



Let's save the oceans! Call for young Mexicans and UN Mexico

*A video created by Tec students for the **#ForOurOceans** campaign begins, “According to **Jacques Cousteau, water and land** - the two essential components on which life depends - have **become global trash cans.**”*

The United Nations Information Center in Mexico ([UNIC Mexico](#)) launched a call to participate in the campaign to the more than **370 students** at **15 Tec campuses** who were taking the digital “**Ethics, Social Responsibility, and Sustainability**” course.

These students made **80 videos** focused on the global issue, which included a **call to action for society.**

The winning video team, comprising **Diego Sánchez, Lorena Báez, Rachel Suzy, Rebeca Huicochea, Roberto Cuz, and Saraí Serrano**, was from the **Mexico City campus.**

(In Spanish):

A multidisciplinary team made up of teachers and UNIC staff selected the above video, as well as those in second and third place. The winning videos **have been screened in the Mexico City subway** and on **UNIC Mexico’s social media accounts.**

*“It’s been a wonderful opportunity for students to see that **they can have an impact in the world**, that they can really help to raise awareness in society as a whole,” stressed Luis Ricardo Fernández, one of the professors who teach the subject.*

In addition to meeting the formal selection criteria, the winning videos were considered outstanding not only because they presented achievable solutions, but also because they **“generated hope and inspired us,”** he emphasized.

Partnerships to help the planet

Luis Gerardo Rojas, who teaches the digital Ethics, Social Responsibility, and Sustainability course alongside Fernández, accepted the challenge from **UNIC Mexico** to involve Tec students in making the videos.

This collaboration with **UNIC Mexico** was based on shared objectives and focused on how to get young people involved.

*“Plastic pollution doesn’t end with a single project: **we must continue looking for solutions that involve young people,**”* said Mariana Castro, UNIC Mexico’s National Information Officer.

It’s through projects like this that the Tec seeks to **give its students both a voice and the tools necessary to make an impact**, along with its **Ruta Azul** Sustainability and Climate Change Plan for 2025, added Fernández.

Ceremonia de premiación de alumnos en materia de Ética, responsabilidad social y sostenibilidad mo

The best videos in terms of their message, creativity, and impact were given **awards at a ceremony that took place on the Tec’s Virtual Campus.**

Two teams were awarded second place. One was from the **Monterrey campus**, comprising David Sepúlveda González, Jesús Guzmán, Luis Ochoa, and Natalia de la Garza.

The other was from the **Tampico campus** and was formed by Ero Alejandro Rodríguez, Joel Contreras, José Boeta, Luis Maury, and Pablo García.

Third place went to the **Laguna campus** team comprised of Kesniel Uribe, Fernanda Luna, Omar Ojeda, Sofía Gilio, and Ricardo Muñoz.

Participation in the #ForOurOceans challenge

Challenge participation data:

- **373 students from 15 campuses** participated. The represented campuses were Querétaro, San Luis Potosí, Tampico, Mexico City, State of Mexico, Santa Fe, Laguna, Monterrey, Saltillo, Aguascalientes, Chihuahua, Guadalajara, León, Morelia, and Sonora Norte.
- **10 professors of the digital “Ethics, Social Responsibility, and Sustainability” class:** Luis Fernández, Luis Gerardo Rojas, Camino Aparicio, Marco Antonio Ramírez, Mónica Velázquez, Miriam Nazario, Roberto Carlos Garnica, Paola Thompson, Mario Hernández, and Selene Vergara.
- **Digital experience and educational projects directors:** Rebeca Alvarado and Blanca Benavente.
- **Digital academic experiences coordinator:** Ángeles Aguirre
- **Technological support:** Diego Perales
- **UNIC representatives:** Mariana Castro, National Information Officer, and Antonio Nieto, Communications Assistant.

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