



1st. Great Campaign of Unity and Social Responsibility in Mexico

PRESENTED BY





Museum exhibitions_



Exhibition "Escala"
(Museum of the Vatican, Museum San Pedro, amongst others).



Exhibition Itinerant "Big Size"
(in various shopping centres).



Author's Auction
(Esplanade University Cultural Complex of the BUAP, 200 VIP guests and Medias).



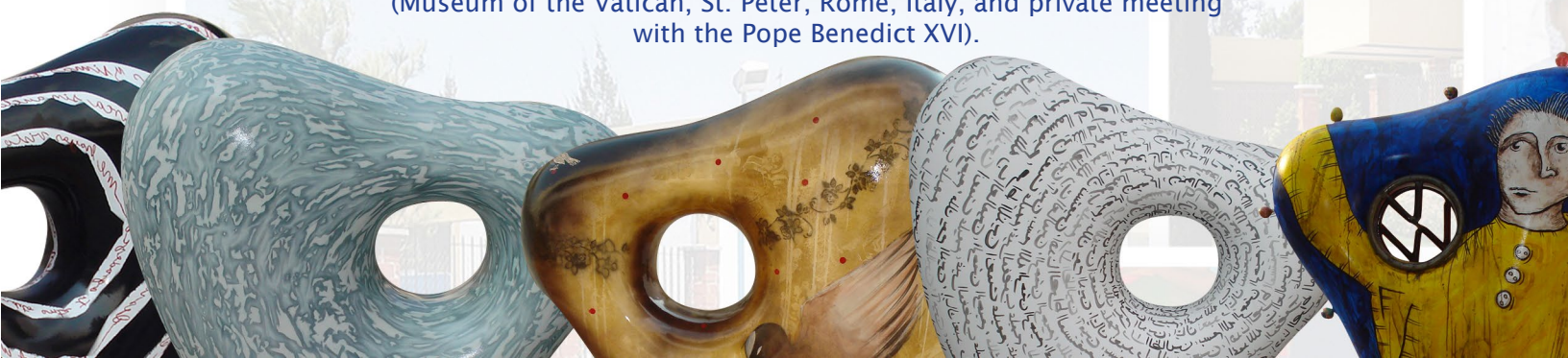
Principal Exhibition "Big Size"

(Esplanade University Cultural Complex of the Autonomous University of Puebla, Mexico, 1,000,000 visitors).



International Exhibition "Corazoles in the Vatican"

(Museum of the Vatican, St. Peter, Rome, Italy, and private meeting with the Pope Benedict XVI).

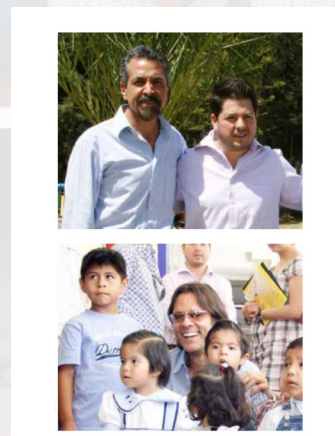




Media & outdoors_



Covers, Interviews and Articles (in magazines and newspapers).



Advertising features (in magazines and newspapers).



Advertising Campaigns (amazing advertisements).





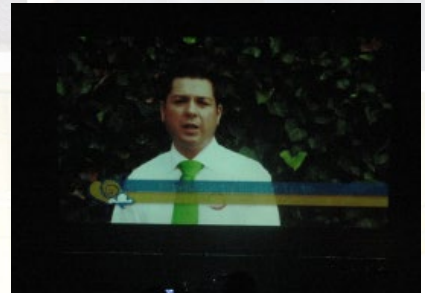
Promotion, supports and prints_



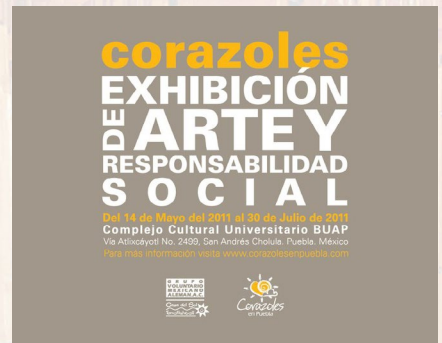
Congratulations in the magazines



Intelligent kiosks at squares
squares (post, magazines and videos).



Filming and Post Production of institutional videos
(testimonial and promotional).



Printed

(Posters, Invitations, Flyers, Brochures, etc).

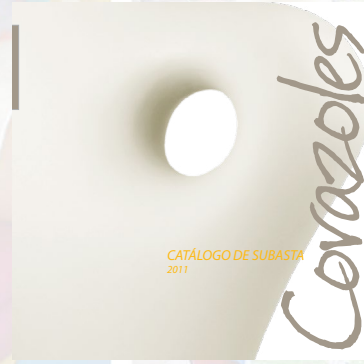




Commemorative Articles_



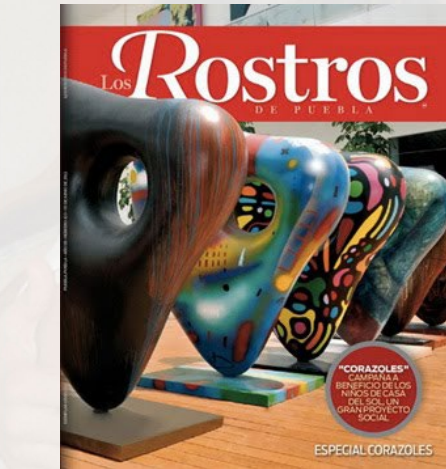
Copies to scale



Auction's catalog



Book of the campaign's memory
(3,000 examples of sales in Librerías Gandhi).



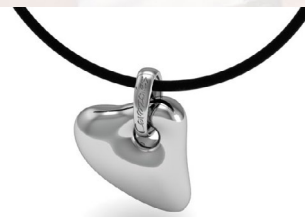
Special Edition Magazine
(40,000 free examples).



Earrings



Cufflinks



Necklaces





Conferences, Special Events and interviews_



Interviews in TV
(national and international medias).



Conference on Social Responsibility
(Autonomous University of Puebla).



Launch of the campaign with the concert of CAMILA group
(at the Esplanade University Cultural Complex of the UAP (14,000 people))



Presentation of the campaign with the concert of Hernaldo Zúñiga
(At the Auditorium of the Esplanade University Cultural Complex of the UAP).





Exhibition “Échale la mano a México”
(WTC Mexico city 100,000 visitors).



Show jumping
(Horse Riding Centre Haras del Bosque, Puebla, Mexico) .



Documentary “Voces de la Filantropía”
(Series of Interviews with the Directors Companies who have the best practices of Social Responsibility. DVD inserted in the most Important Newspapers of Mexico: Reforma, El Financiero, El Universal and Mundo Ejecutivo.)



Interviews on radio
(National channel).



Famous artistes
(Collaboration with more than 70 painters, sculptors and plastic's artists).



News Break at TV
(Open TV and Cable TV).





Corazoles at UN_



United Nations Private Sector Forum for Africa UN Global Compact leaders summit Architects of a better World 2013



Mr. Muhammad Yunus
Nobel Prize Award 2006



Mr. Ban Ki-Moon
UN General Secretary



Mr. George Kell
Executive Director
UN Global Compact





**The Trusteeship Council
General Assembly UN HQ**



**Launching Business for Peace
UN-GC Moma Museum NY**



**The Corazoles Heart of Peace
at United Nations HQ**



**Corazoles at large scale LEGO
model of the United Nations'
Headquarters**



**Sign Business For Peace
UN Global Compact Initiative**



**#WESEARCHMANDELAS at
Social Good Summit NY 2013**





Awards and Recognition_



Prize "Corazón de Héroe"
(Grupo Voluntario Alemán, "Casa del Sol").



Distinctive ESR 2012
(Socially Responsible Companies,
Mexican Center for philanthropy).



Prize of Joint Responsibility 2011
(General Secretary of the Government of the State of Puebla).



WE SUPPORT



Red Pacto Mundial
México



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RESPONSABLE**

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