

Company: Eje Comunicación
Company Description: Eje Comunicación is an independent strategic communications and public affairs consultancy with extensive experience in multiple industries, fusing the most innovative communication with public interest elements to generate maximum value. Has Latin American reach and is the exclusive representative for Mexico of the global network of independent public relations agencies PRGN.
Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories
Nomination Sub Category: Communications or PR Campaign of the Year - Environmental
Nomination Title: “Clean and reusable water: an invention of young Mexican women for the world.”



1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

August 2024

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 242 words used.

This story began in a rural community in the Sierra de Oaxaca, Mexico, with fewer than 10,000 inhabitants and various levels of poverty. The local economy relies on the centuries-old practice of weaving wool rugs, a process that consumes large amounts of water. In this remote area, two young Zapotec women, Shanni Valeria Mora Fajardo and Rosa Mendoza Sosa, students at the Teotitlán del Valle Community High School, created a homemade filter to clean water contaminated by the dyes used in textile production, enabling its reuse for vegetable irrigation.

Dyeing one kilogram of wool thread requires 15 liters of potable water. Official data shows that the textile industry is the second-largest global consumer of water. Nationally, the Mexican government reports that about 6 million people lack access to potable water, 11 million lack sanitation, and only 14% of the population has access to water 24/7.

Mexico faces one of its worst water crises in history: according to the 2024 National Water Commission (CONAGUA), 73 municipalities are experiencing severe drought. The solution offered by these young women not only addresses the global water crisis but also ensures the continuity of their community’s primary economic activity. Their project, "Homemade Filter as an Alternative for Reusing Dyed Water in Vegetable Cultivation," has been recognized locally, nationally, and internationally, earning them a Diploma of Excellence at the Stockholm Junior Water Prize in Sweden, which is a simile of Nobel prize in terms of water.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 231 words used.

During World Water Week, held from August 25 to 29, 2024, in Stockholm, Sweden, Eje Comunicación, public relations agency for Agua Capital, the water fund for Mexico City, learned about Shanni and Rosa's story. Recognizing its significance, the agency decided to create a pro bono public relations strategy to position the relevance of the water filtration project created by these two Zapotec young women.

The strategy was designed with the following objectives:

- Connect the young students with key opinion leaders, authorities, and organizations dedicated to water conservation to spread their project during World Water Week in Stockholm (2024).
- Amplify the students' project at local, state, national, and international media outlets to maximize press coverage.
- Advise the young women on how to effectively deliver their message to key audiences, highlighting the environmental, economic, and social impact of their project.

The planning process included four key axis:

- Impact Narrative: Defining an engaging angle to attract media and other audiences, emphasizing how two young women from a remote community brought their project to an international stage.
- National and International Outreach: A press release was developed featuring the students' invention and profiles, which was distributed after they received recognition.
- Interview's Organization: Coordinated media interviews in radio, television, print, and digital media outlets, both national and international (Tier 1 and Tier 2).
- Strategic Partnerships: Established connections with national and international institutions to enhance outreach and recognition.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 250 words used.

Activities:

- Consulting: Eje Comunicación provided advisory and training to help the students communicate their project, achieving visibility and instilling pride within the Oaxacan community.
- Partnerships: Collaborated with key institutions, including Mexican Embassy in Sweden and Swedish Embassy in Mexico, organizing events in both countries. The young women were awarded the Diploma of Excellence for the first time for Mexico and delivered in the hands of Victoria, Princess of Sweden.
- Press Release: Was sent to over 150 national, regional, and local media outlets, including radio, television, digital and print media.
- Interviews: exclusive interviews to discuss the creation of their filter and the urgent need for water conservation in the textile industry. Over 10 interviews were conducted in high-impact national and international media outlets.

Results:

- 140 media outlets covered the story: 70% online, 15% television, 10% print, and 5% radio.
- 85% of the coverage came from Tier 1 media, maximizing the reach and visibility of Shanni and Rosa's project.
- Mentions in national and international media outlets like CNN en Español, DW, Infobae, Reforma, Proceso, among others.
- Connections: WRadio, Televisa, TVAzteca, DW, MVSRadio, National Water and Sanitation Entities Association (ANEAS), National water Commission CONAGUA, World Bank, Stockholm International Water Institute (SIWI), Mexican Embassy in Sweden.
- Meetings with authorities from Oaxaca, UNAM, and others to receive support.

Shanni and Rosa's achievements represent progress in water reuse and a sustainable way to preserve the textile tradition in their community. This is an example of how to transform communities creating water sustainable solutions for the world.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 81 words used.

Press release examples:

-The narrative used in the Press release, resulted in the publication within the main media outlets (Tier 1) such as [CNN en español](#), [Reforma](#) (main newspaper in Mexico with national coverage), [DW en español](#), [El Financiero](#), [Excélsior](#), [El Norte](#) (part of Reforma Group, distributed at the north of Mexico), [Aristegui News](#), [El Universal newspaper](#).

Interviews examples

-Shanni and Rosa went to present their project and award experience in Tier 1 media outlets: [Milenio](#), [MVS](#), [W Radio](#), [Imagen TV](#).

Attachments/Videos/Links:

[“Clean and reusable water: an invention of young Mexican women for the world.”](#)

[REDACTED FOR PUBLICATION]