It is the expression we use about commitment, purpose and permanence in the communities we serve. This spirit has been with us since the founding of Laureate, and now has resonance on campuses around the world, for students, staff and academic members, in many languages and contexts.

Believing that education has the power to change lives, we have a genuine commitment, not only to our students but also to the communities. We know that when our students succeed, countries prosper and societies benefit.
Our campuses all over the country are involved in activities that benefit students, employees, and teachers alike as they contribute to improvements in neighboring communities. In 2009, the Universidad del Valle de Mexico joined the Global Compact and was awarded the distinction of Socially Responsible Corporation thanks to its continuous improvements in corporate ethics and governance, life quality at the workplace, community, and environmental bonds.

In 2017, we renewed our B Corp certification awarded to us in 2015 by B Lab®. This non-profit global certification body exhaustively reviews corporations before accrediting those that generate positive impacts through their businesses, and meet operating and service requirements in doing so. Laureate Education and its institutional network are the major B Corp in the world.

Laureate is also the largest multinational corporation with all its subsidiaries certified. The institutions in its network constitute the first higher education company to hold a B Lab Higher Education Addendum certification. This segment in B Corp evaluations was specifically designed for higher education institutes and focuses on their impact on students.

Faithful to our goal of Being here for good is who we are. 2017 saw the creation of the UVM Foundation, a social executor branch that embraces education as the best tool to enhance social mobility, preparing individuals to climb the social-economic ladder in their pursuit of better life quality.
The events of September 2017 brought grief to the Mexican people, but also enormous power to unite the UVM community. Our students, teachers, administrative staff, and parents collected and hauled donations, provided medical and psychological aid, physical therapy and veterinary care. They accompanied people to shelters and prepared meals for victims and volunteers.

Every year, Laureate presents the Here for Good Award to recognize two projects submitted by students, graduates or teachers in the Laureate global network. These projects must demonstrate an exceptionally positive impact on their communities. In 2017, Carolina Zuheill Candelario Rosales, who is working on her Master’s Degree in Health Management at UVM, Campus Zapopan, received the award in the student category.

Carolina founded Guimedic in 2011. It is a non-profit organization offering high-quality medical assistance to people living in extreme poverty and in remote, difficult to reach places. Carolina has created a vast volunteer network that has enabled Guimedic to serve more than a thousand people each month.
Since 2015, the world rallied around Agenda 2030 to work towards wellbeing for people and the planet, and prosperity. Poverty in its many forms is the main global challenge and a crucial one for sustainable development.

17 Sustainable Development Goals (SDG) and 169 targets were defined to establish a course for economic growth, decent employment, and industrialization.

Now, Universidad del Valle de Mexico wants to become a part of the 2030 Agenda. Therefore, this year our social responsibility report includes cases illustrating our contribution to various SDGs.
SABER HACER is a Laureate Mexico initiative under which the Universidad del Valle makes its classrooms and teachers available to communities. Vulnerable groups can receive training that will give them the skills and capabilities they need to improve their living standards and eligibility for the labor market.

During 2017, we established alliances with governments and organizations to train at risk youngsters, pregnant women, single mothers, migrants and low-income individuals. More than one thousand participants learned skills such as plumbing, carpentry, screen printing, cold food preparation, sales, and others.

Our contribution has allowed these people to start their own businesses or improve their employment situation.
Professor Fidel Trejo Orozco, a researcher at the Torreón Campus of the Universidad del Valle de Mexico with students Josefina Hicks, Roberto Acosta, Ezdine Reveles, Brandon Vázquez, Michel Sánchez, and Jorge González, developed a research platform for Controlled-Environment Agriculture (CEA) aiming to:

- Test crop growth automation and control technologies.
- Test crop and crop media improvement techniques.
- Test productivity and energy efficiency, as well as the basics of Industry 4.0 as applied to CEA.
- Test highly reliable hardware and software.
- Create a foundation for new business models and urban agriculture.
- Prepare UVM students to face future challenges posed by global warming and population growth in Mexico and the rest of the world.

Dr. Trejo and a group of industrial mechatronics engineering students at the Torreón campus of the UVM propose designing and installing sustainable food production systems as a means to improve social environments and guarantee food security in the region known as Comarca Lagunera in Coahuila, Mexico.

Vertical farms and plant factories are alternatives proposed by this research group and represent an improvement on greenhouse agriculture. These technological systems make it possible to harvest crops all year long, work on renewable energies, and can also generate clean alternative energy.

Professor Fidel Trejo Orozco has been working for years on developing sustainable and efficient food production systems. In addition to vertical farms, he has also worked on a “Plant Growth Chamber”, which is a controlled environment device that regulates and optimizes growth in crops for human consumption. It controls climate, lighting, water, and nutrients inside a chamber similar in appearance to a large refrigerator, thus affording a wholesome and favorable environment to grow fruits like strawberries or garden vegetables such as lettuce, cabbage, broccoli, carrots, potatoes, watercress, spinach, certain kinds of tomatoes, and others.

Solutions such as these make it possible to grow crops in urban environments located in otherwise desolate areas like northern Mexico. This would enable city dwellers to access food more easily without the costs and pollution associated with bringing in food from far away.

This Vertical Farm project is intended to cover demand in Comarca Lagunera and for export products; reduce water and energy consumption in food production; reduce garden vegetable and fruit prices of non-native products in the region making them available to the population; create a high-quality safe food industry with year-round production; and generate employment for communities where these Plant Factories will be located.
The School of Health Sciences at the Universidad del Valle de Mexico offers its 21 thousand students in 30 campuses degrees in medicine, physical therapy, nutrition, psychology, nursing, dentistry, chemical pharmaceutical biotechnology, and veterinary medicine, and zootechnics.

As part of their schoolwork, the students at the School of Health Sciences use knowledge they have acquired to serve the communities around their schools in clinics located inside 21 of our campuses. Under their teachers’ supervision, students provide free, or very low cost, medical, physical therapy, nutrition, psychology and dentistry services.

During 2017, more than 38,500 patients received care in the course of almost 74 thousand consultations or procedures. Additionally, the veterinarian clinic at the Coyoacán campus provided 10,800 visits or procedures and care for 3,800 animals.
Quality is at the core of our work in education, so we use a great many variables to measure it. Our Exámenes Generales para el Egreso de Licenciatura (EGEL® bachelor degree exit examinations) for example, are our measure of excellence and compare us against ourselves. Our goals for our students and graduates are ambitious.

Accreditations are processes intended to insure quality and continuous improvement in UVM programs. The academic and professional communities certify that our students will be prepared to develop their skills. Accreditation processes help us evaluate ourselves and identify actions for continuous improvement.

- Certifications require us to uphold the highest standards in academic quality.
- In 2016, QS Stars* awarded UVM a global score of 3 stars.
- UVM was recognized as an attractive and renown institution in Mexico with excellent employability, social responsibility, and inclusion; plus solid results in teaching and learning facilities.
- CENEVAL awarded UVM (with its 189 programs) 1st. place in number of programs included in the Excellence Register.
- AT UVM we feel proud to have renewed our FIMPES accreditation for the fourth time.
- UVM is included in the Top 10 of the 100 best universities in Mexico, according to the Reader’s Digest University Guide.
- According to a World Bank employability study, UVM graduates make 7% more than their peers from other universities.
- UVM is among the TOP 5 universities with the highest rates of graduates hired.*
- 89% of our graduates find a job within a year after concluding their studies.**
- 80% of UVM graduates declare they received good/excellent instruction.***
- 91% of executive bachelor degree graduates consider that UVM changed their lives.***
- UVM preparatory school graduates achieve higher results in Ceneval evaluations than the national average.

** 2014 Study with Employers, Laureate International Universities.
*** IPSOS study with graduates, 2012-2014.
Since its inception, the Universidad del Valle de Mexico has promoted women’s inclusion under equal terms in its different programs.

To further this effort, our institutional government has instructed all areas to make 2018 the Gender Violence Awareness Year. There will be many activities organized to discuss the topic like Día Lince (Lynx Day), a recognition to a “Friendly Communicator” presented by one of our students to a professional noted for his or her reporting and investigations on gender violence, campaigns to prevent violence, and a teachers’ course on preventing harassment/bullying.

A solar tracker, says Dr. Arturo Díaz, is a mechatronics system for high precision sun tracking that guides photovoltaic modules to perpendicularly meet sun rays. This translates into optimal conversion efficiency in concentrating photovoltaics for the major part of the day and results in reduced power generation costs.

What makes the solar tracker designed by Dr. Díaz different from other trackers of this kind, is its Mexican technology, low cost, and more accurate tracking.
Profesionistas.org.mx and the Laureate and Universidad del Valle de Mexico Consumer Opinion Center carried out the Encuesta Nacional de Egresados (ENE; National Ex Alumni Survey), the first study in Mexico to learn about the professional track record of higher education graduates.

This online survey was completed by 9,304 higher education graduates from public and private universities all over the country. Such a broad sample enabled in-depth analysis of these national graduates’ income levels and made it possible to divide them by region, gender, and type of university.

This study for the first time provides data directly offered by graduates on the following: their first salary, their first working conditions, difficulties to get that first job, their current salaries, plus those skills and competencies they learned at the university that proved the most useful to secure employment, the best paid professions, and other variables.

We want these data to become a foundation to identify best practices and areas of opportunity in the jobs held by young graduates of higher education institutions. We know these results will contribute towards the design and implementation of public policies that will improve the conditions under which youths enter the labor market.

It should be noted that the findings showed no significant statistical differences between public and private university students joining the labor market. There is, however, a significant difference between men and women and higher salaries. For example, among individuals making between 8 to 15 thousand Mexican pesos each month, 21% were men, and only 14%, women.

ENE also explored the academic levels of the graduates’ parents as an indicator of social mobility. One of the findings was that 64% of the fathers, and 75% of the mothers of public university graduates did not have a higher education, whereas 44% of the fathers and 60% of the mothers of private university graduates did not have a higher education. This means that universities, public universities in particular, are the major social mobility driver in Mexico.

Information collected by the survey will allow higher education institutions to learn about and address their areas of opportunity to improve their graduates’ prospects for work. On the other hand, the survey also yields data relevant to define public policies that will contribute to facilitating new graduates’ inclusion in the labor market.

More importantly, however, ENE results will help students aspiring to higher education make decisions on the studies and universities that offer them the best opportunities for professional development.

The survey will continue to be available online so as to collect further information leading to a more robust sample. This will make it possible to establish more accurate cut offs that will contribute specific information about each of the universities and the return on investment they offer their graduates.
In response to productive sector demands for associates with superior university technical profiles, additional professional competencies and a higher degree of technical knowledge, in 2015 the Universidad del Valle de Mexico created its Professional Institute.

To better meet the needs of the Mexican industrial sector:

- The industrial sector and the University together have defined graduate profiles.
- Curricula have been designed in accordance with the needs of key sectors in the industry.
- Education programs to produce highly qualified technicians have been designed and launched.

Today, UVM’s Professional Institute offers: a TSU (Higher Technical University Degree) in automotive industrial maintenance, a TSU in automotive manufacturing processes, a TSU in drilling and production services, a TSU in Administration, and a TSU in Culinary Arts.

Developing Professional Competencies for Individuals with Motor Disabilities is a diploma course whose fourth generation graduated in 2017. HSBC Mexico, a financial institution, was behind the initiative that led to this course intended to generate a cost-free alternative for people with motor disabilities to study and hone their professional skills, and in this way become eligible for middle or top management positions. The course also has the purpose of identifying, developing and potentiating generic and specific competencies.

Additionally, the program seeks to integrate youths with intellectual disabilities into the university community, so as to promote inclusion and give young people with disabilities the opportunity to mingle with students their same age, socialize with them, expand their social connections and copy social patterns that will allow them to better participate in academic, athletic and recreational activities. The purpose of the program, of course, is to develop these students’ skills so they can be hired like any other employee with the proper competencies.

The diploma course (named in Spanish “Desarrollo de Competencias Profesionales para Personas con Discapacidad Motora”) targets adults with an acquired motor disability who have completed high school-level education and are pursuing personal growth.
Under the leadership of Doctor Neín Farrera Vázquez, research leader at Universidad del Valle de Mexico Campus Tuxtla, UVM and UNICACH students and teachers put together Eco-Chía ecological stoves, which they later donated to communities affected by the earthquakes of last September. These communities included Cintalapa, Cárdenas, Vistahermosa and Villamorelos, in the state of Chiapas.

These university students and teachers, in addition to Pro Energía AC, have developed their own technologies that are well suited for various regions in the state. Having lost their homes during these recent disasters, people from various communities in Chiapas still have to resort to provisional kitchens or stoves to feed themselves.

Eco-Chía technology consumes 70% percent less wood than traditional wood stoves. It can provide heat up to 400 degrees Celsius in 15 minutes and is very useful to people in these unfortunate circumstances, said Doctor Neín Farrera.

These stoves and other technologies were developed 10 years ago by both universities mentioned above and Pro Energía AC.

Conventional energy sources such as gas can be difficult to come by after catastrophic events like the ones suffered in the state. Nevertheless, the environment in this region of southeastern Mexico contains natural biomass that can be used to cook food and for other applications. Another advantage of this technology is that it channels smoke upward and away from the people using the stove to cook, thereby reducing their risk of developing respiratory and ocular diseases.

Finally, these UVM and UNICACH students visited a community on the coast of Chiapas, where they were joined by the Vivienda Saludable (Healthy Housing) group. Others who participated in the mission included professors Osbaldo Ramos, Aldo Aguilar, and Juan Carlos Solís, academicians from UVM Campus Tuxtla, in addition to doctors Joel Moreira Acosta and Pascual López de Paz.
Industrial engineering and mechatronics students at the Universidad del Valle de Mexico have developed a construction system to build houses completely out of recycled and sustainable materials. It costs up to 60% less than traditional housing and requires a shorter building time.

Eco Block’s is a company created by Mauricio P. Avendaño, Alam Cornejo, and Enrique Hernández that offers a loading system with steel beams and light panels stuffed with sustainable blocks.

Sustainable bricks and panels are made out of crushed PET and rubber, which are then mixed with a phosphate-based chemical adhesive. This plastic is then injected into special brick molds of various sizes, some of which are circular and used to build corners. These bricks can be made in specific colors.

Eco Block’s buildings are temperature and acoustically insulated, so they not only diminish the impact of noise, but also reduce the need for heating and cooling systems.

The founders of Eco Block’s indicated that every brick requires 600 grams of recycled materials, which means that every house built can use up to 6 tons of PET and old tires.

UVM Hispano’s business incubator is the consultant for this project.
During the first semester in 2017, the office of the VP of Student Services launched an initiative to establish an institutional contest called Linces al Cuidado de la Tierra (Lynxes caring for the planet). The purpose of the contest was to promote social responsibility among students by asking them to develop projects that could address a specific environmental problem. The contest involved three stages:

1. Campus Stage. Presentation of all the projects in every campus to select a winner from each one.
2. Regional Stage. The winning project from each campus competed against the winners from other campuses in its region.
3. National Stage. The winning project in each region competed with the other regions in the country to select a national winner.

292 projects from students in every campus in the country participated. The winning project “Fruto Bendito” (Blessed Fruit), was a business proposal for wood furniture specially designed to grow urban vegetable gardens.

A comprehensive program known as, “#AL100, Cuida y Ama con Todo tu Ser,” brought together several players: Fundación UVM (previously, Laureate Foundation), Toks Restaurants, and UVM’s graphic design and veterinary health academies in support of a Shelter Medicine program to focus on providing a real solution to the overpopulation of stray animals in Mexico City.

During the first stage of activities in July, animals in shelters protecting strays were neutered.

Due to the earthquakes that struck Mexico City in September, the second stage of activities came from veterinary students who had volunteered in the rescue efforts and observed a large number of pets that had been lost or abandoned. Therefore, the second round of activities focused on neutering these pets, so they could be adopted as soon as possible. 51% of them were earthquake victims and placed in an adoption protocol on social networks.

More than 300 veterinary doctors and students, administrators, and collaborators from other fields worked as a team to help these animals. This gave our students the opportunity to understand the full depth of planning, execution, and care required by the whole neutering process.

The 12-hour days our students were subject to called for great commitment and teamwork, which integrally trained and instilled in all of them a spirit of social responsibility and active participation to solve problems.

These activities yielded an environmental impact on the Mexico City metropolitan area and its several million inhabitants;
specifically in the Tlalpan district that occupies 20% of the city territory and Coyoacán covering 54 kilometers. These efforts reduced stray animal overpopulation, avoided fecal emissions into the environment, and impressed upon the population the importance of responsible pet ownership and neutering to avoid undesired reproduction and abandonment.

The “#AL100 Cuida y ama con todo tu ser” campaign was designed to convey important information and generate awareness of the problem in addition to offering an effective alternative. As a university, our main goal is to educate, so the campaign was designed in such a way that all printed and visual materials always included an educational component with relevant and applicable information for the general public.

Plans are to continue next year with these neutering campaigns at the Veterinary Hospital, because this initiative is important for public health and UVM Veterinary students alike. Students, in particular, obtain significant training during the campaigns.

These continuous dog and cat neutering campaigns constitute our effective contribution towards controlling overpopulation of stray animals and its adverse effect on the health of the human population.

In the course of five years, 208 neutering surgeries will result in 2,881,800 less stray cats and 500,000 less stray dogs.

In addition to benefiting animals, this effort has a direct impact on public health all over the country.

122 students from our Veterinary Medicine School participated in the campaign, and consequently had the opportunity to experience integral education based on their social responsibility as future veterinarians.

The task now is to overcome prejudice, so that all of these neutered pets are adopted. This can change the lives of hundreds of stray dogs and cats—an ongoing dream that will continue in 2018 to bring about a change in society, improve public health, and generate an awareness that we must care for the living creatures that are a part of our lives.
Harmonious Coexistence, an Ethics and Civic Culture Forum. How did we get here and how can we move forward?

On 29 August 2017, the Universidad del Valle de Mexico and the Aspen Institute held a forum on harmonious coexistence that arrived at a few concrete, viable solutions to enhance ethics and civic culture in Mexico.

A few highlights of the conclusions are:
- Fighting corruption calls for sharing responsibility in joint actions by the government, private sector, civil society, academia, and citizens.
- Good social practices in every aspect of Mexicans’ lives will make it possible to shift towards a culture completely unable to tolerate corruption.
- Women are the major conveyors of values—up to seven times more so than men. Therefore emphasis was placed on the need to take information to women and place them at the center of the discussion.
- Institutions and laws are fundamental. Our legal framework must include built-in checks and balances to promote ethics. People are just as important, so those at the helm of institutions should be qualified, ideally suited, and have the moral authority to make the voice of ethics and good sense heard in the organizations they lead.
- Integrity also belongs at the center of the discussion, and must be retrieved in public service. Citizens must also possess integrity and a solid institutional context that will support them when they wish to avoid or report acts of corruption.
- The habit of honesty needs to be encouraged, as well as citizen participation by allowing and protecting denunciations, fighting conflicts of interest, and ending nepotism and influences.
- Social punishment is highly effective because it is linked to the values upheld by a society. The best recommendation therefore consists in combining legal and social punishment.
- Citizens have to be developed and empowered in a positive way from an early age so that they can incorporate ethics, integrity and civic culture into all of their actions.
The UVM Social Development Award was founded in 2006 as a product of the University’s alliance with the International Youth Foundation and Laureate International Universities®. Its purpose is to create a local YouthActionNet® member program to recognize, strengthen, support and promote the role of young people as agents of positive changes in their communities.

Every recipient of the UVM Award receives training, financial support, accompaniment, and becomes a part of the YouthActionNet® network. In the course of twelve editions of the UVM Award, 180 young social entrepreneurs have been recognized.
WE DEDICATE THIS REPORT TO OUR STUDENTS, STAFF, ACADEMIC MEMBERS, ALLIES AND THEIR COMMUNITIES.

THANKS!