



**Survey to citizens.**

# **Valladolid Climate Change Strategy**

Training programme 19.03.24

Sesion #4: Awareness raising campaigns on climate change

Agency for Innovation and Economic Development – Valladolid City Council



EUROPEAN UNION

EU MISSIONS

ADAPTATION TO CLIMATE CHANGE



# Experience sharing: Valladolid city: surveys to getting to know citizens perceptions on climate change

The city of Valladolid, Spain



IdeVa

AGENCIA DE INNOVACIÓN  
Y DESARROLLO ECONÓMICO  
DE VALLADOLID



Ayuntamiento de  
Valladolid



EUROPEAN UNION



EU MISSIONS

ADAPTATION TO CLIMATE CHANGE



# #ValladolidMissions

Adaptation to Climate Change

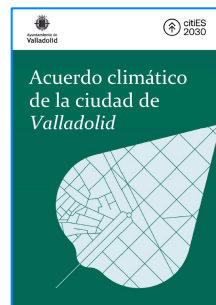


Charter signatory

Climate-neutral and Smart Cities



Mission City



Climate City Contract (CCC)



## Valladolid's main strategies towards resilience to climate change:

URBAN AGENDA VALLADOLID 2030 (2022)



AUVA 2030

PIMUSSVA\_Comprehensive Plan for Sustainable and Safe Urban Mobility (2021)



CIRCULAR ECONOMY ACTION PLAN (2022)



ECONOMÍA CIRCULAR EN VALLADOLID

CLIMATE CHANGE STRATEGY (2022)



INNOVATION AND SMART CITY PLAN (2022)





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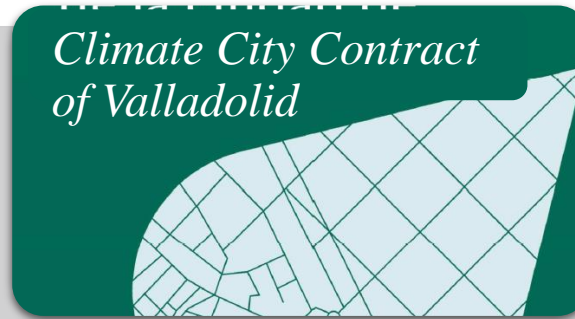
# By and for the citizens..

Initiatives in which citizens are part of strategic documents.



Strategy of  
Climate Change  
to Valladolid.

Disgnosis: survey  
to the the citizens.



Mission Cities:  
Climate City  
Contract.

- Annex III Stakeholders.



Mission City



Local Urban  
Agenda AUVA  
2023



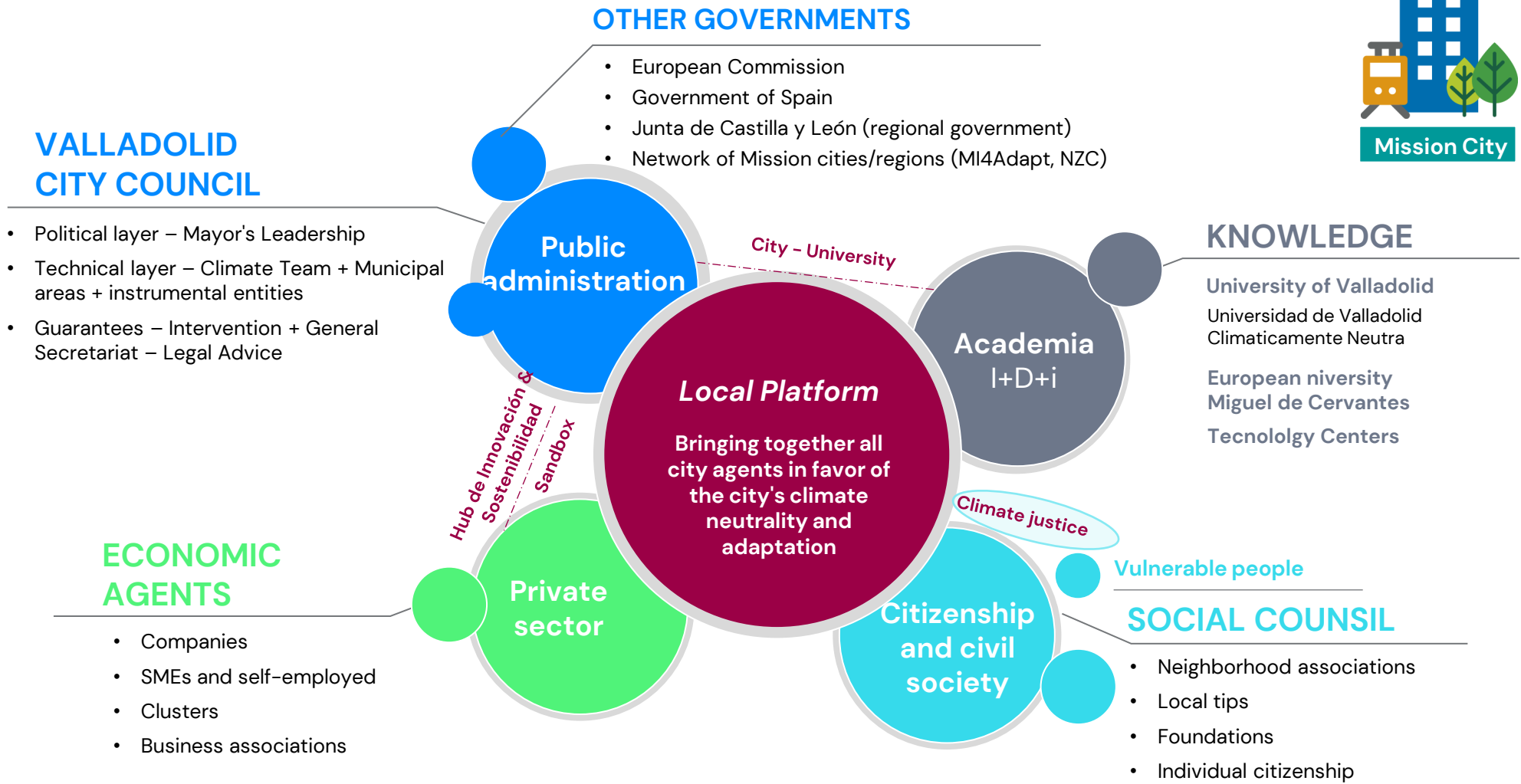
Priority 3:  
Sustainable  
and resilient  
city.



# Participation and governance model

## Public-private collaboration

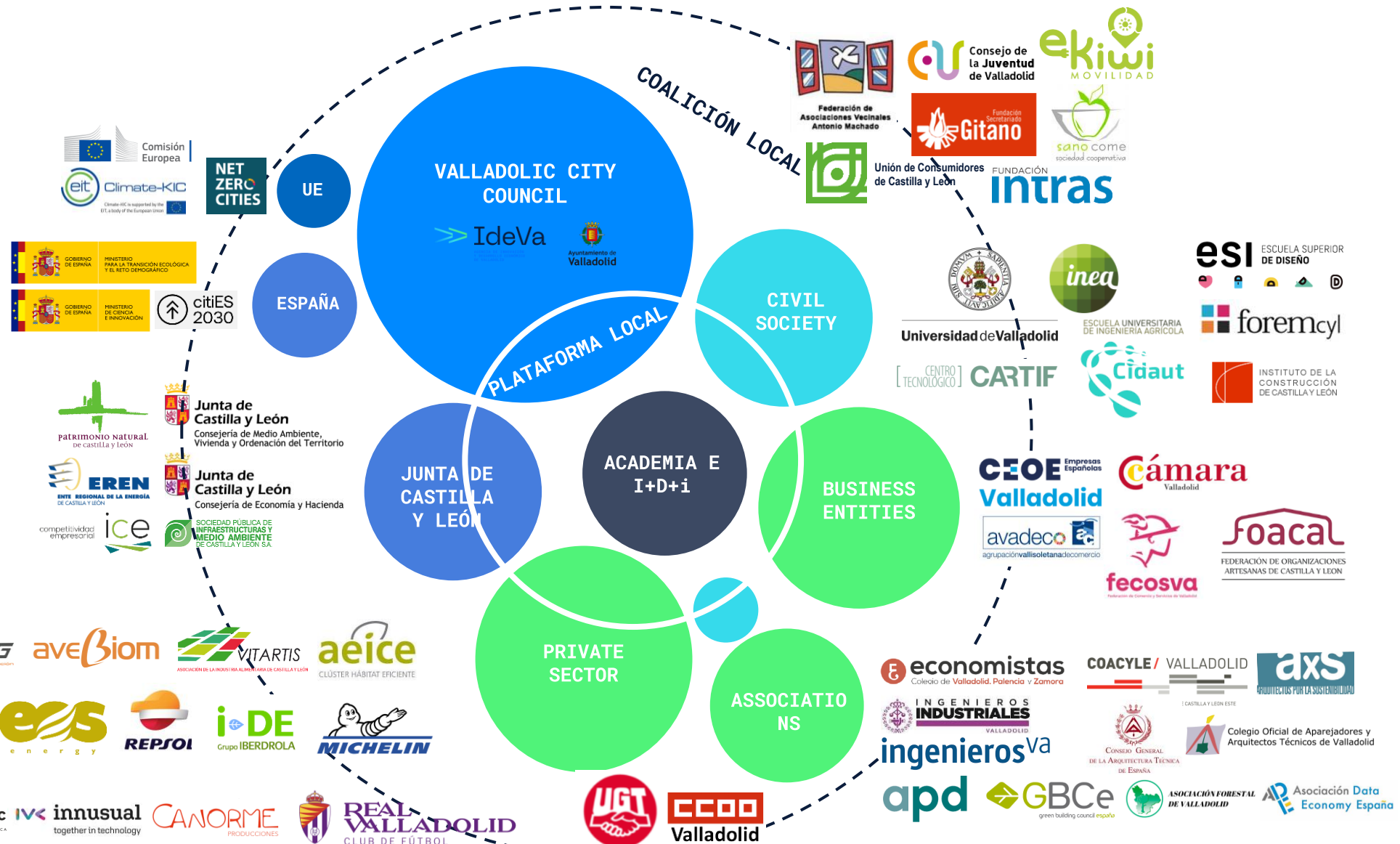
### Climate-neutral and Smart Cities



# Alliances

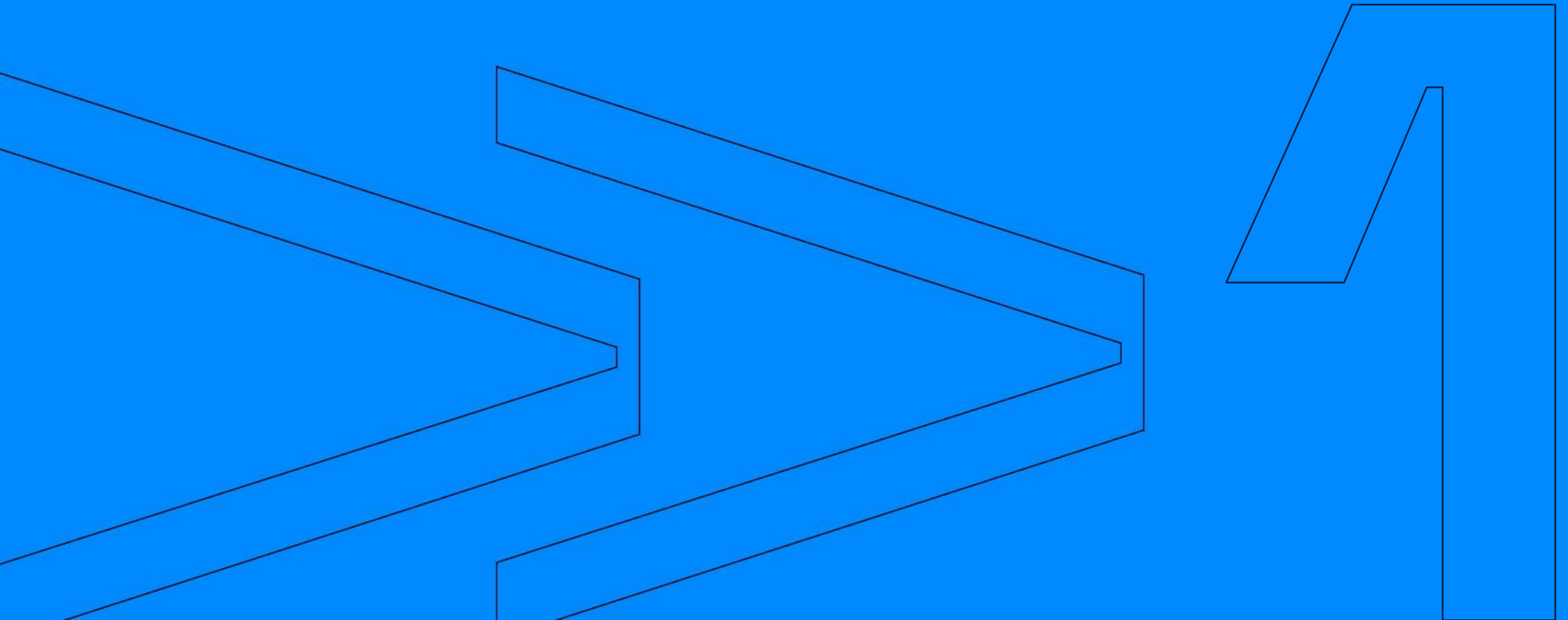
57 Accessions to the Climate Agreement

Governance model.  
Public-private collaboration.



Valladolid

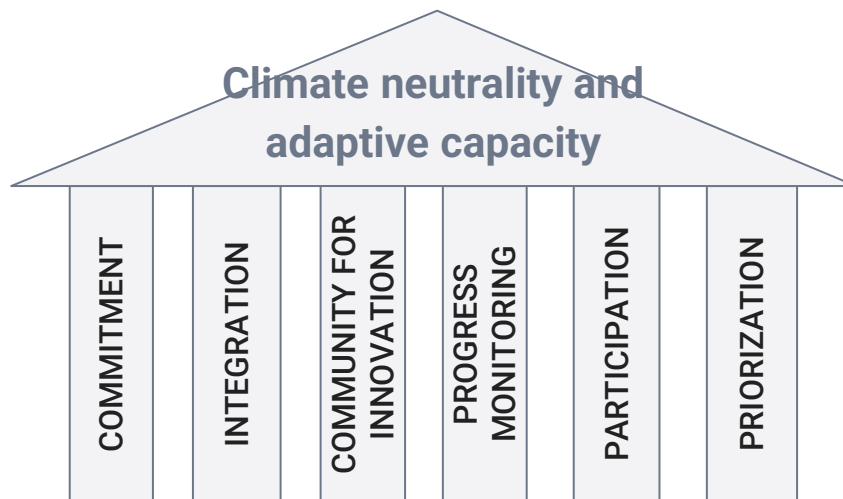
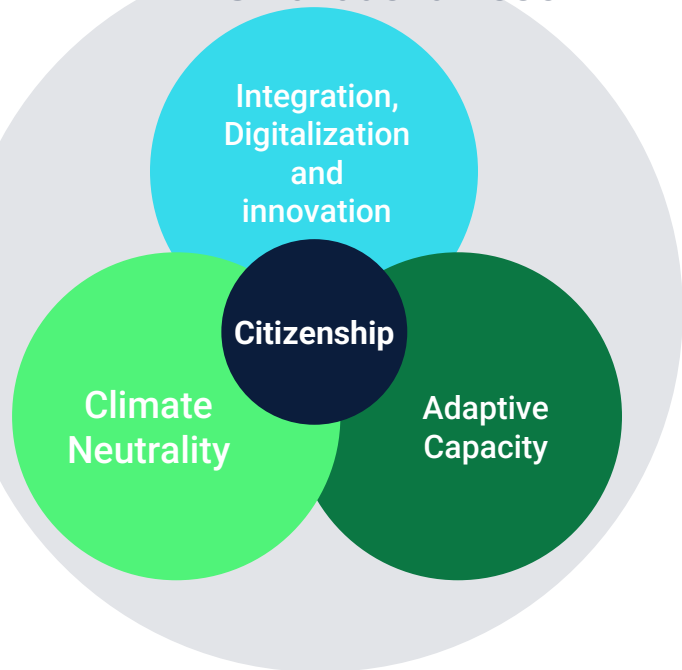
Climate Change Strategy



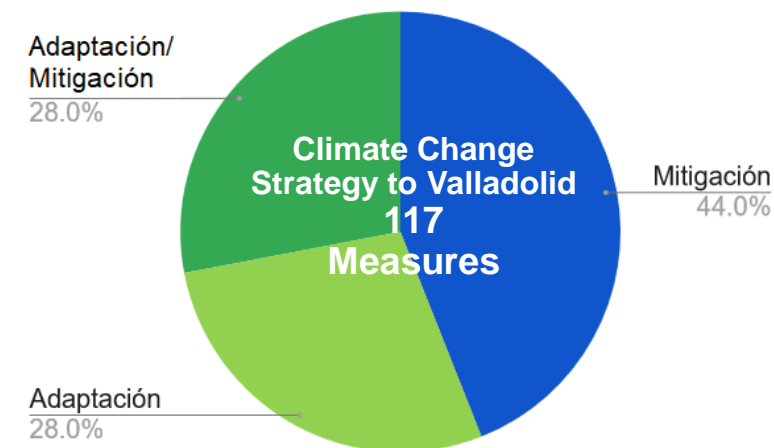
# Valladolid Climate Change Strategy

## Basic principles and actions

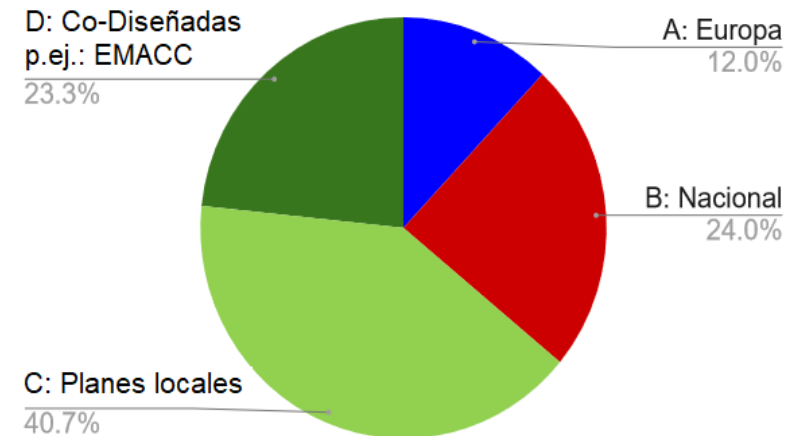
### PILLARS Valladolid 2030



The strategy defines **9 clusters** and **150 lines of action**, including digital transformation to face climate risks, NbS, positive energy in buildings, sustainable mobility, renewable energy, green employment....



### Nivel de las líneas de acción





# Survey of perception of climate change by the citizens of Valladolid

## Valladolid Climate Change Strategy



Ciudades VERDES CENCYL Ayuntamiento de Valladolid

Drafting of the adaptation strategies to climate change of the municipality of Valladolid (0485-CIUDADES\_VERDES\_CENCYL\_3E)

### Surveys (May 2020)

- Citizens' vision of the perception of climate change in the city of Valladolid (and possible proposals for improvement to mitigate or reduce its effect).

- Valladolid City Council was drafting its **Adaptation to Climate Change Strategy** (2020), within the European CENCYL GREEN CITIES project.

That survey aimed to know the perception of the citizens of Valladolid and the metropolitan area regarding the causes and consequences of climate change.



# Survey of perception of climate change by the citizens of Valladolid

## Valladolid Climate Change Strategy

### ACTIONS TO DELIVER THE SURVEY

1. Preparation, writing and layout of the survey.
2. Sample selection.
3. Search for profiles to carry out the interview.
4. Conducting the surveys (CAWI method)
5. Analysis of results.

- 36 questions.
- 5 sections:

SECTION I | PERSONAL INFORMATION

SECTION II | PROBLEMS IN VALLADOLID

SECTION III | OPINION AND KNOWLEDGE ABOUT CLIMATE CHANGE

SECTION IV | REDUCE THE EFFECTS OF CLIMATE CHANGE

SECTION V | INFORMATION ON CLIMATE CHANGE

12. ¿Qué grado de importancia tiene para usted el problema del calentamiento global en los siguientes escenarios?

	MUY IMPORTANTE	BASTANTE IMPORTANTE	POCO IMPORTANTE	NADA IMPORTANTE	NO SABE / NO CONTESTA
Unidad y su familia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las generaciones futuras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
España	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Castilla y León	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ciudad de Valladolid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. De los efectos del cambio climático que se enumeran a continuación, indique cuál cree que es su nivel de importancia

	POCO IMPORTANTE	IMPORTANTE	MUY IMPORTANTE	NO SABE / NO CONTESTA
Aumento de la temperatura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Más plagas y alergias	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disminución de precipitaciones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aumento de tormentas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Likert scales

Encuesta

7. Indique cuáles cree que son los dos problemas que más afectan actualmente a Valladolid

Seleccione todos los que correspondan:

- El paro y las condiciones laborales
- Los problemas económicos, la pobreza y la crisis
- Los problemas ambientales y el cambio climático
- Los problemas relacionados con la gobernabilidad y la política
- La vivienda
- Problemas con la sanidad y los servicios sociales
- Transporte, tráfico

8. ¿En qué medida considera usted que el cambio climático es un problema grave en la actualidad en Valladolid?

Nada  
 Poco  
 Mucho  
 Bastante

9. Indique los dos primeros pensamientos o imágenes que tenga cuando escucha el término cambio climático

Seleccione todos los que correspondan:

- Sensaciones y pensamientos negativos
- Aumento de las temperaturas, olas de calor y frío
- Contaminación y CO2 de coches y fábricas
- Escasez de agua y desertificación
- Calentamiento natural
- Desahucio de los polos
- Daños en la agricultura

Check box

17. ¿Se podrían encarecer los precios de los productos si el clima cambiara provocando daños en la agricultura?

Sí  
 No  
 NO SABE / NO CONTESTA

19. Aumentarán los incendios forestales debido a:

El cambio climático  
 Falta de mantenimiento y negligencias  
 Ambas  
 NO SABE / NO CONTESTA

20. Respecto al cambio climático, cree que la localidad de Valladolid es:

Muy vulnerable  
 Poco vulnerable  
 Nada vulnerable  
 NO SABE / NO CONTESTA

Yes/No

# Survey of perception of climate change by the citizens of Valladolid

## Valladolid Climate Change Strategy


- **FRAME AND SAMPLE SIZE**

The sampling frame is the residents of the municipality of Valladolid, which according to the population register as of 1/1/2018 amounted to 254,660 people. The sample collected amounts to 568 people.

- **SAMPLE ERROR**

The maximum sampling error for a 95% confidence level and  $p=q=0.5$  is 4.1% for adult residents in the municipality of Valladolid.

**ESTRATEGIA DE ADAPTACIÓN AL CAMBIO CLIMÁTICO  
EN EL MUNICIPIO DE VALLADOLID**



**ENCUESTA DE PERCEPCIÓN DEL  
CAMBIO CLIMÁTICO POR LA  
CIUDADANÍA DE VALLADOLID**

El plazo para responder la encuesta ha terminado.  
Gracias por su colaboración

Realizada por GEOCyL Consultoría - [www.geocyl.com](http://www.geocyl.com)

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Google Formularios

[https://docs.google.com/forms/d/e/1FAIpQLSfJWLfKYH6y1X9oPZfYFDwrKMbJIsBU\\_oum8yJBWXG9hYgFRg/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfJWLfKYH6y1X9oPZfYFDwrKMbJIsBU_oum8yJBWXG9hYgFRg/viewform)

# Downloads (ES: descargas)

Survey of perception of climate change by the citizens of Valladolid (Cencyl Verde Project, 2020)

Strategy of  
Climate Change of  
Valladolid (2022)

[Estrategia de Cambio  
Climático de Valladolid  
2022.pdf \(ideva.es\)](#)

Questions of the  
survey

[Encuesta de percepción  
cambio climático  
\(preguntas\) \(Cloud ava\)](#)

Complete  
presentation with  
the results  
(graphs)

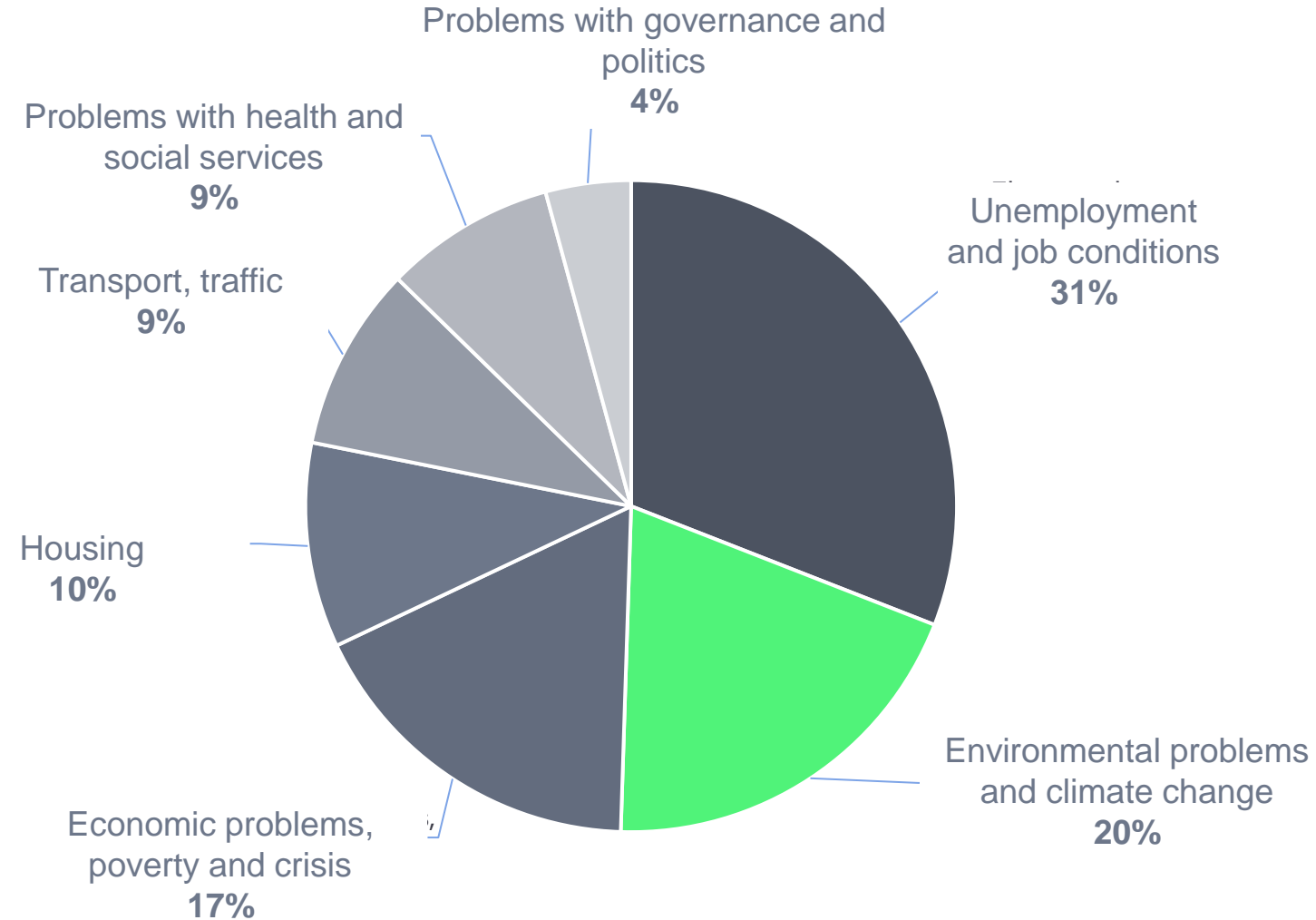
[Presentación Encuesta  
de percepción cambio  
climático \(ideva.es\)](#)

Google form

[Encuesta de percepción  
del cambio climático por  
la ciudadanía de  
valladolid \(google.com\)](#)

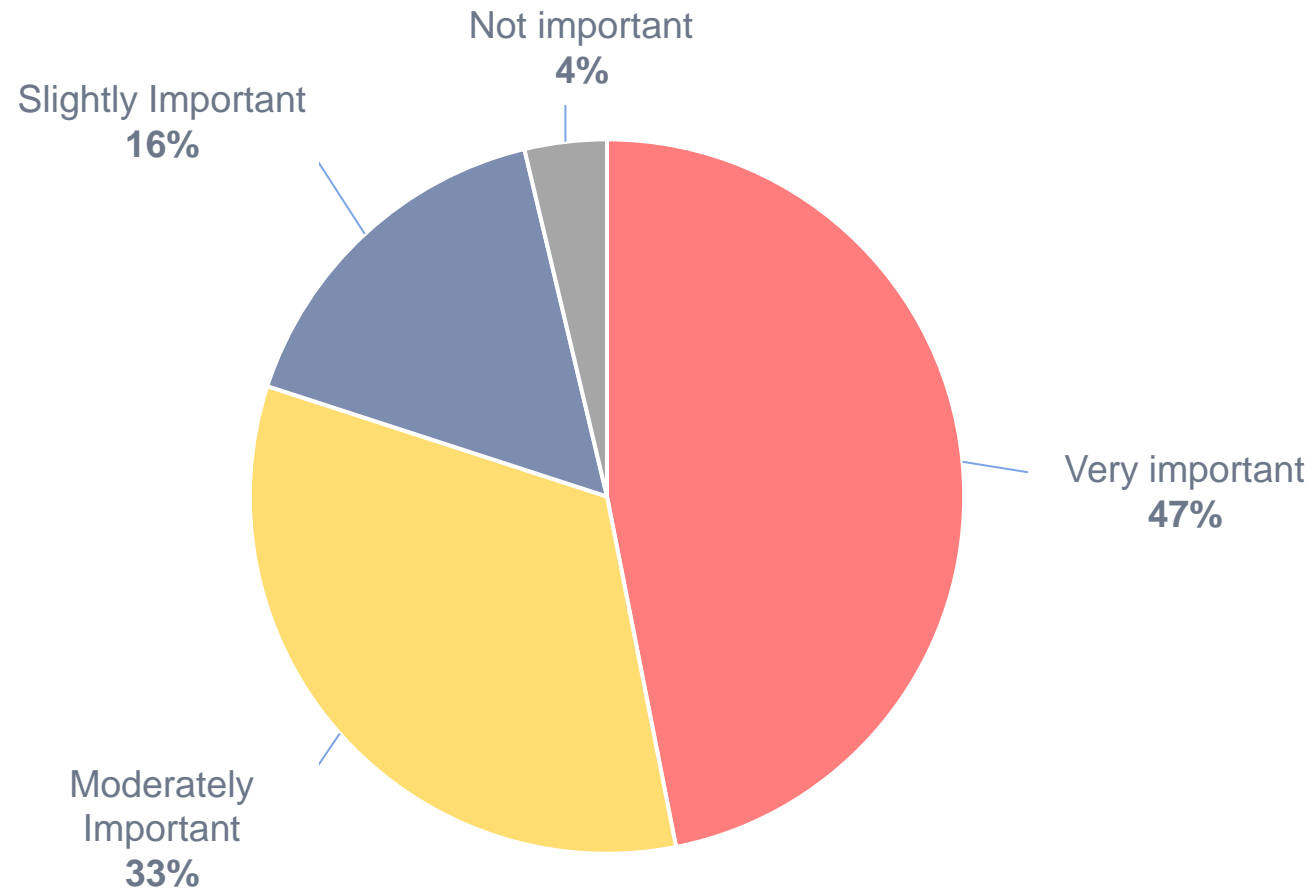
Closed form!

# Main problems that currently affect Valladolid the most



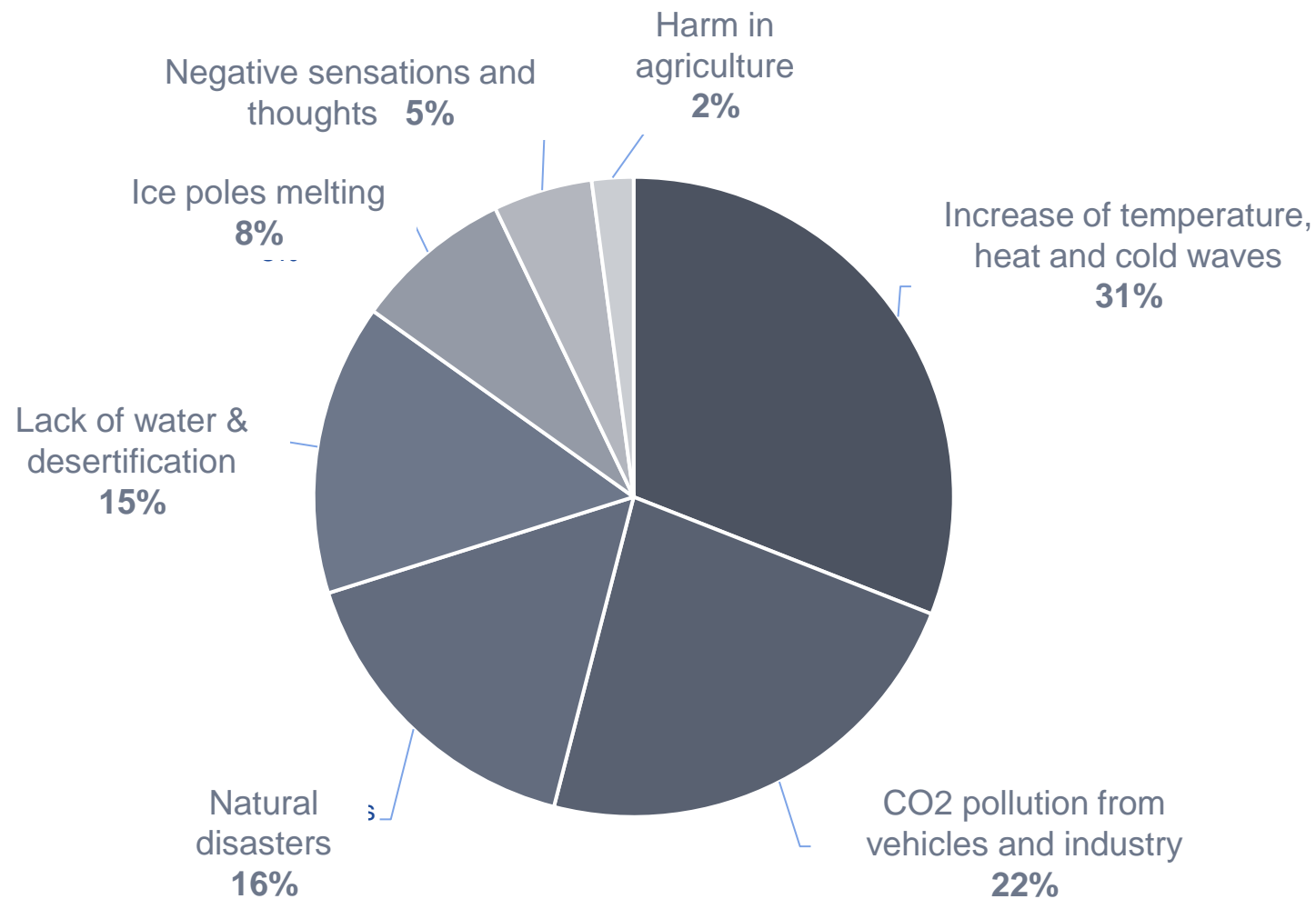


# Perception of climate change as a serious problem in Valladolid



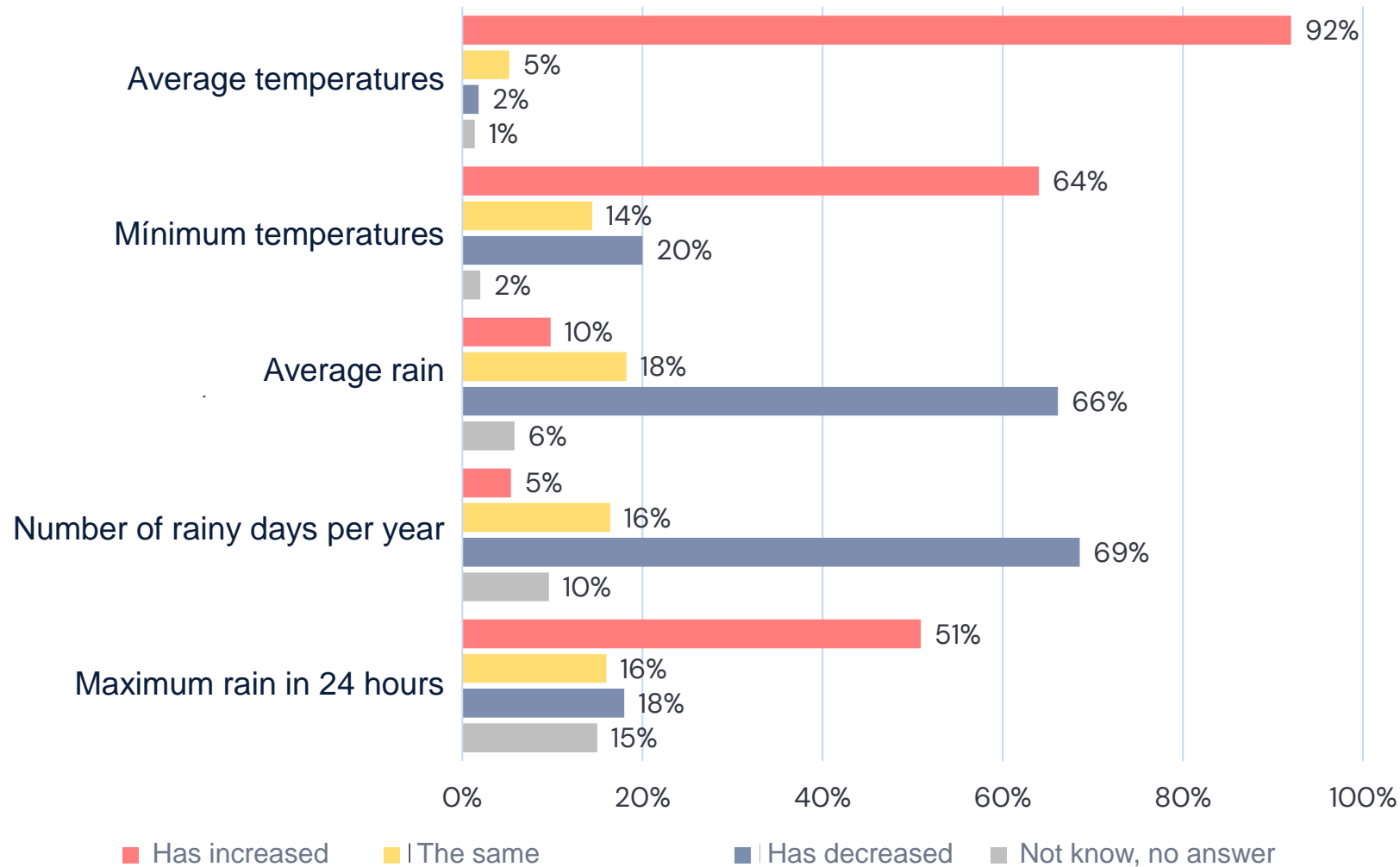
# Main thought or image when hearing the term climate change

What image do you have of climate change? What causes and consequences does it have?

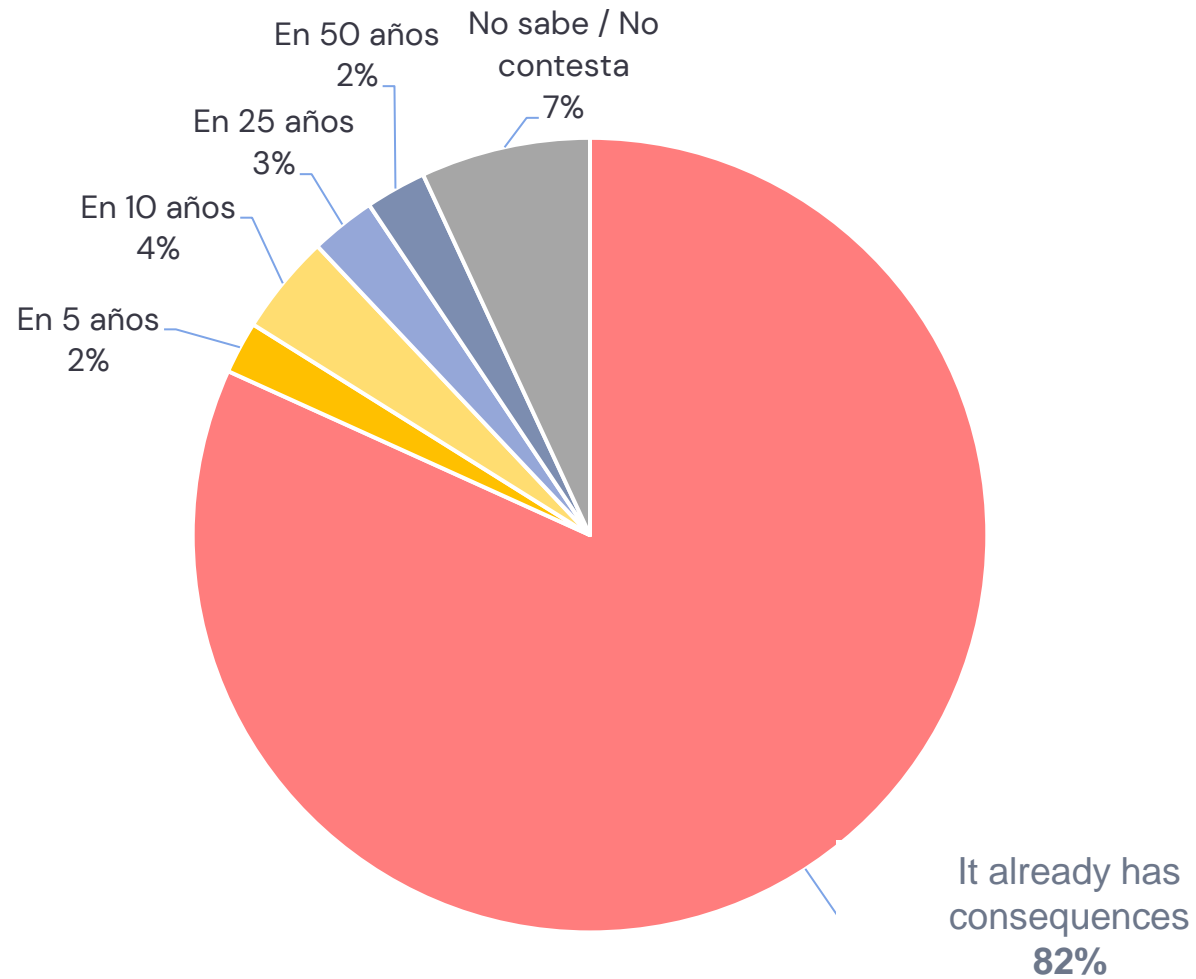


BLOCK III | OPINION AND KNOWLEDGE  
ABOUT CLIMATE CHANGE

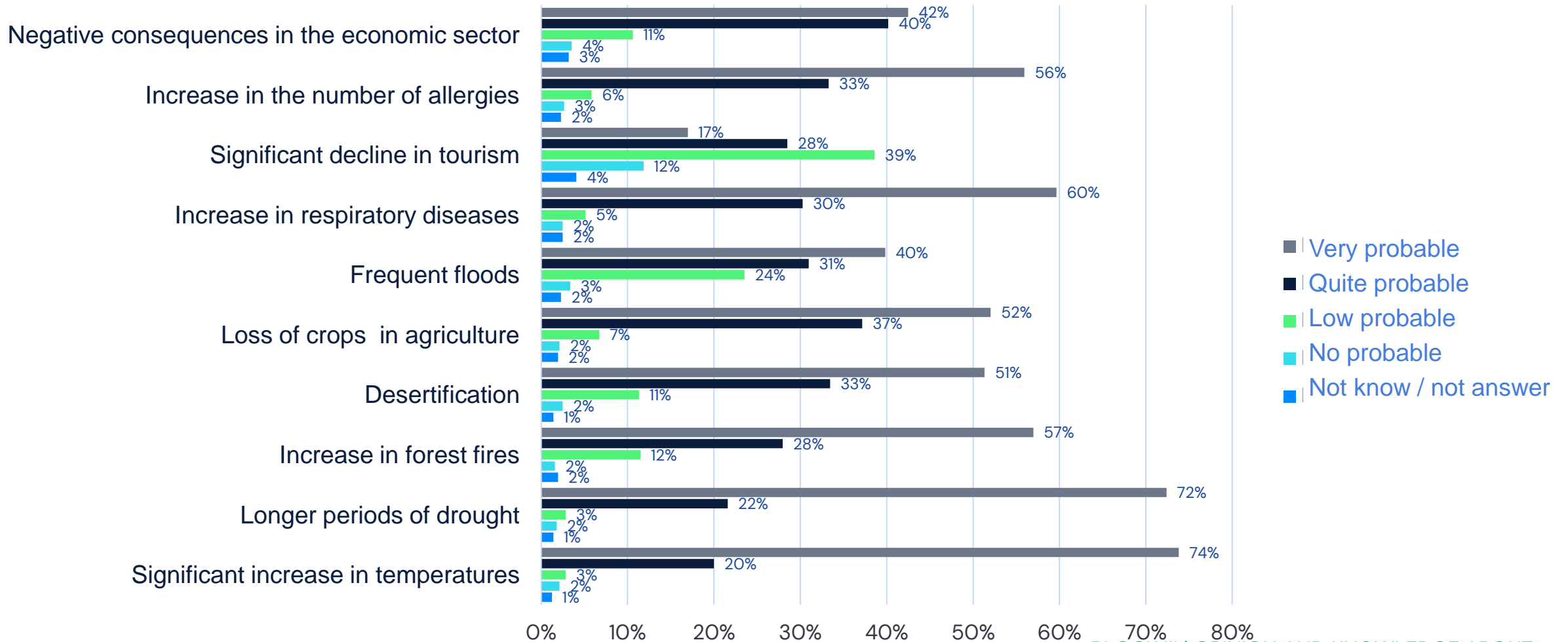
# Opinion on climatic variables in Valladolid in the last 30 years



# Climate change will begin to have consequences in our city

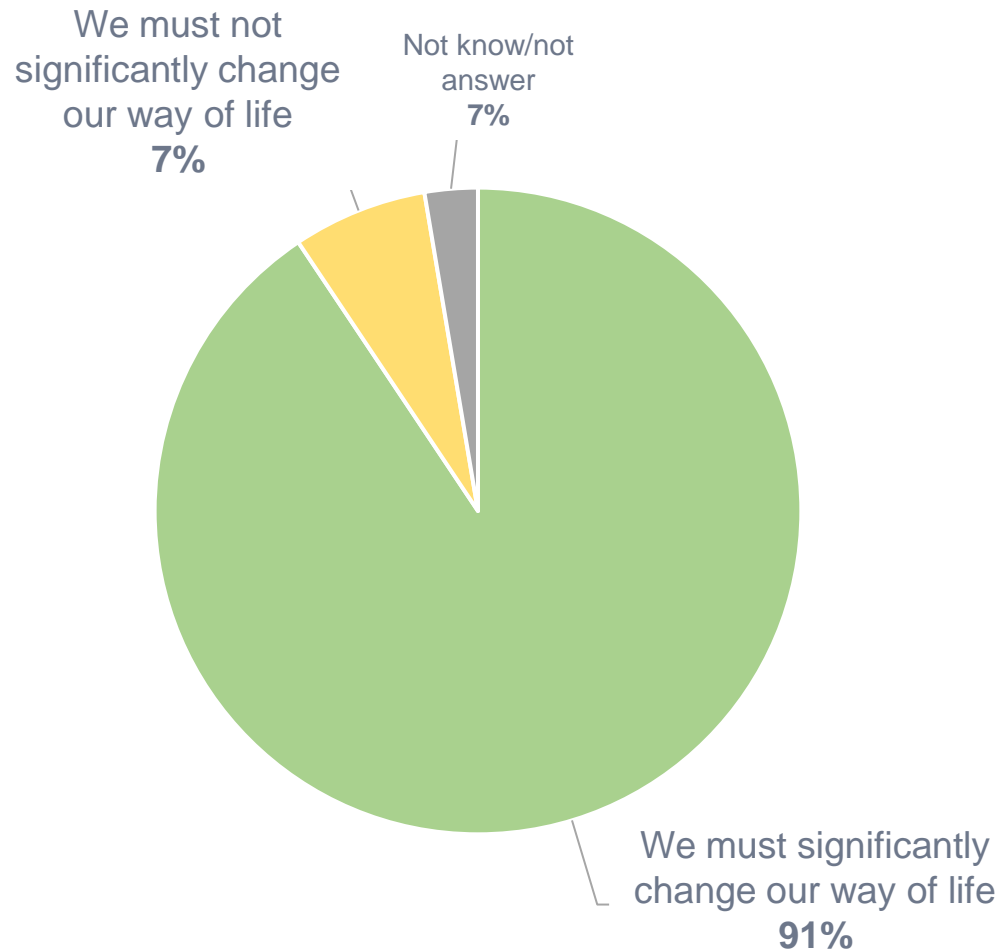


# Probability of occurrence within 30 years or more of the following effects due to climate change

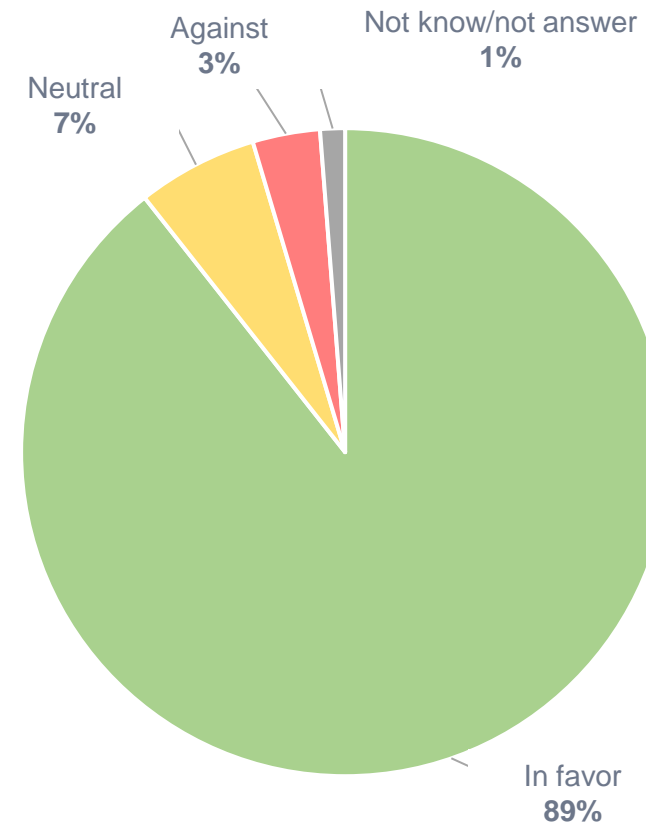




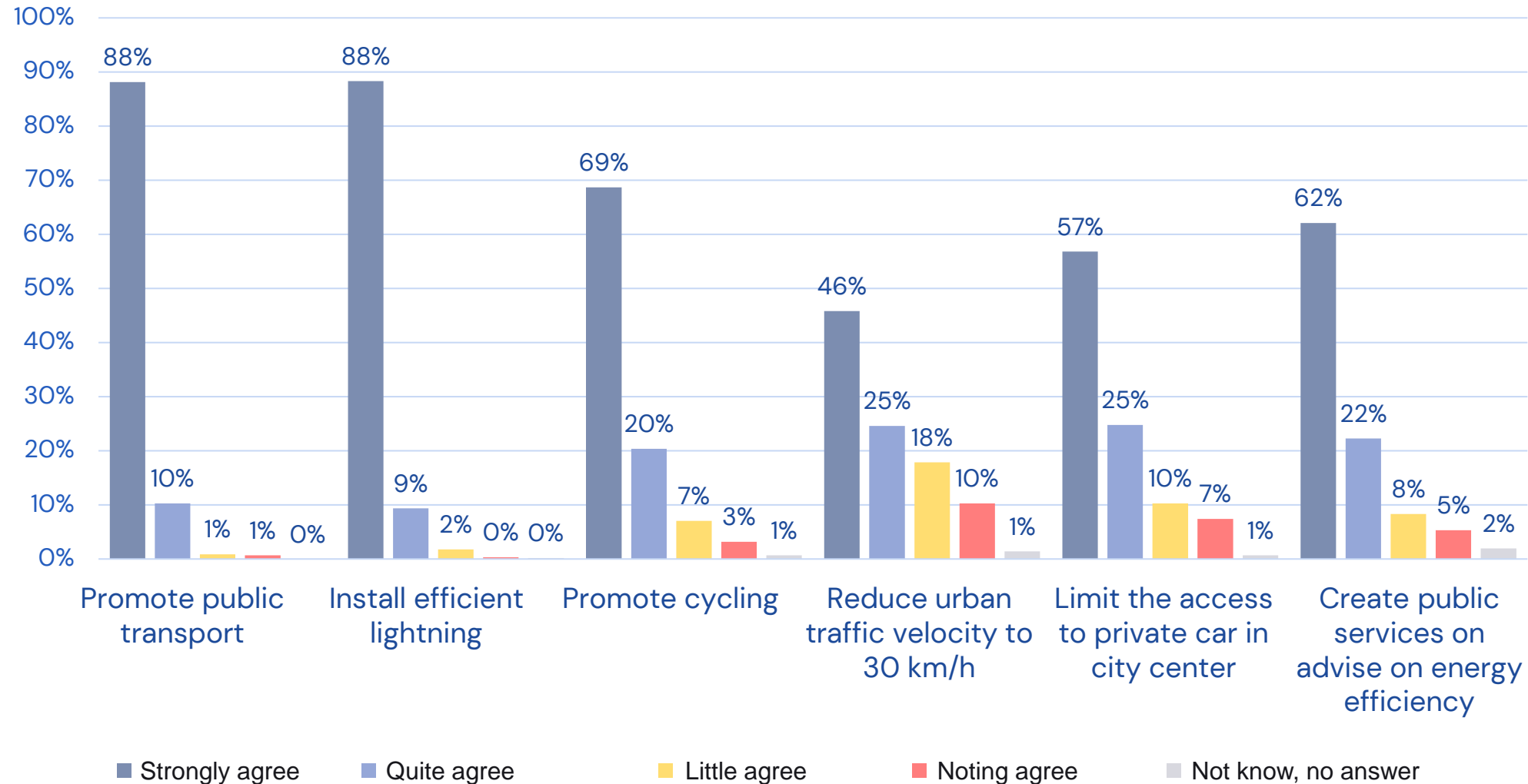
## Must we change our way of life?



## For or against changing your way of life

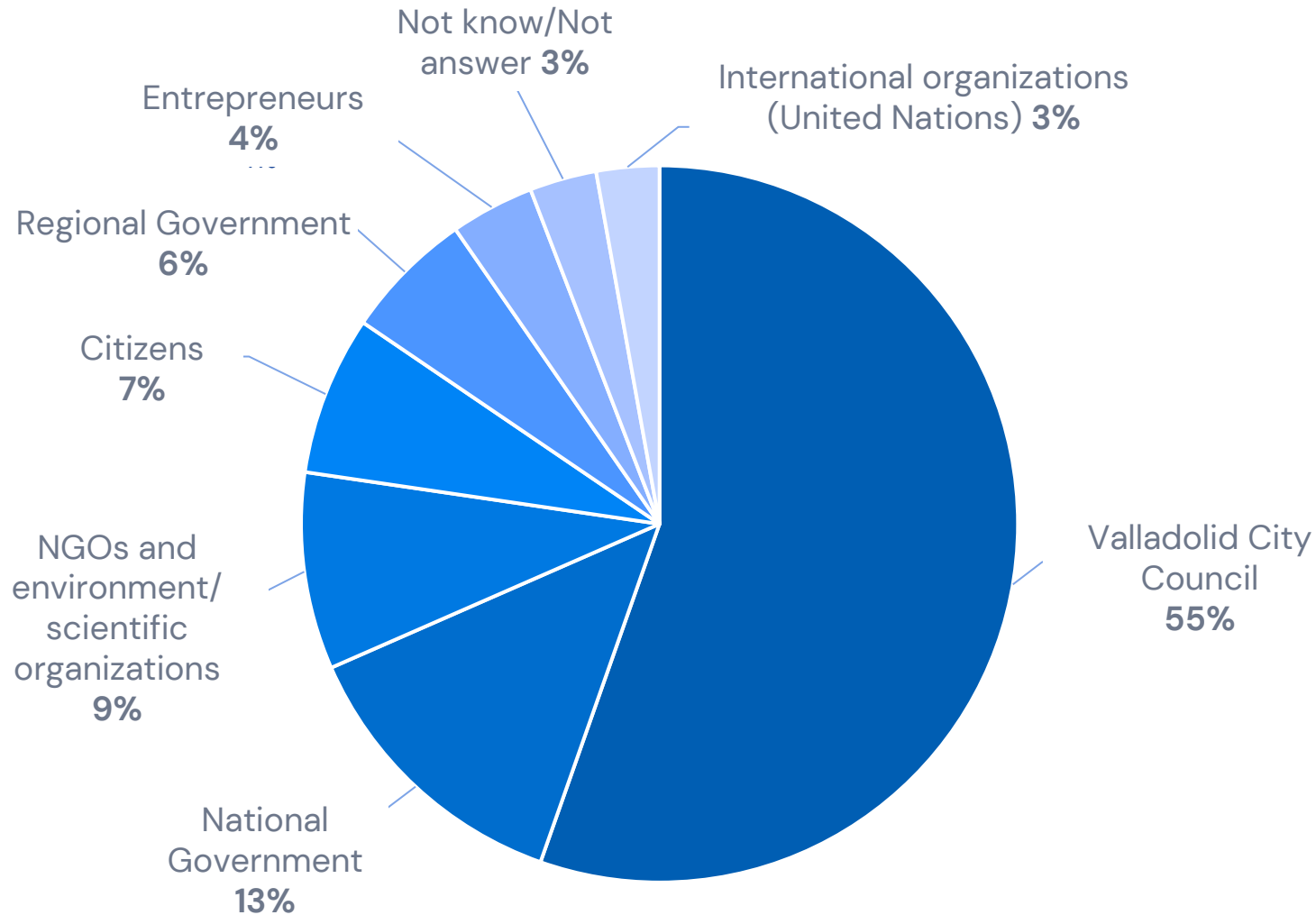


# To what extent would you agree with these measures?

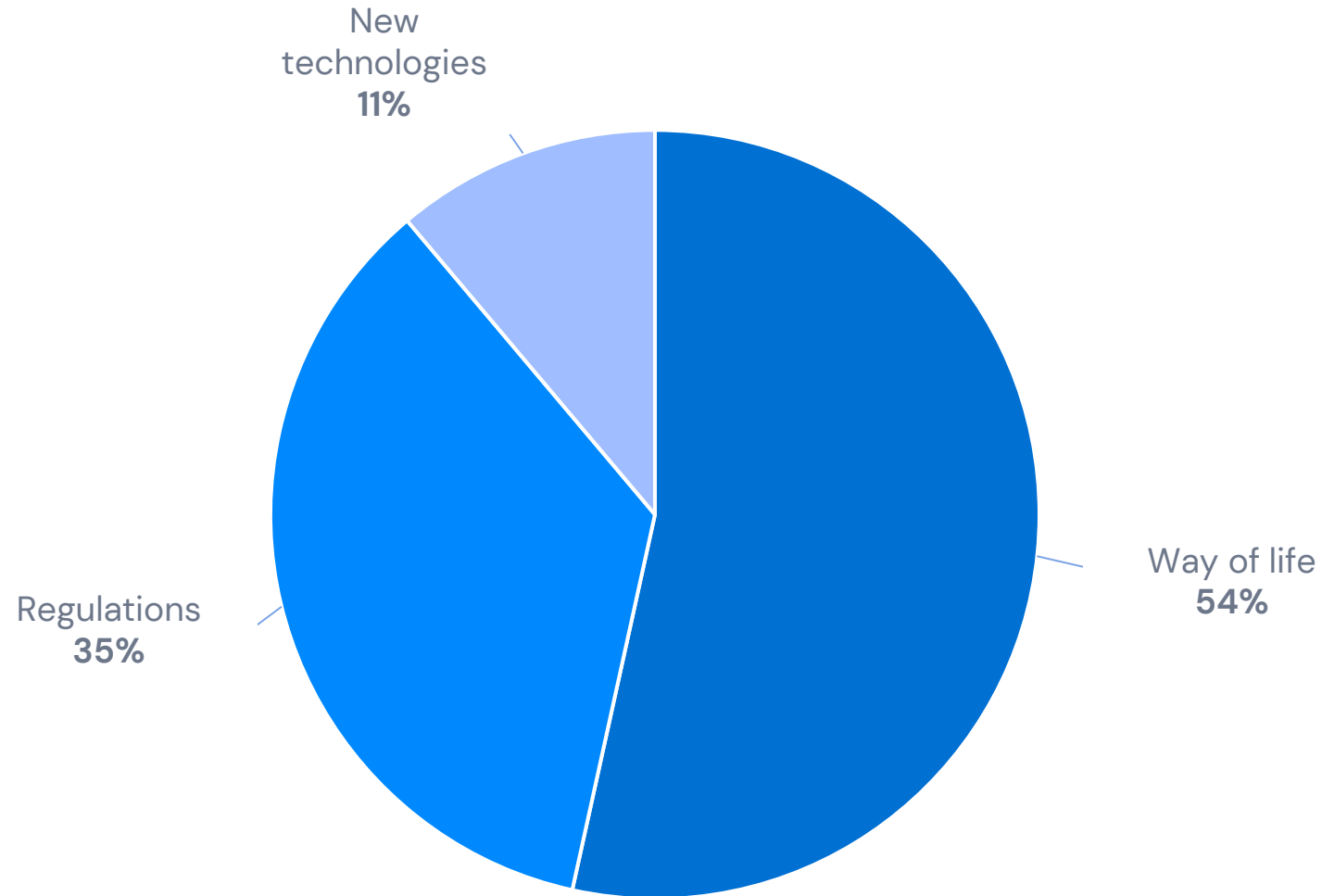


BLOCK IV | REDUCE THE EFFECTS OF CLIMATE CHANGE

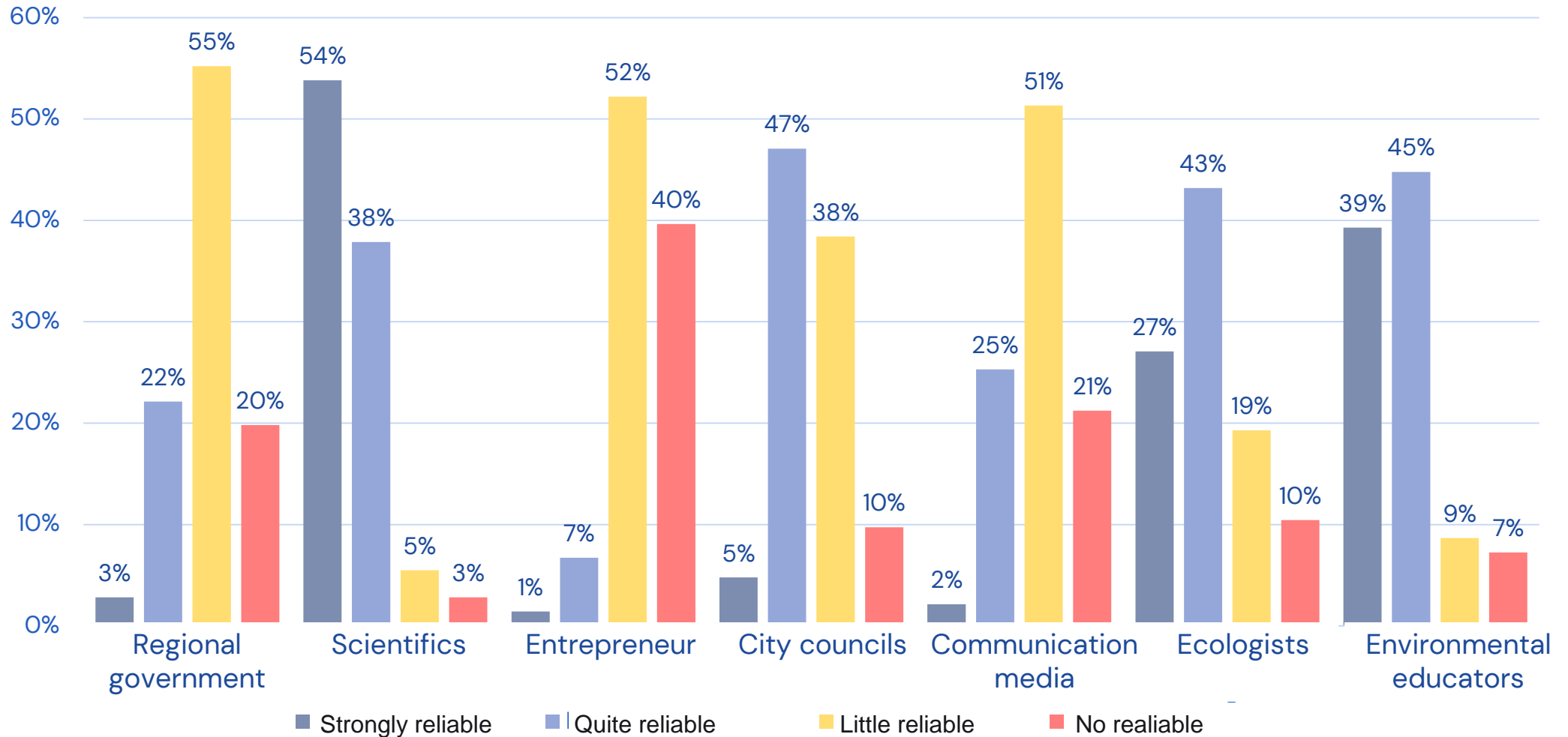
# Who should lead the issue of climate change in Valladolid?



# Best way to start fighting climate change



# How much trust do you have in the information on climate change provided by the following groups?

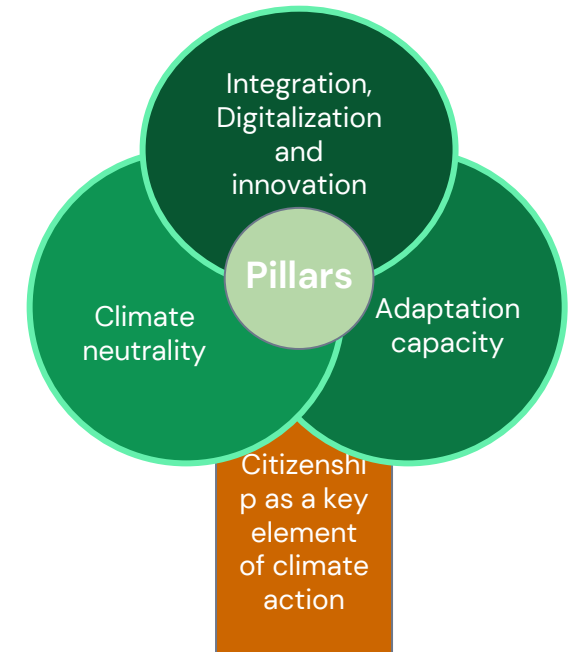




# Key points

## Survey to citizens

- Find out citizens perceptions of climate change.
- Citizen participatory tool.
- Collect citizen suggestions to improve the measures to be implemented in the strategy.
- Initial steps to deliver the Strategy of Climate Change.





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Económico

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