

## Santa Cruz de Tenerife to Host the First International 360° City Day

- **With the support of Fundación Moeve, international experts, local authorities and citizens will come together on April 24 in the capital of Tenerife to reflect on the city's future in terms of sustainability, urban planning and quality of life**

**Canary Islands, April 21, 2025.** - Fundación Moeve is working in partnership with Santa Cruz de Tenerife City Council, through the Sustainable Santa Cruz Foundation, to organize the inaugural International 360° City Day. The event will take place on April 24 at the TEA – Tenerife Arts Space, in collaboration with the Tenerife Island Council.

A day dedicated to "The Present and Vision of Future for Santa Cruz de Tenerife", which also has the support of the Government of the Canary Islands, and seeks to reflect and discuss the challenges as well as the opportunities of the capital of Tenerife in terms of sustainability, urban planning and quality of life.

This initiative aims to establish itself as an international reference point for knowledge sharing, dialogue and innovation around the future of cities, placing Santa Cruz de Tenerife firmly on the global stage of urban transformation towards more sustainable, intelligent, resilient, competitive and fairer models.

The event aims to foster collaboration and boost knowledge exchange to help drive forward a new urban model; one that is more human-centered, greener, smarter and better equipped to meet future challenges. A meeting that will also encourage the development of the city's Strategic Plan and provide key insights into the upcoming General Planning Plan (PGO). The program includes keynote speeches, roundtable discussions and participatory forums.

During the launch event at City Hall, the Mayor of Santa Cruz de Tenerife, José Manuel Bermúdez, highlighted the significance of the conference, stating that "It marks a crucial step in our city's transformation process." We want to build an urban model that is a benchmark in sustainability, quality of life and citizen participation. This event will bring together top-level experts who will help us define the bases of the Santa Cruz of the future: a more livable, resilient and adapted city to global challenges.

First Deputy Mayor and Vice President of the Sustainable Santa Cruz Foundation, Carlos Tarife, added: "This conference presents a unique opportunity to hear from globally recognized professionals and share ideas on how we can move towards a more sustainable and inclusive city. Santa Cruz needs a comprehensive vision that encompasses everything from urban planning to adaptation to climate change, and this event is key in this process."

Belén Machado, head of Fundación Moeve in the Canary Islands, stated that: "At our Foundation, we strongly believe in the transformative power of knowledge, collaboration, and social innovation as drivers of change towards a fairer and more sustainable future. That's why we didn't think twice when fostering the creation of this conference, which we consider key in positioning Santa Cruz as a benchmark in the international stage of urban thought and action, and we're committed to ensuring its continuity."

Juan José Martínez, the island's Director of Technological Innovation, noted: "This event gives us a chance to look at more advanced regions and see what lessons we can learn from them. It's a valuable opportunity to imagine the city of the future — and we must do so with ambition. We face major challenges, but we must rise to meet them as a city that adapts and evolves. We're shaping the great 21st-century city we aspire to be."

### Speakers

The first International 360° City Day will welcome top international speakers, including: Carlos Moreno, inventor of the 15-minute City concept, will address sustainable mobility and accessibility issues; Alfonso Vegara, head of the Santa Cruz de Tenerife Strategic Plan, will present his vision on the future of the city; José María Ezquiaga, leader of the Madrid project, will reflect on urban regeneration and the transformation processes of cities; and Cecil Konijnendijk, inventor of rule 3+30+300, will share his knowledge about the relationship between green spaces, sustainability and urban quality of life.

In addition to keynote speeches, the event will feature roundtables and participatory forums where urban planning professionals, public administrators, social organizations, the private sector, and citizens can exchange ideas and share experiences.

With a global and annual approach, Ciudad 360° aspires to become a key platform for tackling the defining urban challenges of the 21st century — from

climate change and the digital revolution to social equity, quality of life, citizen participation, and forward-thinking governance.

With this event, Santa Cruz de Tenerife takes a significant step forward in its objective of becoming a more sustainable, inclusive city, equipped to meet the demands of the future.

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