



PROYECTO
100 años, 100 acciones por México



Mexico City, October 17th, 2019

LIC. REINER JAHN
PROJECT COORDINATOR MEXICO

LIC. ROGER SIMS
PROJECT COORDINATOR H2H

100 X 100 MEXICO
PRESENT

100 X 100 HEART TO HEART

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

1) APPLICANT INFORMATION.

Rotary Club **Chetumal**

Rotaract Club _____ **(Sponsor Rotary Club _____)**

Interact Club _____ **(Sponsor Rotary Club _____)**

Name: Chetumal

Address: calle Herminio Ahumada #24 colonia Gonzalo Guerrero C.P. 77020

District and Club Number: District 4195 and Club 56718

2) NAME OF THE PROJECT.

Recycling used waste tyres, to support people in poverty



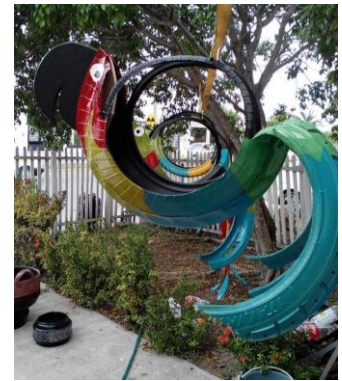
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3) OBJECTIVES OF THE PROJECT.

To provide people in poverty line, sufficient and necessary means, so that by re-using, recycling waste tyre and selling the final product, people can consolidate by this conduct sustainable activities that allow access to better conditions of life.





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4) DESCRIPTION OF THE PROYECT SHORT AND LONG TERM BREAKDOWN

To provide people in poverty line, sufficient and necessary means, so that by re-using, recycling waste tyre and selling the final product, people can consolidate by this conduct sustainable activities that allow access to better conditions of life.

This project has different yet very similar related aspects.

1. It is integral, prototypical and the beginning of an strategical plan that promotes a culture of recycling and reusing waste tyre, with the major objective being the creation of a increasingly extensive sustainable market.
2. It is mainly based on teaching a group of people in poverty to transform waste tyre into original and creative articles used in homes, at parks, public places, and home building, and by it generating employment sources with economical benefits for the families.
The training workshop has a duration of 14 weeks, every week will have 4 hours of workshop with individual tasks; the goal is that the attendee learn the minimum competences in the production of: flower pots of various sizes, vases, bird figures and other animals, furniture for living rooms and patios, play areas, building materials, and in the end producing what their creativity allows.
3. The project contemplates providing the attendees with enough guidance till they are able to become small entrepreneurs.
4. The Rotary Groups for Community Promotion are involved in the Project.
5. The Project includes parallel management for opening fixed or roaming markets to sell the final products.
6. One of the strategic actions is to ensure that the small businesses are based in different settlements or towns as to serve as an example to the community and inspire more people to take into the same activity.
7. The project includes a, effective strategy for promotion.



5) EXPLANATION OF THE PROJECT SUSTAINABILITY (AS APPLICABLE)

A) Problematic Issues

The production of waste tires in Mexico has not been quantified per se, also there is no actual national system that allows for a trustworthy measure of the tires that are discarded every year. However, based on the handling plan of waste tire in conformity with the norm NOM-161-SEMARNAT-2011, it can be estimated that each year around 32,000,000 waste tire is produced (till 2015); if we add an increment of 5% annually, (based on the consumption statistic of new tires) in 2019 we would have around 39,000,000 waste tires.

The problems associated with the mishandling of waste tires are as follows:

- **Fires:** The possibility exists that fires occur from the flammable nature of the materials.
- **Mosquitoes:** Tires are prone to contain water and become the habitat of mosquitoes, which are a risk on public health as the diseases spread by this insect are serious, such as dengue, chikungunya, malaria, etc.
- **Harmful wildlife:** Inadequate handling of waste tire can contribute to the reproduction of rodents, flies, cockroach, mites, spiders, etc. All having harmful effects.
- **Landfill volume:** Tires by composition and structure does not compact, degrade in a short period, generating and keeping a higher volume than other waste, shortening the life of landfills and prolonging fires.
- **Another focal point for contamination:** mainly being the burning of tires either being customs or for recovering the metals in them, this being harmful for health and the environment.
- **Visual pollution:** Waste tire has become a challenge for the collection processes, as there are not many places where tires can be stored, thus, staying on the streets generation visual pollution.

B) Current situation of waste tire handling.

It is estimated that just between 10% to 15% of waste tire are used by other industries, for example cement factories, tire recycling companies and other companies that use them for flooring and other processes.

There are many initiatives for handling waste tire that do not reach enough people, for example handicraft, flower pot production, furniture, walls, column protection, etc. Till this day those initiatives are dispersed and with low success rate, thanks to the lack of awareness about the topic. Currently there are no social nor governmental efforts to face the problem.



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

- 6 members of families in extreme poverty, in which one or more members have the initiative of turning waste tire into useful products for society.
- 4 members of 2 Rotary Community Development Groups

1. Direct Beneficiary:

Concepción Ramos Méndez, 41 years old:
housewife without salary.

Indirect Beneficiaries:

Amado Luna Rodríguez, 48 years old: Night time guard
with a monthly salary of \$4,000.00

Yanely Lourdes Luna Ramos, 16 years old: student

Nancy Sarahi Luna Ramos, 13 years old: student

Joel Adrián Luna Ramos, 4 years old.



The Luna Ramos were the first settlers of the of the settlement Prolongación Pacto Obrero, Chetumal, Quintana Roo, in a property donated by the government in 2016.

For more than a year they lived in a shack of diverse materials including, Wood, cloth, canvas and zinc plate roof, in a precary state, all until Rotary Club, Altruist Groups and the government helped to build a room of 18 ft by 21 ft, and a bathroom for the whole family.

2. Direct Beneficiary:

Mateo Choc May, 31 years old: Construction helper, his salary depends on the task and availability of the job.

Address: calle Coahuila norte #45 alcaldía Calderitas, Othón P. Blanco

Indirect Beneficiaries:

Misuri Yazmin Pech Uxul, 31 years old: Housewife with no salary.

Cristel Noheli Choc Pech, 5 years old

Misuri Choc Pech, 3 years old





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They live in a shack made with Wood walls and zinc plate roof, in a property donated by the other of Misuri, who with they share bathroom and food during harsh times.



3. Direct Beneficiary:

Damián Emmanuel Vega Osalde, 28 years old, son and grandson: unemployed
Address: calle Juan Escutia #12 casi esquina con Primo de Verdad colonia centro, Chetumal

Indirect Beneficiaries:

Mercedes Vega Osalde, 54 years old, mother; beneficiary of the senior citizen program with a bimonthly support of \$2,550.00

Pedro Vega Jiménez, 87 years old, grandparent; beneficiary of the senior citizen program, with a bimonthly support of \$2,550.00

Jesús Josué Vega Osalde, 27 years old, son and grandson; informal economical activities.

In 2015 his house with 2 bedrooms, bathroom and a half-kitchen, property of mister Pedro Vega, the cause being the underground currents that have made streets cave in, in the lower parts of Chetumal. Till that day their only home.



In 2017 and 2018, the family benefited with the rooms and a bathroom, donated by the Government.

The economic situation is harsh for the family because of the age and lack of employment in Chetumal.



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4. Direct Beneficiary:

José Luis Santos Cohuo, 36 years old; Night time guard with a monthly salary of \$5,000.00
Address: calle Padua #151 esquina camelias colonia polígono 2

In 1983 José Luis and his mother, they started with their own income, in the actual property, an informal state with a shack made of scrap Wood, zinc plate roof and canvas, it being in the current location.



The home is improvised and consists of only one room for all the necessities. In another place in the property there is an improvised bathroom.



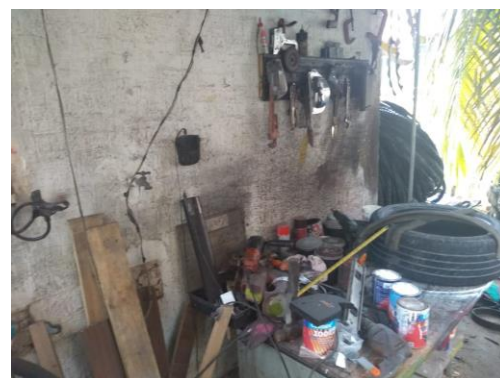
5. Direct Beneficiary:

Isaí Carlos Reyes López, 38 years old; he Works on turning tires into handcrafts, unfortunately he has limitations regarding production and promotion of his products.
Address:



Indirect Beneficiaries:

Janeth Esmeralda Álvarez Hidalgo, 30 years old; Works from home
Edar Isaí Reyes Álvarez, 14 years old
Milkah Shoham Reyes Álvarez, 6 years old





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6. Direct Beneficiary:

Rafael Uc Baeza, 40 years old; Works in an informal manner in tire recycling for handcrafting which he sells, additionally he offers maintenace services

Address: calle Francisco May entre Huaymay y Yaxchilán colonia Mayab, José María Morelos

Indirect Beneficiaries:

Lifdi Jaina Jesús Colli Chuc, 37 years old;

Elder Gabriel Uc Colli, 16 years old

Brian Misael Uc Salam, 13 years old

Kevin Uziel Uc Colli, 12 years old

Darío Uc Colli, 6 years old



7. Direct Beneficiary:

Jorge Erick Hernández García, 30 years old; he offercs various types of maintenance, he is an electricist, plumber, gardener, cleaning service, etc. With a monthly income of \$6,000.00

Address: calle flamboyanes #149 colonia arboledas

Indirect Beneficiaries:

Mayra Elena Barrientos Ávila, 29 years old

Abigail Monserrat Hernández Rosas, 17 years old

Leonardo Enrique Hernández Barrientos, 6 years old

Sofia Barrientos Ávila, 25 years old



8. Direct Beneficiary:

Lorena Méndez Herrera, 43 years old; Works in cleaning services, with a monthly salary of \$3,200.00

Address: calle zacate, manzana 41 lote 4, Luis Echeverria

Indirect Beneficiaries:

María Antonia Herrera Sobrevilla, 68 years old

Concepción Enrique Méndez Valdez, 57 years old

Mario Méndez Herrera, 46 years old

Sayda Teresa Salinas García, 40 years old

Carlos Alfredo Castro Méndez, 17 years old

Lorena Jhoana Méndez Herrera, 14 years old





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9. Direct Beneficiary:

Jesús Manuel Mucul, 23 years old; construction helper with a monthly income of \$6,000.00 (as long as there is continuous hiring)

Address: Colonia Miraflores, José María Morelos

Indirect Beneficiaries:

Norma Araceli Uluac, 20 years old

Odalis Isabel Mucul Uluac, 3 years old



10. Direct Beneficiary:

Efraín Ake Cimé, 29 years old; construction helper with very limited job opportunities because in Dzula there are not many construction sites, he also Works as a taxi driver of a 3 wheeled unit, with very low income.

Known address: Dzula

Indirect Beneficiaries:

Fana Sulub Peña, 29 years old

David Efraín Ake Sulub



6. LOCATION OF THE PROJECT

Location of the project	Chetumal and José María Morelos
Municipality	Othón P. Blanco and José María Morelos
State	Quintana Roo
Country	Mexico



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7. 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): environment preservation

8. PROJECT BUDGET

The Budget of the Project is \$189,880.80, with the following proposed funding:

SOURCE	AMOUNT IN PESOS
Commitment from the applicant club	\$20,000.00
Proposed support from other Mexico sources FERMEX and others	\$0
Proposed US Heart 2 Heart support	\$168,630.80
SUM	\$188,630.80
TOTAL	\$188,630.80



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9. TOTAL INVESTMENT FOR THE PROJECT

CONSUMER MATERIALS			
QUANTITY	CONCEPT	AMMOUNT	TOTAL
7,500	Drywall screw 8 x 3/4 GRNIB834	\$0.3448	\$2,586.00
1500	Drywall screw 8 x 1 GRNIB81	\$0.3449	\$517.35
1500	Drywall screw 8 x 1 1/4 GRNIB8114	\$0.3449	\$517.35
1500	Drywall screw 8 x 1 1/2 GRNIB8112	\$0.3449	\$517.35
10	Annealed wire (1201)	\$31.0300	\$310.30
10	Paintbrush 2" BYP	\$9.9100	\$99.10
10	Paintbrush 2-1/2" BYP	\$12.0700	\$120.70
750	Self-tapping fastener 14x2 DRHX142	\$1.4655	\$1,099.13
10	Drill bit for metal 9/64 Truper BAV-9/64	\$11.6400	\$116.40
10	Drill bit for metal 5/32 BAV-5/32 Truper	\$12.0700	\$120.70
10	Drill bit for metal 11/64 BAV-11/64 Truper	\$15.0900	\$150.90
10	Drill bit for metal 13/16 BAV-3/16 Truper	\$16.3800	\$163.80
10	Drill bit for metal 13/64 BAV-13/64 Truper	\$20.2600	\$202.60
10	Drill bit for metal 7/32 BAV-7/32 Truper	\$22.8400	\$228.40
10	Drill bit for metal 15/64 BAV-15/64 Truper	\$29.7400	\$297.40
10	Drill bit for metal 1/4 BAV-1/4 Truper	\$26.7200	\$267.20
10	Drill bit for metal 17/64 BAV-17/64 Truper	\$33.1900	\$331.90
10	Various air compressor accesories	\$335.3400	\$3,353.40
10	Drill bit for metal 9/32 BAV-9/32 Truper	\$39.2200	\$392.20
10	Drill bit for metal 1/2 BAV-1/2 Truper	\$147.4100	\$1,474.10
10	Hacksaw and accesories	\$118.1000	\$1,181.00
10	Grinding wheel 4 1/2" ABT-386 Truper	\$40.0900	\$400.90
10	Metal cut-off wheel 4 1/2" DicoF-4	\$15.0900	\$150.90
2.5	Polypropylene rope 11 mm (7/16)	\$73.7200	\$184.30
20	Construction wire 1/4 (2341)	\$29.7400	\$594.80
10	Philips screwdriver DP-1/4x6 Truper	\$50.0000	\$500.00
10	Flat screwdriver DR-1/4x6 Truper	\$50.0000	\$500.00
10	Metal shears 12 pulg. TH-12 Truper	\$198.2800	\$1,982.80
10	Wire cutter 8 inch. T201-8 Truper	\$145.6900	\$1,456.90
10	Locking pliers 8" TC-4239	\$81.9000	\$819.00
10	Construction gloves A-G100	\$41.8100	\$418.10
10	Eye protection glases LEN-ST Truper	\$25.4300	\$254.30
10	Shop apron	\$83.6200	\$836.20
10	3 LBS Mallet C/MGO de 10-3/4 MD-3M Truper	\$126.7200	\$1,267.20
10	Socket set 1/4 x 3/8 25 pzas	\$187.9300	\$1,879.30
15	Galvanized sheet metal C-20	\$312.0000	\$4,680.00
		SUMM	\$29,971.98
		TAX	\$4,795.52
		SUBTOTAL	\$34,767.49



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PAINT			
QUANTITY	ITEM	AMMOUNT	TOTAL
7	Rich Gold Enamel paint 1 (138)	\$253.4500	\$1,774.15
7	Quickdry Aluminum Enamel Paint LT	\$137.9300	\$965.51
7	Copper Enamel Paint	\$246.5500	\$1,725.85
7	1LT Quick dry White enamel paint	\$131.0300	\$917.21
7	1LT Quick dry Black enamel paint	\$131.0300	\$917.21
7	Quickdry lime Green paint EK-0700.30	\$147.4100	\$1,031.87
7	Quickdry Trafalgar blue paint EK-0300.30	\$147.4100	\$1,031.87
7	Quickdry bright red paint EK-0500.30	\$147.4100	\$1,031.87
37	Gloss finish transparent spray varnish EA-0001.15	\$46.5520	\$1,722.42
60	Standard Paint thinner	\$29.7413	\$1,784.48
	SUMM		\$12,902.44
	TAX		\$2,064.39
	SUBTOTAL		\$14,966.83

TOOLS			
QUANTITY	ITEM	P/U	AMMOUNT
10	Tool box	\$379.00	\$3,790.00
10	Wireless screwdriver with ION Litium 3 battery	\$357.7600	\$3,577.60
10	Professional power saw 550 W	\$675.0000	\$6,750.00
10	Professional Angle Grinder 4-1/2 Profesional 90	\$623.2800	\$6,232.80
10	Professional Power drill 1/2" 550 W Truper	\$571.5500	\$5,715.50
20	Plastic box cutter 6" CUT-6 Trupper	\$28.8800	\$577.60
20	Box cutter replacement razors REP-CUT-6 Trupper	\$21.9850	\$439.70
10	Air compressor 25 L, lubricated, 3 HP (max power)	\$2,709.4800	\$27,094.80
10	Paint Spray Gun	\$254.3100	\$2,543.10
	SUMM		\$56,721.10
	TAX		\$9,075.38
	SUBTOTAL		\$65,796.48

FURNITURE			
QUANTITY	ITEM	AMMOUNT	TOTAL
10	Work bench 2.44 m x 1.22	\$1,800.00	\$18,000.00
	SUBTOTAL		\$18,000.00



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TRAINING			
WEEKS	CONCEPT	P/U	AMMOUNT
10	Flower pots	\$550.00	\$5,500.00
10	Vase	\$850.00	\$8,500.00
10	Birds and animal figures	\$550.00	\$5,500.00
10	Forniture	\$1,700.00	\$17,000.00
10	Play area games	\$1,100.00	\$11,000.00
		SUMM	\$47,500.00
		TAX	\$7,600.00
		SUBTOTAL	\$55,100.00

SUMARRY OF THE INVESTMENT FOR THE PROJECT	
CONCEPT	TOTAL
Materials for construction	\$34,767.49
Paint	\$14,966.83
Tools	\$65,796.48
Forniture	\$18,000.00
Traning	\$55,100.00
TOTAL	\$188,630.80

SIGNATURES

APLICANT NAME _____ Jorge Jiménez Alvarado _____

ROTARY CLUB PRESIDENT 2019 - 2020, NAME AND SIGNATURE

Jorge Jiménez Alvarado; JJimenez_alvarado@hotmail.com, 9831054046

ROTARY CLUB PRESIDENT 2020 - 2021, NAME AND SIGNATURE

Jean Baptiste Manel N'Tab; jean.manel@hotmail.com, 9838359910

PROJECT LEADERS DURING PROJECT DURATION – NAMES AND SIGNATURE

LIDER 1

_____ Jean Manel Baptiste N'Tab _____

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Telefono _____ 9838359910 _____

LIDER 2

_____ José Rafael Pech Rivero _____

_____ Rafael_pech@live.com.mx _____

_____ **9982409399** _____