

Timeline Family CEO M.J.A.



8 siblings in Vitoria
(Basque Country)



Only female
among 6 brothers in La Rioja



Such a curious girl that she stuck a hairpin
in a socket to see what happened...

Real Estate Legal Conflicts

Heterogeneous family?

Curiosity & Personality

...+100years.

Lawsuit for division of common inheritance.

8 years of eviction litigation.

10 years of noise litigation.

Family lawsuit related to connection between family business and
the home (inheritance different family owner).

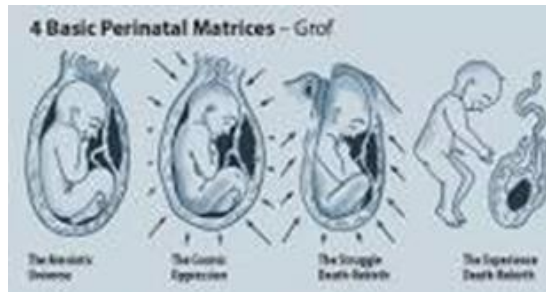


September 10th 1958.

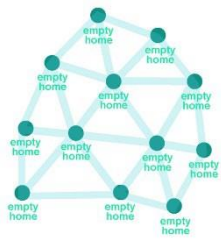
Difficulty in starting a family:

No home, co-living.

Birth Process



Seeker



The PROFESSIONAL past:

Let's be connectors!



Public -Private Collaboration



Sale of the Main Theatre of Vitoria - Gasteiz.



1st Real Estate sale in Colab. With Admin. Future Clients

Preventive Tax Creativity



Atom Ant Regional Tax Admin.



1982

1990s

00-05

2006

Online negotiation in Real Estate Business. By telephone.



Euskal Air (91-92)



Leasing Commercial Spaces

Restructuration



OUTPUT

Experience in Real Estate Management.

Negotiating in extreme financial difficulties.

Negotiation from "Auctoritas" Power Difference.



Pilot project for the re-use of empty commercial premises.

Co-founder
President 2013-2019

URÍA
MENÉNDEZ
Best Friends

Funko | Confederación Vasca de Fundaciones
Fundazioen Euskal Konfederazioa



Public -Private Negotiation

MJA LAB

2012

2013

2014-15

2016

2017-18

Source:
Harvard Business Review

<https://hbr.org/2020/10/startups-its-time-to-think-like-camels-not-unicorns>



Edwin Remsberg/Getty Images

+ 10 years.

OUTPUT

Discovery of Collaborative Law through the Internet.



Shift from competing to collaborating.

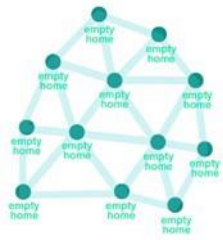
Collaborative Law Tax Pilot

Negotiation on changes to the draft legislation on Foundations from the lobby.

New experience after other challenges in private-public collaborations.

Arteale Foundation's Collab. Law Pilots:

- Disability and Employment
- Digital Accessibility
- ELKARSANA Health
- Family businesses
- Labor Conciliations
- Succession Agreements
- Systemicup
- Empty Spain
- Public Health
- Habitus



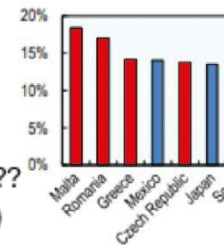
The past:

Let's be connectors! INTERNATIONALISATION



Basque Govt 150.000€ G??
rejected (future conflict)

More EH per hab.



Netherlands:

- Difficult Taxes
- Difficult Culture



Vancouver:

- Good Taxes
- Travel difficulties
- Back due to the war in Ukraine



Restorative Justice



CIATC Alava, SL Partnership
Empty Western Alava Pilot



EHC (Vitoria-Gasteiz)
Housing P. Project
=
10 Empty Homes re-used



Malta

European Parliament:
500.000€ Grant??
January to July/EU Conflict



Protocol of intentions for CCA
with the Basque Govt.
Focus: Ukrainian refugees
Attempt to collab. with Y-Foundation (FIN)



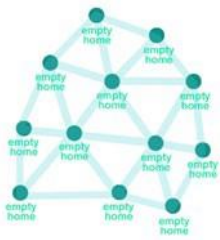
New path CO2 prevention?

CA Explorer

Airbnb

OUTPUT

Experience in
Best Practice and
learning points.



The Present and Future:



California (EEUU)



2024 2025...



Opening Up Minds Project (Paul Piwek)



Measuring tangible and intangible impact



Project Valuation

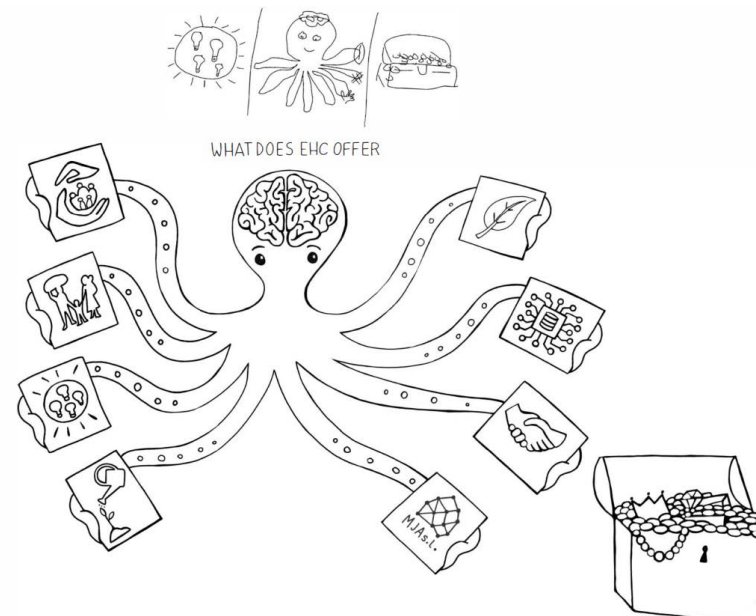
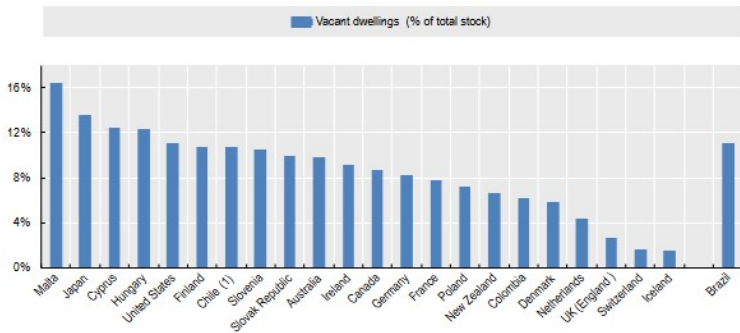


CCA?

New path CO2 prevention?



EHC in the Magazine



Jaime Rodriguez de Santiago
Airbnb General Director
(Spain and Portugal)

EHC Paper: <https://ehcollaborative.org/wp-content/uploads/2024/09/20240926-Paper-EHC.pdf>