



2020

ANNUAL REPORT



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WHO WE ARE

El Camí de la Solidaritat is a multidisciplinary and intersectional non-governmental organization, specialized in fundraising, communication, international development, social impact, and marketing. It collaborates with other nonprofits to multiply the positive effects of cooperation. We put the efforts of multidisciplinary volunteers from all over the world together to contribute to the fight against different local and global inequalities. We are an NGO that acts when a feasible opportunity for collaboration is identified.



OUR MISSION

The mission of *El Camí de la Solidaritat* is to **promote and defend a social transformation** aimed at improving individual and collective living conditions on the basis of:

Justice

understood as the recognition and real enjoyment by all people of the Human Rights, stated by the UN in the Universal Declaration of 1948.

Coordination

with other public and private institutions, in order to multiply the positive effects of cooperation, assuming the commitments of alignment, ownership, harmony, and transparency.

Ethical Values

based on respect and dignity of people, giving value to cultural diversity and denouncing all those acts that go against it.

Environmental Sustainability

Gender Perspective

We work to help less advantaged communities by collaborating with other entities and helping them achieve their goal through marketing, fundraising, and impact assessment efforts.

In order to achieve our own mission, we cooperate with other non-governmental organizations to help the most vulnerable populations in their own emancipation. We believe in the value of **listening**, **cooperation**, and **inclusion**, working in defense of human rights, respecting the dignity of people, and enhancing cultural diversities.

OUR VISION

The vision of *El Camí de la Solidaritat* is to be a baseline organization for the empowerment of people and communities, where the quality of life of all people can be improved collectively. *El Camí de la Solidaritat* acts and will keep on acting in communities, countries, and sectors where other organizations need to be supported, as long as our organization can provide added value to the proposed intervention.

We envision a world powered by solidarity, cooperation, and empathy.

We are working to eventually manage bigger projects of our own. However, we want to keep on collaborating with other organizations in order to make it possible for many projects to be dreamed upon, launched, and achieved.



ORGANIZATIONAL STRUCTURE

This year we have enacted a **flat hierarchical structure**, organizing our nonprofit by functional teams with their respective responsibilities and projects.

FUNDRAISING



Carlota Gala



Roger Sola



Cristina Franco



Mar de Castro



Sergi Gomez



Elena Pompilio



Elisa Sola



Ferran Capella



Maria Pentinat

MARKETING

MARKETING STRATEGY



Margot Lebourgeois



Pablo Castillo



Madda Bozzetti



Priyal Singh



Oscar Lorite

CONTENT CREATION



Elena Pompilio



Chiara Fomia



Matylda Makowska



LEGAL



Clara Barrufet



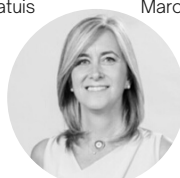
Esther Gatus



Marc Torru



Xavier Rosello



Monste Martinez

COMMUNICATION

INTERNAL



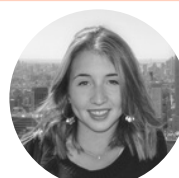
Raquel Marcos

EXTERNAL



Patricia Munoz

TRANSLATIONS



Maria Sola



Mariona Gasto

THIS YEAR'S PROJECT:

In 2020, *El Camí de la Solidaritat* has chosen to collaborate with the **AWASUKA Program**, a Catalan-Nepalese nonprofit tackling the challenge of indoor air pollution in Nepal.



***El Camí de la Solidaritat* and the **AWASUKA Program** have set the objective to fundraise 50.000€ in order to install 500 smokeless kitchens in remote, rural areas of Nepal.**



In July 2015, Nepal was hit by a devastating earthquake that left 3.5 million people displaced, in which 1.7 million of them were children.

The **AWASUKA Program** was created in the aftermath of this disaster as “a platform promoting various projects and activities with a basic philosophy focused on cooperation.”

The program aims to convey practical knowledge to the inhabitants of the Bhimphedi region, as well as raising awareness among the local citizens on safe houses, smokeless kitchens, and water treatments.

Currently, this program is tackling the indoor air pollution crisis in Nepal by locally manufacturing, transporting, and installing smokeless kitchens.

The indoor air pollution crisis in Nepal

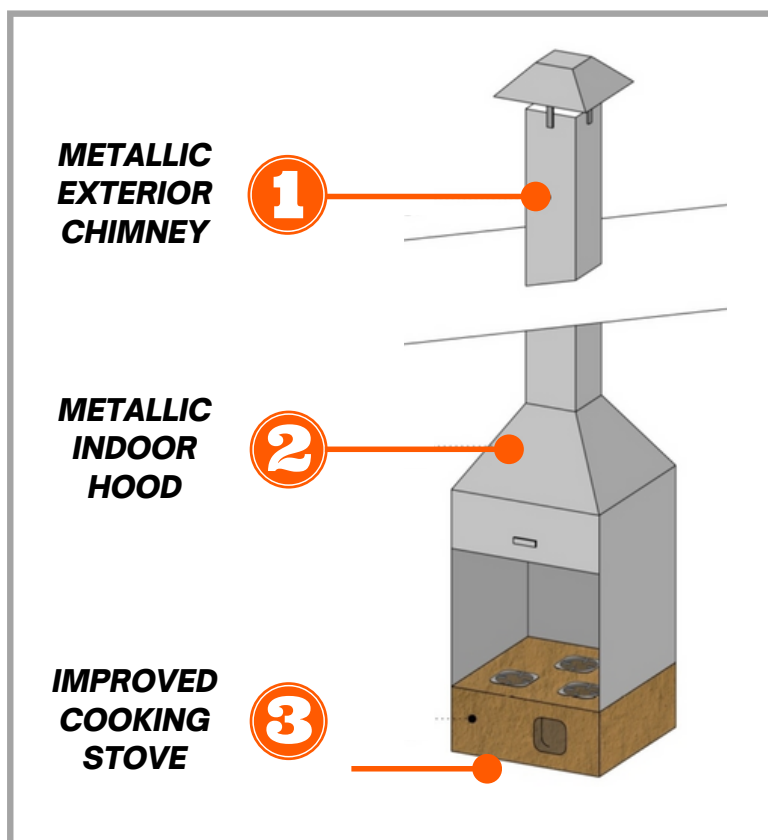
Toxic smoke inhalation is a global development challenge, silently killing an estimated **1.64 million people** every year.

In Nepal alone, 226,000 people develop respiratory illnesses every year due to toxic smoke inhalation from indoor air pollution.

Of that population, **24,000 people ultimately die** from these diseases, including ischemic heart disease, chronic obstructive pulmonary disease (COPD), and lung cancer. These are the consequences of **poorly ventilated** and **unsanitary living conditions**, **disproportionately affecting women and children** as cultural influences lead to greater exposure to household air pollution.

What makes this smokeless kitchen the best solution?

El Camí de la Solidaritat acknowledges the impact the **AWASUKA Program** has on the indoor air pollution crisis, and strongly believes that these smokeless kitchens can help thousands of Nepali citizens. Building smokeless kitchens in remote, rural areas of Nepal remains crucial for conducting **social, health, and environmental improvements**.



The smokeless kitchen model used by the **AWASUKA Program** was designed in collaboration with **Practical Action**, several **European universities**, and **Bosch-Siemens**.

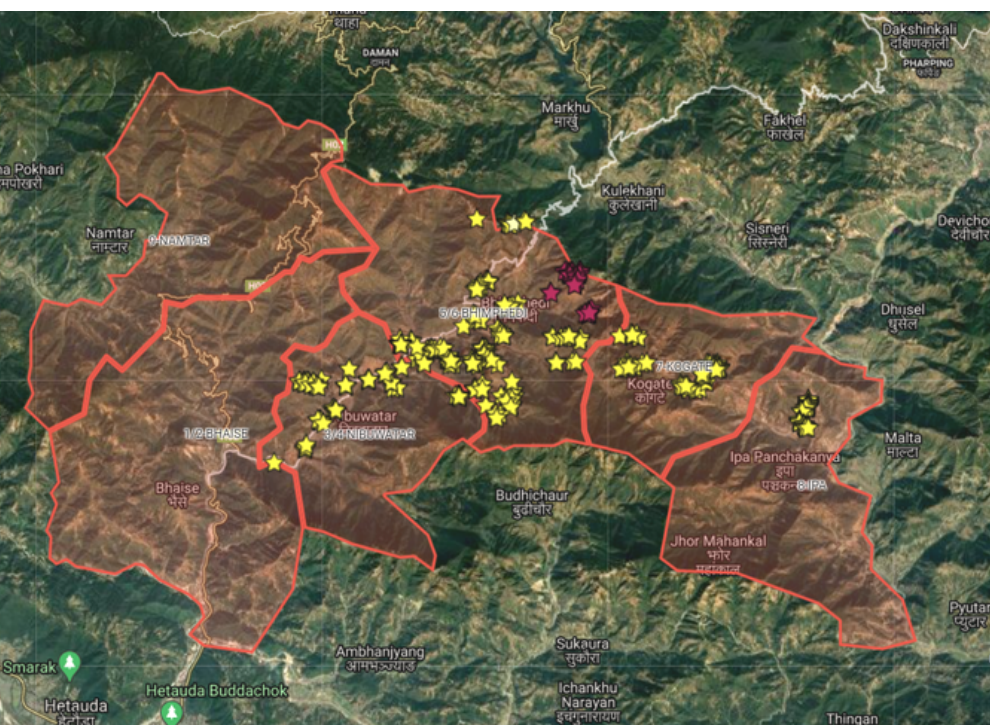
One smokeless kitchen is comprised of three elements: the metallic exterior chimney, the metallic indoor hood, and the improved cooking stove. **With this design, 90% of the toxic indoor smoke is evacuated.** Additionally, **the improved cooking stove allows for three fires to burn at once, reducing the amount of firewood needed for cooking purposes by 40%.** This design greatly reduces the exposure to indoor air pollution.

Most importantly, these smokeless kitchens were co-created through the feedback of Nepali communities. In consideration of the current architectural structures of rural homes, the installation adapts to their living conditions and includes additional functional features based on their lifestyle needs.

With most smokeless kitchens in the market having a lifespan between 2-5 years and only one fire to cook with, this solution has a lifespan of 20 years with the capacity to burn three fires, greatly increasing the functionality and reducing the cooking time required.

A Life-Changing Solution

The **AWASUKA Program** has previously installed **333 smokeless kitchens** in remote, rural areas of Nepal.



The program currently employs **seven Nepalese individuals** for manufacturing, transportation, and installation of the smokeless kitchens on a local level. Several years ago, the **AWASUKA Program** conducted a survey among the beneficiaries of the smokeless kitchens, in which they received only positive reviews of the smokeless kitchens.

By contributing to Nepali society by employing locals and installing smokeless kitchens, the **AWASUKA Program** actively defends and promotes three of the United Nation's Sustainable Development Goals: **Good Health and Wellbeing**, **Gender Equality**, and **Climate Action**, offering everyone a safer, efficient, and equalizing solution.

3 GOOD HEALTH AND WELL-BEING



Good Health and Wellbeing

The smokeless kitchen limits exposure to toxic air pollution and reduces the risk of suffering from cardio-respiratory diseases. Through these installations and by raising awareness of the health effects of indoor air pollution, **the program seeks to both improve living and health conditions.**

5 GENDER EQUALITY



Gender Equality

Indoor air pollution **perpetuates** and **heightens gender inequality** as cultural forces typically assign women and children to household chores, leading to their increased exposure to toxic smoke. Improving their living conditions and reducing the cooking time required both **recuperates their health** and facilitates the **economic empowerment of women**, offering them more time for educative or business activities.

13 CLIMATE ACTION



Climate Action

Current cooking and heating methods widely used in Nepal still use **traditional fuel sources**, which greatly pollute the world's atmosphere. With more burners and a reduced cooking time, this smokeless kitchen solution reduces traditional fuel consumption by 40 to 60 percent.

El Camí de la Solidaritat's Role

In 2020, our objective was to form a collaboration with the **AWASUKA Program** and assist them in fundraising **50.000€** for the goal of installing **500 smokeless kitchens** in remote, rural areas. With a multidisciplinary team, **El Camí de la Solidaritat** helped with impact assessment, marketing and communications, legal assistance, and fundraising.

By the end of 2020, we have raised slightly **more than 40%** of the total amount needed, which has undoubtedly been an incredible success, especially considering this year's catastrophic health and economic situation worldwide.

OUR ACTION PLAN

1  = 100€



50,000€

to reach our goal of

500 

IMPACT ASSESSMENT

Conducting an impact assessment on the installation of smokeless kitchens in Nepal was one of our primary objectives when we first started collaborating with the **AWASUKA Program**. This year, we quantitatively measured and evaluated the key performance indicators of the program to better understand the total impact on Nepalese families in rural areas.

The impact assessment is evaluated across three significant categories: **public health impact**, **environmental impact**, and **social impact**.



50%

decrease in the risk of developing health problems

96€

saved in health treatment & subsidized medicine costs, per year

354

individuals out of danger of contracting respiratory diseases with 500 safe kitchens



676.8kg

of CO2 emissions reduced annually, per smokeless kitchen

60m²

of forest wood saved per year, per smokeless kitchen



7

Nepalese locals employed by the program

38€

added to individual income per kitchen

2h

gained per day from reduction in cooking time

245h

saved in firewood harvesting time per household each year

FUNDRAISING EFFORTS

In order to reach our goal of 50.000€, *El Camí de la Solidaritat* has explored numerous avenues to fundraise for the **AWASUKA Program**. The team has received sponsorship from corporations, donations from crowdfunding campaigns, and submitted numerous applications to social impact competitions.



CORPORATE SPONSORSHIPS

3.600€

We're grateful for the 4 corporate sponsors of *El Camí de la Solidaritat*, each passionate about this collaboration in

Nepal and committed to their corporate social responsibility.



CROWDFUNDING

4.761€

Our crowdfunding campaign took place on **GoFundMe**, a platform where people can donate to our nonprofit, for

the benefit of the **AWASUKA Program**. This campaign achieved **137 donors** thanks to the **214 link shares**.



RECURRENT DONATIONS

27

recurrent donors

We set up two different platforms to encourage our audience to become recurrent donors, giving a fixed amount

every month to the NGO. Our **Teaming** platform currently has **12 donors**, while our personalized Wix site with Paypal payments currently has **17 subscribers** donating every month. The two platforms fundraised **70€** and **258€**, respectively.



WEBSITE DONATIONS

1.747€

We're very grateful to the individuals that donated larger-sized contributions through our website, directly contributing to the

AWASUKA Program through our available platforms. In 2020, our website was updated to facilitate transactions towards our social causes.



23.248€

out of the collective 50.000€ goal

FUNDRAISING THROUGH SONG PRODUCTION

During the spring lockdown in 2020, *El Camí de la Solidaritat*'s team explored a new method to give visibility to the NGO and raise awareness on the **AWASUKA Program: producing a song**. The team anticipates releasing the song in the spring of 2021, diversifying their revenue streams and bringing more visibility to the indoor air pollution crisis in Nepal.



El Camí de la Solidaritat collaborated with three music producers & a composer to create a song that addresses the indoor air pollution crisis in Nepal. The song, **"Breathe Again"**, represents how the program hopes to reduce exposure to toxic air pollution in Nepal, helping these communities to *"breathe again"* without putting their health at risk. The lyrics can be perceived as a cry for help in which the team hopes will motivate people to donate towards this cause.

OUR PROGRESS REPORT

- ▶ The City Hall of Cambrils has sponsored half of the costs incurred to produce the song
- ▶ In October 2020, the song was recorded in Santander with the up & coming artist "Drei"
- ▶ *El Camí de la Solidaritat* is working towards producing a video clip for the song, in which a choreographer has been engaged to include artistic dancers
- ▶ Sponsorship for the remaining portion of the production costs are still to be fundraised



EXTERNAL COMMUNICATION

One of the primary methods of contribution towards the **AWASUKA Program** involved the implementation of marketing and communication initiatives to raise awareness of the program. The marketing team of **El Camí de la Solidaritat** has both content creators or marketing strategists, creating three different marketing campaigns throughout the year 2020 to establish an online presence of the program, through our nonprofits tools.

FIRST CAMPAIGN

- ▶ The focus of this campaign was to introduce the AWASUKA Program and the indoor air pollution crisis of Nepal to existing audience on social platforms



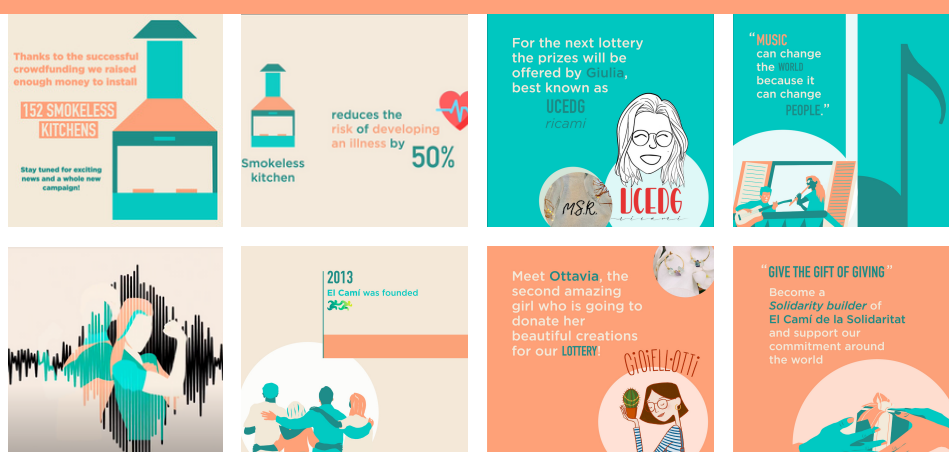
SECOND CAMPAIGN

- ▶ The focus of this campaign was to diversify content creation to include more cultural elements and current events from Nepal while continuing our commitment in local communities



THIRD CAMPAIGN

- ▶ In our final campaign, our content creation team amplified our brand identify through cohesive visual elements, and our communication pushed for recurrent donors to sign up

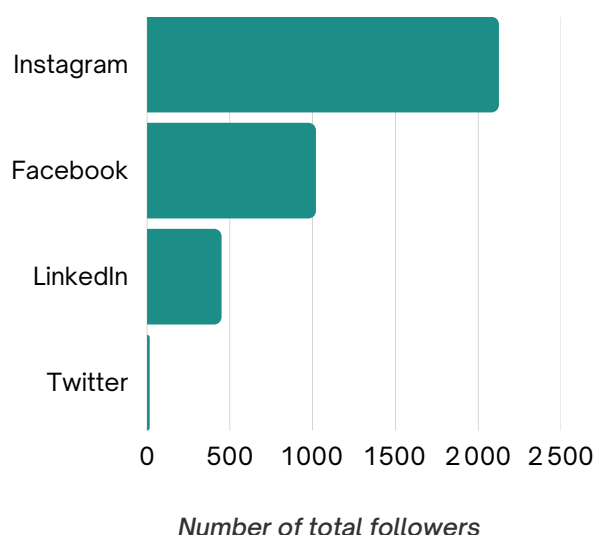


EXTERNAL COMMUNICATION

With **four social media accounts** publishing the three marketing campaigns, the marketing team has also diversified its external communication channels by creating a **monthly newsletter** and **revamping the website**.



SOCIAL MEDIA PLATFORMS



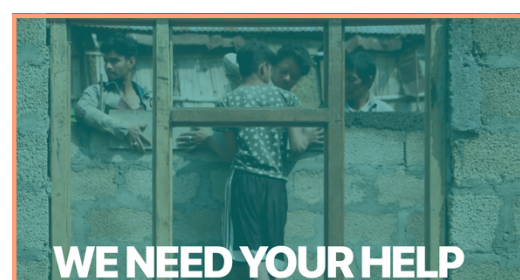
NEWSLETTER

Our monthly newsletter serves as a resource for our followers and donors to stay updated on what their contributions went towards. Our newsletter currently has **102 subscribers**, each of them notified of our progress and additional initiatives.



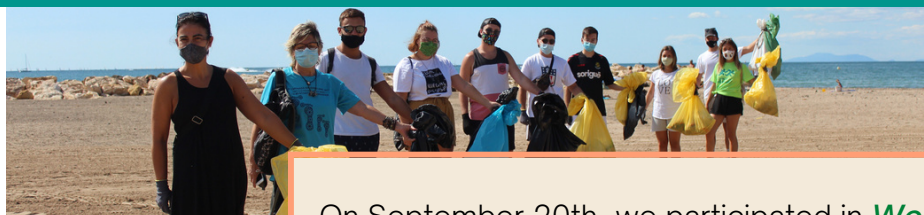
WEBSITE

Our website was entirely remodeled to show updated information regarding the collaboration with the **AWASUKA Program** and the initiatives carried out by **El Camí de la Solidaritat**.



OUR EVENTS IN 2020

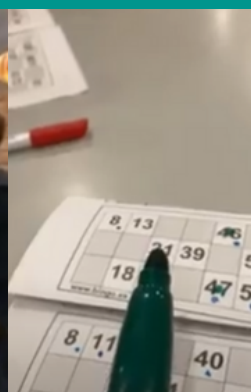
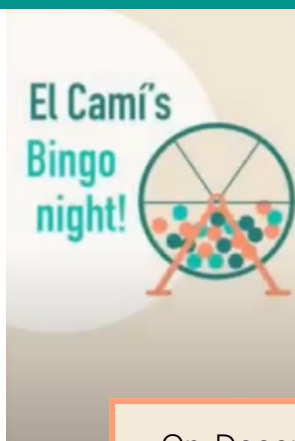
WORLD CLEANUP DAY BEACH CLEAN UP IN CAMBRILS



On September 20th, we participated in *World Clean-Up Day* - a civic movement to help clean up our planet. We partnered with *Good Karma Projects*, a local nonprofit in Catalonia, to organize three teams of ten individuals that cleaned three different beaches in Cambrils. In just 1.5 hours, **we collectively amassed 234,7 kg of waste, of which only 21,8 kg were recyclable.**



SOLIDARITY BINGO IN BARCELONA



On December 1st, one of our members organized a solidarity bingo, with respect to sanitary measures, in her student residence dorm in Barcelona. **100 people safely participated** in the event and kindly **donated a total of 174€** to fund the *AWASUKA Program*.

OUR PLANS FOR 2021

After one year of being a registered nonprofit organization, *El Camí de la Solidaritat* has big plans for 2021. Our first year in action has brought an incredible partnership with the *AWASUKA Program*, inspiring us to make a difference any way we can through this collaboration. We are looking forward to continuing this work with the program throughout 2021.

1

Continue with impact assessment endeavors by traveling to Bhimphedi, Nepal

After receiving funding from HEC Paris for a social impact travel grant, the business students of *El Camí de la Solidaritat* are hoping to have the opportunity to travel to Nepal, should the current situation allow for it.

2

Oversee production activities of smokeless kitchens as the program's activities resume

With the current situation in Nepal improving in 2021, the program's production process has resumed in full effect, handling the 65+ beneficiaries on the waiting list for a smokeless kitchen installation.

3

Host a virtual solidarity race in Barcelona to fundraise for the AWASUKA Program

The team is planning to organize a virtual solidarity race, conforming to the sanitary restrictions, that will bring hundreds of athletes throughout Europe to run for the *AWASUKA Program*.

APPENDIX: FINANCIAL STATEMENTS

Income Statement

Company	00104 - El Camí de la Solidaritat	Date listed	31/12/2020
Observations		Period	January - December

2020

A) SURPLUS FROM ACTIVITY

1. Incomes from own activity €10.436,12

1.1	Income	€10.436,12
1.1.1	Events	€0,00
1.1.2	Corporate Donor	€1.600,00
1.1.3	Competitions	€2.000,00
1.1.4	Personal Donations	€6.836,12

1.2 Subsidies €0,00

7. Expenses of activity €-489,36

7.2	Banking and similar services	€-176,79
7.2.1	Banking services of la caixa	€-166,75
7.2.2	Donation commissions for paypal	€-10,04

7.3 Advertising, promotions, & public relations €-312,57

7.3.2	Song production	€-312,57
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APPENDIX: FINANCIAL STATEMENTS

Income Statement

Company	00104 - El Camí de la Solidaritat	Date listed	31/12/2020
Observations		Period	January - December

2020

A.1) SURPLUS FROM ACTIVITY (1 + 2)	€9.946,76
DONATIONS TO OTHER NGOs	€-9.946,76
A.3) SURPLUS BEFORE TAX (A.1 + A.2)	€0,00
A.5) TOTAL RESULT	€0,00

APPENDIX: FINANCIAL STATEMENTS

Statement of Financial Position

Company	00104 - El Camí de la Solidaritat	Date listed	31/12/2020
Observations		Period	January - December
ASSETS		2020	
A) NON-CURRENT ASSETS			€0,00
B) CURRENT ASSETS			€7.446,76
VII. Cash and cash equivalents			€7.446,76
1.Banks & credit institutions, euro			€7.446,76
TOTAL ASSETS (A + B)			€7.446,76
EQUITY AND LIABILITES		2020	
A) EQUITY			€0,00
C) CURRENT LIABILITIES			€7.446,76
V. Commercial creditors & other accounts payable			€7.446,76
2. Other payables			€7.446,76
2.1 Pending donation and expenses			€7.446,76
TOTAL NET EQUITY AND LIABILITIES (A + B + C)			€7.446,76