Results – First session on identifying social issues

Executive report

First workshop by THIVIC - Madrid City Council's Social Innovation Lab

First session Workshop 1 – Identifying social issues

📅 The event took place at the **KPMG Torre de Cristal** on Friday **7ᵗʰ February** 2025.

Objective**: Create Regular Meeting Spaces**. The **first session of Workshop 1** was organised as a continuation of the two previous questionnaires addressed to Madrid City Council and Civil Society. From these questionnaires, four categories with five issues in each were identified, as well as **two cross-cutting categories**, which provided the basis for the prioritisation process carried out during this workshop.
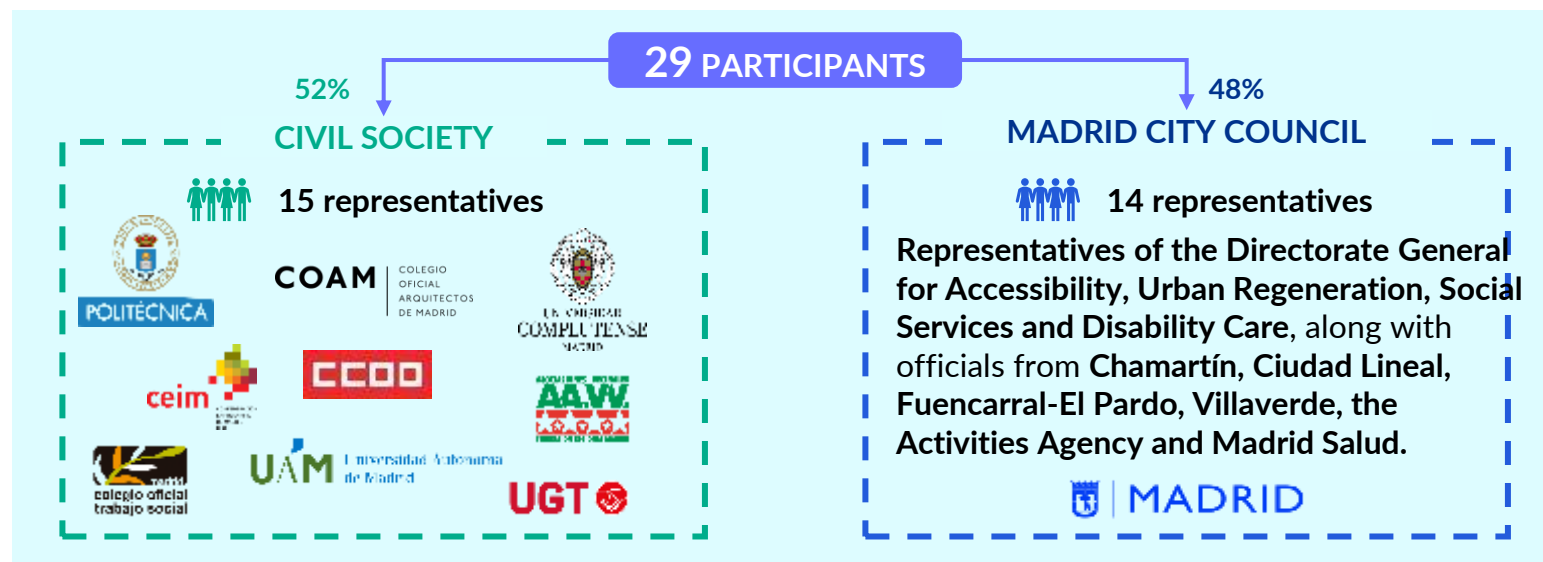
🎯 Workshop objective

Promote **collective reflection**, **exchange ideas** and **collaboration** among participants to **identify, prioritise and analyse social issues** in the city of Madrid.
To this end, **two participation dynamics** were implemented: an *ice breaker* to encourage interaction with the participants and a **group dynamic** designed to prioritise and work in depth on the issues identified.
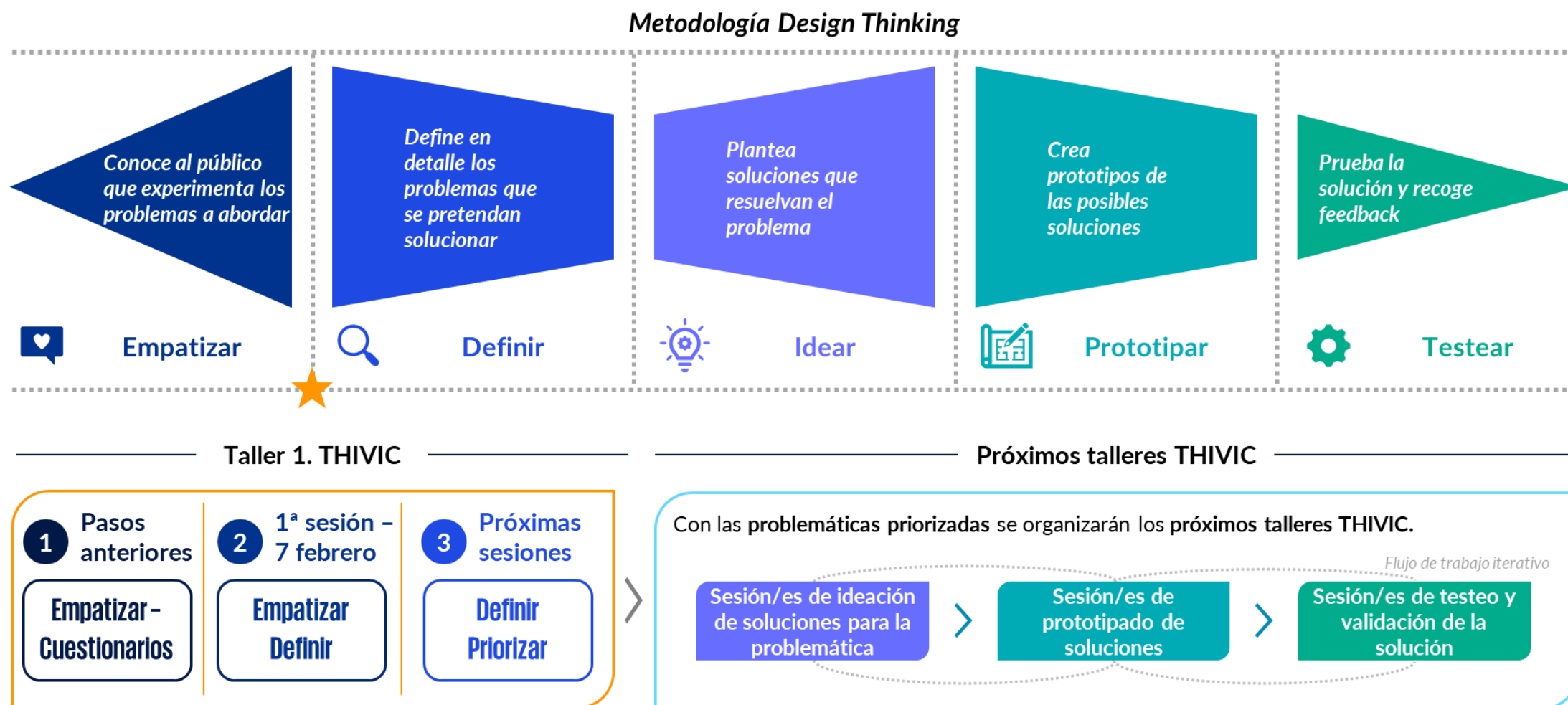
👥 Participants

The first session of the inaugural THIVIC workshop was attended by professionals from Madrid City Council and various civil society organisations.

29 PARTICIPANTS

52%
CIVIL SOCIETY
15 representatives

POLITÉCNICA · COAM COLEGIO OFICIAL ARQUITECTOS DE MADRID · UNIVERSIDAD COMPLUTENSE MADRID · ceim · CCOO · AA.VV. · colegio oficial trabajo social · UAM Universidad Autónoma de Madrid · UGT

48%
MADRID CITY COUNCIL
14 representatives

Representatives of the Directorate General for Accessibility, Urban Regeneration, Social Services and Disability Care, along with officials from **Chamartín, Ciudad Lineal, Fuencarral-El Pardo, Villaverde, the Activities Agency and Madrid Salud.**

MADRID

Methodology used in the workshops – Design Thinking

Creating Meeting Spaces consists of organising places in which **social issues can be identified and innovative solutions can be co-created.** All its sessions are based on the **Design Thinking methodology**, whose principles and stages are detailed below:

Metodología Design Thinking

Conoce al público que experimenta los problemas a abordar

Empatizar

Define en detalle los problemas que se pretendan solucionar

Definir

Plantea soluciones que resuelvan el problema

Idear

Crea prototipos de las posibles soluciones

Prototipar

Prueba la solución y recoge feedback

Testear

Taller 1. THIVIC

1 Pasos anteriores

Empatizar – Cuestionarios

2 1ª sesión – 7 febrero

Empatizar Definir

3 Próximas sesiones

Definir Priorizar

Próximos talleres THIVIC

Con las **problemáticas priorizadas** se organizarán los **próximos talleres THIVIC.**

Flujo de trabajo iterativo

Sesión/es de ideación de soluciones para la problemática

Sesión/es de prototipado de soluciones

Sesión/es de testeo y validación de la solución

Group dynamics– Ice Breaker

👤 **29 participants**   👥 **80 responses**

The **objective** of this dynamic was to **gather**, in the first instance, the **participants' perceptions of the city of Madrid's issues:**

01

ICE – BREAKER

What are the main issues affecting the citizens of Madrid?

DESCRIPTION

The following question was asked to break the ice: **"In your opinion, what are the main issues affecting the citizens of Madrid'?"**
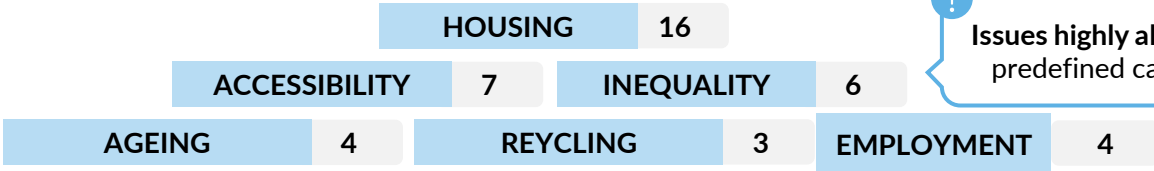
RESULTS

As a result of this first exercise, **80 representative ideas** on the issues affecting the citizens of Madrid emerged.

These ideas and perceptions were aligned with many of the categories identified from the questionnaires sent to participants prior to the session, allowing for a **smooth transition into the second activity.**

Visual examples of the activity:

Top responses:

HOUSING	16

ACCESSIBILITY	7	INEQUALITY	6

AGEING	4	REYCLING	3	EMPLOYMENT	4

> **!** **Issues highly aligned** with predefined categories

Other responses:

CONTAMINATION   MENTAL HEALTH   YOUTH   INCLUSION   POVERTY

PUBLIC HEALTH   YOUNG RELATIONSHIPS   TRANSPORT   UNEMPLOYMENT

WELL-BEING   ENVIRONMENTAL QUALITY   MOBILITY   MASSIFICATION

CLEANING   ECONOMY   AIR QUALITY   GENTRIFICATION

DEHUMANISATION   IMBALANCE   MASS TOURISM   EDUCATION

TOURIST FLOWS   YOUTH EMPLOYMENT   INDIVIDUALISM   LONELINESS

Group dynamic– Identifying issues

The objective of this dynamic was to **promote collaborative work to prioritise and define** in depth the issues identified, as well as to **propose** new issues if deemed necessary.

02

GROUP DYNAMICS: IDENTIFYING SOCIAL ISSUES + SHARING IDEAS

DESCRIPTION

Based on the list of predefined categories and issues identified through the questionnaires, a 4-step dynamic was carried out:

1. Creating groups

2. Issue proposals and prioritisation

3. Analysis of the prioritised issues

4. Sharing ideas

RESULTS

As a result of this dynamic, each group p**rioritised two issues and proposed new ones** if necessary. A detailed analysis and definition was also obtained for each issue. Finally, when sharing ideas, participants from other groups **provided relevant observations** that **enriched the work.**

① Creating groups

Participants were divided into **five** groups, **four** of which were assigned to **one of the four identified categories.**

The fifth group, on the other hand, was given the **possibility to choose between the two cross-cutting categories.**

👥 **Group 1:** Youth unemployment and social vulnerability

👥 **Group 2:** Ageing population

👥 **Group 3:** Waste management and environmental awareness

👥 **Group 4:** Properties and urban planning

👥 **Group 5:** ICT dependencies or disability

Group 5 chose the disability category.

② Issue proposals and prioritisation

As well as considering the predefined issues, each group had the possibility of **incorporating new proposals** if they deemed it necessary.

Finally, they had to **prioritise two issues** among the five predefined ones and the new proposals, if they had made any.

③ Definition of the prioritised issues

Each group **defined the prioritised issues** by means of a **worksheet** containing **eight questions** and a section to **define the selected issue.**

④ Sharing ideas

Following the analysis, two representatives from each group **shared their conclusions**.

Identifying issues– Group 1

Summary of the **five pre-defined issues** within the category of **youth unemployment and social vulnerability,** addressed by **Group 1,** who analysed their impact, the barriers that cause them and possible solutions.

GROUP 1: YOUTH UNEMPLOYMENT AND SOCIAL VULNERABILITY

Pre-defined issues

1. Vulnerable groups in disadvantaged neighbourhoods
2. Young people dropping out of compulsory education
3. Vulnerability of students continuing compulsory education
4. Lack of life opportunities as people start to organise their lives
5. Increase in the rate of young people with psychological care needs

Proposed issues

- Poverty and social exclusion of young people/family members.
- Need to increase the supply of vocational training, mainly dual vocational training

Analysed issues

- ✓ Vulnerable youth groups in disadvantaged neighbourhoods.
- ✓ Young people leaving compulsory education.

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*Of the prioritised issues, **Group 1** highlighted the following:*

Vulnerable youth groups in disadvantaged neighbourhoods

- Vulnerability and inequality in certain neighbourhoods generates a **socio-economic divide**
- This vulnerability and the consequent risk of social exclusion would particularly affect **young people**.
- Proposed solutions: **Strengthening social services and employment policies** to reduce the social divide and build on territorial rebalancing programmes.

Young people dropping out of compulsory education

- Dropping out of school hinders **access to employment, thus increasing precariousness and social exclusion.**
- **Disconnection** with the **education system**, **family vulnerability** and **lack of support networks** hinder continuity in studies, increasing the risk of exclusion.
- Proposed solutions: **community health programmes**, public-private partnerships with **alternative training programmes and urban regeneration** for more inclusive and motivating educational environments.

Identifying issues – Group 2

Summary of the **five pre-defined issues** under the **category of ageing population**, addressed by **Group 2,** who analysed its impact, underlying causes, and possible solutions.

GROUP 2: AGEING POPULATION

Pre-defined issues

1. Digital divide in elderly people
2. Social isolation in elderly people
3. Premature ageing of persons with intellectual or developmental disabilities
4. Integration of elderly people into community life
5. Need to generate intergenerational networks

Proposed issues

- Adequate resources to ensure the quality of life of frail elderly people in need of care.

Analysed issues

- ✓ Integration of elderly people into community life.
- ✓ Adequate resources to ensure the quality of life of frail elderly people in need of care.

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*Of the prioritised issues, **Group 2** highlighted the following:*

Integration of elderly people into community life.

- Isolation of elderly people due **to technological, architectural and social barriers.**
- Growing challenge, as ageing affects the entire population **requiring greater inclusion and accessibility**.
- **Proposed solutions:** improving accessibility, active ageing programmes and promoting intergenerational coexistence.

Adequate resources to ensure the quality of life of frail elderly people in need of care.

- **The need for adequate** resources for the well-being and autonomy of elderly people.
- Growing social challenge, as ageing affects the whole population and **requires more infrastructure and specialised support.**
- **Proposed solutions:** resources for care, healthy ageing programmes and community support networks.

Identifying issues – Group 3

Summary of the **five pre-defined issues** under the **category of waste management and environmental awareness**, addressed by **Group 3,** who analysed its impact, underlying causes, and possible solutions.

GROUP 3: WASTE MANAGEMENT AND ENVIRONMENTAL AWARENESS

*Of the prioritised issues, **Group 3** highlighted the following:*

Pre-defined issues

1. Lack of public awareness of recycling and waste separation.
2. Low awareness of material and energy use.
3. Citizen involvement in waste management is low.
4. The need to minimise waste generation and encourage local re-use or recycling.
5. Concern regarding the impact of individual actions on waste management if they are not accompanied by government initiatives at a higher level.

Proposed issues

- Citizen's return on their contribution to recycling.

Analysed issues

✓ Citizen's return on their contribution to recycling.
✓ Concern regarding the impact of individual actions on waste management if they are not accompanied by government initiatives at a higher level.

Citizen's return on their contribution to recycling

- Lack of tangible incentives **demotivates citizens**, thus reducing participation in recycling.
- Tendency to individualise recycling, when it should be a collective effort between citizens and administration.
- Proposed solutions: implement **direct incentives and community programmes** linked to recycling.

Concern regarding the impact of individual actions on waste management if they are not accompanied by government initiatives at a higher level.

- The need for **environmental awareness and education** to understand the importance of recycling.
- **Information** is not always clear, generating a lack of trust and scepticism regarding the impact of recycling.
- Proposed solutions: **implement incentives, improve institutional communication and ensure traceability** of the recycling process to boost public confidence.

Identifying issues – Group 4

Summary of the **five pre-defined issues** under the **category of housing and urban planning**, addressed by **Group 4,** who analysed its impact, underlying causes, and possible solutions.
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👥 GROUP 4: HOUSING AND URBAN PLANNING

Pre-defined issues

1. Accessibility issues in housing and public spaces.
2. Energy efficiency in vulnerable households.
3. Excessive complexity in accessing housing.
4. Living conditions of housing.
5. Increasing number of tourist rentals limiting the supply of housing.

Proposed issues

• Improving the quality of housing and public spaces.

Analysed issues

✓ Improving the quality of housing and public spaces.
✓ Difficulty in accessing housing.

*Of the prioritised issues, **Group 4** highlighted the following:*

Difficulty in accessing housing

- **Difficulties in access to housing,** affecting young people, migrants, the elderly and other vulnerable groups.
- Some consequences include **social exclusion**, economic hardship and **increased inequality**.
- **Proposed solutions:** greater supply of public housing, regulation of renting, control of tourist accommodation and promotion of new forms of cohabitation.

Improving the quality of housing and public spaces

- **Deficiencies in housing and public spaces,** affecting accessibility, energy efficiency and sustainability**.**
- Consequences include limitations for people with reduced mobility, social isolation and increased environmental impact.
- **Proposed solutions:** improvements in infrastructure and promotion of more sustainable and inclusive environments.

Identifying issues – Group 5

In the case of **Group 5**, by offering the possibility of choosing between the **two cross-cutting categories**, no pre-defined issues were established beforehand, allowing the members to **formulate their own proposals**. In the end, the group only had to **address one of the issues raised**.

👥 GROUP 5: CHOICE OF CATEGORY FROM: DISABILITIES AND ICT DEPENDENCIES:

Proposed issues

1. Accessibility of public roads.

2. Accessibility to municipal information hosted on city council pages: simplification.

3. Training and information for municipal services and staff involved in receiving and working with people with disabilities.

Analysed issues

✓ Training and information for municipal services and staff involved in dealing and working with people with disabilities.

Of the one issue prioritised, **Group 5** *highlighted the following:*

- **Training and information in municipal services** on care and integration of people with disabilities for **both employees and citizens.** Lack of regulatory framework.
- Impacts: **limitation of opportunities** for people with disabilities and impact on **service quality.**
- Proposed solutions: **mandatory training** for municipal employees, **awareness campaigns,** mentoring programmes and **regulatory review to ensure inclusion and accessibility.**

Sharing ideas 🧍

After completing the above steps:

- Each group had **10 minutes** to present their conclusions.

- At the end of each group's presentation, time was allotted for participants from other groups to **contribute relevant observations**, thus **enriching the work and fostering a small debate** with different points of view.

📢 This is just the beginning! 📢

We will continue working together in **future sessions** to deepen and prioritise these issues and **build innovative solutions for our city**.

📅 **See you at future sessions. We're counting on you!** 🤝

THANKS TO THIVIC, MADRID HAS BECOME A BENCHMARK IN SOCIAL INNOVATION.
THIVIC - CONNECTING IDEAS

Join the #THIVIC team!

thivic LABORATORIO DE INNOVACIÓN SOCIAL

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