

XI DISTINCTION "GOOD PRACTICE IN CITIZEN PARTICIPATION "



APPLICATION FORM

A. BASIC DATA OF THE EXPERIENCE:

Experience Title: Hey! Tenerife.		
Name of city / region: Tenerife. Islas Canarias		
Entity promoting: Cabildo Insular de Tenerife		
Country: España		
Start date: Enero 2015	End Date: Dic 2016	
Size of the population: 891,111 inhabitants		
Surface area: 2,034.38 km²		
Density of population: 441,75 hab./km²		
Income per capita: € 20,867.50		
Main economic sector: Tourism		
Type of experience:	Advice	X
	Electronic Government / Open Government	X
	Legislative initiatives and participation	
	Others	X
Territorial scope	Territory set	X
Thematic scope	New Social Movements and Associationism	X
	Culture	X
	Decentralization	X
	Local development	X
	Training / Training	X
	Others	X

B. FUNCTION

DESCRIPTION OF THE CONTEXT IN WHICH THE EXPERIENCE HAS BEEN DEVELOPED

The experience "**Hey! Tenerife**" is developed on the island of Tenerife, promoted by the Cabildo Insular, and is part of the strategic actions carried out by this institution, to **promote the culture of Citizen Participation and Democratic Governance** on the island.

With a population of about 900,000 inhabitants, Tenerife has **31 municipalities** distributed in five regions, where local administrations are key social actors of the island.

The complex economic situation in Tenerife in recent years, coupled with the growth of participation, as well as the need to integrate citizenship as part of public policies, leads the Cabildo de Tenerife to define its own strategy in this area.

In response to these needs, in 2013 the Cabildo created the **Citizen Participation and Attention Area**, supported by the Canary Law to Promote Citizen Participation and the Law on Transparency, Access to Public Information and Good Governance.

Throughout 2013 and 2014 work is in the creation of adequate mechanisms and actions for citizens to access government decisions by promoting collaboration with municipalities focused on co-management at the insular level. Thanks to the Approval of the document "**Strategic Framework for Participation**", a project that won **the ninth distinction of OI DP in 2014**, it was possible to carry out the renewal of governance structures.

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This document articulates the policies of citizen participation at the insular level, and is composed of **111 actions distributed in the 7 fundamental axes**:

- Normative
- Participatory Culture
- Training
- Methodologies and Management
- Participatory Processes and Channels of Participation
- Communication
- Associations and Volunteering

“Hey! Tenerife“ encompasses the actions of the **Cabildo de Tenerife** for the implementation of the **”Strategic Framework”** from the 7 axes, on the island.

OBJETIVES

As we have commented, in this first phase, **Hey Tenerife!** Constitutes a territorial experience for **the implementation of the actions of the “Strategic Framework of Participation” in the island, in collaboration with local councils and other social actors.** Hey! Tenerife, to be a wake-up call, an invitation to dialogue to promote Citizen Participation and Good Governance in all the municipalities of the island.

Within the objectives marked by **the experience “Hey! Tenerife“** for this first phase developed over two years (2015-2016), we highlight:

- Implementation of the implementation of the **“Code of Good Governance”** at the territorial level.
- Implementation of the actions of the **“Strategic Framework”**, focused from the 7 axes that comprise it, in all the municipalities of the island.

To carry out these objectives has been work in the last two years, from three fundamental aspects:

- 1. Sensitization** of different groups from different levels: childhood, seniors, technicians, associations, etc.
- 2. Training**, as a key action that allows to generate an authentic culture of participation in the island.
- 3. The Information**, emphasizing in a special way the communication of the experience Hey! Tenerife, through the elaboration of the Communication and Dissemination Plan “Hey! Participate “, whose actions have been developing.

In order to meet these goals, and emphasizing the aspects named above, from **Hey! Tenerife** has developed different pilot projects to respond to the impulse of citizen participation on the island.

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DESCRIPTION OF THE EXPERIENCE

The performances by "Hey! Tenerife" seek to **inculcate and educate citizens and other social actors, in the value of participation, aimed at a change of social model, which promotes the culture of participation in society.** To this end, an internal strategy has been developed within the institution, and on the other, the external strategy directed towards citizenship.

INTERNAL STRATEGY. It is focused on a culture change that has undoubtedly allowed for an **improvement in administrative procedures, eGovernment, improvement of public service, improvement of citizen care, and the imposition of open government and citizen participation processes,** reinforcing Thus the transparency indicators of the entity.

In **this first phase of awareness** they have developed "Audiovisual Pills" of didactic-informative nature, among other actions. Work has also been done internally by departments, focusing on the concepts and tools of government Open and participatory methodologies. In this sense, the Open Government **Technical Board has been created which supervises the monitoring and evaluation of the actions that have been carried out within the Hey! Tenerife.** Also, as a result of the work developed from the eGovernment, 21 new procedures have been incorporated.

Another aspect to emphasize within the internal strategy of the corporation has been **the elaboration of Participatory Processes** as part of its strategy in public policies. A clear example has been the "**Regulation of the Park of Teno**" through participatory processes, through the platform of **www.heytenerife.es** as pilot experience. It is important that **all stages of a participatory process are characterized by transparency, information and feedback with the community.**

(Attached Annexes: document of the "Strategic Framework for Participation", document of the "Code of Good Governance")

EXTERNAL STRATEGY. The external strategy towards citizenship is based on different actions, programs and pilot projects that follow the structure of the axes of the Strategic Framework, as implementation of the same at insular level, as follows

AXIS 1. REGULATION

Advice to the nine Law of Municipal Regulations, developing a "Regulation Type" for municipalities.

AXIS 2. CULTURE OF PARTICIPATION

In this first phase has been developed different campaigns to raise awareness of the different groups. As an example, it is located all over the island Hey Tents! As hot spots for information and advice on Citizen Participation, promoting activities and workshops to stimulate participation.

AXIS 3. TRAINING

The formation of specialized programs in collaboration with the University of La Laguna has

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been promoted, as well as training courses in RACE ECCA, among others

AXIS 4. METHODOLOGIES AND MANAGEMENT

This change of culture has led to the implementation of new working methodologies in the Area. The Complaints and Suggestions Regulations have been made for greater feedback with citizens.

AXIS 5. PARTICIPATORY PROCESS AND CHANNELS OF PARTICIPATION

A virtual platform has been designed to inform, propose and collect the opinions of citizens. Also, Hey! Tenerife, has other broadcast channels that encourage interaction with users www.heyparticipa.es

AXIS 6. COMMUNICATION

The Cabildo has developed the Plan of Communication and Dissemination to 3 years, Hey! It participates, which includes in detail the internal and external communication strategy, as well as the actions and tools to carry out, within the objectives set by this institution.

AXIS 7. ASSOCIATION AND VOLUNTEERING

To foster associationism and volunteerism, a **program has been developed to sponsor participatory projects that promote change in the culture of participation.**

Among these projects we highlight the **LIVING DESIGN LAB** project: a pilot project that proposes a reflection on new models, methodologies and processes of collective design and local development, focused on the themes: **Social Design, Graphic in Action and Participatory Architectures**. This experience works with different communities and integrates **participation-design-creativity** in all processes developed, from the field of disability, community graphic action and the intervention of collective architectures.

LEADERSHIP OF THE INITIATIVE AND CORRESPONSIBILITY OF THE DIFFERENT ACTORS.

The Island Council of Tenerife **leads the initiative "Hey! Tenerife "since its commitment to the promotion of Citizen Participation**, and in co-responsibility together with City Councils, Network of Local Entities, as well as the public office itself of the public administrations involved.

It is important to point out the willingness of the local entities to carry out the implementation of the participation actions in each municipality, as well as integrating these strategies in the municipalities themselves.

In the design and development of the different actions and programs of "Hey! Tenerife "has collaborated with municipalities and local entities, to take into account the specifics and needs of each of the different municipalities, in order to give a more close response to citizenship.

In this sense, from the Cabildo Insular de Tenerife, promoter of the initiative **Hey! Tenerife** through different programs, actions and pilot projects, has sought **to promote citizen**

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participation throughout the island, fostering collaboration and cross-cutting between the various local public agents and entities.

Exercising leadership on the island has involved making efforts to:

- **To know:** To know, to listen and to understand the aspirations, demands, capacities of the different groups, communities and communities of the territory.
- **Intermediary:** Identify positions and interests, balance forces, create alternatives to constructively articulate the legitimate interests of different groups.
- **Create Vision:** Facilitate a vision vision. Shared and integrated.
- **Collaborate:** Build partnerships to drive change.
- **Convince and Move:** Explain and communicate values, create culture

TRANSVERSALITY AND COORDINATION WITH OTHER ENTITIES OR WITH OTHER DEPARTMENTS OF THE SAME MUNICIPAL GOVERNMENT

The transversality is one of the fundamental principles that the strategic framework document (adopted in 2014) includes in its strategic axes, **which is why it is a commitment of the Cabildo de Tenerife to work from the transversality** with all municipalities, groups, citizens, Tables of experts, associations ... etc, which contribute to the promotion of citizen participation from **a more open and multi-directional vision**.

The Citizen Participation and Attention Area works in close contact with all social actors in the territory, as part of the overall strategy promoted by the Cabildo de Tenerife, in which it promotes transversality among the different local entities, always respecting their competencies.

On the other hand, at the internal level within the Institution, it works transversally between the different Councils of the Cabildo of Tenerife. Among them, we highlight the collaboration in the issue of regulations and collaboration in the promotion of projects and actions that integrate participatory processes from other areas of government of the Cabildo.

C. METODOLOGY

DESCRIPTION OF THE METHODOLOGY AND PARTICIPATION MECHANISMS IMPLEMENTED IN THE DIFFERENT PHASES OF THE PROCESS

The methodology of Hey! Tenerife is based on the "Strategic Framework" itself. **Based on this document we establish a dynamic, flexible and participatory methodology, based also on the Participatory Research-Action (IAP) model.** Starting from the IAP model, **Hey! Tenerife** emphasizes the promotion of **a culture of participation**, establishing the following phases for the implementation of the Framework document in the island territory:

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- **DIAGNOSIS:** In the previous phase of diagnosis, we have worked side by side, with the different social actors of a Community, to define their social reality and establish a map of local demands and needs at the insular level.
- **PLANNING:** This phase has been developed over two years and in collaboration with the municipalities of the island, along with other social actors in the local area. A series of actions has been designed and planned jointly from the Previous diagnosis, attending to the demands and necessary detected. The return phase to the community has always been considered as a key element that guarantees the involvement of citizens.
- **EXECUTION:** At this stage, the involvement of the different agents has been carefully taken care of, promoting the management of the tasks and the development of the project in a consensual way, by all parties.
- **FOLLOW-UP:** Throughout the development of the activities, the processes have been monitored in order to obtain the necessary indicators to be able to implement possible improvements in the next phases and / or other projects.

The protagonism of the citizens from the beginning in the experience Hey! Tenerife has been one of the key starting premises. It is important, therefore, **to make identification and planning with participatory methodologies**, whose methodologies have been contemplated in each and every one of the phases of the process

D. ECONOMIC RESOURCES

BUDGET

The total amount for the realization of this experience in 2016, from the Area of Participation and Citizen Care, has a total budget of **€ 3,637,267.26**; Which represents a **5.7%** of the budget with which the Cabildo Insular de Tenerife counts, amounting to **648.048.000,00 €**.

FINANCING STRATEGY

The funds with which this experience is developed correspond to **the Institution's own funds, which means an important commitment of the Cabildo Insular de Tenerife** in its commitment to promote the Culture of Participation in the island.

The Cabildo Insular de Tenerife has 9 councils, from which it is contemplated the development of joint actions of Citizen Participation, coordinated from the Area of Participation and Citizen Attention itself. This institutional strategy aims **to promote the mainstreaming of actions in insular material on the part of each and every one of the Ministries**.

In this sense, we add the budget assigned by the Cabildo of Tenerife to the Citizen Participation and Attention Area, which is assigned to the realization of projects in other Cabildo areas; This means that if the Ministry of the Environment does three projects of

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participation, the investment that is being allocated to these items is an investment in the percentage of participation.

E. DISSEMINATION OF INFORMATION AND RETURN TO PARTICIPANTS

DESCRIPTION OF THE DIFFUSED INFORMATION DURING THE PROCESS

The dissemination of information is a fundamental part of the methodology of work in any Citizen Participation project. **The information must be clear and adapted to the levels of understanding of the different agents.** We have focused on this first phase in **SENSITIZATION, DISSEMINATION AND TRAINING** in the area of Citizen Participation. In particular, in explaining to the different agents **what is the citizen participation, to educate in methodologies of participatory processes, to promote a culture of participation.**

At first, **internally, so that from the administration** there is a change of mentality; This has been achieved thanks to the training, sensitization, and implementation of new work methodologies that responded to the Open Government strategy of the Cabildo de Tenerife, discussed above.

At external level, with informative meetings in municipalities and associations, the installation of tents in the various municipalities of the island to inform the public. In turn, the web platform itself, constantly updated, as well as broadcast on radio, print and local television. In this section the **PLAN OF COMMUNICATION AND DISSEMINATION** has been primordial as information strategy.

RETURN TO PARTICIPANTS

The return has been done both in a general way to the citizens, and in a sectoral way towards the entities and agents that has been involved in the actions carried out since Hey! Tenerife. The return is one of the most important phase for any participatory process, and thus get the involvement of citizens.

The channels used for the return to the community have been, the case may be, community meetings, meetings, presentations in community, sectoral meetings, listening tables, ...

On the other hand, on the website of the Hey! Tenerife there is a constant flow of information about the actions of the area and the development of projects, facilitating in any comment the interaction with the citizens.

F. RESULTS

TOTAL NUMBER OF PARTICIPANTS IN THE PROCESS AND PERCENTAGE OF

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TOTAL DIANA POPULATION. PROFILE OF THE PARTICIPANTS.

The performance set Hey! Tenerife, has addressed an estimated population of 850,000 people, on the island of Tenerife. It is a direct action strategy towards citizenship, in which all the channels of diffusion have been used to attract the target public, made up of groups, entities and social agents of participation.

At the internal level, it is also worth noting the participation of more than 1,100 workers, most of them technicians from the town hall and other entities, experts and professionals in the field. As an example, only training through ECCA Radio, has about 1000 people.

HAS DOCUMENTATION HAS BEEN PRODUCED ON THE RESULTS?

Documentation has been produced on the results obtained so far, based on the surveys carried out, the feed-back of the citizens collected on the platform www.heytenerife.es and other opinion forums, as well as the results reports of the Established control indicators.

This information supposes a relevant documentation since it allows us to evaluate the scope and level of suitability of the contents and actions raised, also generating the possibility of performing improvement actions, adapting the proposals to the needs of the communities involved. The documentation is accessible as it appears on our internet platforms, heytenerife.es and participatenerife.es. (free access)

In addition, periodic follow-up reports are carried out internally, and annual reports of action that pay special attention to the citizens' response and to the return of the projects carried out to the community.

IMPACT ON PUBLIC POLICY.

The first phase of implementation of the Strategic Framework, called Hey! Tenerife, has had an important impact at the level of citizenship, and in particular among the groups and social agents of the different municipalities of the island.

On the other hand, it highlights the importance of **COMMUNICATION AND DISSEMINATION PLAN**, Hey! It participates as a key element and articulator of strategies that have favored the implementation of participatory methodologies and processes in actions and proposals for local development.

The adoption of the Strategic Framework was already a fundamental starting point for the implementation of all mechanisms for participation; This has had a positive effect on all links of the administration and citizenship; In this sense more and more people, technicians and associations join the performances of Hey! Tenerife, promoted by the Cabildo de Tenerife.

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IMPACT ON ACTORS. CULTURAL EFFECTS ON THE PARTICIPANTS AND ALSO IN THE MUNICIPAL GOVERNMENT (TECHNICAL, POLITICAL ...)

Get over this initial phase of Hey! Tenerife, the institution is very satisfied with the results obtained in the different municipalities of the island.

COMMUNICATION AND INFORMATION have undoubtedly been determining factors that are reflected in the results and the social impact obtained in the citizenship.

This is reflected in the increase in the number of proposals by the citizens collected in the virtual platform www.participatenerife, **as an indicator of a change of mentality towards a culture of the most deeply rooted participation in society.**

IMPACT ON THE OUTSIDE. THE EXPERIENCE IS TRANSFERABLE OR REPLICABLE IN ANOTHER CITY, IN ANOTHER ORGANIZATION ETC.

The experience is totally transferable, since it has worked with methodologies and participatory tools that make it transferable to other contexts and / or organizations, in collaboration with groups, associations and municipalities.

The participatory processes have been worked in a participatory manner with the different social agents, contemplating the initial phases of the applied methodology. Keep in mind that the performances performed by Hey! Tenerife is this initial phase of sensitization, information and promotion of the culture of participation in the territory, seek social awareness and education-training in the field of citizen participation.

G. EVALUATION AND MONITORING OF THE PROCESS.

BRIEFLY DESCRIBE WHAT TYPES OF PROCESS EVALUATION IS INTENDED (INTERNAL / EXTERNAL), ENTITY THAT WILL CARRY OUT AND PARAMETERS TO BE MEASURED.

The Evaluation of the processes **is a tool in the service of the achievement of the objectives marked by the entity.** The evaluation of the actions both internal and external, with qualitative methods (interviews) and quantitative (surveys).

Internally, the Open Government Technical Board is in charge of monitoring and evaluating the actions of Hey! Tenerife, coordinated from the Area of Participation and

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Citizen Care of the entity.

As for the methodology used in the Evaluation, **control indicators have been used, as well as the Q & A Model (question answer), through surveys directed to the different social actors involved in the process.** Among the control indicators for the evaluation, we have taken into account:

- Indicators of physical presence
- Indicators of impact
- Results Indicators
- Indicators of gender and social inclusion
- Financial performance indicators

INDICATE IF CITIZENS PARTICIPATE IN THE EVALUATION AND / OR IF THEY ARE RETURNED FROM THE SAME.

Citizenship has actively participated in the evaluation through its participation in Forums, telephone surveys, as well as in the social network channels of the organization, where feedback is promoted as part of the digital communication strategy of Hey! Tenerife.

In this way, and by way of example, citizens have at their disposal in the virtual platform the Assessment Sheet, where they have the opportunity to evaluate the results, make comments, provide solutions, improvements, and / or new proposals

IS IT EXPECTED THAT THERE IS A MONITORING / MONITORING OF THE PROCESS BY THE CITIZENSHIP ONCE THE EVALUATION IS FINISHED?

The monitoring and monitoring of the process is contemplated by the citizens, as has been advanced in previous sections. **Its feedback and involvement in the processes is a key factor for the achievement of the objectives set by the entity,** in addition to continuous improvement in the ongoing Citizen Participation actions and those that are developed in the future.

H. SUMMARY AND CONCLUSIONS

OUTSTANDING EXPERIENCE ELEMENTS.

Among the activities developed at **Hey! Tenerife**, it is worth mentioning the **PLAN OF COMMUNICATION and DISSEMINATION** (Hey! Participates) as a key factor, pointing

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out the following actions:

LIVING DESIGN LAB:

It is a pilot project that develops real challenges projects in collaboration with all the educational institutions of the island and with different local communities. These are collective actions with students and professionals from the creative field focused on **Social Design, Graphic in Action and Participatory Architectures**. "Living Design Lab" achieves its fundamental objectives, in relation to the integration of participation and other creative disciplines, offering an innovative vision to the citizens.

One of the most relevant actions carried out was **the project-challenge of the Social Design team, which worked with an INTEGRATION AND INCLUSIVE DESIGN approach aimed at groups with disabilities**. The final proposal developed, in close collaboration with the public company SINPROMI, proposed the design and improvements of a low-cost wheelchair, as dissipositive and support products open to citizens.

HIT HEY! PARTICIPATES:

Creation and composition of a Musical Hit, with the edition of a video clip for the promotion and the approach of the Citizen Participation to all the groups and social agents, affecting the new generations.

FLASH MOB HEY! IN COMMERCIAL AREAS:

Campaign to broadcast BTL actions (*below the line*) of a Flash Mob in commercial areas, with the interpretation of the musical Hit Hey! Participates.

CHALLENGES TO REACH IN THE FUTURE.

With a view to 2017, the challenge is to emphasize the consolidation of the awareness and dissemination work carried out. Throughout 2017, it is expected to reach a maturity in public policies on Citizen Participation at island level. It also works on improving **transparency indicators, with projects aimed at objectives and promoting collaborative work with other entities**.

In this sense, the work done together with the City Councils, it is expected that the results obtained, these are valued positively by the citizens and social actors, **so that they really feel part of the social change towards a more participatory democracy**.

REASON WHY AN INNOVATIVE EXPERIENCE IS CONSIDERED.

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We can consider Hey! Tenerife as an innovative experience according to its global vision that starts with the citizenship itself, in which we highlight the following values:

- **Cross-cutting** as an essential value associated with participation, involving other social agents in the integration of mechanisms and tools that facilitate joint work towards congestion and co-responsibility.
- **The response to the needs and specificities of each municipality**, city councils and social actors, according to the scope of action of the Actions to be developed.
- **Strengthening dissemination channels** and participatory experiences.
- Generation of a **network of participation in the island territory**, promoting dialogue and communication to reach all agents.

Hey! Tenerife is considered an innovative experience because it has led to **a significant change in social structures and behavior at the insular level**. In particular, it has contributed to **a change of mentality towards joint decision-making, in improving administration and public policies in terms of participation**.