

Fundación Moeve joins Santa Cruz de Tenerife City Project to design a sustainable future for the capital

- **Fundación Moeve has teamed up with the City Council of Santa Cruz de Tenerife, alongside Fundación Metrópoli, to design the sustainable and competitive city of the future**
- **The signing of a collaboration agreement between Fundación Metrópoli and Fundación Moeve marks the start of the project**
- **This initiative is based on a methodology that has been successfully implemented in over 50 cities around the world**

Santa Cruz de Tenerife, December 19, 2024. – Fundación Moeve has joined today the Santa Cruz de Tenerife City Project, a groundbreaking initiative led by the City Council. In collaboration with Fundación Metrópoli as a knowledge partner, the project aims to create a smart and sustainable city design that addresses both the current and future challenges of the city.

It will achieve this by leveraging the city's unique strengths and values, while identifying key initiatives to promote competitiveness, productive diversification, environmental and cultural sustainability, and social cohesion and development.

In an event held this morning at City Hall, Teresa Mañueco, director of Fundación Moeve, and Alfonso Vegara, president of Fundación Metrópoli, signed a collaboration agreement. They were joined by José Manuel Bermúdez, mayor of the city, and Carlos Tarife, first deputy mayor and councilor for Strategic Planning, Environmental Sustainability, and Public Services.

The goal of the project is to design a city model that enhances its competitive advantages, fosters social cohesion and balance, and is committed to innovation. It also focuses on improving employment opportunities, cultural development, and overall quality of life, among other key aspects.

The research supporting the design of the city of the future is based on a methodology developed by Fundación Metrópoli, drawing on its experience in over 50 cities and regions worldwide.

This initiative presents an opportunity to develop a territorial project backed by strong social and institutional support. It allows for the alignment of public and private local initiatives based on shared objectives, coordinating sectoral interventions in the territory at regional and national levels.

To this end, three entities involved will work to identify and foster partnerships with companies and other institutions, enabling them to contribute to the comprehensive development of the project's work plan. These partnerships will focus on sharing information, knowledge, experience, and innovative methods to drive sustainability and innovation in the city's design.

In the first phase, Fundación Metrópoli will conduct a comprehensive analysis of the territory, examining aspects such as ongoing plans and projects, urban design, environmental systems, and the social and productive structure. This analysis will culminate in an initial technical diagnosis, which will be validated through a forum involving key players from the city. In the second phase, after the conceptual design of the strategic project hypotheses, which will be evaluated in a second city forum, the final document will be developed, integrating all the conclusions of the City Project.

The mayor of Santa Cruz, José Manuel Bermúdez, said: "I am thrilled with this project, which brings together two foundations committed to doing things the right way. This initiative will foster public-private collaboration and incorporate citizens' opinions to transform and improve our urban environment for the future." He added: "Santa Cruz is the product of 536 years of both successes and mistakes, and now, we want the city's future to be shaped by as many successes and opportunities as possible."

For his part, Alfonso Vegara, president of Fundación Metrópoli, highlighted that "cities are the drivers of the global economy, which is why this project is crucial in addressing major challenges such as social cohesion, employment, and competitiveness." He referenced successful examples of cities they have collaborated with and affirmed, "Santa Cruz has areas within its urban fabric that can be transformed through a partnership between the private and public sectors to attract international investment."

During the signing of the agreement this morning, Teresa Mañueco, director of Fundación Moeve, described the project as "unique and exciting," adding, "Our foundation aims to help guide Santa Cruz towards greater sustainability, in the city where Cepsa—recently transformed into Moeve—was founded 95 years ago. Just as the city has witnessed the growth and evolution of both our company and its foundation, we now aim to support its transformation into its

best version through forward-thinking urban design, positioning it as a leading example of sustainable development."

For his part, Carlos Tarife, Councilor for Strategic Planning, Environmental Sustainability, and Public Services, emphasized that "today is an important day because, too often, we focus on the present. The truth is, when it comes to long-term planning, we must pause and reflect to build a better Santa Cruz."

He added: "This is an ambitious project, and we hope it will generate great ideas for the future of Santa Cruz over the next 15 or 20 years. It's about taking successful urban transformation models and adapting them to our city."

Fundación Metrópoli is a center of international excellence focused on research, art, technology, and innovation in urban areas. Its mission is to contribute to the sustainable development of cities and territories by enhancing their competitiveness, quality of life, and sustainability.

Since 1997, it has collaborated with cities worldwide, applying its "Smart Territories" philosophy to generate high-impact projects. The foundation's approach integrates urban intelligence and digital technology to design regional ecosystems, cities, urban landscapes, architecture, and design. Its "Cities" methodology, used in over 50 cities worldwide, including Singapore, Medellín, Yokohama, and Casablanca, is centered around defining participatory future visions and developing key strategic projects for urban transformation.

In Spain, Fundación Metrópoli has supported the urban transformation of cities such as Madrid, Bilbao, Malaga, Alicante, Alcobendas, and Tres Cantos, driving improvements in competitiveness and urban development.

Fundación Moeve is a non-profit, general interest organization dedicated to being an agent of change in the ecological transition. Fundación Moeve's strategic areas are three: People, aimed at promoting the overall well-being of society; Biodiversity, through projects dedicated to the care and restoration of ecosystems, particularly wetlands; and Social Innovation, to be a driving force of change in the ecological transition.

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