

2nd CONFERENCE OF THE INTERNATIONAL NETWORK OF MICHELIN CITIES

Building the Cities of the Future:
towards sustainable urban development

27-28-29 March 2019
Vitoria-Gasteiz (Spain)
Europa Congress Palace



**VITORIA
GASTEIZ**
green capital





We live in an era in which cities are gaining greater significance as spaces of the first magnitude at the international level. In fields relating to the new economies, in mobility solutions, the knowledge revolution or the participation of people in public matters, cities are leading the global agenda. Cities that establish partnerships and synergies, cities that generate networks that can be decisive for the future of the planet.

Leading social scientists have defined this new scenario and precisely their greatest exponent, the sociologist Saskia Sassen, will be coming to Vitoria-Gasteiz during the 2nd International Network of Michelin Cities Congress to talk about the opportunities and challenges that this new vision of the city may hold in the future. Ms Sassen will be accompanied, for example, by Mr Gil Peñalosa, Chair of the "8 80 Cities" organisation and ambassador of World Urban Parks. Two first-rate speakers for an event of the highest level. It is an honour for Vitoria-Gasteiz to host an event that will bring together the best experts who seek such an important goal as making cities an environment dedicated to people that is equally friendly, pleasant and sustainable. Based on our experience as a European Green Capital, together with other cities that have merited this distinction, and the municipalities that belong to the International Network of Michelin Cities, we would like to share those experiences that make us leaders and learn from those who have a lot to teach in the field of sustainable cities.

We would like to extend our warmest welcome to this event dedicated to exchanging knowledge. One of the best ways to build the city of the future together.

Gorka Urtaran
Mayor of Vitoria-Gasteiz



At a time when environmental, social, digital and cultural challenges are emerging around the globe, we must promote the exchange of good practices among the cities of the world.

Regardless of size, a city or metropolitan area must be flexible, bold and resourceful to accommodate its population in the best possible manner and support its development. However, this requires the support and participation of the stakeholders present in each territory and, therefore, the actors in the territory; for this reason, the International Network of Michelin Cities that we have created brings together public authorities and the vital forces within the cities.

After Clermont-Ferrand in 2017, I am delighted that the members of the network have chosen Vitoria-Gasteiz to host the second network congress on the topic of sustainable urban development. Three days of exchanges, discussions, workshops and visits that will enable us to imagine together the sustainable city of the future and open the way to extensive multilateral cooperation.

I would like to congratulate the mayor of Vitoria-Gasteiz and his team for the quality of their welcome, their enthusiasm and commitment in preparing and organising this event that will, without a doubt, be an important stage in the life of the network.

I wish you good and fruitful meetings conducive to the development of our territories.

Olivier Bianchi
Mayor of Clermont-Ferrand
President of Clermont Auvergne Métropole

09:00
09:45

WELCOME AND REGISTRATION

10:00
10:30

INSTITUTIONAL PRESENTATIONS

Iñigo Urkullu, President of the Basque Country

Ramiro González, General Deputy of Álava

Gorka Urtaran, Mayor of Vitoria-Gasteiz

Olivier Bianchi, Mayor of Clermont-Ferrand

María de Maeztu Auditorium

10:30
13:00

OPENING KEYNOTE ADDRESS

Saskia Sassen ¹

Guillermo Peñalosa ¹

María de Maeztu Auditorium

13:00
14:30

LUNCH

Estíbaliz Room

14:30
15:30

FOCUS 1 POLICY PRESENTATION: *Environmental sustainability*

Cities are key to solving the serious problem of climate change suffered by the planet. Achieving the objectives of the 2030 Agenda led by the United Nations involves transforming our municipalities into more sustainable and healthy ecosystems that improve the quality of life of citizens. The focus will be on ascertaining new tendencies to make our cities more sustainable with real examples being delivered by one of the members of the International Network of Michelin Cities.

Moderator: Sandra Pina ¹

Francisco de Vitoria Auditorium

15:30
16:30

FOCUS 2 POLICY PRESENTATION: *Social sustainability / quality of life*

Cohesion and social progress are fundamental to building fairer and more cohesive cities. The current global change cannot be faced without taking into account the needs of all people. In this aspect, good governance of the institutions that run the cities plays a very important role. How are cities facing social challenges? A question our speaker will answer, in addition to revealing the good practices conducted by cities in the network.

Moderator: Fernando López de Rego ¹

Francisco de Vitoria Auditorium

16:30
17:30

FOCUS 3 POLICY PRESENTATION: *Economic sustainability*

How can economic progress be made compatible with social and environmental progress? The big question that cities try to answer on a daily basis, as do countries and companies. There is a new green economy and new concepts such as a circular economy that pose a new way of growing respect for the environment. Keys will be revealed as regards promoting a more sustainable economy in cities and examples of municipalities that have already achieved it.

Moderator: Víctor Viñuales ¹

Francisco de Vitoria Auditorium

18:00
19:15

SOCIAL PROGRAM ² (Optional visits, according to your choice)

Electric bike Tour, Medieval Historic Centre or Romantic Tour

19:15
20:30


FREE TIME

20:30

WELCOME COCKTAIL

Villasuso Palace

^{1,2} More information at the end of the program

 Simultaneous translation into spanish, english, french, german and chinese

09:00
10:30

EUROPEAN GREEN CAPITAL CITIES

Lessons from the European Green Capitals: Vitoria-Gasteiz, Lisbon, Oslo and Nijmegen

Four different cities but with a common goal: becoming more sustainable every day. The 4 European Green Capitals tell us how they managed to be the most sustainable on the continent and what new measures they are implementing to stay green.

Francisco de Vitoria Auditorium

10:30
11:00

COFFEE-BREAK

Hall

11:00
13:00

THEMED VISITS (According to your choice) ³

Álava Technological Park and BIC Araba, Green Belt, Sustainable mobility, Network of Civic Centres, Sustainable building and refurbishing

13:00
14:30

LUNCH

Estíbaliz Room

14:30
16:30

LABS (working groups) LED BY THE CITIES

La Hechicera, Sorginetxe, Florida and Prado Rooms according to your choice

● LAB 1: Sustainable Mobility Florida Room

This lab will delve into the complexities and courses of action for sustainable mobility: solutions to control and improve the air quality, strategies to implement sustainable urban mobility plans, good practices in the operation of electric bus lines and e-mobility clusters, and the environmental challenges for urban goods transportation.

● LAB 2: City Planning and Urbanism La Hechicera Room I

This lab will introduce innovative and successful projects such as the creation of an ecological neighbourhood featuring environmental requirements for the future in Bad-Kreuznach (De), an industrial-zone with space-saving, innovative and resource-optimised management processes in Karlsruhe (De), as well as a sustainable university in Querétaro (Mx) that has implemented water conservation, carbon capture and electricity generation measures through alternative sources.

● LAB 3: Universities La Hechicera Room II

The aim of this lab is to create a working group of higher education institutions based in network cities to establish cooperation mechanisms in order to facilitate student and faculty exchanges, dual degrees, internship opportunities, research partnerships as well as online collaboration among universities. This group will strengthen cooperation across the network and will enable cities and universities to further infuse international and comparative perspectives to their existing missions.

● LAB 4: Technology Park, incubation & innovation Prado Room

Technological parks are an important part of the habitat of cities; they welcome the business activities of new and consolidated companies and help generate wealth, not only economic but also of knowledge and experience. During this lab, participants will also have the opportunity to learn about a successful business incubator that encourages and enables entrepreneurs to create new business ventures within the region. In addition, experiences and good practices will be shared to help position and improve this sector.

● LAB 5: Circular economy Sorginetxe Room I

Cities have a very important role in driving the circular economy as they can be the driving force for change by directly influencing citizenship regarding awareness and habit changes. Resources are limited and we need to be aware of this, promoting alternatives and encouraging good practices. This working group will serve to pool the various actions and to look for new ideas and proposals that will help to achieve actual improvement.

● LAB 6: Citizen participation Sorginetxe Room II

Thinking of cities directly leads us to think of the people who inhabit them, a city without people would not be a city; therefore, so we think it is really important to give people a real chance to participate. They know the real and everyday needs of each sector of the population. Citizen participation policies

can help turn cities into spaces of respect and shared construction. This working group will work on the different forms of participation and how to bring about such participation.

16:30
18:30

MAYORS' MEETING

Salburua Room

A meeting between the mayors of the participant cities to think about the International Network of Michelin cities.

16:30
18:30

PITCH & NETWORKING (cities, companies, start-ups)

Mirador

Quick presentations to discover the projects of the cities, companies and start-ups, favouring the networking.

18:30
20:30

FREE TIME

20:30

GALA DINNER

ARTIUM: Basque Museum of Contemporary Art

Friday, March 29

10:00
12:00

VISIT OF MICHELIN FACTORY

Vitoria-Gasteiz (for Mayors & Heads of Delegation)

10:00
12:00

PITCH & NETWORKING (cities, companies, start-ups)

Mirador

12:30
14:00

CONCLUSIONS AND CLOSING PLENARY SESSION

Guided by **Sara Acosta**¹

Francisco de Vitoria Auditorium

14:00
15:00

FAREWELL COCKTAIL


Mirador

rest of
the day

FREE TIME. SOCIAL PROGRAM ² (Optional visits, according to your choice)

Medieval Historic Centre, Cathedral of Santa María or Romantic Tour

^{1,2,3} More information at the end of the program

 Simultaneous translation in spanish, english, french, german and chinese

SPEAKERS



Saskia Sassen

Professor of Sociology at Columbia University in New York City, this Dutch author and sociologist is a well-known and respected figure worldwide in the study of what she calls global cities. A specialist in urban planning, she is also a professor of Sociology at the University of Chicago and a visiting professor at the London School of Economics and Political Science. Known internationally as a result of the publication of her book "The Global City", she won the Prince of Asturias Award in Science in 2013, for her contribution to urban sociology and the phenomenon of globalization.

She is an expert lecturer who speaks 5 languages, and has been invited to participate as a guest at most international summits on urban sustainability (including Rio+20 Summit).



Guillermo Peñalosa

Guillermo Peñalosa is passionate about cities for all their inhabitants. Guillermo advises leaders and citizen groups on how to create successful cities and healthy communities for all, regardless of age or socio-economic status.

Guillermo is the Founder and now President of the successful Canadian non-profit organization Cities 8 80. Its advisory services have been requested by more than 350 different cities on all continents. Before immigrating to Canada, Guillermo was in charge of Parks, Recreation and Sports in Bogotá. Guillermo holds a Master's Degree in Management from the University of California in Los Angeles, where he was recently recognized as one of the "100 Most Inspiring Alumni" in the history of the School of Management. In 2014 Guillermo received an Honary Doctorate from the Faculty of Landscape Architecture and Urban Planning of the prestigious Swedish University, SLU. This year he was selected by Planetizen as one of the 100 most influential urbanist, and was recently awarded the Distinguished Individual of the Year Award by the World Association of Urban Parks.



Sandra Pina

Sandra Pina is the Director of Sustainable Brands Madrid. She is also a Managing Partner at Innovación of Quiero.

Sandra Pina is probably one of the leaders in sustainable communication in Spain. She is an expert in Corporate Social Responsibility and sustainable innovation. An Associate Lecturer at the Instituto de Empresa, she heads the largest sustainable brands event in Southern Europe, Sustainable Brands, <http://sustainablebrandsmadrid.com/>, a benchmark meeting point for managing company sustainability and environmentally friendly brand building. With extensive international experience in the press offices of several European brands, she is currently a partner at Quiero, one of the most renowned branding agencies. She has participated as a presenter and facilitator in several international events. She also holds an MBA from ESADE and has been a speaker at multiple events related to environmental sustainability.



Fernando López de Rego

With an extensive professional career, dedicated largely to the world of Law, Fernando López de Rego was a Diplomat at the European Union until he settled in Alicante after being appointed as the first Head of the Legal and Litigation Service of the EUIPO (Intellectual Property Office of the European Union).

His profound belief in mediation, tolerance and, above all, respect for his peers, has helped him to achieve important consensuses and diplomatic agreements in Morocco and sub-Saharan Africa; always knowing how to listen and balancing all proposals, while levelling human terrains and physical borders. Expert in International Cooperation and Politics, Law, Sociology, Spirituality... Fernando López de Rego has been, and is a speaker at multiple universities on five continents.



Víctor Viñuales

Sociologist, co-founder and Director of ECODES. Associate Lecturer on the Corporate Responsibility Management Advanced Program at the IE Business School since 2007. Member of the Advisory Board of the Biodiversity Foundation. Member of the Advisory Board of Triodos Bank, of the Advisory Council of CREAS Social Fund, Vice President of the Spanish Global Compact Network, member of the Social Council of INDITEX and the Panel of Experts on Sustainability at Sol Meliá. He is also a member of the Advisory Council of the Cooperation Fund for Water and Sanitation of the Government of Spain and a member of the Greenpeace Council.

A former member of the Forum of Experts on Social Responsibility of the Ministry of Employment and Social Affairs, evaluator of Development Cooperation projects for the Ministry of Foreign Affairs, expert at the Spanish Agency for International Cooperation (Nicaragua) from 1992 to 1995, head of the Youth Service of the City Council of Zaragoza (1987-1992), co-founder of the Collective for Peace and Disarmament, co-founder of the magazine En Pie de Paz.



Sara Acosta

Sara is a translator and journalist specializing in the environment and works for Eldiario.es. She also contributed to creating and publishing the prestigious magazine Ballena Blanca (White Whale), one of the more innovative publications dealing with environmental issues in Spain. She has been a co-correspondent in Paris and Brussels for various media outlets. Ms Acosta founded and coordinated the environmental supplement of Cinco Días while also collaborating with other domestic media, such as El País, and specialized publications, such as Energías Renovables.



Vanesa Sánchez

Vanesa Sánchez is a journalist and has worked as a presenter for ETB television from more than a decade. Throughout this period, she has spent time in Asia and also in Paris as a correspondent for the Basque Public Television Service in addition to hosting a number of programmes, including a morning talk show. Ms Sánchez regularly presents events, such as the main Vitoria-Gasteiz European Green Capital 2012 ceremony, in which Copenhagen was announced as the green capital for 2014. She has also hosted international events in Brussels, such as the launch of the new Basque Country tourism image in the Committee of the Regions.

2 THEMED VISITS

● **ÁLAVA TECHNOLOGICAL PARK AND BIC ARABA**

Álava Technological Park, established in 1992, is a commitment by the Basque Public Administrations (Basque Government, Provincial Council of Álava and Vitoria-Gasteiz City Council) to diversify the Basque business fabric towards tomorrow's business environment and with the mission of being a catalysing agent of innovation and technological development in Euskadi, favouring the exchange of knowledge and the transfer of technology between companies, technology agents and universities, promoting the creation and growth of innovative companies and offering quality spaces and facilities and added value services, in a sustainable way.

The aim of the visit is to publicize the activity conducted in the Álava Technology Park through a presentation by those responsible. Other centres such as the BIC Araba, Technology and Research Centres and/or companies from various sectors like Biotechnology, Aeronautics or Engineering will also take part in the visit.

BIC Araba is the Business and Innovation Centre of Álava that offers support services to entrepreneurs and companies with the aim of promoting innovative business and / or technology-based initiatives and promoting their development.

● **GREEN BELT**

The visit aims to show the approaches, characteristics and results of the trajectory followed by Vitoria-Gasteiz in relation to the planning and management of its natural peri-urban environment and its integration into the different environmental policies that have led to the Basque capital becoming an international benchmark, worthy of recognition as the European Green Capital 2012.

● **SUSTAINABLE MOBILITY**

The visit aims to show the basic principles of the strategy of public space and sustainable mobility that Vitoria-Gasteiz has been applying over the last decade. Heir to careful planning on a human scale, the Basque capital has been able to respond in an integral way to the challenges that the transformation of the city posed in terms of its mobility, in its determination to address eminently active mobility and the modernization of its offer of public transport.

● **NETWORK OF CIVIC CENTRES**

Visit to three civic centres: Ibaiondo and Zabalgana.

Find out about the operating model in place for the Vitoria-Gasteiz civic centres network: unique public facilities on hand, where sports, cultural and social facilities are jointly integrated to promote the development of cultural and sporting habits, as well as coexistence and citizen participation.

● **SUSTAINABLE BUILDING AND REFURBISHING**

Visit to municipal buildings, refurbished using sustainability criteria: Europa Palace, Zaramaga neighbourhood housing and the historic district housing.

3 FREE TIME. SOCIAL PROGRAM

● ELECTRIC BIKE TOUR *

Duration: 1 hour

Starting place: Europa Congress Palace at 6 pm

Route: A coach will take us from the Europa Congress Palace to Salburua, one of the peri-urban parks that make up the city's Green Belt and contains wetlands of international importance registered under the Ramsar Convention just 3 kilometres from the city centre. This natural ecosystem is home to numerous species of birds and endangered animals, such as the European mink. Ataria, a nature interpretation centre, can also be found in this area. We shall ride electric bicycles along the various routes around and between the main lagoons. After the tour, the bus will pick us up and take us back to the hotel.

● MEDIEVAL HISTORICAL VITORIA-GASTEIZ VISIT *

Duration: 1 hour

Starting place: Virgen Blanca (Vitoria-Gasteiz green sculpture) at 6 pm

Route: Guided visit of the Medieval Area of Vitoria-Gasteiz, declared a Monumental Complex in 1997. Guided walk around the most emblematic points of the Medieval Area and the wall. Plaza de España, Arquillos, Casa del Cordón, Old Cathedral Facade, Walls of Carnicerías, Escoriaza-Esquivel, Montehermoso, Plaza del Machete, Villa Suso, Church of San Miguel and the Plaza de la Virgen Blanca.

● SANTA MARÍA CATHEDRAL VISIT *

Duration: 1.15h.

Start: The Visitor's Centre of the Cathedral, at 6 pm

Route: In addition to the tour, included in the visit to the cathedral, the tower and the watchtower of the city will be visited. Walking along the walkway and panoramic stairs located in the restored room in the portico and climbing in a modern glass elevator that guarantees accessibility, you will reach the bell-frame to enjoy a unique panoramic view of the Alavesa plains.

● ROMANTIC TOUR *

Time: 1 hr.

Place of departure: Virgen Blanca (Vitoria-Gasteiz green sculpture) at 19:00.

Route: We shall cross Virgen Blanca Square with its monument to the Battle of Vitoria against Napoleon's troops, where the popular figure of Celedón, the symbol of the local festivities, arrives from the skies. We shall also visit other charming landmarks, such as the 19th-century Romantic "Ensanche" and contemplate the New Cathedral. Our walk will take us to a number of key locations, such as the beautiful Florida Park.

We shall find hundred-year-old trees along Paseo de la Senda on our way to Zulueta Palace, the Green Capital headquarters of Vitoria, and we shall end our route opposite the Museum of Fine Arts and the symbolic facade of the residence of the Lehendakari (Basque Country First Minister), Ajuria Enea.

* Minimum group size: 20 people

ENCOUNTER WITH CITIZENS

27
March

UNIVERSITY PROJECT EXPOSITION.

Vitoria-Gasteiz, a territory between myths and realities

Europa Congress Palace. Green Capital Room

EXHIBITION OF POSTERS OF CLERMONT-FERRAND SHORT FILMS

Europa Congress Palace. Green Capital Room

10:00
13:00

MASTER OPENING LECTURE BY GUILLERMO PEÑALOSA AND SASKIA SASSEN

Europa Congress Palace. Maria de Maeztu Auditorium

19:00
20:00

MICHELIN CITIES CONGRESS ENCOUNTERS WITH CITIZENS

"The role of citizens in the construction of sustainable cities"

Speakers: Sandra Pina, Víctor Viñuales and Fernando López de Rego

Europa Congress Palace. Green Capital Room

Civic Centres:

YANN ARTHUS-BERTRAND FILM CYCLE

- Planète Océan

CC ALDABE. 18:30

A documentary that includes unusual images of our oceans, the source of life on our planet.

- Terra

CC IPARRALDE. 18:30

A documentary designed to raise our awareness by means of a declaration of love to our planet.

28
March

- Home

CC EL PILAR. 18:30h

UPV-EHU. Faculty of Arts. Graduation Hall. 13:00-15:00

A photographic documentary with images from more than 60 countries that tries to raise awareness on the precarious situation of natural resources.

29
March

- Méditerranée notre mer à tous

CC SALBURUA. 18:30

UPV-EHU. Faculty of Arts. Graduation Hall. 11:00-13:00

A documentary that attempts to review the present and future of this ocean that harbours 3 continents.

- Planète Océan

CC ZABALGANA. 18:30

UPV-EHU. Faculty of Arts. Graduation Hall 19:00-20:30

A

B





C















D

E

Hotels

- 1 H Gran Hotel Lakua *****. Tarragona, 8. Tel. 945.181.000 A1
- 2 HR Ciudad de Vitoria ****. Portal de Castilla, 8. Tel. 945.141.100 C 4
- 3 H AC General Álava ***. Avenida de Gasteiz, 79. Tel. 945.215.000 C 3

-  Europa Congress Palace
-  Basque Museum-Center of Contemporary Art
-  Green sculpture
-  Villa Suso Palace

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-  Taxi stop
-  Tram stop
-  Streetcar lines
-  Bike hire
-  Bike lane
-  Airport
-  RENFE train station
-  Rail line
-  Shopping centre



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A large rectangular area consisting of numerous horizontal lines, intended for writing or notes.



Errenka Garbia is a certificate granted by the Public Environmental Management Agency, IHOBE, that acknowledges events that include environmental measures in their design and organisation to minimise any potential negative impact on the environment.

Therefore, several sustainability measures have been implemented regarding the hiring services and infrastructure, power and water consumption, waste generation and the mobility of attendees and participants.

Lined writing area for notes.



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Lined writing area with horizontal lines.





Ayuntamiento
de Vitoria-Gasteiz
Vitoria-Gasteizko
Udala



Information and program:



Technical Secretariat phone: +34 650 368 720