



**BILBAO CHARTER OF VALUES**



**Bilbao**

UDALA  
AYUNTAMIENTO



## Preamble

In the year that marks the 70th Anniversary of the Universal Declaration of Human Rights, which states that *“recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world”*;

In line with the United Nations Agenda 2030, which establishes Sustainable Development Goals such as *“taking action for people, the planet and prosperity”* to *“end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment”*, *“protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations”* and *“ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature”*;

True to our History, as indicated in the Municipal Founding Charter, which states that *“as inhabitants of this place, be forever frank, free and unburdened”*;

Based on the specific traits, universal character and commitment to the future that characterises the citizens of the City;

And as the result of a participatory process seeking consensus between councillors, political parties, area directorates and municipal companies, unions, sports clubs and entities, social organisations, cultural associations and agents, the business and trade sector, the hotel and restaurant sector, education centres, groups for older people, the media, neighbourhood associations, representatives of other public bodies, the LGTBIQ movement, professional bodies, immigrant communities, international development cooperation agencies, human rights and peace organisations, the environmental movement, representatives of people of all functional abilities, the feminist movement, groups working in favour of the Basque language, youth associations and organisations; and the general population.

***The Bilbao Charter of Values*** is submitted for its approval by the Plenary of the City Council.

## The Bilbao Charter of Values:

1. Identifies the lowest common denominator of individual and collective values as identifying traits to maintain, protect and develop.
2. Establishes the nature and scope of each of the values.
3. Undertakes to guarantee, protect and develop the Human Rights of all of the City's inhabitants, based on such values.
4. Serves as the basis and foundation to boost the quality of life, well-being and happiness of its inhabitants.
5. Contemplates the preparation of a Value Development Plan, including the actions to implement in coming years in Bilbao to develop the values contained in this Charter. Such actions will be set in motion by initiative of the City Council or other agents, or thanks to a collaborative effort between citizens, institutions, companies and organisations.
6. Proposes the creation of the *City of Values Commission*, as a framework for the consultation, follow-up and evaluation of the Bilbao Charter of Values and the associated Development Plan. This Commission will be responsible for analysing the modification or adaptation proposals in relation to the Charter of Values for their subsequent debate and approval by the municipal Plenary. Furthermore, it will be able to propose or recommend modifications or adaptations to the Value Development Plan. The City of Values Commission will be formed within the framework of *the City's Civic Council*.
7. It makes it possible for citizens, institutions, companies and organisations to adhere to the *Bilbao Charter of Values*. This entails undertaking the commitment to maintain, strengthen and promote attitudes and behaviours in line with the spirit and content of this Charter.



## Nature and scope of the values

This Charter is the result of a process of reflection, participation and consensus, carried out with the aim of identifying the main values that must be maintained and developed in the city of Bilbao in coming years.

A decalogue of values related to the city were initially defined, selected from a survey conducted among citizens. Seven new values were then added to this Charter, established based on several different work sessions carried out with people from all of the representative fields of society.

At the heart of this list of values is respect for *Human Rights*. The pursuit for *social justice, equality between women and men and solidarity* exist alongside this value. These four values, contained in the initial decalogue, are defined by citizens as essential values to be maintained, protected and developed in the city.

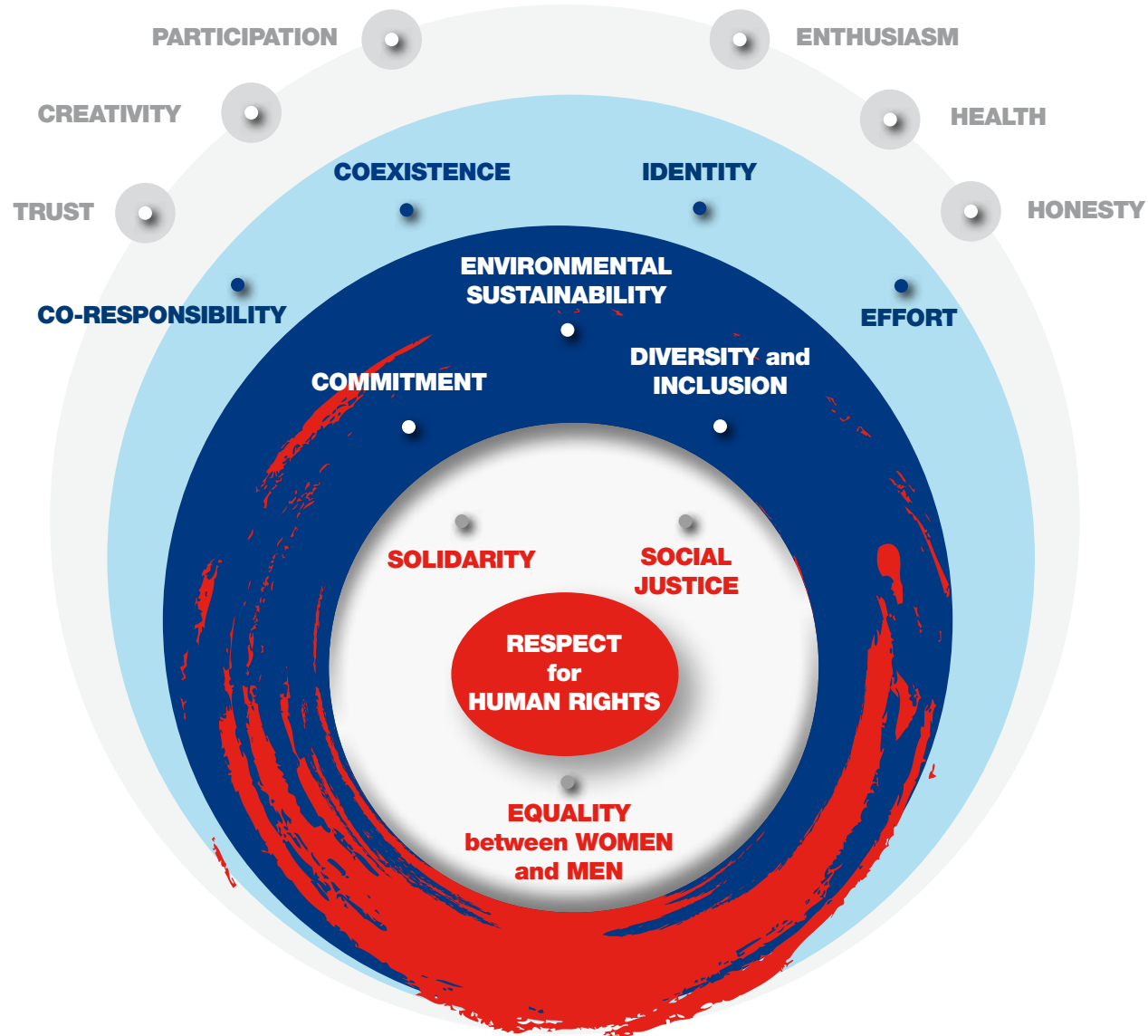
The subsequent group of values, also contained in the initial decalogue, and which also receive strong support from citizens, are *diversity/inclusion, commitment and environmental sustainability*.

To complement these values, 4 new values emerged during debates, which are strongly supported by citizens: *coexistence, identity, effort and co-responsibility*.

Finally, 3 values contained in the initial decalogue have been proposed to enable the development of the rest of the values: *participation, trust and creativity, which are complemented by 3 new values proposed during the citizen debate process: honesty, enthusiasm and health*.



# BILBAO CHARTER OF VALUES





## Respect for Human Rights

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- The citizens of Bilbao have all the rights and freedoms proclaimed in the Universal Declaration of Human Rights. These inalienable and universal rights are the same for all citizens.
- We undertake to respect, guarantee and promote the fundamental rights of all those who live in our city, promoting the necessary social, economic and cultural conditions to ensure that everybody can live with dignity, regardless of their circumstances.

## Social justice

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- We understand social justice as the need to ensure an equitable distribution of social goods, thus guaranteeing the dignity of all citizens and social cohesion in our city as a premise, this means that the common good must take precedence over private interests.
- We undertake to provide real and sufficient effective mechanisms for the redistribution of wealth to guarantee the minimum material conditions to enable the exercise of basic freedoms.

## Equality between women and men

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- We understand equality between women and men as a value that is based on the universal dignity of citizens and an obligation in international law, making it the principal inspiration for the rest of fundamental rights. Not only does it entail the absence of discrimination, but also equal opportunities and resources.
- We undertake to promote the active presence of women in all areas of society; to strive for co-responsibility between women and men; and zero tolerance against gender-based violence.

## Solidarity

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- We understand solidarity as recognition and awareness of a shared responsibility in our city in the face of unjust situations.
- We undertake to work towards reversing unjust situations by acting in favour of people or groups who are in a situation of vulnerability, weakness or disadvantage.

## Diversity and inclusion

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- We understand diversity/inclusion as respect for the differences between individuals, regardless of their sexual orientation or identity, culture, religion, ideological and political beliefs, functional ability and any other circumstances.
- We undertake to raise the visibility of diversity; to eliminate environments of discrimination in any area or under any circumstances; to develop cross-cutting proposals in terms of intercultural dialogue and recognition of diversity; to promote the participation and inclusion of different sectors; to demonstrate, in an educational manner, how discrimination occurs; and to take a stand against discourses that feed into prejudices and stereotypes in our city.

## Commitment

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- We understand commitment as the obligation assumed or acquired before other individuals, institutions, companies or organisations. Commitment is the series of responsibilities assumed, both individually and collectively, by those who are part of our city in order to make their skills and possibilities available to the common good and to facilitate shared collective objectives.
- We undertake to make our means and resources available to the common good and to facilitate shared collective objectives, assuming all deriving obligations.

## Environmental sustainability

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- We understand environmental sustainability as the development of human activities that guarantee the preservation of our urban ecosystem over time. This implies the efficient use of spaces and resources, adequate waste management and the promotion of environmentally-friendly behaviour among citizens.
- We undertake to promote actions that are focused on raising awareness about environmental problems; to change consumption patterns and lifestyles; to promote a more responsible, committed and united attitude towards our urban ecosystem; and to seek solutions in the efficient use of resources and the reduction of their impact on our city.

## Coexistence

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- We understand coexistence as living alongside other individuals with respect and tolerance. Knowing how to live together in the city. This entails citizen education, citizenship, politeness and kindness in everyday life, along with ensuring the well-being of children, older people and, in general, of all those around us who require such help. All of the above based on diversity, interculturality, tolerance, openness and hospitality among those who are already here and those who arrive.
- We undertake to generate community spaces: spaces for the respect and mutual care of those around us; and spaces where we can welcome those who join our city.



## Identity

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- We understand identity as the series of individual traits and values by which we are characterised. Recognising and valuing where we come from: history, culture, memory, traditions and idiosyncrasies, with full awareness that this identity has evolved and will continue to do so, incorporating new traits that also define it as creative, innovative, open and intercultural.
- We are committed to preserving the cultural and social elements that represent our identity. We also undertake to incorporate new elements that arise from our creative and innovative capacity, and from the contribution of those who are part of or who have joined our city.

## Effort

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- We understand effort as the ability and spirit demonstrated by individuals, institutions, companies and organisations to achieve their objectives, based on proactivity and professionalism, overcoming difficulties. It connects the consciousness, consistency and dedication of each individual with the enthusiasm and willingness to obtain collective accomplishments
- We undertake to achieve the improvement goals that we establish as a city, with professionalism and generosity.

## Co-responsibility

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- We understand co-responsibility as the existing capacity of individuals, institutions, companies and organisations to assume shared commitments and obligations and to accept the consequences. This entails the obligation of each individual and organisation to contribute to the common good.
- We undertake to promote co-responsibility among citizens and facilitate co-responsibility structures and processes among the City's institutions, companies and organisations.

## Participation

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- We understand participation as contributing to improved coexistence in our city, through different mechanisms that enable us to be heard, to influence decisions and to work together on initiatives and projects.
- We undertake to incorporate individuals into participation processes, with particular sensitivity regarding the inclusion of the most vulnerable groups.



## Trust

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- We understand trust as the expectation that individuals will behave in an honest and collaborative fashion. Trust enables us to combat prejudices and stereotypes that reinforce the exclusion of certain social groups.
- We undertake to promote mutual trust by generating platforms for dialogue and collaboration between different groups, and to act with transparency and truthfulness in order to enable credibility and trust.

## Creativity

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- We understand creativity as the capacity to conceive something original, based on the development of skills such as inquisitiveness and critical thinking. Creativity is the very basis of the development of innovation, as the practical implementation of the creative process.
- We are committed to generating a favourable environment, to stimulate and guide creativity and to facilitate springboards for innovation, identifying, proposing and experiencing creative alternatives focused on the common good.

## Honesty

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- We understand honesty as the appropriate and honourable behaviour of individuals, institutions, companies and organisations. Transparency is essential to achieve this. It is necessary to establish mutual trust.
- We undertake to establish honesty in the behaviour of individuals, institutions, companies and organisations. And to promote a culture of transparency.

## Enthusiasm

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- We understand enthusiasm as a positive attitude to life which corresponds to a firm belief that it is possible to improve our city thanks to our willingness and determination. Feeling passion for a collective urban project that enables contribution from all fields and sectors and addressing it with pleasure and keen interest. And being excited about the improvement opportunities that cross our path.
- We undertake to generate a climate of enthusiasm, hope and optimism, based on creative ideas and innovative projects and, above all, on facts and accomplishments.



## Health

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- We understand health as the adoption of a lifestyle and a city model focused on the promotion of healthy habits to improve the quality of life of those who live in our city.
- We undertake to: spread healthy habits among citizens; complement existing sports equipment, facilities and programmes; improve nutrition and the food culture; and work towards reducing consumption of substances harmful to health.





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**[www.bilbao.eus](http://www.bilbao.eus)**