

# GALDAKAO 2030

## DREAMING AND PLANNING THE FUTURE FROM MISSIONS AND PARTICIPATORY DESIGN APPROACH

A process of experimentation and co-creation based on missions, carried out with the City Council and the citizens of Galdakao, exploring new ways of working together and directed towards the ideation of new ways of doing and building governance.

### WHY GALDAKAO?

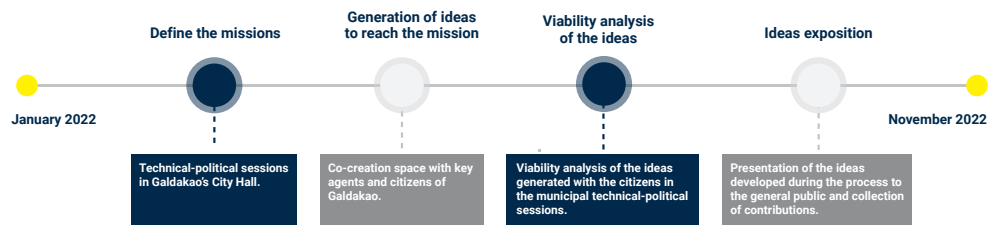
Climate change, care, migration crises... these are challenges of enormous magnitude and complexity that also affect the municipality of Galdakao. Limiting the response to these challenges in the administration would mean ignoring their complexity.

That is why new ways of doing things are required. And this assumes that, through inspiring, specific, measurable and limited missions in time, we are able to mobilize the different public, private, community and knowledge agents of Galdakao. It represents a new way of relating, a new way of collaborating, a new way of jointly building responses to great challenges.

### HOW WE DID IT?

The methodology of the project pursues to explore whether Marianna Mazzucato's Mission-oriented theories and approaches<sup>1</sup> could be applied at a local level and explore how different design approaches such as Participatory Design, Scenario-Based Design, Strategic Design, etc. could be applied together.

The process was carried out through four different stages that enable building a new way of governance in Galdakao through exploring those approaches and new ways of working together with the different stakeholders.



### OUTCOMES

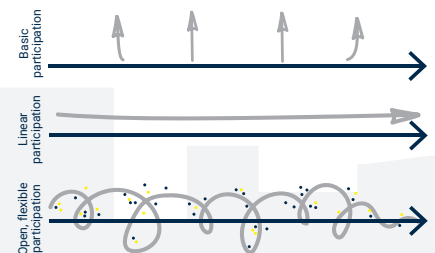
- 2 MISSIONS DEFINED BY THE GALDAKAO CITY COUNCIL
- 5 IDEAS CO-CREATED WITH THE CITIZENS
- 1 PARTICIPATORY EXHIBITION OF IDEAS

### KEY LEARNINGS

- > When in this type of processes it seems that there is a lack of preconditions for the project's success, the process itself is the key to generate the small personal transformations for creating those conditions.
- > The way the team manages expectations and adapts to changes is key for the satisfactory development of these participatory and co-creative processes.
- > Incorporating the systemic vision into local governments changes the way of thinking, managing and working of politicians and technicians. Change is slower than desired due to its complexity.
- > Working collaboratively on projects contributes to creating solutions that answer and adapt to the real needs of citizens and different stakeholders.

> Participation is not just a process with the limitations that this may imply. It is necessary to understand participation as a continuous line, transversal, flexible and essential that guides to a successful, inclusive, sustainable result.

This raises a redefinition of the participatory process from an inclusive approach.



Visualization referring to different forms and levels of participation (own creation)

<sup>1</sup>Marianna Mazzucato (2022). Mission Economy: A Moonshot Guide to Changing Capitalism.

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# GALDAKAO 2030. Dreaming and planning the future from missions and participatory design approach.

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**Abstract:** Galdakao 2030 is a project of experimentation and co-creation based on different approaches such as Mission-driven approach, strategic design, participatory design, scenario-based design, etc. The objective of this project has been to explore new ways of working together with the different stakeholders of Galdakao, to be able to build a new model of governance. The process of co-creation based on missions promotes new ways of doing and building new governance. The mission-driven approach allows us to move the public, private, community, and stakeholders of Galdakao towards a common goal, building together answers to big challenges. This poster/article aims to explain the project and reflect on the different challenges faced throughout the process and the learnings obtained from working on those challenges.

**Keywords:** Architectural Design, Heritage Crafts, Traditional Industries, Intangible Knowledge, Design Research

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