



ANNUAL REPORT 2022





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GALINDO**



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OUR HISTORY



Colombia Cuida a Colombia (CCC) is a movement based on trust, which seeks to promote collaborative work to contribute to systemic change in the country. It is the union of diverse actors that participate in territorial, sectoral and thematic ecosystems to enhance the development and well-being of Colombian society.

This movement was born in March 2020 to take care of all the people who were going to be seriously affected in terms of income by COVID-19, such as informal workers, vulnerable communities, among others. María José Rubio, promoter of Colombia Cuida a Colombia, remembers how this situation awakened in Colombia an unprecedented feeling of solidarity. We knew that by connecting and articulating we would be more efficient and generate greater impact, working together and not individually, she said.

According to **Jorge Bermúdez** and **María José Rubio**, promoters of CCC, a WhatsApp group was initially created where charities, entrepreneurs, volunteers, community leaders, and in general all representatives of civil society began to connect and articulate. CCC quickly became a channel that generated trust to join efforts, where different actors found the most appropriate way to show solidarity. In less than fifteen days more than 200 allies joined and in a month we were already 400.

In order to organize everyone's efforts in the best way possible, different working groups were created and operational committees were formed (for communications, logistics, targeting, among others); thematic committees (for food security, health, education, economic reactivation, among others); and territorial committees (for Amazonas, Chocó, Santa Marta, and many others).

Each ally was linked to the working groups from their areas of expertise and interest, complementing each other, which created a collective and collaborative work movement based on trust, which strengthened the efforts of all for the welfare of the country.



OUR HISTORY



For **Juliana Uribe**, from Movilizatorio and promoter of CCC, “this was an opportunity to act on a situation that was not in anyone’s plans and that stopped the country and the world in its tracks, but at the same time demonstrated the power of mobilization because everyone did their personal bit to create great collective action. It served not only to unite us and address the problems, but also to accompany us and keep us together, and to make the uncertainty we felt more bearable”.

Mariana Díaz, also from Movilizatorio and promoter of CCC, considers that “with Colombia Cuida a Colombia we found a way to connect the citizens of the country and strengthen that human fabric at a time that impacted our entire society. It was an opportunity to unite, to put our knowledge as an organization at the service of others and to transcend the crisis by strengthening social transformation. Thus, little by little, we overcame the difficulties of the pandemic”.

According to **Juan Carlos Buitrago**, Director of the Asociación Bancos de Alimentos de Colombia (food bank association) -ABACO- and promoter of CCC, “we were helping to improve the nutritional conditions of 625 thousand people in vulnerable situations; however, the pandemic caused millions of people in Colombia to put red rags in the windows of their humble homes as a sign of the serious hunger situation they were going through. With Colombia Cuida a Colombia we connected the capacities of all people and sectors to respond in the best way to this situation: food, money to buy food, forklifts, bags to pack markets, spaces to store food, fuel, trucks, helicopters, boats, airplanes and hands to pack groceries. Everyone lovingly contributed what they could, with a single purpose: to work collaboratively to mitigate the serious hunger situation in Colombia. Thus, in 2020 alone, we managed to deliver more than 64 thousand tons of food, which improved the nutrition of 3.2 million people in vulnerable condition”.

OUR HISTORY



María del Rosario Gómez, Director of the Banco de Medicamentos (medicine bank) and CCC promoter, comments that “in addition to the hunger situation during the pandemic, access to medicines, supplements and other vital health supplies was a pressing need for the vulnerable population, both the elderly concentrated in geriatric homes and children. Reaching the most vulnerable regions throughout the country was only possible for the Banco de Medicamentos thanks to the Colombia Cuida a Colombia team, because we needed allies to make deliveries possible, to have storage warehouses and transportation for the large amount of medicines, formula milk and other elements that we had managed to obtain from the pharmaceutical industry. Belonging as an organization to CCC allowed us to increase our installed capacity to help more people at the right time, to take care of what does not wait: health”.



For **Francisco Samper**, “Colombia Cuida a Colombia is the most convincing demonstration I have ever seen in my life of what human wills are capable of doing when they are united in the same purpose. What started as the simple idea of joining efforts in a WhatsApp group of 3 people determined to help people in need when the pandemic began, became in record time a movement capable of achieving results on unimaginable scales, bringing together organizations and people from the most different fields, all focused on a single mission: to help millions of people in vulnerable conditions throughout the country. Achieving this was by no means an easy task. It was necessary to overcome multiple obstacles that appeared day after day and at the time seemed insurmountable. But always with will, tenacity and positivism, were cleared one by one. There is still a long way to go in Colombia, but the transformative experience of the CCC showed us the spirit of solidarity, selflessness and generosity that, although many doubted it, does exist in Colombia. To be able to articulate this with the tenacity, determination and work capacity that we are recognized worldwide for is undoubtedly a proven mechanism to generate sustainable and high impact changes in the country, which allows us to dream of a better Colombia for all, and commits us to continue working to achieve it”.

OUR HISTORY



Finally, **Gaby Arenas de Meneses**, Director of the TAAP Foundation and promoter of Colombia Cuida a Colombia mentions that "this movement has been a space to demonstrate that collaboration is possible and has a much greater impact than when we work separately. From humanitarian care during the pandemic to the development of community strengthening projects and ecosystems for systemic change, Colombia Cuida a Colombia has been an exercise in learning, collaboration and a demonstration that together we can achieve a Colombia of well-being-for-all".





OUR MISSION

We connect and articulate ecosystems and collaborative initiatives for systemic change.

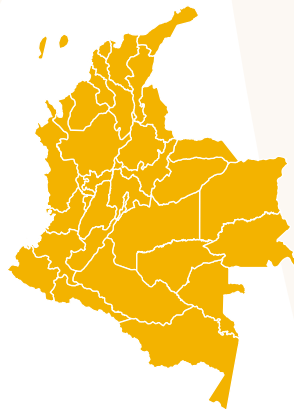
Promoting territorial, sectoral and thematic ecosystems that impact the development and well-being of Colombian society.

ecosystems

THEMATIC



TERRITORIAL



SECTORIAL



To this end, the movement's actions are framed in three main areas:

1. **Training** in collaborative work, systemic change and social welfare.
2. **To promote** collaborative work ecosystems and initiatives.
3. **To make** visible ecosystems and collaborative work experiences that contribute to a cultural change.

ACTIONS



WE TRAIN

- We generate spaces to share knowledge among the members of the CCC Network.
- We facilitate conversations between systemic change generators.
- We connect mentoring and coaching processes to enhance effective collaborations.

WE EMPOWER

- We connect opportunities and solutions.
- We support collaborative work initiatives to dynamize ecosystems.
- We participate in the development of initiatives for the consolidation of ecosystems.

WE MAKE VISIBLE

- We create campaigns to promote the value of collaborative work and social welfare.
- We tell the stories of collaborative projects for systemic change.
- We facilitate meetings where change agents share their experience, best practices and lessons learned.

COLLABORATION FOR SYSTEMIC CHANGE

Globally, collaboration is at the center of the agenda as the best method for finding solutions to complex problems. For this reason, the promotion of collaborative approaches has been strengthened by movements such as Catalyst 2030, the Weaving Lab and the Collective Change Lab, among others, which share the characteristic of having been born under the premise of forming inclusive collaborations that generate greater impact in the implementation of solutions and overcome work schemes based on an individual approach.



According to Cynthia Rayner and Francois Bonnici, in their publication "The Social Work of Systems Change", it is important not only to address the collaborations, but also the actors that are part of them, since it is necessary to work on changing both the relationships between them and the relationships of the system they are trying to change. Therefore, approaching social problems by understanding their systemic nature implies going beyond just solving them: it also implies "dismantling them and reimagining" an organization that allows us to move forward on a path towards a collective future.

This is why, when addressing the complexity, depth and scale of the social challenges of today's world, we speak of different types of collaborations, which can start with transactional, purpose-based or relational relationships. Each of these respond to contextual realities where the transformation of systems is done from more or less relational approaches. This is the reason why collaboration is the fundamental element in the Colombia Cuida a Colombia movement and different types of collaboration can be found in our experiences.

In this document, we systematize the collaborations that have occurred around the Colombia Cuida a Colombia movement and the impact that each one of them has had in 2022 in the most vulnerable communities of Colombia.





OUR IMPACT

This document summarizes the impact of the projects, initiatives and programs that were possible during the year 2022 thanks to contributions funders and its allies. The following is a detail of the report includes the efforts made, the communities reached and the strategies implemented in different territories of the country and thanks to the collaborative work of various organizations, private companies, institutions, governments and donors.



PARTNERSHIPS FOR DEVELOPMENT



1. BACK BETTER TOGETHER



29,550 Citizens

RECEIVED HUMANITARIAN AID IN SAN ANDRES, PROVIDENCIA AND SANTA CATALINA.



83 Productive Units

PROVISION AND STRENGTHENING



+900 Citizens

RECEIVED PSYCHOSOCIAL SUPPORT



CONSTRUCTION BEGAN ON THE

Casa Baja Community Center

In November 2020, hurricanes Eta and Iota destroyed 98% of the infrastructure on the islands of Providencia and Santa Catalina. A few days after the hurricane, Colombia Cuida a Colombia and its partners provided humanitarian assistance to the affected families and identified the effects of the hurricanes that would require actions that went beyond simple humanitarian ones. The Back Better Together alliance was created to address these situations.

The members that founded and formed the Back Better Together alliance were: Corporación Antioquia Presente, Pro Archipiélago, Asociación de Bancos de Alimentos de Colombia - ABACO, Stand Up Providencia Renace, Give to Colombia, Taller de Aprendizaje para las Artes y el Pensamiento (TAAP), Fundación Cadena, Fi Providence, Tamarin Foundation, Asociación Nacional de Empresarios - ANDI, Fundación ANDI, Colombia Cuida a Colombia, Rotary International and Rotaract - Rotary Club Partner, Corporación Minutos de Dios, TECHO, Aldeas Infantiles SOS Colombia, World Vision and AFE.

These 19 civil society organizations, hand in hand with the community, contributed in an innovative way to the integral reestablishment of dignified living conditions in the archipelago through four lines of action:

1. Humanitarian Care
2. Psychosocial Care
3. Economic Reactivation
4. Community Social Infrastructure



In the year 2022, the activities of the alliance focused on psychosocial care, economic reactivation and community infrastructure.

The main economic activity of the archipelago and especially of the islands of Providencia and Santa Catalina is focused mainly on tourism. This activity had already been affected on the islands by restrictions due to the COVID19 pandemic. An income that represented 57% of the Gross Domestic Product (GDP) ceased to exist when trade, hotel and restaurant services ceased to be provided for long periods of time, causing shortages, hunger and need.

The hurricanes affected the native inns and businesses on the island, so the members of the alliance invited organizations and private companies such as Bancolombia Foundation, Viva Air Foundation, Haceb Foundation, Imusa Samurai Foundation, Corona Foundation, Johnnie Walker and Sodimac, among others, to finance the provisioning of 83 native inns, bars, restaurants and productive units.

In the area of psychosocial care, more than 900 people received support to treat post-traumatic stress disorder, anxiety and depression caused by the difficult situations experienced on the islands.

In addition, construction began on the Casa Baja community center, which will be a physical space where the community can carry out daily community activities and cultural activities, while serving as a safe space for shelter in the event of storms and hurricanes.

2. PROVIDENCIA COMMUNITY STRENGTHENING PROGRAM



+530 Citizens

RECEIVED SOCIAL SUPPORT



40 Teachers

TRAINING



200 Entrepreneurs

TRAINING



60 Citizens

SHELTER

The community strengthening program for Providencia was created with the objective of providing psychosocial care to families affected by Hurricane Iota in November 2020, to accompany their recovery after the experience they lived during the hurricane and to effectively link them to the recovery processes of the territory.

The project places special emphasis on the care of children, youth and adults, combining social learning processes with group and individual therapies.

During 2022, the project's priorities were:

- Provide psychosocial care to the population of Providencia that was affected by Hurricane Iota.
- To carry out a process of accompaniment and community strengthening.
- Involve the community in the processes of adaptation and reconstruction of shelters for the island.
- To review the adequacy of a shelter in the Southwest.

In order to meet the objectives, workshops on introspection and the creation of life, psychosocial accompaniment, and peaceful coexistence for schools were organized, as well as leadership and entrepreneurship programs for youth and adults, serving more than 530 beneficiaries. In addition, a shelter for 60 people was built in the Southwest church.



3. JUNTOS POR CHOCÓ



+1,500 Citizens
PARTICIPATED IN TRAINING WORKSHOPS



843 Families
WERE TREATED DURING THE MEDICAL BRIGADES



10,602 Citizens
HAVE BENEFITED FROM THE ALLIANCE'S ACTIVITIES.

Colombia Cuida a Colombia joins the Juntos por Chocó alliance in June 2020 to support the populations most affected by the pandemic in this department. Together with the TAAP Foundation, TECHO Colombia, Riaño Producciones, la Patrulla Aérea, Rotarac, Home, la Fundación Manitas Amarillas, Cablecol, Spectrum, Bloom, la Red de Juventudes de Condoto, la Alcaldía de Condoto, Sony Music, Diego Camargo Producciones, BRAC y Detonante.

After the pandemic, the allies that make up this initiative decided to take action to counteract the poverty rates in the department.

According to the National Administrative Department of Statistics (DANE), Chocó is the department with the second highest poverty rate in Colombia, at 63.4%. This problem mainly affects young people, who do not see a future for themselves in their communities. This is why Juntos por Chocó focuses on lines of action that seek to improve the conditions of Chocó families:

1. Emergency humanitarian aid, since Chocó is the department with the highest rainfall index and where floods are frequent.

2. Health care.
3. Promotion of creative industries and sustainable tourism, developed to allow families a source of income that does not come from criminal activities.
4. 4. Education and art for peace. These actions seek to reduce violence in the surroundings of children and adolescents.



During 2022 the alliance held workshops on photography, social networks, event production, gastronomy and dance. It supported the activities of the Ubuntu cinema, which receives more than 800 children and young people weekly in its screenings, and recovered one of the district schools in the municipality of Condoto.

In addition, two days were dedicated to providing health services, in Opogodó and the surrounding villages and in Condoto.

4. FOOD SECURITY



18 Actions to Fight Hunger

The intersectoral route of evidence-based interventions are a product of a literature review conducted from 2019 to 2021 on the recommendations, evidence and actions that at an international level have proven to be effective in the fight against malnutrition and with descriptions of concrete actions for all sectors, public and private, to join the cause.

In 2022, the efforts of different actors in different territorial and sectoral orders continued to align and mobilize them in order to improve the nutritional situation of children in Colombia. The Association of Food Banks of Colombia ABACO with the support of Colombia Cuida a Colombia held an event to validate the evidence-based nutritional intervention actions. In this event 50 experts participated and 18 actions were defined.



Hunger Landscapes 2: La Guajira



43 Channels

BROADCASTED THE DOCUMENTARY



+50k Citizens

SENSITIZED TO THE HUNGER SITUATION IN GUAJIRA

ANNUAL REPORT
2022



Colombia is one of the most biodiverse countries on the planet. It is the second country in Latin America with the greatest water resources and climatic diversity, and has more than 40 million hectares available for food production. However, today twenty-one million Colombians have difficulties sourcing their three basic meals a day and in departments such as La Guajira this worrying situation of children under 5 years old dying from malnutrition still prevails.



Paisajes de Hambre: La Guajira is an audiovisual project of the Association of Food Banks of Colombia - ABACO. In this second version, special emphasis is placed on the department of La Guajira, where for over a month a journey was made on motorcycles of 1,300 cm³ through deserts and high temperatures. Three chapters show the imposing landscapes of the area, but also how the Wayúu communities go hungry, how the children suffer from chronic malnutrition and that the official death toll increases with each passing day.

The objective of this project was to sensitize an increasingly larger audience to the critical realities experienced in this region of Colombia and to mobilize people to work together to generate transformations.

Currently, the documentary miniseries has been broadcasted on 43 television channels and its trailer can be viewed at the following link <https://www.youtube.com/watch?v=LFx3Pidb1Vs>



Reagro

According to DNP (National Planning Department) figures, 39 million Colombians would be able to eat fruit and vegetables daily with the 6.1 million tons that are wasted annually in the country, of which 40.5% comes directly from agricultural production. Paradoxically, 54.2% of the Colombian population is food insecure, 10.8% of children under 5 years of age are chronically malnourished and 2.3% of children are acutely malnourished.

To address this situation, the Reagro program aims to rescue fruits and vegetables from the field, which for reasons of price, shape, size and quality will not be marketed even though they are suitable for human consumption, delivering them to the most vulnerable population of our country through Food Banks, promoting food and nutritional security and the use of food.

In partnership with other organizations, we invested in strengthening the land fleet, which by the end of 2022 allowed us to collect, transport and distribute close to 5 tons of rescued products.

Solidarity Stores



1.300 Citizens

HELP WITH THE STORE LOCATED IN THE SIERRA NEVADA



1.300 Citizens

HELP WITH THE STORE LOCATED IN SANTA MARTA



10 Citizens

PEOPLE TRAINED TO MANAGE THE STORES

The Sierra Nevada de Santa Marta is a strategic sub-region for the Colombian Caribbean, it has one of the best water sources in the country and its basins form beautiful valleys in the flat part of the Sierra that together total more than 280,000 fertile hectares for the cultivation of land, but this in turn hinders the easy access of communities to food via land routes. For this reason, in alliance with the Colombian Association of Food Banks - ABACO, we have been working on the project of solidarity stores, which seek to reduce the deficiency in the access and variety of food, such as proteins, grains, legumes, fruits and vegetables, among the Arhuaca, Kankuama, Wiwa and Kogui indigenous population.

For the operation of the solidarity stores, the community provides the infrastructure and the indigenous population itself is in charge of the on-site service. Together with our allies, we provided the initial equipment for the stores, including shelves and groceries, as well as technical support for their training in administrative and accounting matters. In addition, a connection was established with the Diocesan Food Bank of Santa Marta, which is now their supplier of food at low cost and regularly, making the stores more competitive. The stores also offer products grown by the community itself, which contributes to the cultural dynamization of these villages.

Thread bank of Guajira



14 Communities

HAVE RECEIVED NUTRITIONAL SUPPORT 389 MEN AND WOMEN WEAVERS



1.925 Citizens

IN VULNERABLE CONDITIONS ASSISTED 306 CHILDREN FROM 0 - 5 YRS OLD.

La Guajira is one of Colombia's 32 departments that stands out for its desert landscapes, giant sand dunes, and the haciendas and fishing villages of the Wayúu indigenous people. However, in this territory the food insecurity index of the population is 69.3%, higher than the national average (54.2%). Nearly 63.3% of the population lives in financial poverty and 30.5% in extreme poverty.



In contrast to this reality, La Guajira has a highly renowned handicraft tradition: Wayúu weaving. Upon studying the situation of the families in depth, it was discovered that access to threads to sew the handmade backpacks and bags is difficult, since the Wayúu weavers receive about 10,000 pesos per backpack, equivalent to U\$3, given that the middleman keeps most of the profit through their sale in the market between U\$13 to U\$100.

To counteract this problem, the Banco de Hilos de la Guajira project arose, led and coordinated by the Food Bank of La Guajira and the Association of Food Banks of Colombia - ABACO, under the aims of:

1. Eradicate deaths due to malnutrition and chronic malnutrition in children under 5 years of age.
2. Enhance the productive capacities of communities, improving their income with respect to the average income per backpack, in which women receive the yarns at a fair price and the backpack is purchased directly at almost 5 times the value paid by intermediaries.
3. Promote the integral development of the communities, through their empowerment and respect for their cosmogony, joining allies and the existing institutional offer.



One of the main impacts generated has been the integration of actions that different organizations have been developing to achieve the proposed objectives and that seek to form a territorial ecosystem so that the organizations can continue working in an articulated manner and add new allies.

Similarly, the nutritional support provided to the 14 communities that are part of the project is highlighted, which began with the screening of weight and height, taking anthropometric measurements of 391 children, 15 pregnant mothers and 97 nursing mothers. In addition, these actions have been accompanied by the delivery of groceries containing 70% of the energy and nutrient requirements, to combat chronic malnutrition rates in children and pregnant and lactating women weavers.

This work was continued and deepened during the year 2022, by identifying the skills that should be strengthened in the weavers, and working hand in hand with other allies to train them in areas such as sociology, accounting, budgeting, inventory management, quality and innovation for the creation of new product lines, and their commercialization. This training process is offered every two months and has a permanent accompaniment of professionals throughout the year in the areas of nutrition, social work and business administration.

The direct population served by the project is 389 men and women weavers, of which 219 are women weavers, pregnant and nursing mothers of 306 children aged 0 to 5 years, at risk of chronic malnutrition. 1,925 people in vulnerable conditions were served, constituting the direct and indirect population of the project. Also, 5 dining halls were implemented, serving more than 150 children in the municipalities of Riohacha and Manaure, in the middle and upper Guajira.

HUMANITARIAN AID AND EMERGENCY ASSISTANCE



WINTER WAVE MAY 2022



20tons FOOD DELIVERED
+ 1,000 FAMILIES BENEFITED

Climate change continues to intensify its effects every year. In Colombia, a country where rural areas and isolated regions predominate, there were two winter wave seasons in 2022, in which the support of all sectors was necessary to counteract its effects, especially in view of the generalized increase in rainfall in large areas of the country that generated the overflowing of bodies of water that flooded regions that would not have flooded in normal winters for a prolonged period of time.

Colombia Cuida a Colombia, together with Colombia's food banks, mobilized more than 20 tons of food during 2022 to benefit the communities in the cities of Florencia, Meta and Pasto, providing support during the rainy season in May.

Likewise, CCC supported the Bancos de Medicamentos in distribution and logistics to guarantee humanitarian attention with the delivery of medicines in several regions of the country.

WINTER WAVE DECEMBER 2022 (PRESIDENCY)



26,000 MARKETS DELIVERED
26,000 FAMILIES BENEFITED

The winter season that Colombia experienced last year left no respite, due to the strong tropical depressions and warm fronts typical of the wet season caused by the La Niña phenomenon, which wreaked havoc throughout the country.

In order to attend to this winter wave, a public-private alliance was consolidated between the Office of the First Lady of Colombia and the retails (D1 S.A.S, Grupo éxito, Super tiendas Olímpica, Ara, Alkosto, Jumbo and La Montaña) with the purpose of donating 43,000 grocery bags as of December 21, delivering a total of 26,000 in a first phase.

This alliance was supported by the National Risk Management Unit - UGNR, the Department of Social Prosperity - DPS, and the Association of Food Banks of Colombia - ABACO, who contributed to the logistical operation.

Colombia Cuida a Colombia contributed by articulating all the actors to achieve the delivery of 26,000 grocery bags during the first phase, from December 21 to 31, 2022, in the departments of Cesar, Bolivar, Sucre and Risaralda, benefiting more than 26,000 families.

Marketplace for products from social entrepreneurs



Colombia Cuida a Colombia seeks to implement a digital sales strategy through a Marketplace where products can be sold from community-based and social organizations in rural areas (ethnic communities and CCC allies), to facilitate the opening of other marketing channels and to make the product offer visible.

PHASE 1

Marketplace Thread bank

In 2022, the company began marketing the products of the Thread bank of Guajira as a contribution to its commercial expansion strategy. The platform guarantees fair payment for the backpacks produced by the work of these mothers. For the sale of each backpack, a weaver receives the yarn to weave her next backpack, groceries for her family and a cash payment, thus contributing to improve the nutrition and living conditions of the families.

PHASE 2

Marketplace CCC - for social entrepreneur

By 2023 Colombia Cuida a Colombia will continue to work on expanding the impact of this Marketplace to include products from other social entrepreneurs.

5. TECH FOR GOOD



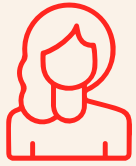
9 Startup

RECEIVED SUPPORT TO ACHIEVE ACCELERATED BUSINESS GROWTH

This program, implemented together with Rockstar, Construyendo 500,001, Fundación Bolívar Davivienda, SYNEX WESTCON and Microsoft, sought to promote high-impact entrepreneurs through a four-month virtual acceleration program in which more than 400 organizations enrolled and 9 startups were finally selected to receive the necessary support to achieve accelerated growth of their business.

In total, 346 1-on-1 sessions, 41 mentoring sessions were held and the rating given by the participants was 9.66 out of 10.

6. TAWALA WUAYÚU FEST



150 Women
BENEFITED



In November, the Tawala Wayúu Fest was held in Bogotá, a project led by Colombian artist Alicia María Vallejo, Carolina Mayorga and the FUCAI Foundation. In this space, the art and craftsmanship of the indigenous communities of La Guajira came together to vindicate weaving as a cultural expression, dressing more than 30 trees with the Yarn Bombing technique in one of the most representative parks of the city, Park 93.

In this space, art and life were celebrated through community weaving at the same time as getting to know the Wayúu culture, the strength of its women and the importance of weaving a Colombia in which we can all be part of the solutions to the most pressing problems that exist. The protagonists were more than 150 Wayúu women from various rancherías in the Manaure area of La Guajira, who made weavings in the form of circles that were later joined to create unique pieces of art that dressed the trees. Each of the trees was sponsored by a different company or organization, so that the weavings that surrounded these trees represented a fair economic income for the artisans and became a new market to explore the commercialization of Wayúu Weavings.

TRAINING FOR SYSTEMIC CHANGE & COLLABORATION

CO-CREANDO FUTUROS EMERGENTES – THE WEAVING LAB



101 Leaders
TRAINED

The Co-creating Emerging Futures Meeting was held in Bogotá between November 2nd and 5th 2022. On the first day there was a meeting between the members of the Advisory Committee of Colombia Cuida a Colombia and from November 3rd 108 representatives of social organizations, companies and social leaders participated. It also included 16 representatives from regions. The event was made in alliance with TAAP Foundation, co-funder of the Weaving Lab and with the participation of the Collective Change Lab..

Among the participants, the impact areas with which they identify themselves were distributed as follows: 24 people identified with or work in articulation, citizen participation and collaboration; 12 people identified with or work in peacebuilding; 21 people identified with or work in entrepreneurship, employability and impact-generating enterprises;





7 people identified with or work in children and education; 26 people identified themselves or work with youth, in education and development; 9 people identified themselves or work in food security; 3 people identified themselves or work in health, mental health and wellness; 4 people identified themselves or work with gender equity and protection of women's rights and the LGBTIQ+ community; 2 people identified themselves or work in migration.

According to the participants, the meeting allowed them to change their perception of the importance of collaboration.

When asked what was most interesting about the meeting, the following responses were highlighted:

"I loved learning about systems change, and the concept of regenerative potential. Meeting the ecosystem for collaborative work. Understanding the importance of working collaboratively with others, transcending the concept of alliance and network."

"The concept of iterating between the individual and the collective as part of systems thinking."

"To collectively reflect on how important it is to change oneself in order to contribute to system change."

During the meeting was there any change in the ideas you had about collaboration, systemic change or weaving? If yes, can you share with us what changed?

"Systems learning was strengthened, I reinforced ideas about systemic change and regenerative capacity."

"I didn't really understand the dimension of systemic change. I understood the value of addressing an ecosystem and weaving in many dimensions, beyond seeking change with separate projects and initiatives."





COMMUNICATIONS AND CAMPAIGNS



Since the origin of Colombia Cuida a Colombia, the media and social media have been fundamental channels for transmitting the movement's message, making collaborative work initiatives visible and connecting with strategic allies.



In its beginnings in 2020, CCC managed to consolidate a loyal audience in its digital channels and position the movement in the public as a model for humanitarian aid and collaborative work in the country. During the COVID-19 pandemic and the reconstruction of Providencia Island after hurricanes Eta and Iota, campaigns were generated that joined the efforts of Colombia Cuida a Colombia team, allies from the media, communication agencies and influencers to convey the message of urgency and a call to work together as a country in addressing the most pressing needs.

For 2022, Colombia Cuida a Colombia's main communications challenges consisted of repositioning the movement in the collective imagination, retaining the interest of those who were loyal to the actions carried out during 2020 and 2021, and making collaborative work initiatives visible, beyond those framed in humanitarian aid. For this reason, we generated a change in the brand manual and in the graphic line of the movement, we carried out communication strategies, dissemination campaigns and conversation spaces to connect and mobilize the vision of collaborative work as a mechanism for social transformation.

Through communications generated from the digital channels and the national media, we seek to strengthen ties with the Colombia Cuida a Colombia community, awaken a sense of solidarity, reach new allies and sensitize more people to weave ties that allow us to work together for the welfare of the country. While our digital ecosystem encompasses presence in all social media, in 2022 we had a greater reach on Instagram, Facebook and Tik Tok.



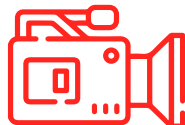
+28,000
ACCOUNTS REACHED ON INSTAGRAM



+14,800
ACCOUNTS REACHED ON FACEBOOK



+57,900
ACCOUNTS REACHED ON TIK TOK



82 Videos
PUBLISHED



+20 MINUTES
OF CONTENT

ANNUAL REPORT
2022

As a movement, we believe in the importance of making visible collaborative work experiences that contribute to a cultural change, that is why during 2021 and 2022 the Tik Tok platform became a strategic ally for Colombia Cuida a Colombia, by allowing us to expand the message of the importance of working together for the social welfare of the country. In line with this, in 2022 we made adjustments in our communications strategy and developed two campaigns called #MiCausaEs and #CómoCuidasAColombia, which were well received by our allied community and brought us closer to the strategy that during 2023 we will resolutely promote: connecting and articulating ecosystems and collaborative work initiatives for systemic change.



A. EXECUTION AND PARTICIPATION IN FORUMS



CAFAM Women's Virtual Forum

The CAFAM Women's Award is a tribute that is granted each year through the nomination of women who work to improve the living conditions of the most vulnerable communities in the country, create conditions of progress and attend to the needs of different population groups.

It is awarded through the selection of one representative per department, who in turn is a finalist and candidate of high merit to obtain the Cafam Women's Award and the two Honorable Mentions.

On March 17, 2022, we held a live forum through the digital channels of Colombia Cuida a Colombia in which we brought together 6 women who have received this recognition to share their experiences and initiatives and the transformative power of collaborative work.

In this space, we gathered 6 women who said 'Yes' to the social change and the impact of feminine power, 6 stories that have brought about different alternatives and tools to help: Gabriela Arenas, Cafam Atlántico 2017 Woman and CCC promoter; Luz Marina Livingston, Cafam San Andrés and Providencia 2022 Woman; Cruz Helena Valencia Moreno, Cafam Chocó 2022 Woman; Camila Cooper, Cafam Magdalena 2022 Woman; María José Rubio, Cafam Bogotá 2022 Woman; and Ángela del Pilar Santamaría, Cafam Amazonas 2022 Woman.

B. CAMPAIGNS

TECH FOR GOOD (ROCKSTART)



+22,400
MAILS DELIVERED

Rockstart, accelerator and VC Global, and the Bolivar Davivienda Foundation, after the success of their first impact program, in 2022





opened the call for a second edition of the Tech for Good program, with the support from Colombia Cuida a Colombia, in which 9 startups received the necessary support to achieve accelerated growth of their business.



As part of the alliance and in support of the call, we created an email marketing campaign and a landing page to centralize the registrations of the participating startups, which allowed us to reach more than 400 entrepreneurs.

#MOCHILASQUESALVANVIDAS



+18,000
ACCOUNTS REACHED IN SOCIAL MEDIA



+22,400
EMAILS DELIVERED



The Banco de Hilos de La Guajira is a project led and coordinated by the Food Bank of La Guajira and the Association of Food Banks of Colombia - ABACO, with the support of Colombia Cuida a Colombia; through this project, Wayúu women are accompanied in the manufacture and fair marketing of traditional woven backpacks with the aim of enhancing the productive capacities of the communities, promoting their integral development and addressing needs such as chronic child malnutrition. For each backpack they sell, they receive food for their children, yarn for the next backpack and a fair payment for their work.

In order to encourage the purchase of the backpacks made by the women who belong to this project, we created the campaign #MochilasQueSalvanVidas, through which we invite people to purchase the products as ideal gifts for Mother's Day and for the Day of love and friendship in Colombia.



#COLOMBIASINHAMBRE



+9,100

ACCOUNTS REACHED IN SOCIAL MEDIA



On May 18, 2022, a space was developed in which experts on food security issues in the country, belonging to the social and business sectors, were convened in order to initiate a roadmap to influence the public agenda and the construction of solutions to combat hunger.

In this space, 25 actions were formulated to combat child hunger and malnutrition, which were later grouped and consolidated into 18 actions. With the purpose of publicizing this information and replicating the actions in the public we developed the #ColombiaSinHambre campaign. Through a series of carousels and videos on social media we talked about each of the actions and invited people to join this enormous cause from their daily lives.



#CUIDADORESDECOLOMBIA



+3,200

ACCOUNTS REACHED ON SOCIAL MEDIA



Since the beginning of Colombia Cuida a Colombia, one of the most important aspects has been the relationship with our allies. These relationships of trust, based on solidarity and collaborative work, are what have allowed us to come so far. That is why in 2022 we wanted to recognize those allies who have been by our side to face the great challenges of the country and contribute to systemic change.

Through the #CuidadoresDeColombia campaign, we opened a space in our digital channels to talk about the social organizations we have worked with, about their work and the impact they generate in the country.

#MICAUSAES



+1,500 Cuentas

ACCOUNTS REACHED ON TIK TOK



As part of our work carried out in 2022 on the Tik Tok platform and seeking to highlight the work of our allies in favor of the social construction of the country, we created the campaign #MiCausaEs. Through a mini-series of videos, we asked each of the allies to answer the question "What is your cause?"; an exercise that allowed us to identify the strengths of each one and on how to integrate the diverse knowledge and experiences to build together.

CO-CREANDO FUTUROS EMERGENTES



+6,700 Accounts

REACHED ON SOCIAL MEDIA



FUTUROS EMERGENTES

Será el espacio para aprender a **colaborar** y **formar** a los tejedores de cambio que generarán propuestas **para solucionar** los **problemas** sociales complejos del país.



As part of the event "Co-creating emerging futures", which we hosted in partnership with the TAAP Foundation, we provided coverage on our social media that allowed us to share the great message of the importance of collaborative work and all the lessons learned during the days of the event. Through real-time publications, we shared the experience of the participants, reaching more than 6,700 impacted accounts on social media.



#CÓMOCUIDASACOLOMBIA



+1,100

ACCOUNTS REACHED ON TIK TOK



Within the framework of the event Weaving Lab - Cocreando futuros emergentes, we created a short campaign for Tik Tok in which we gathered the testimony of different representatives of social organizations, companies and social leaders around the question, "How do you take care of Colombia?", with the aim to learn the different forms of social construction and joining efforts to jointly build a better country.

C. PRESENCE IN THE MEDIA

The national and international media have been key to Colombia Cuida a Colombia's objective of making visible and promoting collaborative work initiatives. They have allowed us to connect with new allies and spread our message to awaken a sense of solidarity throughout Colombia.

This was the presence of the initiatives supported by CCC throughout 2022:

Projects	News
Juntos Por Chocó	Rappi, Riaño Producciones y otras compañías se unen para donar kits escolares Medio: La República Fecha: 18 de febrero de 2022 https://acortar.link/vpdTOU
Banco de Hilos	'Mochilas que salvan vidas', el proyecto que nace con el Banco de Hilos para superar la pobreza de las artesanas en La Guajira Medio: Infobae Fecha: 2 de marzo de 2022 https://acortar.link/Eqepfl



Banco de
Hilos

A mujeres wayuu les pagan \$10.000 por tejer mochilas que luego venden a \$300.000

Medio: La República

Fecha: 7 de marzo de 2022 | <https://acortar.link/R8Qstl>

Iniciativas para cerrar las brechas de género en las actividades laborales de la ruralidad

Medio: La República

Fecha: 8 de marzo de 2022 | <https://acortar.link/iAeQEL>

'El Banco de los Hilos', la estrategia que lleva kits alimentarios a mujeres de La Guajira

Medio: Noticias RCN

Fecha: 12 de marzo de 2022 | <https://acortar.link/nsyX3a>

La reivindicación de la mochila Wayúu, el motor de la economía en La Guajira

Medio: El Espectador

Fecha: 25 de mayo de 2022 | <https://acortar.link/spqmeu>

Mochilas Wayúu, el regalo para mamá que salva vidas en La Guajira

Medio: Radio Nacional de Colombia

Fecha: 8 de mayo de 2022 | <https://acortar.link/Qov7ri>

Apoye a las mujeres Wayúu con la compra de una mochila

Medio: El Tiempo

Fecha: 17 de mayo de 2022 | <https://acortar.link/sqRuaV>

Paisajes del
hambre

Desnutrición crónica, la enfermedad irreversible que afecta a más de 500.000 niños en Colombia

Medio: La W

Fecha: 2 de marzo de 2022 | <https://acortar.link/JseNWy>

'Los paisajes del hambre 2', el documental que muestra el hambre y la desnutrición infantil en La Guajira

Medio: Revista Semana

Fecha: 18 de noviembre de 2022 | <https://acortar.link/a37GcM>

En Colombia muere un niño por día a causa del hambre

Medio: Portafolio

Fecha: 7 de diciembre de 2022 | <https://acortar.link/NoRhpM>



Tawala Wayuu Fest 2022: la magia de las tejedoras wayuu llega a Bogotá

Medio: El Espectador

Fecha: 21 de noviembre de 2022 | <https://acortar.link/z9TYcH>

Este Viernes 11 De Noviembre Arranca Tawala Wayuu Fest En El Parque 93

Medio: Área Cúcuta

Fecha: 8 de noviembre de 2022 | <https://acortar.link/7MKeGP>

Inicia el primer Yarn Bombing de Colombia: Tawala Wayúu Fest 2022

Medio: Publimetro

Fecha: 1 de noviembre de 2022 | <https://acortar.link/klpOqk>

La magia de las tejedoras Wayúu viste los árboles bogotanos

Medio: Aló

Fecha: 18 de noviembre de 2022 | <https://acortar.link/EPbQlZ>

El tejido Wayuu se toma los árboles del Parque de la 93

Medio: Criterio

Fecha: 18 de noviembre de 2022 | <https://acortar.link/hl8dgK>

Tawala
Wayúu Fest

D. WHATSAPP: NETWORK OF ALLIES



+650 People Linked

11 GROUPS CREATED

In Colombia Cuida a Colombia we believe in the power of communications and calls through digital channels. As a movement, we were born in a pandemic situation, where physical contact was limited, and WhatsApp quickly became our ideal tool to connect with allies and replicate social causes. In 2022, we wanted to maintain our network of allies on this platform, so we segmented our groups to make our articulations more efficient.

As part of our alliance strategy, we maintained the general Colombia Cuida a Colombia group as the main channel of communication between allies and opened new channels for the most active territorial groups to address issues of particular interest for each topic: Security, Youth, Education, Employment, Amazonas, Barranquilla, Cartagena, Chocó, Guajira and Santa Marta.



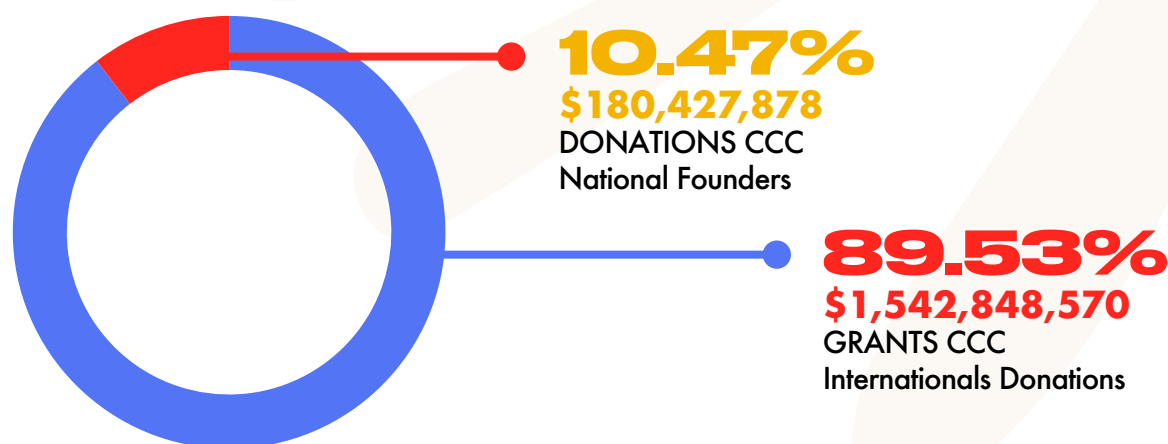
FINANCE



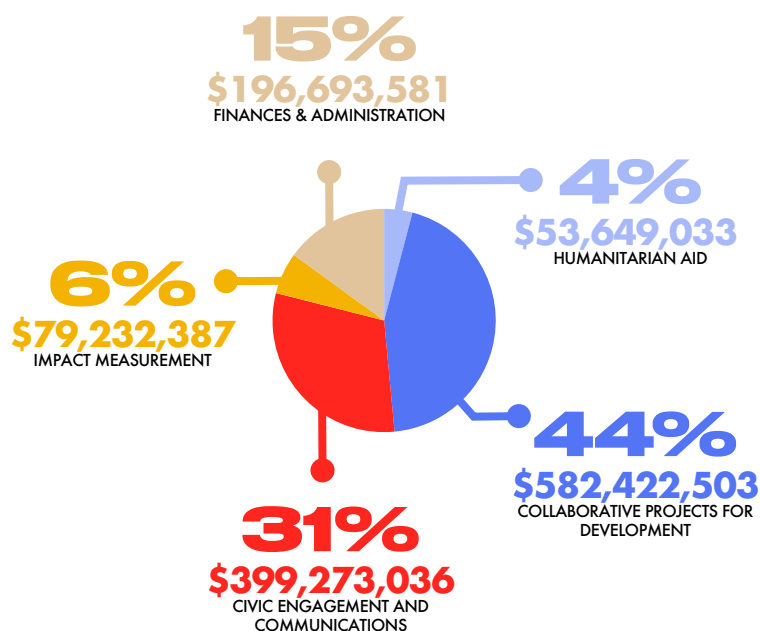
INCOMES



The value of Colombia Cuida Colombia grants in 2022 is \$1,723,276,448 million pesos, 89.53% were received through international grants corresponding to \$1,542,848,570, and the remaining 10.47% through other national donors corresponding to \$180,427,878 million pesos.



EXECUTION



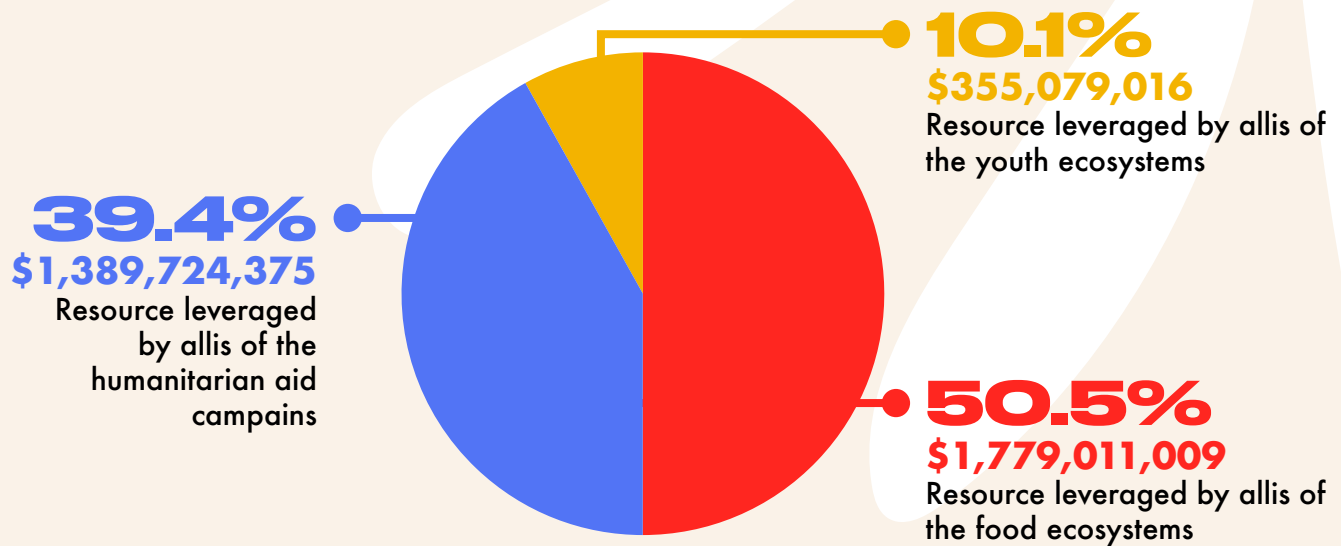
76% of these resources, that is, \$1,311,290,541 million pesos, were executed with our allies, with whom we continue to develop initiatives in different regions of the country, refocusing on the initiation of ecosystems from Colombia Cuida a Colombia.

The remaining 24% of the resources received, corresponding to \$411,985,908, are in execution.

RESOURCE LEVERAGING \$3,523,814,400



Thanks to joint work in the development of different collaborative initiatives, it was possible to leverage \$3,523,814,400 contributed by our allies; of which 89.9% from the Food Security Ecosystem and 10.1% from the Youth Ecosystem.



FINANCIAL REPORT

December 1, 2021 to December 31, 2022



Ingresos	
Subvenciones - Donaciones	1.723.276.448
Total Ingresos por subvenciones	1.723.276.448
Ejecutado - Impacto	
Ejecución atención humanitaria y de emergencias	
Ola invernal	53.649.033
Ola invernal mayo 2022	53.649.033
Ola invernal diciembre 2022	-
Total ejecución atención humanitaria y de emergencias	53.649.033
Ejecución alianzas para el desarrollo	
Back Better together	26.017.971
Programa de Fortalecimiento Comunitario	56.529.540
Programa de Fortalecimiento Comunitario	35.496.778
Programa de Fortalecimiento Comunitario giros dic 2021 (TAAP-TECHO)	-
Programa de Fortalecimiento Comunitario giros adición 2022 (TECHO)	21.032.762
Juntos por Chocó	25.000.000
Seguridad alimentaria	308.017.669
18 acciones para combatir el hambre	3.510.272
Paisajes del Hambre	12.595.220
Reagro	-
Tiendas Solidarias	76.640.960
Banco de Hilos	205.477.099
Marketplace para productos de emprendedores sociales - FASE I	9.794.118
Formación en cambio sistémico y colaboración / Co-creando Futuros Emergentes	166.877.323
Total ejecución alianzas para el desarrollo	582.442.503
Subtotal ejecutado - Impacto	636.091.537
En ejecución - Impacto	
Marketplace para productos de emprendedores sociales - FASE II	42.102.343
Subtotal en ejecución - Impacto	42.102.343
Ejecutado - Movilización, comunicación y estrategia digital (Transversal)	
Campañas y otros proyectos con comunidades	399.273.036
Subtotal ejecutado - Movilización, comunicación y estrategia digital	399.273.036
En ejecución - Movilización, comunicación y estrategia digital (Transversal)	
Campañas	10.202.976
Subtotal en ejecución - Movilización, comunicación y estrategia digital	10.202.976
Ejecutado - Sistematización, monitoreo y medición de impacto de las iniciativas	
Documento y video historia CCC y sus colaboraciones	79.232.387
Subtotal Ejecutado - Sistematización, monitoreo y medición de impacto de las iniciativas	79.232.387
En ejecución - Sistematización, monitoreo y medición de impacto de las iniciativas	
Articulación y formación en cambio sistémico	280.680.589
Fortalecimiento colaboraciones	79.000.000
Subtotal En ejecución - Sistematización, monitoreo y medición de impacto de las iniciativas	359.680.589
Ejecutado - Administrativos y financieros	
Gastos financieros, administrativos y de personal	196.693.580
Subtotal Ejecutado - Administrativos y financieros	196.693.580
Total ejecutado y en ejecución - 1 de diciembre de 2021 a 31 de diciembre de 2022	1.723.276.448



ALLIANCES AND NETWORKS

DONORS

DURING 2022



ORGANIZATIONS FROM THE CIVIL SOCIETY AND FROM INTERNATIONAL COOPERATION

- Acción go
- Acinpro
- Acodem
- Acumen
- Aid Live Foundation
- Afidro
- Agencia Social
- Aldeamo
- All4One
- ANDI
- Arte de Vivir
- Argentinos por Colombia
- ASEC – Asociación de Emprendedores de Colombia
- Así Vamos en Salud
- Asinfar
- Asociación Bancos de Alimentos de Colombia
- Asociación Chevening Colombia
- Asociación Colombiana de la Orden de Malta
- Asociación Colombiana de Contact Centers
- Asociación Colombiana de Ingeniería Biomédica
- Asociación Colombiana de Gerontología y Geriatria
- Asociación de Pequeños productores de la comunidad de Membrilla
- Asociación AMESE
- Asociación de Bananeros de Colombia (Augura)
- Asociación internacional de sinérgica



- Ayuda en Acción
- Banco de Alimentos de La Guajira
- Banco de Medicamentos
- Cámara de Comercio de Bogotá
- Cámara Colombiana de Informática y Telecomunicaciones
- Cámara Colombo China de inversión y Comercio
- Cámara de Comercio Colombo Francesa- CCI France Colombia
- Cámara de Comercio de Santa Marta para el Magdalena
- Caring for Colombia
- Charrito Acuña
- Cine Sobre Ruedas
- Consejo Empresarial Colombiano para el Desarrollo Sostenible (CECODES-Desarrollo Sostenible)
- Colectivo Poder Mestizo
- Colegio Colombiano de Psicólogos
- Colombia Líder
- Colombia Vive Cali
- Construyendo 500.001
- Comité Intergremial de Caldas
- Comité internacional de Derechos Humanos (CIDH PAX CULTURA)
- Confecoop
- Connect Bogotá
- Corporación Biointropic
- Corpoeducación
- Corporación Granja Agrícola de Fómeque
- Corporación Ventures
- Defencarga
- Derechos Para Todas
- Detonante
- Educapaz
- Endeavor
- Enseña por Colombia
- Entropika
- Fana
- Fenavi
- Focsa
- Foro de Presidentes
- Frena la Curva Colombia
- Friends of Colombia for Social Aid
- Fundación Acción Interna
- Fundación Aires de Esperanza
- Fundación Alquilería Cavalier
- Fundación América Solidaria
- Fundación Arturo Calle
- Fundación Arturo y Enrica Sesana
- Fundación Atención a la Niñez
- Fundación Ayuda en Acción
- Fundación Bavaria
- Fundación Carulla
- Fundación Carlos y Sonia Haime
- Fundación Carvajal
- Fundación casa E



- Fundación la Cayena
- Fundaciones Challenger
- Fundación Comparte por una vida, Colombia
- Fundación Compaz
- Fundación Corbanacol
- Fundación Corona
- Fundación Ellen Riegner de Casas
- Fundación Empresa Privada C
- Fundación Empresarios por la Educación
- Fundación Fiambre
- Fundación Frisby
- Fundación Golondrinas
- Fundación Gratitude
- Fundación Hospital San Carlos
- Fundación JEYMAR
- Fundación JuanFe
- Fundación la Cayena
- Fundación Malpensante
- Fundación Meditech
- Fundación MI Sangre
- Fundación Natalia Ponce de León.
- Fundación Nutrinfantil
- Fundación Manos Pintadas de Azul
- Fundación Mapfre
- Fundación Andi
- Fundación Opepa
- Fundación Origen
- Fundación País XXI (PAIS21)
- Fundación Pies Descalzos
- Fundación Planeta Rural
- Fundación ProBono
- Fundación Procaps
- Fundación Promigas
- Fundación Proyecto de Vida
- Fundación Recón
- Fundación Reka- Red Empleo con Apoyo
- Fundación Restrepo Barco
- Fundación SalvaTerra
- Fundación Santa Fé
- Fundación Santo Domingo
- Fundación Saving the Amazon
- Fundación Selección Colombia
- Fundación Suramericana
- Fundación TAAP
- Fundación Tiempo de Juego
- Fundación Tirando por Colombia
- Fundación Transformación Humana
- Fundación Santo Domingo
- Fundación solidaridad por Colombia
- Fundación Tres Colibrís
- Fundación United Way Colombia
- Fundación WWB Colombia



- Fútbol con Corazón
- Gaia Cultura
- Grupo Distri
- Grupo de Gestión del Riesgo de Desastres en el contexto hospitalario (GRIDCH)
- GVNG
- HandsOn
- Inngenia Fundación
- Innspiramed
- Kaironare
- Kitum: Activismo Humanitario
- La Academia Latina de la Grabación
- Litro de Luz
- La liga de los múltiples
- La Tienda de la Empatía
- Médicos de Antioquia
- Métele Pedal
- MIT Harvard Club
- Movilizatorio
- Movimiento Querendona Cívica
- Newfield
- NU3
- One laptop per child
- Orden de Malta
- Organización Artemisas
- Organización para la Excelencia de la Salud
- Pan de Vida Cer
- Patrulla Aérea Civil Colombiana
- Plan Mayor
- Primero lo Primero
- ProBarranquilla
- ProBogota
- ProSantander
- ProPacífico
- Programa Pisotón- Fundación Universidad del Norte
- Proyecto de conservación de aguas y tierras
- Proyecto social para la primera infancia en Gachancipá
- Proyecto Vive
- Querendona Cívica
- Recicla Pues
- Rotary International/ Colombia Rotaract Colombia/ Interact Colombia
- Sayco
- Sí Señor Agencia
- Sierra Nevada
- Sistema B
- Social Colectivo
- Somos Uno
- Soy Doy
- Tayrona Sostenible
- Tirando X Colombia
- TECHO Colombia



- United Way
- World Vision
- Ziggy

COMPANIES

- 1DOC3
- Accenture
- Acesco Colombia SAS
- Agora Comunicaciones
- Ajoever
- Alsea
- Aldeamo
- Alpina
- Alquilería
- Amarilo
- América Móvil – Claro por Colombia
- Andercol
- Andrea Freydell
- Audifarma
- Augura
- Avantel
- Avianca
- Aviatur
- Arkal escuela escalada y montañismo
- Ashmore Management Company Colombia
- Asocaña y Licorera de Cundinamarca
- Bancolombia
- Bandido Hostels
- Banco W
- Bavaria
- Beeconsciouzz
- Belleza Express
- Bio Rad Medical Services SAS
- Biocovid
- Bloom
- Bochica Network
- BMakers
- Brigard y Urrutia
- Bsmart
- buho media
- Caimán Digital
- Casa Luker
- Chapman y Asociados
- CEMEBI SAS
- Cementos Argos
- Cencosud
- CENTELSA



- Centro de Pensamiento Así Vamos en Salud
- Cibernetic – Seguridad, Redes y Tecnología
- Cisco
- Coca Cola Company
- Colsubsidio
- Comercializadora Arturo calle SAS
- Corbeta
- Corporación YPO Colombia
- Cyan
- Designo
- Datasketch
- Dersa
- Desarrollarte Plus Bogotá
- Detonante
- DHL
- Directv
- Domicilios.com
- 242 Rocks
- E3 – Ecología, Economía y Ética
- Eat Cloud
- Ecohome
- Ecoterra
- Ecoworks
- Egon Zehender
- Empleados/amigos de Laboratorios Siegfried
- Enel Colombia
- Enel-Codensa
- Enel-Emgesa
- Enel Green Power Colombia
- Engrafito
- EPM
- Electrónica
- Escala Consulting – EcO
- EW Tech
- Éxito
- Extituto
- Facebook
- Farmalogica
- Fasecolda
- Frisby
- Frubana
- GAIA
- Giving Agency
- Google
- Grupo A
- Grupo Aval
- Grupo Argos
- Grupo Colpatria
- Grupo de Energía Bogotá
- Grupo Nayib Neme



- Grupo Nutresfa
- Grupo Semana
- Grupo Spira
- Grupo Takami
- GVNG
- Hielo Iglú S.A
- Hogaru
- Home Burgers
- Icare Medical Services
- Ideo
- Ifood
- IMOCOM
- Impact Hub
- Invest in Bolívar
- Invest in Cartagena
- Invest In Santa Marta
- ION Heat SAS
- ISA
- Isa: interconexión eléctrica s.a. e.s.p.
- Itacol
- Jerez & Sandoval-Medios y Responsabilidad Social
- Keralty sanitas
- Kuantum -si
- Laboratorio Siegfried SAS
- Lisim
- Listos
- Logyca
- Mapfre Seguros
- Makand
- Maverick Latam
- Mdm digital solutions
- Mensajeros Urbanos
- Meráki SAS
- Mercadolibre
- Mastercard
- Mi Doctor
- Modum
- MullenLowe SSP3
- My Ecohome SAS
- Natumalta
- Organización Roa Florhuila
- Pagos Inteligentes.com
- Pastaio
- Pepsico
- Picap
- Pollos Bucanero
- Procaps
- Puntos Colombia
- R A Bussiness Services Management Company
- Rappi



- Rational Software
- Redes Eléctricas
- Reflejarse SAS
- Ryanlab
- SAP Colombia
- Sempli
- Severo Grupo SAS
- Servinformación
- Sí Señor Agencia
- Sierra Nevada Hamburguesas
- Sistemas automáticos de Colombia SAS
- Sistole SAS
- Smart valley S.A.S
- Sociedad de mejoras públicas de Pereira
- SOS Asistencia
- Soy Yo- Servicios de Identidad Digital SAS
- Spectrum
- Spotify
- Talento y Efectividad
- TANK Comunicaciones estratégicas
- Terpel
- Transelca s.a. e.s.p.
- Transportempo SAS
- Transhuella
- Think Big Consulting
- Todos Comemos
- Toynovo
- Unidossis
- Universo Nova
- Vaki
- Valor y Estrategia
- Velasquez & Company
- Vita
- Visión & Marketing
- Vive Agro
- WeAct360 SAS
- We Push
- Wework
- Win Sports
- World Tech
- Yoactuo
- YouTube
- YUPI
- XM compañía de expertos en mercados s.a. e.s.p.
- Betterfly
- Ara
- Alkosto
- D1
- Grupo Éxito
- Jumbo
- La Montaña
- Olimpica

NETWORKS

- El Avispero
- FOLU – Colombia
- Hilando la Crisis
- One Young World
- Plan Mayor
- Redcol
- Red Colombiana para el Servicio Público.
- Red de apoyo Teusaquillo
- Red de huerteros de Bogotá
- Red de voluntariado de Teusaquillo
- Red de Voluntarios Galeras
- Red LRA
- Red Nacional del Agua y Cantoalagua
- Sistema B

ACADEMIA

- Escuela de Administración de Negocios – EAN
- Idartes
- SENA-Urabá
- SingularityU Colombia Summit
- Universidad Autónoma de Occidente
- Universidad CES
- Universidad el Bosque
- Universidad de Caldas
- Universidad de Los Andes
- Universidad del Rosario
- Universidad EIA
- Universidad Javeriana
- University of Pennsylvania, Wharton School of Business
- Westfield Business School

MEDIA

- ADN
- As
- Banasan
- Blu Radio
- Canal 1
- Caracol Radio
- Caracol Televisión
- City TV
- Claro Música





- Cromos
- Direct TV
- Dogo Creativo
- El Espectador
- El País
- El Tiempo
- El Universal
- Kien y Ke
- La República
- Olimpica Stereo
- Portafolio
- Publimetro
- Pulzo
- Radiopolis
- RCN Radio
- RCN TV
- Red +
- Revista 15 minutos
- Riaño Producciones
- Semana
- Vea
- Vibra
- W Radio
- Win Sports