develop an information and communication programme that covers the entire process.

- I.1.1. Build bridges and create spaces for interaction that encourage joint University-company strategies.
- I.1.2. Implement programmes to encourage technological companies.

- I.2.1. Incorporate renewable energy generation systems with close to net zero carbon emissions.
- I.2.2. Implement energy generation and consumption control and optimization systems.

- I.3.1. Develop applications aimed at enhancing quality of life for citizens.
- I.3.2. Create accessible digital nodes for the exchange of information with citizens.

- E.1.1. Create green forested spaces modelled on a Mediterranean forest.
- E.1.2. Recover the natural watercourse of the Merino Stream.
- E.1.3. Create green infrastructure fostering connectivity in the Guadalhorce ecosystem.

- E.2.1. Generate a connection network with perimeter areas to prevent urban isolation.
- E.2.2. Create internal connectivity with priority on pedestrian and bicycle routes.
- E.2.3. Promote the proximity of services through mixed uses, with special emphasis on residence-work.

- E.3.1. Increase the ratio of green areas per inhabitant.
- E.3.2. Use permeable urban development techniques and ways to recover natural and naturalized soils.

- E.4.1. Minimize earthworks and waste generation.
- E.4.2. Use recycled and recyclable materials
- E.4.2. Use construction designs that guarantee the reuse of all new buildings.



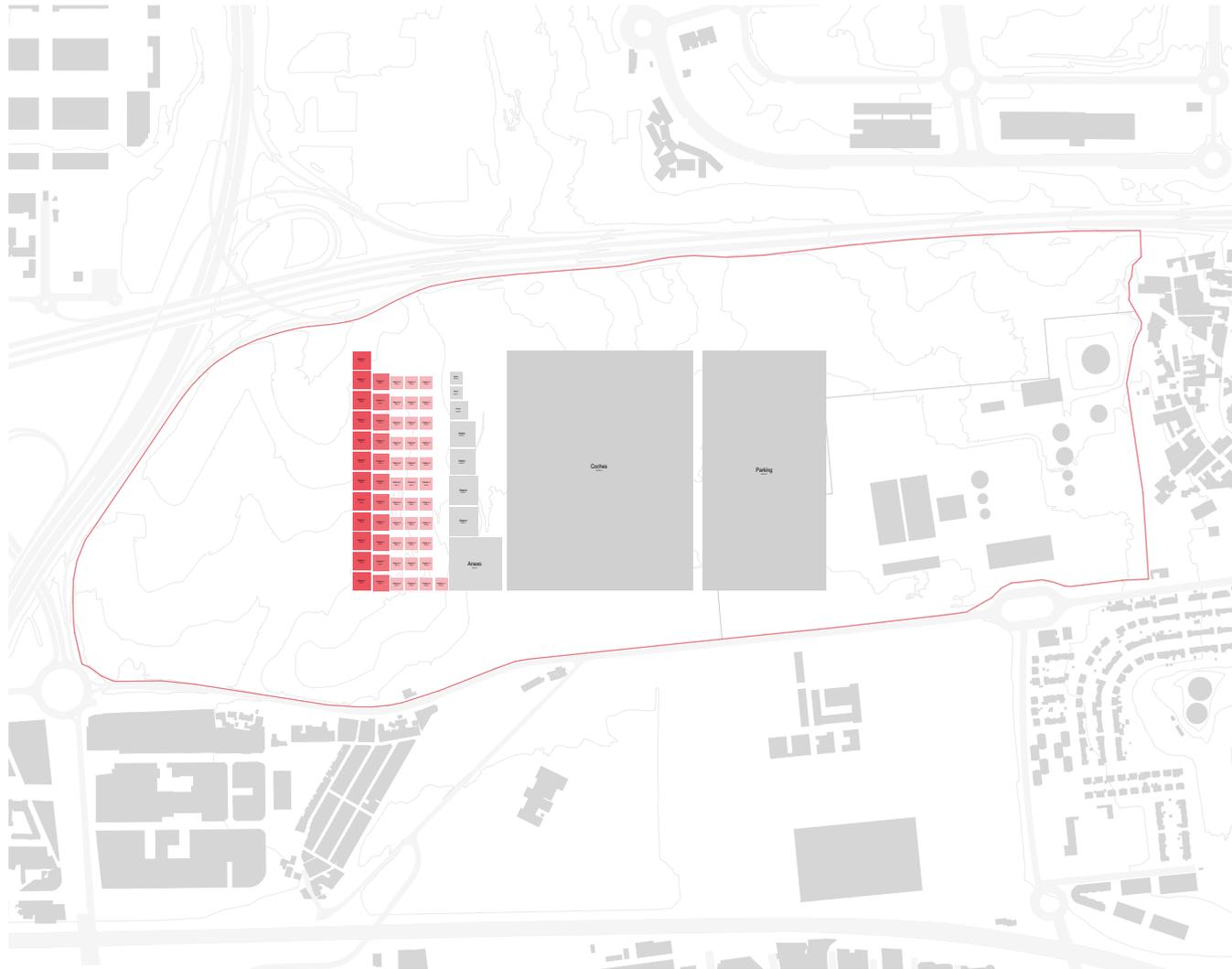
Expected results

Although the City of Malaga does not have a significant pollution problem, there is a lack of green spaces and a road infrastructure that prioritizes private cars. Therefore, we would like to:

- Generate a new city paradigm.
- Increase the scope of influence of the Guadalhorce River ecosystem and improve biodiversity.
- Reduce levels of harmful gases.
- Improve the commuter train network to include surrounding neighbourhoods currently lacking service.
- Increase the number of people using non-polluting forms of transport.
- Increase access to public housing.
- Improve the business fabric

Indicators

For each of the specific objectives listed, indicators will be developed through a participatory process with citizens whereby to assess the scope and fulfilment of these objectives.



Programme of intended uses

Estimate of spaces required inside the EXPO venue:

- Venue entrance gates
- Information points and services
- Open spaces for outdoor events and shows.
- Pavilions
- International participants
- National and regional
- Thematic
- Stage spaces
- Dining and shopping areas

Spaces outside the venue:

- Parking for private vehicles and buses
- Office and event management spaces
- Storage and supply areas
- Accommodation for participants



Implementation and description of the master plan

RATIONALE UNDERPINNING GENERAL PLANNING

first it was a forest with a river running through it

The proposal began with an analysis of the site, subject to the pressure exerted by the inertia of urban growth dynamics, surrounded by major motorways, but with agricultural potential where we found remains of ditches and reservoirs, elements linked to water supply and irrigation systems. As part of the city's industrial development throughout the 20th century, we also found nearby buildings such as the old cork factory and the remnants of the former ammonia factory both with a great deal of cultural heritage value. Perhaps this fulfils the requirements of that third abandoned or forgotten landscape (in reference to the "third landscape" described by Gilles Clement).

Hence, this is an operation that, despite its size and prospective intensity, must balance important factors that could appear contradictory with the very objective and message it intends to transmit:

- Time: a transformation of the territory in a short space of time, the sustainability of which must be guaranteed in the medium term.
- Space: an EXPO becomes a pole of attraction and an urban benchmark, modifying and defining an area, but also with infrastructure and service requirements in line with the expected high flow of visitors concentrated over a short period of time.



ISHIGAMI



JOSE MARIA SANCHEZ



SANAA



PHILIPPE PROST



HERZOG DE MEURON



SCOFIDIO

Description of the proposal

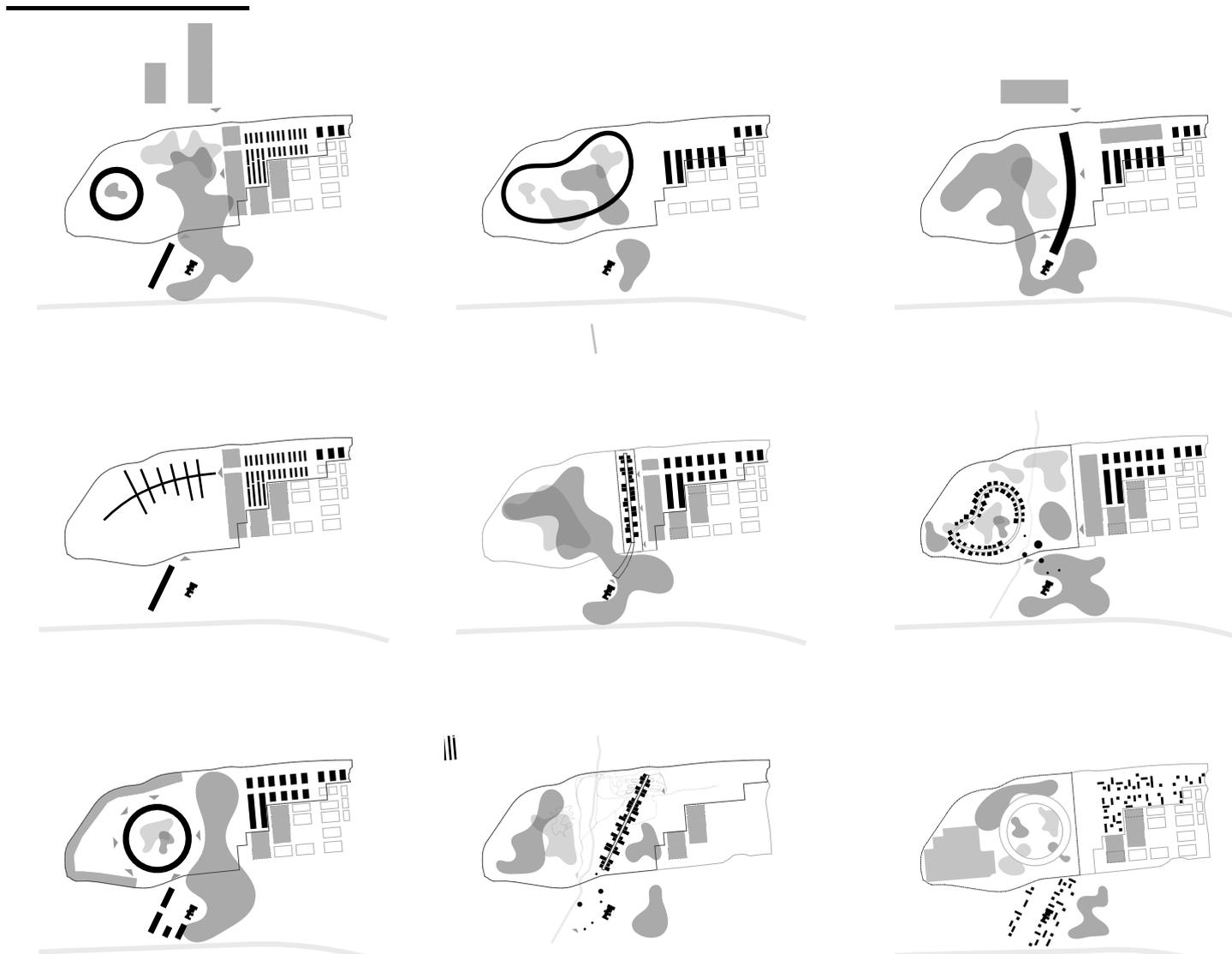
Bearing these considerations in mind, sustainability criteria have been adopted in terms of the development works and architectural proposal with strategies aimed at:

- The least possible impact on the “inherited natural landscape.” This means, adopting the existing topography as a worksite and highlighting elements of reference with respect to previous uses so that the site remains recognizable.
- Building in the most flexible way possible. This entails a unifying structure to portray the desired image but which can later be transformed and used for diverse purposes.

This flexible and open architecture/infrastructure echoes projects that have gone before it such as the “International Sports Innovation Centre” by Jose Maria Sanchez Garcia, the “First World War Memorial” by P. Prost, “Suimei Park” by SANAA, the “Badaevskiy Brewery” by Herzog and De Meuron and “Zaryadye Park” by Scofidio. It is intended as a project that, regardless of its implementation, serves a dual purpose: global-a structural support system and small-scale-informally colonizing and occupying the spaces it generates.

It adopts a “lightness” (reminiscent of Italo Calvino in his “Six proposals for the next millennium”) as its mode of intervention with a sustainability approach that pervades the project. In short, it seeks to have the least impact in terms of transformation, movement of earth, waste generation, etc., but with the greatest constructive flexibility to be able to adapt to possible future functional changes.

The urban era: towards the sustainable city



Based on these approaches, various schemes have been developed that are not only consistent with these strategies but also become elements of connection with the environment, taking multi-polarity into account: university, residential area, industry and logistics.

How to build and contemplate a forest? How to highlight the natural and human heritage of the plot? These are the fundamental points that have guided the project.

The proposals are divided into two fundamental groups: linear and circular. The former mark a direction (parallel to the stream, North-South connection...), but impose a circular trip. The latter allow more fluid routes and a 360° view of the landscape. Moreover, the possibility of locating the entrance gates at any point of the perimeter allows support elements to be freely distributed.

A ring proposal has been chosen that surrounds the plot's points of interest: irrigation channels, cisterns, stream...

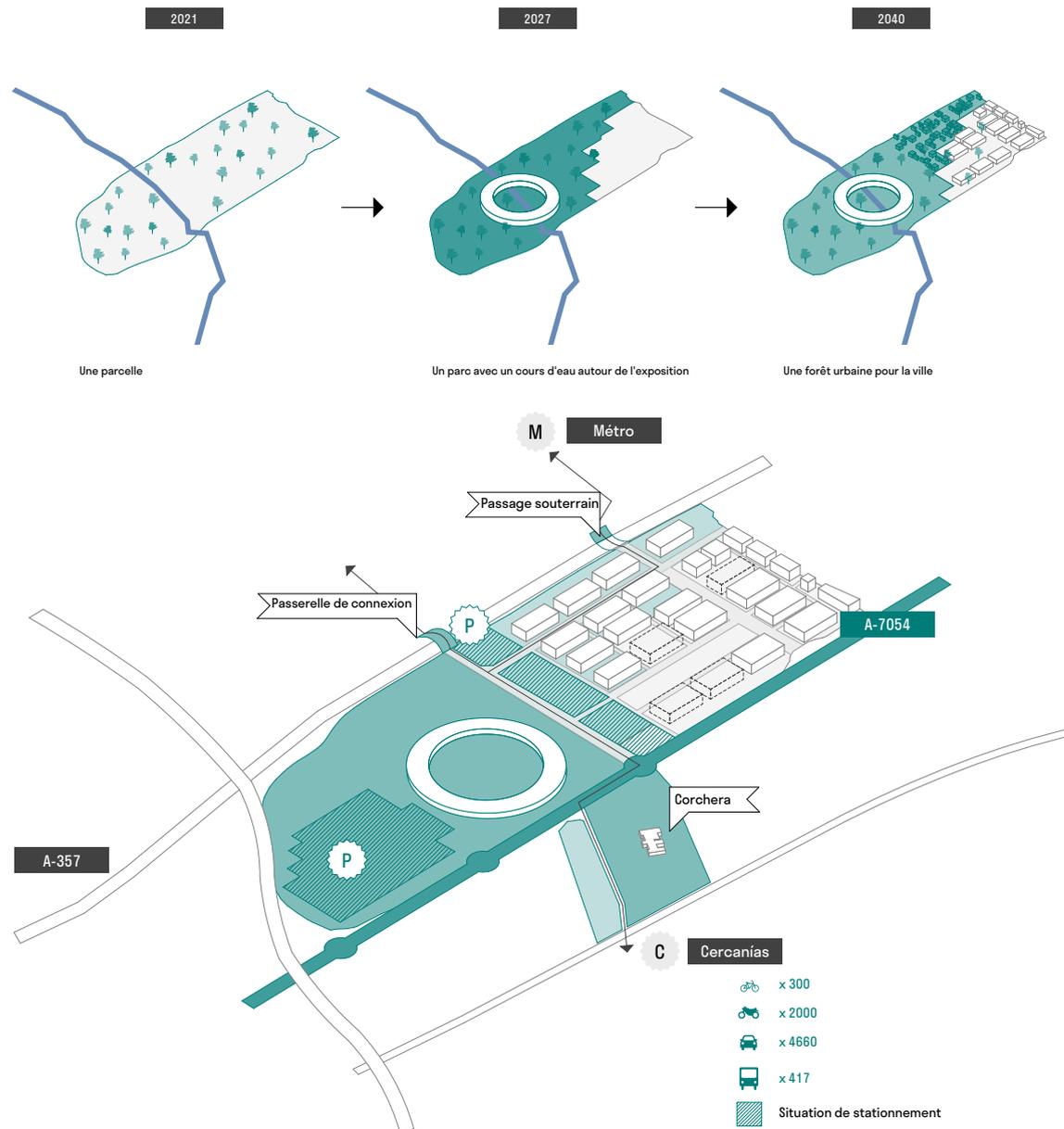
A path that enables visitors to witness the history of the city while the world reveals itself through the Expo 2027 Malaga.

The plan for the rest of the plot proposes alternatives to the closed block style of the General Plan.

In this proposal, public spaces have different scales and are the most important elements of the city.

Study outlines

9 General plan for the Expo 2027 Malaga



General plan and location of entrance gates.

Planning incorporates the adjoining land that will be affected, treating it as a support element for the development of the Expo, a total of 83.6 Ha around the perimeter of a 25 Ha area for the EXPO 2027 MALAGA venue.

A large urban forest is planned by planting an area measuring 223,000 m².

Owing to its benign climate, Malaga has a long-standing tradition of planting diverse species from all continents, an example being “around the world in 80 trees” found at The Conception Botanical Garden where more than 200 species from different parts of the planet are perfectly acclimatized.

Mostly native species will be used to form what is known as a Mediterranean forest to enhance the biodiversity of the area.

It will be planted as a continuous green space, a natural element promoting soil fixation while providing shelter and shade. It will be modelled on other important urban gardens and forests of the botanical tradition committed to preserving biodiversity (see, for example, the website of Kew Garden in London).

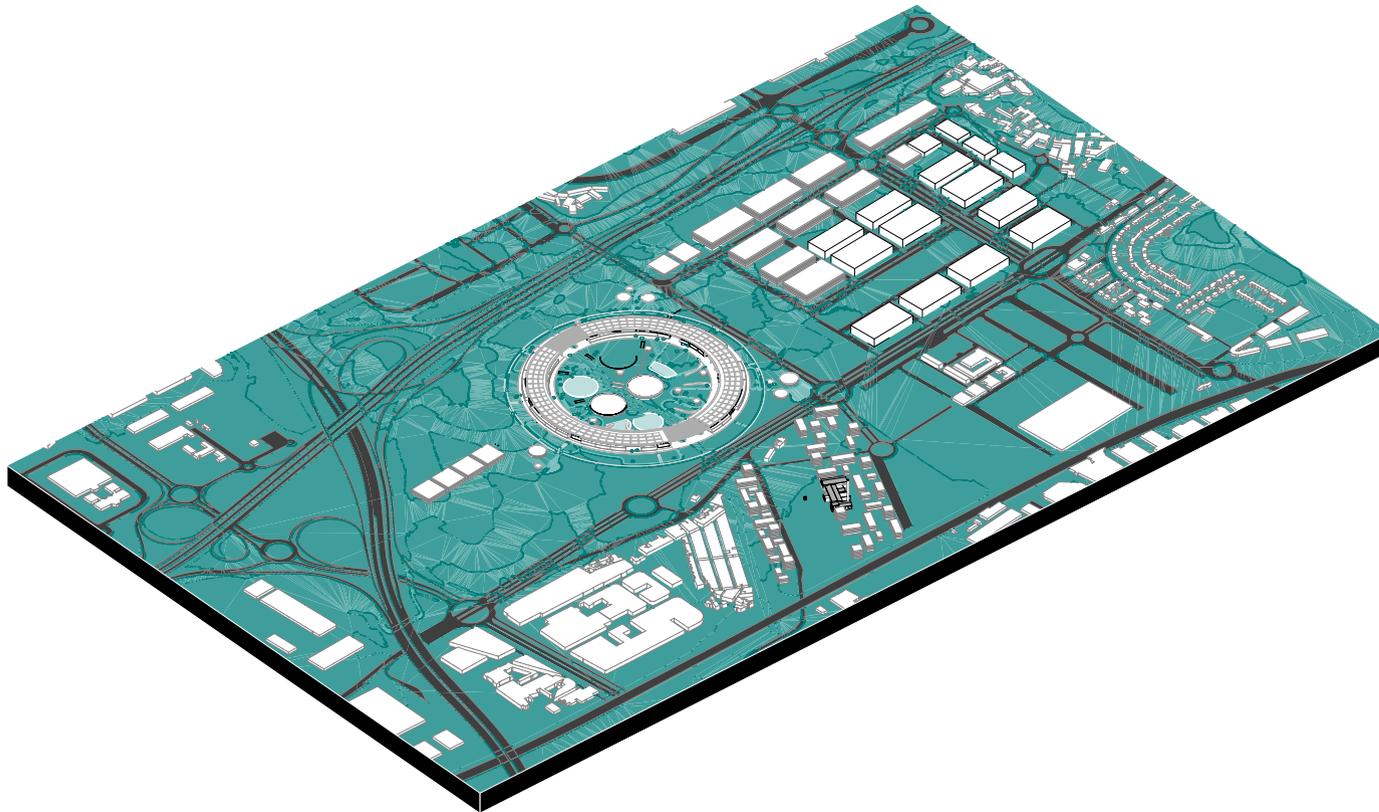
A road envisaged in the PGOU will cross this tract of land from North to South providing access to the University. An overpass over the A-357 motorway delimits the area planned for a residential development.

This road also provides access to the car park, with capacity for 417 buses, and two buildings: one for Expo offices and the other for the press and VIP area, each with a constructed area of 7,125 m².

The second road, the A-7054, provides access from the South. This road currently has two lanes in each direction but the Expo project will add two additional lanes in each direction thus creating a major urban artery. This road provides access to the private car park with capacity for 4,660 vehicles plus an area planned for storage and supply of goods measuring 28,500 m².

This car park has two levels: outdoor parking for buses and private vehicles, and the lower level of the ring for Expo managers and workers. Parking areas will be able to accommodate a total of 4,660 cars, 2,000 motorcycles, 417 buses and 300 bicycles.

A total surface area of 198,972 m² will be devoted to car parks.



General axonometry

The Merino stream forms a natural North-South axis. This natural element, included in the PGOU as non-developable land, becomes the Expo's "storyline", an element of natural regeneration as the plan is to recover the stream as a channel and environmental connection with the Guadalhorce River. It will be widened to form a body of surface water which will be one of the main natural areas of EXPO 2027 MALAGA.

Key elements of the project:

- Delimitation of Expo land
- Make the Merino Stream an axis
- The circle as a reference element
- The generation of a new landscape, a huge "green area" connecting the different ecosystems
- A central lung of the Expo

Support structure

The ring characterizing the exhibition seeks to create a unique structural system that serves the purposes of Expo 2027 Malaga and is flexible for future uses.

A 15 m x 15 m series of pillars organized radially where every 8th one will pierce the building from the basement to the roof. This system of cylindrical pillars will adapt to the parking grid, to the modulation of the spaces necessary for the EXPO and will allow sufficient freedom for subsequent uses.

The sheathing planned for the pavilions will be free-form and generate paths and interstices between each pavilion. Routes through the ring will be created between glass enclosures that will provide a view of the inside and outside of the ring at all times thus merging the EXPO with the landscape.

Service areas, where toilets, lifts and technical zones are located, will be the only opaque areas. They will have a structural support function.



Plan of the landscaped and natural areas

The plot known as the Tarajal is a point where diversity reigns and different uses and environments converge—university, industrial areas, road infrastructure and a fluvial space, the Merino Stream. With this variety of uses, the objective will be to unify the space through vegetation, transforming it into an urban landscape.

The action strategy entails regenerating ecosystems with nature-based solutions.

This re-naturalization of the area will help create a large green infrastructure reminiscent of a forest covered island where trees are the main protagonists, using a less rigid and more organic design than in traditional urban landscaping and including species with no size limit while respecting their natural structure.

The objective of this proposal is to create a Mediterranean forest featuring representative ecosystems of the world's Mediterranean bioclimatic habitats.

This will allow the reproduction of ecosystems and add value to and complement the city's botanical heritage.

There are four other areas in the world that have a climate and vegetation like ours with a clear Mediterranean profile capable of thriving in Malaga's climate. These plants are adapted to hot dry Summers and mild Winters and make the most of irregular precipitation concentrated during Spring and Autumn. These areas are:

- Cape Region, South Africa
- South and South-West Australia
- Western Coast of South America and Central Chile
- Part of California in the United States
- Mediterranean Area of the Iberian Peninsula

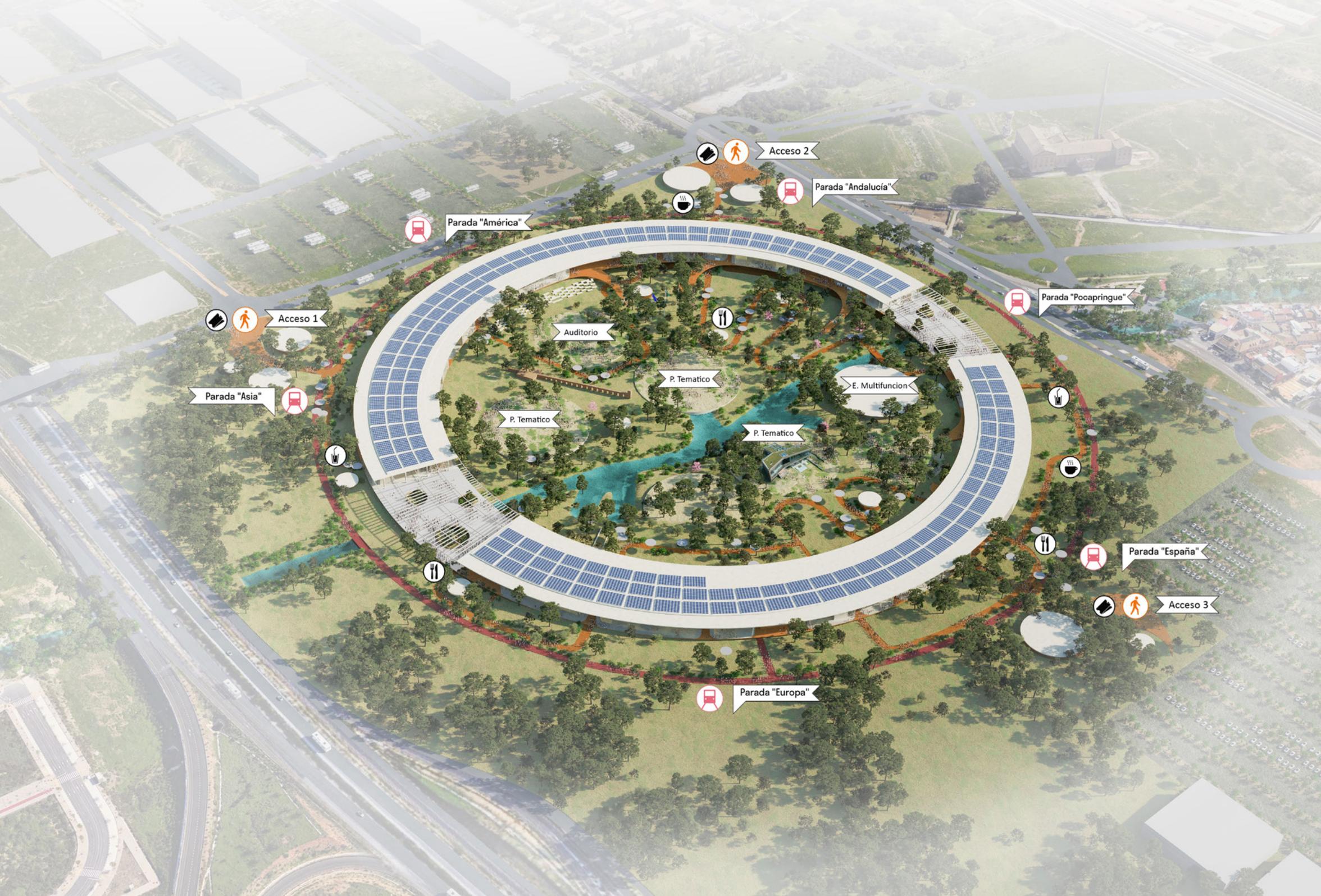
Following will be the most representative species in this project:

Celtis australis, *Pinus pinea*, *Pinus halepensis*, *Brachichiton acerifolia*, *Fraxinus angustifolia*, *Olea europea*, *Chamaerops humilis*, *Cupresus sempervirens*, *Erythrina caffra*, *Bahuinia tomentosa*

Spathodea campanulata, *Casuarina equisetifolia*, *Melia azederach*, *Paulownia tomentosa*, *Ficus benjamina*, *Albizia julibrisin*, *Araucaria excelsa*, *Populus alba*, *Populus itálica*, *Gleditchia triacanthus*

Water management is another vitally important factor and entails making decisions that integrate sustainability criteria and using recycled water for irrigation purposes.





Acceso 2

Parada "Andalucía"

Parada "América"

Acceso 1

Parada "Asia"

Auditorio

P. Tematico

E. Multifuncion

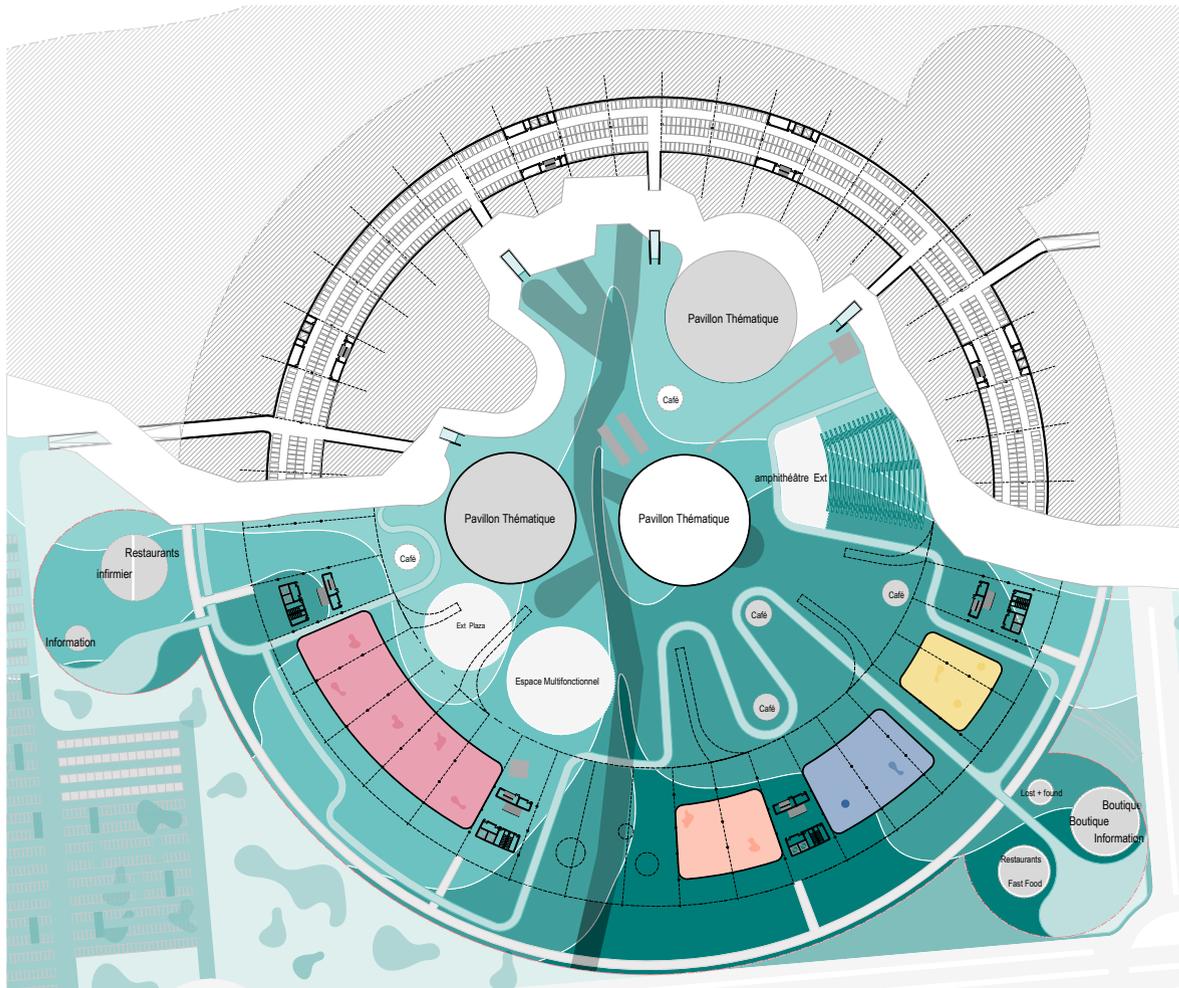
P. Tematico

P. Tematico

Parada "España"

Acceso 3

Parada "Europa"



Plane dimension +18 SNVM

Functional schemes

Entrance gates

The venue will be accessible by public and private transport. Two large car parks will absorb the vehicles and three entrance gates will provide access to the venue.

The Northeast entrance gate will be used by visitors arriving by bus or some other collective vehicle. It is located next to the large bus park to the East. Ticket windows and waiting areas will be less than 100 m away.

The second entrance gate will be located at the crossroads formed by Carretera Cartama and the N-S road that goes towards Teatinos. This access will be used by visitors arriving by commuter train.

The car park for private vehicles is located on the western side of the plot and an entrance gate is planned for this area on the western perimeter.

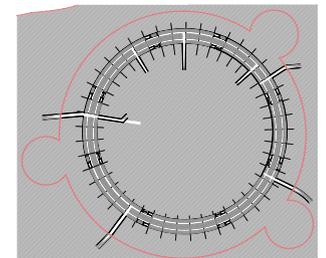
	No. of vehicles	No. of spaces
Private vehicles	433,380	4,660
Buses	38,781	417
Service parking	148,614	1,598

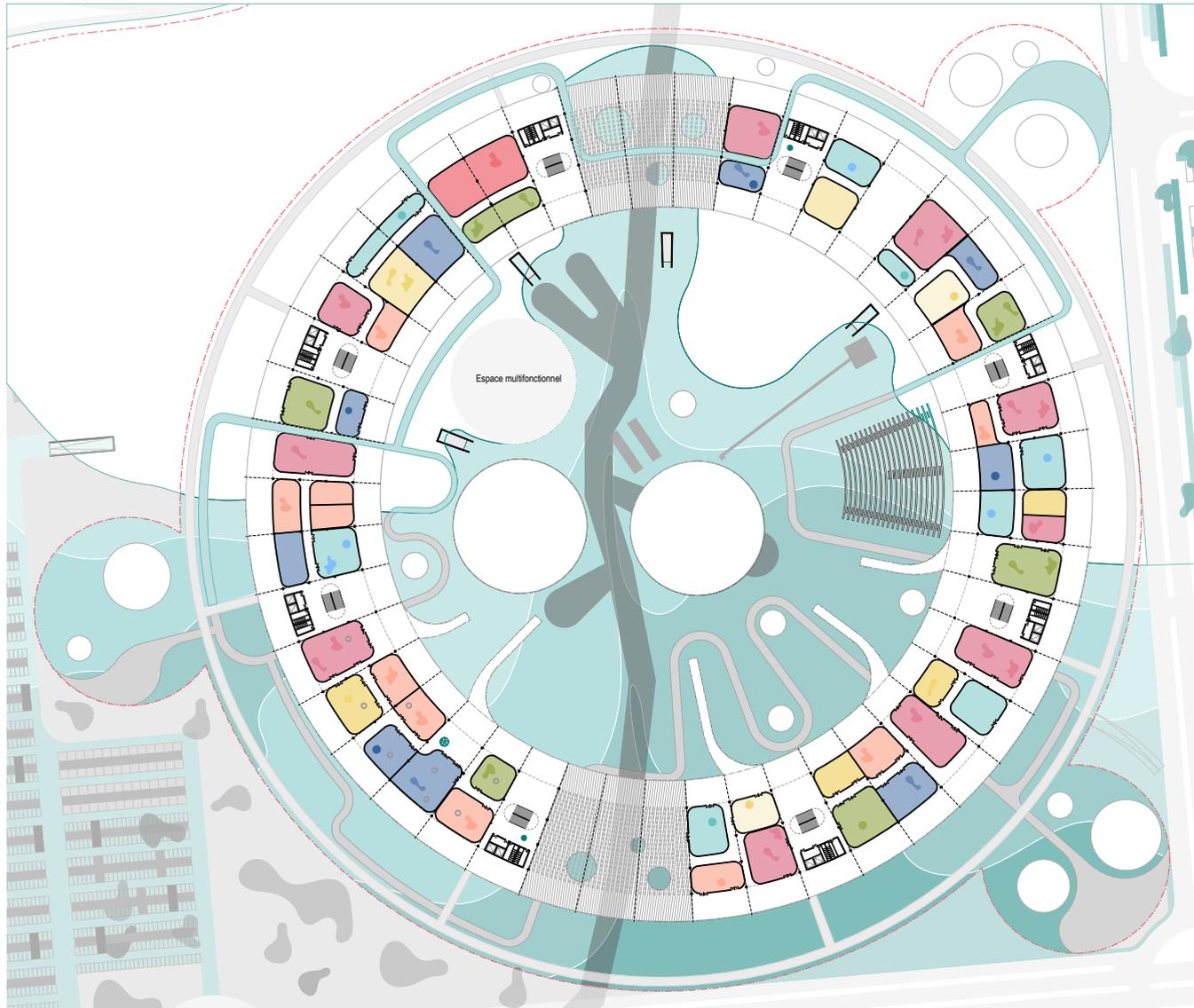
The parking area for tourist buses will be enlarged to accommodate toilet facilities for visitors. In summary, parking will be divided between: cars and motorcycles at the West entrance and tourist buses at the East entrance.

FLOWS AND ROUTES WITHIN THE EXPO VENUE

The indoor route between pavilions is not the only one. Visitors may also use the vertical connections situated around the ring or take a more relaxed stroll and enjoy the promenade through green spaces that winds between the ring's inside and outside spaces.

- Routes leading to entrance gates
- Reception and queue area
- Logistics and exterior buildings, perimeter ring in relation to ring communications. Storage area, offices, press and VIP area are located to the West of the venue and have a direct access route.
- Diversity of routes, spiral route in the ring
- Vertical connections and service points
- VIP press access





Plane dimension +16 SNVM

Interior routes for visitors

Different routes and paths are proposed inside the exhibition. Participants in this unique event will develop routines and routes contributing to the ideal evolution of the project.

Visitors' "EXPO experience" is a fundamental part of the project. This route will be pleasant, intuitive and give visitors a chance to experience the landscape and the EXPO pavilions. Visitors have different routes to choose from such that each person can create his or her own path.

Ample space will be provided around the entrance gates so that, in the event of queues, waiting spaces will be within the "Expo forest". Entrance gate ticket offices and auxiliary spaces will be shaded and lead people towards the centre of the venue.

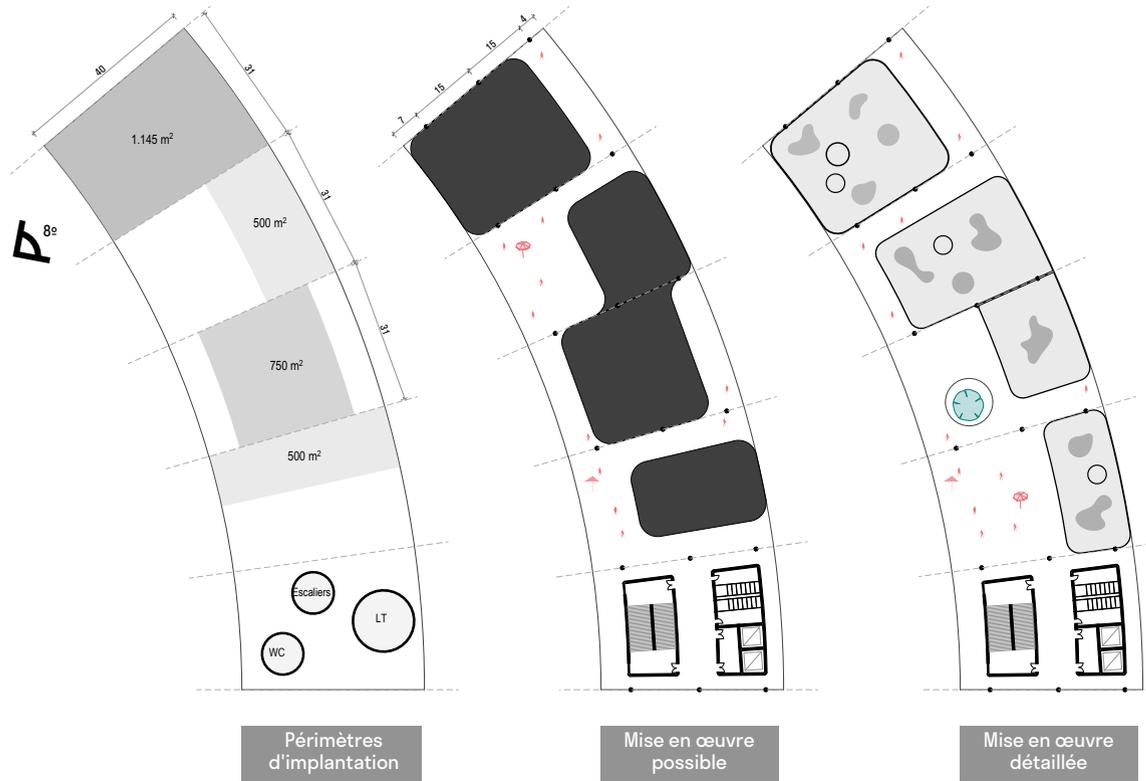
The support services building will have a circular route passing through the different pavilions. This movement will be punctuated by the eight vertical communication shafts that connect the expo level, the topography and the basement level.

Six low-slope ramps will also connect the Expo level and the surrounding terrain, giving tourists multiple opportunities to access the inner part of the ring.

The different outdoor paths lead tourists to different spaces such as the auditorium, the central square, the free-standing pavilions and the park where people can take a stroll and check out its kiosks.

The venue will have a service road for motorized vehicles. A road is proposed around the support-building that will provide logistical support to the entire complex and rapid access in case of emergency. It will also give tourists an overview of the site.

9 General plan for the Expo 2027 Malaga



Description of the Expo: uses and surface areas

A clearly defined perimeter barrier will be put around the entire 250,000 m² of land comprising the venue so that entrance gates can be controlled. The venue is circular, approximately 560 metres in diameter, to which three circles of smaller diameter are connected serving as the entrance areas.

These entrance areas are directly linked to the different means of transport that visitors will use to get there. They will be set up as welcome spaces and be equipped with the technical means to facilitate seamless entry to the venue.

The central space

With the Merino Stream serving as its axis, the central space is circular with a radius of 220 metres creating a surface area of over 150,000 m². This will be the heart of the EXPO where the open spaces for events, multi-purpose plazas and the auditorium will be located.

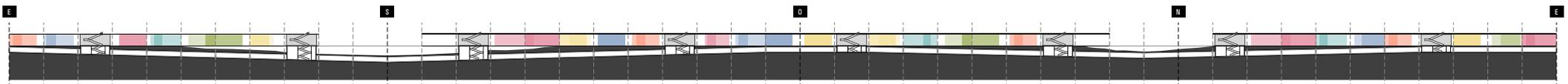
In addition to hosting many daily activities, at the end of the day this central space will serve as a large stage area where shows will take place. It will feature shaded spaces and, giving continuity to the topography especially focused on the recovered Merino Stream, will be a large, wooded space.

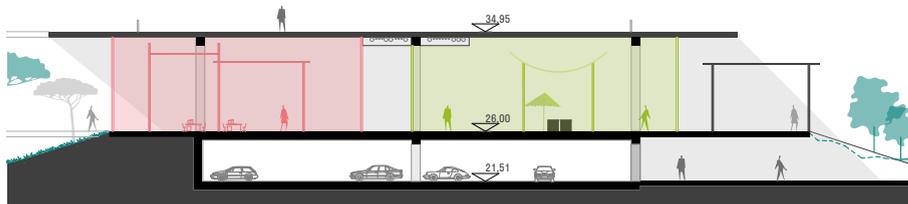
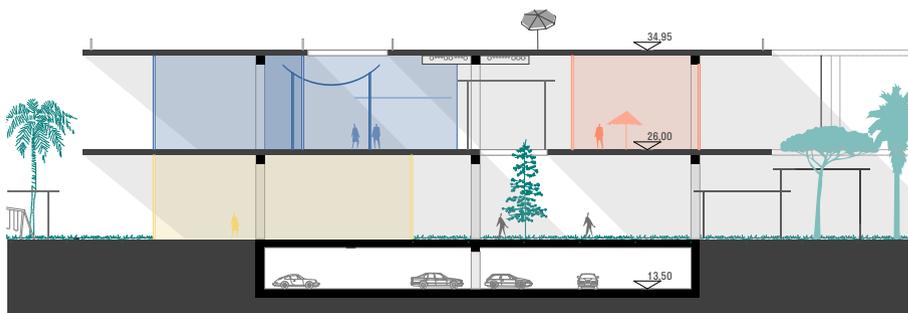
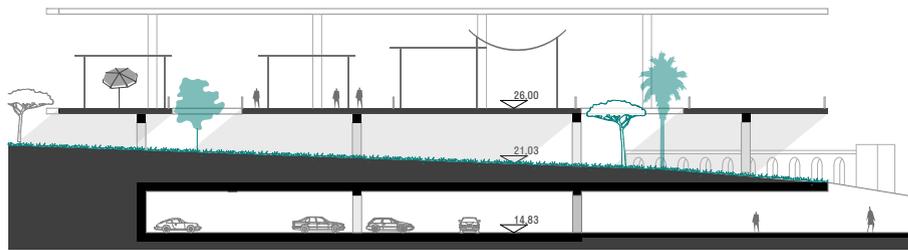
The constructed area inside this circle measures 13,500.30 m² corresponding to the three Thematic Pavilions. Space is divided into "squares" equipped with the paving, services and facilities to meet the needs of the different types of activities planned. Taking advantage of the natural slope, an amphitheatre measuring approximately 4,000 m² able to accommodate 3,000 seated spectators will also be included in the central space. Mini pavilions with cafes, restaurants and rest areas will also be found in this space.

Pavilion building

Adjacent to the central space, two non-concentric circles form a ring (average width 34 metres) housing the EXPO Pavilions on two levels. There is also a lower level (basement) which will be used as a service car park and storage area. This ring, containing a radial structure, occupies a floor area of 60,000 m² and is pierced vertically by the eight internal communication shafts. The ring shape of the structure can be better viewed from the upper level, located at approximately +26.00 m high and on the roof.

The elevation +26.00 m high corresponds to the average height of the surrounding topography and serves





as the support base for the structure. This horizontal structure serves as the roof of the lower level that adapts to the existing topography in such a way that at this level only approximately 40% of the ring is high enough to house the pavilions. This allows for shaded spaces directly connected to the pavilions and the surrounding free space.

Lower level

As already mentioned, the lower level adapts to the topography of the land thus giving continuity to the green spaces characterizing the entire area. This is where the pavilions, delimited by means of sheathing as free-standing buildings, are located providing transparency between the interior and exterior space of the ring, and a covered path between the different pavilions. This level will house at least 10 modules which initially could be used for national pavilions (the Spanish national and regional pavilions that will occupy a total of 10,688 m²) and the Best Practices Pavilion (3,000 m²). Hence, the total constructed area on the lower level is 13,688 m².

The planned free height for the pavilions will be up to 8 m which would allow different levels inside depending on how each pavilion wants to organize its exhibit.

Basement level

A basement level is planned for use as parking, storage and support for the pavilions during the EXPO. It could subsequently be used as company parking after the EXPO. It has a total surface area of 41,746 m² and capacity for 1,568 vehicles. Access will be from different perimeter roads (at least 3 two-lane access points: entrance and exit), one of which is linked to the exterior service buildings facilitating direct supply to the Pavilions.

Upper level

This is in the form of a horizontal ring at a height of +26.00 m. It will house most of the international pavilions, a total of 58 pavilions with a constructed area of 40,362 m². The northern area of the ring will connect with the green space (like the lower level). The

southern part will function as a scenic lookout, providing access to the different pavilions while offering a panoramic view of the entire central space and views of the open landscape reaching to the horizon. The open area, transit space between the pavilions, measures 23,882 m². This is defined as a “corridor space” but is really a variably shaped space moulded around the pavilions offering rest or meeting points shaped like mini plazas. Following the topography itself, this level connects with open space by means of ramps that connect to paths so that visitors can make their own route. This level also has 8 vertical connection points, toilets, vending machines, food trucks and other visitor services.

As on the lower level, the planned free height for the pavilions will be up to 8 m, enough to accommodate different levels inside depending on how each pavilion wants to organize its exhibit.

Roof level

At an elevation of +34.95 m, this is a flexible, re-naturalized space which will be equipped with energy capturing devices for internal EXPO consumption and will feature corridors from which shows can be viewed. Also, light structures could be built to house restaurants or events.

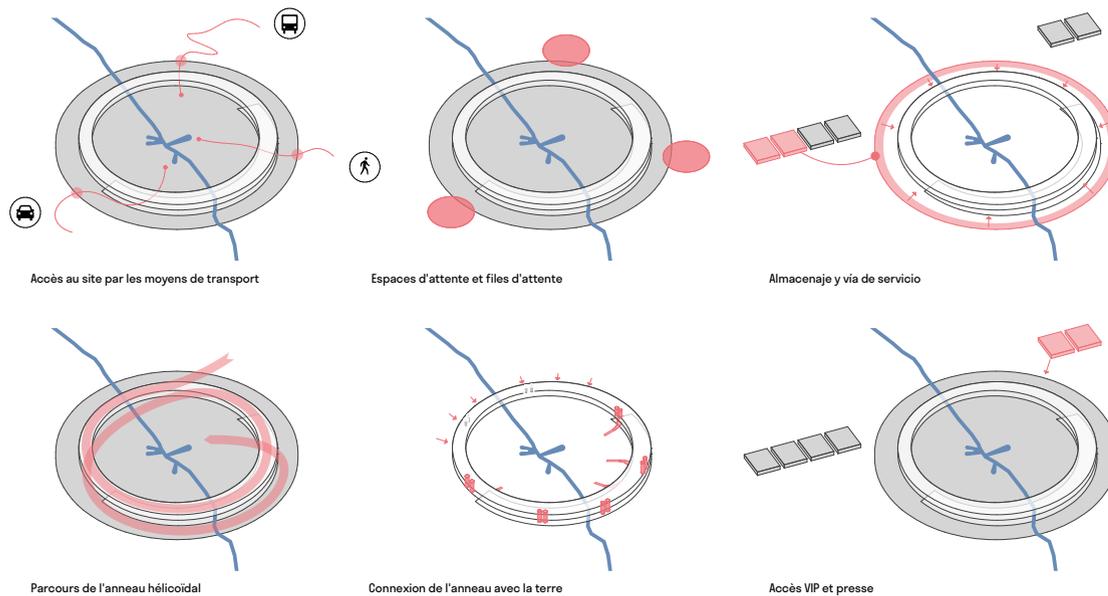
Communication shafts and service areas

The radial layout enables the uniform distribution of eight communication shafts, directly connecting the different levels, equipped with stairs and elevators guaranteeing accessibility. These communication hubs also feature toilets (in addition to those located at the entrance gates and in restaurants and pavilions) and other services. Four points are located on the lower level with a total constructed area of 998 m². The upper level has eight points with a total of 1,995 m².

Perimeter space

The perimeter ring is a green space with a circular 9-metre-wide road to be used for internal transport. Collective electric vehicles

9 General plan for the Expo 2027 Malaga



and bicycles will be allowed to use this and other routes inside the venue. At closing times, this road may be used as a service road and to support operations as it will connect with the different winding roads leading to the central space. The surface area of the perimeter road is approximately 34,000 m² and it is approximately 1,700 metres long. Stop points coinciding with the shafts described in the previous section will be established along the road.

Geometric and dimensional schemes of the Expo building

The approach employed seeks to highlight the contrast between the pre-existing natural landscape and the constructed environment. To that end, the EXPO building project revolves around a circular structure with an internal diameter of 440 m, plus a support platform conceived as a structure separated from the ground on pillars, forming a suspended closed ring with an average width of 34 m. The main programme of EXPO 27 Malaga and the pavilions will be located on this platform at a height of +26.00 m and on the lower level.

The ring will be divided into 45 modules of 8° and each of these modules will provide autonomy and flexibility in the distribution of pavilions and their supporting structure.

This ring will act as a support structure for the building but will also support the interior infrastructures necessary to serve the pavilions, rationalizing the distribution of facilities and minimizing impact on its surroundings. This will also make it possible to open spaces in that support structure providing a visual connection between the different levels.

As a particularly unique feature, the part of the closed ring over the Merino Stream will be a light structure with no construction.

The 3 pavilion types planned, with surface areas of 1,000 m², 750 m² and 500 m² respectively, will partially occupy these sectors allowing for different groupings and shapes. These buildings can take on different shapes and visually will appear as being independent of the support structure. Also, flexible routes and meeting or rest points for visitors can be established between them.

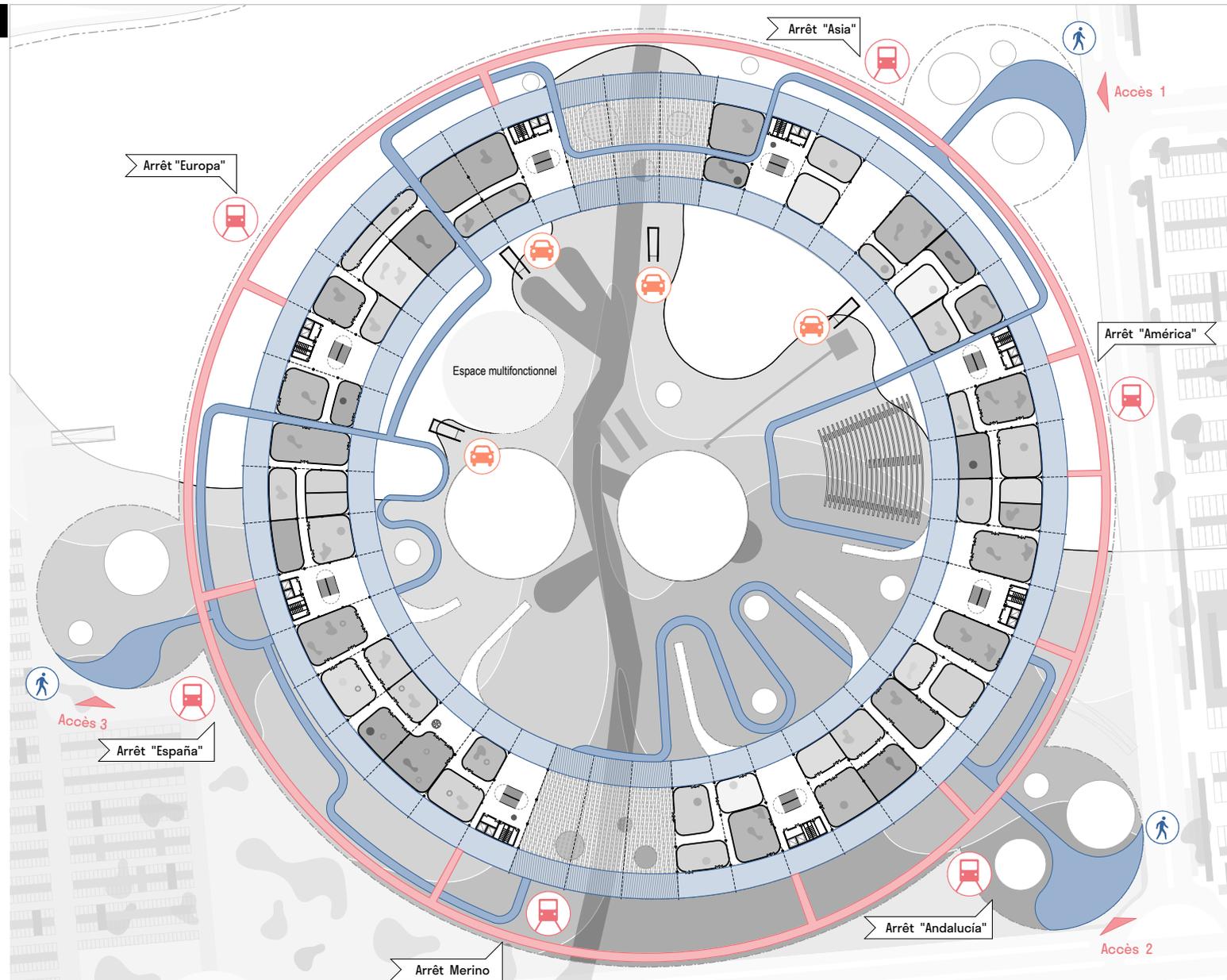
Eight of these modules will be used for vertical communication and uses related to the operation of the building such as toilets, storage facilities, elevators, etc. These shafts will connect the parking level, the natural terrain, the exhibition area and the upper terrace.

The structure that will rise from the basement level will be a set of 15 m x 15 m pillars and the platforms will have an average overhang of 4 m. These points and the lifts will be the only fixed zones. This system will allow for a variety of distributions and uses of the support.

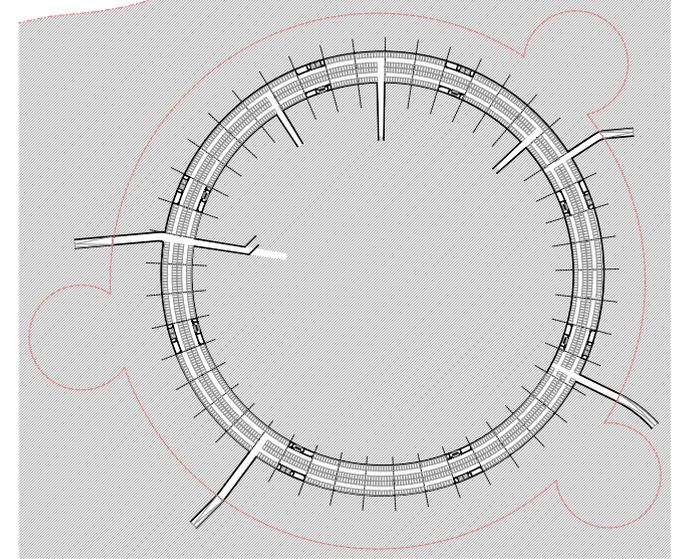
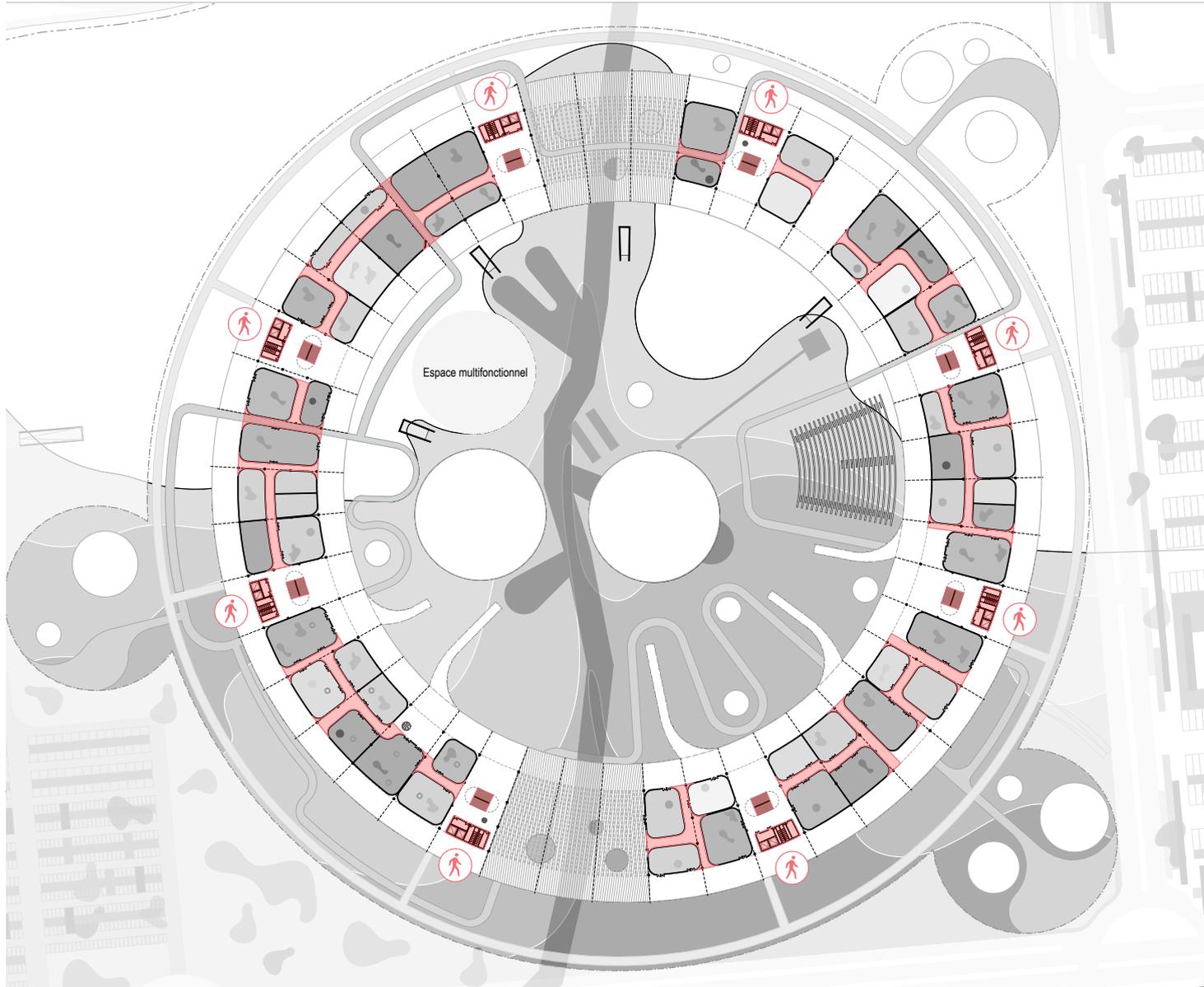
On the lower level, the open corridors between the enclosures of the pavilions will generate transparencies allowing visitors to see through the ring and the landscape will be the main attraction of this walk among the trees.

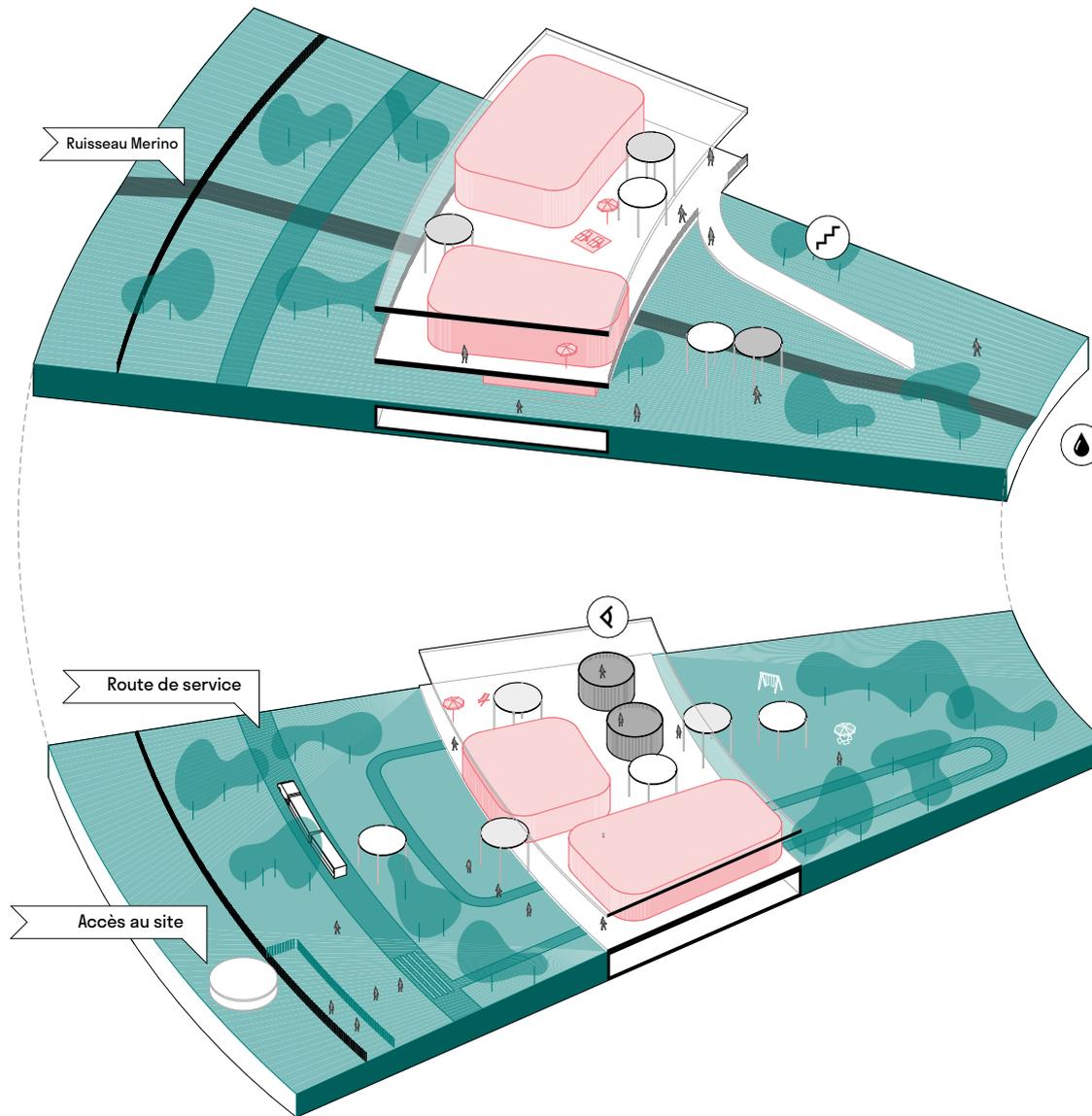
The ring can be visualized as a horizontal linear element which respects the topography and movement of the natural terrain, finding transparencies between the interior and the exterior and with different spaces under that structure. Moreover, given the autonomy of the different volumes, together with a certain decomposition of the building, it acquires lightness and a 'provisional' character.

Flux de visiteurs



9 General plan for the Expo 2027 Malaga





By joining its end and closing the ring, distances are minimized while making routes more flexible, optimizing resources and concentrating the footprint on the terrain, all of which is a formal reflection of the ideas around which EXPO 27 Malaga revolves and in accordance with the very origin of International Exhibitions.

This planned flexibility contributes to the functional recycling of the building which will allow it to be used as a business and research centre linked to the university and logistics and business environment. The clear 8-metre height will allow even further adaptation as heights can be lowered for other uses.

9 General plan for the Expo 2027 Malaga

A day at the Expo

We can imagine a visit to EXPO 2027 Malaga as an “experience” inspired by a visit to a large park, a walk through a natural space filled with content that takes visitors on a trip around the world and transports them to scenarios of new modern cities where social harmony abounds.

Activities in closed spaces can be combined with outdoor activities, bird watching, nature classes, learning about the best CO² sink species, and being able to rest under the leafy shade of a tree.

We can imagine discovering the latest technological advances in mobility and non-polluting public transport and ways to check that energy is being used efficiently.

We will be able to visit countries that showcase the progress they've made in defending sustainability based on improvements in the field of:

- Citizenship (quality of life and economic and social opportunities)
- Innovation (business environment and economic performance)
- Environment (energy use, pollution and emissions)

In the professional and business field, a global environment gives us the opportunity to establish partnerships and communication networks in our field of interest.

Every day will be different considering the enormous range of content, diverse scenarios and rhythms our visit will experience.

Forecast of participants and constructed area

How to get there?

The fastest and most sustainable way is by metro which takes us to the University Campus or the commuter train. Both stations are less than 1 km away; therefore, the journey to the entrance gate can be on foot, by bike or with shuttle transport provided mainly for seniors.

It can also be reached by public bus or private vehicle, especially for those coming from nearby towns who will find parking adjacent to the entrance gates.

How to schedule the visit?

Entrance gates

There are three entrance gates close to public transport stops and car parks.

Our first glimpse of the Expo will reflect the luminosity that characterizes the city. From the very beginning, the venue will present us with a new vision of the city. A city that adapts to its topography and pre-existing environment.

Just as Japanese architecture creates a feeling of luminosity, transparency, fluidity... that is how we imagine the entrance and its integration as a gateway to the venue. In the picture Louvre Lens entrance area. SANAA. 2012

All necessary information is available at these entrance areas: ticket office, maps, schedule of activities, waiting times at the busiest pavilions, restaurant reservations, facilities for people with reduced mobility, etc.

Where to start?

As we said, each day will be different, with special programmes devoted to the country or countries of the day. This gives us the opportunity to explore deep into their cities and learn about their problems regarding sustainability, overpopulation, housing, pollution..., but above all to learn about their objectives and achievements: best practices in managing natural spaces, governance and citizen participation.

While we will need to distribute our time and prioritize our objectives, we must also be willing to let ourselves be surprised. Open tours through the Expo allow us to combine visits to spaces with a greater intellectual content where we can engage in debates, with recreational spaces where entertainment and relaxation are the objective. Just like a multi-faceted city, EXPO 2027 Malaga has something for everyone, is inclusive and universally accessible.

An Expo in a forest? A look at nature

Malaga, thanks to its geographical location, has a mild climate and varied orography. Because of this, we can propose diverse nature-based solutions using material from the contemporary Mediterranean forest adapted to climate change and reflect climate zones that have similar characteristics around the world.

The entire Expo is integrated into a large green space, our “forest”, the EXPO’s green lung, an element that the tours and content have in common. The forest as the maximum expression of nature’s generosity which links and represents peoples and the best “medicine” in the face of climate change.

The recovered stream is a structural element from an environmental point of view that guarantees ecological sustainability (reuse and recycling by means of tertiary treatment to remove pollution from wastewater so that it can be discharged back into its natural watercourse or reused as an alternative water resource). Riparian and lacustrine vegetation abounds in these areas.

Flora from every continent is found here, and not only trees but also bushes, vines and herbaceous plants, reproducing ecosystems and constituting a learning space. Can this be transferred to our cities thus generating veritable green infrastructures, corridors of biodiversity such as the one proposed?

This forest will also be one of the best legacies that EXPO 2027 Malaga leaves for the city.

Thematic pavilions

Based on the sub-themes of Expo 2027 Malaga (citizenship, innovation and environment), the thematic pavilions will reflect the disturbing issues which should present “the city as a solution” in response to many of the challenges included in the SDGs. We look forward to seeing what each offers as they present a wide range of conferences, exhibits and specific content specially prepared for EXPO 2027 Malaga.



9 General plan for the Expo 2027 Malaga



As a starting point, we have a map where content and “formats” of expression intersect

Citizenship

EXPO 2027 Malaga, at a crossroads of social and political transition, invites us to re-think the city as it was at its origin, a privileged place of relationships and organization offering activities that are opportunities for reflection and places to acknowledge best practices, projects arising from citizen participation.

Examples of a combination of elements of governance models with elements of local traditions and autochthonous politics, to which the forces of globalization are added.

Proposals on how to generate citizen networks and identify with the space we live in where we lead our daily lives. Inclusive city, city of care, city for all.

A HABITAT. For a better urban future.

Innovation

The city is also a laboratory and a place where technological advances can be applied. Smart, avant-garde cities generate connectivity which is used to enhance city services and infrastructure and to improve the environment and the quality of life of citizens. New housing models that investigate and establish ways to adapt to different life-altering moments. The Internet of Things (IoT), Artificial Intelligence (AI), which enables more efficient use of resources, robotics and augmented reality (AR) are just a few of the many elements that come together in this exciting race to improve our daily life and the habitat we live in.

Environment

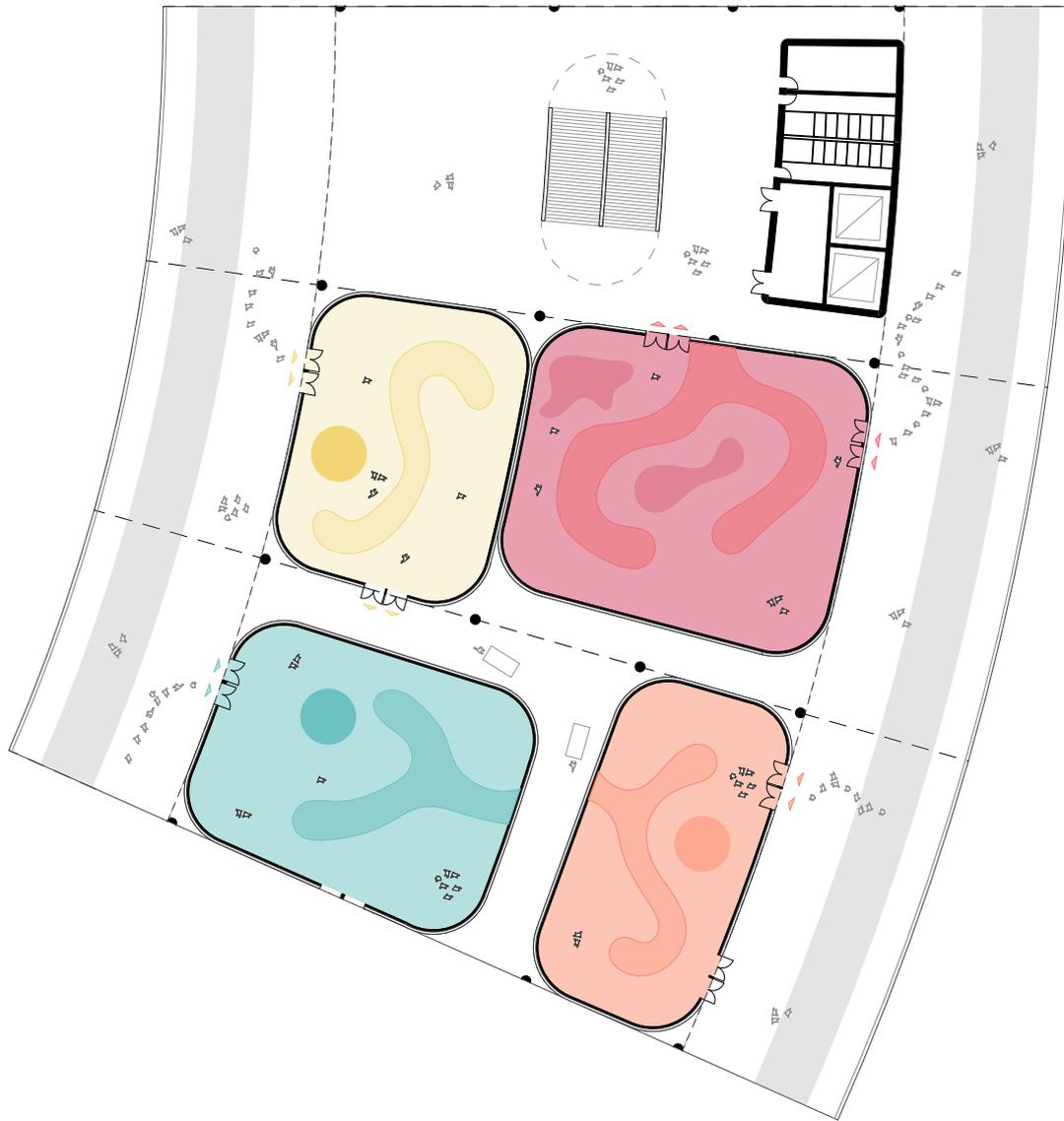
If we start with an urban model dependent on private vehicles, at least in a large part of the world, will we be able to think of the city of the future?

What image will replace the one of astonished spectators at the 1939 New York Expo pavilion?

Futurama was an exhibit at the 1939 New York World's Fair designed by Norman Bel Geddes that showed the world thirty years from then, in the 1960s, including automated motorways and sprawling suburbs. The exhibit was sponsored by General Motors.

It is not possible to move forward on the United Nations 2030 Agenda if progress is not also made on parallel agendas such as that of the African Union 2063, recognizing that their cities' populations are growing exponentially. The global commitment implies reducing North-South structural differences. The EXPO is an opportunity to summon and congregate good will and take part in its activities.





Spain, the host country

Spain has demonstrated its commitment and leadership in urban and technological advances and is a point of reference for a compact and diverse Mediterranean city with a clear view of its objective of transformation towards a less polluting city that reduces its ecological footprint.

Diverse traditions, climates, gastronomy... we will find it all in the pavilions of each Autonomous Community that will round out the breadth of nuances that make up this mosaic.

Thematic pavilions and the host country

Today we will be travelling to... Let your imagination run wild because at Expo 2027 Malaga we will find approximately 120 countries eager to show us the progress they have made and the challenges facing cities going forward.

Any place in the world may emerge as the protagonist and we will be able to share its vision and the secrets of its cities. It will be a festival of cultures where tradition and future, heritage, culture and tourism come together with common problems but also with very different solutions.

Children, “VIP visitors”

One of the secrets of today’s safest cities is their recognition of children as autonomous citizens. The entire Expo pays particular attention to children as users of the city. This implies rethinking its rhythms, its scale, its perception... making them participants in the configuration of its vital space for growth. At the Expo they will find a place of recreation and learning that will be difficult for them to leave and to which they will surely want to return.

As an example, the recent exhibition-workshop at the Centre Pompidou Malaga designed especially for children between the ages of 6 and 12, addressed the central issue of “how nature is integrated into urban space”. School children participated in the Alameda de Malaga Project and the building of playgrounds linked to natural areas.

Rest areas

Along the path, both at ground level and at different points along the ring, rest stops will be provided to allow people to catch their breath and enjoy the view. In our cities we need to acknowledge the importance of these places of peace and quiet.

The abundance of information and activities should not prevent us from taking time to watch the sunset, a magical moment we can enjoy in all its glory from the upper terrace.



Desglose superficies EXPO

Zona	Uso	Cantidad	S. (m2)
3 Empresarial			
	Almacenes	12	28.500,0
	Oficinas org	3	7.125,0
	Prensa + VIPS	3	7.125,0
			42.750,0 m²
Expo exterior			
	Ext Plaza	1	2.999,8
	Ext Anfiteatro	1	4.000,0
	Ext Multifuncional	2	7.000,5
Expo	Autoservicio	1	678,9
	Buenas prácticas	1	3.002,3
	Café	5	883,5
	Com Vert	16	2.993,2
	Fast Food	1	611,8
	Información	3	1.460,0
	Lost + found	1	132,7
	P. España	4	10.688,2
	P. Temático	3	13.500,3
	Pabellones	58	40.362,4
	Restaurantes	3	1.779,6
	Sanitaria	2	1.246,0
	Tiendas	2	1.417,7
			92.756,9 m²
			135.506,9 m²

EXPO Suelo total

Uso	Suelo (m2)
3 Empresarial	22.244,3
Expo Parking	198.972,6
Recinto Expo	250.000,6
	471.217,5 m²

EXPO Techo total

Uso	Techo (m2)
1 Comercial	7.173,3
2 Viviendas	129.029,8
3 Empresarial	42.750,0
Expo	92.756,9
	271.710,0 m²

Enjoy the gastronomy

Perhaps a gastronomic tour alone can be considered an experience in itself and, why not, as it could prompt us to reflect on the distribution of basic goods in the city, their production and consumption.

Both inside the Pavilions and in places throughout the central space, we will find a wide variety of foods to satisfy all palates and pockets: from restaurants with recognized prestige (Malaga has six restaurants with a Michelin star), to an endless number of more informal possibilities in the form of “food trucks” ranging from traditional tapas bars to typical dishes of the participating countries or fixed menus based on local products.

Spontaneity of encounters in open spaces

Similarly, activities take place both inside the Pavilions and in the outdoor spaces. Meeting points are proposed, where we will find conferences and debates in which experts on different related subjects will participate and we can discover performances that will transport us to other corners of the planet; searching for that bit of magic that makes a city a living organism.

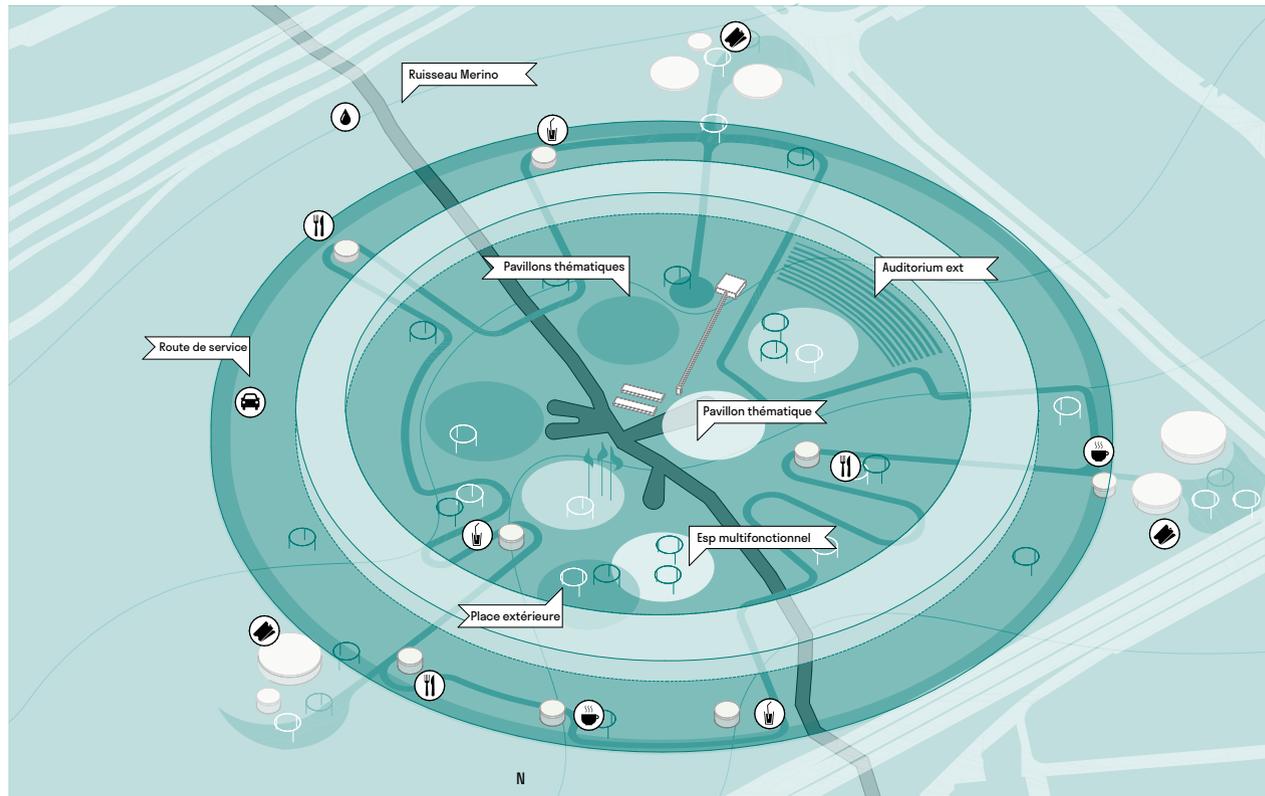
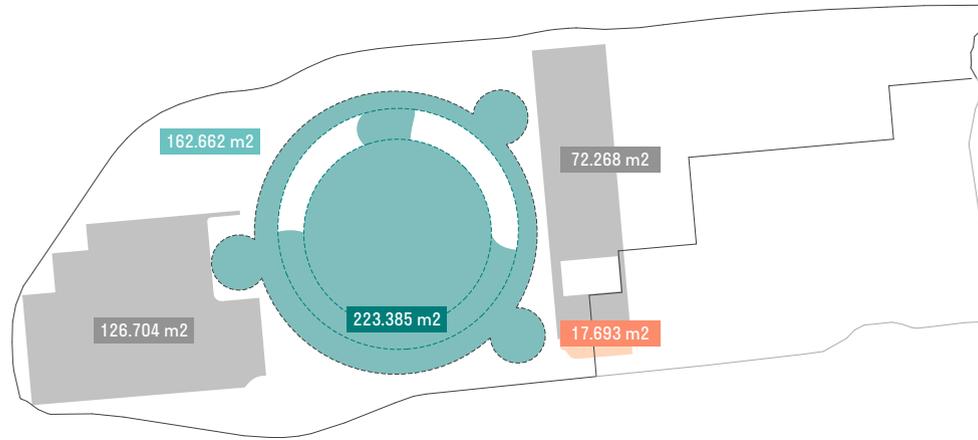
The auditorium

Throughout the day we can choose from a list of activities in the auditorium: conferences, shows, projections... The many cultures represented here and their expression give us a glimpse of a global city capable of welcoming and facilitating the lives of its citizens.

The night show

Every night you will be delighted to see the entire central area turn into a sound and light show, becoming a 360° stage.

9 General plan for the Expo 2027 Malaga



Distances within the venue

The pedestrian routes around the outer ring measure 1,350 m while the inner route is about 1,000 m long. This means that an average person can walk the ring in 15-20 minutes.

The service road outside the ring along the perimeter is 1,750 m long and public transport will be provided with stops at places of interest (route crossings, main pavilions and entrance gates). There will be a stop about every 300 metres.

Queuing areas

The arrangement of the pavilions between two 15 m-wide spaces provide areas where people can queue up and which were designed to meet technical supply and evacuation requirements.

Terraces and rooftops

The 8 m height space under the roof support structure unlocks the possibility of intermediate levels. Depending on functional demands, the constructed area of each pavilion can be increased. This also opens the possibility of terraces in the upper part with great views of the forest and the pavilions around the ring.

The rationale behind the estimated number of visitors is explained in section 2.2 of this Master Plan, VISITOR ANALYSIS AND FORECAST. The space allotted for the movement and accommodation of visitors and the size of facilities and services is based on these parameters.

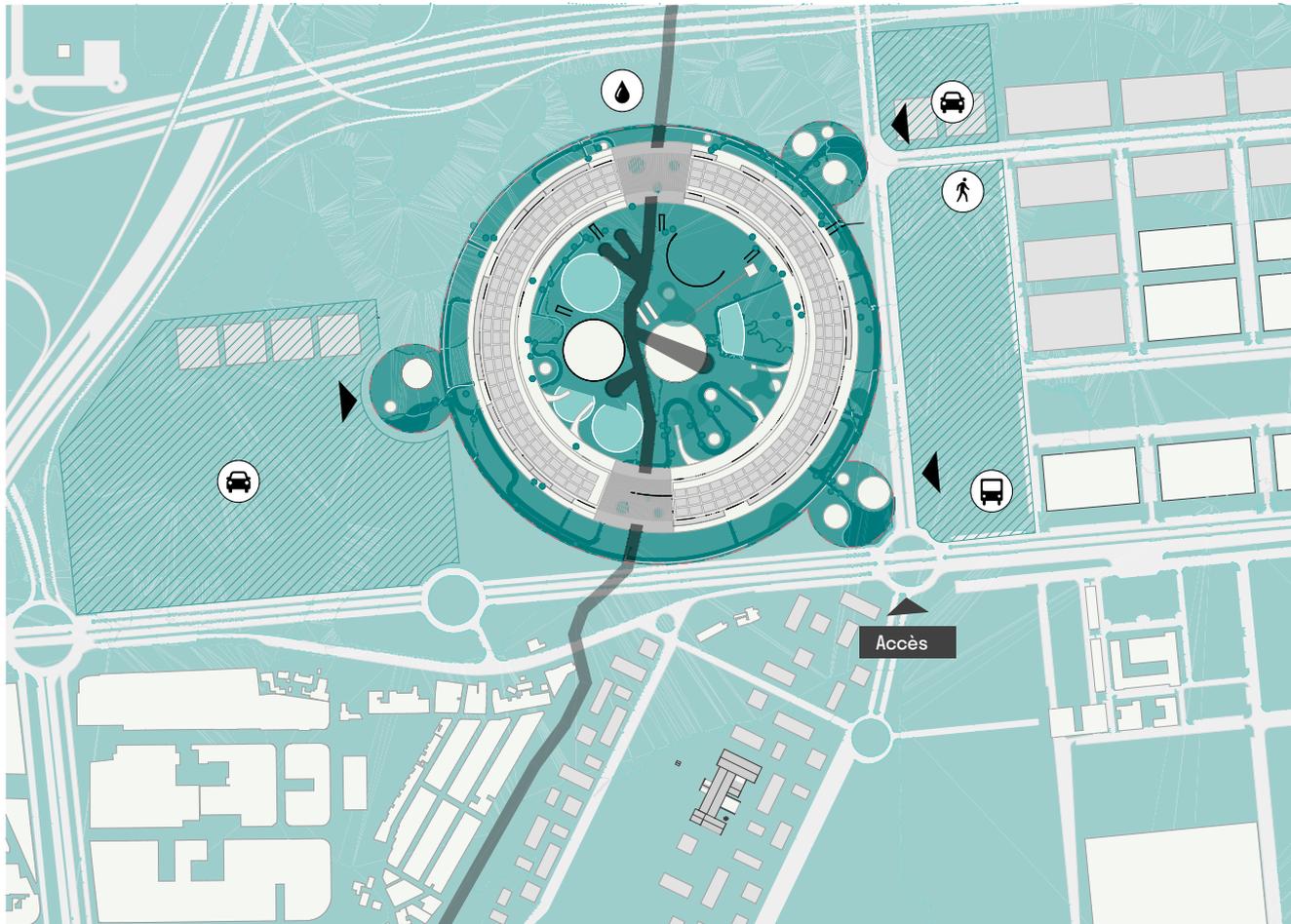
Description of open spaces

Shade producing structures are needed at the entrance areas and in public spaces in the centre of the ring. At the entrances these structures will be made of fabric while vegetation and pergolas will be used in the interior spaces.

The plan includes a total of 10,000 m² of galleries covered with vegetation over 5 m high throughout the venue.

The venue architecture is an active and attractive way of presenting the main theme of the Expo and its greatest representation lies in the venue itself, its origin and transformation... a new city whose design is based on open space.

The thematic pavilions are key in this regard, together with the open public spaces that support them. The objective is that a simple stroll through the venue becomes an introduction to the theme of the Expo 2027 Malaga, complementing the more systematized information presented



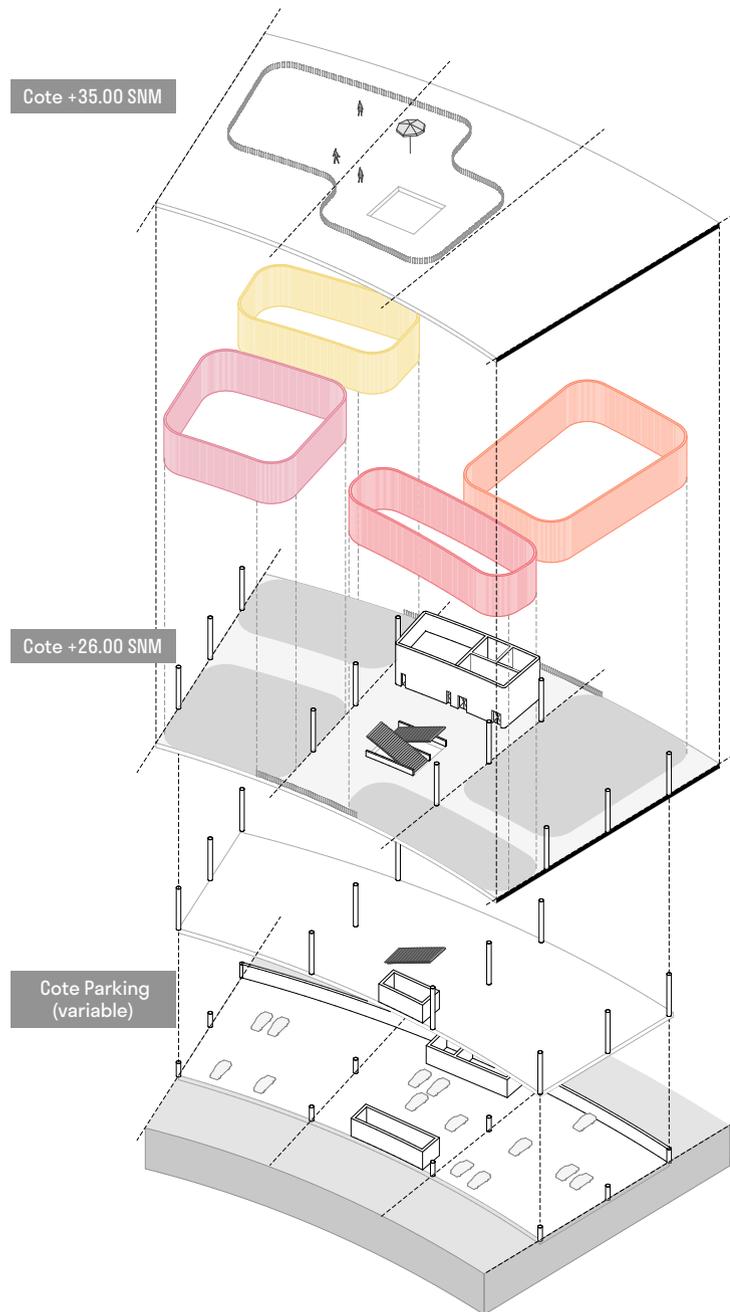
at the pavilions, forums and other events of the Expo.

To achieve this goal it will be important to take advantage of the topography of the venue, the forest and the stream. This approach must be applied throughout the thematic routes which will lead people towards the thematic pavilions themselves.

The pedestrian areas are arranged in such a way that they contribute to maximum uniform distribution of visitors throughout the venue. The perimeter route will also contribute significantly to achieving this goal.

The shops and restaurants located in the public spaces, in addition to those inside participant pavilions, are distributed inside the ring so that the forest can be appreciated as part of the "Expo experience".

General services are located at the entrance areas, close to the perimeter of the venue. Visitor services will also be located at the entrance areas.



Zoning by type of use

Summary of parameters to consider in development projects

This section describes the most important consideration for the development of a project like this.

These tables are based on the initial number of visits and visitors expected:

	Reference	Ratio (No. of visits per visitor)
Visitors	3,149,731	2.4
Visits	7,565,376	

According to these estimates, a total of 7.5 million visits are expected with an average daily flow of 81,348. Reference day (design day) visits are estimated at 109,820 and up to 164,730 visits on peak days. Another parameter to consider is the number of visits that can occur simultaneously, estimated at 65% of the design day which would translate into 71,383 visits.

The project, distribution of uses and the size of the different spaces and services were all based on these calculations. Specifically, these include:

Car parks

Type of user	Surface area	Number of spaces
Tourist bus (*)	72,268 m ²	417
Private vehicle (*)	126,704 m ²	4,660 cars +2,000 motorcycles + 2,000 bicycles
Service parking (**)	41,746 m ²	1,598

(*) Outdoor parking

(**) Indoor basement level parking

A total area of 198,972 m² has been allocated to car parks in areas close to the venue.

Shopping and restaurant services

A total outside area of 7,173.30 m² has been allocated for a commercial building located on the ground floor of the residential development sector. (PA-T.2 97 Buenavista)

In addition to the information office and visitor control, the three entrance areas will also have a ticket sales office and automatic ticket machines.

Inside the EXPO venue, several buildings with a total constructed area of 5,371.50 m² will be distributed throughout the free space for both shopping and dining and as meeting and/or rest places.

Catering services also include “moveable elements”, i.e. food trucks and vending machines, at strategic points along the different routes. This provides added flexibility in terms of location and offer insofar as the number of trucks or vending machines can be increased without the need for additional fixed infrastructure.



Master Plan			
Pabellones internacionales previstos:			
Tipo 1	1.000	13	13.000
Tipo 2	750	12	9.000
Tipo 3	500	32	16.000
		57	38.000
			40.362
Pabellones España			
España CCAA	8.348	1	8.348
España	2.340	1	2.340
			10.688
Otros Pabellones			
Temáticos	4.500	3	13.500
Buenas prácticas	3.000	1	3.002
			16.502
Total Sup . Pabellones			67.552

	Number of units	Surface area (m ²)	Total (m ²)
External commercial building	1	7,173.30	7,173.30
Shops inside the venue (*)	2	708.85	1,417.70
Catering (*)			
Self service	1	678.90	678.90
Cafe	5	176.70	883.50
Fast food	1	611.80	611.80
Restaurant	3	593.20	1,779.60
Total	10		3,953.80
Entrance areas and ticket sales	3	486.67	1,460.01

(*) In addition to those inside the pavilions.

The following will be installed in the areas described:

- Shops: 10
- Restaurants: 10
- Food trucks: 20
- Vending machines: 150
- Ticket offices: 18
- Automatic ticket machines: 15

Based on the above, the area within the confines of the EXPO venue is defined as follows:

- 25 Ha circular venue, controlled perimeter, the Merino Stream serving as the main axis, with three entrance gates:
- North, close to the University, with pedestrian access from the Metro and adjacent to the VIP and press area.
- South-East, accessible from the parking area designated for tourist buses, connection with residential areas by public bus lines 25, 19 and 20. Pedestrian access from the RENFE train station.
- West. Accessible from the private vehicle car park.

The constructed area for entrance areas (including information office) 1,460 m².

General services buildings will also be located at entrance areas. These include two health clinics and one lost and found office with a total constructed area of 755.70 m². Souvenir shops will also be located in these areas with a constructed area of 1,417.70 m².

9 General plan for the Expo 2027 Malaga

Perimeter road for public transport and connections within the venue. Total length 2 km. This route will have 8 stops at service points and connections to the EXPO ring.

Green areas

- Re-naturalization of 22.3 Ha. (including works focusing on the Merino Stream).
- Paths adapted to the topography connecting the different areas of the Expo.
- Open spaces with the following uses:
 - Outdoor auditorium with a 500 m² stage and capacity for 3,000 spectators and a total area of 4,000 m².
 - Multi-purpose plazas for events; three spaces with a total area of 10,000 m².
 - This includes the three thematic pavilions in the central part of the ring where, integrating the topography and the landscaped roofs themselves, will round out the interior topography with different routes and observation levels. These three pavilions (arranged in a circle) have a total area of 13,500.30 m².
 - This includes buildings of various sizes providing food and catering services (in addition to such services located inside the pavilions) distributed throughout the area. A total of 10 different types of establishments are planned occupying a total area of 3,953.80 m².

Construction will basically be concentrated in a 34 m-wide ring arranged on superimposed platforms on 4 levels. The circumference is divided radially into modules or sectors which function as “plots” giving occupants a degree of autonomy. Eight of these modules will be used as vertical connection shafts.

The following levels are proposed:

- Basement: variable height, for storage and pavilion support during the EXPO, intended for company parking post-Expo. Total area of 41,746 m². It will have at least 3 two-lane access points (entrance and exit).
- Lower level: adapted to the topography of the land. Gives continuity to the green areas of the venue, accounting for approximately 40% of the total ring. This is where the pavilions, delimited by means of sheathing as free-standing buildings are located, providing transparency between the interior and exterior space of the ring, and a covered path between the different pavilions (will include at least 10 modules).
- Minimum height will be 8 m.
- Upper level: a horizontal ring at an elevation of +26.00 m. This is where most of the international pavilions will be located. The northern area of the ring will connect with the green space (like the lower level). The southern part will function as a scenic lookout platform, furnishing access to the different pavilions while providing a panoramic view of the entire central space.
- Height of 8 m.



BUDGET FORECAST

EXPO 2027 MÁLAGA CUADRO RESUMEN VALORACIÓN ECONÓMICA

1 INVERSIÓN RECINTO EXPO 2027 MÁLAGA					729.614.856 €
	Número	Super/unid	Superficie Techo	Módulo PEM €/m²	Estimación presupuesto
Zonas de Servicio			8.210,21	2.200,00	18.062.462 €
Información	3	486,67	1.460,01		
Lost + found	1	132,70	132,70		
Autoservicio	1	678,90	678,90		
Café	5	176,70	883,50		
Fast Food	1	611,80	611,80		
Restaurantes	3	593,20	1.779,60		
Sanitaria	2	623,00	1.246,00		
Tiendas	2	708,85	1.417,70		
Zonas de comunicación interna			68.621,00	1.200,00	82.345.200 €
Sótano de parking/ servicio			41.746,00		
Conexiones verticales			2.993,00		
Espacios "corredor" en anillo			23.882,00		
Edificaciones exteriores al recinto			42.750,00	1.500,00	64.125.000 €
Oficinas EXPO			7.125,00		
Prensa + VIPS			7.125,00		
Almacenes			28.500,00		
Comercial			7.173,30		
Espacios abiertos			14.000,30	700,00	9.800.210 €
Ext Plaza	1	2.999,80	2.999,80		
Ext Anfiteatro	1	4.000,00	4.000,00		
Ext Multifuncional	2	3.500,25	7.000,50		
Pabellones			67.553,20	2.500,00	168.883.000 €
Buenas prácticas	1	3.002,30	3.002,30		
P. España	7		10.688,20		
P. Temático	3		13.500,30		
Pabellones	58		40.362,40		
			Superficie de suelo	Módulo PEM €/m²	
Urbanización					163.496.300 €
Intervención verde/paisajística EXPO			223.385,00	400	89.354.000
Expo parking			198.972,00	250	49.743.000
Intervención verde bosque perimetral			162.662,00	150	24.399.300
				TOTAL P.E.M.	506.712.172
				G.G. + B.I	19%
				Presupuesto Contrata	602.987.485
				IVA	21%
					126.627.372
TOTAL RECINTO EXPO 2027					729.614.856 €

2 INFRAESTRUCTURAS Y EQUIPAMIENTOS URBANOS

1.054.635.923 €

A) SISTEMA DE TRANSPORTES Y COMUNICACIONES	610.384.458 €
FASE ENTORNO DEL SECTOR	109.104.458
FASE MEJORA ACCESOS AL SECTOR	59.228.000
PLAN MÁLAGA LITORAL	301.108.500
EVO APEADERO CERCANÍAS "LA CORCHERA"	5.000.000
INTERCAMBIADORES	135.943.500
B) SISTEMA DE ESPACIOS LIBRES Y ZONAS VERDES	213.487.066 €
CORREDOR FLUVIAL GUADALHORCE	8.253.270
INTEGRACION URBANA RÍO GUALDALMEDINA	200.002.296
ACONDICIONAMIENTO DEL HUMEDAL DE LOS PRADOS	5.231.500
C) SISTEMA DE EQUIPAMIENTOS	225.664.399 €
NUEVO AUDITORIO DE MÁLAGA	97.684.576
APARCAMIENTO/PLAZA	17.489.096
AMPLIACIÓN PALACIO DE FERIAS	110.490.727
D) CICLO AGUA Y ENERGÍA	5.100.000 €
ABASTECIMIENTO	2.500.000
SANEAMIENTO Y DEPURACIÓN	1.400.000
ENERGIA	1.200.000

INVERSIÓN INFRAESTRUCTURAS (*) 1.054.635.923 €

(*) VER DESGLOSE ANEXO INFRAESTRUCTURAS

3 ESTIMACIÓN COSTE DE PROYECTOS Y ESTUDIOS TÉCNICOS

141.555.972 €

	EJECUCIÓN	%	HONORARIOS (*)
FASE INICIAL			
ESTUDIOS GEOTÉCNICOS	1.784.250.779	0,2%	3.568.502
REDACCIÓN ANTEPROYECTOS EXPO	729.614.856	1,4%	10.214.608
ANTEPROYECTOS DE INFRAESTRUCTURAS	1.054.635.923	1,3%	13.182.949
			26.966.059
FASE REDACCIÓN DE PROYECTOS			
REDACCIÓN PROYECTOS EXPO	729.614.856	2,5%	18.240.371
PROYECTOS DE INFRAESTRUCTURAS	1.054.635.923	2,5%	26.365.898
ESTUDIOS DE SEGURIDAD Y SALUD	1.784.250.779	0,4%	7.137.003
			44.606.269
DIRECCIÓN EJECUCIÓN DE OBRAS			
DIRECCIÓN OBRAS EDIFICACIÓN	729.614.856	4,0%	29.184.594
DIRECCIÓN DE OBRAS INFRAESTRUCTURAS	1.054.635.923	1,5%	15.819.539
COORDINACIÓN SEGURIDAD Y SALUD	1.784.250.779	0,4%	7.137.003
CONTROL DE CALIDAD	1.784.250.779	1,0%	17.842.508
			69.983.644

(*) IMPORTES IVA INCLUIDO

PROYECTOS Y ESTUDIOS TÉCNICOS 141.555.972 €

9 General plan for the Expo 2027 Malaga

3 ESTIMACIÓN COSTE DE PROYECTOS Y ESTUDIOS TECNICOS 141.555.972 €

	EJECUCIÓN	%	HONORARIOS (*)
FASE INICIAL			
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			69.983.644

(*) IMPORTES IVA INCLUIDO

PROYECTOS Y ESTUDIOS TÉCNICOS 141.555.972 €

TOTAL INVERSION EXPO 2027 1.925.806.751 €

4 DESARROLLO SECTORES RESIDENCIALES 245.709.210 €

	Superficie construida	Módulo PEM €/m ²	
Sector PA-T.2 (97) Buenavista (883 viviendas)			
Urbanización Buenavista_50% (*)			18.454.000
Viviendas VPO	85.641,00	1100	94.205.100
Comercial	7.173,30	1200	8.607.960
			121.267.060
Sector SUNC-R-T.1 Cortijo Merino (523 viviendas)			
Urbanización Cortijo Merino_100% (*)			10.893.286
Viviendas VPO	47.047,00	1100	51.751.700
			62.644.986
			183.912.046
G.G. + B.I		19%	34.943.289
		Presupuesto Contrata	218.855.335
IVA		21%	9.485.016
IVA EDIF RESIDENCIAL		10%	17.368.859

(*) % ESTIMADO SOBRE VALORACIÓN DEL PROYECTO DE URBANIZACIÓN APROBADO

SECTORES RESIDENCIALES 245.709.210 €

PA-T.1(97)



Ordenanzas : productivo
Superficie sector : 564.078m²
Techo edificable max : 301.782 m²

PROYECTO 2027

PA-T.1 Suelo 2027		PA-T.1 Techo 2027	
Uso	Suelo (m ²)	Uso	Techo (m ²)
Expo Parking	168.356,6	3 Empresarial	42.750,0
	168.356,6 m²	Expo	89.763,7
			132.513,7 m²

Superficie Verde : 302.273

The following pavilions will be located on these two levels (lower and upper), with the same occupation criteria and structural system:

- / 58 International Pavilions. Total constructed area of 40,362 m².
- / Best Practices Pavilion measuring 3,000 m².
- / Spanish Pavilion and Spanish Autonomous Community Pavilions, with a total area of 10,688 m²

o Roof: ring at a height of +34.95 m. Solar energy panels combined with landscaped areas (at least 50%) give visitors a 360° view of the venue.

Based on the uses and constructed areas described, we did a module-based pricing breakdown consistent with current market prices.

We differentiate between construction and landscaping works within the 25 Ha venue and the outside areas included in the project.

Only the necessary general urban infrastructure works directly related to the EXPO are included.

It also includes the construction of houses in the proposed residential sector to be used for Expo operations.

CONSTRUCTION TIMELINE EXPO 2027 MALAGA

The most important milestones in the construction process will be:

- PROCESSING OF REQUISITE PERMITS
 - - DECLARATION OF 'ACTION OF REGIONAL INTEREST'
 - - PLANNING PROCEDURES
 - - DRAFTING OF PROJECTS
- EXECUTION PROCESS
 - - EXECUTION OF INFRASTRUCTURES
 - - EXECUTION OF EXPO WORKS
 - - EXECUTION OF RESIDENTIAL AREA STAFF NEEDED DURING THE EXPO
-
-
-
-
-



TIME PLANNING EXPO EXECUTION 2027

EXPO 2027 DESARROLLO TEMPORAL

	2022				2023				2024				2025				2026				2027			
	1T	2T	3T	4T																				
ACTUACIONES PREPARATORIAS	█																							
ACTUACIONES DE GESTIÓN DE SUELO	█																							
DECLARACIÓN DE ACTUACION INTERÉS AUTONÓMICO	█																							
LICITACIÓN Y REDACCIÓN PROYECTOS INFRAESTRUCTURAS	█																							
APROBACIÓN DE PROYECTOS DE INFRAESTRUCTURAS	█																							
LICITACIÓN Y REDACCIÓN PROYECTOS EQUIPAMIENTOS Y EDIF. EXPC	█																							
APROBACIÓN DE PROYECTOS DE EQUIPAMIENTOS Y EDIF. EXPC	█																							
ELECCIÓN PAIS ORGANIZADOR Y CONVENIO ENTRE ADMINISTRACIONES	█																							
TRATAMIENTO PAISAJÍSTICO	█				█				█				█				█							
LICITACIÓN Y CONTRATACIÓN DE OBRAS	█				█				█				█				█							
EJECUCIÓN DE INFRAESTRUCTURAS	█				█				█				█				█							
EJECUCIÓN OBRAS EXPO	█				█				█				█				█							
EJECUCIÓN ADAPTACIÓN INTERIOR PABELLONES Y CONTENIDOS	█				█				█				█				█							
EJECUCIÓN ZONA RESIDENCIAL	█				█				█				█				█							

9 General plan for the Expo 2027 Malaga

PERSONNEL REQUIRED DURING THE EXPO

1. External transport staff.....	30
2. Parking staff.....	40
3. Visitor Tickets.....	180
4. Accreditation and tickets.....	40
5. Internal transport.....	50
6. Information and press services.....	70
7. Telecommunications and Information Technology.....	150
8. Special teams.....	30
9. Operations centre and auxiliary staff.....	160
10. Security.....	450
11. Medical care.....	50
12. Services targeting groups.....	75
13. Services targeting developers and reception of VIPs.....	150
14. Pavilions with varied contents.....	120
15. Technical maintenance of infrastructure.....	90
16. Cleaning.....	180
17. Maintenance of parks, gardens and public spaces.....	200
18. Building maintenance.....	120
19. Centralized management of technical maintenance.....	50
20. Thematic pavilions and exhibitions.....	210
21. Centralized management of exhibit.....	100
22. Shows.....	200
23. Merchandise distribution, storage and delivery.....	110

TOTAL NUMBER OF STAFF REQUIRED: 2,775

Given venue operating hours, in some cases two or three shifts will be required.

Post-Expo proposal

The new lung of the city

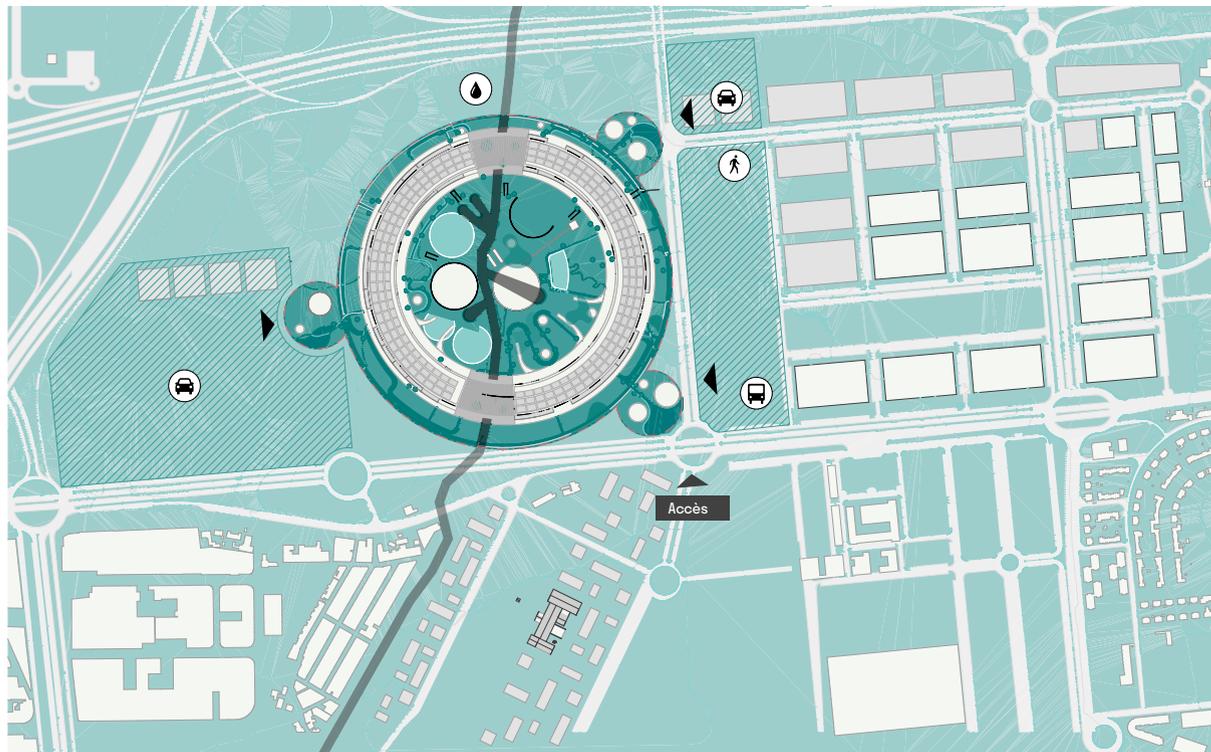
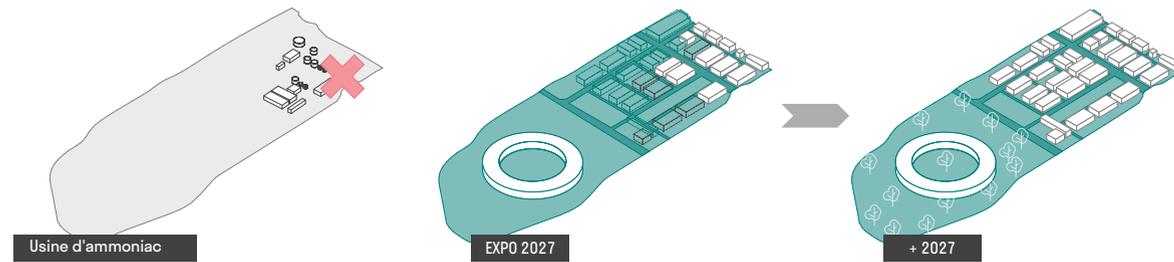
The location of this major event was not chosen by chance. The convergence of the Guadalhorce Valley and the orography of the outer limits of Malaga form a unique area in Malaga's landscape.

The proposed urban planning project highlights sustainability and promotes the values of the location. Therefore, the focus of this exhibition is on its location and how it transforms the city.

The 30-hectare forest to the west of Malaga will become the city's "urban lung" starting in 2027.

A new green belt will surround the city linking the Guadalhorce river through the Tarajal and Malaga's woodlands through the university boulevard.

The Merino Stream, a natural watercourse, enhances the natural value of the area. The possibility of imagining a pine forest refreshed by natural streams in the midst of intensely urbanized areas proves that alternative ways of imagining the city are possible.



New ways of living

The logistical needs of the Expo and urban growth will go hand in hand.

The homes, initially built for the Expo, will become conventional homes once it has concluded.

Hybrid housing areas are proposed in response to zoning rules. Three different scales and lifestyles are combined to establish synergies that can make this new neighbourhood a place of lively exchange.

Quality public spaces such as squares, promenades and productive areas become places of exchange. Street level areas will be for neighbourhood businesses except for housing and public parking.

Elements placed between the living area and the park help make the transition between the two.

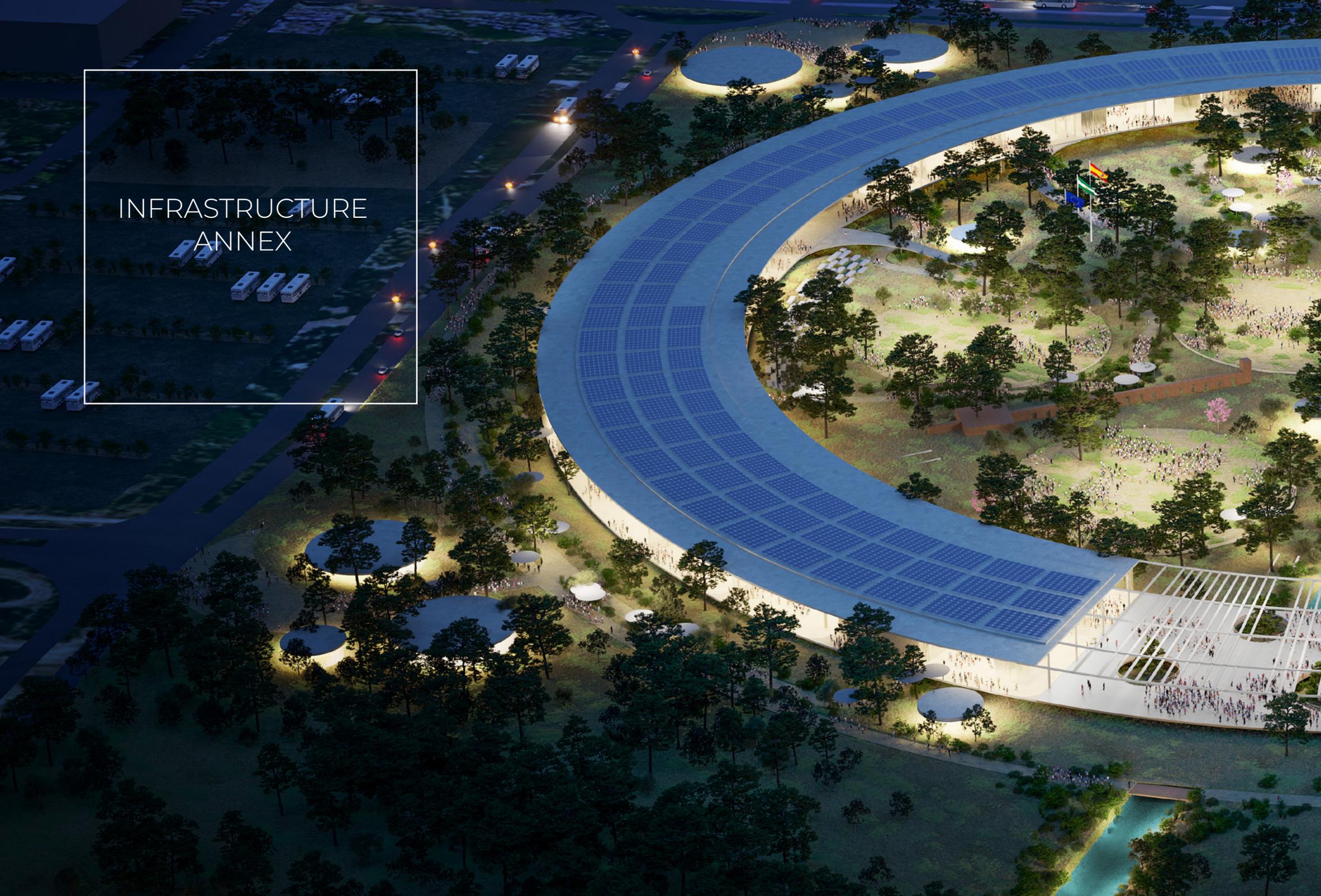
Logistics space

The western plot, where the Expo will be built, is zoned as a “productive area” in the General Plan.

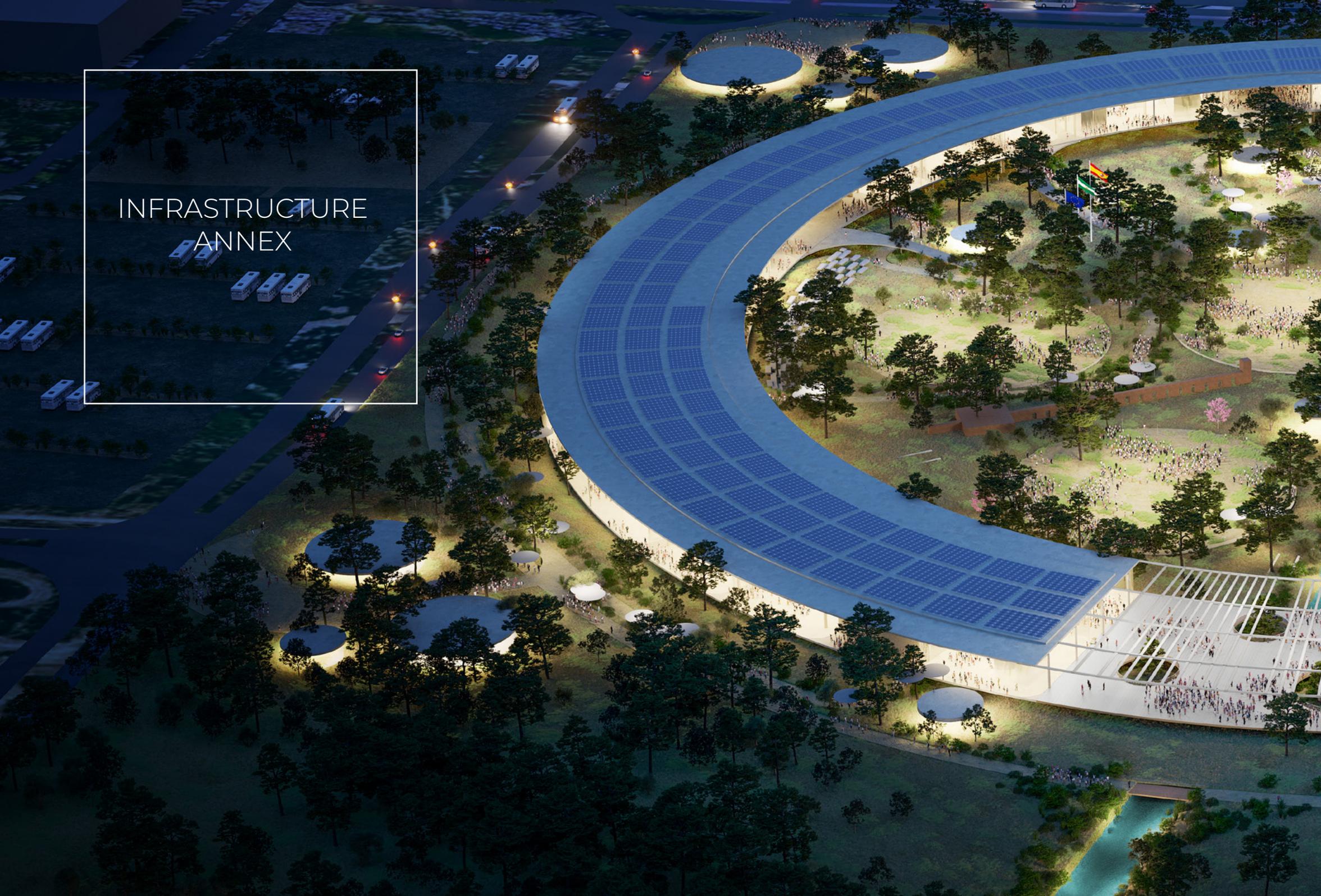
In this project, the “after” is just as important as the “during”. Therefore, logistics and support elements will be designed so that they can be reused and serve as a model for the post-Expo productive area.

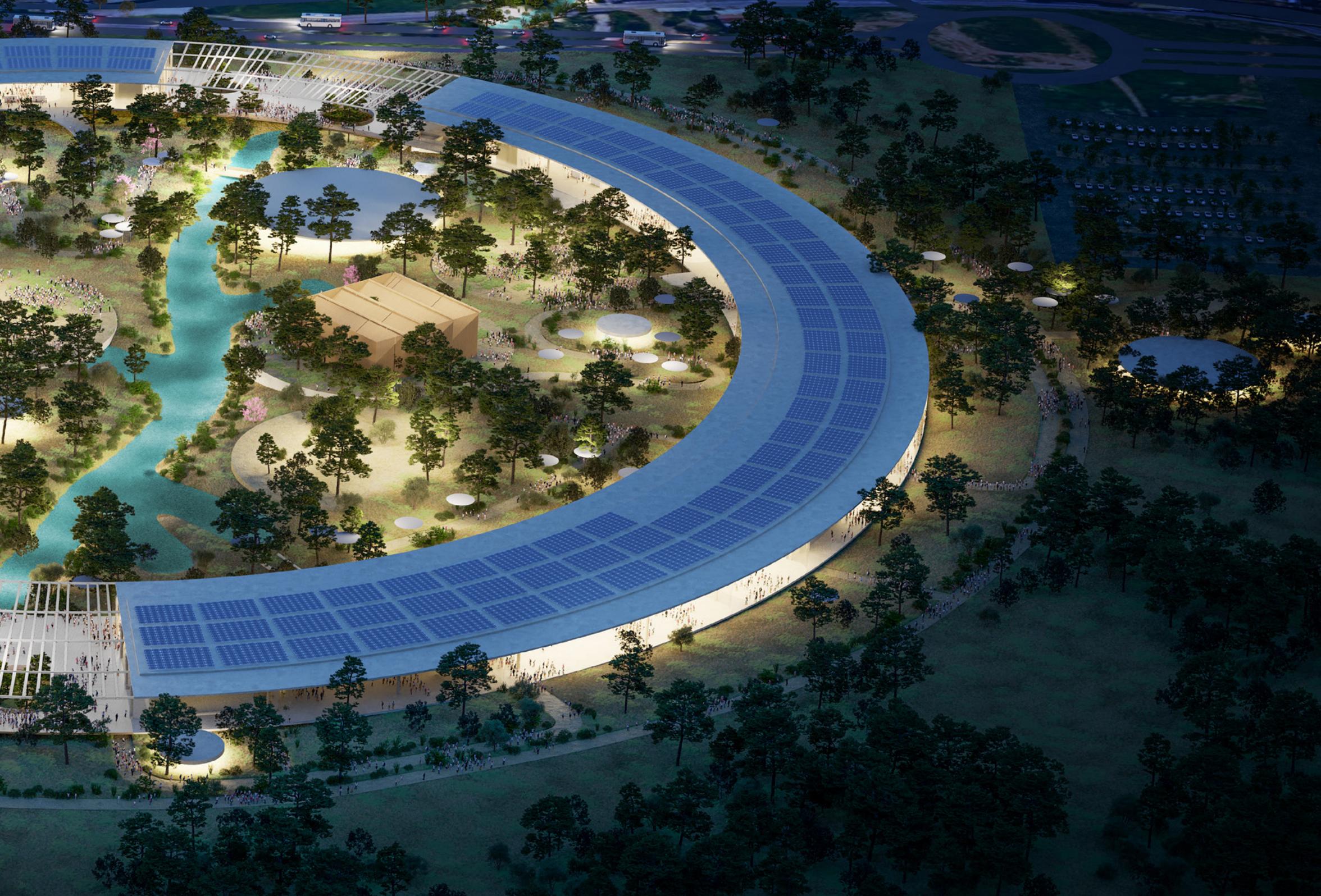
Starting in 2027, the Malaga Transport Centre will be established on the plot and, as a prime example of post-Expo uses, will engage in logistics activities related to the transport of goods associated with the A7 motorway, a major artery.

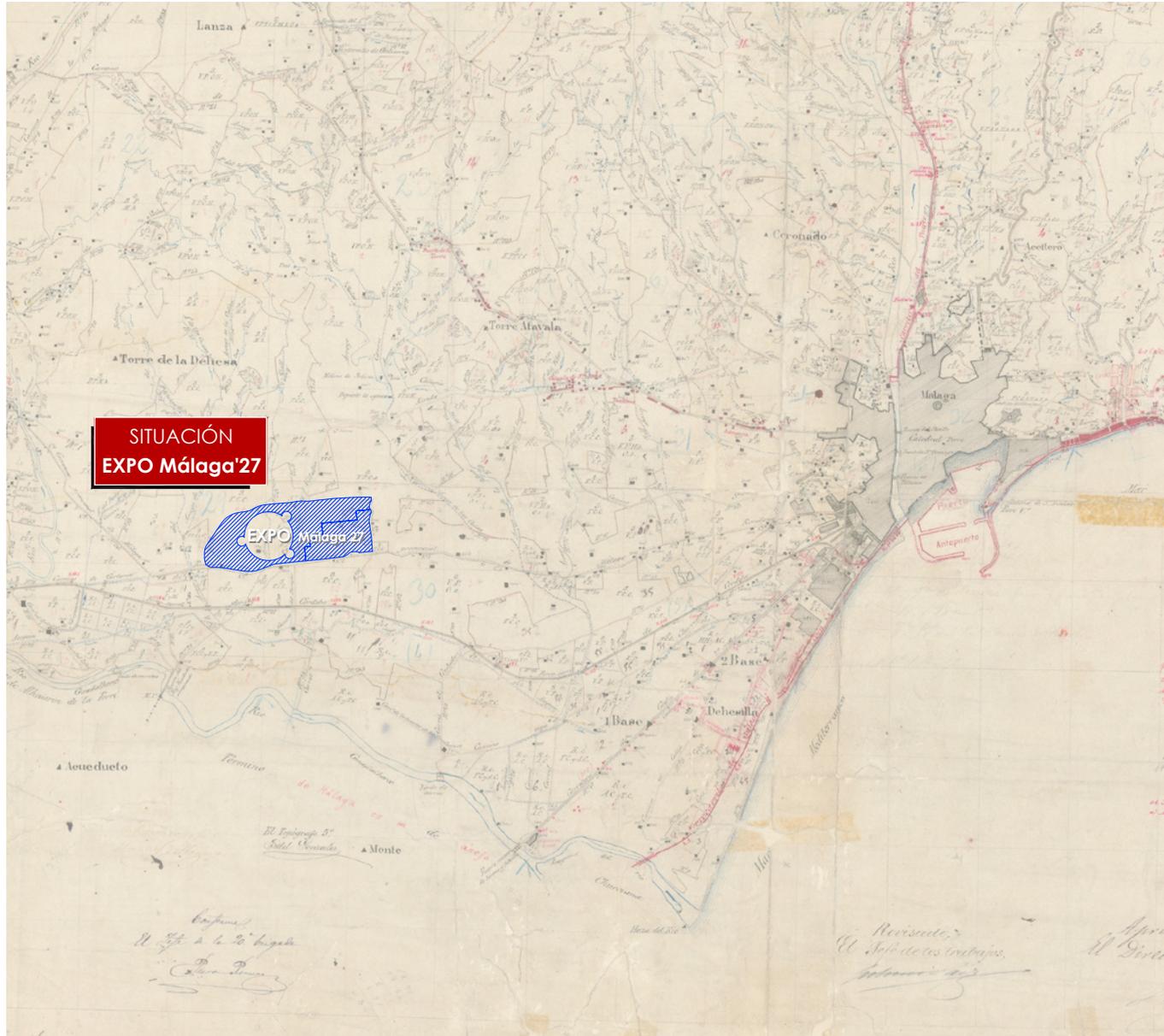
This development will not affect the park, the footprint of which will not be diminished. New construction will be on the Expo 2027 parking area, next to the road, allowing the forest and houses to establish themselves independently.



INFRASTRUCTURE
ANNEX







STRATEGIC LOCATION. BACK TO ITS ROOTS

The City of Malaga was founded by Phoenician sailors in the 9th century B.C. who first settled on what is now known as Cerro del Villar, located in the delta of the Guadalhorce River. Between the 7th and 6th centuries B.C., this area was affected by major flooding forcing its inhabitants to abandon their settlement and relocate on a hill where the Alcazaba is now located, very close to the Guadalmedina River.

The city developed around the Guadalmedina River and the Mediterranean Sea, leaving the Guadalhorce River somewhat further away from the city but still used as a river route for the colonization of the Vega de Guadalhorce by the Phoenicians, where there were already settlements inhabited by Iberians, resulting in the founding of Cartha (Cartama). The commercial relationship between the Phoenicians and the native settlers of the Vega del Guadalhorce, Tartessos and Iberians, led to the development of that plain and the main settlement called Malaka.

From the first Tartessian or Iberian settlers, followed by the Phoenicians, Romans and Muslims, Malaga's history has revolved around its two important rivers (Guadalhorce and Guadalmedina) and the Mediterranean Sea. Indeed, the port of the City of Malaga is located at the mouth of the Guadalmedina River and the city's International Airport in the Guadalhorce valley.

Modern development of the city has taken place gradually from the interior to the exterior. As services developed, the city grew to the East and North, areas which were nearly completely developed, while the areas to the East and Southeast of the city, where the Vega del Guadalhorce is located, remained undeveloped.

The land chosen for future Expo 2027 Malaga lies in that part of the city within the Guadalhorce valley that has yet to be developed, although it does have some major infrastructure such as the high-speed train, commuter train lines improved in 2007, the New West Ring-Road fully inaugurated in 2012 and the expansion of Malaga Airport which went into operation that same year. This means that the main transportation arteries are in place and still need to be developed. However, some key infrastructures are still needed to better connect future Expo 2027 Malaga with the City of Malaga.

The infrastructures pending execution can be divided into two broad groups:

- - Road Infrastructure.
- - Service Infrastructure.

Road Infrastructure can be further broken down into two phases:

- A: In the vicinity of the venue.
- B: Leading to the venue.

ROAD INFRASTRUCTURE

ROAD INFRASTRUCTURE.

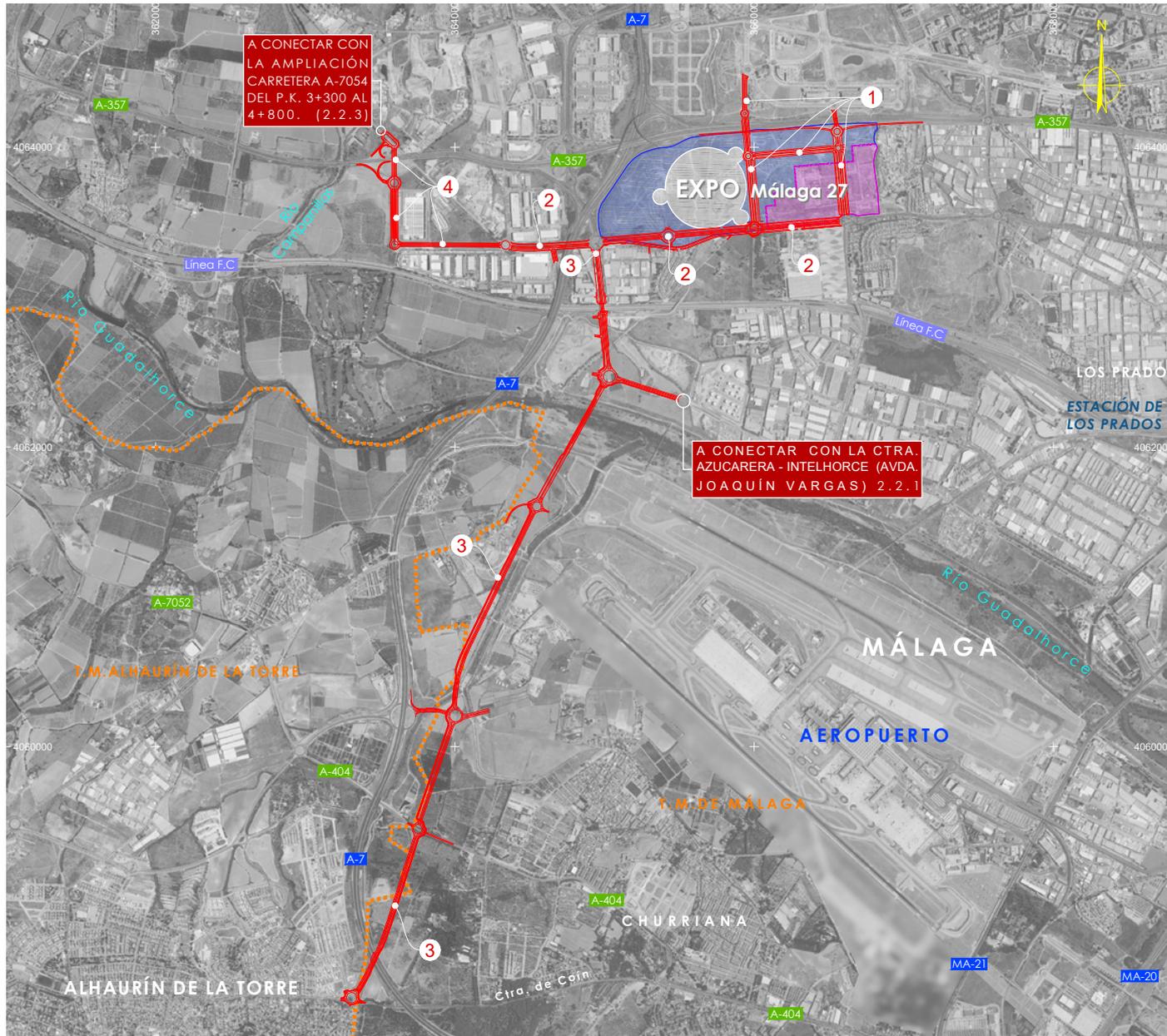
The land proposed for future Expo 2027 Malaga is very well connected: it is bordered to the North by Andalusia regional motorway A-357, to the South by highway A-7054, to the West by the National motorway A-7 E-15 "New Hyper Ring Road West of Malaga, which has interchanges with both the A-357 and the A-7054.

However, there are several pending works to improve access to future Expo 2027 Malaga which are described in the following sections.

2.1 IN THE VICINITY OF THE VENUE.

In the vicinity of the venue, without considering the main roads of the new interior road network in the "Buena Vista" and "Cortijo Merino" sectors, the only road that is notoriously deficient now is the old Carretera Cartama—the A-7054—, (Avda. Ortega y Gasset), the last section of which has not been upgraded, i.e. from the MA-401 (Azucarera Road) to the interchange with the A-7, precisely the section of road that runs parallel to Sector T-10 "Buena Vista". Hence, all road works that improve or connect directly with the A-7054 will be considered. These are:

1. CONNECTION OF THE SUP T10 "BUENA VISTA" AND SUNC-R-T1 "CORTIJO MERINO" WITH THE SURROUNDING AREA.
2. ADAPTATION OF THE A-7054 "AVDA. ORTEGA Y GASSET".
3. METROPOLITAN RING ROAD WEST OF MALAGA.
4. REMODELLING OF THE INTERCHANGE OF THE A-357 MOTORWAY WITH THE A-7054 AND MODIFICATION OF THE LAYOUT OF A SECTION OF THE A-7054 (KM MARKER 2.3 TO 3.3), TO ADAPT IT TO THE GENERAL SG -T5 SYSTEM).



9 General plan for the Expo 2027 Malaga



CONNECTION OF THE SUP T10 "BUENA VISTA" AND SUNC-R-T1 "CORTIJO MERINO" WITH THE SURROUNDING AREA.

Development of the "Buena Vista" and "Cortijo Merino" sectors offers an opportunity to connect the city to the A-357 from the North and South with the construction of an underpass and overpass on said road, which will connect both sectors with the University City Extension. Development of these two sectors will also improve access to future Expo 2027 Malaga with the construction of a service road between the New West Ring Road interchange with the A-357 (kilometre marker 63 to 65) to the interchange with the A-357 (kilometre marker 67) with Avda. Xenofonte (University) and Washington (El Viso Industrial Park).

This service road will connect to the roundabout of the new underpass of the "Buena Vista" and "Cortijo Merino" sectors, thus improving access to future Expo 2027 Malaga from both the New West Ring Road A7 and the A-357 accesses.

This new service road corrects the original access planned under Malaga's current PGOU from the A-357 to the "Buena Vista" and "Cortijo Merino" sectors. The new proposed layout for 3.1-IC. "Layout" of February 2016, due to the proximity of kilometre marker interchanges (63-65) and 67, a new one cannot be added but a service road can be built parallel to both sectors that would join the current two interchanges at kilometre marker 63-65 and 67.

The construction of the overpass at kilometre marker 66.15 and the under pass at 66.8 not only improves the connection to the north and south of the A-357, but also improves service to the current Avda. Xenofonte (University) and Washington (El Viso Industrial Park), as this road is currently experiencing dense traffic. They will also help reduce the impact of the new developments on the west side of the capital such as the "Sanchez Blanca", "Lagar de Oliveros" and "El Canaveral" sectors.

Execution of the "Buena Vista" and "Cortijo Merino" sectors, where future Expo 2027 Malaga will be held, will also connect with the A-7054 Highway (Avda. Jose Ortega y Gasset), whose planning is included in subsequent sections. This, in turn, means that the Azucarera - Intelhorce Road will link up with the MA-21 (Avda. Velazquez) which provides a direct access to the Airport, and with the MA-22 which provides direct access to the Port of Malaga, thus ensuring the connectivity of future Expo 2027 Malaga with the city's main modes of transport such as the Port and Airport. This latter roadwork will improve access to the venue from the North with the execution of the Metropolitan Road, described in later sections, which guarantees that future Expo 2027 Malaga will be connected to the Airport by several different roads.

Total investment for the underpasses, overpasses and service road is estimated at €6,755,869.39



ADAPTATION OF THE A-7054 “AVDA. ORTEGA Y GASSET”.

Regional highway A-7054 “From Malaga to Pizarra” is part of Andalusia’s Complementary Road Network. The section under study is from kilometre marker 0 to kilometre marker 2, connecting Azucarera-Intelhorse Road with the Trevez Industrial Park.

The proposed urban highway will vary between 42 m and 60 m in width, enough for four 8-metre-wide lanes (two in each direction). The two directions of the motorway will be separated by a 4-metre-wide median and each direction will have a 2-metre-wide hard shoulder.

A two-lane service road (3.00 x 2 metres) plus a third Bus lane (3.50 m) will be attached to this central roadway to the north (parallel to the T-10 “Buena Vista”) and parking spaces (2.5 metres) will be located parallel to the hard shoulder of the main road, and a 6-metre-wide pavement will round out the new urban road.

The service road to the south, with the same cross section as the one to the north, will be built by sections to connect new construction and the existing road network in Tarajal and the Huertecilla, Mercamálaga and Trevez Industrial Parks.

The new section of the A-7054 will also resolve the water evacuation issues of the “Buena Vista” and “Cortijo Merino” sectors by improving drainage at the current intersection with Carretera Arroyo Merino (Arroyo Pocapringue). These road works will likewise improve all urban services in the area, not only by providing the corresponding drainage network, but also guaranteeing the supply of all other services, such as water with the laying of new water pipes, sanitation, with a new sewerage collector system for SUP T-10 “Buena Vista”, and electrical and telecommunications networks, contracting the necessary networks to ensure that the sector is properly supplied.

One of the most important aspects from the point of view of mobility is for this urban highway to connect the “Buena Vista” and “Cortijo Merino” sectors directly with the A-7 and, taking advantage of the roundabout of that interchange, to connect to the METROPOLITAN RING ROAD WEST OF MALAGA which will improve traffic between Malaga and other municipalities.

In short, the new 1.6 km stretch of road will transform the current road into an urban highway and complete the connection with the A-7 from the city centre. This will require an investment of €31,627,599.02

9 General plan for the Expo 2027 Malaga



METROPOLITAN RING ROAD WEST OF MALAGA.

The Metropolitan Ring Road West of Malaga is something the city has been clamouring for to improve traffic in the Southwest (Churrriana) and North of Malaga and with other municipalities such as Alhaurin de la Torre, Coin and Alhaurin el Grande.

This road runs from the existing roundabout on Carretera Coin (Malaga-Alhaurin de la Torre) giving the Santa Clara development access to the A-7054 "Avda. Ortega y Gasset", specifically connecting with Roundabout 2 of the PROPOSED ADAPTATION OF THE A-7054 "AVDA. ORTEGA Y GASSET".

These road works involve a stretch of 5.4 km and will create new interchanges with the following infrastructures:

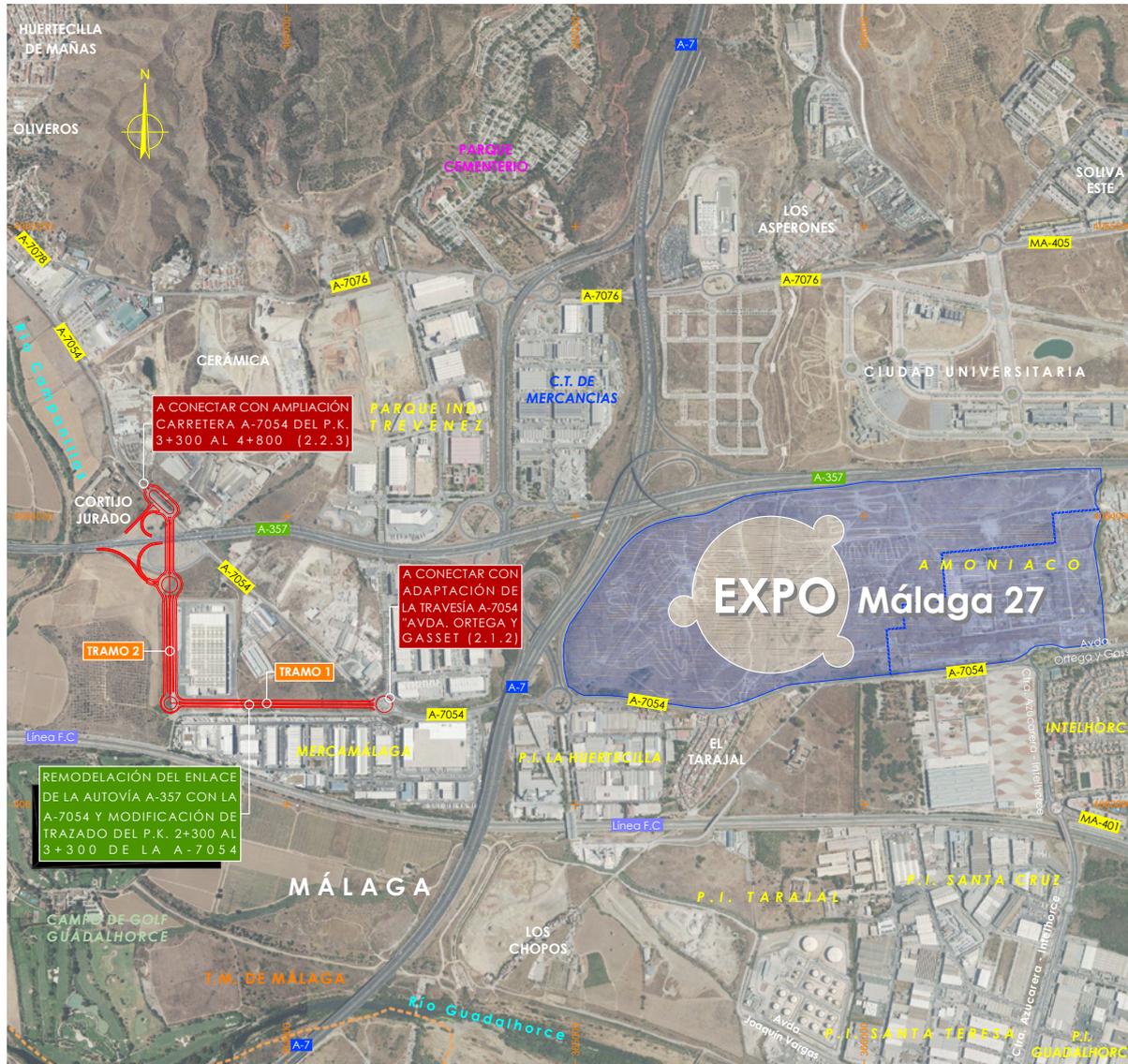
1. Carretera Coin
2. the A-404
3. the A-7 interchange at kilometre marker 230
4. the Future North Access of Malaga Airport
5. the Road connecting the Guadalhorce industrial park with Calle Joaquin Vargas which connects to Azucarera – Intelhorce Road.
6. the roundabout at the A-7 interchange with the A-7054.

The new metropolitan road will require important infrastructure works such as:

7. Underpass under the A-7 at kilometre marker 0.3.
8. Two passes over Bienquerido Stream.
9. A new bridge over the Guadalhorce River, approximately 400 metres long.
10. Overpass over the high-speed train line (AVE).

All connections have been designed as roundabouts, improving accessibility to the new Ring Road West of Malaga, providing access to residential (Teatinos, Churrriana, Alhaurin de la Torre) and industrial areas (Guadalhorce, El Viso, San Luis and La Estrella industrial parks, the CTM freight transport centre, Mercamálaga, Trevenez industrial park, etc.) and to the Airport, the Technology Park and the University.

The budget for these major works amounts to €49,868,002.58



REMODELLING OF THE INTERCHANGE OF THE A-357 MOTORWAY WITH THE A-7054 AND MODIFICATION OF THE LAYOUT OF A SECTION OF THE A-7054 (KM MARKER 2.3 TO 3.3), TO ADAPT IT TO THE GENERAL SYSTEM SG T-5.

As mentioned above, regional highway A-7054 “From Malaga to Pizarra”, and the A-357 “From Campillos to Malaga” are two of the most important roads serving future Expo 2027 Malaga. The A -357 is a motorway from Malaga to Casa Palma ensuring connectivity with the EXPO.

ADAPTATION OF THE A-7054 “AVDA. ORTEGA Y GASSET”. (Section 2.1.2), improves the connectivity of that road along the southern perimeter of the future Expo 2027 Malaga up to the Mercamalaga roundabout at kilometre marker 2.3.

Hence, the proposed road work focuses on the A-7054 from the Mercamalaga roundabout at kilometre marker 2.3 to the interchange with the A-357 motorway (Cortijo Jurado), including the remodelling of that interchange.

The major difference between this work and the ADAPTATION OF THE A-7054 “AVDA. ORTEGA Y GASSET” (Section 2.1.2), lies in the fact that works on this section are not on an existing stretch of road but rather a new stretch that is proposed under the Malaga PGOU to give service to the new logistics platforms in that area which currently do not have a proper connection to the A-7054.

The proposed works entails 1,350 metres divided into two sections:

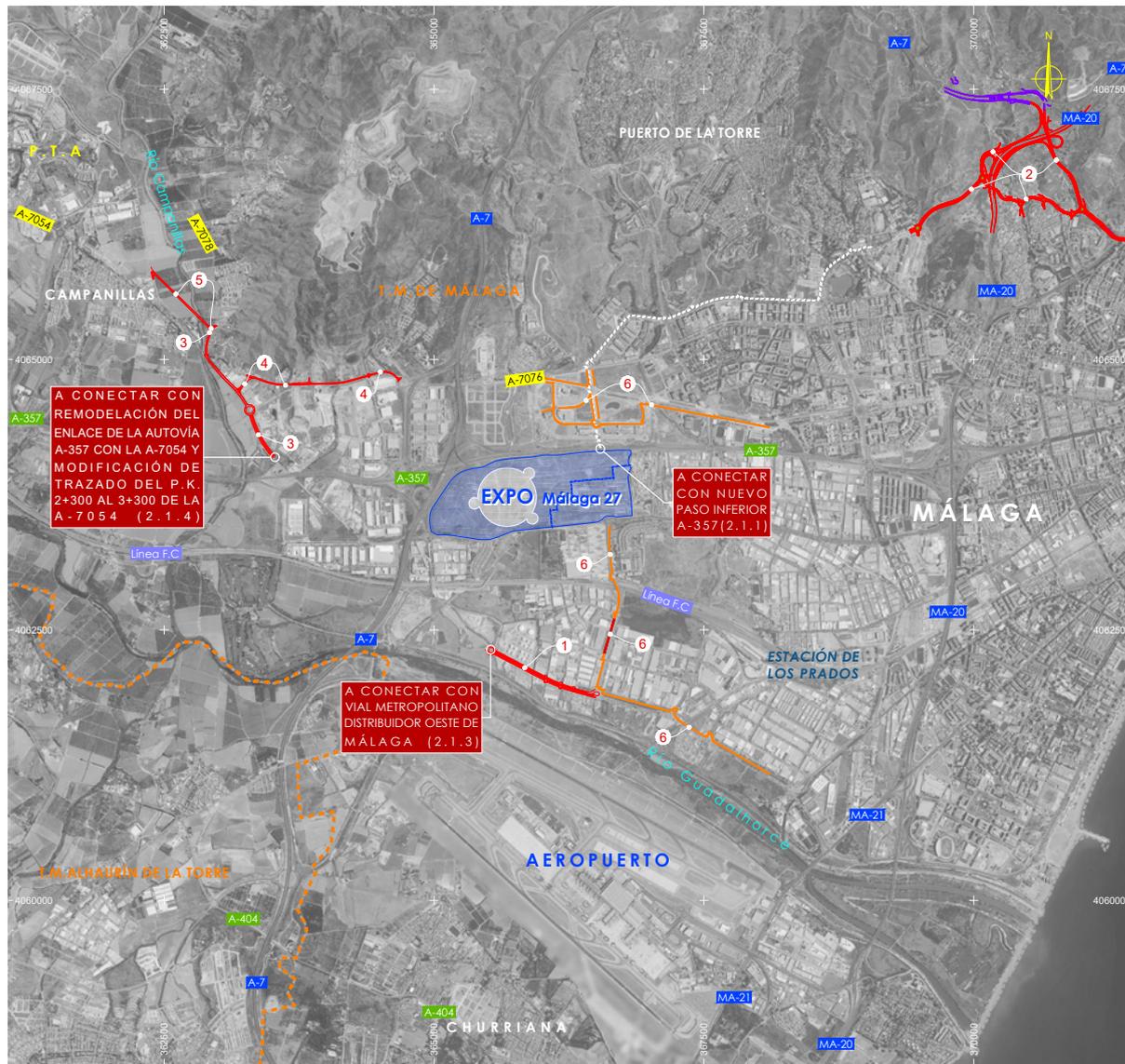
SECTION 1: 700 metres long and a total width of 25 metres, which includes two lanes separated by a 7-metre-wide median.

SECTION 2: 650 metres long and a total width of 48 metres which includes the same configuration as Section 1 plus a 7-metre-wide service road with parking areas on each side of the roadway.

The current road has a cloverleaf interchange with heavy traffic causing delays on the A-7054 and A-357. Remodelling of the interchange between the A-7054 and A-357 proposes a cloverleaf interchange with weights at different levels and converting T intersections into roundabouts to ensure optimal traffic flow for the future Expo 2027 Malaga.

Total investment for these works is estimated at €20,852,988.34, €3,282,100 of which corresponds to the new interchange with the construction of a new underpass under the A-357 and the remaining €17,570,888.34 to the new layout of the A-7054 to adapt it to the layout proposed under the PGOU.

9 General plan for the Expo 2027 Malaga



LEADING TO THE VENUE.

Future Expo 2027 Malaga will generate millions of journeys, most of which will be by road. Therefore, it is important not only to improve direct access to the sector (Section 2.1), but also to improve the access routes and interconnections to guarantee the smoothest journey from all areas of the city.

CONNECTION OF CARRETERA AZUCARERA - INTELHORCE WITH THE METROPOLITAN RING ROAD WEST OF MALAGA. (AVDA. JOAQUIN VARGAS).

COMPLETION OF AVDA. JULIO CORTAZAR AND CONNECTION WITH KILOMETRE MARKER 10 OF THE MA-20 MOTORWAY AND TRAFFIC REDUCTION IN THE NORTHWEST AREA OF MALAGA (TEATINOS - CARLINDA).

EXPANSION OF THE A-7054 FROM KILOMETRE MARKER 3.3 TO 4.8.

EXPANSION OF THE A-7076 (LA COLONIA), FROM THE INTERCHANGE WITH THE NEW WEST RING ROAD OF THE CTM TO THE A-7054.

NEW ACCESS TO THE PTA FROM THE A-7058



CONNECTION OF AZUCARERA - INTELHORCE ROAD WITH THE METROPOLITAN RING ROAD WEST OF MALAGA (AVDA. JOAQUIN VARGAS).

The construction and commissioning of the Azucarera - Intelhorce Road in 2011 improved the connectivity of the A-7054 (Avda. Jose Ortega y Gasset) with the MA-21 (Avda. de Velazquez), under municipal authority, and the MA-22 (Access to the Port of Malaga) under national authority.

Along with the important improvement works on the A-7054 providing access to the future Expo 2027 Malaga, it is important to improve all routes between the new roads proposed and not only the existing ones.

That is why the METROPOLITAN RING ROAD WEST OF MALAGA described in Section 2.1.3. includes a connection branch from the Tarajal to the Santa Teresa and Guadalhorce Industrial Parks, improving the connection of said metropolitan road with the MA-21 (Avda. de Velazquez) and the MA-22 (Access to the Port of Malaga) by way of the Azucarera - Intelhorce Road.

However, execution of the Metropolitan road does not include the improvement of Calle Joaquin Vargas which connects with the Azucarera - Intelhorce Road and joins the Santa Teresa and Guadalhorce Industrial Parks.

This work covers a 1,005-metre length of road and joins the future roundabout of the branch between the Industrial Parks and the Metropolitan Road with the existing intersection of the Azucarera - Intelhorce Road with Calle Joaquin Vargas. The total width is 38 metres consisting of two 7-metre-wide lanes separated by a central median. The north-bound lane will have a 4-metre-wide service road with parking to serve the Santa Teresa Industrial Park area. This same service road serves as the entrance and exit for Calle Malta, Torre del Mar and Valle Niza. Also, the pavement on the south will have a bike lane that will connect with the existing one from Azucarera - Intelhorce Road and with the one proposed for the Metropolitan road.

The medium voltage electrical line that currently runs aerially will be put underground as part of the works on this section of Calle Joaquin Vargas.

These works will improve connections between the West and South of Malaga and with the Airport, reducing the journey from the Guadalhorce Industrial park to the Churriana neighbourhood by 10 km (from 15 km to 5 km).

Total investment for these works is estimated at €9,180,000.

9 General plan for the Expo 2027 Malaga



COMPLETION OF AVDA. JULIO CORTAZAR AND CONNECTION WITH KILOMETRE MARKER 10 OF THE MA-20 MOTORWAY AND TRAFFIC REDUCTION IN THE NORTHWEST AREA OF MALAGA (TEATINOS - CARLINDA).

With the construction of the first West Ring Road, now the MA-20, the Northwest area of Malaga was divided into two, on the one side, Puerto de la Torre, El Atabal, Hacienda Cabello and Teatinos and, on the other, Camino de Antequera, Granja Suarez, Carlinda and Portada Alta. Although several connections have been made on both sides, such as Avda. Carlos de Haya, Avda. Jorge Luis Borges, and the A-357 itself, interconnections between these neighbourhoods would improve significantly if they were connected by a high-capacity road rather than local ones.

After commissioning Avda. Octavio Paz, which connects Avda. Julio Cortazar with Avda. Lope de Vega (Avda. Carlos Haya), improving connections between the Hacienda Cabello neighbourhood and Teatinos, the definitive improvement of communications on both sides of the MA-20 is achieved with the proposed completion of Avda. Julio Cortazar between Calles Julio Verne and Giovanni Paisiello, with the use of land from both the Atabal Water Treatment Plant and the Rafael Salinas Employment Training Centre, with a length of about 200 metres, and a width of 27 metres for two 7-metre-wide lanes separated by a central median.

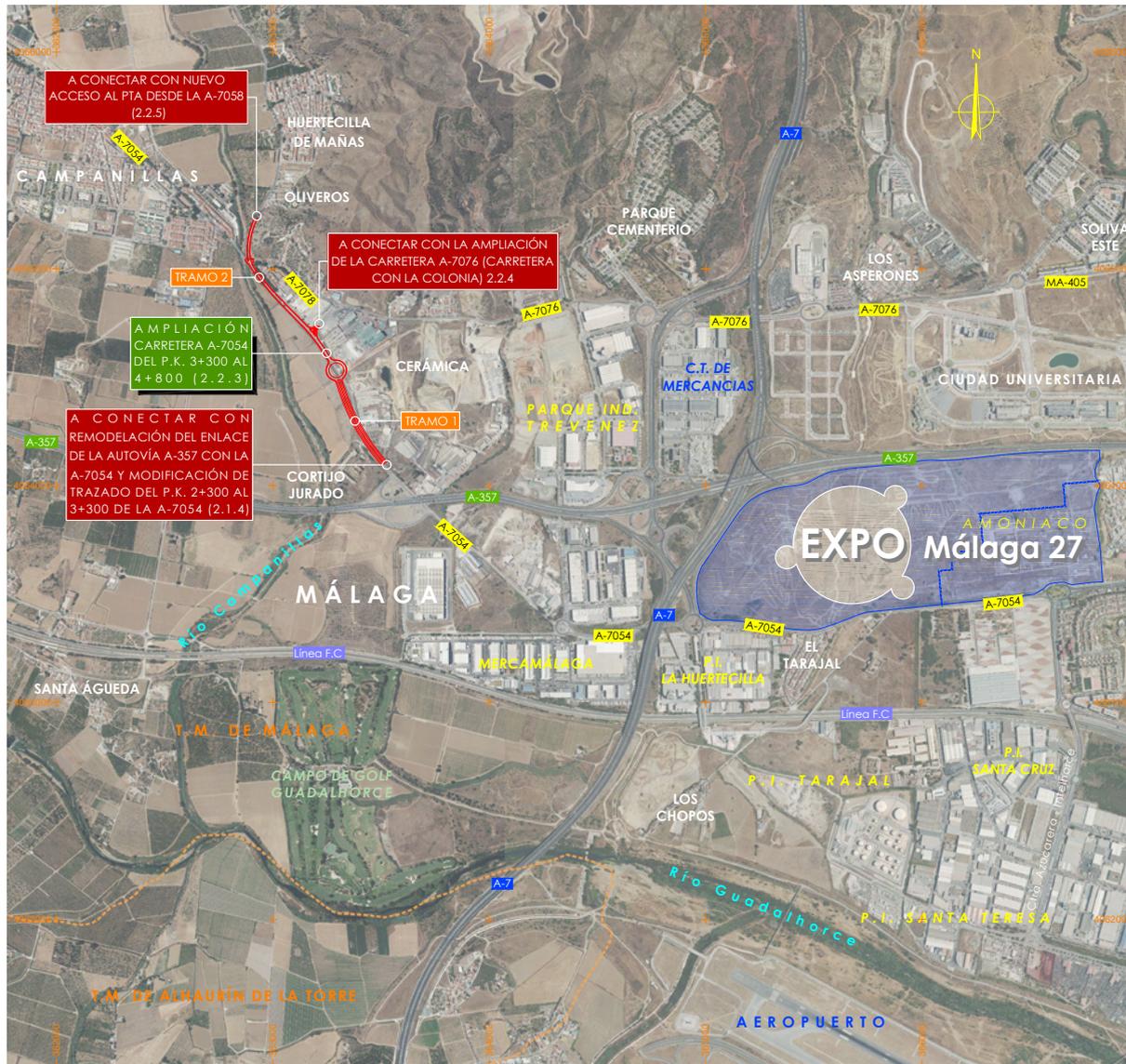
The other proposed roadwork is the connection of Avda. Julio Cortazar with the MA-20 and with the Carlinda neighbourhood, reorganizing traffic on Calles Fandango, Ronda Leonardo and San Alberto by means of a roundabout.

The connection with the MA-20 will be by a deceleration lane and a turning roadway from the descending lane (towards Marbella), to Avda. Julio Cortazar. The Exit from said Avenue will be by a turning roadway and its corresponding acceleration lane to the ascending road (towards Almeria).

These works entail the execution of a 1,150 m-long avenue between Teatinos and Carlinda of the same width as Julio Cortazar, formed by two 7-metre-wide lanes separated by a central median. This new avenue will connect to the MA-20 with respective acceleration (590 metres) and deceleration (480 metres) lanes.

Execution of all the proposed works for the future Expo 2027 Malaga will give the city a new access from the MA-20 through Teatinos (Avda. Julio Cortazar, Avda. Pintor Manuel Barbadillo, Avda. Editor Angel Caffarena, Avda. Escritor Antonio Soler and Farmaceutico Trujillo Villanueva), passing through the University Extension area and the new underpass of the A-357 (Section 2.1.1).

Total investment for these works is estimated at €9,099,500.



EXPANSION OF THE A-7054 FROM KILOMETRE MARKER 3.3 TO 4.8.

The REMODELLING OF THE INTERCHANGE OF THE A-357 MOTORWAY WITH THE A-7054 AND MODIFICATION OF THE LAYOUT OF A SECTION OF THE A-7054 (KM MARKER 2.3 TO 3.3), TO ADAPT IT TO THE GENERAL SYSTEM SG - T-5) (Section 2.1.4), completes the overall connectivity of the future Expo 2027 Malaga by improving the accesses and intersections of the A-357 and the A-7054. Now we need to focus on connections with other sites of vital importance for the development of the Malaga of the future such as the Malaga TechPark (PTA).

According to the STUDY OF THE RADIAL AXIS FROM THE HYPER-RING ROAD INTERCHANGE TO CAMPANILLAS AND THE TECHNOLOGICAL PARK, drawn up in November 2017, the current accesses to the Malaga TechPark (PTA) are by the A-357 and A-7054, i.e. coinciding with the accesses of the future Expo 2027 Malaga. Considering expected heavy traffic at the interchanges of these two roads (A-357 and A-7054) "Cortijo Jurado", an update of said study was proposed (Section 2.1.4) recommending an alternative route from the New Hyper West Ring Road thus avoiding the A-357 and suggesting an improved layout of the A-7054 from the Cortijo Jurado interchange.

The works proposed in this section improve and widen the A-7054 from the Cortijo Jurado interchange, kilometre marker 3.3, to the new intersection of the A-7054 with the A- 7058, close to the Campanillas River.

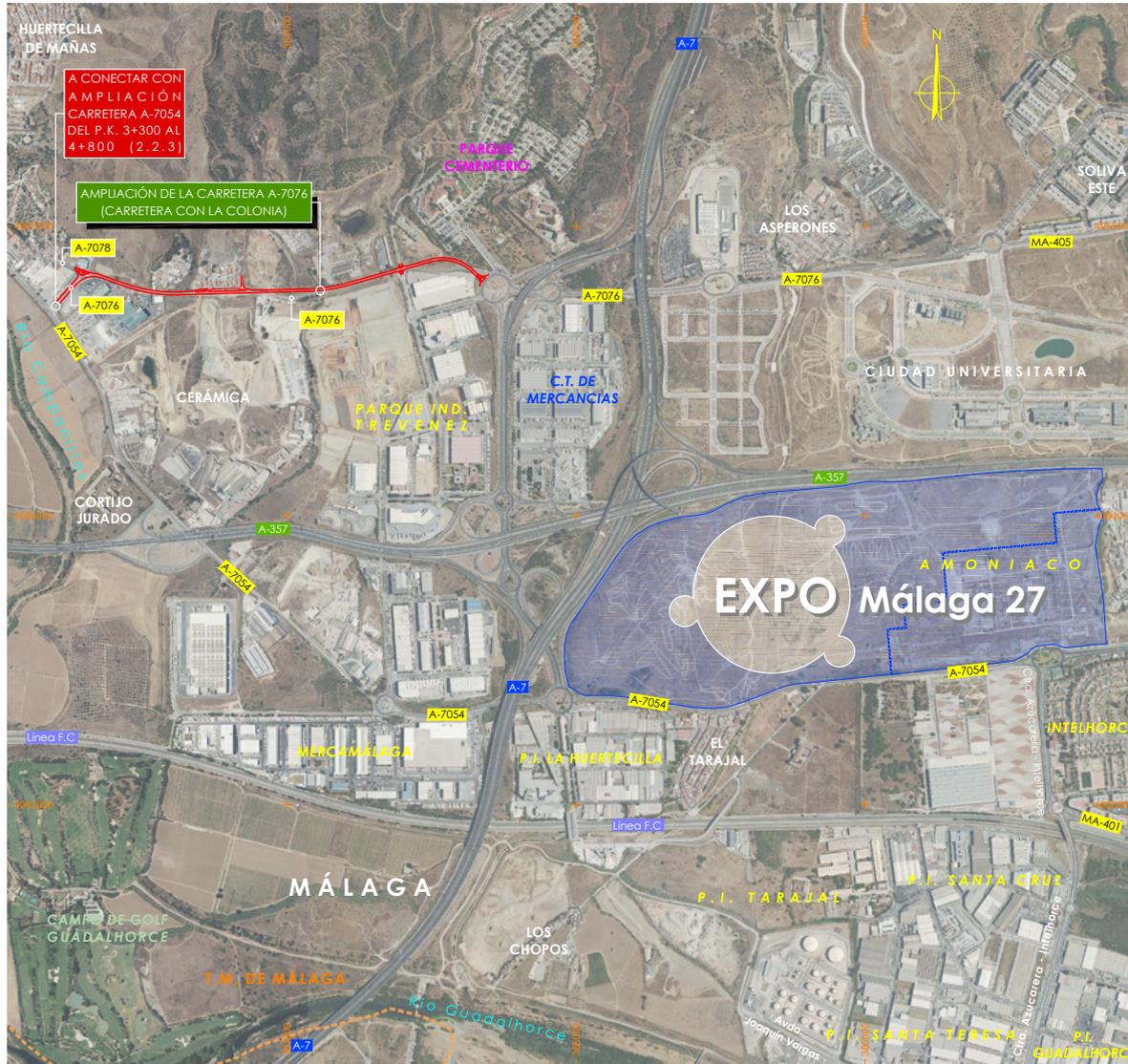
This work is divided into two well-differentiated sections:

SECTION 1: With a length of 500 metres and a total width of 30 metres for two 7-metre-wide lanes separated by a central median and pavements on both sides ending in a roundabout, this section would adhere to the Malaga PGOU.

SECTION 2: With a length of 1,000 metres and an average width of 15 metres, work on this section includes modification of the existing section of the A-7054, generating a single carriageway with three lanes, one going down and two going up towards the Malaga TechPark (PTA), adding the standard T-intersection waiting lanes at the intersection with the A-7076 (Carretera de la Colonia). This section also includes the modification of an intersection between the A-7054 and the A-7058 on the Campanillas River bridge giving priority at this new intersection to the ascending connection of the A-7054 with the A-7058. To accommodate pedestrians, a pavement parallel to the ascending lane has been included in this section in the areas adjacent to the neighbourhood of Campanillas, and a hard shoulder along the rest of the route.

Total investment for these works comes to an estimated €3,584,500.

9 General plan for the Expo 2027 Malaga



EXPANSION OF THE A-7076 (CARRETERA DE LA COLONIA), FROM THE INTERCHANGE OF THE NEW WEST RING ROAD OF THE CTM TO THE A-7054.

Included among the works proposed in the STUDY OF THE RADIAL AXIS FROM THE HYPER-RING ROAD INTERCHANGE TO CAMPANILLAS AND THE TECHNOLOGICAL PARK drawn up in November 2017, was an alternative route to reduce traffic on the A-357 and A-7054 thus reducing congestion at the “Cortijo Jurado” interchange between these two roads. The proposed alternative route is from the New Hyper West Ring Road interchange with the CTM to reduce traffic both at the New Hyper West Ring Road interchange with the A-357 and the Cortijo Jurado interchange (A-357 and A-7054).

This new route is proposed as part of the improvement of the layout and the conditioning of the current A-7076 “Carretera de la Colonia”, which connects the A-7054 with the CTM interchange of the New Hyper West Ring Road

This work, included in the STUDY OF THE RADIAL AXIS FROM THE HYPER WEST RING ROAD INTERCHANGE TO CAMPANILLAS AND THE TECHNOLOGICAL PARK, does not adhere to the plan envisaged in the Malaga PGOU as the latter does not include certain sectors in its development plan and its layout does not include accesses and connections to existing facilities and neighbourhoods which will need to be connected in accordance with SUNS T-1 “Santa Matilde” and SUS T-4 “Ceramicas”.

Works include a road measuring 1,600 metres in length and 10 metres wide with two 3.5-metre lanes, one in each direction, plus 1.5-metre-wide hard shoulders. Although this layout does not correspond to the one proposed by the PGOU which calls for an average width of 40 metres, it can still go forward if certain parts of the layout are corrected such as increasing the radius of some of the existing curves and correcting inclinations.

These works connect the interchange of the New Hyper West Ring Road with the CTM, with the EXPANSION OF THE A-7054 FROM KILOMETRE MARKER 3.3 TO 4.8 (Section 2.2.3), providing access to the Malaga TechPark (PTA) avoiding the Cortijo Jurado interchange between the A-357 and the A-7054.

This new route improves the connection of the Malaga TechPark (PTA), with the Eastern part of the capital and the rest of the province and with the neighbourhoods of the Northwest sectors such as Teatinos, Colonia Santa Ines and Puerto de la Torre.

Total investment is estimated at €2,993,500.



NEW ACCESS TO THE PTA FROM THE A-7058

Included among the works proposed in the STUDY OF THE RADIAL AXIS FROM THE HYPER RING ROAD INTERCHANGE TO CAMPANILLAS AND THE TECHNOLOGICAL PARK drawn up in November 2017, was a new access to the Malaga TechPark (PTA) from the A-7058, without having to use the A-7054 “Calle Jose Calderon” which runs through the Campanillas neighbourhood.

The purpose of this new access is to reduce traffic on the A-7054 and A-357, favouring access from the CTM interchange, with the New Hyper West Ring Road with the EXPANSION OF THE A-7076 (CARRETERA DE LA COLONIA), FROM THE INTERCHANGE OF THE NEW WEST RING ROAD OF THE CTM TO THE A-7054. (Section 2.2.4).

This new access begins at the A-7058 “Camino de Campanillas a los Nunez”, parallel and to the north of the A-7054 “Calle Jose Calderon”, with the construction of a new bridge over the Campanillas River of approximately 130 metres in length, (through un-zoned farmland under the current PGOU of Malaga) and connecting with Calle de Adonis which is the main access road to the Southeast of the Malaga TechPark (PTA).

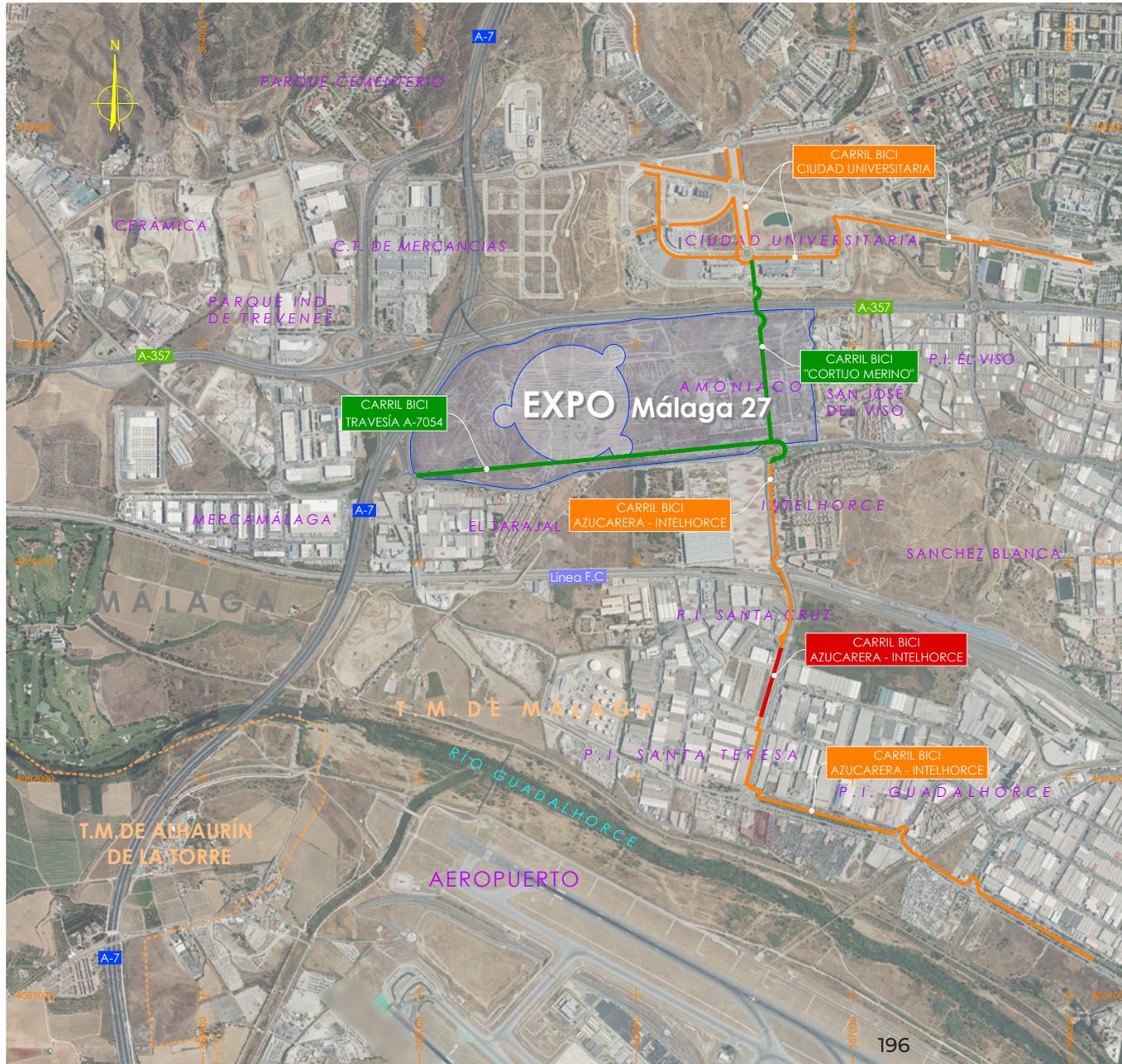
These works include the construction of 780 metres of road with a width of 10.5 metres divided into three 3.5-metre-wide lanes, two providing access to the Malaga TechPark (PTA) and one exit lane with a 1.5-metre-wide hard shoulder on each side.

This new access is intended as a new route to the Malaga TechPark (PTA), favouring access for those coming from the East side of Malaga and the province since the exit is through the CTM interchange with the New Ring Road West of Malaga, which is before the A-357 interchange.

This work also significantly improves the connection between the future Expo 2027 Malaga and the Malaga TechPark (PTA), both connected by the A-7054, of vital importance to the development of the future Expo 2027 Malaga.

Total investment for these works comes to €4,020,000.

9 General plan for the Expo 2027 Malaga



BIKE LANE

There are currently two major bike lanes in the vicinity of the future Expo 2027 Malaga, the University Extension bike lane to the North and the Azucarera - Intelhorce Road corridor bike lane. These proposed works consist mainly of connecting the two bike lanes by way of the A-357 underpass using the "Buena Vista" and "Cortijo Merino" sector roads and creating a distribution lane by way of the A-7054 to enhance mobility in that area. These works are not included in the development projects of those sectors or in the ADAPTATION OF THE A-7054 "AVDA. ORTEGA Y GASSET". However, in both cases these roads are wide enough to accommodate a bike lane, using either the service road or the wide pavements, without significant additional cost.

However, the bike lane on the Azucarera - Intelhorce Road corridor is interrupted between Calle Caleta de Velez and Camino de la Huerta Santa Cruz, a stretch of only 350 metres, but it does interrupt that connection with the University. Works on this section and improved signalling of both corridors (University and Azucarera - Intelhorce Road) will guarantee bike mobility in the area.

Total investment for this project is estimated at €150,000.



MALAGA COASTAL PLAN (PML)

Expo 2027 Malaga is an opportunity to reflect on the city of the future. A reflection focused on the search for an ecological, inclusive and sustainable city model. This is the framework within which the main criteria serving as the basis for the development of the Malaga Coastal Plan (PML) were established. It is a global city- and region-wide project integrating the environment, mobility and urban planning.

Recover pedestrian areas in the Central Area with a view to enhancing urban quality and uniting the city with the seafront, making these pedestrian spaces accessible and inclusive places for encounters.

Firmly commit to sustainable public transport, promoting urban, interurban and metropolitan bus service as a decisive step towards structuring the city and promoting territorial cohesion and access to the city centre, focusing on service efficiency to achieve these objectives.

Promote intermodal public transport by creating a network that includes all means of transport available to citizens to cover all mobility needs.

Reduce the impact of East-West road traffic in the city centre which is essential due to its characteristics. This reduction is directly related to citizens' quality of life insofar as it decreases air and noise pollution and creates uninterrupted safe places for pedestrians by eliminating the barrier effect of traffic.

These main objectives of the PML are embedded in the three support vectors of this reflection on the city of the future: Citizenship, Innovation and Environment, conceived as the driving force behind change and the transformation of our cities in the aftermath of the Covid-19 global pandemic. The PML's most noteworthy initiatives are:

Create a low emission zone (LEZ) under the Climate Plan approved by the City Council. This low emission zone will have a major positive impact on the city's environment by reducing atmospheric and noise pollution throughout said zone.

Put 2.3 kilometres of the coastal road from the Guadalmedina River to Calle Gutenberg underground, thus eliminating surface road traffic but without impeding the city's much needed East-West axis, giving priority to buses and high occupancy vehicles with an HOV lane. This initiative will lead to more efficient use of natural resources by enhancing water management, i.e. maximizing collection and minimizing consumption.

Implement other energy efficiency measures and reuse and recycle natural resources.

Create new public spaces made available by putting the coastal road underground, the most important of which are the Plaza de la Marina and the Paseo de los Curas. These new green pedestrian spaces put the focus on people and show how the city can create spaces for intergenerational and universal encounters where all people can enjoy the urban values of equality, inclusion and multiculturalism.



3.RAILWAY INFRASTRUCTURE. NEW COMMUTER LINE STOP “LA CORCHERA”

Malaga has two commuter train lines:

- C1: Malaga - Fuengirola
- C2: Malaga - Alora

Both Lines leave from the city centre (Alameda) and share three stops:

Malaga Centre. Alameda

María Zambrano Station

Victoria Kent in the San Andres neighbourhood.

After the third shared stop, the two follow different paths, C1 goes Southwest towards Fuengirola and C2 goes Northwest towards Alora. We will focus our attention on the C2 commuter line as the following two stops, Los Prados and Santa Agueda, are more than 6 km apart. The midpoint between these two stops is just 500 metres from the future Expo 2027 Malaga and we therefore propose a new stop for the Expo which will also serve all the new sectors currently developing in the area, Buenavista, Cortijo Merino and, Sanchez Blanca, which together account for more than 5,000 newly built homes.

The new commuter line stop called “La Corchera” is intended to improve public transportation which, together with the interchanges of the Marina and the Explanada de la Estacion, adjacent to the María Zambrano station, will facilitate environmentally friendly public transport.



IMPROVEMENT OF INTERMODAL MOBILITY. INTERCHANGERS

As a sign of its commitment to improving general mobility, especially public transport, two interchanges are included in the Malaga Coastal Plan.

The Explanada Modal interchanger, located next to the Maria Zambrano railway station connecting long-distance buses with the high-speed train (AVE), Commuter train lines, the metro and urban buses.

The Marina modal interchanger, for metropolitan lines with connections to the metro and urban buses.

This decisive development in public intermodal transport will not only affect mobility, but also bears witness to a clear commitment to energy efficiency as an essential pillar underpinning infrastructure projects in the city of the future; energy efficiency that applies to the entire useful life of the infrastructure in question: design, construction and operation, with special emphasis on the ecological footprint of new buildings.

This transformative plan for the central area of the City of Malaga far exceeds the scope of the Historic City Centre and will be vitally important for Expo 2027 Malaga because it is in this environment that most hotels and tourists are found and, therefore, where most of the Expo's visitors will come from.

The commitment to public transport as the backbone of mobility for Expo 2027 Malaga, taking advantage of the bus, metro and railway network, makes the PML a key project for achieving this objective.

This is especially true considering that visitors arriving to the city by train (whether commuter, medium or long distance, or AVE) or by intercity bus, will arrive at the Explanada de la Estacion interchange and from there, via metro, commuter rail or urban bus, can be at the Expo site in 25 minutes, including the segment of the journey on foot.

Visitors arriving from the province to the city will arrive at the La Marina interchange and from there on the metro or urban bus, can be at the Expo site in 30 minutes, including the part of the journey on foot. Visitors who book lodging in the Historic City Centre will also use this transport network.

The opportunity that Expo 2027 Malaga offers us to dream about the city of the future can be a reality in the present, realized by the execution of the Malaga Coastal Plan, not only as support for the Expo itself, but also in terms of the transformation of the city for generations to come.

9 General plan for the Expo 2027 Malaga

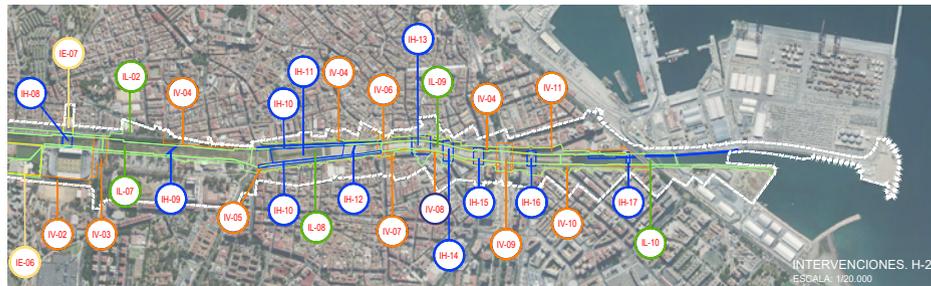


VEREDA DE ARDALES-MALAGA GREEN CORRIDOR

Future Expo 2027 Malaga is located in the proposed current layout of the Vereda de Ardales to Malaga green corridor divided into three zones:

- ZONE 1: University Extension. Currently executed
- ZONE 2: Future Expo 2027 Malaga, to be executed by means of these works
- ZONE 3: Tarajal neighbourhood, pending development.

These works will focus on ZONE 3, a green corridor extending for over 2 km. This park will be categorized as a PERI-URBAN PARK and will feature rest areas for pedestrians and both unique and native plant species, plus all the necessary elements for their conservation such as an irrigation network, lighting, accessible paths, etc., to guarantee its use and enjoyment.



LEYENDA

ÁMBITO DE ACTUACIÓN

INTERVENCIONES EN ÁREAS LIBRES IL-01

INTERVENCIONES HIDRÁULICAS IH-01

INTERVENCIONES VIARIAS IV-01

INTERVENCIONES EN EQUIPAMIENTOS IE-01

INTERVENCIONES EN ÁREAS LIBRES

IL-01 RECUPERACIÓN MEDIOAMBIENTAL DEL ENTORNO DE LA PRESA DEL LIMONERO.

IL-02 ARBOLADO EN MARGENES DEL GUADALMEDINA.

IL-03 PARQUE FLUVIAL VIRREINAS, ENTRE PUENTES DEL JARDÍN BOTÁNICO Y PALMILLA.

IL-04 CONEXIONES CON PARQUE LA VIRREINA.

IL-05 PARQUE FLUVIAL LA PALMILLA, ENTRE PUENTES DE LA PALMILLA Y MEDITERRÁNEO.

IL-06 PARQUE FLUVIAL ROSALEDA, ENTRE PUENTES MEDITERRÁNEO Y ROSALEDA.

IL-07 PARQUE FLUVIAL MARTIRICOS, ENTRE PUENTES DE ROSALEDA Y ARMÁNAN.

IL-08 PARQUE FLUVIAL TRINIDAD, ENTRE PUENTES DE ARMÁNAN Y AURORA.

IL-09 PARQUE FLUVIAL CENTRO, ENTRE PUENTES DE AURORA Y PERCHEL.

IL-10 PARQUE FLUVIAL PUERTO, ENTRE PUENTE DEL PERCHEL Y DESEMBOCADURA.

INTERVENCIONES HIDRÁULICAS

IH-01 PASARELA PEATONAL SOBRE ARROYO PASTELERO.

IH-02 TRAMPAS DE ACARRO EN ARROYOS TRIBUTARIOS.

IH-03 PASARELA PEATONAL DE LA VIRREINAS.

IH-04 PASARELA PEATONAL CIUDAD JARDIN.

IH-05 PASARELA PEATONAL SIERRA BERMEJA.

IH-06 PASARELA PEATONAL SAGRADA FAMILIA.

IH-07 PASARELA PEATONAL CRISTO REY.

IH-08 PLAZA PUENTE ROSALEDA.

IH-09 PASARELA PEATONAL MARTIRICOS.

IH-10 REBAJE DE MUROS LATERALES.

IH-11 CUBRICIÓN PARCIAL DEL CAUCE ENTRE PUENTES DE ARMÁNAN Y AURORA.

IH-12 TRASLADO DE PASARELA PEATONAL TRINIDAD.

IH-13 PLAZA PUENTE CAMPAMENTO.

IH-14 PLAZA PUENTE SANTO DOMINGO.

IH-15 AMPLIACIÓN TABLERO PUENTE DE LA ESPERANZA.

IH-16 AMPLIACIÓN TABLERO PUENTE DE LA MISERICORDIA.

IH-17 SUSTITUCIÓN TABLERO PUENTE DEL CARMEN.

IH-18 PANTAJÁN DEL GUADALMEDINA.

INTERVENCIONES VIARIAS

IV-01 APERTURA DE LA BARRIADA SAGRADA FAMILIA AL RÍO.

IV-02 REURBANIZACIÓN DE CAMINO LA PALMILLA.

IV-03 REURBANIZACIÓN DEL PUENTE DE LA ROSALEDA.

IV-04 VIAL SOTERRADO EN MARGEN DERECHA ENTRE CALLE MARTÍNEZ BARRIONUEVO Y PUENTE DE TETUÁN.

IV-05 VIAL SOTERRADO EN MARGEN DERECHA ENTRE PUENTES DE ARMÁNAN Y AURORA.

IV-06 INTERVENCIÓN EN PUENTE DE LA AURORA.

IV-07 PLAZA GUMBARDA.

IV-08 ADAPTACIÓN DE SOTERRAMIENTO EXISTENTE EN MARGEN DERECHA ENTRE PUENTES DE AURORA Y TETUÁN.

IV-09 REURBANIZACIÓN DEL PUENTE DE TETUÁN.

IV-10 REURBANIZACIÓN DE LA MARGEN DERECHA ENTRE PUENTE DE TETUÁN Y PASEO ANTONIO MACHADO.

IV-11 VIAL SOTERRADO EN MARGEN DERECHA ENTRE PUENTE DE TETUÁN Y AV. MANUEL HEREDIA.

INTERVENCIONES EN EQUIPAMIENTOS

IE-01 REMODELACIÓN DE ACCESOS Y APARCAMIENTO DEL JARDÍN HISTÓRICO DE LA CONCEPCIÓN.

IE-02 ESPACIO INTERMEDIO DE TRANSPORTE.

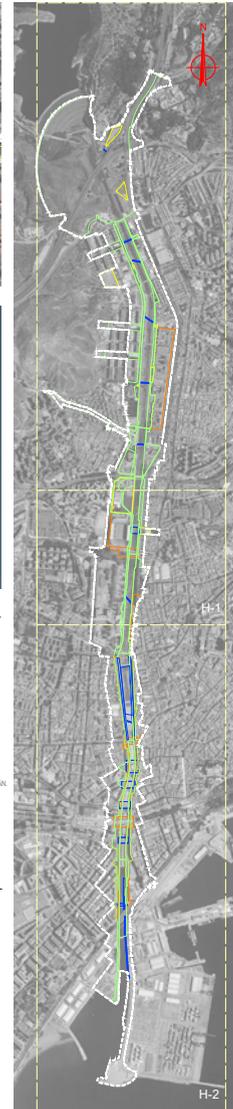
IE-03 FACTORÍA JOVEN.

IE-04 MERENDEROS DE RIBERA.

IE-05 APARCAMIENTO SAGRADA FAMILIA.

IE-06 REORDENACIÓN DE ESPACIO LIBRE AJUNTO AL ESTADO DE LA ROSALEDA.

IE-07 NUEVO APARCAMIENTO ROSALEDA.



INTEGRATION OF THE GUADALMEDINA RIVER INTO THE URBAN FABRIC OF THE CITY OF MALAGA AND THE ENHANCEMENT OF ITS ENVIRONMENTAL CONDITIONS

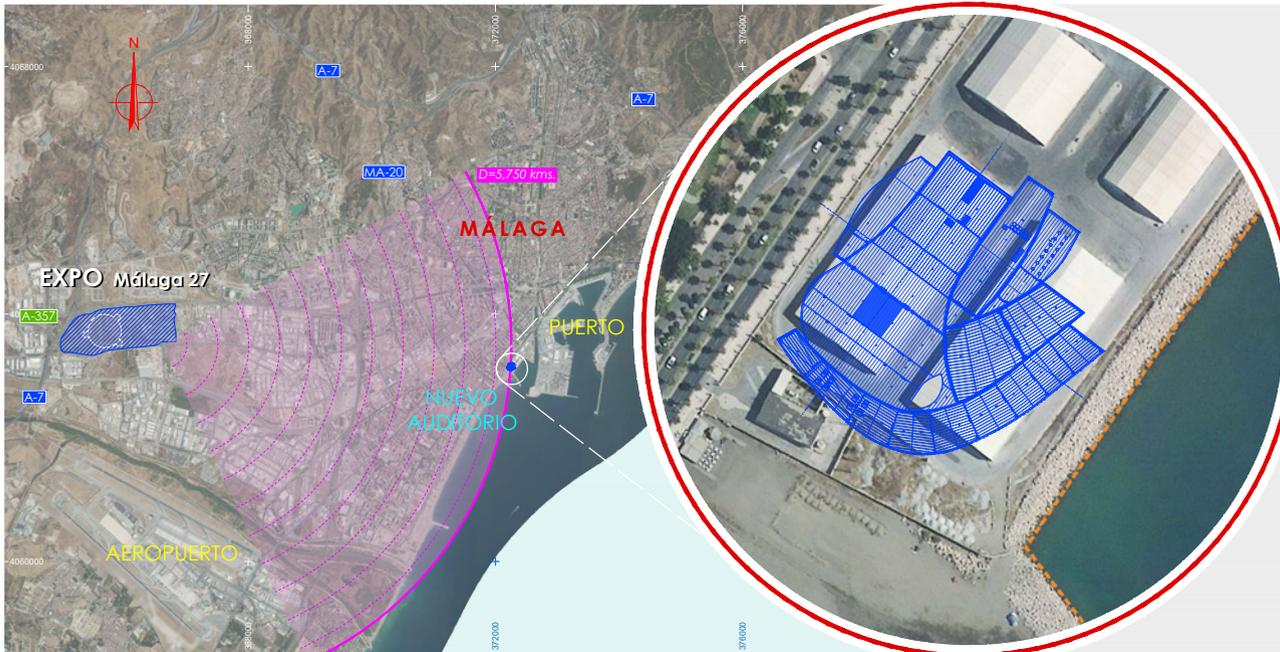
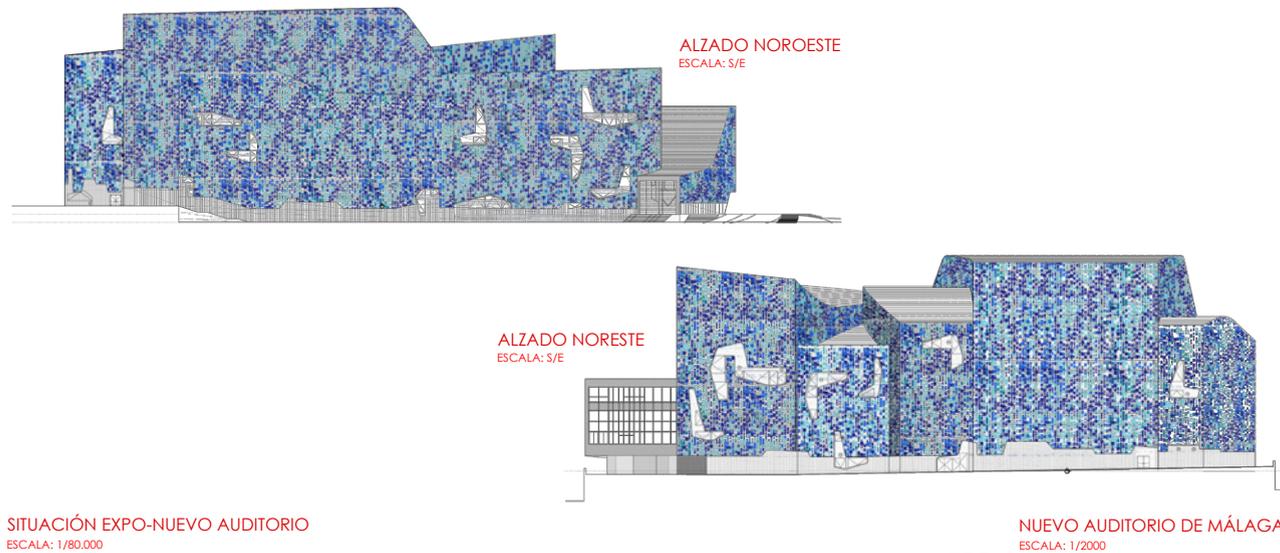
Together with the mountains that surround the capital, the Guadalmedina River is arguably Malaga’s main geographical treasure. This is first due to its location, immersed in the city centre, and secondly its extension, crossing the entire city from North to South, which is why it is considered a dividing barrier and sometimes even branded as a “scar” as it is often dry and seen by citizens as nothing more than a dry riverbed. The City of Malaga has only recently begun to look in the direction of the sea through initiatives such as the new Antonio Machado Seaside Promenade, the Sacaba Housing Development, increasing accessibility to the Port for citizens to enjoy as a place of leisure. However, it has traditionally looked inland and the Guadalmedina River, which divides the city from North to South, has generated two problems:

- Urban mobility, insofar as it is a geographical barrier that needs to be overcome.
- Functionality, as it is a space with no apparent utility for citizens.

The INTEGRATION OF THE GUADALMEDINA RIVER INTO THE URBAN FABRIC OF THE CITY will bring about not only an improvement in mobility, but also in the functionality of the Guadalmedina River area. To that end, works have been divided into five groups:

- Intervention in free Areas (10 initiatives): For the most part, these are integrated initiatives on land with a “Green Zone” classification that will give rise to new coherent and unitary urban entities.
- Water works (18 initiatives): Water works are initiatives directly related to the Guadalmedina River, either in terms of how to cross it, how to connect its banks, the state of its banks and the relationship between river water and the city.
- Road works (11 initiatives): Road works share common objectives although, depending on their nature and context, feature specific objectives such as improving accessibility between the city and the neighbourhoods in the vicinity of the Guadalmedina River, decongesting the roads running parallel to a large part of the Guadalmedina River, placing some of them underground and improving connections with the main arteries and neighbourhoods close to the area of action.
- Construction works (7 initiatives): These works imply the construction of new buildings, or initiatives involving public use facilities and the reform and valuation of degraded ones.
- These 46 initiatives are spread among the three districts of the Capital
- Palma-Palmilla District
- Garden City District
- Central District

9 General plan for the Expo 2027 Malaga



NEW MALAGA AUDITORIUM

Music has always been an important part of Malaga's history. The creation of the Philharmonic Society in 1869, the Conservatory of Music in 1871 and the Symphony Orchestra in 1875 (among the most relevant events in terms of music infrastructure), have fostered a love for music in the city.

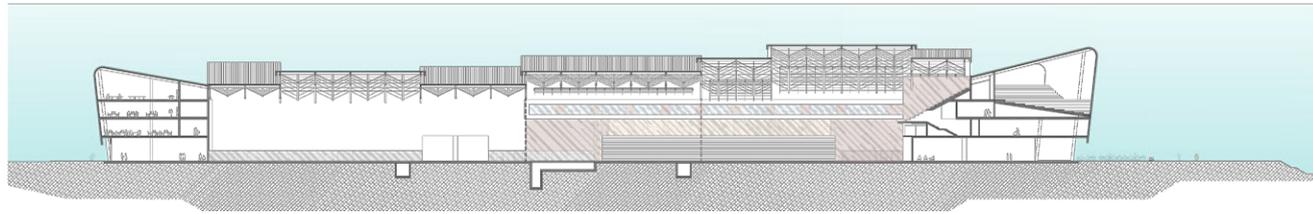
Music enthusiasts energetically welcome classical music performances that are offered continuously throughout the year, especially during the concert seasons of the Malaga Philharmonic Orchestra and the opera season at the Miguel de Cervantes Municipal Theatre, and concerts offered throughout the year by several of the city's public and private cultural institutions which ensure that Malaga's musical offering is the most extensive of those made available to the people of Malaga and to a large number of visitors to the capital and the Costa del Sol. The seasonal concerts of the Malaga Philharmonic Orchestra are offered at the Miguel de Cervantes Municipal Theatre which can seat 1,127 people, clearly not enough to meet existing demand.

The land allocated for the new Malaga auditorium is in the area of S. Andres in the Malaga port area and formerly belong to the Port Authority. It is on the right bank of the Guadalmedina river, reclaimed from the sea in 1975 as a container platform that was never built. It has been used as a port service area since the construction of a bridge in 1982 that connected it to the other port facilities. It has undergone recent urban development. The Special Port Plan, ratified by the 1984 PGOU of Malaga, envisions cultural and entertainment uses for the area.

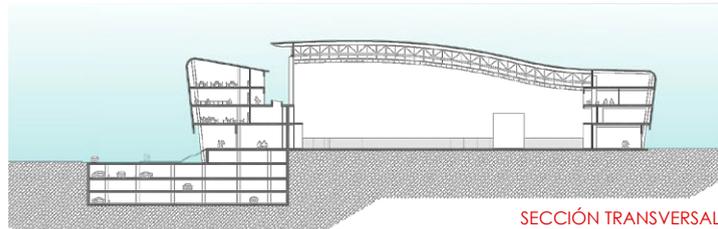
The works envisaged in this document include a large unique building to house the auditorium and everything needed for its operation: loading and unloading dock, stage, stage assembly, warehouses, technical offices, seats and boxes, halls and foyer, rehearsal rooms, dressing rooms, cafeteria-restaurant, etc. The building is made up of five parts separated by expansion joints due to prevailing seismic and thermal conditions. These joints prevent the transmission of thermal and seismic forces between the different parts of the building whose structure is designed to withstand movement in the event of an earthquake.

The five parts of the auditorium are structurally different.

Depending on the configuration of the Main Hall, whether for opera or for different uses as an auditorium, the number of seats ranges from 1,622 to 1,905. The Chamber Music Hall also has a variable seat configuration from 465 maximum occupancy to 75 minimum.



SECCIÓN LONGITUDINAL
ESCALA: S/E



SECCIÓN TRANSVERSAL
ESCALA: S/E

SITUACIÓN EXPO-PALACIO DE FERIAS
ESCALA: 1/80.000

AMPLIACIÓN PALACIO DE FERIAS
ESCALA: 1/2000



EXPANSION OF THE CONGRESS CENTRE

Inaugurated in 2003, the Trade Fair and Congress Centre had already held more than 1,000 events by its 10th anniversary and, thanks to its capacity for organizing events and meetings, is one of the main drivers of the economy of the Malaga metropolitan area.

Among the most important conference and meeting centres in Spain, in 2011 it was named the best conference venue by the Spanish Federation of Associations of Professional Conference Organizing Companies (OPC).

Adjacent to the Malaga ring road, its location is very convenient for the city and the entire Costa del Sol area, the Airport and the Railway Station, the main ports of entry for potential users of this facility. This connection will be definitively improved when the proposed interchange on the West Ring Road (MA-20) is completed, and with the future extension of Avda. Adolfo Suarez, taking advantage of the underground routing of the railway tracks, enabling direct access to the complex which, with the expansion works described in this study, could become one of the most relevant urban facilities in the City of Malaga and the entire Costa del Sol.

The surface area of the land on which this expansion is proposed is approximately 40,000 m², which will allow around 25,000 m² of above-ground constructed area and 50,000 m² below ground, enough for some 1,300 parking spaces in two basement levels and could accommodate up to 2,000 spaces if a third underground car park level is required.

The underground car park will need to be built using slurry walls and a slab foundation, the dimensions of the reinforced concrete structure being optimized to the maximum.

Above-ground construction will employ a mixed structure. Up to a certain height the pillars will be made of reinforced concrete and the roof structure will be made of steel. Everything will be modular and the same solutions will be applied to the expansion as were adopted for the original Congress Centre but designing it in such a way as to satisfy all the requirements of this expansion project while maintaining its formal and aesthetic constants to preserve the proposed idea of a unified ensemble.

Exterior finishings will have the same characteristics as those of the current Congress Centre and the interior decoration will be somewhat austere. Colour will be the determining element of its aesthetics which is considerably less costly than using stone to decorate interior spaces.

Depending on the use made of the expansion area, it could hold from 5,000 people if used as a pavilion, to 14,900 as an auditorium with stands.

9 General plan for the Expo 2027 Malaga

SERVICE INFRASTRUCTURE

Having defined road infrastructures, we now turn our attention to defining the service infrastructure needed for the proper operation of the future Expo 2027 Malaga.

With the gradual development of the city, the necessary services have been added for the proper operation of the new sectors and the improvement of services in the existing areas.

SUPPLY

According to the Special Infrastructure Plan, modification of the layout currently under way of the main 1,000- and 500-mm pipes that supply SUNP-G.2 "Sanchez Blanca", will guarantee water supply for the future Expo 2027 Malaga. That same plan envisages the execution of a main 800 mm connection network between tanks, one that runs parallel to the A-7054 and is included in the plans for that road (ADAPTATION OF THE A-7054 "AVDA. ORTEGA Y GASSET"), and another that runs through the "Buena Vista" and "Cortijo Merino" sectors and connects with the existing network to the north of the A-357, in the University Extension area. All these works are included in the different projects, except for the construction of the new 25,000 m³ Intelhorse tanks.

SANITATION. SEWAGE

Just as with water supply, the Special Infrastructure Plan also includes the works needed for the sanitation system required for the proper operation of the future Expo 2027 Malaga. These include a collecting drain along the A-7054, included in the proposed works on that road, to guarantee the collection of sewage from both the "Buena Vista" and "Cortijo Merino" sectors. In addition to this collecting drain, another one will be needed parallel to the current Merino Stream channel between the A-7054 and the general Carambuco Stream collector, crossing the railway line, with a length of 1,000 metres and a diameter of 630 mm.

SANITATION. RAINWATER

Works at the "Buena Vista" and "Cortijo Merino" Sectors, in addition to the section of the A-7054 and, to be more exact, the execution of a 3 x 2 framework on the A-7054 to channel the waters of both the San Jose del Viso Stream and the Merino Stream, guarantee drainage of the future Expo 2027 Malaga. Moreover, the A-7054 project includes important works to improve the drainage of the Carambuco Stream.

Currently, the drainage system to the south of the railway line is guaranteed. During the construction of the high-speed rail line, major works were performed to connect the Prado Jurado and Carambuco Streams to the south of said line while transversal drainage works were directed to the Merino Stream.

Therefore, according to the Special Infrastructure Plan, the only work pending is the adaptation of the existing Merino Stream channel between the A-7054 and the railway line to the east of the Tarajal neighbourhood.

This is expected to be 600 metres long.

ENERGY

VISOS, already meeting high demand, is the closest substation to the future Expo 2027 Malaga. Therefore, in anticipation of the development of the "Alta Vista" and "Cortijo Merino" Sectors, a new substation called UNIVERSIDAD is currently being built and the two substations, VISOS - UNIVERSIDAD, are being interconnected. Once this line is in operation, power demand of the future Expo 2027 Malaga will be guaranteed.

However, although power demand is guaranteed, in this section we will focus on environmental improvements such as eliminating aerial lines in the vicinity of the future Expo 2027 Malaga. Specifically two important lines:

- MV line. Supply for Santa Teresa - Los Visos Industrial Parks.
- HV line. 66 KV Los Visos - Alhaurin de la Torre

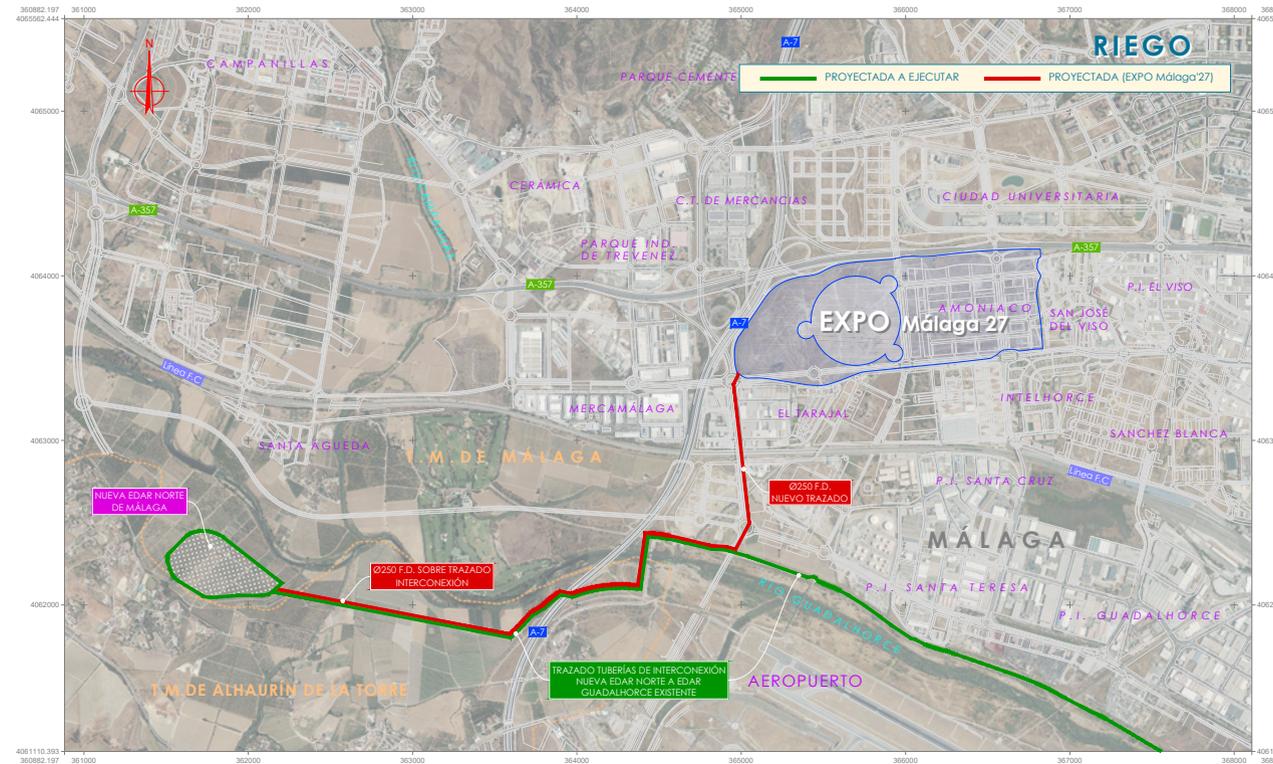
Modification of the layout of the Medium Voltage Line supplying the Santa Teresa - Los Visos Industrial Parks is included in the works set out in the METROPOLITAN RING ROAD CONNECTION OF AZUCARERA - INTELHORCE ROAD WITH THE METROPOLITAN RING ROAD WEST OF MALAGA (AVDA. JOAQUIN VARGAS) and therefore does not require further assessment. However, the HV 66 KV Los Visos - Alhaurin de la Torre line, currently underground from the West Ring Road and even crossing under the Guadalhorce River, becomes aerial at about 1,200 metres south of the railway line, due to the land being classified as developable by the PGOU.

It is therefore proposed to put this aerial section underground, using the Green Corridor from Vereda de Ardales to Malaga up to the railway line and then continuing parallel to the south of that line along the service road until reaching the current underground crossing under the railway. This would put the entire 66 KV Los Visos - Alhaurin de la Torre HV line underground in the municipality of Malaga.

IRRIGATION

With the award and upcoming construction of the new Waste Water Treatment Plant (WWTP) North of Malaga, which will collect all waste from Alhaurin el Grande, Cartama, Alhaurin de la Torre and the western area of Malaga, treatment of sewage from these municipalities is guaranteed. In addition to the treatment plant, an interconnection network will also be built between the North WWTP and the Guadalhorce WWTP. Hence, taking advantage of the layout of these facilities, installation of a pipeline to supply recycled water to the future Expo 2027 Malaga is proposed.

This new 250 mm iron pipe network will be 4,500 m long, 3,300 m of which will run parallel to the interconnection lines of the North - Guadalhorce WWTP, whose land has already been freed by means of expropriation for the execution of said infrastructure, and the remaining 1,200 m will run parallel to the route of the METROPOLITAN RING ROAD WEST OF MALAGA.



CONCLUSIONS REGARDING SERVICE INFRASTRUCTURE

Considering all the above, services for the future Expo 2027 Malaga are guaranteed.

CONCLUSIONS AND ECONOMIC ASSESSMENT OF INFRASTRUCTURES

The previous sections have explained the rationale underpinning the future Expo 2027 Malaga by guaranteeing both direct access to the venue as well as improved mobility not only in the vicinity of the future venue, but in many different Malaga neighbourhoods.

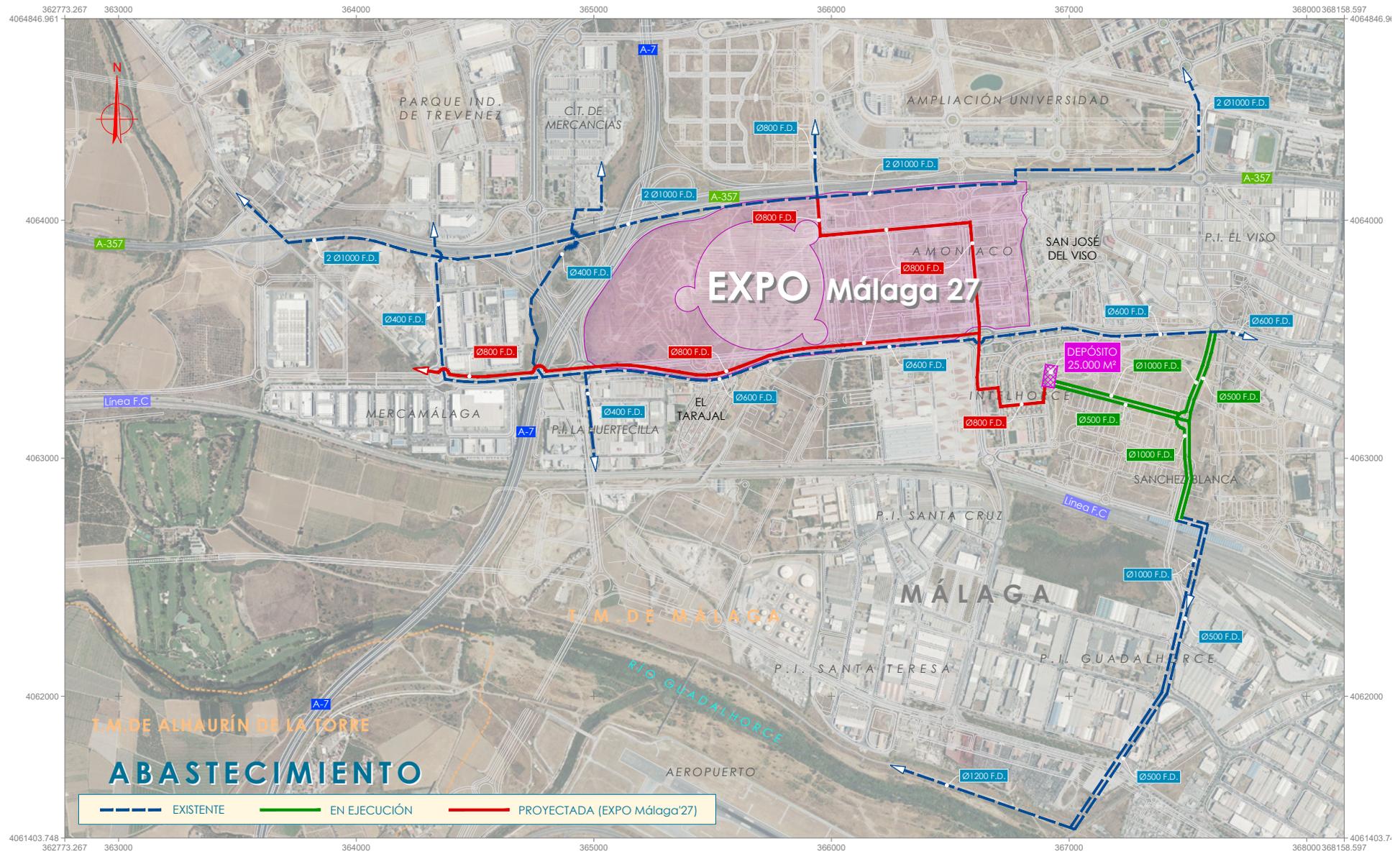
Mobility has focused on the A-7054 and A-357, serving the north and south sides of the future Expo 2027 Ma-

laga, guaranteeing connectivity with the main public services of the city such as is the Airport, the Port and the Maria Zambrano railway station. Moreover, the operation of facilities has been justified by analysing the service infrastructure with a view to guaranteeing the seamless operation of the new expansion area where the future Expo 2027 Malaga is to be located.

Moreover, all the road works outlined in this document, together with the proposal for a new commuter train stop to the south of the railway lines in the Tarajal neighbourhood adjacent to Las Corcheras Industrial Park, guarantee pedestrian access to Expo 2027 Malaga.

The estimated budget for all the proposed works comes to €1,049 million, 72% of which is for the Transport and Communications System.

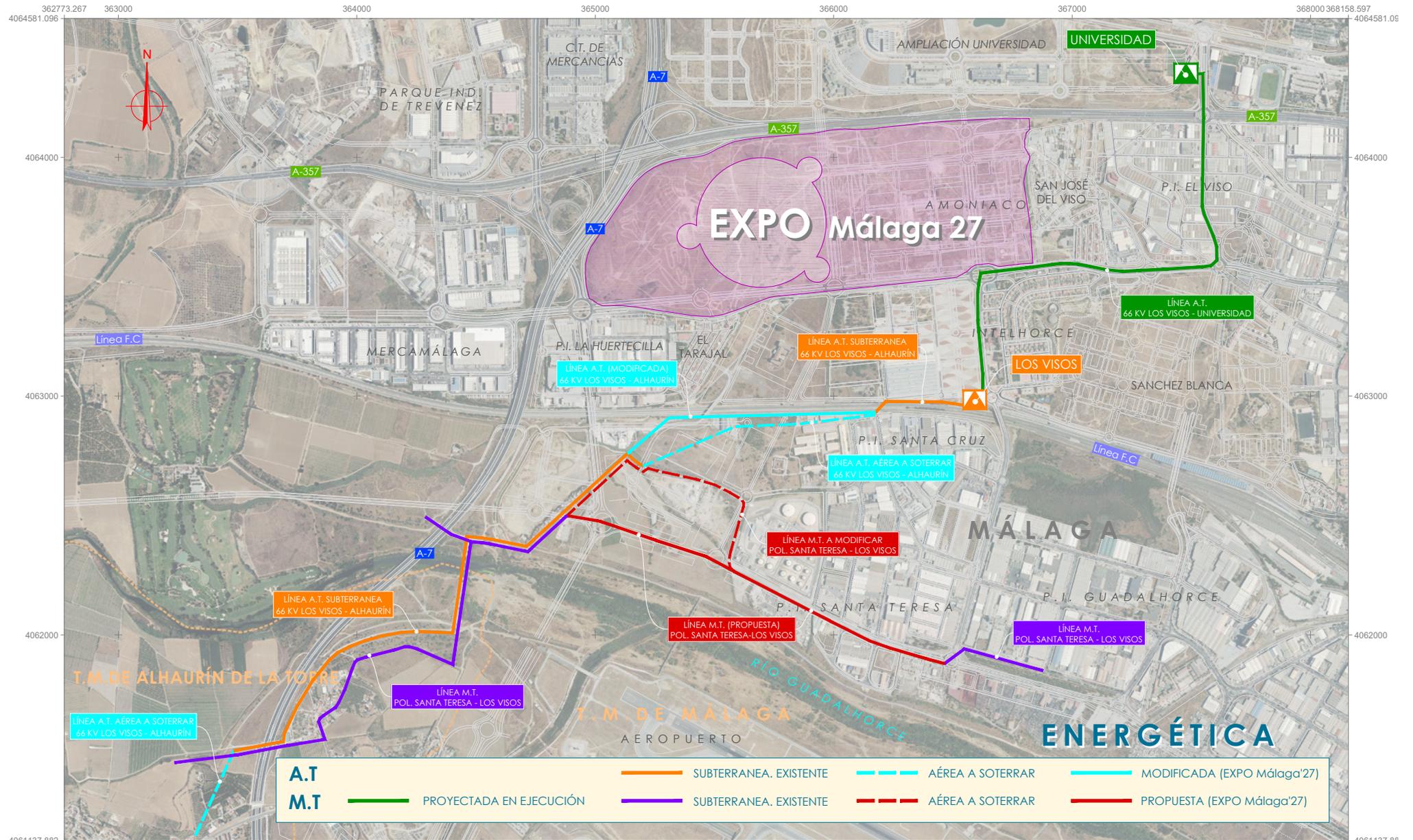
9 General plan for the Expo 2027 Malaga





9 General plan for the Expo 2027 Malaga





9 General plan for the Expo 2027 Malaga

EXPO 2027 MÁLAGA CUADRO RESUMEN VALORACIÓN ECONÓMICA

1 INVERSIÓN RECINTO EXPO 2027 MÁLAGA	729.614.856 €
2 INFRAESTRUCTURAS Y EQUIPAMIENTOS URBANOS	1.054.635.923 €
3 ESTIMACIÓN COSTE DE PROYECTOS Y ESTUDIOS TECNICOS	141.555.972 €
TOTAL INVERSION EXPO 2027	1.925.806.751 €
4 DESARROLLO SECTORES RESIDENCIALES	245.709.210 €





EUROPEAN CAPITAL

MÁLAGA 2020

OF SMART

TOURISM



10

Participants

CHARACTERISTICS OF EXPO 2027 MÁLAGA PARTICIPANTS

Spain's international relations

Spain is an active member of the international community in which it participates and interacts in all areas. It currently has different types of bilateral agreements with 145 countries. Naturally, it has priority relationships with its four neighbouring countries (France, Morocco, Portugal and Andorra).

Spain is an active member of the main international organizations starting with the United Nations where it has been a non-permanent member of the Security Council five times and is an active participant in the agencies that form part of the United Nations System.

Spain is also a member of the European Union, the Council of Europe, and the Organization for Security and Cooperation in Europe (OSCE).

Spain is a founding member of the Ibero-American Summit, a biennial meeting of the heads of state and governments from the 19 Latin America countries and three from the Iberian Peninsula plus Equatorial Guinea and Puerto Rico.

It has 122 diplomatic missions around the world with accreditations in nearly all countries, and 124 countries have a diplomatic representation in Spain.

Spanish foreign policy is particularly influential for geographical, historical and cultural reasons, and Spain has unique bilateral relations with countries in Europe, Latin America, the Caribbean and the Maghreb.

Due to these international connections, it is reasonable to expect that Expo 2027 Malaga will be very well attended.

Participation forecast

An estimated 120 countries, international organizations and non-governmental organisations are expected to participate.

The venue will have a maximum surface area of 25 hectares, although the Master Plan is flexible and that area can be increased if necessary.

Spain expects to host a balanced representation of countries from all over the world at Expo 2027 Malaga and will ensure all regions have their place.

Type of participants

120 participants from the following regions and groups are expected to participate:

Type of pavilions

According to the rules regulating International Exhibitions, pavilions are built by the organizing country and are then given to the participants to use during the Exhibition.



- EUROPEAN UNION
- REST OF EUROPE
- NORTH AMERICA
- LATIN AMERICA
- CARIBBEAN
- SOUTH PACIFIC
- ASIA
- Africa
- INTERNATIONAL ORGANIZATIONS
- NGOs

The maximum area assigned to an individual pavilion is 1,000 square meters.

Expo 2027 Malaga will feature three individual pavilion sizes: 1,000, 750 and 500 square meters respectively.

In accordance with the criteria of highlighting the importance of grouped presentations based on identity and geographical location, Expo 2027 Malaga will facilitate the joint participation of countries by building larger pavilions than those mentioned above where countries will share common areas and services. These pavilions may have an area of up to 2,500 square meters.

Corporate Participants

Expo 2027 Malaga will be an international exhibition. In other words, it will be composed primarily of countries and international organizations. International participants will surely incorporate national companies in their pavilions that will contribute to their image at the same time the theme of the exhibition favours the individual presence of corporate participants that, due to their size and international standing, may wish to showcase work they are doing regarding the theme of the event.

This corporate presence will be visualised in the objectives of the marketing plan that will be drawn up. Four corporate pavilions are currently envisioned with surface areas between 750 and 1,000 square meters.

Participation of Spain

Spain is the host country but, for all intents and purposes, it will also be an international participant. Its pavilion will show what Spain is doing in relation to the theme of the Exhibition and will also serve as the headquarters to host protocol activities, celebrate national holidays etc. Therefore, its pavilion will be larger than the largest international ones.

As Spain is comprised of Autonomous Communities (regions), the latter will also want to express their particular view of the theme. To that end, a calculation has been made of the surface area to be divided up for each community. The allocation and individual location of each community's area will be decided internally.

Summary of participants

Expo 2027 Malaga will have an estimated total of 131 participants.

Of these, 120 will be countries and international organizations, plus NGOs grouped in a single pavilion, and 4 thematic pavilions. In addition to these, there is the Spanish pavilion and the 17 autonomous community pavilions.

Participants will have pavilions measuring 1,000, 750 or 500 m². There will also be group pavilions measuring up to 2,500 m².

For reasons of logistics and protocol associated with its status as the host country, the Spanish pavilion will have 2,500 m² and each Autonomous Community will be allocated 500 m².



10 Participants

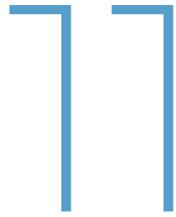
Assistance for developing countries

Expo 2027 Malaga will be an opportunity to show Spain's interest in maintaining and strengthening its international relations while also strengthening its ties with countries with which it regularly cooperates and open new avenues of cooperation with others.

Therefore, International Exhibition 2027 Malaga will include countries at all stages of development. To that end, Expo 2027 Malaga, together with the Government of Spain, will draw up a specific cooperation programme funding with developing countries to ensure their presence at the Expo, thus benefiting from their contribution to the theme of the exhibition and making it easier for them to achieve the goals they set for themselves. These cooperation funds will be taken from the national budget which will be added to the specific Exhibition budget.







Visitors and visits

It goes without saying that the main indicator to measure the success of an International Exhibition is its number of visits. This relates to one of the proposals of this project that aligns directly with the BIE's objective of providing visitors with a unique and memorable experience through culture, entertainment and technology.

In addition to the obvious function of cultural dissemination and social awareness, Expo 2027 Malaga has set the objective of encouraging the active participation of visitors and getting them involved in the idea of progress which this Expo promotes. The result will be an experience-based visit which will serve a dual purpose: a memorable and satisfying experience for visitors and a recommendation to their friends and acquaintances.

The established pre-eminence of Malaga and the Costa del Sol in the tourism sector backed by decades of experience, together with its extensive and renovated hotel facilities in continuous growth (see chapter 12), makes us optimistic about the flow of visitors to Expo 2027 Malaga.

The professional expertise of the sector in Malaga and its ties with other tourist agents, especially at national and European levels, enables us to predict, with a sufficient degree of certainty, that attendance will be a success with the support of the communication campaigns planned.

The International Airport, the high-speed (AVE) and regional and commuter trains, and the cruise ship port of Malaga are fundamental aspects of this project whose relevance is fully explained in chapter 8.

Resident population

Broken down according to distance by land

Due to proximity and population size, those residing in the province and neighbouring areas comprise an important group of potential visitors for Expo 2027 Malaga.

Over the years, Malaga society has proven to be very active in all kinds of cultural encounters, local festivals being the most popular, followed by exhibitions at the city's many museums. The city's geographical proximity to the Expo site will facilitate repeat visits and many will acquire a season pass.

Therefore, it is important to consider the population residing in Malaga and its area of influence when estimating the number of potential visitors.

The quality of the road network, mostly motorways, and the easily accessible location chosen for the venue, means that this area of influence extends as far away as a five-hour drive or 500 km. Based on this premise, resident population visitor estimates are as follows:



RESIDENT POPULATION UP TO 5 HOURS DRIVING DISTANCE AWAY			
Destination City	Distance to Malaga (km)	Max driving hours	Population
Up to 1 hour away			
Malaga capital and province	100	1	1.623.445
Up to 2.5 hours away			
Rest of Andalusia	230	2-2'5	8.105.952
Madrid	514	5	6.454.409
More than 5 hours away			
Rest of Spain			30.750.826

TOTAL residents: 46.934.632, Total residents in Spain age 5 and older

Tourists

Tourism is a leading industry in Spain both in the national and international markets. Spain is currently the second most popular tourist destination in the world.

The most recent statistics in Spain from 2019¹, before the Covid-19 crisis, indicate that 84 million foreign tourists visited Spain that year and 42.4 million made day trips (visitors that did not stay overnight).

Most of these tourist visits happen in the summer months, family holiday time in Europe which is the main source of visitors to Spain.

¹ Source: INE

Andalusia, and especially Malaga, is a favourite destination for many of these tourists who are familiar with the good infrastructure, guarantee of good weather and security characterizing this province. The Costa del Sol is also a recurring destination. There are many tourists who come back to this area for their holiday. This means that they are familiar with the area from previous stays and are more likely to attend the Expo as a novelty outing.

The figures analysed in this chapter refer exclusively to the City of Malaga and its province. Considering the proximity of other mass tourism destinations in the neighbouring provinces of Cadiz, Seville, Cordoba and Granada, and the good road, train and plane connections, we believe that the figures presented here are quite conservative. For the purposes of these calculations, only tourist visits during the months of the Exhibition are considered: June, July and August.

Tourists who arrive in Malaga during the months of the Exhibition will have been subjected to an intense communication and publicity campaign about the event, both in traditional media and, especially, in social media and the Internet, as we have explained in detail in chapter 7 of this document.

Additionally, there will be specific marketing programmes targeting the tourism industry, particularly tour operators and travel agents who are especially influential in the area, through specific packages and other incentives. This communication campaign will be in addition to a national campaign thus giving a multiplier coverage effect to the Exhibition and its preparations.

TOURISTS WHO VISITED MALAGA BETWEEN THE MONTHS OF JUNE AND AUGUST 2019

- National 782.540
- Foreign 1.156.953
- **TOTAL 1.939.493**





Visitors and visits

Tourists who visit cities near Malaga will also be exposed to an intense campaign, both at their destinations and through promotions at the physical or virtual travel agencies they use to make travel arrangements.

Nearly two million potential tourists are expected to visit the Expo. Due to the impact of Covid-19 it is still too early to make predictions but, given the historical attractiveness of Malaga and its province, we are convinced that this figure is very conservative.

Therefore, the total population to be considered is Spain's population (excluding children ages 0-4) comes to 46,934,632 people, plus 1,156,953 foreign tourists who visit Malaga during the months of June, July and August and that brings the total to 48,091,585 people.

Visitors and visits

Persuading a significant number of people to visit Expo 2027 Malaga is an end in itself, with the aim of spreading the global message conveyed in its theme, on top of the need to ensure the operational benefits of the Expo.

One of the main tasks facing the Organizers of Expo 2027 Malaga, especially during the initial planning phases, will be to come up with a realistic estimate of the expected number of visits as far in advance as possible to plan services and make economic forecasts.

The following are the main factors that will have a relevant impact on the number of visitors and visits:

Type of exhibition

Expo 2027 Malaga will be a Recognized International Exhibition. Independent of tourist infrastructure quality and city size, following are recent visit counts for other exhibitions in this category:

2008	Zaragoza	3 months	5,6 million visits
2012	Yeosu	3 months	8,2 million visits
2017	Astana	3 months	3,9 million visits

Number of participants

Although it is too early to know the exact number of international participants, no fewer than 109 countries will participate in Expo 2027 Malaga, plus international organizations, private corporate participants and Spain's Autonomous Communities.

Expo 2027 Malaga communication and publicity

Communication plays an important role in attracting as many visitors as possible. The promotional impact is always considerable in the city, its area of influence and in the rest of the country.

In recent years, our experience in communication has undergone a radical change. Aware of the new digital reality, the Organizer will ensure the necessary resources and use the necessary means to achieve optimum general publicity with the greatest possible scope to promote the Expo.

Ticket types and prices

Ticket prices have a clear impact on the number of visits. A conservative price range and different types of tickets will make it easier to achieve a high number of visits.

Hotel capacity

There are no foreseeable problems in this regard in the city or province of Malaga. The existing capacity is sufficient to ensure a successful number of visitors and visits as will be explained in the next chapter.

Resident population

The fact that a critical mass of people live within the vicinity of the venue is important. In the case of Malaga, there is a resident population of over 16 million people within a five-hour driving distance by car making it easy for visitors to come.

Buying power of the resident population

Per capita GDP in the province of Malaga reached €21,622 in 2019. The province's GDP is 81.8% that of the Spanish average and 67.5% of the EU-28 average, closing the gap with those benchmarks in recent years after an interruption during the last economic crisis. In fact, between 2000 and 2005, the province's per capita GDP rose in relative terms from 59.4% of the GDP of EU-28 to 72.3%.

Special circumstances: Tourism

Malaga is a privileged tourist destination. The almost two million tourists that Malaga will receive during the three months of the exhibition, of which more than a million will be foreigners, guarantee the Exhibition's success in terms of number of visitors.

Special days

Malaga has several important dates that many visitors mark on their calendars each year.

The following will coincide with the Expo:

The Malaga Fair is held for eight to ten days starting in the second week of August and is a recurring attraction for national and foreign visitors. It will significantly boost visits to the Exhibition and will coincide with already high numbers of visits as more people tend to come at the end of exhibitions of this type. Over two million people typically attend the Fair, 500,000 of whom are tourists.

The popular festivals of San Juan on June 24th and the processions of Our Lady of Carmen on July 16th, attract thousands of visitors to Malaga's coast who take part in these festivities that mix fire and sacred ritual with seafaring traditions dating back many generations.

National visitors

The resident national population is 46,934,632. The likelihood that they will visit the Exhibition depends mostly on their proximity to the venue.

The estimated number of visitors from Malaga and its province (up to an hour's drive away) is shown in the following table:

	POPULATION	TARGET	VISITORS	%VISIT.	RATIO	VISITS	%VISITS
Málaga Capital y provincia	1.623.445	50%	811.723	26	3,0	2.435.168	32,2

Even with a target of only 50% of residents, this will be the largest group of visitors and visits since their proximity to the venue will favour the likelihood of their visiting pavilions, seeing shows, etc. Season passes, multi-day tickets and night tickets will encourage visits as much as proximity to the Expo.

An average of three visits per visitor is quite likely. An upward variation in this number would have a major impact on the final number of visits.



Visitors and visits

Residents up to a 2.5-hour drive away (a comfortable distance to cover given the quality of the roads) could make a day visit to the Expo possible without having to get a hotel room. The estimate was based on only 15% of the total population, a very modest figure given its proximity to Malaga, transportation facilities and the intense communication campaign. It is estimated that they will visit the venue twice during the 93 days of the Exhibition.

The following table shows the estimated number of visitors and visits:

RESIDENTS FROM REST OF ANDALUSIA

POPULATION	TARGET	VISITORS	%VISITORS	RATIO	VISITS	%VISITS
8.105.952	15%	1.215.893	39	2,5	3.039.732	40,2

The greater the distance to the venue, the less likely it is that residents in those locations will visit the Expo. Of the cities located up to five hours away we think that Madrid, given its dense population, intense promotion campaign, ease and variety of means of transport to Malaga, etc., will be one of the places whose residents are more inclined to visit the Expo. A conservative objective of 3% of the population and two visits per visitor was estimated. These visitors will have to spend the night in Malaga and it is more than likely that a large proportion of them will want to go back for a second visit to round out their experience.

RESIDENTS FROM MADRID

POPULATION	TARGET	VISITORS	%VISITORS	RATIO	VISITS	%VISITS
6.454.409	3%	193.632	6	2,0	387.265	5,1

Only 1% of residents living further away were considered as potential visitors. These residents will also be subject to communication campaigns about the Expo, but the distance and the need for accommodation will make repeat visits less likely. However, both this group and the previous one will quite likely benefit from group travel arrangements and from group tickets with a substantial reduction in price.

RESIDENTS FROM REST OF SPAIN

POPULATION	TARGET	VISITORS	%VISITORS	RATIO	VISITS	%VISITS
30.750.826	1%	307.508	10	1,5	461.262	6,1

Tourists

Tourists are another group that will account for a significant number of visitors and visits. This estimate was based exclusively on tourists visiting Malaga. This means that they have arranged transportation and reserved accommodation to visit Malaga. For our purposes, the Expo will be an additional attraction for their visit and they will also be exposed to the promotion campaign, especially when booking their reservation.

Naturally, the publicity campaign designed will reach more individuals than those who were already planning to visit Malaga and the Organizer will do everything possible to increase the number of visitors from this group.

The following table shows the estimated number of visits by tourists.

FOREIGN TOURISTS FROM THE PROVINCE

POPULATION	TARGET	VISITORS	%VISITORS	RATIO	VISITS	%VISITS
1.156.953	30%	347.086	11	2,0	649.171,8	9,2

NATIONAL TOURISTS FROM THE PROVINCE

POPULATION	TARGET	VISITORS	%VISITORS	RATIO	VISITS	%VISITS
782.540	35%	273.889	9	2,0	547.778,0	7,2

The repeat visit rate is lower than that of residents in the rest of Andalusia. Since they will be staying at a hotel for several days, even though their original intention

may have been to visit places of interest in Malaga, a significant number of them will make a return visit to the Expo to see something they may have missed the first day.

As the Table indicates, these figures only consider 35% of domestic tourists and 30% of foreigners.

Specific visitors

There will be a considerable number of specific visitors to Expo 2027 Malaga. They may be interested in the varied programme of activities, seminars and congresses creating an atmosphere of debate, business and knowledge around the theme of the Expo.

In addition to the activities planned by the Expo’s organizers, it is quite likely that other events such as conferences on technology, architecture, the environment and others, directly or indirectly related to the theme of the Expo, will be scheduled to coincide with this event and take advantage of the resulting synergies.

And we must also add the delegations that each country, whether participating or not, will send to Malaga during the Expo’s three-month duration to take advantage of contact with many interesting interlocutors.

On top of this, we can expect the global business sector to act in a similar fashion, presumably scheduling meetings that coincide with the dates of Expo 2027 Malaga.

While it is still too early to estimate the number of ‘professional visitors’, based on the attendance of this specific audience at previous exhibitions such as Expo 2012 Yeosu in Korea or Expo 2017 Astana in Kazakhstan, and considering the tourist and infrastructure differences between those regions and ours, there could be around 200,000 of these visitors.

This number could be significantly higher if some participating countries (like China at the Expo 2015 Milano) decide to divide their pavilions into two sections,

institutional and commercial, thereby creating a promotional dynamic specific to each participating country and generating interesting synergies with the Expo campaign itself.

CONCLUSION

Based on our preliminary analysis, we can conclude that Expo 2027 Malaga will be visited by approximately 3.15 million people and, of these visitors; at least 11 percent will be foreign tourists.

According to these calculations, Expo 2027 Malaga will attract a total of 3,149,731 visitors who will make 7,565,376 visits, repeating an average of 2.4 times.

VISITORS	%VISITORS	RATIO	VISITS
3.149.731	100	2,4	7.565.376

These are reasonable and conservative estimates of what Malaga can expect in terms of visitors and visits. These estimates are backed by a market study that supports these expectations.

12

Visitor and participant accommodations

VISITOR ACCOMMODATIONS

Existing Accommodations

The unquestionable importance of the Costa del Sol as a national and international tourist destination means that both the capital city of Malaga and the rest of the municipalities in its province, have many established hotels to accommodate hundreds of tourists every year coming from virtually every corner of the world. It should therefore come as no surprise that, according to the data from the end of 2019 –our reference year as it was the last year not tainted by the effects of Covid-19— the province had a total of 373,680 hotel beds, bearing witness to the capacity of the tourist sector in the province of Malaga to house visitors coming to visit Expo 2027 Malaga, and a guarantee of their total satisfaction.

It is also worth noting that, of the total number of beds available in 2019, 5,597 were in 5-star hotels and 60,397 in 4-star hotels, undoubtedly a guarantee of the quality of Malaga's hotel offering which is always at the forefront of the sector¹.

As the tourism sector on the Costa del Sol is constantly growing, the hotel offering in Malaga is not only immersed in an ongoing modernization process but is growing despite the consequences of the pandemic. In fact, an additional 5,000 new hotel beds will be available just in the City of Malaga by the end of 2022.

¹ "Tourist Accommodation Offer in Andalusia, 2019". Regional Ministry of Tourism, Regional Government of Andalusia.

Regarding the rest of the province, in 2020 alone more than fifty new hotel projects were officially registered to further expand the offer.

We would stress the potential of all Costa del Sol municipalities. Thanks to a modern motorway network, most tourist cities are only 20 to 40 minutes away from the capital and the furthest being only an hour away.

In view of the above, today the accommodation capacity of Malaga and its province is sufficient to welcome incoming visitors and guarantee the success of Expo 2027 Malaga. Moreover, all forecasts indicate that these accommodation figures will grow significantly over the next several years.

Visitor accommodation needs

Residents in the City of Malaga and its province

Residents in the province of Malaga will not need accommodations since the most distant city is within a 100-kilometre radius of the city and therefore they will be able to visit the exhibition and return to their homes on the same day.

Tourists

Given that the Costa del Sol has been a tourist destination of reference for decades, the Expo will benefit from the heavy tourist flow in the province every summer and will be an added attraction.



Thus, both tour operators and industry analysts agree that 40% of foreign tourists and 50% of nationals who visit Malaga during the months of June, July and August will take advantage of their stay in the province to visit Expo 2027 Malaga.

These tourists will not generate additional demand for hotel beds since they are not coming exclusively to visit the Exhibition but rather to enjoy the province's usual offerings and Expo 2027 Malaga will be considered an added attraction.

Other residents

Over and above the residents of the province and the tourists who visit us every year, we are expecting to welcome 1,215,893 people from the rest of the region of Andalusia who live within a 2.5-hour driving radius of the venue. We expect a large percentage of this group to return to their homes the same day and therefore not generate additional demand for hotel beds.

CITY	VISITORS	VISITS	NEEDS
REST OF SPAIN	307.508	461.262	3.307

However, beyond the national tourists from outside Andalusia who come to the city for holiday and visit the Exhibition as an extra bonus, we are expecting a number of national visitors who will come here with the sole intention of visiting Expo 2027 Malaga and they will need hotel rooms. In fact, just for residents from Madrid who can take the AVE high-speed train and arrive in Malaga in 2 hours and 40 minutes, the estimated demand is 2,082 beds per night during the 93 days of the Expo.

CITY	VISITORS	VISITS	NEEDS
MADRID RESIDENTS	193.632	387.265	2.082,1

Visitors from the rest of Spain will also need accommodations and the estimate is a further 3,307 beds per night during the entire Exhibition period, the total being additional national demand of 5,389 beds per night.

Availability of beds

As indicated above, the province has a total of 373,680 beds in various types of tourist establishments. According to the National Statistics Institute, 100,000 of those beds are in hotels which means that more than 270,000 beds are found in other types of tourist facilities. These numbers bear witness to the variety of accommodations in terms of both type and price, thus being able to cater to a wide range of public who would like to visit the Expo.

Focusing exclusively on hotel beds, Malaga offers just over 100,000 in the months in which the event will take place.

Taking a more practical approach to available hotel beds throughout the province during those summer months, we need to put the global offering aside for a moment and focus on the occupancy rate during the months of the Exhibition. In 2019, our reference year, occupancy ranged between 70.6% and 81.8% which means that between 18,500 and 29,200 beds were available:

Hotel bed balance sheet

Having confirmed hotel bed availability in 2019 and without counting on confirmed future expansion, there are more than enough beds to accommodate visitors arriving with the exclusive intention of visiting Expo 2027 Malaga. To be sure, we used the figures corresponding to August, month of maximum occupancy (81.8%), when the number of free beds was 18,520.



12 Visitor and participant accommodations

DATE	NO. BEDS	% OCUPATION	AVAILABLE
JUNE	99.342	70,6	29.206,5
JULY	101.143	76	24.274,3
AUGUST	101.757	81,8	18.519,8

As demand for beds is expected to increase by 5,389 and there are 18,520 beds available in the month of maximum occupancy, the final balance shows that the province would still have excess capacity of 13,131 beds.

This data clearly suggests that Malaga will have more than enough hotel capacity to accommodate the expected number of visitors. They also suggest that there is sufficient hotel capacity to accommodate a greater number during peak periods of the Exhibition, particularly towards the end as recent exhibitions have indicated that tourist flow increases as the closing date approaches.

Also, remember that these forecasts are based on hotel offerings in 2019 and therefore do not consider new hotel openings in the immediate future and over the next several years.

It should also be noted that these estimates only consider 101,757 hotel beds out of the 373,680 officially listed in tourist establishments. In other words, there would still be excess accommodation capacity of over 270,000 beds in cottages, tourist apartments, hostels, campsites, etc., for which demand is on the rise, especially among younger travellers.

Hotels and accommodations in the City of Malaga²

² As already mentioned, we are using data from 2019 in this dossier and, since then, at least two more five-star hotels and one four-star hotel are in operation at the time of writing this document.

TYPE	CATEGORY	SUBTOTAL	TOTAL
Hotel	5 Stars with 'Luxury' rating	1	82
	5 stars	2	
	4 stars	28	
	3 stars	26	
	2 stars	18	
	1 star	7	
Hostel	2 stars	10	10
Hostel	1 star	13	13
Guesthouse	Not applicable	67	67
	TOTAL	172	172

Prospective hotels in the City of Malaga

HOTELS OPENING SOON		
HOTEL	LOCATION	OPENING DATE
Hotel H10 Malaga	c/ Hoyo de Esparteros	Not specified
Hotel Marugal	c/ Tomas de Cozar	Not specified
Hotel Vincci	c/ Larios	Not specified

The new hotels listed in the table above will add 1,150 hotel beds to the City of Malaga's offering.

Moreover, Malaga's hotels are modern and are constantly being upgraded. Our hotel industry is experienced and focuses on recreational tourism as well as fairs and congresses.

These hotels also give the city extra capacity for exhibitions and congresses. Many of the capital city's hotels have large multi-purpose and modular rooms, ideal for hosting business and institutional events of all sizes.

We consider these additional spaces a particularly useful tool for holding Expo-related ad hoc events for a reasonable number of attendees that participants may need to organize. These can be used as meeting places that are especially modular and adapted to the needs of any situation that may arise. All with the added benefit of the experience and positive disposition that the professionals of the Malaga hotel industry display in these matters.

PARTICIPANT ACCOMMODATIONS

The staff working the pavilions for participating countries will require a special type of accommodation in the period immediately before its opening, during the Exhibition and the period immediately after.

To that end, the organization will provide residential accommodations, on a tract of land already available to house approximately 3,500 people. This Expo City will be located on land adjacent to the Exhibition site to make things easier for workers.

Apartments of different sizes will be made available to accommodate delegations and logistics personnel from the participating countries and regions. These will be fully functional and with first-rate construction as this urban complex will later be added to Malaga's residential capacity.

Work will be done with a private company and the real estate sector to come up with a model. The real estate construction and property development sector in Malaga is very experienced and solvent. Malaga is home to several of the leading national companies thus ensuring optimal results for this project.

The Organization will ensure compliance with deadlines and quality requirements for the success of this part of the project and will provide the necessary contacts and procedures for the occupation of these homes for the duration of Expo 2027 Malaga and the periods before and after which are considered necessary to properly provide event services.

This housing development is located in the city's natural area of expansion and is undoubtedly attractive for private investment and will also have strategic support from the Organization for its development.

13

Feasibility plan for the Expo 2027 Malaga project

The theme chosen for Expo 2027 Malaga —The Urban Era: Towards the Sustainable City. Citizenship, Innovation and Environment— is conceived as a proposal for reflection on one of the main challenges facing contemporary society: making demographic growth, urban development and the concentration of people in urban spaces compatible.

The proposed theme will facilitate the exchange of knowledge, experiences and diverse solutions to make cities places of greater well-being and social harmony while also promoting scientific, technological and economic progress around these topics. Global analysis of the sustainable city also connects with the objectives of all International Expos such as: educating the public, promoting progress and fostering co-operation.

It is assumed that the Expo 2027 Malaga project will be economically and financially feasible in addition to achieving the objectives it is pursuing.

The Feasibility Plan is based on two sets of information. Firstly, the documents and reports prepared for the Expo 2027 Malaga project and secondly, reports from past Expos to gain insight into an estimate potential demand, visitor profile and expected expenditure.

The report is broken down into four sections that will examine the following aspects: Income; investment and expenses; Cash flow; and Balance sheet. The period under analysis is from 2024, when activities will most likely get under way,

until 2027, the year in which the event takes place.

Financial resources available and income obtained for Expo 2027

This chapter identifies and quantifies all income from the Expo 2027 project. Specifically this includes capital contributions and agreements signed with Public Administrations, sponsorship revenues and operating income.

Capital contributions and agreements signed with Public Administrations

Based on planned investments, total company capital should be in the vicinity of €540 million for Expo 2027 Malaga. This should be enough to finance approximately 90% of the necessary investment at the Exhibition venue; remaining investment is expected to be financed through contributions from corporate sponsors.

The capital will be financed in coordination between the Administrations in the terms established in the legal instrument where said financing is foreseen.



Capital of EXPO 2027 MALAGA (€ thousands)			
	Year	AMOUNT	Annual allocation (%)
Founding capital	2024	120.000	22,22
First instalment	2025	180.000	33,33
Second instalment	2026	180.000	33,33
Third instalment	2027	60.000	11,11
TOTAL		540.000	100,00

Sponsorship income

Sponsorships will be one of the main sources of financial resources to offset the necessary investment and expenses related to Expo 2027 Malaga, but are also viewed as the most effective mechanism to disseminate the event. Sponsorship contracts are governed by the General Advertising Act, Law 34/1998, (Articles 17 to 22) that authorizes the benefiting entity to give publicity to the sponsor in exchange for financial aid. The Spanish law regarding the Tax Regime for Non-Profit Entities and Tax Incentives for Patronage, Law 49/2002, entitles companies sponsoring events of special public interest, which should include Expo 2027 Malaga, to apply the tax incentives established under Article 27 of the aforementioned Law.

Sponsors can be classified into five categories, depending on the importance and singularity of the sponsorship. These are: Partners, Official Sponsors, Content Sponsors, Friends of the Expo and In-Kind Sponsors.

Selection of sponsors for the different categories will require a market study that identifies the business opportunities offered by the exhibition for the different companies, considering that the number of sponsors in certain categories should be limited and that companies that engage in the project from the beginning should be encouraged to remain on

board for the duration of the Expo.

In our case, the category of Partner is acquired by companies making the largest contributions which, in the case of Expo 2027 Malaga, will be €8 million. An estimated eight participants could be brought on board in this category which would provide resources totalling €64 million.

The only difference between Official Sponsors and the previous category is the size of their contribution which, in this case, will be set at €2.5 million on average, with a minimum of €2.0 million per sponsor. The estimated number of sponsors for this category is 20 which means that the total sponsorship collected should be around €50 million.

The Content Sponsors category is made up of companies that commit to fully or partially finance any of the plans, programmes, installations, buildings or different types of events linked to the exhibition. This group will have an estimated 20 sponsors that would contribute an average of approximately €1.5 million thus totalling €30 million.

The last group of sponsors is called Friends of the Expo and is comprised of companies that make smaller economic contributions than those required for the previous categories. This group will include an estimated 20 companies that collaborate with an average contribution of €150,000 which would come to a total of €3 million.



13 Feasibility plan for the Expo 2027 Malaga project

Expo 2027 Malaga sponsors by category (€ thousands)			
	Sponsors (Number)	Average contribution	Total contribution
Partners	8	8.000	64.000
Official sponsors	20	2.500	50.000
Content sponsors	20	1.500	30.000
Friends of the EXPO	20	150	3.000
Total Sponsorships	68	2.162	147.000
In-kind sponsorship (Media)	15	700	10.500
In-kind sponsorship (Other)	15	700	10.500
Total in-kind sponsorships	30	700	21.000
TOTAL SPONSORSHIPS	98	1.714	168.000

The second block of sponsorships is made up of companies that make non-monetary or in-kind contributions, a distinction being drawn between those made by the media, with the aim of collaborating in dissemination and publicizing the exhibition and its programmed activities, and those made by other companies in the form of goods and services needed to make the Expo a success. An estimated 15 media and 15 other companies could participate with an average contribution of €700,000, which would mean an in-kind contribution of approximately €21 million.

Sponsorship income calendar for Expo 2027 Malaga (€ thousands)				
	2025	2026	January- May 2027	Expo 2027 Malaga
Partners	48.000	16.000	0	0
Official sponsors	12.500	25.000	12.500	0
Content sponsors	0	22.500	7.500	0
Friends of the EXPO	750	1.800	450	0
Total monetary sponsorships	61.250	65.300	20.450	0
In-kind sponsorship (Media)	3.150	3.150	2.100	2.100
In-kind sponsorship (Other)	0	2.625	2.625	5.250
Total in-kind sponsorship	3.150	5.775	4.725	7.350
TOTAL SPONSORSHIP	64.400	71.075	25.175	7.350

Sponsorships total €168 million, €147 million of which are monetary, i.e. cash contributions, and €21 million non-monetary, i.e. in-kind contributions. The sponsorship programme should run for three years, beginning after the constitution of the state-run company in charge of the exhibition in 2025 and ending in 2027.

In the first year (2025) Partners would contribute around 75% of their commitment, official Sponsors around 25% and the Friends of the Expo also 25% of their total commitment. During this period, in-kind sponsorship from the media should amount to 30% of their total commitment. In line with the above, sponsorship income this first year would account for approximately 38% of the total budget, about €64.4 million.

Second year (2026) sponsorship contributions would total €71.1 million, approximately 42% of the amount committed. Partners would complete their contributions (the remaining 25% of their commitment), official Sponsors would make a second disbursement equivalent to 50% of the total contribution (€25 million), Content Sponsors would make their first contribution with 75% of their total commitment (€22.5 million), and Friends of the Expo would disburse 60% of their

total sponsorship commitment (€1.8 million). Regarding in-kind sponsors, media would contribute another 30% (€3.1 million), and other companies would make their first contribution of 25% of their total (€2.6 million).

In the third and final financial year (2027), sponsorship income amounts to €32.5 million, thus completing the contributions of the different types of sponsors. However, this latter sum will be distributed in the months leading up to the Expo (January to May—€25.2 million) and during the exhibition (€7.3 million). To be more exact, between January and May official Sponsors contribute €12.5 million (the remaining 25%), Content Sponsors €7.5 million (the remaining 25%), Friends of the Expo €450,000 (15% of the total), In-kind Media sponsors €2.1 million and Other in-kind sponsors €2.6 million. This means that during the celebration of the Expo, only part of the in-kind sponsorship (€7.3 million) would remain pending, €2.1 million from Media Sponsors (the remaining 20%) and €5.2 million from Other company sponsors (the remaining 50%).

Operating income

Operating income is the third major source of income to finance Expo 2027 Malaga. This item includes income from ticket sales; catering (food and drinks) through concessions and at pavilions; commercial activities through concessions and at pavilions; and other complementary Expo-related activities which could include services rendered to participants, visitor services, parking, exclusive rights, etc.

Expected demand and visitor spending habits need to be considered when estimating most of the operating income. To this end, results from previous studies conducted for “Expo 2027 Malaga” have been used. By way of summary, the following table shows the number of visitors and visits expected for the event in 2027, which will serve as the basis for estimating these types of income.

The Expo is expected to attract an estimated 3.1 million people. Of these, approximately 25.8% will reside in the province of Malaga (812,000), 38.9% will come from other parts of Andalusia (1.2 million), 24.6% from the rest of Spain (777,000) and the remaining 11% from other countries (347,000).

Estimated number of visitors and visits to the exhibition by place of origin (Millions of visits)			
	First visit (Visitors)	Additional visits	Total visits
Province of Malaga	0,81	1,62	2,44
Rest of Andalusia	1,22	1,82	3,04
Rest of Spain	0,78	0,35	1,12
Tourists	0,35	0,62	0,97
Total	3,15	4,42	7,57

Source: Analistas Económicos de Andalucía.

The exhibition will receive an estimated 7.6 million visits. If we divide that number by the 93 days of the Expo, we get an average daily attendance of approximately 81,000. The number of first visits (3.15 million; 41.6% of the total) coincides with the total number of visitors to the site. This group is expected to make 4.42 million repeat visits (58.4%).

Revenue from ticket sales

The pricing strategy was defined based on the estimated number of visits to Expo 2027 Malaga and the distribution of these visits by age and time slot and estimated average price per visit from the Expo 2027 Malaga demand study. We also considered ticket prices of previous exhibitions to help guide our pricing strategy. We needed to calculate the types of tickets and their respective average prices, the distribution of ticket sales by operator, discounts applicable to each of these, and the calendar of ticket sales.

Starting with the types of tickets, 10 different categories have been established based on age, number of days, and access hours. The categories are: 1-day adult (age 16 to 65); 1-day child (age 6 to 16); 1-day senior (over age 65); 1-day special groups or promotions; 1-night adult; 1-night child and senior; 3-day adult; 3-day

13 Feasibility plan for the Expo 2027 Malaga project

child and senior over 65; season pass adult; season pass child and senior; season night pass adult.

The first step is to determine the price of a 1-day adult ticket and then use that as a reference to calculate the prices of the other tickets. This base price must be set in relation to the price of other similar events and coincide with the socio-economic level of the potential visitor population. It is important that price not be a deterrent but it must also reflect the value of what the exhibition is offering. Based on these criteria, the price of a single day adult ticket was set at €40.

The pricing scheme is not only intended to encourage repeat visits and greater participation on the part of the local and nearby population, but also to facilitate access to groups of people with fewer resources and different capabilities. Hence, different pricing was considered for different age groups, special groups and repeat visits. With a view to properly managing demand, season passes need to be restricted to a maximum of 20 visits.

Proposed pricing table Expo 2027 Malaga		
	Prices (€)	Fraction of base price
1-day adult (age 16 to 65)		1
1-day child (age 6 to 16)	25	0,63
1-day senior (over 65)	25	0,63
1-day special groups	25	0,63
1-day adult / Tour operator	30	0,75
1-day child, senior... / Tour operator	20	0,50
1-day schools	15	0,38
1-night	25	0,63
3-day adult	90	2,25
3-day child, senior, special groups	55	1,38
Season pass adult	200	5,00
Season pass child, senior, others	125	3,13
Season night pass	125	3,13

The following ticket sale breakdown is envisioned: 28.6% of total ticket sales will be 1-day adult tickets, 12.1% will be 1-day tickets for other groups (seniors, children, promotions, groups, special groups), 6% tour operators, 3.6% schools, and 3.6% 1-night tickets. Hence, single day (or night) tickets will account for approximately 54% of ticket sales. A total of nearly 1.7 million visitors is expected to access the exhibition with a 1-day (or 1-night) ticket.

3-day adult passes are expected to account for 19.8% of ticket sales, 23% for the 3-day pass for children, seniors and other groups and 3.5% for the different types of season passes. All projected ticket sales together would come to nearly 1.5 million visitors and approximately 5.9 million visits.

Estimate of visitors and visits to Expo 2027 Malaga by ticket type (Percentage, thousands of visitors and visits)				
	Sales distribut. (%)	Visitors (Thousands)	Visits (Days)	Visits
1-day adult (age 16 to 65)	28,6	900,1	1	900,1
1-day child, seniors, promotions, others	12,1	380,6	1	380,6
1-day adult / tour operator	4,0	125,1	1	125,1
1-day child, senior... / tour operator	2,0	61,4	1	61,4
Schools	3,6	113,7	1	113,7
1-night	3,5	109,4	1	109,4
3-day adult	19,8	624,1	3	1.872,4
3-day child, senior, other groups	23,0	723,6	3	2.170,8
Season pass adult	0,2	6,8	16	109,4
Season pass child, senior, others	1,4	44,2	17	751,1
Season night pass	1,9	60,7	16	971,5
Total	100,0	3.149,7	2,4*	7.565,4

*Average visits per visitor.

Once we estimate the number of visitors by ticket type and the price of each ticket, we can calculate income from tickets sales. However, to accurately calculate income two aspects need to be considered: discounts applied to advance sales and commercial discounts for operators responsible for ticket sales other than at the venue. Three ticket sales tranches were considered: one year before the exhibition (2026) sold at a 15% discount; six months before the exhibition sold at a 7% discount; and during the Expo sold at full price. Ticket sales by official agents will have a 15% discount on top of any advance sale discount to which they are entitled. An estimated 70% of 1-day / 1-night and 3-day tickets will be sold by these agents. Season passes will only be sold at ticket windows, offices or other Expo 2027 Malaga sales methods.

Advance sales are projected to begin in 2026, the year prior to the start of the exhibition. According to our forecast, 69% of season passes, 25% of tickets for school groups, 20% of tickets acquired by tour operators and 5% of 3-day passes will be sold in 2026. A further 25% of season passes and 70% of tour operator tickets are expected to be sold in 2027 in the months leading up to the start of the Expo. All remaining tickets and season passes will be sold during the Expo itself either on-line, at ticket offices or through official agents. The following table shows the ticket sales tranches and the discounts applicable to each tranche.

Ticket sales tranches and advance sales discount (Percentage of each type of ticket)			
	Tranche 1 (2026)	Tranche 2 (January-May 2027)	Tranche 3 (Expo 2027)
Discount	(15%)	(7%)	(0%)
1-day adult (age 16 to 65)	0,0	5,0	95,0
1-day child, seniors, promotions, other groups	0,0	5,0	95,0
1-day adult / tour operator	20,0	70,0	10,0
1-day child, senior... / tour operator	20,0	70,0	10,0
Schools	25,0	65,0	10,0
1-night	0,0	0,0	100,0
3-day adult	5,0	37,0	58,0
3-day child, senior, other groups	5,0	37,0	58,0
Season pass adult	69,0	25,0	6,0
Season pass child, senior, other groups	69,0	25,0	6,0
Season night pass	69,0	25,0	6,0

Revenues from ticket sales, estimated at €165.4 million, are based on these estimates if all tickets and passes are sold without any discount. Once early sales discounts are applied (15% in 2026 and 7% in the six months leading up to the Expo), ticket revenues fall to €151.2 million. That figure then drops to €136 million after applying the 15% discount offered to authorized sales agents. An estimated 30% of tickets will be sold at the ticket windows and exhibition offices and the remaining 70% through different authorized sales agents.

13 Feasibility plan for the Expo 2027 Malaga project

Estimated income from ticket sales at Expo 2027 Malaga (€ Millions)			
	Gross income	Income after advance sale discounts	Net Income (after sales agent discounts)
1-day adult (age 16 to 65)	36,0	33,1	29,3
1-day child, seniors, promotions, others	9,5	13,7	12,7
1-day adult / tour operator	3,8	3,5	3,5
1-day child, senior... / tour operator	1,2	1,1	1,1
Schools	1,7	1,6	1,6
1-night	2,7	9,2	8,9
3-day adult	56,2	54,3	48,4
3-day child, senior, other groups	39,8	22,1	17,9
Season pass adult	1,4	1,2	1,2
Season pass child, senior, others	5,5	4,9	4,9
Season night pass	7,6	6,7	6,7
Total	165,4	151,2	136,0

Based on these figures, the average price per visit would be €20, obtained from income after applying the advance sales discount divided by the estimated number of visits.

Ticket sales estimates by tranche show that in 2026 (1st tranche) ticket sales income would total €13.4 million, 9.9% of the expected total, from January and May 2027 (2nd tranche) €34.0 million, 25% of the total, and during the Expo itself (3rd tranche) €88.6 million, i.e. the remaining 65.1%.

Ticket sale revenues by ticket type and sales tranche (€ Millions)				
	Tranche 1 (2026)	Tranche 2 (Jan-May 2027)	Fase 3 (Expo)	Total
1-day adult (age 16 to 65)	0,0	1,5	27,9	29,3
1-day child, youth, senior, promotions	0,0	0,6	12,0	12,7
1-day adult / tour operator	0,7	2,4	0,3	3,5
1-day child, senior, other / tour operator	0,2	0,8	0,1	1,1
Schools	0,4	1,0	0,2	1,6
1-night	0,0	0,0	8,9	8,9
3-day adult	2,4	17,9	28,1	48,4
3-day child, youth, senior, other groups	0,9	6,6	10,4	17,9
Season pass adult	0,8	0,3	0,1	1,2
Season pass child and senior	3,3	1,2	0,3	4,9
Season night pass Adults	4,6	1,7	0,4	6,7
Total	13,4	34,0	88,6	136,0

Catering income

Catering at the venue plays an essential role in terms of the contribution it makes to the visitor experience and the income it generates to cover the expenses and investments of Expo 2027 Malaga.

Catering income has been divided into three sections: main catering; complementary catering; and participant catering. Revenues will be calculated for each of these segments. The segments include different types of restaurants: high-end restaurants, family, self-service, fast food, cafeteria or bar, kiosks, and vending machines. Different charges will be levied based on the type of restaurant. This commercial plan applies a fee on turnover to calculate catering income. The following fees apply to the three catering sections:

Fees proposed for catering activities	
	Fee (% sales)
Main catering	5,0%
Complementary activities	5,0%
Participant catering	2,5%

According to the study conducted for Expo 2027 Malaga, an average of €25.85 will be spent on catering activities. Based on this average expenditure and adjusting for repeat visits, special groups (in the case of schools) and day or night visits, gross catering turnover was calculated at €140 million, main catering accounting for 40% of that amount, complementary activities 35% and participant catering the remaining 25%.

Net turnover (excluding reduced rate VAT which now stands at 10%), is estimated at €128.5 million, approximately €5.6 million of which would be income generated for the organization.

Expected income from catering activities (€ Millions)			
	Turnover (excluding VAT)	Fee (%)	Income
Main catering	51,4	5,0%	2,6
Complementary activities	45,0	5,0%	2,2
Participant catering	32,1	2,5%	0,8
Total	128,5		5,6

Income from merchandising and sale of Expo products

Three possible sources have been identified in this category of commercial income from the sale of Expo 2027 Malaga products. First, merchandising licenses, second, sale of Expo products at venue shops and third, sales at shops located in the pavilions of the official participants. Merchandising licenses are obtained

through the transfer of Exhibition brand rights. These rights are transferred, by means of a public tender, to a single company which is then in charge of marketing those rights to interested companies. An income ratio of €0.19 per visit has been estimated. An estimated €1.4 million will be generated from these sales for Expo 2027 Malaga.

Income from the sale of Expo products at the Expo venue (€ Millions)		
	Income per visit	Expo 2027 Malaga
Merchandising licenses	0,19	1,437
Expo shop concessions	0,12	0,908
Participant concessions	0,10	0,757
Total	0,4	3,102

The second source of income is from commercial activity at venue shops and at other sales points throughout the city that may be set up. A fee of €0.12 per visit was established which translates into €0.9 million in income for Expo 2027 Malaga.

The third source is commercial income generated by sales rights transferred to the shops of official participants that pay a fee of €0.10 per visit. Hence, commercial income generated from this item totals €0.8 million.

Summing up, income generated from fees placed on products using the Expo 2027 Malaga brand, shops located within the exhibition venue grounds and shops in the official pavilions, is estimated at €3.1 million. Of that amount, 20% of the merchandising licenses would be obtained in the months prior to the Expo in 2027 and the rest, both from this item and from the brick-and-mortar shops, will be collected during the Expo itself

13 Feasibility plan for the Expo 2027 Malaga project

Income from shops and Expo products and distribution over time		
	Jan-May 27	Expo 27
Merchandising licenses	0,287	1,150
Expo shop concessions		0,908
Participant concessions		0,757
Total	0,287	2,814

Other commercial income

In addition to the main commercial activities just described, i.e. catering and sales of Expo products, other services and complementary activities are required at the event which provide additional income for the organization. This covers a wide range of activities such as the issue of commemorative coins and stamps, other products sold exclusively at the venue, connection rights of participants, rental of Expo village houses, parking, etc. To calculate the income that may be generated from these activities, an income per visit ratio will be applied to those directly related to visits, and for the rest a direct estimate of expected income will be made. Expected income for these activities could reach €9.0 million.

Income from other commercial activities (€ Millions without VAT)		
	Income per visit (€)	Total Income Expo 2027
Other commercial income		
Commemorative coins	-	0,05
Exclusive on-venue sales	0,17	1,30
Participant services		
DHC connection rights	-	2,50
Visitor services		
Parking	0,49	3,69
Other complementary activities	0,25	1,50
TOTAL	-	9,04

Sub-heading “Other commercial income” includes the “issue of commemorative coins” and “exclusive on-venue sales”, items which are expected to be worth approximately €1.35 million.

The “issue of commemorative coins”, common practice for events of this nature, can generate income of €50,000 by charging €2 for each coin, assuming the minting of 25,000 coins at the Fábrica Nacional de Moneda y Timbre (FNMT) (national mint).

“Exclusive on-venue sales” refers to the sale of certain products (snacks, ice cream, energy drinks, etc.) that can be considered independent of catering activities due to their unique nature and provide additional income for the organization. A fee of €0.17 per visitor is envisioned for these items which would mean €1.3 million in income.

Sub-heading “Participant services” includes “income from DHC connection rights”, which correspond to the income obtained from heating/cooling services which will come to approximately €2.5 million at Expo 2027 Malaga.

The third sub-heading “Visitor services” refers to income generated from “parking” and “other complementary activities” which, together, will contribute some €5.2 million.

Income from “parking” was calculated based on €0.49 per visit bringing expected income to €3.7 million.

“Other complementary activities” includes a variety of services that the organization offers both to participants (leasing of spaces for shows, shuttle services, etc.), and to visitors (luggage lockers, pram rental, animal care, etc.). The former are calculated based on the number of participants and the latter on the number of visits. Income from these services at Expo 2027 Malaga should total €1.5 million.

Regarding the timeline, income from ‘other commercial activities’ in the months leading up to the Expo may amount to €0.9 million and the remaining €8.1 million would be collected during the Expo.

Income from other commercial activities at the Expo over time (€ Millions)		
	Jan-May 2027	Expo 2027
Other commercial income		
Commemorative coins	0,025	0,025
Exclusive on-venue sales	0,65	0,65
Participant services		
DHC connection rights	0,25	2,25
Visitor services		
Parking		3,69
Other complementary activities		1,50
TOTAL	0,93	8,12

Summary of financial resources and income

Commercial income includes sponsorships, operating income and income from other commercial activities which, considered jointly, is estimated at €321.8 million. “Income from business sponsorships” is estimated at €168 million (19.5% of the total), “operating income” at €144.8 million (16.8% of the total) and “other commercial activities” €9.0 million (1.0% of the total), “capital” contributions accounting for 62.7% of the Exhibition’s financial resources (€540 million).

Summary of financial resources and income of Expo 2027 Malaga by periods (€ thousands)						
	2024	2025	2026	Jan- May 2027	Expo 2027	Total
Capital	120.000	180.000	180.000	60.000		540.000
Collaboration agreements			8.395	10.005		18.400
Income from business sponsorships	0	64.400	71.075	25.175	7.350	168.000
Partners	0	48.000	16.000	0	0	64.000
Official sponsors	0	12.500	25.000	12.500	0	50.000
Content sponsors	0	0	22.500	7.500	0	30.000
Friends of the EXPO	0	750	1.800	450	0	3.000
Total monetary sponsorships	0	61.250	65.300	20.450	0	147.000
In-kind sponsorship (Media)	0	3.150	3.150	2.100	2.100	10.500
In-kind sponsorship (Other)	0	0	2.625	2.625	5.250	10.500
Total in-kind sponsorships	0	3.150	5.775	4.725	7.350	21.000
Operating income			13.405	34.322	97.041	144.767
Income from ticket sales			13.405	34.034	88.603	136.042
Catering income					5.624	5.624
Income from merchandising and sale of Expo products				287	2.814	3.102
Other commercial activities				927	8.118	9.044
Other commercial income				677	677	1.353
Participant services				250	2.250	2.500
Visitor services				0	5.191	5.191
Total income Expo 2027	120.000	244.400	264.480	120.423	112.509	861.812

13 Feasibility plan for the Expo 2027 Malaga project

By periods, expected income in 2024 totals €120.0 million, coming only from capital contributions accounting for approximately 13.9% of the total amount. Income forecasts for 2025 total €244.4 million accounting for 28.4% of the total, and in 2026 a total of €264.5 million (30.7% of the total). 2027 was divided into two periods, the three months leading up to the Expo (January to May) during which an estimated €120.4 million will be received (14.0% of the total), and during the exhibition itself when income of €112.5 million is expected, i.e. 13.1% of the total financial resources and expected commercial income.

Projected expenditure for Expo 2027 Malaga

Following is a breakdown of the expenditures for the operation of an event of the magnitude of Expo 2027 Malaga. The amounts corresponding to each of the different headings that make up the operating expenses were estimated based on information provided by the organization from forecasts made as part of the exhibition planning process.

In general, each expenditure estimate analysed considers:

Amounts for goods and services needed for each of the exhibition's activities (equipment, fungible material, consultancy, promotion, communication, etc.).

Payroll expenses attributed to each of the areas analysed, estimated based on the human resource needs foreseen at each moment. In this case we considered the information offered by the INE (national statistics institute) on labour costs per economic activity and per professional category, and a salary increase of 2% per year up to the date of the exhibition.

In this process it is also important to consider not only the total amount of each item comprising operating expense, but also their distribution throughout the period during which the event will take place, which covers the planning stages, implementation and holding of the exhibition itself, plus expenses related to the liquidation and disassembly of the exhibition once it has concluded. Hence, the time interval considered covers a period of three years between 2025 and 2027.

The following table offers a summary of the main figures and expenditure items, detailed further below, broken down by time periods. Estimated expenditure totals €256.7 million, with special mention of the higher relative weight of expenses related to the design of the exhibition and the implementation of ICTs (21.2% of the total), cultural shows (19.9%) and communication and marketing services (15.3%).

Summary of expenditure, Expo 2027 Malaga (Euros)				
	2025	2026	2027	TOTAL
Administrative and office staff	4.577.921	9.338.960	7.938.116	21.854.997
Volunteers		321.817	2.649.696	2.971.513
Exhibition design and ICT	9.501.800	15.173.658	29.763.377	54.438.835
Logistics services	0	2.369.374	10.383.284	12.752.658
Entrance gates	0	162.257	1.026.116	1.188.374
Cleaning	445.499	1.226.606	4.749.265	6.421.371
Maintenance	291.901	602.775	11.202.567	12.097.244
Security	271.880	2.380.748	4.198.550	6.851.178
Participant assistance		7.360.000	11.040.000	18.400.000
Communication and marketing	5.902.149	15.739.065	17.706.448	39.347.663
Consulting and studies	11.692.885	4.872.035	2.923.221	19.488.142
Tickets		186.258	1.108.675	1.294.933
Cultural shows			51.074.989	51.074.989
Utilities (electricity and water)	47.829	25.087	5.103.538	5.176.453
Waste treatment	76.878	40.434	536.984	654.296
BIE Royalties			2.720.837	2.720.837
TOTAL	32.808.744	59.799.075	164.125.664	256.733.484

Administrative and office staff

Expo 2027 Malaga requires a staff to take responsibility for the main tasks asso-

ciated with the event which include: organization, management, administration, recruiting investors, coordination and administration for the design and execution of facilities, promotion of activities, etc.

Hence, this section includes staff members hired by the organizing body to guarantee the proper delivery of services associated with the event and the activities carried out therein, mostly focused on administrative tasks and office personnel whose work posts will be located in the facilities created for that purpose. Estimates were made based on staff required per number of visits. An estimated maximum of 300 staff members are deemed necessary for the 93 days of the Expo. However, the planning, execution and closing stages of the project will require different numbers of employees based on the needs in each case. Therefore, the number of staff members joining the team will progressively increase as the event draws nearer and decrease once the event has concluded.

	2025	2026	2027
Office staff	113	225	300

Different professional profiles were considered when estimating staff costs. Three categories can be established: 15% directors, 5% middle managers and collaborators and 80% employees. Considering the salary cost associated with each of these categories based on the information offered by the INE on salary costs by economic activity and professional category and bringing those amounts up to date to coincide with the dates of the Expo, administrative staff payroll costs were estimated at €16,839,403.

On top of this amount are the operating expenses related to administration and the equipping of offices which includes computer equipment, furniture, office supplies, communications, training, travel, etc. which is estimated at €5,015,594. Hence, total estimated administration expense is €21,854,997 for 2025-2027.

	2025	2026	2027	TOTAL
Administrative expenditure	4.577.921	9.338.960	7.938.116	21.854.997

Volunteers

Volunteers form a key part of events like these. They will cover a wide range of duties at the Expo with special mention of: organizational support services, accreditation checks and control at entrance gates, assistance to visitors and participant delegations, etc. Although their work is not remunerated, there are expenses associated with the incorporation of volunteers such as selection, training in the specific duties they must undertake, expenses related to their stay (room and board plus transportation) and provision of the material they need to perform their duties such as uniforms and technical equipment.

Expenditure for this item was estimated by determining the number of volunteers who will work at Expo 2027 Malaga and the costs related to their participation. We based our calculations on experience with other similar events and adapted the number of volunteers to the number of visitors and the size of the Expo 2027 Malaga venue. Expenses were estimated based on actual costs in the capital city of Malaga. Based on this information, estimates of the number of volunteers are as follows:

- We expect 39,350 people to apply to work as volunteers at Expo 2027 Malaga.
- Those applicants will be subjected to a selection process whereby 18,757 (approximately half) will be invited to participate in a training programme.
- From that group, an estimated 8,900 volunteers will be chosen to participate in the Malaga exhibition, i.e. fewer than one quarter of the applicants at the beginning of the selection process.
- It is estimated that about 60% of the volunteers will be local and the rest will come from places further away from the Malaga metropolitan area which means that this latter group of volunteers must be provided accommodation. It has been estimated that volunteers will work for approximately 15 days.

Based on these figures, expenses related to volunteers can be broken down into three categories:

Selection process expenses. This estimate is based on the total number of volunteers that are expected to apply (around 40,000). A cost per applicant of €0.90

13 Feasibility plan for the Expo 2027 Malaga project

was set to filter applicants at this initial stage. The second stage of the process consists of interviews (mainly by telephone) with the candidates selected (approximately 60% of the initial group) and has an estimated cost of €7 per candidate.

Training expenses. This includes the cost of training selected candidates to provide them with the knowledge and skills needed to meet visitors' needs and collaborate in the different activities. Approximately 19,000 candidates will take part in this process (half of the original applicants), in line with the experience of previous events. Total expenditure for training is calculated at €237,000.

Expenses related to volunteer activity. This includes an array of expenses that the organization must cover to facilitate the participation of volunteers in the exhibition and which broadly fall within the following categories:

- Transport: to offset the average cost of the daily commute by urban public transport to the exhibition site. The average cost of a roundtrip ticket is calculated at €2/day. This expenditure on transport will be allocated to the 60% of local volunteers.
- Food: the average cost per volunteer for food and drink has been estimated at €10.
- Accommodation: includes expenditure to cover the accommodation of volunteers coming from outside Malaga in facilities designated by the organization for this purpose. It is estimated that approximately 40% of the volunteers will require this service for a stay of 14 nights at a daily cost of €15.
- Uniform and equipment. This expense is covered by the organizer and includes clothing (t-shirts, polo shirts, caps, etc.), identification badges and credentials, technical equipment, etc. estimated at €55 per volunteer.

	2026	2027	TOTAL
Selection process expenses	203.434	-	203.434
Training expenses	118.384	118.384	236.767
Expenses associated with volunteer activity	-	2.531.312	2.531.312
TOTAL	321.817	2.649.696	2.971.513

In summary, the average is €335 per volunteer totalling close to €3 million.

Exhibition design and information technology

In an event like Expo 2027 Malaga, elements that improve interaction between visitors and attractive content that sparks interest and facilitates learning play an essential role. To meet these objectives, the general exhibition design and especially the unique content of the Expo's thematic pavilions, must incorporate information and communication technology (ICTs), using innovative means and channels that allow interaction with the public.

The exhibition's design includes the creation of content in the pavilions and throughout the exhibition venue making that content available to the public through different elements (electronic equipment, audio-visual media, technology, etc.), with a view to enhancing visitors' experience. An estimated 210 employees will be needed for this activity during the event.

	2025	2026	2027
Exhibition design	105	158	210
ICTs	110	165	220

Information and communication technology encompasses the computer equipment and services needed to manage and organize the exhibition, plus related maintenance and support services, design of IT applications and the venue's telecommunications network. Approximately 220 workers will be needed to cover these tasks while the event is ongoing, distributed in the areas of telecommunications, information technology and processing centres, information services and special installations.

Estimated expenditure for the design of EXPO 2027 Malaga's information technology					
	Total cost	Visits	Thematic pavilions (m2)	€/m2 updated	€/visit
Exhibition design	36.380.652	7.565.376	16.500	2.205	4,81
ITCs	18.058.183	7.565.376	16.500	1.094	2,39
Total	54.438.835				

Approximately €36.4 million is allocated for the design of the exhibition and €18.1 million for ICTs. Total expenditure for these items at Expo 2027 Malaga is €54.4 million with the payment scheme set out in the following table.

	2025	2026	2027	Total
Exhibition design and ICTs	9.501.800	15.173.658	29.763.377	54.438.835

Logistics services

To ensure the seamless operation of Expo 2027 Malaga, a team must be on hand to meet the needs of visitors and offer assistance and to facilitate the work of exhibition participants, both for everyday matters and in the case of contingencies. Workers will be on hand to cover these tasks in the pavilions and exhibition areas, in visitor services, transport and health services. This will require 935 workers distributed in various work areas:

- Exhibition Centre: 100
- Multiple Pavilions: 60
- Thematic pavilions and exhibitions: 180
- Accommodation, storage and supply services: 120
- Hostess services and VIP visits: 180
- Group services: 60
- Health services 40
- Traffic and external transport: 35
- Internal transport: 90
- Car parks: 70

These workers will be in greatest demand during the three months of the exhibition, although a smaller crew will be needed during the planning and preparation stages and upon its conclusion.

	2026	2027
Logistics services staff	79	935

Total expenditure on logistics services includes, in addition to payroll expenses calculated based on the activity and category of the different professional profiles, an estimate of other expenditures required to render these services such as vehicles and transportation costs, health and safety equipment, goods and services related to care provided to visitors, VIPs, exhibition participants, etc. Thus, estimated expenditure for logistics services totals €12.8 million.

	2026	2027	Total
Logistics services	2.369.374	10.383.284	12.752.658

Entrance gates

There are three planned entrance gates to the Expo 2027 Malaga venue. Each requires the necessary staff and equipment to manage the entry and exit of many people on a daily basis. Resources must also be available to deal with possible peak crowds on weekends, holidays, and days coinciding with certain events of special interest. The venue is expected to receive a daily average of 81,348 visits. Also, the daily entry of participants, delegation members, workers, etc. needs special consideration.

The number of workers assigned to this task has been adjusted to the characteristics of Expo 2027 Malaga. To that end 180 workers, distributed among the three entrance gates (60 employees per gate), are considered necessary to handle the expected 7,565,376 visitors.

13 Feasibility plan for the Expo 2027 Malaga project

	2026	2027
Entrance gate staffing	8	180

Based on labour factors, two work shifts covering 75% of the workday are being considered. This means 23 workers will be assigned to each entrance gate per work shift. Also, a small number of workers will be needed to control the entrance gates during the year prior to the start of the EXPO and the year following its conclusion.

Estimated payroll expenditure for these workers is €1.2 million for 2026-2027.

	2026	2027	Total
Entrance gates	162.257	1.026.116	1.188.374

Cleaning

Cleaning services are of basic importance to the success of the exhibition insofar as they contribute to maintaining order, health and safety throughout the venue and surrounding areas and ensure the well-being of participants, workers, volunteers and visitors during their stay at the Expo. It is therefore important to hire sufficient staff to cover the different cleaning and disinfection activities at the venue, manage waste and perform a number of related tasks.

An estimated 150 people will be needed to provide cleaning services during the three months of Expo 2027 Malaga, the period during which demand for cleaning services will be at its peak. However, arrangements have also been made for cleaning services before and after the event.

	2025	2026	2027
Cleaning Staff	15	40	150

A total of €6.4 million has been allocated for this service considering payroll expense, materials, products, machinery and equipment needed to meet the demand for cleaning services or, where appropriate, to pay for services that could be subcontracted for this purpose.

	2025	2026	2027	Total
Cleaning	445.499	1.226.606	4.749.265	6.421.371

Maintenance

Maintenance includes the array of services needed for the proper upkeep of all the different venue spaces such as buildings, infrastructures, parks and gardens, promenades, squares, etc., in addition to the general maintenance of goods and services requiring professionals in areas such as masonry, plumbing, carpentry, electricity, glassware, gardening, locksmiths, heating and air conditioning.

	2025	2026	2027
Maintenance	15	30	540

Estimate of total expenditure for maintenance staff payroll plus equipment, vehicles, machinery, products, materials, spare parts, etc. needed to cover maintenance services at the venue comes to €12.1 million.

	2025	2026	2027	Total
Mantenimiento	291.901	602.775	11.202.567	12.097.244

Security

Proper security planning and management is fundamental for an event such as Expo 2027 Malaga to run without a hitch. The security plan must consider everything that will contribute to reducing the likelihood of risks and threats. Elements to be considered include location of the venue, number of visitors, venue

facilities and paying particular attention to protecting everyone at the venue, i.e. visitors, participants and workers.

Resources must be allocated to hire security and emergency personnel, contingency and evacuation plans focused on physical security and crowd control must be put in place, and an accent must also be placed on prevention to minimize risks that could arise before, during or after the event.

An estimated 400 employees will be needed during the exhibition and a smaller number before and after.

	2025	2026	2027
Security staff	13	13	400

In addition to security staff payroll, expenses related to surveillance equipment such as cameras, screens, sensors, etc. must also be included. Considering all these elements, an estimated €7.1 million will be needed for security services.

	2025	2026	2027	Total
Security	271.880	2.380.748	4.198.550	6.851.178

Participant assistance

The organizing entity must also allocate resources to cover costs related to support provided to the participating countries and their activities at the exhibition.

Based on experience gathered from previous exhibitions, there are two types of participants in a special International Exhibition such as the one planned in Malaga in 2027:

- Official Participants, including countries and supranational entities participating in the event which can be sub-divided into two categories:
- Countries not requiring cooperation which bear all the costs of their partic-

ipation in the exhibition, this being the case of the European Union and 50 countries;

- and countries requiring cooperation which will receive subsidies. This is the case of the United Nations, the Ibero-American General Secretariat and 54 countries.
- And Non-Official Participants, which include corporations, organizations and companies authorized to participate, as well as Autonomous Communities, local governments, partners and sponsors with a pavilion at the venue.

Budget resources earmarked to assist participants are intended to help 'Cooperation Countries' participate in the exhibition. The requirements governing this assistance are laid down in the Participation Contract and, based on the experience of previous exhibitions, economic aid is intended to cover, inter alia: planning expenses such as travel and accommodation of the staff members selected by each participant; operating expenses related to pavilion activities (travel, staff, insurance, supplies, cleaning, security, etc.), and pavilion assembly and disassembly; (equipment, common areas of the pavilion, storage, etc.); cultural and artistic activities; publication and dissemination of the pavilion's catalogue and its website.

A total of €18.4 million have been earmarked to assist participants in 2026 and 2027.

	2026	2027	Total
Participant assistance	7.360.000	11.040.000	18.400.000

Communication and marketing

In recent years, the City of Malaga has made great strides in publicizing its offering in both national and international markets, coinciding with improvements in transport infrastructure making access to the city easier (AVE the high-speed train, airport, roads). However, to ensure the success of the Expo, it is important to

13 Feasibility plan for the Expo 2027 Malaga project

continue promoting the city, but now adding the content and attractions of the exhibition with a view to reaching the different segments of the target audience.

A strategy is needed to achieve this goal which includes a communication plan; a media plan; advertising contracts; the design and updating of the web page, applications, social media, online purchases, etc.; public relations and sponsorship initiatives; and communication services within the venue itself.

An estimated total of €39.3 million for 2025-2027 has been earmarked for communication and marketing.

	2025	2026	2027	Total
Communication and marketing	5.902.149	15.739.065	17.706.448	39.347.663

This budget also includes expenses related to sponsorships which will be covered by the organizer and be offset by in-kind sponsorship from the media and others, by the leasing of spaces, transfer of advertising and product rights, etc. More specifically, in compensation for their contribution, the media are given a series of advantages in terms of image and publicity such as the right to include the Expo logo in their marketing and publicity campaigns, season passes, tickets for the opening day ceremony, day tickets, merchandising material, etc. The total value of these items comes to €21 million which, just like income, is distributed equally among the media and other companies.

Consulting and studies

The planning, organization and design of the exhibition covers a wide range of activities and branches of knowledge (legal, financial, strategic, etc.) for which specialized consulting services are required. Therefore, the organizer must consider engaging experts to prepare the reports and plans requested by the BIE, whose approval is essential to successfully organize the exhibition. The most important of these reports, plans and consulting studies are the Master Plan, Financial Plan, Commercial Strategy, Communication Plan, Post-Expo Site Usage Plan, and others.

A total of €19.5 million for the period 2025 to 2027 has been earmarked for Expo 2027 Malaga consulting and studies.

	2025	2026	2027	Total
Consulting and studies	11.692.885	4.872.035	2.923.221	19.488.142

Cultural events

Expo 2027 Malaga is planning a rich cultural agenda that includes shows and performances by renowned artists and ensembles who are expected to enhance the exhibition's media impact and attract many visitors with a view to increasing public participation and attendance at the event. These shows will take place both inside the venue (auditorium, pavilions, common areas) and outside by virtue of collaboration agreements signed with people and institutions to give the exhibition greater impact in other locations within the sphere of the City of Malaga.

The exhibition will arrange approximately 40 events each day. Each artistic event will cost approximately €13,000 on average so, considering the number of shows planned in Malaga, the total expense related to cultural activities and shows comes to €51 million. This money will be spent exclusively during exhibition time-frame in 2027.

It should be noted that this amount covers both the events organized at the venue itself, with special mention of the budget allocated for parades and the opening and closing ceremonies, as well as large-scale events that may be held off-venue.

That sum also covers payroll expense for a team of 240 people responsible for preparing, managing and assisting at the events and shows scheduled for Expo 2027 Malaga.

Lastly, in compliance with applicable regulations, this budget item also includes the 1% cultural fee, i.e. expenditure allocated for cultural purposes equivalent to

1% of the public investment made by the Government of Spain.

2027	
Cultural events	51.074.989

Tickets

In an event like Expo 2027 Malaga, it is important to consider the expense of printing tickets as this is something that the organization must do to guarantee visitor access to the exhibition site.

And it cannot be ignored that there is a growing tendency to digitize access to cultural events resulting from the increasingly prevalent use of new technologies and digital media as these are more convenient for users; enable the use of security-enhancing tools to prevent fraud; and are also more environmentally friendly as they are paperless.

It is safe to say that this trend will accelerate in coming years which means that printed tickets will account for a much smaller proportion of total visits at Expo 2027 Malaga than at other previous events. Based on the above observations, our starting point in determining the number of tickets needed during the exhibition is the estimated total number of visitors to the exhibition, i.e. 7.6 million, and the different types of tickets which were analysed in the income section (one-day tickets, 3-day passes, season passes, etc.). An estimated 3.1 million tickets will be needed for visitors to access the venue, approximately 40% of which will be printed (1.2 million tickets), plus an additional 5% to replace lost tickets, for invitations, etc. The unit cost of printed tickets could be as high as €1 to ensure the necessary quality and security to facilitate access control and prevent counterfeiting. This brings the total amount to €1.3 million.

	2026	2027	Total
Tickets	186.258	1.108.675	1.294.933

Utilities: electricity and water consumption

Average daily electricity consumption of 300 MWh has been estimated for Expo 2027 Malaga at a price of €0.17 per Kw/h which comes to €4.7 million.

The estimated consumption of drinking water during the Expo is calculated at 271,000 m3. That figure is based on average consumption of 25 litres per visit. A supply of water will also be needed for air conditioning which will have to be periodically renewed to maintain adequate hygienic conditions. The estimated cost of water is €0.0021 /litre, bringing the total estimated amount to €412,000.

Based on the characteristics of Expo 2027 Malaga, aggregate expenditure for electricity and water amounts to €5.2 million from 2025 to 2027

	2025	2026	2027	Total
Electricity and water	47.829	25.087	5.103.538	5.176.453

Waste treatment

Waste treatment includes several different processes such as collection, transport and disposal or recycling. Reference figures from similar past Expos were used to estimate the magnitude of these efforts at an event of the size of an Expo where a large amount of waste is generated before and after the Expo (planning, construction and subsequent dismantling) and during the event itself.

First, an average of between 0.95 and 1 kilo of waste per visit to the venue was considered. Multiplying that figure by the estimated number of visits yields approximately 7,224,935 kg. of waste or approximately 78 tonnes per day during the Expo itself.

Based on Malaga City Council waste management fees, the estimated cost of this activity is €60 per tonne of waste which would bring total expenditure for this item to €433,496. Additional costs include waste treatment before and after the exhibition which comes to €220,800. Total expenditure allocated to the

13 Feasibility plan for the Expo 2027 Malaga project

management and treatment of waste from 2025 to 2027 comes to approximately €654,000.

	2025	2026	2027	Total
Waste treatment	76.878	40.434	536.984	654.296

BIE Royalties

In accordance with the general conditions regulating the relationship between the organizer of an exhibition and the Bureau International des Expositions (BIE), 2% of the income generated by ticket sales must be paid to the BIE. Based on the income generated by ticket sales to Expo 2027 Malaga, estimated at €136,041,861, the BIE would be paid a fee of €2,720,837 at the conclusion of the event.

2027	
BIE Royalties	2.720.837

Necessary investment for Expo 2027 Malaga

This section contains estimates of the investment needed for the Expo 2027 Malaga project. The cost of the land is not considered because the grounds of the venue are available since it is public land that is owned by the Central Government and will be transferred for the celebration of the event.

As with other special exhibitions, a space measuring 250,000 m² was designated for the exhibition, plus a further 361,000 m² outside the venue for homes, car parks, etc. Based on the technical report, the size of the constructed areas for each of the two project areas was determined and an estimate of the construction cost per square meter was assigned to each with the quality, design, etc. deemed appropriate.

Following is a summary of the main investment figures required to carry out

Expo 2027 Malaga. Total investment is estimated at €603 million, €453 million of which is for construction within the Expo venue and €149.6 million outside the venue. Of these amounts, 89% of the investment within the venue (€403.6 million) and 90% of the investment outside (€134.7 million) can be recovered once the event is over, while the remaining 11% and 10% totalling €64.3 million must be considered expense for the purpose of balance sheet estimates and the final result of the exhibition.

Investment. Summary					
	Estimated cost (€)	% Recovered	% Expense	Recovered	Expenditure
TOTAL VENUE	452.963.018	89%	11%	403.585.377	49.377.640
Building and facilities	333.045.698	87%	13%	289.663.923	43.381.774
Open public areas	119.917.320	95%	5%	113.921.454	5.995.866
TOTAL OUTSIDE THE VENUE	149.633.544	90%	10%	134.670.190	14.963.354
TOTAL	602.596.562	89%	11%	538.255.567	64.340.995

Regarding the timeline, investment begins in 2024 in the amount of €118.8 million, 19.7% of the total investment. In 2025, €191.5 million (31.8%) would be allocated, €205 million in 2026 (34.0%) and €87.3 million in 2027 (14.5%).

Breakdown of investment at Expo 2027 Malaga (Euros)						
	2024	2025	2026	2027	2028	TOTAL
Investment	118.822.332	191.502.095	204.982.907	87.289.228	-	602.596.562

Source: Analistas Económicos de Andalucía

Surface areas allocated for Expo 2027 Malaga

Expo 2027 Malaga will be built on a tract of land measuring 836,498 m² located on the outskirts of the city, close to the University of Malaga and the Transport Centre. This area is easy to reach from the city centre thus facilitating access for Malaga’s residents and tourists. The cost of the land is not a consideration because it is public land owned by the Central Government which will be transferred for the celebration of the event. Of this total amount of space, the organizer will use 633,879 m² broken down as follows:

Space distribution at EXPO 2027 Malaga. Surface area EXPO Zone	
	SURFACE AREA (m ²)
Exhibition venue	250.000
Space around the venue	383.879
Warehouses, offices, Press+VIP area	22.244
Expo Parking	198.973
Open public areas	162.662
TOTAL	633.879

Space distribution at EXPO 2027 Malaga. Constructed area EXPO zone	
	SURFACE AREA (m ²)
Exhibition venue	92.757
Space around the venue	178.953
Corporate	42.750
Commercial	7.173
Homes	129.030
TOTAL	271.710

As the table shows, the exhibition venue occupies an area measuring 25 hectares. Outside the venue, a total of 38.3 hectares will be used for green areas, roads, parking, etc.

Investment within the EXPO venue

Under this heading we have included all actions that need to be undertaken for the exhibition and that are financed from resources obtained by the Expo organizers, i.e. participant pavilions, thematic pavilions, the best practices pavilion, premises for catering and commercial areas, common services areas, spaces where cultural shows will be held, landscaping in open public areas, and necessary investments made in the vicinity of the venue.

Participant pavilions

Total investment allocated to the construction and equipping of participating country and institutional pavilions is estimated at €196.1 million with an approximate constructed area of 56,865 m². The salvage value or recoverable investment for uses after the Expo has calculated amounts to €169.2 million, while the amortizable expense is estimated at €27.0 million. The largest investment in this block corresponds to the construction of the international pavilions, approximately €127.9 million with a constructed area of 40,362 m².

13 Feasibility plan for the Expo 2027 Malaga project

Participant pavilions* (Constructed area in m2 and estimated cost in €)							
Pavilions	Area (m ²)	Cost/ m ²	Estimated cost	% Recovered	% Expense	Recovered	Expenditure
International pavilions (58)	40.362	3.168	127.859.203	90%	10%	115.073.283	12.785.920
Thematic pavilions (3)	13.500	4.138	55.861.820	81%	19%	45.036.922	10.824.898
Best Practices Pavilion	3.002	4.138	12.413.738	73%	27%	9.057.871	3.355.867
TOTAL	56.865	3.449	196.134.762	86%	14%	169.168.076	26.966.686

*Estimated investment does not include the Spanish Pavilion as this will be financed by the Central Government.

Thematic pavilions

Three thematic pavilions are planned with a total constructed area of 13,500 m² and an estimated cost of €3,168/m², coming to a total estimated cost of €42,765,030. Pavilion furnishings will cost an additional €13,096,790. The sum of these two items amounts to €55.9 million, €45 million of which can be recovered for later use while €10.8 will be recorded as amortizable (non-recoverable) expense.

The best practices pavilion will have a constructed area of 3,000 m² and an average construction cost of €3,168/m². Total investment in the best practices pavilion therefore amounts to €12.4 million, €9.1 million of which will be recovered and €3.4 million will be registered as amortized expense.

Thematic pavilions (Constructed area in m2 and cost in €)							
	Area (m ²)	Cost/ m ²	Estimated cost	% Recovered	% Expense	Recovered	Expenditure
Thematic Pavilions	13.500	3.168	42.765.030	90%	10%	38.488.527	4.276.503
Pavilion Furnishings		2.772	13.096.790	50%	50%	6.548.395	6.548.395
TOTAL	13.500		55.861.820			45.036.922	10.824.898

Pabellón de buenas prácticas (Superficie construida en m2 y costes estimados en euros)							
	Area (m ²)	Cost/ m ²	Estimated cost	% Recovered	% Expense	Recovered	Expenditure
Best Practices Pavilion	3.000	3.168	9.503.340	90%	10%	8.553.006	950.334
Best Practices Furnishings		2.772	2.910.398	50%	50%	1.455.199	1.455.199
TOTAL	3.000		12.413.738			9.057.871	3.355.867

Catering and commercial area

The premises that house catering services will have a constructed area of 3,954 m², which means an investment of €12.5 million. Recovered value is estimated at €10.0 million and amortizable expense at €2.5 million. A constructed area of 1,418 m² will be allocated to house commercial services at an estimated cost of €4.5 million. Of this amount, €3.6 million are considered recoverable and €0.9 million amortizable.

Catering activities (Constructed area in m2 and estimated cost in €)							
	Area (m2)	Cost/ m2	Estimated cost	% Recov.	% Expense	Recovered	Expenditure
RESTAURANTS	1.780	3.168	5.637.381	80%	20%	4.509.905	1.127.476
SELF-SERVICE	679	3.168	2.150.606	80%	20%	1.720.485	430.121
FAST-FOOD	612	3.168	1.938.048	80%	20%	1.550.438	387.610
CAFETERIA	884	3.168	2.798.734	80%	20%	2.238.987	559.747
TOTAL	3.954	3.168	12.524.769			10.019.815	2.504.954

Commercial activities (Constructed area in m2 and cost in €)							
	Area (m2)	Cost/ m2	Estimated cost	% Recovered	% Expense	Recovered	Expenditure
SHOPS	1.418	3.168	4.490.962	80%	20%	3.592.769	898.192
TOTAL	1.418	3.168	4.490.962			3.592.769	898.192

Services area

The exhibition's public services area will have a constructed area of 2,839 m2 at a cost of €9.0 million. Of that amount, €4.5 million will be recovered and €4.5 million will be recorded as amortizable expense.

Common services (Constructed area in m2 and estimated cost in €)							
	Area (m2)	Cost/ m2	Estimated cost	% Recovered	% Expense	Recovered	Expenditure
INFORMATION	1.460	3.168	4.624.990	50%	50%	2.312.495	2.312.495
HEALTH-CARE	1.246	3.168	3.947.054	50%	50%	1.973.527	1.973.527
LOST & FOUND	133	3.168	420.364	50%	50%	210.182	210.182
TOTAL	2.839	3.168	8.992.409			4.496.204	4.496.204

Cultural spaces

14,000 m2 will be available to house cultural activities requiring an investment €12.1 million. The recoverable value of this investment is estimated at €10.9 million and the amortizable expense at €1.2 million.

Cultural spaces (Constructed area in m2 and estimated cost in €)							
	Area (m2)	Cost/ m2	Estimated cost	% Recov.	% Expense	Recovered	Expenditure
AMPHITHEATRE	4.000	864	3.455.760	90%	10%	3.110.184	345.576
EXPO SQUARE	3.000	864	2.591.647	90%	10%	2.332.482	259.165
MULTI-PURPOSE	7.001	864	6.048.012	90%	10%	5.443.211	604.801
TOTAL	14.000	864	12.095.419			10.885.877	1.209.542

Other investments

Other complementary investments, generically called internal communication areas, will require an area of 68,281 m2 and an investment of €98.8 million. The recoverable value is estimated at €91.5 million and the non-recoverable or amortizable expense at €7.3 million.

Internal communication areas (Constructed area in m2 and estimated cost in €)							
	Area (m2)	Cost/ m2	Estimated cost	% Recov.	% Expense	Recovered	Expenditure
Basement level parking / service	41.746	1.440	60.110.065	95%	5%	57.104.562	3.005.503
Vertical connections	2.993	1.440	4.309.621	80%	20%	3.447.697	861.924
Ring-shaped "corridor" spaces	23.882	1.440	34.387.692	90%	10%	30.948.923	3.438.769
TOTAL	68.621	1.440	98.807.378			91.501.181	7.306.197

13 Feasibility plan for the Expo 2027 Malaga project

Open public areas

This block includes landscape and environmental works in the area occupied by the Expo and forested perimeter of the venue. Developed area totals 386,074 m2 and the estimated cost of these works is €119.9 million. The recoverable value is estimated at €113.9 million and the non-recoverable or amortizable expense at €6 million.

Open public areas (Developed area in m2 and estimated cost in €)							
	Area (m2)	Cost/ m2	Estimated cost	% Rec.	% Expense	Recovered	Expenditure
EXPO green/ landscape works	223.385	432	96.495.618	95%	5%	91.670.838	4.824.781
Green works forested perimeter	162.662	144	23.421.701	95%	5%	22.250.616	1.171.085
TOTAL	386.047	311	119.917.320			113.921.454	5.995.866

Investments in the vicinity of the Expo

Some of the facilities needed for the smooth operation of the exhibition will be located outside the Expo venue, the most important being storage facilities and visitor parking. The total constructed surface area for these facilities comes to 241,722 m2 at a cost of €149.6 million. Of this amount, 134.7 million are considered recoverable and 15.0 million amortizable.

Investments outside the Expo site (Constructed area in m2 and estimated cost in €)							
	Area (m2)	Cost/ m2	Estimated cost	% Rec.	% Expense	Recovered	Expenditure
Organizer's Offices	7.125	2.160	15.388.931	90%	10%	13.850.038	1.538.893
Press & Vip Service	7.125	2.160	15.388.931	90%	10%	13.850.038	1.538.893
Warehouses	28.500	2.160	61.555.725	90%	10%	55.400.153	6.155.573
Car & Bus Parking	198.972	288	57.299.957	90%	10%	51.569.961	5.729.996
Total Outside The Venue	241.722	619	149.633.544			134.670.190	14.963.354

Total investment: Amortization and recovery

The total investment required for Expo 2027 Malaga could amount to €602.6 million, 55.3% of which (€333 million) corresponds to works within the venue area, 24.8% (€149.6 million) for works outside the venue and the remaining 19.9% (€119.9 million) for landscaping and environmental works.

Summary of expenditure, Expo 2027 Malaga (Constructed and developed area in m2 and estimated cost in €)							
	Area (m2)	Cost/ m2	Estimated cost	% Rec.	% Expense	Recovered	Expenditure
International Pavilions	40.362	3.168	127.859.203	90%	10%	115.073.283	12.785.920
Thematic Pavilions*	13.500	4.138	55.861.820	81%	19%	45.036.922	10.824.898
Best Practices Pavilion*	3.000	5.940	12.413.738	73%	27%	9.057.871	3.355.867
Catering Services	3.954	3.168	12.524.769	80%	20%	10.019.815	2.504.954
Shops	1.418	3.168	4.490.962	80%	20%	3.592.769	898.192
Other Venue Services	2.839	3.168	8.992.409	50%	50%	4.496.204	4.496.204
Open Cultural Spaces	14.000	864	12.095.419	90%	10%	10.885.877	1.209.542
Internal Communication Areas	68.621	1.440	98.807.378	93%	7%	91.501.181	7.306.197
Total Expo Venue	147.694	2.292	333.045.698	87%	13%	289.663.923	43.381.774
Total Outside The Venue	241.722	619	149.633.544	90%	10%	134.670.190	14.963.354
Open Public Spaces**	386.047	311	119.917.320	95%	5%	113.921.454	5.995.866
Total Investment Expo 2027 Malaga			602.596.562	89%	11%	538.255.567	64.340.995
*Includes cost of furnishings.							
**Developed surface area.							

As indicated in the different tables describing investments to be made, two important facets of the feasibility study related to investment are: amortization and recoverable value. Amortization is determined by applying technical amortization percentages corresponding to irrecoverable asset value loss. Calculation of this amount, recorded as an expense on the balance sheet, requires knowing whether it is possible to apply an accelerated depreciation scheme that includes the proposed percentages that are higher than the ones typically applied to this type of fixed asset.

The recovery value is the amount of the accumulated investment that is recoverable. Approximately 89% of the total investment, i.e. €538.3 million, is recoverable once Expo 2027 has concluded, while the remaining 11% (€64.3 million) must be recorded as amortizable expense on the exhibition's profit and loss account.

Estimate of Expo 2027 Malaga's Cash-flow, Balance Sheet and profit and loss account

Cash-flow estimate

Following is the cash flow generated each year from 2024 to 2028. This is based on estimate of income, expenditure and investment and their accrual/deferral during the planning, execution and development stages of Expo 2027 Malaga. Capital contributions made during the first four years by the different administrations forming part of the organizing body were also considered, as was the hypothesis that there is no need to resort to external sources of financing to cover the financial needs of the project. In other words, resources made available at each stage are sufficient to cover the expenses and investments that need to be made.

By way of summary, the following table presents the expenses (€256.7 million), investments (€602.6 million) and income (€321.8 million) for each period of the exhibition. Capital is not recorded as income.

13 Feasibility plan for the Expo 2027 Malaga project

Summary of cash flow, Expo 2027 Malaga (Euros)					
	2024	2025	2026	2027	TOTAL
Expenses	-	32.808.744	59.799.075	164.125.664	256.733.484
Investment	118.822.332	191.502.095	204.982.907	87.289.228	602.596.562
Income	-	64.400.000	84.479.717	172.931.985	321.811.702

Cash Flow Expo 2027 Malaga by periods (Euros)					
	2024	2025	2026	2027	TOTAL
Annual Cash Flow	-118.822.332	-159.910.839	-180.302.264	-78.482.907	-537.518.343
Capital Contributions	120.000.000	180.000.000	180.000.000	60.000.000	540.000.000
Adjusted Cash Flow	1.177.668	20.089.161	-302.264	-18.482.907	2.481.657

Profit and loss account and balance sheet

Based on the figures set out in the previous sections, following is a feasibility analysis of the Expo 2027 Malaga project from a dual perspective:

From an economic point of view, a comparison of income and expenses (including amortization) yields a positive result for the P&L account and, therefore, an operational profit. To be exact, the exhibition will obtain a positive result (earnings) amounting to €0.7 million.

Expo 2027 Malaga profit and loss statement (Euros)			
Income		Expenses	
Income	321.811.702	Administration fees	256.733.484
		Amortization	64.340.995
Result (Profit)	737.224		

From a financial perspective, the following is a synthetic balance sheet reflecting the balance between the investments made and the financial resources needed to undertake the project.

Expo 2027 Malaga summary balance sheet (Euros)			
ASSETS		LIABILITIES	
Investments	602.596.562	Shareholders' equity	540.000.000
Amortization	-64.340.995	Result	737.224
Liquid assets	2.481.657	Creditors	-
TOTAL	540.737.224	TOTAL	540.737.224

Final liquidation

Lastly, analysis of the final liquidation of the project seeks to determine whether the estimate of the recoverable value of the investment made for Expo 2027 Malaga is sufficient to offset the contributions made by the different administrations to constitute the company managing the event.

Two issues related to the aggregate investment in fixed assets were considered in this analysis:

- Amortization: determined by applying technical amortization percentages corresponding to asset value loss, i.e. the irrecoverable part of the investment. Calculation of this amount, recorded as an expense on the balance sheet, con-

sidered the possible application of an accelerated amortization scheme that includes the proposed percentages (higher than the ones typically applied to this type of fixed asset), which are listed in the summary table of investments in section 3.4.

- Recovery value: includes the liquidation value of Expo assets, i.e. the amount of the accumulated investment that can be recovered and, where appropriate, distributed among the participants of the managing body of Expo 2027 Malaga (see details in section 3.4).

By way of summary, assuming accelerated amortization, approximately 11% of the investment would be amortized and would therefore constitute an expense, while the liquidation value (recoverable investment) would be 89% of the investment (as per the table in section 3.4). The liquidation value of the assets is €538.3 million, plus positive cash-flow (liquid assets) generated by the event which amounts to €2.5 million. Once the capital contribution made by the Public Administrations (€540 million) from 2024 to 2027 has been discounted, the result would show a positive balance of €0.7 million.

Final liquidation of Expo 2027 Malaga (Euros)	
Fixed assets (Recoverable value of assets)	538.255.567
Cash-flow generated (liquid assets)	2.481.657
Total resources generated	540.737.224
Share capital contributions	-540.000.000
Result at closing	737.224

14

Participation costs

The following breakdown by expense chapter has been established to calculate participation costs:

Construction and equipment

- Adaptation of the Pavilion area
- Construction of internal pavilion elements
- Audio-visual systems
- Exhibition support (scenography and projection, light and sound installations)
- Office furniture and equipment
- Administrative and insurance expenses
- Disassembly and repatriation

Events and exhibits

- Exhibits
- Cultural activities and forums
- Public relations and protocol (promotion and pavilion opening and closing)
- National Day

Operations

- Managerial staff
- Interpreters and administrative staff
- Technical staff
- Local support staff
- Security, maintenance and cleaning
- Accommodation
- Transport and logistics
- Supplies and consumption

Miscellaneous

- Marketing
- Souvenirs and catalogues
- Restaurant

All costs associated with pavilion construction have been included in the Construction and Equipment chapter, including the adaptation of the space provided by the Organiser.

The equipment and facilities needed to operate public areas were likewise included. Lastly, disassembly costs and those incurred to ship materials back to origin have been included.

The following chapters are included in this section: Adaptation of the pavilion space, construction of the internal elements of the pavilion, audio-visual systems, exhibit support systems (scenography and projection, light and sound installations), furniture and office equipment, administrative and insurance expenses and disassembly and repatriation.

All costs associated with the exhibit and cultural activities were included in the Events and Exhibits chapter. Expenses planned for national day celebrations were also included, as were all other public relations and protocol expenses, including those corresponding to the opening and closing ceremonies of the pavilion and other promotional events.

All costs associated with the inauguration and the operation of the pavilion during the exhibition were included in the Operations chapter. It therefore includes payroll expenses (management staff, technical staff, administrative staff and interpreters and local support staff) and each case considers



contract duration and includes accommodation costs. Expenses corresponding to security, maintenance and cleaning, transport, storage, logistics, supplies and consumption were also included.

Lastly, marketing expenses and promotional material such as souvenirs and catalogues were included in the chapter entitled 'Miscellaneous.'

Calculations were based on a pavilion with a surface area of 500 m². The following table shows the unit values (€/m²) corresponding to each of the chapters and expenditure items, the final figure being €3,030/m² as the total unit cost. Correction coefficients were also estimated for application to variations in pavilion size vis-à-vis the reference pavilion.

Following are the results based on the attached table and with the additional justification of the attached cost tables:

- Pavilion with a surface area of 500 m²: €1,519,231
- Pavilion with a surface area of 750 m²: €1,821,980.

Regarding the calendar of these costs, naturally most correspond to 2027, approximately 80%. The remaining 20% is the maximum forecast for 2026.

Costs

SUMMARY OF SURFACE AREAS

Total / Surface area	500 m ²	100.0%
Entrance hall	40,88 m ² (aprox.)	8,2%
Exhibition Area	244,24 m² (aprox.)	48,8%
Zone 1	62,72 m ² (aprox.)	12,5%
Zone 2	181,52 m ² (aprox.)	36,2%
Exit hall	72,88 m ² (aprox.)	14,5%
Restaurant	112,24 m² (aprox.)	22,4%
Dining area	64,96 m ² (aprox.)	13,0%
Kitchen	47,28 m ² (aprox.)	9,4%
Other	30,76 m ² (aprox.)	6,1%
Mezzanine	48,00 m ² (aprox.)	9,6%
Usable	42,55 m ² (aprox.)	8,5%

PRE-EXPO ACTIVITIES	758.807,06 €	49,9%
Exhibition and Decorative Project	€749,247.06	49.3%
Construction system adaptation	€184,869.00	12.2%
Staff	€27,730.35	1.8%
Other	€157,138.65	10.3%
Mezzanine	€36,110.06	2.4%
Audio-visual and Production	€110,700.00	7.3%
Scenography (doors and showcases)	€60,000.00	3.9%
Special elements (Façades and Flooring)	€128,000.00	8.4%
Assembly staff	€25,600.00	1.7%
Façade	€64,000.00	4.2%

14 Participation costs

Flooring	€38,400.00	2.5%
Lighting and Sound	€30,800.00	2.0%
Lighting	€8,600.00	0.6%
Sound	€18,500.00	1.2%
Control system	€3,700.00	0.2%
Projection	€73,308.00	4.8%
1000-lumen projectors (rental)	€55,104.00	3.6%
Watchout control system (rental)	€7,872.00	0.5%
Spare bulbs	€10,332.00	0.7%
Transport of Exhibition Material	€22,140.00	1.5%
Kitchen (purchase and assembly)	€81,180.00	5.3%
Installations	€73,800.00	4.9%
Kitchen items	€7,380.00	0.5%
Furniture (Restaurant, offices, shop)	€22,140.00	1.5%
EXPO ACTIVITIES	466,380.00	30.7%
Country of Origin Staff	€66,700.00	4.4%
Country Pavilion Staff (Institutional and Others)	€66,700.00	4.4%
Commissioner	€14,400.00	0.9%
Accommodation	€8,000.00	0.5%
Subsistence allowance	€5,400.00	0.4%
Travel	€1,000.00	0.1%
Pavilion D	€25,500.00	1.7%
Accommodation	€10,000.00	0.7%
Subsistence allowance	€13,500.00	0.9%
Travel	€2,000.00	0.1%
Secretary (translator) and Assistant	€11,800.00	0.8%
Accommodation	€2,700.00	0.2%
Subsistence allowance	€8,100.00	0.5%

Travel	€1,000.00	0.1%
Information (tourism)	€15,000.00	1.0%
Accommodation	€1,350.00	0.1%
Subsistence allowance	€12,150.00	0.8%
Travel	€1,500.00	0.1%
Local Staff	€72,000.00	4.7%
Local staff	€72,000.00	4.7%
Technicians (and basic maintenance)	€9,600.00	0.6%
Pavilion operations	€62,400.00	4.1%
Security and Cleaning	€65,880.00	4.3%
Security and Cleaning	€65,880.00	4.3%
Cleaning	€17,280.00	1.1%
Security	€48,600.00	3.2%
Cultural activities and shows	€244,500.00	16.1%
Special Show	€128,025.00	8.4%
Folklore Group	€48,825.00	3.2%
Travel	€34,200.00	2.3%
Lighting and Sound (rental)	€45,000.00	3.0%
Permanent show	€50,850.00	3.3%
Staff	€15,900.00	1.0%
Accommodation	€1,350.00	0.1%
Subsistence allowance	€12,150.00	0.8%
Travel	€2,400.00	0.2%
Personal cache	€27,000.00	1.8%
Other expenses	€7,950.00	0.5%
Cultural Activities (1 painting exhibition)	€20,800.00	1.4%
Transport and assembly	€6,000.00	0.4%
Authors: Room and board	€2,800.00	0.2%

Travel	€4,000.00	0.3%
Catalogue	€3,000.00	0.2%
Cocktail	€5,000.00	0.3%
Special Days (includes the show and invitation of the rest of the commissioners)	€44,825.00	3.0%
Inauguration	€9,800.00	0.6%
Cocktail	€5,000.00	0.3%
Protocol Activities	€3,000.00	0.2%
Other	€1,800.00	0.1%
Closing ceremony	€9,800.00	0.6%
Cocktail	€5,000.00	0.3%
Protocol Activities	€3,000.00	0.2%
Other	€1,800.00	0.1%
National Day	€25,225.00	1.7%
Cocktail	€5,000.00	0.3%
Protocol Activities	€4,000.00	0.3%
Shows	€14,225.00	0.9%
Other	€2,000.00	0.1%
Catering (profit (-) or loss (+))	€ 0.00	0.0%
Turnover	€202,500.00	13.3%
Staff	€72,900.00	4.8%
Raw materials	€76,950.00	5.1%
Other expenses	€52,650.00	3.5%
Profits	€0.00	0.0%
Other Expos	€17,300.00	1.1%
Utilities (Gas, Water, ...)	€12,900.00	0.8%

Gas	€1,935.00	0.1%
Electricity	€4,515.00	0.3%
Water	€3,870.00	0.3%
Other	€2,580.00	0.2%
Vehicle Rental (Audi A4)	€4,400.00	0.3%
POST-EXPO ACTIVITIES	€122,518.71	8.1%
Disassembly	€122,518.71	8.1%
OTHER	€171,526.19	11.3%
Insurance and Contracts	€49,007.48	3.2%
Expo Services	€36,755.61	2.4%
Administration fees	€85,763.09	5.6%
Grand TOTAL	€1,519,231.96	
	€3,032.40 /m2	

15

Legacy

The Malaga candidacy idea originated with the intention of creating an urban, business, and social legacy for the City

The legacy of a major event can be evaluated based on physical aspects such as road improvements, large infrastructures developments, new facilities, urban changes, positive impacts on employment and the local economy, and based on intangible aspects such as the image of the city and the host country, its urban reputation, international status, the capacity of the different administrations involved and the cultural legacy left by the major event.

The post-Expo city image is important from an economic perspective and especially regarding future investments in the area. It is also important to consolidate these expectations by making good use of that image before the media hype declines during the exhibition. Thus, it is important to present Malaga as a sustainable, dynamic and technologically advanced city whose citizens and government are fully engaged in its industrial R&D and how the latter can be directly applied to improve city life.

Having considered different perspectives, it is safe to say that the most immediate type of legacy, from the perspective of citizens and tourists, is the physical legacy, especially new major infrastructures and improvements in transportation networks.

“The Urban Era” will be open to the public for three months offering a surface area of 250,000 square meters in accordance with BIE regulations for international exhibitions; therefore shorter in duration and smaller in size than universal exhibi-

tions. This area reaches 800,000 square meters if housing and logistics areas are included.

The location of the venue was chosen based on the City’s current urban needs and economic activity. In fact, the choice was made by joint agreement with the Central Government, the owner of the land that will be transferred for the celebration of the Expo.

The location has innumerable advantages. It is located in the vicinity of the University of Malaga, the Malaga TechPark, the Freight Transport Centre and the Trade Fair and Congress Centre. It is also well connected to the airport, railway lines and the capital city’s main motorway interchange. The latter reference reinforces the metropolitan nature of the Expo, as it is adjacent to and very well connected with municipalities such as Alhaurin de la Torre, Torremolinos and Cartama and is served by several different modes of transport.

Post-Expo uses of the land

The project has an urban approach insofar as the land located to the west of the Expo 2027 Malaga plot, will be used for logistics and once the Expo has concluded, will be used to expand the Freight Transport Centre (CTM).

The structures built on the main 25 hectares will become part of the University of Malaga (UMA) for the creation of an ecosystem to link innovation and entrepreneurship with a view of creating synergies with the activities of the Malaga TechPark. The venue is located near the expansion area of the UMA.



The land to the east of the main plot will be used to build housing for staff working on the assembly and operation of Expo 2027 Malaga and will subsequently be incorporated into the city's public housing stock for future rental (1,440 public housing units). Its proximity to the University of Malaga's main campus and to the Technological Park, both in continuous expansion, ensures the future success of this initiative and support from citizens.

Once concluded, the Exhibition's infrastructures and buildings will become new productive spaces for Malaga in the medium and long term. The project dovetails with Malaga's urban planning forecasts in coming years as this is the City's natural area of expansion and will also meet future demand for logistics, office and residential infrastructure.

Cultural legacy

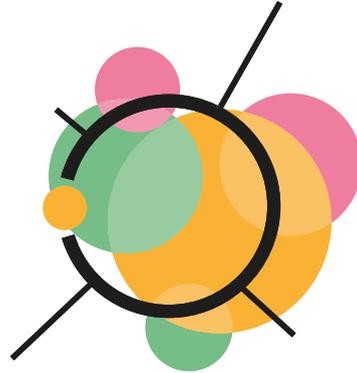
Given the international scope of Expo 2027 Malaga, the reputation of its participants and the busy schedule of meetings, it is easy to imagine that protocols, recommendations and letters of intent from different international organizations at various levels will arise from this event.

Many of the debates proposed around "The Urban Era" theme will result in conclusions that will be reflected in reports and declarations of intent from large corporations and will be incorporated as annexes to agendas such as the UN's 2030 SDGs and other similar initiatives.

Given that Expo 2027 Malaga has been conceived not only as an exhibition of achievements but also as a driving force behind proposals and real solutions for "The Urban Era", periodically (before, during and after the Expo) conclusions reached regarding the different themes discussed will be compiled in dossiers and presented to traditional media outlets and social media opinion leaders. This will help cement a legacy of social awareness regarding the need to choose the correct paths for the future of humanity in urban contexts and for achieving excellence in sustainability, the ultimate goal to which this project aspires.

The promotional activities linking Malaga to the concept of the sustainable city in coming years, will have an intangible, albeit high value-added, cultural impact and reputational influence.





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