

## **Book Brief: Sustainable Experiences That Transform Communities**

### **About the Green Drinks Network: Córdoba – Argentina**

Green Drinks is an international network of monthly events. It was born in London 30 years ago. Currently, there are Green Drinks events in 750 cities around the world. The intent is to connect local people that are interested in developing ideas, projects, and proposals for the sustainable development of their cities.

Green Drinks Córdoba was born in this city in the year 2013. We have already carried on 56 events on several topics. More than 300 prominent voices have participated from distinct working areas ranging along the academic, business, government, NGOs, and civil society: they have spoken sharing their proposals. We distinguish ourselves by providing a neutral space for dialogue where the different perspectives are welcome to enrich projects and solutions towards Sustainable Development.

Green Drinks Córdoba promotes sustainable development in Córdoba city, at the core of Argentina, gathering and connecting key actors to synergize proposals through the monthly events on different subjects.

In 2017, several key speakers from the region were called to tell their story in writing to inspire and motivate people that would like to start a project, a change of habit, or raise awareness to make better choices in their environment. This first edition was published entirely in a digital form, over the platform that Amazon provides.

### **First Edition: Sustainable Experiences That Transform Communities 2017**

Sixteen leaders and entrepreneurs were already bold enough to create a change in their communities through proposals that show and inspire about what is possible in sustained development in the region. They have impacted positively on their communities, environment, economy, legal-political frameworks, and active participation.

### **Second Edition: COP 25 Chile 2019**

We want to spread the cases and experiences of sustained development in Argentina. That is the aim of the second edition, print in paper, for this book: *Sustainable Experiences That Transform Communities*. We want to add four new stories with those interested in sharing their experience from different areas of expertise.

The printed book will be distributed in English during the COP 25 Chile.

Through this project, and its royalties, we support the project of Urban Re-Forestation in Córdoba: we intend to increase and consolidate this push and generate consciousness, connection with nature, and action towards weather in our planet.

### **About Córdoba - Argentina**

OCDE (Organization For Cooperation and Economical Development) selected Córdoba to administer the Project: *Territorial Focus on the Sustainable Development Goals (SDG)*.

The Province of Córdoba is the first sub-national state in all of America that was chose to *locate* at a provincial scale the Sustainable Development Goals. In this plan, other participating cities include Bonn (Germany), Kitakyushu (Japan), and the regions of Flandes (Belgium) and Syddanmark (Denmark). Being one of the pilot provinces will allow active management going along with findings, and designing institutional policies in different areas (Companies, Academical, NGOs, Government) to reach the goals proposed by the 2030 Agenda.

### **About COP 25 Chile. December 2 to 13 <http://www.cop25.cl/>**

#### **Blue Area:**

The Blue Area is a space that is directly managed by the United Nations and where the next COP25 is taking place: this is the 25th Annual Conference of the United Nations Climate Change Conference. They serve as the formal meeting of the UNFCCC Parties (Conferences of the Parties: COP). As well, the CMP15 will be celebrating: as Meetings of Parties of the Kyoto Protocol (CMP); as well as the CMA2, Conference of the Parties serving as the meeting of the Parties to the Paris Agreement.

All of the above will take place between December 2 through 13 at the Parque Bicentenario de Cerrillos in Santiago de Chile. The organizations participating in the Blue Area work as observing actors. They do not represent any country. They shall comply with the following requirements: have a legal entity (nor natural people nor state actors shall be accepted), be Chilean (it is an exclusive process for Chilean organizations) and to be a non-profit institution.

Among the United Nations System, the non-state actors are assorted under the following groups (or Constituencies): enterprises and industry, environmental NGOs, Farmers, aboriginal population organizations, local governments, municipal authorities, research organizations, independent researchers, syndicates, women and gender, and youth.

**Green Area:** The Green Area is a city area, for encounter and environmental awareness. It will be open to the public during the conference (December 2-13) in Parque Metropolitano de Cerrillos.

It is a place where different actors –academics, scientists, environmental NGOs, climate entrepreneurs, the private sector, the world of culture, young people, little girls and boys, aboriginal populations, among others– will participate with their work and engagement towards climate action. In this way, you will be able to a part of exhibitions, seminars, talks, round tables, dialogues, and other events.

<b>Book Sponsorship at the COP25 Chile. December 22-13</b>	Platinum	Gold	Silver	Bronze
To be part of a chapter with your Story, as a circular business unit or innovative actions on low carbon emissions.				
Print book promotion and commercialization in sustainability events, such as COP 25 Green Area Stand. December 2 to 13. 15,000 persons will visit this area daily.				
Promoting sustainable practices by institutional video, or company brochures, or sponsorship institution in the Green Area Stand.				
Welcome words and book presentation.				
Delivery of the book in either English or Spanish to leaders at the COP 25 ( 200 books)	200	200	200	200

Visibilization of your logotype in the book website	per level	per level	per level	per level
Publicity spot with your logotype according to book presentation level. December 2 to 13 at the Green Area Stand, and presentations in Chile.	per level	per level	per level	per level
Presentation spot with your logotype in social networks @greendrinkscba and #sustainableexperiences	per level	per level	per level	per level
Spot presentations and/or authors present in national and international events (10 events throughout 2020)				
Printed books for the institution in ecological paper format (no use of forrest, nor toxic chemicals) to use as gifts, for commercialization in the Green Area Stand or in your own spaces and platforms.	260 books	130 books	65 books	33 books
Dollars “	7800	3900	1950	990

“ The dollar pricing may be converted to your local currency.

**Sponsorships paid in kind will be priced according to the service for the level of support**

For instance: paper, ink, trips, hotels.

<b>Institutional Support Proposal</b>
Be part of the book publicity spot and write praise for the book
Visibilization of your logotype in the book website for you to share in your community
Discounts for the pre-purchase for your organization's members, or sales commission of 20% for your sales to the community

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**Payment methods**

To be agreed with Green Drinks Cba Organization [Info@greendrinkscba.org](mailto:Info@greendrinkscba.org) according to each country.

Web [www.greendrinkscba.org](http://www.greendrinkscba.org)

**Responsible**

Ing. Ruben Battistuti Cel.

## Meet the authors:

Emmanuel Baghin - "Argentinean Parks" Founder

"The key is not to go running after a hummingbird: it's rather to take care of your garden so that he can't think twice about visiting."

Natalia Emma Basso - Nutrition Graduate. Universidad de Buenos Aires

National Program for the Reduction of Losses and Waste of Foods by the Minister of AgroIndustry

"We need to value food to gain a more sustainable agro-industry system."

There are 795 million persons in the world that are mal-nourished. Nevertheless, the amount of waste only increases and is one of the modern world's paradoxes. Natalia Basso is part of the Nutrition and Food Education Team at the National Minister for AgroIndustry.

Daniel Blanco - Aeronautical Mechanical Engineer - Master in Quality Engineering

Weber Saint Gobain | Zero Waste Project

Daniel Horacio Blando - Agricultural Engineer

Biobriz Founder, clean technology for water affluents

Biobriz: water plus earthworms equals transformation

How is it possible to purify 300.000 liters of water per day through earthworms? Daniel Blando started with an idea, thought it through, and set it into motion. With his first steps, he found the results to be outstanding efficiency. He learned, persevered, researched, developed, and innovated on the way to design biological filters to purify water. Daniel Blando shares his successful path, on Biobriz, a business with an excellent present time and all the potential to grow, emulating the earthworm's mission: to transform the bad into good, creating sustainable environments for themselves and everyone else.

Pablo Capitanelli - Architect, Quinoa Architecture Founder, Bio-Architecture specialist.

Garbage: From a Problem to a Resource

"We are facing the challenge of completing all of our settled goals. And above all, get to the point in which the business can start to work at an economic level. So that when demand grows, we can begin to include the highest number of cardboard collector cooperatives. And improve the labor conditions of this very relegated sector. And so many people can be able to access a home to nearly half the cost of what is available today,

without resigning building quality. And less and less plastic ends up in landfill, and can become a resource instead of a problem."

Matías Roldan - Superior Technician in Environment Management at Colegio Universitario IES.

Teacher, Counselor for Businesses and Public Organizations.

He currently is focusing on Corporate Social Responsibility and Environmental Communication

From a Written Assignment to a Municipal Ordinance

Matías tells about the steps of an exemplary process, with actions and emotions that he surpassed to reach the point in which by the end of the year 2015 the Ordinance was presented and approved. In this way begins the Programme for the Reduction and Responsible Use of biodegradable bags: the results were a reduction of up to 90% of consumption by local people.

Rita Stanislavs - Vice-President for the Friends of the Natural Reservation San Martín Association

Chemical Engineer. Specialized in Environmental Engineering

Teacher at the Faculty for Exact and Natural Sciences at UNC and UTN

San Martín Reserve: where Córdoba Breaths!

This is the story behind the San Martín Reservation, when the preservation of this last forest relict became a priority for Córdoba's neighbors.

There are many challenges ahead for this generation and for those to come under the motto: "Conserve to educate, and educate to conserve".

Federico Uanino - General Manager at CARPAL and Founder at Chacra de Luna

Chacra de Luna: Natural Intelligence

"Not everything that counts can be counted." A. Einstein

Marcos S. Karlin - Agronomic Engineer and PhD in Agricultural Sciences

Teacher at the Agricultural Sciences Faculty at UNC.

Co-Founder at the Civil Association El Cuenco.

He currently works in projects for the management and conservation of watersheds at the Natural Reserve for the Defense of La Calera and Chancaní.

Ecosystems and Society: the plurality of "truths"

Gladis Vera - Director at Pablo Pizzurno School - San Antonio de Litín  
School Commitment to the Environment

"It is key to develop an understanding of recycling in youngsters."

Lets get into the story of a transformative experience, lived by the community at the San Antonio de Litín School, which starts with the process of transforming a society to be "sustainable" through their children. New educational challenges: participation, creativity and games allow the exploitation of resources known as garbage. This text introduces the reader to an analysis of the project, the community's reception, and new experiences such as the urban woodland.

Claudia Lamas - Computer Engineer. Specialized in Technological Relationships and Management  
Since 2013 organizes Green Drinks San Salvador de Jujuy.  
Hacemos Tu Carroza | La Fiesta Nacional de los Estudiantes

Lucy Vilte - Manager of the Hostal: Posta de Purmamarca.  
Public translator of German language.

Several times prized by Federations and Chambers for her work on CSR and Sustainable Hotel Labor Lucy Vilte tells us about her beginnings as a professional and the point when she had to abandon her professional career and get into the family business. What began as a family business then became a company under the CSR paradigm. The Posta Hostal is located in Purmamarca (Jujuy Province), promotes Sustainable Tourism. It has been a certified Eco-Hotel for 13 years.

Ignacio Mayorga & Agustín Mayorga - PhD in Agricultural Sciences  
Mikuna | Towards an Eco-Friendly Food Production  
Mikuna is a small big enterprise working towards a paradigm shift in the agricultural system.

Leonardo Peralta - Urban Forestation in Córdoba: Project Coordinator – Green Drinks Córdoba  
Re-Gaining the green for the city

"Even if I knew that tomorrow the world would go to pieces, I would still plant my apple tree" Martin Luther King

"It is unthinkable to fathom a sustainable city that wouldn't have a consolidated and healthy urban woodland and neighbors that are committed to taken care of these trees." Woodland is a crucial element, and it is the first contact that every citizen has when they leave their homes. But



with time and urban sprawl, the green areas are ever more far apart.

Elga Ruth Velásquez - Bachelor of Administration, Green Drinks Córdoba Coordinator

Founder and Director of Apoidea: Sustainable Solutions Consulting

Representative for Specializations in PostGraduate Studies in Sustainable Development, at Green International Fund for LAC. Columnist for Sustainability in the magazine Punto a Punto.

Connecting ways of doing and creating

"Be the change that you want to see in the world" -Gandhi

Fabián Gabriel Fábrega - MBA - Founder & Director at "The Fábrega Castle | Organizational Center" - Teacher and Speaker on "Innovation and Sustainable Development".

Designated Fellow Member of the "Fordham Consortium on the Purpose of Business" by the Jesuitic University of New York

Sustainability is Rebellion

The most significant institutional and social crisis in Argentina, a castle lost amid the Córdoba Mountains. A utopian family wants to make its dreams come true. They merged passions and needs, energy with wisdom. And they achieved a unique hotel model in the world, and along with locals, they managed to take a stand for Rebellion. This is the Fábrega Castle. Take a leap to know what it is all about. And let Utopia embraced you.