

## Partner information

Partner Organisation	
OID	E10335902
PIC	881377018
Full legal name (national language)	Branta Desarrollo
Full legal name (latin characters)	Branta Desarrollo
National id (if applicable)	B13765995
Department (if applicable)	
Address	Calle Ador, 25 bajo
Country	Spain
Region	Comunitat Valenciana
P.O. Box	
Postal code	46026
CEDEX	
City	València
Website	<a href="http://brantadesarrollo.es/">http://brantadesarrollo.es/</a>
Email	<a href="mailto:david.bayona@brantadesarrollo.es">david.bayona@brantadesarrollo.es</a>
Telephone1	+34637378511
Telephone 2	
Fax	

Profile	
Type of organisation	SME
Is the partner organisation a public body?	No
Is the partner organisation a non-profit?	No

Background and Experience
<p><b>Please briefly present the organisation/group (e.g. its type, scope of work, areas of activity and if applicable, approximate number of paid/unpaid staff, learners and members of the group).</b></p> <p>Branta is a team of consultants trained in communication and marketing who work on educational and consultancy projects in a personalised and artisan way.</p> <p>Our mission is to promote social, responsible and ethical development within organisations and companies, fostering values and diversity and creating healthy work spaces.</p> <p>Our vision is to become a national and European benchmark in terms of the implementation of tailor-made working methods, always respecting ethics and our values, expanding this vision to our client organisations.</p>

**What are the activities and experience of the organisation in the areas relevant for this project? What are the skills and/or expertise of key persons involved in this project?**

Our services are focused on the following axis:

**COMMUNICATION PLANS**

Drafting of communication, marketing and digital marketing plans.

**WRITING OF EDUCATIONAL CONTENT**

Writing and digitalisation of educational content for virtual classrooms and websites.

**TRAINING AND EDUCATION**

Training in communication and marketing, sustainability, equality and the common good.

**REPORTS ON THE ECONOMY OF THE COMMON GOOD AND SUSTAINABILITY**

Drafting and design of common good balance sheets and sustainability plans.

**ERASMUS+ PROJECTS**

Collaboration as associate partner in different educational and entrepreneurship projects.  
Drafting of projects

**RESEARCH**

Development of quantitative and qualitative studies on: Diversity and equality, youth, volunteering and social action.

We have developed different projects like:

- Online Platform for Volunteering Platform of Valencian Community:  
<https://www.observatoriovolutariadocv.org/>
- Report of the Common Good Economy of La Surera
- Organising cultural events and exhibitions: <https://www.despaziocollage.com/>

**Key staff involved:**

Our team is trained and qualified in human resources coaching with specialized skills in development and neurolinguistic programming and are experts in Equal Opportunities. We have more than 15 years of experience in human resources with several companies, working as trainers in the development of skills, work, teams, and people, all with a practical and innovative methodology.

Our team, also has certifications of intercultural mediation, tourism studies and business degrees. Entrepreneurship and education is another of our fields of specialization.

<p>David Bayona Cuallado</p>	<p>Degree in Law and Business Administration. Postgraduate in Management of Non-Profit Entities from the University of Nebrija. Postgraduate in Equality Agent from the Miguel de Cervantes University. Coaching and Mentoring by the University of Nebrija. Higher Training Course for Trainers. Training Tutor and manager of online elearning platforms.</p> <p>Currently a consultant and trainer, specialized in Human Resources, Equality, Diversity and CSR. I work on development projects and specialized consulting for entities and companies, in an ethical and social way. For this, I develop projects in the areas of work of social consulting, equality, CSR, entrepreneurship and European Projects, in order to cover different areas of action of relevance to achieve a global impact on our environment.</p>
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	<p>He has worked as a consultant and trainer for companies and social entities such as Onet, Grupo Argenta, Generalitat Valenciana, CDT Tourist Development Centers, Jaume I University, Volunteer Platform of the Valencian Community, Castellón County Council, among others.</p> <p>Currently professor of communication and marketing area at the University of Valencia.</p> <p>Linkedin: <a href="https://www.linkedin.com/in/david-bayona/">https://www.linkedin.com/in/david-bayona/</a></p>
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**What is the expected impact on the participants, participating organisations, target groups and other relevant stakeholders? What is going to be impact of this project in your organisation?**

Branta is based in València, in the Valencian Community. We have in our network at European level more than 50 partners from 20 different countries. At local level, we work with public institutions and private, also with universities and schools.

We can contribute our innovative and entrepreneurial vision of training in different sectors, with a social approach, acquiring new ideas and implementing the methodology developed in other projects in public entities and organizations and in private companies in productive sectors.

**What will be the target groups of your dissemination activities inside and outside your partnership? Please define in particular your target audience(s) at local/regional/national/EU level and motivate your choice.**

Branta participates in many seminars, educational events and provides training for different public entities at the local and private level. We have contact with different universities such as the Universitat Jaume I de Castellón and the Universitat de València, where part of our staff provides training as associate professor.

Among our customers, there are companies in different areas, also NGOs and associations. We develop training plans, equality plans and volunteering plans for them. In addition, we have a Website and blog with more than 1000 followers per year. So we can reach a wide and diverse audience.

**Which activities will you carry out in order to share the results of your project beyond your partnership? Who will be responsible for the dissemination activities within your partnership and which specific expertise do they have in this area? What resources will you make available to allow for the proper implementation of your dissemination plans?**

We have a website and blog with more than 500 visitors monthly, and we are working on the development of our social networks and we participate in seminars about social

economy, sustainability and other topics. Also, we have contact with councils around Valencian Communities, what can be useful to disseminate and spread results of projects.

Our staff is dedicated to communication activities and count on training in communication and social media, and have experience in the fields of public relationships.

Project participation in the past years (2017-2018-2019-2020):

EU programme	Year	Project Identification or Contract Number	Applicant/Beneficiary Name

D2.3 Legal Representative	
Title	Mr.
Gender	Male
First name	David
Family name	Bayona Cuallado
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Address different from the organisation?	NO

D2.4 Contact Person	
Title	Mr.
Gender	Male
First name	Adrián
Family name	Guillén González
Department	
Position	Project Manager
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