

Sume Materiales ('Incorporate materials') - Reutilization of materials to facilitate access to housing

Argentina



María Itatí Cabral



Tipo de organização:

Sem fins lucrativos / ONG/ Setor Civil

Orçamento:

\$250,000 - \$500,000

Website:

<http://www.sagradafamilia.org.ar/>

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Resumo do projeto

Pitch de Elevador (Explicação curta e direta)

Resumo conciso: Ajude-nos a lançar esta solução! Forneça uma explicação dentro de 3-4 frases curtas.

Sume Materiales (SM) facilita para as famílias de baixos recursos o acesso aos materiais de construção/reforma de suas casas. Atuam desde 2004 reutilizando materiais em desuso para as famílias em condições habitacionais deficientes. Recebem doações de materiais não utilizados, sobras, itens descontinuados, restos de obras de indivíduos e empresas. Retiramos as doações em domicílio, transportamos, catalogamos, estocamos e concertamos quando é necessário. Os produtos são vendidos a preços sociais, diferenciados de acordo com a capacidade de pagamento de cada família. O programa é auto sustentável e o excedente se destina para outros programas de construção da Fundação Sagrada Família

SOBRE O PROJETO

Problema: Este projeto busca solucionar qual problema?

- Low-income families: inhabitants of the Northern Great Buenos Aires who wish to repair or build their houses. - Companies with social and environmental commitment, which benefit from finding an ally to perform responsible actions regarding the disposal of disused materials. - Individuals who find a way to channel assistance and commitment through housing issues. There exist other initiatives which include the collection and sale of furniture; however, there are neither spaces in the country to which construction materials can be donated nor spaces like

SM where value is added to those donations through workshops (related to wood, iron and marble works).

Solução: Qual é a solução proposta? Por favor, seja específico!

Latin America is 7 million houses short to meet its population housing demand, and some experts state that debris from construction sites and demolitions are larger than urban garbage and, therefore, represent a serious environmental issue. Sume Materiales gives the opportunity to act as responsible citizens in order to improve environmental conditions by: • Recycling the raw materials of disused objects in order to manufacture new products • Re-using materials which are in good conditions • Repairing those objects which may still be used • Reducing the amount of garbage we produce Sume Materiales acts as an intermediary, by taking advantage and enhancing the existing capital in different social areas. More than 200 companies are associated to this program, as well as a hundred architects and thousands of individuals who assist each other so that disused materials are not turned into garbage. SM is in charge of the logistics and registration of the products and adds value to them, trying to obtain those materials which have a higher demand. Since 2004, SM has been responding to the claims of more than 3,500 families that have purchased materials to repair or build their houses at lower prices.

Impact: How does it Work

Exemplo: Compartilhe um exemplo específico de como essa solução faz a diferença, inclua situações práticas.

The success of the program is evidenced by the rise in the number of beneficiaries, institutions and individuals who join this project. The program has had a continuous growth since its very beginning. With respect to the internal organization, we have developed a Procedure Manual for all the activities as well as a dashboard which is used to monitor all parameters (undergoing presentation for certification under ISO Standards).

Sobre Você

Organização:

Fundacion Sagrada Familia

Sobre Você

Nome

María Itatí

Sobrenome

Cabral

Sobre Sua Organização

Nome da Organização

Fundacion Sagrada Familia

Telefone da organização

0054 11 4742 0088/ 4743 0087

Endereço da organização

Cosme Beccar 353, 1° A, San Isidro

País da organização

, B

Países onde este projeto vem gerando impacto social

, B

Há quanto tempo sua organização está em operação?

Mais de 5 anos

As informações que você fornecer aqui serão usadas para preencher todas as partes do seu perfil deixadas em branco, como interesses, informação da organização e website. Nenhuma informação do contato será tornada pública. Por favor, desmarque aqui se você não deseja que isso aconteça..

INOVAÇÃO

Em que estágio está seu projeto?

Em execução por mais de 5 anos

Compartilhe a história do(a) fundador(a) e o que o(a) inspirou a iniciar este projeto

The Sagrada Familia foundation was set up in 1979 to develop housing programs for low-income families. In the middle '90s, it started to develop a micro-loans program so that those families who owned a plot of land could improve or even build their own house. In 2002, Rodrigo Gómez Iza, a volunteer of the foundation, suggested to start collecting donations from those people who learned about our work (and which the foundation, more than once, could not receive due to lack of space) in order to deliver them to low-income families who were repairing or building their houses. This would also generate genuine income to finance construction and micro-loans programs.

José Mendizábal (an advisor) joined Rodrigo and, together, they developed this project. It was later presented to the municipality of San Isidro,

which gave its support and donated a field for our offices. This idea was also submitted to the Ashoka Foundation and we obtained their recognition. Later, in 2003, we were granted a monetary award by the YPF Foundation. With the assistance of 11 volunteers from this company, we started implementing this project in 2004.

IMPACTO SOCIAL

Quantas pessoas foram impactadas por seu projeto?

1,001 - 10,000

Quantas pessoas poderão ser impactadas por seu projeto nos próximos três anos?

1.001-10.000

Quais são as barreiras que podem dificultar o sucesso de seu projeto e como pretende superá-las?

- Physical space limitation: we have created the role of "Responsible of rotation" in order to increase sales over the Internet to attract new customers.
- Increase in transportation costs: For this purpose, we have created a contribution voucher, which is offered to individuals after we collect donations from their houses. The results of this strategy are quite advantageous and we should increase tools in this direction. We intend to obtain a commitment from those companies which provide donations so that they could finance part or all of the logistics expenses.

Como seu projeto se expandirá ao longo dos próximos três anos?

- New sales channel: Through MercadoLibre.com, we will increase the number and variety of customers.
- More design: In 2011, we will carry out our 4th Design Competition, involving more actors so as to provide higher quality to our products and to obtain commitment from professionals with respect to social and environmental change. Also, we will take part in three exhibitions throughout this year related to construction and design.
- New payment method: We will use a postnet in our offices so that our customers (most of whom own debit/ credit cards) can have an alternative to cash and can also pay in installments.

SUSTENTABILIDADE

Para cada item selecionado, por favor, detalhe o apoio financeiro e não-financeiro recebido.

Sume Materiales receives donations from individuals and companies on a daily basis. These materials are added to the program and, in some cases, they are modified or transformed.

The government of the Municipality of San Isidro provides substantial financial support, by assigning the use of the facilities where this program is developed (a 65x25m shed located in Boulogne, in the Great Buenos Aires). These facilities also have a security service, as well as a debris collection service and a dumper, which are necessary for the proper functioning of the program.

Another source of financing is the income derived from the sale of products. Pricing policies are aimed at favoring those families with a higher housing need and lower income. All funds collected are allocated to cover the program costs. Surplus obtained represents income for other programs of the Sagrada Familia Foundation (micro-loans for housing enhancement and full-houses construction program).

Como você planeja crescer ou diversificar sua base de apoio nos próximos três anos?

Diversification of the customer database: In order to expand on the customers we have, we will develop an online sales channel (MercadoLibre), which is free of charge.

Furthermore, we are developing a network of neighborhood representatives in order to strengthen the program locally, thus reaching adjacent neighborhoods through the communication among neighbors and the shared work with other community organizations.

Companies: In 2010, internal workshops have had a huge success and, today, we are able to process new materials. This is why we are requesting new companies to donate their surplus materials or production debris (iron, marble, wood and their derivatives).

Donations: We started working on the preparation of donation proposals in order to be brought forward to competitions, meetings and to special donors so that we can cover enhancement and growth needs which require direct funds.

Also, we are promoting direct donations from individuals. In many cases, donors of materials themselves decide to provide funds to the program; in others, we reach systematic donors through marketing campaigns.

COLABORAÇÃO

Por favor, selecione as áreas de intervenção no mercado de melhoria de moradias

Design, Meio ambiente.

Sua inovação busca solucionar desafios no mercado de melhoria de moradias/habitação progressiva? Em caso positivo, por favor descreva em detalhes os mecanismos desta intervenção.

Low-income families have great difficulties in terms of housing improvement, due to the lack of financial resources to purchase materials and to pay for labor at the same time. On many occasions, families purchase materials partially, store them and then keep saving money to actually carry out the improvements. In the meantime, materials deteriorate, prices rise and improvements become a never-ending story: sometimes, there are families who have their houses under construction for years.

Thanks to Sume Materiales, lower-income families can purchase used materials in good conditions or even new ones at a special price, which is lower than the standard market price, and with progressive discounts depending on the family's needs. As evidenced by the testimonies of the people who have taken part in our program, families can finally finish and improve their houses.

Você tem atualmente alguma colaboração com empresas privadas ou teve alguma colaboração com empresas privadas no passado? Com quais empresas?

Companies' donations represent 63% of donations received monthly (taking into account estimated economic figures). Donations differ in type and content, for example:

- Furniture and coverings due to relocation or internal repairs of the companies: Google, Mercado Libre, Cheeky, Sheraton, Gran Hotel Argentino,

Accenture, Banco Hipotecario, Roemmers Laboratory, Pepsico.

- Systematic donations due to the generation of production residues: TecMetal, PentaKa, Occhipinti, Balunek.

- Donations of construction debris: Intecons, architecture and design agencies.

- Donations of new materials: Cordenons, Isolant, Easy, Tersuave.

- Specific-purpose campaigns: Della Casa Muebles Express, Natural Servicios (Gas Natural Group). In these cases, campaigns consisted in an "exchange plan" for customers by offering a bonus or discount to whoever decided to donate their used products in good conditions (armchairs, stoves) at the moment of purchasing products of such companies. In both cases, companies were in charge of the publicity of the campaign and also of part of the donations' logistic coordination.

- Strategic partnership: Contract. This company specializes in the design and construction of working spaces. We have entered into a collaboration agreement by which we have been included as the last stage of all the works performed by Contract. That is, the company will donate all work residues derived from all the company's interventions.

Por favor, descreva em detalhes a natureza de sua(s) parceria(s)

See previous item.

Selecione as unidades com as quais a parceria foi estabelecida

Departamento de responsabilidade social corporativa, Departamento de marketing, Departamento de vendas, Departamento de logística, Outros (por favor, detalhe).

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