

VERD **MX**

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)



VERDIX

*GREEN ECONOMY AND SOCIETY*

*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.

VERD **MX**

# 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 see

*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*

YO



MX



*the value of effort  
and the achievement culture from  
an independent initiative of the civic society  
from and for Mexico*

*for starting...*

VERDMMX

*( citizen brand )*

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 EMPHASIZE 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 PROYECTS

***1***

# *VERTICAL GARDENS*

*on the public space*

*VERDMX / NISSAN*







**breath**

# VERD MX

**breathe:** *sculpture art with vertical gardens in public spaces*

**NISSAN**  
**Zero Emission**

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

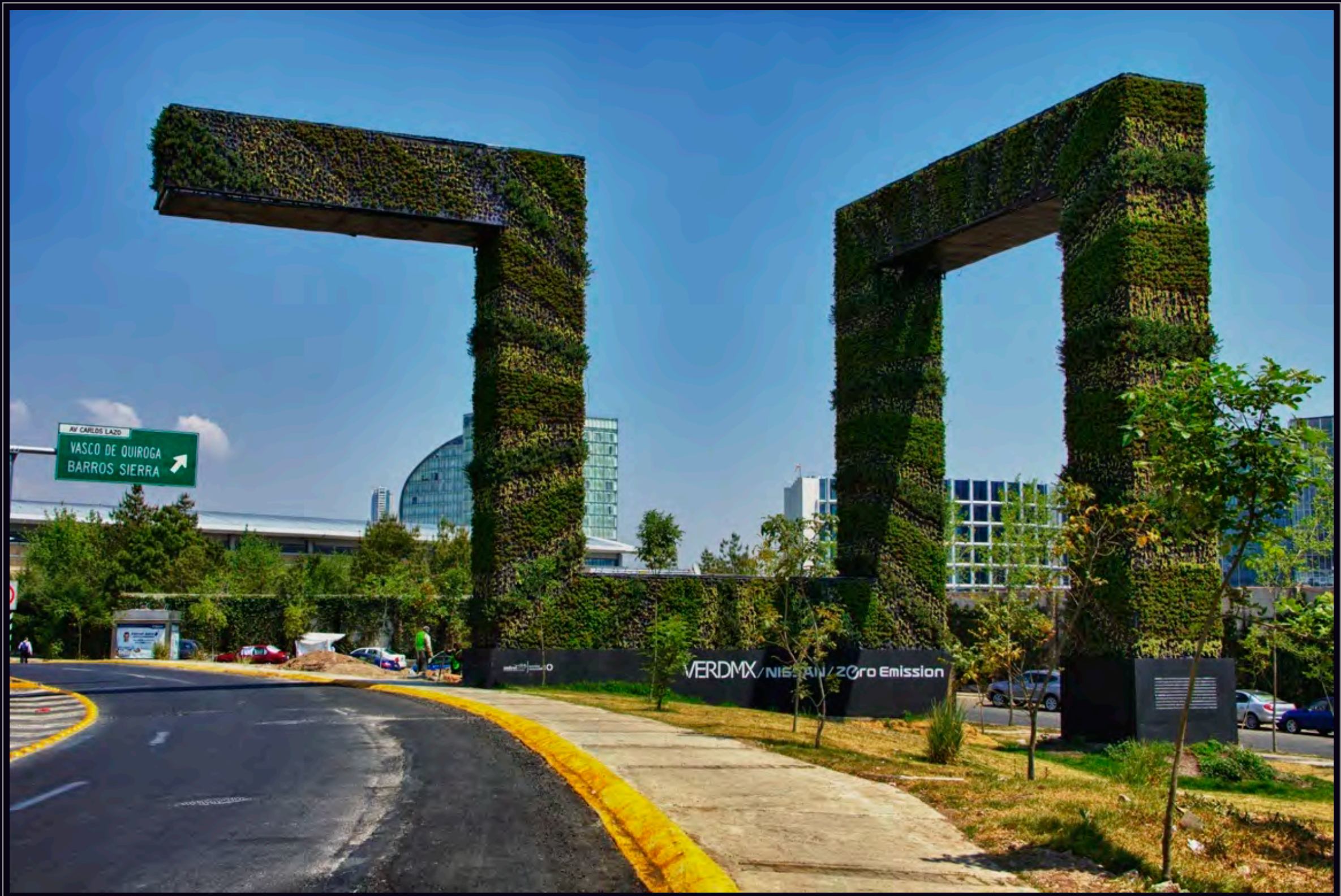




# VERDMX / NISSAN SCULPTURE

Arq. Carlos Lazo Avenue / Mexico City





## VERDMX / NISSAN SCULPTURE

Arq. Carlos Lazo Avenue / Mexico City





## VERDMX / NISSAN SCULPTURE

Tamarindos Tunnel / Mexico City



2

# *Wind energy*

*urban micro-generators*

*VERDMX / Windstream / ALPRO*





**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*





Oe

(emisiones)

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3

# *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 enviromental and educational actions*

**3.**

*Banks will also receive a  
tax deductible receipt*





see from another point of view

# VERDMXGREENCARD

(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.*



VISTA FRONTAL



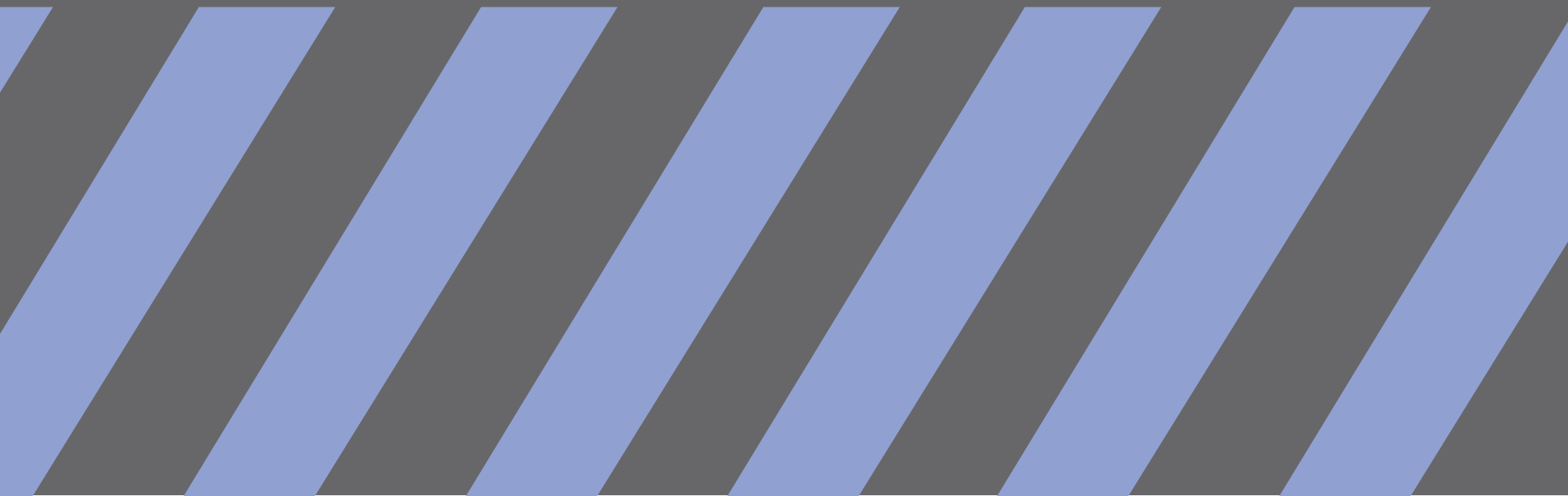


*Ejemplos de bolsas realizadas con tela reciclada de Kaltex, mostrando su capacidad y propuestos a Walmart de México:*



# *ECO-BICI*

*TO DUPLICATE THE CURRENT NUMBER OF BYCICLES*









GREEN CITIZEN...



VERDMX







VERDMX **GREEN** CARD / ACTIONS

# *GREEN HOUSE*

VERDMX / ITESM / ALPRO

*ecology is economy*



PROYECT

# 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 asociation,  
we make aliances 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 acomplish 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

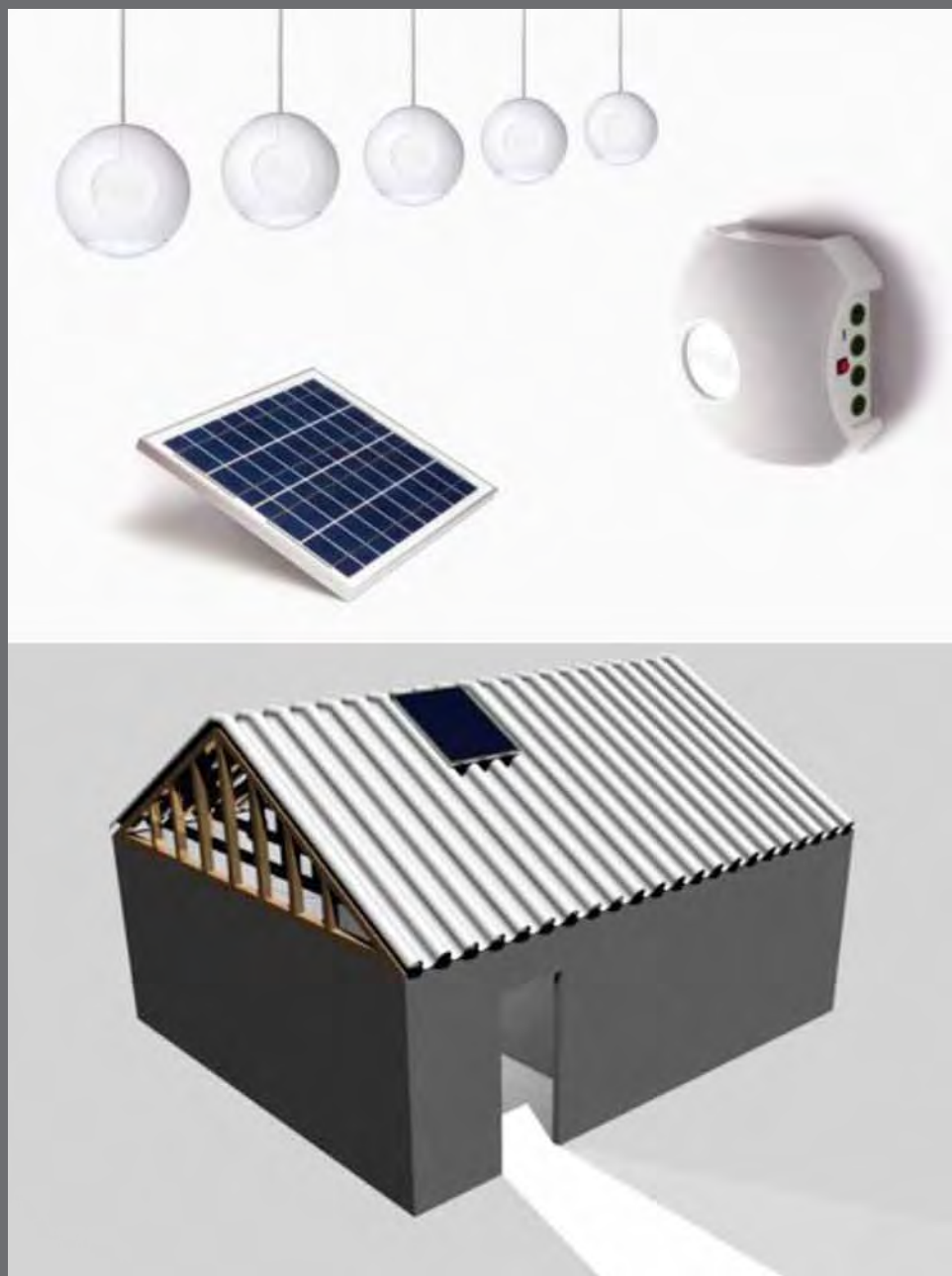
6. WATER SAVING TECHNOLOGIES

7. SOLAR LED ILUMINATION

8. SOLAR STOVE

9. WATER CONDENSATOR TECHNOLOGY FOR PRODUCING DRINKING WATER







VERDMX **GREEN** CARD / ACTIONS

# *GREENING THE CITY*

*GREEN ROOFS / VERTICAL GARDENS / NEW GARDENS*









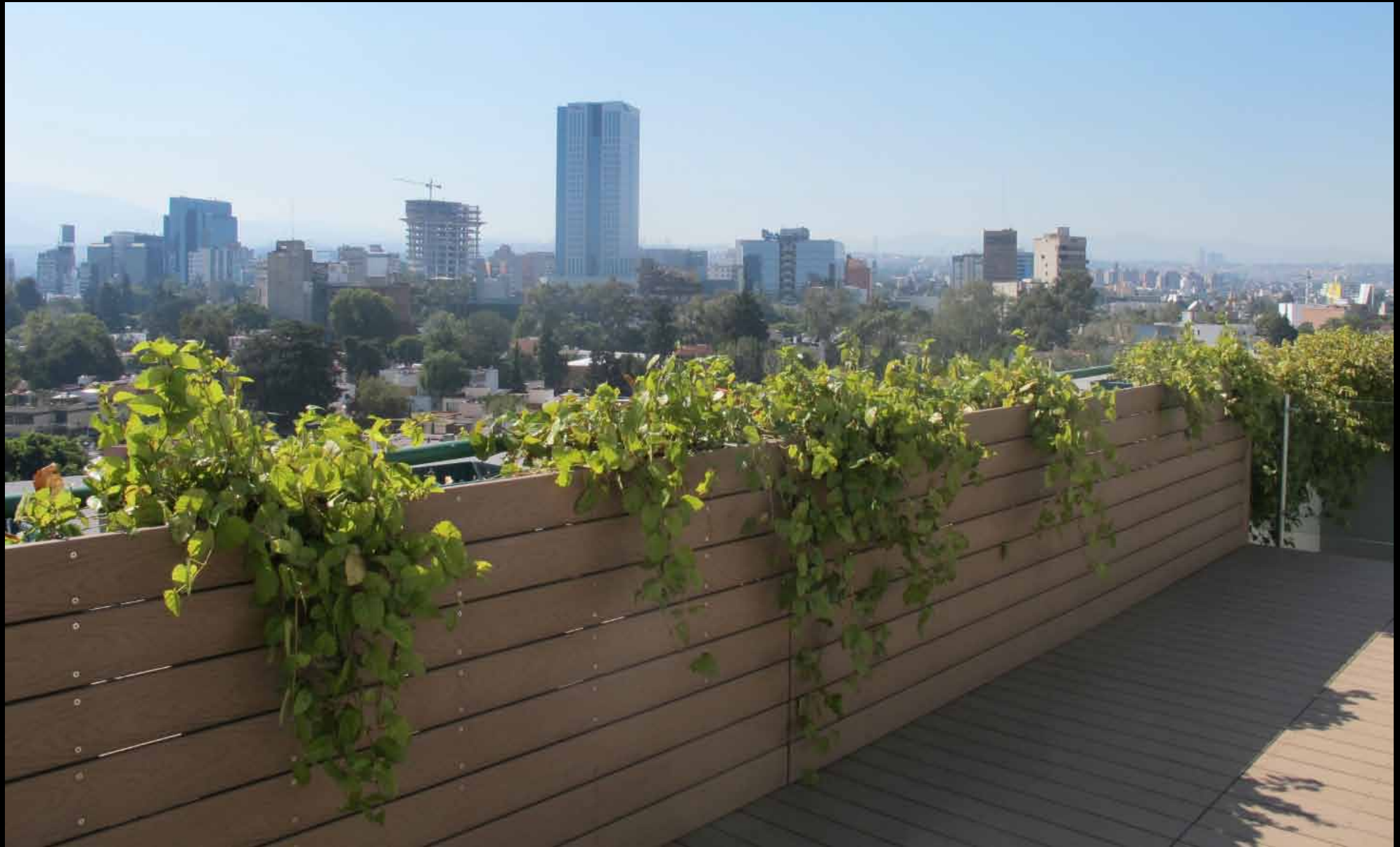












4

agideas

VERDMX

VERDMX / AGIDEAS





i

business for the environment  
through design



nissan / leaf / 0 emisiones



focos ahorradores GE

plant bottle / Coca Cola



bicicleta plegable / pumafoldup

*Design is Difference!*

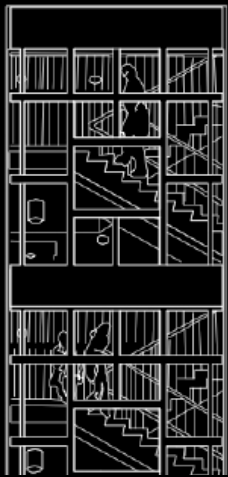
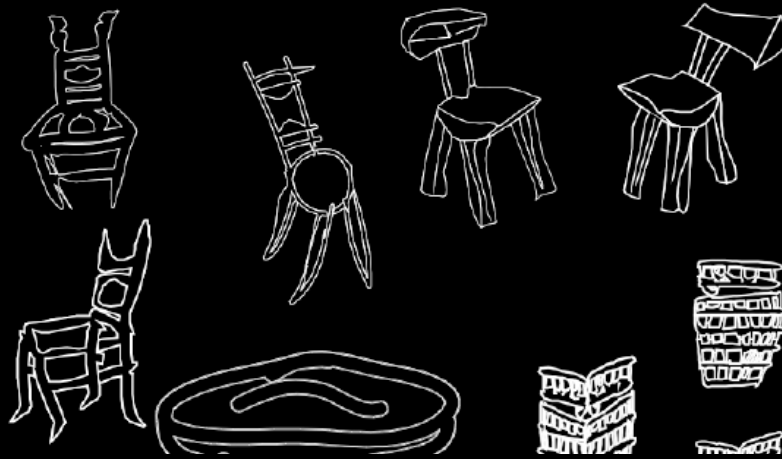
**agideas** *international design*

*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...*







2003

"Design provokes an exponential diversion 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 reassess yourself and your own understanding of the created context. Creating good design relies on intuition and exploration and reassessment of new as well as old ideas and affirms a real commitment to develop more than derivative or repetitive depictions of the commonplace. You have to be ready to go beyond what you can merely see or touch—design's language is best when it is experimental. It is this transportation that unlocks our fantasies, our dark sides, our humour and makes us appreciate our intrinsic differences as people within constantly adjusting cultural boundaries. Difference is an essential motif or attitude in design. As creators you must curate it, nurture it so it in turn can lead to regeneration and reinterpretation and leave us to admire and wonder."

by Steven

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VERDE



Breton

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SEVEN

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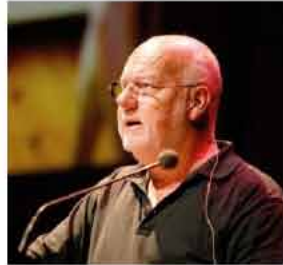
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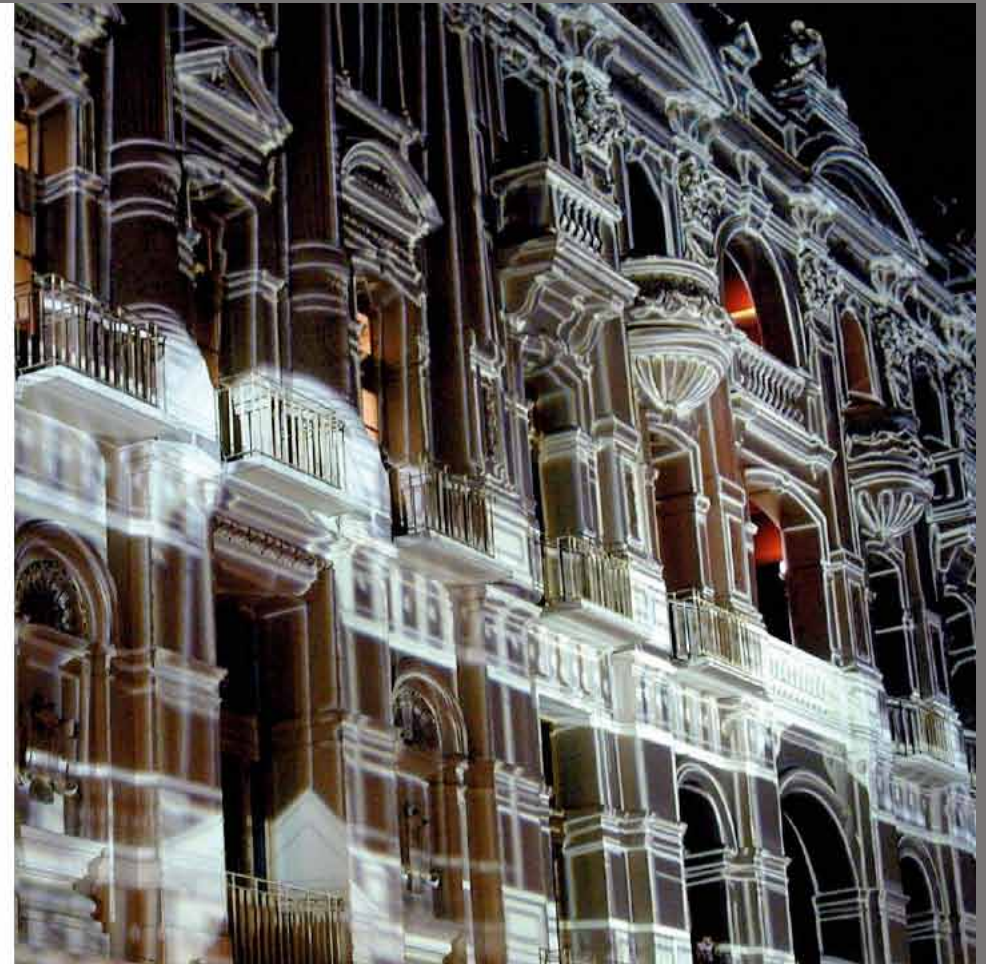


**Projector, Brisbane**  
The installation 'Projector' in Brisbane is a large-scale, multi-media installation that combines architecture, sculpture, and performance.

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2005

'To be truly creative you must also be free'

Ready fire aim!  
Creative minds are rarely tidy  
I have not found 10,000 that won't work  
It only takes a few to succeed sooner  
Everything you do has been done before (and better)  
The mistakes are just possibilities



Design Trends

Design Trends



Design Trends

Design Trends



Design Trends

Design Trends



Design Trends

Design Trends

Design Trends

Design Trends



*Goal:*

*To promote innovation in design as a tool for development*

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# *verde*entertainment!

*(neutralization / green solutions)*

*VERDMX / Music Frontiers / Central Verde*





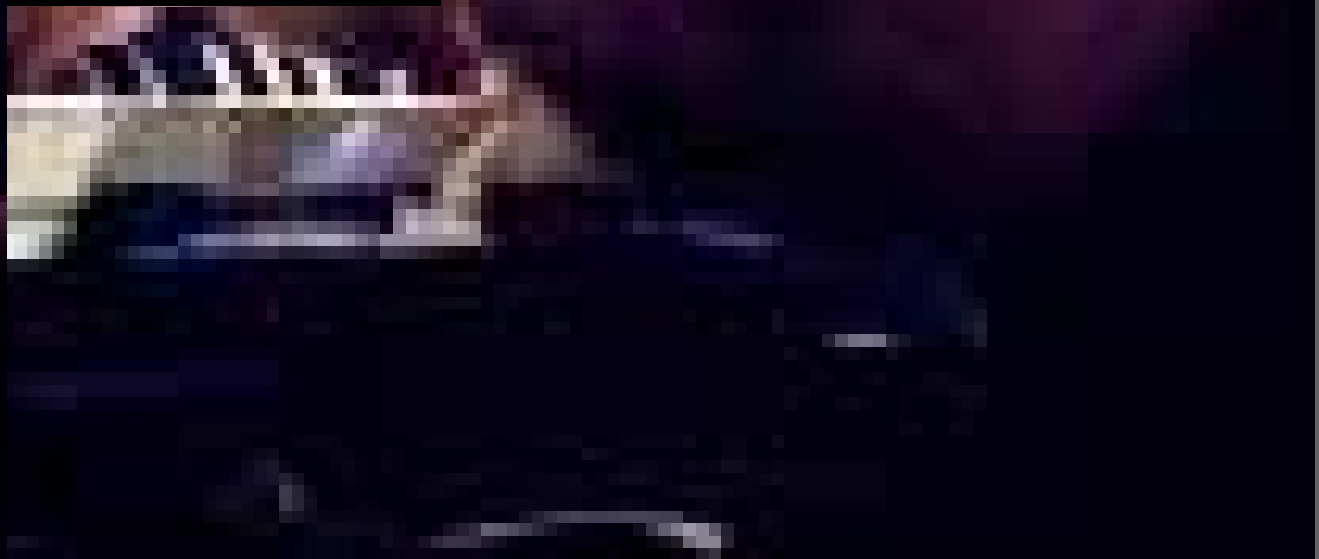
*Sa/Sa*  
**VERD***MX*

(what an atmosphere!)



*jaZz*  
VERDMMX

(what an atmosphere!)







# CHRIS BOTTI



*clásica*  
**VERDUX**

(what an atmosphere!)





6



# *art in public spaces*

*promotion of energy efficiency: LEDS*

*VERDMX / Torre Latino / brand...*



**m e d i a   a c t i o n**

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*

VERD**MX**



VERDE CERCA

VERDE CIUDADANO



VERD**MX**



YO  MX



*verdesde otros ojos*

VERD**MX**

verderespiro



VERD**MX**



VERD**MX**

de verde ciudadano

VERD*MX*  
*(ecology is economy)*





VERD*MX*

*verdesde otro punto de vista*



VERDMMX

*( citizen brand )*



## 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

