Design + social awareness: projects stand out in global challenge



With proposals that can help **create a sustainable society** in the future, three **Tec de Monterrey students** were **recognized** at the international *Creative Conscience UK* **competition**.

Pamela Cano, an Architecture student, won the silver medal in the Service Design category for her Simbyco project, which proposes an exchange of waste products between companies so they can be reused.

"I am very happy that this wonderful **idea** could have had such an **impact** on **other minds** outside of this continent in such a short time," said Pamela.

Paulina Espronceda, an Advertising and Market Communication student, and Diego Garza, an Industrial Design student, were in the top 11 in the Fashion and Textiles category with *Conscious Tag*, a label allowing customers to know the origin of their garments.

The **Creative Conscience Awards** are held annually to recognize **projects** that seek to creatively improve areas such as **architecture**, **design**, **textiles** and **technology**, among others.



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Waste for some people, "gold" for others

Simbyco was created by Pamela who is studying the first year of an Architecture degree at the Monterrey Campus of Tec de Monterrey.

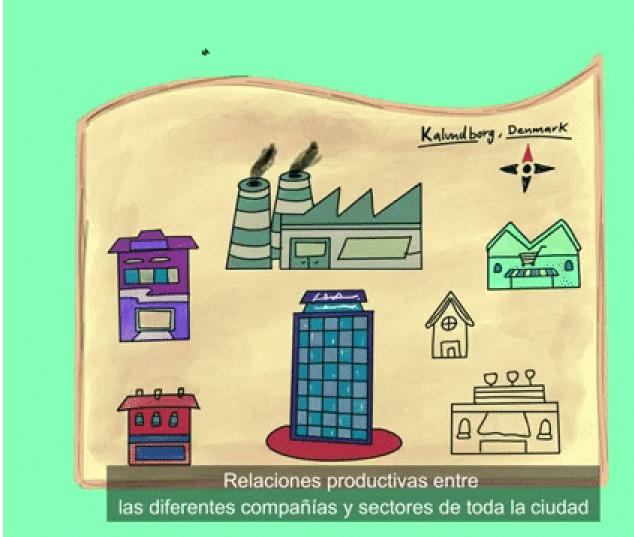
This project, Cano says, is based on **industrial symbiosis**, a phenomenon that developed in the 1970s in Denmark, when industries **reused waste**.

"Several companies began to form **support chains**. The **waste material** from one company **became** the **raw material** for another company," said the student.

With that idea in mind, she developed **Simbyco**, a **prototype** with which she plans to create a **database** in which local and national companies are registered.

"That way, we can see which **companies** are **compatible** and enable them to form **partnerships** with each other.

"You're not just helping yourself and saving money, but you also help the **environment** and reduce **pollution**," she said.



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The student's idea is that **access** to this **database** and **partnerships** will be **free** and companies will only be **charged** for **more personalized advice**.

Simbyco won a **silver medal** in the **Service Design category**, and now Pamela Cano wants to take her idea to the **INCMty** <u>Heineken Green Challenge</u>, another contest promoting sustainable entrepreneurship.

"I would like it to become a reality and become accessible to everyone. I want both a mom and pop store and a large company to be able to contribute," said the student.



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Labels for conscious shopping

Paulina Espronceda and Diego Garza created a prototype for *Conscious Tag*, a label that contains information about the origin of a garment.

"I had a friend who once told me that **lots of pollution** comes from the **textile industry**, and he also knew that there were many abuses taking place in this industry.

"Sometimes to get a **cheap garment**, people work in **conditions** that are **unacceptable**," said Diego.

The idea of both students is that **consumers** know the **origin** of the **garments** they are buying, and are **aware** of the work that was done in order to create them.

Diego worked together with Paulina, who, in addition to studying **Advertising** at **Tec de Monterrey**, is also studying **Fashion Design** at **Istituto di Moda Burgo**.

"There are many **problems** within the (textile) **industry**. Our idea was to make the **purchase** of garments a more **conscious** process," she said.

The **Conscious Tag** prototype consisted of a **speaker** which, when **cut** from the garment, said the **company's information**, what it does for the environment, and also for its workers.



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"It would be cool if brands competed to get it. It could add value to a brand," shared Paulina.

"Like an emblem that a company could obtain. A guarantee of quality," added Diego.

This project was one of the **top 11** in the **Fashion & Textiles** category, and is featured alongside **Simbyco** on **Creative Conscience UK's 2020 winners page.**

Both students confirm that they will **continue** developing this, and other **projects**, to improve the **textile industry.**

About the Creative Conscience Awards

<u>Creative Conscience</u> was founded in 2012 by Chrissy Levett, to promote creative ideas which seek to change the world positively.

This **platform**, founded in the **United Kingdom**, carries out **educational events**, **talks**, and **workshops**, supporting the development of practical tools to create a positive impact.

Students from the **Tec's School of Architecture, Art and Design** share that their projects were developed as part of their **classes**, and that their teachers encouraged them to sign up for the global challenge.

On the *Creative Conscience* <u>website</u>, people can access **information** about various competitions and **workshops**, and find **resources for support**.

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