



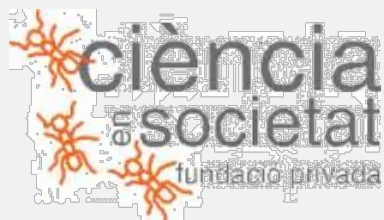
Is this a successful project?



3rd Pan-European Days
of Environmental Education
toward Sustainability



Barcelona, Catalonia, 1-2 October 2015



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Mission

Promoting **culture of sustainability** in Barcelona throughout an **interactive and collaborative map**.

By showing **initiatives** and/or **resources** that **improve urban environment**, build a more **equitable** and **inclusive** social structure and enrich **neighborhood network**.



Vision

Gathering a wide **network of citizens** and **social and environmental stakeholders** committed to working **together** for a more **sustainable Barcelona**.



Values

sustainability

responsibility

equity

inclusiveness

innovation

transparency

proximity

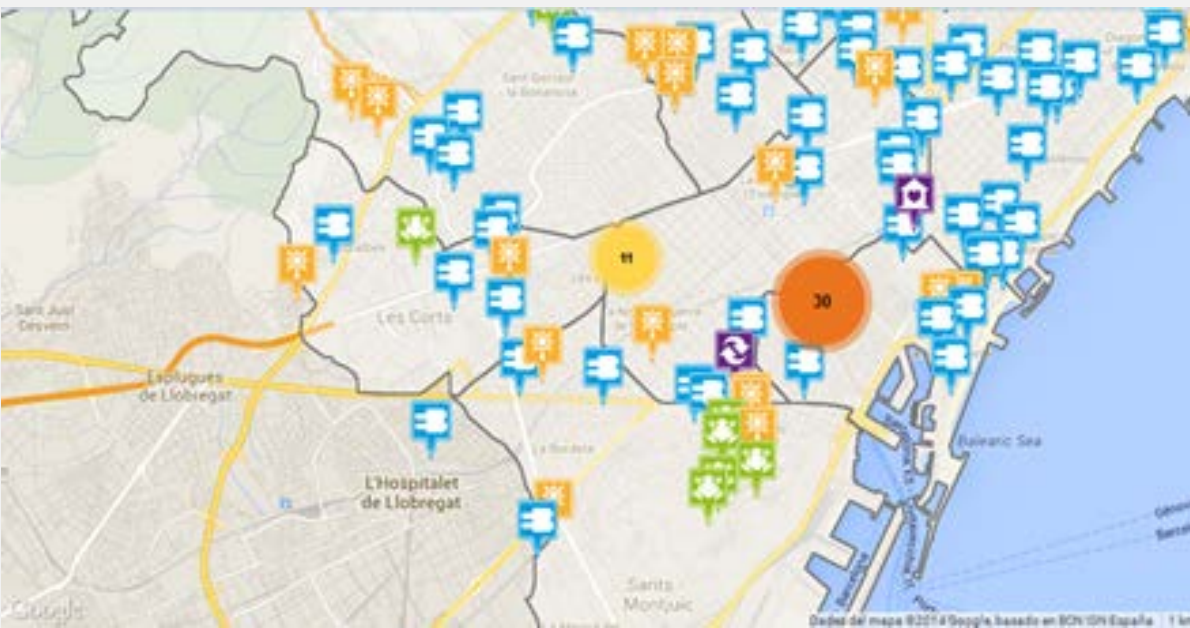


Strategic Goals

- Improving social and business commitment towards sustainability
- Encouraging responsible behavior
- Becoming a reference platform: for citizens
- Encouraging public participation
- Becoming a reference site: for educators



Socio-environmental initiatives in Barcelona.



<http://bcnsostenible.cat>

sustainable trade,
services, and tourism

**sustainable businesses
and organizations**

environmental
information and
education

eco-innovation and
environmental facilities

mobility and accessibility

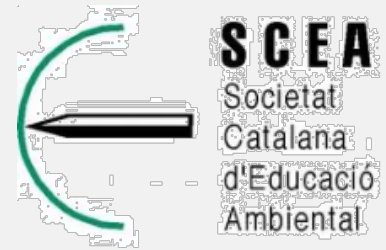
community participation
and innovation

ecological and cultural
heritage



Is
a successful project?

Method: Qualitative evaluation criteria
for an environmental education program,
developed by





Method clues

1. Clear answer to citizen needs.
2. Skills and attitudes of project and executive teams.
3. Scope and structure.
4. Design and implementation.
5. Resources to implement.
6. Evaluation.

Achievements and challenges



MAP B+S

1. Clear answer to citizen needs.

Achievements



Challenges

engage potential partners:

citizens and organizations.



2. Skills and attitudes of project and executive teams.

Achievements

- Environmental and local organizations with citizen's commitment.
- Emphasis both the local uniqueness and the global values.
 - Conceptual: objectives and method
 - Relational: networking, Open Green Maps...

Challenges

- Internal mechanisms of participation.



3. Scope and structure.

Achievements

Objectives and methodology:

- **SMART**
- match criteria for sustainability education in the city.
- communicated in the program development.

Challenges

- learning methodology indicators
- **communication plan**



4. Design and implementation.

Achievements

- Method => collaboration, empowerment, and inclusion.
- Environmental, social, and economic real and present vision.
- Coordination with other environmental education programs.

Challenges

- Indicators achievement of objectives.
- Collaboration with social researchers.



5. Resources to implement.

Achievements

- Organizers are experts in sustainability and/or community leaders.
- New additions continuously.
- Evaluation channels provide continuous improvement.

Challenges

- Improve eco-design, originality...
- **Ecological footprint** of materials and tools.



6. Evaluation.

Achievements

- **Draft action program** to monitor and measure all processes and outcomes.
- **Annual report.**
- Set goals and indicators to improve overall efficiency in the organization, communication, search for new partners and funding.

Challenges

- Insufficient resources.
- Mid and long term impact of actions.
- Improving the efficiency of human resources.
- Contrasting with similar programs.

Conclusions



is a work in progress

Satisfied but...

- ... citizen and organizations commitment
- ... scope: smart and glocal
- ... empowerment for changing habits
- ... new additions
- ... critical view of the team

but...

Conclusions



MAP B+S

is a work in progress

but...

... communication both internal and external

... recruitment potential partners

... indicators of achievement of objectives

... both internal and external

... study ecological footprint

are still needed.



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