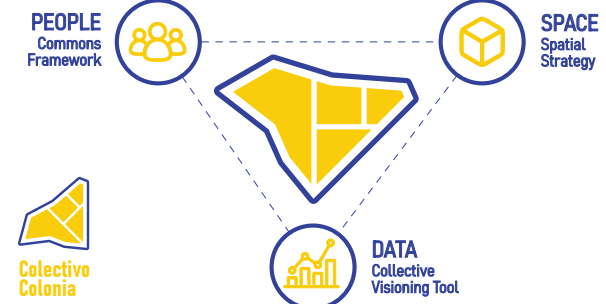


A PLATFORM FOR ACTION!

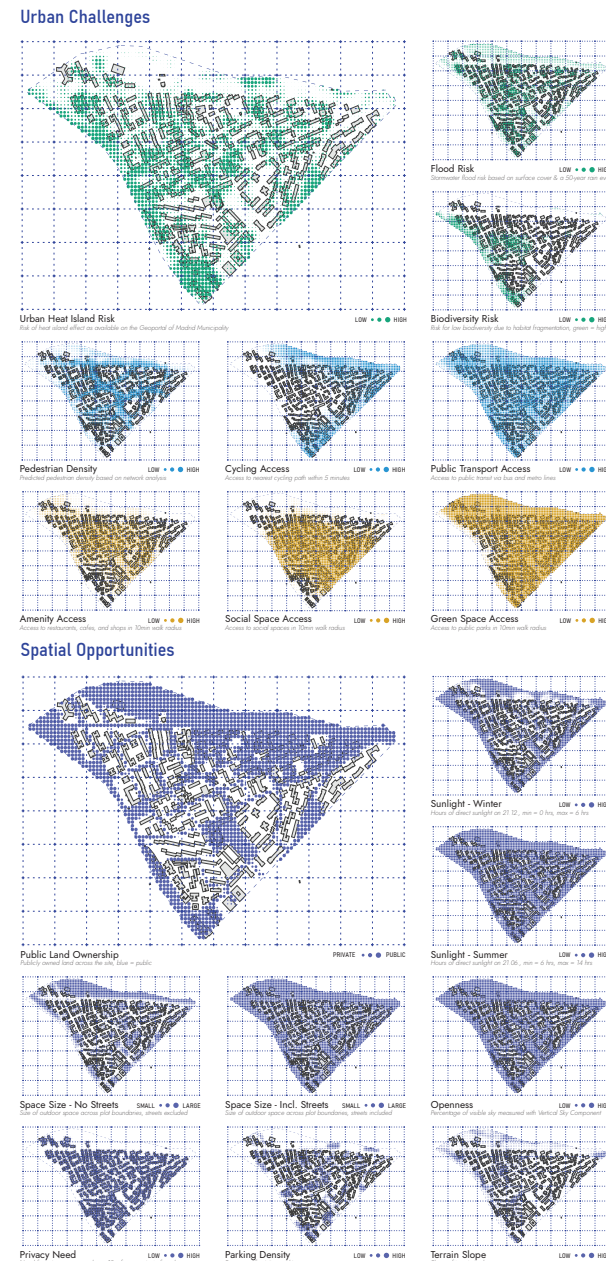
“Más vida de carretera y calles” – more than roads and streets.
 Originally envisioned as a tactical alternative to Madrid's chaotic, car-dominated, car-dependent, and graying with climate risks, inequality, and weakened social connections. Yet its defining feature – over 100,000 m² of ambiguous, “in-between” space – holds immense potential. Between residential blocks lie neglected plots, overgrown, paved, fenced, or empty, severed by roads and driving purpose. These voids, remnants of outdated planning, fail to provide the vital social, ecological, and mobility infrastructure that a thriving neighbourhood needs. But they could. Regeneration begins with reimagining these spaces as shared assets and transforming them into catalysts for a healthier, more inclusive, and climate-resilient future. This process requires a site-specific, empathetic approach, balancing needs, feasibility, and community desires – bridging urgent action with collective imagination to unlock new forms of belonging.

Colectivo Colonia is an Action Platform for the community-led transformation of Colonia Casa de Campo's fragmented collective space into a resilient, accessible, and inclusive urban fabric. Rather than proposing a static plan or predefined set of interventions, the platform acts as an additive ecosystem of tools, strategies, and processes, designed to support ongoing action across all stages of transformation, from diagnosis and visioning to development, activation, and maintenance. Its open-ended structure enables diverse stakeholders to engage and co-create solutions in ways that evolve with time, urgency, and capacity. At the heart of the Platform is a systems-based approach that weaves together three critical dimensions – People, Space, and Data – ensuring that transformation is participatory, spatially grounded, and insight-driven. Together, these three pillars inform the architecture of the Action Platform – ensuring that transformation in Colonia is not only participatory and place-based, but also informed, strategic, and scalable.



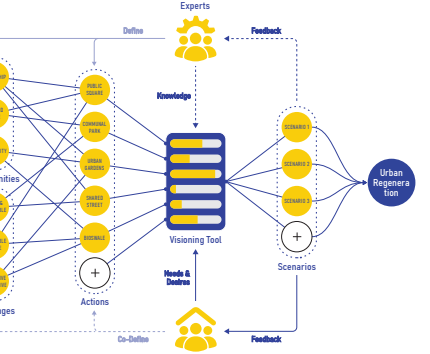
WHAT IS COLONIA TODAY?

Colonia's highly fragmented and complex urban fabric must be transformed in alignment with city-wide urgencies outlined in the Regeneración Madrid Plan (RMP). These urgencies – Green in Resilient, Accessible & Safe, Cohesive & Inclusive – are analysed and mapped across the neighbourhood using quantitative indicators such as flood risk, heat vulnerability, cycling accessibility, and access to amenities, together gaining insight into local issues and indicating needed interventions. Simultaneously, spatial ‘Opportunities’ were assessed through metrics like the size, shape, and ownership of space, capturing the constraints and potentials of each site, in turn defining the feasibility of specific activations. The dual-layered analysis enables a targeted, context-aware transformation strategy, serving as the analytical basis for design workshops to align local desires with broader strategic objectives and ensure feasibility within the spatial, social, and legally complex fabric of the Colonia.

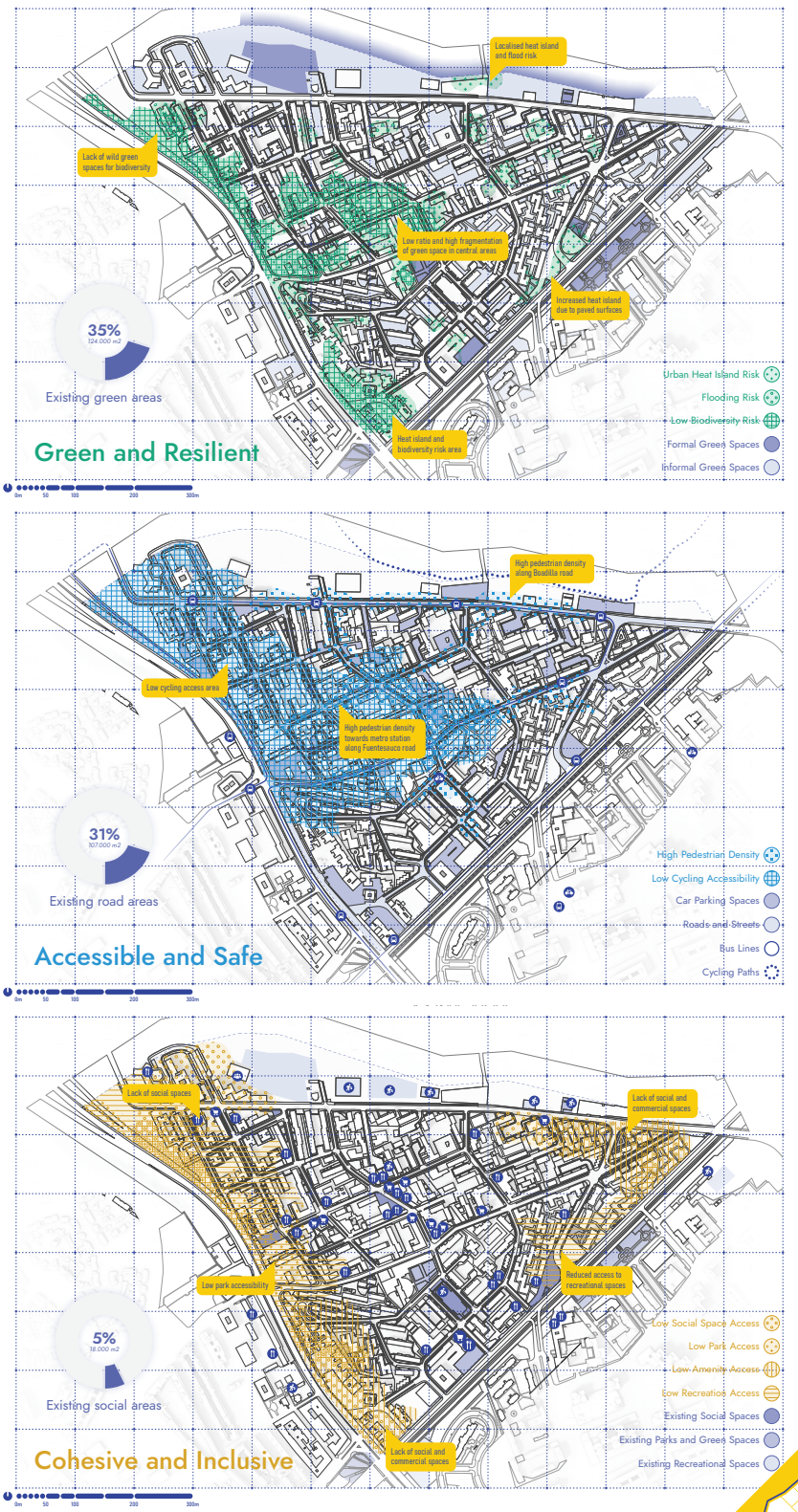


A COLLECTIVE VISIONING TOOL

The CreateColonia tool anchors the project's visioning process by dynamically linking to three core pillars: People, Space, and Data. Acting as both a diagnostic and imaginative device, it guides communities through three interrelated lenses – what is needed, what is possible, and what is desired. By analysing spatial changes and constraints through data-driven algorithms, it identifies viable and feasible interventions, while its intuitive interface enables residents to envision their desired future through simple sliders, drag-and-drop components, and scenario comparisons. This emphasis on participatory scenario-making allows communities to envision futures that are not only aspirational but grounded in reality. Rather than generating a single solution, the tool reveals how different priorities play out spatially, supporting collective debate and negotiation. By making complex visible and trackable variables, it fosters informed consensus and shared direction. In doing so, CreateColonia becomes a key enabler of holistic transformation, bridging systems logic with lived experience and empowering communities to co-design futures they want and need.

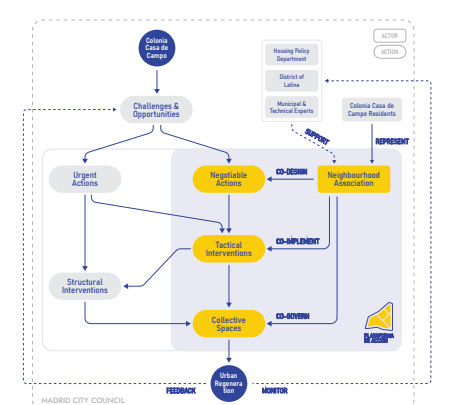


WHAT ARE THE URGENCIES?



AN ADAPTABLE SPATIAL STRATEGY

The Spatial Strategy is built around a flexible, extensible catalogue of urban actions – each one a targeted intervention designed to unlock the latent potential of Colonia's existing in-between spaces. Whether it's an Urban Garden that echoes Madrid's Huertos Urbanos Comunitarios, a Shared Street that reclaims a car-dominated road for people, or a Neighbourhood Square that fosters cross-generational interaction, every action comes with clearly defined spatial requirements and delivers specific ecological, accessibility, or social benefits. Crucially, each action can be deployed in two complementary modes – a tactical version that's low-cost, low-effort, and quick to implement, and a structural upgrade that secures long-term quality and permanence. This dual-phasing enables a hybrid regeneration model: experts can rapidly address urgent needs with municipally-backed structural interventions, while the remaining majority of space evolves at a slower pace, with the residents at the heart of the process. With residents leading and professionals supporting, even such bottom-up tactical interventions can become powerful catalysts for change, fostering a resilient, inclusive, and continuously evolving public realm that truly belongs to the community.



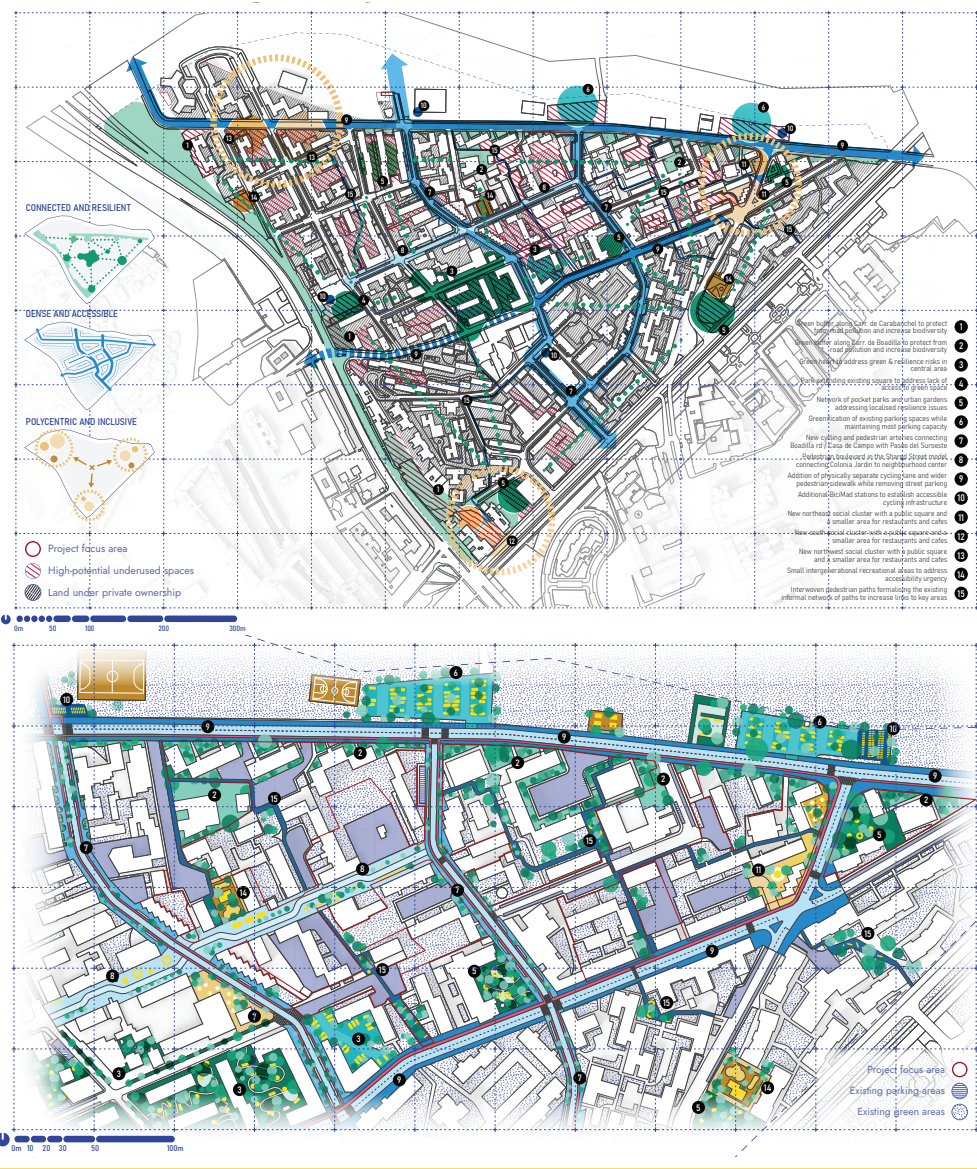
CO-DESIGN, CO-BUILD!

To support this transformation, the Action Platform provides a set of enabling tools – from community forums, mapping walks, and design workshops, to DIY manuals, tool & material libraries, co-build weekends, and resident surveys. With the Neighbourhood Association in the centre, supported by professionals but led by residents, these mechanisms ensure that local knowledge, needs, and capacities remain central to every stage of the process. With residents leading and professionals supporting, even bottom-up tactical interventions can become powerful catalysts for change, fostering a resilient, inclusive, and continuously evolving public realm that truly belongs to the community.



WHICH ACTIONS ARE NEEDED?

While Colonia's regeneration is rooted in a community-led process, its success depends on a clear spatial strategy – one that addresses urgent challenges, aligns with municipal priorities, and leaves space for co-design. In response to the diagnostic findings across the Regeneración Madrid Plan (RMP), Accessible, and Inclusive, the strategy puts forward a set of priority interventions, primarily located on publicly owned land. It envisions a connected network of green buffers and parks to build ecological resilience, a dense web of walking and cycling routes to support the transition to active mobility, and new decentralised social hubs to strengthen community bonds and stimulate local economies. Together, these actions provide the scaffolding for early pilot activations and guide the long-term transition toward a healthy, resilient, citizen-designed neighbourhood.



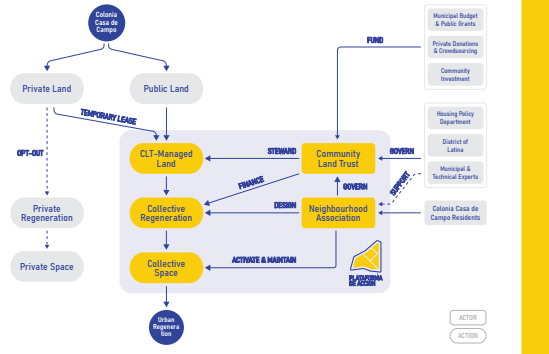
WHAT ACTIONS ARE POSSIBLE?



A COMMONS-BASED FRAMEWORK

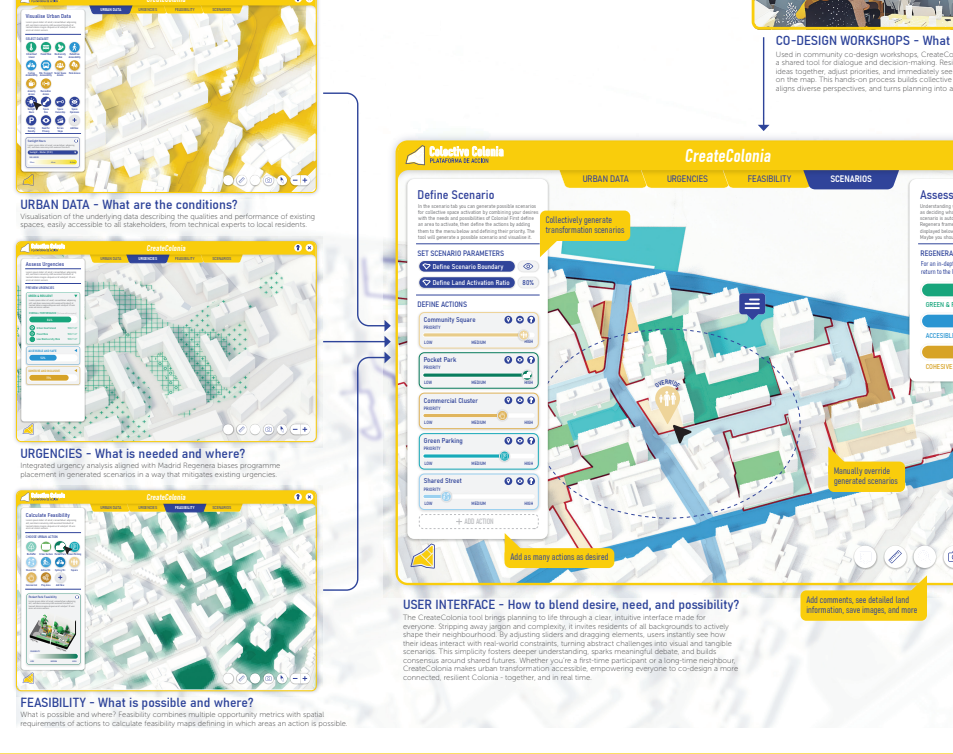
The Commons Framework puts Colonia's residents at the heart of both visioning and stewardship, empowering them to collectively create, implement, and govern their neighbourhood as a living urban commons. To enable this transformation, the Action Platform builds on the existing Asociación Vecinal de Camperano, enlisting it into a fully empowered Neighbourhood Association in an expanded membership that includes not only residents but also planners, architects, ecologists, urban engineers, and sociologists. This hybrid assembly grounds every decision in local insight while drawing on technical expertise and aligning with municipal objectives, fostering genuine collaboration beyond token participation.

Two systemic change, however, must extend beyond public land. The Action Platform therefore establishes a Community Land Trust (CLT) to steward municipal plots and enable private landowners to transfer their properties for communal use in exchange for co-financing, shared maintenance, and community benefits. Jointly managed by the Association and the Madrid Municipality, the CLT pools funding from public budgets, grants, donations, and crowdfunding, ensuring transparency and coordinated action. Inspired by initiatives like Brussels' 'Community Land Trust' and digital tools such as the Neighbourhood Commons, the CLT embeds solidarity – not speculation – into its governance model. This enables residents to steward collective spaces without altering formal ownership, anchoring regeneration in care and mutual trust.



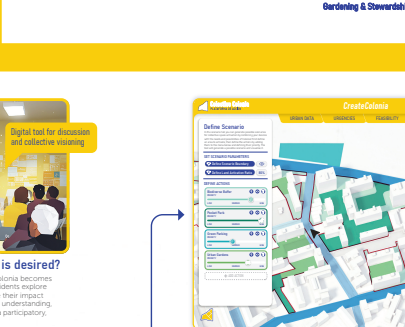
HOW TO COLLECTIVELY FIND DESIRED FUTURES?

The CreateColonia tool plays a crucial role in collaboratively shaping the future of Colonia by helping communities navigate spatial complexity through visualised design scenarios. Deployed in design workshops, it allows residents to collectively explore what is desired, needed, and possible within their neighbourhood. Through intuitive interfaces, participants can rapidly create multiple future scenarios, testing how different priorities and trade-offs impact their urban environment. This collaborative process fosters shared understanding and builds consensus by enabling communities to refine their vision through a step-by-step process. Essentially, the tool is a time machine, allowing residents to imagine, debate, and refine transformation ideas long before any investment is made, saving both time and resources.



ACTION! GROUPS

Action Groups are the engine of neighbourhood transformation in Colonia. Organised within the broader Neighbourhood Association, they bring together residents around specific domains of action – engagement, design, building, maintenance, programming, feedback, and more. Each group operates semi-autonomously, enabling residents to take ownership of key aspects of the transformation process. From co-designing interventions to coordinating community build days or caring for green infrastructure, these distributed structures allow for simultaneous activity across different sites, ensuring that change is locally rooted yet collectively aligned. Linking everyday action to the strategic goals of the Action Platform, they translate high-level vision into tangible improvements. Supported by technical expertise ranging from planners to ecologists, these groups bridge community desires with expert insight, ensuring both relevance and resilience. Over time, they become trusted stewards of shared space, building social cohesion, strengthening civic capacity, and cultivating a care-based ethic that anchors regeneration in the lived experiences, skills, and values of Colonia's residents.



CAN WE REIMAGINE COLONIA TOGETHER?

