

Welever lands in the US, marking a point of inflection for Social Innovation

Will launch with panel discussion at Miami Dade College April 20, with participation of Mayors and other VIPs

FLORIDA, Miami – April 16, 2018 — Welever, a movement aimed to empower people with the tools to implement social change and impact Sustainable Development Goals, will **launch in the U.S. at Miami Dade College (MDC) on Friday, April 20**, at 10:30 a.m., at the Wolfson Campus, Room 2106. Welever CEO & Founder, Jose Almansa, together with Miami-Dade County Mayor, Carlos Gimenez and City of Miami Mayor, Francis Suarez, will lead the discussion. Following opening remarks, there will be a panel discussion titled “The Future of Innovation, Technology & Sustainable Development” moderated by MDC’s director of Social Initiatives, Sandra LaFleur, and with the participation of Juan Casimiro, president of UN’s Miami Chapter; Mr, Almansa; and Adriana Machado, partner of Granito Group.

Welever, a member of UN Global Compact, enters the U.S. presenting an innovative social change for the nation: individuals can now implement social development via their phones by publishing, managing and carrying out social initiatives in their communities. The collective impact of this movement will have an outstanding effect on the materialization of the UN’s 2030 Agenda. Users can now change the world via the Welever app, available for Android and iOS devices. In addition to launching at MDC, **Welever will partner with MDC’s Institute for Community Engagement and Democracy (iCED)**, the renowned program that serves all eight MDC campuses responsible for myriad service and civic engagement programs at the college that ignite, empower, and transform.

“The ability for social change lies in the collective action of individuals. We must empower them with a tool for social impact, echo this movement across borders, raise socially aware generations and collectively, foster a change in our DNA to understand that social impact generates an immediate positive and sustainable reward for us and the world,” **said CEO & Founder Jose Almansa**. “Only by doing so, can we begin to dream with materializing the 17 SDGs.”

Social Impact Network

Welever’s tool is aimed to empower individuals in all types of organizations: academic institutions, private entities and public administrations. Its digital platform acts as a connector between social agents: organizations, non-for-profits and volunteers, ensuring that social actions get wider visibility and thus catalyzing social development.

Innovation through Creativity and Leadership

Creating social initiatives has never been more accessible. Welever gives agency to all users to publish social actions through the app and have these open to their communities. Giving members of organizations the leadership to take on social change empowers them, fostering innovation and creativity in organizations, as well as increasing members' sense of engagement.

State-of-the-Art Impact Reports

Welever generates versatile and profound impact reports aligned with SDGs. Like this, organizations can demonstrate their non-financial report, show their quantitative impact on SDGs as well as see how members of their organization are growing in leadership and other social skills of interest. This optimizes productivity for CSR and HR departments of any organization. On an individual level, any social work done by volunteers is collected and uploaded automatically onto a Social CV that will be integrated with LinkedIn. With this tool, Welever highlights the crucial role that individuals have on social change.

Backed by strategic partners like Manuel Arango from CEMEFI, Jose Almansa believes that, with Welever, "we can all change this world into a fairer, more generous and more sustainable way."

WHAT: Welever U.S. Launch at Miami Dade College

WHEN: Friday, April 20, 2018, 10:30 a.m. – Noon

WHERE: Miami Dade College, Batten Community Room, #2106

300 NE Second Avenue

For more information on iCED, please visit <http://www.mdc.edu/main/iced/>
(<http://www.mdc.edu/main/iced/>).

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