



Local Government and the Changing Urban-Rural Interplay¹.

H2020-MSCA-RISE-2018. Grant Agreement no. 823961

Interview Report

Dear interviewer,

Please use this document to report on the expert interviews. Please do not summarize more than one interview per interview report. Wherever you have added questions, please add them also in this Interview Report. For any questions or concerns, please contact your local coordinator or logov@eurac.edu

Thank you very much!

Informed consent

See informed consent sheet

Can identifying information be shared with LoGov researchers?	[yes]
Use of real name for quotes?	[yes]
Archiving of non-anonymized audio-recording	[yes]
Archiving of anonymized transcript of recording	[yes]
Archiving of anonymized interview report	[yes]

Basic information

Date of the interview	16/07/2021
Name of the interviewer	MONEYBA GONZÁLEZ MEDINA
[Name of the expert, check consent above]	MARÍA PÍA JUNQUERA TEMPRANO
Affiliation of the expert	MUNICIPALITY OF MADRID
Position/Job description	Director General of Citizen participation
Gender	FEMALE
Years of experience	02/2021-currently
Area of expertise	CITIZEN PARTICIPATION
Rural and/or urban focus	URBAN



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Part A: Introduction and General Questions

CITIZENS' PARTICIPATION UPON THE EXPERIENCE OF "DECIDE MADRID"

1	What characteristics should the information provided have in order to encourage citizen participation?
	<i>I think that information must be clear (not bureaucratic language); complete in relation to the specific topic/issue; pertinent or interesting for the specific target group you want to address (e.g., young people or elderly have different interests/competences); and finally, it is necessary to manage properly expectations and to avoid disappointment of not accomplishing decisions. It is better to make little steps but make them! When a decision has not been implemented by the municipality it is important to explain why in order to avoid disappointment.</i>
2	How are the alternatives proposed to the public identified and are these alternatives ever elaborated by the citizens?
	<i>There are several channels for participation, on site (consultation tables, etc.) and online (web platform). In both cases there is a 'co-creation' process between citizens and the local administration. However, co-creation is not very smooth through the web since interaction is not so immediate. Regarding the initiatives, sometimes they are proposed by the citizens and sometimes by the municipality. In this case, the content can vary (specific questions or open questions to be deliberated).</i>
3	What evaluation tools are implemented to improve people's participation in local decision making?
	<i>I think that evaluation and monitoring are key elements. In Madrid we are improving our tools to be more accountable. We are currently working on new indicators to measure the impact of participation processes both at individual and collective level (through organizations), but this is not an easy task. In addition, we intend to elaborate an 'easy' evaluation guide of our activity. We are currently working on it.</i>
4	How are citizen participation programs financed?
	<i>The 'direct' budget of my unit is remarkable (ca. 5-6 million). This money is used for funding projects of organizations, elaborating materials, and for the platform "Decide Madrid". Additionally, we manage specific amounts for participatory budgeting, and other</i>

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	<i>participatory tools such as the neighborhood plans or territorial recovery/rebalance plans. Overall, in 2020 we have managed 140 million, and in 2021 we are managing 303 million.</i>
5	What role do associations and organized interest groups play in these participatory experiences?
	<i>In the case of Madrid, there is a very dense associative tissue (around 2500 associations). Moreover, we promote associationism and help organizations elaborating materials, providing spaces and training, legal counseling, etc. We have also programmes for social innovation and initiatives aimed at specific target groups (youth, etc.). We work a lot with associations because they mobilize and attract people that tend to be engaged in collective activities, "it is in their DNA", so they are more active.</i>
6	To what extent are participatory decisions mandatory for public authorities?
	<i>Public decisions that result from consultation tables and participatory budgeting are mandatory once they succeed "technical filters" (e.g., feasibility). The rest of proposals are not mandatory but, in any case, they must be motivated. We always say that maybe they are not mandatory, but important!</i>
7	What are the most frequent recommendations made by citizens after their experience in these participatory experiences?
	<i>There are two main ideas. On the one hand, it is important to include everybody (particularly, minorities) and avoid that some people monopolize participation. On the other, it is very important to fulfill agreements and decisions to avoid frustration and disappointment.</i>

Part B: Questions on Specific Practices

DECIDE MADRID

8	Which are the main critical aspects/ challenges of this initiative?
	<i>Regarding the case, I see honestly more strengths than weaknesses. However, one critical aspect is that the platform is not owned by the municipality. Therefore, technically we could not adapt the platform to our needs. We have changed this. Another challenge is the digital/social gap: "Decide Madrid" is not used by everybody" (e.g. elderly, teenagers).</i>

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9	And the main strengths?
	<i>'Decide Madrid' is a good practice that must be promoted. We know that it is well positioned internationally. Nonetheless, we try to approach the experience with a perspective of continuous improvement. We are incorporating new elements, such as georeferenced information and other technological elements. We are also introducing machine learning tools in order to manage the huge amount of information (content and emotions) and to better use this collective intelligence contained in the platform and be able to redirect it to those areas more related to the topic. Moreover, we want to go beyond ITCs improvements and humanize" the platform (interaction with people).</i>
10	Have you identified any specific bias in citizen participation?
	<i>The users of "Decide Madrid" are around 40-45 years old. Participation is related to the age, and age is also related to specific topics of interest.</i>
11	Are there mechanisms for balancing the interplay of rural-urban areas?
	<i>We can inspire for sure other territories. However, I think that participation at rural level is different. It is more 'on site' and direct. Maybe in this sense "Decide Madrid" is not the more suitable tool for this kind of territory, whereas other tools such as the neighborhoods plans could work better.</i>

Part C: Additional Country-Specific Questions

12	What is your opinion about citizen participation in Spain?
	<i>I was in charged of open government (transparency, participation and co-creation) at the national administration, and upon this experience I really think that Spain has a strong leadership regarding this issue. For instance, in the Open Government Partnership. The Spanish Federation of Municipalities and Provinces (FEMP) cooperates with the national government and municipalities to propose more than 50 measures. In this sense, see commitments adopted in the IV Plan of Open Government 2020-2024: https://transparencia.gob.es/transparencia/dam/jcr:d306cd62-cc0f-40a1-9be8-fe24e10d/IVPlanGobiernoAbierto-ES_2020-2024.pdf.</i>

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