



**AJUNTAMENT
DE VALÈNCIA**

Missions
València 2030

LAS NAVES

Early Demand Map València 2030

October 2021



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INTRODUCTION



Early Demad Map València 2030

Chapter 0

Chapter 0

Introduction

0.1. Description of this document

0.2. Scope of the document



Chapter 0 | Introduction

2021 is a turning point in the era of the greatest technological transformation in human history. Never before has such a volume of innovation occurred continuously and concurrently. We are at the beginning of the fourth industrial revolution and all its associated emerging technologies. Moreover, the COVID-19 pandemic has dramatically accelerated these transformations. It is therefore time to commit to innovation as the main driving force behind the development of cities.

0.1. Description of this document

This document is structured around the following contents:

1

Introduction to the **Strategic Framework of the City of València**, as the strategic planning document that will guide the development of the city in the short, medium and long term, through the combination of the prism of its urban strategy and its innovation strategy.

2

Introduction to the **concept of Public Procurement of Innovation**: how and from where it arises; how it has developed; what objectives it pursues; what different modalities it contemplates; what are its main benefits, etc.

3

Contextualization of the **local commitment** to promote Public Procurement of Innovation in València as a strategic project for **governing innovation** in the territory.

4

Explanation of the development process of the **Early Demand Map of València 2030**.

5

Identification and explanation of unmet public challenges or problems in València as a starting point for the future development of PPI tendering processes, in accordance with the València Looks defined in its Strategic Framework.

6

Identification and analysis of the **impact and linkage of the challenges and unmet public needs** incorporated in the **Early Demand Map** with the **first Innovation Mission** already approved by València City Council: **València Neutral City Mission**.

7

Definition of the **main conclusions of the process of drawing up the Map and identification of the next steps** to be taken in the framework of this project to promote Public Procurement of Innovation.



0.2. Scope of the document

The aim of this work is to draw up a **list of needs that are unsatisfied or partially satisfied by the market**, whose procurement through "conventional" contracting procedures does not provide the City Council of València with solutions to these needs, in such a way that the possibility of **initiating Public Procurement of Innovation (PPI)** processes will allow the City Council to obtain potential developments to its needs ad hoc. Thus, among other effects, the PPI makes it possible to optimize these purchases, rationalize expenditure and improve services, while at the same time boosting R&D&I and, in this way, allowing the City Council of València to advance in its journey as an enterprising administration. The Early Demand Map València 2030 that has been constructed in this document is the result of a series of **intermediate milestones** that are described below:



STRATEGIC FRAMEWORK OF THE CITY OF VALÈNCIA



Early Demand Map València 2030

Chapter 1

Chapter 1

Strategic Framework for the City of València

- 1.1. Trends in the framework of the development processes of cities in the 21st century**
- 1.2. Introduction and purpose of the Strategic Framework of València**
- 1.3. The process of elaboration of the Strategic Framework of València**
- 1.4. Presentation of the Strategic Framework of València**
- 1.5. Missions València 2030, innovation as a transversal and systemic factor of the sustainable and comprehensive urban development desired for the city**
- 1.6. In summary...**

Chapter 1 | Strategic Framework for the City of València

Innovation is emerging at a pace that far exceeds the assimilation capacities of individuals, even for those with a high level of technological knowledge. The speed, sophistication and disparity of the fields of innovation means that public administrations need to take a more active role as innovation drivers.

1.1. Trends in the framework of the development processes of the cities of the 21st century

The process of strategic reflection to shape the Strategic Framework of the City of València must be delimited in a socio-economic reality characterized by factors such as:

Population growth and urban concentration

According to several estimations, **two thirds of the world's population will live in urban environments** by the year 2050¹. This phenomenon of urban concentration will bring with it numerous challenges, many of which, however, will find their response in the cities themselves. This will require **advancing city models that address global challenges** such as growing inequalities and poverty, the environment and the sustainable use of resources, and digital transformation.



City densification processes are not new, but they are reaching significantly high levels exponentially. Today, there are **33 megacities** in the world; by 2030, this number is expected to reach 43².

Many experts, particularly economists, identify these processes of urban concentration as the new key to reorganizing the world around megacities that will compete with states themselves.

"The 19th century was the century of empires; the 20th century was the century of states. The 21st century will be the century of cities."

Wellington Webb, former Mayor of Denver

Population ageing

Scientific progress, as well as other economic and social factors, ensures a **longer life expectancy**. It is a fact that the world's population is ageing rapidly throughout the world. In 1990, the proportion of the world's population over 60 years of age was 9.2% of the total population. In 2018, for the first time in history, people aged 65 and over outnumbered children under the age of five globally. The United Nations estimates that **by 2050 there will be more than 2 billion people over the age of 60 worldwide**. These figures contrast significantly with the fact that urban environments have traditionally been designed with a clear focus on the young and working-age population.

In this context, a series of concepts emerge framed within this vision that cities should aim to make the quality of life experienced by citizens the primary objective, especially for those groups with the greatest needs, such as the elderly: **healthy ageing; active ageing; environments for longevity, homes for longevity, attention to fragility**, etc.

¹ Estimates by the Population Division of the UN Department of Economic and Social Affairs.

² A Megacity is usually defined as a metropolitan area with more than ten million inhabitants. According to some definitions, a second requirement is incorporated which states that the minimum population density of a megacity must be 2,000 persons/km².

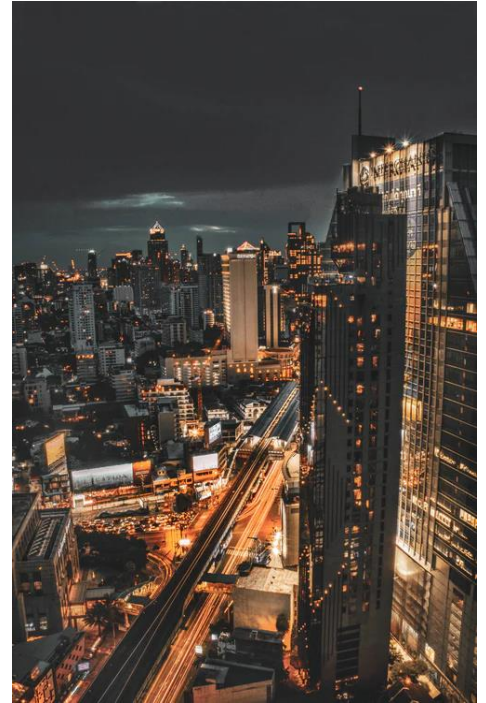


Growing demands from citizens

In the current era, characterized, among other factors, by much higher levels of education than in previous decades, **citizens are becoming increasingly demanding of public institutions**, demanding that they provide quality services capable of responding to needs that have been changing and increasing over time. In the same way, the confluence of various factors has an impact on public action in terms of social delegitimization, which in turn leads to greater demands from citizens for improved levels of transparency.

In this sense, **Local Administration, as an administration of proximity**, is the main target of these growing demands. Consequently, we are witnessing a progressive transformation through which people are placed at the centre of all public management that aspires to add value to the society of which they form part, which translates into a commitment to more innovative public services, greater efficiency in the management of public resources or greater openness, among many other elements.

In all this process, it is also key to incorporate the concept of **co-responsibility** into the game board, associated with a greater commitment and desire on the part of citizens to **participate more in their city's decisions**. The complexity of many of the challenges facing cities means that the resources, skills and knowledge of civil society need to be incorporated into their decision-making processes, thus creating a strong and lasting culture of cooperation.



Sustainability

In 2015, the UN General Assembly adopted the **2030 Agenda for Sustainable Development** as an action plan setting out 17 Goals (Sustainable Development Goals) to govern the world's development agenda over the next 15 years. In this Agenda, the **environmental component occupied a very relevant role**, with 7 of the 17 SDGs closely linked to this area.

Based on this framework, **environmental urgency** has become part of most of the debates on the pillars on which any city development process should be based in the present and in the future. Consequently, many cities are immersed in adopting a position in which sustainability is at the very core of their modernisation and transformation processes. We are talking about a complete paradigm shift in the models that have inspired the development of cities in recent decades, based on the premise of natural and energy resources that were believed to be infinite and inexhaustible. Consequently, future **urban transformation** must be consolidated on the **paradigm of sustainability**, which is based precisely on the opposite: nothing is infinite and the actions of mankind are depleting the planet, so it is necessary to rectify and manage resources effectively.

Cities are responsible for the majority of global impacts



**60% of global
energy
consumption**



70% of waste

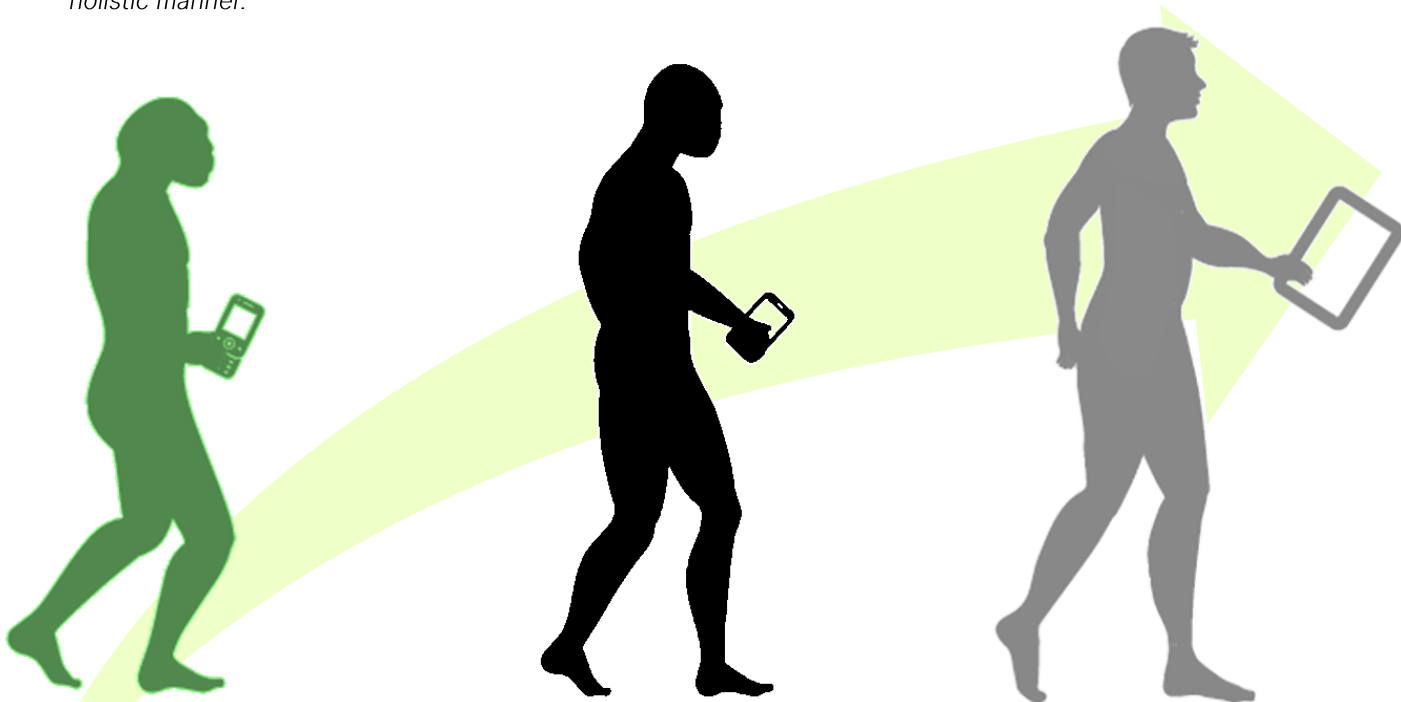


**70% of air
pollutant
emissions**



Digital transformation as the nexus of city development

The processes of digitisation and technological transformation to which the development of almost any city in the world will be subject in the coming years present their own challenges, which cities will need to address in a holistic manner.



Emergence of new business models

The digitalisation of society is closely linked to the **transformation of the economic development models** of territories and cities. In this sense, we are witnessing how digital technologies give rise to the **emergence of new business models** (e.g. video-on-demand platforms), or the transformation of existing ones (e.g. online banking).

Offering new digital public services

Although perhaps at a more limited pace than the private business world, **eGovernment** is one of the main areas of development in all modern societies. In this sense, it is advocated to try to **offer new digital and innovative public services** that improve both the internal efficiency of management and the perception of quality by citizens.

Data privacy, data ethics and cybersecurity

We are experiencing a boom in the **openness of digital data and information**. However, it is necessary to make progress in establishing increasingly clearer frameworks on the **responsibility of the potential hosts of all this data** with regard to the misuse that may be made of it. Likewise, it is essential for everyone to internalise the importance of **prevention in the face of potential cyber-attacks**, which are becoming increasingly frequent. And all of this from the **perspective of ethics and techno-humanism**.

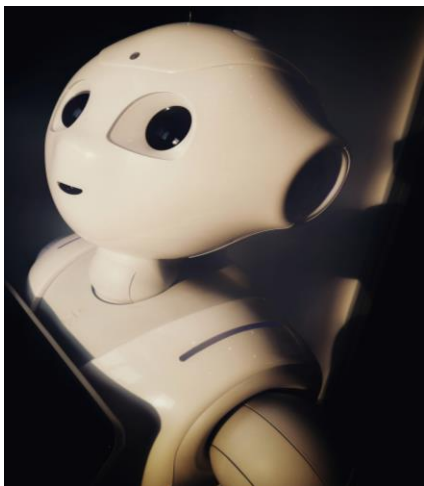
Risks of social exclusion

Whether it is due to the fact that the **acquisition of digital skills is progressing at uneven rates** among different groups in society, or because **access to digital infrastructures and services is not homogeneous**, with differences, for example, between rural and urban environments; the fact is that the concept of the digital divide, and the risks of exclusion associated with it, are key challenges.

Digital transformation as a nexus of city development (cont.)

In this context, the European Commission has identified a series of **driver technologies** that should lead the digital transformation process that it aspires to promote.

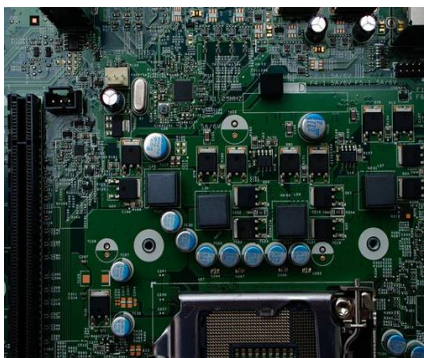
Artificial Intelligence



In the **White Paper on Artificial Intelligence** presented in February 2020, the European Commission proposed a framework for trusted artificial intelligence, based on excellence and trust. In partnership with the public and private sectors, the aim is to **mobilise resources along the entire value chain and create the right incentives to accelerate the deployment of AI**, including among small and medium-sized enterprises. This will also require collaboration with Member States and the research community to attract and retain talent. In particular, some of the main trends in this area in the coming years will include:

- Conversational user interfaces
- Cognitive computing
- Machine learning (AutoML)

Supercomputing



The European Commission has also decided to focus efforts on developing and strengthening **high-performance computing capabilities**. Key to this will be the formal approval by the European Commission to invest with Member States in the creation of a world-class European-wide supercomputing infrastructure: the **European High Performance Computing Joint Undertaking** (EuroHPC). This infrastructure, together with Member States' own supercomputing centres, will enable the shaping of an integrated European high performance computing ecosystem covering all segments of the scientific and industrial value chain.

Cybersecurity



Current public investment in cybersecurity in the EU is estimated at between €1 billion and €2 billion per year, **far below investment** levels in, for example, the **United States**. These figures must be put in relation to the fact that, according to European Commission data published in 2018, attacks tripled between 2016 and 2018, which has led 87% of Europeans to consider cybercrime a major security challenge. This challenge can no longer be addressed by fragmented national initiatives alone, and it is therefore necessary to **strengthen European capabilities** (equipment, tools, infrastructure and knowledge) in this area to provide businesses and citizens with the latest solutions to protect them from cyber threats. The European Commission, as made official in a speech by its President, is committed to strengthening the capacities of the **European Cybersecurity Agency**.



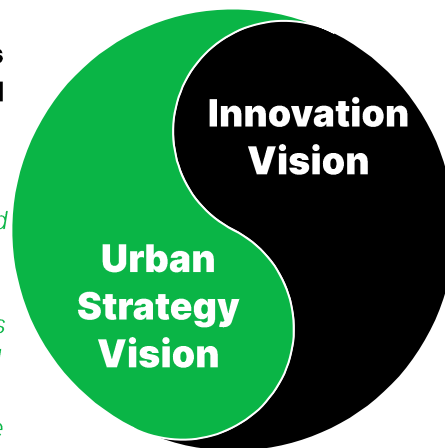
1.2. Introduction and purpose of the Strategic Framework of València

The city, as a space where people live and interact, currently has reference frameworks of broad international consensus that guide the necessary transformations to guarantee a dignified and healthy life for future generations. Based on this, València's strategic vision aspires to go further by introducing, on the Sustainable Development Goals and the Urban Agenda, the vector of science and innovation with a double purpose: to **guarantee continuous cutting-edge learning on the road to transformation and to reaffirm the key role that the city's public policies have, and will always have, and will always have.**

In this way, this framework should be understood as the combination of two perspectives that can be understood as two sides of the same coin, feeding back into each other through public policies.

Challenges and objectives of the 2030 Agenda and the Urban Agenda

A package of objectives defined at international, state and regional level in relation to the Sustainable Development Goals and the Urban Agenda that will allow us to decide where to direct the transformation of the city on the 2030 horizon.



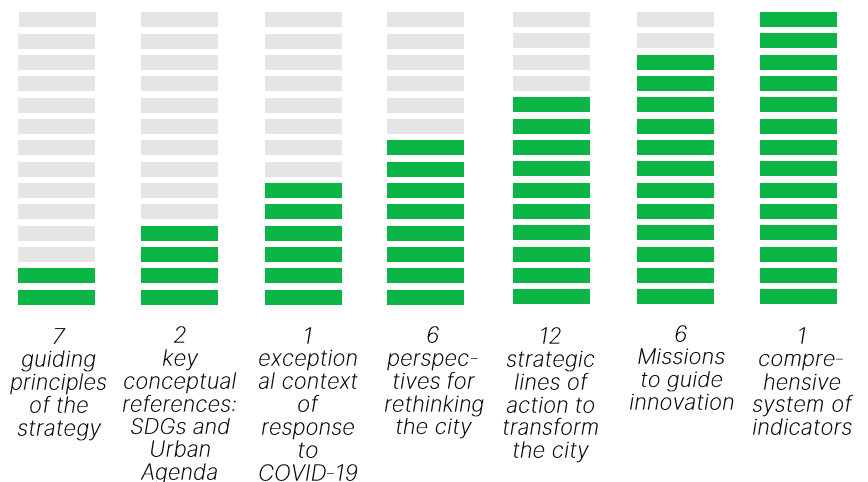
These objectives are necessary, but not sufficient, which is why it is necessary to incorporate the perspective of innovation, as it allows urban transformation to be oriented, putting the focus on aspects such as experimentation, learning and scaling up projects.

Innovation Missions proposed by Europe for the next decade - Missions València 2030 Strategy

In the extraordinary context of the PostCovid-19 Recovery

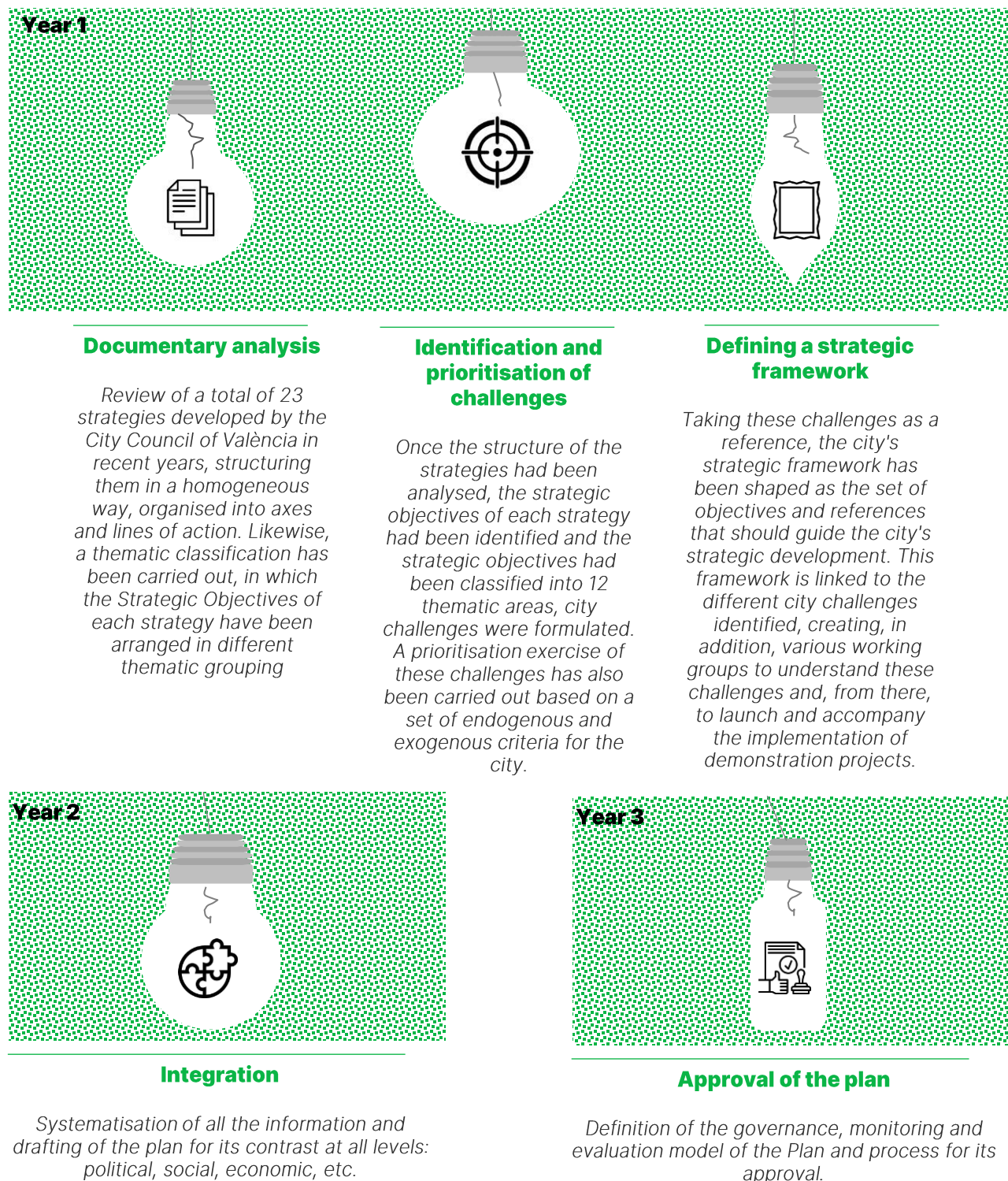
In this way, strategic planning must be nourished by key elements of innovation such as experimentation, learning and project scaling and, in turn, the success of innovation Missions will not only come from science, research and innovation itself, but it will be essential that it is accompanied by public policies guided by the 2030 Agenda.

These two ideas, as well as other additional elements, are combined in this Strategic Framework shaping a roadmap for the future development of the city based on:



1.3. The process of elaboration of the Strategic Framework of València

The process of developing this city strategy has been configured according to the following framework:





1.4. Presentation of the Strategic Framework of València



In April 2021, the Mayor of València, Joan Ribó, accompanied by the Deputy Mayors Sandra Gómez and Sergi Campillo, presented the Strategic Framework of València document, as a open text to debate by all urban bodies to define the lines that should mark the evolution of the city in the coming years.

"Beyond the four years of a mandate, we think it is very important, especially at this time, to define a framework, in which we all agree, with the broad outlines of where we want to take the city."

Joan Ribó, Mayor of València

The Strategic Framework of València outlines a **city horizon for 2030** and a working methodology that should allow accelerating the transition **towards a more sustainable, healthier, more shared and more prosperous and entrepreneurial city**. To this end, the document provides the key elements to structure the development of the València 2030 Urban Strategy, and consists of a set of Looks on the city, strategic lines, objectives and innovation 'Missions'.

This development model, based on what the city is today and what it wants to be in the future, focuses on the following elements.

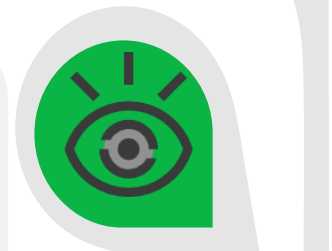
People at the centre

Strategic Framework of València places **people at the centre**, as the beginning and end of the whole process. People live and interact in València and they create the city. The entire development process of the city must be articulated around them and their needs and expectations.



Looks of the city

On this initial layer, a series of **Looks** for rethinking the city are defined. The Looks represent approaches and aspirations that mark the direction in which the city should collectively evolve. The València Looks recognise its idiosyncrasy, its values and its way of seeing and living life. The four city models defined in the strategic framework of Missions València 2030 have been used for their formulation: **Healthy City, Sustainable City, Shared City and Prosperous and Entrepreneurial City**, to which two additional Looks have been added in accordance with València's idiosyncrasies: **Creative City and Mediterranean City**.





City Strategic Framework

On people and City Looks, the **Strategic Framework** is defined, which addresses the **challenges, strategies and objectives** identified in the initial strategic analysis of the city and clearly aligned with the Sustainable Development Goals and their particularisation to cities through the Urban Agenda.



Public policies

Strategic Framework of València grows with a key concentric circle for transformation: **public policies**. It is public policies that make the strategic objectives included in the 12 lines of action a reality in the city. In this sense, it is necessary to recognise that public policies have a **multilevel character**, as not only the local government influences the city. Therefore, multilevel governance is an asset that must be developed to articulate **regional, state and European public policies**, with an essential impact and importance for the city.



Demonstration projects

Demonstration projects make it possible to articulate practical solutions to the challenges identified and to demonstrate the path to follow in order to achieve the strategic objectives. These transformative projects must be driven by all the helixes that make up the Valencian innovation ecosystem.

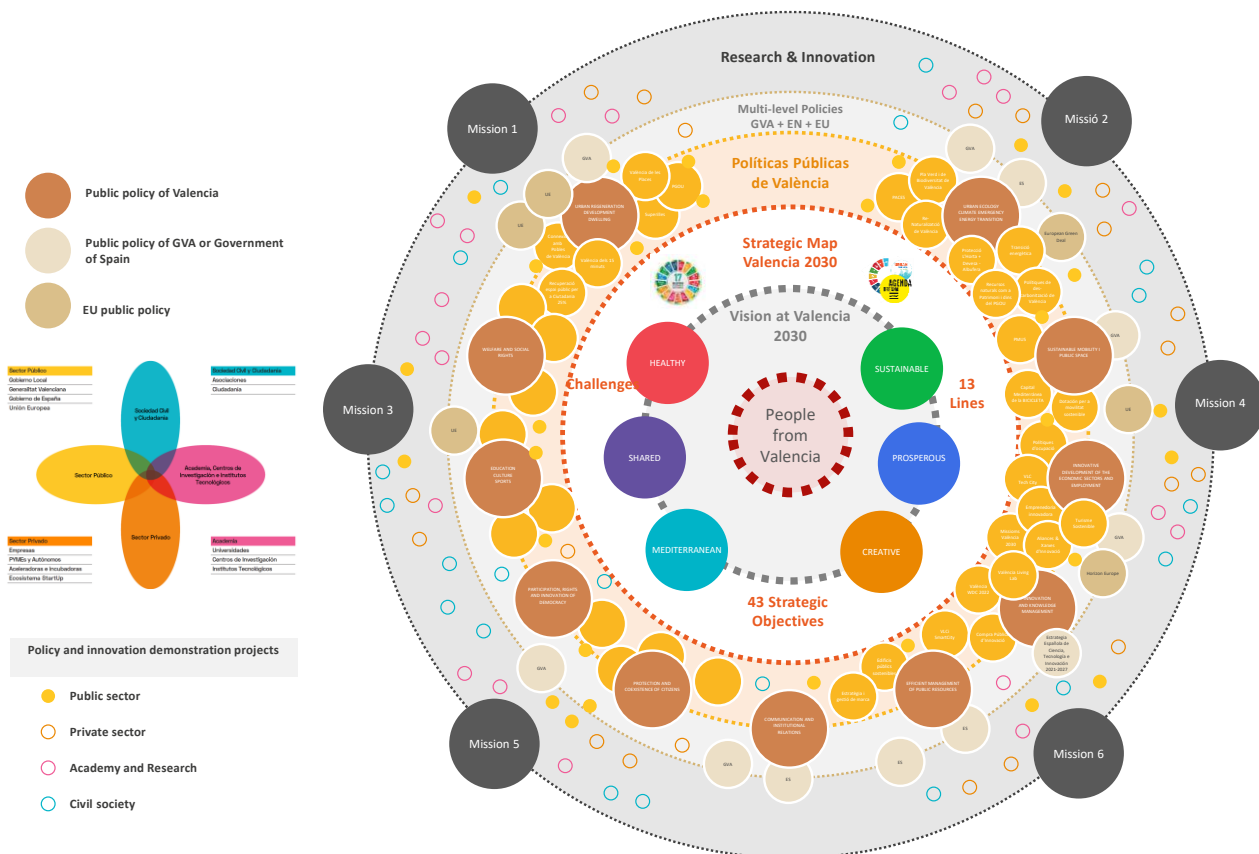


Innovation Missions for major complexities

The **Research and Innovation Missions** are born within the European Framework Horizon Europe 2021-2027 and aim, in the next decade, to better link R&D&I efforts with the needs of society and citizens to enable their relevance to be understood. They aim to contribute to the achievement of the 2030 Sustainable Development Goals through research and innovation.



Global vision of the Strategic Framework of València



"The urgency of the moment does not have to prevent us from looking further since one thing is clear: PostCovid cities will be different cities than the ones we have known so far. The decisions we make in the coming months and years will be important because they will shape our reality for a long time, probably at least an entire decade. And we will have to choose between alternatives that will define what kind of cities we will live in in the future. "

Joan Ribó, Mayor of València



Through the analysis of the recurrent themes in the various urban strategies and their correlation with the SDGs, the Urban Agenda, the PostCOVID-19 recovery context and Valencian metropolitan dimension, a series of **city challenges** have been identified and subsequently translated into the **strategic lines and objectives** that make up this Strategic Framework.

Challenges of the Strategic Framework of València

Reducing the city's environmental impact and combating climate change

To achieve a sustainable and local agri-food system.

Ensuring access to housing

To guarantee full employment for everyone

To advance in the digitalisation of the administration and the city.

Achieve a balanced city model based on proximity and with a high level of quality public spaces and facilities.

Promoting a sustainable, efficient and safe mobility model

Advancing the energy transition

Foster innovative and sustainable local economic development and promote entrepreneurship.

Promoting the health and wellbeing of citizens

Combat inequalities and guarantee social cohesion.

Promoting citizen participation and the associative fabric

Revitalise the city's cultural and heritage sector.





Strategic Lines and Objectives of the Strategic Framework of València

01. Climate resilience, territory and renaturalisation of the city



Strategic objectives

OE1. Territorial integration of the city through green and blue infrastructure at metropolitan level

Integrating the city into its territory with transition spaces that are friendly to people and the environment. The green infrastructure of the "Huerta", the coastline, the river Turia and the Devesa-Albufera gains in resilience and adaptability.

OE2. Reduce air pollution

To reduce noise and air pollution levels throughout the city of València in accordance with the recommended limits for good physical and mental health.

OE3. Move towards a circular model of production and consumption

To fundamentally transform the city's consumption and production model in order to consolidate practices of reduction, reuse, repair and recycling.

02. Just and inclusive energy transition



Objetivos estratégicos

OE4. Increasing renewable energy production

Increase the production of renewable energies in the city and encourage the proliferation of the local business fabric in this area..

OE5. Increase self-consumption, responsible energy consumption and energy efficiency in buildings

Promote a decentralised energy model, which supplies energy to the whole city, where consumers produce their own energy and where excess energy consumption in homes and buildings in the city is optimised and reduced.

OE6. Accelerating the decarbonisation of mobility

Decarbonise the current transport and mobility system, both public and private, through electrification to significantly reduce greenhouse gas emissions.



03. Sustainable, inclusive and efficient urban and metropolitan mobility



Strategic objectives

OE7. Consolidate a non-polluting model based on active mobility and the use of public transport

Consolidate an urban mobility model based on walking, cycling and public transport.

OE8. Promote safe and autonomous mobility for all ages

To guarantee a pedestrian-friendly public space, to ensure safety and autonomy when travelling and to turn the city into an accessible and friendly space for children and the elderly.

OE9. Improving connectivity at metropolitan level

To increase connectivity between urban, suburban and rural areas and between poles of economic activity in the metropolitan area, to ensure efficient and comfortable journeys through a strong public transport network, as well as a wide range of sustainable means of transport.

OE10. Increase the efficiency of the logistics system

To increase the efficiency and sustainability of urban logistics systems and the management of surface parking space, so that the mobility of people coexists perfectly with the mobility of goods.

04. Sustainable and local food



Strategic objectives

OE11. Revitalise the agricultural system around València to strengthen local commerce

Shortening the marketing channels and guaranteeing the economic sustainability of the farmers, thus allowing the dynamisation and modernisation of the system and the continuity of agricultural activity around València.

OE12. Strengthen the physical, ecological and cultural links between the "Huerta" and the city

To convert "l'Horta" into an identifying and accessible space for citizens that forms part of the city's natural ecosystem, as an example of innovative, artisanal peri-urban agriculture, symbiotically integrated with the city of València, through a strong physical, commercial and identity-based connection.



05. Inclusive and proximity city



Strategic objectives

OE13. Achieve a territorial balance in the distribution of the city's public facilities

Increase the provision of quality facilities in all the city's neighbourhoods, especially in the less favoured ones.

OE14. Improve the provision of public and green spaces in the neighbourhoods to encourage renaturalisation

Consolidate the networks of public and green spaces to improve their distribution throughout the city's neighbourhoods and promote the renaturation and development of interconnected green networks, with special attention to native vegetation.

OE15. Consolidate urban multi-centrality in order to consolidate the 15-minute city model

Promote a decentralised, mixed-use city model where everything necessary for daily life can be found on foot or by bicycle in approximately 15 minutes.

06. Urban regeneration based on social cohesion and accessibility



Strategic objectives

OE16. Develop a model of urban regeneration without gentrification

Regenerate disused or deteriorated areas, prioritising the preservation of opportunities for existing residents.

OE17. Increase accessibility in buildings and public spaces

Implement universal design in the renovation of buildings and public spaces in the city, in order to reduce urban barriers for people with disabilities or groups with mobility impairments.



07. Accessible housing



Strategic objectives

OE18. Ensuring access to affordable and quality housing stock

OE19. Increasing the quality of the built housing stock

OE20. Encourage the sustainable use of the city's vacant dwellings

Generate innovative formulas for access to public and free housing that allow the entire population to have access to decent, quality housing.

Promote the rehabilitation of the city's housing stock to guarantee its quality and habitability, with special emphasis on energy rehabilitation to ensure the well-being and health of its inhabitants.

Reduce the rates of vacant housing, to provide solutions to the different causes that prevent the rental or sale of unoccupied housing.

08. Associative fabric and intergenerational citizen networks



Strategic objectives

OE21. Strengthen the associative fabric and citizen and community networks

Promote the associative fabric and the strengthening of citizen and community networks with special emphasis on the intergenerational perspective, representativeness and participation in decision-making by women, people at risk of exclusion, people with disabilities, migrants and other vulnerable population groups.



09. Well-being, health and care at all stages of life



Strategic objectives

OE22. Strengthen and increase the resilience of the social care system, health and care for vulnerable people

Consolidating the social care system as the fourth pillar of the welfare state, as well as ensuring the best possible quality of the health care system and the development of care networks for people in vulnerable situations.

OE23. Reducing gaps in socio-economic determinants of health

To reduce the existing differences between neighbourhoods in terms of socio-economic determinants of health.

OE24. Promote healthy behaviours

To favour and create the conditions for the development of healthy behaviours in all areas and stages of life, with special attention to the development of healthy eating, physical activity and the prevention of addictive disorders..

OE25. Ensure dignified and active ageing

To guarantee a full, vital and autonomous life for the city's elderly.

OE17. Reducing gender inequalities in a cross-cutting manner in the city

To reduce the gender gaps that exist in València through the transversal incorporation of the gender perspective and the development of active inclusion policies in all areas.



10. Inclusive and sustainable economic development



Strategic objectives

OE27. Developing new clusters of economic activity based on innovation and knowledge

To develop new poles of economic activity based on innovation, technology and knowledge that attracts global investment and contributes to the consolidation of economic activity with high added value to the city.

OE29. Digitise the economy, in order to reduce the risk of social, economic and gender exclusion caused by the digital transformation.

Advance the digital transformation of the urban economy and reduce, in turn, the existing digital divides that can create greater inequalities between vulnerable groups.

OE28. Increase labour integration, especially for young people, women and immigrants

Reverse the low employment rates, increase job opportunities in the city and place special emphasis on the labour integration of those vulnerable groups that usually have more difficulties in the labour market.

OE30. Consolidate València as a sustainable tourist destination.

Develop the tourism fabric in line with the objectives of reducing emissions, in order to consolidate it as a sustainable and attractive destination, where a varied and high quality cultural and environmental tourism offer can be accessed.

11. Innovation, culture and inclusive digital transition



Objetivos estratégicos

OE31. Integrating R&D&I within the economic, social and environmental sectors

Articulate the R&D&I ecosystem to accelerate and consolidate the transformation and development processes in a transversal manner in the city of València.

OE32. To consolidate València as a hub of culture, design and innovation

To consolidate València as a metropolis of reference at Mediterranean, European and international level in culture, design and innovation.

OE33. To dynamise and increase the resilience of the local cultural and festive sector

To promote and dynamise the city's cultural ecosystem, paying special attention to its distribution and roots in the city's different neighbourhoods, especially in the festive sphere.



12. Urban and metropolitan governance



Strategic objectives

OE34. Enhancing open government, transparency and participation in the elaboration and implementation of public policies

Increasing access to information for all citizens, accountability and trust in the management of resources to consolidate the institutionality of local government. It aims to consolidate the instruments and processes of citizen participation that allow citizens to be part of decision-making to create new spaces for physical and digital participation; as well as to increase coordination and maximise synergies with actors from the private, public, academic and citizen sectors.

OE35. Developing a metropolitan governance model

To achieve a consolidated metropolitan governance model that allows for joint and coordinated decision-making in order to respond to needs from a metropolitan perspective.

OE36. To enhance digitalisation, modernisation and coordination for efficient municipal government

Increase efficiency in the achievement of objectives by boosting the efficiency of monitoring systems and evaluation mechanisms. Accelerate the digitalisation of the Public Administration and promote the use of data infrastructure to consolidate the digitalisation process initiated by the City Council and increase the knowledge and use of digital tools, the use of data in decision-making, as well as the operability and efficiency of digital municipal services aimed at citizens.

1.5. Missions València 2030, innovation as a transversal and systemic factor in the sustainable and comprehensive urban development desired for the city.

As described above, València is a pioneering city in its eagerness to incorporate the varnish that **science, research and innovation** provide in the very process of building the city's Strategic Framework just described. In this sense, València is committed to overcoming the conception of innovation as a disconnected and vertical public action to treat it as a **transversal and systemic public action** that permeates innovation throughout Strategic Framework of València, including its public policies; making the experience accumulated in the deployment of European research and innovation policies its starting point to give rise to the idea of **Missions València 2030**.

The origin of the idea of Missions València 2030



The Missions València 2030 initiative has its origins in the analyses and evaluations that the European Union has promoted since 2018 on how the great efforts made in European research and innovation up to 2020 have worked, in order to learn from them and formulate its new public policies in this area towards 2030. These analyses take up and adopt the lessons and ideas put forward by **Mariana Mazzucato** (Professor of Innovation Economics at the University College of London - UCL and Founder-Director of the Institute for Innovation and Public Purpose at UCL) in her study entitled "[Mission-Oriented Research & Innovation in the European Union. MISSIONS. A problem-solving approach to fuel innovation-led growth](#)".



People do not perceive that R&D&I improves their lives

Despite the huge effort and number of resources devoted to research and innovation in the EU, people do not perceive that all these European efforts have improved their lives.



Too much distance between humanity's challenges and R&D&I projects

There is too much distance between the grand challenges of humanity (SDG 2030) and the research and innovation projects that are funded, so there is no clear evidence that what is being spent on has an impact on the stated challenges.



By pre-choosing sectors and technologies, we discard others

In the past, sectors and technologies to innovate in were chosen in advance and others were discarded. Public research and innovation policies based on a prior selection of sectors, disciplines, fields or technologies on which to innovate have the perverse effect of discarding talent, knowledge, creativity and innovative solutions from other non-prioritised fields and sectors that may also have an impact on the challenges to be met as humanity.



The key questions for innovation were omitted

An innovation that has omitted the key questions and their respective answers that we should always ask ourselves before innovating: How do we want to improve people's lives? What do we want to transform? Where do we want to go? This absence has led to a disconnection between the great challenges that every society has to face today and the thousands of innovation projects and associated resources whose impacts are not usually evidenced in terms of their contribution to these great challenges.



On occasions, trends and fashions were followed

Public innovation has, on more than one occasion, followed trends and fashions imposed by other sectors, which relegated the role of the public sector, its policies and its administrations to being mere followers and funders of them.

These European lessons and their associated recommendations have served as the basis for the design of the new EU Research and Innovation Framework Programme 2021-2027 under the name **Horizon Europe**, on which the European Parliament and the European Council reached a common agreement on 19 March 2019. This new framework programme **defines European investments in research and innovation in the coming years.**

What is a Mission?



Emulating what was done in the 1960s in the United States with its Mission to the Moon, a Mission is defined as a **time-bound, transdisciplinary portfolio of actions** aimed at achieving a **bold and inspiring, yet measurable, goal** that has an **impact on society** and policy-making and is relevant to a significant part of the European population and a broad spectrum of European citizenship.



Missions



R&D&I
projects for
the Mission

Focus on...

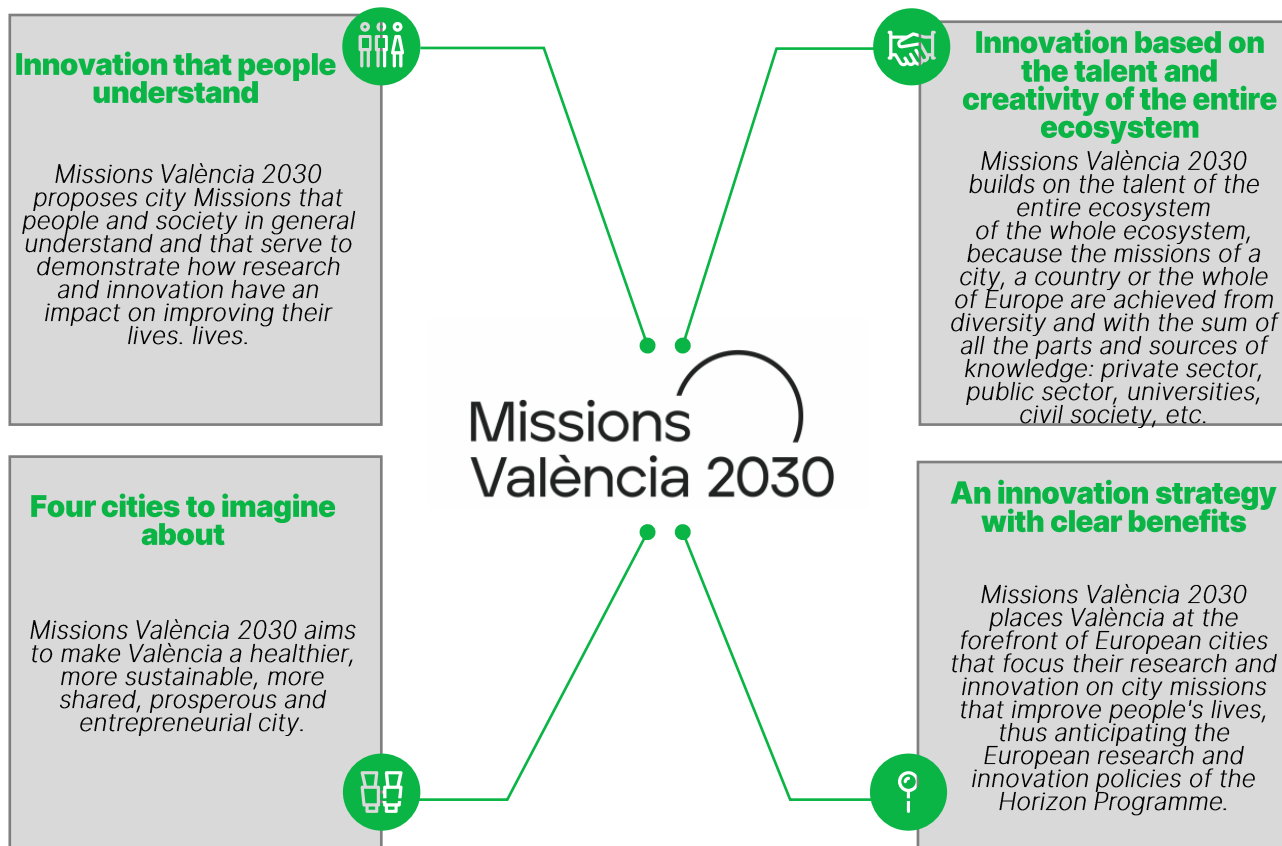
- Reverse the frightening trends in cancer.
- Develop solutions and prepare for the impact of climate change to protect lives and assets.
- Meet the goals and targets set by international policy frameworks, such as the COP21 Paris Agreement, the SDGs (especially SDG 11), the Urban Agenda for the EU, etc.
- Raise awareness of the importance of oceans, seas, coastal and inland waters and develop innovative solutions in this field.
- Raise awareness of the importance of soils, engage with citizens, create knowledge and develop solutions to restore soil health and functions.



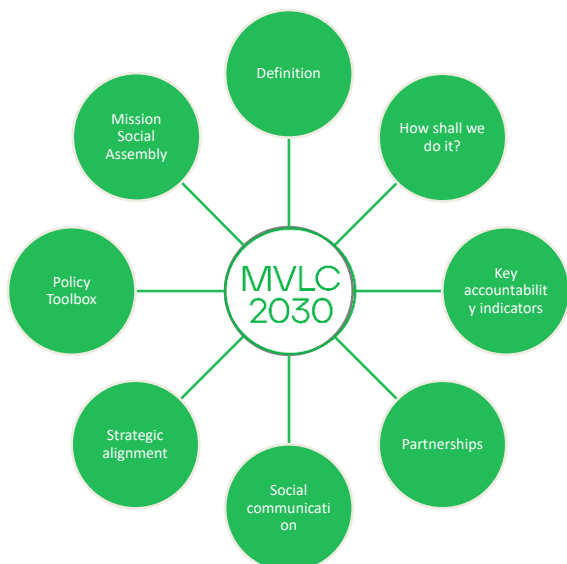


What is Missions València 2030?

It is the **strategic framework for social and urban innovation of the city of València** to guide its public efforts in innovation, as well as to facilitate the adhesion of the efforts coming from the research and innovation ecosystem present in the city of València and interested in the proposal to achieve success in city missions that improve the lives of the people of València and its surroundings before the year 2030.



Based on this combination of factors, a **series of items will form the definition of each of the Missions** within Missions València 2030.



- The definition of a Mission consists of 3 pillars: a statement according to European guidelines, a statement describing the importance of the Mission and a claim.
- The item 'how will we do it' explains the values and principles in approaching the Mission.
- The definition of the Mission includes 2 or 3 key indicators.
- Missions should be approached from a broad and heterogeneous set of alliances.
- Communication plays an important role in the process.
- Every Mission seeks strategic alignment primarily with the SDGs.
- Every Mission is accompanied by a set of political tools that are aligned with the Mission to facilitate the development of projects.
- Each Mission will have a social council made up of people and entities from the 4 helixes.



Areas of relevance for Missions València 2030 and project constellation

The debates, dialogues and reflections developed around the different desired city models have made it possible to identify a series of **relevant areas** on which to work and propose research and innovation Missions for the city of València 2030 which, in turn, are aligned with the Mission areas envisaged by the European Commission.

<div>Missions València 2030</div>		Areas of relevance in Horizon Europe				
		Climate change	Cancer	Soil and food	Neutral Cities	Oceans and water
Areas of relevance in Missions València 2030	Health equity between neighbourhoods					
	Longevity and active aging					
	Healthy habits - childhood obesity					
	50% + 50% + 50%					
	Green and blue infrastructure					
	Consume less and better					
	Unwanted loneliness					
	Urban commons					
	Reducing inequalities					
	Strengthening the productive ecosystem					
	Full digitalisation					
	Improving the resilience of the city					

So, the set of innovation Missions through the Missions València 2030 initiative will act as the core and epicentre of the strategies and public action in terms of research and social and urban innovation in the city of València. This ecosystem of Missions will be developed by **research and innovation projects** launched not only by the City Council of València and its local public sector, but also by any other organisation from the four helixes, forming, among all the agents, a constellation of R&D&I projects aimed at achieving the success of the city's Missions before 2030.

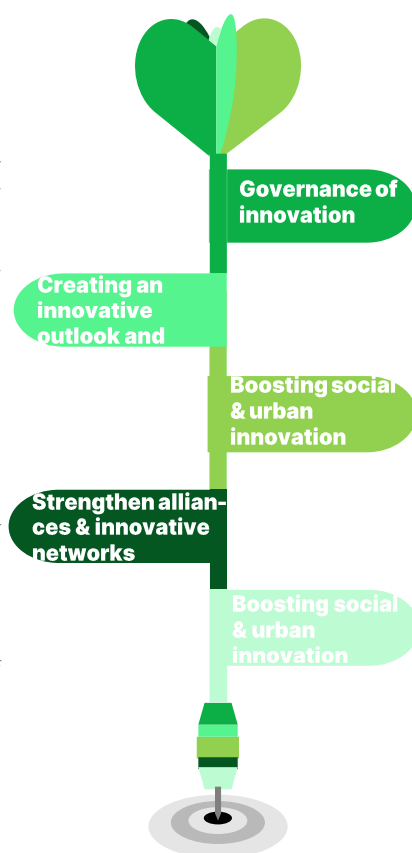


Missions València 2030 strategies

Having established and explained the core of orientation towards innovation Missions in the city of València, we turn around this core **five public innovation strategies** designed as global lines of action that establish a coherent sequence of commitments, objectives, projects and actions that are related and that are planned to orientate the activity towards Missions and with long lights to consolidate the success of Missions València 2030.

The aim is to create an innovative look and culture around the city of València where the promotion of creativity, the attraction of talent, the strengthening of public capacities and the recognition of research and innovation form part of the DNA of the innovative ecosystem of València.

The purpose is to create and strengthen a set of local, regional, national and international alliances and networks in the field of innovation with all those people and organisations that pursue the same goals and with the aim that the win-win relationships created generate value for the city of València and its people.



The aim is to govern innovation in the city of València in a strategic and coordinated way, with transversality and long lights, anticipating European trends on Mission orientation and carrying out the necessary organisational and instrumental transformations to promote it.

The aim is to position the city of València as a European benchmark in social and urban innovation geared towards Missions that improve people's lives.

The aim is to highlight innovation and its impact so that people perceive that València's public efforts in research and innovation improve the lives of people and the environment of València.

1. Incorporate a strategic and transversal vision of Mission-oriented innovation
2. Promoting Public Procurement of Innovation in València
3. Observe trends and use Big Data and AI from ethics and humanism in 4.0 environments
4. Promote the training of our people in innovation and creativity
5. Promote creativity, research and talent attraction in València
6. Recognise and value social and urban innovation in València
7. Promote the development of social & urban innovation projects in València
8. Create spaces for experimentation in València: laboratories and Sand Boxes
9. Promote Las NAVES as a centre for urban innovation in the city of València
10. Promote alliances with the four helixes of València
11. Activate local, national and international alliances and networks with València's innovation
12. Communicating socially the value of innovation in València



1.6. In summary...

The Strategic Framework of València outlines a **city horizon for 2030** and a working methodology that should accelerate the transition towards a **more sustainable, healthier, more shared and more prosperous more and entrepreneurial city**. To this end, the Strategic Framework of València provides the key elements to structure the development of the València 2030 Urban Strategy and consists of a set of Looks on the city, strategic lines, objectives and innovation 'Missions'. All these elements are framed, in turn, in an **extraordinary context such as the PostCOVID-19 recovery**.

In this sense, the global crisis generated by the pandemic has left two fundamental lessons to guide the future of cities. On the one hand, it has shown their **vulnerabilities**, not only in terms of health, but also at an economic and social level; and, on the other hand, it has incorporated the **notion of resilience** as an unavoidable element in the conception of cities. Consequently, this Strategic Framework of València outlines a series of responses in relation to how the city can **face** these PostCOVID-19 **challenges**, as well as other challenges such as the ecological transition, the fight against the digital divide or the reinforcement of social services, among many others.

And in all this process, València is convinced that **innovation must play a fundamental role**. Not, as is often the case, as a disconnected and vertical public action, but as a transversal and systemic public action that allows the entire Strategic Framework of València to be impregnated with innovation. In this sense, it is essential to highlight València's commitment, by adopting European recommendations on innovation policies, to **focus its innovative efforts on Missions**, so that the city can anticipate future European strategies and provide itself with competitive advantages to attract resources and investment to the city. Thus, through the design of a **cyclical process of social and political consensus**, València is in a position to **formulate an ambitious catalogue of possible Missions**, which will reflect the public efforts in research and innovation, not only of the City Council itself, but of the entire Valencian innovative ecosystem.

In short, the efforts made by the city of València to equip itself with both a global strategic framework that will guide the city's horizon for 2030, and a strategy to promote innovation in line with European recommendations and which is integrated into the Strategic Framework, both of which feed back into the other, represent an extremely ambitious starting point for developing public policies that improve the quality of life of all the people in the city and its surroundings.



PUBLIC PROCUREMENT OF INNOVATION



Early Demand Map València 2030

Chapter 2

Chapter 2

Public Procurement of Innovation

2.1. Introduction to PPI: what is it, what are its objectives, what are its benefits, what are its modalities, its strategic perspective and the roadmap for its deployment



Chapter 2 | Public Procurement Of Innovation

The development of research, innovation and the strengthening of a society based on knowledge from people and for people will make the difference between one way of life or another. To this end, it is essential that governments and their administrations lead where to focus efforts, that citizens and society perceive their importance and become involved, and that the private sector and academia direct their talent and knowledge to achieve this.

2.1. Introduction to PPI: what is it, what are its objectives, what are its benefits, what are its modalities, its strategic perspective and the roadmap for its deployment

Government procurement of goods and services represents between 10% and 15% of GDP (depending on the country), making it an important component of demand. Public procurement thus offers a huge potential market as a stimulus for further private investment in innovation. Public procurement practices can help foster market uptake of innovative products and services, while improving the quality of public services in markets where the public sector is a significant purchaser.

It is precisely on the basis of this thesis, and adding the fact that public expenditure data on R&D&I at European level has been significantly lower than those existing, for example, in the United States on a recurring basis, that the **European Union's commitment to PPI** since the 2010s can be explained, mainly through **Directives 2014/23/EU and 2014/24/EU**.

But what is Public Procurement of Innovation?

Based on the study by Edquist and Hommen (2000) Public Procurement of Innovation (PPI) is defined as a tool through which a purchaser with a public legal nature acquires a solution (good or service) that is not yet available on the market but could be developed within a reasonable period of time.

Standard public procurement

It reduces the Public Administrations' objective to what is available on the market. Generally, those proposals with the greatest economic discount are selected, not always being the one that provides the greatest value.

**"Tell me what you want and
I'll tell you what I have"**

VS

PPI

The Public Administration is encouraged to make a smart purchase that is adapted to its needs. The market has to raise its value proposition to achieve its objectives.

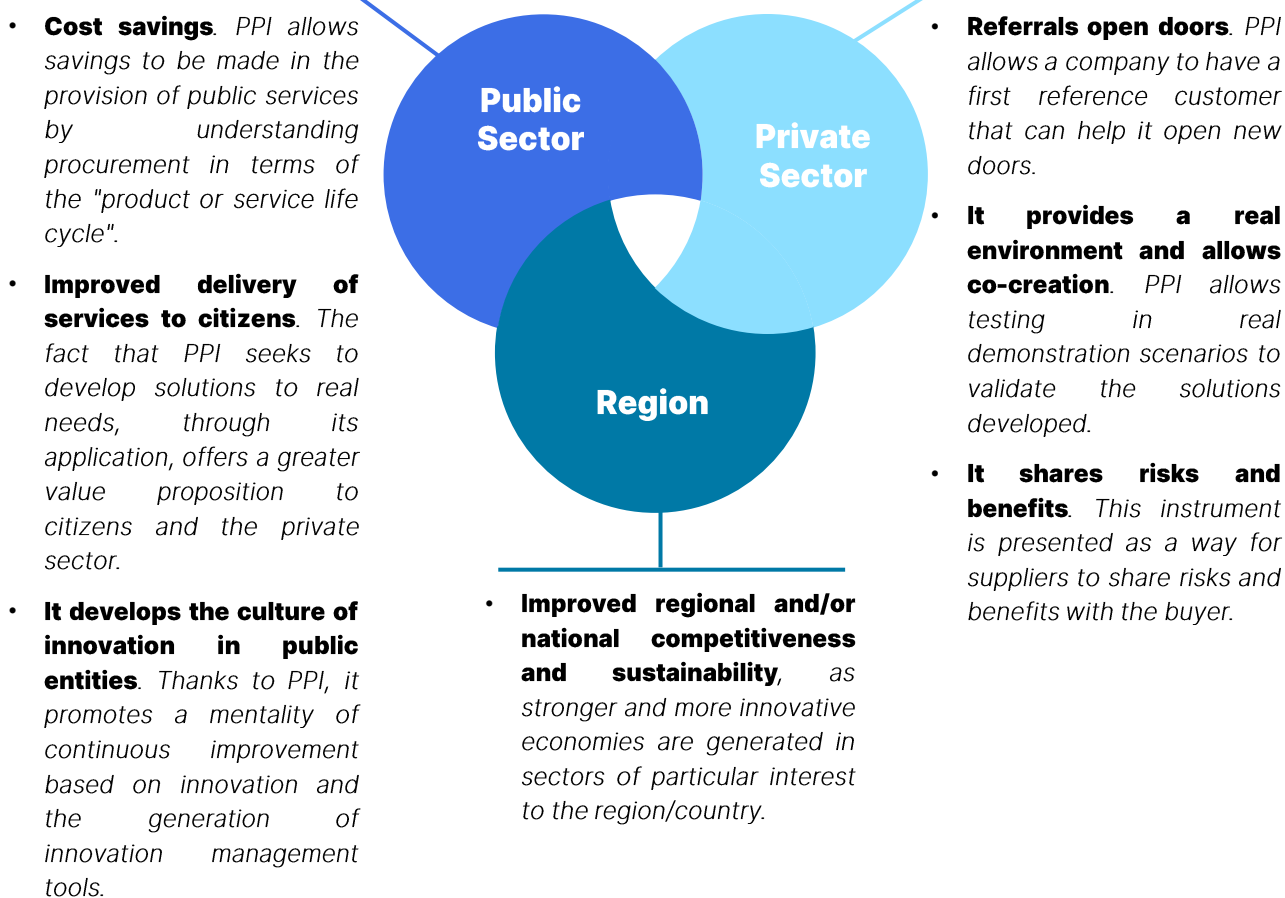
**"Tell me what you want and
we'll see how we can do it"**

From this scheme of thinking, it can be concluded that PPI is a tool that can be implemented for different purposes.

On the one hand, **mobilising innovation for the benefit of the services provided by the public sector**. In this first case, in the logic of mobilising innovation for the benefit of the services provided by the public sector, PPI fits well with the policies of improving the efficiency of public spending, which have resulted from the constant pressure on governments around the world to "do more with less" in a framework of transparency and constant accountability to citizens.

On the other hand, PPI can also help **foster innovation in strategic sectors or within the framework of specific challenges**. In this second case, PPI falls within the logic of demand-side innovation policies, which include tools such as tax benefits (a measure to induce private demand for R&D&I) and the introduction of regulation and standards (which can be used to induce both public and private demand). In this sense, and despite its recent development (both in terms of implementation and within the academic debate on innovation policy), some studies have already sought to establish a causal relationship between the provision of innovative goods to government and business growth, particularly from a firm-level perspective that seeks to identify the impact of PPI versus other measures to foster business innovation. (Guerzoni and Raiteri, 2015 or Georghiou et al. 2013).

Benefits of the PPI





PPI modalities at state level

PPI is a relatively recent process, and one of the most notable advances of this process in national territory has been the assimilation of these capacities by Public Administrations in recent years. In this sense, it is useful to understand what the PPI mechanisms available in Spain are and how they operate, as recognised by **Law 9/2017, of 8 November, on Public Sector Contracts and the Guide 2.0 on Innovative Public Procurement**:



Pre-commercial Procurement (PCP) -

A procurement of R&D services in which the public purchaser does not reserve the R&D results for its exclusive use, but shares with companies the risks and rewards of the R&D needed to develop innovative solutions that go beyond what is available on the market.



Public Procurement of Innovative Solutions (PPI) -

Consists of a public purchase of a good or service that does not exist at the time of purchase, but can be developed within a reasonable period of time. It requires the development of new or improved technology in order to meet the requirements demanded by the purchaser.



Innovation Partnership (IPA) - This is the linking of a Pre-commercial Procurement process and the possible subsequent deployment contract through a single administrative procedure.

TRL

- 01 Basic research
- 02 Technology formulation
- 03 Applied research
- 04 Small-scale development (lab)
- 05 Full-scale development
- 06 System or prototype validated in simulated environment
- 07 System or prototype validated in real environment
- 08 First commercial prototype or system
- 09 Commercial application

IPP modality

PCP

PPI

IPA

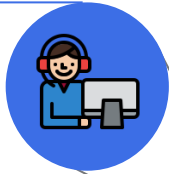


The strategic perspective of the PPI

In addition to the different degrees of technological maturity, the use of PPI will also depend on the different **strategic priorities** with which the procuring public entity approaches the process.

Innovation in the public service.

Procurement seeks to incorporate innovations that improve service provision, even though they may involve a higher initial investment.



Development of the local fabric. The main aim is to involve regional companies in the procurement process, especially innovative start-ups.

Procurement of goods and services.

Procurement focuses on meeting the needs of the administration at the best cost/benefit.

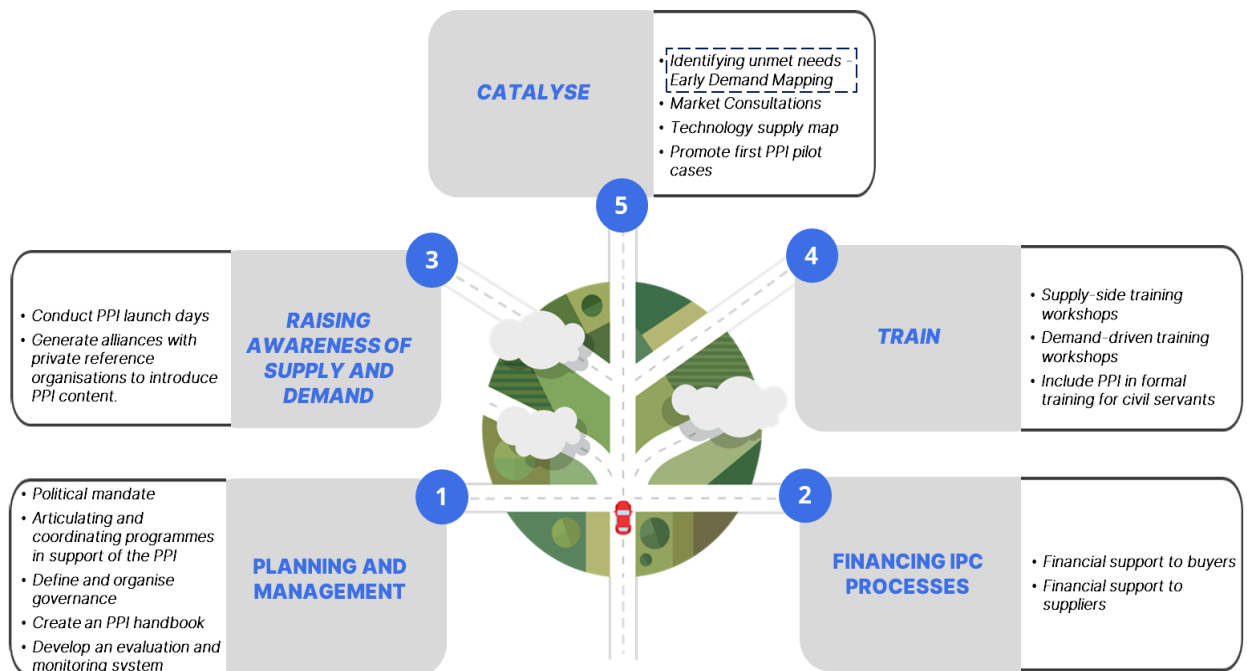


Changing the culture of the Public Sector.

Innovation is sought to be integrated into the daily dynamics of the public employee.

Roadmap for PPI deployment

A comprehensive PPI policy can advance on several of these levels at the same time and develop a broad set of instruments, but it is advisable to start at the beginning with mechanisms for channelling demand, to ensure the correct launching of the first projects.



VALÈNCIA PPI PROJECT



Early Demand Map València 2030

Chapter 3

Chapter 3

València PPI Project

3.1. Public Procurement of Innovation in València's strategy to boost innovation

3.2. Presentation of the València PPI Project

3.3. Where do we stand today?



Chapter 3 | València PPI Project

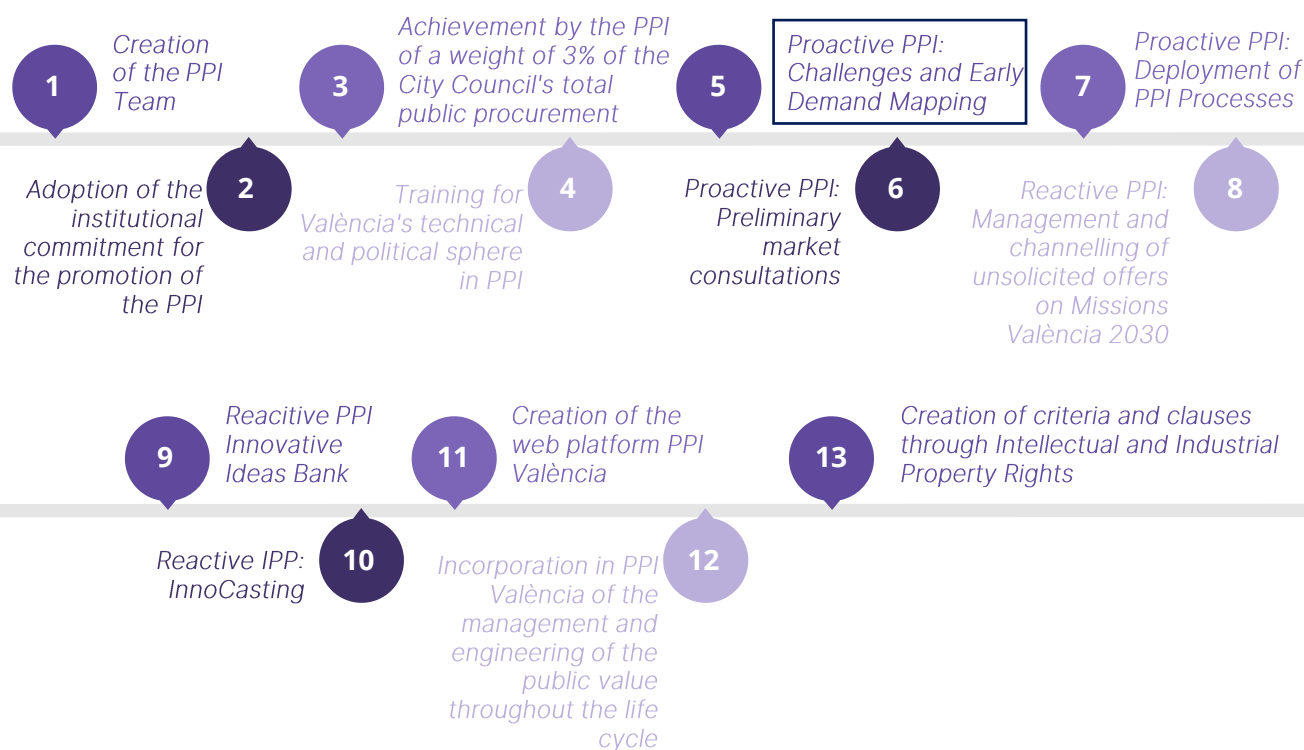
Europe and its research and innovation policy proposal aimed at Missions that improve our lives and our environment, gives us an excellent opportunity to put people back at the beginning and the end of everything and, at the same time, transforming València a European reference in innovation.

3.1. Public Procurement of Innovation in València's innovation promotion strategy

As described in chapter 1 of this document, innovation plays a fundamental role in the city's development strategy in the short, medium and long term. Specifically, under the Missions València 2030 initiative, València City Council has shaped **five public innovation strategies** designed as global lines of action to make innovation a key tool for tackling the city's main challenges. In this way, innovation, science and research are also incorporated into the construction of Strategic Framework of València as a transversal and systemic public action.

In this context, it is necessary to focus on the first of these strategies "**Governing innovation in València**", since it is precisely in this strategy that the commitment to "**Promote Public Procurement of Innovation in València**" is made explicit. This commitment means starting the journey to make the most of the dynamic capacity that public administrations have through their procurement processes to be the driving force behind innovation. To this end, in the case of València, this route involves undertaking the following **innovation actions**.

Innovation actions of the strategic commitment Boosting PPI in València





3.2. Presentation of the València PPI Project

Taking this commitment and the different associated actions as a starting point, València has initiated the necessary steps to **make its commitment to Public Procurement of Innovation tangible**.

"The public sector has a key role to play in the development of innovation, helping the market to create innovation aimed at generating public benefit, guided by the common good and the general interest."

Joan Ribó, Major of València

"The Public Procurement of Innovation should allow us, from the City Council of València, to guide our purchases to help the market to develop those innovative products and services that do not exist and that will help us to solve the complexities of the context of the city."

Fermín Cerezo, Head of the Innovation Service of València City Council

Public Procurement of Innovation is a **way of responding to the challenges of its València 2030 Urban Strategy, promoting the City Missions and meeting the 2030 Sustainable Development Goals**, thus improving people's lives.

With these objectives in mind, València City Council has **already developed a series of actions over the last year and a half** that have allowed it to begin the València PPI project.

The València City Council's tour in the field of promoting the PPI



01/2020 – Inclusion of the plenary agreement of the City Council of València mentioned as strategic commitment 2 of the innovation governance framework for the city, Missions València 2030: **Promoting Public Procurement of Innovation in València**.

On 31 January 2020, the General Assembly agreed to set up a transversal and multidisciplinary team, hereinafter **València PPI Team**, for the technical promotion of the PPI in the City Council and the city of València.



02/2020 – Elaboration of the project report under the name **"Promotion of the PPI oriented to Innovation Missions in the city of València"** which develops the **13 innovation actions** defined.

Presentation of this project to the **Valèncian Innovation Agency (AVI)** in search of funding.



03/2020 – Planning, design, preparation and contracting of the **first Public Procurement of Innovation course** for the civil service and awareness raising in **the political sphere**, which was scheduled to start on 29-30 March and **had to be cancelled due to the COVID-19 pandemic**.



04/2020 – Reconfiguration of the training strategies on PPI in 2020, reorienting the training action to the design of a permanent online course on the municipal training platform.

Finally, from **October to December 2020**, the **1st edition of the course on Public Procurement of Innovation** was held in **València City Council** with **49 people enrolled** and **two training modules**.



05/2020 – Missions València 2030 is approved with broad consensus between the government and the opposition on **28 May 2020**.

Start of the open contracting process for the technical office to promote the PPI.



06/2020 – The AVI resolves the subsidies for the promotion of innovation qualifying València's project with the third best score of all the projects presented (85 points out of 100 points, the best among local administrations) and **awarding the largest financial subsidy to the project presented by València**.

These actions are precisely those that have allowed the launch in January 2021 of the **Project for the Promotion and Management of Public Procurement of Innovation in the City Council of València**, as the initiative that should lay the foundations of the municipal commitment to this tool. To this end, a plan of actions to be carried out mainly between 2021 and 2022 has been drawn up.

Phases of the PPI València Project

PHASE 1



TECHNICAL SECRETARIAT AND DYNAMISATION OF PPI VALÈNCIA

The roles and functions of the created PPI team will be further developed in order to consolidate a more operational internal PPI structure.

PHASE 2



AWARENESS- RAISING, TRAINING AND CAPACITY- BUILDING IN PPI

Information and training sessions will be held for municipal technicians and managers, as well as for companies and knowledge and innovation agents in the city's environment so that each agent understands the potential of the PPI.

PHASE 3



IDENTIFICATION OF CHALLENGES - EARLY DEMAND MAP

The unmet public needs of València City Council will be identified, creating an Early Demand Map. The challenges and relevant areas of the València 2030 Strategic Framework and Missions València 2030 will serve as a basis for this identification.

PHASE 4



PPI PROCESSES AND TENDERS

All the necessary actions will be implemented to develop one or several PPI processes that, through the Preliminary Market Consultations, may lead to PPI tenders.

PHASE 5



IDEAS AND MARKET TRENDS OBSERVATORY IN PPI

A system will be developed that allows the City Council of València to have an antenna for early detection of possible solutions to the innovation challenges and Missions included in the Early Demand Map.

PHASE 6



PPI VALÈNCIA WEB PLATFORM

A web platform will be created to communicate the progress and news about the project, serving as a point of reference in terms of PPI for the entire innovation ecosystem of València.

3.3. Where do we stand today?

Early Demand Map of València 2030: towards a map of unmet public needs for the City Council of València.



One of the main inputs for developing a correct PPI process is linked to being able to **correctly identify the needs that the PPI promoter agent has and that could be solved through this procedure**. In this sense, it is advisable to start the development of PPI processes by implementing **demand channelling mechanisms** that allow the identification of challenges or public needs that are currently unresolved but which, nevertheless, could be addressed through Public Procurement of Innovation.

With this criterion in mind, during the first half of the year 2021, the City Council of València has undertaken a **series of workshops to identify these challenges and unmet public needs, involving the 4 helixes of the innovative ecosystem of València**.

All the ideas collected have been structured in an orderly and logical manner in what is known as the **Early Demand Map**, the presentation of which is precisely the subject of this document.

WHAT IS AN "EARLY DEMAND MAP"?

DEFINITION

The Early Demand Map (EDM) is a list of those public needs where the PPI modality would provide a way to satisfy them, as procurement through "conventional" procurement procedures does not "work".

THE IMPORTANCE OF THE EDM

As an instrument to inform the market about the needs of the Administration, it provides valuable information to companies to guide their R&D&I initiatives towards potential tenders. In fact, it has been proven that without the Early Demand Map, solutions take longer to reach the market.

PRESENTATION OF THE EARLY DEMAND MAP



Early Demand Map València 2030

Chapter 4

Chapter 4

Presentation of the Early Demand Map

4.1. The process of elaboration of the Early Demand Map València 2030

4.2. The 7 workshops to identify challenges and unmet needs

4.3. The Early Demand Map València 2030

The Looks

Challenge sheets

Chapter 4 | Presentation of the Early Demand Map

We need to reinvent our cities, to create smart cities, putting technology at the service of people, promoting not only the Internet of things, but also the Internet of people.

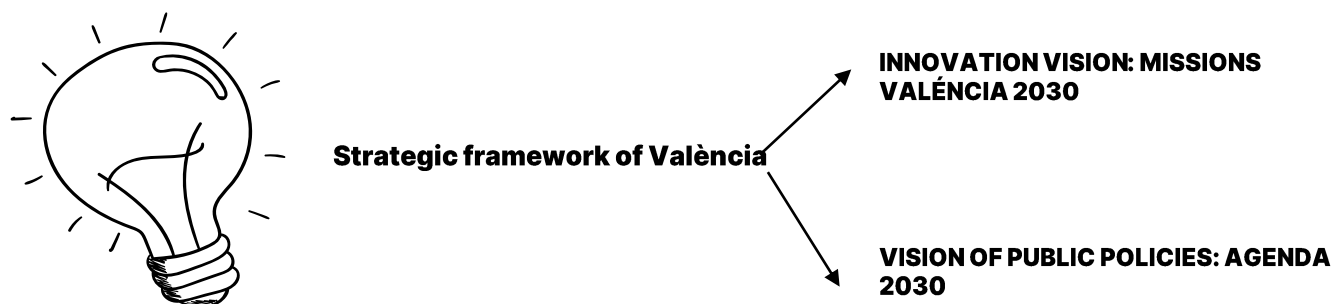
Smart Cities Manifesto. Innovation for progress

4.1. The process of elaboration of the Early Demand Map València 2030

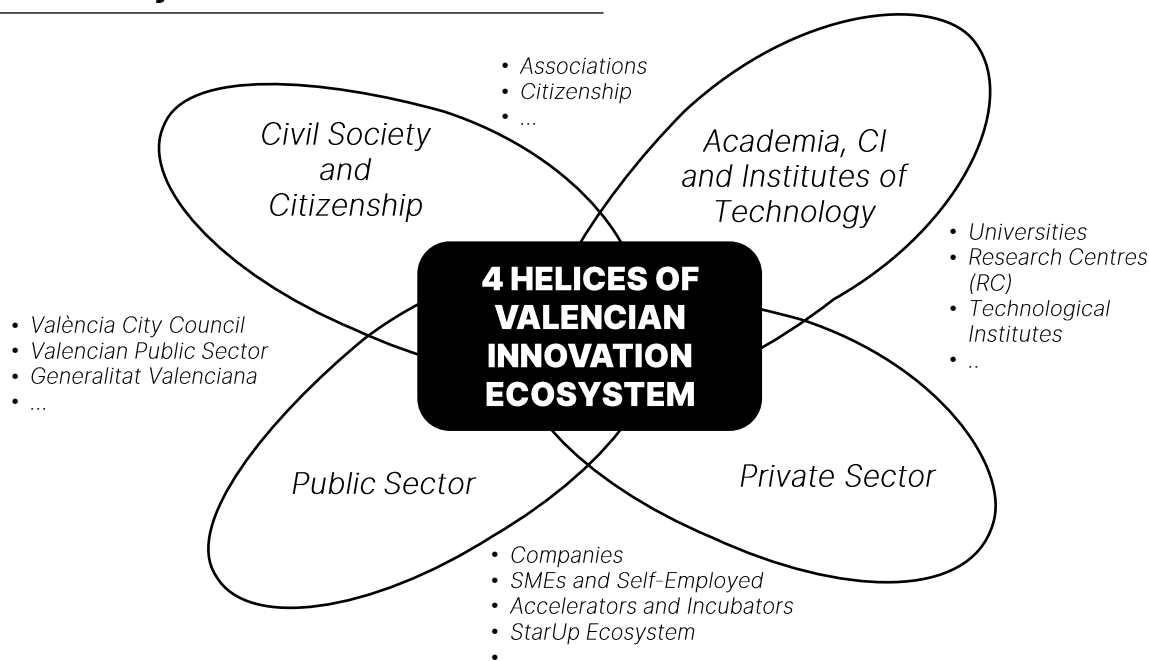
We said earlier that the preparation of the Early Demand Map València 2030 has been the result of the inputs obtained from the holding of a **series of workshops to identify challenges and unmet public needs**.

The design and organisation of these workshops has been articulated taking into consideration a double perspective:

Strategic reference framework



Reference Ecosystem



4.2. The 7 workshops to identify challenges and unmet needs

Taking into account this double vision, 7 online workshops have been organised between March and May 2021. There have been **7 thematic workshops associated to the different City Looks**, as well as to a series of **transversal elements**, as can be seen below.

Organisation of the 7 thematic workshops for PPI challenges identification in València



HEALTHY VALÈNCIA – 30/03/2021

City challenges:

- Boosting the health and well-being of citizens.

Areas of relevance:

- Health equity between neighbourhoods at all stages of life - Longevity and active ageing
- Longevity and active ageing - Older people
- Increasing healthy habits among citizens
- Decrease in childhood obesity
- Morbidity
- Additive disorders
- Cancer
- Etc.

Agents involved*

- Public employees of the Areas, Delegations and Services of the City Council of València linked to the field of health.
- Public employees of the Regional Ministry of Universal Health and Public Health of the Generalitat Valenciana
- Valencian public hospitals and health centres
- Public agencies linked to the health sector
- Foundations linked to the field of health
- Health research institutes
- Private hospitals
- Private companies linked to the field of health
- Associations linked to the health field
- Etc.



*An exhaustive list of the actors involved is given in Annex 1.



SUSTAINABLE VALÈNCIA - CLIMATE CHANGE - 20/04/2021

City challenges:

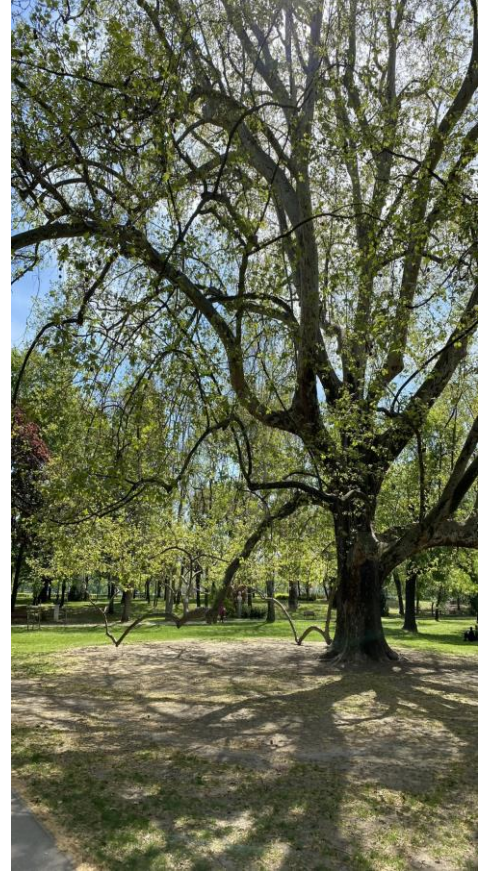
- Reducing the city's environmental impact and combating climate change
- Advancing the energy transition

Areas of relevance:

- Reducing urban waste
- Reducing CO2 emissions - Adaptation and mitigation of climate change
- Enhancing green and blue infrastructure
- Health of oceans, seas, coastal and inland waters
- Energy sustainability
- Energy equity
- Energy efficiency
- Etc.

Agents involved:

- Public employees of the areas, delegations and services of the City Council of València linked to the environmental field.
- València Climate and Energy Foundation
- Technological Institute of Energy
- Polytechnic University
- Private companies linked to the environmental field
- Etc.



SUSTAINABLE VALÈNCIA - SUSTAINABLE MOBILITY - 22/04/2021

City challenges:

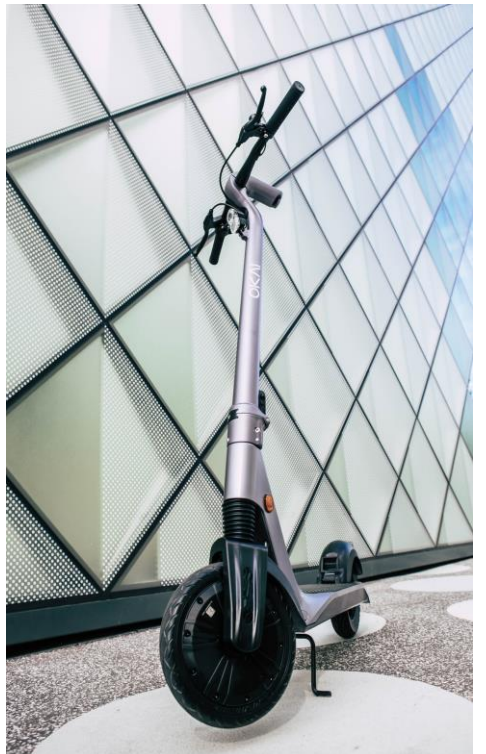
- Promoting a sustainable, efficient and safe mobility model.

Areas of relevance:

- Connectivity and coverage
- Urban cycling
- Accessibility and pedestrian environment
- Parking and logistics
- Safe mobility
- Decarbonisation of mobility
- Smart and climate-neutral cities
- Public transport
- Etc.

Agents involved:

- Public employees of the areas, delegations and services of the City Council of València linked to the field of mobility.
- Valenciaport
- Technological Institute of Packaging, Transport and Logistics - ITENE
- Automotive Cluster
- Etc.





SHARED VALÈNCIA - SOCIAL COHESION - 27/04/2021

City challenges:

- Tackling inequalities and ensuring social cohesion
- Ensuring full employment for all
- Ensuring access to housing

Areas of relevance:

- Social exclusion - risk of poverty
- Gender equality
- Immigration / Multicultural inclusion
- Culture, youth and sport
- Employment services
- Active employment policies
- Education and training
- Labour integration
- Access to housing
- Quality housing
- Etc.

Agents involved:

- Public employees of the areas, delegations and services of the City Council of València linked to the social field (Youth, Social Welfare, Housing, etc.).
- Associations
- Companies linked to the construction sector
- Etc.



SHARED VALÈNCIA- SUSTAINABLE URBANISM - 29/04/2021

City challenges:

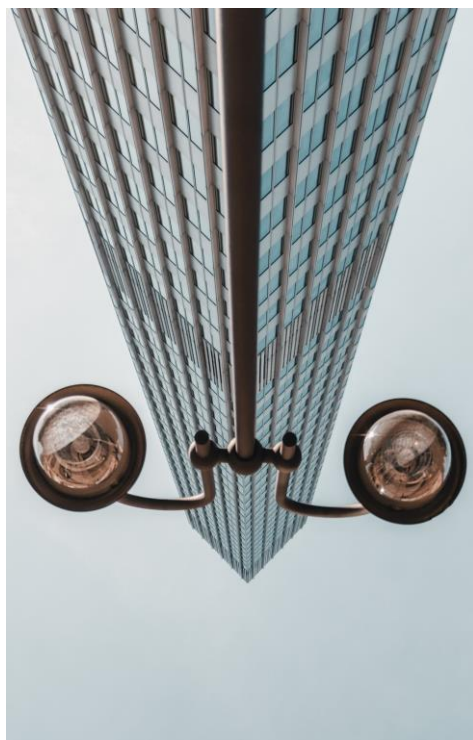
- To achieve a balanced city model based on proximity and with a high provision of quality public spaces and facilities.

Areas of relevance:

- Urban commons
- City of proximity
- Public and green spaces
- Quality of the built environment
- Provision of public facilities
- Housing stock and accessibility
- Etc.

Agents involved:

- Civil servants of the Departments, Delegations and Services of the City Council of València linked to the urban area (Planning, Architects, etc.).
- AUMSA
- Companies linked to the landscape, urban and construction fields.
- Etc.





PROSPEROUS AND ENTREPRENEURIAL VALÈNCIA

- 06/05/2021

City challenges:

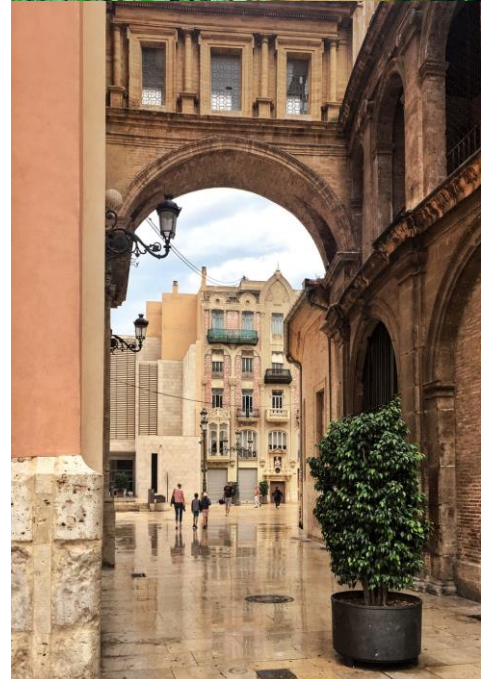
- *Promote innovative and sustainable local economic development and encourage entrepreneurship.*
- *To achieve a sustainable and local agri-food system.*
- *Revitalise the city's cultural and heritage sector.*

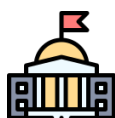
Areas of relevance:

- *Strengthening the productive ecosystem*
- *Full digitisation - Business digitisation*
- *Economic competitiveness*
- *Entrepreneurship and innovation*
- *Sustainable tourism sector*
- *Local trade*
- *Social economy*
- *Business climate*
- *Consuming less, better and locally*
- *Sustainable agricultural practice and trade*
- *Sustainable food*
- *Soil and food health*
- *Culture and heritage*
- *Festive sector*
- *Etc.*

Agents involved:

- *Public employees of the Areas, Delegations and Services of the City Council of València linked to the field of economic development (Entrepreneurship and Economic Innovation, Employment and Local Development, Agriculture, etc.).*
- *Valencia Conference Centre*
- *CEMAS*
- *Mostra de València i Iniciatives Audiovisuals (Mostra de València and Audiovisual Initiatives)*
- *Visit València Foundation*
- *Institutes and technology centres*
- *Companies*
- *Food Justice*
- *Valencian Federation of Worker Cooperative Companies*
- *Etc.*





CHALLENGES FOR THE TRANSFORMATION OF PUBLIC ADMINISTRATION VLC - 13/05/2021

Retos de ciudad:

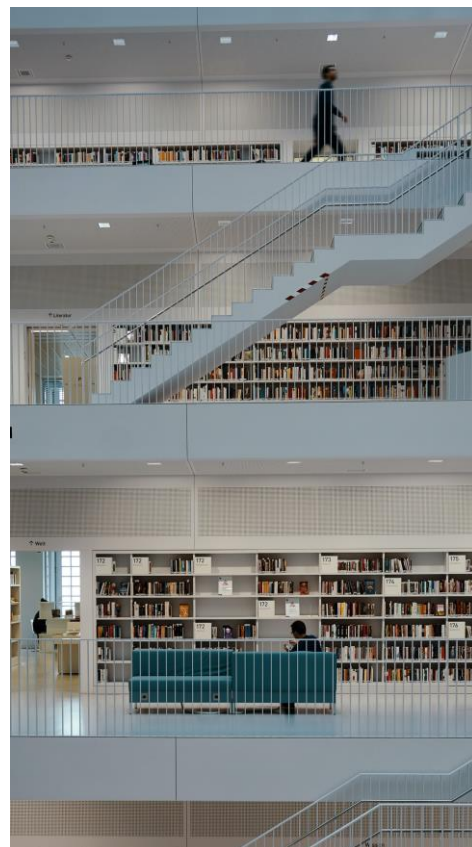
- Advance in the digitalisation of the administration and the city.
- Fostering citizen participation and the associative fabric

Areas of relevance:

- Ciudad Inteligente - Smart City
- Digital workplace - smart
- e-Government - digital identity
- Automation - digitalisation of processes
- Open government
- Interoperability between Administrations
- Citizen participation - Citizen networks
- Metropolitan governance model
- Etc.

Agentes involucrados:

- Public employees of the City Council of València
- Valencian Public Sector
- Main technological suppliers of the City Council of València
- Specific agents linked to the field of open data, transparency, etc.
- Etc.



The construction of this Early Demand Map in a collaborative manner between all the protagonists of the innovative ecosystem of València has also benefited from the participation of a series of highly relevant agents, either because of their extensive experience in the development of PPI projects in other Public Administrations, or because of their extensive specific knowledge of the development strategy of the city of València. Below is a brief summary of the participation of these key agents.

The Early Demand Map València 2030, the result of a wide-ranging view of several key agents

Key actors involved from the City Council of València



**Joan Ribó –Major
of València –
Healthy València
Workshop**



**Jordi Peris - General
Coordinator for Urban
Strategies and
Sustainable Agenda–
All Workshops**



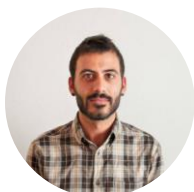
**Sergi Campillo -
Second Deputy
Mayor of València -
Sustainable
València
Workshop 1**



**Isabel Lozano -
Councillor for
Social Services –
Shared València
Workshop 1**



Key actors involved from the City Council of València (cont.)



Carlos Fernández Pla
- General
Coordinator of Urban
Development and
Housing - Shared
València Workshop 2



**Julio Olmos - General
Coordinator of the
Sustainable Economic
Development Area –
Prosperous and
Entrepreneurial
València Workshop**



**Fermín Cerezo – Head
of the Innovation
Service - All
Workshops**

Key actors involved from other public administrations



**Rocío Guijarro -
Councillor for Equality,
Transparency and
Citizen Participation,
L'Alfàs del Pi City
Council - Healthy
València Workshop**



**José Luís Cifuentes -
Head of the Promotion
and Information
Department of the
General Directorate of
the Valdemingómez
Technology Park –
Sustainable València
Workshop 1**



**José Javier Rodríguez
Hernández – Deputy
Director for Traffic
Regulation and Taxi
Services of the Madrid
City Council –
Sustainable València
Workshop 2**



**Mónica Sagredo -
Gavius Project
Manager, Gavà
City Council –
Shared València
Workshop 1**



José Ramón Bergasa
- Chief Architect of
the Town Planning
and Services Unit of
Alfaro City Council. –
Shared València
Workshop 2



**Josu Ansola -
Coordinator of
Economic
Development of Ermua
Town Council -
Prosperous and
Entrepreneurial
València Workshop**



**Beatriz Allegue - Head
of the Office of
Legislative
Development in the DG
of Legal Advice of the
Xunta de Galicia –
Internal Challenges
Workshop**

4.3. The Early Demand Map València 2030

Thanks to the work of all the agents participating in the workshops, together with the analysis and debugging work carried out internally, it has been possible to build this **first guide in the form of an Early Demand Map**, with the challenges and public needs not currently covered by the City Council of València and in which Public Procurement of Innovation could solve this problem. As described above, the workshops have been organised taking into account the different city Looks defined through the Missions València 2030 initiative and also incorporated into the Strategic Framework of València. This means having configured a **"Map of Maps"**, rather than a typical Early Demand Map, in which there is room for challenges and unmet public needs associated with each of these **Looks**.

As described in chapter 1 Strategic Framework of the City of València, the Looks reflect an intentionality. They are an open starting point for rethinking the city and collectively outlining the València we want for 2030. They are drawn up on the basis of the challenges identified and their function is to guide the definition of the missions, lines and strategic objectives, which will be those that express a more specific level of commitment to be achieved in the medium and long term. The concept of Look aims to reflect the complexity and diversity of the city in the face of complex challenges and needs that also require complex, comprehensive and multidisciplinary responses.

The Look aims to **go beyond the traditional thematic areas or axes of strategic planning** to orient strategic thinking towards a purpose that can be achieved across different policies or sectors, as is the case with the IPC.

City Looks to build the Early Demand Map València 2030



Challenges and unmet public needs associated with the **Healthy València Look**



Challenges and unmet public needs associated with the **Sustainable València Look – Climate Change**



Challenges and unmet public needs associated with the **Sustainable València Look – Sustainable Mobility**



Challenges and unmet public needs associated with the **Shared València Look – Social Cohesion**



Challenges and unmet public needs associated with the **Shared València Look – Sustainable Urbanism**



Challenges and unmet public needs associated with the **Prosperous and Entrepreneurial València**



Challenges and unmet public needs associated with the **Transformation of the Valencian Local Public Administration**



GLOBAL VISION

54 total challenges identified overall

305 unmet public needs identified overall



**Healthy València
Look**

8 challenges

32 needs



**Sustainable València
Look – Climate
Change**

8 challenges

48 needs



**Sustainable València
Look – Sustainable
Mobility**

8 challenges

42 needs



**Shared València
Look – Social
Cohesion**

7 challenges

34 needs



**Shared València
Look – Sustainable
Urbanism**

8 challenges

50 needs



**Prosperous and
Entrepreneurial
València Look**

7 challenges

51 needs



**Transformation of
the Valencian Local
Public
Administration**

8 challenges

48 needs



**Early Demand Map València 2030 -
Healthy València**



Presentation of the Look of Healthy València

According to the World Health Organisation's definition, "a healthy city is one that gives high priority to health in all its actions. Any city can be healthy if it is committed to health, has a structure in place to work towards health and starts a process to achieve more health. Health is more than the absence of disease or the curative activity of health services: it can be created if the environment in which we live facilitates healthier lifestyles".

The social determinants of health are the circumstances in which people are born, grow up, learn, live, work, age, etc., and which, together with the health system, explain most of the inequalities in health. Inequalities that are, in themselves, avoidable. And the city is the place where all these determinants take shape.

Therefore, the Healthy Look leads us to a València 2030 where the postcode does not determine people's health, nor does gender, ethnicity, age, social class or migratory status. For all neighbourhoods to be healthy environments with clean air every day of the year and free of pollution, waste and harmful noise. Neighbourhoods designed for healthy living at all stages of life, especially for older people and children. Neighbourhoods that facilitate active and healthy lifestyles, such as walking and sports, in contact with nature thanks to the use of green and blue infrastructures in connection with the Huerta, the river or the sea. Neighbourhoods where healthy and local food is a value and within everyone's reach. With inclusive urban planning and accessible, quality housing. Cohesive neighbourhoods for living and coexisting, with solid and active citizen and community networks that promote health and social capital, fostering people's physical, mental, emotional and relational health.





Challenge sheet

The following is the set of challenge sheets that have been identified for the configuration of the Early Demand Map associated with the Healthy València Look.



1

Fighting unwanted loneliness



Justification of the need/challenge

The current COVID-19 pandemic has brought to the fore a problem which, until then, had manifested itself very quietly, **namely unwanted loneliness**. Thus, this phenomenon, defined as the feeling caused by the discrepancy between the real characteristics of our social network and the desired ones, has become an issue of growing concern in our context, both in the MEDIUM and from a social and public health point of view. However, this challenge is not new and, contrary to popular belief, it does **not only impact on older people, but affects a wide range of age groups**. It is also a challenge that, in many cases, **does not understand economic and social levels**.

Its magnitude, evolution and effects on health have led this phenomenon to be considered a **major public health problem**. So much so that the WHO has catalogued unwanted loneliness as one of **the greatest risks for the deterioration of health and a determining factor in the entry into risk or situation of dependence**, in the deterioration of cognitive capacities, etc. And, in recent years, a growing body of scientific literature has shown its impact on health, associating it with poorer general health, higher mortality from all causes, mental health problems, etc.

Global challenge associated

Promoting the health and wellbeing of the citizenship

Strategic line

Well-being, health and care for all stages of life

Field of Missions

Unwanted loneliness

Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Unmet public needs



Identification

Introduction of **disruptive tools and technologies** for the identification of **people living in situations of unwanted loneliness**



Attention

Development of **new innovative models of community health management**, such as **neighbourhood informal caregiver networks**

Development of **new systems** of remote care for **people living alone**



New housing models

Cohousing for older age groups



2

Active ageing, empowerment of older people



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

According to population **projections for the city of València, by age range**, by 2033 the total population of the city will have risen by 1%, modifying the population structure. Thus, those under 20 years of age will fall by 4%, while those in the middle age group (20-64 years of age) will fall by only 1%. Meanwhile, **the relative weight of the over-65s will increase by 10%**, generating a need to readapt the focus of the public sector.

This increase in average life expectancy resulting in an ageing society already calls for responses to the need **to ensure active and healthy ageing that will delay the social and health care needs of this group**, which, in any case, **will require a series of technical adaptations in terms of long-term care services**.

At the same time, however, this increase in life expectancy, which results in an increasingly longer period of old age, will be accompanied by a growing demand from this group to continue to play a leading role in the social, political, etc. life of the city, **so that their empowerment as a group will be another of the focuses to be addressed**.

Global challenge associated

Promoting the health and wellbeing of the citizenship

Strategic line

Well-being, health and care at all stages of life

Field of Missions

Longevity and active ageing

Unmet public needs



Active ageing

Creation of **new innovative facilities** to promote outdoor **exercise for older people**

Provision of information systems in the form of online catalogues of resources, activities and services available for older people and carers



Intergenerationality

Introduction of **tools and technologies for contact and sharing of training, intergenerational experiences and to encourage participation in social and cultural activities for older people**

Development of **new intergenerational meeting spaces** - focus on sharing experiences to bridge the digital divide



Attention

New telecare-based solutions to foster healthy habits of older people



3

València, health living lab and Healthy habits



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The **improvement of health services**, in a context of enormous complexity such as the one we are currently experiencing, requires the **capacity to mobilise and channel the assets and creative energy of all the parties involved in health innovation**: hospitals, medical research centres, companies, but also the public itself.

In this context, the participation of users in the innovation process favours the development of goods and services more in line with their needs. And this is precisely where to be the raison of **Living Labs**, which constitute an approach to **open innovation** driven by the users themselves, creating an environment for co-creation and experimentation with the active participation of users from the early stages of the innovation cycle.

The challenge is therefore linked to **the establishment of València as a whole as a Living Lab in which companies, entrepreneurs and healthcare agents can test their products and ideas in the field of social innovation in healthcare**, as well as user-centred technologies. **The focus of the actions will be, among others, active ageing, dependency and rare diseases.**

Global challenge associated

Promoting the health and wellbeing of the citizenship

Strategic line

Well-being, health and care at all stages of life

Field of Missions

All those linked to the Healthy City Vision

Unmet public needs



Smart healthy circuits

Introducing **physical activity monitoring** and signalling **tools and technologies to shape smart healthy circuits**



Hospital of the future

Experimental hospitalisation - creating spaces for the integration of alternative therapies into clinical care

Deployment of **automated machines and other digital tools** for the development of medical functions

Creation of **co-creation spaces in València's own hospitals**



Attention

New **solutions based on telecare** to improve the health situation of dependent people.



4

Community health observatory



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Numerous territories at national level, including the Valencian Region itself, have the figure of the **Health Observatory, as instruments of analysis, diagnosis, evaluation and monitoring of information on the public health situation in these territories**. In this way, they seek to generate relevant, quality information in order to improve health and social and health and social services policies, programmes and services. In this context, the aim is to **transfer the principles of action of these observatories to the city level**, with a special focus on being able to analyse all those indicators that make it possible to know the health situation of all the city's neighbourhoods. This aspiration is linked to the fact that there is a great deal of scientific **evidence that inequalities in health are immense and responsible for an excess of mortality and morbidity** that exceeds the majority of known disease risk factors, as stated in the "Inequalities in Health in the Valencian Region" report.

Thus, the aim is **to develop predictive techniques** that make it possible to understand **the health evolution of the city's neighbourhoods** in order to adapt municipal public health policies and strategies. It also aims **to create a reference point for citizens in all matters relating to health**, serving as a repository of good practices, information, etc.

Global challenge associated

Promoting the health and wellbeing of the citizenship

Strategic line

Well-being, health and care at all stages of life

Field of Missions

Health equity between neighbourhoods at all stages of life

Unmet public needs



Health data

Systematisation, homogenisation and improvement of systems, tools and methodologies for the collection of indicators and statistical information related to health

Introduction of **tools and technologies for the visualisation of health indicators**, with a focus on the **analysis of existing inequalities** between city neighbourhoods

Incorporation of health data into the VLCi - València Smart City platform and the municipal Open Data platform as a measure to encourage healthy habits among citizens



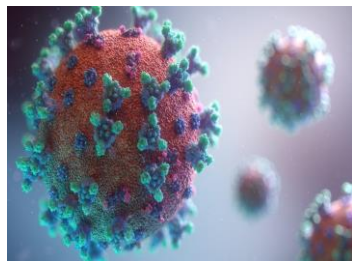
Health as an activity

Development of new virtual spaces in which to centralise resources, services and the agenda of health-related activities in the city



5

New responses to potential health pandemics



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The **SARS-CoV-2 pandemic** has taught us an important lesson: **our health systems were not prepared to respond to the health crisis**. While it is almost impossible to prevent emerging pathogens from becoming public health threats, **adequate preparedness ensures that countries have the capacity to contain them** and, if they fail, health systems should be prepared to mitigate their impact. The pandemic has shown that we did not have these capacities in place and has shattered some of the poor preparedness that had been achieved.

The pandemic has also underlined the importance of **essential public health functions and preventive measures**. Some high-income countries have been severely punished for neglecting their health systems and not even having effective and robust systems in fields such as preventive medicine or epidemiology.

All in all, it can be said that COVID-19 has revealed the **result of chronic underinvestment in pandemic preparedness**, of which Spain, the Valencian Region and the city of València have been no strangers. Nevertheless, this challenge aims **to strengthen the city's capacity to respond to the current pandemic and similar potential risks in the future**.

Global challenge associated

Promoting the health and wellbeing of the citizenship

Strategic line

Well-being, health and care at all stages of life

Field of Missions

All those linked to the Healthy City Vision

Unmet public needs



Health care

Development of solutions to **improve post-COVID-19** healthcare by monitoring daily activity, tracking patient experience indicators and alerting to worsening processes

Incorporation of **digital solutions** that improve the well-being of infected people, such as telecare robots



Diagnosis and vaccination

Use of **robotics-based solutions for mass testing**

Introduction of **tools and technologies for the optimisation of logistical processes associated** with mass vaccination processes



6

Combating suicide



Priority

LOW MEDIUM **HIGH**

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

In 2017, the Generalitat Valenciana presented a **Plan for Suicide Prevention and Management of Suicidal Behaviour**, a pioneer at state level, which was included in the 2016-2020 Regional Mental Health Strategy. In this way, suicide, a serious public health problem that had been silenced for many years, was finally classified as one of the most relevant priorities for action. Specifically, **the plan incorporated different actions aimed at prevention, greater coordination with other agents and training.**

The València City Council has joined these efforts at the regional level, setting up a **working group made up of experts and municipal groups to develop strategies** and raise awareness of the problem of the fight against suicide.

Against this background, this challenge aims to **identify and develop new solutions to minimise suicide deaths.** To this end, it seeks to shape **new tools**, with a focus on those of a **digital nature**, which **improve information**, enable action to be taken in situations of risk, **as well as to act at the urban level in blackspots.**

Global challenge associated

Promoting the health and wellbeing of the citizenship

Strategic line

Well-being, health and care at all stages of life

Field of Missions

Healthy habits

Unmet public needs



Early detection

Introduction of **tools and technologies** for the improvement of **early detection of suicidal risk**



Prevention

Introduction of **innovative deterrents in city hotspots**

Improvement of **prevention channels and tools** both at institutional level and in terms of informal support networks.



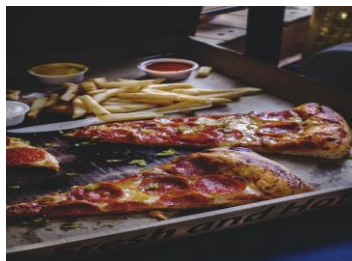
Awareness raising

Development of **information and awareness-raising campaigns** that focus on innovative aspects.



7

Tackling obesity, with a focus on childhood obesity



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

According to the WHO, **38 million people die each year worldwide from non-communicable diseases**, of which 16 million are premature (occurring before the age of 70). Curiously, these 16 million deaths linked to pulmonary and cardiovascular processes, tumours, diabetes and strokes are avoidable if appropriate preventive health measures are taken.

Childhood obesity, meanwhile, **is a direct consequence of poor eating habits**. In Spain, 35% of children between the ages of eight and 16 are overweight and 20.7% of them are overweight, while 14.2% are obese. It is important to mention that the latter, obesity, is closely linked to social class and socio-economic level.

In the city of **València**, the last municipal barometer of citizen opinion of September 2019 showed, in its section on healthy habits, worrying data. **47.1% of the population surveyed were overweight, obese or morbidly obese** (34.6%, 12.3%, 0.2% respectively).

Global challenge associated

Promoting the health and wellbeing of the citizenship

Strategic line

Well-being, health and care at all stages of life

Field of Missions

Healthy habits – Obesidad infantil

Unmet public needs



Early detection

Incorporation of **new statistical techniques for mapping childhood obesity** and for making predictions about its evolution



Prevention

Incorporation of **new profiles in educational centres for the prevention of obesity**, such as nutritional dieticians

Introduction of **tools and technologies to improve child nutrition** (nutrition recommendation apps, healthy vending machines, etc.)



Awareness raising

Development of **information and awareness-raising campaigns** that focus on innovative aspects



8

Pest control as a public health measure



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Urbanisation, irresponsible waste disposal, international travel and climate change are all factors caused by human behaviour that increasingly expose us to pests and pest-related diseases.

The WHO Europe book, "The Public Health Significance of Urban Pests", tells us that we must **improve the control of pests and pest-associated diseases at international, national and local levels**, through legal action, education, institutional capacity building and research.

In the case of València, the problems caused by the **tiger mosquito and rantelles** need to be addressed. Ten years after the first detection, the tiger mosquito is already established and expanding along the Spanish Mediterranean coast. In addition to the problems of being an invasive species and the damage it causes to the economy and quality of life, it is also a means of transmitting diseases such as dengue and chikungunya. For its part, the continuous rise in temperatures has led to the hatching of chironomid insects, popularly known as 'rantelles', in the Albufera area. In this case, however, the risk to health is nil, but not to the rice fields.

Global challenge associated

Promoting the health and wellbeing of the citizenship

Strategic line

Well-being, health and care at all stages of life

Field of Missions

None

Unmet public needs



Tiger mosquito control

Introduction of **new measures** to control the spread of **different tiger mosquito species**



Rantelles control

Introduction of **new measures** to control the spread of **rantelles**



**Early Demand Map València 2030 -
Sustainable València - Climate
Change**



Presentation of the Sustainable València Look- Climate change

The Sustainable Look from the perspective of climate change refers to the **interrelationship and interdependence between people and the environment**, that is, between the citizens of València and the territory they inhabit. A sustainable city is one where the environment and its inhabitants enjoy dignity and quality, **without putting existing resources at risk and taking into account future generations**, in order to ensure social justice, **through a just and inclusive ecological transition in the face of climate change**.

This vision leads us to a València 2030 as a **city resilient to climate change**, which has managed to **integrate green and blue urban areas at a metropolitan level, and to maintain its biodiversity**, through the orchard, the coastline and the Turia river beds. A city that **has reduced greenhouse gas emissions to improve air quality, that uses renewable energies and is energy efficient**.

It is a city that practices urban planning that respects the territory, **promotes responsible consumption and local and sustainable production with a dynamic**, fair and local agri-food system. It is a city that **sustainably manages the integral water cycle** and is committed to the circular economy to reuse, repair, recycle and reduce the waste it generates. The city provides **a healthy environment** in 2030 in which people and sustainability are the driving force of **the new economic model with the generation of new economic activities and employment**.

The challenges and unmet public needs presented below must be read, interpreted and understood together with those of the Sustainable València Look from the perspective of sustainable mobility.



Challenges sheet

The following is the set of challenge sheets that have been identified for the configuration of the Early Demand Map associated with the Sustainable València Look - Climate Change



1

Optimisation of the MSW collection system



Justification of the need/challenge

The Valencian Region is **the fourth largest autonomous community in Spain in terms of waste generation**. In the city of València, the fraction of domestic packaging waste is the most worrying.

Despite intense work **to raise awareness among citizens and economic agents** about the value and importance of recycling and the correct classification of products to avoid mixing different types of waste, **there is still a wide margin for improvement in recycling results**, especially in the case of electronic devices, plastics, batteries and oils. Along these lines, in addition to identifying reasons such as lack of space in the home, lack of containers or distance from the home to the containers as the main reasons for not achieving the targets, it is considered essential to make progress in incentives focused on rewards.

In this way, the purpose of this challenge is to promote **innovative solutions that reduce the amount of waste, while at the same time improving waste collection and sorting processes**, taking advantage of the greater environmental awareness that Valencian citizens as a whole have experienced in recent years, as stated in the EAE Business School's Environmental Awareness in Spain Report..

Global challenge associated

Reducing the city's environmental impact and combating climate change

Strategic line

Climate resilience, territory and renaturalisation of the city

Field of Missions

Urban waste reduction

Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Unmet public needs



Harvesting technology

Development and construction of **smart surface containers for the characterisation of organic solid waste**, based on the use of **open IoT technologies**, the application of **machine learning algorithms** and the use of **open data**

Digitisation and electrification of waste collection systems, both trucks and manual collection trolleys



Awareness-raising and promotion of separate collection

Advancement of **new gamification-based solutions** to promote waste separation from the household level

Green taxation and other bonuses associated with separate collection



2

Waste treatment and conversion



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Traditionally, waste management has been treated by the different municipal administrations as a first order need aimed at collecting and treating waste to guarantee the cleanliness and healthiness of cities and, subsequently, also to reduce the impacts on the environment and people's health. Following the spread of "throw-away" consumption practices, municipal waste management policies have been aimed at **"collecting and depositing" increasing waste in landfills or incinerators.**

However, the growth in waste figures, coupled with a greater social awareness of the scarcity of resources, has imposed **the need to change the framework for waste management approaches and to put waste prevention first and foremost, and maximum recovery of waste** once it has been generated, at the centre. Although municipal waste represents less than 10% of the total waste generated in the EU, it is one of the most polluting waste streams.

It is therefore necessary to make progress **in improving the treatment of the waste that is collected**, with a particular focus on being able to reintroduce it into the economy as value-added products, as sources of energy, etc.

Global challenge associated

Reducing the city's environmental impact and combating climate change

Strategic line

Climate resilience, territory and renaturalisation of the city

Field of Missions

Urban waste reduction

Unmet public needs



New treatment techniques

Modernisation of treatment plants with optical separators and the implementation **of full automation solutions for composting**

Development of **new bio-waste treatment solutions**

Advances in **transformation processes and social innovation** regarding uses and **alternatives to plastic**

Production of **Building Blocks for industry** - extraction and recovery of **high added-value compounds** from municipal waste streams

Introduction of tools and technologies for the **improvement of material recovery rates**

New energy recovery solutions through biomethanisation and biogas treatment



Valorisation



3

Promoting the circular economy and recycling

CONSUME

LESS

SHARE

BETTER

Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Cities are the main driving force of the economy and are the main focus of natural resource consumption (75%) and waste generation (50% of global production), so they must play an essential role in the transition to a circular economic model. However, **today the economy is still almost entirely linear, with only 12% of secondary materials and resources re-entering the economy.**

For this reason, and beyond the challenges associated with improving the collection and treatment of waste, it is also **necessary to focus on the beginning of the chain**, i.e. improving the design phases to achieve product durability by combating programmed obsolescence and promoting servitisation, reuse, refurbishment, recycling and reprocessing of components. All of this is **based on the need to provide consumers with the necessary information** when making purchasing decisions.

At the level of the Valencian Region, and closely linked to this challenge, it is necessary to highlight the **online platform EnCircular.es**, whose vocation is to become a meeting, information and training point, as well as to generate synergies and common projects linked to the circular economy model of the territory.

Global challenge associated

Reducing the city's environmental impact and combating climate change

Strategic line

Climate resilience, territory and renaturalisation of the city

Field of Missions

Consumir menos, mejor y más local

Unmet public needs



Promoting the materials cycle

Deployment of **collection containers for useful objects** for sharing at neighbourhood level among users

Development of **biodegradable materials as an alternative to plastic**

Use of **new materials and solutions based on eco-design**



Circular economy business models

Promoting the **circular economy through public procurement**

Incorporation of **the sustainability layer in the Valencian creative sector**: fashion, crafts, etc. in order to generate new products with high added value



Citizen empowerment

Development of new solutions for **the fight against food waste**

Development of new formulas and solutions based on **gamification to promote recycling**



4

Reduction of CO2 emissions



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Mitigating the effects of climate change on a global scale is a huge challenge for humanity. At the same time, there is a general consensus that there is not much time left before it is too late to make the necessary societal transformation a reality. **Cities cover 3% of the earth's land area, yet they are responsible for 72% of global greenhouse gas emissions.**

Against this backdrop, the city of València signed the **Covenant of Mayors** in 2009, which involved making international commitments to reduce its level of CO2 emissions by at least 40% by 2030. In 2016, València had managed to reduce emissions by 28%, which was considered an insufficient rate. For this reason, and within the framework of the València 2030 Missions Strategy, the first of the innovation missions approved was, precisely, the **"València Neutral City"** Mission.

In line with this mission, this challenge aims to promote **the creation of innovative solutions to achieve the commitments acquired in terms of emissions reduction**, with a special focus on the systemic transformation of its neighbourhoods from this perspective of climate change mitigation.

Global challenge associated

Reducing the city's environmental impact and combating climate change

Strategic line

Climate resilience, territory and renaturalisation of the city

Field of Missions

Reduction of CO2 emissions

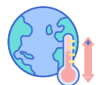
Unmet public needs



Emissions monitoring

Strengthening of the work of the Citizen **Observatory on Climate Change** through the development of **new systems for inventory and monitoring, analysis and prediction** of emissions and environmental intelligence

Development of **new innovative leak detection systems** (at petrol stations, gas pipelines, etc.)



Large-scale emission reduction

Development of **new innovative solutions based on District Heatings for the reduction of emissions** through innovative district heating networks

Development of new innovative solutions for the integral **decarbonization of Districts of the city of València**

Development of new innovative solutions to advance in **energy-positive districts**



Involvement of the 4 helix

Creation of new processes and mechanisms of **social involvement for decarbonization**

Development of **new taxation measures for emissions-reductions of CO2**



5

Increase in renewable energy production in the city



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

In the framework of the aforementioned **Covenant of Mayors**, the city of València also committed itself to a **27% increase in renewable energy production by 2030**. However, by the mid-term measurement of 2016, it had only managed to increase its renewable energy production by 0.1%.

In the electricity sector, **mature renewable technologies**, mainly solar PV and wind, are already **economically competitive**. However, they still require a clear and stable framework that, in addition to providing predictability and facilitating the financing of investment in renewables, directly passes on to consumers the reduction in production costs that renewable technologies have experienced in recent years. These, and many other factors, are the lines of work for the future in the **Integrated National Energy and Climate Plan**, in which the growth in the penetration of renewable energies is an absolute priority.

In this context, this challenge aims to try **to increase the capacity of the city of València for renewable energy production**.

Global challenge associated

Advancing the energy transition

Strategic line

Just and inclusive energy transition

Field of Missions

50% of consumption from renewable energies

Unmet public needs



Promotion of renewable energies in buildings

Integration of **renewable generators** (solar, wind, etc.) in existing buildings

Integration of **energy storage systems in buildings** to facilitate the penetration of renewables

Maximization of the use of the roofs of public buildings and urban areas as **photovoltaic generation areas**



New renewable energy sources

Electric and thermal power generation based on the use of **stationary generation fuel cells**

Development of innovative solutions based on the **implementation of green hydrogen as an energy source**



6

Digital and just energy transition



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The aspiration to significantly increase the share of renewable energies entails the need **to develop a more flexible, multidirectional and intelligent energy system** capable of efficiently and safely absorbing new renewable generation. This means, therefore, **the transformation of the electricity system from a technological perspective**, including **the deployment of new storage technologies**, **the technological updating of energy distribution grids** and the development of **new real-time energy monitoring systems**, among others.

All of this is framed within the acceleration of technical innovation processes from the digital prism, **establishing elements such as regulatory test beds** (sandboxes).

On the other hand, this challenge is also justified by **the need to shape an energy transition that leaves no one behind**. Thus, in addition to trying to identify and **develop new mechanisms to combat energy poverty**, the aim is also **to increase the technological options in the energy sector** from the demand side, developing new collaborative energy models based on self-consumption.

Global challenge associated

Advancing the energy transition

Strategic line

Just and inclusive energy transition

Field of Missions

50% of consumption from renewable energies + Reduction of inequalities + Full digitalization

Unmet public needs



Network digitization

Development of **smart energy communities** at the public level



Collaborative energy models

Development of **platforms and solutions of a social nature** that facilitate the implementation of **community energy projects**

Organization of collective and grouped purchases of energy rehabilitation solutions for buildings and homes

Development of new solutions based on **collective self-consensus**



Fight against energy poverty

Provision of public and private roofs (large surfaces) for **self-consumption of households in energy poverty**

Development of innovative solutions and mechanisms for the **early detection of households with energy poverty**



7

Efficient management of water and other resources of Albufera



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

In recent decades, urban development, industrial growth and the settlement of an intensive agricultural model have had a significant **impact on this wetland of more than 21,000 hectares**. In 2004, **the State diagnosed the pollution problem** for the first time and, since then, measures have been developed to reduce the arrival of industrial waste and the network of wastewater treatment plants and storm tanks has been extended.

However, the problem of the **Albufera of València, a protected ecosystem included in the Natura 2000 Network** and the list of **wetlands of Ramsar** importance, is not only one of **water quality**, but also of **quantity**. In the 1950s and 1960s, the Júcar's inflow was 700 cubic hectometres, compared to the scarcely 200 that reach the lagoon today. This has been due, among other factors, to the **reduction in the contribution of water from the rivers** as other uses have been developed in the basin.

With all this, this challenge aims **to improve the environmental sustainability of this highly valuable asset**, by deepening the deployment of actions and new innovative tools to ensure its survival first and its subsequent enhancement.

Global challenge associated

Reducing the city's environmental impact and combating climate change

Strategic line

Climate resilience, territory and renaturalisation of the city metropolitano

Field of Missions

Enhance green and blue infrastructure and interweave it with the city

Unmet public needs



Environmental conservation of Albufera

Development of innovative solutions to compensate for **coastal regression on the Albufera** coastline as a result of the **port's impacts on sedimentary dynamics**

Development of innovative mechanisms to increase the **contribution of water from the city to the Albufera**, to compensate for the potential decrease in flows from other sources

Development of new tools for the **detection and elimination of microplastics** in the Albufera



The Albufera as an asset of great value

Enhancement of the Albufera as a **carbon sink project**

Consideration of the Albufera as a **Low Emission Zone**



Waste management of Albufera

Development of new solutions for the **management of rice straw waste in the Albufera**



8

Resilience to adverse natural phenomena



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Resilience is defined as the capacity of individuals, communities and systems to survive, adapt and thrive in the face of stress and shocks, and even transform when conditions require it. More specifically, focusing on the application of this concept in urban environments, urban resilience is the capacity of a city to: **prevent hazards; resist impacts; respond to crisis situations; recover the functionalities of the urban and social system; and learn from experience.** With all this, a growing concern related to natural disasters and their impacts on an increasing number of people exposed to them has brought this concept into focus.

Each element that forms part of the urban habitat, its functions and services, depends on the correct functioning of its infrastructures, the relationships between them, the relationship between these structures and the territorial environment and, finally, the capacities and tools to manage these relationships.

So, this challenge aims to find effective responses to increasingly complex risks with greater variability, especially those linked to adverse natural phenomena as a result of climate change.

Global challenge associated

Reducing the city's environmental impact and combating climate change

Strategic line

Climate resilience, territory and renaturalisation of the city metropolitano

Field of Missions

Improving the resilience of the city in crisis or catastrophe scenarios

Unmet public needs



Response systems

Development of innovative solutions in the form of **water evacuation systems in case of floods** (gardens such as storm drainage systems)

Development of innovative solutions in the form of **emergency electric power generation systems**

Development of innovative solutions in the form of **coastal protection systems for responding to sea level rises**

Development of innovative solutions in the form of **cybersecurity systems for basic public services**

Development of innovative solutions in the form of **heat wave response systems**

Development of **innovative solutions for the social protection of vulnerable groups** and people in crisis situations



Predictive models of risk situations

Development of a **platform for management, prediction and response to adverse natural phenomena** in real time and multi-agent



**Early Demand Map València 2030 –
Sustainable València – Sustainable
Mobility**



Presentation of the Sustainable València Look- Sustainable mobility

The Sustainable Look is complemented by the vision of a city that, in its desire to generate more accessible and inclusive, breathable and sustainable, intelligent and dynamic urban environments, has managed **to decarbonise urban and metropolitan mobility and improve air quality** through different measures aimed at the very fabric of the city and its infrastructures, promoting **and optimising the use of public transport and active mobility**.

In this sense, it is concluded that València 2030 will be the city that has managed **to promote the digital and sustainable transformation of the public transport sector** as a real alternative to the use of private vehicles. Likewise, this desired sustainable mobility model will be committed **to promoting active mobility**, developing new alternatives and mobility models for this purpose.

From another perspective, and as a measure that advances in the decarbonisation of mobility by improving its efficiency, it is necessary to highlight **the role that digitalisation** will play in this sustainable mobility model that València 2030 is committed to, incorporating the benefits and opportunities of new technologies for the optimisation of this global mobility model.

Last mile mobility, mobility flows of tourists and electric mobility will be other challenges that València 2030 will have to respond to in order to shape a mobility model that will become a key agent in the city's climate neutrality.

The challenges and unmet public needs presented below must be read, interpreted and understood in conjunction with those of the Sustainable València Look - from the perspective of climate change described above.





Challenges sheet

Below is the set of Challenges sheet that have been identified for the configuration of the Early Demand Map associated with the Sustainable València Look – Sustainable Mobility.



1

Multimodality



Justification of the need/challenge

The generation of more accessible and inclusive, breathable and sustainable, intelligent and dynamic urban environments requires the implementation of measures that focus on sustainable, safe and connected mobility in urban and metropolitan environments, thus pursuing the promotion of the decarbonisation of **urban mobility** and the improvement of air quality.

In this sense, **intermodality**, understood as the combined use of different means of public transport and in which users are placed at the centre of all action, stands as an optimal solution to facilitate **urban mobility** and **between urban and peri-urban environments, thereby reducing traffic congestion and the emission of greenhouse gases derived from such congestion.**

Currently, **metropolitan mobility** in València is significantly **conditioned by the use of private vehicles**, and it is therefore necessary to advance in new mobility solutions that, based on this concept of multimodality, will reduce this phenomenon. Moreover, the **Mediterranean climate**, together with the city's **flat terrain**, is a very favourable factor for **promoting multimodality** through transport modes such as **cycling** and other modes of **active mobility**.

Global challenge associated

Promote a sustainable, efficient and safe mobility model

Strategic line

Sustainable, inclusive and efficient urban and metropolitan mobility

Field of Missions

Reduction of CO2 emissions

Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Unmet public needs

Creation of **new spaces and stations** that promote intermodality

Improvement of **connections between peripheral areas** with nodes/centers generating **large flows** (city center, work centers, etc.)

Creating **new cycling connections** with metropolitan areas that foster a healthy lifestyle

Introduction of tools and technologies for the **integration of payment and information systems** between the **different mobility modalities**

Development of **Park&Ride solutions as modal exchangers**

Development of new solutions based on **intelligent parking systems** (unassisted parking, real-time information, etc.)



Connectivity



Parking



2

Optimisation of the public transport network



Justification of the need/challenge

The **transformation of urban and metropolitan public transport** is directly linked to the objectives of reducing emissions and air quality, as collective transport, in addition to active mobility modes, **are the most sustainable mobility alternatives for city journeys**.

The city of València **covers 98% of the municipal population with a public transport stop less than 300 metres away**. This figure makes it **the fourth provincial capital with the best public transport coverage**. This, in addition to highlighting the city's commitment to sustainability, is a perfect **opportunity and breeding ground for improving and optimising** its use, thus improving the service and satisfaction of both residents and tourists.

To this end, it is necessary to continue **promoting the digital and sustainable transformation of the public transport sector** as a real alternative to the use of private vehicles, as well as encouraging active mobility. Thus, this challenge aims to achieve advances in aspects such as **autonomous vehicles**, the development of **digital management and information tools linked to the public transport network** or the **intelligent management of lanes for its use**, among others.

Global challenge associated

Promote a sustainable, efficient and safe mobility model

Strategic line

Sustainable, inclusive and efficient urban and metropolitan mobility

Field of Missions

Reduction of CO2 emissions

Priority

LOW MEDIUM **HIGH**

Deadline

SHORT **MEDIUM** LONG

Expected impact



Local Government



Business fabric



Citizenship



Unmet public needs



Public transport management

Introduction of tools and technologies for the **optimization of the operation of the public transport network** and for the development of new information systems in real time

Introduction of tools and technologies to advance the **intelligent management of public transport lanes, promoting prioritization systems**



Public transport after COVID-19

Adaptation of public transport to the after COVID-19 stage in terms of cleanliness, safety, etc.



New transport solutions

Development of **new solutions based on fleets of autonomous vehicles**



Connectivity

Increase in public transport services that bring metropolitan areas that generate large flows



3

Promoting safe and autonomous mobility



Justification of the need/challenge

Safe mobility is that which guarantees the interactions generated between traffic, transport and the movement of people in public space, **preventing mortality due to road accidents**; through the promotion of city management models, under a **focus on protecting the vulnerable and integrating healthy lifestyles**. In this sense, safety must be understood not only as a right, but also as a great challenge with an integrated vision that not only encompasses the physical concept.

In addition to **road mobility**, which is the mode of transport with the **highest accident rate**, with more than 100,000 accidents per year in Spain, it is necessary to address **other modes of safety derived from healthy mobility and micro-mobility** from an inclusive and health perspective. And, all of this, subject **to ensuring the safety of people with reduced mobility in particular**.

This is a challenge in which València has already taken the first steps, for example, thanks to the fact **that 12 out of 100 traffic lights in the city emit acoustic warnings** for the use of visually impaired people. However, there is still a long way to go, as evidenced by its position as **the 9th provincial capital with the highest level of bicycle accidents**.

Global challenge associated

Fomentar un modelo de movilidad sostenible, eficiente y seguro

Strategic line

Sustainable, inclusive and efficient urban and metropolitan mobility

Field of Missions

Reduction of inequalities

Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Unmet public needs



Cycling and scooter safety

Improvement of **bike lanes** with the use of **new materials** such as damping kerbs, improved lighting, etc.

Development of **mandatory registration solutions and monitoring of electric skates** for real-time control of speed and respect of areas of use



Pedestrian Safety

Development of solutions based on **artificial vision for public transport** for pedestrian detection

Introduction of **tools, technologies and solutions for automatic speed reduction** (pavement changes, lighting, etc.)

Analysis of black spots and **technologies for speed reduction** that do not cause vehicle failures



Safety of people with reduced mobility

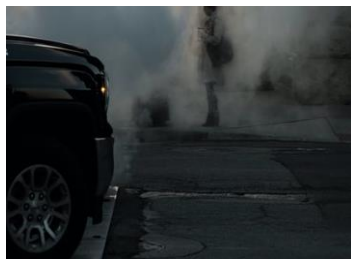
Massive deployment of **BT-powered systems** to expand safe travel areas for **people with mobility difficulties**

Inclusion of **innovative safety solutions** in streets with urban furniture, awnings, etc. or change of plot that makes it difficult **for people with reduced vision to move safely**



4

Decarbonisation of mobility



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The continuous growth of the transport sector over the last few years and its foreseeable increase make decarbonisation a challenge. In particular, **road transport is responsible for 70% of CO2 emissions**. And this leads, along with other factors, to **6,800 premature deaths in Spain being attributable to NO2 and 23,000 premature deaths to PM2.5 particles**, according to the latest annual European air quality report based on 2018 data.

For its part, and in accordance with the National Air Pollution Control Programme PNCCA2, the main driving force behind modal shift is the generalisation **from 2023 in all cities with more than 50,000 inhabitants** of the delimitation of central areas with limited access to the most emitting and polluting vehicles and the definition of **Low Emission Zones**.

València, within the framework of the **Covenant of Mayors**, has already made progress in this decarbonisation of mobility, although there is still, once again, a long way to go, as shown by the fact that **only 1% of the city's car fleet in 2018 was classified as ECO**, although, on the contrary, it **already has one electric charging point for every 9 electric vehicles** according to municipal estimates.

Global challenge associated

Promote a sustainable, efficient and safe mobility model

Strategic line

Sustainable, inclusive and efficient urban and metropolitan mobility

Field of Missions

Reduction of CO2 emissions

Unmet public needs



Decarbonization of the private vehicle fleet

Creation of **citizen communities of electric and shared vehicles**

Development of **energy-sharing systems among users of electric vehicles**.
Recharging some vehicles with others at the parking point.

Development of solutions based on the **recharging of electric vehicles** through public lighting



Decarbonisation of the public transport fleet

Use of **maritime and river transport systems with zero emissions**, making use of hydrogen-based systems

Emissions 0 - **electrification of the fleet and new fleet of hydrogen vehicles**



Decarbonisation of logistics

Development of **new solutions for the renewal of parcel and freight transport fleets** (UAVs, electric vehicles, etc.)



Low emission zones

Development of **innovative solutions for the implementation of Low Emission Zones** (access control systems, communications systems, sensoric and monitoring of environmental indicators, control and sanction systems, real-time information systems, etc.)



5

Optimising the distribution of goods in urban areas



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The boom in e-commerce has been continuous in recent years. In 2019, there was already a 20% growth, while in 2020 this growth has risen to 30% in the period of the COVID-19 pandemic. These figures show that consumers have adopted **new consumer habits**, many of which are directly benefiting from the advantages of digital tools. This phenomenon is therefore leading to a **necessary adaptation of the logistics sector** which, in urban environments, is facing major challenges in order **to minimise its impact** (in terms of the environment, mobility, etc.).

Additionally, **the change in the mobility paradigm** is also bringing about a **revolution in logistics and the movement of goods**, in which factors such as immobility are bringing with them new challenges.

Urban logistics has a very **relevant impact on the city of València**, being **the third largest market in logistics stock at a national level** and with growth rates that double the figures of years not as far back as 2016. Therefore, this challenge aims **to increase the efficiency and sustainability of urban logistics systems**, so that the mobility of people coexists perfectly with the mobility of goods.

Global challenge associated

Promote a sustainable, efficient and safe mobility model

Strategic line

Sustainable, inclusive and efficient urban and metropolitan mobility

Field of Missions

Reduction of CO2 emissions

Unmet public needs



Urban
logistics

Development of innovative solutions based on **urban consolidation centers of goods as microplatforms of logistics distribution**

Development of **new management models of the DUM based on the promotion of horizontal collaboration** between logistics operators

Advancement in **new autonomous and intelligent logistics solutions**

Development of **new shared logistics solutions between delivery companies**

Introduction of **tools and technologies for the improvement of collection systems** and services in work centers and communication nodes - pickboxes



6

Progress on a smart mobility management model



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Digital tools are key to **optimising the transport offer and traffic management**, making rush hour more flexible, etc. Moreover, in Spain, mobility is an area of competence in which three administrations converge: local, regional and national, so **the digitisation of data** from the different administrations is a sine qua non condition for facilitating data sharing between different administrations.

This concept of intelligent mobility management is associated with the commitment to the development of a **connected traffic management model** that contributes to a smarter, **more sustainable and safer management infrastructure, which is capable of autonomously improving road environments** (without human intervention) and **increasing the safety of citizens**. Likewise, this intelligent traffic management also impacts other aspects such as **intelligent parking systems, digital speed reduction solutions or public and soft transport prioritisation systems**. All of this, taking advantage of the **opportunities of technologies such as IoT and Big Data**.

Global challenge associated

Promote a sustainable, efficient and safe mobility model

Strategic line

Sustainable, inclusive and efficient urban and metropolitan mobility

Field of Missions

Reduction of CO2 emissions + Full digitalization

Unmet public needs



Intelligent traffic and mobility management

Implementation of **intelligent systems (machine learning) of traffic control** in real time - Intelligence in predictive models of mobility in the face of changes and adjustments

Development of new solutions for the **prioritization of public and soft mobility systems**

Creation of advanced Citizenship behavior **analysis solutions to anticipate your needs** in relation to your mobility flows



User-oriented digital solutions

Development of innovative travel **planning tools and improvement of transport information**

Development of innovative tools to improve **ticketing and payment procedures in urban transport**

Introduction of tools and technologies applied to facilitate **access to transport for people with reduced mobility or any special need**



7

Mobility as a service



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The way we move around is changing. Citizens, increasingly aware of the impact of transport on climate change and advocating a less restrictive vision of the private sphere, are looking for **new forms of mobility based on the sharing of goods, as well as micro-mobility**.

Shared mobility solutions, in their various forms, are a highly recommendable mechanism for **reducing energy consumption, negative externalities** (pollution, noise, greenhouse gas emissions, etc.) and **congestion in urban and metropolitan environments**, insofar as they contribute to reducing the number of vehicles in cities. They also **favour intermodality** by enabling new mobility patterns that provide a solution to the journey as a whole. Moreover, the use of **zero and low-emission vehicles in carsharing services** makes this solution more sustainable and allows its use in low-emission areas, high pollution scenarios, etc.

It is therefore necessary to **encourage the use of collective transport and shared mobility** by providing users with complete mobility solutions that facilitate their journeys from origin to destination, simplifying the choice of mode of transport, integrating payment, etc.

Global challenge associated

Promote a sustainable, efficient and safe mobility model

Strategic line

Sustainable, inclusive and efficient urban and metropolitan mobility

Field of Missions

Reduction of CO2 emissions

Unmet public needs



Shared mobility

Development of **new intelligent mobility service systems** based on shared electric vehicles (management apps, internal self-cleaning systems, on-board management systems, etc).

Creation of **bonus programs for shared transportation** to workplaces, universities, hospitals, etc.

Promotion of **car-sharing models for urban journeys**



Urban air mobility

Development of the **drone industry** for use in **urban environments**



8

Management of the mobility of visitor flows to the city – tourism mobility



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The **cruise sector** has a very significant economic impact on the city of València. According to a study carried out by the Polytechnic University of València and directed by the Valenciaport Foundation, **this activity generates an impact of around 56 million euros**, derived from an average expenditure of 146.5 euros for each cruise passenger who disembarks in the port of València. Of this impact, some 25 million euros are directly linked to cruise activity and the remaining 31 million euros to other Valencian economic sectors, such as commerce and transport, which benefit from the **arrival of more than 400,000 cruise passengers per year** in the years before COVID-19.

According to the figures provided by Valenciaport, of the 435,616 cruise passengers who arrived in the port in 2019, 366,484, that is, **84% were cruise passengers in transit, i.e. they made stopovers** in the city which, according to the aforementioned study by the UPV and the Valenciaport Foundation itself, amounted **to 4.1 hours for cruise passengers with a contracted excursion and 4.7 hours for those who disembark without a guided tour**. In short, we are facing a phenomenon characterised by **the possible simultaneous, sometimes unexpected and massive arrival of tourists** (11,000 on five cruise ships in November 2019) **which have a very significant impact on the daily functioning of the city**.

Global challenge associated

Promote a sustainable, efficient and safe mobility model + encourage innovative and sustainable local economic development and boost entrepreneurship

Strategic line

Sustainable, inclusive and efficient urban and metropolitan mobility

Field of Missions

Full digitalization

Unmet public needs



Tourism
mobility
management

Introduction of **predictive tools and technologies capable of anticipating and preparing for the massive arrival of tourists to the city**

Introduction of tools and technologies to **optimize mobility systems aimed at tourists, providing them with pre-designed itineraries that minimize their impact on the mobility of residents**



Early Demand Map València 2030 – Shared València – Social Cohesion



Presentation of the Shared València City Look - Social Cohesion

The Shared City Look is one that we imagine from the relationship between the different people who live in the city and, therefore, is aimed at **improving relationships by giving centrality to life**, to a life worth living. It responds to the main global challenges to ensure that no person is left behind.

From this perspective, València in 2030 should be **a more inclusive, fairer and more equitable city. A city that has reduced levels of inequality and discrimination; that offers the same level of opportunities to all people for progress and collective wellbeing**, and that guarantees the exercise of rights and access to public uses, without cracks or gentrification. The shared city guarantees the right to the city, that is, the right of all citizens to live in their city in **a dignified way, with access to housing, education, public services, welfare policies and mobility**.

The València of 2030 works from **participatory, gender, social inclusion and sustainability approaches**, with the involvement and participation of citizens in the design and production of public policies aimed at the **common good**. It is a city where citizen and **socio-community networks** detect difficulties, meet needs and innovate in the formulation of solutions, so that civil society and institutions dialogue constructively, making progress in the co-production of public policies.

In response to socio-demographic trends, the València of 2030 must have consolidated **social services as the fourth pillar of the welfare state**, with a solid and efficient public system of care **for dependency, exclusion and vulnerability**. It will also be a **caring city**, which places care (self, collective and environmental) and its social reproduction at the centre of urban policies.



Challenges sheet

Below is the set of Challenges sheet that have been identified for the configuration of the Early Demand Map associated with the Shared València Look – Social Vision.



1

New mechanisms for access to housing



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The problem of access to housing in Spain has become **structural**. The combination of a **solid demand** and a supply that remains at relatively **low levels** has put upward **pressure on prices**, both for **buying and selling** as well as for **renting**. A situation that especially affects the **big cities** that concentrate economic and tourist activity in the centre, leading to an obligatory **displacement of residents to the more peripheral areas** in the face of this price growth. All of this is **aggravated by the current economic crisis resulting from COVID-19**.

València is no stranger to this reality, as confirmed by the latest data provided by AUMSA, which states that **the waiting list of applicants for public housing has quadrupled in the last two years**.

Faced with this problem, the Public Administrations must act from the perspective of **promoting the construction of a social rental housing stock** that is currently insufficient and must respond to **the needs for decent and affordable housing of the most vulnerable population**. And also with the aim of **reducing the stock of empty homes**, which in the Valencian Region **amounts to more than half a million**.

Global challenge associated

Ensuring access to housing

Strategic line

Affordable housing

Field of Missions

Reduction of inequalities

Unmet public needs



Housing for vulnerable groups and young people

Promotion of **Housing First programs** – Development of temporary housing for homeless citizens, new models of shelters, etc.

Facilitating the **sharing of housing between elderly people** suffering from **unwanted loneliness** and other groups newly arrived in the city

Development of **new innovative experiences** of access to housing for **vulnerable groups**, such as LGTBIQ collective, immigrants, etc.



Empty homes

Development of **new innovative solutions** to **reduce the rates of empty housing, encouraging its sustainable use**



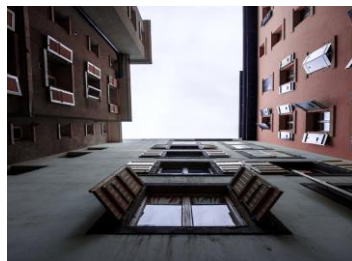
Evictions

Developing new innovative **alternative solutions to evictions**



2

New housing management models



Priority

LOW MEDIUM **HIGH**

Deadline

SHORT **MEDIUM** LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Until now, the housing market in Spain has been dominated by two **preferential approaches: buying or renting**. However, with the economic crisis and the real estate crisis, **new models** have appeared when **it comes to managing the population's need for housing**.

In this way, a social paradigm shift is taking place: citizens are demanding a solidarity-based and **active model as opposed to the capitalist formula of deprivation**. Although this is applicable in general terms, it is also the case with housing and cohabitation, although not only because of this fact, as well as the impossibility of access to housing mentioned in the previous challenge.

The combination of both reasons gives rise to the emergence of new, **more horizontal and collaborative housing management** models that promote sustainability and solidarity networks as an investment in the future, and through which responses are provided to problems, beyond those mentioned above, such as **unwanted loneliness or the need to seek safe spaces for personal development**.

Thus, this challenge aims **to generate innovative formulas for housing tenure and use**, promoting this new culture of sharing.

Global
challenge
associated

Ensuring access to
housing

Strategic line

Affordable housing

Field of
Missions

Reduction of
inequalities + New
models of access
to housing

Unmet public needs



New models
of access to
housing

Enhancement of the concept of **mini-housing**

Development of **bonus programs for access to endowment apartments for young people** for their good academic performance or volunteering

Facilitation of the creation of **housing cooperatives in transfer of use or cohousing or other models of non-speculative housing tenure**



3

Combating social exclusion and the risk of poverty



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

At the national level, at least **4.2 million people are in severe poverty, or 9.2% of the total population**. People at risk of extreme poverty live in households whose income per consumption unit is less than 40% of the national MEDIUM income. **The Valencian Region has 9.6% of the population, 475,616 people, in a situation of severe poverty**, according to the report 'The Landscape of Abandonment' published by the European Network for Combating Poverty and Social Exclusion in Spain.

In this context, València's commitment **to social cohesion and progress**, providing adequate coverage for the needs of its citizens and paying special attention to the most vulnerable people in situations of poverty or social exclusion, is essential. This is a commitment that cannot be carried out alone, but requires maximum collaboration between the different competent administrations. Thus, we are faced with a double challenge: on the one hand, **to advance in the digitalisation of social services** and integration and interoperability with other entities and, on the other hand, **to seek spaces for innovation and co-creation to solve problems** that have been entrenched for decades. All of this in a context in which **COVID-19** has led to **an increase in poverty and social vulnerability**.

Global challenge associated

Combating inequalities and ensuring social cohesion

Strategic line

Well-being, health and care at all stages of life

Field of Missions

Reduction of inequalities

Unmet public needs



Innovative social cohesion solutions

Development of **innovative solutions to improve the quality of life of vulnerable groups** (elderly, youth, women, etc.) and the **exercise of equal Citizenship rights for all people**

Introduction of **tools and technologies for poverty mapping in city neighbourhoods**

Distribution of **social aid** with **interchangeable cheques** in local shops in the territory

Activation of **"community pots" projects as a proposal against hunger**, for des or malnutrition and as a strategy for the elimination of food waste



4

Defence of social cohesion and multiculturalism



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

With globalisation, the frontiers of culture and identity have become blurred, **moving from ethnic and cultural homogeneity to multiculturalism**. This aspect has been a challenge and a problem in equal parts, as fear of what is foreign has led to discourses and attitudes of hatred towards what is different, **constituting actions of exclusion that lead to social conflicts that disseminate cohesion**.

Far from this precept, the **city of València assumes the value of interculturality and advocates the creation and dissemination of spaces for inclusion**, both from an educational and **employment perspective**, etc., assuming a facilitating role. Especially in a demographic context characterised by a **population of foreign nationality residing in the city that has increased substantially in recent years**, reaching figures close to **13% of the city**. In this respect, it is a priority to **promote coexistence based on everyday dynamics in which the neighbourhood and the community play a decisive role**.

So, the public sector must assume the commitment to guarantee **social cohesion and equal opportunities for these groups**, attending, on the one hand, to their **needs** and, on the other hand, taking advantage of the cultural and **linguistic richness** associated with these **new dynamics of coexistence**.

Global challenge associated

Combating inequalities and ensuring social cohesion

Strategic line

Well-being, health and care at all stages of life

Field of Missions

Reduction of inequalities

Unmet public needs



Attention

Development of **solutions to strengthen first reception resources** specifically aimed at **immigrants or refugees**

Development of **new administrative solutions to combat situations of administrative irregularity of immigrant neighbors**

Creation of solutions to **combine literacy with learning Spanish and Valencian**



Valorisation of multicultural

Creation of **new spaces for migrated people as spaces to monitor, evaluate and propose on diversity management policies**

Promotion of **coexistence in public and neighborhood spaces** with specific interventions through innovative programs

Establishment of **new mechanisms for visualizing the contributions and values of multiculturalism from an innovative perspective**

Development of **positive discrimination measures** in the recruitment of racialized persons



5

Gender mainstreaming in municipal action



Priority

LOW MEDIUM **HIGH**

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Effective equality between men and women continues to be more of a goal than a reality throughout the world. For this reason, it is necessary to continue making contributions that contribute to the advancement of equality, both from the point of view of analysis and intervention.

In València, a total of 118,332 people -106,324 women and 12,008 men- have **benefited from the Framework Plan for Equality** between **women and men** in the city of València between **2018 and 2019**. During this period, **142 of the planned actions** have been implemented, representing 90.1%, and 127 documents have been revised to eliminate sexist language. These are some of the results of the final evaluation of the plan carried out by the innovation centre Las Naves, through its public policy analysis and evaluation laboratory Avalua-lab, with the collaboration of entities of the **Consell Municipal de les Dones y per la IguHIGHT**, as the advisory body of the València City Council on gender equality.

In this context, this challenge involves **promoting the need to talk, think, observe, analyse, plan, project and maintain cities from and for women**, but not in an exclusive or excluding manner, but rather from the inclusion of the gender perspective in all administrative action.

Global challenge associated

Combating inequalities and ensuring social cohesion

Strategic line

Well-being, health and care at all stages of life

Field of Missions

Reduction of inequalities

Unmet public needs



Comprehensive gender equality

Development of **new approaches to planning and design of public space with a gender perspective** – inclusive feminist urbanism

Visualization of the presence of women or women's groups in all areas of society

Identification and launch of "**collective or community motherhood**" strategies, based on the assets and needs existing in the city



Field of care

Development of new solutions to make **visible, value, sensitize and collectivize care in space, programming and public debate**



6

Strengthening active employment policies



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

There is no doubt that the **COVID-19** pandemic has had a very **significant impact on employment throughout the country**. In the specific case of the **Valencian Region**, more than **450,000 people are currently unemployed**, almost 180,000 of whom live in the province of València. In addition, to these figures should **be added those workers who are under suspension** of employment or reduced working hours as a result of a temporary employment regulation plan.

This crisis, first in health and then in the economy, has deepened a **series of structural problems** that the **labour market** has been experiencing at **national level** for the last few decades. Among them, it is worth highlighting the **difficulties of access to employment for the youngest groups, the duality of employment** that leads to a temporary nature that is above the European average in all sectors and the **lack of commitment to dual training** through closer collaboration between academia, vocational training centres and the business and productive fabric.

With all of this, this challenge aims to use the PPI as a measure **to find innovative solutions** that allow pioneering and different approaches **to be developed at the level of active employment and education policies**.

Global challenge associated

Ensuring full employment for all

Strategic line

Inclusive and sustainable economic development

Field of Missions

Reduction of inequalities + Strengthening of the productive ecosystem

Unmet public needs



Training and skills

Empowerment of **non-formal education** and the acquisition of skills and competences and volunteering at all stages of life

Strengthening the **mechanisms of Educational Communities and Communities of Practice**

Development of **advanced uses in municipal libraries to host community activities of school reinforcement**, promotion of diverse itineraries and reduction of the digital divide

Support for the development of **new university educational models** based on **open proposals for content and schedules**

Enhancing mentoring and adapting jobs

Implementation of **new socio-labor revitalization resources** to serve excluded groups, especially young people

Development of new **social cooperative economic initiatives**



Active employment policies



7

Promotion of community solidarity networks and reinforcement of the associative fabric



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

A new trend of complementarity is identified to **grow local territorial and national networks** that implement mutual and solidarity actions and connect them, not only to survive and get out of possible emergencies, but also to consolidate the foundations of a **true social and ecological transition**, given the impossibility of the Administrations to cover all the emerging needs in an efficient way.

These networks share a common vision: the centrality of solidarity and self-managed communities in transformative processes. For this, it is essential to start from **real experiences and practices, such as economic projects: what we produce, what we can exchange, and what this exchange produces in terms of mutual support and sharing of resources. In this way, the traditional concept of economy** fluctuates in favour of civic and social income models. It is a movement that forges a new way of consuming, of distributing, of relating to each other, etc.

With this, this challenge aims **to promote the associative fabric and the strengthening of citizen and community networks**, with special emphasis on the **intergenerational perspective**, representativeness and participation in decision-making **by women, people at risk of exclusion, people with disabilities, migrants and other vulnerable groups.**

Global challenge associated

Promote citizen participation and the associative fabric

Strategic line

Associative fabric and intergenerational citizen networks

Field of Missions

Reduction of inequalities

Unmet public needs



Community networks and other similar initiatives

Creation of programs for the incorporation of immigrants into the world of associations

Support for **community networks** to combat loneliness and social exclusion

Creation of **anti-rumor networks**

Reprogramming of the functionality of **libraries as centres for the reception of cultural proposals for and from youth and excluded groups**



**Early Demand Map València 2030 –
Shared València – Sustainable
Urbanism**



Presentation of the Shared València Look – Sustainable Urbanism

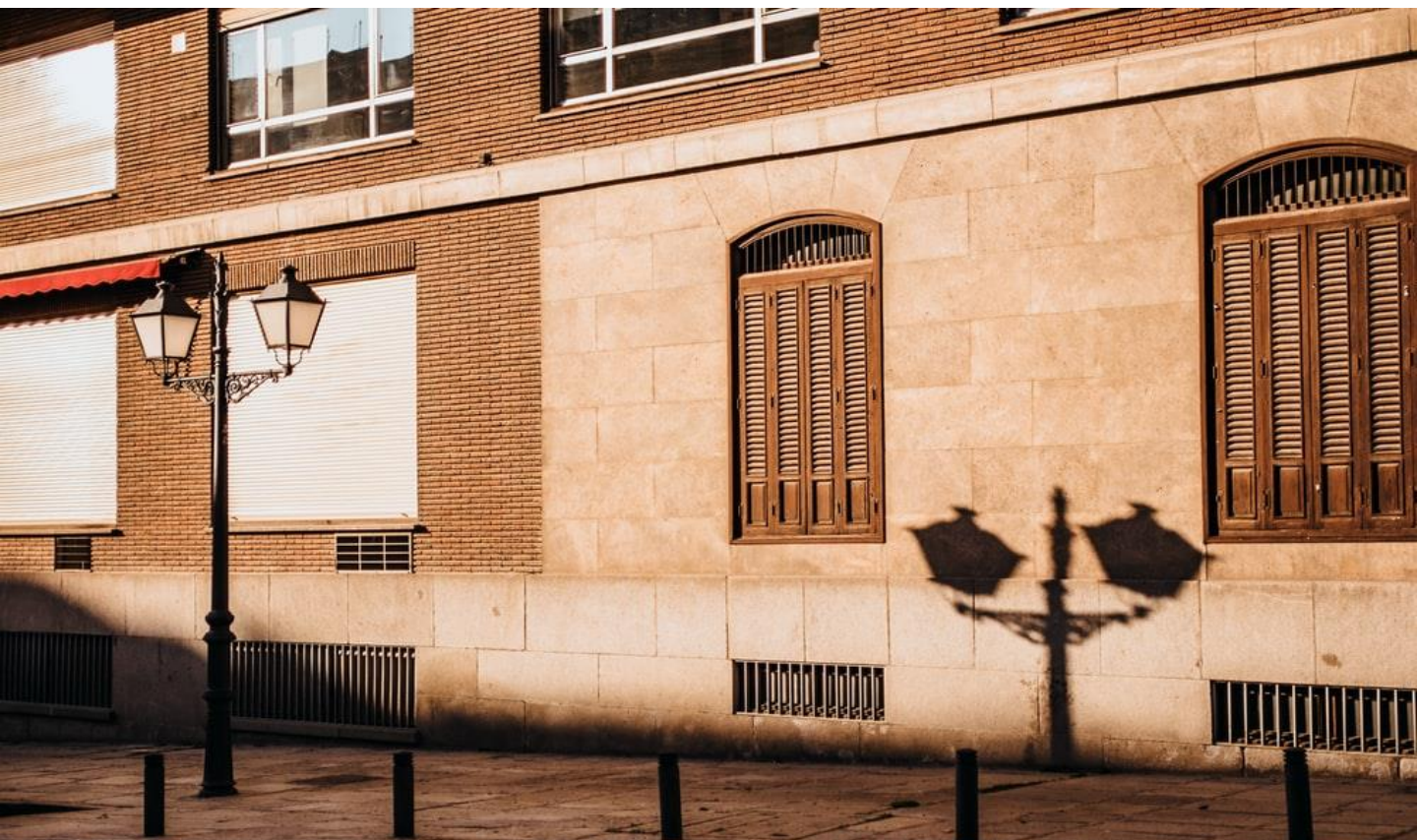
The Shared Look is complemented by the vision of **a compact, accessible and proximity city**. A city that generates **spaces for meeting, social interactions, access to services and community life**.

The vision of sustainable urban planning also refers to the objective of producing **a substantial increase in the rate of renovation of the building stock** with models that, due to their technical and financial viability, can be sustained in the medium and long term. Likewise, València 2030 is committed to orienting the renovation of the housing and building stock through comprehensive approaches, so that the improvement of aspects such as energy efficiency or the integration of renewable energy sources are accompanied **by improvements in habitability, accessibility, conservation, improved safety in use or the digitalisation of buildings**.

This improvement of the building stock must go further, so that the city can lead **processes of rehabilitation and urban regeneration on a small and large scale** that, incorporating **the vision of the citizens themselves**, can make better use of all the city's spaces in a sustainable, inclusive and diverse way.

Throughout this process of sustainable urban planning, it will be essential **to reinforce the role that green and blue infrastructures** play in the urban model of the city, as leisure spaces, spaces of defence against climatic and natural risks or as key spaces for climate neutrality.

All these factors should be framed within the aspiration of making València **a 15-minute city**, in which all citizens, regardless of the area of the city in which they live, have full access in that time to transport infrastructures, green spaces, leisure areas, shopping areas, etc., either on foot or by public transport.





Challenges sheet

Below is the set of Challenges sheet that have been identified for the configuration of the Early Demand Map associated with the Shared València Look – Sustainable Urbanism.



1

Landscape and design that healthy lifestyles and social cohesion



Justification of the need/challenge

Urban morphology is the backbone of formal solutions that range from building density to the distribution of spatial uses, the percentage of green space or road space, etc. It also determines the proximity between urban uses and functions and is highly conditioned by the mobility model and the spatial planning model from which it derives.

In this sense, and in a context such as the current one, characterised by the **agglomeration of inhabitants in urban centres**, the capacity to **design friendly public spaces that maximise the conditions of well-being** (in terms of health, mobility, etc.) of citizens is an unavoidable challenge.

For this reason, land planning and development must pursue **compact and multifunctional urban structures** that prioritise **the recycling of existing urban fabrics, the recovery of unused land located within urban areas and the re-densification of dispersed urban land**, all with the aim of making the **urban landscape**, as we have said, a **"living" element that facilitates the promotion of healthy lifestyles and social cohesion**.

Reto global asociado

To achieve a **balanced city model** based on proximity and with a high level of quality public spaces and facilities.e calidad

Strategic line

Inclusive and proximity city

Field of Missions

Healthy habits +
Reducción de desigualdades

Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Unmet public needs



Friendly and
versatile
urban design

Development of **tactical urban planning actions** that allow the creation of **superblocks**

Advance in **city architecture solutions** that promote **healthy lifestyle habits** based, among others, on the performance of **physical exercise**

Approach to innovative solutions based on the **Shared Space philosophy**

Provision of a greater number of sources of treated and filtered **water for drinking in the city**

Development of urban mechanisms for the **reduction of noise and environmental pollution**



Bioterritory

Incorporation of solutions based on the **connection and use of rural medium** for the improvement of the **urban landscape**

Development of **new innovative odor elimination solutions** in areas of the city



2

New spaces and management infrastructures as urban commons



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

This challenge poses a **redefinition of the models of management and use of the city's public spaces and infrastructures**, under the philosophy of **urban commons**.

Although the literature on "commons" is varied and the approaches are diverse, we propose to understand **urban commons** as those shared resources (material or immaterial, natural or artificial) in the **urban environment** that are managed neither by public administrations nor by private property, but by a **local community**. We understand then that, when we refer to these urban commons, we are not only referring to resources, but to **the triad formed by resources + active community that manages them + shared rules for their management**.

In this way, it is proposed that this challenge will serve to **promote diverse experiences and innovations in urban commons**, allowing for a **process of evaluation and learning** that will in turn make possible a municipal public policy in this regard. This new philosophy should have an impact on **spaces in disuse**, as well as on **spaces and infrastructures that are currently in use**.

Global challenge associated

Achieve a balanced city model based on proximity and with a high endowment of quality equipment and public spaces

Strategic line

Inclusive and proximity city

Field of Missions

Urban commons

Unmet public needs



New management models and shared uses in existing public facilities

Approach of solutions based on the philosophy of **urban commons in municipal libraries**

Approach of solutions based on the **philosophy of urban commons in youth centers**

New uses and management **models of the squares**

Governance, management and design of **schoolyards for use outside of school time as neighborhood community development spaces**

Activation of **empty solar for local communities and urban orchards** and other green infrastructures

Activation of **new spaces for interaction between residents and visitors**

Activation of **new spaces of intergenerational interaction**

Approach of solutions based on the **philosophy of urban commons in disused industrial estates**



New management models and shared uses in disused areas and infrastructures



3

Public space, by and for Citizenship - Diverse, inclusive, safe and innovative public facilities and infrastructures



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Since 2015, the city of València **has gained 155,000 square metres of public space** that was previously dedicated to private traffic and is now pedestrianised. The measures to recover public space have also been increased as a result of **the COVID-19 pandemic**, which has placed among **the priorities of citizens the need to have varied, wide and safe public spaces** for walking, playing sports, etc.

In this sense, however, this process has not been easy, as **the city was far behind other large cities that pedestrianised** their old quarters decades ago, for example, in terms of recovering spaces for pedestrians.

The aim of this challenge is to develop innovative solutions that allow **public space to become a key structural element**, as well as to advance in **the concept of a city of proximity**, reducing the distances between uses, public spaces, facilities and other activities.

Global challenge associated

Achieve a balanced city model based on proximity and with a high endowment of quality equipment and public spaces

Strategic line

Inclusive and proximity city

Field of Missions

Reduction of inequalities + Full digitalization

Unmet public needs



Inclusive and secure public space

Innovative design and construction of spaces for **staying and stopping** on daily journeys

Development of new approaches to planning and design of **public space as a barrier against suicide**

Encouragement of the presence and occupation of commercial flooring **and windows / shop windows for the reversal of the feeling of insecurity** and for the improvement of the urban landscape

Design and homologation of urban furniture and urban games accessible and that serve all diversities – **Playable City Philosophy**



Innovative public space

Development of **innovative solutions based on 3D printing of street furniture**

Integration of 5G infrastructures in the design of urban space and its infrastructures



4

Urbanism as a tool to promote sustainability - Promotion of green and blue infrastructures



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The EU aims to halt the **loss of biodiversity and the degradation of ecosystem services** and to regenerate them as far as possible. In Spain, between **40% and 60% of species are listed as threatened with extinction**. The loss of natural areas has repercussions that go far beyond the disappearance of rare species. Ecosystems, which are enriched by the diversity of life that inhabits them, **provide society with a range of valuable and economically important goods and services**, such as water purification, soil fertilisation or carbon storage.

Green and blue infrastructure also plays an important **role in combating climate change** by protecting us against flooding and other negative effects of climate change. Investment in green and blue infrastructure also has an **economic rationale**. The search for human solutions to replace the services that nature offers us free of charge is not only technologically challenging, but also very costly.

In this context, València appears as a **city with great green and blue assets** (the Turia River, the Mediterranean Sea itself, the Albufera, etc.) that should be enhanced.

Global challenge associated

Achieve a balanced city model based on proximity and with a high endowment of quality equipment and public spaces

Strategic line

Climate resilience, territory and renaturalisation of the city

Field of Missions

Enhance green and blue infrastructure and interweave it with the city

Unmet public needs



Nature-Based Solutions

Adaptation of **urban spaces for use during heat waves** or creation of specific spaces

Development of innovative designs (pavements, roofs, paints, etc.) to reduce urban heat island

Creation of **mechanisms to "permeabilize" the city** - Maximization of the use of **green roofs for thermal adaptation**

Development of **innovative pavements to manage the natural water cycle**

Collection, purification, storage and use of **rainwater for urban uses** (irrigation, washing, etc.)

Development of **new innovative systems that prevent the arrival of plastics and microplastics** into the **sea and other aquifer spaces**

Enhancement of **CO2 sinks**



Green infrastructure

Development of **connection solutions between the urban space and l'Horta through green corridors**

Development of **public facilities that generate green energy**



5

Development of innovative urban districts on a large scale



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Today's cities are not conceived as the sum of different spaces, each of which has specific uses. Nowadays, it is increasingly common to opt for the **development of integral spaces of an innovative** nature which, taking advantage, in many cases, of infrastructures or disused areas, serve as a location for business, entrepreneurial, public and social activities in a combined manner and under the prism of the philosophy of proximity. At the national level, a clear reference for the development of this type of mixed-use district under the prism of innovation is **22@ in Barcelona**, which was converted from an **industrial estate to a technological neighbourhood**.

With this reference in mind, the city of València aspires to build its **own comprehensive innovative urban planning approach** through the **Vara de Quart and El Maritim Innova** projects, as **polycentric spaces** that overcome the outdated model of leisure and services in the city centres and residences in the periphery and that are committed to the **development of innovative urban solutions available** to its neighbours. In this way, this challenge aims to use the mechanism of the **IPP to find new innovative solutions to consolidate and grow these and other projects** of similar characteristics in the future in the city.

Global challenge associated

Achieve a balanced city model based on proximity and with a high endowment of quality equipment and public spaces

Strategic line

Inclusive and proximity city + Urban regeneration based on social cohesion and accessibility

Field of Missions

Integral

Unmet public needs



Innovative urban districts

Development of innovative urban solutions within the framework of the **Vara de Quart conversion project**

Development of innovative urban solutions within the framework of the **El Maritim Innova project**



6

Universal accessibility



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The establishment of **adequate accessibility** conditions in the urban environment, in transport systems or in public buildings plays a fundamental role in all advanced societies, with a view to guaranteeing equality for all citizens in access to employment, training, services, social relations, etc. The right to accessibility is enshrined in the Valencian Region through different legal instruments, including DECREE 65/2019, of 26 April, of the Valencian Council, regulating accessibility in buildings and public spaces, and the Law on Universal Accessibility to the transport system. Focusing on the city of València, **the City Council has invested more than 18 million euros since 2015 to ensure universal accessibility in public spaces**. In addition, significant efforts have been made **to ensure accessibility in cultural or educational spaces** such as the IVAM, the MUVIM or the University of València; in **access to public transport** and its stops or in **access to beaches**, in the latter case, in addition, developing **an agenda of adapted sports activities** on beaches such as the Malva-rosa.

The challenge, in this case, is **to use the IPP** to continue advancing in **innovative solutions** that guarantee **universal accessibility**.

Global challenge associated

Achieve a balanced city model based on proximity and with a high endowment of quality equipment and public spaces

Strategic line

Urban regeneration based on social cohesion and accessibility

Field of Missions

Reduction of inequalities

Unmet public needs



Elimination
of urban
barriers

Development of **new fully inclusive urban information and signage solutions**

Development of new solutions for universal **vertical urban mobility** in the contexts of leisure, culture and tourism in the city

Progress in innovative approaches to **cognitive accessibility**

Development of **customized assisted transport tools and technologies**



Smart
Human City

Development of management tools and technologies and access to **reserved parking spaces**

Development of tools and technologies to **help guidance in urban environments**



Inclusive
leisure

Guarantee of **universal accessibility in the cultural, tourist and, in general, leisure contexts of the city**



7

Sustainable comprehensive urban regeneration



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Many of the urban planning processes of the past have led to **unbalanced city models** in terms of the provision of public facilities and services which, together with the existence of run-down neighbourhoods and areas, and spaces that are not very accessible, have consolidated **urban city models that are far removed** from the aspiration of **inclusion and proximity**. Many of these urban spaces and infrastructures were designed in situations, needs and ways of life that are increasingly distant from our present and, even more so, from the future that needs to be built.

València is no stranger to this reality and, consequently, in recent years, **urban regeneration processes** have been initiated based on the application of comprehensive **policies of physical, spatial, social, economic and environmental intervention** and, therefore, aligned with what is known within the European Union as integrated urban regeneration.

So, this challenge aspires **to continue developing regeneration actions in disused or deteriorated areas**, promoting the reuse of buildings and spaces and allowing an **active role of the city's neighbours in these processes**. All of this is related to the vision of **incorporating the life cycle perspective of materials** more intensively in **regeneration processes in order to optimise the environmental impact of the construction sector**.

Global challenge associated

Achieve a balanced city model based on proximity and with a high endowment of quality equipment and public spaces

Strategic line

Urban regeneration based on social cohesion and accessibility

Field of Missions

Integral

Unmet public needs



Recovery of spaces / buildings

Development of **new solutions** for the recovery and adequate **conservation of abandoned urban/peri-urban spaces**

Development of **new solutions** for the recovery and adequate conservation of **historical-cultural buildings**



Social and community perspective on urban regeneration

Creation of new tools, channels and methodologies to **incorporate the citizen perspective in the processes of integral regeneration of neighborhoods**

Progress in the implementation of **new programs to avoid gentrification processes derived from urban renewal**



Construction sector

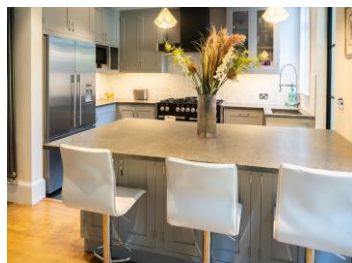
Incorporation of the **materials life cycle perspective into construction processes**, new solutions based on the **materials passport**

Creation of new **GHG absorbent materials**



8

Integral rehabilitation processes for buildings and housing



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

València's housing stock has an average age of 45.4 years, with most of the city's homes having been built between the 1960s and 1970s. In 2019, almost half of the buildings were more than 50 years old, according to the municipal census, with the districts of La Seu, El Carmen and El Mercat being the ones with the oldest properties. In a similar vein, the figure of 5,300 homes in the city in dilapidated buildings stands out, to which must be added the more than 35,300, 12% of the total, which are in buildings in poor condition. If there is no significant construction activity in the next 11 years, in 2030 nearly 3 out of every 4 homes, 74.9%, will be 50 years old or more in València. These data are aggravated when considering that the building sector, as a whole, accounts for approximately 30% of energy consumption at the national level. Consequently, the decarbonisation of the building stock is one of the EU's priorities in the fight against climate change.

It is therefore urgent for the Public Administration to act as a promoter in public buildings and a driving force in private buildings, for the comprehensive refurbishment of housing and public buildings from the perspectives of sustainability, digitalisation and habitability, among others.

Global challenge associated

Reducing the city's environmental impact and combating climate change + Advancing the energy transition + Ensuring access to housing

Strategic line

Affordable housing

Field of Missions

Reduction of CO2 emissions + 50% of consumption from renewable energies + Full digitalization

Unmet public needs



Energy efficiency

Improving the energy efficiency of air conditioning systems in public buildings

Development of new solutions for improving the energy efficiency of private buildings (thermal envelopes, figure of the energy manager, etc.)

Maximization of the use of the roofs of public buildings and urban areas as photovoltaic generation areas

Development of Smart Grids and other digitalization systems for the intelligent monitoring of energy consumption of buildings



Digitalization of homes

Innovative advances around the concept of Smart Building – domotization, intelligent consumption management, etc.



**Early Demand Map València 2030 –
Prosperous and Entrepreneurial
València**



Presentation of the Prosperous and Entrepreneurial València Look

The Prosperous and Entrepreneurial Look is based on **inclusive and sustainable economic development**, linking production to social and material needs, and contributing to the development of its full human potential. It is a city that gives people opportunities to develop their capacities to realise the lives and projects they have reason to value. It is a city that expands people's freedom. A prosperous city is a city for everyone, without cracks.

Along these lines, the València of 2030 must be a **city that is attractive to people and talent**. Not only for its quality of life and healthy urban environment, but also for **the job opportunities** and professional development it offers. Diversity, learning and cross-fertilisation are the basis of an **innovative and creative city** that generates prosperity and opportunities for all. They are the transformative engine towards a more **plural and diverse economy**, an economy that projects itself to the world through its local values and assets. All this, under the auspices of the **purpose of prosperity** guided by the principles of the **2030 Agenda** based on universality, interconnectedness, inclusion and cooperation as well as those emanating from the missions of innovation from a perspective of entrepreneurship and public purpose.

As a result, **dynamic and cutting-edge companies in the innovation, technology and knowledge sectors generate new poles of activity**, while more **traditional sectors are strengthened and modernised**. **Local and proximity activity** is the fundamental basis of an economy that generates decent, quality employment with full integration of young people, women and migrants into the labour market. By 2030, the city will be immersed in a continuously evolving, **inclusive technological and digital transition** that will create conditions and an environment conducive to **investment and entrepreneurship with economic, social and environmental impact, which will transform the city**.



Challenges sheet

Below is the set of Challenges sheet that have been identified for the configuration of the Early Demand Map associated with the Prosperous and Entrepreneurial València Look.



1

Development of new poles of economic activity with a strong innovative component



Priority

LOW MEDIUM **HIGH**

Deadline

SHORT MEDIUM **LONG**

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

In a globalised world in which **innovation is one of the main drivers of economic development**, València must strengthen its leadership position and continue to advance on the solid commitment **of a robust ecosystem of agents that drive innovation in the territory**. All this, under the prism of seeking innovative and agile solutions to the new challenges that arise in a changing, competitive and convulsive world.

In this context, **innovative entrepreneurship** represents a small sector of the economy that is capable of generating enormous productivity returns and has a high potential for the generation of employment and economic growth, thus generating virtuous circles between the main driving sectors from a perspective of inclusion and equal opportunities.

To facilitate the **development of these new poles of economic activity with a strong innovative component**, València City Council is committed to facilitating **new instruments** which, from the public sphere, **allow these innovative processes to be accelerated**, such as **Living Labs, Sandboxes, Public Procurement of Innovation** and new tools such as **Public Subsidies for innovation**.

Global challenge associated

Foster innovative and sustainable local economic development and boost entrepreneurship

Strategic line

Inclusive and sustainable economic development + Innovation, culture and inclusive digital transition

Field of Missions

Strengthening the productive ecosystem + Full digitalization

Unmet public needs



Innovation enablers

Development of **thematic and urban Living Labs** for the development and **testing of entrepreneurial initiatives**

Driving the **Sandbox concept**

Commitment to Public Subsidies for Innovation and relate it to the **Public Procurement of Innovation**

Advances in the **processes of transformation and social innovation regarding the uses and alternatives to plastic**

Driving technology centers as partners to **scale solutions**

Enabling decentralised manufacturing laboratories as a learning mechanism, community cohesion, the fight against planned obsolescence and DIWO (do it with others).



2

Strengthening the Valencian business fabric and entrepreneurial ecosystem



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The thriving city is based on inclusive and **sustainable economic development**, linking production to social and material needs, and contributing to the development of its full human potential.

The **traditional shortcomings** of the labour market have been **exacerbated over the last 15 years** by a more demanding and competitive global context. **Local companies need to strengthen their positioning and focus on attracting talent** as a bargaining chip towards prosperity. The success of an innovative ecosystem revolves around talent. Developing, attracting and retaining specialised profiles and maintaining motivated human capital are challenges we face. Complementarily, we must offer a strong business fabric, with capabilities and attractions that enable the above.

In this way, it is understood as a priority **to reinforce the scalability of companies and new start-ups** as an essential condition for strengthening innovation, consolidating current driving sectors and exploring other potential sectors, with new technologies being a key factor in all of this.

Global challenge associated

Foster innovative and sustainable local economic development and boost entrepreneurship

Strategic line

Inclusive and sustainable economic development + Innovation, culture and inclusive digital transition

Field of Missions

Strengthening the productive ecosystem + Full digitalization

Unmet public needs



Internationalization and external talent

Development of **new mechanisms to attract start-ups**

Development of **innovative programs** that favor the **internationalization of innovative small companies**



Fostering business collaboration

Development of **agile and efficient localization networks** and exchange of **good business practices**

Development of **innovation exchange systems** between companies in the same sector

Development of **activities and spaces for the exchange of entrepreneurial experiences**



Business climate

Integration of all entrepreneurship support entities and all programs in a **single platform accessible to the entrepreneur**

Interoperability and administrative proactivity for the creation of companies and their daily operations



3

Promoting a sustainable and local agri-food sector



Justification of the need/challenge

The **agri-food sector and the fishing sector are of great economic and social importance in Spain**, accounting for **11% of GDP and employing more than 2.6 million people**. They are, in turn, key sectors to face the demographic challenge. In the **Valencian Region**, they are also priority sectors; **primary economic activities contribute 2.2% of its GDP and the agri-food industry 1.8%**.

The externalities of industrial agricultural production and the international food trading system have forced cities to **rethink their agri-food models and urban food policies**. Thus, more and more cities are committed to **improving agricultural production practices in their peri-urban areas**, as well as the trade and **consumption of healthy and local foods**. This challenge implies working to transform the value chains of agri-food into a fairer process with **less environmental impact through its decarbonization**, as reflected in **the Municipal Agri-Food Strategy 2025**. The agricultural potential of Valencia is undeniable. After Jaén and Castellón, **València is the province with the highest agricultural productivity in Spain**, with **L'Horta** as a saint and sign.

Global challenge associated

Achieving a sustainable and local agri-food system

Strategic line

Sustainable and local food

Field of Missions

Strengthening of the productive ecosystem + Healthy habits

Priority

LOW MEDIUM **HIGH**

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Unmet public needs



Distribution and logistics in the agricultural sector

Development of innovative systems for supply **prioritizing the proximity and ecological product**

Development of innovative systems for **online purchase and home transport of fresh local products**

Ad hoc online sales platform adapted to **MercaValencia**

Development of a public **accelerator aimed at the agro-ecological sector** of the city linking supply and demand

Enhancement of the Valencian orchard (and agroecological production in the peri-urban environment)

New solutions and models **to boost the local fishing sector**

Promotion of public food purchases based on ecological and proximity criteria

Development of **new traceability systems** for **alternative foods to labelling**



Traceability and digital agro-sector

Introduction of tools and technologies to offer agri-food information (nutritional, prices at origin, points of ecological offer, etc.)

Modernization of **farming systems** through **sensorization and IoT solutions – Smart Farming**



4

Promotion of sustainable urban tourism



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

València is **positioned as an important tourist destination**, with more than **5 million overnight stays per year** in the city before the pandemic. In this context, it is necessary to **improve the sustainability indicators of this sector**, as it is a relevant activity in terms of pollutant emissions. Specifically, **5% of human emissions are linked to tourism** according to recent studies by the UNWTO and World Transport Forum, a figure that rises to 9% when analysing the emissions associated with the tourism value chain in Spain. As a response to the climate challenge, the city's **Sustainable Tourism Strategy**, launched in 2021, aims to **achieve carbon neutral tourism activity by 2025**, making **València the first tourist destination in the world with zero environmental impact**.

València's tourism faces the opportunity to **improve the city's competitiveness**, through the promotion of actions to achieve **sustainable connectivity with markets**, as well as to advance in the value of identity and uniqueness. The **digitisation of the tourism sector** is also key to continue attracting hyper-connected tourists. In this regard, among the Spanish destinations with the **Smart Tourist Destinations** classification, València occupies the most prominent position.

Global challenge associated

Foster innovative and sustainable local economic development and boost entrepreneurship

Strategic line

Inclusive and sustainable economic development + Innovation, culture and inclusive digital transition

Field of Missions

Strengthening the productive ecosystem + Full digitalization

Unmet public needs



Tourist experience

Improvement of the **user experience** of the group of **cruise passengers**

Personalization of itineraries and services according to type of tourist (cruise passengers, active tourism, etc.)

Generation of **new spaces for interaction between residents and tourists**

Development of **real-time information systems for tourists** through digitized panels, mobile apps and other solutions



Smart Tourist Destination

Development of **innovative simultaneous translation solutions**

Development of innovative solutions for **real-time control of the capacity of the city's beaches**



Sustainable Tourism

Introduction of tools and technologies to **parameterize and monitor the impact of tourism** in terms of **carbon footprint**



New tourist assets

Promotion of L'Horta as a tourist asset



5

Strengthening local trade



Priority

LOW MEDIUM **HIGH**

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The **Valencian productive fabric** has in **commerce a sector** that is not only **strong from an economic** point of view, but also represents **values of tradition and proximity**. Proximity trade is one of the pillars of the identity of the territory and neighbourhoods, **it favours social cohesion and coexistence in neighbourhoods, generates social interaction and brings activity to the public space**.

In recent years, however, with the globalisation of the economy, trade has faced the challenge of adapting to an ever-changing world, to a highly segmented and specific market in terms of its demands, and to **competition that is no longer limited geographically**, but acts on an **international scale**, and all this, **also impacted by the rise of new technologies and their application** to all facets of our lives, so that we can now buy products from any part of the world at any time.

However, the situation arising from **COVID-19 has once again re-evaluated the importance of proximity**. In these circumstances, it is urgent **to support local Valencian commerce in its modernisation and digitalisation** processes as tools to ensure its competitiveness and, therefore, its survival.

Global challenge associated

Foster innovative and sustainable local economic development and boost entrepreneurship

Strategic line

Inclusive and sustainable economic development + Innovation, culture and inclusive digital transition

Field of Missions

Strengthening the productive ecosystem + Full digitalization

Unmet public needs



Enhancement of local commerce

Development of **new programs and campaigns to support local commerce** at the level of neighborhoods, districts, etc. reinforcing the importance of job creation and the advantages it entails

Introduction of tools and technologies to increase the digital visibility of local commerce (available products, location, etc.)

Creation of local Market Places



Sustainability of local trade

Introduction of tools and technologies to parameterize and monitor **the energy efficiency of local businesses**

Progress in **new certifications linked to the push towards decarbonization** by the commercial sector



6

Strengthening the local and festive cultural sector



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Culture acts as a **factor of cohesion and identity** that is recreated both individually and collectively. It **strengthens society as a collective** and is expressed in both material and immaterial forms, which undoubtedly requires its reinforcement and support through its protection, dissemination and profession. It also plays an important role in the economy as a **driving force for employment**, prosperity and equal opportunities, with an economic **weight in Spain of more than 2% of GDP**.

Just as in the past, creativity has generated leading economic sectors, artistic and cultural manifestations known throughout the world, great professionals in these and other scientific and technological fields with international prestige and recognition, **València aspires to be a consolidated reference and international pole of design, innovation and creativity**.

To this end, we have the challenge of **revaluing and revitalising the local culture sector in a sustainable way as a driving force in the improvement of social cohesion and economic development**, without forgetting that it must be **accessible and safe in a context characterised by COVID-19 and respond to new social demands and the digital era** by introducing new technologies both in its management and in its enhancement.

Global challenge associated

Revitalising the cultural and heritage sector of the city

Strategic line

Inclusive and sustainable economic development + Innovation, culture and inclusive digital transition

Field of Missions

Strengthening the productive ecosystem + Full digitalization

Unmet public needs



Accessible and safe culture

Introduction of tools and technologies to improve the **safety of cultural events** in COVID-19 contexts, such as information systems on occupancy levels and **capacity in cultural activities**

Advances in **innovative integrative solutions to guarantee universal accessibility** to any type of show



Increase and improvement of the cultural offer

Development of tools that facilitate information and 'understanding' of existing channels and options to internationalize cultural products

Development of **innovative tools for searching and selling tickets** for most requested shows

Promotion of the role of youth as "prosumer" of leisure, culture and sport proposals

Development of *new innovative projects linked to the area of Las Fallas*



Promotion of the new culture

Shared civic management with spaces linked to experimental cultural processes (civic laboratories)

Support programs for the use and care of public space for children and young people linked to art in movement



7

New models of social and inclusive economy guaranteeing equal opportunities



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The **search for the social impact of projects and initiatives** has commonly been limited, in the public sphere, to the field of **development and international cooperation, without managing, in many cases, to incorporate the social perspective into the private economic prism.** However, with the emergence of new models based on the **inclusive and social economy**, we have moved towards a paradigm shift in which private business action is also capable of generating economic activity, while guaranteeing a positive **return to society.**

The public, in turn, detects these new hybrid models that combine the social and economic perspective as an **added value to the products or services offered** by companies, and **as a differentiating element in consumer decision-making.**

In this context, an increasing number of agents are working to **guarantee employment opportunities for groups at potential risk of exclusion** and to generate new products and services with positive environmental, social, etc. impacts.

The city seeks to **promote the emergence of this type of projects and initiatives** closely linked to the postulates of the social economy, using the **PPI** as a tool for **the development and measurement of their impact.**

Global challenge associated

Foster innovative and sustainable local economic development and boost entrepreneurship+ Ensuring full employment for all + Combating inequalities and ensuring social cohesion

Strategic line

Well-being, health and care at all stages of life + Inclusive and sustainable economic development

Field of Missions

Reduction of inequalities

Unmet public needs

Development of **new mechanisms for measuring the social impact of projects**



Social impact

Creation of solutions for the classification and "labeling" of business models with positive social impacts

Introduction in a **binding manner in public procurement** of the consideration of social and environmental clauses

Job

opportunities for groups at risk of exclusion

Exploring **alternatives to the informal economy**, scrap metal collection and street vending

Strengthening **employment and poverty alleviation of domestic and care workers by promoting innovative projects in this area**

Development of **administrative and legal modifications** to facilitate street artistic performances to obtain small income



New economic models

Progress in **new models of cooperative activity**



Early Demand Map València 2030 – Challenges for the transformation of the Valencian Local Public Administration



Presentation of the challenges associated with the transformation of the Valencian Local Public Administration

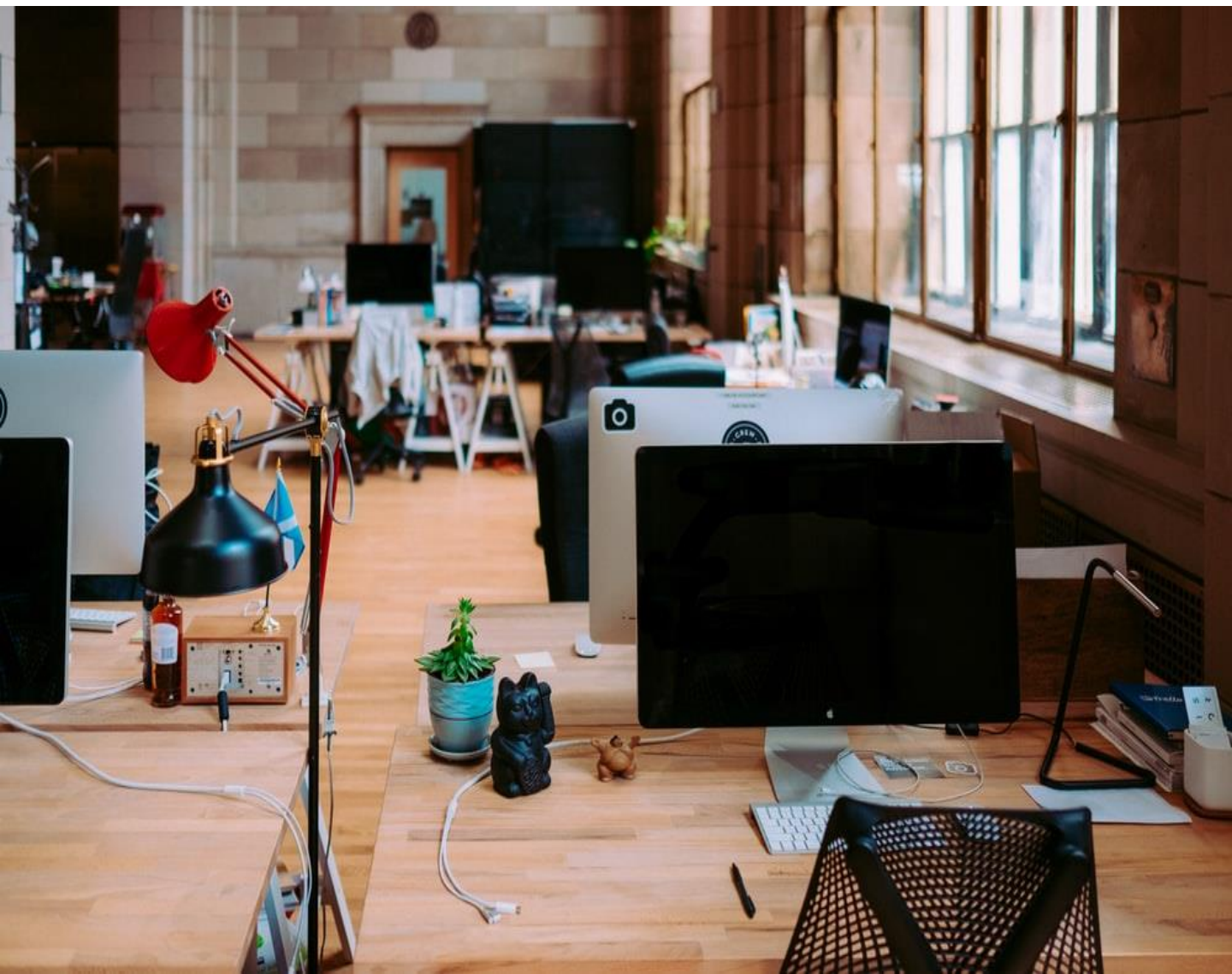
*All the approaches described so far will be subject to an **effective and comprehensive transformation of the Valencian Local Public Administration itself.***

*Therefore, in this desired València 2030, its **local administration is agile and efficient** as well as **open and transparent**. It has **fully incorporated digitalisation** and works according to a **system of multilevel governance** on a metropolitan scale that strengthens the real urban functional region.*

*It is also an **administration that facilitates and promotes making things happen and cooperates with the different territorial spheres** of government, business, civil society and academia to **manage strategic policies and projects for the city.***

*It is also an administration that has **taken advantage of the potential of data** to improve both the provision of public services and its own internal operations.*

*And, all of this, under the ambition of becoming a **true smart city**, in which the postulates of the current Smart Cities have evolved significantly to put the potential of connected and digital cities at the service of citizens..*





Challenges sheet

Below is the set of Challenges sheet that have been identified for the configuration of the Early Demand Map associated with the challenges for the transformation of Local Public Administration.



1

Citizenship-oriented e-government



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The survey conducted by the National Institute of Statistics on equipment and use of information and communication technologies in households in 2019 indicates that only **57.6% of the Spanish population aged between 16 and 74 years old have contacted or interacted with public administrations or services via the Internet in the last 12 months for private reasons.**

In this context, the **digital transformation of the different Delegations and Areas of València City Council** should offer very significant opportunities for the improvement of public services and their adaptation to the specific needs of citizens, especially in a context such as the current one in which the **COVID-19** has led to the need for most **administrative procedures to be carried out in a non-face-to-face manner.**

In this regard, it should be noted that the City Council's **e-administration efforts** date back to long before the pandemic. Specifically, in **2016 it began a complete overhaul of its electronic system** to gradually digitalise many of the procedures that until then were almost all face-to-face. Now, in 2021, the **electronic office has grown in terms of users, visits, procedures carried out over the Internet, etc.** and it is necessary to continue strengthening it.

Global challenge associated

Advance in the digitalization of the administration and the city

Strategic line

Urban and metropolitan governance

Field of Missions

Full digitalization + Improvement of public capacities

Unmet public needs



Digital identity

Improvement and simplification of identification mechanisms

Simplification of access to procedures from the electronic office



Interoperability

Improvement of interoperability between Public Administrations and between the different Areas of the City Council of València



New digital services

Use of digital social networks for the delivery of public services in certain areas through these technologies.

Facilitation of online procedures through means used by citizenship in their day to day, such as telephone and bank card



Sensitization

Involvement of Citizenship in the use of electronic administration, with information campaigns and personalized training



2

Progress towards an open, transparent and participatory administration



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Citizens are increasingly demanding that public administrations respond effectively and swiftly to their needs, and that they do so in a more transparent, accountable and participatory manner. The best way for citizens to trust their institutions is, therefore, for government action to be open to civil society and for public administrations to redouble their willingness to listen to an increasingly committed, informed, empowered and digital citizenry, demanding of public authorities and demanding spaces for personal development. In this respect, the **principles of open government, and especially the collaboration between Local Administrations and citizens, social organisations and companies, take on special relevance.** In this context, and in line with the commitment made in recent years, this challenge aims to advance and **innovate towards a new model of citizen participation** based on the precepts of open government and which **allows the demands of the multiplicity of actors to be adequately managed, identifying new tools and channels for participation through the use of digital technologies and tools and thus encouraging citizen participation in the design, monitoring and evaluation of public policies.**

Global challenge associated

Advance in the digitalization of the administration and the city

Strategic line

Urban and metropolitan governance

Field of Missions

Full digitalization + Improvement of public capacities

Unmet public needs



New spaces for participation

Reinforcement of the current participation spaces of the València City Council, as well as the **transparency portal**



Barriers to participation

Development of systems and tools that identify citizenship with the least possible data entry

Development of system and tools that allow **citizen participation functionalities** such as electronic voting, debates, initiatives transfer of incidents, participatory budgets, collaborative legislation, etc.

Development of system and tools that allow the **traceability of the participatory actions** carried out, through alert systems, incentives, etc.



New participation tools

Development of systems and tools that allow the **dynamization of citizen forums/initiatives** through the classification of topics, semantic detection and weighting of votes according to user profile

Development of systems and tools that allow **digitizing communication with Citizenship**, for example, through video calls

Development of systems and tools that **offer continuous and real-time monitoring of the status of the procedures** and interactions carried out



3

Automation and robotization of internal administrative processes



Priority

LOW MEDIUM HIGH

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Public administration is characterised by **long, repetitive and, in many cases, complex processes** when it comes to carrying out many of the tasks within its remit. This situation means that **civil servants waste a large amount of their working day doing repetitive and tedious tasks** that could be speeded up using **digital technologies**. Furthermore, as a general rule, there is a **lack of coordination at the information level between the different Departments**, which, together with **frequent changes in the applicable regulations**, leads to inefficiency in internal public operations which, on many occasions, prevents the development of truly valuable services for citizens.

In this context, this challenge aims to advance in the **development of a set of innovative measures** that seek to **improve the quality, quantity and efficiency of the services and processes of management and processing of the City Council of València**, through the use of **intelligent automation technologies such as robotisation or Artificial Intelligence**. The focus will be, among other processes, on the **digitisation and improvement of automation in the processing of contracting files and in the management of grants and subsidies**.

Global challenge associated

Advance in the digitalization of the administration and the city

Strategic line

Urban and metropolitan governance

Field of Missions

Full digitalization + Improvement of public capacities

Unmet public needs

Carrying out a **mapping and analysis of the internal procedures** of the València City Council **more easily automatable through RPA solutions**

Transfer of administrative tasks that do not add value and are repetitive to algorithms and automated processes – Public debureaucratization

Incorporation of reusable components for data processing, documents, images, videos, audios, etc.

Progress in the **interoperability of platforms between administrations**, in addition to **simplification and homogenization of procedures** between them.

Reduction of processing times in tasks and savings in development and operation costs

Development of new innovative **upskilling and reskilling** solutions in the transition from the execution of tasks with little added value and to **functions with high added value**



**RPA-
Robotic
Process
Automation**



4

Moving towards a digital and intelligent workplace



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The **COVID-19** crisis has further highlighted the need for **collaborative and mobile solutions in public employees workplaces**.

To this end, it is essential to undertake **transformative projects** that leave behind the working tools of the last century and **allow the implementation of new-generation jobs** that address **both technological advances** and the development of the **digital skills** needed by public employees.

This transformation will make it possible to **improve the productivity** of these people, orienting these jobs towards aspects such as **mobile working** or the use of **collaborative tools**.

Global challenge associated

Advance in the digitalization of the administration and the city

Strategic line

Urban and metropolitan governance

Field of Missions

Full digitalization + Improvement of public capacities

Unmet public needs



Labor productivity

Introduction of **tools and technologies to promote productivity**

Introduction of tools and technologies to carry out an **effective control of the fulfillment of the working day and the results**



Collaborative work

Introduction of **new tools and technologies for collaborative and networking**



Teleworking

Guarantee of state-of-the-art **connectivity** and development of solutions to be **able to work remotely**



Mobile workplace

Introduction of tools and technologies that allow to have the same solutions and functionalities of the fixed job in situations of mobility (example, digital tools for the Local Police)



5

Data as a new public infrastructure in València



Priority

LOW MEDIUM **HIGH**

Deadline

SHORT MEDIUM LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The **amount of data generated by businesses, public administrations and citizens is growing exponentially**, year on year. The volume of data generated worldwide in 2018 was estimated at 33 zettabytes and is estimated to be 175 zettabytes by 2025. The way it is processed is also changing. Today, **80% of data processing and analysis is done in large data centres** using technologies for massive data processing or supercomputing. By 2025, this proportion is expected to be reversed, opening a great opportunity for **European companies to develop the necessary tools to increase control over their own data, in line with the "European Data Strategy"** recently adopted by the European Commission.

Most of its potential is yet to be exploited, both in Europe and in Spain. The reasons why the full potential of data is not being realised are varied, but the following stand out: the **lack of an adequate regulatory framework** that offers certainty as to the use that all agents can make of these data; the **lack of adequate cooperation frameworks for sharing data between sectors and between these and the Public Administrations**; and the **lack of transparency in the regulation of property rights in this area**.

Global challenge associated

Advance in the digitalization of the administration and the city

Strategic line

Urban and metropolitan governance + Inclusive and sustainable economic development

Field of Missions

Full digitalization + Improvement of public capacities

Unmet public needs



Public data infrastructure and big data

Introduction of **new tools and technologies based on Big Data to analyze behaviors and sociodemographic situations of Citizenship to anticipate their needs and personalize services**

Assurance of the **perspective of technohumanism and data ethics** in all data management and exploitation processes

Promotion of **prospective knowledge of society and the city**



Data quality

Use of **innovative analysis tools and methodologies** to know the **state of the data in the València City Council**

Advances in the **interoperability of data sets, achieving real semantic interoperability**



Open Data and data economics

Maximizing the **potential of the City Council as data generators** – development of a **roadmap for the progressive publication of open data**

Leveraging open data as a **lever for generating internal data analytics dynamics**

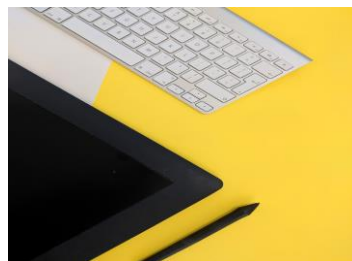
Connecting the available open data supply with the demand to ensure its reuse by both external agents

Harnessing the potential of data to generate better products and services for citizenship and as a source of income



6

Total elimination of the digital divide



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

Today, our society is increasingly interconnected and having **access to the digital sphere is an indispensable necessity** for our daily lives. Technological development has changed the way we learn, the way we access the labour market, the way we consume and the way we inform ourselves. Digitalisation and the development of basic digital skills are therefore indispensable.

However, the **digital divide** is currently one of the main **causes of accelerating inequality and widening social gaps**. This concept has evolved over time, and in addition to the concept of **access to new information and communication technologies, the acquisition of digital skills and the good use of ICTs have also been added**.

Concepts that are related to variables such as origin, educational level, age, gender or economic situation and that generate profiles that are more vulnerable to the digital divide, which are, precisely, the ones to which the **Valencian Digital Agenda** and, more specifically, the General Direction for the Fight against the Digital Divide of the Generalitat Valenciana pay most attention.

In this context, this challenge aims to use the **PPI to eliminate digital divides** that may prevent progress in the digital transformation of the economy and urban life.

Global challenge associated

Advance in the digitalization of the administration and the city

Strategic line

Urban and metropolitan governance + Inclusive and sustainable economic development

Field of Missions

Full digitalization + Improvement of public capacities + Reduction of inequalities

Unmet public needs



Programmes against the digital divide

Development of **new programs and innovative tools to combat the digital divide of the elderly**

Development of **new approaches to combating the digital divide from the perspective of soft transition for people with access difficulties**

Development of **new programs and innovative training tools for the internal civil service of the City Council in digital matters**



Easy governance

Introduction of **new technological and digital systems and tools that are easily accessible and interactively used for any citizen**



7

Cybersecurity



Priority

LOW MEDIUM **HIGH**

Deadline

SHORT MEDIUM **LONG**

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

The **digital transformation process** opens up enormous opportunities for socio-economic development, but at the same time **incorporates threats and risks related to digital security on two fronts**: the damage caused by **cyber incidents** per se, and the **undermining of trust in the use of digital technologies**, which can affect their adoption by economic actors and citizens. In this sense, the main challenge is to help the process of digitalisation and hyperconnectivity to bring about a socio-economic transformation in terms of productivity and employment, which requires a **secure and trustworthy digital environment**.

On the other hand, one of the critical elements in **implementing a cybersecurity culture and strengthening cybersecurity capabilities is related to raising awareness of the risks associated with digitalisation**. For this reason, this challenge aims to make the **staff of València City Council aware, responsible and active in the fight against technological risks**, thus ensuring the security of infrastructures, communications and digital services provided by public administrations. And all this in **close collaboration with the private sector**, as demonstrated by **Telefónica's recent opening of an IoT and Smart City cybersecurity centre in the city**.

Global challenge associated

Advance in the digitalization of the administration and the city

Strategic line

Urban and metropolitan governance + Inclusive and sustainable economic development

Field of Missions

Full digitalization + Improvement of public capacities

Unmet public needs



Awareness and training

Promotion of the **culture of cybersecurity** among the **entire staff of the València City Council** at all levels

Training of the White Hat to make use of this **staff in the administration**



Boosting cybersecurity

Development of **new innovative solutions** aimed at ensuring cybersecurity in **essential public services**



8

València GovTech, a reference for public technological innovation



Priority

LOW

MEDIUM

HIGH

Deadline

SHORT

MEDIUM

LONG

Expected impact



Local Government



Business fabric



Citizenship



Justification of the need/challenge

In addition to all the aforementioned challenges, the **Valencian Public Sector** aspires to continue consolidating its position as a **benchmark agent in terms of public technological innovation**. Therefore, in addition to promoting all the digitalisation processes described above, it also aims to incorporate the most pioneering solutions in technological areas such as **artificial intelligence, blockchain and Big Data**, not as an end in themselves, but with citizens and the generation of real public value in mind.

As a reference element for this challenge, we must take into account the priorities and lines of action of the **Digital Agenda of the Comunitat Valenciana**, as the main instrument for promoting the development of the digital society in the region. Thus, this strategic plan advocates, among others, to continue advancing in the development of Smart Cities or in promoting technological innovation as a key element for the improvement of public management at local level.

Thus, this challenge includes, therefore, the search, through Public Procurement of Innovation, for **new innovative solutions that allow València City Council to continue advancing in its innovation strategy**.

Global challenge associated

Advance in the digitalization of the administration and the city

Strategic line

Urban and metropolitan governance + Inclusive and sustainable economic development

Field of Missions

Full digitalization + Improvement of public capacities

Unmet public needs

Development of **new systems and services of digital accreditation** of citizenship and companies based on biometrics, image, etc.

Promotion of the development of **mobile apps** for the main public services offered to citizenship through a **Marketplace of mobile apps**

Development of new technological solutions to **improve the citizenship user experience – chatbots and intelligent virtual assistants**

Development of an **open space for collaboration** where to experiment with **public services** with citizens and companies around the main emerging technologies in the form of **laboratories of public technological innovation**

Development of **new public cloud infrastructure services**

Advances in the digitalization of the city – València Smart City, real-time data collection systems, new IoT platforms, etc.

Advances in **Digital Twins**

Development of a **second ring** in the **Smart City Platform** to incorporate the data that exists about València around the world or that other agents of the city have



Technological public innovation

PPI ORIENTED TO THE VALÈNCIA NEUTRAL CITY MISSION



Early Demand Map València 2030

Chapter 5

Chapter 5 | PPI oriented to the València Neutral City Mission

The aim of the Mission is to support, promote and showcase 100 European cities in their systemic transformation to climate neutrality by 2030, making these cities innovation hubs for all cities. The Mission is much more than a traditional R&I programme. It is a challenging and ambitious endeavour where cities commit to transformation and engage in it for the benefit of Europe's quality of life and sustainability.

5.1. La Misión Europea 100 Ciudades Climáticamente Neutras e Inteligentes para 2030

Cities take up only 4% of the EU's land area, but are home to 75% of EU citizens. Worldwide, cities account for more than 65% of energy consumption and for more than 70% of CO2 emissions. So, cities have the potential – and their Mayors often have the ambition – to be in the vanguard of efforts to deliver on the European Green Deal, helping to enable the EU to reduce climate emissions by 55% by 2030 and to become climate-neutral by 2050.

Taking this context into consideration, it is not surprising that the European Commission has proposed as one of its five major Missions to **achieve 100 climate-Neutral and Smart European cities by 2030**.



1. **Deliver at least 100 climate-neutral and smart European cities by 2030;**
2. **Ensure that these cities act as experimentation and innovation hubs to put all European cities in a position to become climate-neutral by 2050**

Based on these two main objectives, the European purpose of this Mission is to contribute to the goals set by international policy frameworks, such as the **COP21 Paris Agreement**, the **United Nations` Sustainable Development Goals** and the **Urban Agenda for the European Union**. It is also a Mission that aligns with the **European Green Deal** as a long-term strategy to achieve a prosperous, modern, competitive and climate-neutral economy by 2050.

The added value of the Mission and indeed its uniqueness, will come from its **holistic approach**, based on the **individual needs of each city** (the “demand-led approach”). No other EU programme focuses on fast-tracking 100 cities to become climate-neutral by 2030. The Plan sets out that the Mission will achieve this by being centred on **research and innovation**, by helping cities to make the best use of existing EU programmes and to address their funding and financing gaps.

Key figures in the Mission



Matthew Baldwin –
Mission Manager,
Deputy Director-
General of DG MOVE,
European
Commission



**Hanna
Gronkiewicz-
Waltz** – Chair of
the Mission Board
for the Cities
Mission



Thomas Osdoba–
NetZeroCities
Project Coordinator,
as the Mission
Platform (EIC Climate
KIC)



Elements of the Mission



Climate-KIC



European
Investment
Bank Group

**Climate City
Contracts**

To address the challenge of climate neutrality and help better deliver EU policies, the Mission proposes a multi-level co-creation process through the introduction of a Climate City Contract

**Mission
Platform**

The main initial basis for supporting cities in the transition towards climate neutrality, integrating innovative support for cities as they start to develop their Climate City Contracts

R&D activities

A whole portfolio of targeted R&D activities for cities will be launched in the Horizon Europe Work Programme for Missions. In addition, large-scale innovative pilots will be launched.

**Tailor-made
investment
plans for cities**

Support is expected from different European Funding Programmes and from the European Investment Bank. In addition, it will be vital to leverage funding from private investors

**Global
Knowledge
Centre for
Cities and
Climate**

It will be launched in Q2 2023 to facilitate the two-way flows of knowledge between cities that commit to the objectives of the Mission inside and outside Europe



Entities will be eligible to express their interest to participate in the Cities Mission if their local authorities or their mandated representatives represent one city defined as a Local Administrative Unit (LAU), or a “greater city” or metropolitan region, taking account of Functional Urban Areas (FUA) where relevant. **Entities of more than 50.000 inhabitants may apply.**

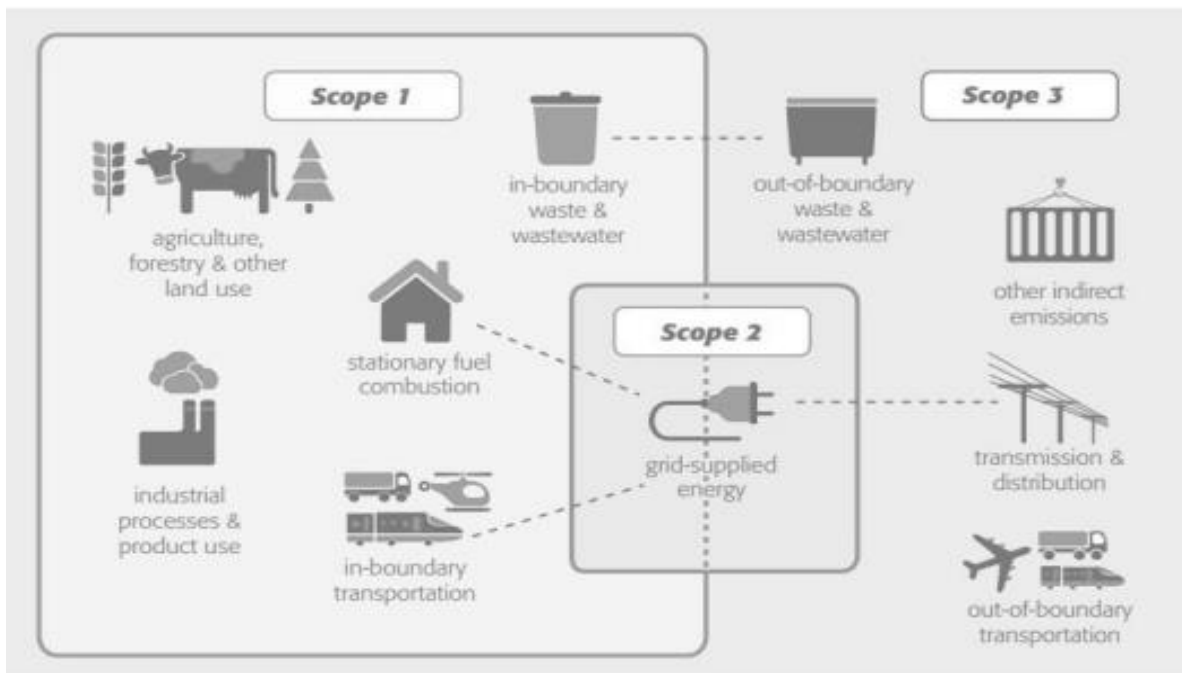
However, in order to maximise the impact in terms of reducing GHG overall, the Mission will try to encourage **applications in particular** from **cities** where the majority of the population lives in an **urban centre of at least 100.000 inhabitants**.

By default, the applicant **city would commit the whole city or entity to become climate-neutral**. However, where duly justified by the applicant, the city may propose to **exclude one or more district(s)** from the 2030 deadline, but in this case should commit to a strategy of climate neutrality for these districts as soon as possible, and of course no later than 2050.

In addition, in order to ensure maximum inclusiveness, for entities coming from **Member States with five or less cities above 100.000 population**, a **lower threshold of 10.000 inhabitants will apply**.

What is meant by climate neutrality?

The definition of the **Intergovernmental Panel on Climate Change** will be taken into account.



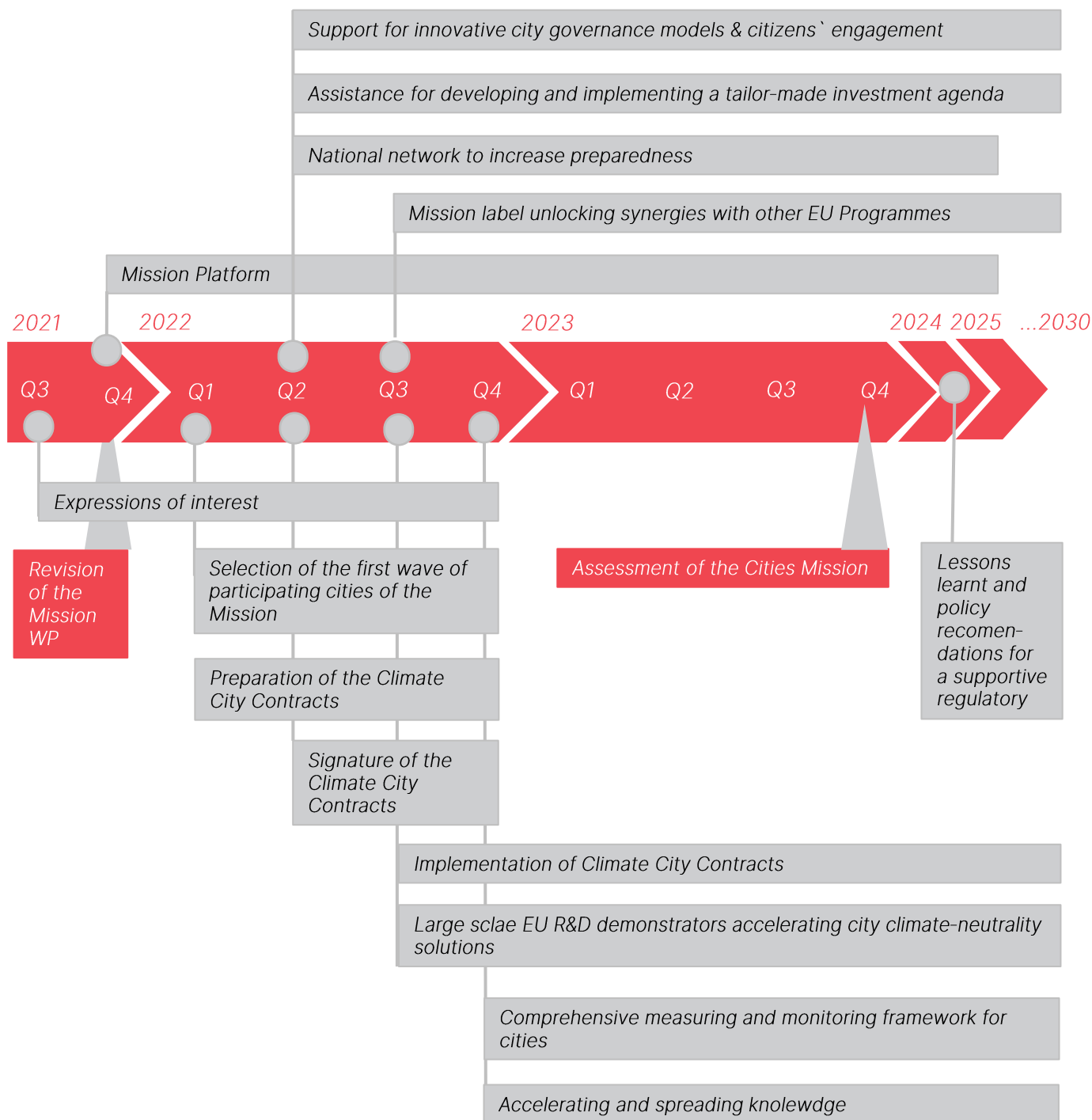
The European Commission has stated that the Mission intends to focus, for the time being, on **Scope 1 and 2**:

- **Scope 1:** GHG emissions for the city within the geographic. This indicator will be calculated based on the emissions from buildings, industry, transport, waste treatment (solid waste and wastewater), agriculture and forestry and from other activities.
- **Scope 2:** GHG emissions for the city. This indicator will be calculated based on the emissions from indirect emissions due to production/consumption of grid-supplied electricity within the geographic boundary and indirect emissions due to production/consumption of grid-supplied heat or cold within the geographic boundary.

However, cities will be encouraged to test application solutions for Scope 3.



Calendar - Next steps

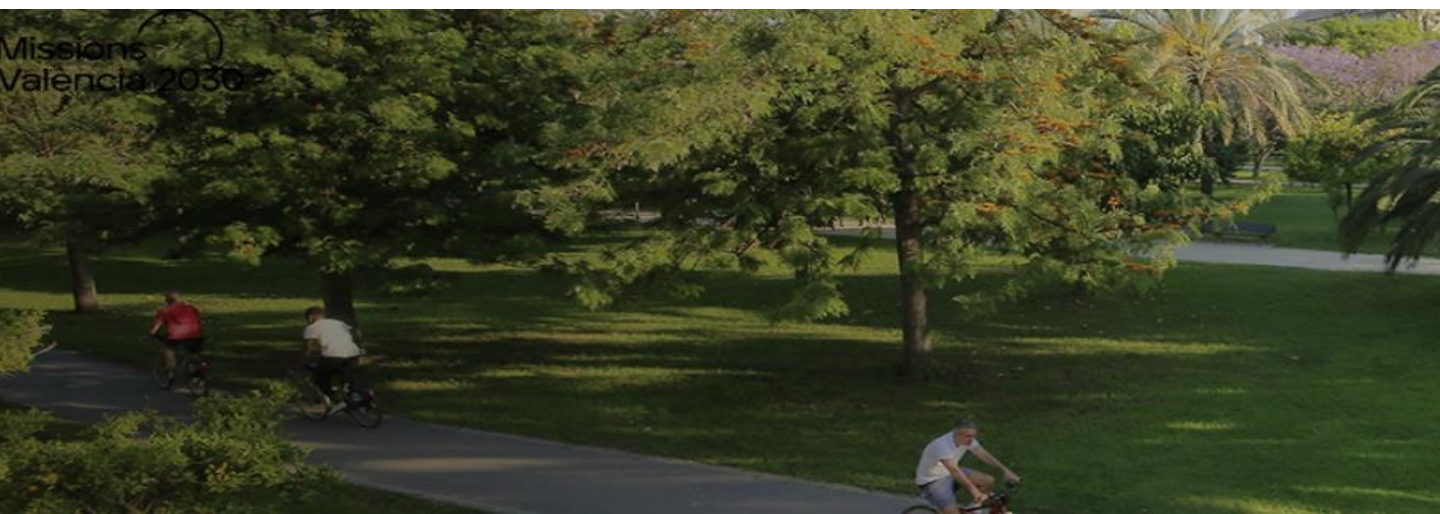


- ☒ October 2021 – Publication of comprehensive info kit for cities to help them prepare for the Call
- ☒ November 2021 – Publication of Call for Expression of Interest addressed to cities (questionnaire)
- ☒ January 2022 – Call closes
- ☒ March 2022 – Selection of participating cities



5.2. First Mission: València Neutral City

On 26 February 2021, the **Plenary Session of València City Council** approved the **first innovation Mission for the city** of València with broad consensus from the government and the opposition. This first Mission, **València Neutral City**, aims to achieve at least 3 climate-neutral neighbourhoods or towns in València before 2030 by and for the citizens. This plenary agreement also approved the **promotion and deployment of the work necessary to apply for València as a candidate to be one of the 100 European cities selected as part of the European Mission: 100 Climate-neutral and Smart European cities by 2030.**



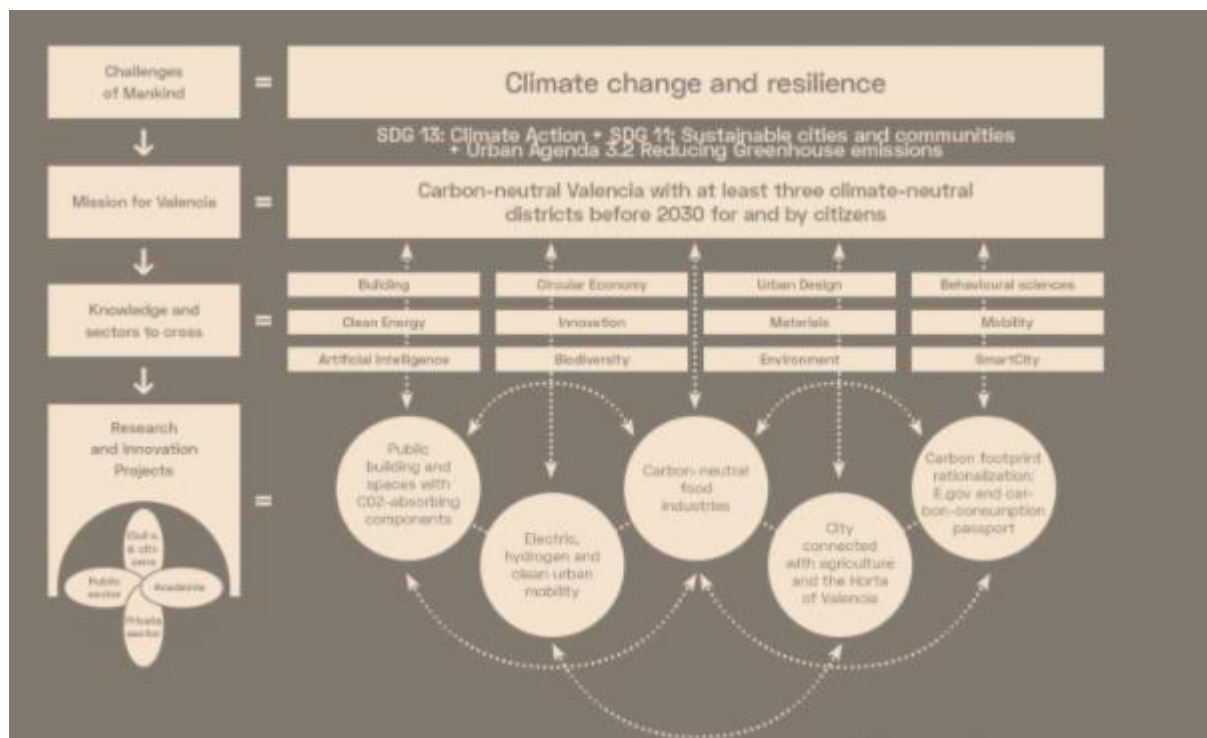
Design of the València Neutral City Mission

As we have described in Chapter 1 of this document, the design of a Mission within the framework of Missions València 2030 requires a series of questions to be answered.



- Mission definition – Defined and approved in Plenary Agreement.
- Mission design – In progress.
- R&D Project supporting the Mission– Missions València 2030 projects constellation.
- Public Policies for the Mission – PACES, PMUS, Green and Biodiversity Plan, etc.
- Mission assessment – Futura definition of the KPI indicators and reports system for the Mission
- Partnerships – Missions València 2030 Ambassadors.
- Social communication– Future definition of the resources and communication kit for the Mission.
- 5 Helixes in the Mission.

In this sense, and with the plenary agreement already signed, the City Council of València has already **advanced in the first steps of the design of this Mission**, in a way that can be reflected graphically as follows.



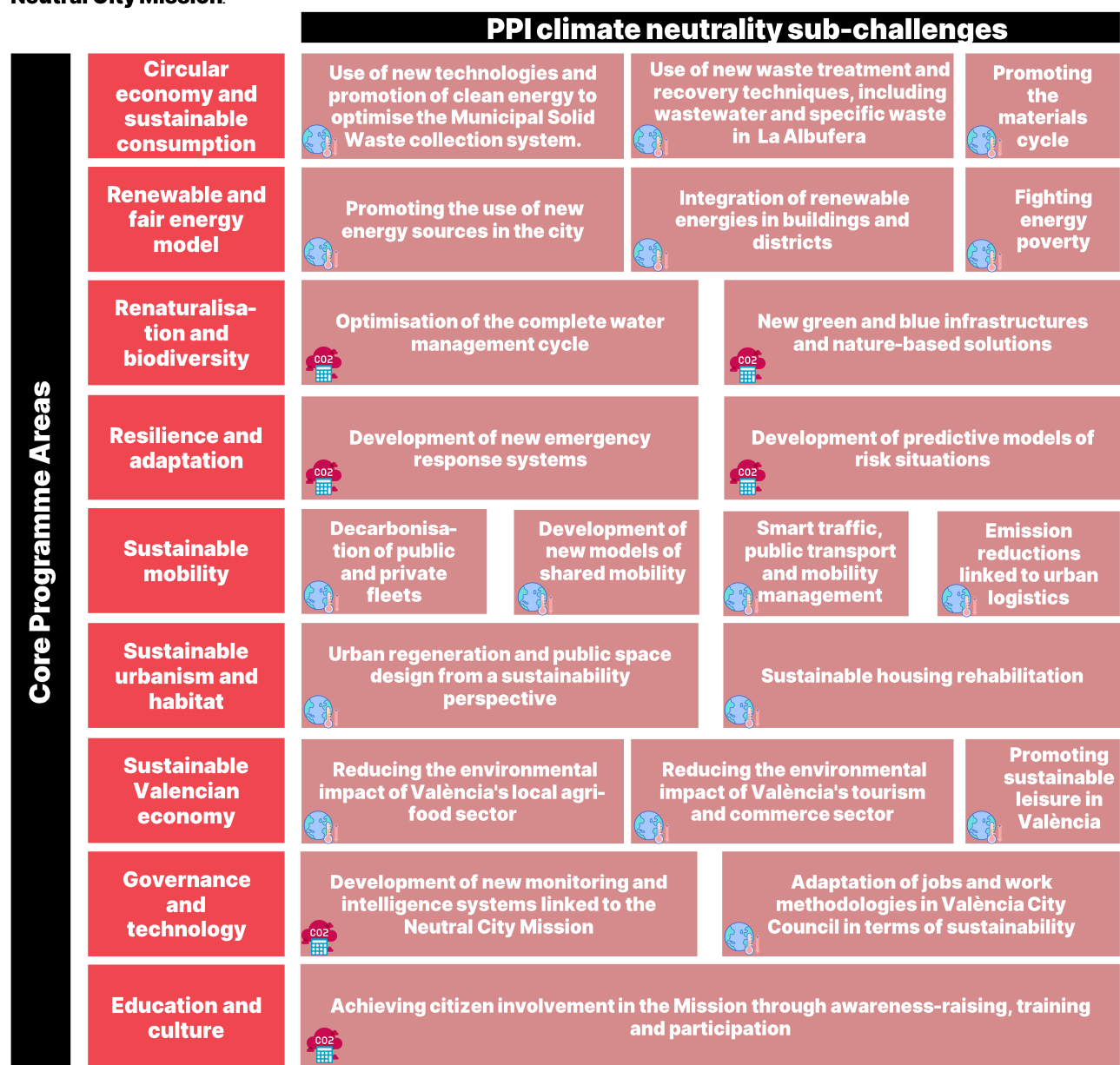
Based on this approach, and once the opening of the European Mission of 100 Climate Neutral-and Smart Cities by 2030 is scheduled for November 2021, it is necessary to move forward in **giving final shape to this Mission of València Neutral City**, work in which **Public Procurement of Innovation and this Early Demand Map València 2030 will play a prominent role**, as we will now explain.



5.3. The Public Procurement of Innovation Project in València as a driver of its Mission as a neutral city

It is clear to state that the Early **Demand Map València 2030** recently presented is **strongly related** to the objectives pursued by this **Mission València Neutral City**. In this way, and beyond the direct link between the challenges and unmet public needs of the València Sostenible Look (both in terms of climate change and sustainable mobility), it can be concluded that all the Looks that have been reflected on in this Early Demand Map València 2030 present challenges and unmet public needs which, using **Public Procurement of Innovation** as a tool, **could help the city to advance towards its goal of climate neutrality**.

This close linkage, represented in the more than 20 major challenges and the more than 75 unmet public needs that are related to the Mission, lead us to the decision to **use the València Neutral City Mission as a prioritisation element and main guide to transform this Early Demand Map València 2030 in the Preliminary Market Consultation processes that will be opened and, finally, in the PPI tenders that will be articulated**. In this context, and in line with the work already started to define the Mission, the following is a **first preliminary approach on how we can guide the PPI to respond to the challenges of the València Neutral City Mission**.



CONCLUSIONS AND NEXT STEPS



Early Demand Map València 2030

Chapter 6

Chapter 6

Conclusions and next steps

6.1. Global conclusions of the construction process of the València 2030 Early Demand Map

6.2. Next steps

6.1. Global conclusions of the construction process of the València 2030 Early Demand Map

As the last point of this València 2030 Early Demand Map, a series of **global conclusions** are collected below that serve to synthesize the main learnings and outputs obtained throughout the process of construction of the same.



High level of interest

The **reception by the Valencian innovative ecosystem** as a whole, including the different Delegations of the València City Council and the rest of the institutions that make up the Valencian Public Sector, of this collective intelligence exercise to identify the challenges that make up the València 2030 Early Demand Map has been **very positive**. The **participation of agents** in the 7 workshops held has been **remarkable**, both from the prism of the participation itself, with about 150 participants in total, and in relation to the **ideas contributed**, with more than 400 ideas collected in total.



Political commitment

The **participation of different high-level political representatives** in the workshops to identify challenges, including the Mayor himself, Joan Ribó, shows the **existing political commitment to this PPI Promotion Project** in València.



Difficult understanding of the PPI

There is **some difficulty in understanding what can and cannot be considered innovation** and, therefore, articulating PPI needs from here. It is often perceived that innovation necessarily involves the introduction of cutting-edge technology. **Needs capable of being met with ordinary contracting procedures or even internal organizational changes** have also been identified. Along with this, there is **limited general familiarity of the PPI instrument and its potential uses**.



Alignment with the Strategic Framework

In absolute terms, it can be said that the agents participating in this process have shown their **agreement with the process of strategic reflection that has led to the Strategic Framework of València 2030**. In this sense, there is a **generalized alignment with the city model that draws this framework for 2030**.



Involvement of new agents

As a result of the challenge identification workshops, **new actors have joined the PPI Promotion Project in València**, who have made their knowledge and skills available to the project. Among all of them, it is necessary to **highlight Innotransfer**, a multisectoral initiative of open innovation promoted by the Network of Science Parks of the Comunitat Valenciana in which the main business associations, the Public Universities and the Network of Technological Institutes REDIT participate.



Living document

The **Early Demand Map València 2030 is conceived as a living document that must be periodically reviewed and updated**, with the aim of ensuring that the challenges and unmet public needs that make it up never lose their validity.

6.2. Next Steps

As previously collected, this **València 2030 Early Demand Map** only represents the **beginning of a much broader journey** that the València City Council plans to follow in order to implement projects based on the **instrument of Public Procurement of Innovation**. For that reason, from this living document, it is time to **initiate another series of actions and milestones that will guide the municipal progress in PPI in the coming months and years**. Below are the main next steps that will set up this project.



Contrast of this first version of the València 2030 Early Demand Map with all the agents of the Valencian innovation ecosystem, including the rest of the Delegations and Services of the València City Council in order to incorporate their contributions and visions as input for enrichment and improvement of the document.



Once we have this new version, we will proceed to the **prioritization of the challenges incorporated in the Early Demand Map València 2030**, taking into account the priorities of action of the Innovation Missions already defined, with special focus on the **Innovation Mission València Neutral City**. For this process, **Innotransfer capabilities** will be available.



Taking this prioritization of challenges as a reference, the **first PPI bidding processes will be addressed**, for which it will be necessary to launch the first **Preliminary Market Consultation processes**. These consultations will be energized, again, with the **participation of Innotransfer**.



In parallel, work will be done on the **configuration of a regime and administrative, legal and financial instruments that allow these PPI processes to be recurrent over time**, without having to depend on factors such as budgetary availability. Likewise, work will also be done on the **consolidation, at the organizational level, of the PPI team of the València City Council** that will be responsible for promoting PPI procedures and projects at a strategic, administrative and financial level.



Finally, **different revisions of this València 2030 Early Demand Map will be carried out to incorporate the challenges and unmet public needs that appear.**

LIST OF WORKSHOP PARTICIPANTS



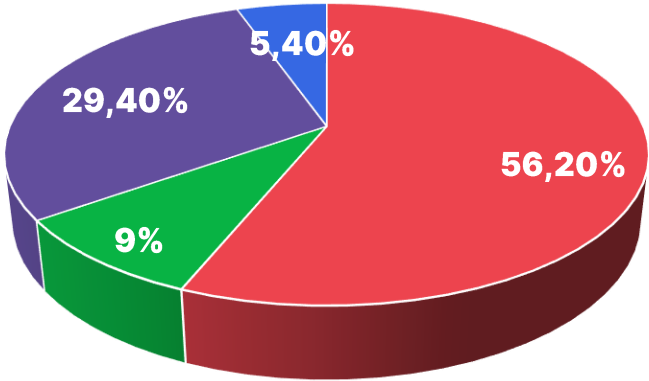
Early Demand Map València 2030

Annex 1



Global vision

146 participants in total



- Public Administration
- Academy and investigation
- Companies
- Citizenship



HEALTHY València – 30/03/2021

Assistants

1. People organising or participating in the event

Elena Rocher Vicedo	Las NAVES technician
Jordi Peris	General Coordinator of Urban Strategies and Sustainable Agenda, València City Council
Fermín Cerezo	Head of Innovation Service of València City Council
Francisca Hipólito	Las NAVES innovation technician
Mercedes Poveda	Las NAVES innovation technician
Ernesto Faubel	ICT Project Manager Analyst at València City Council
David Rosa	Las NAVES Technical Director
Joan Ribo	València's Mayor
Borja Gómez	TECH Friendly
Virginia Cabeza	TECH Friendly
Diego Moñux	SILO
Luis Noguera	SILO

2. People attending the event (Public Administration)

Pilar Botija Yague	Deputy Medical Director
Lluïsa Colomer Tortosa	Head of Section
Carmina Busó Cortés	Head of the Active Ageing Technical Section
Carmen Valcárcel González	Social Worker
Aroa Esteban Jiménez	SAD Coordinator
Aurelio Duque València	Doctor
Carmen Leal Casas	Head of Health Studies and Programmes Section
Rosa González Candelas	Doctor
Jesús Casero Camacho	Head of Health Promotion Section València Healthy City Strategy Coordinator
Fermín Quero de Lera	Head of Animal Health, Consumer Affairs and Welfare Service

3. People attending the event (Academia and Research)

Vicente Traver	Universitat Politècnica de València's Innovation Director
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4. People attending the event (Companies)

Juan Mario Lecumberri Ciáurriz	Iniciativa Social Integral IoT Projects Coordinator
Pilar Sala Soriano	Myspera's Innovation Manager
Gemma Madolell	Self-employed
Elvira del Pozo Aviñó	Health projects technician
María Prada	FISABIO Foundation Innovation Area Manager
Victoria Martínez Góngora	Project Manager of the College of Dietitians

5. People attending the event (Civil Society and Citizenship)

Teresa Faus Boronat	València Saludable Association
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Assistants

1. People organising or participating in the event

Emilio Servera	Las NAVES technician
Jordi Peris	General Coordinator of Urban Strategies and Sustainable Agenda, València City Council
Fermín Cerezo	Head of Innovation Service of València City Council
Francisca Hipólito	Las NAVES innovation technician
Mercedes Poveda	Las NAVES innovation technician
Ernesto Faubel	ICT Project Manager Analyst at València City Council
David Rosa	Las NAVES Technical Director
Sergi Campillo	Vice-Mayor of València and Councillor for Urban Ecology
Borja Gómez	TECH Friendly
Marina Ordorika	TECH Friendly
Luis Noguera	SILO

2. People attending the event (Public Administration)

Carlos Sánchez Cerveró	València Clima i Energía – Director
Andreu Escrivà	València Clima i Energía – Climate Technician
Laura Blasco Martínez	València City Council – Street lighting technician
Vicente Mayans Savall	València City Council – Head of Lighting Section
Xavier Casp Bellver	València City Council – Head of Beaches, Noise and Air Quality Section
José Villalba Ruiz	València City Council – Head of Climate Emergency and Energy Transition Service
Yolanda P Prats	València City Council – Political advisor
Patricia Mateo Hernández	AUMSA – Architect
Jaume Mata	Visit València Foundation – Tourism Sustainability Head

3. People attending the event (Academia and Research)

Adrián Escardino	UPV FCPI – Consultant
Juan Pablo González	Energy Technology Institute – Engineering
Carlos Sánchez Díaz	Universitat Politècnica de València – Teacher

4. People attending the event (Companies)

Juan Luis Pozo	Global Omnium – Corporative Sustainable Area Director
Ibán Molina Saera	Iberdrola – Institutional Delegate Valencian Region
Sandra Ortega	Germania de Instalaciones y Servicios – PMP Renovables
Santi Terol	Xicoteca Energía Coop V – Working Partner

5. People attending the event (Civil Society and Citizenship)

Inma Bordera	AVAESN – Project Manager
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**SUSTAINABLE València - SUSTAINABLE
MOBILITY - 22/04/2021**

Assistants

1. People organising or participating in the event

Jordi Peris	General Coordinator of Urban Strategies and Sustainable Agenda, València City Council
Fermín Cerezo	Head of Innovation Service of València City Council
Francisca Hipólito	Las NAVES innovation technician
Mercedes Poveda	Las NAVES innovation technician
Ernesto Faubel	ICT Project Manager Analyst at València City Council
Borja Gómez	TECH Friendly
Virginia Cebeza	TECH Friendly
Laura Gutierrez	SILO

2. People attending the event (Public Administration)

Jesús Sánchez Company	València City Council – Traffic Regulation
Mariam Coret	València City Council – Head of Section
Ángel Navarro	Las NAVES innovation technician
Julia Deltoro	AUMSA - Architect
Patricia Mateo Hernández	AUMSA - Architect
Jaume Mata	Visit València Foundation – Tourism Sustainability Head
Carolina Navarro	Valènciport Foundation - Director
Josep Chiner Palmí	EMT València – Technical Area Director
Maite Martí	València City Council - Engineering

3. People attending the event (Academia and Research)

Adrián Escardino	UPV FCPI - Consultant
Sergio Güerri Ferraz	Technological Institute of Packaging, Transport and Logistics -ITENE - Head of Transport and Logistics Unit
Carlos Sánchez Díaz	Universitat Politècnica de València – Teacher

4. People attending the event (Companies)

Óscar David Sánchez	Mosaik Urban Systems – Innovation Manager
Asun Pellicer	Automotion Cluster – Operations Director
Vicente Sebastián Alapont	Electronic Trafic SA – Technology and Projects Director
Juan Bueno	Myrengo Mobility - CEO

5. People attending the event (Civil Society and Citizenship)

Bernardo Pérez	ADISLEV – Executive Director
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**SHARED València - SOCIAL COHESION -
27/04/2021**

Assistants	
1. People organising or participating in the event	
Jordi Peris	General Coordinator of Urban Strategies and Sustainable Agenda, València City Council
Mercedes Poveda	Las NAVES innovation technician
David Rosa	Las NAVES Technical Director
Borja Gómez	TECH Friendly
2. People attending the event (Public Administration)	
Manuel Salvador	València City Council – Head of Social and Labour Integration Programmes Section
Carmen Benet	València City Council – Head of Housing Maintenance Section
Adriana Ballestin Camacho	València City Council – Youth Technician
Sara Verdú	València City Council – Las NAVES technician
María Elena Ferrando	Generalitat Valenciana – Regional Secretary for Primary Care and Social Services
3. People attending the event (Companies)	
Jordi Quiñonero Oltra	monoDestudio – Management
Alejandro García Monteagudo	SUEZ – Innovation Technician
Raúl Contreras Comeche	Nittua – Cofounder
Juan Mario Lecumberri Ciáurriz	Iniciativa Social Integrada – IoT/AHA Project Coordinator

*There was also participation from the Health and Welfare Delegations of the València City Council.



**SHARED València – SUSTAINABLE URBANISM –
29/04/2021**

Assistants	
1. People organising or participating in the event	
Jordi Peris	General Coordinator of Urban Strategies and Sustainable Agenda, València City Council
Mercedes Poveda	Las NAVES innovation technician
David Rosa	Las NAVES Technical Director
Fermín Cerezo	Head of Innovation Service of València City Council
Ernesto Faubel	ICT Project Manager Analyst at València City Council
Borja Gómez	TECH Friendly
Marina Ordorika	TECH Friendly
2. People attending the event (Public Administration)	
Fernando Belenguer	València City Council – Head of Planning Service
Encarna March	València City Council – Technician General Administration
Ignacio Lacomba	València City Council – Head of Section
Andrés Vicente García	València City Council – Architect
Miguel A. Martínez Sanchis	València City Council – Head of Landscaping and Urban Parks Projects Section
Santiago Ferrís Gil	València City Council – Head of Technical Section Telecommunications
Ana Tomás Estellés	València City Council – AUMSA
José Vicente Gregori	València City Council – AUMSA
Julia Deltoro	València City Council – AUMSA
Patricia Mateo	València City Council – AUMSA
Maria Jose García Jiménez	València City Council – AUMSA
Vicente Gallart Torán	Plan Cabanyal-Canyamelar SA – Manager
Sara Verdú	València City Council – Las NAVES technician
Jaume Mata	Visit València Foundation – Tourism Sustainability Head
3. People attending the event (Academia and Research)	
Andrés Boix Palop	Universitat de València
Francisco Hidalgo Delgado	Universidad Politécnica de València
Manel Alemany	Universitat de València
Josep Gavalda	Universitat de València



SHARED València – SUSTAINABLE URBANISM –
29/04/2021

Assistants *(cont.)*

4. People attending the event (Companies)

Iñaki Romero	Paisaje Transversal – Partner
Jordi Quiñonero Oltra	monoDestudio – Director
Gemma Jover	monoDestudio
Blanca Pedrola Vidal	Bipolaire – Urban Architect
Francisco Azorín Chico	FENT ESTUDI COOP.V. – Founding Partner
Irene Reig Alberola	CARPE (La Cooperadora Coop. V.) + CivicWise València Association – Founding Partner
Fran Azorín	Fent Estudi
Blanca Pedrola	Architectural Engineer

5. People attending the event (Civil Society and Citizenship)

José Manuel Felisi	MESURA
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Assistants

1. People organising or participating in the event

Jordi Peris	General Coordinator of Urban Strategies and Sustainable Agenda, València City Council
Mercedes Poveda	Las NAVES innovation technician
David Rosa	Las NAVES Technical Director
Fermín Cerezo	Head of Innovation Service of València City Council
Marta Chillarón	Las NAVES Director
Borja Gómez	TECH Friendly
Marina Ordorika	TECH Friendly

2. People attending the event (Public Administration)

Asun Sanchis	Las NAVES – Stakeholder Relations Collaborator
Lidia García García	Las NAVES – Technical Agri-Food
Mauro Xesteira	Las NAVES- Contributor
Amparo Fenoll Ferriols	València City Council – Head of Section
Josep Manuel Pérez	València City Council – Head of Agriculture and Vegetable Garden Section
Sergio Polo Cerdà	València City Council – General Administration Management Technician
Silvia Sancho Pérez	València City Council – Head of the Entrepreneurship and Economic Innovation Service
Susana Giménez Oñate	València City Council – Head of the Entrepreneurship and Economic Innovation Service - Agent for Employment and Local Development
Jesús Aleixandre Tamarit	València City Council – OAM Parks and Gardens - Technical Department Manager
Luz Ureña Gonzalez	València City Council – OAM Parks and Gardens - Head of the Economic and Budgetary Department
Juan Antonio Peña Bellver	València Conference Centre – Director of Operations
María Montero	València Activa - Communication
Pilar Bower	València World Centre for Sustainable Urban Food CEMAS – Communication Technician
Rosa Roig Costa	Mostra de València i Initiatives Audiovisuals - Technical Director
Sylvia Andrés	València Conference Centre – Managing Director
Vicente Haba Tello	Visit València Foundation – Head of Tourism and City Area
Ángeles Hernández Graciá	Mercavalència – Director of Communication and CSR
Noelia Cubells Sanía	Mercavalència – Customer Service Manager
Inma Martí Benlloch	Generalitat Valenciana - Sustainable Economy, productive sectors, trade and labour Conselleria – Technician of the Entrepreneurship Promotion Service



Assistants (cont.)

3. People attending the event (Academia and Research)

Amparo López Vicente	València Biomechanics Institute - Researcher
Carla Montagud Montalvá	University Institute of Energy Engineering (UPV) - Researcher/Director CATENERG

4. People attending the event (Companies)

Begoña Pastor Cerviño	Ángela Impact Economy - Strategic Partnership and alliances manager
David Pecondón Tricas	AVAESSEN - Engineering
Diego Figueroa	Jibu h2o - CEO
Fèlix Segarra Beltran	Cuinatur/Cuinaterra/Mensa Cívica – Administrator/Chairman
Fernando Casado Bonet	NightWay - CEO
Juan José García Henarejos	ESUS MOBILITY SL – Co-founder CFO
Juan José Rico	FEDACOVA – Deputy Director
Larissa de Moura	INMI – CEO and Co-Founder
Manel Alcaide Dias	Visualfy - CEO
María José Sales Montoliu	VEO EL AIRE, COOP.V. - Director
Pablo Negre	Witrac – Revenue Director
Salvador Vera	MYSPPHERA - CEO
Ximo Masip	Urban Impacte - Founder

5. People attending the event (Civil Society and Citizenship)

Marta Ribos	Justicia Alimentaria - Coordinator
Paloma Tarazona Cano	Valencian Federation of Worker Cooperative Enterprises - Management
Pilar De La Fuente	AVAESSEN – Head of Administration



**CHALLENGES FOR THE TRANSFORMATION OF THE VALENCIAN
LOCAL PUBLIC ADMINISTRATION - 13/05/2021**

Assistants	
1. People organising or participating in the event	
Jordi Peris	General Coordinator of Urban Strategies and Sustainable Agenda, València City Council
Mercedes Poveda	Las NAVES innovation technician
Ernesto Faubel	ICT Project Manager Analyst at València City Council
Fermín Cerezo	Head of Innovation Service of València City Council
Francisca Hipólito	Técnica de I+D+I de Las NAVES
Borja Gómez	TECH Friendly
Virginia Cabeza	TECH Friendly
2. People attending the event (Public Administration)	
Adriana Ballestin Camacho	València City Council – Youth Technician
Amparo Fenoll Ferriols	València City Council – Head of Section
Andrés Vicente García	València City Council – Architect
Carmen Benet	València City Council – Head of Section
Fermín Quero de Lera	València City Council – Head of Section
Fernando Gallego García	València City Council – Head of Section
Guillermo Blanco Poquet	València City Council – Police Officer
Jesús Yébenes González	València City Council – Head of Section
Julia Gil Salinas	València City Council – TAG
Lluïsa Colomer Tortosa	València City Council – Head of Section
Maite Minguez Manzano	València City Council – Head of Section
Mariam Coret Gorgonio	València City Council – Head of Section
Pablo Quiñonero Franco	València City Council – Systems Department
Santiago Ferrís Gil	València City Council – Head of Telecommunications Section, Town Planning Licensing Service
Sílvia Sancho	València City Council – Head of the Entrepreneurship and Economic Innovation Service
Vicente Rodrigo Ingesa	València City Council – Head of the Information and Communication Technology Service
Víctor Sancho Fernández	València City Council – VLCi Platform Project Manager
Virginia Martín Gómez	València City Council – Head of Citizen Participation Section
Fernando Gallego García	València City Council – Head of Transparency Service



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LOCAL PUBLIC ADMINISTRATION - 13/05/2021**

Assistants (cont.)	
Javier Moya	València Municipal Sports Foundation Autonomous Organism – Technical Architect Infrastructures
Anna Melchor	NAVES innovation technician
Gema Roig Pallardó	NAVES innovation technician
Carlos Sánchez Cerveró	València Clima i Energía – Director
Joaquín Juste	EMSHI – Manager
Lourdes Molina	EMSHI – Head of Legal and Contracting Area
Rafael Alexandre Micho	València Municipal Sports Foundation Autonomous Organism – Administrative Officer
Ricardo Triviño Vázquez	Metropolitan Water Services Authority – Head of Supply Service
Ricardo Cerezo	Metropolitan Water Services Authority – Head of Technical Area
Sonia Gómez Escobés	València Clima i Energía – Administration/Contracting
Josep Chiner	EMT València – Director of Mobility
3. People attending the event (Academia and Research)	
Eloína Coll Aliaga	UPV – Director of the Chair in Governance of the City of València
Montoro Pons	Universitat de València –Teacher
4. People attending the event (Companies)	
Fernando Marco	ALFATEC – Director
Carlos Llorca Quevedo	Sopra Steria – Manager
David Hervas	Telefónica – Project Manager
Mariano Martínez	Alfatec Sistemas – Management
Vicente Sebastián	Electronic Trafic, S.A. – Technology and Project Management
Victoria Majadas Morales	Smart to People – Founding partner
5. People attending the event (Civil Society and Citizenship)	
Antonio García	COIICV - Official College of Computer Engineers of the Valencian Region - Secretary