

FOREVER YOUNG

GIVING SMILES TO SENIORS WITH CHARITY BINGO AND CHRISTMAS POSTCARDS

Better begins now

CLIENT

Comunidad Gastos WTC Almeda Park (UBS Real Estate GmbH, Merlin Properties, Aberdeen Balanced Spain, Septimania Promociones, Corum Origin).

REAL ESTATE TYPE

Office

LOCATION

Cornellà Llobregat

SQUARE FOOTAGE

90,000 SF

SERVICES

- Building Management

ESG ASPECT

- Social
- Governance

BACKGROUND

Since 2020, WTC ALMEDA PARK has been implementing a series of Sustainable Development Goals (SDGs) in the events, actions, and services offered to employees, to generate a positive impact on both the business park community and its surroundings (the municipality of Cornellà). This strategy includes collaboration with schools, care homes, Cornellà City Council and various social entities, which carry out projects in different areas of the social sphere.

In addition, many of these projects have involved companies from the business park, aligning with their Corporate Social Responsibility (CSR) policies. This collaboration enables access to greater resources, allowing for an increase in the number of beneficiaries in these initiatives.

Throughout these years of collaboration on various projects, a sector of the population was identified that had not yet benefited from any solidarity action: the elderly. In response to this, conversations were initiated with the Cornellà City Council, which facilitated contact with the Fundació per a l'Atenció a Persones Dependents, an organization that works at the Teresa Durán home care in Cornellà. During these discussions, the Fundació Verisure of Securitas Direct, specializing in products and services for the care and security of the elderly, also got involved and expressed strong interest in collaborating on the charity bingo, offering their material resources.



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CHART TITLE



126 employees



21 appearances



522 seniors



Local and private actors

STATEMENT



“The community of companies and professionals of the WTC Almeda Park are a very valuable reference of the collaboration of the business network with the people of Cornellà who live in vulnerable situations”.

Josep Serrano- Fundació per a l’Atenció a Persones Dependents.

SOLUTION

During the event, the plaza was used for a charity bingo for seniors, with employees volunteering. Participants also enjoyed the outdoor space at the business park. Following the success of this initiative, discussions with the Fundació per a l’Atenció a Persones Dependents led to a new collaboration, where employees wrote Christmas cards for seniors to ensure they didn’t spend the holiday season alone. This activity became part of the annual December charitable actions at WTC ALMEDA PARK.

RESULTS

These initiatives have had a positive impact on the community, while fostering strong alliances among companies within the building complex, and they have strengthened the community identity. Moreover, the project is adaptable and easy to replicate with effective communication between private and public stakeholders.

TANGIBLE BENEFITS AND KEY TAKEAWAYS

- Collaboration with the Cornellà City Council, Fundació per l’Atenció a Persones Dependents, Fundación Verisure, and Securitas Direct.
- Media coverage: 21 appearances in local and sector-specific media, reaching an audience of 13,424,309 people and generating €86,150 in advertising value.
- More than 200 seniors participated in the charity bingo event.
- 126 employees from the business park wrote Christmas letters and postcards for 322 elderly residents of the Teresa Durán care home.