Malaga Environment Friendly City
Population: 570,000 habitants (Metropolis 1,000,000). 6º in Spain and 46º bigger in Europe.

Population density: 1,423 hab./km²

One of the most ancient cities in Europe (3000 years of history)

Capital of tourist zone “Costa del Sol”

Temperature: 23º- 13º (only 43 raining days per year)

3º Spanish Airport (passengers)

4º Spanish Tourist Port (cruisers)

Tourism, Construction, Culture and Technologies

City of museums (Picasso, Pompidou, St. Petersburg, Thyssen)

Economic and Technological Capital of Andalusia (Smart city)

Small and medium businesses

Tolerance and diversity
The Strategic Planning Process

From the city to the metropolis, open to the world.
“Always rethinking the territory”.

I Strategic Plan
MODEL of CITY
1996

II Strategic Plan
MODEL of METROPOLIS
2006

Review
MODEL of the CRISIS
2010

Strategy 2020
European Model 2020
2015

Strategy 2030
Action Plan SDG 2030
2017

New challenges
Globalization
Knowledge society and internet
Changing environment

Urban Agenda 2050
Reactivation Model 2023
2020
People at the center of development

Innovation comes with collaboration

Multi-level governance as a driving force for urban transformation

Bottom-up process are motivational to all people

Private Foundation without lucrative objectives and integrate for the principal institutions and entities of the city (1994).

Main objective: Promotion of all interesting activities for the socioeconomic and sustainable development of Malaga.

At the beginning, unique entity in Spain. Now, there are not many more

President: Mayor (now fourth mandate)
Vice-president: President of a bank
Executive Vice-president: Malaga Municipal Council
Member
Model of Sustainable Development: 4 axes

1. An economic growth based on knowledge and technology
2. Social justice built upon integration and diversity
3. Environmental stability achieved through the improvement of the coastline and protection of green spaces
4. The commitment of the public to new models of governance and democratic management
Principal problems and challenges

ENVIRONMENTAL / TERRITORIAL
Pollution and noise control
Number and accessibility of green areas (security)
Bathing and beach water quality
Eroded mountainsides
Atmospheric pollution
Energy efficiency
Climate change / resilience (floods)

SOCIO-ECONOMIC AND CULTURAL
Unsustainable public buildings
Lack of public housing (VPO)
Unemployment and entrepreneurship
Attraction of investment and telework
Sustainable tourism: relationship with inhabitants of the historic center

GOVERNMENT
Insufficient basic services to the population: permanent investment
Agile, close and committed administration
Incorporation of ICTs to the city
Actions and solutions to improve the sustainability (5-10 years)

Nature and protection of biodiversity

• Multiple areas of the coastal and mountain environment have been recovered through the creation of protected areas
• The identification and protection of native species
• The creation of training courses and educational initiatives
• The doubling of green areas within in the urban territory of the city (6.57m²/inhabitant in 2010 to 10 m²/inhabitant)
• Specific plan to combat and mitigate climate change (the Plan Alicia)
• Master plan to manage floods, which involves the continuous maintenance of urban waterways and natural disasters
• The Sustainability Municipal Department and the Beaches and Coastline Municipal Department
• Public companies to manage both the integral water cycle and the whole process of dealing with urban waste
• The creation of the Urban Environment Observatory (OMAU)
• The application of ITCS and sensorization of city (smartcity)
Actions and solutions to improve the sustainability (5-10 years)

Built environment

• Coastline protected through regulating construction, regenerating beaches and building promenades.

• Historic Centre (and many run-down neighborhoods) regenerated and revitalized with green areas, public spaces, the promotion of economic activity and support for vulnerable families.

• Participatory urbanism, permeable soils, green rooftops and urban gardens.

• Provision and use of public transport with the majority of vehicles in the fleet electric or gas powered.

• Malaga has created a network of cycle lanes and 30km/h roads, designated with preferential use for electric scooters, bikes, etc.

• Pedestrianized zones and zones of 30 km/h and 40km/h to reduce pollution.

• Investment in networks and facilities in the water- and waste-cycles.

• Measures related to the energy efficiency of lighting and public buildings, as well as in the generation of renewables (the installation of solar panels and biogas production (reduced municipal bill by more than 40%).
Actions and solutions to improve the sustainability (5-10 years)

Social, cultural, economic and governance sustainability

- Malaga’s museums (5 to 40 museums in 10 years an increase of more than 1 million museum visits a year; growth in the cultural sector of over 10 percentage points)
- 150,000 participants in their educational cultural activities each year
- The number of vulnerable neighborhoods have been reduced
- Social and health services have been augmented for the entire population (registered and unregistered)
- All municipal areas have medium-term plans and policies
- Monitor achievements taking into account transparency and openness (Open Government Plan and Transparency Programmes)
- More than 100 bodies providing for public participation (like the School of Citizenship, promoting the integration of diverse nationalities)
- Various observatories, such as the Malaga SDG Indicators system
- Prior to the pandemic, unemployment rates had fallen below the Andalusian average and were approaching the national average.
Actions in coast protection and climate change

- Competencies of National Ministry for the Ecological Transition and the Demographic Challenge (MITECO)
- **Coastal Protection Strategy** for the Provinces of Malaga, Cadiz and Almeria: an integrated approach to the diagnosis phase and a “coastal risk management cycle” approach to the selection of preventive, responsive and revision measures
- Improve the sewage and wastewater purification network in order to avoid marine pollution
- Regulated and **prohibited construction** in protected areas along the coast
- Areas for the public to engage with the sea for increasing awareness and educating regarding the preservation of such areas
- **IUCN**: cooperation projects to protect and conserve the Alboran Sea and the Mediterranean Sea
- Cooperation with **Aula del Mar** (an association that works for the recovery of marine species and promotion of educational activities about the marine ecosystem)
COVID 19 Reactivation Plan (based on sustainability)

1. Guarantee the **health** of the population.
2. Address the needs of the most **vulnerable groups**.
3. Reactivate the economy and support **companies / industries** to maintain the generation of **employment and wealth**.
4. Promote **innovation, creativity and talent**.
5. Orient actions towards **sustainability and resilience**.

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WORKING ON “LOCALIZING” THE 2030 AGENDA

Scientific aproach

TOOL; https://datastudio.google.com/u/0/reporting/2f3c3170-5c86-4632-b165-ebdc3ca79523/page/QWdxB
Sustainable City Malaga (español) (1’20)

Look at Malaga (music) (3’39)
https://www.youtube.com/watch?v=9Na4yYZH2Hg&t=126s

Sustainable Málaga- municipal entreprises (español) (5’39)
https://www.youtube.com/watch?v=SeMXFj0jx5g

Circular city Malaga 2027 (español) (4’06)
https://www.youtube.com/watch?v=9ynJD35H7K4&t=246s
Malaga experience with Istanbul Environment Friendly City Award

**Actors implicated**

Leader Group
- Mayor's Office of the Town Hall
- External Relations Municipal Area
- Communication Municipal Department
- CIEDES Foundation

Councilors
- Sustainability
- Innovation
- Beaches and Coastline
- Urbanism
- Tourism
- Economy

**Methodology**

- Creation of a Leader group
- Preparation of a summary to agree on the vision and approach of the application form
- Online meetings with Group of councilors and technical responsible
- Collection of information in summary files and documents
- Unification and consensus of the Leader Group
- Presentation of the Application Form to councilors and their teams
- Translation
- Letter of the Mayor
Difficulties (Pros and Cons) filling the application form

**PROS**

- Integrated vision of sustainability
- Consideration of time to achieve the changes
- Necessary to create an interdisciplinary group
- Certain flexibility in terms of indicators methodology
- Possibility of qualitative explanation
- Extension of delivery time

**CONS**

- Different methodologies and variables
- Too much information to collect and to resume. Necessity of many historical data and projections
- Lack of municipal competences in many issues (protect coastal and marine ecosystems)
- Mandatory indicators very complex
- No images
Looking ahead: recommendations

• Why a city could be interested in filling this complex and extensive application?
  • The recognition is enough today?
  • Why collecting so many data? “Data is power”
  • Could we share this information between cities?
  • Could we organize some capacitation, exchange of interests/ experiences, create new projects together…?

• Can we simplify the required information?
  • Images before and after
  • Simpler questions with closed answers
  • Letters/ interviews of different agents
Thank you very much for your attention

carmengarciap@ciedes.es