



## 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.



## 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.

## Gif Simbyco

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 [INCMtyHeineken Green Challenge](#), 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.



## 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.



"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

[Creative Conscience](#) 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* [website](#), people can access **information** about various competitions and **workshops**, and find **resources for support**.

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