

A close-up photograph of a pair of hands, one older and one younger, gently holding a small green seedling with three leaves. The seedling is growing out of a mound of dark soil. The background is a soft-focus green, suggesting an outdoor setting. The image is framed by a white border.

ETORKIZUNA  
**ERAIKIZ**  
think tank

**GREEN RECOVERY GIPUZKOA**  
**REPORT OF THE 3<sup>rd</sup> MEETING**

15/12/2020

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## ETORKIZUNA ERAIKIZ think tank

### DELIBERATION SPACE ON THE GREEN RECOVERY

Online session, 15 December 2020, 5–7 pm

#### 1. Programme

Timetable	Presentation of the session and theme	Theme	Presenter/Driver
17:00 – 17:05 pm	José Ignacio Asensio	Welcome and presentation of the working document	José Ignacio Asensio
5:05 – 5:15 pm		Review of conclusions and progress of the Climate Committed Citizens project	Mónica Pedreira
5:15 – 5:50 pm		Proposed Framework: What kind of methodologies and tools are being used elsewhere to raise awareness on sustainability challenges?	María Jesús Sanz Sanjoaquin - ECODES
5:50 – 6:00 pm		Presentation of the working dynamic	Miren Larrea
6:00 – 6:55 pm		Group dynamic and full meeting	Representatives of Liga Ciudadana
6:55 – 7:00 pm		Evaluation and end of session	José Ignacio Asensio

#### 2. In attendance

<b>José Ignacio Asensio</b>	Provincial Deputy (Councillor) for the Environment and Hydraulic Works, DFG
<b>Maite Villafruela</b>	Chair of the Basque Institute of Economists
<b>Iñigo Muguruza</b>	Marketing Manager of the Gipuzkoa Chamber of Commerce.
<b>Mónica Pedreira</b>	Director-General for the Environment, DFG
<b>Enrique Aymerich</b>	CEIT - Director of the Water and Health Division (Water and waste research group)
<b>Nerea Errasti</b>	Adviser on the Environment, DFG
<b>Bea Marticorena</b>	Head of the Environment Section of the Environment Office, DFG
<b>Jesús Alquézar</b>	European Commission - Socio-economic analyst and adviser to the European Commission (Directorate-General for the Environment)
<b>Enrique Ramos</b>	Director-General for Hydraulic Works, DFG
<b>David Zabala</b>	Director of Naturklima
<b>Aimar Insausti</b>	Lecturer, EHU-UPV
<b>Leire Goienetxea</b>	Technical secretariat, Green Recovery Think Tank - Eckoing Communication
<b>Miren Larrea</b>	Senior Researcher, Orkestra
<b>Ainhoa Arrona</b>	Orkestra Researcher



### 3. Welcome

José Ignacio Asensio, the Deputy for the Environment and Hydraulic Works at the Provincial Government of Gipuzkoa, welcomed the members of Etorkizuna Eraikiz Think Tank's deliberation group on the green recovery.

He expressed the satisfaction felt by the provincial government, and particularly the Department he represents, for the pace of work being achieved by the group. 'We have started up a train and it is now running at high speed; (...) our expectations are being far exceeded'.

He said that it was planned to have four working groups within the discussion group, but priority had been given to the Circular Economy and Citizens for Climate groups. Today's meeting is for the latter group.



He said that Mónica Pedreira would explain how the previous sessions have gone, and they would then hear from María Jesús Sanz, head of institutional relations at Ecodes and a 'fantastic expert'. He said he thought it would be one of the most interesting sessions held within this panel.

After thanking the participants once again, he handed over to Mónica.

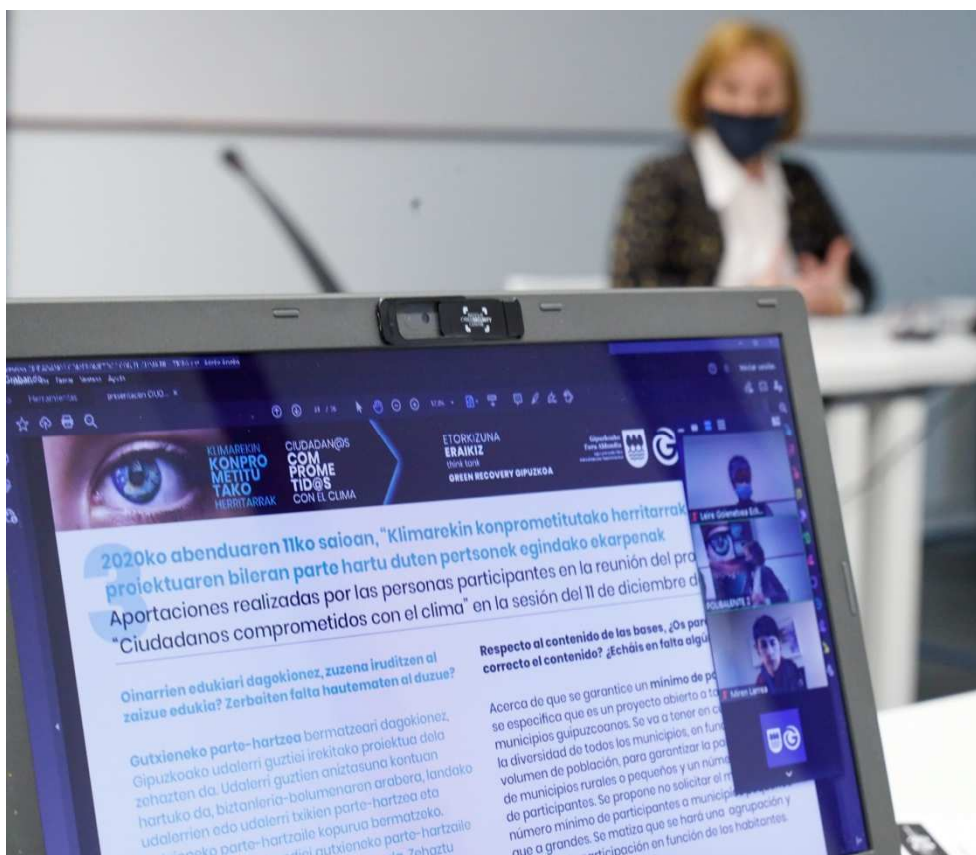


## 4. Review of conclusions and progress of the Climate-Committed Citizens project

Mónica began by reminding the participants that a brief presentation had been held last Friday about what we want to work on in the 'Climate-Committed Citizens' project and said she would like to share the conclusions with them.

She also said that they are preparing the methodological design with the themes they want to address (energy, nature, etc.), and they are working on the catalogue of actions, design of the website and app they want to make available to all citizens, and the campaigns and materials.

She said 'we plan to work from December to March, so that in April, we will have developed the bases, the methodology and the tool. Above all, we will have reached a consensus with you and can be sure that when we launch the challenges (...) we are clear about the targets, the indicators and what we want to achieve'.



Mónica said she did not want to repeat everything that was presented at Friday's meeting, and so she would share 'your main conclusions'. She reminded them that after the presentation, five questions/reflections had been raised.

The [first question](#) related to the rules of the competition: Do you think the content is correct? Do you think there is anything missing? She particularly mentioned the ratios of participation in the established municipalities. 'We need to remember that a project of this magnitude should not err on the side of either minimums or maximums. That's why it is important to establish criteria'. As was said in the presentation, *we will take into account the diversity of all municipalities, depending on the size of the population, to ensure the participation of rural or small municipalities and a minimum number of participants. It is proposed to have different minimum requirements for participant numbers between small and large municipalities.* 'It is clear that (...) we will have to do it proportionally to ensure that the impact it generates is representative'. 'Another issue', she said 'was the possibility of having different people from different municipalities participating'. She said they want the pilot project not only to promote change among the public, but also to enable actions and policies to be better defined. 'So having groupings distorts things for us when it comes to future policies. That's why we think it should be done at the municipal level'.

The [second question](#) raised was: 'Do you think it is feasible for town councils to submit at least two projects so that citizens can vote on which one they want to develop?'. Mónica combined this with a third question that had been posed: 'What do you think of the idea that it should be the citizens who propose the projects to be developed?'. She said that it was concluded that 'we have to involve citizens in order to define actions' but 'they have to be developed in coordination with the local councils'.

The fourth question referred to the prizes and the fact that citizens are rewarded for their participation. 'The feedback we get from all the agents is that while it is important to reward citizens, the prizes should be purely symbolic. Financial incentives motivate people in the short term, but in the long term they don't ensure continuity'.

Mónica described the [fifth question](#) as 'one of the most fundamental for us to follow in the methodological development'. Here the participants were asked their opinion on how the challenges have been structured [focusing on groups, mobility and nature]. 'The conclusion is that you considered that the subject matter was well structured (...) and that you felt that the inclusion of the nature block was very important. This block is an opportunity to work with citizens on aspects of biodiversity, nature, etc. and to reintroduce these values. The EU is clearly saying that we are ignoring

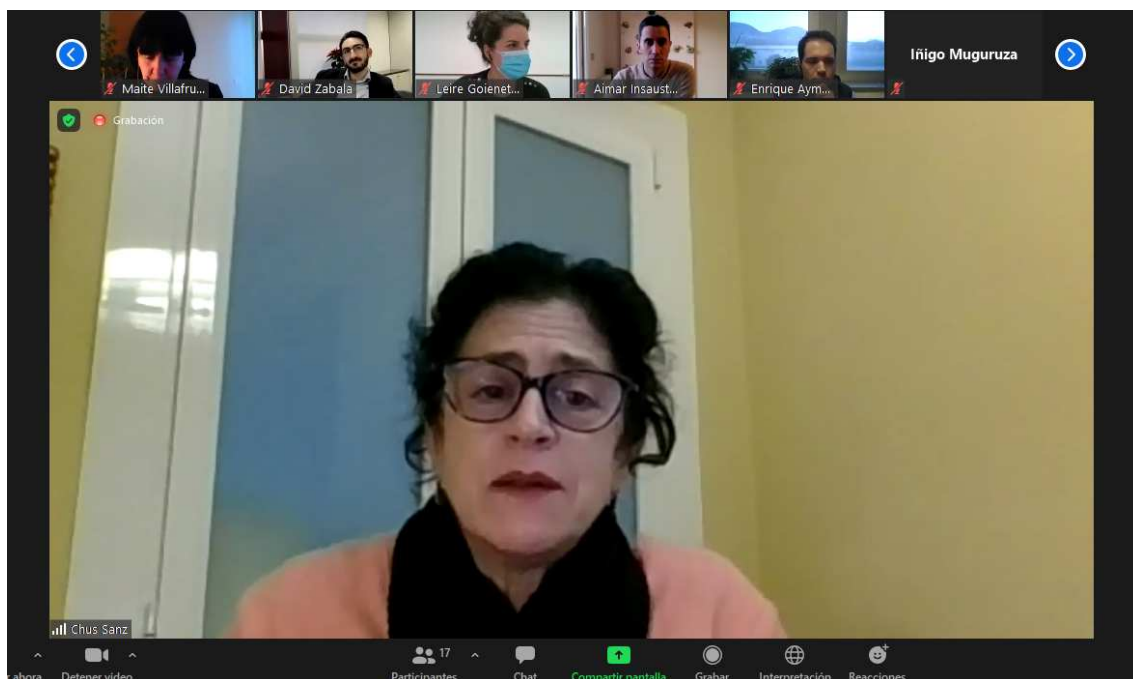
the role of nature in combatting climate change... (...) This project has to help us reconnect with nature. We have to be able to bring nature closer to urban environments (.....) and protect what we know’.

‘These are the conclusions that are being worked on in Gipuzkoa’, she concluded. She said that Maria Jesús Sanz, head of institutional relations at Ecodes, would now talk about different tools and strategies. Addressing Maria Jesús, she said ‘we have given you a glimpse of what we are working on and what we want to do in the future, and we look forward to hearing from you’. She then handed her the floor.

## 5. Presentation by María Jesús Sanz

María Jesús Ruiz began her talk by congratulating the group for the work they have done in the Think Tank, which she describes as ‘ambitious’, saying that the road is difficult. She mentioned a term that a colleague of hers uses, ‘the conversion funnel’, meaning that ‘going from convinced, sensitized citizens (...) is difficult’, and she added that ‘the most important base is communication, and it is difficult’. She said that she had come ‘from the modest organisation in which I work to tell you about our experience’.

She said she would ‘briefly review where we started from and where we have got to’ and would explain three tools and lines of work that are most closely linked to the theme of the citizenry.





‘Ecodes is a foundation that was set up in 1992. Our mission, as shown [here](#) [Wellbeing for all within the limits of the planet], is a very ambitious one. We think it is very important to link people and the limits of the planet, because sometimes the environmental issue has tended to be dissociated from the debate’. She illustrated this point by mentioning the criticism that farmers used to level against the environmental movement, ‘You city folk are more concerned about bustards than about farmers’. This is why communication is so important.

‘In 1992 we did not start out with such an ambitious and novel vision. That came was in 2016 or so, when we carried out a review of our mission and vision’. She said it is an ambitious mission and they are ‘aware that we cannot do it alone, we are looking for accomplices’. She said she thinks the Think Tank’s initiative, targeted at citizens, is a good one and added that ‘we believe that it cannot all be left to the general public, or to organizations. We have to work on ties and partnerships between all of us’. She said they are looking for ‘accomplices among citizens, civil society organizations, companies and public administrations, to accelerate the transition to a green, inclusive and responsible economy, framed in a new governance, through innovation and the creation of bridges and partnerships’.

She went on to explain the work they are doing, saying that ‘the strategy we have followed is to work along three lines. Promoting cultural changes, promoting more sustainable public policies, and promoting a marketplace for sustainability’. She believes that ‘citizens are sometimes ahead of government. We need more ambitious administrations, because we are not able to respond to the public’s demands’. What they are looking for is something similar to the way the climate issue is being worked on: ‘To unite the drive of business organizations, citizens, organized civil society, so that this becomes the driving force that makes and allows our politicians to be more ambitious and courageous and to take measures of greater impact’. She said that the current situation is a ‘climate emergency’ and it requires this type of measures.

‘How have we been working along these lines?’. She explained that they have been doing so through ‘strategic alliances, joint initiatives, collaboration, and conversations...because we think it is important to listen, not just talk... We are very used to talking, but not to listening. It is fundamental to the success of our goal —to

save the planet, no less!— to listen and see what others can contribute. And logically, one of the key words here is “adding”.

Having explained Ecodes’ mission and methodology, María Jesús went on to give a ‘broad outline’ of three specific tools the foundation uses. ‘The *Climate Community*, which is very similar to what you do; The *Forest Archipelago* which includes ‘the vision of nature’, explaining that ‘this nod to nature was not initially included, but has been covered in this project’, and ‘*No Home Without Energy*, which links in to another important area, that of volunteer work’.

She said that the ‘Climate Community’ is ‘a platform to connect and bring visibility to actors who are mobilizing against climate change’. Here Ecodes acts as the executive secretariat. ‘As the driving group, we tried to ensure that all sectors were represented. There is the central government (...), the Global Compact, the green growth group, the Red Cross and the federation of municipalities and provinces...’. Behind all this, there is a web page, which is ‘the meeting place for all these organizations, where we pool all the initiatives that have been set up, together with all the commitments we have made, either individually or as an organization’.

They work around [7 key factors](#). ‘The sum total is important, but it is also important to focus on concrete actions. (...) We are in the middle of a climate emergency and (...) we must take action. (...) This must be done with co-responsibility; we always tend to think that someone else is more responsible’. To illustrate this point, she told the story of a great fire in the jungle, and a little hummingbird that went back and forth to a puddle to gather water to put out the fire. This underlines the idea that ‘A few small individuals end up doing a lot’. Another factor involves ‘meeting with pioneers, with bodies that are working on the frontier, that are at the vanguard, because they will be the driving force of cultural change’. In addition, they also provide tools, and ‘encourage change through imitation, because it is easier to convince people in that way’. Another fundamental factor is ‘cultivating climate hope’, because being too defeatist ‘would just lead us to despair’.

The platform is structured around three axes. ‘(1) help, promote actions and offer tools to act, with those cases and examples, ... (2) to bring visibility to what is being done well (...) and we also believe that this generates a pride in belonging to that community; (3) and mobilising, generating a contagion effect’. Regarding the last of

these axes, she said that like the Think Tank, they are dealing with specific challenges, with water, for example.

María Jesús showed a [picture](#) from the citizen section of the Climate Community website. She explained that there are 7 boxes, with actions related to water, energy consumption, carbon footprint, etc. and that these 7 elements are adapted for different sectors (companies, organizations, public administrations).

She said there was a '[member profile](#)', where 'each one enters what they want to contribute. (...) The seven boxes are closely linked to a reduction target, because we believe that the communication must offer hope, but also specific targets and results'. To help explain this point better, she used [her own profile](#) as an example. The profile 'reflects what you have committed to do; behind each icon there is a real action, and with all these actions, what I get is to avoid 2150 kilograms of carbon emissions per year'. She said it would be necessary to calculate the footprint. Remember that the average footprint for a Spanish person is around 5440 kilograms, whereas it should be around 3500. She said she would personally be within the limits, but 'you know that the goal is to be carbon neutral by 2050' and 'I would still need an important part, something that would measure my impact and based on the analysis of the areas where I can cut down, show ways of improving my habits'. She said that there is nothing in this profile directly linked to nature.

The other tool she presented was the '[Forest Archipelago](#)'. The aims of this initiative are 'to network, bring visibility and mobilize. To bring visibility because it has an ambitious target, to achieve an archipelago of forests with 3 million trees'. She added that 'we cannot achieve this goal alone', and anyway they wouldn't want to because their action is based on co-responsibility. However, 'we want to bring visibility to and communicate what is already being done – and done well'.

She believes that 'lately with the pandemic issue we are turning more to nature, and we are realizing how important it is'. In this regard, she said that 'the tree is the climate action that is closest to our hearts, which roots us most to our land. (...) Forest management gives a very direct response to greenhouse gases' but it also offers an element 'of awareness, heart, showing the public that they need to make a change towards this type of behaviour'.



‘There are different ways of participating in this initiative (and) each planting tells a story’. You can participate ‘as an individual, by making a contribution, and we also encourage everyone to look for environmental organizations that are mobilizing and planting, and to join in and participate in them’.

Another example that María Jesús gave was ‘[No Home Without Energy](#)’. Here, ‘the aim is to accompany those vulnerable families whose economic situation makes it very difficult to take the necessary measures in terms of insulation, electrical appliances...’, that is to say, ‘to reduce energy consumption’. With this project ‘we help them become more aware about lowering consumption’ and provide other actions. These may include ‘low-cost kits, or maybe just a draught excluder or a change in light fittings, or more important support with certain appliances that can lower their consumption’. ‘The most vulnerable families with the least resources, have no comfort, no quality of life, and yet they are still paying exorbitant electricity and energy bills’. Many of these actions are carried out working hand in hand with volunteers.

María Jesús said that this ‘would be another action of citizens for climate, improving wellbeing and curbing energy consumption’.

She said she has included references to the web pages of all the initiatives she has presented, where they can find more information about each one. She ended her presentation by saying ‘I believe we all have to work together to achieve these actions that are being addressed from different parts of the planet and territory, because the challenge is an important and complicated one: to be carbon neutral and neutral in consumption of natural resources by 2050’.

Leire Goienetxea then took the floor and said that María Jesús ‘had talked about some very interesting things’. She stressed that ‘We are at a key moment’, referring to the Paris Agreement and the fact that all countries are now emphasizing the fact that ‘we are in the midst of a climate emergency’. Therefore, ‘this is not the time for speeches, it is a time for action’ and ‘it is up to us to act’. She added; ‘I really liked your structure, and it will be helpful to inspire us in our actions’. She said that the profile María Jesús had shown them, with information on the impact of her actions was a very good choice.

She then opened the floor to questions for the speaker.

Miren Larrea, referring to the exercise that will follow for a participatory evaluation, asked the speaker if 'you are considering the issue of evaluation; is it possible to evaluate, to measure whether targets are being met... Our aim is to change citizens' attitudes. Do you have any experience in this?'

María Jesús Sanz said she has the 'impression we are going slower than we would like'. But she gave the *Climate Community* as an example, in which impacts are measured in terms of people signing up, the amount of information being sought, etc. In any of the actions they propose, they always propose this type of assessment and evaluation.

## 6. Presentation of the working dynamic

Miren Larrea took the floor and said that before the group work dynamic she wanted to explain 'how the exercise has been focused, and the role of this group in the Green Recovery group as a whole'.

She referred to the [image](#) 'which we use to share what we are trying to achieve in this first stage of the Think Tank. We said that we designed this thinking that there would be a series of deliberative workshops, but these have to have an impact on actions. It's not a matter of just deliberating for the sake of deliberating, but of trying to influence specific actions'. In the case of this group, the actions would be the four projects that had been defined. 'In this first phase we are going to work on two issues, citizen involvement and circular economy'.

She went on to say that they have been 'thinking about what methodology would be best to accompany this group's objective. Because it is not a project in itself, but a space for deliberation that should accompany the projects'. She said they felt that the best thing would be participatory evaluation, which is 'what inspired us in the design of today's session, and what we put forward as a framework'.

She also went over the deliberation agenda, which will include sessions of the Climate Action League and the Circular Economy group. 'Each project will be worked on every two months and we will try to conduct this participatory evaluation exercise at the meetings, so that proposals can be made to improve the way the projects are operating'.

She then explained the main features of participatory evaluation, using a [table](#) based on the work of Marian Díez, researcher at the University of the Basque Country who specialises in participatory evaluation. Miren Larrea said that the table compares participatory evaluation with conventional evaluation in a series of elements.

- Who? 'In conventional evaluation it is usually carried out with external experts, because there is always a bias if we evaluate ourselves. In participatory evaluation, the important thing is precisely for those of us who are part of the process to conduct the evaluation'. That is why in the table they have put that it will be the policy makers and representatives of the ecosystem who perform the evaluation. 'It will be those of us who are involved who carry out the evaluation exercise'.

- What? 'In conventional evaluation, you decide at the outset what you need to achieve and if those goals change, you think it's not working. In participatory evaluation, the important thing is to learn. And we will gradually redefine the criteria for success. At the beginning, what we visualize as a result is fixed, but if we learn and change along the way, there's no problem, because the goal is to evolve'.

- How? 'In conventional evaluation, the distance between the evaluation team and the programme managers is considered very important, to ensure that there is no undue influence'. However, 'here it is a shared reflection, so we are going to collaborate and work together without that distance'.

- When? Conventional evaluation is usually performed at the end, but 'in participatory evaluation it has to be done during the process, because the whole aim is to adapt. It's a process that is already underway.'

- Why? 'In conventional evaluation, we talk about summative evaluation, to decide whether or not to continue with a programme. In participatory evaluation, we want to learn in order to improve. We are not deciding whether to do it or not; the aim of this process is to learn'.

And so, Miren said, 'we have proposed a [dynamic](#) inspired by this scheme, which Leire will now present'.

Leire Goienetxea took the floor, saying that 'we will work on creating a time axis for the project, based on different time frames — short, medium and long term'. For this purpose, they will answer two questions for each deadline: 'What is the objective



of this process?’ and ‘What evidence will we be able to collect to see whether the target has been met?’.

She said that ‘what comes out of this exercise does not have to set a standard. It should serve to give us an idea of what we want to achieve in the future. This will gradually change as the process develops’.

She explained that there will be two groups, and that first there will be an individual reflection (10 minutes), to compile the reflections on the three questions and on what María Jesús Sanz and Mónica Pedreira have said. They can enter their reflections in the [templates](#) that she has sent out for this purpose. She asked everyone to email their thoughts back to her. These answers will later be shared in the working groups and they will reflect on them together as a group. She said that she and Miren Larrea would each be in one of the groups. They would collect the contributions, which would be used to advance the Think Tank.

Time was then given for individual reflection, followed by group discussions. After approximately 45 minutes, the group work ended, and they returned to the plenary session.

## 7. End of the session

Leire Goienetxea closed the session, thanking everyone for their participation. She also thanked Mónica Pedreira and María Jesús Sanz for their ‘enriching contributions’, and conveyed María Jesús’ apologies for not having been able to stay to the end as she had another commitment. Likewise, she said, Mónica had also been unable to stay.

She thanked the group again, asked the participants to fill in the [evaluation of the session](#) (and posted the link on the chat) before leaving the room, and taking her leave of them until the next session.

## 8. Appendices

### a. Working Document No. 3

#### DELIBERATION SPACE ON THE GREEN RECOVERY

##### Working Document No. 3

15 December 2020

This Working Document No. 3 is a follow-up to the reflection begun with Working Document No. 1 on four projects proposed by the Provincial Government of Gipuzkoa as part of the pillars of its action to respond to the challenge of green recovery. It adds to this reflection the contribution of participants at the workshop on 22 September. With these inputs, it is proposed to develop a deliberative agenda taking in the perspectives of both the Provincial Government and the participants.

One of the reflections arising from the last workshop is that further work is needed on some areas of the processes proposed, effectively but at a sufficiently gradual rate to allow criteria for action in the process to be defined. Consequently, in the initial stage of the Think Tank (June 2020-June 2021) it has been decided to address deliberation processes linked to two projects:

- Gipuzkoa 2050: 100% circular territory
- Climate Action League

After this stage, further deliberation processes will begin to accompany the Youth for Climate and Green Taxation for Gipuzkoa projects.

This new session of the Green Recovery Think Tank will centre on the **project Climate-Committed Citizens (Ciudadan@s Comprometidos por el Clima)** and will seek to answer the question **‘What types of methodologies and tools are being used elsewhere to raise awareness among citizens about the challenges of sustainability?’**. The following section contains the reflections shared by participants during the process of defining an agenda for deliberation. Although the contributions have been edited for inclusion in this document, they have been kept in verbatim form.

#### Climate-Committed Citizens

‘Taking into account the current global population, it is necessary to make an effort to change things in 10 years but focusing at the same time on practices with a clear environmental target, of reducing the carbon footprint. In this regard, the challenge to be proposed to the citizens must have a clear environmental objective and a carbon reduction target’.

‘We are in an adverse environment (lack of mobilization, lack of motivation, discouragement). The greatest concern at the moment is economic, combined with a profound crisis that calls into question the currently prevailing model of urban settlement. Beyond best practice on the urban way of life, we should propose introducing an axis that will promote a change in criteria in the search for new ways of life (with or without teleworking) and the recovery of traditional trades and re-population of rural areas. I would also introduce textiles into the mix, since this is one of the most pollutant of all industries. The current state of atmospheric pollution is linked to certain trends that are not going to change, however much effort we make now. Such a change is

inviability. At the same time, the social organization has changed, and families/households no longer produce anything; they are simply consumers. People need to go back to generating things’.

‘This concept, the ‘prosumer’, is beginning to re-emerge in association with the food and energy sectors’.

‘It will be important to recognize and bring visibility to the effort made by the participants in the challenge – not so much in terms of quantified achievements (kW saved, etc.), but in terms of interest, effort, etc. For example, a display panel showing how the municipalities are getting on in the competition. The municipalities must also be able to select a project that is important for them, based on the opinion of those taking part’.

‘This project will need to be linked to the European Commission’s Climate Pact, which has not yet been launched. The Cristina Enea Foundation has already held workshops with young people, one of them co-organised with the Commission as part of the CITIZENV project, and it has contacts with associations, etc. It also supports the workshops of the ‘+55s’, environmentally conscious veterans. You should contact them’.

‘When it comes to project monitoring, there are mobile phone apps that allow you to take notes on the actions being developed. This type of technology might prove useful. At the same time, it is important to focus the project on the green economy, green restructuring to activate the local economy along these lines’.

Based on the above contributions, the following agenda for deliberation has been proposed. The topics to be discussed at each session will be determined according to the progress of each project.

DAY	PROJECT
15 December 2020	Climate-Committed Citizens <sup>1</sup>
26 January 2021	100% Circular Gipuzkoa 2050
23 February 2021	Climate Action League <sup>2</sup>
30 March 2021	100% Circular Gipuzkoa 2050
27 April 2021	Climate Action League
25 May 2021	100% Circular Gipuzkoa 2050

<sup>1</sup> The problem raised in the context of this project is that new tools are needed to help to attract citizens to processes of behavioural change in everyday life related to consumption of energy, water, resources, waste, etc.

<sup>2</sup> The problem raised in the context of this project is that there are barriers to the introduction of circular materials both because of the level of awareness among citizens/companies and because of the lack of mandatory frameworks or criteria.



## b. Results of the dynamic

### Individual reflections

*Note: each row shows a reflection by a different participant*

Timescale: May 2021	
Target:	Evidence:
To ensure that a certain percentage of citizens are aware of the actions that are going to be proposed in this project.	<ul style="list-style-type: none"> <li>Number of entries on the website and type of queries.</li> </ul>
LAUNCH OF THE CALL TO TOWN COUNCILS. RECRUITMENT OF PARTICIPATING CITIZENS AND FORMATION OF THE GROUPS (AND MUNICIPALITIES) THAT WILL COMPETE IN THE CHALLENGE	-
Take advantage of new situations to raise citizens' awareness of the climate emergency: new US president, pandemic and new lifestyles (telecommuting, transportation, etc.)	-
PUBLIC AWARENESS AND INVOLVEMENT	<ul style="list-style-type: none"> <li>Identify the pandemic as an opportunity for greater public awareness: for example, during the confinement, air quality, transport, noise and light pollution have all improved considerably...</li> <li>Try to bring citizens closer to these targets in a 'friendly' and gradual fashion. Today I saw an interview with Macron where he said that only 5 or 6 years ago, governments were encouraging people to buy diesel cars, encouraging consumption, air travel, etc. ... That cannot change overnight, it must be a gradual process of awareness-raising.</li> <li>'To 'use' the proximity of town councils at a local level to involve the administration and all its social groups more.</li> </ul>
To have a methodology that generates consensus in terms of content, challenges to be raised, areas to evaluate and means of evaluating, which is tested through an experience with a reasonable time frame (May is very tight).	<ul style="list-style-type: none"> <li>To have an application (first on the web, and possibly a mobile app) to address the experience in a gaming format.</li> <li>Number of participants in the experience, and level of participation (number of items, or passing a certain threshold).</li> <li>Attract the interest of public bodies (initially, municipalities) and individuals</li> </ul>
Knowledge and attraction	<ul style="list-style-type: none"> <li>A certain percentage of the population:</li> <li>is aware of the problem of Climate Change on a global scale.</li> <li>is aware of the problems of Climate Change in Gipuzkoa</li> </ul>

	<ul style="list-style-type: none"> <li>• is aware of the need and urgency to act (essential and unpostponable)</li> <li>• is aware that their contribution is important.</li> <li>• knows about these initiatives from the Provincial Government (Climate-Committed Citizens)</li> </ul>
<b>Timescale: 2023</b>	
<b>Target</b>	<b>Evidence</b>
To get a percentage of citizens to participate in these actions.	<ul style="list-style-type: none"> <li>• Participation in the program. Platform.</li> <li>• Use the programme platform to measure what percentage is engaged and to what degree.</li> </ul>
GENERAL MOBILISATION OF THE PEOPLE OF GIPUZKOA IN FAVOUR OF THE CLIMATE	<ul style="list-style-type: none"> <li>• Successful, participatory campaigns.</li> <li>• Improvement in indicators of compliance with challenges in combatting climate change in households (housing and citizen mobility)</li> <li>• Evidence of progress in terms of a civic culture of combatting climate change (through perception surveys: co-responsibility, motivation, replication of attitudes in the workplace, etc.)</li> </ul>
Assuming that the pandemic has been overcome, the influence of a combined long-term crisis (climate change) with a shorter-term crisis (Covid-19). Citizens have had to change certain habits, and these have to be consolidated. Important work in schools, which should be supported.	
ACHIEVE CLEAR PROGRESS ON OBJECTIVE ENVIRONMENTAL INDICATORS AND DATA	<ul style="list-style-type: none"> <li>• Over the next 3 years we should already have seen a clear improvement in these aspects and others, such as mass use of <i>Passivhaus</i> construction techniques, clear commitment to electric vehicles, sustainable forms of transport, sustainable consumption habits, both environmentally and socially (working conditions, etc...)</li> </ul>
Repeat of the 2021 initiative, with a broader scope in 2022 and 2023.	<ul style="list-style-type: none"> <li>• Increase in number of participants.</li> <li>• Greater development of challenges and actions, and level of participation with a greater number of items with different levels of difficulty-commitment.</li> <li>• Attraction of interest among non-participating organisations (municipalities and others) and individuals.</li> </ul>
Initial commitment, action and change in habits (interaction and conversion)	<ul style="list-style-type: none"> <li>• Percentage of people who say they are committed to the climate (who carry out actions of some kind) -&gt; by degrees of commitment: none / not very / partially / quite a lot / totally.</li> <li>• Percentage of all citizens who are committed + degree of commitment among those who are committed (Who, based on the platform to be set up and the commitments made?)</li> </ul>

Timescale: 2030	
Target	Evidence
To have measurable results of the actions carried out.	<ul style="list-style-type: none"> <li>• Measurable improvements in resource consumption or waste generated by municipalities. Naturklima.</li> <li>• Select the most interesting actions in Gipuzkoa from the 'Community for the Climate' action catalogue.</li> </ul>
REDUCTION OF CARBON EMISSIONS ATTRIBUTABLE TO HOUSEHOLD PRACTICES (housing and civic mobility) FOR THE PERIOD 2021-2030 (the first emission reduction horizon in the Gipuzkoa Klima 2050 strategy)	<ul style="list-style-type: none"> <li>• Examples of quantitative indicators: reduction of energy consumption per capita in households, reduction of waste generation per inhabitant, etc.</li> <li>• Evidence of consolidation of a civic culture of combatting climate change (through perception surveys: co-responsibility, motivation, replication of attitudes in the workplace, etc.)</li> </ul>
In 10 years' time, the targets should be very ambitious: drastic reduction in carbon footprint at both 'industry' and 'citizen' level': new modes of transport, renewable energies, reduction of dependence on third countries (China, etc.) for consumer goods, etc.	-
TO HAVE A CLEAR REGULATION THAT 'OBLIGES' CITIZENS TO ADOPT THESE CLIMATE COMMITMENT HABITS AND ACTIONS, NOT ONLY ON A VOLUNTARY BASIS, BUT AS A LEGAL REQUIREMENT.	<ul style="list-style-type: none"> <li>• In 10 years' time, we will have to have overcome many of the habits and actions we take for granted today. Just as we find some of the attitudes towards equality, sexism, etc that were viewed as relatively normal 10 or 15 years ago unacceptable today, the same should be true in the area of climate commitment.</li> <li>• In 10 years there are issues that can no longer be left up to the 'good will' of individuals or their greater or lesser personal commitment. They must be accompanied by legislation that establishes directives and obligations for citizens in their work and personal environments, etc...</li> </ul>
Diversification of the initiative to different contexts (school, business, associations, sport, leisure) and roles (the citizen not only in domestic terms, but also as a worker, student, sportsperson, etc..)	<ul style="list-style-type: none"> <li>• Web and/or mobile app oriented towards different contexts and roles. Gaming generates community (participants give each other feedback).</li> <li>• Number of contexts and roles activated, number of organisations and participants.</li> <li>• Measure the real impact on the sustainability of the territory; currently there are environmental observatories, which should measure the behaviour and its impact in terms of sustainability.</li> </ul>
Total commitment to climate/loyalty	<ul style="list-style-type: none"> <li>• Similar</li> <li>• Amount of platform usage</li> </ul>

## Group reflections

*Note: one of the groups submitted a joint sheet (shown below). The other group did not add anything to the individual reflections. However, they did highlight the following ideas:*

- The whole group believes that the initiatives proposed by María Jesús Sanz, as well as the page where you can measure your environmental footprint and set a target is something that could be applied in Gipuzkoa, through which people's commitment can be measured.
- Gamification: this has been mentioned frequently as a tool for connecting people with the same concerns.
- Another action that came up a lot was: measuring how each municipality is doing and making this data public in order to raise awareness.
- The use of public influencers to raise awareness was also discussed. Everyone thinks this instrument has its dangers but is very effective if you know how to use it properly.

### Timescale: May 2021

**Target:** To have launched the call to municipal councils and for municipal councils to already have decided on the groups of citizens who are going to participate

**Evidence:**

- Number of participating municipalities
- Number of participating citizens in each municipality
- Supplementary targets might include:
- Using evidence generated during the pandemic (improvement of some environmental indicators) to strengthen awareness-raising.
- Intensifying the relationship with local councils

### Timescale: 2023

**Targets:**

- To achieve a general social mobilization (to awaken, re-enthuse and generate climate hope amongst a significant number of citizens)
- To have a system of process indicators
- We need to start seeing a trickle of new regulations (fiscal instruments, contracting, regulatory mechanisms)

**Evidence:**

- In terms of measuring mobilization, the 'snapshot' María Jesús Sanz showed was interesting.
- The system of indicators can be measured in terms of the number of new indicators

### Timescale: 2030

**Target:**

- To change habits in such a way that carbon emissions at household and individual level are seen to have been reduced.
- More far-reaching regulations to ensure that transformation does not depend on sustaining awareness over time.

**Evidence:**

- Indicator system by blocks: energy consumption in households, waste etc.

## c. Presentation of Climate-Committed Citizens



### Urriaren 16ko saioaren alderdirik azpimarragarrienak eta gogoetak Aspectos más destacados de la sesión del 16 de octubre y reflexiones

#### PERTZEPZIOARI BURUZKO INKESTA

#### SOBRE LA ENCUESTA DE PERCEPCIÓN

- La ciudadanía otorga **importancia a la lucha contra el Cambio Climático.**
- Mayor implicación de la **industria, empresas y administraciones públicas.** Papel destacado de la DFG como administración referente.
- Herritarrek **garrantzia** ematen diote **klima-aldaketaren aurkako borrokari.**
- **Industriaren, enpresen eta administrazio publikoen** inplikazio handiagoa. **GFaren** zeregin azpimarragarria erreferentziazko administrazio gisa.



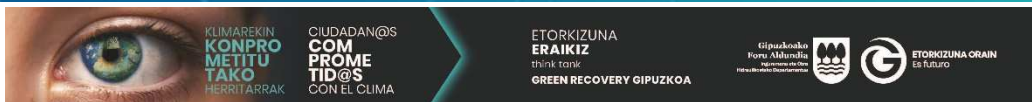
### Urriaren 16ko saioaren alderdirik azpimarragarrienak eta gogoetak Aspectos más destacados de la sesión del 16 de octubre y reflexiones

#### PERTZEPZIOARI BURUZKO INKESTA

#### SOBRE LA ENCUESTA DE PERCEPCIÓN

- Elevado % de ciudadanía **dispuesta a modificar hábitos** (si no supone restricciones adicionales a su día a día).
- Debate sobre:
  - LA DISTANCIA ENTRE LA **DISPOSICIÓN MANIFESTADA Y LA DISPOSICIÓN REAL A LA ACCIÓN POR EL CLIMA:** CAPACIDAD PARA EL CAMBIO QUE SUPONE UN ESFUERZO.
  - LA **RESPONSABILIDAD ES DE "OTR@S".**
- **Ohiturak aldatzeko prest** dauden herritarren ehuneko handia (eguneroko bizitzan murrizketa gehigarriak ez badakarte).
- Honako gai hauei buruzko eztabaida:
  - **KLIMAREN ALDE JARDUTEKO** ADIERAZITAKO PRESTASUNAREN ETA **BENETAKO** PRESTASUNAREN ARTEKO ALDEA: AHALEGINA DAKARREN ALDAKETARAKO GAITASUNA.
  - **ERANTZUKIZUNA "BESTEENA" DA.**





## Urriaren 16ko saioaren alderdirik azpimarragarrienak eta gogoetak

### Aspectos más destacados de la sesión del 16 de octubre y reflexiones

#### PERTZEPZIOARI BURUZKO INKESTA

##### SOBRE LA ENCUESTA DE PERCEPCIÓN

- Las valoraciones de la ciudadanía –de cualquier edad- “en masa”: ni para lo bueno, ni para lo malo. Suma de individualidades. Huir de estereotipos.
- Las **instituciones públicas** tienen la **misión de** –“apostar y arriesgar”– **recordar** la imperiosa **necesidad de cambio**, así como de **mantener la convicción sobre la capacidad de la ciudadanía para los cambios que suponen pequeños esfuerzos**:
- Herritarren –edozein adinetakoen– balorazioak, “trumilka”: ez onerako, ez txarrerako. Individualitateen batura. Estereotipoetatik ihes egitea.
- Erakunde publikoen eginkizuna** da aldatzeko dagoen premia handia **gogoraraztea** –“apustu egitea eta arriskatzeta”– eta **herritarrek ahalegin txikiak dakartzaten aldaketak egiteko duten ahalmenaren inguruko uste osoari eustea** eta, horretarako:



## Urriaren 16ko saioaren alderdirik azpimarragarrienak eta gogoetak

### Aspectos más destacados de la sesión del 16 de octubre y reflexiones

#### PERTZEPZIOARI BURUZKO INKESTA

##### SOBRE LA ENCUESTA DE PERCEPCIÓN

- OFRECIENDO SOLUCIONES ALTERNATIVAS
- MODULANDO LAS EXIGENCIAS: PEQUEÑAS, GRADUALES, PARTICULARIZADAS, BENEFICIOSAS, ETC. “NO NECESARIAMENTE POPULARES”.
- MANTENIENDO VIVO EL DIÁLOGO.
- SOLUCIO ALTERNATIBOAK ESKAINTZEA
- ESKAKIZUNAK MODULATZEA: TXIKIAK, MAILAZ MAILAKOAK, PARTIKULARIZATUAK, ONURAGARRIAK ETA ABAR, “BETI HERRITARREN GUSTUKOAK EZ DIRENAK”.
- ELKARRIKETARI EUSTEA.



## Urriaren 16ko saioaren alderdirik azpimarragarrienak eta gogoetak

### Aspectos más destacados de la sesión del 16 de octubre y reflexiones

#### PROIEKTUA: KONTZIENTZIAZIOZTIK EKINTZARA.

##### SOBRE EL PROYECTO: DE LA CONCIENCIACIÓN A LA ACCIÓN

- La ciudadanía es una **palanca principal** del cambio: protagonismo de las **personas**, respaldadas por sus Ayuntamientos.
- La dificultad de llegar: **Más difícil en estos momentos vs. Precisamente en estos momentos**. Sin apabullar con grandes mensajes planetarios
- Invitación a la **acción individual responsable**, en favor de un **compromiso con la colectividad**.
- Herritarrek aldaketaren **eragile nagusiak** dira: **pertsonen** protagonismoa, udalen babesarekin.
- Iristeko zailtasuna: **Zailago garai honetan vs. Hain zuzen ere garai honetan**. Mezu planetario handiekin nekatu gabe.
- Kolektibitatearekiko konpromiso** baten aldeko **ekintza indibidual arduratsura** bultzatzea.



## Urriaren 16ko saioaren alderdirik azpimarragarrienak eta gogoetak

### Aspectos más destacados de la sesión del 16 de octubre y reflexiones

#### PROIEKTUA: KONTZIENTZIAZIO TIK EKINTZARA.

#### SOBRE EL PROYECTO: DE LA CONCIENCIACIÓN A LA ACCIÓN

- Formulaci3n de **retos sencillos, claros y abordables** por todas las personas: la importancia de lo **atractivo** –y del marketing bien entendido.
- Importancia de **selecci3n de la buena informaci3n –de las buenas ideas–** para pasar a la acci3n. Much@s ciudadan@s + Unas pocas acciones b3sicas
- Combinaci3n de acciones restrictivas con otras de refuerzo positivo. **Equilibrio**.
- **Erronka sinpleak, garbiak** eta pertsona guztiek **aurre egiteko modukoak: erakargarritasunaren** (eta marketinaren, behar bezala ulertuta) garrantzia.
- **Informazio ona (ideia onak) hautatzearen** garrantzia ekintzarako urratsa egiteko. Herritar asko + oinarritzko ekintza gutxi.
- Murrizketa-ekintzen eta errefortzu positiboko beste ekintza batzuen konbinazioa. **Oreka**.



## Urriaren 16ko saioaren alderdirik azpimarragarrienak eta gogoetak

### Aspectos más destacados de la sesi3n del 16 de octubre y reflexiones

#### PROIEKTUA: KONTZIENTZIAZIO TIK EKINTZARA.

#### SOBRE EL PROYECTO: DE LA CONCIENCIACIÓN A LA ACCIÓN

- Importancia de **bajar la convocatoria a nivel ciudadano:** capacidad de **movilizaci3n (apoyo agentes)**.
- Captaci3n de **perfiles y colectivos diversos:** en edad, g3nero, territorio, conocimiento...
- Sentido de sana **competici3n** y tambi3n de **reconocimiento** del esfuerzo realizado.
- **Deialdia herritarren mailara jaistearen** garrantzia: **mobilizaziorako ahalmena (eragileen babesak)**.
- Adinaren, generoaren, lurraldearen, ezagutzaren eta abarren araberako **askotariko profilak eta kolektiboak**.
- **Lehia** zintzoaren eta egindako ahaleginaren **aitorpenaren** zentzua.



## Urriaren 16ko saioaren alderdirik azpimarragarrienak eta gogoetak

### Aspectos más destacados de la sesi3n del 16 de octubre y reflexiones

#### PROIEKTUA: KONTZIENTZIAZIO TIK EKINTZARA.

#### SOBRE EL PROYECTO: DE LA CONCIENCIACIÓN A LA ACCIÓN

- **Medici3n** del grado del cumplimiento de los retos: equilibrio entre el valor de lo cuantitativo y de lo cualitativo. Acompa1amiento a lo largo del proceso.
- Refuerzo del **compromiso post-proyecto:** integraci3n de los h3bitos en el d3a a d3a.
- **Municipios ganadores:** proyectos compartidos con l@s participantes, escala local, prestigio municipal, comunicaci3n...
- Erronken betetze-mailaren **neurketa:** alderdi kuantitatiboaren balioaren eta alderdi kualitatiboaren balioaren arteko oreka. Laguntza prozesu osoan.
- **Proiektuaren ondorengo konpromisoa** sendotzea: ohiturak eguneroko bizitzan xertatzea.
- **Udal-erri irabazleak:** parte-hartzaileekin partekatutako proiektuak, tokiko eskala, udal-ospea, komunikazioa...





## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

Avance sobre las bases del concurso y catálogo de retos

### LEHIAKETAREN OINARRIAK

#### BASES DEL CONCURSO

- Constituyen el documento **regulador** del concurso.
- Establecen los **requisitos** de participación y los **compromisos** adquiridos en el proyecto; por parte de la DFG, de los ayuntamientos y de l@s ciudadan@s participantes.
- Incluyen la **información esencial** sobre los retos a implantar.
- Describen el **cronograma** de implantación del proyecto.
- Lehiaketa **arautzen duen** dokumentua osatzen dute.
- Parte hartzeko **betekizunak** eta proiektuan hartutako **konpomisoak** ezartzen dituzte: GFarenak, udalenak eta parte hartzen duten herritarrenak.
- Ezarri beharreko erronkei buruzko **funtsezko informazioa** biltzen dute.
- Proiektuaren ezarpenaren **kronograma** deskribatzen dute.



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

Avance sobre las bases del concurso y catálogo de retos

### LEHIAKETAREN OINARRIAK

#### BASES DEL CONCURSO

- Determinan la **metodología** de evaluación de resultados, los **premios** y los requerimientos para poder beneficiarse de los mismos.
- Disponen el procedimiento de **inscripción**.
- **Recursos**, canales y herramientas disponibles en el proyecto.
- Otra **información de interés**: directrices de comunicación, por ejemplo.
- Emaitzak ebaluatzeko **metodologia, sariak** eta haiek lortu ahal izateko betekizunak finkatzen dituzte.
- **Izena emateko** prozedura xedatzen dute.
- Proiektuan eskuragarri dauden **baliabideak**, kanalak eta tresnak.
- **Intereseko beste informazio** batzuk: komunikazio-jarraibideak, adibidez.



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

Avance sobre las bases del concurso y catálogo de retos

### NORI ZUZENDUTA DAGO PROIEKTUA?

#### ¿A QUIÉN VA DIRIGIDO EL PROYECTO?

Principalmente a **todos los hogares guipuzcoanos**, para la mejora de sus prácticas diarias. Se seleccionarán varios grupos de personas (cada grupo asociado a un municipio y respaldado por el mismo).

Nagusiki **Gipuzkoako familia guztiei**, eguneroko jardunbideak hobetu ditzaten. Hainbat pertsona talde hautatuko dira, eta talde bakoitza udalerrri bati lotuta egongo da eta udalerrri horren babesa jasoko du.



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

Avance sobre las bases del concurso y catálogo de retos

### NORI ZUZENDUTA DAGO PROIEKTUA?

#### ¿A QUIÉN VA DIRIGIDO EL PROYECTO?

- Las bases están dirigidas a los **municipios de Gipuzkoa** que quieran participar.
- Los **municipios son los encargados de captar** ciudadan@s para que implanten acciones.
- El proyecto busca que sean **las personas**, a título individual, quienes adopten cambios de hábitos en una o varias de las líneas de actuación que se proponen.

➤ **Oinarriak** parte hartu nahi duten **Gipuzkoako udalerriei zuzenduta daude.**

➤ **Udalerriek erakartzen dituzte** herritarrak, ekintzak ezar ditzaten.

➤ Proiektuaren xedea da proposatzen den jarduketa-ildo batean (edo batzuetan) **pertsonek** ohiturak aldatzea.



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

Avance sobre las bases del concurso y catálogo de retos

### UDALERRIEN KONPROMISOAK

#### COMPROMISOS DE LOS MUNICIPIOS

- Lograr una **participación mínima de su ciudadanía**, activando su compromiso con algunas de las acciones contempladas en el catálogo.
- **Apoyar a DFG en las tareas de dinamización y comunicación** de la información pertinente para ayudar en el cambio de hábitos. (Podrán contar con la colaboración de las Agencias de Desarrollo Local u otros Entes Municipales).

➤ **Herritarren gutxieneko parte-hartze** bat lortzea, eta katalogoan jasotako ekintza batzuekiko konpromisoa gauzatzea.

➤ **GFA dinamizazio-zereginetan** eta bidezkoa den informazioa **komunikatzeko zereginetan babestea**, ohiturak aldatzeko prozesuan laguntzeko. (Toki-garapenerako agentzien eta beste udal-entitate batzuen laguntza jaso ahal izango du).



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

Avance sobre las bases del concurso y catálogo de retos

### UDALERRIEN KONPROMISOAK

#### COMPROMISOS DE LOS MUNICIPIOS

- **Apoyar a la DFG tanto en la convocatoria como en la realización** de las sesiones a celebrar (que se realizarán, en función de las condiciones sociosanitarias, en formato digital o presencial).
- Participar, junto a la DFG, en el **seguimiento de la implantación** de las acciones por parte de la ciudadanía.

➤ **GFAri** egin beharreko saioen **deialdian zein saio horiek egiteko garaian laguntzea** (saioak, baldintza soziosanitarioen arabera, formatu digitalean edo presentzialean egingo dira).

➤ **GFArekin batera**, herritarrek ezarritako **ekintzen jarraipenean** parte hartzea.





## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### UDALERRIEN KONPROMISOAK

#### COMPROMISOS DE LOS MUNICIPIOS

➤ Puesta a disposición de los medios de comunicación/redes sociales del Ayuntamiento para la divulgación del concurso (Con arreglo a las determinaciones de comunicación de la DFG).

➤ Udalaren komunikazio-baliabideak/sare sozialak lehiaketa zabalteko erabiltzea (GFaren komunikazio-zehaztapenei jarraikiz).



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### HERRITARREN KONPROMISOAK

#### COMPROMISOS DE LA CIUDADANÍA

➤ Inscribirse voluntariamente en la iniciativa.

➤ Comprometerse con la implantación de las medidas propuestas en el proyecto.

➤ Responder a las tareas de seguimiento y a los mecanismos de valoración iniciales y finales.

➤ Participar en las sesiones que se ofrezcan en el marco del proyecto.

➤ Ekimenean borondatez izena ematea.

➤ Proiektuan proposatutako neurriak ezartzeko konpromisoa hartzea.

➤ Jarraipen-zereginei eta hasierako eta amaierako balorazio-mekanismoei erantzutea.

➤ Proiektuaren esparruan eskaintzen diren saioetan parte hartzea.



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### SARIAK

#### PREMIOS



➤ Inversión en proyectos relacionados con los retos y medidas trabajados en el marco del proyecto.

➤ Se seleccionará el proyecto de entre los más votados por parte de la ciudadanía.

➤ Inversión a realizar a lo largo del año 2022.

➤ Proiektuaren esparruan landutako erronkei eta neurriei lotutako proiektuetan egindako inbertsioa.

➤ Proiektua herritarren boto gehien jaso dituztenen artean hautatuko da.

➤ 2022an egin beharreko inbertsioa.





## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### ERRONKEN EGITURA ESTRUCTURA DE RETOS







#### HOGAR

##### COMPRA Y CONSUMO RESPONSABLE:

-  **Energía.** Medidas de ahorro y eficiencia.
-  **Alimentación.** De la granja a la mesa (despilfarro, km 0, producto de temporada).
-  **Textil.** Compra circular.
-  **Agua.** Medidas de ahorro y eficiencia.

#### ETXEA

##### EROSKETA ETA KONTSUMO ARDURATSUA:

-  **Energía.** Aurrezpen- eta efizientzia-neurriak.
-  **Elikadura.** Landetxetik mahaira (zarrastelkeria, 0 km-a, garaiko produktua).
-  **Ehun-gaiak.** Erosketa zirkularra.
-  **Ura.** Aurrezpen- eta efizientzia- neurriak.



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### ERRONKEN EGITURA ESTRUCTURA DE RETOS



#### HOGAR

##### ECONOMÍA CIRCULAR EN EL HOGAR

-  Reduce, reutiliza, recicla. En todas las fracciones.

#### ETXEA

##### EKONOMIA ZIRKULARRA ETXEAN

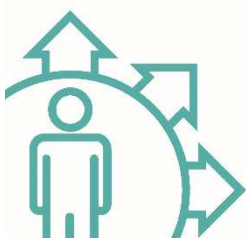
-  Murriztu, berrerabili, birziklatu – frakzio guztietan.



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### ERRONKEN EGITURA ESTRUCTURA DE RETOS



#### MOVILIDAD

- Desplazamientos sostenibles. Bici/peatonal, transporte público-colectivo, conducción eficiente, vehículo eléctrico

#### MUGIKORTASUNA

- Desplazamendu jasagarriak – Bizikleta/oinez, garraio publiko kolektiboa, gidatze efizientea, ibilgailu elektrikoa.



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### ERRONKEN EGITURA

#### ESTRUCTURA DE RETOS



#### NATURALEZA

- **Conecta con la naturaleza:** identificación valores/enclaves a proteger, de zonas con especies invasoras.

#### NATURA

- **Konektatu naturarekin:** Babestu beharreko balioen/enklabeen eta espezie inbaditzaileak dituzten eremuen identifikazioa



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### ERRONKEN EGITURA ETA JARRAIPENA

#### ESTRUCTURA DE LOS RETOS Y SU SEGUIMIENTO

#### Taller formativo y explicativo del reto (45 min + 15 min dudas).

- Grabación con acceso desde la página web/app para quienes no hayan podido asistir.

#### Evaluación previa.

- Cuestionario alojado en la propia web/app.

#### Identificación de puntos débiles y medidas.

#### Evaluación final.

- Cuestionario alojado en la propia web/app.

#### Erronkaren inguruko prestakuntza-eta azalpen-tailerria (45 min. + 15 min. zalantzetarako).

- Grabazioa webgunean/app-an eskuragarri, joaterik izan ez dutenentzat.

#### Aldez aurreko ebaluazioa.

- Webgunean/app-an bertan jasota dagoen galde-sorta.

#### Ahulezien eta neurrien identifikazioa.

#### Azken ebaluazioa.

- Webgunean/app-an bertan jasota dagoen galde-sorta.



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### EMAITZAK BALORATZEKO IRIZPIDEAK

#### CRITERIOS DE VALORACIÓN DE RESULTADOS

#### Criterios a tener en cuenta

- Principalmente, reducción de las emisiones de CO<sub>2</sub> derivadas de las medidas desarrolladas en el marco del proyecto.
- También: asistencia a los talleres, tareas de autoevaluación e identificación de aspectos de mejora, aspectos cualitativos, comunicación al grupo

#### Kontuan hartu beharreko irizpideak

- Nagusiki, proiektuaren esparruan garatutako neurrien ondoriozko CO<sub>2</sub> gasaren emisioen murrizketa.
- Halaber: tailerretara joatea, hobetu beharreko alderdiak identifikatzeko eta autoebaluazioa egiteko zereginak, alderdi kualitatiboak, taldeari komunikatzea.





## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### ERRONKEN EGITURA ETA JARRAIPENA

#### CRITERIOS DE VALORACIÓN DE RESULTADOS

#### Otros posibles aspectos a valorar:

- Habitantes inscritos.
- Acciones desarrolladas.
- Número de acciones de comunicación desarrolladas por el Ayuntamiento.
- ...

#### Baloratu daitezkeen beste alderdi batzuk:

- Inskribatutako biztanleak.
- Egindako ekintzak.
- Udalak egindako komunikazio-ekintzen kopurua.
- ...



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### ERRONKEN EGITURA ETA JARRAIPENA

#### CRITERIOS DE VALORACIÓN DE RESULTADOS

#### Ponderación de los Retos

- Valores ponderados: mayor peso a energía y movilidad por su potencial de reducción frente al resto de retos.
- Ficha individualizada de valoración de cada reto atendiendo a las medias y metodología para cada uno de ellos.

#### Erronken haztapena

- Haztatutako balioak: energiari eta mugikortasunari garrantzi handiagoa ematea, gainerako erronketan baino ahalmen handiagoa baitago murrizteko.
- Erronka bakoitzaren balorazio-fitxa, betiere neurriak eta metodologia kontuan hartuta.



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

#### PROIEKTUAREN EUSKARRIAK DIREN TRESNAK

#### HERRAMIENTAS SOPORTE DEL PROYECTO

**Página web/App** en la que se aloje la documentación y material del proyecto (Retos, documentación soporte, videos de las sesiones, etc.). Además de poder realizar las inscripciones y evaluaciones de seguimiento necesarias.

**Materiales específicos** de desarrollo de los retos que en la medida que sea posible serán alojados en la página anteriormente mencionada.

**Webgunea/App-a;** bertan, proiektuaren inguruko dokumentazioa eta materiala bilduko da (erronkak, euskarri moduko dokumentazioa, saioen bideoak eta abar). Gainera, beharrezkoak diren inskripzioak eta jarraipen-ebaluazioak egin ahal izango dira.

Erronkak garatzeko **berariazko materialak;** ahal dela, arestian aipatutako webgunean txertatuko dira.



## Lehiaketaren oinarrien eta erronka-katalogoaren aurrerapena

### Avance sobre las bases del concurso y catálogo de retos

KRONOGRAMA (epe laburrera)	CRONOGRAMA (corto plazo)	ABENDUA DICIEMBRE	URTARRILA ENERO	OTSAILA FEBRERO	MARTXOA MARZO
Proiektuaren diseinu metodologikoa Diseño metodológico del proyecto					
Erronkak eta ekintzen katalogoa Retos y Catálogo de Acciones					
Webgunearen/App-aren diseinua eta sorkuntza Diseño y creación web/App					
Sentsibilizatzeko kanpainen eta materialen diseinua eta prestaketa Diseño y preparación de campañas y materiales de sensibilización					



## 2020ko abenduaren 11ko saioan, "Klimarekin konprometitutako herritarrak" proiektuaren bileran parte hartu duten pertsonen egindako ekarpenak

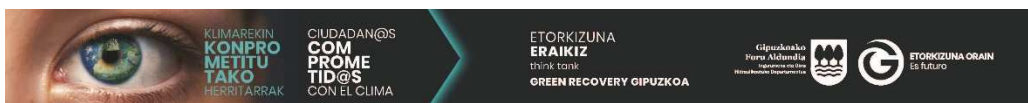
### Aportaciones realizadas por las personas participantes en la reunión del proyecto "Ciudadanos comprometidos con el clima" en la sesión del 11 de diciembre de 2020

**Oinarrien edukiari dagokionez, zuzena iruditzen al zaizue edukia? Zerbaiten falta hautematen al duzue?**

Gutxieneko parte-hartzea bermatzeari dagokionez, Gipuzkoako udalerri guztiei irekitako proiektua dela zehazten da. Udalerri guztien aniztasuna kontuan hartuko da, biztanleria-bolumenaren arabera, landako udalerrien edo udalerri txikien parte-hartzea eta gutxieneko parte-hartzaile kopurua bermatzeko. Udalerri txiki eta handiei gutxieneko parte-hartzaile kopuru bera ez eskatzea proposatzen da. Zehaztu da taldekatze bat egingo dela eta parte hartzeko gutxienekoak ezarriko direla biztanleen arabera.

**Respecto al contenido de las bases, ¿Os parece correcto el contenido? ¿Echáis en falta algún aspecto?**

Acerca de que se garantice un **mínimo de participación**, se especifica que es un proyecto abierto a todos los municipios guipuzcoanos. Se va a tener en cuenta la diversidad de todos los municipios, en función del volumen de población, para garantizar la participación de municipios rurales o pequeños y un número mínimo de participantes. Se propone no solicitar el mismo número mínimo de participantes a municipios pequeños que a grandes. Se matiza que se hará una agrupación y mínimos de participación en función de los habitantes.



## 2020ko abenduaren 11ko saioan, "Klimarekin konprometitutako herritarrak" proiektuaren bileran parte hartu duten pertsonen egindako ekarpenak

### Aportaciones realizadas por las personas participantes en la reunión del proyecto "Ciudadanos comprometidos con el clima" en la sesión del 11 de diciembre de 2020

**Oinarrien edukiari dagokionez, zuzena iruditzen al zaizue edukia? Zerbaiten falta hautematen al duzue?**

Parte har lezakete **hainbat udalerri** **taldeek** (adibidez, mankomunitateen arabera taldekatuta)? Ez da aurreikusten, saria udalerri bakar batek jasoko baitu.

**Respecto al contenido de las bases, ¿Os parece correcto el contenido? ¿Echáis en falta algún aspecto?**

¿Podría participar grupos de ciudadanos formados por **personas de diferentes municipios** (agrupados por Mancomunidades, por ejemplo)? No se contempla, dado que luego el premio lo va a recibir un solo municipio.





## 2020ko abenduaren 11ko saioan, "Klimarekin konprometitutako herritarrak" proiektuaren bileran parte hartu duten pertsonen egindako ekarpenak

Aportaciones realizadas por las personas participantes en la reunión del proyecto "Ciudadanos comprometidos con el clima" en la sesión del 11 de diciembre de 2020

### Posible ikusten duzue udalek gutxienez bi proiektu aurkezteko, herritarrek zein garatzea nahi duten bozka dezaten?

Udalek balizko proiektu bat diseinatzeko ahalmena izango duten zalantza sortzen da, irabazi duten ala ez jakin aurretik. Udalaren tamainak ere izango du eragina (handiek, agian, ahalmen eta baliabide gehiago izango dituzte).

### ¿Veis factible que los ayuntamientos presenten, al menos, dos proyectos para que la ciudadanía vote cuál quiere que se desarrolle?

Surge la duda de si los ayuntamientos tendrán capacidad para diseñar un posible proyecto antes de saber si han ganado o no. Influirá también el tamaño del Ayuntamiento (los grandes quizás tengan más capacidad y recursos).



## 2020ko abenduaren 11ko saioan, "Klimarekin konprometitutako herritarrak" proiektuaren bileran parte hartu duten pertsonen egindako ekarpenak

Aportaciones realizadas por las personas participantes en la reunión del proyecto "Ciudadanos comprometidos con el clima" en la sesión del 11 de diciembre de 2020

### Zer iruditzen zaizue herritarrek beraiek ere proposatu ahal izateko garatu beharreko proiektuak?

Proiektu hau nola sortu den kontuan hartuta eta aurreko urtean herritarrek parte hartzeko proiektuarekin bat etorri, uste da herritarrek prestatuago egongo direla gaiak edo jarduerak-ildoak aurkezteko eta aukeratzeko proiektu zehatzak baino. Ora har, zenbat eta parte-hartze handiagoa izan, orduan eta hobeto.

### ¿Qué os parece que sea la ciudadanía quien pueda también proponer proyectos a desarrollar?

Teniendo en cuenta cómo surge este proyecto y en línea con el proyecto de participación de la ciudadanía en el año anterior, se considera que la ciudadanía estará más preparada para presentar y elegir temáticas o líneas de actuación que proyectos concretos. A nivel general se considera que cuanto más participación haya, mejor.



## 2020ko abenduaren 11ko saioan, "Klimarekin konprometitutako herritarrak" proiektuaren bileran parte hartu duten pertsonen egindako ekarpenak

Aportaciones realizadas por las personas participantes en la reunión del proyecto "Ciudadanos comprometidos con el clima" en la sesión del 11 de diciembre de 2020

### Zer iruditzen zaizue herritarrek ere saritzea parte hartzeagatik? Hau da, sari bat eskuratzeko aukera izatea? Hori nola artikulatu bururatzen zaizue?

Gauza sinboliko bat ematearen alde daude, pizgarri izan baitaiteke. Frogatu da pizgarri ekonomikoek epe laburrean laguntzen dutela, baina gero ez dutela funtzionatzen. Iraunkortasunarekin eta proiektuaren xedearekin lotutako gauza sinboliko bat proposatzen da: udalerriaren erosteko bonuak, 'km 0', ekonomia zirkularra... indartzea.

### ¿Qué os parece que se premie también a la ciudadanía por su participación? Es decir, qué se lleven un posible premio. ¿Se os ocurre como articularlo?

Se muestran partidarios de entregar algo simbólico, ya que puede incentivar. Se ha demostrado que los incentivos económicos ayudan en corto plazo, pero luego no funcionan. Se propone algo simbólico, relacionado con la sostenibilidad y el objeto del proyecto: bonos para comprar en el municipio, potenciar el 'km0', economía circular...





## 2020ko abenduaren 11ko saioan, "Klimarekin konprometitutako herritarrak" proiektuaren bileran parte hartu duten pertsonak egindako ekarpenak

Aportaciones realizadas por las personas participantes en la reunión del proyecto "Ciudadanos comprometidos con el clima" en la sesión del 11 de diciembre de 2020

Zer iruditzen zaizue erronken egitura etxean eta etxetik kanpo ohitura aldatzeko ikuspegitik? Hau da, 'etxea', 'mugikortasuna' eta 'natura' taldeetan ardatzea.

Oro har, ikuspegia eta egitura egokitzat jotzen dira. Egokitzat jotzen da naturaren blokea egotea, biodibertsitatearen alderdiak lantzeko aukeratzat ikusten baita, larrialdi klimatikoari erantzuteko alderdiekin lotuta.

¿Qué os parece la estructura de los retos desde un punto de vista de cambio de hábito en el hogar y fuera de él? Es decir, enfocarlo en los grupos Hogar, movilidad y naturaleza.

En general, se considera adecuado el enfoque y la estructura. Se cree acertado que esté el bloque de la naturaleza, ya que se percibe como una oportunidad para trabajar aspectos de biodiversidad, vinculado con los aspectos de respuesta a la emergencia climática.



# ESKERRIK ASKO!

# ¡MUCHAS GRACIAS!



## d. Presentation of methodological and dynamic notes

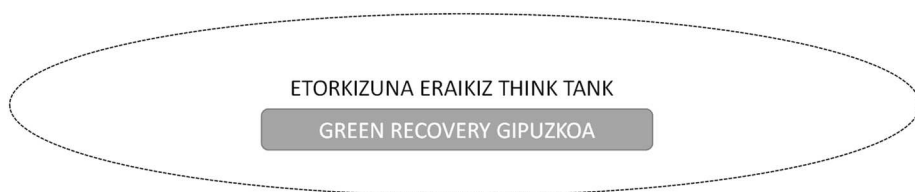
ETORKIZUNA  
ERAIKIZ




GIPUZKOA  
ETORKIZUNA  
ORAIN

### Green Recovery Deliberation Group

15 December 2020



## Agenda for deliberation

ETORKIZUNA  
ERAIKIZ  
think tank

DATE	PROJECT
15 December 2020	Climate-Committed Citizens
26 January 2021	100% Circular Gipuzkoa 2050
23 February 2021	Climate Action League
30 March 2021	100% Circular Gipuzkoa 2050
27 April 2021	Climate Action League
25 May 2021	100% Circular Gipuzkoa 2050

## Conventional and Participatory Evaluation

	Conventional	Participative
<b>Who?</b>	External experts.	Political heads of the projects and representatives of the ecosystem of the Provincial Government's policies participating in the Green Recovery deliberation group.
<b>What?</b>	Pre-determined success criteria at the beginning of the processes.	Participants identify and, if necessary, continually redefine the criteria of success.
<b>How?</b>	Distance between the evaluation team and programme heads.	Methods and results shared through the participation of all.
<b>When?</b>	In general, when the policy or programme is completed.	Frequently, throughout the lifetime of the policy. Continuous assessment.
<b>Why?</b>	Summative Evaluation: Should the policy be continued?	Formative evaluation to generate improvement actions. Continuous learning.

Díez (2001).

## Working dynamic: timeline of the project

Each group will answer two questions:

Taking into account today's presentations on (a) the Climate-Committed Citizens project and (b) the different methods for raising public awareness of sustainability challenges, reflect on the project mentioned above to determine:

1. What is the aim of this process to May 2021? (this date has been proposed because at that point the entire think tank will have been evaluated and it would be helpful to be able to contribute to that process) and What evidence can we collect in May 2021 to see if the objective has been met?
2. What is the goal of this process to the end of this legislature in 2023? And What evidence can we collect in 2023 to determine whether the target has been met?
3. What is the goal of this process for 2030? And What evidence can we collect in 2030 to determine whether the target has been met?

The transformations sought by this project will not be attributable exclusively to the project, but there will be many different processes that influence these transformations. In light of this situation, it is important to focus on the following question: What needs to happen, in direct relation to the project, for us to be able to say that the project has fulfilled its aims?

IMPORTANT: contributions to this exercise are part of a learning process, and the results will be continually reframed throughout the participatory evaluation process

## Reflection process

- 10 minutes of **individual work** to gather the reflections of the participants. A PowerPoint file with a sheet for individual answers and another one for group answers has been emailed to each participant. Please submit this file, with the individual answers, to [leire@eckoing.com](mailto:leire@eckoing.com)
- Decide **who** in the group is going to collect the **answers agreed by the group** in the PowerPoint file
- Share individual reflections in the group and **agree on the group's responses**
- The person responsible **should send the group's answers** to [leire@eckoing.com](mailto:leire@eckoing.com)

### Individual reflection

Timescale: May 2021
Purpose:
Evidence:
•
•
•
Timescale: 2023
Purpose:
Evidence:
•
•
•
Timescale: 2030
Purpose:
Evidence:
•
•
•

### Results of the group reflection

Timescale: May 2021
Purpose:
Evidence:
•
•
•
Timescale: 2023
Purpose:
Evidence:
•
•
•
Timescale: 2030
Purpose:
Evidence:
•
•
•

e. Presentation used by María Jesús Sanz



## Climate-Committed Citizens

THINK TANK  
DELIBERATION SPACE ON THE GREEN RECOVERY  
Session, 15 December 2020

ETORKIZUNA  
ERAIKIZ



### Our Mission

**Wellbeing for  
all within the  
limits of the  
planet**



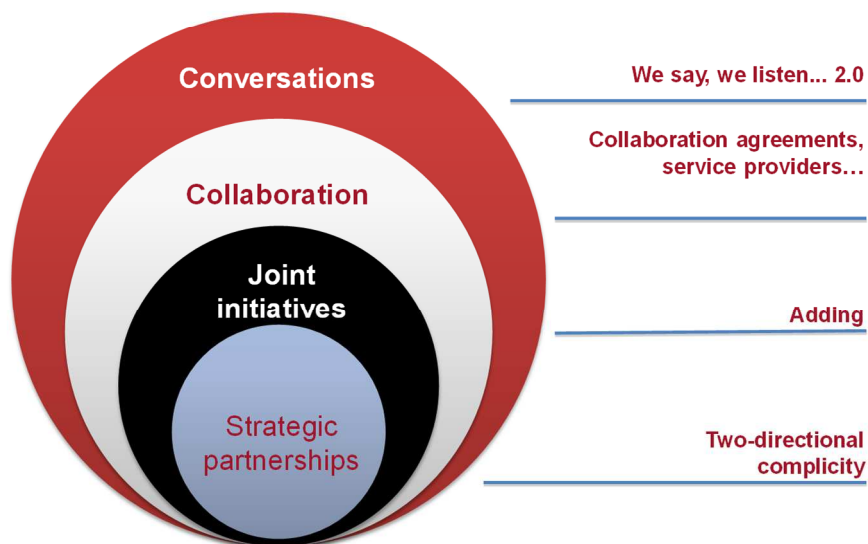
## Our Mission

To seek **accomplices** among **citizens, civil society organizations, businesses** and **public administrations**, in order to accelerate the **transition to a green, inclusive and responsible economy**.  
Framed in a **new governance**, through **innovation** and the **creation of bridges and partnerships**.

## Our Strategy



## Methodology



5

## Tools

COMUNIDAD  
#POR EL CLIMA

ARCHIPIÉLAGO  
DE BOSQUES

ni un hogar  
sin energía

6



**The #PorElClima Community is a platform to connect and bring visibility to agents mobilizing against climate change.**

**Meeting place for the most innovative, co-responsible and proactive companies, organisations, public administrations and people in Spain, agents of change towards sustainability, comprising more than 35,000 actions to stop climate change.**

**We work around 7 key factors:**

- **Include all social actors.**
- **Focus on concrete action.**
- **Promote co-responsibility for climate hope**
- **Gather around pioneers.**
- **Provide tools for action.**
- **Encourage change through imitation.**
- **Grow Climate Hope.**



## A multi-stakeholder platform to ambitiously implement the Paris Agreement

**COMUNIDAD #POR EL CLIMA**

### HELP

Promote actions and provide tools to act #PorElClima

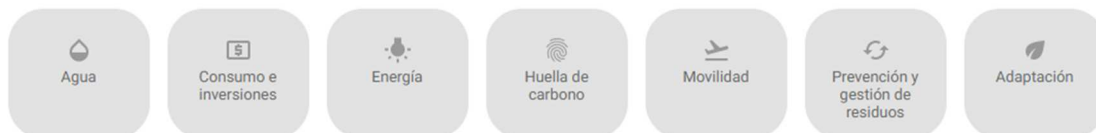
### BRING VISIBILITY

Highlight actions by participating, generating prestige and pride in belonging

### MOBILIZE

Generate a contagion effect to spread the #PorElClima action to all actors

COMUNIDAD  
**#POR EL CLIMA**



By sector:

- Persons
- Companies
- Organisations
- Government

<p>MINIMIZO EL USO DEL STAND BY</p>  <p>♥ Añadir acción</p>	<p>REDUZCO EL DESPERDICIO DE ALIMENTOS</p>  <p>✖ Eliminar acción</p>	<p>OPTIMIZO EL DISEÑO DEL JARDÍN</p>  <p>♥ Añadir acción</p>	<p>EVITO EL USO DE BOLSAS DE PLÁSTICO</p>  <p>✖ Eliminar acción</p>
<p>CONTRATO ELECTRICIDAD PROCEDENTE DE FUENTES RENOVABLES</p>  <p>♥ Añadir acción</p>	<p>UTILIZO ILUMINACIÓN LED</p>  <p>♥ Añadir acción</p>	<p>REDUZCO EL USO DE PRODUCTOS DESECHABLES</p>  <p>♥ Añadir acción</p>	<p>COMPENSO MI HUELLA DE CARBONO</p>  <p>♥ Añadir acción</p>



COMUNIDAD  
#POR EL CLIMA




The climate profile of #PorElClima Community members includes concrete information on what is being done to curb climate change.

- ✓ It sets out a series of actions to reduce carbon emissions (action commitments) already defined in 6 key climate issues (water, consumption and investments, energy, carbon footprint, mobility and waste prevention and management.)
- ✓ It adds content (text, images, videos) about all the personal actions that can be done for the climate.





COMUNIDAD  
#POR EL CLIMA



**Chus Sanz Sanjoaquin**

Trabajo en ECODES desde 1992 y antes participé en la constitución de la Asociación Cultural Carel (1987-1989) y de Medina Albaida S.L. ambas dedicadas a la prestación de servicios culturales. En ECODES, he gestionado proyectos como "El café: un ejemplo de producción y consumo responsable" enmarcado en el Programa de Cooperación al Desarrollo o más vinculados con la Participación Pública como "El contrato del río Matarrrosa". Actualmente trabajo en el área de Cultura para la Sostenibilidad y como representante de ECODES, dentro la vicepresidencia de la Federación Aragonesa de Solidaridad - FAS.

 Twitter  
 Facebook

Inicio / Somos

### Chus Sanz Sanjoaquin se suma a la Comunidad #PorElClima

**Chus Sanz Sanjoaquin** se compromete a reducir con sus acciones la contaminación causante del cambio climático en el Planeta y a formar parte de la Comunidad #PorElClima, iniciativa pionera de personas, empresas, organizaciones y administraciones públicas que se unen con un objetivo común: ser protagonistas de la acción contra el Cambio Climático de acuerdo con las directrices marcadas con el **Acuerdo de París**.

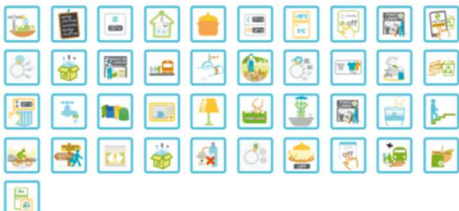
**Chus Sanz Sanjoaquin con sus retos y acciones #PorElClima reduce:**

**2.150 kilogramos de CO2/año**

Cada persona en España genera alrededor de 5.440 kilogramos de CO<sub>2</sub>/año (datos 2016 de huella de carbono per cápita, fuente: EDGAR)

Alcanzar los objetivos del Acuerdo de París requiere que tu huella de carbono no supere los 3.500 kilogramos de CO<sub>2</sub>/año

**Chus Sanz Sanjoaquin realiza las siguientes acciones #PorElClima:**







ARCHIPIÉLAGO  
DE BOSQUES

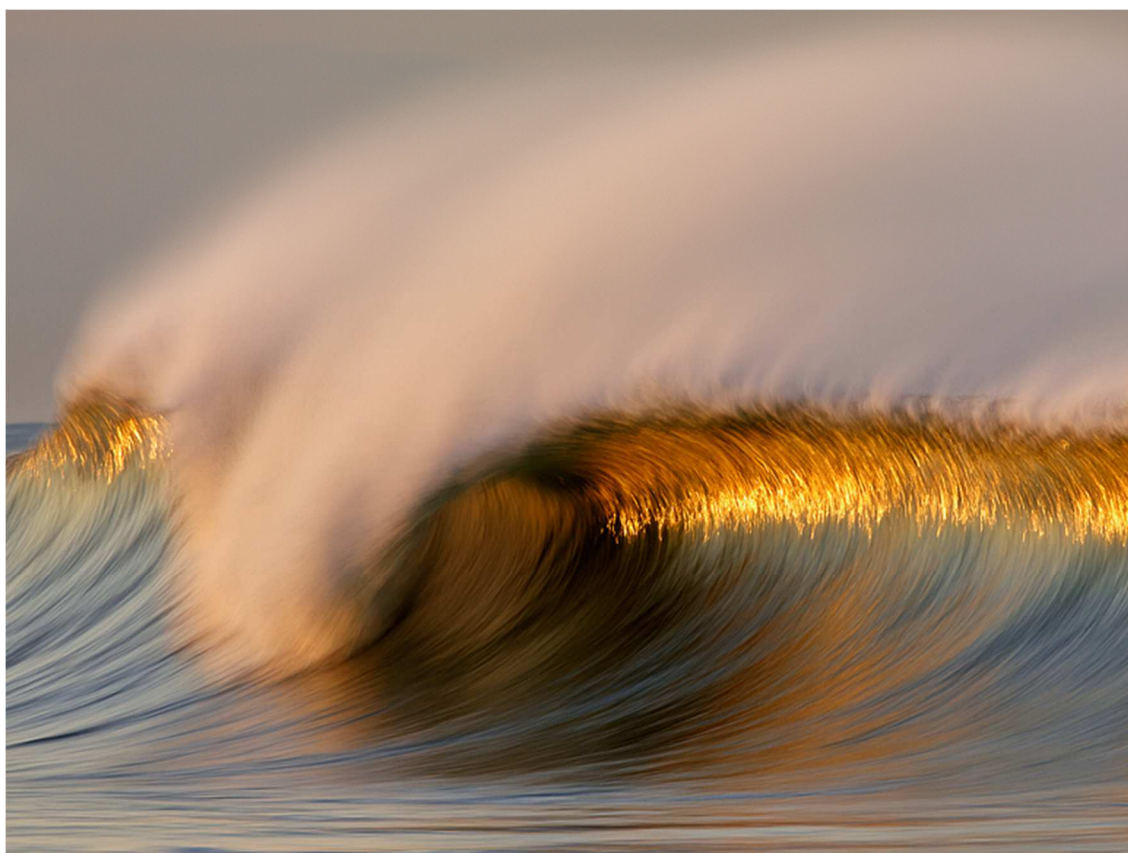
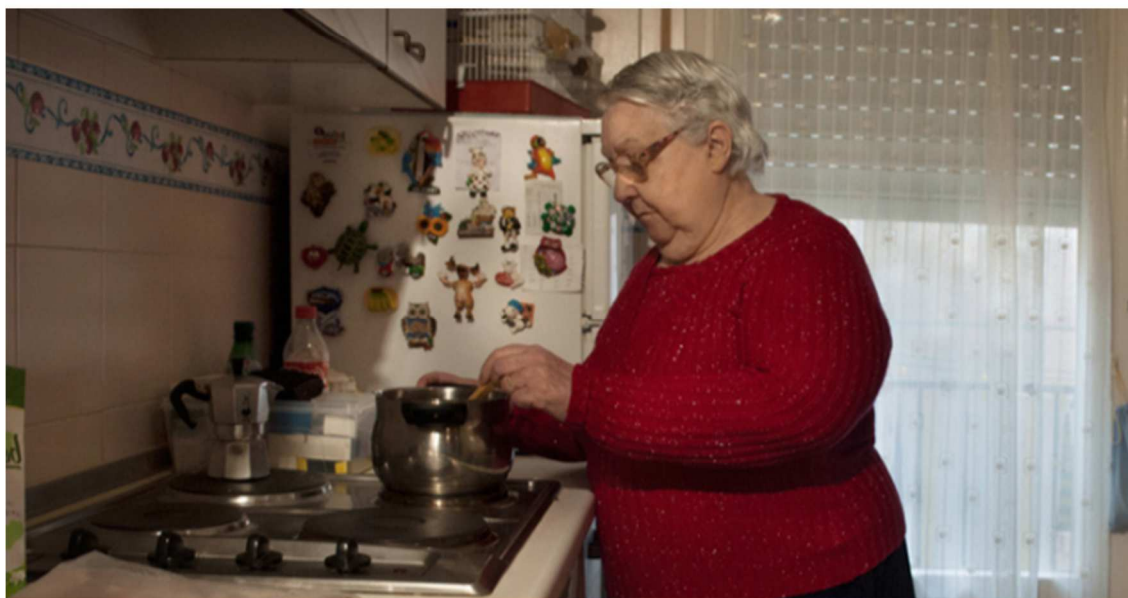
<https://arbolesporelclima.es/>







<https://niunhogarsinenergia.org/>





**Thank You,**

ECODES  
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[www.ecodes.org](http://www.ecodes.org)  
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