



ANNUAL MEMORY MWCC 2022

ANNUAL REPORT MWCC 2022
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Partners and collaborating entities



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Introduction

During 2022, MWCC has consolidated itself as one of the Associations of most important public-private collaboration in Spain.

We highlight the following milestones:

- **II Meeting of Partner and Collaborating Entities.** More than 90 participants in direct and 200 people online.
- **Cambio 16 Award.** Best public-private collaboration entity in Spain.
- **Economic News Award**, for innovation.
- **Capital Award**, for the best entity of the year.
- **Executive Award**, for the best public-private collaboration entity in Spain.
- More than **57 appearances in digital and print media**. has established a positive relationship with the media.
- More than **55 new partner and collaborating entities** that have joined the project, assuming an organic annual growth of 40%.

At all times, we have continued as the backbone of MWCC's operation, **transparency** before our partners and collaborating entities and stakeholders as well as **transversality** in all projects developed.

Next, we present the following actions, projects, activities, developed during the 2022 financial year.



Agreements of collaboration

- **Development of a collaboration framework with the Metropoli Foundation** for transform cities, their mobility, their way of relating to their environment... Supported by the circular economy, we are capable of providing urban solutions to the different cities that have joined our agreement, among which I highlight: Madrid, New York, Malaga, Alicante, Lanzarote and recently Tres Cantos.
- **Signing of collaboration agreement Madrid Community-Metropoli Foundation and MWCC** for the development of the Innovation Lab and Madrid Metropoli 2040. Act of presentation last November at the Real Casa de Correos, Presidency of the Community of Madrid.
- Enhanced our collaboration agreement with **Global Shapers Madrid Hub** to develop:
 - **Hackathon 2022**, developed in La Nave, with more than 15 proposals presented and more than 60 participating students. The ship became the center of talent, university education and creativity.
 - Presentation with **COAM** of the update and development of the app of the COAM Foundation, in which in addition to the representative and historical buildings of the city, we have included the main infrastructures referring to the capital.
 - Development and publication of the II edition of the **contest "35 under 35"** where we have been able, after receiving more than 500 applications, to select, through a multidisciplinary jury and with people and entities of recognized prestige, to select the 35 most talented engineers and architects from Spain.
- Collaboration between **CBRE and MWCC**: Living Loving Madrid, where we tour the different urban districts of Madrid, thus having a mapping of the characteristics technical and economic of each urban area. Soon we will publish a pioneering report in Spain called Life Sciences Madrid, one more sample of the international strength of the city, as a hub of business attraction.
- Development of the **Spain Project City +** initiative with Fundación Metropoli, special interest in Tres Cantos and Lanzarote.



Agreements of collaboration

- We continue working with **CIAM** to promote Madrid as the main seat of international arbitration in the engineering, construction and architecture.
- Development of the agreement to create an **Office to report on the rehabilitation of homes and buildings between COAM and the Community of Madrid.**
- Ad hoc actions with universities associated with MWCC: Innovation week (San Pablo Ceu University), sectoral forums (European University), projects singular (Alfonso X University).
- Collaboration with **IE Lab** and the 90 municipalities of the Community of Madrid adhered to MWCC, to join the digitization project of the Public administration.
- Development as a **member of the Advisory Council International Forum UIA Madrid 2022**, it was a participation success.
- Collaboration with **Autodesk** in the development of an innovation site, as available to all partners. We collaborate with them in the design and launch of virtual and face-to-face meetings that expose aspects or issues of interest for the sector and for its different stakeholders. An event of "The digital transformation in cities: infrastructures and buildings". Stake in BIM conferences
- Event development planning with Arup on sustainable mobility and its regulation.
- We collaborate with **Banco Caminos**, as a strategic partner, a benchmark and supports the joint initiatives that we design, closely related to the field academic. Design and conceptualization of the Banco Caminos-UAX Chair.
- Completion of the cluster study carried out through the **Villar Mir-UPM**. It will be published in 2023.
- Roadshow with **IESE**, to materialize different projects such as MADBIT, Bosque Metropolitano, Energy Efficiency of Ciudad Universitaria... among others, in the different funds that the EU offers.
- Collaboration with the Madrid City Council Innovation AG for dissemination of innovation and European aid for the sector.



Reports

- Initial development of a **materials guide** coordinated by the Eduardo Torroja Institute - CESIC.
- Drafting and dissemination of the **Manifesto in favor of Specialized Arbitration** supported by the Professional Associations of the Association and other entities.
- **Project for the development of the use of Green Hydrogen** together with EDF.
- Preparation of the report **Relevance of the SDGs for individuals, entities and the sector** based on the survey and analysis of the results.
- Preparation of the report **Top 55 of the most innovative companies in Madrid**.
- Ranking on the **Digitization of Spanish households**.
- Ranking on the **Digitization of the Regional Administration in Spain**.
- Launch and dissemination: **partner survey MWCC**. Publication results 2023.
- Development of the **working methodology for the development of Zero Emissions Innovation Districts**, with projects in Villaverde-La Nave, Madbit or regeneration of the University City.
- Elaboration of article **"Urban Solutions" for the magazine AFOROS** of CITOP.
- Elaboration of article **District Zero Water for the magazine AFOROS** of CITOP.
- Elaboration of article **"Guide of Materials for a Sustainable Construction" for the magazine AFOROS** of CITOP.



Conferences and events

- Organization, together with IESE, of conferences for the promotion and dissemination of the **Mission European "100 Smart and Climate Neutral Cities"**.
- Organization of the **Conference on Metaverse** and its application to the sector at the CICCIP.
- Organization, together with INCA Patrimoniales, of the **conference on "Rise of the Raw Material Prices"**.
- Organization, together with Autodesk, of the **Conference on BIM "The Transformation Digital in the Cities"**.
- Active participation in **Rebuild**.
- Participation in **Madrid Platform**, the first international business HUB between Europe and Latin America.
- Participation in the **Science and Innovation Week** of the Community of Madrid.
- Active participation in **Traffic 2022-Global Mobility Call**: mobility of the future.
- Participation in the **7th Madrid Road Engineering Week**.
- Participation in the international forum **Greencities** (Málaga): forum for intelligence and urban sustainability.
- Participation and organization of round tables in the **KNODE-UAM congress**.
- Participation and organization of a round table on Materials in the **Week of the Architecture of Madrid-COAM**.
- Support for the **COAM Construction Materials Week**.
- Support for the **European Mobility Week** of the Ministry of Transport, Mobility and Urban Agenda. Of the proposals presented, they have been selected, published and disseminated all.
- We have been part of the entities that have supported the City Council of Madrid in its **commitment to the European Mission "100 Smart Cities and Climate Neutral"**.
- We participate in the **Global Infrastructure Hub**, a dependent multilateral entity of the G20, being the only Spanish entity that participates in the Working Groups.
- Support for a campaign promoted by the **United Nations Global Compact**, entity of which we are partners.



Conferences and events

- We have obtained the accreditation **"Cluster Management Excellence Label BRONZE"**, we are the only Spanish entity in the sector to obtain it.
- We are part of the European association **"New European Bauhaus"**.
- Agreement with Madrid City Council, IESE Business School, Ingenuity Eurofinance to attract European funds that promote the project / Metropolitan Forest.



Communication



Design and dissemination of the "Clusters and Excellence" Report.



Regional Ranking on the Digitization of Spanish Households.



Design and dissemination of the Survey "The Office Market in Madrid".



Design and dissemination of the "Metropolitan Forest" Report.



Complete realization of the Dossier "Strategic Plan 2022-2026".



Design of the Report "Internationalization Project of the Corps of Firefighters of the City of Madrid".



Creation and dissemination of the "Innovation Lab Corporate Dossier - Urban Solutions Madrid".



Compilation and dissemination of information of interest on the "Funds Next Generation".



Realization and dissemination of a daily Press Clipping.



Creation and dissemination of a Conference and Information Dossier on weekly interest.



Actions socially responsible

Social Commitment MWCC 2022

Our objective is to bring the associated entities closer to the citizen. In this way, we fulfill with "part" of our mission, making it possible to improve the reputation of our sector, as well how to create a sense of belonging with the people of Madrid and make them feel proud.

In October 2021, we presented a Corporate Social Responsibility master plan that defines the lines of work and projects that will allow MWCC to move towards the fulfillment of our objectives. From this master plan, we highlight the importance of signing agreements, for us it is important, since we lack resources, both human and material, and that objective 17 creating alliances has become the key to fulfilling the Plan.

Agreements signed 2021 (between October and November 2021).

- Smile Association Agreement.
- A La Par Foundation Agreement.
- Full Inclusion Agreement.

Agreements signed 2022.

- Agreement on Aid, Rescue and Rescue Intervention Group (GIRAS).
- Agreement Encourages.
- Membership of the Residencias Ballesol Group.
- Adhesion to the Diversity Charter of the Justice Directorate of the European Commission for the development of its anti-discrimination policies.
- Signature of the Business Network for LGTBI Diversity and Inclusion agreement, for a commitment of promoting a respectful environment in organizations, promoting the visibility and inclusion of talent, regardless of their sexual orientation, identity or gender expression.



Actions socially responsible

Christmas campaign 2021.

- Delivery of toys at the Hospital of Oviedo
- Delivery of toys at the Severo Ochoa University Hospital in Leganés
- Delivery of toys at the Puerta de Hierro University Hospital in Majadahonda
- Delivery of toys at the Gregorio Marañón University Hospital
- Delivery of toys at the Ramon y Cajal University Hospital
- Delivery of toys to Casa Cuna and residence Manuel Herranz in Pozuelo de Alarcón.
- Delivery of toys to families at risk of social exclusion Santa Justa y Santa Parish Rufina.
- ODS group solidarity meal.
- Delivery of diapers to the Hermandad de la Macarena in collaboration with Farmacéuticos sin fronteras.
- Delivery of a medical bed to Caritas.
- Cold campaign with the launch of the "blanket operation".

Christmas campaign 2022.

- Delivery of toys at the Ramón y Cajal University Hospital in Madrid.
- Delivery of toys at the Severo Ochoa University Hospital in Leganés.
- Delivery of toys at the Santa Barbara de Puertollano Hospital.
- Delivery of toys at the Reina Sofia de Córdoba University Hospital.
- Delivery of toys at the Virgen de Valme University Hospital in Seville.
- Delivery of toys at the Virgen de la Luz Hospital in Cuenca.
- Delivery of toys at the Gregorio Marañón University Hospital.
- Delivery of toys at the Virgen de la Arrixaca University Hospital in Murcia.
- Delivery of toys at the Puerta de Hierro University Hospital in Majadahonda.
- Delivery of toys at the Burgos University Assistance Complex, Burgos Hospital.
- Delivery of toys in the Messengers of Peace in Burgos.
- Delivery of toys at the Banco Obrero in the Hortaleza district, in Madrid.



Actions socially responsible

Social Actions 2022

• Spain:

- Donation of cognitive toys and educational material to Residencias Ballesol.
- Delivers adult diapers to nursing homes in Zaragoza.
- Delivery of FFP2 Masks to the Municipal Police of Madrid.
- MWCC Awards with the participation of Seniors from the Ballesol group and with people with disabilities from the A La Par Foundation.
- Participation in the WORKING WOMAN forum organized by the magazine YO DONA by the "International Women's Day".
- Conference on "Accessibility in the new urbanism" at the A La Par Foundation.
- Collaboration in the Digitalization of the Madrid Fire Brigade.
- Advice to the Cirvite entity for people with disabilities belonging to Plena Inclusion.
- Elderly Day in Solitude with the collaboration of the Security Forces in the Ballesol Mirasierra residence.

• Ukraine:

- First international and civil entity to assist with medical and veterinary material to the Ukrainian canine pairs specialized in detecting mines.
- Delivery of school and recreational supplies for Ukrainian refugee children in the centers located in Spain.
- First business entity to send medical supplies to Ukraine in less than 24 hours.
- Meeting with deputies of the Kyiv government for the reconstruction of the country.

• Dominican Republic:

- Sent children's sanitary material to the Dominican Republic.
- Sent sports equipment for children to the Dominican Republic.

• Equatorial Guinea:

- Sent school supplies to Equatorial Guinea.



Actions socially responsible

Social Acts 2022.

- We attended the Rugby tournament for people with disabilities.
- We visited the facilities of A LA PAR.
- We attended the Plena Inclusión Madrid awards ceremony.
- We visited the CIRVITE facilities.
- We attended the delivery of social diplomas to the company Leroy Merlin.
- We attended the delivery of the Solidarity Backpack to the Asensio Family.
- We attended the "Conference on the treatment of disability in the media" organized by the A La Par Foundation.
- We visited the facilities of the Alenta Foundation.
- We attended the concert of the Acción por la Música association.
- We visited the construction project of the first passivhouse residential building for the elderly and for people with intellectual or developmental disabilities, from Spain.
- We attended the departure of trucks to Ukraine, accompanying the Madrid City Council and the Ukrainian ambassador.
- We visited the facilities of the FAD Fundación Ayuda contra la Drogadicción.
- We attended the 60th anniversary of Messengers of Peace.



Partners and entities collaborators

Associated Entities:





Partners and entities collaborators

Associated Entities:



INVALL

MARCH R.S.

NTT DATA

PRIMEWORK

sacyr

SIEMENS

WHITE & CASE





Partners and entities collaborators

Collaborating entities:





Partners and entities collaborators

Collaborating entities:





Partners and entities collaborators

Academic Partners:



Media Partners:





Partners and entities collaborators

Municipal Entities and Associations:



Mancomunidad
*Puerta
de la Sierra*

Mancomunidad
*Sierra
del Rincón*



Alameda
del Valle



Aldea
del Fresno



Berzosa de Lozoya



Braojos



Buitrago



Bustarviejo



Cabanillas
de la Sierra



Cadalso de
los Vidrios



Canencia



Cenicientos



Cervera
de Buitrago



Chapinería



Colmenar
del Arroyo



El Atazar



El Berrueco



El Vellón



Fresnedillas



Garganta
de los Montes



Gargantilla
de Lozoya



Gascones



Horcajo
de la Sierra-Aoslos



Horcajuelo
de la Sierra



La Acebeda



La Cabrera



La Hiruela



La Serna
del Monte



Lozoya



Lozuela-Navas
Sieteiglesias



Madarcos



Montejo
de la Sierra



Navacerrada



Navalafuente



Navalagamella



Navarredonda
y San Mamés



Navas
del Rey



Patones



Pelayos de
la Presa



Pinilla del Valle



Piñuécar
Gandullas



Prádena
del Rincón



Puebla
de la Sierra



Puentes Viejas



Rascafría



Redueña



Robledo
de la Jara



Robledo
de Chavela



Robregordo



Rozas de
Puerto Real



San Martín de
Valdeiglesias



Santa María
de la Alameda



Somosierra



Talamanca
de Jarama



Torrelaguna



Torremocha
de Jarama



Valdemanco



Valdemaqueza



Valdepiélagos



Venturada



Villa
del Prado



Villamanta



Villamantilla



Villanueva
de Perales



Villavieja
de Lozoya



Zarzalejo



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