we all want a green Mexico and a green world...
YO ♥ MX
let’s transform the country / let’s do it together
taking conscience
encouraging the economy
through the green way
(ecology is economy)
VERDMX / PROMÉXICO
The synergy between VERDMX and Proméxico emerges as a result of one of the conclusions achieved during Green Solutions at the COP 16 / Cancún, 2010: to support initiatives that give a boost to the green economy and promote public awareness (education) among the citizens.
taking conscience at the present time, in view of the reality of climate change, one of the big global challenges is to help people understand...
to give tools to the people
so they can
“turn around and see”,
so we can realize
emphasizing the profitability of a strategy for economic development using the green way through a citizen brand
the value of effort
and the achievement culture from
an independent initiative of the civic society

from and for Mexico

for starting...
It’s not only about thinking in **green** but also about acting the **green** way

*let’s do it together...*
OBJETIVES

1. TO BOOST A GREEN ECONOMY IN FAVOR OF MEXICO AND THE WORLD
   provoking new ways of seeing, new ways of thinking, new ways of acting and new ways of consuming

2. TO CAPITALIZE ON THE EFFORTS, FORMING SYNERGIES
   companies, government and civic society

3. TO ENPHASIZE THE QUALITIES OF THE PARTICIPATING BRANDS
   in a strategic alliance within a win-win outline, contributing to the opening of green markets and, in parallel, generating the financing for informative, educational and public awareness campaigns

4. TO PUT MEXICO AT THE FOREFRONT
   with actions of sustainable development, environmental responsibility and civic participation
environmental and educational actions / new green business models
ACTIONS
OUR CURRENT PROJECTS
VERTICAL GARDENS

on the public space

VERDMX / NISSAN
breathe: sculpture art with vertical gardens in public spaces
YO ♥ MX
VERDMX has a strategic association with Nissan Mexicana
Together, we created an unusual concept:
the installation of 5 big sculptures on the public space,
covered with vertical gardens
working like breaths of air for the city
in an innovative way to promote conscience
and Nissan´s commitment with a citizen brand
through art, design and ecology...
Nissan goes green by joining in on this environmental effort, which reduces CO2 emissions and contaminating particles, among others. With this initiative, it becomes evident that the apparently unlikely mix between cars and nature is possible, and it allows Nissan to reinforce its Brand promise of the Innovation for all.
Nissan is constantly looking for innovation for the people and their environment. This initiative complements the zero emission mobility strategy and the effort of making Mexico City a cleaner and more habitable city. Nissan is number one in the Automotive industry in Mexico and it’s convinced that it will continue to be with actions like this one.
cultivando la idea verde....
VERDMX / NISSAN SCULPTURE
Sevilla and Chapultepec Avenue / Mexico City
VERDMX / NISSAN SCULPTURE
Sevilla and Chapultepec Avenue / Mexico City
VERDMX / NISSAN SCULPTURE
Sevilla and Chapultepec Avenue / Mexico City
VERDMX / NISSAN SCULPTURE
Arq. Carlos Lazo Avenue / Mexico City
VERDMX / NISSAN SCULPTURE
Arq. Carlos Lazo Avenue / Mexico City
VERDMX / NISSAN SCULPTURE
Tamarindos Tunnel / Mexico City
Wind energy
urban micro-generators
VERDMX / Windstream / ALPRO
WindStream Technologies

economical energy

TurboMill™
The first mass-produced clean energy product of its kind
world announcement

VERDMX / WINDSTREAM / SCT / CAPUFE
1. **Objective:**
   to generate clean energy for cities
   with micro-generators (TurboMills) for domestic use,
   municipal use and for highways and roads

2. **In this context, we are announcing**
   **an unprecedented action in our country:**
First Neutral Carbon Highway

For the first time in the world, we are working so Mexico can have the first carbon neutral highway
0^e (emisiones)
YO ❤️ MX
GREEN CARD
credit and consumption for the planet
VERDMX
GREEN CARD
THE GREEN CONSUMPTION DAY
VERDMX / ABM / ALPRO
1. The ABM (ASSOCIATION OF MEXICAN BANKS) proposes that one day a week, a cash percentage is given for VERDMX’s actions in favor of the environment, education and the economic development of the country.

2. It’s about influencing the “green” market creating environmental conscience and generating economical benefits in favor of environmental and educational actions.

3. Banks will also receive a tax deductible receipt.
(ECOLOGY IS ECONOMY)

the first card action from a citizen brand in favor of the environment in a win-win outline

consume the green days and you’ll generate points as cash with benefits in the consumption of high quality green products and for the support of environmental and educational actions
VERDMX GREEN CARD / ACTIONS

1. RESIDUE MANAGEMENT
2. ECO-BICI (PART 2)
3. GREEN MEXICO CITY (GREEN ROOFS / GARDENS, VERTICAL GARDENS)
4. ENVIRONMENTAL HOUSE (ECOLOGY IS ECONOMY)
1. RESIDUES

RECYCLING: nothing is garbage: everything is useful
VERDMX / OCHIO
recicla
1. VERDMX is associated with companies that know how to handle residues for the installation of 2,000 residue disposal centers in Mexico City. They design, produce and install 2,300,000 bins that are used for the separation of residues (one for each home) in each neighborhood. They carry out the gathering of residues, enlisting government waste collectors.

2. Its marketing implies the professionalizing of the waste collectors, while also financing the education and promotion of the importance of separating and recycling residues for the world.
Ejemplos de bolsas realizadas con tela reciclada de Kaltex, mostrando su capacidad y propuestos a Walmart de México:
ECO-BICI

TO DUPLICATE THE CURRENT NUMBER OF BICYCLES
GREEN CITIZEN...
GREEN HOUSE

VERDMX / ITESM / ALPRO

ecology is economy
PROJECT
THE SUSTAINABLE HOUSE
(ECOLOGY IS ECONOMY)
An integrated ecological and sustainable home at an accessible cost in benefit of poor communities with no services in Mexico.
In VERDMX we believe in design as a creative thought supporting sustainable integrated solutions for living independently. This is why we make alliances with companies who offer the new best quality at the lower costs sustainable technologies for integrating our supporting solutions.
We support important initiatives like the one we are launching with Tec Monterrey University, one of the most important Universities in México in support of the most marginated communities in Mexico and as VERDMX is a civil non profit association, we make alliances with sustainable technology integrators like ALPRO company in Mexico for the solution integration and implementation in each specified requirement.

In VERDMX we believe that together with the ambiental action (SUSTAINABLE HOME PROJECT), we implement an informative and training program for the best use of the SUSTAINABLE HOME TECHNOLOGIES by their users.

We include in our costs, training, considering the education as a pilarin the processes of sustainable technologies and a better life for its habitants and the planet, we accomplish the LEED International Standards.
1. CELULAR CONCRETE TERMIC AND ACOUSTIC MODULAR BLOCKS
2. TURBOMILLS EOLIC ENERGY GENERATORS
   3. SOLAR BOILER
   4. TERMICAL WINDOWS
   5. TERMICAL SEILINGS
6. WATER SAVING TECHNOLOGIES
   7. SOLAR LED ILUMINATION
   8. SOLAR STOVE
9. WATER CONDENSATOR TECHNOLOGY FOR PRODUCING DRINKING WATER
Hidromacetero
Efecto Verde
construido de plástico reciclado:

a) 
b) 
c) 
d)
4
business for the environment through design
nissan / leaf / O emisiones

focos ahorraores GE

plant bottle / Coca Cola

bicicleta plegable / pumafoldup
Design is Difference!
agideas international design

*week* is one of the most important events of design in the world. It celebrates the excellence in design as innovation.
22 years of experience...
“Design provokes an experiential dimension that excites those who are open to its appeal. It awakens the eye before any of the other senses and invites you into environments where you have to take a new self and your own understanding of the crafted context. Drawing on this design reliefs, construction and exploration and representation of new and old ideas and affords small commitments develop more than tentative or repetitive depictions of the environment. You have to be ready to go beyond what you can immediately see or touch. Design is a language but what it is experimental is its transformation that unlocks our fantasies, our dark sides, our humour and makes us appreciate our intrinsic differences as people within constantly adjusting cultural boundaries. Differences are an essential motif in design. As creators we must continue to nurture the idea that can lead to innovation and reinterpretation and leave us to admire and marvel.”

— Quote

VERDE

Breton
‘To be truly creative you must also be free’
Goal:
To promote innovation in design as a tool for development
(what an atmosphere!)
(what an atmosphere!)
art in public spaces

promotion of energy efficiency: LEDs

VERDMX / Torre Latino / brand...
media action

artistic interventions in public spaces
selecting emblematic buildings
/ reference case: Torre Latino /

Original proposal:
Lightning-artistic intervention promoting the use of alternative energies: leds, solar panels, wind micro-generators, among others.
VERDMX / PROMÉXICO / TORRE LATINO
Media actions through art and design on emblematic buildings and on public spaces getting a high social impact. Nationally and internationally speaking.

...creating an ideal framework to publicize the brands that are the most committed with sustainability in Mexico, as detonators of new ways of green economy.
VARIOUS CAMPAIGNS / EXAMPLES
VERDE CERCA
VERDE CIUDADANO
verdesde otros ojos
VERDMX
(ecology is economy)
verdesde otro punto de vista
VERDMX is a non-profit ONG without political affiliation. We carry out educational campaigns and environmental actions to provoke participation from the citizens / civic culture. It’s about generating new ways of seeing, new ways of thinking, new ways of acting and therefore new ways of consuming.

VERDMX works as a network of networks and as a bridge between companies, schools, governments and civic society.

VERDMX creates alliances with companies because we know that they are the ones that can contribute in a meaningful way to generate changes in favor of the environment. In the same way, it links key institutions that are committed with the Climate Change and works alongside the government as facilitators.
THANK YOU