

STRATEGIC PLAN SEVILLA 2010

Mobilization of a Local Community



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International Projects – SEVILLA GLOBAL

Strategic Plan Seville 2010

☑ Type of strategic plan:

Metropolitan focus

Simultaneous in time with a new urban planning process

Wide citizen participation



Stages of the process:

**The city
we have**

**The city
we want**

**The city
we are building**

Diagnosis



Main objective



**Strategic lines &
Projects identification**



**Projects development
and follow-up**

- **Stages and dimensions of the planning process**

1. PRE-DIAGNOSIS	2. DIAGNOSIS	3. FUTURE VISION & STRATEGIC LINES	4. OBJECTIVES DEFINITION & PROPOSED ACTIONS
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Formalise and guarantee the involvement of the city's key stakeholders in the process. Building consensus and strong commitment

- **Identify key stakeholders: incorporate their points of view into the definition of the key issues**
- **Identify the views of the key stakeholders**
- **Reach consensus on strategic analysis**
- **Establish a debate on alternatives for the future**
- **Reach consensus on Plan's central objective (desirable and possible model) and strategic lines**
- **Build consensus in setting objectives**
- **Secure commitment to implement the Plan**
- **Agree on the process for moving forward and following up**

Citizen Participation

Process:

ORGANISATION

EXECUTIVE COMMITTEE, 12 key entities

GENERAL COUNCIL, more than 150 entities

The Strategic Plan OFFICE

Citizen Participation Process : PRE-DIAGNOSIS

STRATEGIC CONFERENCE

‡ 500 citizens - 2001

Urban space & Environment

Economy

Society

Citizenship



Citizen Participation Process: DIAGNOSIS



- 👤 Citizen perception survey
- 👤 Survey of General Council members
- 👤 Sectoral surveys

Citizen Participation Process: DIAGNOSIS



- 👤 Sectoral conferences
- 👤 Web site throughout the whole process
- 👤 Bringing together different city groups
- 👤 Meetings / forums

Citizen Participation Process: **WORKING GROUPS**



1. The urban space
2. The learning city
3. The sustainable city
4. The informational city

Citizen Participation Process: WORKING GROUPS



5. The shared city

6. The solidarity city

7. The innovative city

8. The entrepreneurial city

9. The cultural city

Citizen Participation Process: WORKING GROUPS



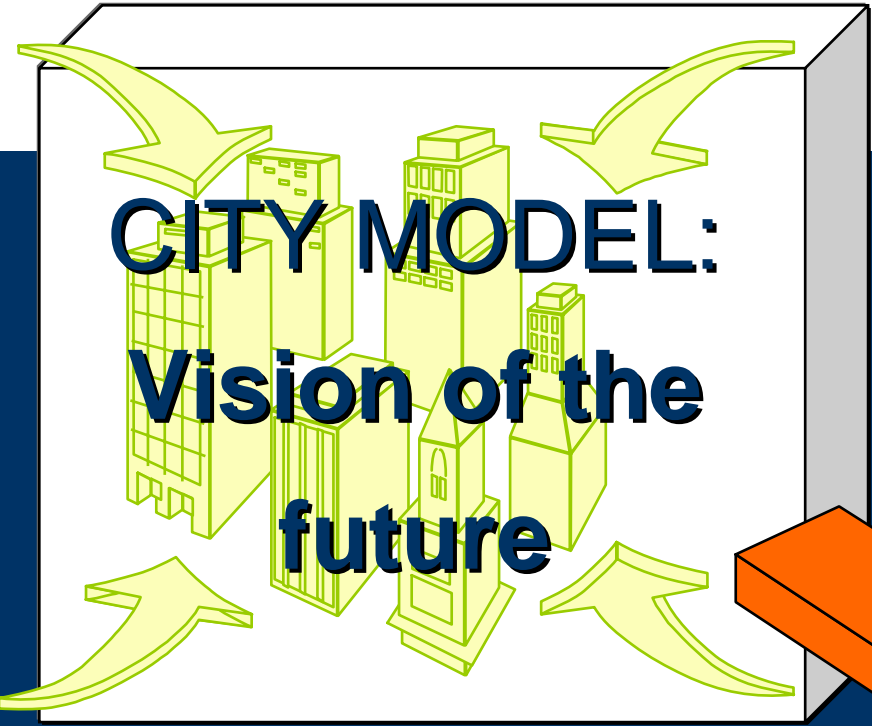
10. The City to visit and live in
11. The governable city
12. The global city

Selected projects from the
working groups

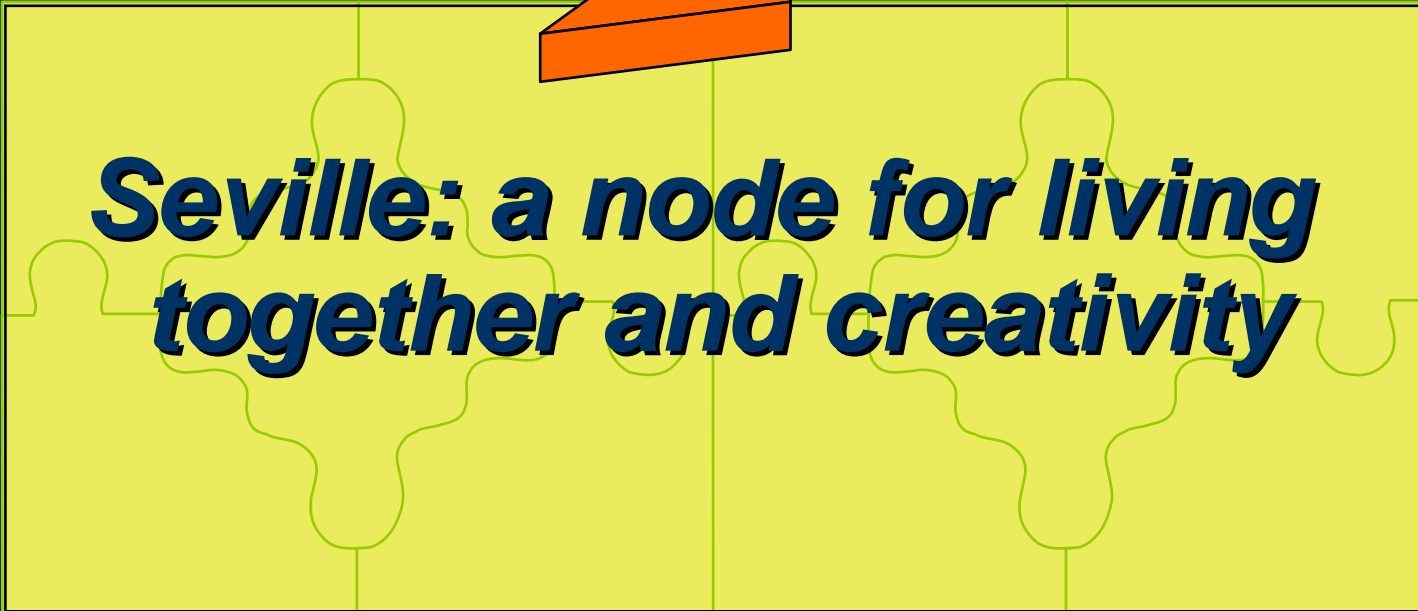
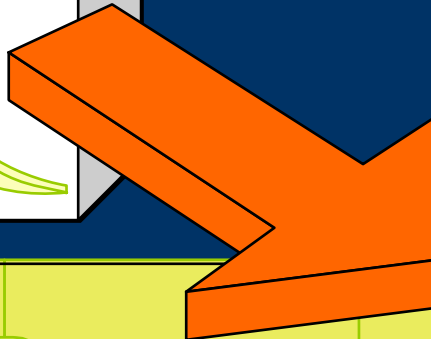
The position of the city:

City, region ... Global scale
Economic development
Social development
Sustainability
Urban trends

Building
future
scenarios



**CITY MODEL:
Vision of the
future**



***Seville: a node for living
together and creativity***

General Council, July 3th 2002



Vision for the future presentation by
the Executive Committee

Project prioritisation:



Working commissions



Plenary session



STRATEGIC LINE 1: Seville - a node to promote human progress

- 1.1. Seville - node between East and West
- 1.3. Seville - cultural factory
- 1.5. Increase internal mobility: the role of public transport
 - 1.5.4 Moving ahead the subway construction
- 1.6. Making the metropolitan area
 - 1.6.1 Create the metropolitan forum for consensus on policies and relevant projects.

STRATEGIC LINE 2: productive base & employment reinforcement

2.1. Seville as a knowledge economy-based city

2.1.1 Revitalise and create new business parks

2.1.3 Making an “@ district” in downtown Seville

2.1.4 Promoting new business and University-linked spaces

2.1.6 Developing innovation & knowledge networks within the city

STRATEGIC LINE 2: productive base & employment reinforcement

2.2. Extend both the industrial and financial local base

2.2.1 Establish a metropolitan industrial agreement

2.3. Seville - Aeronautical City of Southern Europe

2.3.2 Cluster development in aerospace

STRATEGIC LINE 2: productive base & employment reinforcement

2.4. Seville - Logistics Centre for the Atlantic and Mediterranean Airport enlargement

Development of Port Logistics

Establishment of a Regional Road Freight Terminal in the North

Promotion of the " Seville Logistics " trademark

2.5 Seville - Capital of European Urban Tourism

2.5.5 Integrated tourism management: Seville - city of trade fairs, conferences and cultural events

STRATEGIC LINE 3: City for a balance social development

- 3.1. Seville - a public space for coming together and living together
 - 3.1.3 Eliminate architectural barriers and make the city accessible to all citizens

- 3.2 Develop housing as a social right
 - 3.2.2 Adopting a major comprehensive approach to face poor neighbourhoods [Polígono Sur]

STRATEGIC LINE 3: City for a balance social development

3.3. Strengthen the values of Democracy, Respect and Solidarity

3.3.3 Promote the city as a space for education-coeducation

3.6. Reinforce citizens' commitment to solidarity

3.6.4 Establish a general project for a socially inclusive city

3.6.6 Approve the Local Cross-Cutting Plan for Disabled People

3.7. Strengthen local government

3.7.1 Increase citizen participation

STRATEGIC LINE 4: Sustainable city of high environmental quality

- 4.1. Approach water cycle in an integrated manner
 - 4.1.3 Promote water management and saving measures

- 4.3. Efficient energy use and management
 - 4.3.1 Promote use of photovoltaic solar energy
 - 4.3.4 Increase efficiency and reduce costs of street-lighting
 - 4.5.3 Promote sustainable architecture

STRATEGIC LINE 4: Sustainable city of high environmental quality

- 4.4. **Conceive the city as a public space**
 - 4.4.1 Plan for public areas
- 4.5. **Educate citizens about environmental sustainability on an ongoing basis**
 - 4.5.3 Use of public transport, bicycles and walking
- 4.6. **Reduce air pollution**
 - 4.6.4 Draft municipal bylaws on noise and urban activities

STRATEGIC LINE 5: Polycentric metropolitan city finding expression in its neighbourhoods

5.3. Neighbourhoods improvement programmes

5.3.4 Local government decentralization at neighbourhood level

Current
status of the
process



- Pre-diagnosis / Diagnosis
- Building the City Model
- Strategic Lines and Projects



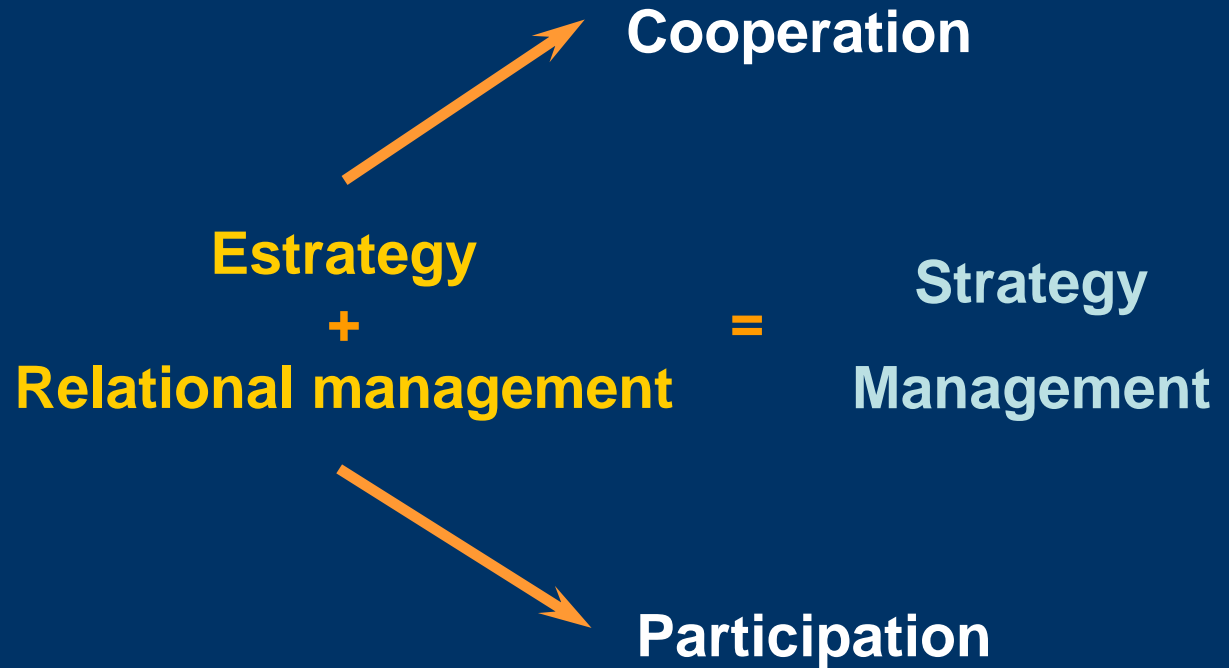
STRATEGIC PLAN

Sevilla 2010

- Promotion & Follow-Up
- Evaluation?

City Strategy management

From strategic
planning to
strategic
management



We build the basis of a way of understanding and outstanding the local government