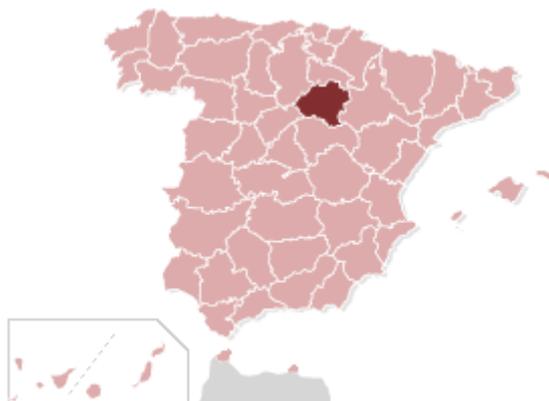


Project title: Mobilisation and empowerment of citizens and key agents in the city, for improvement of urban environment in the city of Soria (Spain).

Project objectives:

The city of Soria is located in the region of Castilla y León (centre of Spain). It is a historical city, well-known as city of poetry: Antonio Machado, Gerardo Diego or Gustavo A. Bécquer, visited and lived in the city, and many poetries were written about it.



Considering citizenship at every levels (stakeholders, association and entities, collectives, individuals...), the main objective of People CO2Cero is to reinforce citizenship implication and empowerment for environmental improvement in urban Soria. For that, methods for participation and citizen mobilization will be used. Some of these methods have been successfully proved to solve some environmental conflicts (reactive focus). However, it is still to be proved their ability as a part of a proactive process of environmental improvement, managed on a bottom-up approach. This obliges to design new participatory strategies, as well as to assumption of new roles by every implied actors.

At the same time, People CO2Cero aims to link citizen mobilization and sustainable economic development, creating formula that make implication by enterprises and banks easier. These formula trend to promote investment in sustainable development, such as energy efficiency, waste or water management. Hence, role of environment as employment source is reinforced and a new productive model is being created, all of that in the frame of global crisis, that should oblige to think about this new model, according to guidelines given by European Strategy 2020.

With these objectives, People CO2Cero aims to continue activities to be undergone in the frame or LIFE+ Soria CO2Cero project, emphasizing some aspects more linked to participation by citizens and market agents in maintenance and improvement of environmentally healthy zones. Ayuntamiento de Soria, as local authority, plays an essential role in this process, linking every public and private agents, promoting agreement and participation, then promoting useful agreements for sustainable development and prosperity in the city.

Soria is about 40.000 inhabitants. Proposal to be carried out within LIFE+ can be very useful for a wide range of EU cities or neighborhoods within big urban areas, so reinforcing demonstrative role of the project.

The following operative objectives are proposed:

- 1) To continue the initiative Soria CO2Cero, by selecting strategically population groups that allow to promote values and management model from Corridor CO2Cero.
- 2) To imply key agents from the city in the environmental custody of territory, carrying out a program for prescriptors, that would include targeting, acquisition and awareness.
- 3) To promote a big agreement among public institutions, financial entities, enterprises and citizenship, focused on promotion of environmentally sustainable projects in Soria (eco-investment), including creation or promotion of innovative financial products and resources.
- 4) To implement a kind of innovative and transversal eco-auditing, centered on monitoring and evaluating indicators that explain CO2 reduction in everyday activity in households, public equipments and business located on the Corridor.

Actions and means involved:

People CO2Cero will be carried out through the following work packages (WP):

- WP1.- Preparatory actions.
- WP2.- Design and implementation of Eco-auditing.
- WP3.- Urban environmental stewardship community Program.
- WP4.- Eco-investment Promotion Program.
- WP5.- Diffusion & Communication Plan.
- WP6.- Networking with other related projects.
- WP7.- Project management.

Preparatory actions include as specific activities:

- * Creating methodology for monitoring, including committee for monitoring.
- * Contracting suppliers.
- * Social and media launch of the project.

Design and implementation of Eco-auditing will include as specific activities:

- * Design of eco-auditing model (method, techniques and procedures).
- * Editing an eco-auditing guidebook.
- * Development of tools for information statistics and management.
- * Benchmarking of eco-auditing, (including sample design, groundwork, information analysis, meetings, result presentation).
- * A green e-mail for everyday environmental improvement.

In the *Urban stewardship environmental community Program*, it is aimed to mobilize key agents that are meaningful for this custody. For that, several profiles will be selected, and interested people will be looked for, by means of workshops. Specific activities include:

- * Design of the Program of Environmental Awareness for Urban Environmental Agent (UEA).
- * Call for prescribers and creation for UEA Committee.
- * Development of a work planning for these UEA.
- * Integration of these Agents in other Work Packages (2, 4 and 5).
- * Long-project training for Agents by means of workshops.

Eco-investment Promotion Program is a process of mobilization of public institutions and financial entities, by means of the following activities:

- * Call for entities, and finding out of needs and opportunities for eco-investment in Soria.
- * Sectorial meetings to define criteria to value financial products and ecoinvestment projects.
- * Creation of the "Catalogue of financial tools for environment in Territories CO2Cero".
- * Creation of the "Catalogue of Environment and energy services in Territories CO2Cero".
- * Technical assistance for business implementing Corporate Social Responsibility (CSR).
- * An International workshop on Ecoinvestment, to share experience at national and EU level.

Diffusion & Communication Plan is a transversal program to be coordinated with specific communication activities in other work packages. It includes the following actions:

- * Corporate image and identity.
- * Project website.
- * General supports for diffusion.
- * Diffusion in technical & scientific fora.
- * General result presentation.
- * After-communication plan.

Networking is aimed to create links with other national and EU projects working on areas such as citizen mobilisation and use of market and financial mechanisms for environmental purposes. It will include as specific activities:

- * Creation and animation of a net of CO2Zero territories.
- * Links to other projects in People CO2Cero website.
- * Other national and European projects participating in sessions organized in Actions 2,3 and 4.

Finally, *project management* will include every organizational and functional aspects, including staff structure, as well as tasks charged to each member of this staff.

Expected results (outputs and quantified achievements):

Project results aim a real engagement of social tissue and market agents in Soria for custody of Territory CO2Cero. For that, they will be provided with financial tools, and with technical tools for monitoring these custody activities. Relationship between expected results, project objectives and specific activities is synthetically highlighted in the following table:

General objectives	Specific activities	Expected results
<p>Considering citizenship at every levels (stakeholders, association and entities, collectives, individuals...), the main objective of People CO2Cero is to reinforce citizenship implication and empowerment for environmental improvement in urban Soria.</p>	<ul style="list-style-type: none"> • Design of the Program of Environmental Awareness for Urban Environmental Agent (UEA). • Call for prescribers and creation for UEA Committee. • Development of a work planning for these UEA. • Integration of these Agents in other Work Packages (2, 4 and 5). • Long-project training for these Agents by means of workshops. • Creation and animation of a net of CO2Cero territories. 	<ul style="list-style-type: none"> ✓ Creating a net with at least 30 Urban Environmental Agents (UEA). ✓ Work planning for these agents including at least 10 tasks to be done during project duration.
<p>People CO2Cero aims to link citizen mobilization and sustainable economic development, creating formula that make implication by enterprises and banks easier</p>	<ul style="list-style-type: none"> • Call for entities, and finding out of needs and opportunities for eco-investment in Soria. • Sectorial meetings to define criteria to value financial products and ecoinvestment projects. • Creation of the "Catalogue of financial tools for environment in Territories CO2Cero". • Creation of the "Catalogue of Environment and energy services in Territories CO2Cero". • Technical assistance for business implementing Corporate Social Responsibility (CSR). 	<ul style="list-style-type: none"> ✓ Participation of at least 5 financial entities. ✓ Creation or adaptation of at least 5 financial products, specifically designed for eco-investment. ✓ Aid for at least 20 eco-investment projects during project duration. ✓ At least 20 companies implied in CSR process. ✓ Diffusion of catalogues among target people: enterprises, owners, and neighbors. ✓ International workshop on Ecoinvestment. ✓ A range from 400 to 650 tons of CO2 will be avoided, depending of applied technologies. 5 tons of NOx and 9 tons of SO2 are also expected to be avoided. ✓ CO2 reduction coming from savings of drinking waters is about 0,36 Kg per liter, hence, demonstrative reduction applied on 10 households gives 262,8 tons of CO2. Anyway, reduction potential is much bigger: in the whole city it could reach more than 250.000 tons.
<p>To continue activities to be undergone in the frame or LIFE+ Soria CO2Cero project, emphasizing some aspects more linked to participation by citizens and market agents in maintenance and improvement of environmentally healthy zones</p>	<ul style="list-style-type: none"> • Design of eco-auditing model (method, techniques and procedures). • Development of tools for information statistics and management. • Benchmarking of eco-auditing, (sample design, groundwork, information analysis, result presentation). 	<ul style="list-style-type: none"> ✓ Software tool for free use for self-auditing. ✓ Eco-auditing in at least 10 business, 10 households, and 2 public facilities, with expected CO2 reduction of 37,4 tons. Further explanation of these figures is included in description of Action 2. ✓ Reduction of more than 6 tons of household waste and 1 ton of industrial non-dangerous waste, only from eco-audited facilities. Further explanation about these figures is included in Environmental problem targeted section. ✓ Editing an eco-auditing guidebook with 200 issues and available via web. ✓ Publication and comparison of results, and proposals for the future.