

South Summit's 10-year Socio-economic Contribution

May 11th, 2022

**SOUTH
SUMMIT**
INNOVATION IS BUSINESS



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10 years celebrating South Summit ...

...and accompanying startups in Spain

1

From **500 attendees** in 2012 to **32,000** expected in 2022, between Madrid and Porto Alegre Alegre (Brazil).



~11,100 startups in Spain, making it the **4th** in European Ranking.

6

2

8,000 entrepreneurs attending the meeting and presentation of **3,800 projects** per year in the *Startup Competition*.



+140,000 jobs supported by **startups**

7

3

1,600 investors present at the last meeting in Madrid, **25% of which are international**.



today.

Record investment in Spanish startups in 2021, with **4,260 M euros** in just one year.

8

4

+4,000 media appearances in 2021, with a media impact of **671 million** in the audience.



Consolidation of an entrepreneurial culture, with entrepreneurs who are **younger** and **more trained** than the European average.

9

5

6,500 M\$ of cumulative investment in **Spanish startup finalists**, which support around **25,000 jobs**.



Open innovation platforms implemented in **95%** of **IBEX-35** companies.

10



Google
for
Startups

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100
FINALISTS

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10 Years of South Summit

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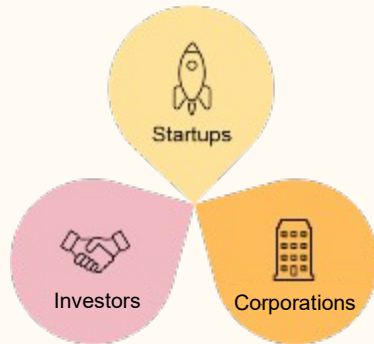
**10 YEARS SOUTH
SUMMIT**
BUILDING ECOSYSTEM

FLEX SPACE.
BRAVE BUSINESS.

ferrovial

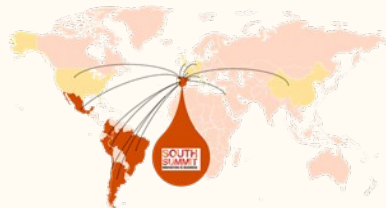
South Summit is a Platform...

...that connects all innovative agents...



... in all parts of the world...

South Summit attracts speakers, entrepreneurs and investors **from all over the world.**



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South Summit has consolidated itself as a **driving platform for the innovative Spanish ecosystem**, contributing in its 10-year history to the **corporate cultural change**, the **attraction of talent**, the generation of **high-value connections and the economic transformation** of the country and the city of Madrid. All of this, **in collaboration with the other actors of the national ecosystem.**



...from all sectors...



Education



Health



Fintech



Mobility



Sustainability



and more.

...365 days a year.

South Summit and its innovative ecosystem connection platform is open **365 days a year**, offering:



Multiple Interactions



Business opportunities



Global reach

10 Years of South Summit

2012-2013
500 attendees
70 investors
185 entrepreneurs

2014-2015
7,000 attendees
450 investors
3.500 entrepreneurs
30,000 M€ of investment

2016-2017
12,500 attendees
650 investors
4,600 entrepreneurs
34,000 M€ of investment

2018-2019
20,000 attendees
1,100 investors
6,500 entrepreneurs
120,000 M€ of investment

Spain Startup. The future is written with open innovation.

The encounter was born in 2012, during the most difficult moments of the economic crisis, such as Spain Startup, with the aim of supporting a **change in the mentality of companies with respect to innovation and entrepreneurship**, convinced that the technological and digital revolution is fundamental to **long-term economic growth**.

Let's Prove to the world how bright the South is!

In 2014, it changed its name to **South Summit** and began its **global growth and expansion**, attracting top-level speakers and international investors, and making **Madrid a hub of innovation** relevant to Spain and Europe. In addition, the meeting **changed its headquarters to Las Ventas**, with the aim of mixing a long-established tradition within Spain with something as innovative as startups.

South Summit Development We landed in L@ N@ve!

The success of the South Summit necessitates the relocation of the Sales venue at **L@ Nave**. Entry into Latin America with the **Pacific Alliance** and the first **international meetings in Colombia and Argentina**.

Consolidation in Madrid and expansion in Spain and LATAM

Madrid is consolidated as one of the main entrepreneurship ecosystems in the world and South Summit reaches Peru, Chile and, again, Colombia.

10 Years of South Summit



2020

30,000 online attendees and several thematic meetings



2021

22,000 attendees
1,600 investors
8,000 entrepreneurs
135,000 M€ investment portfolio



2022

22,000 expected attendees in Madrid and **10,000** expected attendees in Porto Alegre

COVID-19 Resilience: Omni-channel Reinvention

Faced with mobility restrictions as a result of COVID-19, **South Summit immediately responded with the Virtual South Summit** to bring the entire ecosystem together. Thus, the first omni-channel meeting with careful film production was proposed, creating an even more open and global platform. The **virtual meeting in Madrid was joined by 9 other Virtual Summit**: LATAM, Africa and 7 sectoral summaries (Health, Mobility, Fintech, Education, Connectivity, Sustainability, enlightED).

Shape the Future and Green Economy

In 2021, South Summit opted for the green transition on 4 main axes: **Sustainability, connection, innovation and business**. The attendance was **recovered with a hybrid encounter** in Madrid attended by 12,000 people in physical form, and another 10,000 in virtual form. Encounters were held for the first time in **Bizkaia and Valencia**.

Decoding Complexity

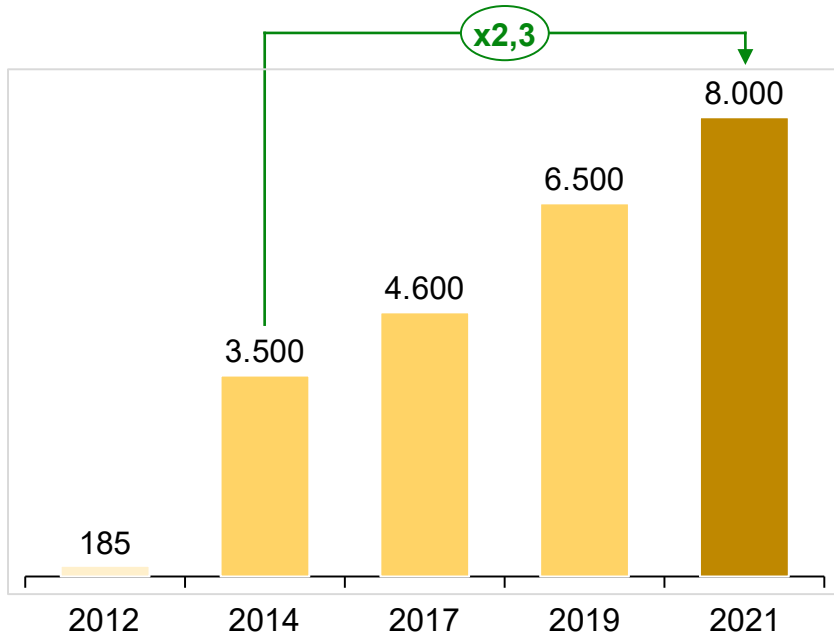
For the **tenth anniversary of the South Summit**, the platform wants to help find synergies among all ecosystem actors by taking innovation to the next level, "decoding complexity." In 2022, **the first meeting will also be held in Porto Alegre, Brazil**, where some **10,000 attendees** are expected.

10 Years of Attracting Talent



Entrepreneurs

South Summit **currently attracts around 8,000 entrepreneurs from around the world**, more than double the number than when it started in 2014 with **3,800 projects presented each year at the Startup Competition.**



Source: South Summit

Some of the startup finalists

jobandtalent

Finalist: 2013
Investment raised: 1,000M \$



Finalist: 2014
Exit Facebook: 70M \$



Finalist: 2015
Investment raised: 381M \$



Finalist: 2016
Investment raised: 230M \$



Finalist: 2017
Investment raised: 181M \$



Finalist: 2014
Investment raised: 475M \$



Finalist: 2015
Investment raised: 592M \$



Finalist: 2016
Investment raised: 86M \$



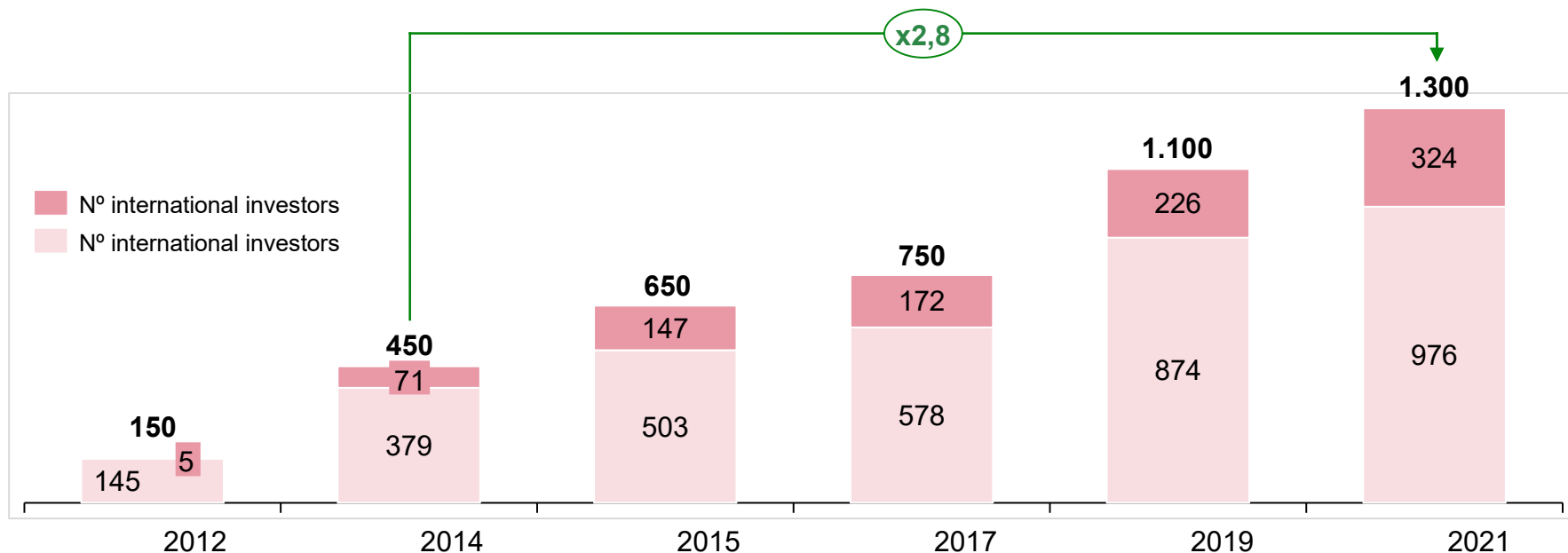
Finalist: 2016
Investment raised: 1.600M \$

10 Years of Creating High-Value Relationships



Investors

Around **1,300 investors** attend the meeting. **1 out of 4 of them are from outside Spain**, enabling each Spain finalist which means that each finalist project on average has more than **3 meetings with potential investors**.



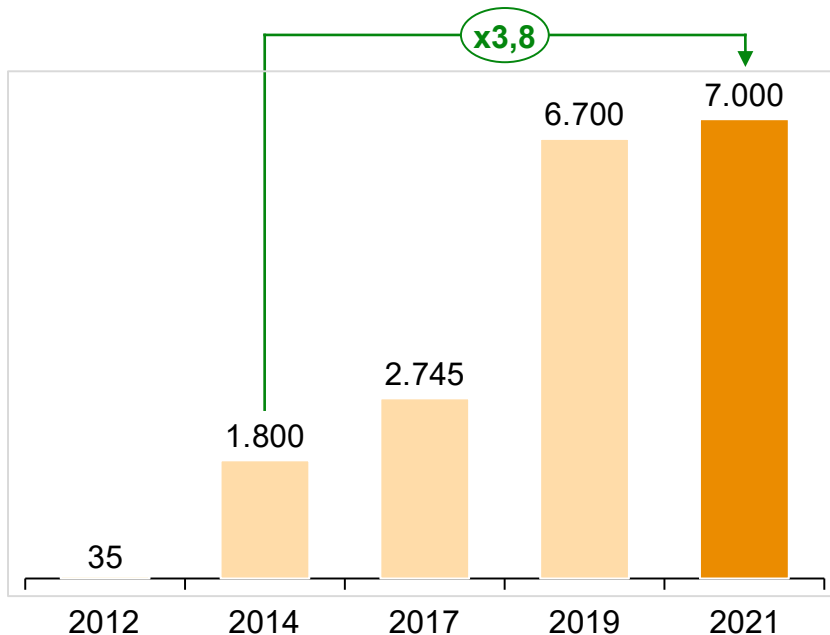
Source: South Summit

10 Years Transforming Corporate Culture



Corporate Representatives

Corporate Representatives have multiplied by 4 to reach **7,000 people in 2021**, contributing to a **collective change of mindset in respect to innovation** within large companies over the last decade.



Source: South Summit

South Summit is attended by representatives of national and international corporations:





South Summit's Contribution in Spain

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ENTRADA ENTRANCE

WELCOME
#SOUTHSUMMIT

PASS enlightenVIP

2

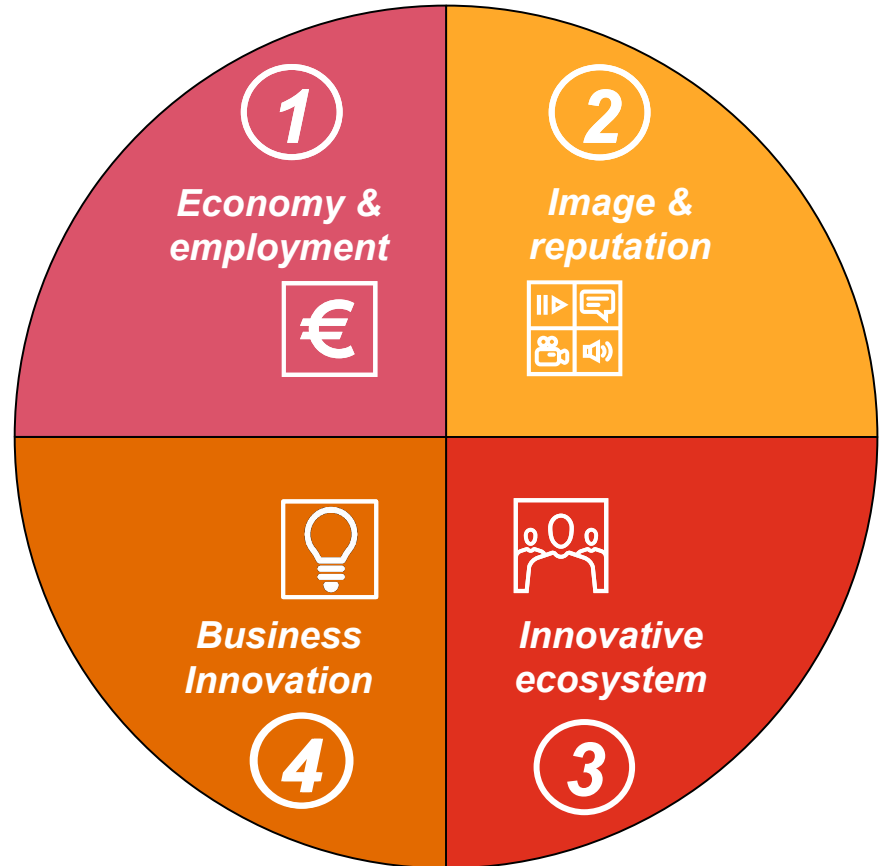
South Summit has been contributing to Spanish society and the Spanish productive fabric for 10 years...

1 ...generating **economic activity and employment** in Madrid with the organization and holding of the meeting...

2 ... improving the **image and reputation** of the country through its media...

3 ...creating connections that develop the national and regional **entrepreneurial ecosystem**...

4 ...and promoting a culture of **open innovation** within companies.



2.1 The Encounter's Economic Impact in Madrid



The organization and celebration South Summit generates a positive impact on the economy and employment of the city of Madrid



Organization

The **organization** of a meeting like this generates **economic activity**, thanks to the **expenses and investments** made during the organization.

These impacts have been calculated on the basis of the **expenditures and investments** planned by **South Summit for the 2022 meeting**.

4,5 million €

of expenditure and investments in 2022



Attendees



The **expenses incurred by the attendees** represent an additional **increase in the economic activity of the city** during the days of the meeting.

The forecast for South Summit Madrid in 2022 is **22,000 attendees**.

22,000 attendees

predicted at South Summit Madrid in 2022

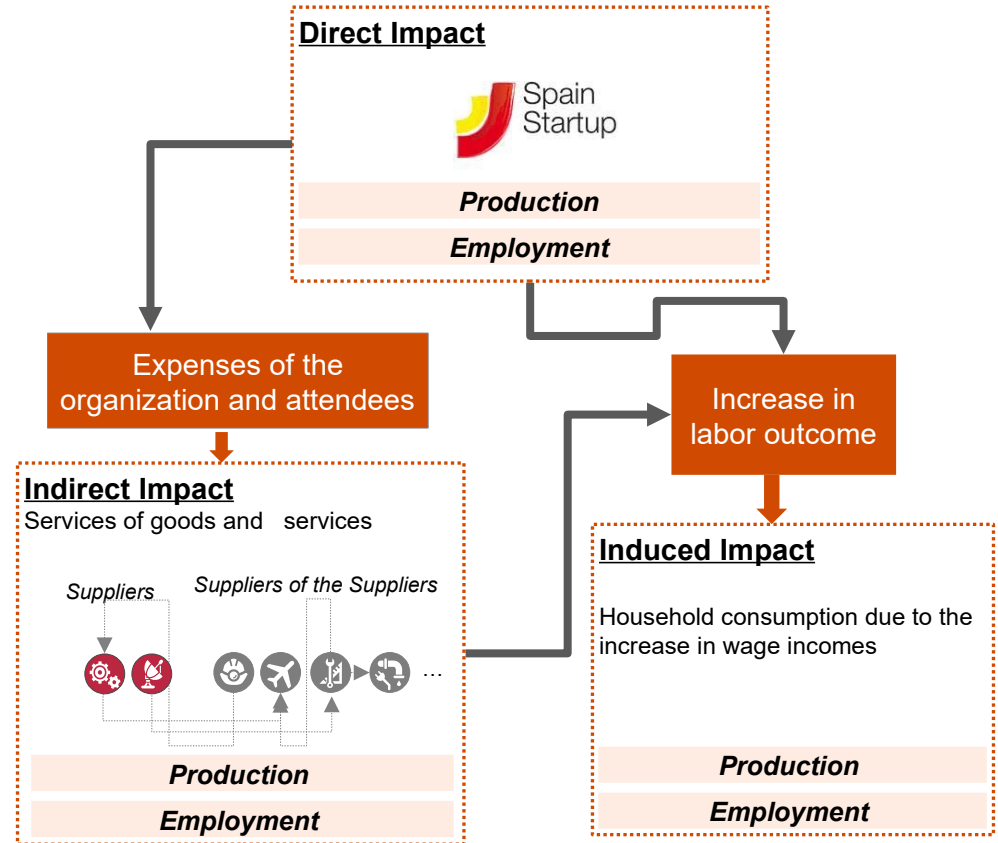
These impacts include not only those generated directly, but also those that are generated indirectly and induced.

Types of Impacts

Direct Impact: impacts on production and employment generated directly by Spain Startup as organizer of South Summit.

Indirect Impact: increase in economic activity (production) and employment, through investment expenses in suppliers for the organization of South Summit and by those attending it.

Induced Impact: increase in economic activity (production) and employment corresponding to economic activity generated by consumption derived from labor income linked to direct and indirect employment.

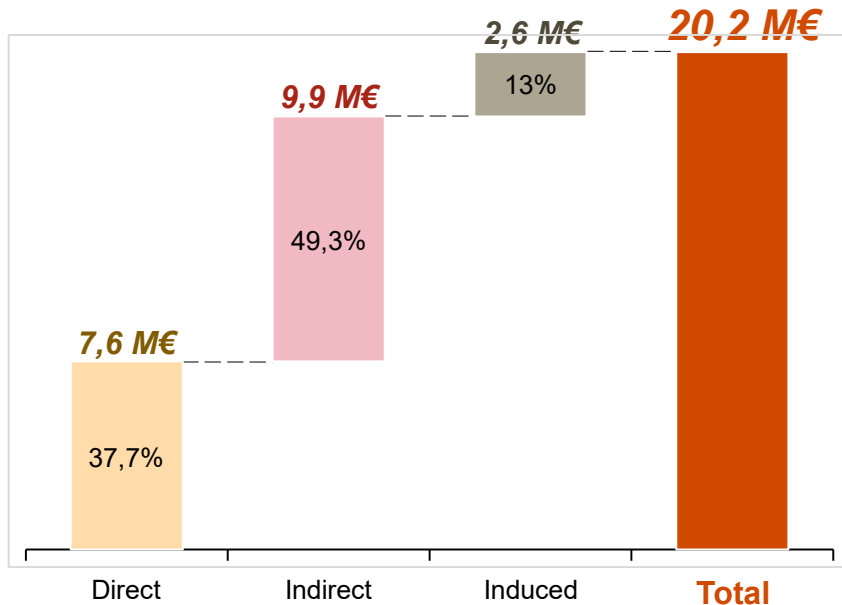


For the estimation of indirect and induced impacts, the input-output methodology, a standard and internationally proven technique for this type of measurement, will be used.

For further methodological detail see **Annex**.

South Summit 2022 will generate an estimated economic activity of around € 20 M in the economy of Madrid...

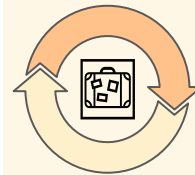
South Summit's Impact on Madrid in 2022 (M€)



x2,7



For every € 1 spent by Spain Startup in the meeting, € 2.7 of economic activity was generated in Madrid.



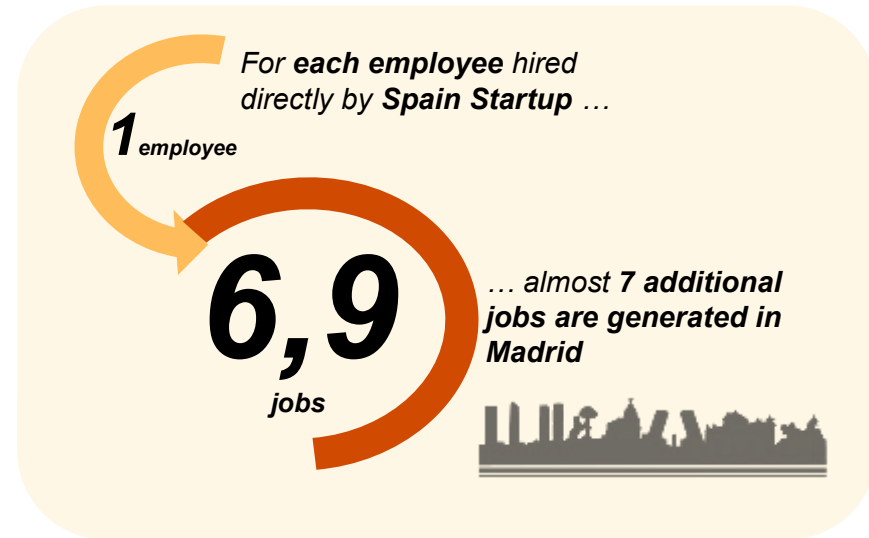
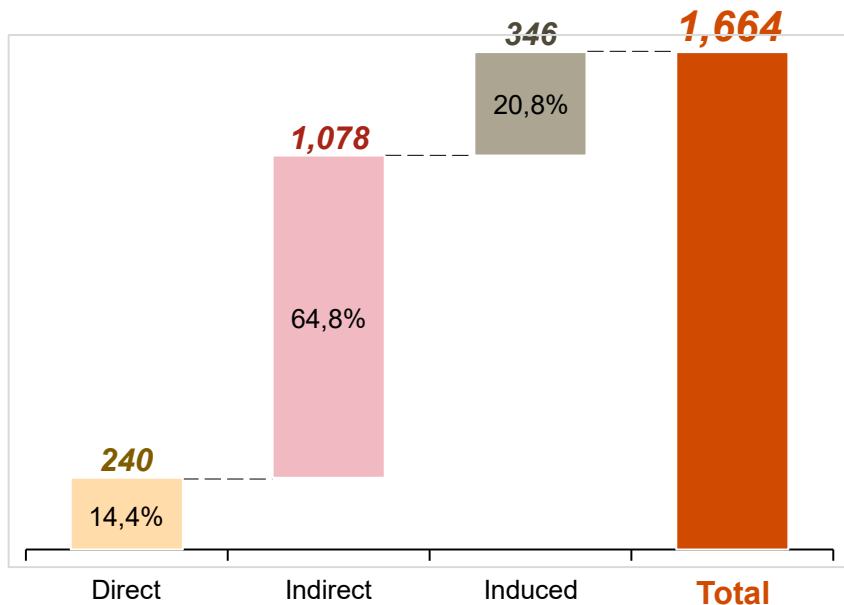
918 €

For every visitor who attends South Summit, around € 918 of activity is generated in the local economy.

South Summit Madrid will bring together **22,000 attendees** for the first time at **L@ N@VE**. Thus, the meeting will bring about **20M€** to local economic activity, which will mark a **new milestone in the history of the platform**.

... also contributing to the creation of jobs in the city

South Summit's Impact on Employment in Madrid in 2022 (monthly duration of equivalent jobs)



In addition to its contribution to economic activity, **South Summit will provide the local economy with about 1,664 equivalent monthly jobs.** Thus, **South Summit is able to generate positive impacts** in those economies where it is present.

Source: Own elaboration based on data from South Summit and INE



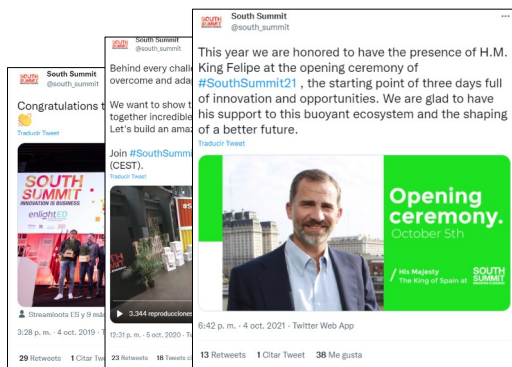
2.2. Impact on Image and Reputation

South Summit has propelled during these 10 years of entrepreneurship “En Español” “(In Spanish)”

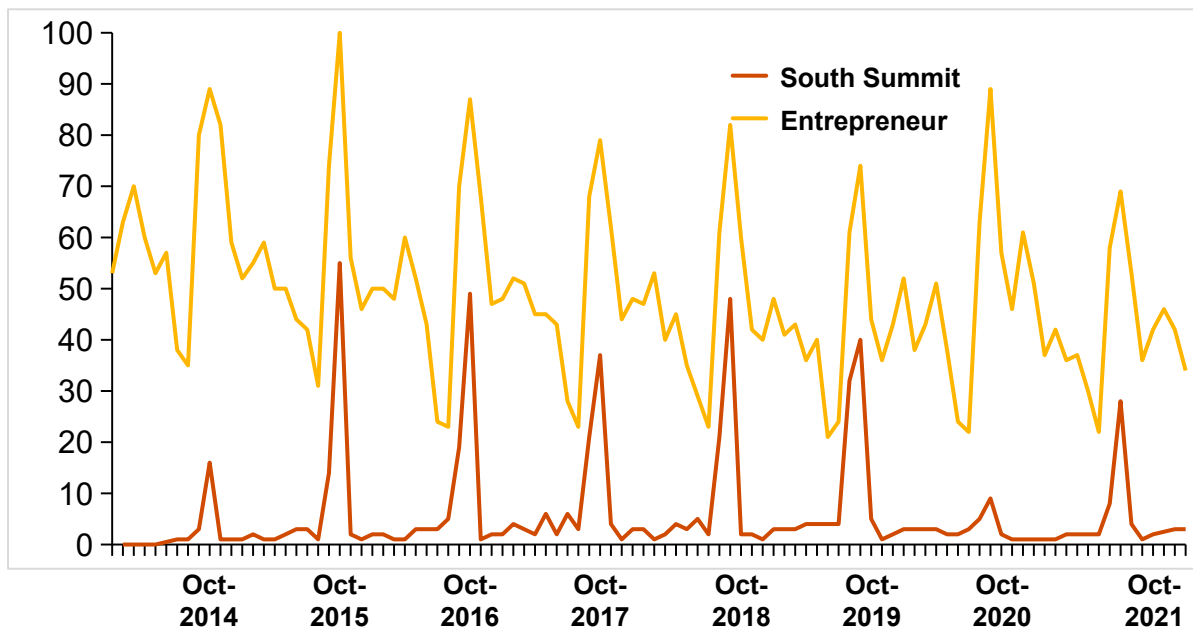
South Summit Madrid generates a huge interest in networks. Proof of this is that, during the months of celebrating the encounter, South Summit searches shot up on Google compared to months when there is no encounter. South Summit also creates a high interest in everything around the entrepreneurial ecosystem, so since 2014, and with the consolidation of the encounter, searches on Google Spain for “entrepreneur” have followed a similar evolution to searches of the encounter.



During the past few years, and coinciding with the celebration of the meeting in Madrid, #SouthSummit has been a repeatedly Trending Topic in Spain



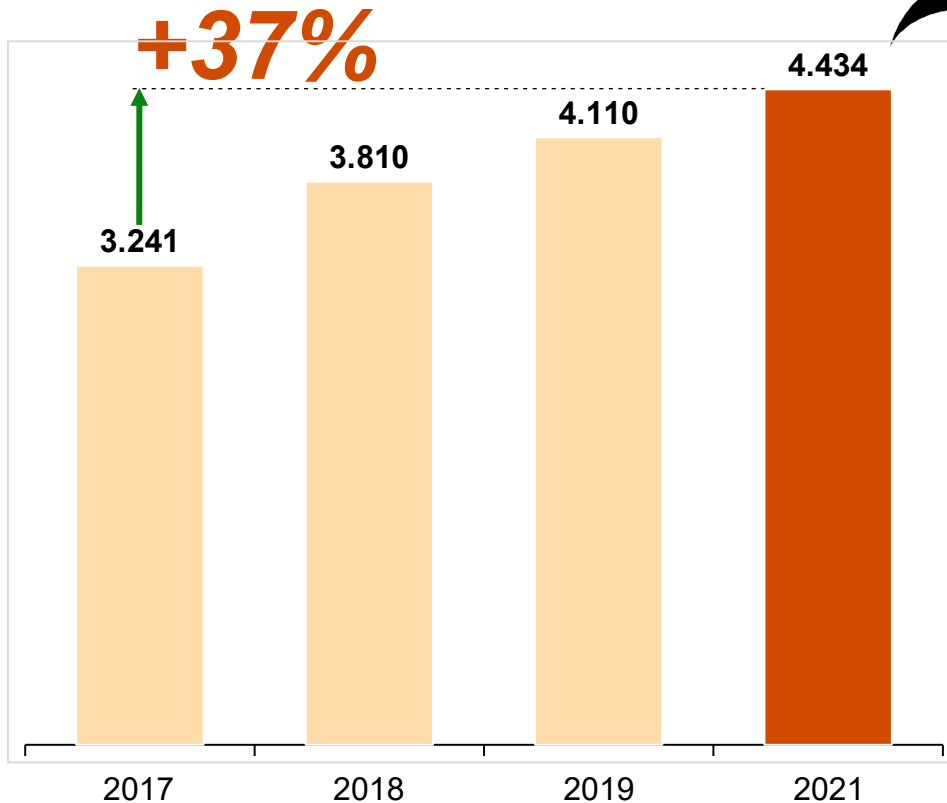
Relationship between the number of searches in Google Spain for "South Summit" and "Entrepreneur"



Source: South Summit and Google Trends

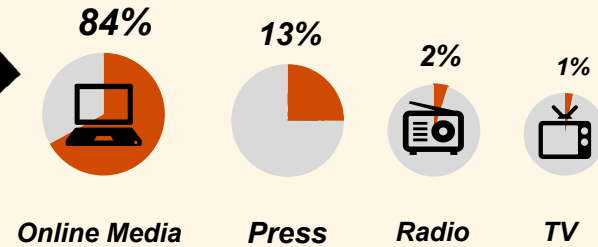
The encounter has a high media impact in all types of media

South Summit's evolution of media appearances



Source: South Summit

Impact by type of media



This data translates to ...

+670 million people reached in 2021

+23,7 M€ of economic value in 2021

South Summit has become a great international showcase associated with the innovation of the “Marca España” “(Spain Brand)” ...

First-class institutional presence...



...and a huge impact in international media



+9,000

International attendees at South Summit



+130

Nationalities present at South Summit

Interest in South Summit in Brazil has continued to grow since the announcement of the meeting



Source: South Summit and Google Trends

....which has been attended by first level national and international speakers...

2014



Eric Schmidt, former president of Google (2014)



Gwynne Shotwell, president of SpaceX (2014)



Neelie Kroes, former vice president of CE, digital agenda (2014)



Ferran Adrià, chef and entrepreneur (2014)

2015



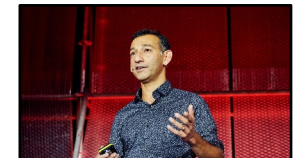
Steve Wozniak, co-founder of Apple (2015)



Allen Blue, co-founder of LinkedIn (2016)



Niklas Zennström, CEO y founder of Atómico and co-founder of Skype (2016)



Dhiraj Mukherjee, co-founder of Shazam (2017)

2016

2017

2018

2019

2020

2021

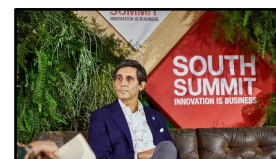
2022



Carlos Moedas, former European Commissioner for Research, Science and Innovation (2016)



Werner Vogels, vice president and CTO of Amazon (2017)



José María Álvarez-Pallete, chief executive officer of Telefónica (2018)



Antonio Banderas, actor and entrepreneur (2020)



Cady Coleman, astronaut (2020)



Carlos Torres Vila, president of BBVA (2020)



Ana Botín, president of Banco Santander (2020)



Robin Chase, founder of Zipcar (2021)

...and local and national public institutions, for which entrepreneurship and innovation are a priority to ensure long-term economic growth

The **Public Administrations**, in their role as **facilitators of the development of local and national innovative ecosystems**, they have a keen interest in holding meetings such as the South Summit. In fact, they have raised their level of involvement with the ecosystem, increasing their support and collaboration for South Summit to grow where it is now.

South Summit has the support of numerous local, regional and national Public Administrations





2.3. Impact on the Entrepreneurial Ecosystem

The Spanish entrepreneurial ecosystem has grown exponentially in the last 10 years, multiplying by 20 its value and currently employing almost 140,000 people

~11.100 startups

~140.000 employments

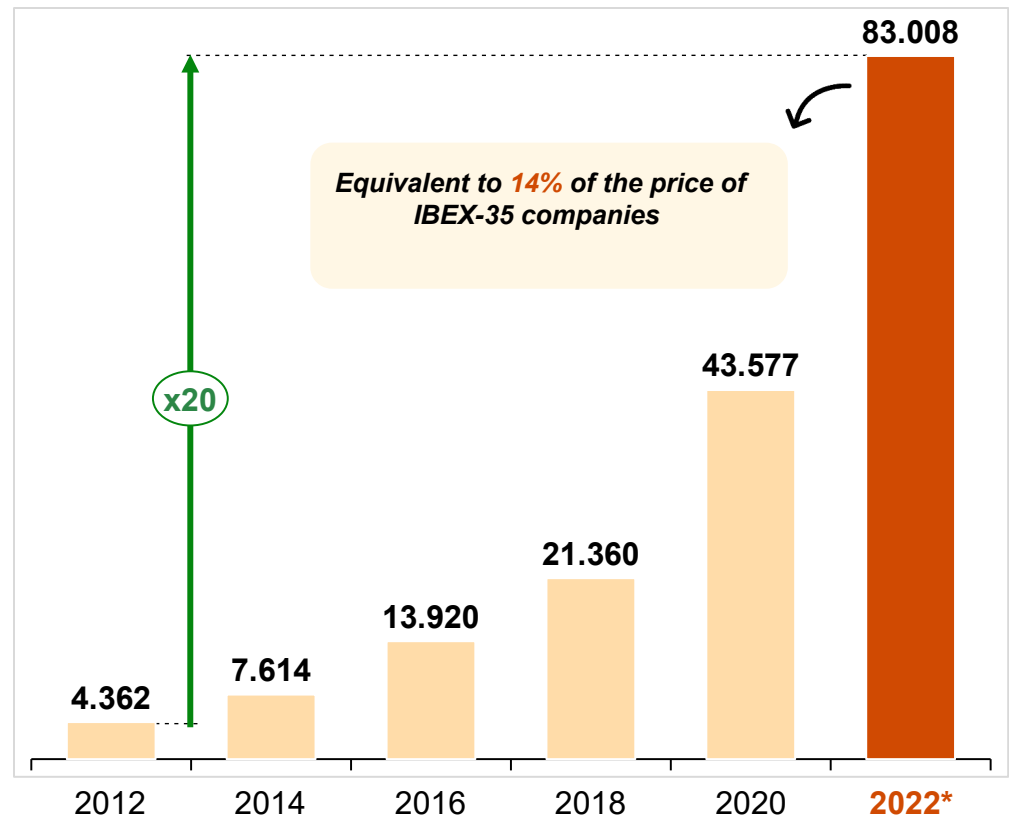
6.446 private investors

366 investment groups

149 accelerators

99 incubators

Value of the Spanish entrepreneurial ecosystem (M€)

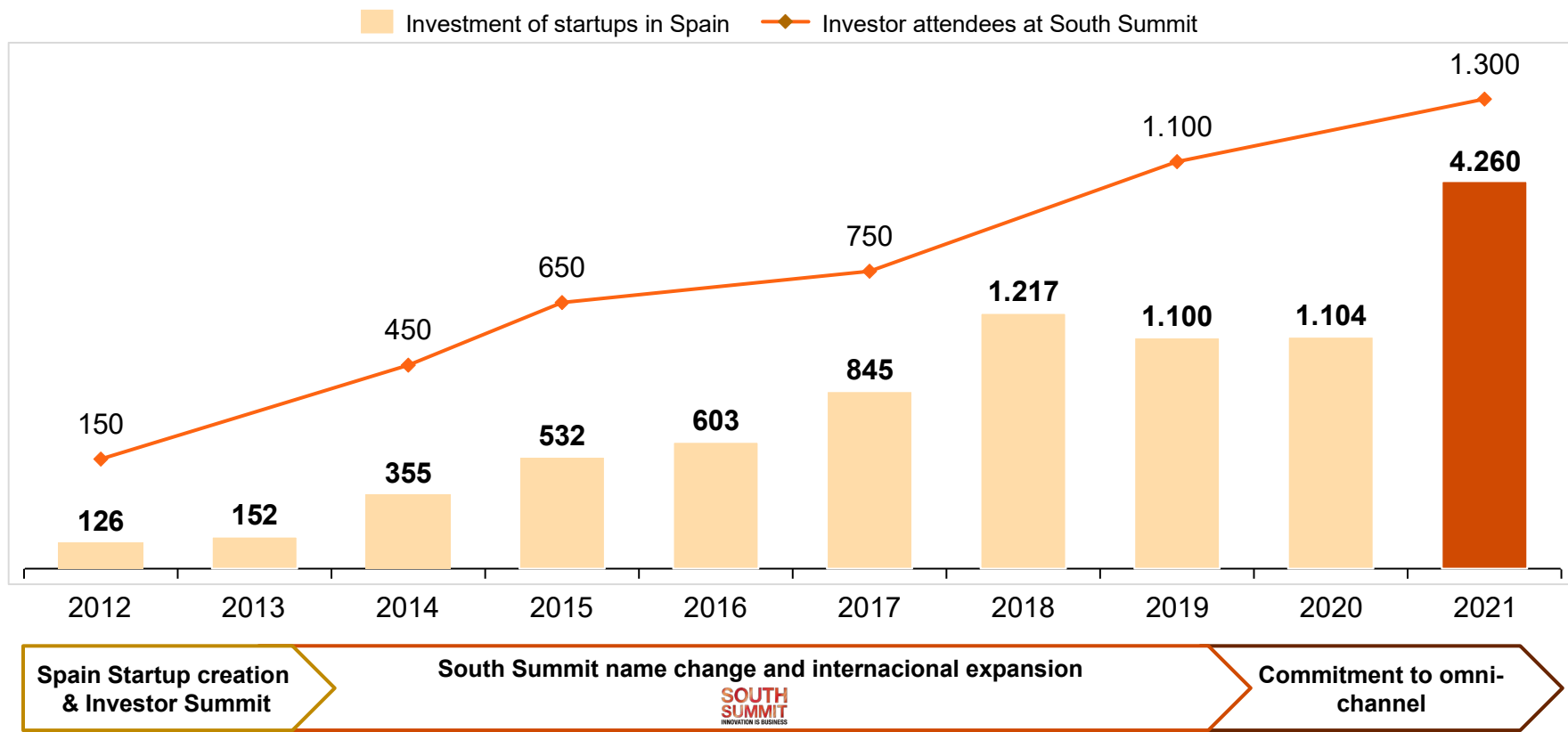


Note: quote at the close of April 19, 2022. Data on the value of the Spanish ecosystem for 2022 extracted and calculated as of April 11, 2022.

Source: South Summit, Startupexplore and Dealroom

Investment in Spanish startups grew at a compound annual rate of 48% between 2012 and 2021, a period in which South Summit multiplied by 8 times the number of investors attending

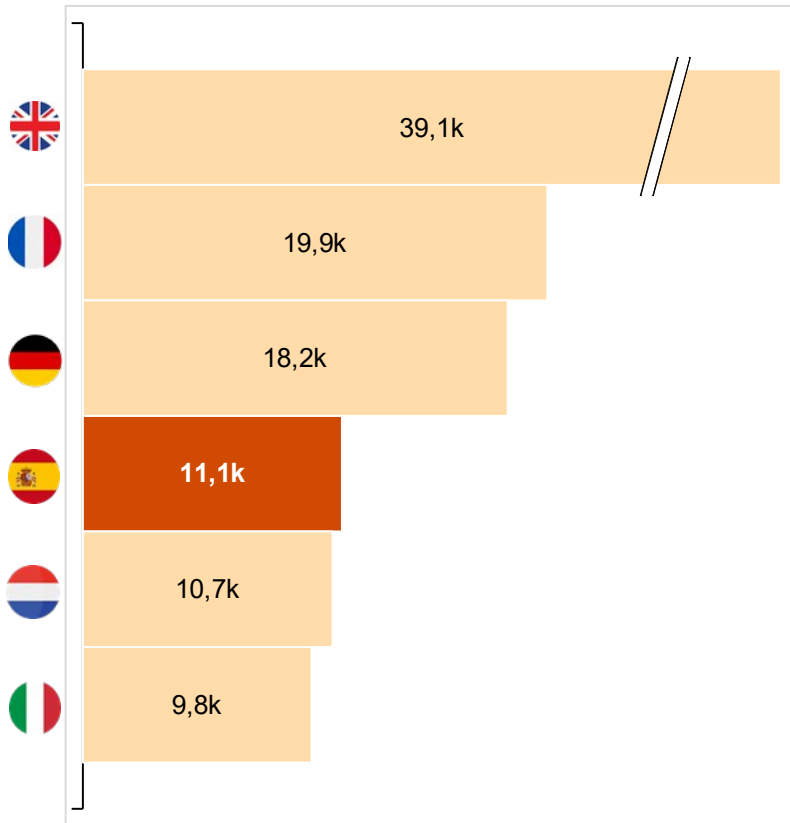
Evolution of the volume of investments in Spanish startups (M€) and investors attending South Summit



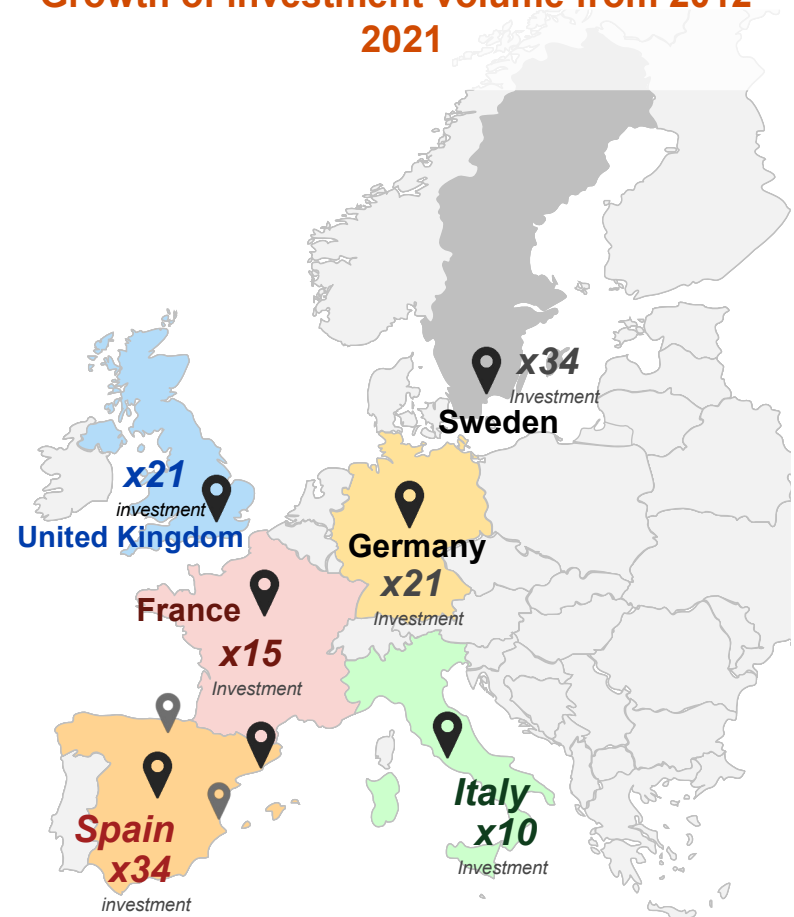
Source: South Summit and Startupexplore

All of this has helped to place Spain as the 4th European country by number of startups, only behind the United Kingdom, France and Germany

Number of startups from major European countries



Growth of investment volume from 2012-2021

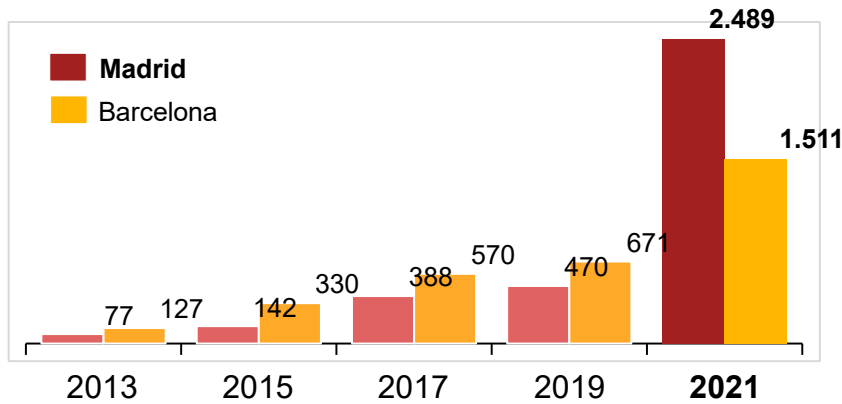


Source: Dealroom and South Summit

Within Spain, Madrid has experienced remarkable growth in recent years, surpassing Barcelona for the first time in investment volume in startups in 2021.

Evolution of the volume of investments in startups in Madrid and Barcelona (M€)

Investments in Madrid startups exceeded those of Barcelona in 2021, thanks to **628 M€** and the **425 M€** raised by **Job and Talent** and **Idealista** respectively. In Barcelona, the main operations that year were **Glovo**, which obtained an investment of **450 M€**, in addition to the one raised by **Wallapop**, some **157 M€**.



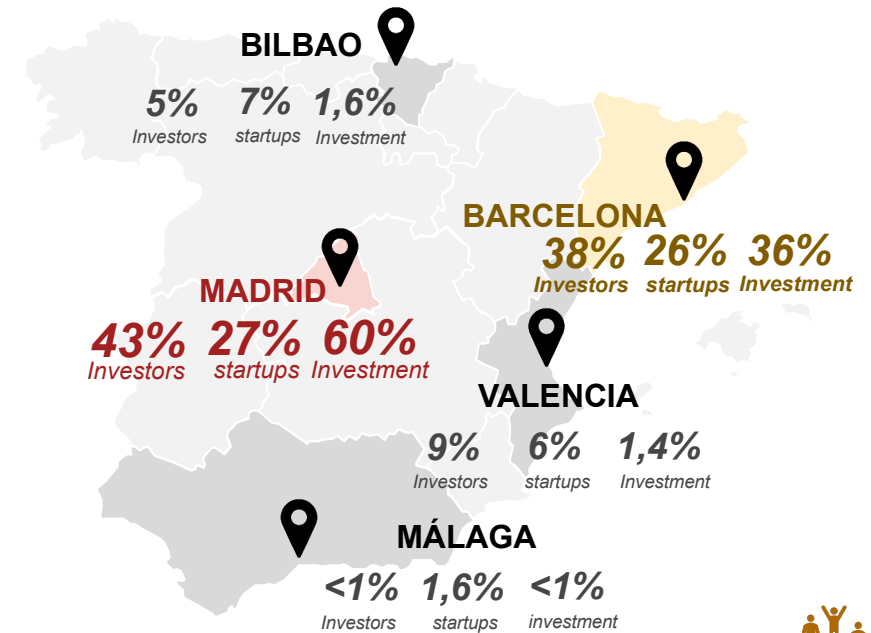
x5

the investment in Madrid in 2021 compared to 2019

64%

the raised investment in Madrid over Barcelona in 2021

National map of the main entrepreneurial ecosystems in 2021 (% of the national total)



The entrepreneurial Spanish ecosystem is growing at a very high rate in recent years. Of all the national hubs, **Madrid has positioned itself as the city with the reference enterprising ecosystem in 2021** above Barcelona, but **2nd tier cities like Bilbao, Valencia or Malaga gain more weight**

Note: % of startups for Madrid, Barcelona have been calculated taking metropolitan areas as a reference. For Valencia and Bilbao the data has been used at the level of Autonomous Communities

Source: Dealroom, Startupxplore and Bankinter Innovation Foundation

This has helped to place Madrid among the main European hubs, with an ecosystem made up of around 3,000 startups employing around 40,000 people.

 **Madrid's innovative ecosystem in numbers:**


 **2.489 M€**
Raised by Madrid startups

 **~3.000**
startups in 2021, growing at a compound annual rate of 10% between 2012 and 2021

 **40.000**
jobs created by Madrid startups in 2021 (13.3 employees on average)

Highlights of Madrid's entrepreneurial ecosystem

 **2^a**
European position in n° of exits above 100M€ in 2020

 **4^a**
European position in n° investment rounds of VC (2016-today)

 **5^a**
European position in number of startups and scaleups

 **6^a**
position among European cities with better prospects for startups, technology and innovative investments

South Summit, connecting the different agents, has contributed to this development of the Spanish and Madrid ecosystems...

	 N° of startup finalists in South Summit (accumulated in 2012-2022)	 Total investment received by the finalist startups (accumulated 2012-2022)	 Survival rate of the finalist startups ¹ (accumulated in 2012-2022)
 Total	1.008	8.900 M\$	88%
 Spainards	513	6.500 M\$	84%
 Madrid Natives	171	2.727 M\$	85%

The investment obtained by Spanish startups after being selected as finalists means...

55%
of the total investment achieved by Spanish startups in the last 10 years

The survival rate of the Spanish startups finalists in South Summit is...

x2
higher than that of the Spanish average as a whole (42.1%)

Note: Survival rate calculated as number of Dead startups among total startups. The national average has been calculated as the ratio of the number of companies surviving in 2019 to the number of companies born in 2014 (INE Harmonized Enterprise Demographic), following the INE methodology.

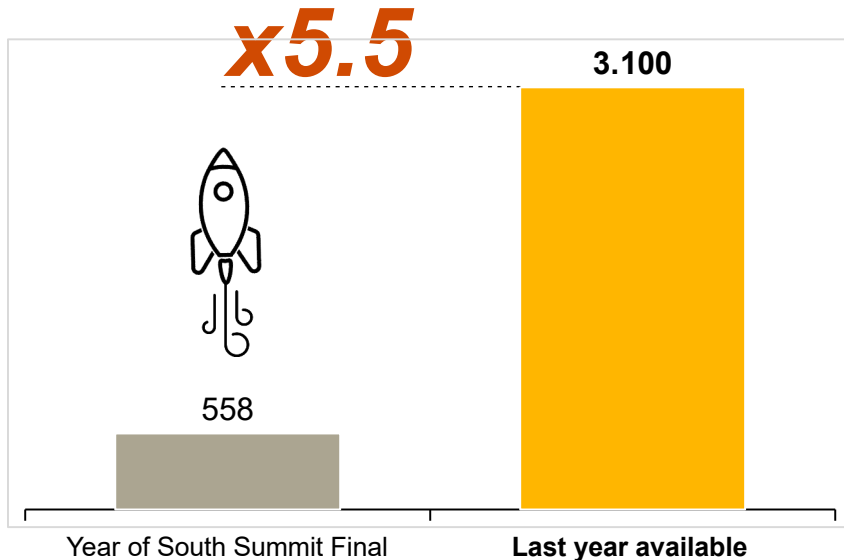
Source: Own elaboration from South Summit and INE

...helping to consolidate the business model of startups and boost their growth

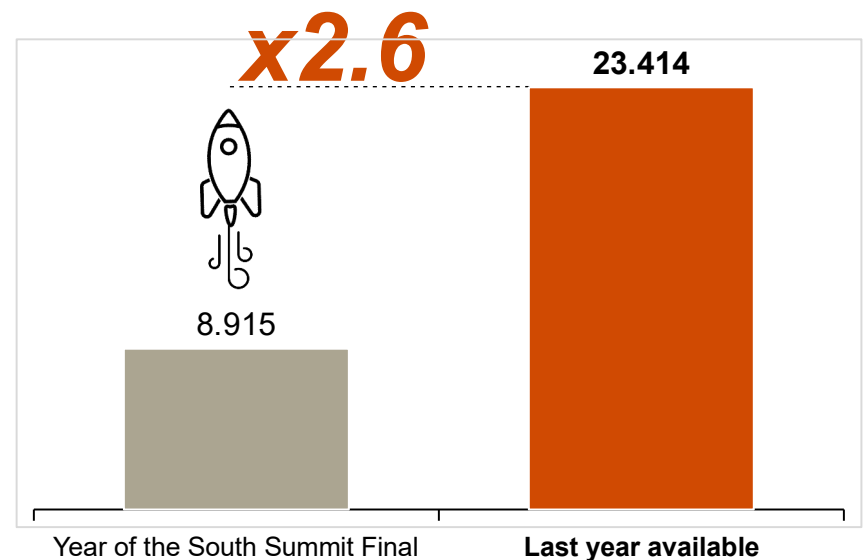
South Summit: a catalyst for startup growth

The **startup finalists** of the different editions of the South Summit saw their turnover and employment increased **from the moment they participated in the encounter**. Thus, its turnover was multiplied by 5.4 times, reaching around 3,100 M€ of turnover. Meanwhile, employment **grew 2.6 times** since its participation in the South Summit, **reaching almost 25,000 jobs**.

Evolution of the annual turnover of the Spanish startups finalists of South Summit from the year of their participation to the present (M€)



Evolution of the employment of the Spanish startups finalists of South Summit from the year of their participation to the present



Note: Estimates made for the total of Spanish finalists' startups based on actual turnover and employment data of the companies identified in SABI. The results of companies with available data have been extrapolated for the 543 Spanish startups finalists.

Source: Own elaboration from South Summit and SABI.

South Summit has not only connected the agents with each other, but also the whole national ecosystem and other countries.



The Israeli investment platform OurCrowd **landed for the first time in Spain in 2017** for the occasion of celebrating **South Summit Madrid**.

OurCrowd has more than **200.000 investors**, **37 venture funds** y **1,800 million dollars** in funds invested.



El ecosistema de innovación Ourcrowd desembarca en España

SAL EMERGUT | JERUSALEN (ISRAEL) | 10 OCT. 2017 | 11:34



In 2020, IN3 held a virtual meeting organized by **South Summit** and the **U.S. Embassy**, among other partners, with **more than 600 attendees** from **more than 50 countries**, with the aim of fostering connections between the **Spanish and American entrepreneurial ecosystem**.



La edición virtual de IN3 en este 2020 fomenta las conexiones entre el ecosistema emprendedor español y estadounidense en la era Covid-19

In addition, it collaborates on a recurring basis with Spanish universities and educational institutions...

 Compluemprende

South Summit, in collaboration with Complutense University and its “**Compluemprende**” program, has driven **entrepreneurship and innovation among faculty-researchers and ambitious student entrepreneurship** by organizing trips to the leading global hubs of entrepreneurship.



2019 Berlin

2018 Israel

2017 Cambridge & Londres

2016 San Francisco & Silicon Valley




 

Involvement in a university environment, together with CUNEF Emprende, **South Summit organized in 2015, 2016 and 2017 the meetings of Networking CUNEF Emprende**, consisting of encounters with reference entrepreneurs, to generate **networking, culture and entrepreneurial ecosystem** within the university environment.

2017

2016

2015



Source: South Summit

...helping to foster an entrepreneurial culture among young university students



34
average age of entrepreneurs in Spain

98%
of entrepreneurs have a university degree

78%
of entrepreneurs have a master's degree



38
average age of entrepreneurs in the European Union

85%
of entrepreneurs have a university degree

Entrepreneurs by conviction and not by necessity



60%
of Spanish entrepreneurs are serial entrepreneurs

<1%
of Spanish entrepreneurs began to undertake after standing still

~10%
of Spanish entrepreneurs are students

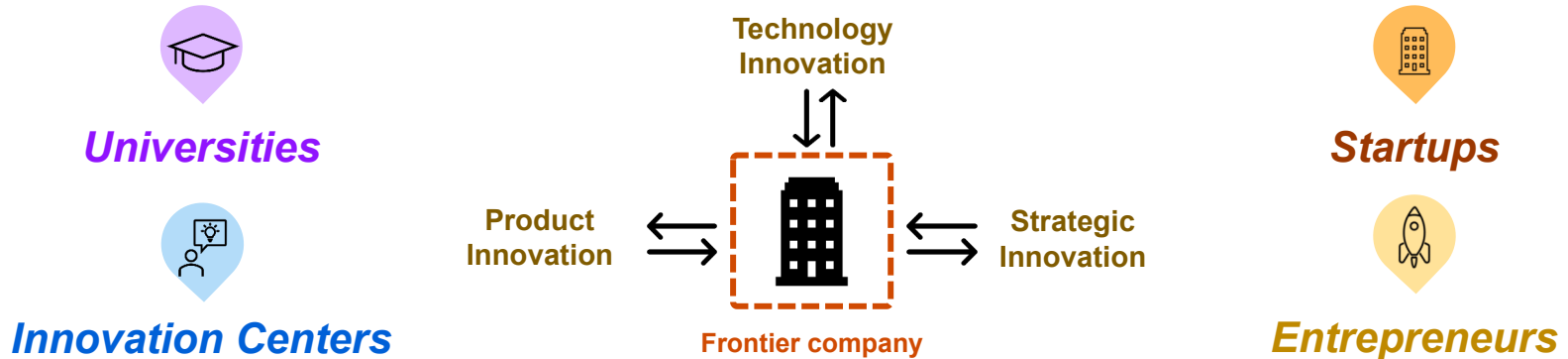


10 years of Promoting the Culture of Open Business Innovation

With the 1st Spain Startup meeting in 2012, a process of change began in the culture of companies with respect to innovation.

What is Open Innovation?

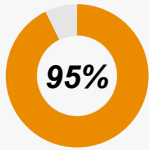
Open innovation is generated by the **relationship of corporations with the other agents of the ecosystem**. By opening the borders of organizations, the aim is to accelerate the **exchange of ideas and achieve a greater rate of innovation**, which affects the **efficiency, scope and quality of innovative processes**.



In 10 years of South Summit, the platform has contributed to the generation of more than 12,000 conversations between companies, entrepreneurs and investors

	+8.000 businesses	+		+26.000 startups	=		+60.000 meetings
	+30.000 executives			+40.000 entrepreneurs			

Today, 95% of Ibex-35 companies are committed to open innovation as a formula for collaboration with the rest of the agents in the ecosystem



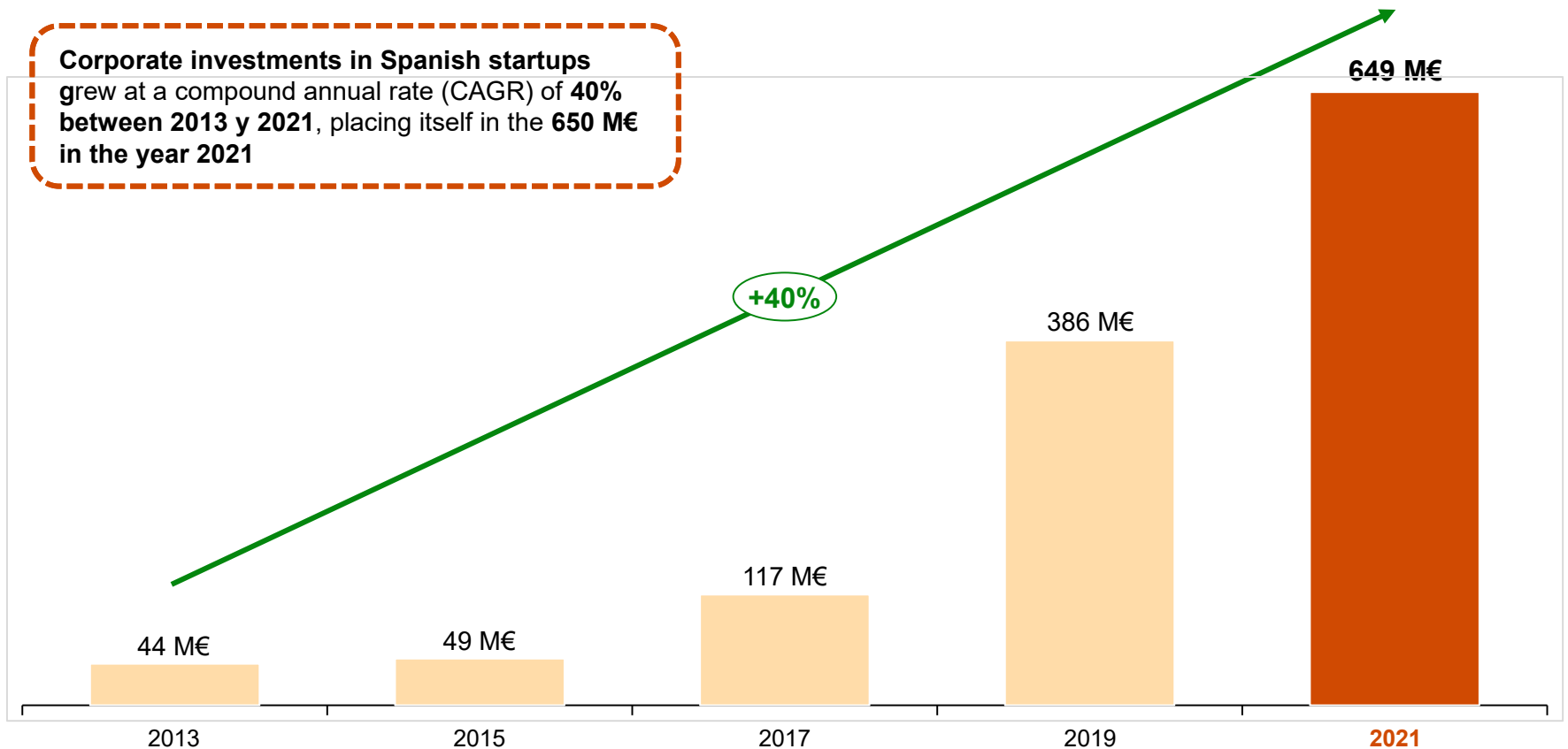
Over the last few years, the largest companies in Spain have been joining the phenomenon of open innovation. Today **95% of IBEX35 companies already have platforms to collaborate and obtain innovation from outside their organizations. South Summit has acted as a strategic platform** where these companies have come to exchange knowledge and obtain innovations from entrepreneurs and startups

Open innovation of IBEX-35 companies



This is reflected in corporate investment in Spanish startups, which has grown at a compound annual rate of 40% between 2013 and 2021.

Evolution of the volume of annual corporate investment in Spanish startups (M€)



Source: South Summit and Dealroom

Within the meetings organized by South Summit, numerous successful open innovation collaborations have been forged



BBVA has become one of the **main promoters of South Summit** in recent years.



The meeting is a perfect ally for its open innovation strategy through **BBVA Open Innovation**, platform with the objective of offering new products to its customers and supporting the Fintech ecosystem around the world.



Iberia has been **actively collaborating with South Summit for several years**, offering discounts on flights to the participants of the different editions as well as connecting with different participating startups. These **alliances** aim to develop **new products and services** that help to **improve customer experience and broaden the companies horizons**.



Also, through the platform of its parent company IAG "Hangar 51", **Iberia contributes to accelerating the innovative process and scaling startups in the travel sector**.



Ferrovial has actively participated in all the South Summit editions since its inception. It is currently collaborating with several national and international **startups that participated in the South Summit**.



In addition, and thanks to its **Open Innovation platform**, Ferrovial connects with the best startups, contributing to the **innovative process and improving its services by incorporating the innovative startups processes into win-win collaborative models**.



True to its commitment to providing the **best products, services and transforming the current energy model**, Endesa participates annually in the South Summit by **collaborating closely with some of the startups present there**.



And thanks to the platform **Open Innovability**, the company connects with all the agents of the ecosystem, offering them spaces such as the **Innovation Hub Europe in which IoT, Data Science and the AI are the protagonists**.



3

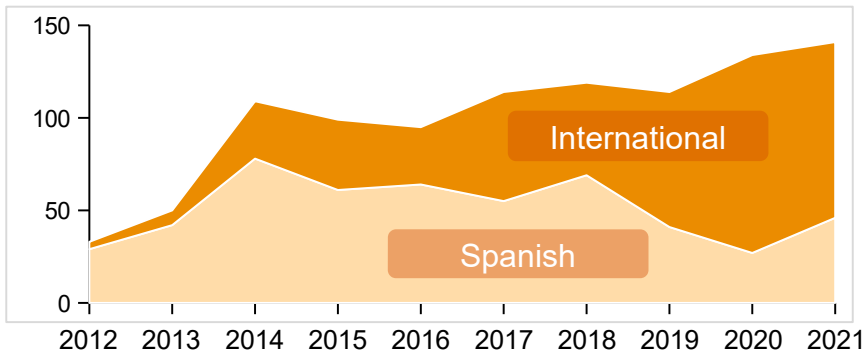
Looking to the Future

**SOUTH
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Interest in South Summit is global, with more and more international entrepreneurs participating in the Startup competition

Evolution finalists of South Summit Startup Competition by origin of participant

Finalists



Where the finalists of the South Summit Startup Competition are from



% of the total number of international finalists



USA, UK, México, Colombia, Alemania, Chile, Francia, Israel, Argentina, Portugal, Italia, Perú, Brasil, Países Bajos, Suiza, Egipto, Suecia, Nigeria, Singapur, Canadá, Dinamarca, Finlandia, Bélgica, Sudáfrica, Grecia, India, Austria, Bulgaria, Ecuador, Emiratos Árabes Unidos, Irlanda, Kuwait, Polonia, Ghana, Guatemala, Hong Kong, China, Letonia, Sudáfrica, Costa Rica,...



Towards a global platform

75% of the startups presented are already international.....



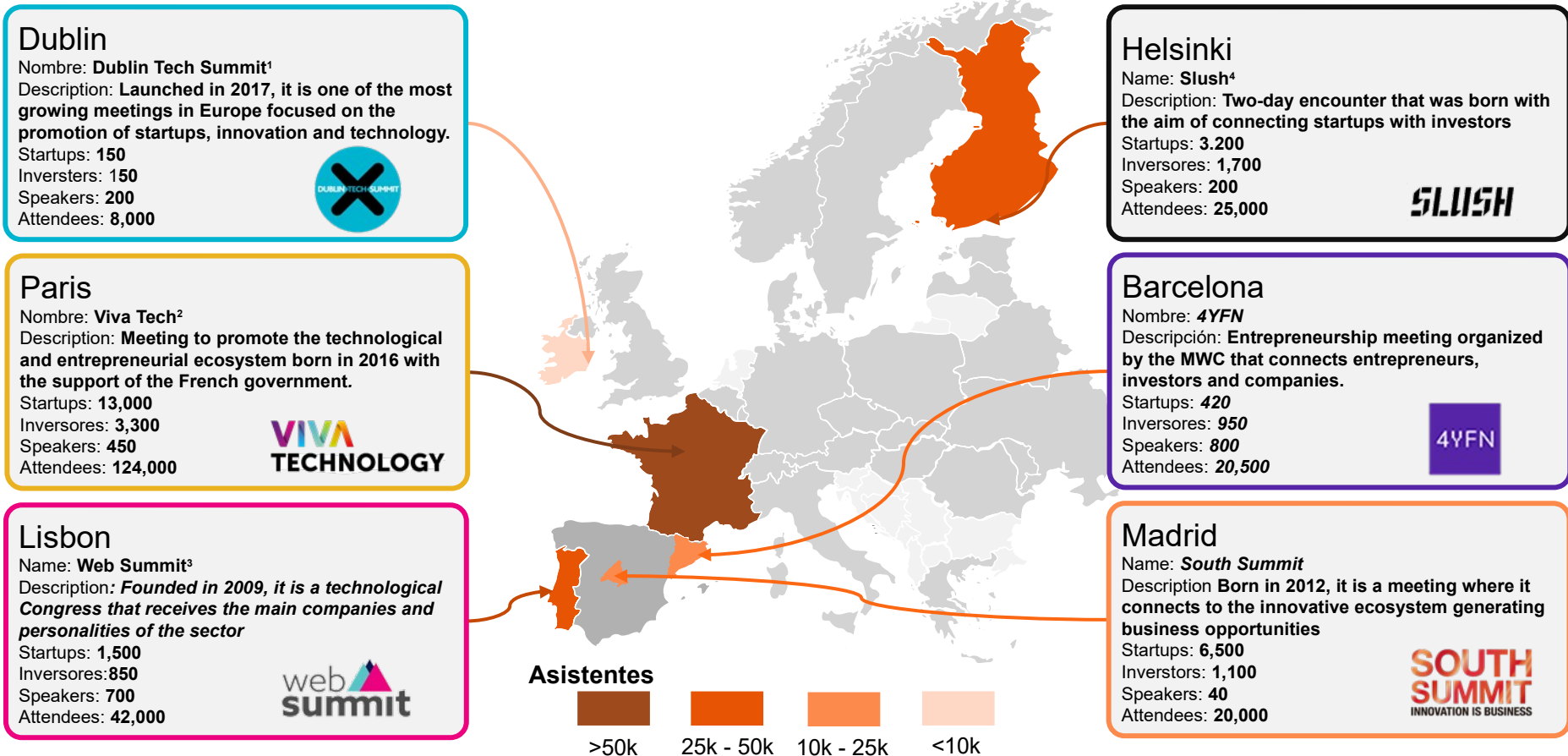
...and of the finalist startups are international... **67%**

5 continents
...resulting in entrepreneurs from all 5 continents within the South Summit Ecosystem

Source: South Summit

South Summit has established itself among the main European meetings...

Main meetings related to entrepreneurship and innovation in Europe



Source: corporate websites of each of the meetings included

...and aspires to become one of the main innovation platforms in Latin America

Latin American entrepreneurship initiatives emerge and South Summit stars in the largest meetings of entrepreneurship and startups



The Pacific Alliance was born in 2011 as an economic and development initiative between **Chile, Colombia, Mexico and Peru**. Since 2017, collaboration with **South Summit** has been forged, celebrating in the ensuing years meetings in Bogota, Lima, Barranquilla, Mexico City and Santiago de Chile.



Swiss platform to support innovation and startups growth expanded to LATAM in 2017 inviting startups from **Colombia, Argentina, Chile, Peru, Mexico, Uruguay, Ecuador, Brazil, Costa Rica, Bolivia, Jamaica, Dominican Republic and Panama** to their global startups competition.




INCmty from **Monterrey in Mexico** is the largest Latin American platform to unite the entrepreneurial and startups community with accelerators, investors and other relevant actors. Since 2018 they have held a festival in Monterrey where the agents of the innovative ecosystem meet and relate.









The South Summit platform is holding for the first time in 2022 an integral **3-day encounter in Porto Alegre**. With more than **1,000 confirmed startups** from **76 different countries**, the meeting will be attended by around **500 speakers**, more than 80 investment funds with a portfolio of over **68,000 M\$** and **9 unicorns**, making it a reference meeting in Latin America.

Source: corporate websites of each of the meetings included

South Summit is already present in the LATAM countries with the largest entrepreneurial ecosystem

Ranking of LATAM Countries according to Investment and Startups

Pº	Cities	Startups (x1000)	Investment (M€)	Unicorns	Ecosystem Value (M\$)	South Summit Meeting Encounters and other
1º	Brazil	4,8	2.115	29	182.300	 Next South Summit
2º	México	1,7	620	7	34.800	 South Summit celebrated
3º	Argentina	1,6	197	5	63.900	 South for Arts
4º	Colombia	0,7	1.099	1	15.300	 South Summit celebrated
5º	Chile	0,7	10	1	4.600	 Meetup celebrated
6º	Perú	0,3	9	0	1.500	 Meetup celebrated


South Summit grows together with the entrepreneurial ecosystem of LATAM, organizing in 2022 a great meeting in Brazil (1st ecosystem of LATAM).



Let's Prove to the world how bright the south is! South Summit looks to the future looking for a consolidation in the Latin American continent

Source: South Summit and Dealroom

In addition, South Summit is committed to a sustainable economy and is committed to a green entrepreneurial ecosystem as an antidote to the climate crisis...

From the inside...

Since 2021, South Summit has looked to the future and has focused on the green economy where entrepreneurs can play a key role. To that end, the big platform that has grown so much in 10 years is now very useful in inspiring the next generation of startups and companies to the change we need. Every crisis brings an opportunity.



..taking advantage of opportunities...

Every crisis brings an opportunity, and with this transition to an emissions-free global economy, significant investments are being made by companies and institutions in products, systems, solutions, and services that accelerate and enable the green transition.



...that drive innovation

The relevance of this challenge at the social, institutional and business levels makes available to entrepreneurs both financing and inspiration to generate innovations. Through the South Summit meetings and the large, driven entrepreneurial ecosystem, the goal is to get you to start with innovative proposals in sustainability helping to achieve climate goals.

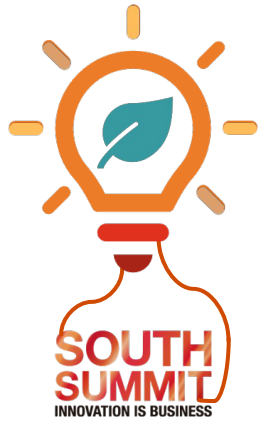


**Building a
Sustainable
South Summit**

Together

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... and today it has already achieved different milestones that place the platform and its meetings as a reference in terms of sustainability



South Summit awarded in the **Greener Event Award 2021** in the category of improvers



Sustainability encounters in ...



Energy



Waste Management



Decorative elements and plants



Building materials



Food and water



Printed Material



Services



SAVING ENERGY: Reducing the use of electric diesel generators by accumulating energy in batteries during low-power hours.

RECYCLE: Reducing the use of electric diesel generators by accumulating energy in batteries during low-power hours.



CONSTRUCCION: Stands and structures built with sustainable materials and/or from previous editions of South Summit.



FOOD AND WATER: Availability of sources and delivery of ecological bottles for proper hydration during meetings and reduction of use of plastics.



DECORATION: Use of decoration from recycled materials and natural plants.

AND MORE: South Summit awards with ecological elements, minimizes color prints, etc.





And for the 2022 meeting in Madrid, South Summit is committed to a series of actions to reduce its impact on the environment that are aligned with 12 of the 17 SDGs



Specific action with attendees



Installation of non-polluting generation systems



Reduction of the carbon footprint through specific measures in the enclosure and information to the attendees



Offer of healthy food and beverages



Actions linked to own employment and that of suppliers



Food with sustainability certificate



Parity in the personnel linked to the meeting



Improving accessibility for people with reduced mobility and specific measures for groups at risk of social exclusion



Correct waste management and gastronomic offer without game meat



Installation of water saving systems



Measures regarding the elements for the construction and development of the meeting, promotion of recycling among attendees and waste management



Participation of NGOs aligned with the objectives of South Summit



Methodological Annex

Annex A: The input-output model (2/2)

The impacts on economic activity and employment in Madrid generated as a result of the organization and celebration of the meeting are calculated from the input-output model, constructed from data from the Regional Accounts of the Community of Madrid.

Input-output models are a standard and widely used technique for quantifying the economic impact of economic activities and infrastructure investments. They are based on the Leontief production model, in which the production requirements of an economy are equivalent to the intermediate demand for goods and services by the productive sectors plus final demand, as can be seen in the following expression:

$$X = AX + y$$

Where X is a column vector representing the production needs of each sector of the economy (a total of 66 in the Regional Accounts of the Community of Madrid), and y is a column vector representing the final demand of each sector, and A is a matrix (66 rows x 66 columns), called technical coefficients, which indicate for each particular sector the percentage of its production that is destined for each of the other sectors of the economy, and by column it also indicates for each sector the weight on its production of the goods and services that demand from each of the other sectors of the economy. The above expression can also be seen as follows:

$$\begin{bmatrix} X_1 \\ X_2 \\ X_3 \\ \dots \\ X_{66} \end{bmatrix} = \begin{bmatrix} a_{11} & a_{12} & a_{13} & \dots & a_{166} \\ a_{21} & a_{22} & a_{23} & \dots & a_{266} \\ a_{31} & a_{32} & a_{33} & \dots & a_{366} \\ \dots & \dots & \dots & \dots & \dots \\ a_{661} & a_{662} & a_{663} & \dots & a_{666} \end{bmatrix} \begin{bmatrix} X_1 \\ X_2 \\ X_3 \\ \dots \\ X_{66} \end{bmatrix} + \begin{bmatrix} y_1 \\ y_2 \\ y_3 \\ \dots \\ y_{66} \end{bmatrix}$$

Where, e.g., X_1 is the production needs of sector 1, y_1 is the final demand of this sector, and $A_{11}, A_{12}, A_{13}, \dots, a_{166}$ are the percentages of production in sector 1 that are destined for sectors 1, 2, 3, respectively. ...,66, while $a_{11}, a_{21}, a_{31}, \dots, a_{66}$ are the weights on the production of sector 1 of the goods and services demanded, respectively, of sectors 1, 2, 3, ..., 66.

Annex A: The input-output model (2/2)

Reordering the previous expression, the production needs of an economy (X) can be calculated from the final demand (y) that it has to meet as follows:

$$X = (I-A)^{-1} y$$

Where $(I-A)^{-1}$ is the inverse Leontief matrix or matrix of production multipliers that is used to calculate impacts.

The matrix of production multipliers used in our analysis has been calculated from data published by the National Institute of Statistics of the Community of Madrid. This matrix allows to determine, for each euro disbursed or invested in the different sectors of the Regional Accounts (that is, for each euro of final demand), the impact in terms of gross production (that is, production requirements).

From the matrix of production multipliers, the employment multipliers are calculated. For this purpose, using data from the National Statistics Institute of the Community of Madrid, direct employment ratios (ratio of number of employees to production) are calculated first for each sector. The employment multipliers are then derived by multiplying the matrix of production multipliers by a column vector with the direct coefficients of employment calculated for each sector.

Multipliers for the calculation of induced effects are obtained from information on: (i) the weight of household income (remuneration of employees) on the production of each of the sectors concerned, (ii) the distribution of household consumption by sector, and (iii) the estimated marginal propensity for consumption in the Spanish economy (0.643).

Annex B: Methodology for estimating attendee expenses

In the absence of specific information on the expenses incurred by the participants in the meeting, the data on average tourist expenses were used as an approximation, as well as the breakdown of these expenses by concepts published by the Statistical Institute of the Community of Madrid and the INE. More concretely, for those attending the meeting, the average expenses incurred by tourists from the rest of Spain and foreigners who come to the community have been used as a reference. The average expenses made by tourists from the rest of Spain and foreigners who come to the Community of Madrid

These average expenditure figures have been further adjusted for the specific case of South Summit, in order to reflect only those expenses that would have an impact in Madrid and would not have been realized if the meeting had not been held. In addition, in order to avoid duplication in the estimated impacts, the expenses incurred by the attendees in the entrances to the meeting have not been taken into account.

The adjustment of these figures has been made independently depending on the origin of the attendees, as detailed below:

- Attendees from Spain (Except the Community of Madrid) and from outside Spain:
 - It has been assumed that 50% of the expenditure on transport was made in Madrid and the remaining 50% in the respective places of origin, with the exception of air and sea transport where 75% has been assumed..
 - The expenses in travel agencies of foreign tourists have not been included when assuming that they were made in the place of origin..
- Attendees from the Community of Madrid:
 - To take into account only those additional expenses, that is to say those that have been made exclusively by the attendance at the meeting and that would not have been carried out in the absence of the meeting, in the case of the residents of Madrid, only the expenditure made on transport to and from the festival site (mainly taxi and petrol in the case of those using their own car) has been taken into account. These figures have been estimated on the basis of average prices for petrol and taxi rides from the venue to different locations in Madrid (50 € for a round-trip taxi with 2 people).

In order to estimate the impacts, all the average expenditure data have been additionally adjusted by eliminating the corresponding VAT, depending on each category of expenditure.

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