



**LAUREATE**  
INTERNATIONAL  
UNIVERSITIES'

SOCIAL RESPONSIBILITY  
REPORT  
**2014**  
M E X I C O



Presentation

## **SOCIAL RESPONSIBILITY MANAGEMENT**

- Organization of Laureate Mexico's Academic Advisory Board
- ESR Label
- The Global Compact and Principles for Responsible Management Education
- Clinton Global Initiative

4

## **QUALITY OF LIFE IN THE WORKPLACE**

- New training portal: Laureate Training and Education
- The Leadership Academy
- Program on Bribery and Corruption Prevention
- Integrated Laureate Leadership Model (ILLM)

7

## **COMMUNITY OUTREACH**

- Laureate Global Days of Service
- Here for Good Award
- Our students contribute to communities through community service
- UVM Award for Social Development and UNITEC Award for Innovation for Social Development
- The UNITEC Dental Clinic helps thousands of families
- UNITEC offers self-employment tools to migrant women and their families
- Education and Human Development Center (CEDH)
- Physiotherapy Clinic for Community Services
- Cost free integral attention for patients with diabetes
- Voces Amigas (Friendly Voices)
- Center for the Inclusion of People with Acquired Motor Disability
- Visits to homes for children
- Cobíjalos 2014 (Cover Them 2014)

10

## **ENVIRONMENT**

- Campus Mexicali joined the International Day of Forests
- Improving for the new generations "Primary school Felipe Wenceslao Mijangos"
- Embellish your Campus
- Vegetable gardens
- Sports Career at UVM
- UNITEC Toluca features a high tech waste water treatment plant

21

## **APPLIED ACADEMIC RESEARCH**

- The Public Opinion Center
- Rainwater Collection System
- A student creates an internal combustion optimizer
- Graduate student and professor create hand prosthesis for children
- Graduate students from the Tuxtla UVM Campus create drones to support agriculture, security and the environment
- UNITEC Student Designs Glasses Manufactured and Distributed by Micromega

24



# Presentation

*Laureate International Universities* is committed to increasing access to higher education in all countries where it operates. We know that technical and professional education are key to the enhancement of productivity of nations, thus improving the quality of life of their people.

At Laureate, we believe that nations can actually improve education coverage in no detriment of academic quality.

Today, Laureate is present in more than 80 countries and its classrooms host more than 950,000 students. We are proud to have two of Mexico's most prestigious universities: Universidad del Valle de México and Universidad Tecnológica de México.

Every day, the Laureate community transforms everything around it, in and outside Mexico.

This social responsibility report has been issued for six years already, and is an effort to highlight some of the many activities currently taking place across our campuses. The relevant cases mentioned in this document are highlights, but are not intended to be an extensive description of our many undertakings in the social responsibility arena. They are relevant because they are innovative, have significant impact and/or have become flagship social responsibility programs across our institutions.

This report is divided into five areas: Social Responsibility Management, Work Life Quality, Community Engagement, Environment and Applied Research.

Reviewing of actions that have been systematically undertaken by us over the years encourage the strengthening of programs and activities already in place and the beginning of efforts in benefit of communities.



SOCIAL RESPONSIBILITY MANAGEMENT

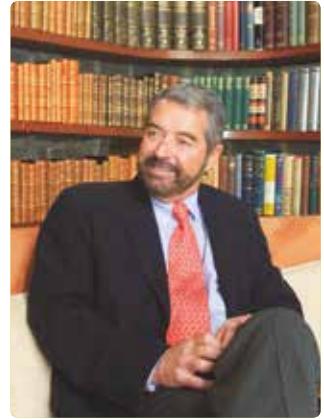


## Organization of Laureate Mexico's Academic Advisory Board

In order to have an ongoing dialog with key leaders of the civil society, business environment and the academia, May 2014, Laureate Mexico organized its Academic Advisory Board with the leadership of Dr. Juan Ramón de la Fuente.

The main objective of the Board is issuance of recommendations and suggestions for the strengthening of the academic offering of the institutions that make up Laureate in Mexico (UVM and UNITEC), to make them more pertinent for the needs of our country. It will also advise the group on new education trends and will support compliance with its mission in order to multiply accessibility to higher education for more Mexicans.

Conformation of this Board will also guarantee the strengthening of the entrepreneurial spirit and labor market insertion of graduates from Laureate universities, in order to contribute to the enhancement of productivity at country level.



**Laureate Mexico's Academic Advisory Board was created**

## Socially Responsible Company Label

The Socially Responsible Company Label is the most important recognition awarded in Mexico in this area. Being a member of the select group of companies and institutions that have been awarded this label make us proud and satisfied, but it also means greater commitment with continuous improvement of our activities.

Universidad del Valle de México and Universidad Tecnológica de México have been awarded with the ESR Label for fifth and fourth time, respectively.



**EMPRESA  
SOCIALMENTE  
RESPONSABLE**

## The Global Compact and Principles for Responsible Management Education

In 2009, Laureate Mexico adhered to the Global Compact. Since then, we have re-aimed some of the activities already taking place at our campuses in order to act within the scope of the Compact.

Moreover, as of that year we are members of the Principles for Responsible Management Education – PRME, based on which we commit to an ongoing process of adjustment of the subjects making up our curricula, in order to contribute to providing our students with the necessary tools for a social responsible perspective during their future professional practice.



### Clinton Global Initiative

Laureate International Universities participates in a number of activities of the Clinton Global Initiative. Thanks to an alliance with President Bill Clinton, Honorary Chancellor for Laureate, our students have preferential access to direct broadcasts from the annual Clinton Global Initiative.

Moreover, some of our students take part in related activities such as the Clinton Global Initiative University and the special Laureate broadcasting of the event, in which students and alumni act as TV presenters and interviewers of leading personalities.







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QUALITY OF LIFE IN THE WORKPLACE





## New training portal: Laureate Training and Education

At Laureate, we understand our work as a unique opportunity to grow in the personal and professional arenas. Therefore, this year we have launched our new training portal aimed at improving participation of users in online training programs. This new virtual space improves user experience, offers more content, allows the identification of new training goals and fosters the creation of a teaching community that strengthens competences of our collaborators and contributes to the achievement of organizational objectives.

**Audio, video, imagen, frases, libros y galerías que te permiten compartir información con la comunidad Laureate.**

**Nuevos cursos en línea y materiales formativos que incrementarán tu aprendizaje.**

**Tips listos para sumarse a tu conocimiento.**

**PATH, Ethical Center y demás elementos que componen nuestra cultura organizacional.**

**LAUREATE INTERNATIONAL UNIVERSITIES**

**¡Todo en un mismo lugar!**

**Formación y Desarrollo  
Laureate es tu espacio de capacitación en línea.**

## The Leadership Academy

Laureate Mexico launched a Leadership Academy to provide its leaders with a development program. This in order to allow for good business management inside its work team in order to foster adequate talent management with assertive communication and change management in mind.

This Academy stemmed from results of a survey on organizational environment that pointed at managerial efficiency as an area of opportunity for our institutions.

## Program on Bribery and Corruption Prevention

Besides ongoing information campaigns on the Code of Ethics and Conduct of Laureate for new and old employees, this year we began the "Program on Bribery and Corruption Prevention". This course was taught, specifically, to a group of people for whom this information is particularly pertinent due to their role in the organization.



## Integrated Laureate Leadership Model (ILLM)

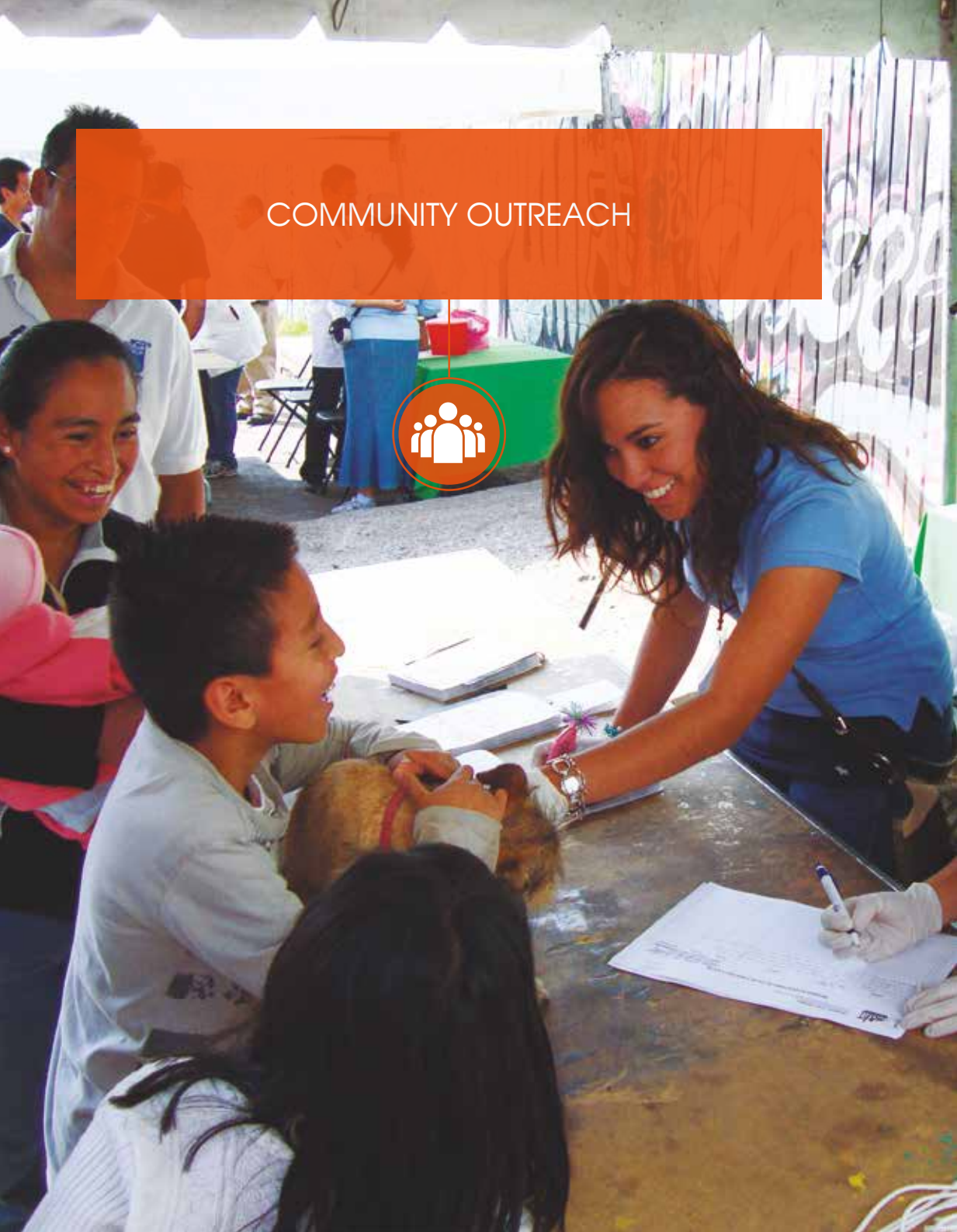
The team in charge of talent development at a worldwide level has defined a structure of competencies that academic and managerial leaders of Laureate should display at a global level, in all regions and business units.

The result is a human resources leading training model, with high excellence standards, innovative in design and application, custom made for Laureate network.

The aim is to create common definitions and criteria as well as to offer management a talent recruitment and development tool. This effort has resulted in the creation of the General Manager GOLD and the Academic Leader GOLD digital tools through which participants may have access to learning contents from Harvard University and 360 evaluation resources.



## COMMUNITY OUTREACH



## Laureate Global Days of Service

Laureate is committed to making its presence a source of good for the environments where it acts. Not only do we provide quality education but also know that we can contribute to improving communities where our institutions are located. Students, faculty and administrative personnel undertake a number of voluntary activities contributing with their time and knowledge. Institutions that make up our network commit to come together once a year to make world impact.

When created in 2006, Global Days of Service was conceived as a single day for Walden University faculty and students giving one day of service to those in need. In 2012, all Laureate International Universities joined the effort, and today the effort has expanded to a full week of service.



*Join to have a global impact*

In 2014, the Global Days of Service was held on the first week of November.

UNITEC and UVM campuses in Querétaro, Monterrey, Lomas Verdes, Mérida, Tampico, Torreón, Reynosa, San Ángel and Nogales, carried out diverse activities to support their communities and preserve the environment based upon the most urgent needs and possibilities identified at each campus. A total 1,200 volunteers, including students, faculty members and administrative personnel, contributed with more than 10,200 hours of voluntary work.



## Here for Good Award

Public officials, doctors, nurses, social workers, education professionals, technicians and a number of professions are educated in our institutions; and they will contribute with their work to making the world a better place to live.

Since 2012, Laureate International Universities has granted the Here for Good Award to students, alumni or professors who have affected society significantly. Besides the worldwide award, in 2014, Laureate decided to issue mentions by country. For Mexico, the jury awarded Aída Real, who graduated from the Executive Program on Business Administration at UVM, San Rafael campus.

Aída founded "Colmena Educativa", a social company promoting the installation of vegetable gardens in schools in Mexico City. Thanks to Aída and her team, 33 nurseries and 7 schools have transformed areas filled with dirt and waste into green gardens producing vegetables for the children. In parallel, Aída promotes the installation of urban gardens in households, commercial premises and public spaces by means of education efforts taking place at Huerto Lomita.



## Our students contribute to communities through community service

As part of their education program, in 2014 18,223 students from UVM and UNITEC contributed with more than 8 million hours of community service. This action allowed them to apply their knowledge into programs for community benefit and development.

Institution	Students who met the community service requirement in 2014.	Total of work hours contributed as part of community service.
Universidad del Valle de México	13,520	6'489,600
Universidad Tecnológica de México	4,703	2'257,440
<b>TOTAL</b>	<b>18,223</b>	<b>8'747,040</b>

## UVM Award for Social Development and UNITEC Award for Innovation for Social Development

Laureate International Universities has chosen social entrepreneurial undertakings as one of its business responsibility activities, which perfectly match its commitment to educate young leaders worldwide. Therefore, 20 young founders of social initiatives across the globe are recognized annually with the Laureate Global Fellows, developed together with the Sylvan/Laureate Foundation and the YouthActionNet® program of the International Youth Foundation. Besides the worldwide award, Laureate has created YouthActionNet® programs in Mexico, Brazil, Costa Rica, Honduras, Spain, Peru, Chile and Turkey.

In 2014, the UVM Award for Social Development, created in 2006, announced its ninth generation. The 15 members of this group come from 11 Mexican states and have developed successful initiatives to support their communities in the areas of education, environment, income generation, culture fostering, education with values and inclusion of people with disabilities.

In 2013, and with the same spirit, the UNITEC Award for Technological Innovation for Social Development emerged. The class of 2014 is an example on how progress in research can apply directly in benefit of different social sectors and the environment.

All YouthActionNet® participants receive specialized training, economic support and access to opportunities derived from membership to the young entrepreneurs' worldwide network - the largest in the world.





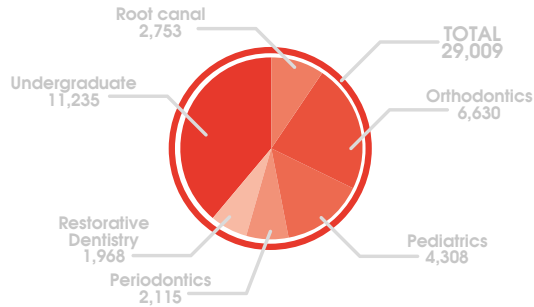
## The UNITEC Dental Clinic helps thousands of families

Services rendered by the UNITEC dental clinic are available to public in general. Treatment costs are up to 70% cheaper than private practice offerings; therefore, thousands of low income families have access to this service at top level facilities.

All treatments are under the supervision of specialized faculty members in each area; thus, students learn hands on high quality treatments.

Moreover, the School of Dentistry has entered an agreement with Special Olympics Mexico, thanks to which patients with intellectual disabilities are also treated. These athletes receive free treatment before their competition takes place. Treatment includes preventive prophylaxis as well as procedures that can be performed in one day. If they require more specific attention, then the clinic is available for them.

## Number of appointments per clinic



## Number of treatments during 2014 29,009



## Education and Human Development Center (CEDH)

UVM CEDH is a center for psychological assistance promoting academic and professional practices of psychology students with a community focus and aimed at meeting psychosocial needs of the community. The offering of the psychological services center offers high quality services to whoever requests them.

Its main objective is to open a training space for psychology students with the necessary tools to develop skills and attitudes necessary for their professional practice, besides featuring a service offering for the community.

Main services of the Center include: psycho-educational workshops, advisory and clinical monitoring, vocational orientation, organizational and sports advisory, as well as psychometric assessments. Student activities are under the eye of specialized faculty members who supervise, guide and advise them.

The CEDH opened its doors at the Tlalpan campus for the first time in 1983. Today, we have 21 centers across the country, with over 6,000 users served and more than 50,000 sessions held in the last 3 years.

Attention offered at the CEDH strictly matches institutional values and the code of ethics of psychology professionals, thus insuring professional training for students and a respectful quality attention to users. Therefore, activities performed by students contribute to their integral growth and insertion to the labor market, as well as to the improvement of social conditions around them.



## **UNITEC offers self-employment tools to migrant women and their families**

Aware of its commitment to assist vulnerable communities, as of this year, UNITEC decided to develop a social responsibility self-employment program for migrant women and their families.

Faculty members of the UNITEC School of Gastronomy and Tourism, with the support of IADE, A.C., developed an education model that will allow women involved to open their own business in a short period of time and/or get a better job.

Under this pilot program, the Warm Bread and Coffee course was taught; two high potential income generation models that require rather small investment with quick economic return.

CAFEMIN and the Secretariat for Rural Development and Equity for Communities of the Federal District (Secretaría de Desarrollo Rural y Equidad para las Comunidades del D.F.) selected the 10 participants. This program is expected to be a labor insertion opportunity for migrant communities, returning migrants and their families.



## Physiotherapy Clinic for community services

In early 2014, the Mexicali campus opened the Physiotherapy Clinic rendering services to 7 to 10 patients every day. The clinic is fully available for the community. Patients arrive with medical diagnosis, then a physiotherapeutic assessment is performed and a 6 to 10 session program is designed in accordance with patient needs detected.

Students of the final semester of physiotherapy are in charge of assessment under the supervision of a specialized faculty member. Patients attend the clinic two or three times per week.

This activity allows students to gain experience with all types of patients, as well as to build skills in the use of equipment; and contributes to developing academic competences necessary for their training.



## Cost free integral attention for patients with diabetes

More than 100 people attended the Diabetes y Vida Plena (Diabetes and a Fulfilling Life) event organized by the School of Dentistry of UNITEC, with the objective of contributing to the wellbeing of people who live with this condition.

UNITEC offered cost free prophylaxis (cleaning) services, measurement of glycosylated hemoglobin, nutrition assessment and nutritional guidance, preventive measures to preserve oral health and physiotherapeutic care of diabetic foot.

Patients received integral personalized attention from students, under the supervision of faculty members, with two main objectives: educate people in the prevention of consequences linked to diabetes and promote better life quality where oral health plays a key role (because it is often neglected while priority is given to other consequences of this disease).



## Voces Amigas (Friendly Voices)

The Community Support Coordination of UNITEC, through its “Voces Amigas” program, reached its 2,100 recorded audiobook. Thanks to this social work effort, now reaching its 14th anniversary, UNITEC students have given voice to the work of the most renowned authors.

The purpose of the program is to record CDs of books read by our students, which are then donated to a number of audio libraries across the country to be used by blind, visually impaired or senior community members.

All the material prepared by our students undergoes a double check process in order to insure that it meets quality requirements in terms of diction, intonation, emphasis, voice volume and clarity.



## Center for the Inclusion of People with Acquired Motor Disability

Moved by their social responsibility commitment, HSBC and UVM, contribute to favoring full inclusion of vulnerable communities in Mexico through the creation and promotion of education strategies for the integral training of people, both individually and collectively.

Therefore, the creation of an education training and integration center for people with acquired motor disability (AMD) was suggested in order to offer a learning space to support students during the preparation of their work and professional development plans, and to insure acquisition of competences necessary for social and labor inclusion with dignity.

The center is located at the Coyoacán Campus of Universidad del Valle de México. It features Gesell Chambers, an Education and Human Development Center, spacious classrooms where students can maneuver with their wheelchairs, elevators, sports and recreational areas, simulation rooms and the university campus environment necessary for any person receiving professional training.

This center has designed an education offering for people with AMD consisting of a 154 hour executive program with academic contents linked to the integration of three main areas: psycho-social, physical and work related.

Nutritionists, physiotherapists, psychologists, physicians and administration professionals will be in direct contact with participants and will make sure that the process concludes successfully and responds to its main objective: social inclusion.

### **Visits to Homes for Children (Niño Feliz, Madre Teresa, Rosa de Belem, IPAO)**

Students of the second semester of high school at UVM Mexicali selected several homes for children to take food and spend one day sharing with children of each Home. They called it "Este Día es para Ti" ("This Day is For You").

With the leadership of Coordinator Edgar Chávez and teachers of Ethics and Values II, Sarai Villa and Melina Pacheco, community awareness and needs has been risen among students, on the needs of communities and on the way in which they can contribute through teamwork.





## Cobijalos 2014 (Cover Them 2014)

As every year, the community of Universidad Tecnológica de México joined the Cobijalos campaign. This time, 18,624 blankets were donated to the most marginalized communities nationwide.

As in the past 6 years, handing out of blankets took place through DIF Nacional, which according to statistics gives away blankets at communities where winter is coldest.

Thanks to the involvement of students, teachers and employees of the institution, more than 83 thousand people have benefited since 2009.



More than 83 thousand people have benefited



ENVIRONMENT





### Mexicali Campus joined the International Day of Forests

In the framework of the International Day of Forests, the XXI Municipality of Mexicali and high school students of UVM Mexicali, participated in tree planting activities at the Centenario de Polanco Recreational Park.

Activities like these contribute to the promotion of collaboration and companionship between students and community in favor of common good. Moreover, students understand the relevance of preserving and contributing to ongoing improvement of our environment.



### Improving for the new generations “Primary school Felipe Wenceslao Mijangos”

The UVM Tuxtla campus developed this project to raise awareness and foster social, environmental and sustainable collaboration for current and future generations, showing solidarity with the community through cleaning and improving a space as relevant as this.

Students aimed at supporting a low income school through school supplies and environmental practices in benefit of the school.



### Embellish your Campus

The UVM Tuxtla campus implemented a reforestation program in its facilities including grass planting in dry areas of campus property. This initiative included the creation of a mural with the participation of students in order to strengthen institutional identity.

The purpose of the project is to rise awareness and nourish a culture of preservation of clean harmonic environments. An embellished campus with green clean spaces.



### Vegetable gardens

The UVM Tuxtla campus produces: radishes, jalapeño peppers, serrano peppers, carrots, coriander and sunflowers in order to help students cherish the relevance of food (vegetables), including production, types of roots, stems, leaves, seeds and fruits, as well as the way in which the food chain works and its relevance for humans.

For the past 10 years, students and faculty members in the areas of Ecology and Environment have led this project.

## Sports Career at UVM

A sports-social event that contributes to collaboration among community stakeholders, including UVM community, renowned people, local artists, leaders of opinion, public officials and media, among others. A fun sports competition environment that promotes social collaboration to support vulnerable groups.

This activity has taken place since 2012. The 2014 edition brought 1,600 participants together. Funds are for foundations that work in favor of vulnerable groups and of the HUNAB environmental group.



## UNITEC Toluca features a high tech waste water treatment plant

The new UNITEC Toluca Campus features a wastewater treatment plant with water treatment capacity of up to 2 liters per second: 172,800 per day that is more than an annual average of 63 million books. Treated water is re-used in many ways: urinals, toilets and green area watering.

UNITEC expects similar plants will be installed at the Atizapán, Sur, Cuitláhuac and Marina campuses. Moreover, plans exist for wider use of waterless urinals, such as the ones found at the Cuitláhuac Campus.

Implementation of these new technologies contributes to water savings and re-use, imply lower electric power consumption during water pumping, therefore reducing greenhouse effect gas emissions.





APPLIED ACADEMIC RESEARCH



## The Public Opinion Center

The Public Opinion Center of Universidad del Valle de México generates objective, new, transcendent information in areas of interest for our community and society as a whole., through applied research with the collaboration of faculty and students. Such undertaking enriches academic training of our students through the development of research skills and competences, relationships, information analysis and synthesis.

For 3 years, researches have aimed at guiding and informing society on social interest, political, health and entertainment topics. Moreover, the idea is to identify solutions and to open spaces for reflection that result into actions and public policies for the good of everybody.

Among researches that had an impact in 2014, we want to highlight:

- **Back to school and its impact on family economy**
- **Neurodegenerative disorders in Mexico and their implications**
- **The role of nurses**
- **Where is biomedical engineering heading to?**
- **Justice and legality in Mexico**

Besides disseminating results to public opinion, we have worked together with organizations of the civil society to support their causes with our research efforts, thus nurturing a closer relationship with authorities and lawmakers, in order to bring synergies together in benefit, not only of our community, but also of society as a whole.

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## Rainwater Collection System

Three Architecture students of UNITEC - with the support of the Company Incubating initiative - developed a rainwater collection system called "Pluvia" that will alleviate tough water scarcity experienced in urban and rural areas. Water collected via a filtration process may be used for daily household activities. Moreover, the design includes vegetable gardens to use water collected completely.

The system collects water from roofs and passes it through several filters until making it fit for household use in showers, toilets, sinks, cleaning and plant or garden watering activities. An estimate indicates that a household might reduce water consumption from other sources by 50% to 100%



## A student creates an internal combustion system

Ionizer is a design by Stefanía Pérez Cárdenas, an UNITEC student. It may be installed in any internal combustion engine to reduce gasoline consumption by up to 18%; therefore, reducing contaminating emissions. Additionally, the Ionizer contributes with more power and horsepower at low revolutions per minute; it enhances the life of emission system components of vehicles; as the oxygen sensor and the catalytic converter; it expands engine life and improves operation.

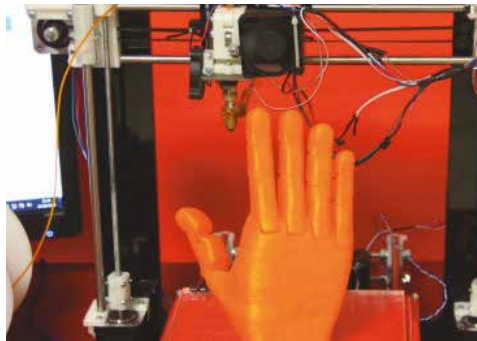
This device is easy to install, and does not alter components of original engine pieces.

## Graduate student and professor create a hand prosthesis for children

Children who have suffered or experienced the loss of one or two hands, either resulting from an accident, burn or genetic malformation, can now have a happier and more promising life thanks to Josué Rico and Marte Espejo, graduate student and professor, respectively, of Universidad del Valle de México Campus Guadalajara Sur, creators of the hand prosthesis.

The prosthesis is manufactured in a rigid, and yet flexible, plastic called PLA. It binds to the arm using a velcro strap; "rubber bands" simulate tendons for the necessary hand opening and closing flexion movement.

On November 2014, the first prosthesis hand was donated to a child in Guanajuato.



## Graduate students from Tuxtla UVM Campus create drones to support agriculture, security and the environment

Jairo Sánchez and Arody Paredes, graduates from Mechatronics Engineering at Universidad del Valle de México Tuxtla Campus, designed air drones capable of collaborating with state authorities during natural disaster relief efforts and for the fostering of agriculture and security. These high technology robotic artifacts feature a video and photo camera, as well as a data transfer system to provide a broad perspective of what goes on in real time, so that the right decision may be made.



Benefits of the drone project to society are diverse and their design allows them to reach one thousand meters high flight and reach areas that are hard to reach. They can contribute to savings in agriculture because drones can identify pests and monitor crop health.

Jairo and Arody's drone creating idea resulted from the desire to link robots to every day life. An air drone may fly over an area and locate a robbery, traffic and other street related issues. Across the Chiapas forest, drones can help during fire detection and saving lives - providing rescue forces with real time images and information so that authorities may act in a timely assertive way.

## Researchers from UVM promote massive use of solar water heaters

Researchers from Universidad del Valle de Mexico Tuxtla and Villahermosa Campus, together with UNICACH (Universidad de Ciencias y Artes de Chiapas), created and designed solar water heaters already being installed across urban Chiapas.

Besides contributing with 70% gas savings, this technology stops issuance of contaminant gases in such same proportion, therefore contributing to a decrease on greenhouse effect gases emissions. In addition, family economy is immediately benefited.

Water goes through collectors that receive sun radiation; water is then heated and kept inside a thermal tank.

Warm water is distributed across the network and may be used for bathrooms, washing machines, dishwashers and wherever warm water is necessary in the house. Capacity varies with the device size and tank. These thermal-solar systems may also be used for industrial applications and applied for swimming pool water warming for recreational or clinical purposes as well.

Under the leadership of Dr. Neín Farrera, Renewable Energy expert at the Tuxtla Campus, the UVM team is currently working on the design of devices that use sun radiation for a number of applications. Working with these systems calls for professionals with theoretical-practical knowledge in renewable energies, such as that taught at the Sustainable Development and Energy Engineering program at Universidad del Valle de México, that moreover seeks to apply relevance of technological change to renewable energies and eco-efficient use of fossil fuels.



## UNITEC Student Designs Glasses Manufactured and Distributed by Micromega

Sthephanie Mariana Navarro Herrera, student at UNITEC Cuitláhuac Campus, was awarded 1st place winner of the DRAFT Industrial Design Contest of Micromega with her “Frida Kahlo” glasses. Therefore, her proposal will be manufactured and massively distributed at all points of sale of the brand.

The glasses were designed based upon the genetic basis of Micromega, which among other features are imperceptible, unique, indestructible and ultralight.

