

Company: ATREVIA CORPORACIÓN S.L, Barcelona, Spain

Company Description: Established in 1993 by Núria Vilanova, Atrevia is a leading communications firm based in Barcelona. It has a vast network of offices across Spain, Europe, and Latin America. Specializing in corporate communications, crisis management, media relations, digital communications, and CSR, Atrevia is renowned for its strategic expertise.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - ESG

Nomination Title: Construimos Juntas (We build together)

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

October 2024

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 220 words used.

In the male-dominated construction sector—where only 11% of professionals are women—gender stereotypes have long restricted equal access to technical careers. Brico Depôt, a leader in home improvement, recognized this inequality not just as a social issue, but as a loss of talent and innovation for the industry.

The spark for Construimos Juntas ("We Build Together") came from the persistent dismissive remarks faced by Brico Depôt's female professionals, who often outperformed male peers in technical skills. This disconnect between ability and recognition revealed the real barrier: deep-rooted bias.

The challenge was threefold and monumental: shift generational perceptions, create real opportunities for excluded women, and turn isolated actions into lasting structural change. As a bridge between professionals and consumers, Brico Depôt embraced its responsibility to lead this transformation. Empty promises weren't enough—equality had to be built, brick by brick, starting with society's foundations.

Thus, Construimos Juntas was born: a holistic initiative combining early education (workshops for girls), vocational training (courses for at-risk women), and professional visibility (Spain's first women-in-construction directory). Facing skepticism, the response was clear: authentic role models, hands-on experiences, and proof that talent has no gender.

The result wasn't just another campaign—it's a movement redefining the industry's future, positioning Brico Depôt as a true changemaker. Construimos Juntas isn't CSR box-ticking; it's breaking barriers—literally and figuratively—to build a more inclusive world.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 249 words used.

We build together was born as a 360° social impact program where its development became an odyssey of conviction and perseverance. The mission: to tear down an industry's wall of skepticism with three strategic strikes.

First Strike: Inspiration

The team knew changing minds required more than speeches. They designed the *Construimos Juntas Challenge* as a visceral experience – workshops where teenage girls would stain their hands with sawdust and paint alongside women who'd shattered stereotypes. Convincing traditional schools became an uphill battle: after multiple failed meetings, they found four courageous institutions willing to challenge the "that's not for girls" mentality.

Second Strike: Transformation

In Seville, they turned a Brico Depôt store into a sanctuary of second chances. The logistical challenge was monumental: adapting a retail space into a training center without losing its essence. Partnering with *Ella Construye* and NGOs supporting at-risk women, they provided training for high-demand trades. For many participants, this became their first real door to independence.

Third Strike: Visibility

Creating Spain's first women-in-construction directory was like building a house without blueprints. Initial skepticism from professionals was palpable. But the team reimagined the platform as a showcase of pride – profiles highlighting skills. Each "no" became fuel to refine their message.

At every stage, the team worked as architects of change – reading cultural resistance in real-time, adapting materials on the fly, transforming setbacks into innovation. They didn't build a campaign, but a handmade movement where every detail carried the same creed: *together, we build better*.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2023. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 246 words used.

With the Construimos Juntas initiative, the challenge wasn't just to inspire—but to create real change for invisible women, shift social perceptions, and rewrite the script of a decades-old male-dominated industry.

The results came swiftly. And they spoke volumes.

With an investment of €35,000, Brico Depôt unleashed a transformation wave reaching over 21 million people. What began as workshops and training became a national story—covered by more than 170 media outlets including TVE, Telemadrid, Onda Cero, full-page spreads in ABC and El Español, and women's titles like YoDona. Earned media value exceeded €1.8 million, with over €600,000 in advertising equivalency. These women's stories mattered. They were seen. Shared. Celebrated.

On social media, the campaign caught fire: 675,000+ people reached, over 1 million impressions, 5,374 clicks and a flood of positive engagement. Every click opened a door. Every testimonial shattered a barrier.

Most crucially, 70+ women joined Spain's first national directory of female construction professionals—gaining visibility, opportunity, and unshakable confidence.

But the deepest impact can't be measured in numbers alone. A student said, "Now I know I can be whatever I want." A trainee whispered, "This saved me." A teacher admitted, "It changed how I see my own students." María, a participant, summed it up best: "I never imagined my hands could sustain me financially."

Construimos Juntas wasn't just a campaign. It was a triumph. Proof that when we put people first, communication doesn't just spread messages—it changes lives.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 137 words used.

All the activities and trainings discussed in the text can be viewed in the attached video, where you can also see the intervention of national television media and clippings from major newspapers in the country. The video shows all the phases of this great campaign that led to such good results.

Also attached is a 40-page document with all the clippings and links to television, digital and radio news about the campaign along with several photos of the different activities carried out.

In addition, the first directory of professional women in construction was created. This digital directory is a unique space in Spain, designed to connect professional women with clients and job opportunities in areas such as renovations, electricity, carpentry or plumbing. To review it, you can access it through the following link:

<https://www.construimosmejor.com/construimosjuntas>;



HOW TO ENTER >

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Attachments/Videos/Links:

[Construimos Juntas \(We build together\)](https://www.construimosmejor.com/construimosjuntas)

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