

## Journey 1 “the Seed”: Building climate governance from the ground up

### Practical information



**Any questions?**

Ask the journey referents:  
**Bénédicte:** benedicte.weber@energy-cities.eu  
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**Francisco:** francisco.goncalves@energy-cities.eu



**Personal items**

Can be kept in the venue



**Means of transport**

Bus and walk



**Clothes**

Comfortable shoes (walk)

### Schedule of the day

08:30-09:00	Start of the day <i>Teatro Jordão, Av. Dom Afonso Henriques 321</i>	
09:00-09:30	Local Democracy, the power of doing - plenary session <i>Teatro Jordão, Av. Dom Afonso Henriques 321</i>	
09:30-10:00	Departure - follow the journey referent with a blue flag <i>Meeting point: outside the Teatro Jordão</i>	
10:00-12:30	Site visit <i>District C and Landscape Laboratory</i>	
12:30-14:00	Self-service lunch (vegetarian menu) <i>Landscape Laboratory, R. da Ponte Romana</i>	
14:00-16:00	Workshop <i>Landscape Laboratory, R. da Ponte Romana</i>	
16:00-16:30	Return to the main venue <i>Teatro Jordão, Av. Dom Afonso Henriques 321</i>	
16:30-17:00	Speed networking and Bingo time! <i>Teatro Jordão, Av. Dom Afonso Henriques 321</i>	
17:00-17:45	Debate “Reviving Local Democracy” <i>Teatro Jordão, Av. Dom Afonso Henriques 321</i>	
17:45-18:00	Energy Cities’ General Assembly <i>Teatro Jordão, Av. Dom Afonso Henriques 321</i>	
18:00-19:30	Free time	
19:30	Gala dinner (no dress code) - <b>Bring your badge</b> <i>Conservatório de Guimarães (Ground floor), R. de Vila Flor, Guimarães</i>	
22:00	Light and sound experience <i>City centre</i>	

## Topic

Achieving climate neutrality and resilient territories requires transforming local economies to fit a decarbonised world while maintaining quality of life, jobs, and services. This shift pushes local authorities to rethink attractiveness, prioritising cooperation, resource efficiency, and balanced development.

It demands mobilising all actors, especially businesses and SMEs, which play a key role in emissions and economic value. In places like Guimarães, where municipalities account for only 3–5% of emissions, the private sector is essential to decarbonisation. The challenge is how local authorities can engage and support companies, through improved public services and adapting business models, to drive this transition.

## Visits' agenda

### Introduction

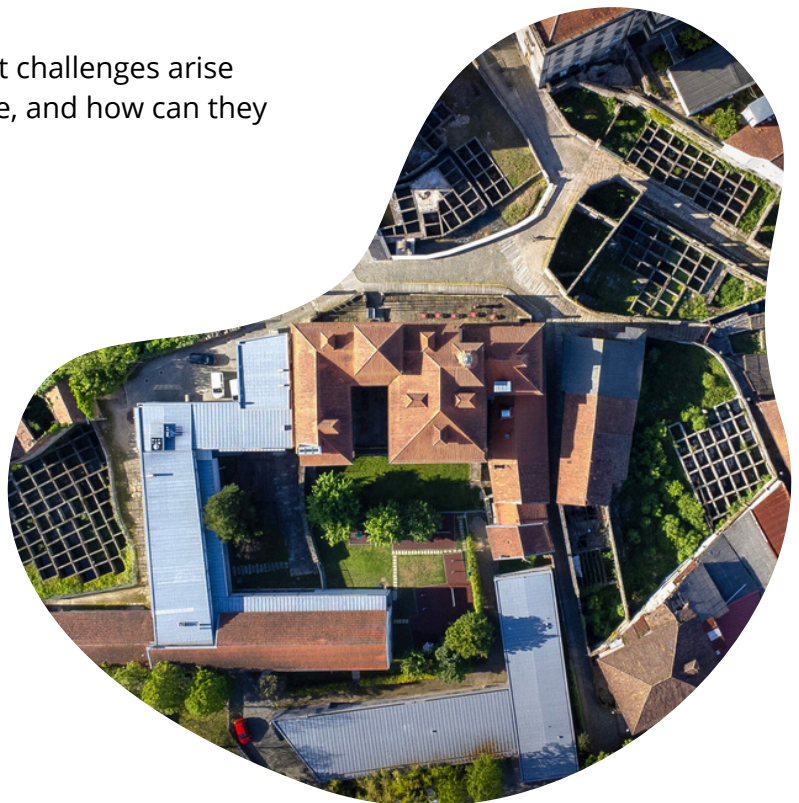
- How has the Climate City Contract embedded a participatory approach in Guimarães?
- How does the city support and accompany SMEs, and how do climate actions support new economic activities in Guimarães? How does the private sector influence Guimarães' own environment and climate?

**Visit 1: District C** - How can past industrial sites be turned into hubs of creativity?

**Visit 2: Landscape laboratory** - What challenges arise when requalifying an old industrial site, and how can they be addressed effectively?

### Speakers

- **Francisco Carvalho**, *Landscape Laboratory (Guimarães), General Research & Innovation Coordinator*
- **Guilherme Braga**, *Landscape Laboratory (Guimarães), Environmental Education Expert*



## Workshop agenda

14:00-14:50

### Panel discussion: From raising awareness to collaborating with the private sector – Inspiring examples and open discussion.

- How to collaborate with big companies? Which influence could they have locally?  
*Ángela Rivada, Coordinator of Economic Development and European Programmes, Valladolid (ES)*

- How to change funding decisions to support new business models?

*Wim De Geest, Project Manager VVSG (BE),*

*Joško Klisovic, Member of the Assembly of the City of Zagreb (HR) and of the European Committee of the Regions.*

- Are cities and companies speaking the same language? Which allies need to be involved?

*Nadezhda Bobcheva, chief advisor of the Bulgarian Ministry of Energy, and former Deputy Mayor of Sofia (BG).*

14:50-15:50

### Group discussion: What do cities need to leverage the private sector in climate policies? Collaborative solutions for common barriers.

#### Group 1

How to ensure a long-term commitment from private actors?

*Alejandro Gómez, Coordinator of European projects, City of Valencia (ES)*

#### Group 2

What narratives best engage companies? Which tools are needed to make companies change? Which triggers are the most effective?

*Nadezhda Bobcheva, Chief Advisor of the Bulgarian Ministry of Energy, and former Deputy Mayor of Sofia (BG)*

#### Group 3

Which roles can banks play in transforming the building sector?

*Wim De Geest, Project Manager, VVSG (BE), based on the results of the LIFE BE FREE project*

#### Group 4

Which actors in the economic policies could be allies?

*Ángela Rivada, Coordinator of Economic Development and European Programmes, Valladolid (ES)*

15:50-16:00

### Collective synthesis and closing Energy Cities

#### Facilitators:

*Julien Joubert, Francisco Gonçalves, Bénédicte Weber, Project Managers, Energy Cities*