



# MUNICIPALITY OF CEUTÍ (REGION OF MURCIA)

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## DESCRIPTION OF THE MUNICIPALITY

The municipality of Ceutí is a town located in the centre of the Region of Murcia (Spain) characterised by its agricultural tradition and the good climate of the area, with a large variety of fruit and vegetable trees. In addition, since the end of the 19<sup>th</sup> century, an industrial productive fabric has been developing (with the creation of small family businesses and the growth of the service sector).

The municipality has an important endowment of infrastructures and resources available to the citizens, as well as a great wealth of tourism and heritage (with historic buildings and local agro-food products, among others). In order to promote this fact, the municipality has received some national and european funding, such as the receipt of a regional aid for the creation of an artisan's portal to provide training on craftsmanship in the Region of Murcia.

It is also worth highlighting the existence of good relations with public-private institutions in the Region of Murcia, such as the connection with the Regional Agency of Development or the University of Murcia. Furthermore, in the Region of Murcia there are several leading companies in areas related to the strategic priorities of the EU, such as digitisation, bio-economy or logistics. The presence in the municipality of the company HOPU specialised in the technological field and the implementation of European projects, with which Ceutí town council has collaborated on different occasions, stands out in this point.

The municipality of Ceutí has experience in the coordination of European projects, and there is a clear predisposition of the municipal staff for the implementation of innovative actions that have a positive impact on the quality



of life of the municipal population. Specifically, the municipality of Ceutí has a lot of experience in youth education and dynamization projects.

There is a high degree of participation among the population of Ceutí and the municipality has various mechanisms for communication with each age group: there is an intersectoral health committee, a committee with the AMPAS and participation committees with children and adolescents. In addition, there is a good relationship between the municipality's businesses and there is a business association, which has been very active in recent years.

### Strategic plans of the City Council of Ceutí

The municipality of Ceutí has the following plans, which define the strategies and priorities of the municipality:

- Sustainable Climate and Energy Action Plan.
- Integral Plan for Urban Mobility.
- Municipal Plan for Childhood and Adolescence Child Friendly City
- Municipal Gender Equality Plan
- Mobility Plan

The development of an accessibility plan with ONCE is also foreseen.

### City Hall structure and services

The governing body of the City Council of Ceutí is made up of different areas or departments, which in addition to the exercise of the administrative functions of the municipal services assigned to them, are responsible for the coordination of all the departments.

This responsibility of coordination consists of promoting common lines of work, in order to solve organizational gaps and deficiencies, therefore, under the respect and autonomy of the competences of each specific area.

The specific councils that make up the areas of government of the City Council of Ceutí are:

Town Planning Department	Police Department
Department of Commerce	Health Department
Arts and Crafts Department	Department of Infrastructures
Department of Culture	European Projects Department
Tourism Department	Department of Personnel
Education Department	Women's Department
Sports Department	Department for the Elderly



Employment Department	Department of Transparency
Councillor for Heritage	Youth Department
Environment Department	Municipalities and Neighbourhoods Department
Municipal Council for Economic Promotion	Consumer Affairs Department
Communications Department	Social Policy Department
Department of Protocol	Popular University Department
Department of Festivities	Department of the Presidency
Department of Works and Services	Department of Associations
Department of Citizen Participation	Department of Industry
Department of Finance	Department of Enterprise
Department of Industrial Estates	Department of Civil Protection

**Table 1: Ceutí City Council departments**

Through the work coordinated by the different councils the City Hall can formulate public policies and grant subsidies and financial aids to companies and citizens, to promote the socio-economic development of the area. In addition, the municipality of Ceutí is also part of the Federation of Municipalities of the Region of Murcia (FMRM), taking part in the regional decisions that this body adopts in social, employment, business, economy, education, environment, water management, citizen participation, gender and health equity, among others.

## STRATEGIC AND THEMATIC PRIORITIES

Agenda for Sustainable Development, in particular:

**SDG 5** "Gender Equality", especially on the basis of target 5.4 "recognise and value unpaid citizens' unpaid domestic work", and target 5.5 "ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life".

**SDG 4** "Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all", especially for targets 4.5 "By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable".

**SDG 7** "Ensure access to affordable, reliable, sustainable and modern energy for all" to achieve targets 7.1 "By 2030, ensure universal access to affordable, reliable and modern energy services"; 7.2 "By 2030, significantly increase the share of renewable energy in the energy mix"; 7.3 "By 2030, double the global rate of improvement in energy efficiency".



**SDG 8** "Decent work and economic growth", in particular to achieve targets "8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including by focusing on labour-intensive, high value-added sectors" and "8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro, small and medium-sized enterprises, including through access to financial services".

**SDG 11** "Make cities more inclusive, safe, resilient and sustainable", based on targets 11.2 By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all and improve road safety, including through the expansion of public transport, paying special attention to the needs of people in vulnerable situations, women, children, persons with disabilities and older persons; and 11.4 Increase efforts to protect and safeguard the world's cultural and natural heritage.

This is linked to the objectives defined in its strategic programming and future priorities:

- Strengthen the business and economic sector of the area, especially through the strengthening of the capacities and the employer potential of SMEs.
- Designing and enhancing the tourism resources of the municipality in order to take advantage of all the potential of the social, heritage, cultural and gastronomic resources of the area.
- To make the most of the infrastructures and resources available in the municipality, based on the needs and priorities of its population.
- More efficient and ecological management of the municipality's resources.
- To promote the role of Ceutí Town Council as a public administration with the capacity to influence the socio-economic development of the area.
- To develop and consolidate a "European spirit" at local level, based on solidarity between local authorities.
- Create a commonwealth with neighbouring territories for better energy management in the area.

## STRATEGIC AND THEMATIC PRIORITIES

### CHORD

Cultural Heritage - Exploiting Opportunities for Rural Development (CHORD) is a project implemented within the STC Programme MED, between 2009 and 2011,



aimed at creating a network to analyse potential service poles based on local heritage and landscapes, while generating an exchange of good practices to identify sustainable models and marketing plans that can be transferred to other regions.

- The tourism department of Ceutí Town Council took part.
- More info: <http://www.ceuti.es/chord/>

### **SEMIRAMIS**

Secure Management of Information Across Multiple Stakeholders (SEMIRAMIS) is a project under the CIP-ICT-PSP-P programme, implemented between 2010 and 2012, to create a secure data transfer platform.

- More info: <http://semiramis-cip.atosresearch.eu/index.html>

### **SEL**

Sustainable Energy and Languages (SEL) is a project implemented within the CITIZENSHIP EACEA programme in 2011, in which several thematic meetings were organised to promote international cooperation in the field of ICTs.

- It was coordinated by Ceutí Town Council
- More info: <http://www.ceuti.es/promoting-social-inclusion-through-eu-citizenship/>

### ***Promoting Social Inclusion through Citizenship***

It is a project belonging to the CITIZENSHIP EACEA programme and implemented between 2013-2014, for the implementation of thematic meetings.

- Coordinated by Ceutí Town Council
- More info: <http://www.ceuti.es/promoting-social-inclusion-through-eu-citizenship/>

### **IBRAVE**

Improvement of Branding for Rural Areas through Vocational Education (IBRAVE), is an Erasmus + Project implemented between 2014 and 2016, whose main objective was the creation of an Intellectual product "Destination Branding" and the compilation of success stories with an annex on tourism apps.

- It was coordinated by Ceutí Town Council and the areas involved were Tourism and Economic Promotion.
- More info: <https://www.ibraveproject.eu/home>



### **SPACHCO**

Stronger Parents- Healthier Communities (SPACHCO), is an Erasmus + project implemented between 2016 and 2017, whose objective is the development of an app for parents of children from 0 to 18 years old, with virtual parents' school and healthy leisure agenda, online game for families to improve parenting skills, educators' guide for adults.

- The city council of Ceutí was the coordinator of the project and the municipal areas involved were Health and Social Services.
- More info: <http://www.spahco.eu/>

### **Walk a story**

Walk a Story is a Project belonging to the Erasmus + Programme, implemented between 2018 and 2021, in which two intellectual products were developed: the Web-App Co-Crew, where you will be able to upload information about your territory, crafts, nature - to collect cultural heritage and share it with others; and a guide on how to work with intergenerational groups. Important events related to the cultural heritage of a place will be exchanged.

- The areas of European projects and tourism of Ceutí Town Council participated.
- More info: <https://www.walkastory.com>

### **OuRoute**

OuRoute is an Erasmus+ project, which started in 2019 and is still running after a 5-month extension due to the pandemic. The project is based on the organisation of (re)discovery trips and "ethno-videographic" expeditions, for students to design their own research protocol related to local heritage and interacting with key actors linked to art and crafts.

- The European projects and culture departments of the City Council are involved in the project.
- More info: <https://ouroute.eu/?lang=es>

### **Experience in LIFELONG LEARNING PROGRAMME**

a) Power to resist: project on health promotion, training, exchange of good practices, carried out between 2013-2015.

b) Preparatory visit to Tranemo in 2012.



## SUCCESSFUL ACTIVITIES

1. Capacity for learning from the implementation of European actions and projects.
2. High degree of participation in European projects, especially based on the population size of the municipality, and high representativeness in the coordination of projects at regional level.
3. Existence of a network of external and internal Ceutí collaborators, both within the municipality and with the municipal population (through participation tables and other communication elements), and with companies and institutions at regional level.
4. Development of innovative ideas adapted to the municipal reality.
5. Membership of national and international networks: Healthy Cities Network, Cycling Cities Network, SDG Cities Network, Walking Cities Network, Climate Network and the Smart Cities Network.

