

EN BICI
SENSE
EDAT



**PROPOSAL
FOR COLLABORATION
WITH COMPANIES**



THE ASSOCIATION

We promote active aging and good care for the elderly as well as for people with reduced mobility, fostering intergenerational relationships that combat loneliness and isolation.

En Bici Sense Edat is a project that defends that everyone has the right to enjoy the wind in their face.

En Bici Sense Edat is a Catalan non-profit association of general interest that has been working since 2016 to improve the quality of life, health, and well-being of the elderly, people with reduced mobility, people at risk of social exclusion or people with functional diversity through the organization of rides on specially adapted electric trishaws driven by volunteers.



THE ORIGIN



The origin of En Bici Sense Edat (Cycling Without Age) dates to the city of Copenhagen in 2012, and due to its success, the initiative spread all over the world. It is now present in more than 250 cities in 60 countries.

The Catalan non-profit association En Bici Sense Edat (EBSE) is present in 15 Catalan towns: Barcelona, Castelldefels, Cardedeu, Cornellà, Granollers, El Palau d'Anglesola, Mataró, Sant Cugat del Vallès, Sant Just Desvern, Tarragona, Terrassa, Ripoll, Vilanova i la Geltrú, Esplugues and Salt-Girona.

Main data of all active
EBSE chapters in
Catalonia in 2024

 Memoria EBSE 2024



15

Chapters in
different
municipalities



570

Volunteers



7.490

Total number
of passengers



+30

Trishaws



11 + 12

City councils Enabling entities

To serve 115 equipments and
entities



3.950

Rides done



WHY COLLABORATE?



Corporate sustainability: a new paradigm that we can help you to improve

Today, companies are expected to make decisions that enhance sustainability and generate positive impacts on society. To this end, many companies have started to **implement environmental, social, and governance criteria** (ESG criteria), which build on traditional Corporate Social Responsibility plans (CSR).

In 2024, a new EU Corporate Sustainability Reporting Directive (CSRD) came into force, obliging large companies to publish not only financial reports but also regular detailed information on the effects of their activities on people and the environment. In other words, in this new paradigm and legislative framework, it is no longer just about companies being responsible **but also about measuring and quantifying their social impact** as well as their economic impact.



WHY COLLABORATE?

Boost your ESG standards with Bici Sense Edat

Supporting En Bici Sense Edat's activity, encouraging your staff to participate in corporate volunteering or collaborating with us in any other way can help you to achieve satisfactory **ESG criteria indicators** and thus improve your corporate sustainability.

Environmental: Our use of trishaws and bicycles promotes sustainable mobility, reducing our carbon footprint and benefiting the environment. By supporting our initiatives, your company will demonstrate a tangible commitment to sustainability and protecting the planet.

Social: At Bici Sense Edat, we significantly increase the well-being of the elderly, people with reduced mobility, people with multiple disabilities, or those at risk of social exclusion. By working together, we combat unwanted loneliness and social isolation, problems to which these people are more vulnerable compared to the rest of the population. By supporting our cause, your company will contribute to the social inclusion and well-being of older people, improving their quality of life and strengthening the social fabric of the community.



OBJETIVOS **DE DESARROLLO SOSTENIBLE**





YOU WILL GET...



Business can make a **real difference** to people's lives

Transformative social change.

A **socially responsible image**, as well as achieving certain ESG criteria and indicators, facilitating the conditions for access to financing, socially responsible investments, and the application for specific aid based on corporate sustainability.

Improve the positioning and reputation of your company.

Promote a culture of social responsibility in your company, in turn creating an environment of mutual respect and collaboration among your staff, enabling everyone to work towards the same goal and values.



Contribute to the improvement of the welfare of your employees while improving the welfare of the collective of the people benefiting from the project.

Publicity: En Bici Sense Edat will publicize our activities in collaboration with companies through our communication channels.

Tax advantage for one-off financial donations.





HOW?



Your company can help us to push the project forward

Sponsorship of **RIDES**

Sponsor a certain number of rides, e.g., for the summer or Christmas campaign, by **customizing with your corporate identity** some of the trishaws' accessories, such as waterproof tarpaulins, sun visors, or blankets, or with a sticker on the sides of the trishaws.

Sponsorship of **EVENTS**

By making a financial or material contribution to **help in the success of the organisation** of specific EBSE events. For example, the Great Pedal Ride or the Great annual meeting of volunteers.

We will include your brand as a collaborator or friend in our web channels, social networks and e-newsletter.

Make **DONATIONS**

By making occasional or regular financial contributions that will be used in the day-to-day activities and management of the organisation (administration, coordination, communication, maintenance and repair of vehicles, etc.). **We will include your brand as a collaborating entity or friend in our web channels, social networks and electronic newsletter.**

These contributions may have tax advantages.



HOW?



CORPORATE Volunteering

We can organise an **activity to promote volunteering among the staff of your company**, tailor-made according to the number of employees, the time, budget, etc. you want to dedicate to it.

For example: a pedalling activity to accompany the trishaw rides with elderly people or even a ride in a vehicle after completing a training course.

Platform BENEVITY

Join **Benevity**, a platform that connects companies committed to corporate social responsibility with social causes, facilitating donations and volunteering. We are already part of it!

SOLIDARITY Campaigns

Promote solidarity initiatives within your company to **raise funds**. For example: a company party, a sporting challenge or the simple fact of donating the price of breakfasts on certain days in favour of EBSE.

You can also **buy our solidarity products** with your company branding to give as gifts on special occasions. There is no better gift than the value of solidarity.

Sponsorship of VEHICLES

If you support us in the **acquisition of a trishaw**, you will not only increase exponentially the number of rides we can offer, but it will also give you **visibility during all the rides and activities** in which this vehicle participates.

You will be able to personalise it with your corporate identity for at least one year of rides. For example, with a side sticker, with waterproof tarpaulins, blankets or visors with your logo.

Other EXAMPLES

Financially supporting specific **actions or activities sponsored** by your brand.

Donating materials produced by your company, technical knowledge or specialised professional services free of charge.

Organising social activities with your employees so that they can live the En Bici Sense Edat experience.



SOCIAL RETURN



The contributions made to En Bici Sense Edat will be used to organise rides for the elderly and people with reduced mobility.

The **social return** of your company will be measured by the number of rides carried out, people benefited and training given to new volunteers, all thanks to your donation, contribution or joint activity with En Bici Sense Edat.



RIDES
TAKEN



PEOPLE
BENEFITED



HOURS
SPENT



TRAINING NEW
VOLUNTEERS



THEY HAVE ALREADY DONE SO...

Companies that have already collaborated with En Bici Sense Edat Catalunya:





Let's design
TOGETHER
a sustainability
model!

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Impulsat per:



Amb el suport de:

