

CORPORACIÓN URREA ARBELÁEZ



Corporación
Urrea Arbeláez



IT ALL STARTS WITH A LEGACY

*"I am convinced that our mission should focus on **multiplying in others what we are and what life has given us**, so future generations find enough reasons to live better"*

JOAQUÍN EDUARDO URREA URREA



**WE ARE A CORPORATION
COMMITTED TO SOCIAL
INNOVATION, WHICH
DEVELOPS PROJECTS TO
IMPROVE THE QUALITY OF
LIFE, FOCUSING ITS ACTION
ON EDUCATION AND
ENTREPRENEURSHIP FOR
VULNERABLE WOMEN.**



Corporación
Urrea Arbeláez

STRATEGIC DEFINITIONS



POPULATION

Women
Youth
Children



APPROACH

Education
Entrepreneurship



PILLARS

Inclusion
Integrity
Technology
Sustainability
Scalability
Innovation
Impact



AUDIENCE

350,000 WOMEN ENTREPRENEURS

Who need support to improve their living conditions and that of their families

INSTITUTIONAL

Entities interested in making strategic alliances

RELATIVES

Families of the 350,000 women entrepreneurs

OUR SOCIAL APPROACH IN 360°

ENVIRONMENTAL COMMITMENT

EDUCATION

ENTREPRENEURSHIP

INNOVATION

HABITAT





EDUCATION

"The most important thing is knowledge, education and experience to get ahead"

JOAQUÍN EDUARDO URREA URREA

VIRTUAL UNIVERSITY

EMPRENDIENDO CON FELICIDAD



A SOCIAL INNOVATION PROJECT BASED ON A VIRTUAL TRAINING STRATEGY IN THE PERSONAL, FAMILY AND BUSINESS LIVES OF VULNERABLE WOMEN, IMPROVING THEIR QUALITY OF LIFE AND MITIGATING THE NEGATIVE IMPACTS OF THE DIGITAL GENDER GAP.



EMPRENDIENDO
CON FELICIDAD

ACHIEVEMENTS

2009 - 2023

LICENSE PLATES

232.618

CERTIFIED

78.938

VIDEO CLASSES

811.269

TRAINING HOURS

36.915



VIRTUAL UNIVERSITY PROGRAMS

PERSONAL

LIFE PROJECT
SELF-ESTEEM
ASSERTIVE
COMMUNICATION
TIME MANAGEMENT

FAMILY

FAMILY
RELATIONSHIPS
FAMILY FINANCES
PARENTING
GUIDELINES

BUSINESS

BUSINESS PLAN
SALES AND
CUSTOMER SERVICE
BASIC ACCOUNTS



DIME

COMPREHENSIVE
DEVELOPMENT OF
WOMEN
ENTREPRENEURS FOR
VIP EXECUTIVES





**WHAT
DOES IT
CONSIST
OF?**

**TRAINING
MICROCREDIT
COACHING**

750 EXECUTIVES

2016 - 2019

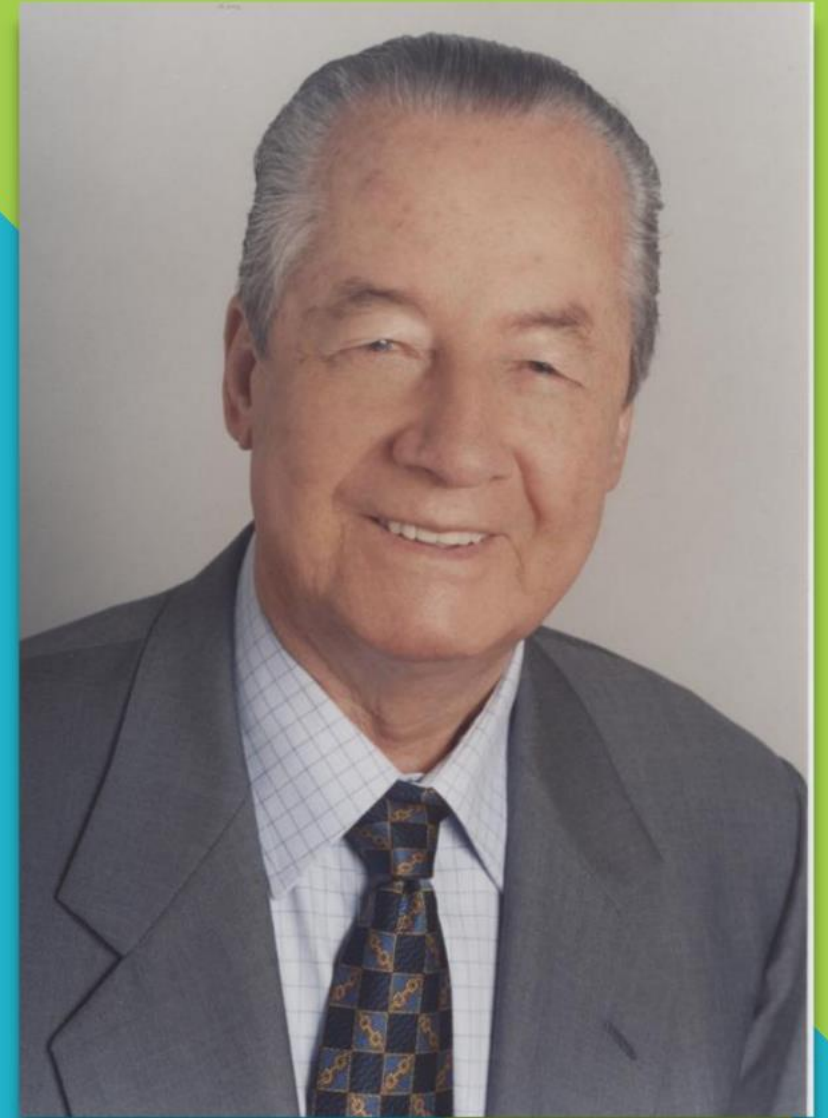
HAVE COMPLETED THE DIPLOMA
IN 10 COLOMBIAN CITIES



SOCIAL SENSE

"The person who has a social sense helps those who want to work. Giving them opportunities"

JOAQUÍN EDUARDO URREA URREA





FAMA STRENGTHENING
ACTIVE WOMEN AIMED
AT WOMEN
ENTREPRENEURS IN
THE CITY OF
BUENAVENTURA





ACHIEVEMENTS

2017 - 2022

552 WOMEN





WHAT WE DO?

- TRAINING
- MICROCREDIT
- COACHING
- ACCOMPANIMENT
- TO HIS CHILDREN



PROGRAMA
DE FORMACIÓN DIGITAL

**CONECTA
EMPLEO**

ESCUELA
IMPULSO

Mujer

ALLIANCE WITH

Telefonica
FUNDACIÓN

| **M** movistar

ICT FAMILY SCHOOL

2019-2022



INTRODUCTION TO DIGITAL LEARNING,
CREATING AN APPROACH AND RESPONSIBLE
USE OF ICT TO PARENTS AND CAREGIVERS OF
CHILDREN AND YOUNG PEOPLE.

CERTIFIED EXECUTIVES

TOTAL 888

CHALLENGE 2023 750

Telefonica
FUNDACIÓN

|  **movistar**

CONNECT JOBS

TRAINING PROGRAM IN DIGITAL SKILLS FOR
EMPLOYMENT AND ENTREPRENEURIAL ATTITUDE
PROMOTED BY FUNDACIÓN TELEFÓNICA IN EUROPE
AND LATIN AMERICA

CHALLENGE

TRAIN 225 YOUNG
PEOPLE



Telefonica
FUNDACIÓN

|  movistar



WOMEN'S IMPULSE SCHOOL

PROGRAM FOR THE EMPOWERMENT OF WOMEN THROUGH TECHNOLOGY, SEEKS TO BENEFIT WOMEN WHO WANT TO BE LINKED TO THE ICT SECTOR OR WHO ARE ALREADY LINKED, BUT WANT TO CONTINUE TRAINING AND IMPROVE THE CONDITIONS OF EMPLOYABILITY OR ENTREPRENEURSHIP, AND AS A CONSEQUENCE IMPROVE THEIR LEVEL OF DEVELOPMENT AND INCOME.

TRAIGHT 125 WOMEN

Telefonica
FUNDACIÓN

|  movistar



Fundación
Grupo
Bancolombia

BANCOLOMBIA FOUNDATION ALLIANCE

CUENTAS SIN CUENTOS PROGRAM

TRAINING PROGRAM IN FINANCIAL EDUCATION, WHICH SEEKS TO DEVELOP SKILLS THAT ALLOW THE COMMUNITY:

- * MANAGE THEIR MONEY BETTER.
- * MAKE INFORMED AND CONSCIOUS DECISIONS.
- * FINANCIALLY STRENGTHEN THEIR ENTERPRISES OR PRODUCTIVE PROJECTS.
- * INCREASE THEIR FINANCIAL WELL-BEING.

FOR THIS YEAR, THE PROGRAM IS BEING DEVELOPED FOR THE RURAL YOUTH OF THE CIR AND THE COMMUNITY OF THE VILLAGES OF AGUACATAL, EL SANCUDO AND MURRAPAL IN THE MUNICIPALITY OF FREDONIA.

ACHIEVEMENT

235 WOMEN

CHALLENGE

75 YOUTHS



FCC



GOLES QUE CAMBIAN EL MUNDO





FOOTBALL WITH HEART

IS A MODEL OF
EMPOWERMENT
COMMUNITY
THROUGH FOOTBALL

EMPOWER

EDUCATE

INSPIRE



**BOYS, GIRLS
AND YOUTH 5,000
CHILDREN
PARTICIPATE IN THE
CITY OF MEDELLÍN.
AGES 5 TO 16 YEARS.
LIDERCOR SOCIAL
FRANCHISE**



ENVIRONMENTAL COMMITMENT

OUT OF CONVICTION, OUT OF RESPONSIBILITY, OUT OF LOVE



LA SANDALIA INNOVATION CENTER ALLIANCE

IT IS A SUSTAINABLE INTEGRAL
ECOSYSTEM, BASED ON THE
TRAINING, PRODUCTION,
MARKETING AND/OR
TRANSFORMATION OF
AGRICULTURAL PRODUCTS FOR
LOW-INCOME RURAL YOUTH.



Escuela Industrial de José Otáñez

Un Programa de:

Con el apoyo de:



Fundación | SURA





LA SANDALIA
Centro de Innovación Rural

**AIMED AT
RURAL
YOUTH**





ACHIEVEMENTS

2016 - 2022

415

YOUTHS

CHALLENGE

2023

254

YOUTHS

COMPONENTS

TRAINING
RURAL TECHNICIAN

PRODUCTION

GUAVA CULTIVATION
CITRUS CULTIVATION
EGGS MINOR SPECIES
ORCHARDS COFFEE
CULTIVATION
LIVESTOCK FISH
FARMING

TRANSFORMATION

OF THE PRODUCTS,
GENERATING ADDED
VALUE

COMMERCIALIZATION

COMMERCIAL
PARTNERS
ACQUIRE THE
PRODUCT



SINCE ITS
FOUNDATION,
LEONISA SEEKS THE
Inclusion

INCLUSION OF EMPLOYEES
AND WOMEN ENTREPRENEURS
THROUGH VARIOUS
PROGRAMS, WITH EMPHASIS
ON EDUCATION.



El Comité
CORPORACIÓN SOCIAL

DISABILITY ENTREPRENEURSHIP

El Comité
CORPORACIÓN SOCIAL



El Comité

CORPORACIÓN SOCIAL

INCLUSIVE FUND

IN ALLIANCE WITH THE ANTIOQUIA REHABILITATION COMMITTEE, WE PROMOTE SOCIAL DEVELOPMENT AND THE GENERATION OF EMPLOYMENT OPPORTUNITIES FOR PEOPLE WITH DISABILITIES AND THEIR CAREGIVERS, SEEKING TO IMPROVE THEIR QUALITY OF LIFE THROUGH THE INCLUSIVE FUND PROGRAM, TO STRENGTHEN PRODUCTIVE UNITS AND SUPPORT FOR ENTREPRENEURSHIP.

DISABILITY ENTREPRENEURSHIP



PROJECTION
2023

**BENEFITED
FAMILIES**

12

**RESULTS FIRST
SEMESTER**

**BENEFITED
FAMILIES**

19

GOAL ACHIEVED BY

158%



El Comité

CORPORACIÓN SOCIAL


ECOSYSTEM VERTICAL-PARTNERS/VERTICAL-LABS



enterapia®



GIVE ME FIVE



EDUCATIONAL CREDITS AND SCHOLARSHIPS

FOR EMPLOYEES
AND FAMILY



LIVING PLACE

THE BASE AND ROOF OF HOME HEAT
HABITAT SOLUTIONS



ALLIANCES

ALLIANCES

LEONISA

Fundación Carvajal
Abriendo caminos a la Equidad



BEHIND A LEONISA
BRA THERE IS A GREAT
SOCIAL WORK



Corporación
Urrea Arbeláez

