



URBAN GREEN CARE

case study

CIUDAD EMERGENTE

Our organization, Ciudad Emergente, is building more sustainable cities collectively, through our lab of tools and tactics. It achieves this through the management of information platforms and the creation of “high impact” participatory projects.

“We can solve the problems of growing cities through tactical urbanism, our goal is to give nature back to the citizens. The social forces are paramount to improving the environment.”

Javier Vergara Petrescu

MODEL IN A NUTSHELL

Website
www.ciudademergente.org

Social channels
[instagram.com/ciudademergente](https://www.instagram.com/ciudademergente)

[facebook.com/CiudadEmergente](https://www.facebook.com/CiudadEmergente)

[linkedin.com/company/ciudad-emergente](https://www.linkedin.com/company/ciudad-emergente)

Country
Chile

Main sector
Private

Specific sector
Urban planning,
green infrastructure,
urban forestry,
local development

Stage of development
Legally registered
organisation

Our work in SDGs



FROM FEW TO MANY

Our organisation was founded by **8 professionals**: a team with complementary skills that combine architects, business people, engineers and landscape developers. We also have a BoD, voted in every 2 years, and executive, administrative and communication teams.

One of the reasons for **our success is related to our structure**: everyone is constantly working to improve our business model and involve their networks in an effective and functional way. From these networks, our model grew and began to reach our beneficiaries such as the people who live in an area improved by us. Other beneficiaries are people who have been trained in tactical urbanism and who have attended the training in our workshops and consultation and participation activities.



FROM IDEA TO ACTION

Frustration triggered the idea: Javier Vergara Petrescu, our co-founder, is an architect and he was upset with how long it takes to build urban parks and natural spaces and how little community engagement there is in city making processes. For this reason, together with the other founders, he created **Ciudad Emergente**. Our aim is to reduce the time taken in city planning and create new solutions that are adapted to the specific place by using lean start-up methodology, agile management and tech solutions.

Our first year, **2011**, was a discussion and ideation year; from prototyping, during the following years we started to test our solutions and to operate in specific areas and following activities:

- supporting inclusive **planning of smart cities** at national, regional and international level, and **sustainable mobility**;
- supporting development of **innovative nature-based solutions**;
- organizing **participatory and participation democracy** (creating transparent processes, facilitation) and the open society foundation;
- offering **training** in tactical urbanism.

Our business model is based on the range of services we provide: **70%** of clients and revenue come from **private** clients and **30%** are **public**, mainly through the consultancy and training services.

Our work is giving us a lot of results boosting us to go on; some of this satisfaction can be summarized with our impact such as:

- **1.7 million people** using the public spaces that we have improved,
- about **3,800 direct people trained** and 343 projects,
- **3.8 million euro** of funds received.

FROM OLD TO NEW

The innovative aspect of our organisation comes from the **inclusion of different stakeholders**: we engage people in early stages to help them become more empowered. From an environmental justice perspective, people are invited to be part of the solution and, in our opinion, empowerment leads to a better environment.

For us, nature offers many different benefits, which is why, in our projects, we also value the recreational and cultural function without ever forgetting to take care of the environment. For example, in one of our projects in Guatemala City, where ravines extend to many of the city areas, we provide conservation and protection of these areas.

FROM NOW TO THEN

Our team is always developing new solutions and, at the same time, we are facing many challenges such as the current social and political situation in Chile, the need to differentiate our offer in a fast growing sector and the economic and environmental consequences created by the health pandemic and the climate crisis that is affecting the world.

To deal with these challenges, and replicate and scale our urban solutions, our most immediate principal needs are to;

- **balance our budget** by bringing private and public investments to the same level
- make our internal **organization** even **more effective**
- bring together the best minds to work on **scaling the different issues** of the solutions we offer
- find more open-minded high-level key **public and private stakeholders** open to implementing our solutions