

Bilbao, 4th July 2018

TO WHOM IT MAY CONCERN,

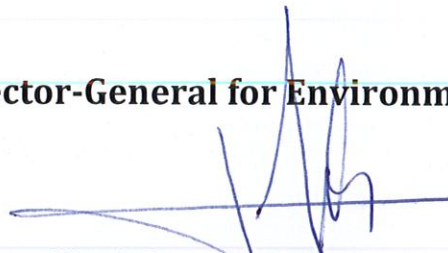
The Provincial Council of Bizkaia has jointly promoted the Actívate + program with Global Action Plan (GAP), as part of our objective to incorporate environmental sustainability into the daily activities of the citizens in our Community.

Running for several years in the different “Mancomunidades” of the Province of Bizkaia, a significant aspect of the program has been bringing together both public & private institutions that operate in sectors such as: energy, water, consumption and waste management, mobility and food. The aim of the program, directed at citizens and schools, was to promote responsible consumption and positive actions with the following results: saving environmental resources, the reduction of CO2 emissions, the improvement of health, etc., with the participation of more than 4,000 families and 50,000 schoolchildren.

The experience has contributed to an increase in the participation of citizens in the area of sustainability in the Province of Bizkaia. It has also resulted in the participating partners - public sector entities and private companies – being able to interact with the population and improve the services they provide. It has also contributed to the socio-cultural transformation of Bizkaia, promoting the culture of sustainability as well as the overall improvement of the towns & cities.

In this call for the Transformative Action Award, the presentation of the program Actívate+ in Bilbao, with almost 2,000 participating households (1.4% of households in the municipality), the incorporation of the University of the Basque Country, with more than 700 students carrying out the program, and 12 schools, is an excellent example of the success of the program which in the past editions achieved similar results.

Director-General for Environment



Unai Gangotti Ciscar