

**2**

**Cities presentations**



**SAINT  
QUENTIN**













<https://youtu.be/QWXBRuj7zjU?list=PLxDRP5Pfa14a6nbx3KywHjzZA0ukBfNx>



Photographie de terrain dans l'environnement proche  
Vue de la place Quentin de la Tour / Avant

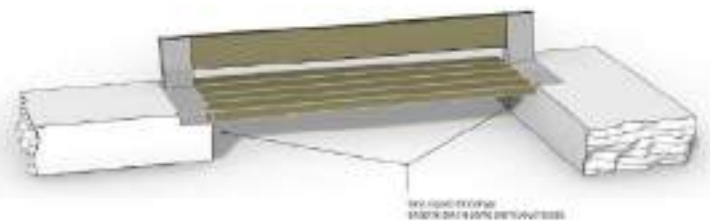


A6\_Photographie du terrain dans l'environnement proche  
Vue de la place Quentin de la Tour / Avant

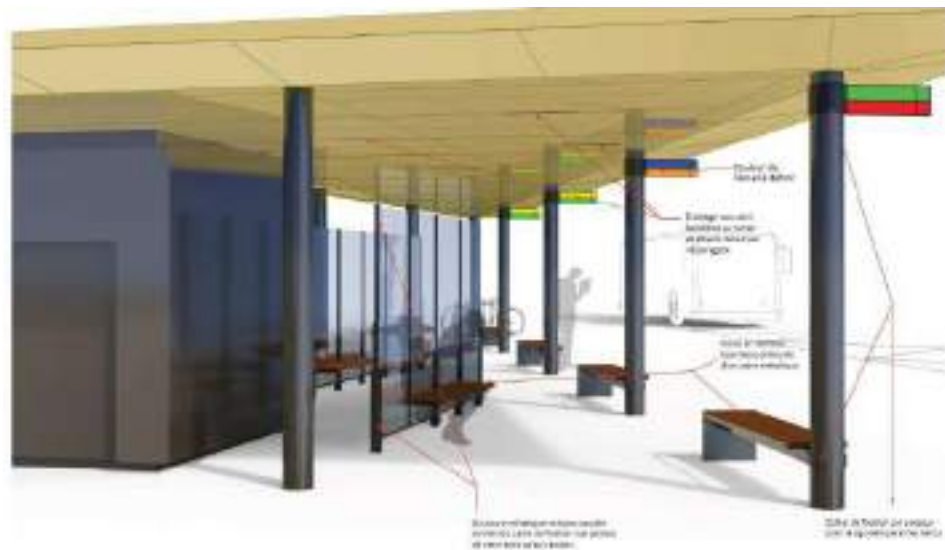


A6\_Photographie du terrain dans l'environnement proche  
Vue de la place Quentin de la Tour / Après





## Pôle d'échanges

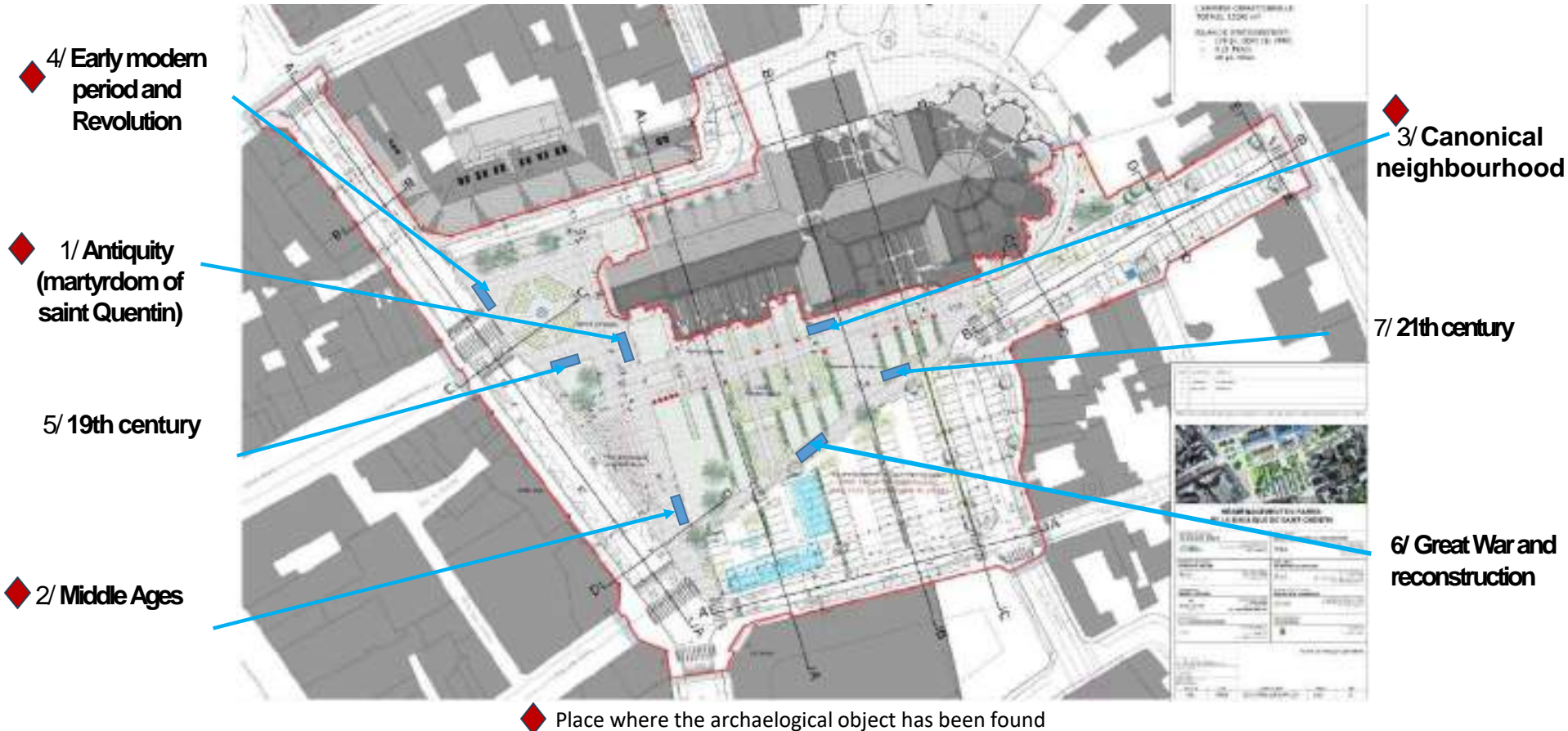


## Abribus





# Accessible interpretive panels



# Questions?



# 2

## Cities presentations

# La Laguna, World Heritage City First City Without Walls in History



# **La Laguna, World Heritage City First City Without Walls in History**



La Laguna was the first peaceful, unwalled city in history, whose unwalled layout was imitated by the conquistadors throughout the Americas.

# La Laguna, World Heritage City First City Without Walls in History



La Laguna has won the most important national and European awards:

- 1º The First Prize of the Access City Award, the main European award in accessibility and disability AND 150.000 EUROS.
- 2º The 'Bronze European Capital Cities for Diversity and Inclusion Award 2024'.
- 3º The Solidarity Award Once Canarias 2024
- 4º The Cermi 2022 National Award for Best Local Action granted by the Spanish Committee representing people with disabilities in Spain.

# La Laguna has a Disability Council and an Ombudswoman for Persons with Disabilities



**The functions of the Council** include acting as a channel of communication between people with disabilities and the Local Administration, providing advice, and drawing up proposals for the implementation of actions to guarantee equal opportunities for all people.



**The role of the ombudsperson** for people with disabilities is to protect the rights of people with disabilities in the municipality.

# The Anchieta Centre for Disability Organisations (CEDA Anchieta)



The Anchieta Centre for Disability Organisations (CEDA Anchieta) is a reference point in the municipality.

It currently houses 17 associations dedicated to the social sphere, with a consolidated track record in caring for people with disabilities.



# The Orange Point offers inclusive services at open-air cultural events

The Orange Point makes it easier for all people with disabilities to enjoy the outdoor culture and leisure activities of the municipality and encourages their full participation in society.

The Orange Point offers inclusive services at open-air cultural events.

The Orange Point is a specialised space that is present in most outdoor events in La Laguna, with the aim of making leisure and culture more accessible to people with disabilities.

It includes: sensitive backpacks for deaf people, magnetic loops, noise isolating headphones, technical aids, sign language interpreter and accompanying staff.

Benefits of this initiative:

More than 1,000 people with disabilities have benefited directly from the services of the Orange Point and more than 5,000 people indirectly by attending the inclusive events organised.



# Sensitive backpacks for deaf people

An innovative device that allows deaf people to feel music through vibration



# Sensitive backpacks for deaf people

They are backpacks that incorporate the most advanced technology to feel the music through vibrations and touch.

It offers an innovative sensory experience that allows leisure without barriers so that people with hearing impairment or other types of disability can enjoy, in an accessible way, concerts and musical performances within the municipality.



# La Laguna offers the guide-interpreter service aimed at deafblind people to access leisure and culture.



Free service aimed at deafblind people in La Laguna, when they need to carry out procedures in the local administration, medical assistance or during the development of socio-cultural activities in the city.

# Magnetic loops in public buildings

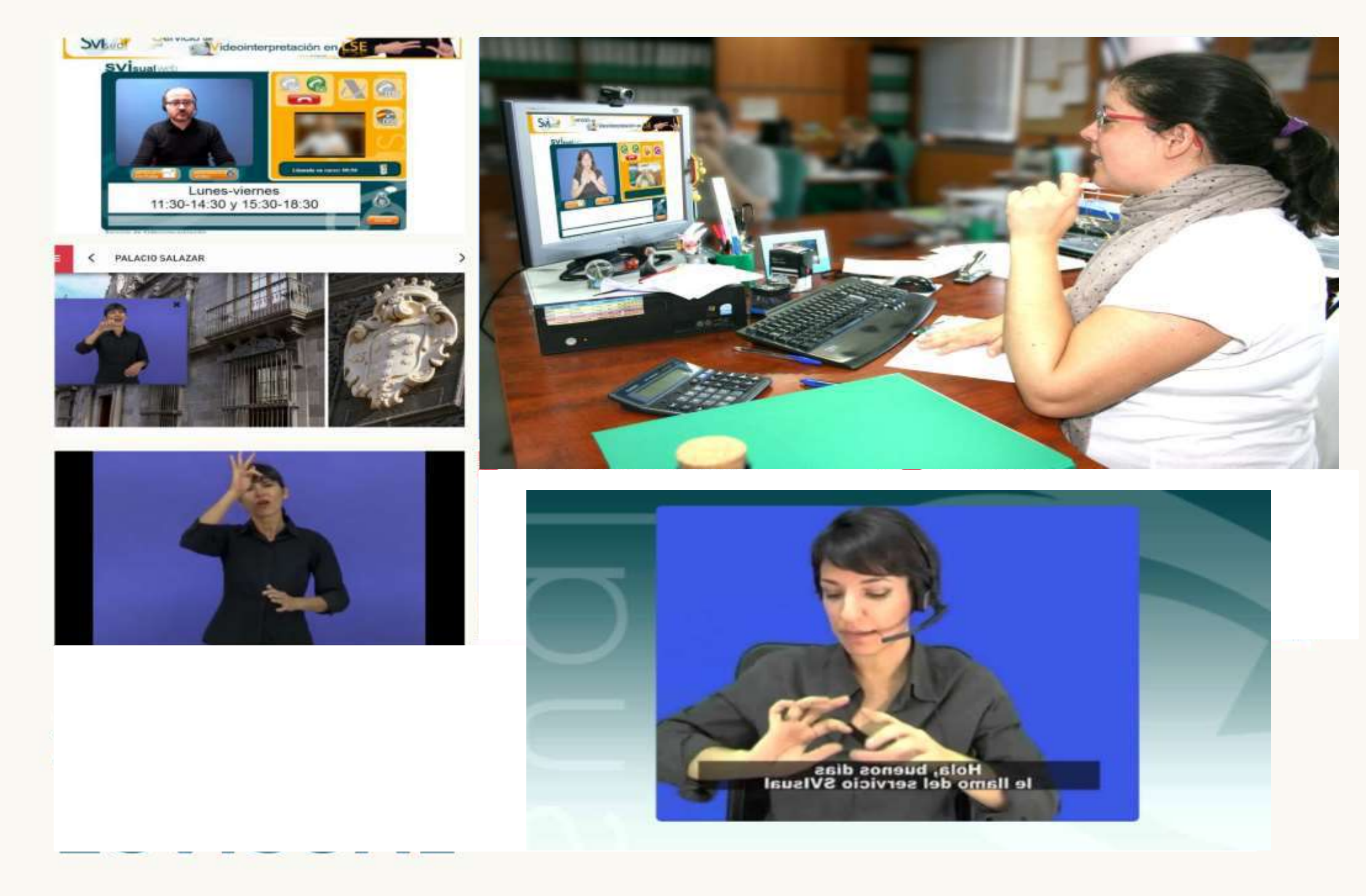
La Laguna's theatres and social care units are equipped with a magnetic loop to facilitate communication for people who use hearing aids or cochlear implants.



La Laguna offers the service of sign language interpreter to ensure communication with deaf people in municipal procedures, training and cultural events.



**Svisual video-interpretation service for deaf people** **It allows communication between deaf and hearing people in real time, through a video-interpreter who performs the interpretation tasks requested by each user.**



# Inclusive Leisure and sports programmes

Adapted multisport campus aimed at children and young people with disabilities from five to 36 years of age during July and August with the aim of achieving participation and development of an inclusive sporting activity.



# Inclusive Leisure and sports programmes:

La Laguna offers the Summer School of adapted club fighting, to bring this traditional sport closer to people and to improve their attention span, self-esteem and physical, social and intellectual skills.



# Inclusive Leisure and sports programmes

**Inclusive Basketball:** La Laguna offers the Inclusive Basketball School with the aim of promoting important values such as cooperation and teamwork and improving psychomotor skills within the framework of an adapted sport activity.



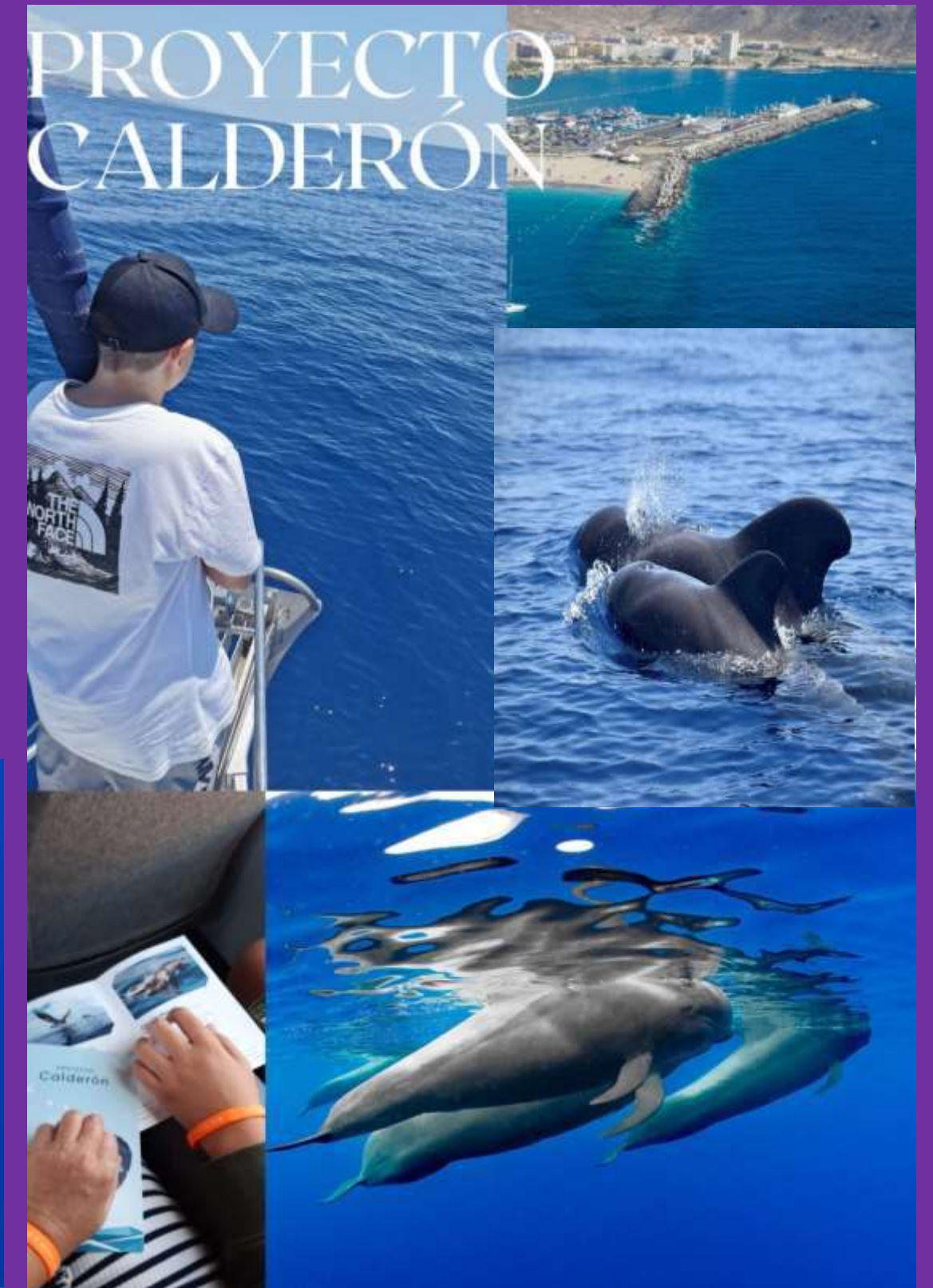
# Inclusive Leisure and sports programmes

**Bicycles for all:** The aim of this initiative is to promote the inclusion of elderly or disabled people in the municipality thanks to different routes on adapted tricycles, which run through the main streets of the historic centre of the city.



# Inclusive Leisure and sports programmes

**Calderón Project: Whale and dolphin watching excursions to bring young children and adults with disabilities closer to the therapeutic benefits of contact with nature and the sea.**



# Inclusive Leisure and sports programmes

Feeling my city service offers accessible tourist routes for people with physical, visual, hearing and intellectual disabilities, guided by specialised staff through the city centre.



# Inclusive Leisure and sports programmes:

La Laguna publishes information material in Easy Reading to guarantee reading comprehension for people with intellectual or developmental disabilities and the elderly.

**alanzas**  
SOMOS CAPACIDAD

Plan colaborativo sobre discapacidades

LECTURA FÁCIL

En el centro del territorio del agua se encuentra la patria de los cetáceos más abundante del mundo: calderón de aleta, delfín y en el lugar de paso de muchos cetáceos, los cetáceos según del mundo.

El Proyecto Calderón ofrece actividades en formato adaptado para las diferentes discapacidades. Estas actividades para personas con discapacidad intelectual y/o sensorial, para las personas con discapacidad física y/o sensorial, los calderones, los delfines y los cetáceos marinos, y la geografía del Ayuntamiento de La Laguna y del Club Natación.

**BLUE DREAM SAILING**  
**Gigante Azul**

**CALDERÓN TROPICAL**  
Su nombre científico es *Stenella attenuata* (Linnaeus, 1758).

**PARDELA CENICIENTA**  
Su nombre científico es *Diomedea exulans*.

**DELFIN MULAR**  
Su nombre científico es *Delfín mular*.

LECTURA FÁCIL

LECTURA FÁCIL VISITA GUIADA

LA CIUDAD DE SAN CRISTÓBAL DE LA LAGUNA

# historia y cultura

Plaza del Adelantado Casa del Corregidor

Visita guiada

La guía sigue las pautas de lectura fácil. De esta manera, su contenido es accesible para todas las personas que quieran conocer la historia y la cultura de San Cristóbal de La Laguna.

Este trabajo es fruto de la colaboración entre las Concejalías de Bienestar Social y Turismo del Ayuntamiento de La Laguna.

5

## Guía de La Laguna Inclusiva

LECTURA FÁCIL

La Laguna Inclusive Guide

# Awareness-raising campaigns: La Laguna publishes the Guide of 111 good inclusive practices that have been developed to take special care of people with disabilities and older people in the municipality.

**111 BUENAS PRÁCTICAS DE LA LAGUNA INCLUSIVA**  
Pack de 11 Buenas Prácticas Febrero

GOBIERNO MUNICIPAL DE LA LAGUNA  
RENOVIAR SOCIAL Y CALIDAD DE VIDA

OBJETIVOS DE DESARROLLO SOSTENIBLE

CAPTADES OPORTUNIDADES DE LA INCLUSIÓN Y LA INVERSIÓN  
Premio Obra 2022 del Ayuntamiento de La Laguna

PREMIOS OBRA 2022  
SUA MEJOR ACCIÓN SOCIAL  
Ayuntamiento de San Cristóbal de La Laguna



BUENA PRÁCTICA Nº:  
**38**

### Aprobación del Plan Municipal de Voluntariado de La Laguna

Objetivos de Desarrollo Sostenible que cumple la iniciativa (ODS):  
La aprobación del plan municipal de voluntariado de La Laguna permite la consecución de los siguientes objetivos:



Ámbito o ámbitos del Plan de Accesibilidad, donde se enmarca la Buena Práctica: Sensibilización y trabajo colaborativo del Ayuntamiento de La Laguna con el movimiento asociativo.

Entidad responsable de promover la Buena Práctica: Área de Bienestar Social del Ayuntamiento de La Laguna.

Entidades colaboradoras: Movimiento asociativo de La Laguna (plataforma de La Laguna Solidaria).

Beneficiarios: Personas y colectivos que se encuentran en una situación de vulnerabilidad, personas voluntarias y la sociedad en general.

El Área de Bienestar Social del Ayuntamiento de La Laguna aprobó el Plan Municipal de Voluntariado de La Laguna, un documento que se ha elaborado de manera completamente participativa y que constituye un poderoso instrumento para crear canales que incorporen la figura del voluntario a la vida pública.

Así, este Plan permite establecer los ejes de actuación, los programas, los mecanismos de formación, reconocimiento, valoración y fomento del voluntariado, así como fijar la regulación de las relaciones entre la persona voluntaria, las organizaciones pertenecientes al Tercer Sector que desarrollan su labor en el municipio y el propio Ayuntamiento, de forma que su participación en los programas esté siempre guiada por el principio de equidad jurídica.

Este Plan quiere trascender la participación para profundizar en el fomento de valores de solidaridad y convivencia entre los vecinos y vecinas del municipio con aquellas personas y colectivos que se encuentran en una situación de vulnerabilidad, sea cual sea el origen de la misma, o para realizar tareas necesarias en campos que contribuyen a mejorar la vida o el entorno de las y los habitantes de La Laguna.

Mediante esta herramienta y conforme a lo establecido en la Ley 45/2015, de 14 de octubre, el Ayuntamiento podrá así fortalecer las iniciativas en materia de voluntariado en el municipio, promover la coordinación y gestión con actores sociales y servicios de la ciudad, y fomentar la participación de la ciudadanía en las iniciativas voluntarias.

El desarrollo de este plan es posible gracias al grupo motor del Plan, integrado por las asociaciones que han estado participando en la Mesa del Voluntariado de La Laguna y a la participación y aportaciones de sus organizaciones y de la ciudadanía en general.



### Mercadillo Solidario de la Navidad

BUENA PRÁCTICA Nº:  
**39**

Objetivos de Desarrollo Sostenible que cumple la iniciativa (ODS):  
La celebración del Mercadillo Solidario de la Navidad de La Laguna permite la consecución de los siguientes ODS:



Ámbito o ámbitos del Plan de Accesibilidad, donde se enmarca la Buena Práctica: Sensibilización y trabajo colaborativo del Ayuntamiento de La Laguna con el movimiento asociativo.

Entidad responsable de promover la Buena Práctica: Área de Bienestar Social del Ayuntamiento de La Laguna.

Entidades colaboradoras: Movimiento asociativo de La Laguna (plataforma de La Laguna Solidaria).

Beneficiarios: personas y colectivos que se encuentran en una situación de vulnerabilidad y personas voluntarias (actuales y potenciales).

El Ayuntamiento de La Laguna, a través del Área de Bienestar Social ha celebrado, a mediados de diciembre, el Mercadillo Solidario de la Navidad en el entorno de La Concepción (dentro del casco histórico). Esta propuesta celebrada anualmente tiene como propósito fundamental visibilizar los proyectos y la labor que realizan al año las entidades de voluntariado que tienen sede o desarrollan su trabajo en el municipio.

En esta edición estuvieron presentes 57 organizaciones del Tercer Sector, lo que supuso un alto porcentaje de participación respecto a años anteriores. Asimismo, se incorporaron estos puestos de venta solidaria con actuaciones musicales en directo, juegos infantiles, actividades, talleres, entre otros.

El Mercadillo Solidario de la Navidad ha constituido un espacio de encuentro entre los ciudadanos y ciudadanas, y las entidades que representan del Tercer Sector, para dar a conocer la labor que realizan estas organizaciones en los ámbitos de la discapacidad, la inclusión e integración social, el medio ambiente o la cultura, en un municipio considerado como el corazón del voluntariado de Canarias.

La Laguna es un municipio muy diverso y con un gran potencial turístico, lo que se refleja en la cantidad de asociaciones que existen en todo el término municipal que asciende a unas 170 y que han estado representadas de una forma directa, o indirecta en el Mercadillo Solidario, también a través de las distintas federaciones de las que forman parte.

El Área de Bienestar Social considera al voluntariado y las redes de solidaridad como una de las grandes riquezas de la sociedad, un compromiso importante de la acción pública y un instrumento clave en la lucha contra las desigualdades y para lograr un mundo más equitativo e igualitario.



### El Mural de la Inclusión decora la sede de la fachada de Aponete (Asociación Canaria del Trastorno del Espectro Autista)

BUENA PRÁCTICA Nº:  
**40**

Objetivos de Desarrollo Sostenible que cumple la iniciativa (ODS):  
El Mural de la Inclusión que decora la sede de la fachada de Aponete permite la consecución de los siguientes ODS:



Ámbito o ámbitos del Plan de Accesibilidad, donde se enmarca la Buena Práctica: Sensibilización y trabajo colaborativo del Ayuntamiento de La Laguna con el movimiento asociativo.

Entidad responsable de promover la Buena Práctica: Asociación Canaria del Trastorno del Espectro del Autismo (Aponete).

Entidades colaboradoras: Área de Bienestar Social, Movimiento asociativo de La Laguna (plataforma de La Laguna Solidaria), Soborajo al mantoje, Centro de día de mayores Azorero y comunidad.

Beneficiarios: Personas con TEA (Trastorno del Espectro del Autismo), sus familiares y la ciudadanía de La Laguna.

La sede de la Asociación Canaria del Trastorno del Espectro Autista (Aponete), ubicada en el número 74 del Camino de La Hamera, municipio de La Laguna, ha estrenado fachada, con la creación del mural de gran formato elaborado por Gaboteo al Mariposa, el nombre tras el que se esconde el artista canario Matías Nieto. Una obra sobre la familia y la diversidad, dos de los principales característicos del colectivo, que tiene su eje en un tercer pilar, la inclusión. La inauguración de la obra coincidió con el 27 aniversario de la asociación.

Este artista urbano, el grafitero más reconocido del Archipiélago es un especialista en este tipo de trabajos repetidos por toda Canarias, quien ha respondido a este encargo de la entidad para decorar y dotar de personalidad las instalaciones exteriores de Aponete. Para la creación del diseño, Matías Nieto, ha compartido varias jornadas con la comunidad de Aponete. Durante esas días de convivencia se ha integrado de la amplitud del espectro y de la realidad de la asociación. También ha recibido información sobre lo que las familias consideran representativo de la entidad en cuanto a conceptos, valores, colores e ideas. Además, ha escuchado tiempo para comer con personas con autismo, ha desayunado con ellas cada día, ha visto el trabajo del equipo profesional y el arropo de las familias de primera mano. El resultado final ha sido este mural que trasciende en imágenes conceptos como la diversidad, la familia y la inclusión, y que pretende ser parte del barrio como un elemento educativo y de concienciación social.

La inauguración del mural reunió a familias, personas con autismo, investigadores y voluntarios de Aponete, vecinos del barrio lagunero y representantes políticos. Por su parte, usuarios del "Centro de Día de Mayores Azorero" se encargaron de llevar, personalmente, invitaciones a los vecinos y a los comercios del barrio. La acogida de la iniciativa ha sido muy cálida. El proyecto ha sido posible gracias a las subvenciones destinadas a promover la participación ciudadana del Ayuntamiento de La Laguna.

La Laguna offers a map of the historic centre of the city with all the itineraries accessible to people with reduced mobility and people with low vision.



Lines in green = accessible pedestrian streets in the historic centre.

The municipal website allows most of the municipal procedures to be carried out online.

The screenshot displays the website for the Ayuntamiento de San Cristóbal de La Laguna. At the top left is the logo, a stylized orange wheel, with the text "EXCMO. AYUNTAMIENTO DE SAN CRISTÓBAL DE LA LAGUNA". To the right are three service buttons: "CITA PREVIA" (purple), "010 Atención Telefónica" (green), and "SAC Oficinas Atención Presencial" (dark grey). Below these is a "Buzón del ciudadano" icon and social media icons for Facebook, Twitter, and YouTube. A navigation bar contains "Ayuntamiento", "Servicios", "Actualidad", "Transparencia", "Archivo", and "Buscador" with a magnifying glass icon. A large banner image shows a street scene with colorful buildings and a tall stone bell tower. Below the banner is a purple bar with the text "ANUNCIOS MUNICIPALES". At the bottom, four service buttons are shown: "Sede electrónica" (orange), "Trámites" (teal), "Tributos" (red), and "Tráfico - Bandos" (blue).

According to the Community Executive, the municipality has prioritized accessibility for people with disabilities in urban spaces, transport systems and social activities.



TRANSPORT



SOCIAL ACTIVITIES



URBAN SPACES



# TRANSPORT

All vehicles and stations on the city's tram network are fully accessible. The city centre has acoustic traffic lights and tactile pavement to guide the visually impaired.

# The Tramway, one of the most inclusive means of transport in Europe



From its inception in 2007 to the present day, more than 195 million users have travelled on this means of transport.

The fixed and mobile infrastructures of the Tenerife Tramway are 100% accessible. 11% of passengers are disabled and 24% are over 60 years old.

The Tram has won more than 6 national and international awards.



# TRAM

- All trams (fixed and mobile infrastructures) are 100% accessible
- Av. trinidad: at the door to the historic center
- It has acoustic traffic lights and tactile pavement
- Accessible tram app to track your tram ride

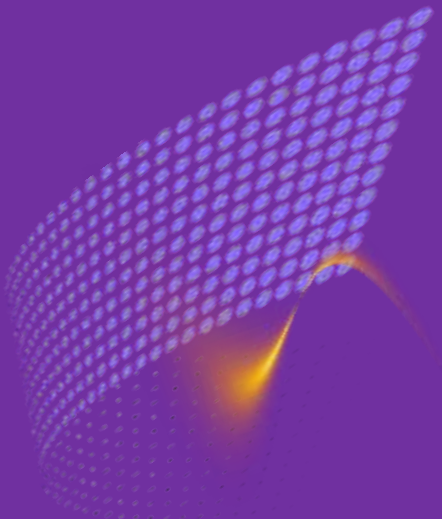


# BUSES

- 92% of the urban bus fleet (belonging to the public company TITSA) is accessible and 70% of the intercity fleet.
- TITSA also offers the app accessible to travellers
- From 2023. Public transport is 100% subsidized



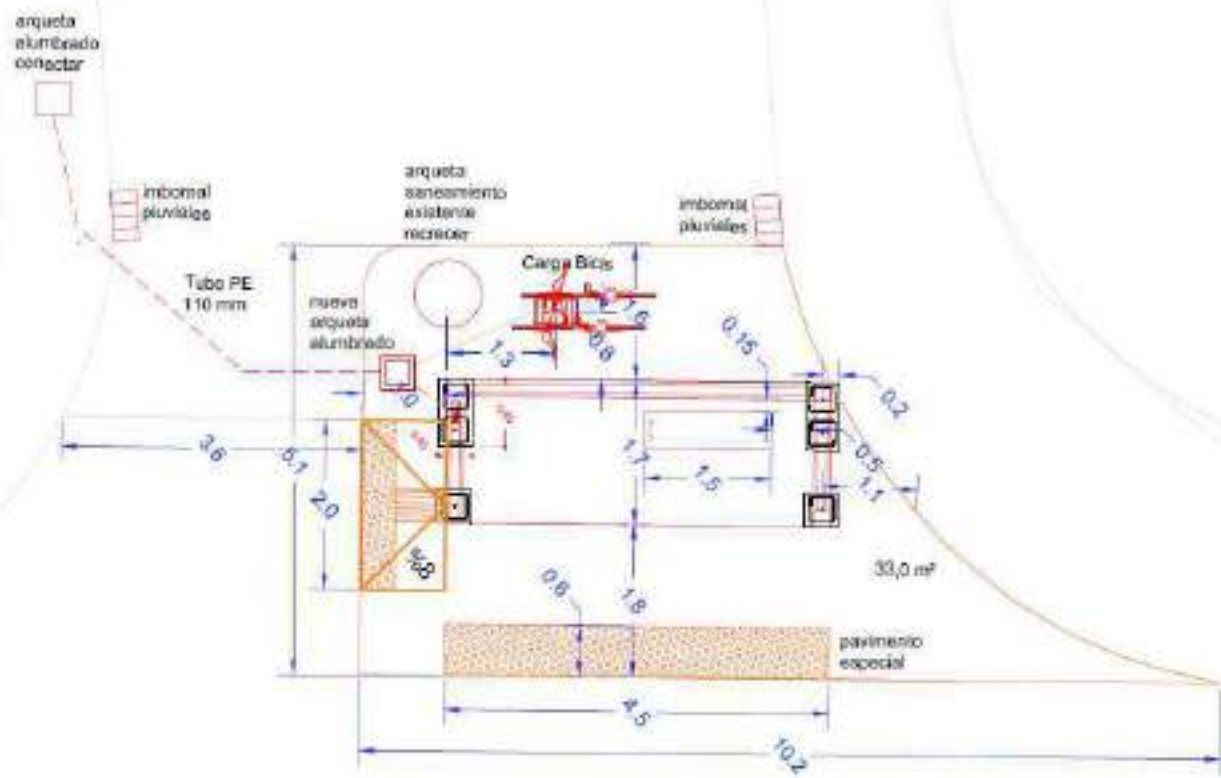
# BUSES



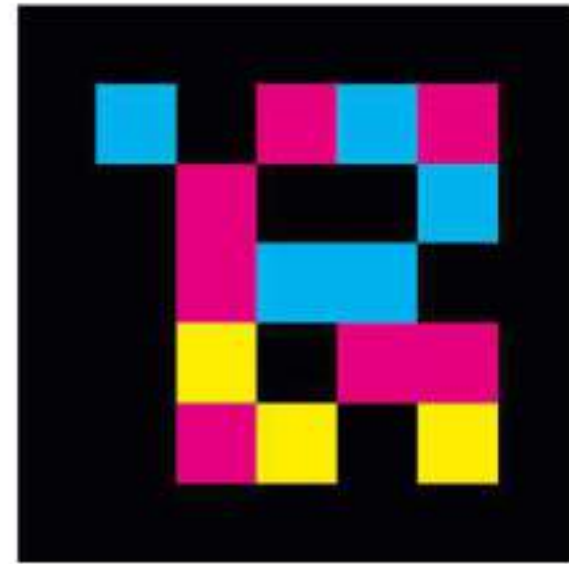


# TAXI PMR

- La Laguna has 11 adapted taxis
- Rental of vehicles with lifting platforms
- More than 170 parking spaces reserved for people with reduced mobility



"SUMINISTRO, INSTALACIÓN Y PUESTA EN MARCHA DE MARQUESINAS "SMART PARADAS" PARA EL TRANSPORTE PÚBLICO EN LA ZONA EDUSI DE SAN CRISTÓBAL DE LA LAGUNA "PATRIMONIO DE BARRIOS".



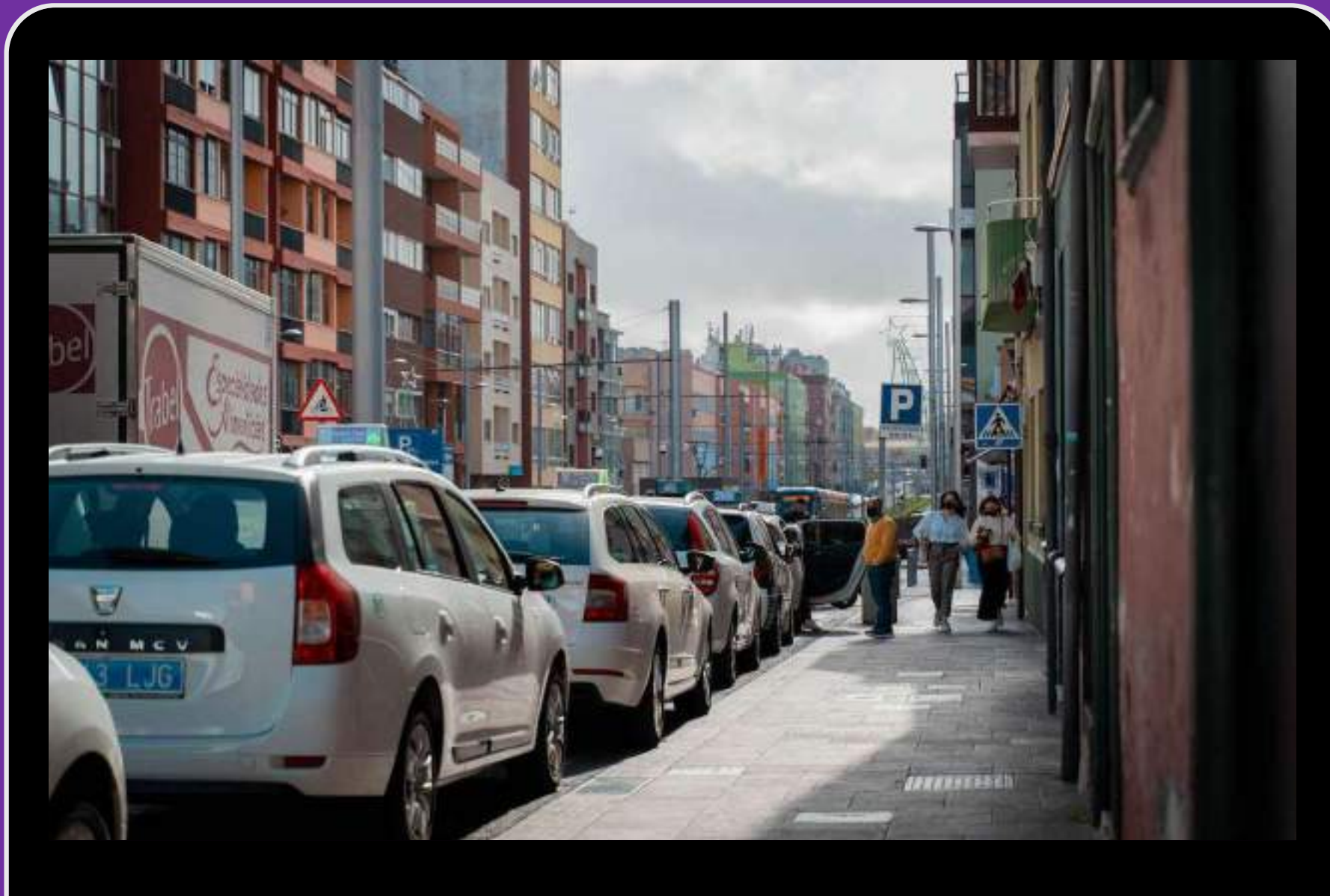
Prueba este código con Navilens App ▲



# STOPS BUSES

- La Laguna is improving the bus stops to make them adapted
- A SMART STOPS Project is being executed, adapting the spaces and canopies.
- In these spaces, the NAVILENS codes are implemented

# CHALLENGES



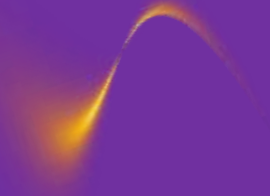
Increase the number of parking reservations for people with mobility problems.

Improve the accessibility of taxi and bus stops throughout the municipality.

Urge the Island Council to improve its stops on the island roads.  
More adapted taxis with extended hours.

Improving service applications

# INCLUSIVE PLAYGROUNDS



# NATURAL POOLS



# NATURAL POOLS



# The accessible natural swimming pools of Bajamar have been awarded the Blue Flag and were one of the first in Europe to obtain it



In the north of Tenerife, due to the high waves, the beaches are not accessible. However, the coastal town of Bajamar has established itself as a natural family water park offering accessible seawater pools protected from the oceanic impetus.

Bajamar has car parks with spaces reserved for people with reduced mobility, itineraries, rest areas, toilets, accessible showers and amphibious chairs and crutches for people with reduced mobility.

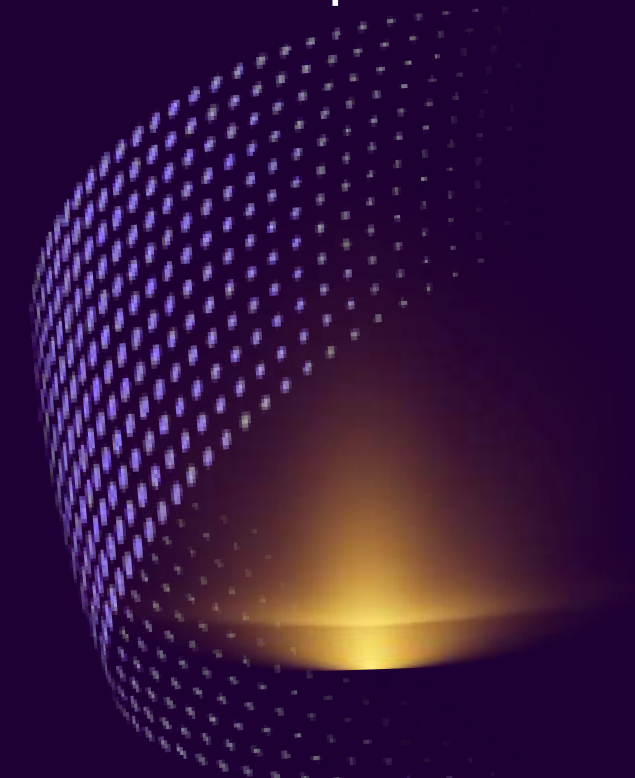
# The path of Los Sentidos, in the Rural Park of Anaga, an ancient forest



The Anaga Rural Park has been declared a Biosphere Reserve because it has preserved the laurisilva forest, a botanical jewel dating back millions of years.

The Path of the Senses is accessible to people with physical and visual disabilities, the elderly and families with children.

This inclusive multi-sensory route offers different experiences through smell, sight and touch with which to discover the natural space.



# URBAN SPACES



AV. NEGROS E INVERTONES

22

[Blank white sign]

# ACCESSIBILITY

The background image shows a sunny urban scene. On the left is a light-colored building with arched windows and a large arched entrance. In the center is a tall, multi-story stone tower with a clock face and several windows. To the right, there are tall palm trees and other greenery. A few people are walking on the sidewalk in the foreground.

- -Department of Accessibility
- -Master Plan as a guiding document for the drafting of the Municipal Accessibility Plan
- Urban Planning
- The Building
- Transportation
- Communication



# BUILDINGS

- The city of La Laguna began the project to provide accessibility to historic buildings (such as churches, museums, libraries, administration, etc.)
- 70% of the municipal buildings in the center are accessible and improvement projects continue.
- Outside the historic center, accessibility projects are developed for citizens, schools, social welfare



**Nuestra Señora de Los Remedios  
Cathedral Church.**



# Real Santuario del Cristo



# Museum of Sacred Art



# Casa Alvarado de Bracamonte- House of the General Capitals



**Salazar Palace -Bishopric of Tenerife**



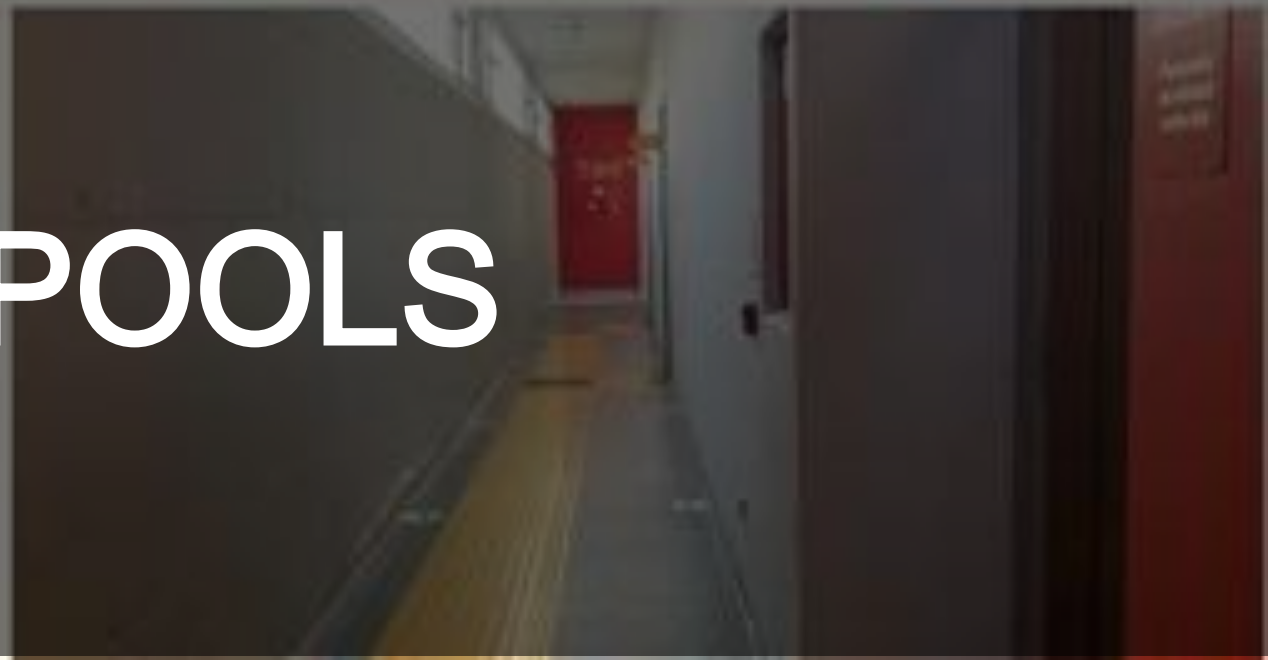
**Church of San Benito**



# MUNICIPAL SWIMMING POOLS



# MUNICIPAL SWIMMING POOLS



# MUNICIPAL SWIMMING POOLS

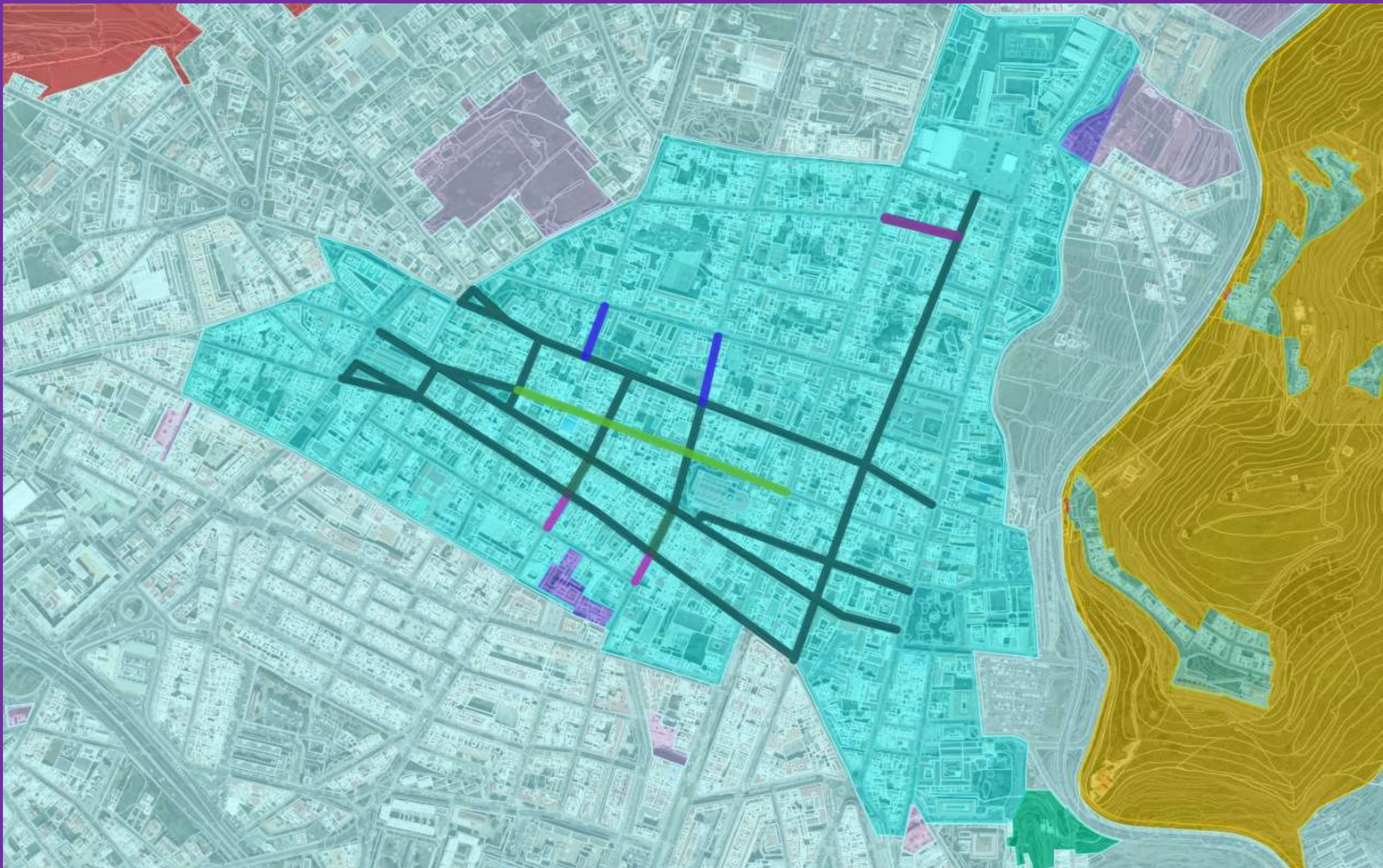


Juan de Vera and Rodríguez Moure, last pedestrianized streets

# PEDESTRIANIZATION



# PEDESTRIANISATION



# In 2005, the pedestrianisation project of the historic centre of La Laguna was launched



## Benefits of this initiative:

This Action Plan (PEP) has made it possible to reorganise and pedestrianise more than 28,000 m<sup>2</sup> of public space in the historic centre for the enjoyment of all citizens and to promote the city as a tourist and cultural attraction, leisure area and shopping area.



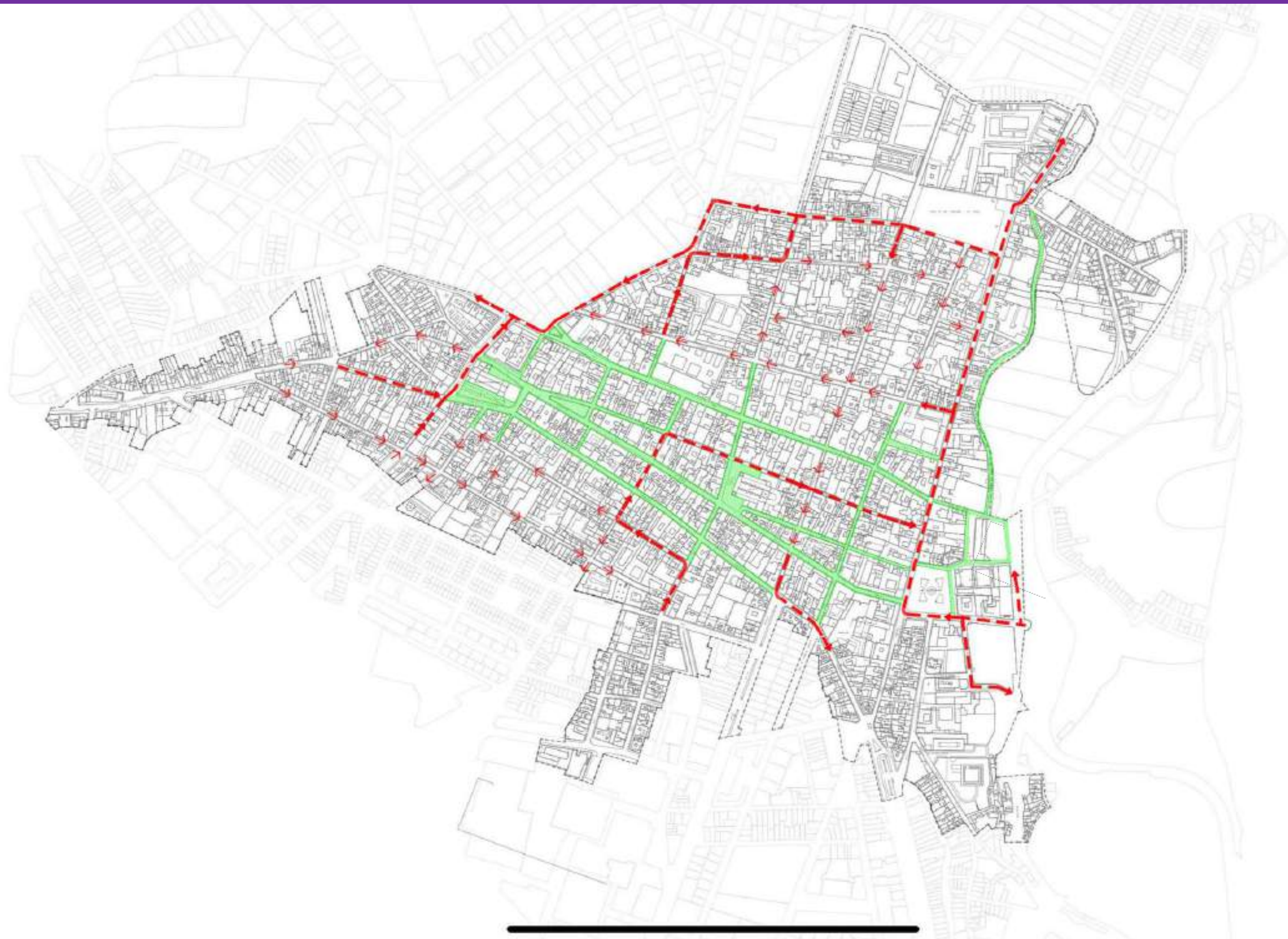
# PEDESTRIANISATION






# MAINTENANCE

Accessibility works

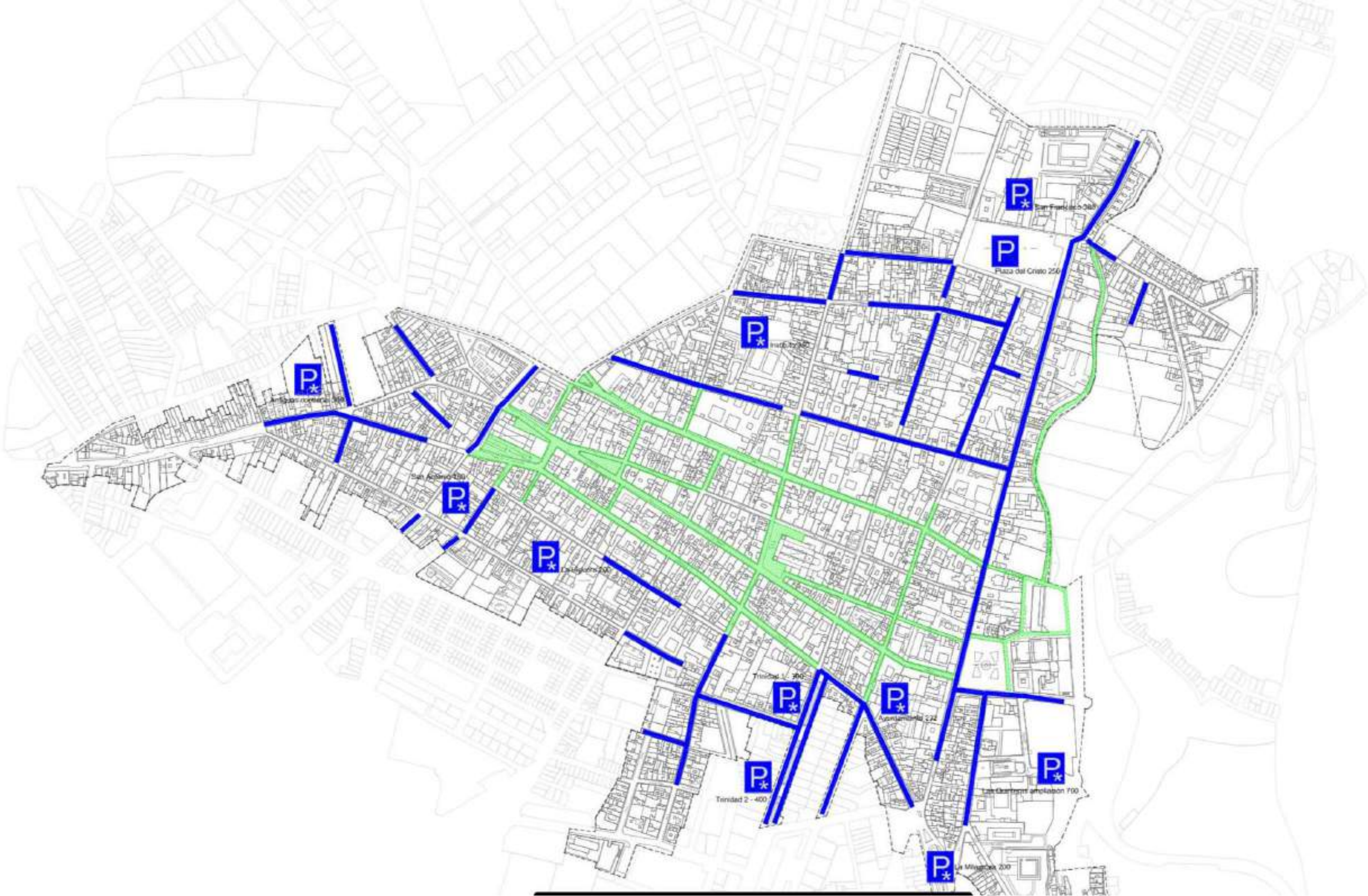




-  Calles de tráfico restringido (Peatonal, urgencias, residentes, carga y descarga según horarios)
-  Sentidos circulación
-  Accesos a la zona

\*La zona peatonal elimina 360 aparcamientos en bordillo de los 2.046 existentes.

\*La propuesta de aparcamientos genera 2.892 aparcamientos.



**P** Aparcamientos existentes

- Las Quinteras 350
- La Higuera 400
- Plaza del Cristo 250
- La Milagrosa 200
- Instituto 70

**P\*** Aparcamientos previstos

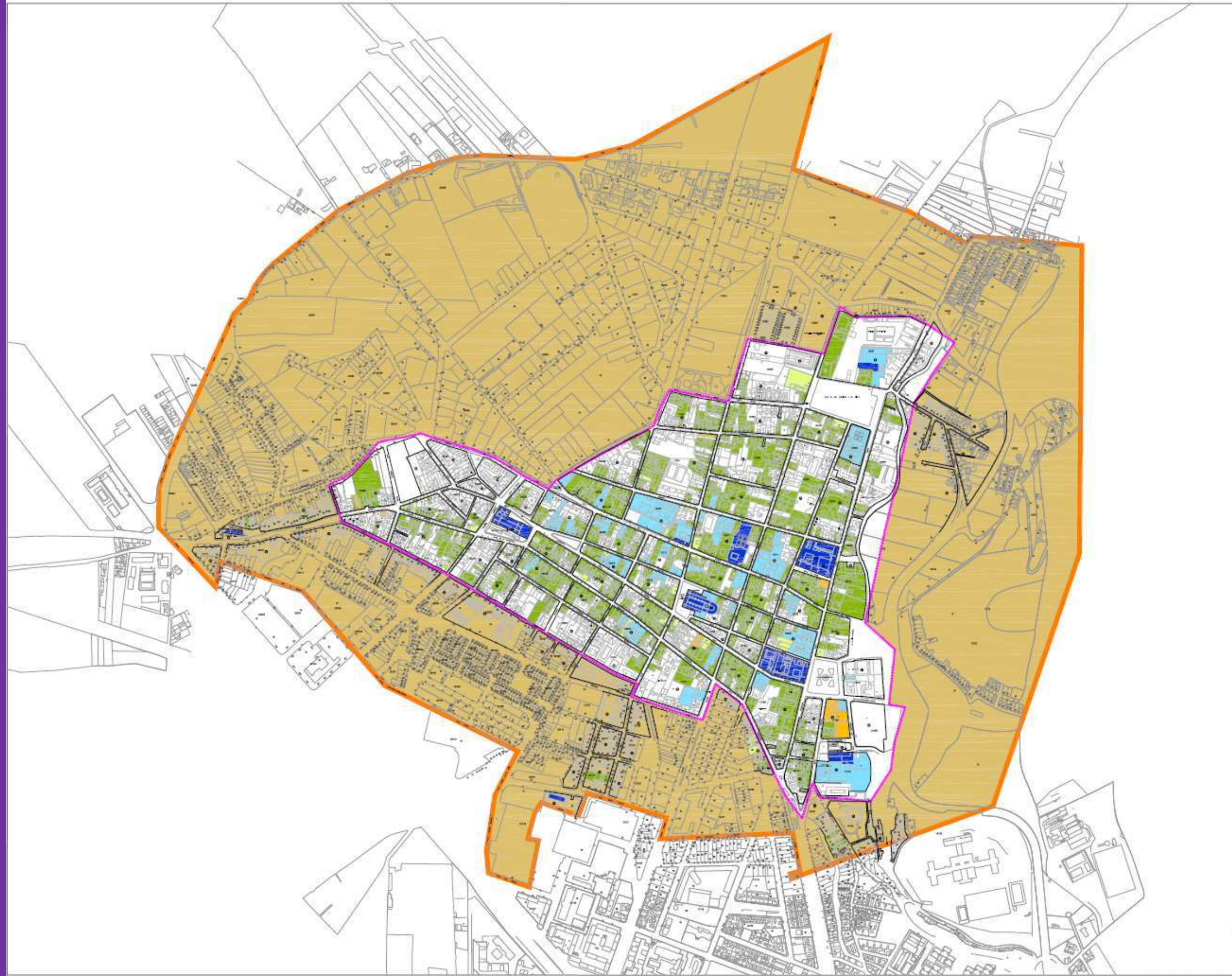
- Las Quinteras ampliación 700
- Instituto 300
- Trinidad 1 - 300
- Trinidad 2 - 400
- San Francisco 350
- Ayuntamiento 232
- San Antonio 150
- Antiguas Cocheras 360
- Total 2882

**■** Calles de tráfico restringido (Peatonal, urgencias, residentes)

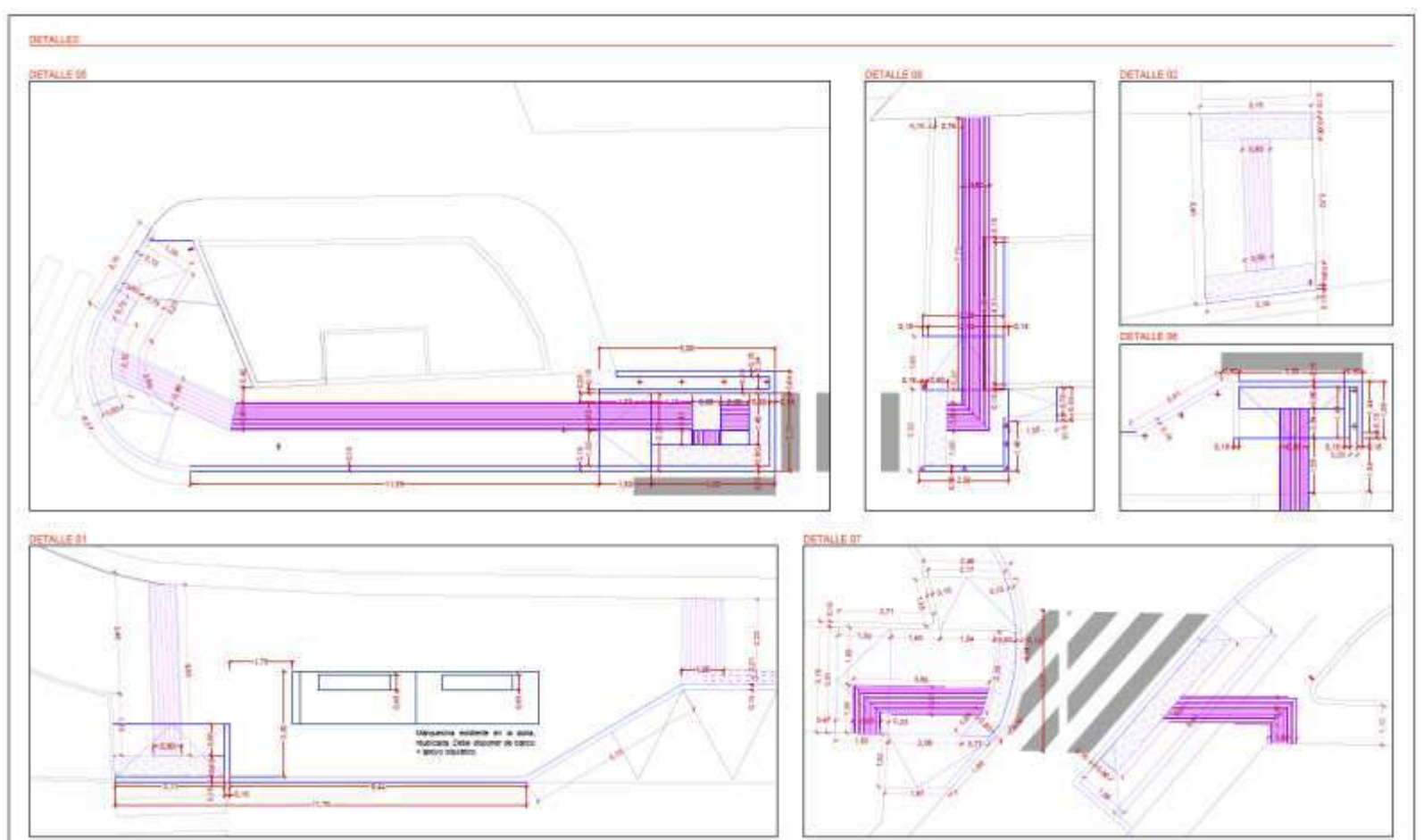
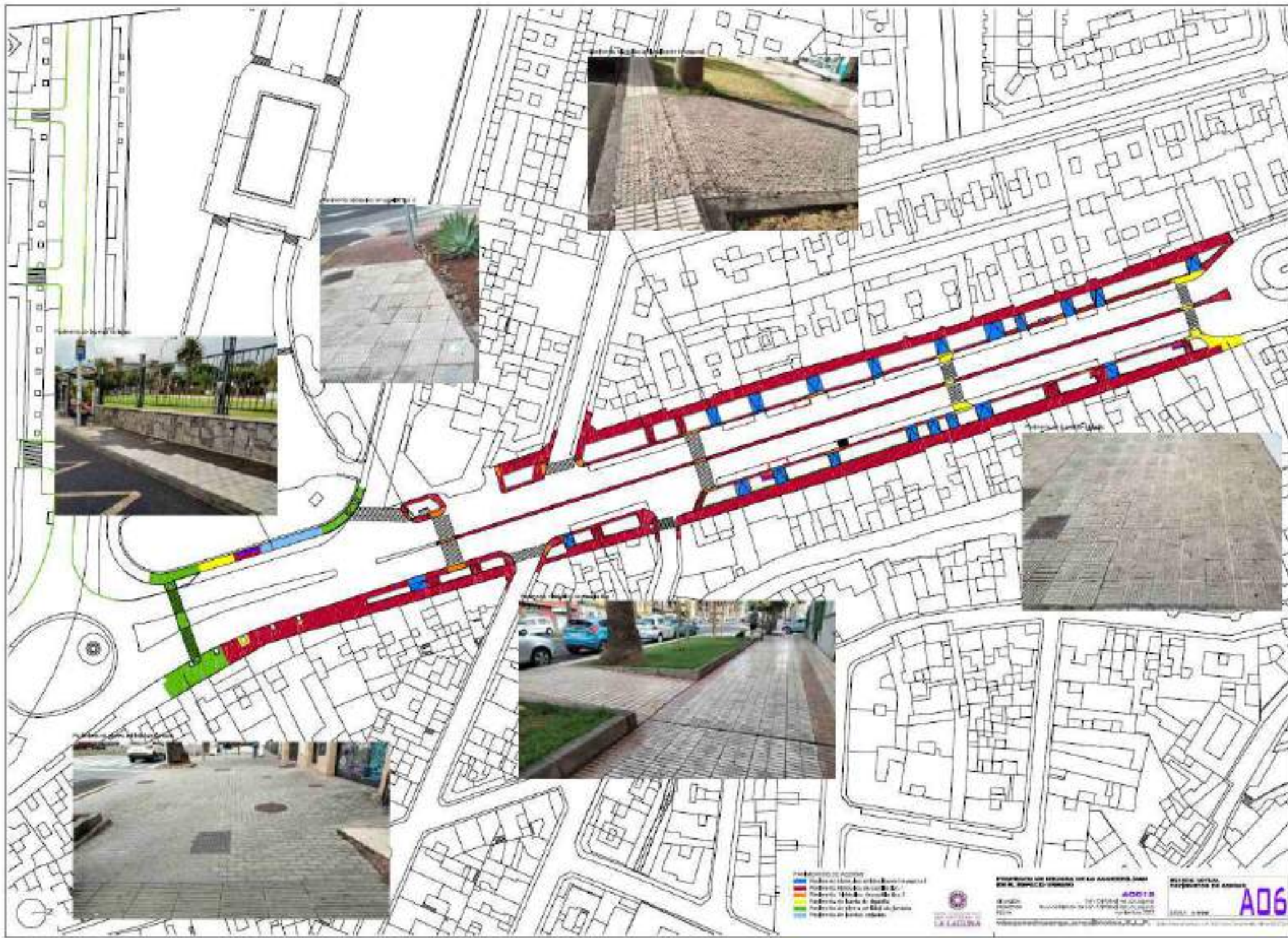


CONCEPTO DE LA LAGUNA

- UBICACIÓN DE LOS PUNTOS DE INTERÉS HISTÓRICO
- ÁREAS DE CONSERVACIÓN ESPECIAL (PUNTO DE INTERÉS HISTÓRICO, MONUMENTO HISTÓRICO)
- INTEGRAL 1
- INTEGRAL 2
- AMBIENTAL 1
- AMBIENTAL 2
- NUCLEO
- ÁMBITO DEL CONJUNTO HISTÓRICO
- ÁREA DE PROTECCIÓN
- LÍMITE ÁREA DE PROTECCIÓN (SIN TAMPÓN URBANO)



Escuela de arquitectura de la UCA, año 2014



IN EXECUTION

LEONARDO TORRIANI AVENUE ACCESSIBILITY PROJECT

# CHALLENGES

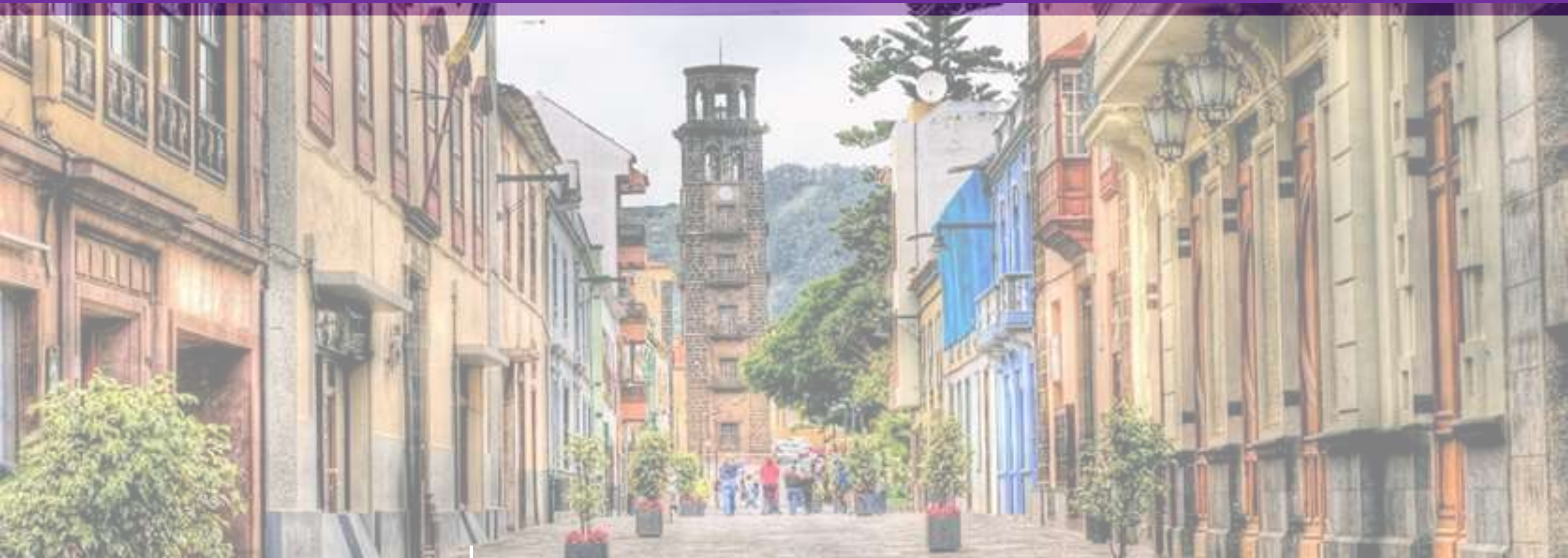


- Creation of the Accessibility Council
- Include in a Bim environment all accessibility actions and reflect those that remain to be carried out.
- Prioritize the works of accessible routes that link administrative, educational and hospital buildings

To share good practices and methodologies for the success of La Laguna as a City Award-winning city with other cities and destinations.

Promote the work of each city in the field of accessibility, from Social Welfare, in the national and international framework.

Strengthen alliances and collaborations with other Heritage cities, which have inclusion and accessibility policies in place



FIJET SPAIN RECOGNISES LA LAGUNA AS 'BEST DESTINATION CITY' La Laguna,

"The Spanish Federation of Tourism Journalists and Writers (FIJET Spain) has recently awarded the City Council of La Laguna the 'Best Spanish Destination City' award'.

# La Laguna, World Heritage City



La Laguna continues to make progress in improving accessibility and creating alliances and collaborations to exchange good practices and ensure full inclusion of all people.

# Questions?



**Coffee break!**

# 3

## Introduction to co-creation workshop

# Co-creation workshop

## Objectives

- **Work collaboratively to brainstorm solutions to the challenge**
- **Refine the ideas to make them more concrete**
- **Pitch the solutions to the challenge city**
- **Challenge city chooses 1 solution**
- **Further refine the solution identified with:**
  - Stakeholder mapping
  - Business canvas
  - Actionable implementation steps

## Reminder for challenge city: expected outcomes



Today's objective is to gather as much info / details / ideas as possible for your deployment plan

# 4

## Problem statement and desired outcome

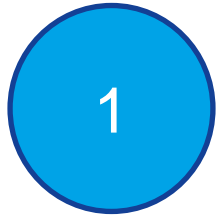
# Questions?



**5**

**Brainstorming in small  
groups**

# Brainstorming in small groups



3/4 persons  
per group

3/4 persons  
per group



3/4 persons  
per group

30 min exercise

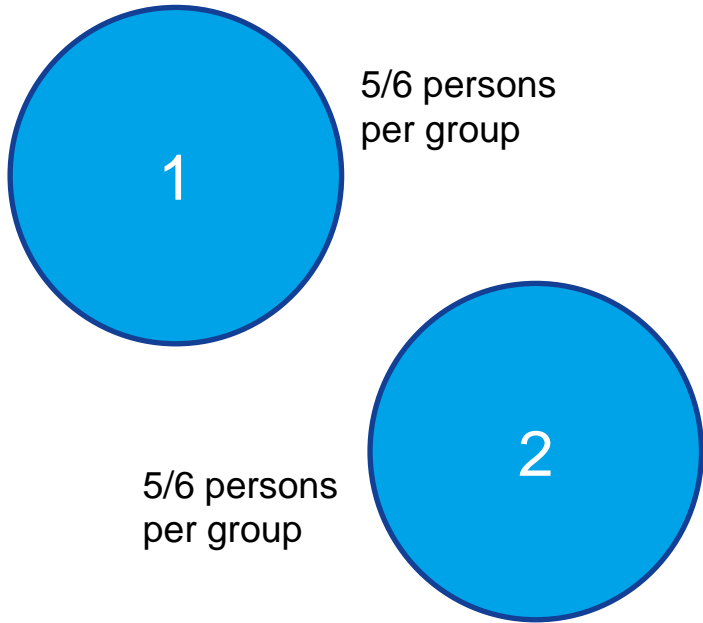
## Objectives:

- Make connections between the challenge presented and your city experience
- Build personal links and share knowledge
- Brainstorm to gather ideas: **NO RIGHT or WRONG IDEAS**
- Write down ideas on post-its

**6**

**Collaborative  
brainstorming**

# Collaborative brainstorming 1/2

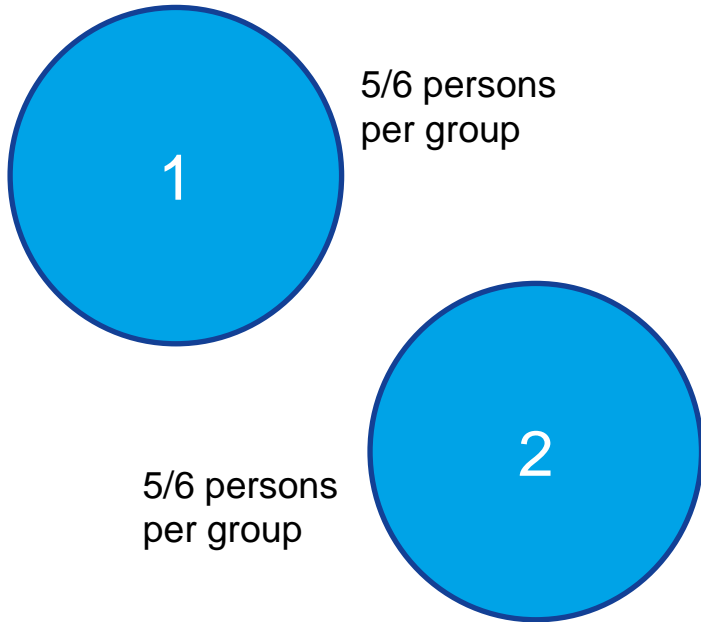


## Objectives:

- Work on the post-its to form groups of similar ideas
- Formalize the groups of ideas by writing a more comprehensive idea/solution on a new post-it
- Choose as a group which solution of those that emerged you want to “sell” to the challenge city

30 min exercise

# Collaborative brainstorming 2/2



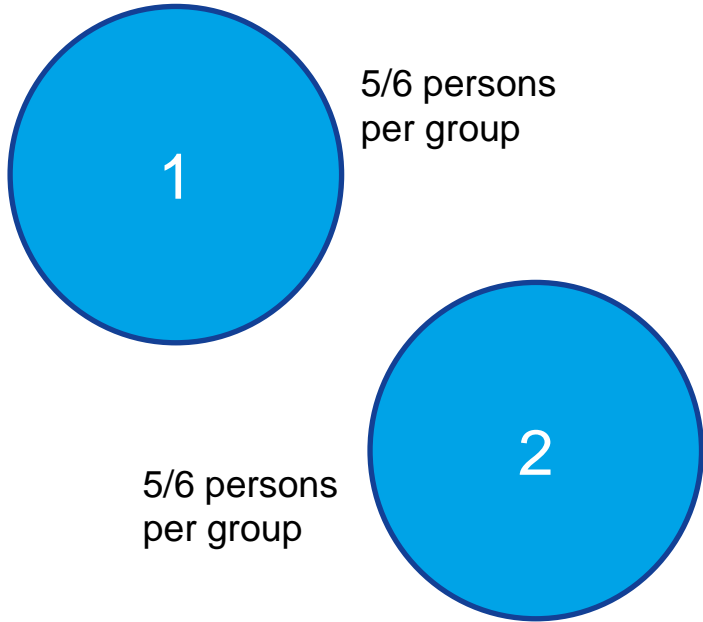
## Objectives:

- Choose who will do the pitch in your group
- Contribute to preparing the pitch with:
  - **SOLUTION TITLE**
  - **BRIEF DESCRIPTION**
  - **HOW CAN IT HELP SOLVING THE CHALLENGE**

10 min exercise

# 7 Pitching

# Pitching



## Objectives:

- Each group representative “sells” their solution to the challenge city
- Q&A with the challenge city to better understand each pitched solution
- **Challenge city selects 1 solution to be developed further**

15 min exercise


8

Thinking steps

# Co-creation workshop

- **Further refine the solution identified with:**

- Stakeholder mapping
- Business canvas



Who do you need?  
Why?



How to finance  
the solution?

# 7

## Stakeholder mapping

# Stakeholder mapping

## Questions:

- What external stakeholders do you need to involve?
- Who needs to be consulted? (Internally/externally)
- Which partners do you need? With which expertise?
- Do you have internal expertise available to deploy the solution? Do you have people with capacity to take up the deployment among their responsibilities?
- Which teams in your organisation need to cooperate to deploy the solution?

CHALLENGE	
TITLE A short sentence explaining the essence of the solution.	
SCOPE OF ACTION The aspects of the challenge being targeted.	
SOLUTION	
ACTIVITIES What concrete actions does the solution involve?	KEY STAKEHOLDERS What agents do we need to have involved? Why?

20 min exercise

8

## Business canvass

# Business canvass

Cost Structure	Short Term	Mid Term	Long Term
Implementation cost			
Operational cost			

**Revenue Streams**  
Are there any revenues forecast?

**Funding options**  
What levels will you ask for the project? Do you access external funding sources? Do you experience demand? What do you expect to generate from the funds? What are the major steps to attract investors? Do you have any knowledge/practice/experience/growth? What can be your partners/clients for the project and for the solution? How can we monetize this?

**Private sector involvement:** Do it ourselves

**Market budget:** Social investment, crowdfunding, or non-profit capital

**Market funding:**

**EU Funding:**

**External Partners:** Govt, members & private

## Questions:

- Where would the money to deploy the solution come from?
- What already existing financial mechanisms could be used to finance the solution implementation?
- Are there way to co-finance in cooperation with other entities (public or private)? Which partners do you need? With which expertise?
- After being implemented what other costs could emerge / remain?

20 min exercise

# CIVITAS

## Mobility Solutions That Inspire



Artwork adapted from Ahmad Safarudin

# Thank You

## Contact

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