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 mobilise 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 approaches1 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.

ORGANIZED BY: TEAM-WORK: PROMOTER:
GALDAKAO 2030. Dreaming and planning the future from missions and participatory design approach.
Author(s): Filiatreau, Alexandra; Mendoza, Julen; Camino, Garazi; Aldape, Elder; Jimenez, Irune; Bilbao, Joane; Esteve, Andrea; Agirrezabala, Enara

WHAT GOT US HERE WON’T GET US THERE
GALDAKAO 2030. Dreaming and planning the future from missions and participatory design approach.

Garazi Camino a*, Eider Aldape a, Irune Jimenez a, Joane Bilbao a, Julen Mendoza c, Alexandra Filiatreau b, Andrea Esteve b

a Maraka service design studio & lab, Bilbao
b Apitropik, Bilbao
c JM Aholkularitza
*Corresponding author e-mail: garazi@maraka.co

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

For a bigger, better resolution copy of the poster, visit:
https://ead2023bilbao.com/poster-repository/

or scan: