

Adolescents: a lever of change in the commitment to energy transition alongside Alternativas and Fundación Moeve

- **The coordinating organization is carrying out its program, which won the Social Value Award, to raise awareness among young people and highlight the wealth of the natural spaces of Campo de Gibraltar.**
- **The organization plans to reach about 8,000 young people with this program**

Fundación Moeve visited the Varela Center in San Roque where *Coordinadora Alternativas* is carrying out the *Campo de Gibraltar* project, a unique initiative which won it the 2024 Social Value Award.

The project consists of putting the spotlight on the options available to adolescents to contribute to a just and conscientious ecological transition. It thereby promotes their engagement with a sustainable environment by leveraging the resources and spaces of the Campo de Gibraltar region as a setting for the transition and highlighting the value of the wealth of resources of the area and improving the distorted image people have of it. By means of the initiative, throughout this year the organization plans to benefit around 8,000 adolescents in Campo de Gibraltar.

Rocío Navarro, head of Management and Transparency at Fundación Moeve, accompanied Estrella Blanco, head of Fundación Moeve in Cádiz, on the visit. The latter emphasized that the Social Value Awards "serve to ensure that initiatives driven by the third sector, which are necessary and often innovative for the development of the Campo de Gibraltar society, can actually be carried out and not left on the shelf. The aim is for environmental awareness and knowledge of the energy transition continue growing and to ensure that the ecological transition is fair and reaches everyone, including vulnerable sectors, which is fundamental for Fundación Moeve."

For his part, the president of the *Coordinadora Alternativas*, Francisco Mena, stated that "I feel very satisfied with this project, thanks to which we are showing the Campo de Gibraltar as it is, a unique place with two natural parks and archaeological and natural sites, and that as inhabitants of the region, we are aware of the immense luck we have to live here." It is our responsibility to care for these treasures and care for the environment, which is why *Campo de Gibraltar Singular* is a project that bears a dual intentionality: First, to show our region from a different perspective than the one we are used to, educate about how special the region in which we live is, and how we should feel tremendously proud of it. And to teach adolescents the principles of the ecological transition so that it can be as fair and sustainable as possible, by means of green laboratories. Lastly, for the general population, we have carried out a campaign through social media

on how our small actions can take care of our environment. I want to thank Fundación Moeve for making this project a possible with their Social Value Awards, showing that their commitment to the Campo de Gibraltar is strong.

The Social Value Awards

These awards are among Fundación Moeve's most notable initiatives. The aim of the awards is to provide support to individuals, associations, and underprivileged sectors of society so as to foster a spirit of solidarity and promote educational and sustainable development through the involvement of Moeve staff, who sponsor the programs that the associations of the Campo de Gibraltar region submit as candidates to receive the Social Value Awards. The next convocation will be in September 2025.

Fundación Moeve is a non-profit, general interest organization whose goal is to carry out work aimed at serving the needs and priorities of the local communities where its founder, Moeve, conducts its activities. Fundación Moeve's scopes of action are people, biodiversity, and social innovation.

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