

PARTNER INFORMATION FORM

Erasmus+ KA 210 – Small scale partnership

ORGANIZATION NAME	SEQUOIA PRO
OID	E10341191

PROFILE

- Is the organisation a public body? (Yes/No): NO
- Is the organisation a non-profit? (Yes/No): NO
- Type of Organisation (please indicate one from the list below): PRIVATE ENTITY
- Full legal name: SEQUOIA GESTION AMBIENTAL
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CONTACT PERSON

- Legal representative:

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- Primary contact person:

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- Other contact person (if any):

Title	Mr
Position	Governance and Good Government Director
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BACKGROUND AND EXPERIENCE

- Please provide a short presentation of your organisation. Activities and experience.

Sequoia Pro is a consultancy firm established in the Valencian Community that promotes initiatives that foster Sustainable Development and Open Government from a transversal perspective that makes Sequoia a company with the necessary expertise in environmental matters, social innovation, governance and good government.

Sequoia is composed by a team of trained and enthusiastic professionals in the field of environmental engineering, social innovation, climate education, open government and public governance, communication and journalism. This company was born in 2019 and since then has kept a successful trajectory establishing as a reference in the Valencian Community at the field of our services.

Our principal aim is the management of projects that improves our environment and the quality of life of our people, making an impact and measuring it. We create awareness, train and educate people from all ages, also we organise workshops, meetings, participative games, green points and give specialized training in the climate, social and open government field with participative techniques with the DesignThinking methodology.

Inside our client portfolio you can find public entities such as the Castellon and Valencia Deputation, other intermediate regional government platforms, and a huge quantity of city councils and local public bodies. We are currently managing more than 100 projects in the field of transparency, gender plans, SDG goals, waste management, social innovation and inclusion, climate education, participative budgets and open government, local councils, and social responsibility, among others.

- **Environmental department:** the projects managed from this area are carried out from the climate education and the technical consultancy perspective. We foster initiatives that gives solutions from both perspectives with an expertise service that works with the enthusiasm to improve the environmental impact of our activities.
 - Climate education: we raise awareness, train and educate people from all ages organizing workshops, meetings, games, green points and street conferences.
 - Environmental consultancy: our professional team is specialized in waste management, territorial emergency plans and environmental impact studies, among others.
 - Urban Services Engineering: we work on the tender process and in the implementation of urban services management models.
 - Specialized training: we develop specialized training for politicians and technical staff from the climate education field.
- **Research and Social Innovation department:** we work under the objective of building inclusive, equal and fair societies, without leaving anyone behind. Our team is conformed by professionals committed with sustainability and social responsibility, specialists in methodological tools such as the Design Thinking.
 - Inclusion and social cohesion: we work for reducing social inequality and vulnerability factors, foster the persons and vulnerability groups autonomy, as well as the social cohesion.
 - Gender policies: we analyze, plan and launch strategies to reach equality in the political, social and economic spheres.
 - Childhood and Teenagers: our projects are oriented to the integral human development, identifying children as a full right's subjects, having into account their opinions and necessities.
 - Social Diversity and Youth: our works is based on the respect for the individuality, the valuation of the differences and the inclusive culture, to guarantee the principle of no discrimination in our projects.
 - Specialized training: adapted to the needs of any organization or territory.
 - Social innovation: we design participative processes through the methodology of Design Thinking to observe challenges, identify needs and propose innovative solutions.

- **Governance and good government department:** we believe that only transparent and participative institutions reach out a good citizens' confidence level.
 - Transparency: strategies for the implementation of web portals, regulatory compliance audits, handbooks for citizens and entities, and drafting regulations in the area of transparency and legal advice.
 - Open Government and Citizen Participation: strategic plans in this matter for public administrations, participatory budgets, think tank workshops, citizens forums and other processes of citizens participation.
 - Good Governance and Integrity: integrity plans, anti-fraud measures, good governance strategy, code of ethics, legal advice and regulations.
 - Privacy and Compliance: elaboration of regulation in the field of data protection, risk analysis and impact evaluation, legal policies, and data protection officer service.
 - Specialized training: training led to directors, technical and administrative staff and private employees in the field of transparency, open government, good governance, integrity and compliance.

- What are the skills and/or expertise of key persons involved in this project?

- **Alejandro Martorell:** is the **Environmental Technical director** of Sequoia, he is an agricultural engineer with a huge vocation for the environment, with a great experience in the field of waste management, service and public tenders. All his work experience is based upon the environmental projects management, because he is also graduated in Environmental Sciences, which gives a technical and expertise perspective to the management field.
- **Joshua Briz:** is a political scientist specialized in the field of data protection, transparency and information access, with a wide variety of work experience related to that field and also in citizens participation and compliance. He is the current **director of the Governance and Good Government** department of Sequoia, which is responsible of the management of projects on this matter, with a legal vision and the use of new technologies perspective.
- **Pamela Alonso:** is graduated in sociology and political science in the University of Valencia. Also has a Master's Degree on marketing. She has a large experience in the project management in the social and public governance field. Right now, she is the **director of the Research and Social Innovation** department of Sequoia, and her work is focused on social responsibility and sustainable development projects.
- **Lorena Núñez:** is a political scientist with experience in the field of European Projects management, she has worked as an intern in the European Projects Department of the city council of Quart de Poblet in the following programmes: Erasmus+, AMIF and CERV. She is also studying a Master's Degree on Cooperation for Development in the University of Valencia. Currently, she is the **European Project Technician** of Sequoia.
- **María López:** is a journalist with extensive experience in the field of communication and multimedia management. She is the **director of Sequoia's Communication and Marketing department**, whose work is related to writing web content, social networks, photography and press releases, among other things. She coordinates the dissemination and communication of the projects being managed by the company.
- **Eva Barrajón:** she has a degree in Biological and Environmental Sciences and a Master's degree in Environmental Health. She is the **director of Environmental Education**, and her work is based on developing educational workshops, environmental awareness campaigns and environmental training for people of all ages.

- Additional information to the summary of your organisation's past participation:

Although Sequoia Pro is a newcomer organisation in the field of European Projects Management, it has a large experience in the local and regional level regarding projects management. Its main work is based on the consultancy for public administrations and local bodies, all wrapped up in the environmental, climate education, social innovation and open government and public governance field, which makes of Sequoia a transversal entity with the enough expertise and experience for the European projects field, specifically for the Erasmus+ programme, in relation to the Youth, Education and Sport projects.

We consider that a partnership with Sequoia can add value to your projects because of our transversality and expertise, above all, regarding to climate education and social innovation, because we work with innovative methodologies that can match perfectly with the nature of European projects.

Some of our best practices regarding project management are:

- Fostering Social Responsibility values: we worked with a local town to bring closer the Social Responsibility and sustainable values to its citizens through informative workshops, green points and an awareness and informative integral campaign.
- Participatory Budgets: we worked in another local town where we planned and design the phases of the participatory process, evaluated the results and did a communicative campaign for aim the citizens to take part. Six projects were developed in that municipality as a result from the participatory budgets.
- Actions of implementation and fostering the SDG: we raise awareness in a regional entity among its citizens about the Sustainable Development Goals led to technical staff from the local public body and to the citizenship. Using methodology as digital communication and sustainable workshops.

With those examples we want to materialise the methodology we worked with and the added value we can bring to our partnerships: **awareness campaigns, digital communication and dissemination, climate educational workshops**, and the elaboration of **handbooks and guidelines**.

We have applied as coordinator in an Erasmus+ KA 210-YOU in a project with the main thematic on waste management, which through innovative methodology we want to raise awareness of sustainability on this matter. We are currently waiting for the evaluation results.