PRESS DOSSIER ORONA IDEO

Orona Ideo: A pioneer innovation city in Europe

A project aimed at innovation should be innovative itself. Orona Ideo is an innovative ecosystem that stands out for being a space for fusion of different synergetic activities and a laboratory where innovative technologies in vertical transport, sustainability and efficient energy management will be applied. Orona Ideo will become the reference in innovation and sustainability, due to the activities contained therein as well as its architecture and environmental landscape value that characterises the entire Technological Park.

Under the name of **Orona Ideo the first European research, architecture and innovation centre for sustainable, self-sufficient urban mobility is being built.** With a global investment of 70 million Euros, construction has begun, on 40,000 m2, of a building complex where the **accessibility and mobility systems of the future will be designed.**

Directive guidelines of the project

This large project promoted by ORONA, has three directive lines:

- **Zero-energy buildings:** the buildings in Orona Ideo will be self-sufficient, generating their own energy; they will have storage systems and efficient consumption. Adequate energy management will materialise through the ESCO (Energy Service Company) that integrates the global engineering, installation, maintenance and business project. The Orona Ideo complex, will exclusively obtain its energy from renewable sources and therefore, the project itself becomes an object for investigating new sustainable ways of efficient energy management.
The latest urban mobility technologies, the most innovating elevation concepts, sources of renewable energy and intelligent energy management will be incorporated into the buildings. All these technological developments will also be applied to the whole Park that way converting it into an innovation reference.

- **Architecture** that adapts to the landscape, cutting edge in sustainability and ecology. The architectonic complex will be an experimentation laboratory for energy management, will reflect the latest advances in bio-climatic investigation, and will be a reference in sustainable design of architecture. Proof of that is that all the Orona Ideo buildings will have the maximum internationally recognised environmental certifications, like LEED and BREEAM.

- A combination of the different means of accessibility and urban mobility having the basic pillars of energy efficiency and sustainable design and will be powered by renewable energy sources. The lifts, escalators and moving walkways for pedestrians that will be used inside and outside of the complex, in addition to guaranteeing maximum accessibility to the spaces, will include the latest innovations in energy storage.
An innovative ecosystem

Heading for the creation of an innovative ecosystem by uniting in one physical environment all the actors involved in the innovation network: Companies, R&D and innovation Centres and Universities.

The main participants of the activities and innovation in Orona Ideo will operate synergistically. The driving force of ORONA’s technological activity is linked to Orona eic (Elevator Innovation Centre) working in synergy with Mondragon University and Ikerlan-IK4, which in this new location will be accompanied by high added-value companies that are situated in the expansion of the Technological Park.

This model pretends to propitiate innovation in the network and the use of its results as commitment with the future, with the ultimate aim of generating knowledge and wealth in its surrounds.

Activity areas

In Orona Ideo, work will be done in the fields of urban mobility and elevation, references of the activity of ORONA, with the pillars of energy efficiency and eco-efficient design. Likewise, new activities will be developed incorporating innovation in energy storage systems with the objective of approaching intelligent energy management in buildings.

Innovative activity areas in Orona Ideo:

- Urban Elevation and Mobility
- Energy Efficiency and Sustainability
- Energy storage and management
- ESCO (Energy Service Companies)
Location, architecture and urban design

The chosen location is the Galaretta Site in Hernani, which is the expansion of the San Sebastian Technological Park that is a few minutes away. 1,000 highly qualified positions of employment are expected to be created in the 15 acres of expansion of the Park. Orona Ideo will concentrate the majority of this activity in 40,000 m² built-up property that is going to be promoted.

The project emphasises urban design, architecture and the environmental value of the landscape, where energetically efficient buildings with bioclimatic architecture are linked through related urban spaces, among which we can highlight the Central EcoBoulevard. The objective is to transfer the philosophy of sharing knowledge and creativity on the network that has inspired the new Park.

The technological parks of the XXI century look for integration with urban development that offer intensive use, good accessibility, and associated services. The idea of the autonomous corporate buildings that do not dialogue with the environment gives way to innovation environments inspired on fragments of cities with intensity of use. Orona Ideo puts value on the city as an agglutinator and meeting point of activities through streets, squares and free spaces and care of the landscape.

• **Orona ZERO** is the main building that houses the corporate headquarters of ORONA Group and Orona eic (Elevator Innovation Centre). Its image is inspired by the symbol of the Orona brand and its architecture reminds of and makes allusion from its most predominant view to the main activity of ORONA, elevation, as the building itself elevates from ground in an absolute way, opening the way to the group of buildings that form Orona Ideo.

• **Orona Foundation** will have its own building of a hybrid nature, where the teaching uses of Mondragon Unibertsitatea and ongoing training will come together with various shared services.
• **A3 Building**, devoted to research will have sophisticated laboratory facilities which will be working on G3A project dedicated to energy storage systems.

• **Orona Gallery**: Orona Ideo will be an energy laboratory where clean energy systems integrated in architecture will converge with storage systems and efficient consumption in buildings. A visitor’s pavilion and showroom will be installed in the square to display the energy management of buildings in real time.

• **EcoBoulevard** is the lineal park that forms the backbone of the Technological Park new expansion. This space is an image and reference for the entire park. It is characterised by its vegetation and care of the landscape in the visiting areas where pedestrians will have priority over vehicles. The EcoBoulevard ends in a lookout over the landscape from where the Hernani observatory can be seen and which is the connection route to the urban centre. The interior of Orona Ideo is structured with a central axis that links the current roundabout with the EcoBoulevard. The flow of people will pass through the ORONA buildings, which will become the entrance to the square.

• **Orona Ideo Square** is formed inside the fusion spaces, as an urban hall that will have a series of comfortable rooms where researchers, workers and students can share and participate in the objective of promoting relationships between persons and the interchange of ideas. Likewise, the square will be an open space for citizens that together with EcoBoulevard will become an Urban Technological Park.
The latest urban mobility technologies, the most innovating elevation concepts, renewable energy sources and intelligent energy management will be incorporated into the buildings. All these technological developments will also be applied to the whole park that way converting it into an innovation reference.

**Orona Ideo: strategic players**

For ORONA, 2014 is going to be an important date, as it celebrates its 50th anniversary and Orona Ideo will then become reality.

The University of Mondragon and IK4-Ikerlan will participate together with ORONA to develop this strategic project as a technological centre, agglutinating in the same environment, university knowledge, that of the innovation centres and of the companies so at the end of the process this knowledge is managed and will become and a benefit for all.

**Orona Ideo: decalogue**

1. Dialogue with the area and urban structures
2. Innovation Node: University, Company, R+D+I Centres
3. High Added-Value Technology companies
4. Design that is sensitive towards the landscape and surroundings
5. Bioclimatic Architecture
6. Spaces for Fusion of Activities
7. New concepts of urban accessibility and mobility
8. Renewable energy sources
9. Intelligent energy management: ESCO/Smart Grid
10. Orona Brand. image, museum, Concept Showroom
ORONA

ORONA is a business group with more than four decades of experience, formed by 30 companies in Spain, France, Portugal, United Kingdom, Belgium, The Netherlands, Luxembourg, Norway and Brazil, that employs more than 4,500 people.

Its activity centres on the design, manufacturing, installation, maintenance and modernisation of urban mobility and elevation solutions, such as lifts, escalators and moving walkways. All that from an integral service perspective and for all sectors of application, from residential to commercial, public health, heritage buildings, heavy loads, etc. ORONA is integrated in the MONDRAGON CORPORACION; its cooperatives agglutinate a collective of more than 85,000 people.

ORONA is a globally integrated corporate experience in permanent transformation, committed to social, energy and environmental challenges that innovate to materialise eco-cities and to create wealth and generate value in its surrounds, without mortgaging future resources.

ORONA in figures:

- Business group formed by 30 companies in Spain, France, Portugal, United Kingdom, Ireland, Belgium, the Netherlands, Luxembourg, Norway and Brazil.
- 1 of all 10 new lifts in Europe is Orona
- More than 100 countries have Orona products installed
- 200,000 lifts worldwide with Orona technology
- Number 1 in Europe in terms of capacity for producing complete lifts
- 2 production plants in Europe
- 4,500 highly dedicate workers
- 1st company in the sector worldwide certified in Ecodesign - ISO 14006
- Consolidate sales 2012: 569 Million Euros
- Investment 2012: 60 Million Euros
- Consolidated Results 2012: 83.4 Million Euros