

Brainstorming notes

CHALLENGE 2

Ensuring the "environment team" + drives wider city + ci

* REMAINING INTERPRETING FOR ENVIRONMENTAL CHANGE

not just belong to the "environment" nation.

Engagement + new means of involving people in decisions

Active with Schools - include the education green challenge green festival

Have environmental KPIs at all levels of the city organisation (of it a company - private planning and delivery)

Review current study on population policy and expectations

↓ (COMMUNICATE YOUR CITY'S ACTIONS AND TO WHICH GLOBAL OBJECTIVE IT IS LINKED)

↓ (GIVE A THUMB TO CITIZENS AND COMPANIES TO TAKE PART TO YOUR CITY'S ACTIONS)

Communication key input

Public consultation on plan plan and allow citizens to vote on digital options and projects

Resident & Business focus groups / engage stakeholders - ~~also~~ understand needs & expectations to influence decision making

Create a steering group / advisory board with key actors - environment - innovation - business

REAL TIME + COLLABORATION (KICK-START);
+ REAL TIME AND FEED BACKS TO URBAN OBJECTIVES;
+ REGULAR CONSULTATION / COMMUNICATION

Encourage collaboration between teams/departments + public/private collaboration

Analysis of the current environmental profile of jobs in Malaya region and potential constraints

What is considered as a quality job? Is it pay or profession? - if pay - potentially incentive drive via disband
work with organisations to partner jobs & environment

Understanding + inter venting in the jobs market.

Track progress Risk

Understanding flows of material & energy of industries in the Malaya region - find synergies -> Greater economy

Work with local enterprises for incentives - eg. electric taxi discounts - switching to green - new energy - hybrid operators etc
In turn increasing their business

Understanding current state of building energy consumption and putting it in perspective with money spent per family and company

↓ LINK THE FINANCIAL PROFITABILITY TO THE ENVIRONMENTAL BENEFITS.

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- Understanding current situation and developing incentives within a wider context than just environment - + wider stakeholders

MALAGA CHALLENGE

- 1) Role of wider stakeholders
- 2) How does the municipality go beyond what is outside their direct control?
- 3) Where are the priority areas for 2030 target?
- 4) How can city be an influencer in regulation?
- 5) What are the conditions the city can create for business, citizens to engage?
- 6) Bottom-up action - how do you motivate people?
- 7) How can city use its levers (tax, regulation) etc?
- 8) Role of city in communication of challenges.
- 9) Supporting social innovation/entrepreneurs.
- 10) City needs to be attractive in a competitive "city" network - how do we engineer this?
↳ addressing climate change is a part of this.

Reframing the challenge

Issues raised

- 1) Data availability (800 public data sets).
- 2) "lock-in" to technologies.
- 3) Where can city step in as a broker? Bring new ideas where opportunities are appearing.
- 4) Main concern of citizens is quality of jobs.
- 5) Needs to be actionable + do-able.
+ can demonstrate.
- 6) Need to integrate future climate trends with planning.

1) How can the city best use its multipliers to deliver

2) Take the "environment plan" away from the Environment Team to get a new perspective on action (Innovation lead, for example).

Reframing the challenge