

# CEMEX-TEC AWARD 2019

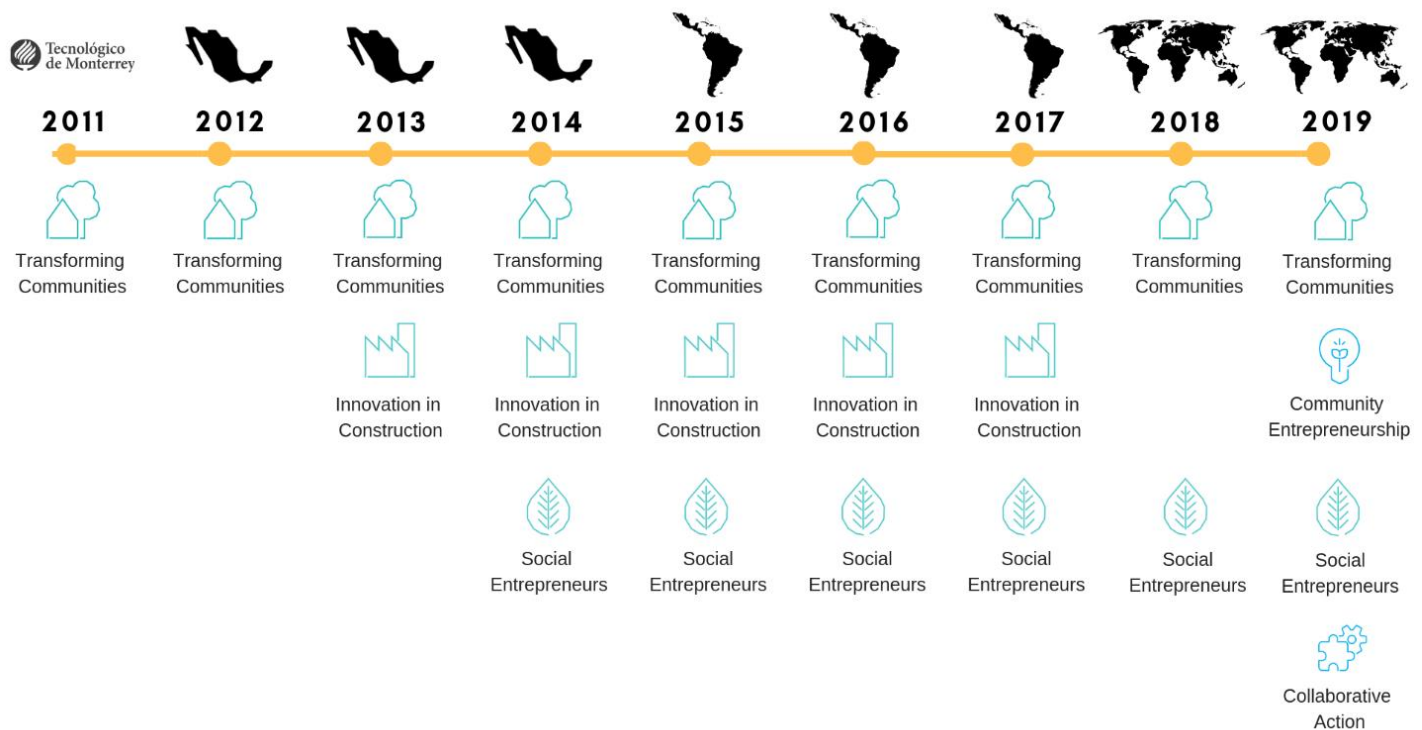


The CEMEX-Tec Award is part of the Social Innovation Node of the CEMEX-TEC Center for Sustainable Development. The objective of this Node is to recognize and promote initiatives that generate a high social impact in the communities.

For CEMEX, investing in social innovation implies: generating value, strengthening good practices which can be related in the future with CEMEX and brand improvement.

The CEMEX-TEC Award is aligned with this objective, which is an annual global recognition for the development of high-impact proposals and projects in the areas of sustainable development, innovation and social entrepreneurship, which promote economic growth, social involvement of communities and the preservation of natural resources.

Founded in 2011, the Award began as a recognition only in Mexico. As of 2015, it was opened to Latin America and in 2018 it was launched for the first time worldwide. In the image below you can see the evolution of the Award and its categories over the years.



## Main Objectives

- **Promote high impact projects**, capable of implementing solutions to present and future challenges in an innovative and inclusive way in communities of Latin America and the world.
- **Connect communities** with agents of change, to develop skills, knowledge and tools that help improve the quality of life and the sustainable development of them.

## Categories and Prize

As of 2019, the CEMEX-Tec Award has 4 categories worldwide:



### Category **TRANSFORMING COMMUNITIES**

Open to undergraduate and graduate students from any country.

Looking for proposals on sustainable improvements of communities, which are feasible to implement.

#### Prize

1st Place (Mexico)

1st Place (Intl)

5-day **workshop** led by MakeSense.

**US \$25,000** each for the implementation of the proposal.

### Category **SOCIAL ENTREPRENEURS**



Open to entrepreneurs with initiatives with social impact in any country.

Looking for social and environmental entrepreneurship projects that have at least one year of implementation and generate a systemic change.

#### Prize

15 International Finalists: intensive 5-day **workshop**, led by Ashoka and MassChallenge.

3 1st Places: **US \$10,000** seed capital each.





## Category **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.

### **Prize**

10 International Finalists: 5-day **bootcamp experience**, led by Unreasonable Mexico.

3 1st Places: **US \$10,000** seed capital each.

## Category **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.

### **Prize**

1st Place (Mexico)  
1st Place (Intl)

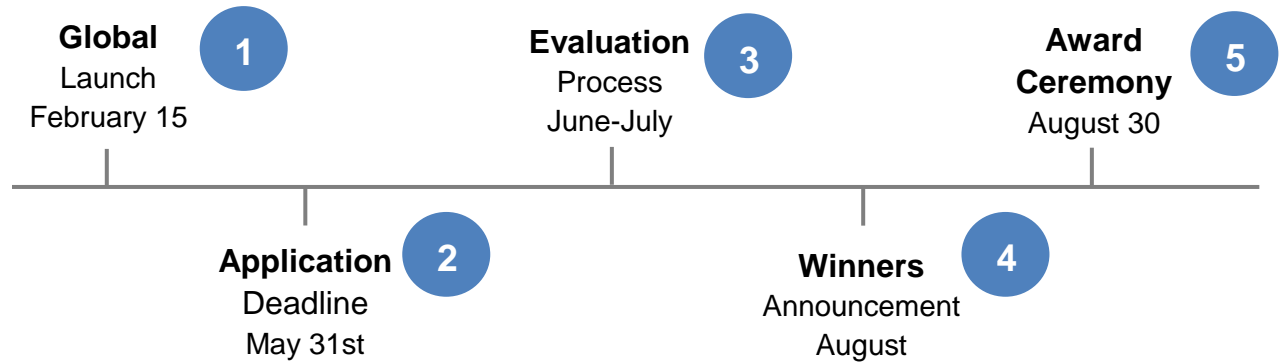


Trip to Monterrey Mexico with all expenses paid to receive recognition.



- ✓ Winners in each category will be awarded an all-expense-paid trip to Monterrey, Mexico to attend the award ceremony.
- ✓ All finalist projects will be published in the 2019 Edition of the CEMEX-Tec Award book.

## Timeline



To participate, the teams must register and upload their project on the CEMEX-Tec Center page [www.cdcs.com.mx](http://www.cdcs.com.mx) indicating the appropriate category for their proposals. The web page and the registration process are available in Spanish and English.

## 2018 Results

Since 2011, the CEMEX-TEC Award has had outstanding results promoting entrepreneurs and community projects.

**+5,000**

Applicants  
in its eight editions

**32**

Participating countries

**2,272**

Received applications  
in its eight editions



**99**

Winner projects

**6**

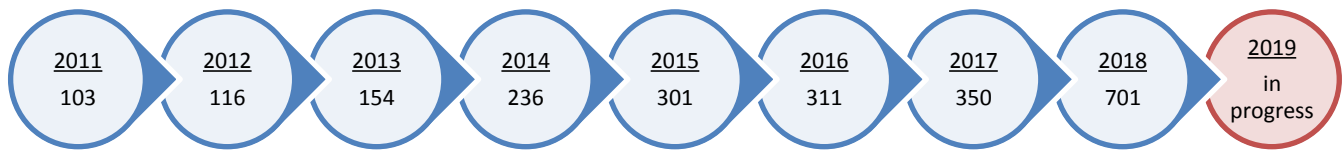
Transformed  
communities

**22,500**

Beneficiaries

Over the years, the CEMEX-TEC Award has been positioned in Mexico and Latin America. As of 2018, we started with the positioning process worldwide.

The image below shows the number of applications over the years:



The 2018 edition of the CEMEX-Tec Award was the springboard to other regions of the world, receiving projects from more than **29 countries**.





## How can I promote the CEMEX-TEC Award?

What is sought from the CEMEX CSR team in the countries where there is an operation is to be the official contact between the company and the different institutions that support the dissemination, as well as to make active promotion in different channels.

The scope of the CEMEX-TEC Award has grown exponentially thanks to the alliances it has developed and the support of the collaborators in CEMEX. The role of the CEMEX Social Responsibility teams in the different countries is fundamental to achieve the objectives set.

### 1. FEBRUARY: Open Call

- a. You will receive from the Award team the Media Kit of the call, which includes the official press release, arts for social networks, the official presentation, the official poster, an infographic and an explanatory document on how to handle the broadcast.

**Note:** It is important that you socialize this initiative with other CEMEX departments (eg communication, human resources, country president) to ensure that everyone understands what the Prize is, what the goals are for your country and why CEMEX is investing in social innovation and entrepreneurship. This will help you to spread the call easier.

### 2. FEBRUARY – MAY: Call Diffusion

You must develop a continuous dissemination strategy to promote the call during the months of project reception. The diffusion is done through three channels:

- a. **Social Networks** (Twitter, Facebook, Instagram)

You must publish in the official social networks of CEMEX in your country about the call at least once every fifteen days, tagging the official Facebook page of the @ PremioCEMEX-TEC.

Share the material for social networks to all strategic actors, so that they also spread the call in their networks. At least once a month you should remind your contacts that the call is in the process of receiving projects.

**Note:** The Award team will send you all the information, including imagen for social network, in Spanish and English.

For example, in the 2018 edition CEMEX Germany and CEMEX Czech Republic translated images for Facebook in their respective languages.

## b. Media

The mass media are key to disseminate the call, as they reach large audiences, and open the door for people to know how CEMEX supports entrepreneurship and community development.

Remember that within the initial communication package you will receive the official **press release**. You must share it with all the media contacts in your country, with the aim of launching news (print and digital) about the opening of the call in at least 5 national media.

**Note:** It is very important that the relationship with media you work with the hand of CEMEX Department of Communication.

In addition to the media notes, look for radio and even TV programs where you can broadcast the Global Call. Share a clear message: what is the Award, what are the categories and prizes, some results of past years, which is the closing date and the social networks of the Award.

The interviews on radio and TV are excellent publications on social networks, always labeling the medium you are visiting.





It is very important that you keep track of the media that have published Prize notes and the media you have visited. You must share this control with the CEMEX-TEC Award team at the close of the call.

CEMEX Dominicana has done an excellent job of diffusion in the media, not only with the publication of notes in the DR, but also by visiting multiple media. In the 2018 call, they made at least 20 visits to radio and TV stations. Thanks to this effort, RD is the fourth country with the highest number of registrations.

## c. Strategic Partners

Each of the categories of the CEMEX-TEC Award has a specific audience, which translates into a specific dissemination strategy.

The table below shows a brief description of how diffusion and promotion of each category works.

Category	Diffusion	Approach	Promotion
 Transforming Communities	<b>Universities</b> Select the Top 10 Universities in your country or state to make a more personalized dissemination. Although students of any career can apply, look for Universities that have faculties of Architecture, Sustainable Development and Civil Engineering, since they usually participate more.	If you do not have prior contact with the University, we recommend you to make a first approach through different areas of the institution: rectory, public relations, and faculty directors. It is important to find the right person within the university to promote and encourage the participation of students.	The best promotion strategy within the Universities is to schedule presentations with students. The objective of these spaces is to present the Award, the motives to participate and solve doubts. When invited by a CEMEX representative, it is much more effective. Use videos of the Award so they can see examples of other winning projects.
 Social Entrepreneurs	<b>Incubators and Accelerators</b> Broadcast in at least 10 incubators / accelerators in your country or state. There are listings like Seed Accelerator Ranking and GUST Accelerator Report that can help you find the best accelerators.	If you do not have a previous contact with the Incubators and Accelerators, we recommend you to contact the communication department, since they are the ones who are responsible for broadcasting Calls.  It is important to emphasize that we are looking for social impact projects.	Within this category, the best dissemination channels are: 1. Encounters created for entrepreneurs (Fuck-up nights, Networking events). 2. Dissemination through the social networks of Incubators, Accelerators, Innovation Centers and HUBS. 3. Dissemination in newsletters or in the Calls section on the web pages of these institutions. 4. Mailings to entrepreneur databases.
 Communitarian Entrepreneurship	<b>Social Innovation Centers and Entrepreneurial HUBS</b> In general, these Innovation Centers are linked to Universities. You can take advantage of this to spread both calls.	The CEMEX-Tec Award has an alliance with the following incubators: Ashoka, MassChallenge, Impact Hub, MakeSense and Socialab.	
 Collaborative Action	<b>Government</b> Share this category with the governments with whom you have links. In general, governments have social impact projects linked to other sectors.  <b>Social Innovation Centers</b> In general, these Innovation Centers are linked to Universities. You can take advantage to spread several categories. Sometimes these	It is important to emphasize that we are looking for projects with social impact that are implemented through multisectorial partnerships.  If you already have contact with the Government, share the information of the Call directly to the contact that you already have. In case of not having links with the government, it is recommended to look for the	The best promotion strategy is to share the media kit with all the information and, if possible, make a visit to present the information.



	Innovation Centers carry out projects in liaison.	Social Development departments to make the link.	
	<b>Civil Associations</b> This sector is usually part of multisectorial projects.		

The communication between the CEMEX-TEC Award team and the CEMEX offices is fundamental to the success of the dissemination. It is necessary to notify the CEMEX-TEC Award team of visits to Universities, Innovation Centers and Incubators / Accelerators, to have them mapped and be able to share on social networks.

The national CSR team in CEMEX Mexico do a great job of promoting the call in the universities of the state in which they are located. After each visit, they send an email to the Award team specifying the name of the university, the number of students to whom they presented the Award and some photos.

### JUNE: closing of the Call

At the close of the call, you will receive an email from the CEMEX-TEC Award team with the overall results and the results from your country. Specifically, we will send you the official press release, an infographic with the total numbers and the database of the projects registered and / or winners of your country.

This will help you to:

- Share with your allies the total and specific results of the call.
- Share the results in the official social networks of CEMEX in your country.
- Share with media, specifically the official press release.

**Note:** If there are any winning projects in your country, it is important that you make special dissemination in social networks and in the media, mentioning how much and who were winners.

### 3. Award Ceremony

The award ceremony is the culmination of a year's work. All winners of both categories of the current edition come to Monterrey, with all expenses paid, to receive their prize.

This year, the award ceremony will take place within ForoMTY, an event which deals with issues of citizenship, development and cooperation for the social good. At the ceremony, they receive recognition from Martha Herrera, Corporate Director of Social

Responsibility, the rector of Tecnológico de Monterrey University, and other prominent personalities of the entrepreneurial ecosystem.

During the week in which the winners are in Monterrey, news and activities will be shared on the @Premio CEMEX-TEC Facebook account. We suggest you share these publications, so that your audience is aware of the final result of the call.

In case of doubts about this project, contact:



**Héctor González García**

Innovación Social y Centro Cemex-Tec - Responsabilidad Social Corporativa CEMEX

Oficina: +52(81) 8888-4198

Dirección: Av. Ricardo Margáin 325 Nte. Valle del Campestre, Garza García N.L.  
México. C.P. 66265

e-Mail: [hector.gonzalez@cemex.com](mailto:hector.gonzalez@cemex.com)

