Results – Second session: Prioritising social issues in the city of Madrid

Executive report

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

Second session Workshop 1 – Prioritising social issues

The event was held **online** on **Thursday 13th March 2025**

Within the framework of **Creating Regular Meeting Spaces**, the second session of the workshop was organised, in which the **process of prioritising the issues identified** in the first session was carried out.
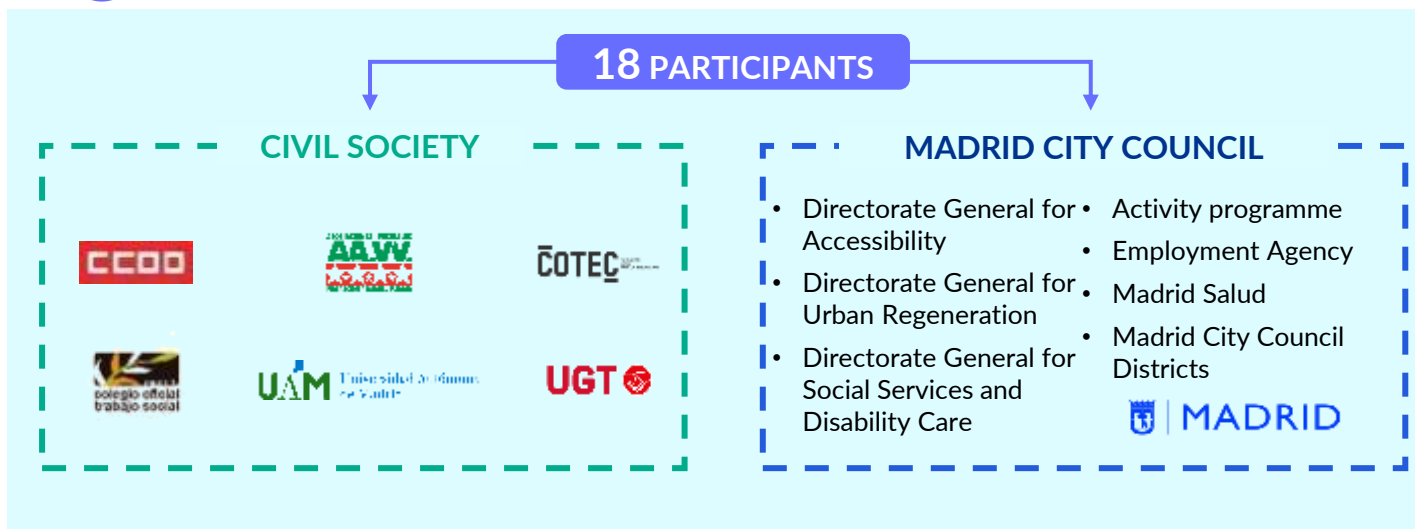
Workshop objective

Prioritise the ten issues identified through two activities: firstly, an overall ranking based on the **relevance perceived** by participants. Secondly, an evaluation based on three key criteria: **impact on citizens, ability of the City Council to intervene and urgency**. Finally, a comparative analysis of the two approaches was conducted to identify patterns and differences.

Prior to the session, the issues map was updated, adding ICT accessibility. This **increased the total number of issues to be prioritised from nine to ten, thus avoiding a category with only one issue.*

Participants

18 PARTICIPANTS

CIVIL SOCIETY

CCOO

AA.VV.

COTEC

colegio oficial trabajo social

UAM Universidad Autónoma de Madrid

UGT

MADRID CITY COUNCIL

- Directorate General for Accessibility
- Directorate General for Urban Regeneration
- Directorate General for Social Services and Disability Care

- Activity programme
- Employment Agency
- Madrid Salud
- Madrid City Council Districts

MADRID

Tool used

Mentimeter

Creating collaborative spaces, promoting the **participation of all attendees**.

Visual example

1. **Activity**

General ranking of the 10 issues

2. **Activity**

3 dynamics evaluating the issues in terms of criteria

Mentimeter

Ordena estas problemáticas según su relevancia.

Your ranking

Tap or drop options

Unranked options

Colectivos vulnerables en barrios desfavorecidos.

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:

Design Thinking Methodology

Know the audience experiencing the issues to be addressed

Define in detail the issues to be solved

Propose solutions to resolve the issue

Create prototypes of possible solutions

Test the solution and gather feedback

Empathise   **Define**   **Think**   **Prototype**   **Test**

Workshop 1. THIVIC

Future THIVIC workshops

1 **Previous steps**

2 **1st session 7th February**

3 **2nd session 13th March**

Empatizar – Cuestionarios

Empatizar Definir

Definir Priorizar

Future THIVIC workshops will be organised with the **prioritised issues. .**

Iterative workflow

Session to brainstorm solutions to the issue

Session to prototype solutions

Session to test and validate solutions

We're here!

First Activity – General Ranking

The **objective** of this dynamic was to rank the issues according to participants' perceptions before applying the criteria:

01

RANKING GENERAL

RANK THESE ISSUES ACCORDING TO THEIR RELEVANCE.

DESCRIPTION

To start with the dynamics, participants were asked to **rank the ten issues** identified **according to their perceived relevance** using the Mentimeter tool.

RESULTS

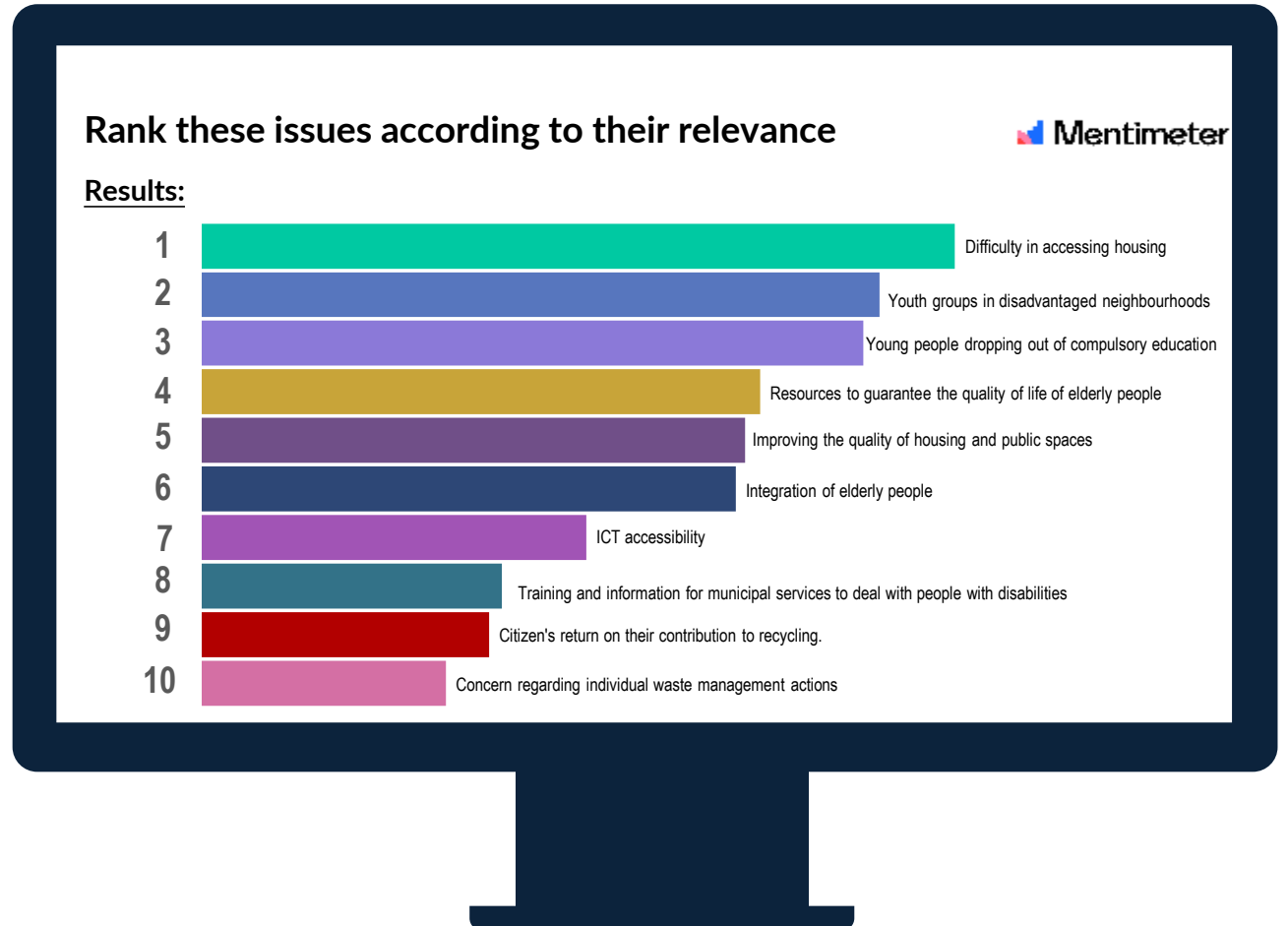**18 responses were received**

It provided a **general overview** of the **biggest concerns** before introducing more specific criteria for evaluation.

Most prioritised issues:

- **Difficulty in accessing housing**
- **Youth groups in disadvantaged neighbourhoods**
- **Young people dropping out of compulsory education**

Visual result of the activity:

Rank these issues according to their relevance

Mentimeter

Results:

1. Difficulty in accessing housing
2. Youth groups in disadvantaged neighbourhoods
3. Young people dropping out of compulsory education
4. Resources to guarantee the quality of life of elderly people
5. Improving the quality of housing and public spaces
6. Integration of elderly people
7. ICT accessibility
8. Training and information for municipal services to deal with people with disabilities
9. Citizen's return on their contribution to recycling.
10. Concern regarding individual waste management actions

Activity 2 – Evaluation by criteria: Impact

The objective of the second activity was to evaluate the 10 issues using the **three pre-established criteria,** thus providing **a more strategic and well-informed vision** for decision-making. The **impact** was evaluated in the first dynamic.

2.1

CRITERIA: IMPACT

RANK THE TEN ISSUES IN ORDER OF IMPACT BASED ON YOUR BEST JUDGEMENT

DESCRIPTION

In this second exercise, a **ranking** was also proposed to prioritise issues, this time evaluating the **impact** criterion, understood as the degree to which the **issue affects citizens' quality of life and well-being.**

RESULTS

The results were **similar to the initial ranking**, suggesting that the group had already understood the impact of each issue from the outset, showing a **natural alignment with the first ranking**.
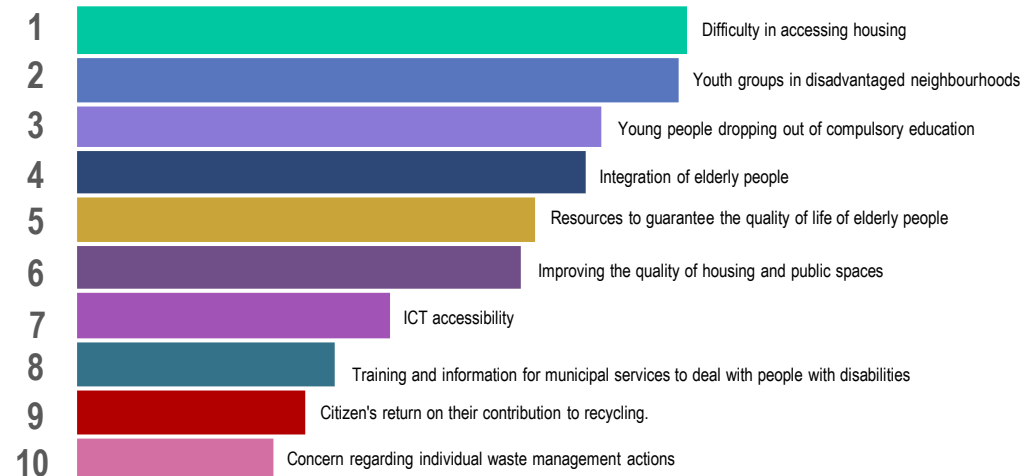
Most prioritised issues:

- **Difficulty in accessing housing**

- **Youth groups in disadvantages neighbourhoods**

- **Young people dropping out of compulsory education**

Visual result of the activity:

Rank the ten issues according to the IMPACT they may have

Mentimeter

Results:

1 — Difficulty in accessing housing
2 — Youth groups in disadvantaged neighbourhoods
3 — Young people dropping out of compulsory education
4 — Integration of elderly people
5 — Resources to guarantee the quality of life of elderly people
6 — Improving the quality of housing and public spaces
7 — ICT accessibility
8 — Training and information for municipal services to deal with people with disabilities
9 — Citizen's return on their contribution to recycling.
10 — Concern regarding individual waste management actions
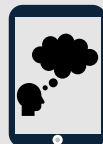
Activity 2 – Evaluation by criteria: Ability to intervene

In the **second part** of activity 2, participants were asked to **distribute 100 points** among the 10 issues according to the **city council's ability to intervene**.

2.2

CRITERIA: CITY COUNCIL'S ABILITY TO INTERVENE

DISTRIBUTE 100 POINTS AMONG THE ISSUES ACCORDING TO THE CITY COUNCIL'S ABILITY TO INTERVENE

DESCRIPTION

Analyse the criteria by distributing **100 points** among the different issues, assigning greater importance to those in which the city council has greater ability, understood as the **ability and competence of the City Council to intervene and offer effective solutions in any given area.**

RESULTS

The variation in the ranking shows that, in some areas, despite their relevance and impact, the **council's ability to intervene is perceived as more limited by participants.**

Most prioritised issues:

- **Improving the quality of housing and public spaces**
- **Youth groups in disadvantaged neighbourhoods**
- **Integration of elderly people**

Visual result of the activity:

DISTRIBUTE 100 POINTS AMONG THE ISSUES ACCORDING TO THE CITY COUNCIL'S ABILITY TO INTERVENE

Mentimeter

Results:

Points	Issue
14	Improving the quality of housing and public spaces
13	Youth groups in disadvantaged neighbourhoods
11	Integration of elderly people
11	Difficulty in accessing housing
11	Resources to guarantee the quality of life of elderly people
11	Citizen's return on their contribution to recycling.
9	Training and information for municipal services to deal with people with disabilities
7	Concern regarding individual waste management actions
6	Young people dropping out of compulsory education
6	ICT accessibility

Activity 2 – Evaluation by criteria: Urgency

In the **third and final exercise** of activity 2, participants were asked to rank the issues facing citizens according to their **urgency**.

2.3

CRITERIA: URGENCY

CHOOSE THE FOUR MOST URGENT ISSUES

DESCRIPTION

Analyse the criteria, identifying the four issues that the City Council considers most urgent to address, considering the urgency in terms of the **priority level for addressing the issue due to the need to be resolved as soon as possible.**
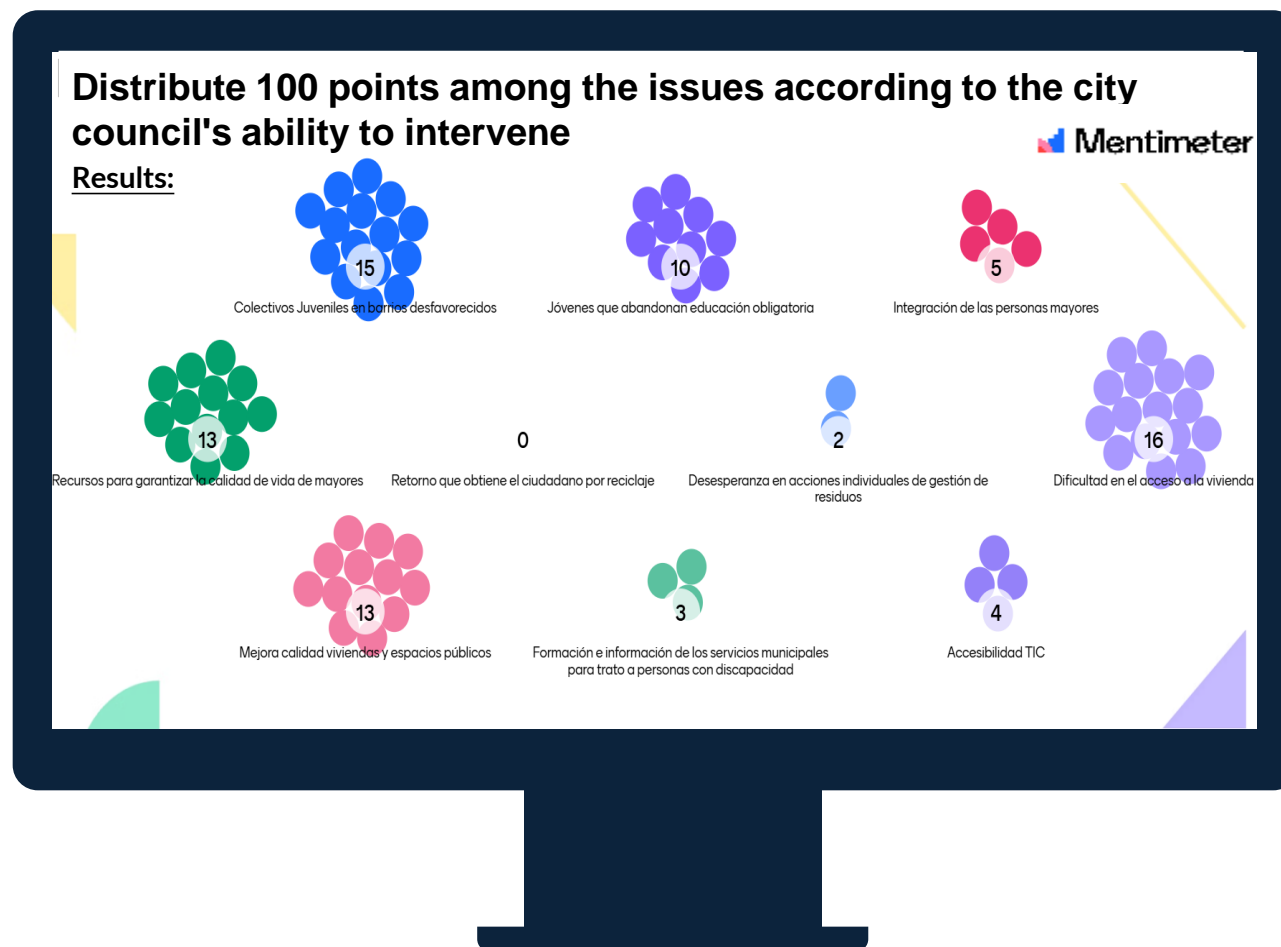
RESULTS

The results are in line with the initial prioritisation, indicating that the issues with the greatest impact **are also perceived as the most urgent.**

Most prioritised issues:

- **Difficulty in accessing housing**
- **Youth groups in disadvantages neighbourhoods**
- **Improving the quality of housing and public spaces**
- **Resources to guarantee the quality of life of elderly people**

Visual result of the activity:

Distribute 100 points among the issues according to the city council's ability to intervene

Mentimeter

Results:

- 15 Colectivos Juveniles en barrios desfavorecidos
- 10 Jóvenes que abandonan educación obligatoria
- 5 Integración de las personas mayores
- 13 Recursos para garantizar la calidad de vida de mayores
- 0 Retorno que obtiene el ciudadano por reciclaje
- 2 Desesperanza en acciones individuales de gestión de residuos
- 16 Dificultad en el acceso a la vivienda
- 13 Mejora calidad viviendas y espacios públicos
- 3 Formación e información de los servicios municipales para trato a personas con discapacidad
- 4 Accesibilidad TIC

Results of the second activity

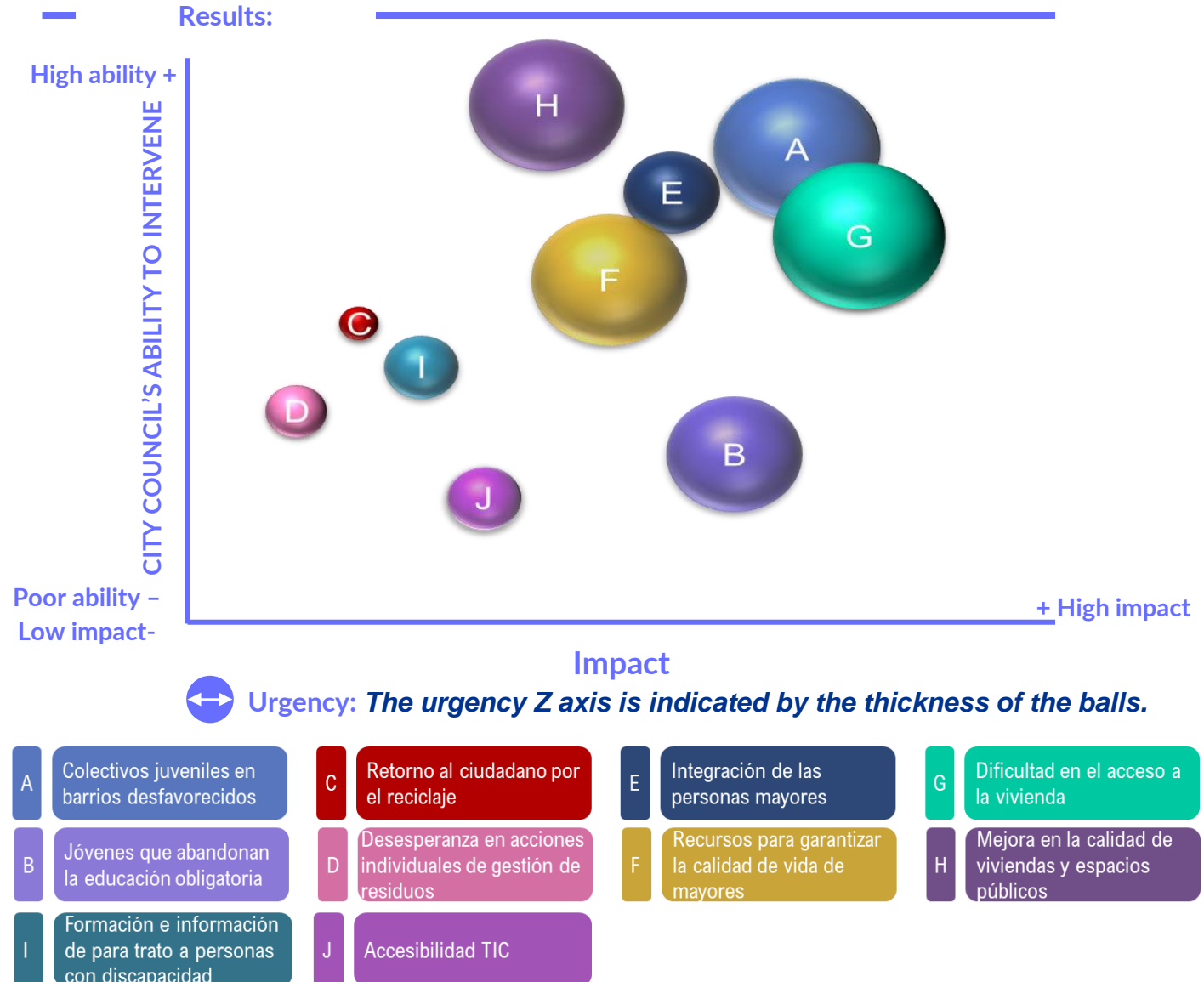**GRAPHICAL REPRESENTATION OF THE RESULTS OF THE SECOND ACTIVITY**

DESCRIPTION

To **conclude the second activity**, a graph was presented that enabled participants to clearly and concisely **visualise the result of the evaluation** carried out using the three criteria: **impact, the City Council's ability to intervene, and urgency.**
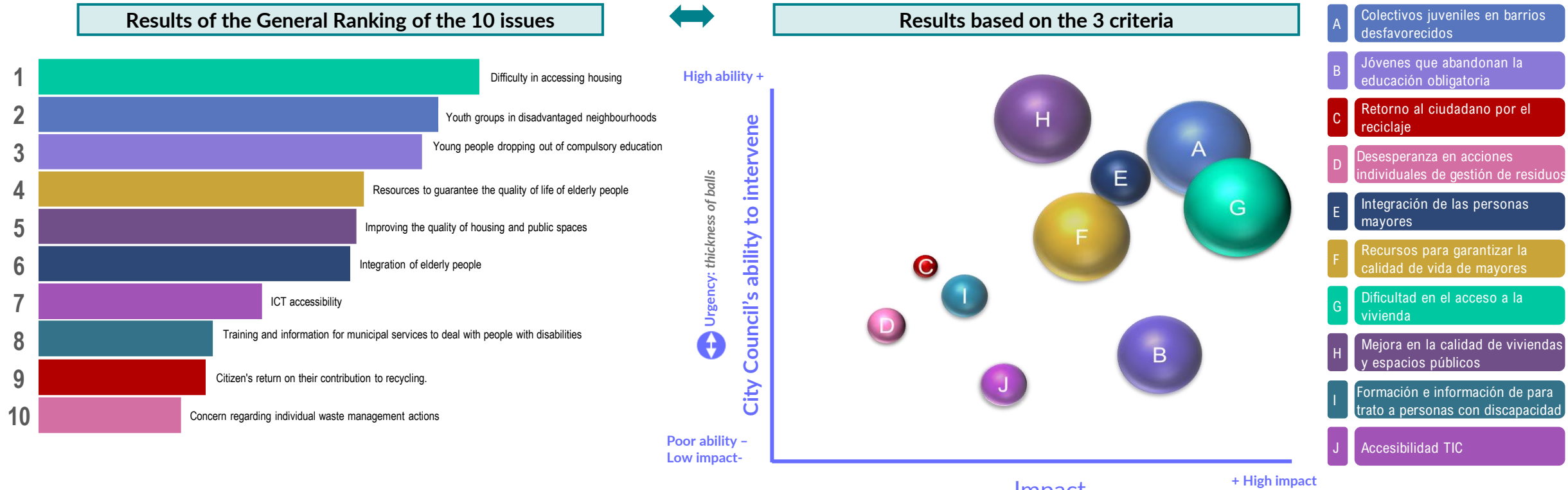
RESULTS

An analysis of the three-axis matrix indicates that certain issues have become more prominent around the three axes. Among these, the following stand out:

- **Difficulty in accessing housing**
- **Youth groups in disadvantages neighbourhoods**
- **Resources to guarantee the quality of life of elderly people**
- **Improving the quality of housing and public spaces**
- **Integration of elderly people**

Results:

High ability +

CITY COUNCIL'S ABILITY TO INTERVENE

Poor ability –
Low impact-

+ High impact

Impact

Urgency: *The urgency Z axis is indicated by the thickness of the balls.*

A — Colectivos juveniles en barrios desfavorecidos	C — Retorno al ciudadano por el reciclaje	E — Integración de las personas mayores	G — Dificultad en el acceso a la vivienda
B — Jóvenes que abandonan la educación obligatoria	D — Desesperanza en acciones individuales de gestión de residuos	F — Recursos para garantizar la calidad de vida de mayores	H — Mejora en la calidad de viviendas y espacios públicos
I — Formación e información de para trato a personas con discapacidad	J — Accesibilidad TIC		

Comparative analysis

Finally, a **comparative analysis** was conducted between the results of **Activity 1**, where prioritisation was based on the participants' initial perceptions, and **Activity 2**, where specific criteria were applied. This exercise enabled the identification of how the **impact, ability to act and urgency** factors influenced the reordering of the issues.

Results of the General Ranking of the 10 issues

1 Difficulty in accessing housing
2 Youth groups in disadvantaged neighbourhoods
3 Young people dropping out of compulsory education
4 Resources to guarantee the quality of life of elderly people
5 Improving the quality of housing and public spaces
6 Integration of elderly people
7 ICT accessibility
8 Training and information for municipal services to deal with people with disabilities
9 Citizen's return on their contribution to recycling.
10 Concern regarding individual waste management actions

Results based on the 3 criteria

High ability +

Urgency: thickness of balls

City Council's ability to intervene

Poor ability –
Low impact-

Impact   + High impact

A	Colectivos juveniles en barrios desfavorecidos
B	Jóvenes que abandonan la educación obligatoria
C	Retorno al ciudadano por el reciclaje
D	Desesperanza en acciones individuales de gestión de residuos
E	Integración de las personas mayores
F	Recursos para garantizar la calidad de vida de mayores
G	Dificultad en el acceso a la vivienda
H	Mejora en la calidad de viviendas y espacios públicos
I	Formación e información de para trato a personas con discapacidad
J	Accesibilidad TIC

PRELIMINARY CONCLUSIONS

1 **Consistency in the issues considered most urgent**

2 **The issues at the bottom of the rankings are consistent.**

3 **Variation depending on the city council's ability to intervene**

General conclusions from the session

1 **Consistency in the issues considered most urgent:**

- In both cases, the issues of **difficulties in accessing housing** and **youth groups in disadvantaged neighbourhoods** were identified as the most important by participants.

- This result highlights the **relevance** of these **two issues**, which, **regardless of the approach**, consistently **emerge as priorities**.

2 **The issues at the bottom of the rankings are consistent:**

- The two issues relating to the category of **waste management**, which were given the lowest priority in the initial ranking, continue to be far from the top positions in subsequent exercises.

- However, it is worth highlighting its **improvement in terms of ability compared** to other issues that were initially given higher priority.

3 **Variation according to the city council's ability to intervene**

- When considering the city council's ability to intervene, issues such as **improving the quality of housing and public spaces** and the **integration of elderly people** became priorities

- On the other hand, **difficulties in accessing housing and young people dropping out of compulsory education**, despite the high impact and urgency highlighted by participants, fell several places in the ranking in terms of the City Council's ability to intervene.

CONCLUSION

The second session of the first workshop was carried out successfully, meeting the objectives set for the session.
The session also encouraged **active participation** from attendees, who not only organised and evaluated the issues, but also **gave valuable insights** that enriched the session.
In short, this second session has enabled progress to be made in identifying the **issues to be addressed** in future workshops on **co-creating innovative solutions**.