



MAPA
BARCELONA
+SOSTENIBLE

Is this a successful project?



Cristina Junyent
Fundació Ciència en Societat,
Grup Motor Mapa B+S



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

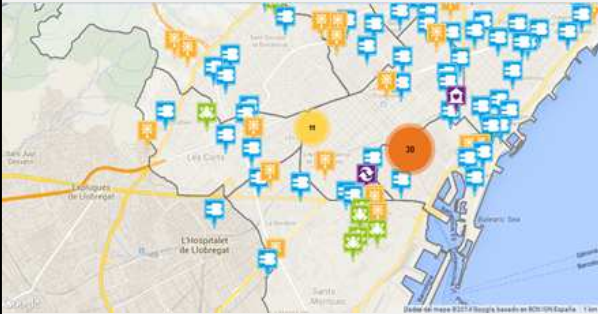


Strategic Goals

- 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 MAPB+S 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

 **MAPB+S 1. Clear answer to citizen needs.**

Achievements















Challenges
engage potential partners:
citizens and organizations.


 **MAPB+S 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.



MAPB+S 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**



MAPB+S 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.




MAPB+S 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.



MAPB+S 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


 **MAPB+S** is a work in progress

Satisfied for...

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

but...

Conclusions

 **MAPB+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.



3rd Pan-European Days
of Environmental Education
toward Sustainability



Barcelona, Catalonia, 1-2 October 2015



mapaverd@gmail.com