



# CEMEX-TEC AWARD

# MEET THE WINNERS

CEMEX-TEC AWARD  
WINNERS 2019





# ¿WHAT IS THE CEMEX-TEC AWARD?

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Founded in 2011, the CEMEX-Tec Award is given on an annual basis to honor individuals and organizations that develop superior high-impact proposals and implement progressive projects in sustainable development, innovation and social entrepreneurship, and which foster economic development, social involvement of communities and the preservation of natural resources.

# THE TEAM



## CEMEX

Global company of materials for the construction industry that offers high quality products and reliable services to clients and communities in more than 50 countries. It maintains its trajectory of benefiting those it serves through innovative construction solutions, efficiency improvements and efforts to promote a sustainable future.



## TEC DE MONTERREY

University institution founded in 1943 whose vision is to form leaders with an entrepreneurial spirit, human sense and international competitiveness. It is the private university with the highest academic recognition in Latin America.

# OUR PARTNERS



Global organization that promotes entrepreneurship and social innovation and creates the conditions for each individual to have the skills and knowledge to be agents of change in their communities. Ashoka has 36 years of experience in more than 93 countries



The most startup-friendly accelerator on the planet. Each year, Mass Challenge awards up to \$2m in equity-free cash prizes to help high-impact startups succeed.



Largest global network of entrepreneurs and innovators in the world, with more than 15,000 members in more than 80 cities. Each community contains a large number of innovative programs, events and avant-garde content, offering resources, knowledge and unique networks.



International organization that designs social and environmental impact programs, promoting collaborations between committed citizens, passionate entrepreneurs, and avant-garde organizations.



Operating with a vision of creating a Mexico where everyone has the same opportunities, Unreasonable is distinguished by providing the resources that entrepreneurs need to achieve their impact, becoming companies positioned to change the course of history.



One of the main means of communication of the entrepreneurial ecosystem, where access to information about entrepreneurship and innovation is democratized, with the objective of promoting young entrepreneurs in an informed manner.



The world's largest network of problem solvers. They extend the impact of the strategies of sustainability and innovation of the organizations and support undertakings that give solution to social problems.



Consultants in social innovation, transformation of the business sector, collaborating in the development of strategies and implementation of projects that promote the balance between profitability and the generation of social and environmental value.



Civil Association that encourages citizen participation by linking, developing and empowering organizations and agents of change, in order to influence and impact the overall well-being of communities.



Social Impact Center that promotes connections between actors and key actions that transform our society and provoke collective impact.

# CATEGORIES



## TRANSFORMING COMMUNITIES

Open to undergraduate and graduate students from any country with proposals on sustainable improvements of communities, which are feasible to implement.

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### AWARD

1st place (Mexico) y 1st place (International) 5-day workshop led by MakeSense.  
US \$25,000 each for the implementation of the proposal.



## SOCIAL ENTREPRENEURS

Open to entrepreneurs with initiatives with social impact in any country, aimed for social and environmental entrepreneurship projects that have at least one year of implementation and generate a systemic change.

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### AWARD

15 international winners: intensive 5-day workshop, led by Ashoka and MassChallenge.  
3 first places: US \$10,000 seed capital each.



## COMMUNITARIAN ENTREPRENEURSHIP

Open to nonprofit organizations, foundations, cooperatives or civil associations of any country with community social impact projects. Looking for productive projects on social community transformation that have at least 1 year of implementation.

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### AWARD

10 international winners: 5-day bootcamp experience, led by Unreasonable Mexico.  
3 first places: US \$10,000 seed capital each.



## COLLABORATIVE ACTION

Open to organizations that work through multisectoral alliances, involving at least 3 sectors of the society. Looking for projects with social impact implemented through multisectoral alliances, which have at least one year of implementation.

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### AWARD

First three national and international places will travel to Mexico to participate in workshops and receive their award.

# RESULTS

4 GLOBAL CATEGORIES

1,493 ENROLLED PROJECTS



TRANSFORMING COMMUNITIES

335 PROJECTS



SOCIAL ENTREPRENEURS

757 PROJECTS



COMMUNITARIAS ENTREPRENEURSHIP

291 PROJECTS



COLLABORATIVE ACTION

110 PROJECTS

## PARTICIPATION ▶

32 MEXICAN STATES

67 COUNTRIES

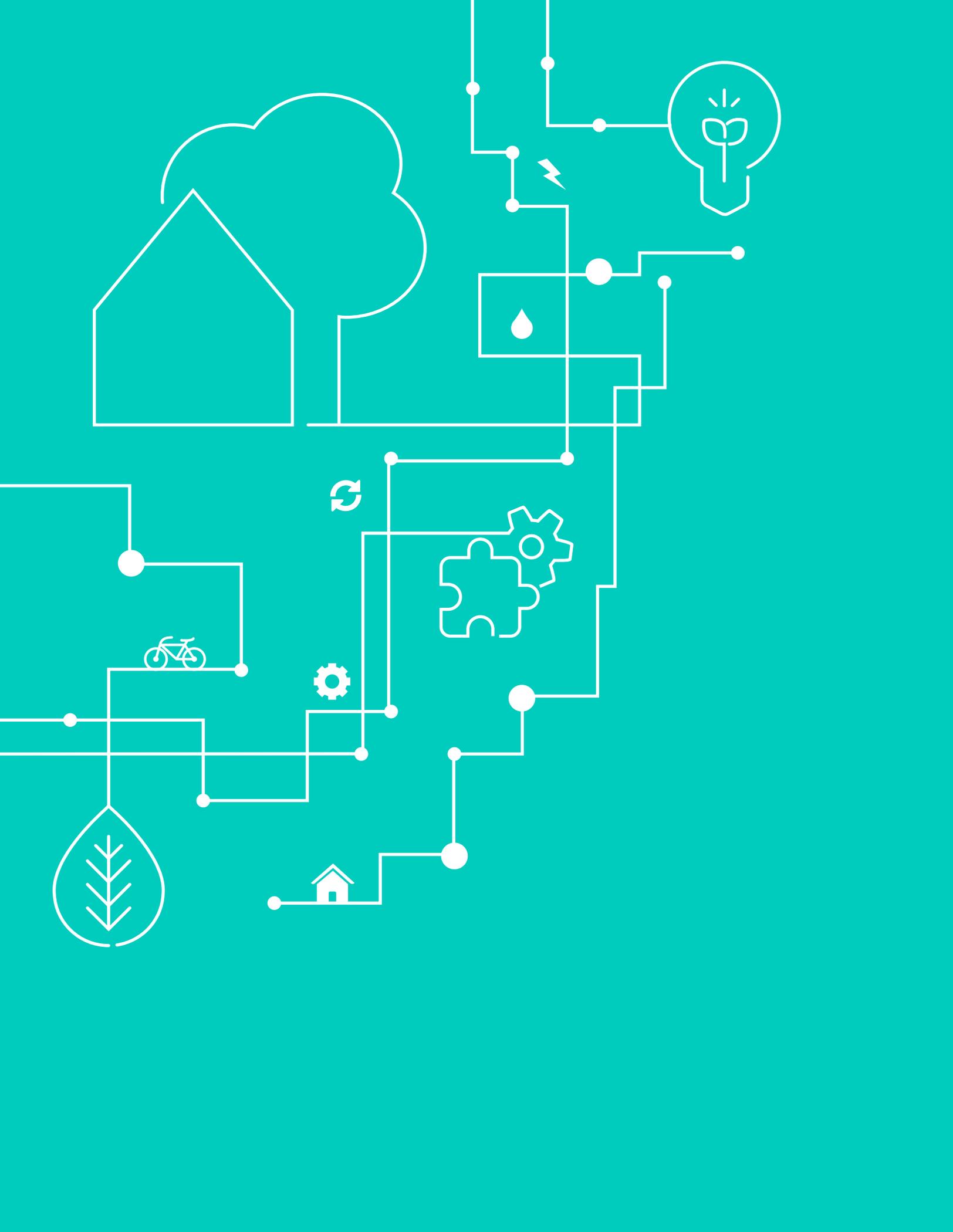


# EVALUATION

**60** EVALUATORS

representing **34** global organizations involved in the winner selection process





# TRANSFORMING COMMUNITIES

## WINNERS



## ARGENTINA

# “P'UFTUQUELEAHIN CO MONGUELEAHIN CAF R'AQUIZUANLEAHIN ZOY CO

**NEAHIN”** ["DRINKING WATER GIVES US LIFE, BECOMING AWARE WILL GIVE US WATER"]



**Ganador  
Transformando Comunidades**

The objective is to work together with the Catalan Mapuche Community to ensure access to safe water, in quantity and quality, through the improvement of the system for collecting, storing and transporting water for human consumption. The project is generated in partnership with the Aluminé Decentralized Management Unit of Lanin National Park.

**Neuquen – Argentina**

Team:

Julián Simonato,  
Catalina Mascioni, Martina Mascioni,  
Julieta Gisele Castro

Teacher advisor:  
Silvia Estela Sala

University:  
Universidad Nacional de La Plata

Community:  
Comunidad Mapuche Catalán, Lonco  
Luan, Provincia del Neuquén,  
Argentina

**MEXICO**

# **AGRO-ECOLOGICAL CULTURE FOR XOCHIMILCO: CHINAMPEROS FARMERS REGENERATING THEIR ENVIROMENT**



**Ganador  
Transformando Comunidades**

Implementation of a pilot training program for 15 agricultural producers to strengthen existing human capital, promoting an organized community with sustainable use and management of soil and water. The project is generated in partnership with Colectivo Ahuejote, IRRI Mexico and the Universidad del Medio Ambiente.

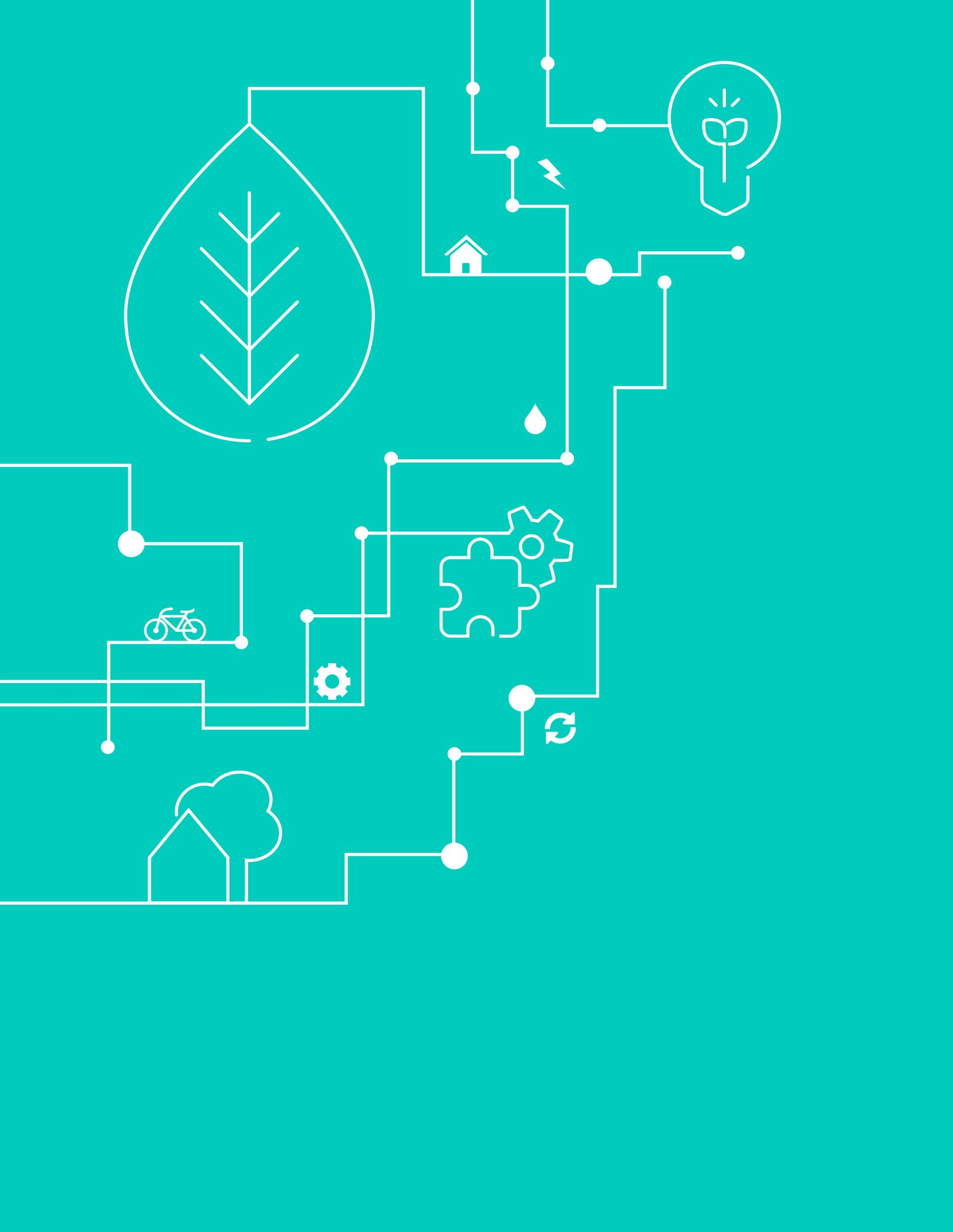
**Mexico City- Mexico**

Team:  
Francesca Larissa Verschoor Hoitink,  
Raúl Mondragón Segura,  
Silvia Mejía Aranda,

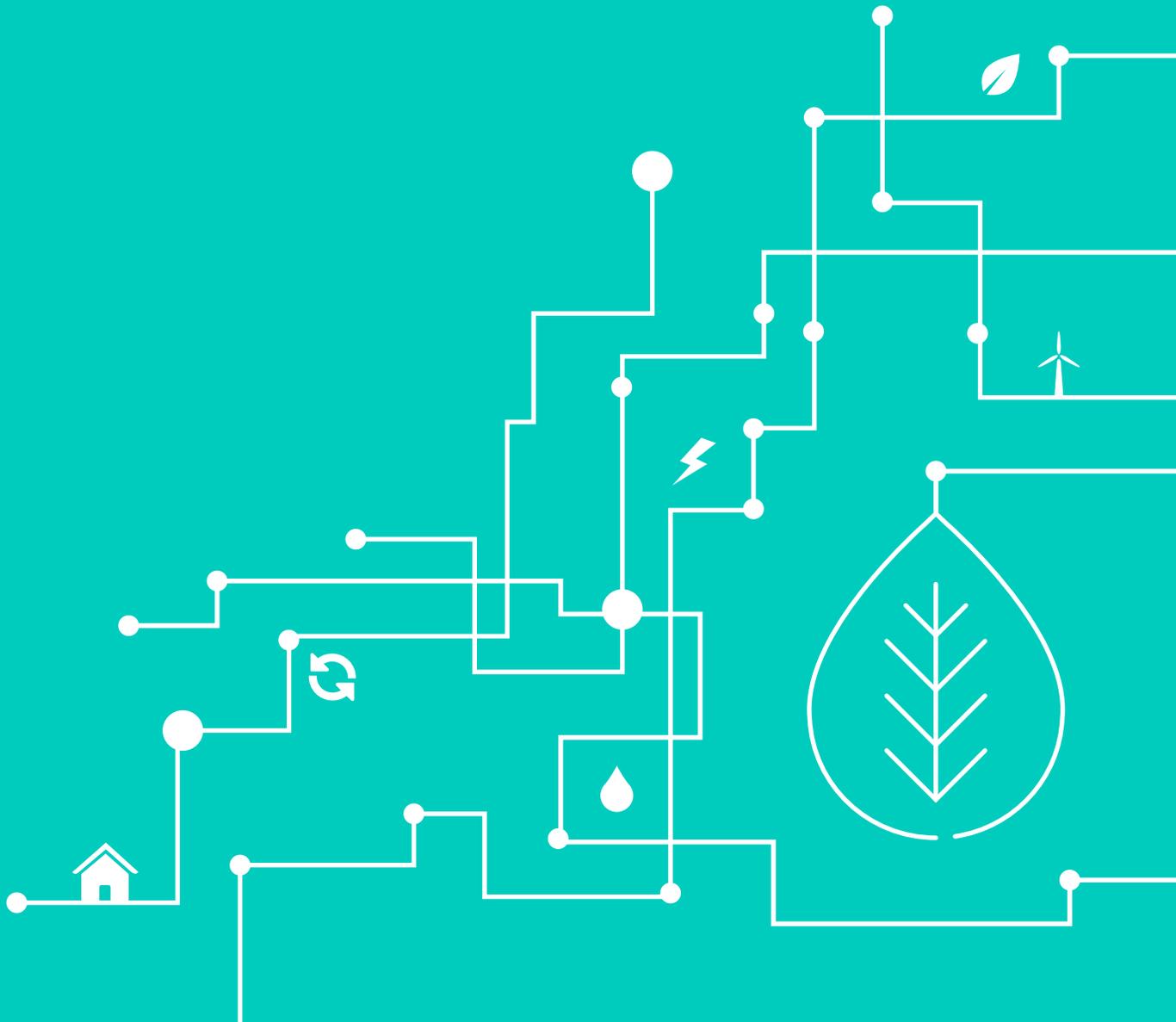
Teacher advisor:  
Delfín Milton Montañana Palacios

University:  
Universidad Nacional Autónoma de  
México y Universidad del Medio  
Ambiente

Community:  
San Juan Moyotepec y Tlamelactli  
en el pueblo de San Gregorio Atlapulco



# SOCIAL ENTREPRENEURS WINNERS





## **COCLUS**

**Matías Esteban Donoso Tordecilla**  
**Santiago de Chile**

Coclus is the inclusive employment platform for the deaf community.



## **COLIDÉRATE**

**Paloma Andrea Martínez Aguirre**  
**Bogotá, Colombia**

Colidérate promotes the development, improvement and co-design of physical and digital protocols for the protection and self-care of social leaders, human rights defenders, the environment, activists and journalists with the support of a mobile application.



## **TIEME NDO SOCIAL ENTERPRISE**

**Moses Yangnemenga  
Nandom, Ghana**

Tieme Ndo is a social enterprise with the mission to end hunger and poverty among smallholder farmers by a Credit Extension Package. A unique asset-financing model that gives rural farmers convenient and timely access to improved seeds, fertilizers, crop insurance, training and extension services on credit. Our vision is to see rural farmers become financially independent.



## **YELO SCHOOLBAG**

**Chirag Bhandari  
Mumbai, India**

YELO Schoolbag aims to spread awareness about correct posture. Many schools in rural and semi-urban India lack basic infrastructure like benches, tables and chairs, which makes it difficult for students to sit and study on the floor for prolonged hours, resulting in formation of abnormal body posture and other health issues at a very tender age. We came up with a solution to solve this problem by creating a school-bag that converts into a floor desk.



## **DOMINICAN ACCESS**

**Adis Coral Ozuna Estrella**  
Santo Domingo, Dominican Republic

We are a social enterprise that promotes inclusion through consulting services for the creation of accessible environments, products and services. Our mission is to promote the construction of a more inclusive world to ensure equal opportunities for all people through design for all.



## **DYCLE- DIAPER CYCLE**

**Ayumi Matsuzaka**  
Berlin, Germany

We offer a circular economy system of 100% bio-based and compostable diaper inlays to parents, and take back the used ones to be transformed into black soil, ideal for growing fruits and nuts trees, turning waste into new growth.



## **GARBAGE CLINICAL INSURANCE**

**Gamal Albinsaid**  
**Malang, Indonesia**

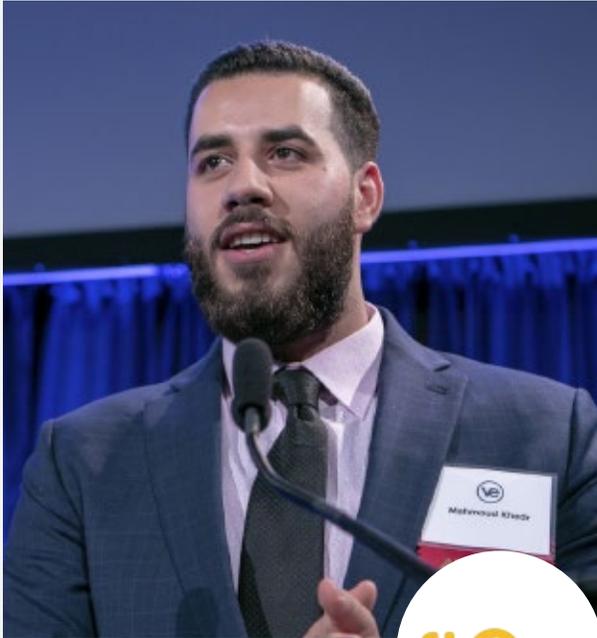
Garbage Clinical Insurance is a micro health insurance program which uses garbage as a financial resource. With this program, the community pays clinical services by using garbage in an insurance scheme. This way can make the community mobilize their own unused resources to improve health access and breakdown barrier between health facilities and community.



## **PLAN PISE**

**César Omar Tarazoma Huamán**  
**Lima, Peru**

The plan for the management and financing of educational social infrastructure projects, Plan PISE, aims to improve the educational and living conditions of children and young people in vulnerable communities in the process of development by financing the planning, design and construction of educational social infrastructure projects.



## **FLORAMIND**

**Mahmoud Khedr**

**New York, Unites States**

FloraMind's vision is a future where every teenager has the skills, knowledge, and power to be in control of their mental health and be able flourish emotionally and mentally in their lives. Our mission is to educate high school students in mental health & wellbeing through culturally relevant, engaging, discussion-based and youth-centered curriculum.



## **HANDS-ON LESCO**

**Carolina Guzmán Herrera**

**San Jose, Costa Rica**

Hands-On LESCO is a center for teaching Costa Rican Sign Language (LESCO) and disseminating Deaf Culture. Our mission is to empower deaf people through the recognition of their language and culture, generating more and more spaces for communication and accessibility.



## WOMERANG

**Norma Janeth Cerros Martínez**  
**Nuevo León, México**

We are a civil society organization that empowers women to work with tools that enable them to develop and strengthen their interpersonal skills, broaden their range of influence, build support networks and climb the corporate ladder. Womerang presents actionable wisdom that underpins and drives the cultural change we need to move toward gender equality in the workplace and transforms the work structure with gender equity, inclusion and work/life balance.



## MIMYCRI

**Vera Guenther**  
**Berlin, Germany**

Mimycrri's purpose is to change the narrative about migration in Europe, where migrants and Berliners make history tangible by working together. Guided by the motto "changing perspectives", they developed a hybrid organizational model that includes a business aspect, developing sustainable products with recycled material that generates income.



## **JUMPSTART ACADEMY AFRICA**

**Nde Lovert**

**Cameroon, África**

Jumpstart Academy Africa seeks to transform Africa by fixing a broken education system. We provide young people with quality formal, non-formal and vocational education and training that equips them with the relevant knowledge and skills to lead safe, healthy and productive lives, to meet the demands of the job market and to foster global citizenship.



## **PROYECTO XIPAKI**

**Ana Belén Hernández Cayetano**

**Nuevo León, México**

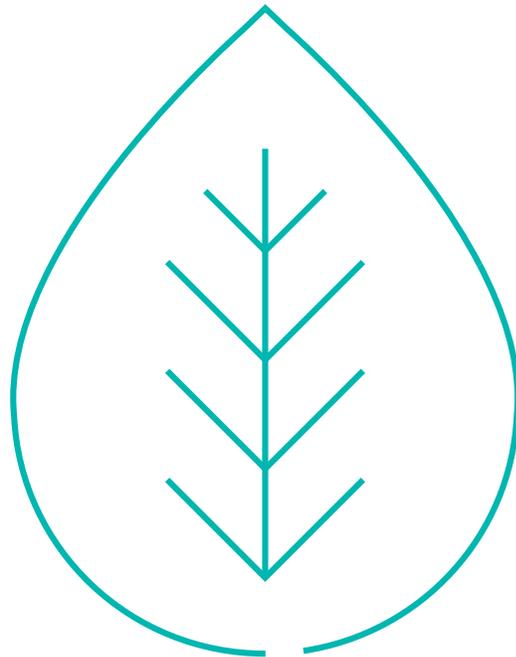
Our aim is to strengthen the sense of identity of indigenous communities living in urban contexts from an intercultural perspective through three lines of action: formal and non-formal education, psychotherapy and business consulting.

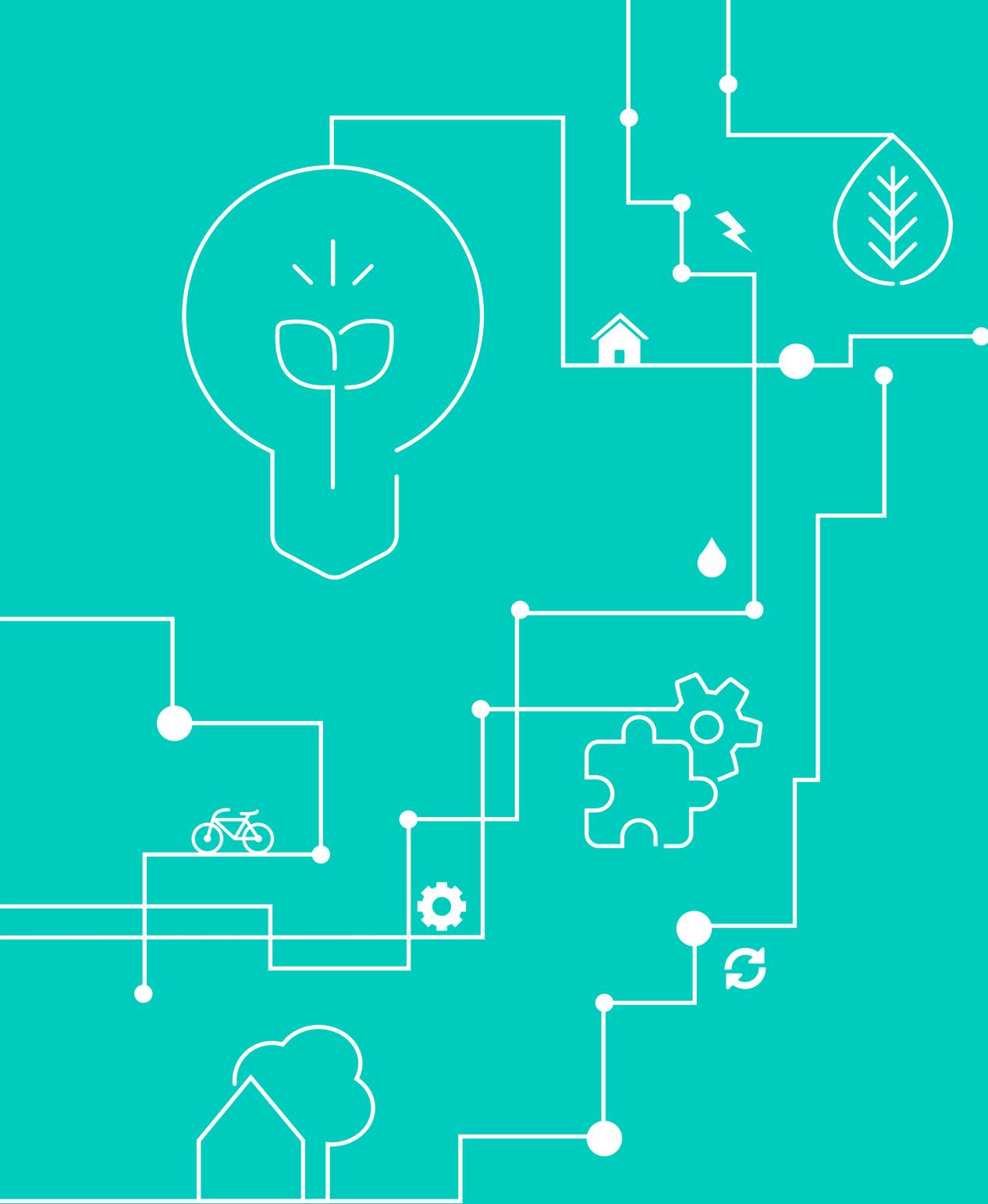


## **LINKMENTAL- HEALTH**

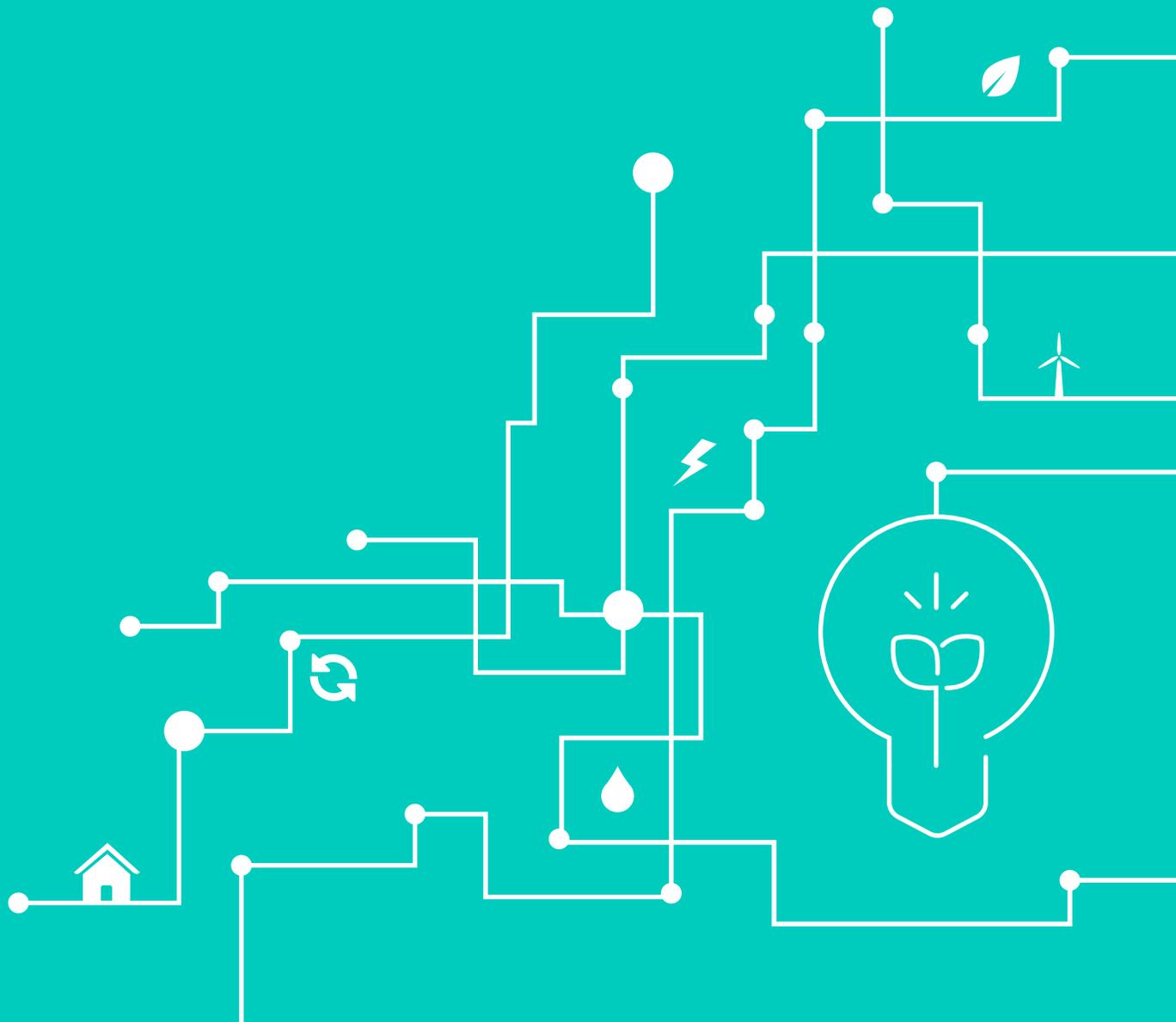
**Radwan Al-Nachawati**  
**Toronto, Canada**

LinkMentalHealth is an online platform that connects people to mental health services that best fit their needs and regardless of what they can afford, with a focus on marginalized communities.





# COMMUNITAR ENTREPRENEURSHIP WINNERS





## **PLANMAR - MAR CHIQUITA MUNICIPAL ENVIRONMENTAL EDUCATION PLAN**

**Analía Verónica Ladisa  
Buenos Aires, Argentina**

PLANMAR's mission is to promote a model of sustainable local development in the Municipality of Mar Chiquita through environmental education and citizen participation that can be replicated on a national scale. It covers all levels and modalities of the educational system, and also aims to reach all households, public and private entities of the municipality, seeking a cross-cutting for the process of environmental education.



## **ALTERNATIVAS PACÍFICAS A.C.**

**Ana Cecilia Cantú Carlos  
Nuevo León, México**

To strengthen the food security of women and their children who have experienced violence, as well as to promote the urban garden as a means of self-sustainability, through permanent interaction in an organic garden.



## **EN PRO DE LA MUJER**

**Haydée Reyes Zamora**  
**Oaxaca, México**

To empower and generate economic autonomy of rural women on the coast of Oaxaca through productive projects and consolidation of rural production societies led and constituted by them.



## **SIÉMBRATE SILOÉ**

**Luisa Fernanda Chaparro Rojas**  
**Cali, Colombia**

Siémbtrate Siloé seeks to empower families, especially children and older adults in the community of La Estrella in Siloé, through training in sustainable agriculture, food security, food processing and marketing, creating positive changes in the environment, promoting the integration and valuation of ancestral agricultural knowledge, seed protection and territory.



## **WATER SEEDERS**

**Juan Manuel Tobar Manzo**  
**Popayán, Colombia**

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Water Seeders is an agroecological initiative that seeks to guarantee access to water through reforestation and the recovery of vital water sources for the subsistence of communities, through water harvesting technology and community nurseries with a view to implementing productive agroecological and self-sustainable projects.



## **WEAVING NETS FOR FAIR "CHILAPA ARTISANS"**

**Maria Sofía García García**  
**Guerrero, México**

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A fair trade network that directly links women artisans with buyers through physical and online stores. Our Mission, as a cooperative, is to "Promote the sustainable development of the artisan sector, generating self-employment in the artisan communities, using the principles of fair trade".



## **ORGANIC PARTICIPATIVE CERTIFICATION IN ORGANIZED COMMUNITIES OF THE SIERRA DE HIDALGO**

**Samuel López Ramos**  
Hidalgo, México

Implementation of a system of Production, Organization, participative organic Certification and Commercialization to consolidate the integrating company of peasants of the Sierra de Hidalgo, achieving a better use of the available resources so that the economy of the families and communities is strengthened, at the same time of propitiating an environmental regeneration in the units of agricultural production.



## **PEACE CROPS: SCALING UP AGROENTREPRENEURSHIP TOWARDS THE MARKET**

**Robert de la Serna**  
Cagayan de Oro, Filipinas

Peace Crops seeks to stem the growing threat of violent extremism in Lanao del Sur by engaging the youth in productive agroenterprise activities.



## **CO-DESIGN OF ECOTOURISM EXPERIENCES IN THE LACANDONA JUNGLE**

**Mauricio Martínez Miramontes**  
Chiapas, México

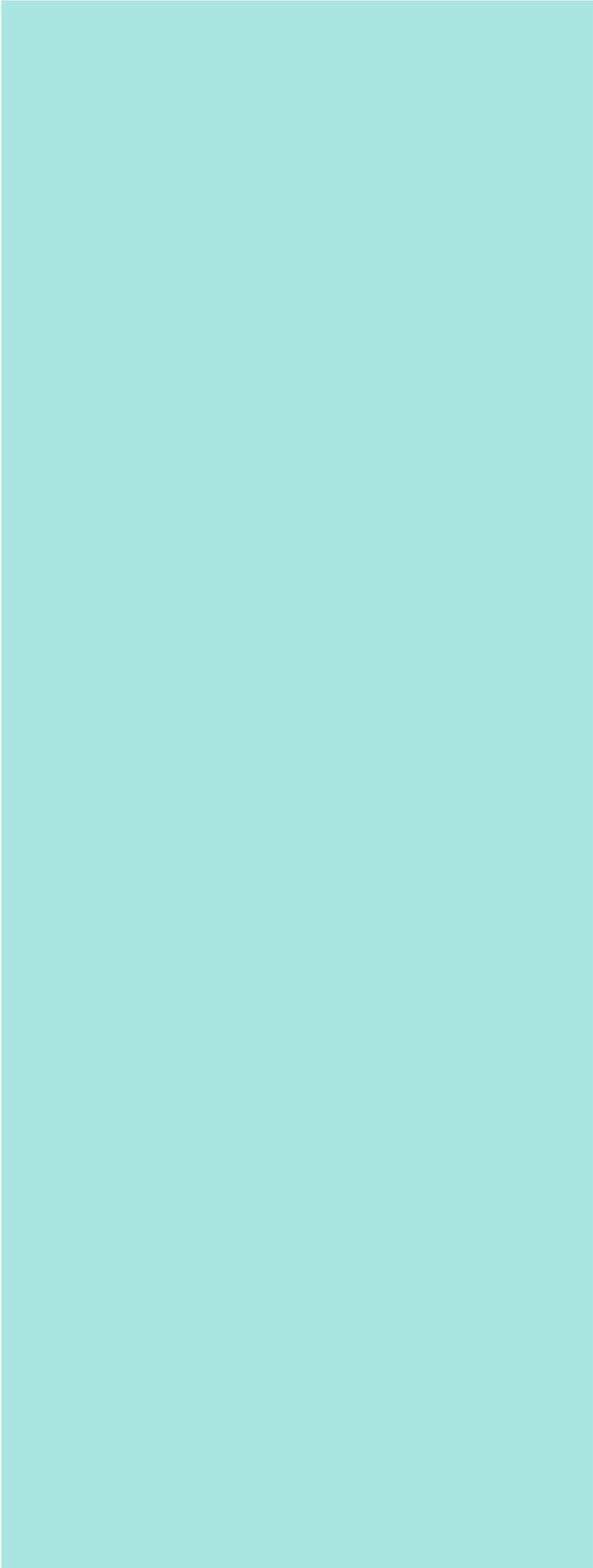
La Mano del Mono is a social enterprise that strengthens sustainable livelihoods in rural communities associated with protected natural areas to generate local development opportunities through ecotourism and environmental education. We connect community-based ecotourism enterprises with new niche tourism markets through different products and co-create experiences that inspire and motivate behavioral changes in people living in cities.

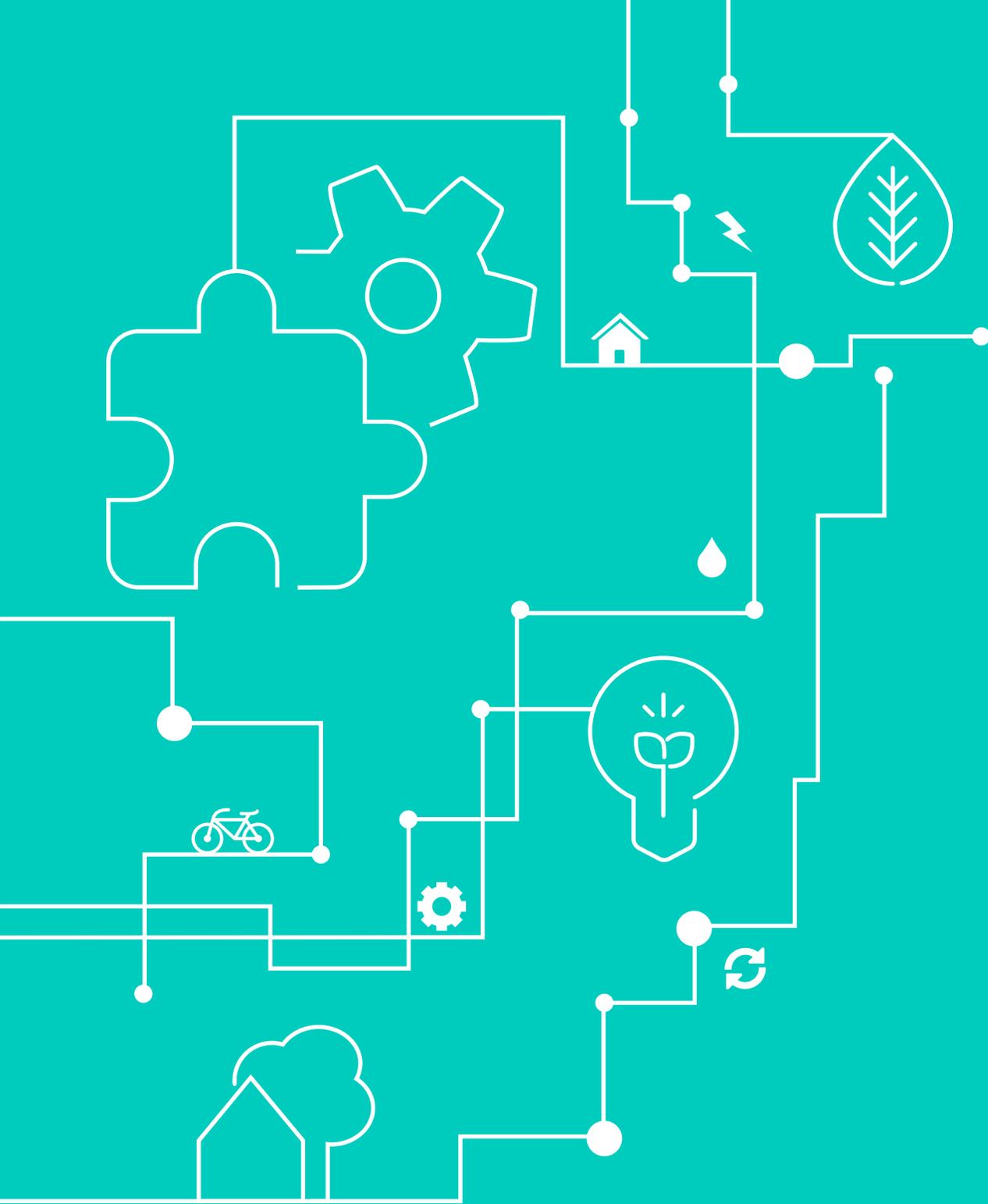


## **STRENGTH OF CO'OX MAYAB, A COMPANY THAT INTEGRATES COMMUNITY TOURISM**

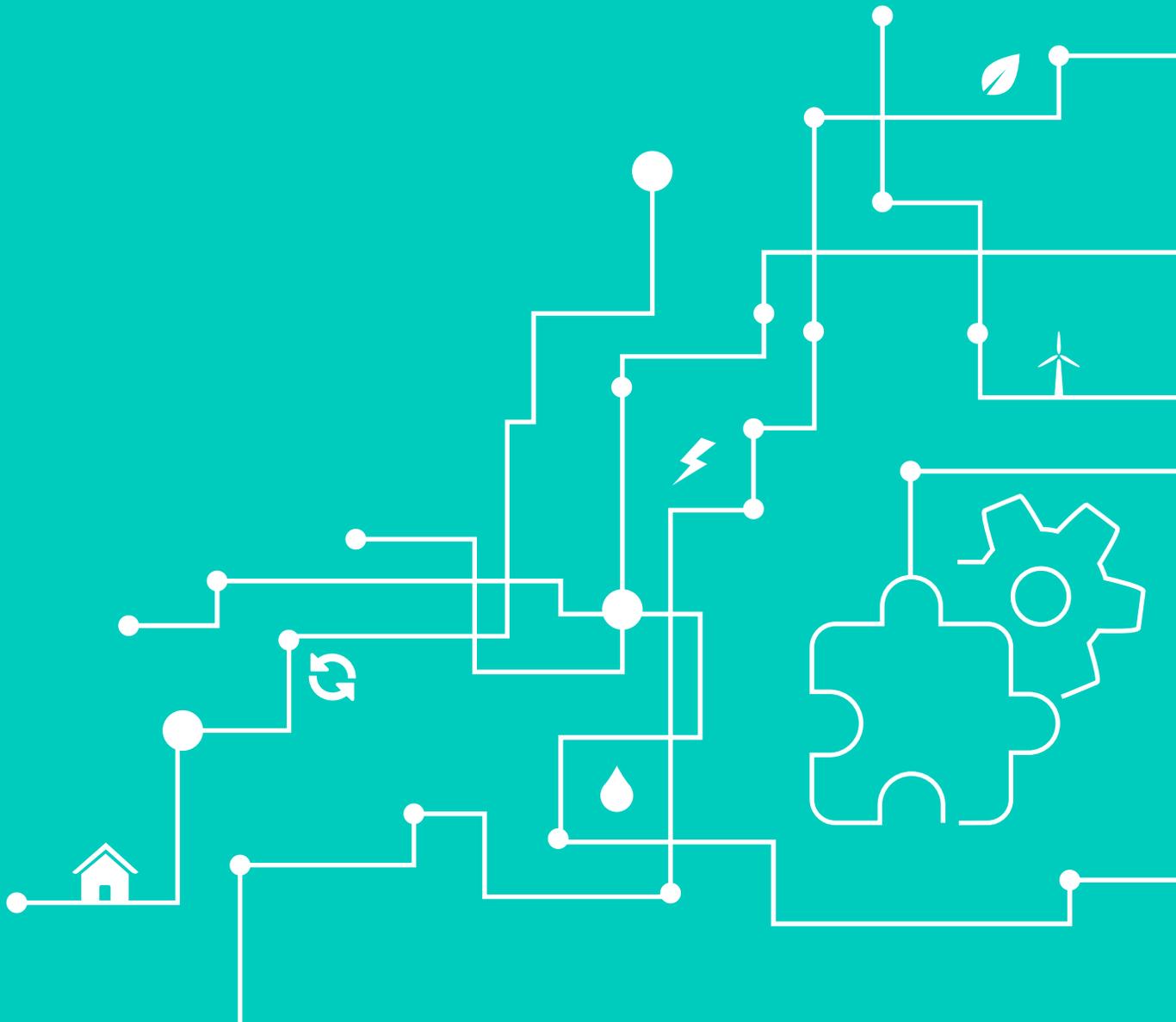
**Carolina Judith Canto Herrera**  
Yucatán, México

We are a union of social enterprises focused on the promotion, marketing and strengthening of community initiatives dedicated to alternative tourism in Yucatan. We promote responsible, supportive, fair and conscious tourism through an offer of tourist activities and services focused on the valuation and conservation of nature and local culture.





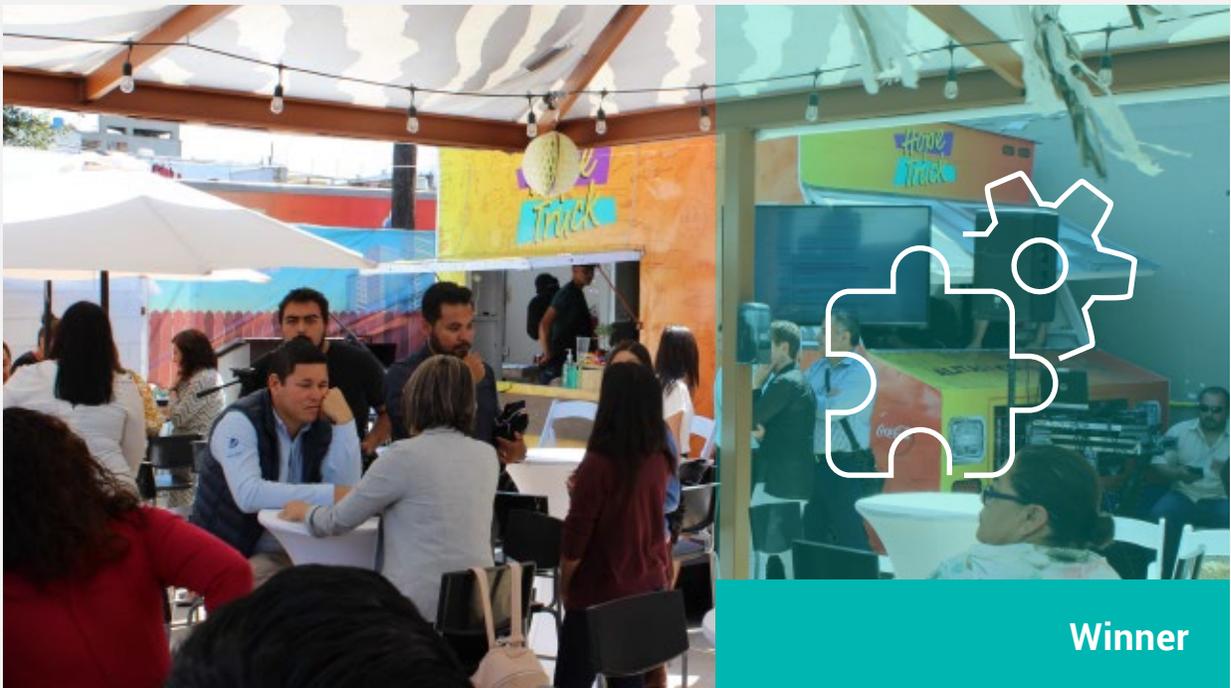
# COLLABORATIVE ACTION WINNERS



1° Place National

# HOPE TRUCK, COOKING UP NEW STORIES

BAJA CALIFORNIA Y CHIAPAS, MÉXICO



Winner

Hope Truck, Cooking New Stories is a violence and crime prevention project that aims to promote the social reintegration of young people in conflict with the law and / or at risk, through a process of specialized training and employment in the preparation of food through a mobile unit (Food Truck) to subsequently insert them into formal employment. This project seeks to promote an innovative alternative so that young people with these problems have the opportunity to reintegrate into their community through employability and the strengthening of their psycho-emotional capacities.

#### Allies:

Secretariado Ejecutivo del Sistema Nacional de Seguridad Pública, Restaurantes Toks S.A. de C.V., Fundación Educación Superior–Empresa, A. C., USAID, Centro de Prevención Social de la Violencia y la Delincuencia con Participación Ciudadana de Baja California y del estado de Chiapas.

1° Place International

# ECOSYSTEM FOR EDUCATIONAL SUCCESS OF VULNERABLE YOUTH

MADRID, ESPAÑA



Winner

To guide, motivate and accompany young people who come from an experience of school failure and a complex personal or family situation, so that they are trained in sectors with recruitment needs, reaching a level of technical and transversal skills that allow them to enter and remain in the labour market, reducing the risk of social exclusion and precarious employment that the lack of training entails; at the same time that we provide innovative tools and methodologies for classroom intervention.

#### Allies:

Axa Seguros, Consorci de educació de la Generalitat de Catalunya, Institut Mare de Déu de la Mercè y Escol·là del Treball, Fundació Exit, Fundació Nous Cims, JP Morgan Chase Foundation.

2° Place National

# TALTOKALIS FIELD SCHOOL

PUEBLA, MÉXICO



Strengthen the entrepreneurial capacities of peasants in the region, from a perspective of possibility, creation and sustainability of their ideas, enhancing the work of the enterprises towards their communities, to improve the living conditions of their families and their environment. We do this by proposing a knowledge-learning space, a field school where traditional knowledge converges, is shared, analyzed, submitted to discussion and collective knowledge is generated, always from the good to be, the good to coexist and the good to produce.

## Allies:

Grupo Excelencia, Fomento Social Citibanamex, Benemérita Universidad Autónoma de Puebla, Universidad Madero Puebla Dan, Universidad Iberoamericana Puebla, Instituto de Capacitación para el Trabajo del Estado de Puebla, Enseña por México, Metamorfoziz A. C., Ser Familia MX, Unión Europea, Erasmus

2° Place International

# RIBERA VERDE

SANTO DOMINGO, DOMINICAN REPUBLIC



Ribera Verde is a program of the Tropigas Foundation, which develops actions to promote and contribute to environmental sanitation and improve the quality of life of the sectors located on the banks of the Ozama and Isabela Rivers. It works focused on 6 pillars: Waste Management, Cleaning and Sanitation of Canyons, Environmental Education, Reforestation, Preventive Health and Community Participation.

## Allies:

Ministerio de Medio Ambiente, Ministerio de Agricultura, Ministerio de Salud Pública, Corporación de Acueducto y Alcantarillado, Armada Dominicana, Ayuntamientos del Distrito Nacional, Santo Domingo Este, Santo Domingo Norte, Jardín Botánico Nacional, Médicos del Mundo, Universidad Pedro Henríquez Ureña, Fucosagucigua27, Comisión Presidencial Ozama e Isabela, Mancomunidad del gran Santo Domingo, Cruz Roja, Defensa Civil, Instituto Dominicano de Desarrollo Integral.

3° Place National

# CIUDAD MURAL PUEBLA

PUEBLA, MÉXICO



Colectivo Tomate, through the Mural City project, seeks to generate an experience of encounter and connection between people through art, to impact the space and activate the transformation of people and their environment. At the same time, it aims at strengthening people's bonds through art, promoting encounter and connection among its members through dialogue and participation. In this sense, the actions focus on an exploration of social or collective narrative for transformation from methods that activate the capacity of community members to detect their own needs as a group and those of their environment, legitimize common experiences and promote the re-appropriation of spaces for transformation.

## Allies:

COMEX,  
Colectivo Tomate, Instituto  
Municipal de Arte y  
Cultura de Puebla,  
Ayuntamiento de Puebla,  
Regeneración Urbana,  
ciudadanía.

3° Place International

# THE INTEGRAL AIR QUALITY MANAGEMENT PLAN, VALLE DE ABURRA – PIGECA

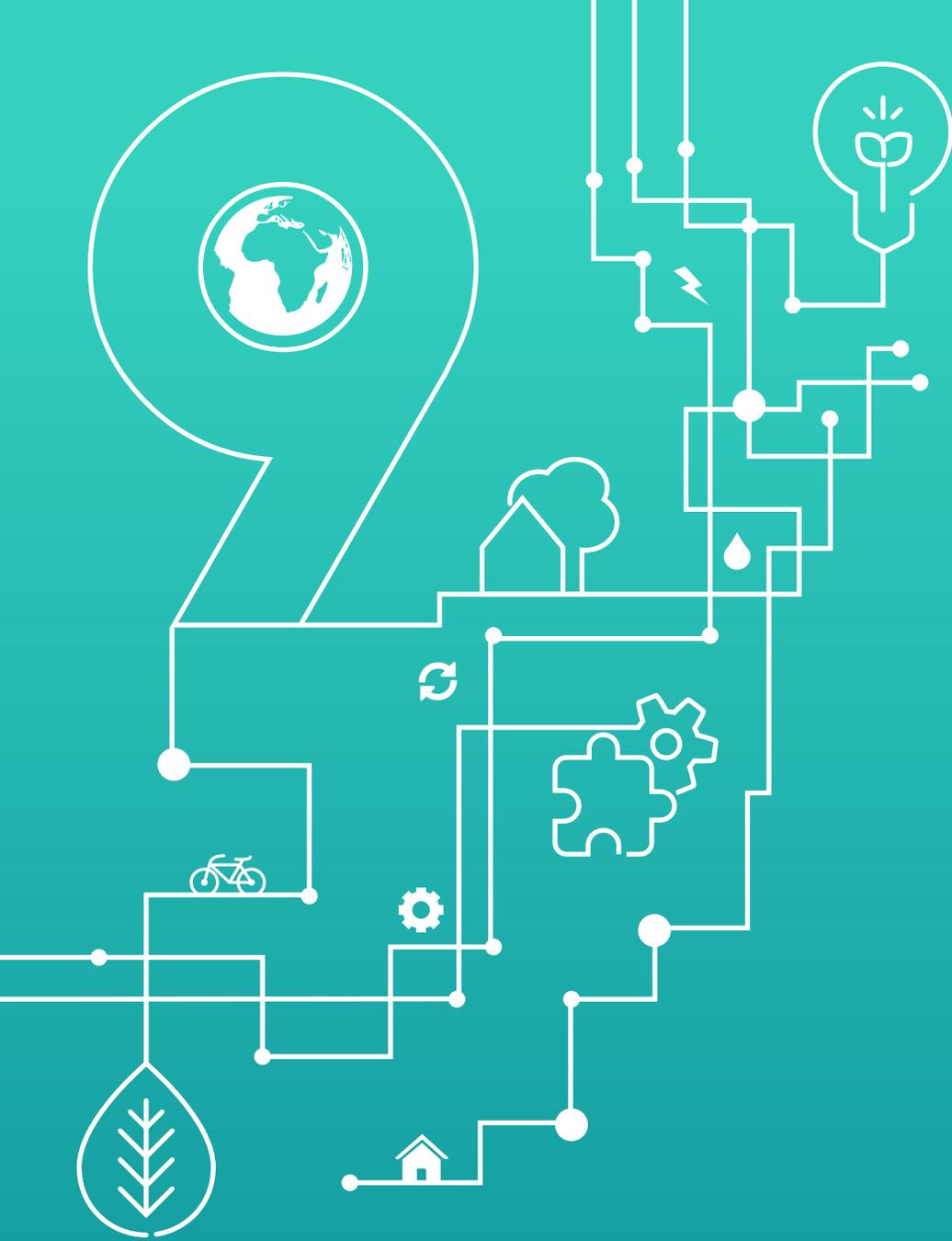
MEDELLÍN, COLOMBIA



The Integral Air Quality Management Plan 2017-2030 (PIGECA) aims to progressively improve air quality in the Aburrá Valley Metropolitan Area, to safeguard public health and protect the environment, as well as to raise social welfare and promote sustainable metropolitan development.

## Allies:

Municipios socios del Área Metropolitana del Valle del Aburra, Universidades, Colectivos Ambientales, Gremios, ciudadanía.



## **CEMEX-TEC AWARD**

Contact and  
Social Networks

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Fb | IG @PremioCEMEXTEC