

Santa Cruz brings together over 80 stakeholders to help shape the city of the future.

- *The first-ever City Forum, driven by Fundación Metrópoli and Fundación Moeve, served as an open platform for collective reflection—an opportunity to identify, share and validate the key challenges and priorities in defining the city's future.*

Santa Cruz de Tenerife, March 26, 2025. – With the launch of this first City Forum, the Santa Cruz de Tenerife City Council has taken a major step toward building a more sustainable and forward-thinking city. The event, part of the broader Santa Cruz de Tenerife City Project, was held on Wednesday afternoon at the Mencey Hotel.

This event, organized through the collaboration of Fundación Metrópoli and Fundación Moeve, brought together more than 80 key figures from the public and private sectors, along with members of civil society. It served as a participatory space to help shape a shared vision for the future of Tenerife's capital.

The forum brought together a diverse group of participants, including representatives from the Island Council, political parties, trade unions, neighborhood associations, social organizations and professionals from key sectors like tourism, technology, renewable energy and academia.

This first City Forum created an open and collaborative space for collective reflection, allowing participants to identify, discuss, and validate the major challenges and opportunities involved in shaping the city's future. The Santa Cruz de Tenerife City Project is designed to foster the dynamic exchange of knowledge, experiences and innovative ideas among the key players shaping the city's future.

In his speech, the mayor of Santa Cruz de Tenerife, José Manuel Bermúdez, talked about the significance of the event as a meaningful step toward building a more vibrant, sustainable city. "This forum is an opportunity to reflect on and design a city model that is aligned with the new times. We want all sectors of Santa Cruz, both public and private, to actively take part in the

construction of a more resilient and competitive future for our city," the mayor stated.

The president of Fundación Moeve, Teresa Mañueco, highlighted the value of this City Forum as "an important link within the City of Santa Cruz Project, led by the City Council, and through Fundación Moeve we are working closely with them to apply Fundación Metrópoli's methodology, helping Santa Cruz define its best version and become a benchmark for sustainable cities in the future". "For us, alliances and citizen participation through this space for dialogue and reflection are key," she highlighted.

The first deputy mayor and head of the Strategic Planning area, Carlos Tarife, emphasized the relevance of the forum as a starting point for sustainable planning. "This forum seeks a collective commitment, where each social, economic and citizen actor has an essential role. Through collaboration, we can build a city that is not only competitive, but also ready to face the challenges of the future," said Tarife, who also announced that "another meeting will likely take place in the coming months to keep moving forward in this direction".

For his part, the founder and president of Fundación Metrópoli, Alfonso Vergara, emphasized the importance of this participatory process for the development of the city. "It is a privilege to work hand in hand with the Santa Cruz City Council and Fundación Moeve in the construction of a city project that will transform the city into a benchmark for sustainability, competitiveness and innovation," stated Vergara.

Work mode

Fundación Metrópoli uses a methodology that accurately and rigorously identifies the strengths, weaknesses, opportunities as well as challenges of the territory through a comprehensive assessment based on data and specific indicators of the territory. For this purpose, a detailed analysis is carried out using tools such as key territorial indicators, advanced critical mapping and comparative studies of reference with relevant national and international cases.

Territorial indicators offer a detailed snapshot of urban, economic, social, and environmental dynamics, enabling a deeper understanding of the territory's current state. This analysis is further enriched by critical cartography, which uses specialized visual tools to clearly illustrate key urban and territorial phenomena. In addition, the inclusion of national and international case studies provides a valuable comparative perspective, allowing us to learn from successful experiences in similar contexts and identify best practices and innovative

solutions that can be applied to the territory in focus. Together, these elements form a strong, data-driven foundation for making strategic decisions in future urban and territorial planning processes.

Once an initial technical assessment of the city is in place—drawing on all the elements mentioned above—citizen participation becomes essential. This has led to the First City Forum, held on Wednesday, where a comprehensive questionnaire with over 180 questions was distributed, designed to gather insights, perceptions and points of view from a wide range of institutions, organizations and members of the public. Each attendee received this tool, developed from in-depth preliminary research, with the aim of creating a perceived diagnosis of the challenges and opportunities facing Santa Cruz de Tenerife.

The results of this questionnaire will help map out major challenges, identify agreements, contentious issues, new demands and the perception of problems by the participants. All data collected will be processed digitally to produce a summary report of the participatory process, making it easier to identify which topics generate agreement, which spark debate and which are seen as absolutely crucial for the city's future. The ultimate aim is to define specific projects that will bring this future city model to life.

It is worth noting, therefore, that this participatory approach is essential to ensuring that the resulting projects truly reflect the needs and expectations of the various stakeholders involved, consequently laying a strong foundation for the city's development.

The First City of Santa Cruz Forum marks the beginning of a participatory process that, in the coming months, will help shape a city model aligned with the objectives of sustainability, innovation and competitiveness. By the same token, this process will serve as a foundation for updating both the Santa Cruz Strategic Plan and the Santa Cruz Verde 2030 project.

With the support of Fundación Metrópoli and Fundación Moeve, the outcomes of this process are expected to guide efforts to improve quality of life, create jobs, and position Santa Cruz as an international reference for smart, sustainable cities.

Fundación Moeve - Canary Islands

comunicacion.canarias@moeveglobal.com

www.fundacion.moeveglobal.com

T +34 922 602 707

M +34 676 612 371

