



# Actions for a **sustainable future**

BROCHURE2021

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 **CAPSUS**  
Sustainable Capital



**We transform cities into  
spaces with a better quality  
and living standard while  
having a lower environmental  
impact, promoting  
Urban Sustainability**

# International firm based in Mexico

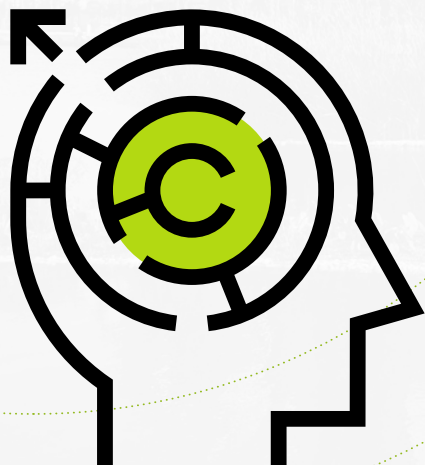
We guide private and public entities, we analyse spatial data, generate performance indicators and develop tools to promote informed decision-making that encourages economic development, social inclusion and environmental wellness.



# Competitive advantages

## What do we offer?

We are a multidisciplinary team with extensive experience offering effective sustainability solutions.



### INTERNATIONAL EXPERIENCE

Every time a project involves a new location, we learn from its context and enrich our work.



### EXPERIENCE AND SPECIALIZATION

Our team is constantly building its capacities to be at the forefront of sustainability issues.



### INFORMATION DESIGN

We deliver effective and intelligible messages that our recipients can successfully adopt.



### SOFTWARE DEVELOPMENT

We integrate the use of technological innovations in our projects and develop tools to simplify data analysis in urban planning, building water and energy efficiency.



### HIGH QUALITY RESEARCH

We use cutting edge technology and state of the art practices to develop practical applications and solutions.



### WORKCULTURE

We promote a collaborative, creative and innovative work. We are committed to our clients goals.

# Hand in hand with our clients



## URBAN PLANNING AND SUSTAINABLE BUILDING

*We develop solutions for cities and buildings which reduce investment and maintenance costs, improve its inhabitants quality of life and have good environmental and energy performance.*



## ENVIRONMENTAL STUDIES AND ASSESSMENTS

*We carry out cabinet and field studies to evaluate and ensure the successful implementation of energy and urban infrastructure projects.*



## DISSEMINATION AND CAPACITY DEVELOPMENT ON SUSTAINABILITY

*We help our clients to create experiences of knowledge exchange through the implementation of integral workshops, trainings and the creation of visually attractive materials.*



## DESIGN AND EVALUATION OF PUBLIC POLICIES

*We participate and assist in the evaluation and design of public policies on urban sustainability, involving climate change, air quality, energy, waste management, environment, planning, resilience, health, soil and water.*



# International context experience

We have implemented strategies and developed projects in several countries:

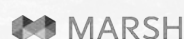
- Mexico
- United States of America
- Argentina
- Paraguay
- Ivory Coast
- Indonesia
- Mongolia
- Jordan
- Kosovo
- Palestine
- Brazil
- Perú
- Colombia
- Ecuador

We have participated and given conferences in:

- United Arab Emirates
- United States of America
- Japan
- Singapore
- United Kingdom



# Our clients



# Transdisciplinary teamwork

We generate systematic solutions and overcome challenges in different contexts thanks to its constitution, experience and deep understanding of the client's needs.

## Team constitution:

- *Engineers*
- *Architects*
- *Designers*
- *Political Analysts*
- *Urban planners*
- *Sociologists*
- *Educators*
- *Software programmers*



## Guillermo Velasco

**PARTNER / PUBLIC POLICY, URBAN  
SUSTAINABILITY AND CLIMATE CHANGE**

Engineer in Physics with a master's degree in Public Policy from Harvard University's school of government. More than 20 years of experience in the environmental and urban sectors. He was Federal and Local Congressman for the State of Mexico, Minister of the Environment for the Government of the State of Mexico and Program Coordinator of the Sustainable Cities Program at the Mario Molina Center.



## Ricardo Ochoa

**PARTNER / ENERGY, BUILDING,  
URBAN PLANNING AND SOFTWARE DEVELOPMENT**

Mechanical Engineer with a Master of Science in Renewable Energy. He has 15 years of experience in energy, sustainable development and leading teams in the development of digital tools to support local governments in making informed choices, with specific focus on integrated climate change mitigation and adaptation models and energy in the built environment.





We work in **collaboration**  
**with cities** and our clients  
so that their policies and  
projects produce greater  
**environmental, economic**  
**and social** benefits.

# Our existence and work is based on **credibility**

We are known for proposing innovative solutions, supported by solid technical information, incorporating our values, state of the art and best practices in the field that we work on.

## Case study

### CLIENT:

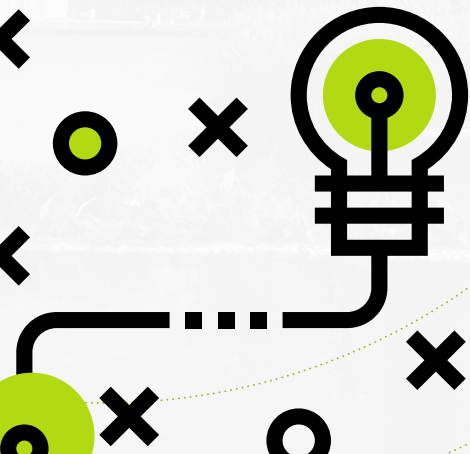
**World Bank and the National Government of Indonesia.**

### PROJECT:

Urban Growth Scenarios for Indonesia.

### DESCRIPTION:

Project funded by the Korean Green Growth Trust Fund through the World Bank Group to **assess development paths for Indonesian cities and identify the most sustainable options. Capsus is the consultancy firm performing this assessment for Denpasar and Semarang.** Urban growth scenarios are planning tools that facilitate the understanding of various possible outcomes related to specific urban policies. These policies can range from transport or infrastructure investment plans, to land use changes and housing policies.



## Case study

### CLIENT:

**Ministry of the Environment of the Government of the State of Mexico.**

### PROJECT:

Air Quality Program for the State of Mexico 2018-2030.

### DESCRIPTION:

The Program to Improve the Air Quality of the State of Mexico was developed. It included the development of the emissions inventory, institutional analysis, budget and operational capacities, as well as the results of atmospheric monitoring stations. Based on the diagnosis, **the state strategy was developed to reduce the emission of local air pollutants, reverse deterioration trends, protect public health and strengthen monitoring.** A list of public policy strategies and actions was developed, where the policy actions were prioritized, assessed in terms of their reduction of air contaminants and their cost of implementation was estimated.

## Case study

### CLIENT:

**Inter-American Development Bank and the National Government of Paraguay.**

### PROJECT:

Social Process and Communication of urban sustainability projects.

### DESCRIPTION:

The communication and social participation strategy was designed and implemented in Tacumbú, Asunción, Paraguay. For this project, **a communication and social participation strategy was conceptualized for the redevelopment of the southern coastal strip in the Tacumbú neighborhood in Asunción, Paraguay.** The strategy seeks to strengthen communication and information management, social inclusion, attention to complaints, and to promote the active participation of the Asuncan population around the project.

## Company data

### DUNS Number:

81-280-9733

### CAGE Code:

SKAP6

### Primary NAICS code:

**541620** Environmental Consulting Services

**541320** Landscape Architectural Services (urban and city planning)

**541611** Administrative Management and General Management  
Consulting Services (strategic site selection)

**541690** Other Scientific and Technical Consulting Services

**541720** Research and Development in the Social Sciences and Humanities

**541820** Public Relations Agencies (cabildeo)

### NIGP code:

**91892** Urban Planning Consulting

**91843** Environmental Consulting

**91841** Energy Conservation Consulting

**92695** Water/Wastewater Conservation Services

**92486** Vocational Training

**91827** Community Development Consulting

**90664** Urban Planning

### Certifications and memberships

- Small Business Enterprise (SBE)
- WEP-Women's Empowerment Principles - United Nations



“Concretar un instrumento como el Plan de Acción Climática Municipal, en coordinación la IUC que asignó a CAPSUS, ha enriquecido la capacidad del equipo local, para estructurar, definir y proyectar acciones de mitigación y adaptación esenciales en distintos plazos, logrando con ello robustecer las acciones que actualmente se llevan a cabo en el municipio, aportando a los compromisos a nivel nacional e internacional.”

**Dr. Beatríz Martínez Sánchez,**  
General Director of the Municipal Planning  
Institute of Bahía de Banderas, Nayarit.

“This project is important because it will provide a new tool, a new planning scenario for these five cities... there are many challenges these cities are facing in economic and social aspects and this project will provide them how they can improve services for the citizens and provide new investment in spatial analysis.”

**Emad AlRashed,**  
Ministry of Planning and  
International Cooperation, Jordan.

“This project made some kind of mind-shifting for me... I think in this project we have moved from the traditional urban planning which depends on efficiency and some benefits to balance urban planning taking into consideration the environmental aspect, social, economic, etc”

**Mohammed Zawahreh,**  
Head of the Local Development,  
Unit Zarqa Municipality, Jordan.





## GREEN TOWER

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