



# **INICIATIVA MEXICO 2011**

**A national T.V., Radio Station, and Major Print Media sponsored competition with 5 main categories, including Education, offering 10,000,000 Pesos first prize per category and another 10,000,000 Pesos for the overall winner (all Tax Free).**

**Last year this competition attracted over 46,000 entries.**

**Attached is the entry from the**

**La Paz based**

**H2O Profesionales Internacionales, S.A. de C.V.**

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## THE “AGUA FOR EDUCATION” INITIATIVE

Over the last three years **H2O Profesionales Internacionales, S.A. de C.V.**, a water treatment consultancy company based in La Paz, has established a growing reputation for designing high-tech water treatment systems for Desalination Plants, businesses and homes.

They have recently developed a series of new water treatment systems that form the basis of their entry into the **2011 INICITIVA MEXICO** competition called the “**Agua for Education**” initiative. The highly innovative concept is designed to “cost-effectively” deliver **high quality purified drinking water** to all of the State Educational establishments throughout Mexico.

The company is prepared to install **FREE** State-of-the-Art Water Treatment Purifications Systems (valued over 100,000,000 Pesos) that will supply up to **4 liters** of **safe, wholesome, purified drinking water every Day** to every student, staff & teacher in the Public Schools, Colleges & Universities of Mexico at a cost of only **1 Peso** per **Week** per **person**, to be paid out of State Educational budgets and/or Parent Teacher Associations. This is over an “**Order of Magnitude**” less expensive than existing alternatives.

The five (5) key **motivating factors** that gave rise to this initiative were:

- The lack of air conditioning in many classrooms in public Educational establishments.
- The number of empty Plastic & PET bottles of drinking water, sodas and juices strewn around the sidewalks and streets adjoining many of the Public Educational establishments.
- Despite the establishment of Federal School “Obesity and “Health” Program and Initiatives it is feared that little will change without “financial incentives and alternatives” to kick-start the Programs
- Water treatment is seen to be a major growth industry which will give rise to a succession of technological innovational developments in the 21st century. The creation of new businesses with new ground-floor jobs will allow future advancement and new career opportunities.
- Unmaintained and unmonitored, 40-year-old technology water treatment systems that are currently installed in many Public Education establishments

The six (6) key **social solutions** that will arise out of the Program are:

- The prevention of classroom dehydration which can lead to apathy, disinterest & truancy, while increasing attention, awareness & learning skills
- The compatibility with Federal and State School “Obesity” and “Health” Programs and Initiatives by reducing the consumption of sugar and acids from Juices and Sodas that also damage our children’s teeth and increase the risk of Diabetes, with the related high cost to the Health system
- The re-filling of drinking containers reduces the volume of disposable “Plastic Bottles”
- The establishment of over 50 sustainable and profitable new franchise Business Operations in Mexico
- The creation of over 1,000 new jobs in the assembly, administration & service sectors recruited from local Technical Colleges
- The initiative specifically benefits and helps the “low-income” families throughout Mexico.

The company believes their State-of-the-Art, fully-monitored, internationally-certified; space-age treatment media will completely diffuse a number of well-held Myths about drinking water which are: (i) that you cannot deliver **great-tasting, wholesome, purified drinking water** from any faucet in Mexico; (ii) **that Bottled Water** is the only safe water to drink in Mexico; and (iii) that **safe, purified great-tasting water** has to cost around **ONE PESO** per **Liter** in delivered 19 Liter Garraffones or up to **10 PESOS** plus per **Liter** in disposable plastic or PET Bottles. Remember, in Mexico **regular gasoline** is **LESS** than **10 Pesos** per **Liter**.

If the initiative were adopted Mexico would be seen to be the first Latin American Nation to provide this cost-effective and humanitarian service and the Program could easily be extended to other sectors such as large Municipal Offices and low-income communities.