



FUTURE CITIES

BY VÍA CELERE
& ASHOKA

Built by BridgeforBillions

For the future of cities.

Case Study

Via Celeré and Ashoka Spain decided to partner for the future of cities. In a search for projects who could creatively develop solutions to guarantee the sustainability of cities.

They partnered with Bridge for Billions to support entrepreneurs in the development of their business projects while engaging Via Celere's employees as mentors in this social impact mission.



Spain



2019



Water & Sanitation



Type: Social Impact

The challenge

In the EU the building and real estate industry consumes a third of primary energies, 50% of raw materials and 20% of available water having a direct effect in the increase of residuals and pollution.

So, how could Via Celere, as the leading Spanish real estate company, create the sustainable cities of the future?

They decided to take on the challenge, with the goal to become a motor for economic and social change within the real estate sector while strengthening their commitment to social responsibility.

To this end, Via Celere partnered with Ashoka Spain and Bridge for Billions to create “Future Cities”, a program supporting young social entrepreneurs with business projects focused on making cities more inclusive, resilient and sustainable.

In order to make this initiative a company-wide mission, they needed to engage Via Celere’s employees so that they could also contribute to the goal.

We needed to find a way to show Via Celere’s employees that with their expertise in the industry they could have a huge impact in the development of social impact projects and the journey of young entrepreneurs.



The solution



To support Via Celere and Ashoka Spain in their mission, we created an incubation program for early-stage founders with solutions for the future of our cities.

We scouted 6 projects related to sustainability and found entrepreneurs working in solutions related to water consumption, energy, recycling and much more.

The projects had goals like reducing the negative environmental impact of cities, promoting urban planning and a more sustainable and respectful building with the social and environmental environment, raising awareness and promoting responsible attitudes among citizens or favoring the implementation of measures in favor of inclusion, the efficient use of resources and the fight against climate change.

Each of the projects got matched with a Via Celere employee as mentor, and engaged in weekly mentorship sessions.

Via Celere's employees played a crucial role in guiding entrepreneurs and providing much-needed insights on the real estate sector, through their guidance they were able to shape the projects into businesses with real impact.

During the 3-month incubation program, participants were able to develop and validate their social impact business projects through our step-by-step incubation program, from defining their value propositions to their 3-year growth and impact plans.

To really foster the sense of community and make sure that the learning was shared we hosted offline spaces where they could connect and find new growth opportunities.

All projects got to have visibility in press, social media, web and to present their solutions in a final event in front of key stakeholders and ecosystem partners. The 3 winning projects got up to 2,500€ scholarships to continue the development of their projects.

The entrepreneurs



Bluengin

Pedro de Cea de Miguel

Cofounder

Sector: Water



To promote the sustainable use of water, bluengin develops tools that allow the integral management of the water cycle in communities or farms: hydrological and topographical analysis, meteorological station, challenging of rainwater, the capture of groundwater, wastewater treatment, and reuse.



Plant on Demand

Alejandro Wonenburger

Cofounder & CEO

Sector: Software



Plant on Demand is a Madrid-based cooperative dedicated to the development of impact software. It seeks to contribute to the creation of food production ecosystems that reward cooperation and collaboration between producers against competition, and is completely against uncontrolled exploitation of human and natural resources.



Socaire

Rubén López Almagro

Training Area Coordinator

Sector: Energy



Socaire is a social and solidarity economy project specialized in energy consulting and social intervention. They seek to impact society by reversing situations of energy poverty.

On the other hand, they offer training and audits with the aim of promoting the conscious consumption of energy.



The program and our mentor allow us to design a profitable business model with a high social impact. Now we're on the look for more partners!



Bridge is the tool that every entrepreneur should have at hand.

The results



Carlos Valdés
CSR Director Via Celere

“To be able to design a program like Future Cities with Bridge for Billions as a strategic partner has allowed us to learn about innovative solutions who are already working towards building sustainable and responsible cities. We were able to create our own innovation network with whom to continue to collaborate.”



Do you want to build a Bridge with us?
partnerships@bridgeforbillions.org

