

LIFE CITYAdaP3 project

Adaptation of cities to climate change: public-private collaboration based on CSR

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Challenge: climate change

Sustainable Development Goals



- **Cities** are a key element for climate change.
- They generate 70% of the world's greenhouse gas emissions.
- They represent the 80% of the planet's energetic needs, being the centre of the world socio-economic development.
- But they also can potentially **become a key agent in the fight against climate change**, due to their high availability of resources, infrastructures, services and economic and social assets.

Keys for cities' climate change adaptation

- There is a **cooperation** framework between countries and between different levels of governments and the private sector.
- **Collaboration between stakeholders** (government, businesses and society).
- **Public policies** that **boost companies** leading in sustainability when carrying out initiatives to mitigate and adapt to climate change
- **Companies** leading in sustainability collaborating with public administrations by generating solutions for a positive impact in the city's transition to resilience and low carbon footprint.

De Boer, Y., 2009. *Keynote Speech, Sustainable Development in Times of Crises*. United Nations Framework Convention on Climate Change.
Forética, 2017. *Informe Cambio climático y ciudades: la acción de las empresas*

Keys for cities' climate change adaptation

Collaboration for climate action by all the interested parties in the urban area generates:

- + possibilities of achieving the goals
- + possibilities of achieving more ambitious goals

Business sector has a key role in contributing to solve the challenges cities are facing now and in the future.

Evolution of companies' perception of climate change:

First approaches are **reactive**



Assume their **co-responsibility** both as a cause of the problema and for its **solution**.

Carbon Disclosure Project. *Informe global sobre ciudades*

Role of enterprises in climate change adaptation for cities

Responsible enterprises (CSR leaders) can have an important role for climate change adaptation for cities:

Environmental commitments (CSR)

in the business management and when facing the impact of its activity

Public-private collaboration participating in climate change adaptation projects for the development and wellbeing of the local population (CSR)

Public-private collaboration based on CSR: LIFE CityAdap3 project

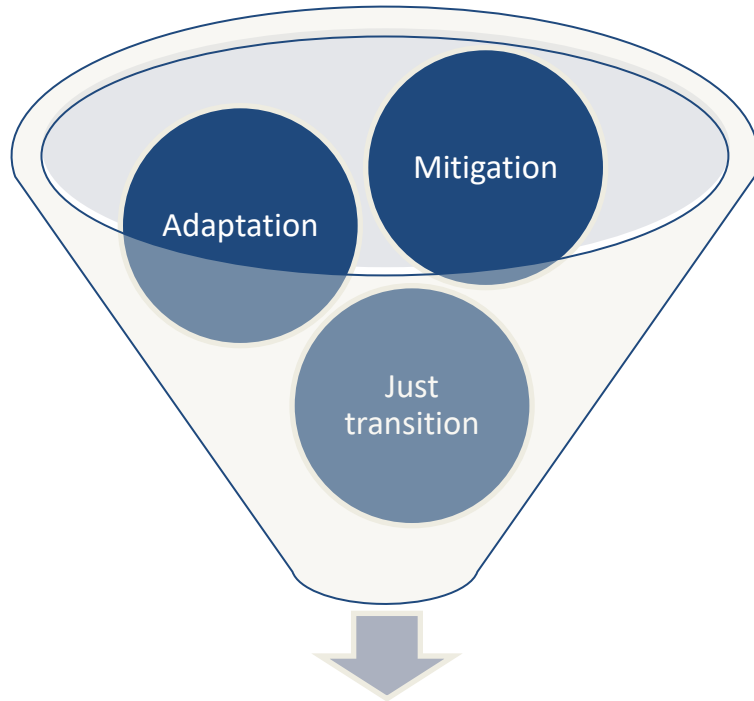
Improving climate change adaptation in urban areas, by financing schemes based on a public-private collaboration with the participation of local businesses

Implementing local adaptation plans (PACES), under the framework of the Covenant of Mayors for Climate and Energy

Thousands of local governments have joined the Covenant of Mayors for Climate and Energy, voluntarily committing themselves to implement the EU goals for the climate and energy.

<https://www.eumayors.eu>

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LOCAL ACTION

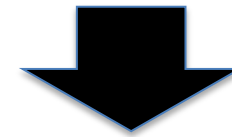


- **Mitigation actions: efficient and renewable energy**

Short return periods

- **Adaptation actions**

Long return periods



Need for external funding

Where and when?

- **Programme:** LIFE
- **Duration:** 01/09/2020 – 30/09/2024
- **Budget:** 2.302.509 €



- **Municipalities Federation of the Region de Murcia**
- **University of Murcia – Chair of CSR**
- **EuroVértice Consultants**

- Proposing public-private collaboration models



Public-private collaboration agreements



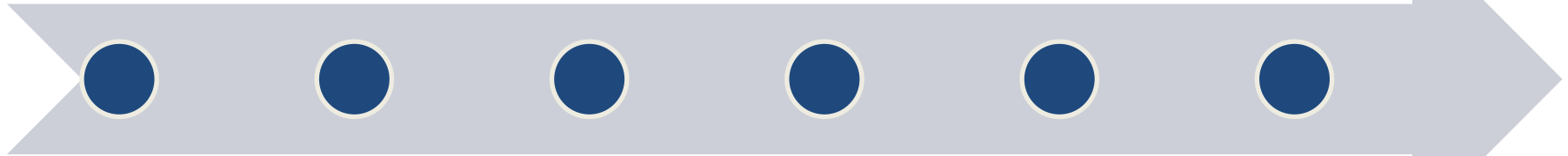
Design of agreement models



Signing of the agreements



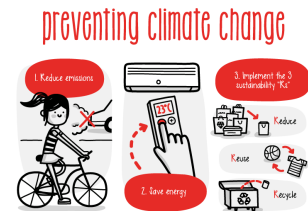
Updating of CSR Plans



Adoption by municipalities and companies

Development of actions

Involvement of companies in the PACES



4 Pilot actions



Alcantarilla, Spain

Multimodal pedestrian and cycling platform adapted to climate change



Lorquí, Spain

Consolidation and enhancement of the urban hills



Molina de Segura, Spain

Ecological multipurpose building. Urban Adapted park. Adapted pathway



Reggio Emilia, Italy

Climate-friendly parks. Urban forestation in 4 public adapted parks

DESIGN OF A COLLABORATION AGREEMENT MODEL

The collaboration consist of the signing of an agreement between the company and the Municipality by which the company makes a donation to co-finance the action of climate change adaptation and the Municipality is committed to disseminate by any mean the collaborating company participation in those activities.

Donation can be a sponshorship, specifically a *business collaboration in activities of public interest*.

DESIGN OF A COLLABORATION AGREEMENT MODEL

Commitments of the **Enterprises:**

- Funding a pilot action with a specific budget.
- Participate in the work group meetings for monitoring the implementation of the Climate and Energy Action Plans

Commitments of the Municipalities:

- Including companies in the **communication activities of the project** to promote their collaboration.
- **Inform** companies of the progress of the implementation of the adaptation action carried out in the municipality.
- **Refer** companies an **action monitoring report** evaluating their impacts after the implementation by an analysis using indicators
- Including companies in the **work group** for monitoring the implementation of the Climate and Energy Action Plans, inviting them to the biannual meetings fo co-deciding on environmental issues concerning the municipality.

1. **Materializing the commitment with the environment and the solution of social problems.**
2. **Adding value to the community where the company operates.**
3. **Improving health and wellbeing of employees and citizens.**
4. **Promoting the territory's transformation towards a reference for the attraction of sustainable companies and investments that local businesses/entities can get benefits from.**
5. **Strengthen the relationships between collaborating companies with local citizens, proving its involvement and commitment of the entity with local development.**
6. **Establishing and/or consolidate solid communication channels with the Municipality, building a network with other companies.**

7. Improving the employees' satisfaction for their belonging to a socially valued and acknowledged company, this attracting and retaining talent.
8. Improving the company's competitiveness.
9. Joining transnational network of European enterprises.
10. Achieving a better brand recognition and improved corporate reputation in the municipality.
11. Measure and be accountable for the companies' commitments towards Environment and Society when elaborating CSR and Non-Financial Information Reports.
12. Contribute to the achievement of the SDGs, especially SDGs 11, 13 and 17.



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