



Interview - Júlia Vila Chiapella

WP 2

Activity 1 (Leaders Interview)

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Interview Metadata

Date of Interview:	27/06/2025
Interviewer Name:	Olena Korzhykova
Consent for data collection	Yes
Additional remarks on the interview	N/A

Meet the leader

Name:	Júlia Vila Chiapella
Age:	34
Gender:	Female
Current role and position:	Entrepreneur, founder, and owner of a company
Years of Work Experience:	10 years
Years in Leadership Roles:	10 years
Organization:	ORIGENS
Sector of Activity:	Non-formal/informal education
Country / City:	Spain / Reus
Organization Size:	<input checked="" type="checkbox"/> Micro <input type="checkbox"/> Small <input type="checkbox"/> Medium <input type="checkbox"/> Large

Main Interview Content

Interview Section	Summary of Answers	Selected Quotes
<p>The Path to Leadership Key moments, challenges, values</p>	<p>Leadership Development: She highlighted that her leadership journey began with personal experiences of overcoming challenges, which fostered resilience, empathy, and a strong sense of purpose.</p> <p>Key Moments: Significant milestones included managing crises, leading team changes, and transitioning from the translation/interpretation services to programming and design of video games. Later, Júlia felt a personal need to find a less stressful activity, as working in the video game industry was quite challenging. She discovered ceramics as a relaxing, therapeutic activity and started taking workshops in Reus, Tarragona, and Barcelona. Over time, she realized that ceramics weren't just artistic but also had therapeutic benefits. Inspired by this, she developed a business plan to establish her own ceramics space, seeing a gap in Reus for such a space. With her extensive experience in managing teams and departments, she felt confident in launching her own business. Now, she is pursuing professional training to run her ceramic space, driven by a personal, therapeutic need that evolved into an entrepreneurial project creating a business that combines therapy and art.</p> <p>Challenges Faced: handling a company during an economic crisis, starting from “zero”, balancing emotional well-being, and navigating organizational and systemic barriers.</p> <p>Core Values: Integrity, respect, perseverance, and dedication are fundamental to our organisation. She also emphasizes the importance of social responsibility and ethical behavior for a leader.</p>	<p>“My journey as a leader started with a personal challenge that taught me resilience and empathy.”</p> <p>“Leading my team through a crisis strengthened my confidence and trust in my abilities.”</p> <p>“One of the biggest challenges was managing different personalities and perspectives, but it made me a better listener and leader.”</p> <p>“I believe in leading by example.”</p> <p>“The hardest part is balancing organizational goals with the well-being of my team, but I learned that compassion often drives success.”</p>
<p>Your Approach to Leading Inclusion, decision-making, vision</p>	<p>Approach to Inclusion: As a leader and team member, she always intends to create an environment where every voice is valued, promoting active listening and open dialogue. She focuses on fostering diversity by respecting different perspectives and ensuring everyone feels heard and included.</p> <p>Decision-Making Style: Launching collaborative or participative decision-making processes, she has involved team members in shaping strategies and solutions. Transparency is important to build trust and shared commitment.</p>	<p>“As a leader, I intend to focus on sustainable growth that benefits both people and the environment.”</p> <p>“I see my role as guiding my team towards innovative solutions that align</p>

	<p>Vision: She emphasizes sustainability, innovation, and social responsibility. She aims to inspire her teams towards common goals that benefit the community and organisation, emphasizing collective growth and positive impact.</p>	<p>with their needs and expectations and organisation's core values." "Empathy and listening are crucial. They are at the heart of my leadership approach."</p>
<p>Driving Change Strategies for sustainable and positive outcomes</p>	<p>Creating Positive Impact: Júlia, who is not only a leader but also an educator who organizes art sessions to produce ceramic pieces, shares that when participants of the workshops leave, they often say, "Wow, two hours have passed?" which makes her feel that the activity is truly meaningful. Participants leave satisfied, not only because the activity is therapeutic but also because it is a form of art. They create tangible items that they use afterward, resulting in feelings of pride. Seeing participants feel proud and satisfied gives her a deep sense of pride, reinforcing the value of the activity. In this sense, her work directly benefits members of the community, promoting social inclusion, environmental responsibility, and economic sustainability.</p> <p>Collaboration: Building networks and strong partnerships is seen as essential. Júlia highlights that collaboration across sectors and borders amplifies impact, fosters innovation, and creates shared ownership of outcomes.</p> <p>Sustainability: Her team integrates sustainable practices into their projects, such as eco-friendly materials, resource efficiency, and social equity, ensuring that initiatives are environmentally responsible and socially inclusive.</p> <p>When we talk about sustainability, the first thing that comes to mind is eco-friendly and environmentally responsible actions. However, sustainability isn't only about the ecological impact; social and economic impacts are equally important, along with the influence on the local territory. Júlia Vila emphasizes that true sustainability considers all these aspects. In her work within the social sector, she collaborates with mental health organisations and aims to expand these efforts further.</p> <p>Outcomes: The main outcomes include increased awareness, community empowerment, and tangible environmental and social improvements. They intend to create replicable models and inspire other civic organisations to act for a broader change.</p>	<p>"We try to make synergy with other community actors. Collaboration allows us to pool resources and ideas and multiply impact."</p> <p>"Sustainability is at the core of everything we do."</p> <p>"Building synergies opens new opportunities and makes us stronger."</p>
<p>Bias & Belonging Tools, practices, awareness</p>	<p>Through a deep awareness that "everyone has a different path", Júlia Vilà addresses belonging. Recognizing that while some people grasp the techniques quickly, others take more time, and some "flow easily" while others need "more guidance", her leadership is characterized by empathy and active listening. This</p>	



	<p>approach allows her to focus on promoting inclusion, ensuring that every voice is valued and that everyone feels heard and included.</p> <p>These conscious practices translate into concrete tools in her workshops: the goal is not to create standardized or “perfect art”, but to encourage personal reflection and self-identification. After initial learning and experimentation with different techniques, each participant works on their own project. When someone shows up with their own project, they “go on with it and make it more special and unique”. This individualized approach respects diverse rhythms and perspectives, guaranteeing that the final result is authentically theirs. When participants take home something they’ve made “in their own way,” this self-expression generates an intense sense of pride and belonging.</p>	
<p>Sharing What Works Inspiration, examples, transferable tools</p>	<p>Working in large multinational companies, for example, as happened to Júlia in the video game sector, often left her feeling isolated and with little genuine attention to people. Her passion has always been supporting others, especially in smaller teams, by explaining the “why” behind tasks and fostering a sense of unity. During difficult moments, she realised that art and manual activities, like ceramics, helped people connect emotionally and mentally, offering a way to regain focus and inner peace. This activity not only provides a form of self-connection but also helps to channel emotions and thoughts in a healthy, therapeutic way. This experience highlights that simple, creative, and manual activities can be powerful tools for personal well-being, fostering self-awareness and emotional balance-valuable insights that can be transferred and adapted to various contexts.</p> <p>Júlia is clear that true leadership is about guiding and supporting, not controlling, and she focuses on creating a supportive, individualized environment where everyone can feel proud of their work.</p>	<p>“True leadership is about guiding and supporting, not controlling.”</p>





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