

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: Sustainability Categories

Nomination Sub Category: Most Impactful Sustainability Partnership

Nomination Title: 0% Emissions, 100% Health

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. 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.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 144 words used.

Nissan is a global automotive company with over 90 years of history, renowned for its technological innovation and firm commitment to smarter, safer, and more sustainable mobility. In Spain, the brand has deep industrial roots, especially in regions such as Ávila, where it operates a key plant within its European logistics network.

Beyond manufacturing, Nissan has developed a comprehensive sustainability vision that goes far beyond energy efficiency. Its "Triple Zero" strategy—zero emissions, zero accidents, and zero inequality—defines a purpose that integrates both environmental and social impact.

It was within this framework that one of its most transformative initiatives was born: "0% Emissions, 100% Health", a groundbreaking alliance between Nissan, the public healthcare system, and local institutions to connect technology, sustainability, and healthcare equity. A project that doesn't just talk about the future—but drives it, literally, to the doorsteps of those who need it most.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements in this category since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

Depopulation has turned vast rural areas of Spain into demographic deserts. In provinces like Ávila, more than 60% of the population lives scattered across small towns with increasingly limited access to healthcare. Elderly residents without transportation, chronic patients without consistent care, and doctors overwhelmed by distance—this is the reality of Spain's shrinking rural heartland.

Faced with this silent emergency, Nissan launched the "0% Emissions, 100% Health" program in April 2024, in partnership with the Castilla y León Health Service, the Ávila Provincial Council, and the City of Ávila. The initiative: deploy a fleet of four 100% electric Nissan Ariya vehicles to facilitate travel for medical staff in rural areas—enabling doctors and nurses to make home visits to remote patients without generating emissions.

This project tackles two pressing national issues: the rural healthcare crisis and the need for sustainable mobility—with a bold, efficient, and profoundly human solution.

The results not only validate the idea, they transform it into a solution:

- 1,000+ medical visits carried out in one year
- 4,000 patients treated in their homes
- Nearly 25,000 kilometers traveled with zero emissions
- Weekly routes of 200 km per vehicle without daily recharging
- 47 rural towns reached, benefiting over 80,000 people

Positive feedback from medical staff: faster response, less fatigue, quiet and efficient driving.

The project has also been recognized with several awards, has generated over 100 million media impressions, and achieved an estimated media value of €400,000 across national and industry-specific press.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 243 words used.

What makes this unique isn't the technology—it's the purpose. In an industry accustomed to measuring sustainability in grams of CO₂, Nissan chose to measure it in lives touched and inequalities closed.

While many brands tie environmental action to image campaigns, Nissan built a real institutional alliance to address two simultaneous crises: climate emergency and rural healthcare in depopulated Spain. Where others saw geographic limitations or lack of profitability, Nissan saw an opportunity to show that electric mobility isn't just for cities—it can save lives in forgotten towns.

Spain faces one of Europe's greatest demographic challenges: depopulation. In rural areas like Ávila, aging populations and territorial isolation are weakening a pillar of social well-being: healthcare. Nissan recognized that this issue couldn't wait—and its role had to go beyond selling vehicles.

What sets this project apart is that it isn't just a symbolic gesture—it offers a replicable, actionable solution to a systemic problem. Nissan didn't act alone: it built a solid partnership with public healthcare authorities, the Provincial Council, and the City of Ávila, proving private sector can—and must—be part of the solution.

Unlike other initiatives that focus on big cities or the vehicle as a product, Nissan turned its technology into a tool for equity—demonstrating that sustainable mobility can reach the most remote towns and isolated patients, without leaving a carbon footprint.

This initiative is more than a success story. It's a new model for public-private partnership in a country urgently needing real solutions.

6. You have the option to answer this final question: Reference 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 44 words used.

Attached is a videocassette showing all the activities, medical care and alliances made with public organizations.

Also attached is a presentation of all the media impacts that have been made, with clippings from different media to demonstrate all the impact made with the campaign.

Attachments/Videos/Links:

0% Emissions, 100% Health

[REDACTED FOR PUBLICATION]

