

LA TÈRMICA ROCA UMBERT OF GRANOLLERS



AGENDA 2030 - SDGs



CULTURE 21 ACTIONS - COMMITMENTS

- 4. CULTURE AND ENVIRONMENT
- 8. CULTURE, INFORMATION AND KNOWLEDGE

**SUSTAINABLE, RECONSTRUCTION, KNOWLEDGE,
EDUCATION, INNOVATION, CONSERVATION, HERITAGE,
MEMORY, NETWORK, TECHNOLOGY**



1. Granollers and culture

With around 64,000 inhabitants, Granollers is characterised by its industrial character from the 20th century. The dismantling of traditional industry forced it to diversify its economy and, today, it is also marked by its cultural and creative character. Granollers is also an educating city, with education as a key element for environmental sustainability.

This project is part of the challenges defined in the [Granollers 2030 Strategic Plan](#), and is integrated into the objectives of the [Granollers Urban Agenda](#) and the [Plan for the reactivation of cultural and creative policy post Covid-19](#), which focuses on the transition towards a creative citizenship that contributes to sustainable development. It is also aligned with the [Mandate Plan 2023-2027](#) through the objectives "Consuming and producing energy and water in a sustainable and fair way" and "Strengthening cohesion through elements such as education, culture and sport".

THE PROJECT IS POSITIONED AS A BENCHMARK IN THE FIELD OF INDUSTRIAL HERITAGE, ENERGY AND ENVIRONMENTAL EDUCATION.

2. Goals and project implementation

2.1. Main aim and specific goals

The general objective of the museographic project of La Tèrmica (a thermal power plant) is to recover and give value to the local industrial heritage in order to promote collective reflection and social debate on energy and



the environment. Thus, the project is positioned as a benchmark in the field of industrial heritage, energy and environmental education.

The objectives and the main actions or strategies implemented are defined in the strategic plan of La Tèrmica:

1. Being a reference space.
2. Developing strategic alliances through partnerships with educational institutions, companies and other museums.
3. Developing interactive exhibitions.
4. Promoting educational programmes.
5. Encouraging youth participation.
6. Researching and disseminating, promoting research on renewable energies and sustainable technologies.
7. Promoting accessibility and inclusion.
8. Guaranteeing sustainability in operations.
9. Advancing in communication and dissemination.

2.2. Development of the project

The main actions carried out are related to the creation of the museography of La Tèrmica, with energy as the central axis. The visitor, through audiovisual resources, has an immersive experience throughout a tour of all the spaces. This content allows visitors to learn about and debate the extensive use of raw materials as sources of energy and the impact it has on the planet, reflecting on climate change and its adverse effects on the environment.

18 metres of the exterior façade of la Tèrmica become a large screen that allows to continue the work on the interior content work through mappings. This content can be complemented with a visit to the installations of the biomass



heat network located on the factory site. This is a facility where you can see the evolution of the boilers and the improvement in energy efficiency using a non-fossil fuel.

In addition, there are two proposals for audio-guided routes: one through the interior of the Roca Umbert factory and another through the city, to get to know spaces linked to industrial tourism. A series of activities have also been launched to disseminate technological knowledge, as well as knowledge linked to the efficient use of energy, as part of the activities of Science Week, the European Heritage Days and Energy Week.

Finally, the public space has been expanded by making the cooler area accessible, as well as the cooler located in La Tèrmica square, converting these spaces into inviting locations for visitors to continue their visit. In addition, the installation of two outdoor modules has served to create a reception area, with space for temporary exhibitions.

La Tèrmica is part of the Territorial System of the National Museum of Science and Technology of Catalonia, a network that brings together 26 museums and heritage centres that disseminate the history of industrialisation in Catalonia. It is also part of the European Route of Industrial Heritage (ERIH) and is included in the Catalan Regional Route. It is also a founding member of XATIC, the Catalan industrial tourism network, and has recently joined the Tourism Circle of the Diputació de Barcelona.

This project has received financial support from the FEDER Catalunya Fund, the Diputació de Barcelona and the Generalitat de Catalunya. Currently, as a member of XATIC, La Tèrmica participates in the European project SMITOUR, financed within the framework of the Interreg - EuroMED call.

It also takes advantage of the artistic and cultural events that take place in the city, giving a prominent role to La Tèrmica as a benchmark.

**THE PROJECT OFFERS AN IMMERSIVE MUSEOGRAPHY OF LA TÈRMICA
WITH ENERGY AS ITS CENTRAL THEME.**

3. Impacts

3.1. Direct impacts

The initiative has had a wide-ranging impact on the city and its population. The comprehensive tourism offer not only begins to attract visitors, but also promotes historical awareness and appreciation of the environment. Technology outreach contributes to sustainable development by promoting knowledge of efficient energy use. The expansion of public space also creates attractive areas, enhancing quality of life.

The interaction between heritage and artistic expression found in the Fàbrica de Artes (Arts Factory) has enriched the local cultural scene, providing artists with a unique platform that has stimulated participation and collaboration, consolidating cultural agents as key players in the city's historical and creative narrative.

The upgrading of infrastructure and the creation of a comprehensive tourism offer strengthened the local government's position by showing an active commitment to heritage preservation and the promotion of cultural tourism. In addition, the provision of public space, technological outreach and the educational offer highlight the government's adaptability to the changing needs of the community.

3.2. Evaluation

A mixed methodology combining qualitative and quantitative analysis with online surveys, data analysis of ticket purchase and interviews is used to comprehensively understand the results. Comparisons are also made between baseline and current results to assess change and improvement in key areas such as visitor numbers, participation in cultural activities and community perceptions.

Tools are used to measure economic growth, employment generation and contribution to local development. In addition, the number of visitors to the La Tèrmica and who engage in activities are also recorded to assess the popularity and reach of cultural tourism; participation levels in cultural events, temporary exhibitions and educational activities are measured to assess the community's connection to the project; satisfaction data is collected from visitors, local residents and cultural agents through surveys to assess the perceived quality of the project; and economic data, such as initial investment, revenue generated, and benefits to the local economy, are analysed to understand the financial impact.

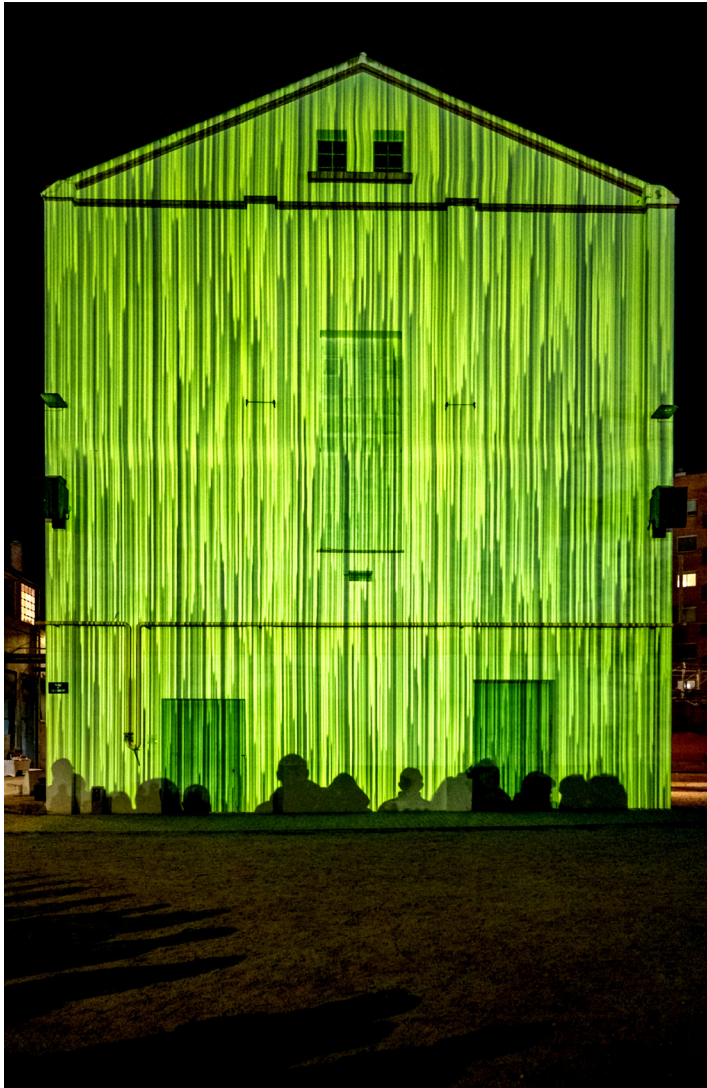


KEY FACTORS OF THE PROJECT ARE: CONTENT RELEVANCE, PARTNERSHIP BUILDING, COMMUNITY PARTICIPATION AND CONTINUED IMPACT MEASUREMENT.

3.3. Key factors

Key factors for the success of the project are primarily related to content relevance, partnership building, community participation, and a continued impact measurement. They are:

- » Contribution to environmental awareness: creation of a positive perception and impact on the environmental awareness of society. Establishment of direct communication channels with political authorities.
- » Contextualisation of the history of energy: effective presentation of this information through La Tèrmica and active participation of different demographic groups and educational levels.



» Collaborations with educational institutions and companies: quality and duration of these collaborations.

» Contribution to the SDGs: effective contribution especially to SDG 7 and SDG 13.

» Effective dissemination of environmental data: widespread understanding of these matters.

» Collaboration with youth and environmental organisations: active participation of young people in spaces such as forums, seminars and debates.

3.4. Continuity

So far, a period of the overall strategic approach to La Tèrmica and its implementation has been carried out. The next step is to focus the strategy and make it attractive to the local and surrounding community.

In addition, work has begun to develop a European project bid to be presented in future calls for proposals. This task will take as a starting point: the strategic plan of the facility, the marketing plan and the public plan. In addition, it is necessary to link these proposals with the objectives set at the last assembly and annual conference of the ERIH network (European Tourism Network). Bilbao, 2023.

At the political level, this strategy is led by the strategic planning and culture services. Moreover, it is an emblematic local project included in the plan for the external projection of Granollers, with special monitoring. At the technical level, it will depend on the Tèrmica's heritage managers, and those in charge of strategic planning of the City Council, whose experience in several European projects will optimize opportunities.

4. More information

Granollers was a candidate for the sixth UCLG – Mexico City – Culture 21 International Award (November 2023 – March 2024). The jury for the award drew up its final report in June 2024, and requested that the Committee on Culture promote this project as one of the good practices to be implemented through Agenda 21 for culture.

This article was written by Ester Prat Armadans and Gemma Roquet Rosàs, Strategic Planning Officer, Granollers, Catalonia, Spain.

Contact: [groquet \(at\) granollers.cat](mailto:groquet(at)granollers.cat)

Website: www.granollers.cat

