

Santa Cruz de Tenerife charts its course toward sustainability at the 1st International Day of the 360° City

- **With the support of Fundación Moeve, the capital of Tenerife reached an important milestone by hosting a strategic forum that united global urban planning leaders, local authorities and community members. Together, they shared a common goal: to create a more livable, connected city, equipped to meet the challenges of the future**

Canary Islands, April 24, 2025. - Under the theme "Present and Vision for Santa Cruz de Tenerife", the Tenerife Space of the Arts (TEA) became the heart of the conversation on the sustainable urban future, celebrating the 1st International Conference City 360°. Organized by the City Council of Santa Cruz de Tenerife through the Sustainable Santa Cruz Foundation, the event was supported by Fundación Moeve, with additional backing from the Tenerife Island Council and the Government of the Canary Islands.

The event began early with a warm welcome from the mayor of Santa Cruz de Tenerife, José Manuel Bermúdez, who emphasized the significance of the gathering as a step forward in the city's journey toward greater resilience: "Santa Cruz can't be a city anchored in the past." Our commitment is for a modern, inclusive and green city, that places the people at the center of its public policies.

On his part, the first deputy mayor and vice president of the Santa Cruz Sustainable Foundation, Carlos Tarife, underscored that "we must be critical and this forum not only allows us to share knowledge with top-level experts, but also reinforces our commitment to a resilient urban model, where sustainability is not an abstract concept, but a tangible reality for our neighbors."

Belén Machado, head of Fundación Moeve in the Canary Islands, expressed the "pride it brings this foundation to have helped launch this event, a space that seeks to position Santa Cruz de Tenerife as a key player on the global map of discussions about the future of smart and sustainable cities." We want to build the future by taking action today. We need more spaces like this: spaces that connect people, ideas, and solutions to create cities that are not only more livable but that also truly place people and their well-being at the center."

The opening ceremony also featured the participation of Eulalia García, Minister of Mobility of the Cabildo of Tenerife, and Narvay Quintero, Minister of Agriculture, Livestock, Fisheries, and Food Sovereignty of the Government of the Canary Islands. Both expressed their support for Santa Cruz's urban strategy and emphasized that cooperation between administrations is crucial to achieving true structural transformation.

Leading voices in urban sustainability

During the morning, the Sustainable Urban Planning block brought together figures of international relevance. Urban planner Carlos Moreno, renowned for being the creator of the concept "The 15-minute city", offered an inspiring vision on how to rethink urban space to reduce travel and strengthen social cohesion: "We must design cities to live in, not just to drive through," he stated.

Following him, architect and bioclimatism pioneer Margarita de Luxán took the stage to highlight the urgent need to integrate sustainability criteria into urban and architectural design from the very beginning. Her extensive experience in energy rehabilitation and thermal comfort is a powerful demonstration of the potential of environmentally responsible urban planning.

José María Ezquiaga, former dean of the College of Architects of Madrid and recipient of the National Urbanism Award, closed the first morning session with a reflection on the urban future of Tenerife. He called for a necessary review of the territorial model, placing a strong emphasis on cohesion and resilience.

Later, the Climate Change Adaptation panel addressed the environmental challenges facing the capital of Tenerife. Jon Aguirre, from the Paisaje Transversal office, showcased examples of mitigation through urban planning, while Miriam García, from her experience in coastal environments, discussed strategies for the regeneration of the coastline. Pedro Calaza, an expert in green infrastructure, expanded on the use of nature-based solutions as key resources for mitigating climate change impacts, while Cecil Konijnendijk, co-founder of the Nature Based Solutions Institute, wrapped up the session by highlighting the many benefits of greening cities (including health and economic advantages) through the application of the "3-30-300" rule. The section concluded with a round table discussion focused on the opportunities presented by the Santa Cruz Verde 2030 Plan.

Technology, Participation, and Citizenship in the Afternoon

The presentations resumed in the afternoon with a focus on technology and society. Mara Balestrini, a specialist in collective intelligence, presented practical cases where digital technologies and shared data drive collaborative processes when it comes to urban planning. Julio Lumbreras, an expert in climate-neutral cities, presented Santa Cruz's role within the European NetZeroCities program. Alfonso Vegara, president of the Metropolis Foundation, introduced the concept of "Smart Territories", a proposal that seeks balanced urban development by integrating competitiveness, social cohesion and sustainability. Drawing on his expertise in urban mobility, Julián Sastre reflected on the inseparable link between urban planning and mobility, addressing the specific challenges currently facing Santa Cruz in this area. The session continued with Julián Monedero, a specialist in renewable energy, who offered a comprehensive overview of the renewable infrastructures that should be incorporated into cities. Finally, Inés Sánchez de Madariaga, a pioneer in gender urbanism in Spain, discussed the design of public spaces and their crucial connection to women's experiences in cities.

The conference wrapped up with another round table open to public participation, which allowed for continued reflection on the technological and social challenges of cities.

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