

## Vitoria-Gasteiz SUMP within the Climate Change Policy

### Institutional cooperation

### Spain – Vitoria Gasteiz

#### → Context, objectives and target group

In 2009, Vitoria-Gasteiz was one of the first EU municipalities that signed up to the Covenant of Mayors, voluntarily committing to increase energy efficiency and use renewable energy sources to meet and exceed the European Union 20% CO<sub>2</sub> reduction objective by 2020. The city's long-term aim is to become a carbon-neutral zone, with an interim goal of cutting emissions in half by 2050, through wide-ranging actions in different sectors and public education. In 2010, the city approved a plan to address climate change. This measure worked in accordance with the city's SUMP target to reduce the environmental impact of mobility.

#### → Description of the activities

The implementation of the Plan Against Climate Change 2010–2020 will achieve a 26% reduction in greenhouse gas emissions over the base scenario through 79 energy reduction actions. These include such measures as renovating windows in homes, transforming the previous transport modal split thanks to the Sustainable Mobility and Urban Space Plan, reducing the city water demand from 280 to 200 liters/person/day (222 in 2012), and increasing recycling and the collection of organic waste. Meanwhile, 21 actions for energy production are being taken in photovoltaic, micro wind, geothermal, biomass and biogas. Of the goals set at the beginning, Vitoria-Gasteiz reversed the trend in the modal split, reducing the use of private car and increasing the number of trips by public transport, by bicycle and walking. The city created functional networks for pedestrians and cyclists, and increased the emphasis on public space as a social gathering place for citizens to meet and build a sense of community. Also noteworthy, is the progress reached in the public transport system, primarily in reducing pollution emissions and in saving travel time for passengers. All these achievements have contributed to building Vitoria-Gasteiz as a greener city.



#### → Communication

A communication and behavioural change marketing campaign for the Sustainable Mobility and Public Space Plan was designed and launched to create a favorable perception among citizens towards a new culture of sustainable mobility. Under the claim “I join. It's worth it!”, the campaign was played by five citizens of Vitoria-Gasteiz, of different ages and neighborhoods, inviting the whole town to join the Plan. This way, five messages were designed, focused on public transport, urban pedestrian paths and the use of private vehicles and bicycles, in order to achieve a positive culture for sustainable mobility. The campaign included advertising in newspapers (five full-page ads), bus shelters, outdoor advertising (540 bus shelters, street modules and street-lamp banners), radio (234 20-second-spots) and Internet (340,000 banner ads). An “ambassador group” was formed, consisting of representatives from the Municipal Bus Company, Vitoria-Gasteiz City Council and the Environmental Studies Centre. A series of meetings with neighborhood groups in the city were held in order to give the chance to develop new proposals and suggestions regarding the application of the Sustainable Mobility and Urban Space Plan.

## → Costs and who paid them

The City Council spent €26 million between 2008 and 2011 (1<sup>st</sup> phase of the Plan) from the Spanish and Basque Governments and from the CIVITAS MODERN project.

## → Project objectives, indicators, data and impact/results

OBJECTIVE	INDICATOR	DATA USED	IMPACT/RESULTS
To reduce CO <sub>2</sub> emissions in the mobility sector between 2006 and 2020, So that in the year 2020, CO <sub>2</sub> emissions in mobility should be 34 % lower than in 2006.	CO <sub>2</sub> emissions in the mobility sector	Mobility survey and modal split	Reduction in CO <sub>2</sub> emissions in the mobility sector between 2006 and 2013  9.7 %

Consensus between all political groups, obtaining unanimous approval of a Plan that, besides the political consensus, required the coordination of technical areas that usually operate independently.

### → Barriers

Aside from the change in scale of the city due to its recent urban growth, a very challenging obstacle is the continued participation of all stakeholders in an ongoing process that has lasted more than seven years. The second barrier was to obtain the support of the government teams even after three political changes occurred in the city after the elections in May 2009, 2011 and 2015.

### → Drivers

The commitment of the city of Vitoria-Gasteiz to sustainable mobility is the result of a joint effort between all the participating stakeholders: citizens, technicians of different municipal departments and policy makers. The role of the citizens is clearly reflected in the participation process that has accompanied the development of the Sustainable Mobility and Urban Space Plan from its beginnings through the Citizens Forum for Sustainable Mobility. The high level of public participation, leading to the Citizens Covenant for Sustainable Mobility, has served to strengthen the collective sense of citizenship and enabled a common vision to be drawn up, overcoming the conflicts of interest and adjusting the Plan to the requirements of citizens.

## → Contact information

Juan Carlos Escudero  
Vitoria-Gasteiz  
Jcescudero@vitoria-gasteiz.org

## → Details

<http://www.vitoria-gasteiz.org/we001/was/we001Action.do?accionWe001=ficha&accion=home>



Co-funded by the Intelligent Energy Europe Programme of the European Union

[www.epomm.eu/endurance](http://www.epomm.eu/endurance)