

# Social leadership in action! Winners of the Eugenio Garza Sada Award



For their contributions to the development of Mexico, businessman **Enrique Terrazas**, the **COMUNIDAR Foundation**, and the company **Prothesia** have been declared the winners of the **2020 Eugenio Garza Sada Award**.

**FEMSA** and **Tec de Monterrey** recognized them at a **virtual ceremony** at which it was emphasized that their actions bear the values instilled by the **founder of the Tec** when he was alive.

*“The winners are people and organizations that **are working to the benefit of others with a generous vocation of service and commitment to the community,**”* said **José Antonio Fernández Carbajal**, Chief Executive Officer of FEMSA and Chairman of the Board of Tecnológico de Monterrey.



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In his message to the winners and those following the broadcast, he urged them to follow Don Eugenio's example in the face of our current challenges.

*"We should take heart with strength and great resilience as did Don Eugenio, facing these difficult times with **tranquility, bravery, humility, optimism**, and a certain **spirit of sacrifice**, always seeking flexibility and adaptability."*

For **David Garza**, Rector and Chief Executive Officer of Tec de Monterrey, this award emphasizes the importance of having examples to follow.

*"In challenging times such as those we are living through, it's **inspiring to witness the determination and leadership** of those who seek the wellbeing of their communities through initiative,"* he emphasized.

## PROMOTING EDUCATION

**Enrique Terrazas** is a **businessman** and **board member of various organizations** who has fostered programs that favor education and community wellbeing.

He is part of the founding group of the **Tec's Chihuahua campus**, where he has participated with financial and personal support. Terrazas was also minister of **Economic Development for Chihuahua** from 1992 to 1998.

*“I thank you for this award and pay special tribute to the memory of Don Eugenio, who **imagined a society that was hard-working, supportive, with ethical principles in which respect was given to people’s dignity and integrated development,**” he said in his speech.*



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He has given support to provide resources for the **Leaders of Tomorrow** program, which offers 100% scholarships to talented young people to study at the Tec, and has also created organizations for social wellbeing.

Terrazas helps more than 35 associations and chairs the following ones:

- Fundación CIMA Chihuahua A.C.
- Promotora de Hospitales Mexicanos, A.C.
- Asociación Filarmónica de Chihuahua, A.C.





width="900" loading="lazy"> **HELPING TO IMPROVE QUALITY OF LIFE IN THE COMMUNITY**

One **philanthropic model** that seeks to **strengthen social projects** and foster a culture in which **the community is responsible for their development** is that promoted by the **COMUNIDAR Foundation**.

Its lines of support include education, community development, environment, and health, which have had an impact on the lives of **more than 467,000 people** in **Nuevo León**.

*"I always make reference to the fact that we can donate '3 Ts: **Time, Talent, and Treasure**'", shared Carmen Garza T, one of its board members.*

*"We continue contributing **time** to the **causes that motivate us; talent so that they happen; and as much treasure as we can,**" she added.*



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Since it was set up in 2012, Comunidar has mobilized more than **400 million pesos for social projects** in Nuevo León. It has also managed and assessed 81 social initiatives.

Its value proposition is based on **mobilizing resources through Social Investor Development** by means of designing strategies, assessment, mentoring, and operations.



width="900" loading="lazy"> **CREATING ACCESSIBLE MEDICAL DEVICES WITH 3D TECHNOLOGY**

**Orthoses and prostheses to help Mexican children walk; manufacturing and designing protective equipment for doctors, as well as sampling kits with swabs, valves, and 3D-printed masks** are some of the activities carried out by **Prothesia**.

The project for **medical devices** was founded by **Francisco Valencia**, a Mechatronic Engineering student from the **Tec's Monterrey campus**, and it has collaborated with the **Zambrano Hellion Medical Institute, the Nuevo Amanecer Institute, MIT, and Harvard Medical School**.

The initiative is also led by **Julio Barriga, Diego Ramírez, and Ángel Grande**.

Its achievements include **helping seven Mexican children walk for the first time** in their lives, thanks to customized prostheses made with 3D software and printing.





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*“We feel very proud to receive this award. It’s validation to keep going. Although it may take us decades, what we want is to **transform the health system** through medical devices, technology, software, and algorithms,”* said Francisco during the ceremony.

**Prothesia** has aimed its recent efforts at **providing a response to the COVID-19 emergency**, so it has **developed medical equipment and protective material** for **hospitals and health workers**.

They have now been invited to become knowledge partners by **MIT’s D-Lab** for its class “Prosthetic Design” in spring of 2021 and to give workshops on 3D design and digital manufacturing to students and the public at large over the internet.



width="900" loading="lazy"> **ABOUT THE EUGENIO GARZA SADA AWARD**

The **Eugenio Garza Sada Award** was started in 1993 by **FEMSA** and **Tec de Monterrey** to perpetuate the legacy of Don Eugenio Garza Sada as a businessman and social leader.

The prize **recognizes leading national or foreign people and institutions that contribute to the wellbeing of the Mexican community** through the development, improvement, and productive capacity of its human or physical resources.

The winners in the three categories receive the **sculpture “Inner Light” by Yvonne Domenge**, written recognition, and a monetary prize.

**144 proposals** were received for **this year’s award: 10 in the category of Humanistic Business Leadership, 69 for Social Entrepreneurship, and 65 for Student Social Innovation.**

The winners were **evaluated by a panel** consisting of **Edna Jaime**, founder and Director General of México Evalúa and **Fernando Pardo**, founder of the consultancy firm Fernando Pardo y Asociados.

**Ricardo Saldívar**, the former president and director general of The Home Depot México, also took part.

Also participating in the evaluation of the student social innovation category were **Luis Raúl Domínguez**, Director of Student Leadership and Education at the Tec and the President of FETEC, **Abraham Zavala**.



The 2020 awards ceremony was held in a new format. Virtually attending was **Consuelo Garza Lagüera de Garza**, President of the Steering Committee for the Eugenio Garza Sada Award.

Leading the ceremony from the Monterrey campus were **José Antonio Fernández**; **Eva Garza de Fernández**, Vice President of the Award Steering Committee; and **David Garza Salazar**, Rector and Chief Executive Officer of Tecnológico de Monterrey.

Also in attendance were members of the award committee, including **Alfonso Garza Garza**, **Gabriel Garza Rangel**, and **Eduardo Padilla Silva**.

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