



**GONSI**  
sócrates

bio-building

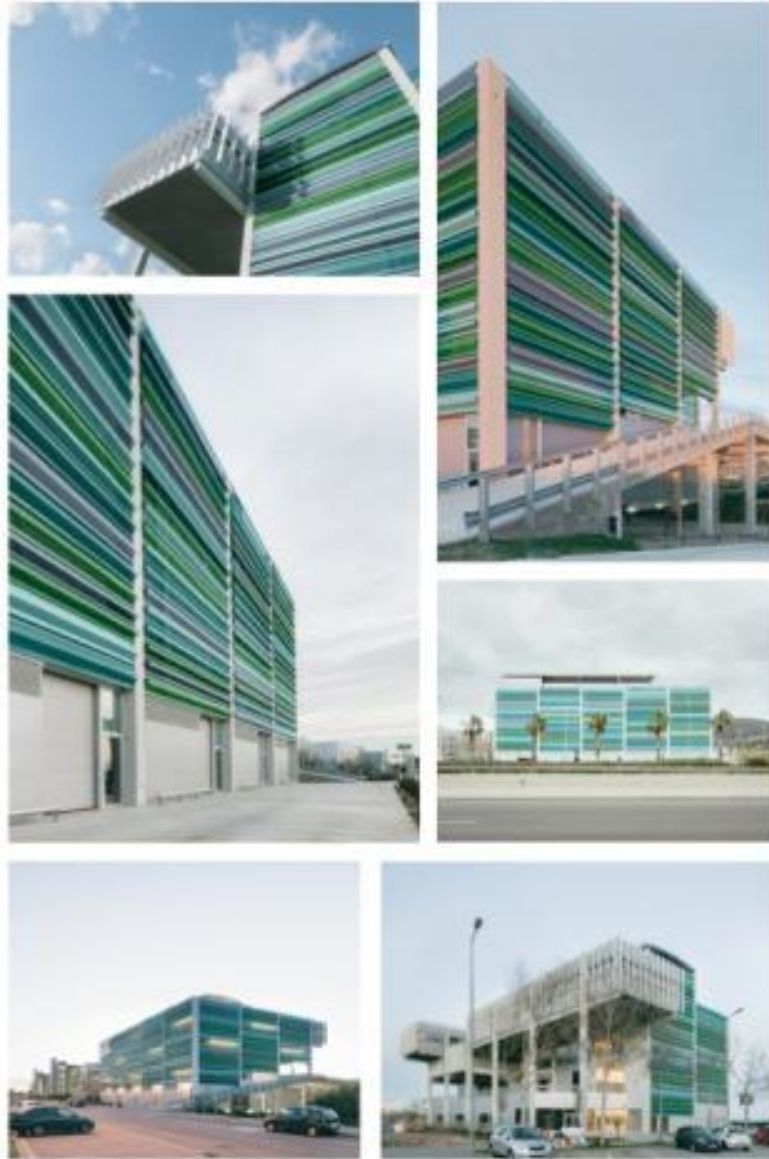
**Immaculada Simó**  
CEO & Sustainability care  
**Gonsi 4.0**

June 3th 2021

SWOT ANALYSIS  
of  
CIRCULAR ECONOMY DEVELOPMENT  
on  
GONSI SOCRATES  
BIO-BUILDING

TECHNOLOGICAL UNIVERSITY DUBLIN  
May 3th 2021 (streaming)





# Why are we today here talking about Circular Economy?

Because most of the present  
Economic system worldwide  
is **Lineal**



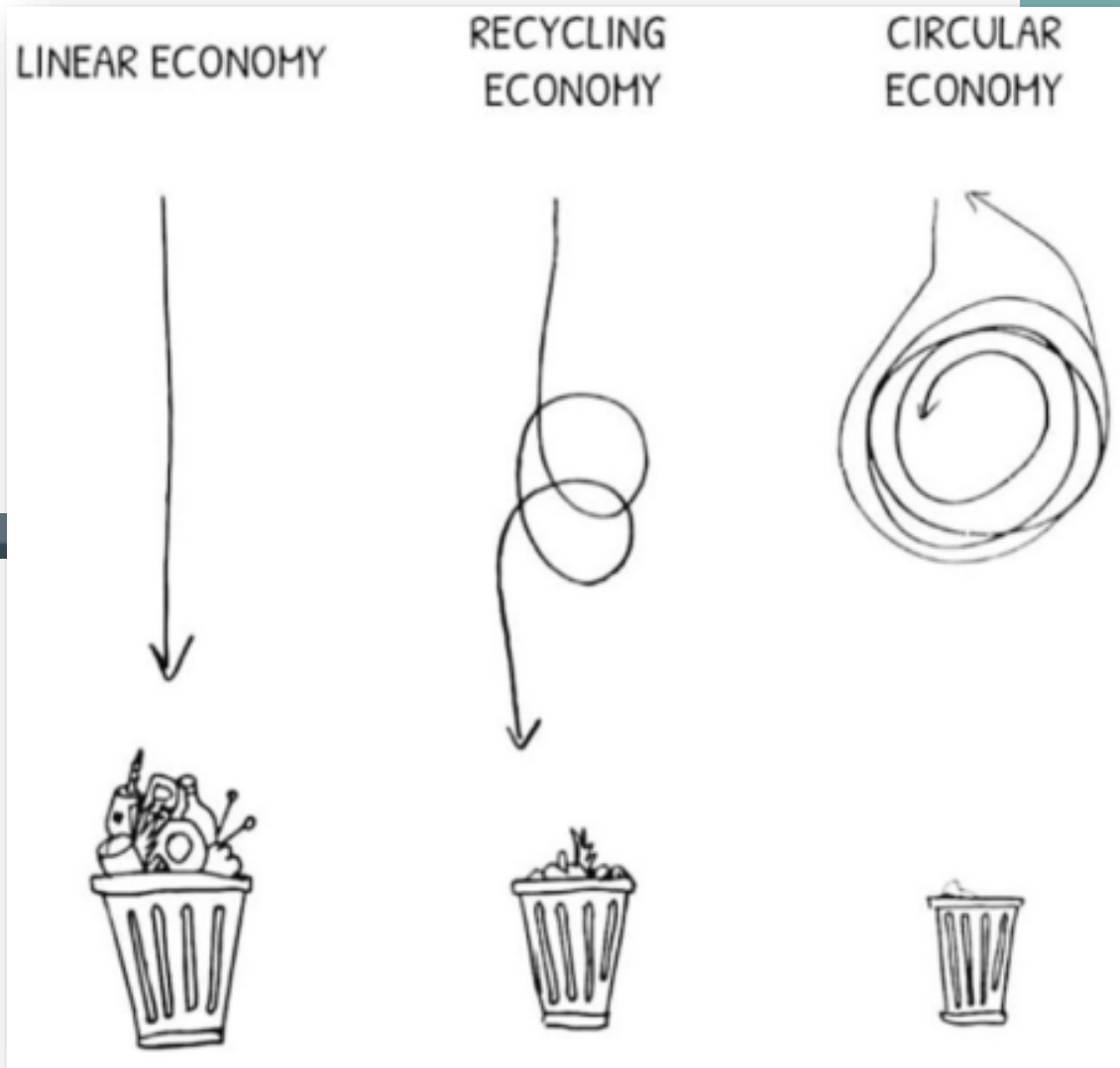
There are many reasons why the **industrial revolution**, two centuries ago, was **lineal** instead of being **circular**



They are based in three main points, from my point of view:

- **Unlimited** raw materials
- **Infinite consumption** capacity
- No **environmental** constrains

The lineal economy generates **waste**, that is becoming a serious environmental **problem**.



# Circular Economy: Sustainability of the 21st century



## Our Experience



We are real estate commercial assets developers and managers

According to the **corporate social responsibility** of GONSI, we have built the commercial **Bio-Building Gonsi Sócrates** in Viladecans (Barcelona - Spain) under the **Circular Economy paradigm**

# Construction system

pre-industrialized and pre-manufactured solutions, assembled instead of amalgamated



# Relationship between partners

**IPD** (Integrated Project Delivery contract)  
between Architect & Constructor &  
Developer



# Technology as an ally

BIM, data management, ...



# Always looking at the “life cycle” of the building

that includes the maintenance period  
and the deconstruction of the building



# Talent management



Apply techniques of **people management** in high performance teams.



# SWOT analysis of the experience of building under **circular economy** criteria



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- ◎ Position our assets in the **XXI century**
- ◎ Talent management enriches the process and the final product. Building under the Circular Economy paradigm requires **talent management** because knowledge is spread in different areas and professionals.
- ◎ **The values** required to live in a Circular Economy project should be more **humanistic** than materialist. We proposed and tried to live with:

CONFIDENCE

RESPECT

JUSTICE

HONESTY

TRANSPARENCY in the common interest

- ◎ To contribute a bit to the care of the “**common house**”, as Pope Francis invites us in the Laudato Si enciclica.



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## Weaknesses

- ⦿ The risk of the **pioneer**, from the industrial point of view
- ⦿ The delay of the sector to “**catch the train**”
- ⦿ Projects’ analysis overly focused on **short term profit**. Limited scope.
- ⦿ Suppliers anchored in the **linear model**





## Opportunities



- Build considering **“lifetime” of the building** could reduce futur investments and expenses
- Be able to close the **economic cycle** by **catching value** at the demolition or rehabilitation time
- Develop the sector according to **the present**
- More **visibility**

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## Threats

- ⦿ **Political support** to accompany this economic revolution
- ⦿ Dispersion and fragmentation of **the knowledge**
- ⦿ See the Circular Economy model as an **opportunity of “doing good & doing well”**
- ⦿ Close the circular cycle on **an industrial point of view**



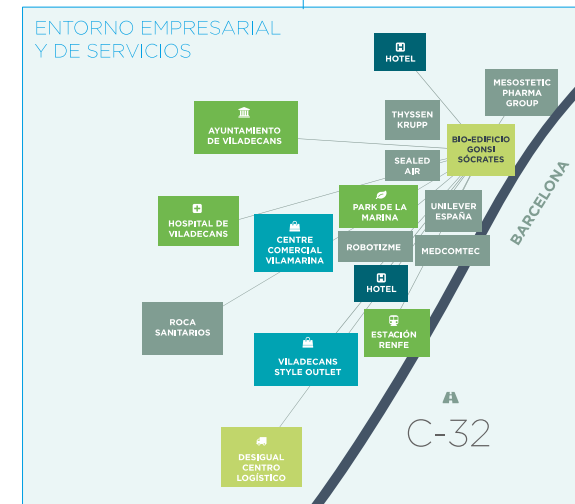
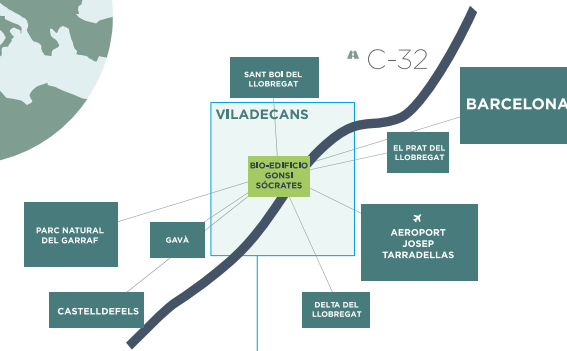
Unique Spaces  
**FOR RENT**  
For your company  
Offices, showrooms, workshops...



Your wellbeing and the planet's are non-negotiable



Located at  
Viladecans Business Park  
(Barcelona)



**GONSI** 4.0

T. 932 419 199 - info@gonsi.es  
Avda Diagonal 558 - 08021 Barcelona

[www.edificio-socrates.com](http://www.edificio-socrates.com)  
[www.inmobiliariagonsi.com](http://www.inmobiliariagonsi.com)



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## Adaptable spaces 'All in One'

Due to its architectural design  
**the Building is able to hold  
different uses:**

Offices / Storage / Other

Allowing to gather your company's  
different departments in one location.

**Extraordinary, isn't it?**

all  
in  
one

Distribution example:



- |            |              |
|------------|--------------|
| 1 Office   | 4 Lab        |
| 2 Storage  | 5 Production |
| 3 Showroom | 6 R&D&I      |



## Privileged location

10 minutes from **Barcelona**, in Baix  
Llobregat, Viladecans as a neuralgic point.

1. Excellent connections:

<b>7</b> <sub>min</sub>	<b>20</b> <sub>min</sub>	<b>Direct access</b>
From Aeropuerto del Prat	From Barcelona's Harbour	to the highway C-32

2. Natural surroundings:

- 10 min from the beach
- In front of Baix Llobregat's Agricultural Patrimoni Park
- In front of Llobregat River's Delta
- Between Collserola and Garraf's Natural Park

3. With all the services for your needs:

Hotels, malls, city centre,  
public transportations, bus and  
public services.

**Could you ask for more?**

## Organic Architecture

The building **combines internal free spaces  
with interconnected gardened terraces** so  
you can decide the connectivity between  
your company's areas and departments.

These spaces allow for maximum customization.  
From compartmentalizing in 10x10 modules  
to fully open spaces.

**What do you need?**



## 4. Circular Economy: 21st Century Sustainability

1. **In the Architecture:** all the architectural  
elements and its disposition

2. **In the Materials:** free of toxics  
and certified CradleToCradle

3. **In its efficiency:** using cleaner renewable  
energies, as well as manageable systems

4. **In its future:** prepared now for the residues  
that will NOT produce, to achieve REAL  
sustainability. It is as simple as respecting  
and imitating nature's life cycle.

**Nothing more.**



# WELLWORKING & WELLBEING



A unique building designed with the key pillars to enhance your company's talent.

How do we achieve that?

Creating a healthy environment, free from toxic materials and maximizing the connection with nature

- Improves MOOD
- Increases CONCENTRATION
- enhances PRODUCTIVITY

IF ALL BUILDINGS WERE MADE LIKE THIS ONE WE WOULD...

- ...empower creativity and innovation
- ...work with healthy spaces
- ...avoid producing tons of waste

A place where you can...

Decide where to meet, outdoors or indoors?  
More than 2800m<sup>2</sup> of exterior spaces



Charge your electric vehicle, park your bike or walk 5 minutes from Rodalies Renfe's train station, making your contribution to prevent Climate Change.



Go on a run, walk or bike ride through the natural surroundings which will help you disconnect and stay in good shape.

Delta del Llobregat, Viladecan's Beach, Agricultural Park, Sant Ramon-Montbaig's nature lookout...



Get some fresh air in the garden areas after a long meeting, to get back to work with renewed energy. Parc de la Manna is within 2 minutes.



Make use of Socrates' rooftop. With spectacular 360° panoramic sights for your company's events or most special presentations.

Do your shopping at the nearby malls and, if you fancy some proximity produce, local farmers will be your best purveyors.



thank you 😊

