

FUPOL boosts economic development of Sabadell

ASLOGIC, a spin-off of Universitat Autònoma de Barcelona (the FUPOL consortium member) and an official partner of Cellent, is responsible for the commercialization of FUPOL innovative solutions in Spain and Latin America.

In collaboration with Cellent, ASLOGIC organized the campaign dedicated to the improvement of competitiveness and attractiveness of Industrial Districts (IDs) of Sabadell, the second largest city (total area of 37.89 km²) in the area of Vallès Occidental in Catalonia, Spain and located 20 km north of Barcelona.

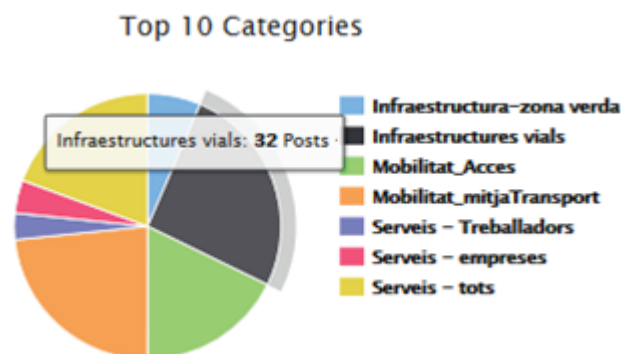
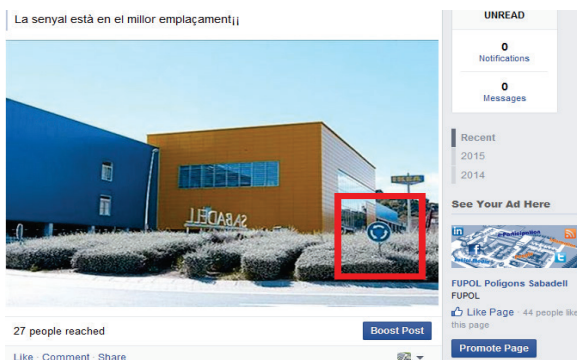


To ensure practical efficiency of the campaign, ASLOGIC involved Vapor Llonch, the organization dedicated to Economic Development and Trade of the City of Sabadell, which consolidates business activities and analyses socio-economic data of the city.

During the kick-off meeting, Vapor Llonch indicated several questions of the highest priority. In particular, it was interested to gather opinions regarding the accessibility of IDs, typical transportation means, the quality of signposting and pavement conditions, the quality of cleaning services, the availability of green areas, as well as the accessibility of services (bank offices, restaurants and educational centres).

Opinions of ID users were gathered through Facebook, Twitter, Vapor Llonch blog and local news pages. The campaign was announced through the Vapor Llonch web site¹ and blog². In addition, Aslogic distributed posters in coffee bars and restaurants of IDs, interviewed target audience, organized a lucky strike and performed direct marketing activities.

During the campaign, more than 130 unique comments have been gathered. The campaign revealed that most of people criticised the infrastructure (signposting, pavement conditions), as well as cleaning services in IDs. In particular, it was identified that signposting is often insufficient and should be improved by the City Council. Another example refers to cleaning services in Can Roqueta (#canroqueta), where the issues of industrial residual waste causes inconvenience to those working in and visiting this ID.



¹ <http://www.sabadellempresa.cat/industria/enquesta-poligons-de-sabadell>
² <http://www.oficinaempresaiautonom.blogspot.com.es>

The results of this campaign will be delivered to urban policy makers of Sabadell in order to establish better communication channel between the City Council and IDs, with the final goal to improve variety of existing and newly emerging issues in particular IDs.