



Ciudad de México, July 2019

REINER JAHN
PROJECT COORDINATOR MEXICO

ROGER SIMS
Project Coordinator H2H

Herewith we request and express the intention to be considered in Project 100 x 100.

1) APPLICANT INFORMATION.

Rotary Club
 Rotaract Club (sponsor Rotary club _____)
 Interact Club (sponsor Rotary club _____)

Name: CLUB ROTARIO MIXCOAC

Address: ARQUÍMEDES 4, CENTRO ASTURIANO, 11570, CDMX

District and Club Number: 4170 / 7105

2) NAME OF THE PROJECT
Interactive Recycling System (SIREI Mission).

3) OBJECTIVES OF THE PROJECT

The problem of generating garbage and disposable solids is out of control worldwide. If this dynamic continues, in 2050 we will generate 3,400 million tons of waste, as reported by the World Bank. The State of Mexico is the main garbage collector in our country, because in addition to the 16 thousand tons of waste generated by Mexicans, it receives between 9 thousand and 10 thousand daily tons of CDMX, which together represent 9.4 million that are buried every year in our territory.

This project seeks to develop and implement in a period of 2 years, a teaching-learning system aimed at infants from 3 to 8 years, which allows to evaluate the change in their environmental attitudes and ecological behaviors, based on an Augmented Reality game, face-to-face workshops, digital information and interactive videos, and ultimately aimed to promote a culture for the correct separation of waste materials, as well as to raise awareness about the environmental cost of current final disposal forms.

This project has been submitted to COMECyT (Mexican Council of Science and Technology) to obtain the funds required for the development of the digital platform



based on augmented reality indicated below, a digital content system and the manufacture of garbage cans to classify the garbage what is sought under this fund is to complete the budget required to make a green campaign and to accelerate the indicated objectives.

4) DESCRIPTION OF THE PROJECT, SHORT AND LONG-TERM BREAK DOWN

The Interactive Recycling System (SIREI Mission), is a solution of social entrepreneurship and technological development, attached to the UN SDG 2030 agenda, which seeks to contribute to the formation of sustainability habits in the child population, teaching how to separate and recycle solid waste, as well as causing a change in attitudes and behaviors regarding the ecological damage caused by the inappropriate treatment of waste. The system is aimed at infants from 3 to 8 years, since it is the stage in which the most persistent habits for life are created. However, the impact is expected to reach the immediate family circle of the child population. As part of the value proposition, a playful and technological adventure is developed through the introduction of a platform based on Augmented Reality that allows them to interact with characters, play challenges, compete and give social recognition to the finalists 'Guardians of the Planet', as well as to their mentors.

This project is part of the articulation model of the penta helix, promoted in Mexico by the COMECyT and backed by the company ITALMASTER, since it has aspects of social, economic, educational, ecological and sustainable transcendence, and promotes the formation of a culture focused on the care of the environment, measured by educational evaluation instruments, applying the use of emerging technologies and manufacturing based on recycled materials, and resulting in a change in the behavior of the child population to 'Create awareness, respect and love for the planet'.

The first line of action of the project is to design and execute a series of face-to-face workshops to transfer knowledge to Basic Education teachers in a set of selected public schools; in the same way, workshops for people with disabilities will be taught by people trained in the Braille language (points in high relief) and in Mexican sign language.

The H2H grant funds will be focused on the second line of action of the project, which is to create the digital platform that will contain information in the form of articles, blogs and videos that will be broadcast as a documentary series, and advertised on social networks (during 6 months). Together with the Augmented Reality game, which will motivate the resolution of challenges and cause a peaceful and fun competition, a positive change in the attitudes and behaviors of children regarding the culture of recycling is expected, as well as to acquire an awareness for the sustainability and care of the environment.

There is also a third line of action that completes the project, through which the final design of special trash cans will be finished, and the molds and the components of the



cans will be manufactured; this design will be registered with the Industrial Property bureau.

At the conclusion of the 3 stages, the trash cans will be installed in the schools decided by COMECyT, and the digital platform will be deployed in those schools.

5) EXPLANATION OF THE PROJECT'S SUSTAINABILITY (AS APPLICABLE)

See point 6 below.

6) DIRECT AND INDIRECT BENEFICIARIES BREAKING DOWN ITS VULNERABLE SITUATION, ATTACHING IMAGES.

According to the 2015 report of the State Population Council (COESPO, 2015), the State of Mexico is the entity with the highest population concentration in the country, with more than 16.8 million inhabitants in 2015, and growing. Of this population, children between 0-11 years old totaled 3.69 Million. There are 3.5 million attending schools, this would be our target.

Almost 25% of children are concentrated in six municipalities, and these could be part of the pilot to collect the first measurements, validate the prototype and close the design plan of the three lines of work.

If our impact ratio becomes 1:3 (the direct family and/or close friends), we could influence about 12 million people, only in the State of Mexico. There is a testimony from the City Council of Lerma, where a pilot was successfully executed in two schools, resulting in children who learned that the recycling of clean garbage can be marketed, and that money served to improve their schools. It is a key testimony that demonstrates the potential impact we can have on the State.

AREAS OF IMPACT:

Environmental impact:

The Interactive Recycling System (SIREI Mission) mainly impacts on the generation of a culture of care for the environment, with the intention of forming responsible citizens in the consumption and useful life of the products, mainly with awareness of the importance in the reuse of materials. as a way to contribute to the maintenance of available natural resources.

The Interactive Recycling System (SIREI Mission) also promotes sustainability as it will be manufactured with recycled materials, the expectation is to use the materials that are recovered in the first installed trash cans, which must be conditioned, ground, washed and dried for reuse.

Social impact:



The Interactive Recycling System {SIREI Mission) is a proposal that contributes to the development of a culture oriented to the reuse of materials from the preschool stage with awareness of the environmental impact of this activity. It meets eleven of the UN Sustainable Development Goals and will be a pioneer in Mexico in terms of the use of emerging technology to influence the change of habits and behaviors for a better way of life and respect for the planet.

Economic impact:

Educational institutions are expected to obtain additional income from the sale of materials collected in the trash can.

The project will generate an economic spill in the region rather than quantity, quality, as it will cause to hire employees and fellows at the Bachelor, Master and Doctorate level for specialized areas: Art, Digital Narrative, Scripts, Education, Programming, Augmented Reality, Animation, Postproduction Digital, Systems, Graphic Design, Manufacturing, Purchasing, Distribution. Training, Accounting, Administration, Legal, Intellectual Property, Marketing and Sales.

Finally, this initiative will also be able to activate the sub-industries of the community specialized in the recycling of discarded materials.

7) LOCATION OF THE PROJECT

State of Mexico, based in its capital city, Toluca.

8) AREA OF FOCUS:

- Peace and conflict resolution
- Disease prevention and treatment
- Water, sanitation, and hygiene
- Maternal and child health
- Literacy and basic education
- Community economic development
- Other (please specify: Classification and recycling of solid waste)

9) PROJECT BUDGET

The budget of the projects is \$180,000 pesos, with the following proposed funding:

SOURCE	AMOUNT IN PESOS
Mexico commitment from applicant	\$ 20,000



PROYECTO 100 X 100 MÉXICO



Proposed support from other Mexico sources: FURMEX Other (please specify _____)	\$
Proposed US Heart 2 Heart support	\$ 160,000
TOTAL	\$ 180,000

Note: The minimum commitments from applicants are as follows:

	Project Size (pesos)	Minimum Commitment (pesos)
Rotary clubs	10,000 - 100,000	20 % of total project budget
Rotary clubs	100,000 - 200,000	20,000
Rotaract and Interact clubs	10,000 - 200,000	10 % of total project budget

10) The project detailed expenditures are as follows

DESCRIPTION	AMOUNT	TOTAL
Green campaign (creation of digital content, guidelines, media and administration in social networks for 6 months)	\$ 180,000	\$ 180,000
Workforce	It will be borne by the company	

SIGNATURES

APPLICANT NAME CLUB ROTARIO MIXCOAC

ROTARY CLUB PRESIDENT 2019 • 2020, NAME AND SIGNATURE, E-Mail and Phone
JUAN MANUEL ABAD juanma150861@gmail.com 55-5506-6319

ROTARY CLUB PRESIDENT 2020 • 2021, NAME AND SIGNATURE
JUAN MANUEL ABAD juanma150861@gmail.com 55-5506-6319



PROYECTO 100 X 100 MÉXICO



FURMEX
Fondo Unido Rotario de México, A C

PROJECT LEADERS DURING PROJECT DURATION - NAMES AND SIGNATURES

LEADER 1

Laura Soberanes
General Manager of Italmaster

E mail laurasoberanes@hotmail.com

PHONE 72-2240-4270

LEADER 2

Alejandro Miguel Torres Delgado
Project Administrator

aleks@mercatico.tv

55-1333-3524