

CorLab

Public Innovation and Govtech Lab of
the Smart City and Digital
Transformation Department of the
Municipality of Córdoba

INNOVATE FOR CLIMATE CHALLENGE: LOCAL ACTION WITH GLOBAL IMPACT

Córdoba, 2024



Municipalidad
de Córdoba



Córdoba has always been a city driven by restless, creative people eager to transform realities. Throughout our history, that spirit has allowed us to overcome challenges and move toward a more innovative, inclusive and sustainable city. Today, faced with the challenge of climate change, that same determination is being translated into action. We cannot wait for solutions to come from outside. It is our responsibility, as cities, governments and organizations embedded within our communities, to take the lead and chart our own course.

Climate change is already impacting various aspects of our daily lives from extreme temperatures and increasingly unpredictable rainfall to growing strain on our natural resources. Yet, alongside these challenges, new solutions are emerging such as those of young people with transformative ideas, companies committed to sustainability and organizations working together to build a more resilient city.

The fact that the city of Córdoba has been selected by **Bloomberg Philanthropies and United Cities and Local Governments (UCLG)** as one of the 101 cities leading local climate initiatives highlights our city's growing regional and international leadership in the ClimaTech ecosystem. It also deepens our commitment to shared governance of our climate action plan, a responsibility we must take on as a municipality together with every actor in our community.



“

This program highlights and promotes a public policy we are advancing from the municipality, built on collaboration with the academia, private sector and third sector. We are really proud that Bloomberg Philanthropies has chosen Córdoba for its entrepreneurial, innovative and academic ecosystem.

Today we want to recognize the enthusiasm, talent and knowledge that young people and local organizations have dedicated to creating ideas that address the climate change challenge our city faces. I believe this is the best news for Córdoba: every time we call for action we always receive a wealth of viable, actionable projects that aim to take care of the city.

The young leaders we hope to engage, many of whom are present here today, should bear in mind that they will find in this administration an ally and the impetus to grow their projects.

DR. DANIEL PASSERINI
Mayor of the city of Córdoba

Testimony taken from the Recognition Event for entrepreneurs of Córdoba, held at the Globant Auditorium on September 4, 2024.

CHALLENGE STAGES



The program, promoted by CorLab in collaboration with the Smart City and Digital Transformation Department, was carried out between June and December 2024 across three stages: the call for proposals, evaluation and selection and implementation.

CALL FOR PROPOSALS & APPLICATIONS (JUNE - JULY)

The initiative opened its call for young entrepreneurs, startups and organizations with innovative sustainability-focused ideas. To support the process, an information session was held with stakeholders from the academic, business and social sectors, providing details about the challenge and its objectives. A total of 19 applications were received.

EVALUATION & SELECTION (AUGUST)

An evaluation committee, composed of 19 leaders from the public, private, academic and third sectors, analyzed the submitted proposals. The selection was carried out by representatives from companies, environmental organizations, universities and government agencies who assessed each initiative based on its impact, feasibility and level of innovation.

Notable judges

- Private and third sector: María Belén Daghero (Holcim Argentina), Teresa Cañete (Carbón Neutral Plus), Pablo Bocco (Naranja X), Pedro Friedrich (Banco de Bosques and Sistema B Argentina), Lucas Recalde (3C Construcciones), Elga Velázquez (Fundación para el Desarrollo Sostenible - 'Sustainable Development Foundation') and Eugenia Alaníz (UN Global Compact Argentina).
- Academia: Gabriel Garnero (Instituto de Investigación en Desarrollo Sostenible - 'Sustainable Development Research Institute'), Lucas Vanoli Faustinelli (Universidad Blas Pascal), Flavia Heredia Tello and Vanesa Millón (Universidad Siglo 21), Francisco Frontalini (UTN - Facultad Regional Córdoba - 'Córdoba Regional Faculty').
- Public sector: Luciano Crisafulli and Alejandro Rodríguez (Municipality of Córdoba), Julieta Colombres (Secretaría de Ambiente y Economía Circular - 'Environment and Circular Economy Department'), Liliana Guanajay (COyS), Martín Giesenow (Secretaría de Participación Ciudadana y Juventud - 'Citizen Participation and Youth Department') and Mariana Sánchez Malo (Ente BioCórdoba).

RECOGNITION DAY (SEPTEMBER 2024)

The official presentation of the selected solutions took place in the Globant La Docta auditorium, with the presence of local government officials, representatives of the entrepreneurial ecosystem and leaders of organizations. The event was attended by Mayor Daniel Passerini, Deputy Mayor Javier Pretto, councilors and other municipal authorities.

The eight winning teams presented their solutions to an audience of more than 200 people, including entrepreneurs, government officials and leaders from the private, academic and social sector. This event not only showcased the projects' innovative potential but also reinforced the commitment of the community and public sector to their development and scalability.



OPEN DATA FOR FOOD SECURITY

Ciampagna & Asociados together with **Fundación Innova Comunidad** (Innova Comunidad Foundation) developed an **interactive simulator** that leverages open data and artificial intelligence to anticipate the impacts of climate change on food and nutrition security ('SAN', for its acronym in Spanish). This tool transforms complex data into dashboards, interactive maps and clear simulations, helping decision-makers design public policies tailored to local needs.



Youth Team: María Paz Pistelli, Gabriel David, Julieta Lucía Martínez, Tomás Moyano R, Marco Scavuzzo, Ornella Cid D, Lara Sánchez, Lucía Posadas, Iara Agüero, Giuliana Wilberger, Guillermo Ciampagna, Catalina Hirsig, Leila Ulovec and Clara Lanfri.

Organizational representatives: Matías Scavuzzo, Alberto Ferral, Micaela Campero and Victoria Marinelli.

SOLUTION 1



| **aeroregenerativo.** HABITANTES.



TRANSFORMING SMES INTO AGENTS OF CHANGE

Aeroregenerativo together with **Agencia Habitantes** (Habitantes Agency) promoted a series of meetings titled 'How to build new strategies for more competitive, innovative and sustainable companies?', supporting over 60 SMEs in their transition toward regenerative business models and empowering them to become active agents of environmental restoration.



Youth Team: Sofía Brocal, Malu Maldonado, Catalina Chiselino, Silvia Cecilia Jaime Rodas, Carmela Costanzo, Gaspar López, Paula Herran, Araceli Kapor, Matías Sepúlveda.

Organizational representatives: Carolina Ulla, Sofía Chacón and Manuel Ortega.

SOLUTION 2



COFACTORY

UCC

**UNIVERSIDAD
CATÓLICA
DE CÓRDOBA**
JESUITAS



CITY CHARGE: CHARGING STATION FOR URBAN ELECTRIC MICROMOBILITY

A study on electric micromobility carried out by a team of young people from the **Universidad Católica de Córdoba** (Catholic University of Córdoba) in collaboration with **Cofactory**, provides an in-depth analysis of the profile and needs of **electric skateboard** users in the city. The study identified key usage areas, surveyed user characteristics and outlined the main challenges. Based on this **survey**, a proposal was presented for a sustainable charging station powered by IoT technology, an innovative solution aimed at encouraging electric micromobility, improving urban connectivity and contributing to a cleaner and more efficient environment.

Youth Team: Luca Zanin, Lucas Gonzales, Brooke Evans, Felicitas Garzón, Micaela Sagray, Katia Capodacqua, Lautaro Conesa and Lucas Cortes.

Organizational representatives: Gabriela Villarreal and Álvaro Toledo.



SOLUTION 3



SABOR CIRCULAR: BACK TO DISPOSABLE CONTAINERS

Sabor Circular is a sustainable solution developed by **Ecolink** that introduces a **reusable packaging system in the food sector** in Nueva Córdoba. Through a digital platform, it connects responsible consumers with participating establishments, significantly reducing single-use waste and promoting more sustainable habits. This model, which combines technological innovation with social alliances, represents a transformative change in urban waste management.



Youth Team: Pilar Santos, Lucía Zavalla, Pilar Gallegos, Joaquín Gauna, Octavio Martín Romagnoli, Tomás Fernández, Lourdes Lozano, Laura Gauna.

Organizational representatives: Federico Gauna and Rodrigo Martínez.



ADDING VALUE TO AGROECOLOGICAL PRODUCERS IN CÓRDOBA

Forestia is a regenerative agriculture initiative aimed at restoring soils strengthening climate resilience and diversifying agricultural production among small-scale producers in Córdoba. Designed by **Global Shapers Córdoba**, it blends **hands-on training** and a **manual of good agroecology practices** to foster a more sustainable and profitable model in rural communities.



Youth Team: Octavio Malpiedi, Juan Orco, Clara Fissolo, Benjamín Perea and Marisol Romero Weht.

Organizational representatives: Paolo Bianciotti.



SMART WASTE MANAGEMENT

Ecotech is an innovative solution for efficient waste management developed by the **Orfeda** team. It consists of smart collection points equipped with sensors to monitor container fill levels in real time. This information allows the optimization of collection routes, prevents the formation of micro-landfills and cuts down emissions by avoiding unnecessary trips.

Youth Team: Martina Ortiz, Florencia Magali Llanos, Francina Ortiz, Leonel Elias Ranz, Alexis Valero, Nizza Rojas, Juan Fernández, Lucas Fernández, Oscar Morel and Cristian Farfan.

Organizational representatives: Fernando Ortiz.



SOLUTION 6



ROLLING TOWARDS A GREENER FUTURE

La Biocleta is a circular economy solution that connects **sustainable mobility with composting**. This system collects organic waste from cafés in Córdoba's historic center using electric bicycles and transforms it into compost, which is then used to nourish trees and reforest green spaces in the city.



Youth Team: Olivia Cima, Santiago Gatsch, Agustín Percivale, Gonzalo Rottoli and Francisco Gatsch.

Organizational representatives: Mariano Domínguez, Marcos Gatsch and Pamela Natan.



EMPOWERING THE NEXT GENERATIONS

In Córdoba, children and teenagers from municipal schools learned how to tackle climate change through **interactive workshops** led by students from the **Universidad Católica de Córdoba**. This solution, which brings together education, technology and climate resilience, seeks to empower future generations to respond effectively to natural disasters and environmental emergencies.



Youth Team: Sol Nahir Cura, Ana Corigliani, Josefina García Díaz and Tobías Fuentes Llebaña.

Organizational representatives: Silvia Fontana.

ACKNOWLEDGMENTS

The **Innovate for Climate Change Challenge** was made possible thanks to the commitment of numerous individuals and institutions that invested in innovation and youth leadership to address the city's environmental challenges.

Executing Entity

CorLab, the Public Innovation Lab and Govtech of the Smart City and Digital Transformation Department of the Municipality of Córdoba.

Authorities

- Ignacio Gei – Smart City and Digital Transformation Secretary
- Luciano Crisafulli – Knowledge Economy and Govtech Ecosystem Deputy Secretary
- Alejandro Rodríguez – Entrepreneurial Development Director

Technical Team

- Lourdes Juncos Puga – Program Coordinator

Communication Team

- Agencia Camaleón Digital (Camaleón Digital Agency)

Allied Partners:

- Julieta Colombres- Sustainable Environment and Circular Economy Deputy Secretary.
- Alfredo Galiano- Sustainable Environment and Circular Economy Deputy Director.



FIND OUT MORE:

[CORLAB.CORDOBA.GOB.AR/INNOVARPORELCLIMA](https://corlab.cordoba.gov.ar/innovarporelclima)

