



VALENCIA

Winner 2024



**EUROPEAN
GREEN CAPITAL**

*An initiative of the
European Commission*



**AJUNTAMENT
DE VALÈNCIA**



**VALÈNCIA
2030+
Estratègia
Urbana**

**Missions
València 2030**



AJUNTAMENT DE VALÈNCIA

VLC

AJUNTAMENT DE VALÈNCIA

SOM CAPITAL VERDA EUROPEA 2024

ENHORABONA VALÈNCIA!

VLC
2024

#EUGreenCapital #ValènciaVerda #GreenValència

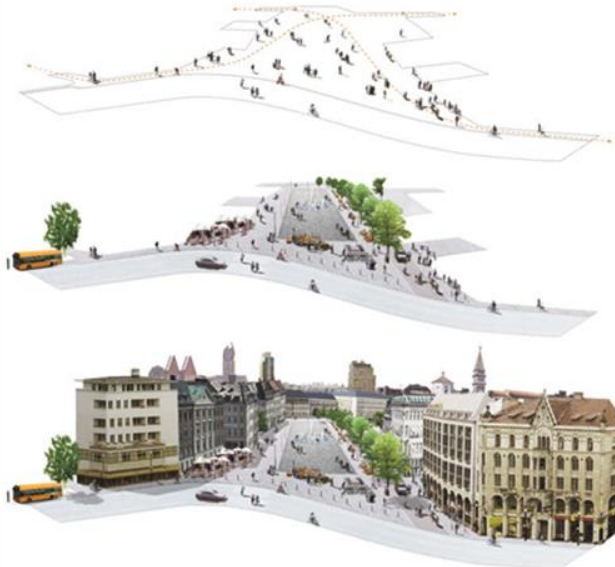




LIFE

LAND

BUILDINGS



Missions València 2030



AJUNTAMENT DE VALÈNCIA

VLC



**VALÈNCIA
2030+
Healthy
City**



**VALÈNCIA
2030+
Sustainable
City**



**VALÈNCIA
2030+
Entrepreneurial
City**



**VALÈNCIA
2030+
Mediterranean
City**



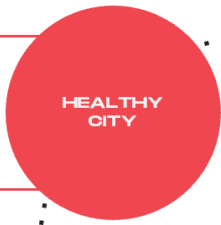
**VALÈNCIA
2030+
Shared
City**



**VALÈNCIA
2030+
Creative
City**

Healthy City

It has to do with the individual welfare of each person.



HEALTHY CITY



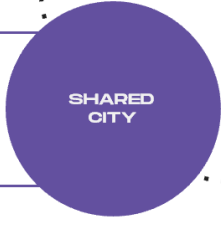
SUSTAINABLE CITY

Sustainable City

It has to do with the environment in which people live.

Shared City

It has to do with the collective well-being & with the relationship between people.



SHARED CITY



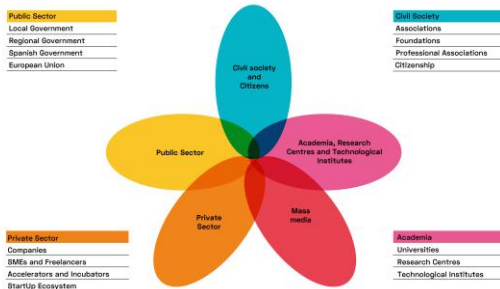
ENTREPRENEUR CITY

Entrepreneur City

It has to do with resilience, entrepreneurship & full digitization of society.



Valencia's consensus on mission areas from the civic engagement process



Missions Constellation of R&I Projects

Cities – Missions Areas

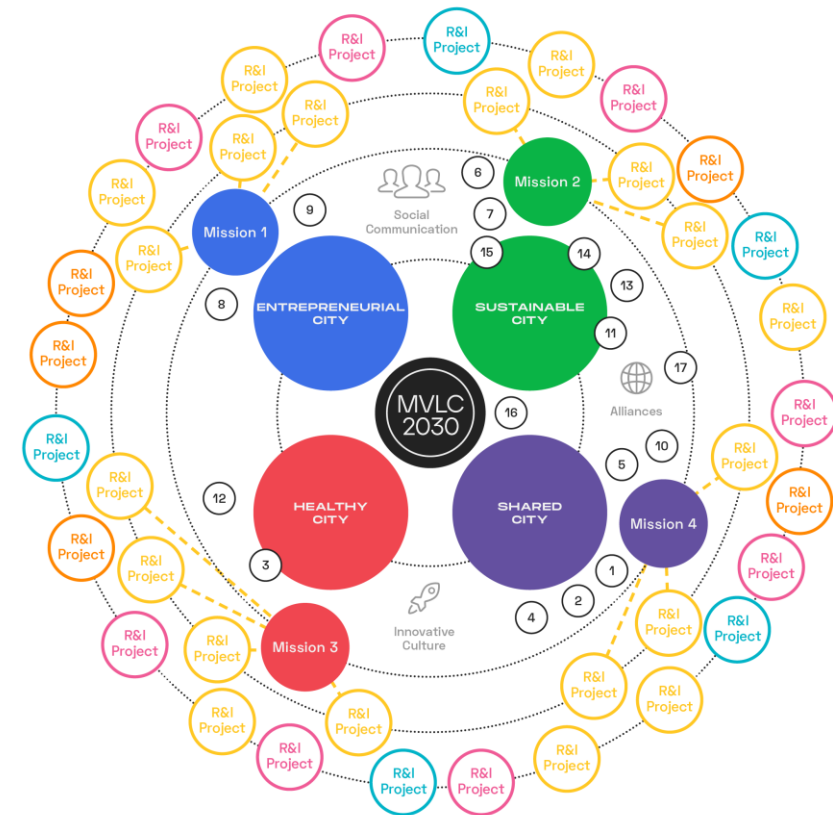


Four Helixes – R&I Projects

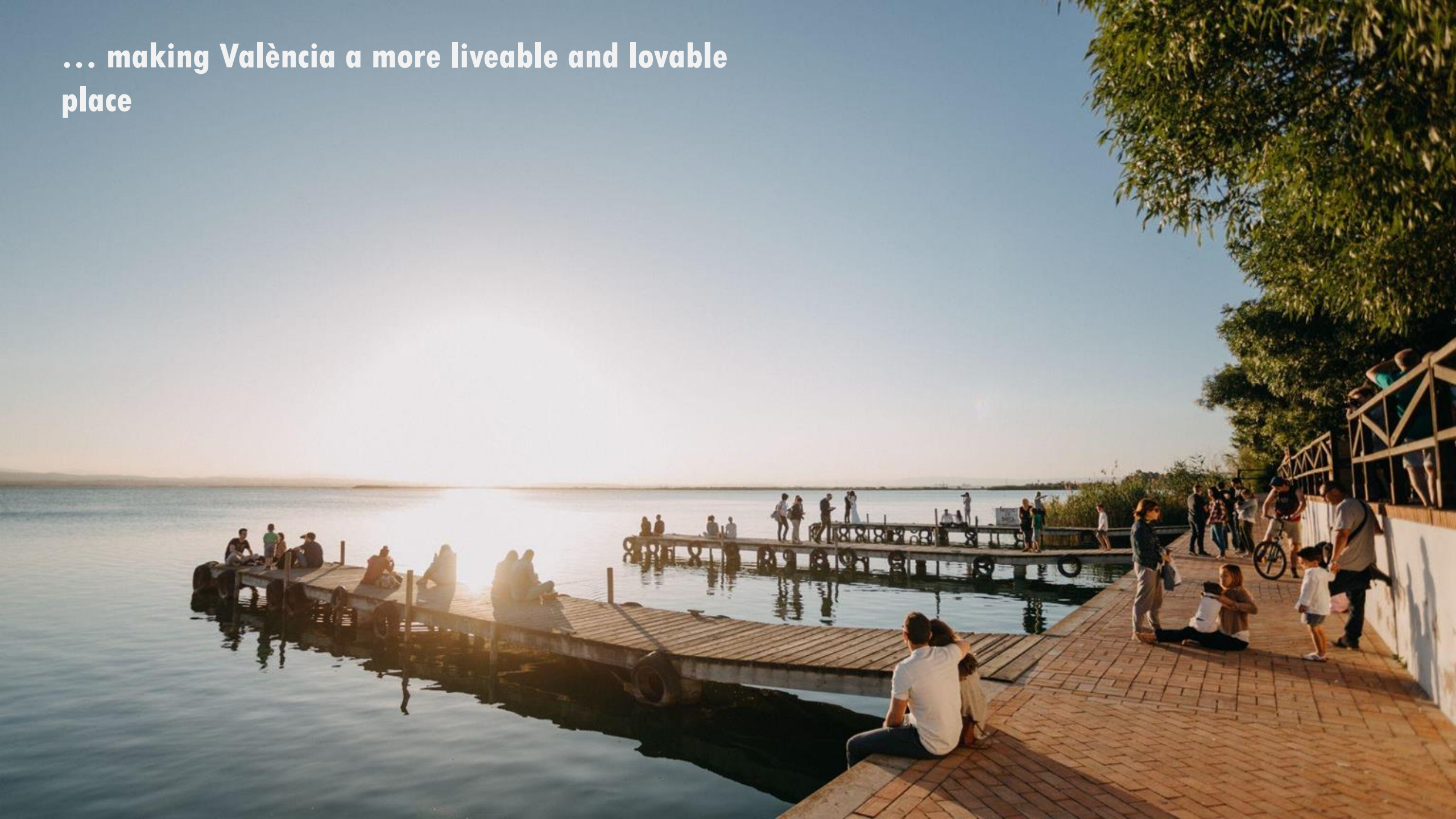


Sustainable Development Goals (United Nations)

- 1 No poverty
- 2 Zero hunger
- 3 Good health & well-being
- 4 Quality education
- 5 Gender equality
- 6 Clean water & sanitation
- 7 Affordable & clean energy
- 8 Decent work & economic growth
- 9 Industry, innovation & infrastructure
- 10 Reduced inequalities
- 11 Sustainable cities & communities
- 12 Responsible consumption & production
- 13 Climate action
- 14 Life below water
- 15 Life on land
- 16 Peace, justice & strong institutions
- 17 Partnerships for the goals



... making València a more liveable and lovable place







VLC



ESPACIOS AMENAZADOS



AJUNTAMENT DE VALÈNCIA

VLC









How is the winning city selected?

The Award is open to cities with over 100,000 inhabitants in the EU Member States and EEA countries. In countries where there is no city with more than 100,000 inhabitants, the largest city is eligible to apply. Each year, the rules of contest are adapted to reflect the latest EU policy initiatives and ambitions.



[Rules of contest](#)

Applicant cities are assessed on the basis of **12** environmental indicators :



Air Quality



Noise



Water



Sustainable Land Use and Soil



Waste and Circular Economy



Nature and Biodiversity



Green Growth and Eco-innovation



Climate Change: Mitigation



Climate Change: Adaptation



Sustainable Urban Mobility



Energy Performance



Environmental Governance





VALENCIA
Applicant 2024

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EGC Winning cities



15 cities have won the European Green Capital Award to date:

Stockholm (2010), Hamburg (2011), Vitoria-Gasteiz (2012), Nantes (2013), Copenhagen (2014), Bristol (2015), Ljubljana (2016), Essen (2017), Nijmegen (2018), Oslo (2019), Lisbon (2020), Lahti (2021), Grenoble (2022), Tallinn (2023) and Valencia (2024).

European Green Capitals



Winner EGC 2024 Valencia, Spain



Valencia earned the title due to its past and current achievements in the field of sustainable tourism, climate neutrality, as well as fair and inclusive green transition. 97% of city's inhabitants live within 300 metres of green urban areas. The city has also proven commitment to improving air quality and restoring nature ecosystems, such as the Devesa dune and [wetland ecosystems](#).

Valencia also stimulates a healthier, sustainable, and inclusive food production through its "Neighbourhood and Food Programme".





**RENATURATION &
BIODIVERSITY**



**SUSTAINABLE
MOBILITY & PUBLIC
SPACE RECOVERY**



**CLIMATE
MISSION**



**HORTA &
SUSTAINABLE FOOD**

**CITIZEN ALLIANCE
& PARTICIPATION**



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**OUR ESSENCE: WHO
WE ARE**

**STRATEGY, VISION
AND COMMITMENT**

OUR CAPABILITIES

**GREEN POLICY
COMMUNI-CATION
AND INITIATIVES**

**2024: EUROPEAN
GREEN CAPITAL
YEAR**

**A SHARED
DREAM**



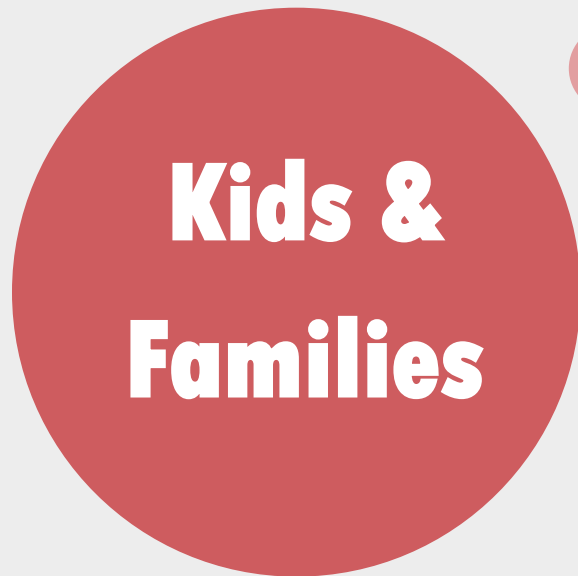
**Pasado,
presente,
y future.**



● **Neighbourhood Associations**

● **Fallas Associations**

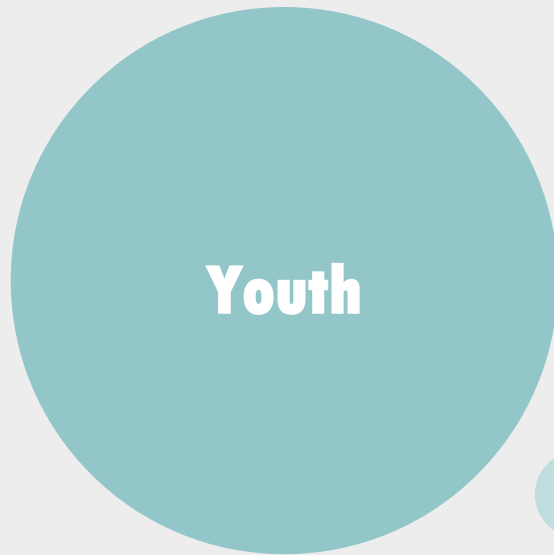
● **Network of other Associations**



● **Parents**

● **Grandparents**

● **Schoolchildren**



● **Non university audience**

● **Erasmus**

● **University Students**

- **With a gender perspective**
- **With a European perspective**
- **With functional diversity perspective**

Startups



Technological Institutes



SMEs



COMMUNICATION OBJECTIVES

1  Spreading awareness of the importance of caring for the environment

2  Involving citizens in the city strategy

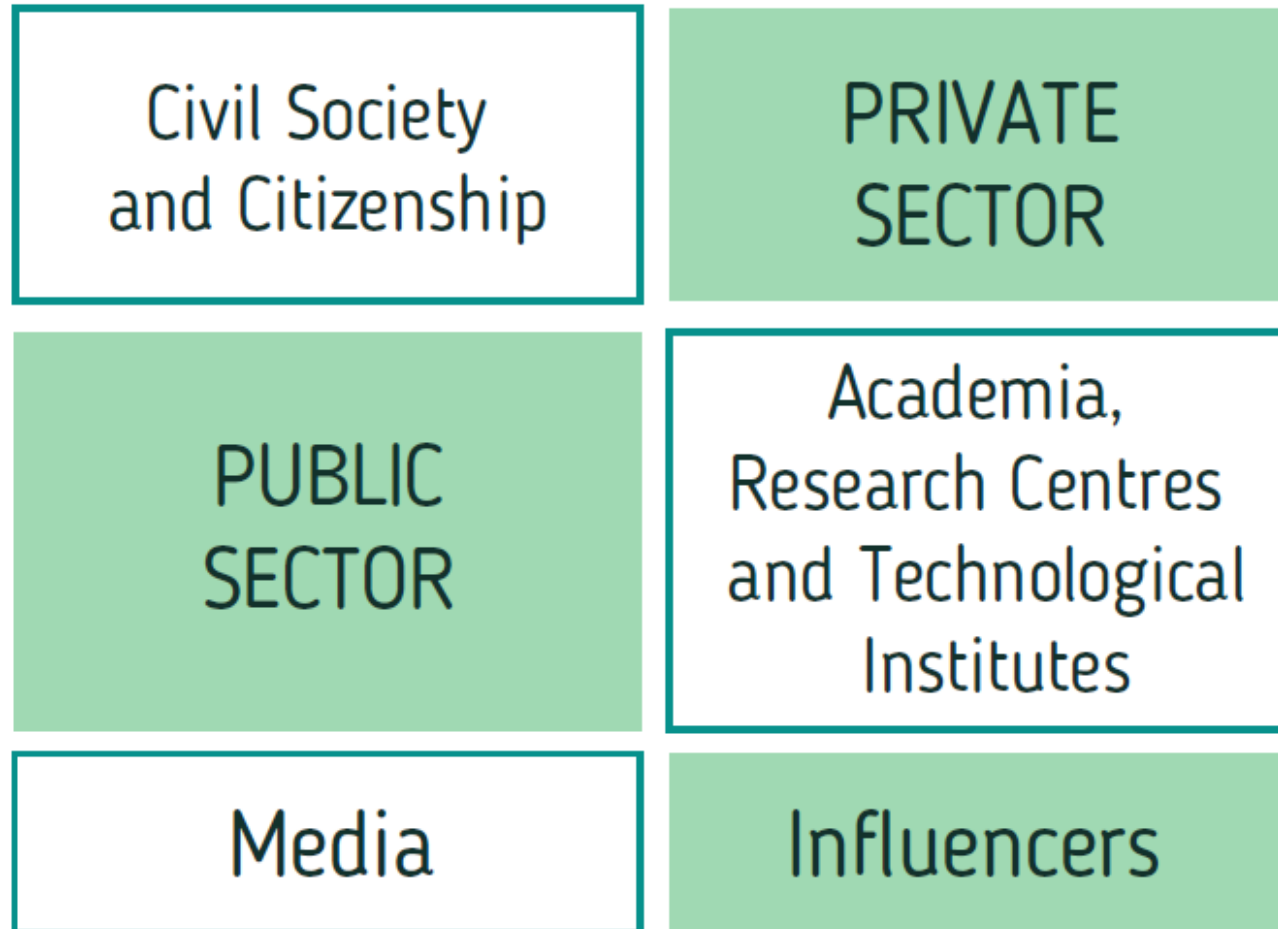
3  Promoting Valencians' pride in belonging to the city and to the European Union

4  Improving the city's sustainability indicators in order to become a green and sustainable city

5  Strengthening the visibility and positioning of the city at national and European level

6  Presenting the project as a collective journey with the public

AUDIENCE MAP



- ▶ **Public Sector**
 - Local Government
 - Generalitat Valenciana (València Regional Government)
 - Spanish Government
 - European Union
- ▶ **Private Sector**
 - Companies
 - SMEs and Self-Employed
 - Accelerators and Incubators
 - StartUp Ecosystem
- ▶ **Civil Society**
 - Associations
 - Citizenship
- ▶ **Academia**
 - Universities
 - Research Centers
 - Technological Institutes
- ▶ **Media**
 - Regional media
 - National media
 - International media
- ▶ **Influencers**
 - Influencers of the city
 - Influencers of the region

ON A
MISSION
TOGETHER

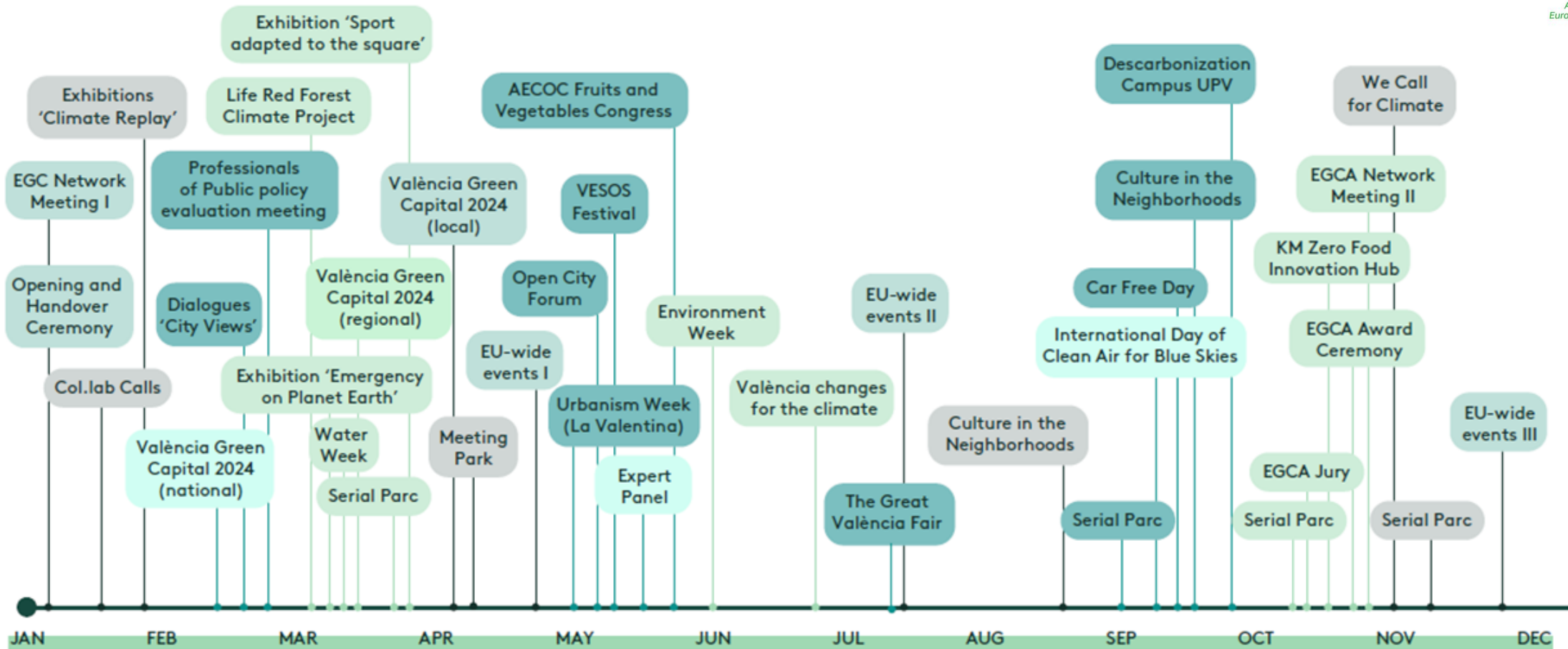
#UEGreenCapital

 AJUNTAMENT
DE VALÈNCIA



TIMETABLE OF ACTIONS

2024





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