CASE STUDIES AND SUCCESSFUL EXAMPLES

Co-funded by the European Union

Company name:
Medi XXI GSA

Restoration Typology:
Forests
Agricultural land and pasture, including photovoltaic parks
Rivers & Urban spaces
Education and training

Founding year:
2001

Number Employees:
Between 10 and 49 employees

Annual Turnover:
Between €0.5 million and €1 million

Location:
Carcaixent, València (Spain)

Web page:
www.medixxi.com

mediXXI
gabinetdeSolucionsambientals

KEYS

Activities

- Sustainable forest management Emergencies and civil protection Environmental and strategic land planning
- Environmental education and public participation processes
- Ecotourism and sustainable tourism Digitalisation and technological solutions
- Ecological food production and food sovereignty
- Renewable energies
- Integrated water cycle
- Forest Fire Defence System SIDEINFO (own patent).

Partnerships
Private partners and a network of associated companies

Success factors

High capacity for adaptation, diversification and own patent; Capacity for innovation.

RESOURCES

Knowledge

GUARDIAN Project - reclaimed water and green infrastructure (www.proyectoguardian.com)

SIDEINFO Project - Forest Fire Defence System (www.sideinfo.org); Own patent (https://patents.google.com/patent/ES2414304A1/es)..

Technology

Own risk monitoring platform SIDEINFO NETSense..

Revenue Streams

- Engineering services;
- Training; Maintenance;
- Forestry works;
- Applied technology;
- 65% public client; 35% private client.

CORE

Mission

We are an environmental and agroforestry engineering consultancy providing services to individuals, companies, public administrations, and organisations on a national and international scale with more than 20 years of experience in different types of projects.

Value Proposition

Values are important to us. Engineering is science at the service of society, and humanist values have been with us from the very beginning of our professional activity. Sustainability and professionalism are part of our essence: We approach projects in a transversal, integral and integrated way, providing integral, integrated, sustainable and functional solutions; We design engineering solutions for people, companies, organisations or public administrations following the criteria of sustainable development; We consider people, the environment and the circular economy to meet our needs without harming future generations and the ecosystem that has to sustain them; We have a multidisciplinary team and we involve professionals from different fields, which allows us to have a flexible team to achieve larger projects; We adapt the solutions to the particularities of each project and we respond with honesty, coherence, responsibility and seriousness.

Competitive advantage

Technological innovation: We incorporate disruptive and innovative solutions that enable advances in our workflows; We have several intellectual property registrations and our own patents as a result of our research policy; We are committed to realistic solutions adapted to the availability of resources; We develop digital and technological tools aimed at solving problems in the field of business sustainability, organisations and local development. Commitment: "Ubuntu, I am because we are"; We have a great commitment to our professionals, people and the ecosystem that sustains us; We are committed to putting aside the individualisms of modern society and putting into practice this African philosophy that emphasises values such as empathy, cooperation and the common good; We work with communities, villages, teams... because people together are stronger. We care for and work from the rural world.

CUSTOMER

Target Customer

- National and regional public bodies
- Non-governmental organisations
- Associations; Foundations; Private companies..

Customer Relation

- Face-to-face visits
- Telephone contact
- Social networks.

Channels

- Through the contact form on the website
- Telephone; Social media
- We produce a personalised newsletter; Company blog (https://planetaris.blogspot.com/); Company's YouTube channel with a lot of traffic..

Positive Impact We generate practical projects to promote territorial resources. We generate activity in the primary sector and fire prevention. We restore post-impact floods and fires. In short, we help society to improve its operational response capacity without environmental posturing.

Drawbacks The lack of funding, environmental posturing and the fact that there are companies that embrace "green" not because they beli eve in the need for this sector but because of purely economic interests..

Competitors There is little competition because of our high degree of specialisation, but the few that do exist usually compete on price, although our policy is not to reduce prices in order to maintain quality. "If it's based on price, it's not our market". .