

BILBAO BALIOEN HIRIA

WHY?

Values are the **driving force** of a city's human development...

WHAT?

BILBAO BALIOEN HIRIA is
a **collaborative workspace** ...

WHAT FOR?

... in the fostering and development
of a **shared values framework** in the
city of Bilbao.

PROJECT DEVELOPMENT

**INTERNAL REFLECTION
SESSIONS**

**VALUES
VADEMECUM**

VALUES SURVEY

2016

**MAINSTREAMING
AND
PARTICIPATION
AND COCREATION
PROCESS**

JANUARY-JUNE 2010

**BILBAO VALUES
CHARTER**

**COMPREHENSIVE PLAN
TO
FOSTER AND DEVELOP THE
VALUES CHARTER**

**PREPARING A VALUES
FORUM/CONFERENCE**

**FROM
SEPTEMBER 2017**

VALUES VADEMECUM

- ☐ **Defining the meaning of the values included in the Survey.**
- ☐ **Guaranteeing comparability with other values studies.**
- ☐ **Defining each value by means of linking it to the everyday behaviour of the citizens, social entities and the City Council**

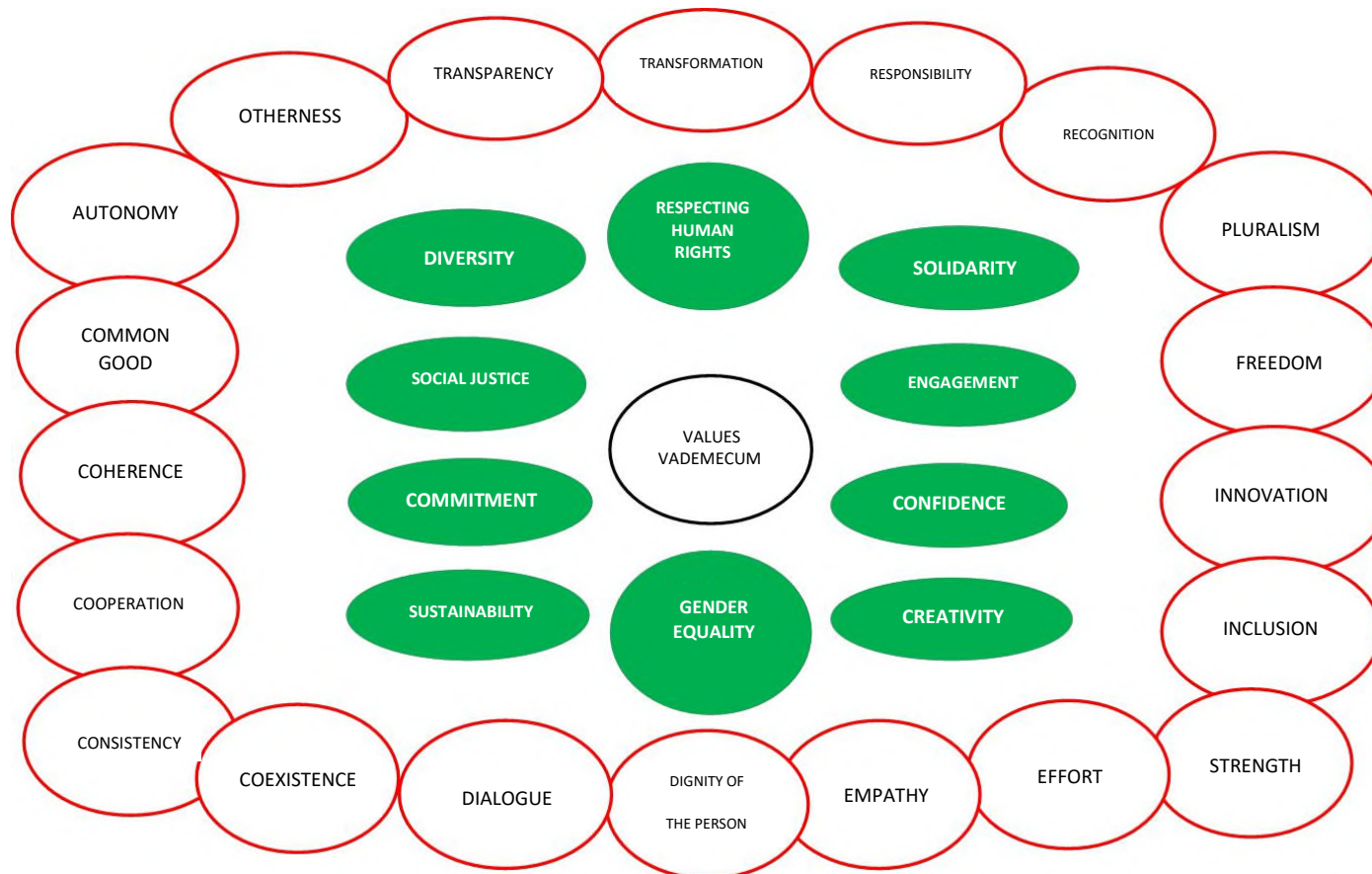
VALUES VADEMECUM

VALUES DECALOGUE

- ✓ Respecting Human Rights
- ✓ Solidarity
- ✓ Engagement
- ✓ Confidence
- ✓ Creativity
- ✓ Gender equality
- ✓ Environmental sustainability
- ✓ Commitment
- ✓ Social justice
- ✓ Diversity

VALUES VADEMECUM

MAP OF LINKED VALUES



VALUES VADEMECUM

STANDARD
FACTSHEET
FOR EACH
VALUE

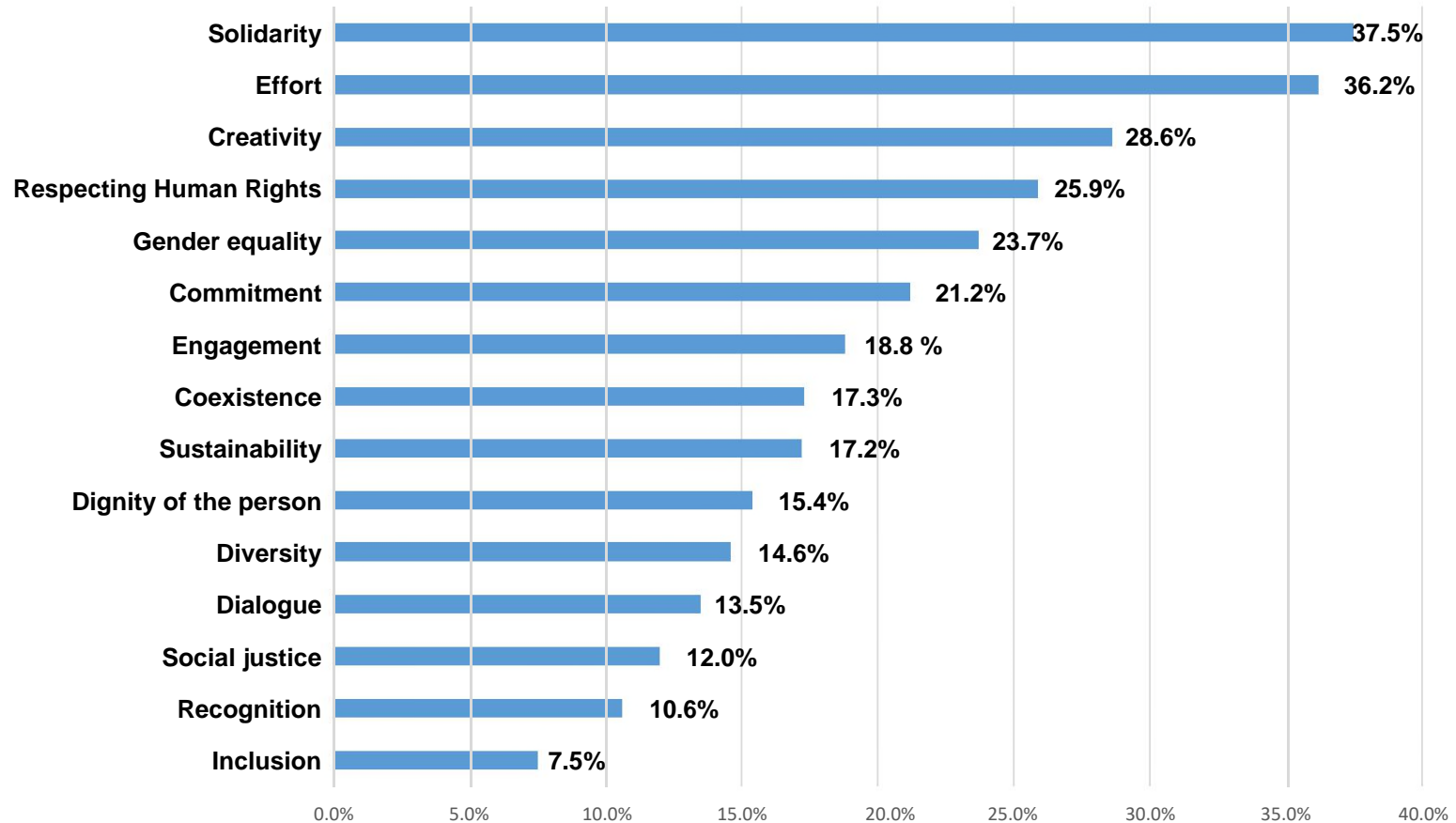
- ☐ Name
- ☐ Definition
- ☐ Associated behaviours
- ☐ Citizens
 - ☐ Social organisations
 - ☐ City Council

VALUE SURVEY. METHODOLOGY

- ❑ **Design, administration and exploitation of the results of the Values Survey, in order to pinpoint the inherent values of the city and the citizens of Bilbao:**
 - *Scope: Bilbao*
 - *Sample: 1200 surveys conducted by telephone*
 - *Quota groups: representative by sex (crossed) and district*
 - *Field work: telephone interviews (CATI) as per AENOR ISO 20252 Standard*
 - *Date conducted: 14 July-3 August 2016*
 - *Sample error: confidence level 95.45% / error margin +/-2.89%*
- ❑ **Results Report and Executive Summary of the Values Survey for the mainstreaming and engagement process.**

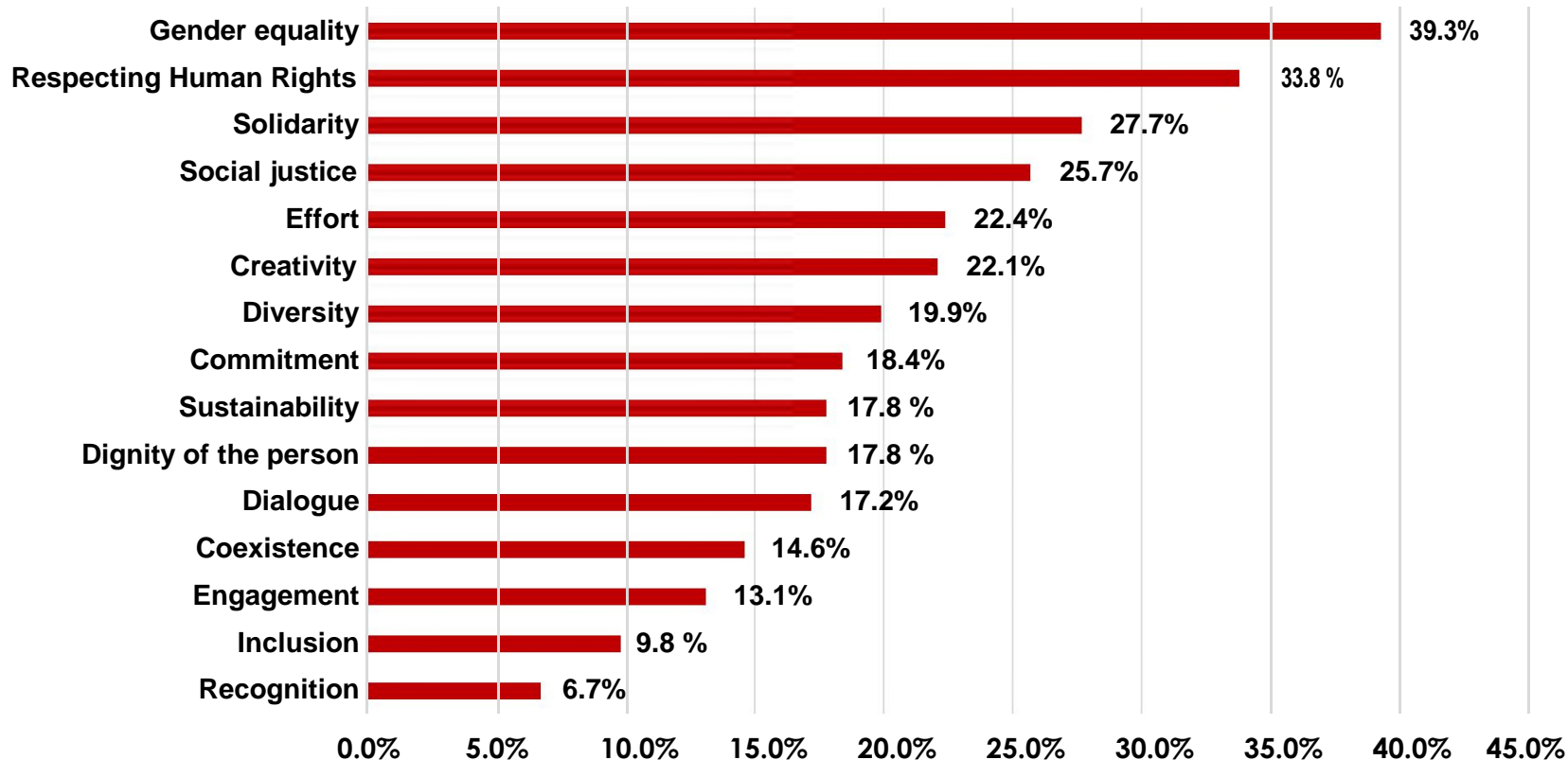
VALUE SURVEY. HIGHLIGHTS (1/5)

Represents the essence of Bilbao

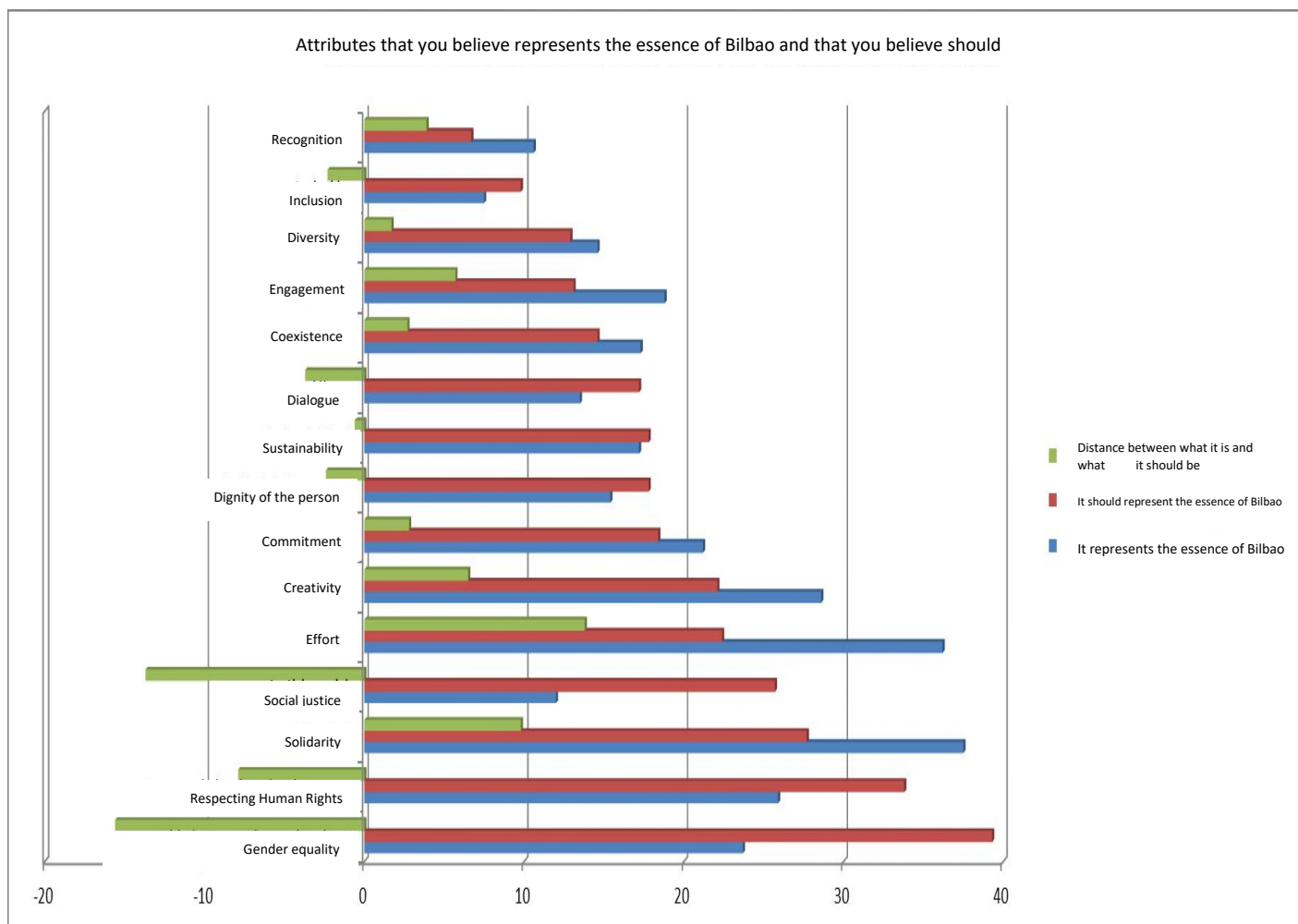


VALUE SURVEY. HIGHLIGHTS (2/5)

Should represent the essence of Bilbao

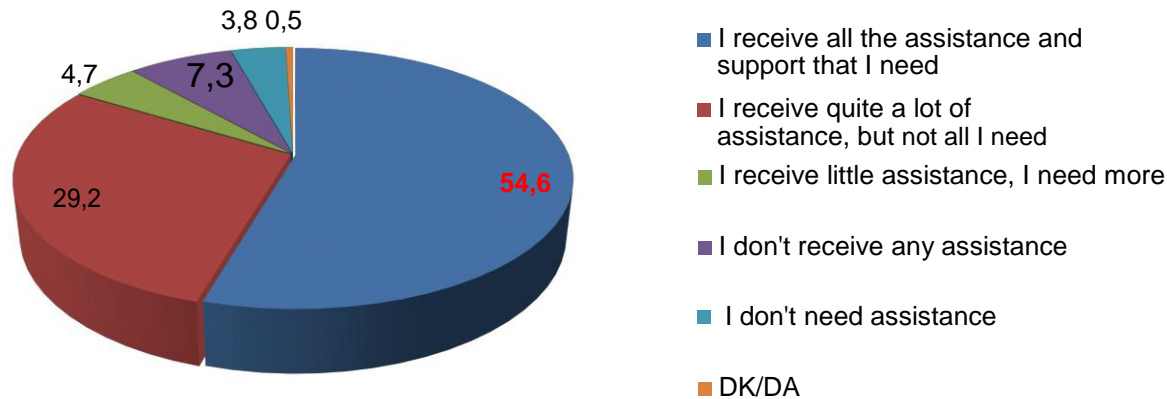


VALUE SURVEY. HIGHLIGHTS (3/5)

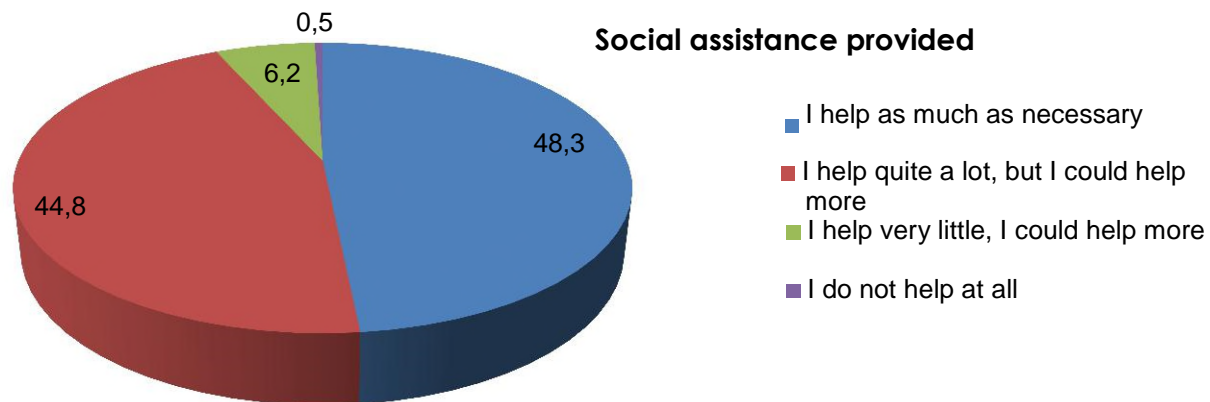


VALUE SURVEY. HIGHLIGHTS (4/5)

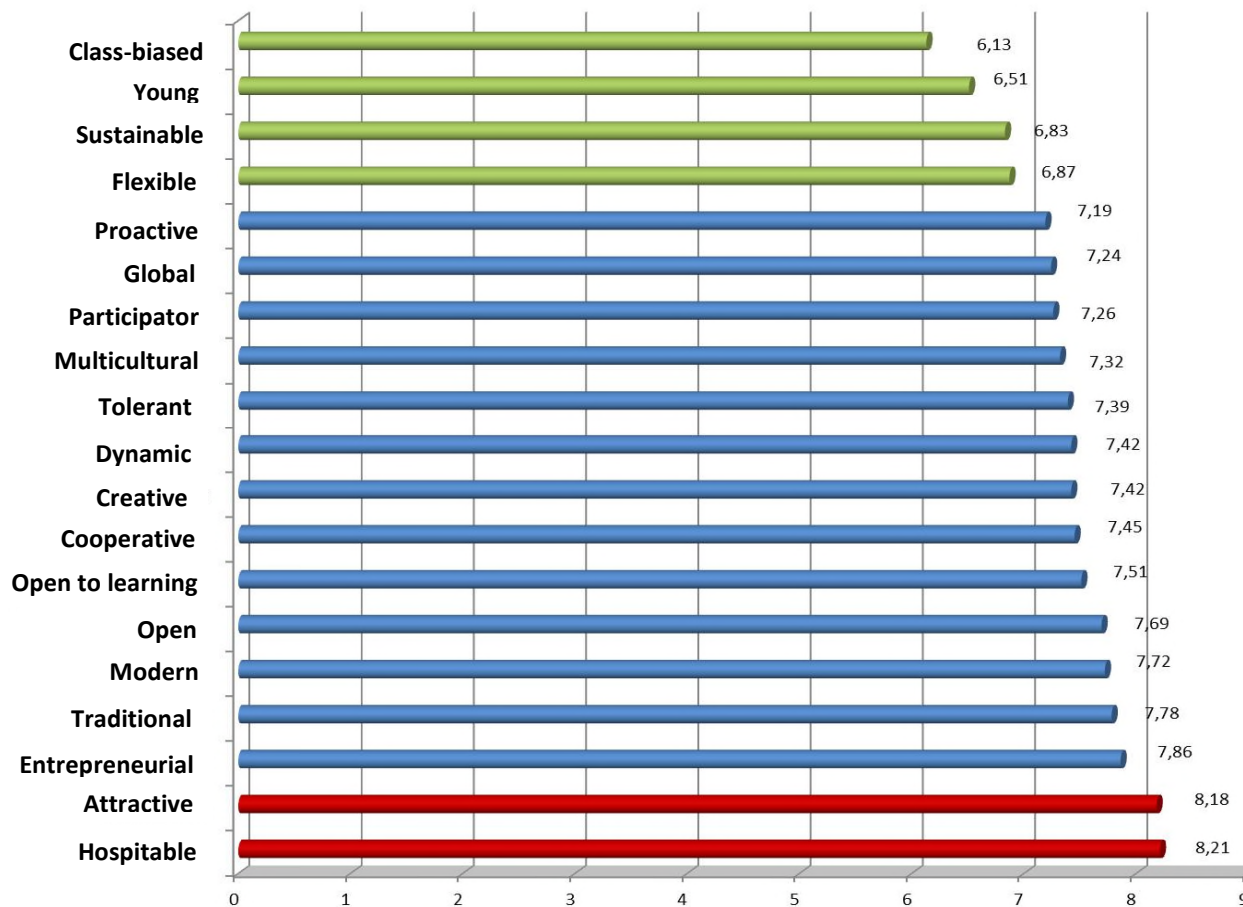
Social assistance received perceived



Social assistance provided



The City of Bilbao is...



VALUE SURVEY. MAIN CONCLUSIONS

- ☐ The citizens of Bilbao are optimistic and positive about its city, and its international outreach and future.
- ☐ The icon that best represents the city is the Guggenheim Museum.
- ☐ The city is considered to be attractive and hospitable.
- ☐ Bilbao's identity projected by its citizens is to do with its past (represented by the value of effort/commitment) and its future (represented by creativity).
- ☐ There should be greater work on gender equality, social justice and social rights.
- ☐ The generation aged 31-45 is more critical. The over 65s have a more positive image.
- ☐ The city has a very significant social capital as an asset.

MAINSTREAMING, ENGAGEMENT AND COCREATION PROCESS. PHASE I

- ☐ Launch of the website and social media.
- ☐ Mainstreaming and dissemination of the Values Vademecum and of the Values Survey results.
- ☐ Questionnaire for social entities regarding the negative and positive aspects in the reading of the Survey results.
- ☐ Collecting factsheets on the initiatives already implemented by the social entities to prepare a Good Practices

MAINSTREAMING, ENGAGEMENT AND COCREATION PROCESS. PHASE II

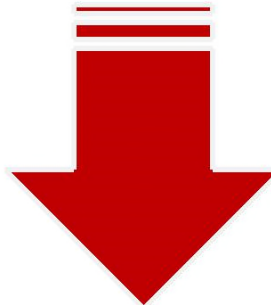
- **Work sessions** on the *state of health of the values* in our city: highlighting the initiatives already underway to be maintained, those likely to be improved and others that may be implemented in shared actions.
- **Work sessions** with:
 - ✓ Political parties.
 - ✓ Civic Council.
 - ✓ District Councils.
 - ✓ Sectoral Councils.
 - ✓ Social entities not present in those bodies.
 - ✓ Social groups.

VALUES CHARTER / OPT-IN PROCESS

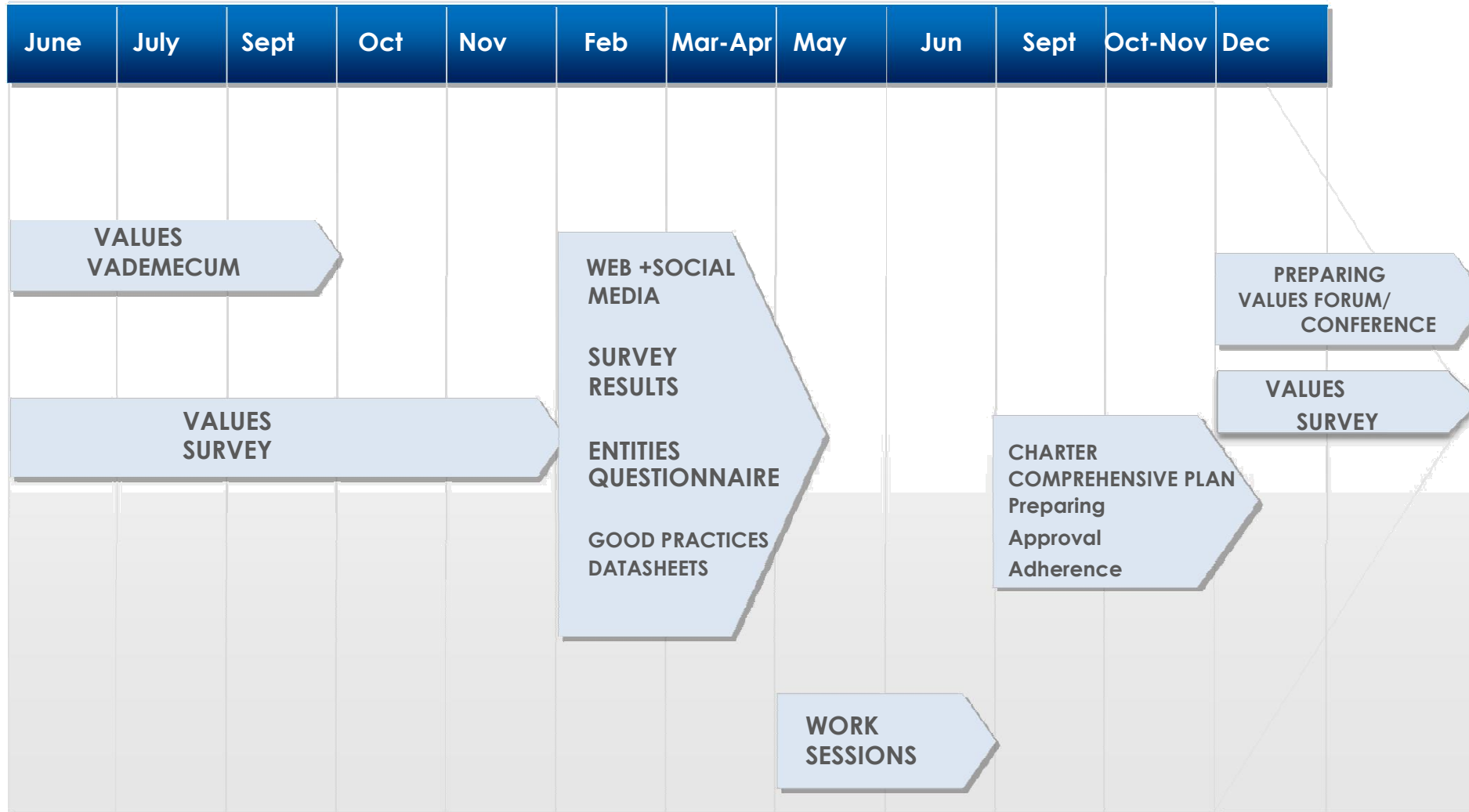
- ☐ Preparing the Bilbao Values Charter proposal based on the work sessions.
- ☐ **Presentation of the Values Charter to the Political Groups (new point).**
- ☐ Approval of the Bilbao Values Charter by the Plenary Session of the City Council.
- ☐ **Presentation of the Bilbao Values Charter (new point).**
- ☐ **Feedback to participating collectives (new point).**
- ☐ Process for citizens (people and entities) to sign up to the Bilbao Values Charter.

COMPREHENSIVE PLAN TO FOSTER AND DEVELOP THE VALUES CHARTER PREPARING A VALUES FORUM/CONFERENCE

- ✓ **Presentation of the Map of Bilbao's Good Practices in Values.**
- ✓ **Presentation and work sessions around the proposed Comprehensive Plan to Foster and Develop Bilbao's Values Charter.**
- ✓ **Preparing a Values Forum/Conference**



MONITORING THE COMPREHENSIVE PLAN



Español Euskara

f i t y

BILBAO BALIOEN HIRIA ZERGATIK? ZERTARAKO? ZER BALIO DITU BILBOK? BALIOEN VADEMECUM-A HARREMANETARAKO

B B B B B
B B B B B

BILBAO BALIOEN HIRIA proiektuaren helburua da instituzioen, gizarte erakundeen, enpresen, hedabideen, ikastetxeen eta hiritarren arteko analisia, eztabaldia, hausnarketa eta elkarlanerako gune bat sortzea, Bilboko balio partekatuen esparru bat sustatzeko.

Zergatik? Zertarako?

Bilbao Balioen Hiria proiektua zer den azalduko dizugu.

INFORMAZIO GEHIAGO

Zer balio ditu Bilbok?

Hiritarrei galdere egin zale, Bilboko bereko balietzat zeintzuk jotzen dituzten jakiteko.

INFORMAZIO GEHIAGO

Balioen vademecum-a

Bilboreko desiragarri / desio diren balioen katalogoa.

INFORMAZIO GEHIAGO

Harremanetarako

Kontakutik edo iradokizunik egin nahi badiguzu, jarri gurekin harremanetan.

INFORMAZIO GEHIAGO

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ESKERRIK ASKO

17/02/2017