

Partner Identification Form

verbena

Partner Information

OID	EI0383964
Full Legal Name	Verbena Espacio Creativo S.COOP Pequeña
Full Address	Plaza España 11 50695 Biota (Zaragoza)
Country	Spain
E-mail	hola@verbenacoop.com
Website	www.verbenacoop.com
Type of organization	Non-governmental organization / Association
Main Sector of Activity	Organising cultural activities and involvement possibilities with local communities
Is the partner organization a public body?	NO
Is the partner organization a non-profit?	YES

Associated Persons

Legal Representative



Contact Person



First Name

Anna

First Name

Julia

Last Name

Rossi

Last Name

Laborda

Pronouns

She/they

Pronouns

She/her

Position

Co-founder and
Project Coordinator

Position

Co-founder and
Communication
Specialist

E-mail

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Information About The Organization

Please Briefly Present Your Organization

Verbena Espacio Creativo is a newcomer dynamic organization based in Biota, a rural village in the Comarca de las Cinco Villas, Aragón, Spain. With an operational base in Zaragoza, the region's capital, Verbena bridges rural and urban contexts to promote social inclusion, equality, and sustainable development.

Our work is built on two main pillars. On one side, we empower vulnerable communities and individuals with fewer opportunities, focusing particularly on the LGBTI+ community, women, and youth in rural areas. On the other side, we offer services in ethical communication, supporting rural businesses, artisans, and socially responsible enterprises and NGOs to enhance their visibility and express their values through sustainable, inclusive, and innovative strategies.

Our mission is to promote social inclusion and visibility through education, culture, and creative activities. By offering tailored programs, we help individuals build confidence, improve their skills, and connect with networks of solidarity. Verbena's action moves beyond borders, linking rural areas to global opportunities and promoting cultural exchange.

Through our holistic commitment to equality, diversity, and sustainability, we aim to create a space where creativity meets social impact. This helps revitalize rural communities and tackle modern challenges.

Background Experience

Verbena Espacio Creativo was founded at the end of 2024 by Anna and Julia, who joined forces to create a project that reflects their shared values and vision. Grounded in the principles of the social and solidarity economy, Verbena Espacio Creativo embraces the cooperative model as a means of fostering equality, democratic participation, and collective empowerment. This approach ensures that our work not only generates positive social impact but also contributes to building sustainable, inclusive, and equitable systems that benefit individuals and communities alike.

Anna and Julia have a strong 4-years track record in designing, implementing and managing educational programmes that empower vulnerable groups and promote social inclusion.

Our experience spans both local and international contexts, and we implemented impactful initiatives that address the specific needs of rural communities, youth, women and LGBTI+ populations.

Educational programmes: over the past 4 years, Anna and Julia have successfully implemented various non-formal educational programmes aimed at improving the skills and opportunities of people facing barriers to employment and social integration.

Skills development workshops - We have organised numerous workshops on creative methodologies, artistic processes, digital literacy and personal development, helping participants to acquire essential and soft skills for personal growth and the labour market.

Community learning - Our focus on peer-to-peer learning has enabled us to create safe spaces for people to exchange knowledge, share experiences and develop solutions to common challenges.

Youth empowerment initiatives - In collaboration with our strong network of European partners, we developed programmes that promote youth empowerment, focusing on leadership, self-confidence and active citizenship for rural youth, especially in the framework of Erasmus+ and CES.

Activities

What Are The Activities And Experiences Of Your Organization?

Our activities are centered on the following areas:

- Social and educational projects:
 - Youth Exchanges, empowering learning programs for vulnerable groups (LGBTI+, women, rural youth). Target: young people aged 18-30.
 - Training Courses and workshops in digital skills and personal development.
 - Workshops of analog photography, analog processes, serigraphy, collages, cyanotype, etc. Aimed at young people aged 12-25.
 - Awareness campaigns on diversity, sustainability, and gender equality.
- Cultural agenda and events:
 - Organization of cultural events and creative workshops and expositions to promote diversity, social inclusion, and rural heritage.
 - Organization of activities in rural areas and villages in Aragón, one of the most depopulated areas in the country.
- Ethical communication strategy
 - Development of strategies aligned with ethical and sustainable values.
 - Diagnosis of the brand's ethical reputation.
 - Training in ethical communication for internal teams.
 - Campaigns that promote responsible consumption and communicate initiatives with social impact.
 - Actions to raise public awareness about environmental and social issues.
 - Use of inclusive language in advertising and corporate messaging.
 - Digital accessibility in websites and content.
- Responsible marketing
 - Creation of inclusive advertising campaigns free from stereotypes.
 - Promotion of products and services that uphold environmental and social principles.
 - Design of marketing strategies with transparency in data and pricing.
 - Management of social media with a focus on ethical values.
- Ethical branding and positioning
 - Building purpose-driven brands.
 - Ethical design (web, brands, poster, etc.).
 - Social Networks.
 - Designing messages aligned with Corporate Social Responsibility (CSR).
 - Strategies to position the company as an ethical leader in its sector.
 - Promotion of local shops, NGO's and rural organisations, through responsible marketing and design.

Information About Members Of The Organization

What Are The Skills And Expertise Of Key Staff/ Persons Involved In Your Organization?

Verbena Espacio Creativo is led by two founding members with extensive experience in their respective fields.

Anna Rossi - Project Manager

Anna holds a degree in Political Science and International Relations from the University of Trieste, Italy, and University Expert Degree in Social Economy Companies Management at the University of Zaragoza and is currently specialising in Gender Studies at the University of Zaragoza. With a solid academic background, Anna is an expert in European youth and volunteering projects, especially in the framework of Erasmus+, where she has managed initiatives promoting empowerment and social inclusion of vulnerable groups, with a special focus on LGBTI+ youth from rural areas. Anna has a 4-year track record in the design and management of European projects (KA1,KA2 and ESC), with a special focus on developing creative skills and working with the LGBTI+ community, particularly in rural contexts. She was responsible for the design and implementation of two innovative youth exchange proposals targeting LGBTI+ young people from rural areas. Currently, as co-founder of Verbena Espacio Creativo, Anna works together with her colleague Julia in the creation of social projects that promote the integration and empowerment of vulnerable groups.

Julia Laborda - Communication Specialist

Julia is a graduate in Journalism and specializes in communication and marketing, with a particular focus on ethical branding and inclusive language. She is highly skilled in creating communication strategies that align with values of sustainability, social responsibility, and diversity. Julia has a deep understanding of the power of media and communication in shaping public perceptions and advocating for social causes.

Her expertise includes the design and execution of campaigns that emphasize inclusive messages. In her career, Julia has developed and managed impactful local initiatives, particularly within the framework of the European Solidarity Corps (ESC), where she worked closely with vulnerable youth in Zaragoza. Through these initiatives, she has utilized analog photography as a tool for both creative expression and personal empowerment, offering young people a means to explore their identity and communicate their stories visually. Julia is passionate about promoting social change through communication, and her approach is rooted in the belief that storytelling can be a powerful tool for activism and community-building. Her work focuses on elevating marginalized voices and fostering a more inclusive society, she carried out the local project Gancho., a book with articles, stories and pictures of San Pablo's neighborhood.

As co-founder of Verbena Espacio Creativo, Julia brings her skills in strategic communication, ethical marketing, and inclusive practices to every project, ensuring that each initiative not only promotes social and cultural change but does so in a way that is responsible, transparent, and aligned with the cooperative's mission of empowerment and inclusion.

At Verbena Espacio Creativo we count with a group of young dynamic facilitators and collaborators. When needed, we bring together specialized professionals, including photographers, educators, social workers, and psychologists, ensuring tailored expertise to meet every project need to reach the project's goals.

Information About Dissemination

Dissemination Of Project Results?

Verbena Espacio Creativo shares project outcomes and their impact through various methods, depending on the specific dissemination and goals of each initiative.

- Local dissemination:
 - By organizing community events, workshops, and presentations in rural areas or in Zaragoza to share results and best practices.
 - Partnering with local organizations, schools, and municipalities to reach wider audiences.
- Digital platforms:
 - By using social media, the dedicated website is available, and newsletters to share updates, reports, and success stories as references and feedback.
 - By creating multimedia content (videos, infographics) to present results in an engaging and accessible format.
- International networks:
 - By sharing results through Erasmus+ networks, conferences, and collaborative platforms.
 - By publishing results in relevant forums to contribute to the collective knowledge and usage of the field.
- Creative formats:
 - By integrating results into cultural events, exhibitions, and artistic productions to reach diverse audiences in innovative ways.