

Vitoria-Gasteiz

**GREEN
DEAL**



Vitoria-Gasteiz GREEN DEAL

AN AGREEMENT FOR THE FUTURE OF OUR CITY'S GREEN ECONOMY, SOCIAL COHESION AND NATURAL ENVIRONMENT



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Mayor of Vitoria-Gasteiz

On 6 September 2019, Vitoria-Gasteiz was elected as a “Global Green City” by an organization sponsored by the United Nations. This recognition comprises part of a trajectory which was inspired by our way of working and understanding our City which dates back to the 80s decade and there was also a major milestone when the city earned recognition as the European Green Capital in 2012. This acknowledgement for the work in the sustainable development sector also honours the entire trajectory in which numerous persons have participated from diverse periods and ideologies, hence allowing our city to achieve a position as one of the international benchmarks in sustainable development.

On 7 February 2019, the youngest US Congresswoman, Alexandria Ocasio-Cortez publicly announced her “Green New Deal”, an ambitious plan against climate change and the economic transformation of the USA which has become a major reference for numerous people and institutions worldwide. Such is the case that the President of the European Commission, Ursula Von Der Leyen, has proposed to submit a “European Green Deal”. Likewise, the Basque Government on 30 June



2019 declared a climate emergency and the Town Council of Vitoria-Gasteiz also adopted the same declaration as its own.

We face an unprecedented scenario at the international level, a scenario in which they are still few institutions which are implementing specific measures. The economic, environmental and social consequences of climate change have become evident and now is the time to act with both serenity and determination based on dialogue and agreement.

The Vitoria-Gasteiz Green Deal is an agreement by our City, for the future of tomorrow's generations and also an agreement for our planet. An agreement to consolidate our high quality lifestyle and establish the foundations of a solid and viable economic and social future, abroad and plural agreement, which aims to include diverse and yet complementary visions in the upcoming horizon.

This agreement aims to specify the actions, to move beyond words to deeds, to generate a significant impact, in order to manage the required transformation that is coming and for which we must be prepared.

VITORIA-GASTEIZ, THE CITY CAPABLE OF LEADING THE CHANGE

Our city has shown the wisdom to make a change which has become an international benchmark in sustainability. This change has been possible thanks to decades of hard work in which people from different political backgrounds have shared common principles which have permitted us to become the world's leading reference in urban sustainability. If there is a city in our environment which is capable of dealing with the major transformation that is currently taking place on our planet, it is Vitoria-Gasteiz. Now we must be able to make progress in this "green" transition to achieve the city's economic and social model.

However all of these challenges also represent great opportunities which we must take advantage of. There is a great deal to be done and if we unite and work together with determination, we can ensure that all these changes result in a better city, with cutting-edge public services, a dynamic modern economy with green infrastructures which continue to serve as an example to be followed.

Today, we live a time in which cities are seeking their own identity. Vitoria-Gasteiz has its own identity. We are Green. We serve as an example for countless others, where we have created our own trademark and identity and we are the lever of change for the future.

Recent history has shown that we know how to manage urban change at a large scale; we also rely on a robust economic and industrial model. We know the value of agreements and common consensus to accomplish major achievements. These are the necessary ingredients for the challenges which lie ahead of us. We will make this second transition possible for Vitoria-Gasteiz.

Our city relies on a solid and stable institutional environment, with high level development. Thanks to our self-government, we have been able to define the institutional structure which has allowed us to achieve cutting-edge levels of human and economic development.

If we talk about sustainable development, mobility is one of the key issues. Vitoria-Gasteiz is also a benchmark in sustainable mobility, with major developments in pedestrian mobility and bicycle lanes; it is a pioneer city which is also a leading reference due to the implementation of Super-Blocks, which rely on a strong public transport system in permanent development. Likewise, our city is represented by the



2000

The UN selects the Green Belt among the 100 best world performances in its Third Best Practices Contest.



2006

First Award for Good Local Practices on Climate issues granted by the Spanish Network of Cities for Climate



2010

Appointment of Vitoria-Gasteiz as European Green Capital 2012

promotion of major projects such as the Tram or Electric Smart bus (BEI) or through innovation such as the Mobility Lab project. All these characteristics have allowed us to create the ideal scenario so that Vitoria-Gasteiz has become a top ranked urban laboratory in sustainable mobility, by exploring new business opportunities and mobility solutions to improve the quality of the city's lifestyle.

However if there is anything which has allowed us to position ourselves as a benchmark for the Green City, it is the excellent work which has been done in the green urban infrastructure sectors, where we especially highlight, the Green Belt, which provides approximately 40mt/2 of green zone per capita, a ratio that has made us a benchmark city at the international level with avant-garde projects and services. This initiative also represents a great opportunity to promote this project by consolidating the Green Belt and exploring opportunities to continue the development of these infrastructures as well as link their implementation with the economic repercussions in the city.

We highlight our green spirit however, we must not forget that we are also an industrial city where 30% of our GDP is derived from this sector. We rely on large corporations which sustain the city's economy and thousands of families. In our city, the automotive sector has a very important weight. According to several studies, in Europe, one out of every four jobs in the automotive sector is at risk. Consequently, it is an industry which faces times of change and hence each and every one of us must make a firm investment to collaborate with our industry in this transition.

The logistics sector is another one of the strong points which we can rely on. The strategic location of our city and the development of several of its infrastructures such as the arrival of the high-speed train (AVE) or the logistics development project in Jundiz represent major opportunities to support our innovation goals and our vision of sustainable development so that we can stimulate the economy of our city.

A Green Deal for the development of our city would not make any sense if it does not also contemplate the improvement and transformation of public services. Vitoria-Gasteiz is the city in the surrounding environment with the best quality of life, which is directly related to our "Green" character; but it is also undoubtedly due to the public services which it provides. Our civil centres are the best example of this vocation, but this philosophy also should apply to the rest of the public services such as cleaning, urban maintenance and social cohesion. A major city agreement, an agreement on sustainability and economic development must have a clear vision of the social and territorial cohesion; it must include an



2013

Quality Award of the Spanish Network of Healthy Cities for the promotion of initiatives that favor healthy lifestyles



2016

Celebration of the XX Anniversary of Environmental Studies Centre



2016

Presence of Vitoria-Gasteiz at the 21st UN Conference on Climate Change

innovation perspective and the contribution of more sustainable solutions which allow us to rely on first-class public services.

GUIDING PRINCIPLES:

- » Sustainable economic development. A dynamic economy based on innovation and respect for the environment as a source of opportunity and transformation, in which the local industry feels our acceptance and support along with an innovative entrepreneur ecosystem which offers job opportunities.
- » Social cohesion and public services. A city which takes care of people, with a fair and modern social protection system as well as urban development which seeks balance among the different neighbourhoods.
- » Environmental Sustainability. A natural and urban environment in which the respect for the environment and the recovery of natural spaces is essential to improve the quality of life.

OBJECTIVES:

- » Achieve the emission reduction objectives in a just and socially responsible way.
- » Create new high quality jobs in the "Green Economy" paradigm.
- » Promote entrepreneurship and technological innovation in the city.
- » Accompany the city's business networks in the transition to a "Green Economy".
- » Rely on a set of infrastructures which enhance the city's connections and reinforce its position as a cohesive and sustainable city.
- » Advance the energy transition in the city, strengthening the use of sustainable energy sources.
- » Communicate the "Green" culture and values among society.
- » Reinforce the social cohesion, by promoting projects and initiatives which foster inclusion and support for senior citizens.
- » Consolidate a city with territorial cohesion based on the balance among the city's neighbourhoods.



Certified
Destination

2016

Vitoria-Gasteiz
obtains the
Biosphere
Destination
certification as a
Sustainable Tourist
Destination



2018

Tribute from the
National Congress
on the Environment
to Vitoria-Gasteiz
on the 25th
anniversary of the
Green Belt



2018

Signature of the
'Basque
Declaration' at the
8th Conference of
Cities and Villages
for Sustainability
(ICLEI)

WORK AREAS:

- » The stimulation of the growth of industrial production and clean manufacturing by promoting the renewable energy industry.
- » The adaptation of the city's automotive sector to the changes which are taking place in this sector by means of innovation, the search for new products and services as well as the use of cleaner energy.
- » The fight against climate change and the establishment of mechanisms in order to adapt to its consequences.
- » The development of new and enhanced public services, such as cleaning, waste treatment, urban lighting, the care of parks and gardens, etc. We must encourage change, which based on the perspective of sustainability, allows us to rely on first-class public services.
- » The implementation of new cultural infrastructures of mobility and services for the city which contribute to reduce emissions and improve the social cohesion.
- » The development of a tax environment and sustainable financing aligned with the objectives of the agreement, based on social and environmental responsibility and focused on support to projects and initiatives with a "Green" nature.
- » The revision of the transport systems and urban mobility in order to reduce the pollution and emissions from public and private transport in the city. In particular by promoting vehicles with 0 emissions, encouraging the use of bicycles and pedestrian trips, the development of clean, accessible and quality public transport as well as the implementation of the High-Speed Train (AVE).
- » Work on the development of sustainable electricity generation systems.
- » The implementation of clean, renewable energy sources with "0 emissions" in the city's streets and buildings.
- » Urban refurbishment and rehabilitation with sustainability criteria, promoting the adaptation of the existing buildings and constructing more buildings with more sustainable and efficient energy and water consumption.
- » The development with the agriculture and forestry sector of new solutions for sustainable agricultural production which make it possible to



2018

Signing of the city's accession to the Charter for the ecosystemic planning of cities



2019

Appointment of Vitoria-Gasteiz as Global Green City 2019



2019

Prize "Greater citizen impact" for the commitment to sustainable development and the fight against climate change granted by Ecovidrio

reduce the emission of greenhouse gases, supporting the family farms and developing agricultural practices which enhance the health of soils as well as promote sustainable forest exploitation.

- » Encourage a sustainable and healthy food model, by support to Km0 food production projects with low energy and water consumption as well as implementing initiatives to reduce food waste in households and businesses.
- » R&D solutions in the health sector linked to the ageing of the population, the effects of climate change and pollution.
- » Consolidate and build green infrastructures which make it possible to compensate the city's ecological footprint..

COMMITMENTS:

- » From now to the year 2030, promote a set of specific projects and initiatives which will be compiled in a joint Action Plan which corresponds to the objectives described above and which shall be publicly presented throughout 2020.
- » Create a Work Team for the monitoring and rendering of accounts for these commitments.
- » Encourage the transparency, participation and involvement of citizens as well as economic and social agents to implement the acquired commitments.
- » Equip the initiatives with economic and human resources which are developed in the "Gasteiz Green Deal".
- » Defend and communicate the commitments and advances made in the framework of this agreement with the aim to involve other agents and serve as an example to other institutions.