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P A N

S I O N



ANNUAL REPORT
2018

SPORT AND HEALTH

P R E S P O N S I B L E

AND SHARED
SUCCESS

DYNASOL RACE
Employees, family,
customers, suppliers and
the community of Altamira
+500 participants

KEKÉN SPORTS
PROGRAMS
Training of soccer teams,
baseball and other activities
**81 participants
benefited**

ROUTE OF HEALTH
Support to communities with
basic health services
**546 people
benefited**

CONSERVATION
OF PARKS
La Noria and Itzimna
**430 inhabitants
benefited**

TREMEC RACE
Employees, family, customers
and suppliers
450 participants

DONATION OF KEKÉN
MEAT
Support to 17 associations to
promote a balanced diet
**12.6 tons
donated**

HEALTH
AND SAFETY WEEK
Activities for disease
prevention, health care,
good hygiene and safety
250 participants
Xicohtzinco, Tlaxcala

COMMUNITY
KITCHENS
Agreement with municipal
DIF in Tekax, to provide
infrastructure and furniture
**1 dining room
77 inhabitants
benefited**

HEALTH
FAIR
Prevention of obesity
and pediculosis
45 children

DESC RACE
Employees, family,
customers and suppliers
Parque Bicentenario
of Mexico City
**+2,700
participants**

R E S P O N S I B L E

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SUCCESS

PLASTIC RECYCLING
WORKSHOPS
Directed to children in 3 schools
+230 participants

TEPOTZOTLÁN
REFORESTATION
1 hectare adopted during
three years by the
Aftermarket business
150 participants
**7 benefited
communities**

ENVIRONMENT

KEKÉN
RESERVE
Study of flora and fauna for the
conservation of biodiversity
67 invited academics
**903 protected
hectares**

CINEMA
IN YOUR COMMUNITY
Awareness on environmental care
1,125 attendees

BIRDS FESTIVAL
Alliance with PRONATURA to invite
the community to a bird sighting
136 participants
Puuc Biocultural Reserve

REFORESTATION
XICOHTZINCO, TLAXCALA
Alliance between the Polystyrene
business and the Municipality
Ecological Reserve "Lago del
Niño"

CLEAN CENOTE
Promoted by young people from
the community
Temozón Sur

ANUAL CLEANING
OF TAMPICO BEACH
Alliance between SEMARNAT
and the Synthetic Rubber
business

QUERÉTARO
REFORESTATION
Transmission Business
60 participants
Cimatario National Park

EDUCATION AND CULTURE

R E E S

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B L E

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REBUILDING MEXICO
In Alliance with Construyendo A.C., two houses were built for families with overcrowding

SCHOOL INFRASTRUCTURE
Support in the infrastructure of a primary school Altamira, Tamaulipas

EDUCATION WITH VALUES
In alliance with Lazos, A.C. ; a subject is sponsored that highlights the importance of tlaxcalteca traditions
15 teachers
183 students

MAYA CHOIR
Classes of musical instruments
18 children participating

ALTARS OF THE DAY OF THE DEAD
2nd Contest on the day Hanal Pixan
+800 participants
3 communities

AUTOMOTIVE MECHANIC
Training workshops for mechanics, face-to-face and virtual
258 workshops
14,476 people benefited

PIÑATON
Donation of piñatas for Christmas holidays
2,020 children
24 communities

JARANA GROUPS
Traditional dance classes
119 participants

ENGLISH LESSONS
Courses for children focused on tourism activities in Yucatán
64 children participating

CÁTEDRA DESC ANÁHUAC MÉXICO
Donation of financial resources to support research on sustainable solutions

LEADERS OF TOMORROW
Support to the program led by ITESM

