

DECEMBER 2020

# Social Investment Achievements with: Young Innovators

RESUME

TRIPLE BENEFICIO MEXICO  
S.C

OIL & GAS CSR CONSULTANCY.

# TRIPLE BENEFICIO MEXICO S.C.

## OIL & GAS CSR CONSULTANCY

### OUR COMPANY

People Planet Profit is the first advisor firm in CSR that guides oil & gas companies to expand their businesses in a sustainable way. The company was established in 2015 and operates mainly in Mexico City & Veracruz State.

Triple Beneficio México S.C. supports the Global Compact since 2017.



Lago Zurich# 244 Int 108.  
Col. Ampliación Granada Delge.  
Miguel Hidalgo Cd. de México

(55) 50 8825 94  
[www.peopleplanetprofit.com.mx](http://www.peopleplanetprofit.com.mx)

### OUR METHODOLOGIES

- UN SDG
- IPIECA
- ISO 26000
- ISO 3700
- Global Compact
- Empresa Socialmente Responsable

### SERVICES

CSR Advisory in:

- Diagnosis
- Benchmarking
- Strategic Planning
- Stakeholders dialogue
- Social Investment Projects
- Sustainability Reports (GRI)
- Ethics and Corporate Reputation

## Our recognitions

01

**OIL & GAS CSR  
CONSULTANCY**  
First in Mexico.

03

### VERIFICATION

Contributes to verifies  
the Ethics and Values  
Award by  
CONCAMIN.

02

### CERTIFIED

Proud of been 6th time  
certified as advisory by  
Centro Mexicano para  
la Filantropía A.C.

04

### MENTORING

Advisory of the  
Youngest Leadership  
Program in Global  
Compact

TRIPLE BENEFICIO MÉXICO S.C.

# SOCIAL INVESTMENT PROJECTS

## MENTORING YOUNG LEADERS

In 2020, we were proud to join the Young Sustainable Development Goals (SDGs) Innovators Program, invited by United Nations Global Compact in Mexico. Our participation as a Mentor provides to innovators a guidance on programme process and helping think through issues for a solution project in the company. This programme takes participants through a design thinking approach to innovation by focusing on the SDGs.

### ¿WHO WERE BENEFITED?

Young Leaders (at 35 years old)  
from Medium and Transnational  
Companies.

Our assignments:



[HTTP://WWW.FOLMEX.COM.MX](http://www.folmex.com.mx)  
[HTTPS://WWW.NUTRISA.COM/](https://www.nutrisa.com/)  
[HTTPS://WWW.ECOLANA.COM/](https://www.ecolana.com/)

## OUR PARTICIPATION:

01

### SUPPORTS

During 10 months of  
volunteering as  
Mentor.

03

### TESTS & VALIDATION

02

### GUIDES ON:

- Design Thinking
- Breakthrough Innovation



OTORGA EL PRESENTE  
**RECONOCIMIENTO**

A  
*Aradi Martínez*  
POR SU PARTICIPACIÓN EN LA PRIMERA GENERACIÓN  
DE LA INICIATIVA

20 DE AGOSTO DEL 2020

*Mauricio*  
Mauricio Buitrago P.  
Director Ejecutivo  
del Pacto Mundial México



TRIPLE BENEFICIO MEXICO S.C.

# SOCIAL INVESTMENT PROJECTS

## PROUD TO IDENTIFY THE TALENT OF UNIVERSITY LEADERS

In 2015, we designed an innovation program named "SALBALAM" in alliance with three private companies, one university and a non profit organization. Salbalam (balam: jaguar en maya) consisted on the conservation of animal extinction, environmental education and talent development of Communications Students.

### SALBALAM

Winner of the "Best Practice on Strategic Alliances" by Centro Mexicano para la Filantropía A.C.

<https://www.responsabilidadsocial.net/ganadoras-del-reconocimiento-a-las-mejores-practicas-de-rse-2014/>

### OUR CLIENT

A medium consumer company



**Salbalam**

Cumplimos tus antojos en la tienda online de Chilim Balam Tus product...  
[chilimbalam.com.mx](http://chilimbalam.com.mx)



### PROJECT ISSUES:

- Strategic CSR Alliances
- Cause Marketing
- Environmental Campaigning in Social Media.
- Mentoring
- Film of "Todos nos conectamos "in Selva Lacandona. To see the film visit:

<https://chilimbalam.com.mx/pages/jaguar-mexicano>

## ACHIVEMENTS:

**01**

### COST REDUCTION

80% throw alliances with stakeholders.

**03**

### EVALUATION

Design, dialogue and methodology for social projects

**02**

### SUSTAINABLE

Impacts in community and environment

**04**

### REPUTATION

Publications, news and awards.



TRIPLE BENEFICIO MEXICO S.C.

# SOCIAL INVESTMENT PROJECTS

## CATHEDRA WITH UNIVERSITIES

We are convinced that alliances between private and educational sector promote the quality of education that is needed for the future decisions leaders. As a CSR advisory we have verified the implementation of theoretical and practical programs in universities. This experienced have been for construction, engineering and communications careers specially on habilities trannings and technological designs.

## UNIVERSITIES BENEFITED

- Universidad de la Comunicación
- CONALEP
- Universidad Anáhuac del Norte
- Centro de Estudios Superiores de Veracruz.
- Universidad Cristóbal Colón

## COMPANIES INVOLVED:

- nuvoil
- Restaurantes Toks
- USG México
- Ingenio La Gloria
- Grupo CICE

## PROYECT ISSUES:

- Talent Attraction
- Professional Practices
- Investigation
- Innovation and Creativity
- Disruptive Challenges

## OUR METHODOLOGY:

01

### CONTRIBUTION

To develop sustainable solutions

03

### DESIGN

with creativity and innovation.

02

### INSPIRE

Young Leaders of high performance

04

### COMMUNICATE

and Measure Impacts



DECEMBER 2020

Today, companies contribute to  
common benefit for society  
reaffirming their commitment  
with Mexico.

Regards,

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MTRA. ARADI MARTINEZ TIJERINA  
FOUNDER  
PEOPLE PLANET & PROFIT

Hoy las empresas contribuyen al  
*bien común* de la sociedad  
reafirmando el *compromiso*  
con México.  
Triple Benefit México S.C.

