

Company: ZIMAT, Mexico City, Mexico.

Nomination Submitted by: Zimat

Company Description: Zimat is Mexico's leading communications consulting firm with four decades of experience helping Mexican and global companies, civil society organizations, and public institutions build and nurture their reputations. Our team consists of women and men with multidisciplinary experience in reputation and strategic communication.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - Climate Change

Nomination Title: Conversations in the Board Room: A Strategic Leap Toward a Low-Carbon Economy

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:

A video of up to five (5) minutes

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.

https://drive.google.com/drive/folders/1rRdXozSOGBdSk_0Ru3ElZvOGaZsNge1Q?usp=sharing

3. 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 217 words used.

The genesis of Chapter Zero México stemmed from the urgent need to address the lack of practical guidance and cohesive community among corporate boards in Mexico regarding climate governance. As part of the global Climate Governance Initiative (CGI), partnered with the World Economic Forum, the program's goal was to equip board members with the knowledge and tools to incorporate climate risks and opportunities into strategic decision-making. However, in Mexico, the landscape is characterized by fragmented, family-run, and minimally institutionalized board structures, making effective engagement challenging.

Launched in 2021, Chapter Zero México aimed to bridge this gap by fostering a committed community of senior business leaders who understand that climate governance is a strategic business imperative, not just a moral obligation. The challenge was to move beyond traditional awareness efforts and directly engage high-level decision-makers—CEOs and board members—who are often constrained by time and limited by a lack of targeted spaces for meaningful dialogue.

With a lean budget, the initiative created an exclusive, invitation-only forum—“Dialogos de Consejo sobre Gobernanza Climática”—designed to build trust, credibility, and peer learning among Mexico’s most influential leaders. This approach prioritized high-value, strategic engagement over mass communication, aiming to position Chapter Zero as a relevant, action-oriented platform and to grow an active network committed to steering their organizations toward a net-zero future by 2050.

4. 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 222 words used.

The development of the campaign was guided by a strategic plan centered on four core pillars. First, we identified and engaged influential leaders with expertise in sustainability, crafting bespoke briefing dossiers that highlighted Chapter Zero’s value and suggested discussion points aligned with their corporate climate agendas. Key champions included Daniel Servitje, CEO of Grupo Bimbo; Andrés Conesa, CEO of Aeroméxico; and Lourdes Melgar Palacios, an independent board member and energy transition expert.

Second, to foster genuine dialogue, we introduced an innovative format: immersive “boardroom sessions” designed to be confidential and participatory. Unlike traditional panels, these sessions encouraged peer-to-peer conversations on topics like decarbonization, with only 20 participants per table, creating an intimate and high-trust environment.

Third, we focused on exclusivity. Invitations were personalized and limited to 70 senior leaders, carefully reviewed to ensure all were CEOs or board members. Attendees selected their preferred sessions, adding a sense of ownership and importance to their participation. The event was hosted at a private venue accessible solely to top executives.

Fourth, post-event engagement was critical. Each participant received a personalized thank-you message that reiterated their influence and invited them to join Chapter Zero México, fostering a sense of continuity and positioning them as catalysts for change within their organizations. This comprehensive, carefully curated approach aimed to build a high-impact, influential community committed to climate action.

5. 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 2023. 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 248 words used.

The campaign’s execution involved meticulous planning and personalized outreach over several months. We created a curated database of nearly 300 senior business leaders. Invitations were personalized and sent via email, WhatsApp, and direct calls to foster direct human connections. A dedicated event landing page showcased Chapter Zero México’s mission, event details, and registration options, complemented by a one-pager and QR codes for easy access to materials.

We selected the prestigious Club de Industriales as our venue. Starting March 10, 2025, personalized invitations from our Executive Director and outreach from the Executive Committee were dispatched. All registrations were carefully screened to ensure attendee seniority, and confirmed guests received follow-up messages reinforcing the event’s exclusivity—limited to only 70 attendees.

Preparatory working sessions with each champion’s team refined panel questions and session flow. On April 7, 2025, the event was executed flawlessly. Opening remarks were delivered by prominent leaders, and a high-level panel moderated by our Executive Director led into three intimate boardroom sessions, each with 20 participants, focusing on decarbonization, climate governance principles, and fostering a climate-aligned culture.

The event was fully attended by top-level executives, including the CEO of Latin America’s largest cinema chain and board members from leading sectors. Results included 72 high-profile attendees, over 50% growth in active membership, positive organic sharing on LinkedIn, and a strengthened reputation positioning Chapter Zero México as a strategic peer-driven platform. The initiative demonstrated that targeted human-centered engagement can inspire top leaders to embrace climate governance as a core business responsibility.

6. 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):

7. 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:

April 7, 2025

Attachments/Videos/Links:

[Conversations in the Board Room: A Strategic Leap Toward a Low-Carbon Economy](#)

[REDACTED FOR PUBLICATION]



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