



ETORKIZUNA
ERAIKIZ
think tank

GREEN RECOVERY GIPUZKOA
REPORT OF THE 4th MEETING

26/01/2021

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ETORKIZUNA ERAIKIZ think tank

DELIBERATION SPACE ON THE GREEN RECOVERY

Online session, 26 January 2021, 5 pm - 7 pm

1. Programme

Timetable	Presentation of the session and theme	Theme	Presenter/Driver
5:00 – 5:05 pm	José Ignacio Asensio	Welcome and presentation of the working document	José Ignacio Asensio
5:05 – 5:15 pm		Review of conclusions and progress on the 100% Circular Gipuzkoa 2050 project	Mónica Pedreira
5:15 – 5:50 pm		Proposed Framework: Participatory evaluation	Marian Diez Lopez University of the Basque Country
5:50 – 6:00 pm		Presentation of the working dynamic	Miren Larrea
6:00 – 6:55 pm		Dynamics and plenary session	Participants in the Circular Economy
6:55 – 7:00 pm		Assessment and end of session	José Ignacio Asensio

2. In attendance

José Ignacio Asensio	Provincial Deputy (Councillor) for the Environment and Hydraulic Works, DFG
Mónica Pedreira	Director-General for the Environment, DFG
Nerea Errasti	Adviser on the Environment, DFG
Maite Arana	Advisor, Environment Department, DFG
César Gimeno	Director General of GHK – Gipuzkoako Hondakinen Kudeaketa (Gipuzkoa Waste Management)
Maite Villafruela	Chair of the Basque Institute of Economists
Aitor Lizarza	Mondragon University - Entrepreneurship Coordinator Mondragon Team Academy
Belen Mendez de Vigo	Chair of the Gipuzkoa Food Bank
Jorge Fernández	Senior researcher and coordinator of the energy area at Orkestra - Basque Competitiveness Institute

Maialen García	Environmental consultant and soil inspector at TEKNIMAP
Rogelio Pozo	Director/CEO of AZTI
Cristina Peña	University of the Basque Country (UPV-EHU) - Member of the "Materials + technologies" research group
David Zabala	Director of Naturklima
Aimar Insausti	Lecturer, EHU-UPV
Leire Goienetxea	Technical secretariat, Green Recovery Think Tank - Eckoing Communication
Miren Larrea	Senior Researcher, Orkestra
Ainhoa Arrona	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.

First in Basque, and then in Spanish, he said that two themes had been chosen to work on in the deliberation group, Climate-Committed Citizens and Gipuzkoa 100% Circular, both of which he said are "more necessary than ever". Today's session will continue the work on the second theme. He believes that "Gipuzkoa has the necessary raw material, the necessary grey matter, the necessary tools... to take important steps in this field".



He added that "today we will also be hearing the voice of the experts", with input from Marian Díez, expert in participatory evaluation, lecturer at the University of the Basque Country and author of numerous publications in her field.

He said he would hand over to Monica Pedreira to "make a preliminary presentation and evaluation of how we are doing in the Think Tank".

He concluded by thanking everyone for participating, and said he hoped "you will continue to be as active as you have been so far". He said it was a "great pleasure to have this panel of experts". He then handed the floor to Mónica Pedreira.

4. Review of conclusions and progress on the 100% Circular Gipuzkoa 2050 project

Mónica began by thanking the participants and telling them that "today we will be focusing on this participatory evaluation of one of the two projects, Gipuzkoa 100% circular".

She reminded them that at the last session on 18 December the roadmap and the measures to be taken by the administration were presented (see [slides](#)). "We discussed the pilot project, the roadmap, and two aspects that had come up in the previous session". One key aspect, she said, is to make a diagnosis of current companies and materials/products in Gipuzkoa operating in the circular economy; the agents themselves said that it was a first step to take. She also said that "we will conduct this study in collaboration with the University of the Basque Country (the circular economy classroom)" and stressed the importance of "identifying the current situation and the products and services that are currently available". The second aspect involves benchmarking international experiences and this will be carried out by Naturklima. It is expected to have the results in March, and it will be presented then, to give an idea of "other circular economy initiatives, products, projects and services".

She then reviewed the [three key questions](#) that were discussed in the contrast and comparison dynamic on 18 December:

"What aspects and resources need to be considered both from a technical and strategic point of view so that bidders and administrations can carry out the process of circular public procurement and contracting?

How can companies in the region prepare for a pilot tender with new circular economy and/or eco-innovation criteria?

What is the best way of incorporating users' experience, opinion and expectations on the products and/or services to be purchased and contracted with circular economy and/or eco-innovation criteria?"



"To open today's session", she said she "wanted to bring you the main conclusions of that session, grouped into the three questions".

With regard to the first question, "Aspects and resources to be considered so that bidders and administrations can carry out the process of circular public procurement and contracting", she said there were "four clear conclusions":

- "The first, that they consider it is important to create a plan for a transition within the Provincial Government towards circular procurement and contracting. This will serve to inform bidders and other administrations and bring visibility to the path and target-meeting".
- The second conclusion is that "this plan should include the roadmap to be followed in each sector of application and the way in which the various departments of the provincial government will meet the targets". She said they would "monitor and evaluate the process", because it would be helpful for "the criteria designed to be those that are finally used".
- The third conclusion was that "through this new contracting model we should seek to improve business competitiveness". She said it was important "not to forget that when we talk about a circular economy we are talking about transitioning industries towards new green industries, with improvements (...) throughout their value chain".

- The fourth conclusion was "that robust secondary markets should be created in parallel. Here it is important to monitor the traceability of waste and to go further than mere regulatory compliance". "This means it will be necessary to work with different agents and different administrations" to enhance the value of the materials.

With regard to the second question "How can companies in the region prepare for a pilot tender with new circular economy and/or eco-innovation criteria", Monica reported the following conclusions:

- "The specifications need be more than just recommendations. These circularity criteria should be mandatory and include possible penalties for non-compliance as is the case with other variables currently included in the specifications."
- "The first specifications should be closely monitored to analyse real achievements, indicators of social and environmental economic impact and the need for future adaptation after the pilot projects".
- "It is important to make the positive part visible, stressing not just the level of compliance with obligations and the penalties, but showing the benefits and positive aspects of this transition", because "when we talk about circular economy we are talking about boosting local business, local employment and reducing environmental impacts, not just about production".
- "There is a need to provide bidding companies and civil servants with specific training on these new circularity criteria and their application" because "there is no unified definition of the circular economy, and it is therefore necessary (to organise) workshops, guides and resources on how circular economy criteria are going to be incorporated in tenders in advance and training workshops on the new aspects of circularity and eco-innovation that are going to be incorporated". "It was also recognized that one of the key players in the transfer of this information and its application was the business groups. One of the examples given was Adegì" in the application of criteria in the works sector.
- The fifth conclusion was that they should assess the possibility of "creating a 'circular contractor' classification, under the aegis of the legislation in the Public Sector Contracts Act". She said there was a list of companies for public procurement, and that "one of the issues that came up was that companies'

experience in this circularity should be rated. (...) This is a question that will be rated", although she said there are some requirements that must be met; the specifications have to be open and comply with the legislation.

With regard to the third question posed in the dynamic, "How do we incorporate users' experience, opinion and expectations?", there were a number of key conclusions:

- She gave some context, saying that one of the sectors where they want to apply this approach is the service sector, i.e. the cleaning sector, where the user is not only the contracting party, but also the people who use the buildings; that is why it is important to establish a direct line with users, and to "design the criteria with suppliers and users; to engage "users with knowledge" to determine the functionality of products and services".
- "Determine the decision-making power of users".
- "Analyse the possibility of evaluating products and services as part of compliance by bids beyond the tendering process, pre-purchase and payment processes contingent on product quality and post-sale processes". "When we speak about a circular economy we are talking about the company, but also about a change in mindset. (...) We must all be able to accelerate these changes in behaviour (...) and analyse the impact they will have on the services we demand".
- "The project should have a programme to raise awareness among those consumers who are not yet aware: user tests to see how awareness is evolving", because "awareness is one of the key tools".
- "The need to develop a plan designed to overcome aversion to new products, materials or existing circular services", because when "facing the unknown (...) there is still some reluctance, and we need to be able to overcome that". She linked this idea to the first reflection on the creation of robust markets.

Mónica concluded by saying that these were the main conclusions of the participation dynamics of 18 December and handed over to Marian Díez to make a proposal for an evaluation framework.

5. Presentation by Marian Díez

Marian Díez thanked the organisers for the invitation and said that she would be sharing her experience in the field of evaluation, and more specifically, participatory evaluation. She added that "the aim of this intervention is to present ideas about evaluation, and more specifically about the evaluation model we call participatory evaluation.

"You mentioned that there is no single vision of a circular economy. This is an issue which arises in many areas of work, and it also happens with evaluation. We often think of evaluation as being something very closed and clearly defined, but that is not true at all". To illustrate this, she quoted Carol Weiss (1998), who said that: "Evaluation is an elastic word that stretches to cover judgments of many kinds". She



said she particularly liked that quote "because it hints at a primary element in evaluation, the word *judgments*". Evaluation "can be research, but it will always be research that incorporates value judgments, based on certain criteria that allow us to make a value judgment of the project we are evaluating".

And the visions can be very different. Thus, taking an [illustration](#) , she explained that "for many evaluators, evaluating is useful, fundamental... but they also associate it with something close to auditing or inspection. Others may see it as listening...", Or it may mean uncovering things that we don't like, so therefore people think "Evaluating sucks!".

Even in the theoretical literature, she said, there are many different visions of evaluation. To illustrate this, she quoted from two different authors. "The first quote is from Xavier Ballart, who says in his book that *Programme evaluation does not have a peaceful and widely accepted definition in literature. The terms 'programme evaluation', 'policy evaluation' and 'evaluation research' have been given a variety of interpretations depending on what different researchers include in this field of research and/or*

understand to be their own methods". What he is saying is that, within the world of evaluation, there has been an intense debate about what evaluation actually is. And that has to do with why and how we evaluate." He went on: "The second quote is from two Americans, Guba and Lincoln: *There is no satisfactory way of defining evaluation that, if found, would put an end to all discussion on how evaluation should be conducted and what its purposes are.* To some extent, this is underlining the same issue, the idea that there is no single way of defining evaluation, and that there are discussions about several different questions at least".

She said she would address other questions later, but that "there are three key questions that lead us to different models: Why? i.e. the purpose; How? i.e. the methods; and For whom? i.e. who are the users, the audiences, who are going to make use of that evaluation?".

Why?

The first question is why we evaluate. She said that in the field of evaluation this is called the "purpose" (the role that the evaluation plays in a given context), and it refers to two purposes: 1) accountability, "we evaluate in order to be accountable, as a support for decision-making, for deciding whether the programme should continue or be got rid of", or for "improving the programme" or to "generate knowledge, to learn about the programme". 2) "Learning, more generally, more openly about this public intervention"

She noted that "there is usually a tension (...) between accountability and learning, between testing and improving. That tension needs to be properly resolved".

For whom?

"We realize that around a project there are different social agents that are important for that project. And those social actors don't always have the same interests and visions". Therefore, she said, it is necessary to take into account the "different social actors that affect and are affected by the project we are going to evaluate". She referred to the [drawing](#) on her slide, saying it was taken from a book on evaluation by Enric Monier, who has a pluralist model of evaluation, and who "says that evaluation has to be able to attend to different interests and demands from social actors who affect and are affected". "He talks about three major groups of social actors": authorities (funders, decision-makers, elected politicians); change this in PPT; actors involved in staging (managers, operators, agencies), and affected citizens (direct and indirect beneficiaries).

How we evaluate

"The third of the big questions, is how we evaluate, what the methods are. There has been a lot of debate in this area". There are those who believe that "evaluation must be absolutely objective" requiring "quantitative measurements that allow us to collect and work with evidence". Others, however, "say that qualitative methods and data are extremely relevant". "In recent years there has been a proposal for mixed methods, which says, let's use all those data and methods that are the most appropriate, the best, for the evaluative situation we are facing". And therefore, you can mix qualitative and quantitative data to achieve the most satisfactory evaluation possible".

She added that "in evaluation when we talk about diversity of approaches and models, we have to be careful with our words" and she quoted Robert Stake, who said that *the term "models" overpromises. People begin to trust them as a blueprint: an inventory of parts and assembly instructions so that, if followed carefully, a satisfactory evaluation can be assembled. In contrast, in evaluation, the models are simply proposals.* She said, "In evaluation we don't have 10 steps. The models are only proposals, and as such, we can work on them". We can add or subtract things, we can "do whatever seems best to us to match the particular situation, project and evaluative context".

Participatory evaluation

She then gave more details of the participatory evaluation model. This is one of the evaluation models that "has gained a lot of strength, especially in the field of development programmes, but it is spreading to a large extent". It is usually defined as "action-oriented research, a process of reflection and deliberation that promotes learning and seeks to build capacity" because "the use made of the results will be very important. It is use-oriented research". Moreover, "there is a specific way of going about it; it is a process of reflection and deliberation that promotes learning (...) among all social actors", and it also seeks to "create capacities so that this learning can be used to improve the project itself and be extended to other areas".

When we talk about participatory evaluation as a process, it is a "collaborative process, which has some kind of facilitation, and which would allow organizations and individuals (...): to define the targets and goals to be achieved; to define the indicators needed to measure (quantitative) or observe (qualitative) what you want to achieve; to

design information-gathering tools; to analyse the results and identify the findings" and to draw up recommendations and introduce improvements and changes, "that will allow you to make improvements and changes in the project you are evaluating".

"You could summarise the differences between the more traditional model and participatory evaluation as follows" (*see table below*).

	Conventional	Participative
Who?	External experts.	Policymakers and implementation agents, in collaboration. Participant.
What?	Targets & success criteria pre-established from the outset (outcome-focused)	Criteria & objectives discussed and negotiated, focus on outcomes and processes
How?	Pre-determined quantitative methods. External point of view	Mixed methods (quant. and qual.). Methods and data shared through participation.
For whom?	Political decision-makers, financiers.	Participants. Social stakeholders.
Why?	Accountability. Summative evaluation.	Continuous learning. Formative evaluation.

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With regard to the *Why*, the purpose of the conventional evaluation is usually to prove, to give accountability, and "they are usually summative evaluations, which are carried out when the project is finished, and focus on the results and impacts". In contrast, in participatory evaluation, evaluation is a process, and therefore, evaluation begins with the project itself, and it is a "formative evaluation; its main purpose is learning, although accountability can also be achieved through participatory evaluation".

With regard to the *For whom*, in conventional evaluation it is "fundamentally for the political decision-maker, who is the one to whom (...) ones is accountable for what has happened". In participatory evaluation, it is for "all the social actors who are participating in that project, for that community of actors". The *How* in participatory evaluation is through "mixed methods, which are shared through this participatory, collaboratively constructed process".

And she added two extra questions to those mentioned earlier in the presentation: *What is evaluated* and *Who evaluates*. In the case of the first of these

questions, *What is evaluated*, the difference is that in participatory evaluation "there will be value criteria that are discussed and negotiated, focusing on results, but also on processes", while "in conventional evaluation, it is fundamentally the final results". In reference to the question *Who evaluates*, in conventional evaluation "it is normally external evaluators, in participatory evaluation it is a collaborative process, supported by facilitation".

The principles of participatory evaluation

Marian went on to explain the principles of participatory evaluation: "Normally, in participatory evaluation models, there are four basic principles": (1) Participation. There are questions to be resolved about "how far you open up the process", because you can have a "broader or more limited definition of the actors". Therefore, the degree of inclusiveness is an element to be taken into account, "it is part of participatory evaluation and decisions have to be made" about it. (2) "Negotiation. The process of participatory evaluation involves certain negotiations, "at the level of social process, in the sense that it is necessary to structure a range of needs, demands, (...) visions, and you have to generate empathy; but also negotiation at a political level", because, among other things, "it will involve a rebalancing of power relations". (3) "Learning, what we seek as an outcome of participatory evaluation. There should be changes and improvements resulting from what has been learned. But also to strengthen capacities". (4) "Flexibility". If we are talking about a collaborative learning process, we need to view it as a dynamic, adaptive, reflexive process... in which we can introduce changes, improvements, and adapt it over time.

She concluded by saying that she had tried to give them a summary outline of participatory evaluation.

Mónica Pedreira thanked Marian for her presentation. She said that what she had mentioned about these being research projects for action precisely mirrors the aim of the Gipuzkoa 100% circular project. Furthermore, she said, "I share the idea of involving the agents". She thanked Marian again and handed the floor over to Miren Larrea.

6. Presentation of the working dynamic

Miren Larrea took the floor and thanked Monica and Marian. She said, "As you will have guessed, our proposal is that we use the participative evaluation methodology as the methodology of deliberation for this group". She explained that a series of spaces and processes for deliberation have been created in the Think Tank, and that "the aim of this process is to accompany the project" that Monica spoke about in her presentation on Gipuzkoa 100% circular.

She added that when looking for a working methodology for this group, "it seemed to us that participatory evaluation was a good tool for making a useful deliberation" in this transition from deliberation to practice and vice versa, creating improvement processes.

She invited the participants to give their opinions of this proposal, to see "what you think about this idea of using participatory evaluation as a working methodology", or even if they have any questions or queries or proposals on how to deal with this topic.

After a few seconds, at Mónica Pedreira's invitation, César Gimeno took the floor to say that he was "a little lost", and he wanted to be clear about the proposal: "Is the participatory evaluation that we would be developing intended for the issue of circular economy and green public procurement? Did I get that right?"

Miren Larrea said that "in this group the objective was to create a space to reflect on the project. And we thought that evaluating the project might be one way of reflecting". César Gimeno then asked what they should answer in the group dynamics, to which Miren Larrea said that "there is a prepared dynamic that Leire will raise. But before we got into the dynamics, we wanted to see how the idea sounded to you in general". César said, "I think it's very good (...) If I understood correctly, it means engaging those agents who are already involved in this project", not only "the boss who has to evaluate you and give you a score". The proposal, he said, "is a way of involving all parties, so I'm fine with it".

After checking whether anyone else had any doubts or questions, Miren said that what they were proposing is that the sessions should be used to reflect on the project. César Gimeno said he thinks they "will gradually understand it better as we develop it", and that it will be at that point that any doubts will arise and can be resolved.

Mónica Pedreira agreed with Cesar and said that "once it has been explained from above what is expected of the Think Tank", then the projects are defined at lower levels and "we take it up from there". The idea was to see what is expected from this Think Tank.

Miren Larrea then said that she would introduce the process, and Leire would present the dynamics. She reminded the participants that "Leire sent you a working document setting out the results of the other group" (*included in the appendices*) which will also carry out an exercise in participatory evaluation, but for the citizenship involvement project. She said they wanted them to have this document to see how they had approached it and what the results were.

In each workshop, she said, a dynamic will be proposed to gradually build the evaluation system. This will be "an emerging process". "There is no recipe that we will follow step by step". The proposal is "to design the evaluation system as we evaluate". There is no closed design, but they will bring different criteria and frameworks to it, as has been the case today with Marian.



She went on to explain that today will begin with a timeline about which they will ask a series of questions related to the idea "What do you think the targets of this project might be and what kind of evidence or data could we use?". She said this would form the basis of the next working document, which will set out the issues they have reflected on. In this way, "through these working documents that will be prepared with conclusions, we will systematize, provide feedback and together build the evaluation tool" and also use it to learn about the projects.

She agreed with César that the best way to understand it is by doing it. Miren then handed the floor over to Leire Goienetxea to present the dynamics.

Leire explained that the participants would be grouped into two random working groups in which they would first work for 10 minutes individually to answer several questions using a timeline (*see the sheet in Appendix B*). She said that the idea was to set short-, medium- and long-term targets. The short-term timescale would be May

2021, when the process of reflection on the projects ends; the medium-term one would be 2023, and the long-term one 2030.

She said that what they want them to do is establish the targets that can be achieved in these periods, and what evidence could be gathered to prove that these objectives have been met. "This evidence does not have to be hard and fast", she said, but "it will help us to consider what tools we can have to achieve these targets".

She reminded the participants that they would be divided into two groups and that they would first have 10 minutes to complete the exercise individually. She asked the participants to email her the completed worksheets. She said that at the end of the session, they would pool the responses, and each group should therefore appoint a spokesperson to speak at the plenary.



Leire said that she would email them the files they needed to do the exercises (because there have been problems sharing it on the chat). She said there would be a 5-minute break so that the people from the Provincial Government who are in the same room can go to their offices to connect individually, and after that they will set up the groups.

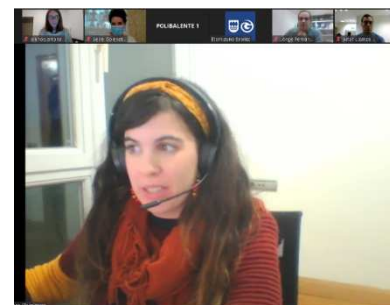
After approximately 45 minutes, the group work ended, and the participants returned to the plenary session.

7. Results of the group dynamic

Leire Goienetxea took the floor to say that the groups would now share the aspects on which they have been reflecting.

Maialen García spoke as the representative of the first group, presenting the results of her group's work (see results of the dynamics in *Appendix B*):

In 2021:



Target: "To identify priority materials and services and identify what is being done abroad (...) to be able to import and develop regulations that allow for strategic purchasing and contracting with green criteria". She added that, although in some sectors it is more complicated, there are sectors such as services in which "environmental criteria can be included as a value in the score for bids submitted, as a way of encouraging companies to start the *greening process*". And also "to see what new business activities are being developed in the field", not only for contracting issues, but also to raise awareness, and see how new start-ups related to the circular economy could emerge from there.

Evidence: "List the materials to be incorporated and determine their economic and social impact, and prioritize those materials that have been polished, decide which ones are more or less of a priority"; "Instruction or procedure from the Provincial Government establishing recommendations to incorporate these criteria", so that companies can start to go green; And evidence of awareness (...)

In 2022:

Target: "To involve all the actors and training work, (...) to tell them everything that is being done, what is going to be asked of them, and where they can evolve"

Evidence: "Development of an ecosystem of companies in a circular economy"; "Increase the number of bids received for calls with environmental specifications"; "Emergence of new start-up companies in the circular economy".

In 2030 (she clarified that they have "put a question mark next to it, because we thought it was very broad):

Target: "A registry of environmental companies, which would force companies to go green in order to access these new contracts". And she said that this might mean that if companies did not comply, they could be prevented from participating in the tendering process. And as the list grew, that would be evidence that companies are starting to go green.

The evidence listed by the group was as follows:

- List of environmental companies that meet the criteria requested in the bidding documents.

- Climate-Committed Citizens standardized in the territory Analysis of the specifications. Number of specifications that include environmental criteria.

Cristina Peña then spoke on behalf of the second group (see results in the document in Appendix B). She said that in her group there were elements that were repeated, and she would try to be specific.



By May 2021, "the target would be to design roadmaps identifying the steps to implement circular purchasing", and to launch pilot projects. One way of doing this, although it is complicated for all companies, is to identify companies that are doing things in a circular way.

Evidence: "Development of those first specifications or tenders, in draft form at least"; "Having figures on companies, (...) with companies identified in priority sectors for purchasing and contracting"; "published document on the roadmap to be followed"

In 2023, "the target would be to expand all this, making companies aware of it", and increase the number to a figure of 20 tenders. She said there had been some debate about the number, and that it varied "depending on each group member's level of optimism". The process would be to see how many specific ones there are, and also "to advance and evaluate the degree of progress".

She gave the following list of evidence: "Percentage of public tenders with circular economy criteria"; "number of bids received, how many contracts have been formed"; "industrial/urban waste", because, she said, "the issue of waste (..) will be a mirror of what we are going to do" and seeing how industrial waste evolves is a way of seeing the evolution of the effect, "to see that steps are actually being taken"; and "number of companies that are carrying out actions"

In 2030, Cristina said that the general opinion was that the target would be for "circular procurement to be standardised, (...) to have this type of procurement in all public administrations in Gipuzkoa". By then it should be standard practice, with "80% of tenders meeting this circularity indicator". She added that it would also be important to increase the number of companies, so that they do not see the issue as a limitation.

As for the evidence, she said that they had discussed several different ideas such as the percentage of tenders, the process of proposal with good performance, the

number of products and materials and monitoring of industrial waste. (see list compiled by the group in Appendix B)

She ended her talk by saying that there was another option involving extrapolating it to society, but that perhaps it is too far ahead, and that in the group "we focused more on tenders and circular public procurement".

Leire Goienetxea then invited Marian Díaz to make a final contribution. Marian said that "one of the first questions we have to ask ourselves is what we want to achieve, what changes we want to make". That was the purpose of this exercise and "in some way, to define these changes in a collaborative and consensual way". She said that by working in three periods, it was possible to identify "what in the lingo of evaluation is usually called a chain of results".

First, there would be the short-term timescale, which would be May 2021. And she said that in reality this would be "the outputs, the first products to arise out of the project that you are going to evaluate". In the 2023 horizon, "you are talking about issues that involve changes in behaviour, in conduct, in the legal framework...", which will take longer to achieve, and which also "depend not only on the project, but also on other aspects (...) outside it". This is why they build a chain of results, she said, because as time goes by, "our control over what we want to happen (...) diminishes".

"We are talking about building that chain of results in products, outcomes, changes in recipients, and the final impact that affects society the most".

Finally, she said that insofar as this is the first step of the evaluation, it establishes what has to be achieved and from there, how it will be measured.

8. End of the session

Leire Goienetxea thanked Marian for her contribution and handed the floor to Miren Larrea. Miren Larrea began by saying that she had only just realised that there was a simultaneous interpretation service and therefore from then on she would speak in Basque. She said she wanted to "share how the process is getting on". At each session, they will go further down the path set out by Marian. The documents used in today's session and the results they had collected will be set out in the next working document.

She added that they will work on this, setting the targets, establishing the indicators to be measured, collecting data, and passing on the group's assessment to the people who are developing the project, in order to collect information from them too on the development of the project. They will review and measure the targets as the project progresses.

She concluded by saying that the next step will be to produce the document. After that, there will be another workshop.

Leire thanked Miren and asked the participants to fill in the evaluation sheet for the session (she shared the link on the chat), which she will also send out by email. She took her leave of them, thanking the group for their participation.

9. Appendices

a. Working Document No. 4

THINK TANK

DELIBERATION SPACE ON THE GREEN RECOVERY

Working Document No. 4

19 January 2021 (first draft)

Following on from previous working documents, this document introduces the methodological dimension as part of the reflection. Given that all four projects already have multidisciplinary teams that include deliberation as part of their process, it has been decided to explore the participatory evaluation methodology for the Green Recovery process which encompasses the four projects. This fifth space for deliberation should generate a process of continuous reflection on the four projects, further enabling the lessons learned about each project to have a positive impact on the others.

As a starting point for introducing participatory evaluation, the following outline has been developed.

	Conventional	Participative
Who?	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.
What?	Pre-determined success criteria at the beginning of the processes.	Participants identify and, if necessary, continually redefine the criteria of success.
How?	Distance between the evaluation team and programme heads.	Methods and results shared through the participation of all.
When?	In general, when the policy or programme is completed.	Frequently, throughout the lifetime of the policy. Continuous assessment.
Why?	Summative Evaluation: Should the policy be continued?	Formative evaluation to generate improvement actions. Continuous learning.

Source: Díez 2001.

After reflecting on the differences between conventional and participatory evaluation, the participants in the session, who on this occasion represented the Climate-Committed Citizens project, reflected on their interpretation of the targets for this project in three timescales: May 2021, when all the Etorkizuna Eraikiz Think Tank processes will be evaluated; 2023, the end of the current legislature, and 2030, which will make it possible to think about long-term issues.

The following is a summary of the participants' contributions, which will serve as an element of reflection on the project.

Climate-Committed Citizens: Timescale May 2021

In this reflection, the group had to establish specific short-term targets, although they are aware that the ultimate transformation to be achieved is a long term one.

Some contributors came up with generic targets, such as awareness-raising and citizen involvement. Recommendations for this period were also shared, such as taking advantage of the new situation, including the change in presidency in the US and the pandemic and new ways of life (teleworking, transport, etc.) to raise awareness.

There were some contributions that focused not only on the citizens who will participate directly in the programme with concrete projects, but also on the public in general.

TARGET	MEASUREMENT & EVIDENCE
To ensure that a certain percentage of citizens are aware of the actions that are going to be proposed in this project	Number of entries on the website and type of queries
Increasing knowledge among citizens and attracting them	<p>Measuring the percentage of the population who:</p> <ul style="list-style-type: none"> -are aware of the problem of climate change on a global scale -are aware of the problems of climate change in Gipuzkoa - are aware of the need and urgency to act (essential and unpostponable) - are aware that their contribution is important - know about these initiatives from the Provincial Government (Climate-Committed Citizens)

Another contribution focused on the methodological level, although it was suggested that May 2020 was a very tight deadline to have this methodology agreed upon.

TARGET	MEASUREMENT & EVIDENCE
To have a methodology that generates consensus in terms of content, challenges and forms of evaluation	<ul style="list-style-type: none"> -To have an application that poses the experience in gaming format - Number of participants in the experience, and level of participation (number of items, or passing a certain threshold) - Attract the interest of public bodies (initially, municipalities) and individuals

Other contributions focused on operational targets.

TARGET	MEASUREMENT & EVIDENCE
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	-Number of participating municipalities -Number of participating citizens in each municipality
Launch of the call to town councils and recruitment of participating citizens and formation of the groups (and municipalities) that will compete in the challenge	

Climate-Committed Citizens: Timescale 2023

In this case the focus was shifted to the end of the legislature and targets were set for this timeframe, assuming that the pandemic would be over by then. The targets can be classified into three types: mobilization, change in habits and environmental impact.

Mobilization targets:

TARGET	MEASUREMENT & EVIDENCE
To get a percentage of citizens to participate in these actions.	-Programme/platform engagement (use the programme platform to measure what percentage are engaged and to what extent)
General mobilisation of the people of Gipuzkoa in favour of the climate	-Number of successful campaigns participated in.
Repeat of the 2021 initiative, with a broader scope in 2022 and 2023.	-Increase in participants -Greater development of challenges and actions, and level of participation with a greater number of items with different levels of difficulty-commitment. -Attracting the interest of non-participating organisations (municipalities and others) and individuals.

Targets related to changes in habits:

TARGET	MEASUREMENT & EVIDENCE
	<ul style="list-style-type: none"> -Improvement in indicators of compliance in combatting climate change challenges in households (housing and citizen mobility) -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.)
Initial commitment, action and change in habits (interaction and conversion)	<ul style="list-style-type: none"> -Percentage of people who say they are committed to the climate (who carry out actions of some kind) -> by degrees of commitment: none / not very / partially / quite a lot / totally - Percentage of all citizens who are committed + degree of commitment among those who are committed

Environmental impact:

TARGET	MEASUREMENT & EVIDENCE
Achieve clear progress in objective environmental indicators and data	<p>Examples:</p> <ul style="list-style-type: none"> -Mass use of <i>Passivhaus</i> construction techniques -Clear move to electric vehicles -Sustainable forms of transport - Sustainable consumption habits, both environmentally and socially (working conditions, etc...)

Climate-Committed Citizens: timescale 2030

With a view to the long term, the participants focused on the programme, but also on the transformation of regulations and on the environmental impact itself.

Programme targets:

TARGET	MEASUREMENT & EVIDENCE
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"> -Web and/or mobile app oriented towards different contexts and roles. Gaming generates community (participants give each other feedback) -Number of contexts and roles activated, number of organisations and participants.

	-Real impact on behaviour and its impact in terms of sustainability.
Total commitment to climate/loyalty	-Amount of platform usage

Targets related to current regulations:

TARGET	MEASUREMENT & EVIDENCE
To have a clear regulation that "obliges" citizens to adopt these climate commitment habits and actions, not only as something voluntary, but also as a legal requirement.	<p>-Evidence that just as today there are former attitudes towards equality, sexism, etc... that seem unacceptable to us today, the same has happened in the area of climate commitment</p> <p>-Evidence of issues that are no longer left to the "good will" of individuals or their greater or lesser personal commitment because there is legislation that sets out guidelines and obligations for citizens in their work and personal environments, etc</p>

Targets related to environmental impact:

TARGET	MEASUREMENT & EVIDENCE
Reduction of carbon emissions attributable to household practices (housing and civic mobility) 2021-2030 is the first emission reduction horizon of the Gipuzkoa Klima 2050 strategy	<p>-Examples of quantitative indicators: reduction of energy consumption per capita in households, reduction of waste generation per inhabitant, etc.</p> <p>-Evidence of consolidation of a civic culture of combatting climate change (through perception surveys: co-responsibility, motivation, replication of attitudes in the workplace, etc.)</p>
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.	

b. Results of the dynamic

Form to be filled in by participants (individual and group)

Timescale: May 2021
Targets: <ul style="list-style-type: none"> Evidence: <ul style="list-style-type: none">
Timescale: 2023
Targets: <ul style="list-style-type: none"> Evidence: <ul style="list-style-type: none">
Timescale: 2030
Target: <ul style="list-style-type: none"> Evidence: <ul style="list-style-type: none">

Individual reflections

Note: each row shows a reflection by a different participant

Timescale: May 2021	
Target:	Evidence:
To identify good practices in circular economy in Gipuzkoa (products and services) to be applied in circular and innovation purchasing and public procurement	<ul style="list-style-type: none"> • Actions developed by companies (eco-design of products/services and processes) • Catalogue of good practices
1. Detailed roadmap of the technical, economic and legal process to implement a pilot project in 2023 and launch official calls for proposals. 2. Complete actions to promote citizens' knowledge of the process	<ul style="list-style-type: none"> • A document published with a preliminary (May) and updated (October?) roadmap. • Publication on websites, social media, etc., and impact metrics
Analyse the current context of Climate-Committed Citizens. What is being done and how can we incorporate it in our territory?	<ul style="list-style-type: none"> • List: necessary regulations to be developed, priority materials for Climate-Committed Citizens • List possible actions in our territory imported from other countries that are already seeing success in their Climate-Committed Citizens programme

To determine the real potential for application and launching of the pilot project from all sectors: prepared sectors, definitive criteria that can be assumed and implemented by the public administration.	<ul style="list-style-type: none"> • number of existing circular economy products or services offered by companies in the province that can be implemented. • definition of the main quantitative economic, environmental and social indicators to monitor the project, before, during and after its implementation. • definition of qualitative user indicators
Bring visibility to the programme. Knowledge of this work among companies, society	<ul style="list-style-type: none"> • Percentage of companies that are taking circular economy actions. • Level of knowledge of this programme
Timescale: 2023	
Target	Evidence
Extend the process carried out in the provincial government to other administrations.	<ul style="list-style-type: none"> • Percentage of specifications that include circularity-related requirements. • Changes in companies: change in manufacturing processes.... • Effect on waste
1. December 2023: to have completed a first green purchasing pilot scheme. 2. Public awareness of the process	<ul style="list-style-type: none"> • Number of products or services offered. • Number of bids received. • Number of contracts signed. • Survey results?
Motivate companies by discovering areas of work and results that bring them value for their own initiatives, their work and for the members of their organizations. Reduce existing reticence towards new materials.	<ul style="list-style-type: none"> • Work of organisations in the field of circular economy • Post-sale analysis to analyse user feedback.
Real impact and achievements of the 4 pilot projects launched on circularity principles	<ul style="list-style-type: none"> • Analysis of returns and measurement of indicators in the territory • Quantitative and qualitative returns for the administration, for companies, for end users and for the public in general • Degree of difficulty in application and analysis of its replicability
Repeat of the 2021 initiative, with a broader scope in 2022 and 2023. Degree of progress in recent years Extend to a larger number of administrations / companies.	<ul style="list-style-type: none"> • Increase in number of participants. • Percentage increase in the number of specifications • -Percentage of public tenders with circular economy • -Identification of companies and increase.

Timescale: 2030	
Target	Evidence
Extend the process to society.	<ul style="list-style-type: none"> • Market research to identify changes. • Waste generated: e.g., less packaging. • Evaluation of companies in Gipuzkoa (changes in production)
1. X% of DFG purchases in accordance with green purchasing procedures. 2. Development of the market for circular products and services in Gipuzkoa	<ul style="list-style-type: none"> • Number of products/materials involved in the process. • value of green purchases (in %) • Number of companies offering green products and services. • Green employment (associated with circular activities) in Gipuzkoa
Standardise Green Public Procurement and Contracting and more specifically Circular and Eco-innovation in Gipuzkoa.	<ul style="list-style-type: none"> • Analysis of specifications • Analysis of the number of bidders for these specifications with environmental criteria
Implementation of mandatory circular criteria in all public administrations: 100% Circular Gipuzkoa 2030	<ul style="list-style-type: none"> • financial analysis of the impact on the territory: jobs, GDP, • social analysis of new business models, new business lines, circular jobs and adapted future training offerings. • environmental analysis: environmental footprint, GHG reduction
Have clear regulations. Effect at social level	<ul style="list-style-type: none"> • Percentage of tenders that perform well. • Percentage of specifications that include these actions

Group reflections

Group 1

Timescale: May 2021

Target: Identify priority materials and services and determine what is being done elsewhere. Develop necessary regulations for strategic and more specifically environmental public procurement and contracting. Public procurement should start to include environmental criteria that are scored in the bids submitted to encourage companies to begin the "greening process". New business activities in this area.

Evidence:

- List these materials to be incorporated and to determine their economic and social impact. Prioritization of these same materials.
- Instruction or procedure from the Provincial Government setting out recommendations for incorporating these criteria.
- Public awareness-raising

Timescale: 2023

Targets: Involve all actors, training work. Reduce aversion towards new materials.

Evidence:

- Development of an ecosystem of companies in a circular economy.
- Increase the number of bids received for tenders with environmental specifications.
- Emergence of new start-up companies in the circular economy.

Timescale: 2030

Target: A registry of environmental companies, which would force companies to go green in order to access these new contracts.

Evidence:

- List of environmental companies that meet the criteria requested in the bidding documents.
- Climate-Committed Citizens standardized in the territory. Analysis of the specifications. Number of specifications that include environmental criteria.

Group 2

Timescale: May 2021

Target:

[person 1]- Pilot testing of tenders and bringing visibility to the programme.

[person 2]- Design of roadmap of all steps required to implement green procurement (legal part solved?)

[person 3] Bring visibility to the programme. Percentage companies that are performing these actions

Evidence:

- Tenders and specifications
- Surveys among companies on the situation
- Document published with roadmap [person 2]

Timescale: 2023

Targets:

Programme implementation: Companies are aware of it.

20% Regular circular public tenders

Status of companies

[person 2] pilot green purchasing programme underway.

[person 3] degree of advancement. Increase the number of administrations.

Evidence:

- Percentage of public tenders with circular economy criteria
- Percentage of tenders
- industrial / urban waste
- Have completed a purchase pilot : number of bids received, signed,....
- Increase in number of participants.
- Specifications
- Companies that are working on it

Timescale: 2030

Target:

Standardisation of circular public procurement

Tenders should be habitual (80%)

That companies do not see them as (nor do they actually represent) a limitation, that they have taken them on board (increase in number of companies)

Study the generation of industrial waste.

Evidence:

- Percentage of tenders
- Percentage of proposals with good performance (80%)
- number of products and materials, percentage of companies, green employment..

c. Presentation of Gipuzkoa 100% circular

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SAIOA SESIÓN > 2021.1.26

% 100 LURRALDE ZIRKULARRA TERRITORIO 100% CIRCULAR

EKONOMIA BERDE ETA ZIRKULARREKO TALDE SUSTATZAILEA
GRUPO PROMOTOR EN ECONOMÍA VERDE Y CIRCULAR

Gipuzkoako
Foru Aldundia
Ingurumena eta Obra
Hidraulikotako Departamentua





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2050**

**% 100 LURRALDE ZIRKULARRA
TERRITORIO 100% CIRCULAR**



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1 TESTUINGURUA CONTEXTO

2020ko abenduaren 18a > Gipuzkoa % 100 zirkularra proiektu esperimentalaren bigarren saioa.

Proiektu esperimentalaren esparruan egin beharreko 2 diagnostikoen aurkezpena:

- Ekonomia zirkularrari lotutako Gipuzkoako egungo enpresen eta material/produktuen inguruan UPV-EHU Ekonomia Zirkularreko gelan egiten ari den diagnostikoa. 2021eko martxoa-ekaina.
- Nazioarteko esperientzia iradokitzaileen benchmarkinga, ekonomia zirkularraren etorkizuneko ahalmenari begira. Negozio-eredu, negozio-lerro edo enpresa berriak. Naturklima egiten ari da. 2021eko martxoa.

18 diciembre de 2020 > Segunda sesión del proyecto experimental Gipuzkoa 100 % Circular.

Presentación de los 2 diagnósticos a realizar en el marco del proyecto experimental:

- Diagnóstico de empresas y materiales/productos actuales en Gipuzkoa en Economía Circular que lo está realizando la UPV, en el Aula de Economía Circular. Marzo-Junio 2021.
- Benchmarking de experiencias internacionales inspiradoras de cara al potencial a futuro de la economía circular. Nuevos modelos de negocio, líneas de negocio o nuevas empresas, que lo está realizando Naturklima. Marzo 2021.

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JARDUNALDIAREN DINAMIKA DINÁMICA DE LA JORNADA

3 galdera hauei
buruzko eztabaida
mahai birtualetan:

**Debate en Mesas
virtuales sobre 3
preguntas:**

Ikuspegi teknikitik, zer alderdi eta baliabide hartu behar dira estrategikotzat lizitatzailerak eta administrazioek erosteta eta kontratazio publiko zirkular baten prozesua egin ahal izateko?

¿Qué aspectos y recursos es necesario considerar tanto desde el punto de vista técnico como estratégico para que licitadores y administraciones puedan llevar a cabo el proceso de una compra y contratación pública circular?

**GIPUZKOA
2050**

**% 100 LURRALDE ZIRKULARRA
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2

JARDUNALDIAREN DINAMIKA DINÁMICA DE LA JORNADA

**Debate en Mesas
virtuales sobre 3
preguntas:**

**Debate en Mesas
virtuales sobre 3
preguntas:**

Nola prestatu daitezke eskualdeko enpresak ekonomia zirkularrari eta/edo ekoberrikuntzari lotutako irizpide berrietan oinarritutako lizitazio pilotu baterako?

¿Cómo se pueden preparar las empresas de la región para una licitación piloto con nuevos criterios de economía circular y/o de eco-innovación?

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2050**

**% 100 LURRALDE ZIRKULARRA
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2 JARDUNALDIAREN DINAMIKA DINÁMICA DE LA JORNADA

Debate en mesas
virtuales sobre 3
preguntas:

Debate en mesas
virtuales sobre 3
preguntas:

3

Nola jasoko lirateke ekonomia zirkularrari eta/edo ekoberrikuntzari lotutako irizpide berrietan oinarritutako irizpideekin erosi eta kontratatu beharreko produktu eta/edo zerbitzuen inguruan erabiltzaileek dituzten aurreikuspenak, esperientzia eta iritzia?

¿Cómo se incorporaría la experiencia, opinión y expectativas de los usuarios respecto a productos y/o servicios a comprar y contratar con criterios de economía circular y/o de eco-innovación?

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2050**

**% 100 LURRALDE ZIRKULARRA
TERRITORIO 100% CIRCULAR**



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3 EZTABAIDAREN ONDORIOAK CONCLUSIONES DEL DEBATE

1. Galdere Pregunta

Lizitatzailak eta administrazioek erosketak eta kontratazio publiko zirkular baten prozesua egin ahal izateko kontuan hartu beharreko alderdiak eta baliabideak.

Aspectos y recursos a considerar para que licitadores y administraciones puedan llevar a cabo el proceso de una compra y contratación pública circular.

Aldundiaren barruan erosketak eta kontratazio zirkular baterako trantsizio-plan bat sortzeko aukera, lizitatzailak eta beste administrazio batzuei informazioa emateko eta helburuak lortzeko bidea bistaratzeko.

Posibilidad de crear un plan de transición dentro de la Diputación hacia una compra y contratación circular que sirva para informar a los licitadores y otras administraciones y visibilizar el camino y la consecución de los objetivos.

**GIPUZKOA
2050**

**% 100 LURRALDE ZIRKULARRA
TERRITORIO 100% CIRCULAR**



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EZTABAIDAREN ONDORIOAK CONCLUSIONES DEL DEBATE

1. Galdera **Pregunta**

Lizitatzailerek eta administrazioek erosketa eta kontratazio publiko zirkular baten prozesua egin ahal izateko kontuan hartu beharreko alderdiak eta baliabideak.

Aspectos y recursos a considerar para que licitadores y administraciones puedan llevar a cabo el proceso de una compra y contratación pública circular.

Plan horretan, aplikazio-sektore bakoitzean jarraitu beharreko ibilbide-orria eta Aldundiko departamentuen artean helburuak lortzeko modua jaso beharko dira.

Este plan que contemple la hoja de ruta que seguirá en cada sector de aplicación y cómo se van a alcanzar los objetivos entre los distintos departamentos de la Diputación.

**GIPUZKOA
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**% 100 LURRALDE ZIRKULARRA
TERRITORIO 100% CIRCULAR**



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EZTABAIDAREN ONDORIOAK CONCLUSIONES DEL DEBATE

1. Galdera **Pregunta**

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Aspectos y recursos a considerar para que licitadores y administraciones puedan llevar a cabo el proceso de una compra y contratación pública circular.

Kontratazio-eredu berri horren bidez enpresen lehiakortasuna hobetzen saiatzea.

Buscar a través de este nuevo modelo de contratación mejorar la competitividad de las empresas.

**GIPUZKOA
2050**

**% 100 LURRALDE ZIRKULARRA
TERRITORIO 100% CIRCULAR**



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EZTABAIDAREN ONDORIOAK CONCLUSIONES DEL DEBATE

1. Galdera **Pregunta**

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Aspectos y recursos a considerar para que licitadores y administraciones puedan llevar a cabo el proceso de una compra y contratación pública circular.

Bigarren mailako merkatu sendoak sortzea. Horretarako, garrantzitsua da hondakinen trazabilitatearen jarraipena egitea eta arauak betetzera ez mugatzea.

Creación de mercados secundarios robustos. Para ello es importante el seguimiento de la trazabilidad de los residuos e ir mas allá del mero cumplimiento regulatorio.

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2050**

**% 100 LURRALDE ZIRKULARRA
TERRITORIO 100% CIRCULAR**



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EZTABAIDAREN ONDORIOAK CONCLUSIONES DEL DEBATE

2. Galdera **Pregunta**

Eskualdeko enpresak ekonomia zirkularrari eta/edo ekoberrikuntzari lotutako irizpide berrietan oinarritutako lizitazio pilotu baterako prestatzeko modua.

Cómo se pueden preparar las empresas de la región para una licitación piloto con nuevos criterios de economía circular y/o de eco-innovación.

Agiriek gomendioak baino gehiago izan behar dute; zirkulartasun-irizpide horiek nahitaezkoak izan behar dute eta betetzen ez diren kasurako zigor posibleak jaso behar dituzte, agirietan beste aldagai batzuekin egiten den bezala.

Los pliegos deben ser más que recomendaciones. Estos criterios de circularidad deben ser obligatorios y recoger posibles penalidades a su incumplimiento como se hace con otras variables en los pliegos.

**GIPUZKOA
2050**

**% 100 LURRALDE ZIRKULARRA
TERRITORIO 100% CIRCULAR**



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EZTABAIDAREN ONDORIOAK CONCLUSIONES DEL DEBATE

2. Galdera **Pregunta**

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Cómo se pueden preparar las empresas de la región para una licitación piloto con nuevos criterios de economía circular y/o de eco-innovación.

Lehen agiriak egiteko, jarraipen hurbil bat egin behar da, lorpen errealak, inpaktu ekonomiko sozialaren eta ingurumen-inpaktuaren adierazleak eta proiektu pilotuen ondoren etorkizunean egokitzeko beharra aztertzeke.

Los primeros pliegos deben realizarse con un seguimiento cercano para analizar los logros reales obtenidos, los indicadores de impacto económico social y ambiental y la necesidad de adaptación futura tras los proyectos piloto.

**GIPUZKOA
2050**

**% 100 LURRALDE ZIRKULARRA
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EZTABAIDAREN ONDORIOAK CONCLUSIONES DEL DEBATE

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Eskualdeko enpresak ekonomia zirkularrari eta/edo ekoberrikuntzari lotutako irizpide berrietan oinarritutako lizitazio pilotu baterako prestatzeko modua.

Cómo se pueden preparar las empresas de la región para una licitación piloto con nuevos criterios de economía circular y/o de eco-innovación.

Azterketa horretan, oso garrantzitsua da bistaratzeari, betebeharren betetze-maila eta zigorak ez ezik, trantsizio horren onurak eta alderdi positiboak ere bai: tokiko enpresak eta tokiko enplegua bultzatzea eta ingurumen-inpaktua murriztea.

Importante en este análisis visibilizar no solo el grado de cumplimiento de las obligaciones y penalidades, sino mostrar los beneficios y aspectos positivos de esta transición: impulso a la empresa local, empleo local, reducción de impactos ambientales.

**GIPUZKOA
2050**

**% 100 LURRALDE ZIRKULARRA
TERRITORIO 100% CIRCULAR**



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3

EZTABAIDAREN ONDORIOAK CONCLUSIONES DEL DEBATE

2. Galdera **Pregunta**

Eskualdeko enpresak ekonomia zirkularrari eta/edo ekoberrikuntzari lotutako irizpide berrietan oinarritutako lizitazio pilotu baterako prestatzeko modua.

Cómo se pueden preparar las empresas de la región para una licitación piloto con nuevos criterios de economía circular y/o de eco-innovación.

Enpresa lizitatzailerei eta funtzionario publikoei zirkulartasun-irizpide berri horien eta haien aplikazioaren inguruko prestakuntza eman behar zaie honako hauen bidez: ekonomia zirkularrari lotutako irizpideak lizitazioetan aurrez txertatzeko moduari buruzko gida-tailerrak eta baliabideak, eta txertatu beharreko zirkulartasun- eta ekoberrikuntza-alderdi berrien inguruko prestakuntza-tailerrak. Ildo horretan, enpresa-taldeek konexio-agente on bat behar dute.

Necesidad de facilitar a las empresas licitadoras y a los funcionarios públicos formación específica en estos nuevos criterios de circularidad y en su aplicación a través de talleres guías y recursos de cómo se va incorporar los criterios de economía circular en al licitaciones de manera previa, talleres formativos de los aspectos nuevos de circularidad y eco-innovación que se van a incorporar. En este sentido las agrupaciones empresariales con un buen agente de conexión.

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Cómo se pueden preparar las empresas de la región para una licitación piloto con nuevos criterios de economía circular y/o de eco-innovación.

Zirkulartasuneko kontratistaren sailkapen bat sortzeko aukera baloratzea, betiere Sektore Publikoko Kontratuen Legearen babesean.

Valorar la posibilidad de creación de una clasificación de contratista en circularidad, siempre al amparo de la legislación de la LCSP.

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EZTABAIDAREN ONDORIOAK CONCLUSIONES DEL DEBATE

3. Galdera **Pregunta**

Erabiltzaileen esperientzia, iritzia eta aurreikuspenak jasotzeko modua.

Cómo incorporar experiencia, opinión y expectativas de los usuarios.

Produktuak eta zerbitzuak eskaintzen betetzearen parte gisa ebaluatzeko aukera aztertzea, lizitazio-prozesutik, aurrez erosteko eta produktuaren kalitatearen arabera ordaintzeko prozesuetatik eta saldu ondoko prozesuetatik haratago.

Analizar la posibilidad de evaluar los productos y servicios como parte del cumplimiento de las ofertas mas allá del proceso de licitación, procesos de pre-compra y de pago supeditado a la calidad del producto y procesos post-venta.

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EZTABAIDAREN ONDORIOAK CONCLUSIONES DEL DEBATE

3. Galdera **Pregunta**

Erabiltzaileen esperientzia, iritzia eta aurreikuspenak jasotzeko modua.

Cómo incorporar experiencia, opinión y expectativas de los usuarios.

Proiektuak oraindik kontzientziatuta ez dauden kontsumitzaileen taldea sentsibilizatzea ahalbideetako duen programa bat eduki behar du: erabiltzaileen testa, sentsibilizazioaren bilakaera ikusteko.

El proyecto debe tener un programa que permita la sensibilización del grupo de consumidores aún no concienciados: test de usuarios para ver la evolución de la sensibilización.

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3 EZTABAIDAREN ONDORIOAK CONCLUSIONES DEL DEBATE

3. Galdere **Pregunta**

Erabiltzaileen esperientzia,
iritzia eta aurreikuspenak
jasotzeko modua.

Cómo incorporar
experiencia, opinión
y expectativas de
los usuarios.

Egungo produktu, material edo zerbitzu zirkular berriekiko
errezeloei aurre egiteko diseinatutako plan bat.

Un plan diseñado para salvar las reticencias de nuevos
productos, materiales o servicios circulares existentes.

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d. Presentation used by Marian Díez

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**GIPUZKOA
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ZIRKULARRA**
EKONOMIA BERDE
ETA ZIRKULARREKO
TALDE SUSTATZAILEA

**TERRITORIO
100%
CIRCULAR**
GRUPO PROMOTOR
EN ECONOMÍA VERDE
Y CIRCULAR

Participatory evaluation

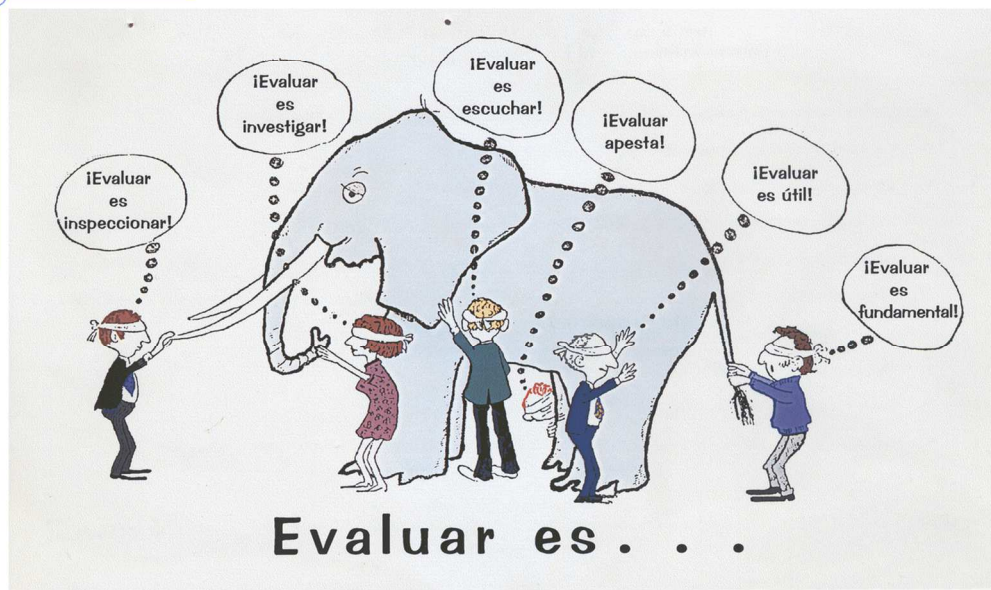


Maria Angeles Díez
26 January 2021

1



Evaluation is an elastic word that stretches to cover judgments of many kinds (Weiss, 1998)



2

Evaluating is...

- *"Programme evaluation does not have a peaceful and widely accepted definition in literature. The terms 'programme evaluation', 'policy evaluation' and 'evaluation research' have been given a variety of interpretations depending on what different researchers include in this field of research and/or understand to be their own methods" (Ballart, 1992).*
- *"There is no satisfactory way of defining evaluation that, if found, would put an end to all discussion on how evaluation should be conducted and what its purposes are" (Guba and Lincoln, 1989).*

Why?

For whom?

How?

3

Why do we evaluate?

Purpose: role of evaluation in a given context.

Accountability. Support for decision-making. Programme improvement.

Knowledge generation.

Learning.

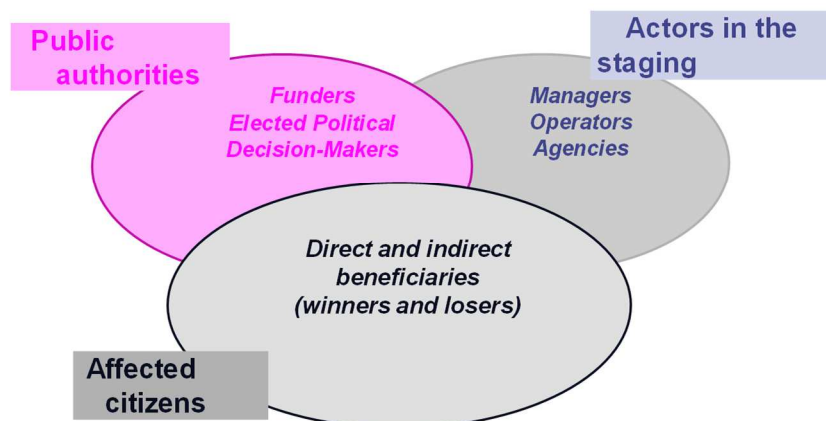
Accountability & Learning



4

Who do we evaluate for?

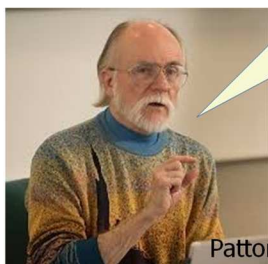
- Who are the relevant stakeholders in the programme being evaluated?
- Are their interests and visions taken into account?



5

How do we evaluate?

- Quantitative methods & data.
- Qualitative methods & data.
- Methodological structuring: mixed methods



Patton 2008

The methodological gold standard here is appropriateness, not any particular method



6

Evaluation models: diversity

The term "models" promises too much. People begin to trust them as a blueprint, a parts list and assembly instructions which, if followed carefully, can be used to put together a satisfactory evaluation. In fact, in the field of evaluation **models are simply proposals ...** (Stake, 1991, p. 71).



What differentiates one evaluative approach from another is not the methods but rather the evaluation questions, who asks those questions, and what values are promoted (Green, 1994).

7

Participatory evaluation

- Participatory Evaluation is **action-oriented research**; it is a process of reflection and deliberation that promotes learning and seeks to build capacities.
- It is a horizontal approach which, through collaboration and facilitation, allows participating organizations and individuals to be part of all key elements of the evaluation process:
 - Delimitation of the objectives and goals to achieve.
 - Definition of measurement indicators.
 - Design of information-gathering tools.
 - Analysis of results and identification of findings.
 - Preparation of recommendations and introduction of improvements and changes.

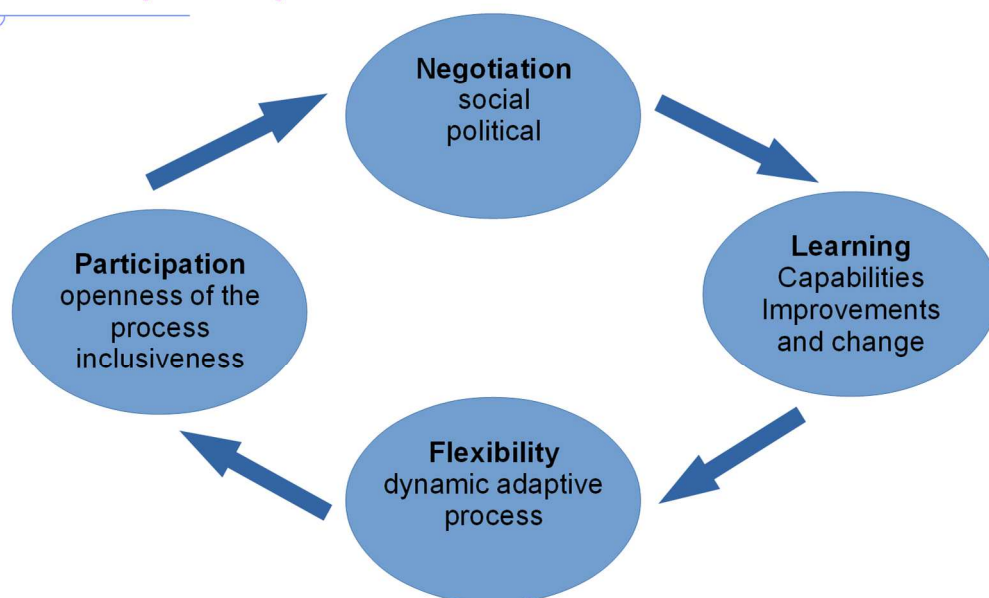
8

Conventional and Participatory Evaluation

	Conventional	Participative
Who?	External experts.	Policymakers and implementation agents, in collaboration. Participant.
What?	Targets & success criteria pre-established from the outset (outcome-focused)	Criteria & objectives discussed and negotiated, focus on outcomes and processes
How?	Pre-determined quantitative methods. External point of view	Mixed methods (quant. and qual.). Methods and data shared through participation.
For whom?	Political decision-makers, financiers.	Participants. Social stakeholders.
Why?	Accountability. Summative evaluation.	Continuous learning. Formative evaluation.

9

The four principles of participatory evaluation



10



Eskerrik asko!! Thank you!!