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## 2023 Youth Innovation Challenge winners

### MEXICO

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*Arena Serrano and Annie Rosas*

**Solution:** *BlueBond: bubbles protecting our water*

**Winners:** Paloma Arena Serrano Ramos and Annie Aixa Rosas Hernández

#### **Solution summary**

**BlueBond: burbujas que protegen nuestra agua (BlueBond: bubbles protecting our water)** offers a new way to fight plastic pollution in water bodies in North America. It is designed to prevent plastic waste in water bodies from reaching the oceans through the implementation of an innovative technology and by empowering communities near rivers and coastlines.

Drawing its inspiration from nature, BlueBond imitates the hunting strategy of humpback whales by means of an innovative technology, which consists of forming air bubble curtains in strategic locations in water bodies to trap and redirect plastic waste towards convenient collection points.

With its collaborative and participatory approach, BlueBond is a solution that gets local communities involved via a business model in which the plastic waste collected represents income for local residents.

#### **Description of the organization**

BlueBond is a social enterprise engaged in fighting plastic pollution in water bodies in North America, starting in Mexico. Its main objective is to empower communities near rivers and coastlines by providing them with an innovative biomimetic technology: air bubble curtains.

Its business model is based on providing management services and supply chain coordination, from waste recovery to the delivery of waste materials to collection centers for recycling. Present in even the remotest



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regions of Mexico, BlueBond works in close collaboration with businesses, communities, and local initiatives to help them recycle their packaging and other materials and achieve their environmental objectives. This is how BlueBond actively contributes to the fight against plastic pollution and promotes a cleaner and healthier future for everyone.

### Team members

#### **Annie Aixa Rosas Hernández (co-founder)**

A native of Veracruz, Mexico, Annie Aixa Rosas Hernández is currently completing the final semester of a B.A. in International Business, at the Monterrey Institute of Technology, with a major in Conscious Business, based on Raj Sisodia's *conscious capitalism* methodology. Annie completed a program in Corporate Social Responsibility at the Kedge Business School in France. She is a passionate advocate of positive impact businesses and social entrepreneurship. Winner of a Trep Camp 2020 scholarship, she was nominated as having one of the best social entrepreneurship paths in the class of 2023. She was a volunteer with Enactus Hub Puebla, an NGO involved in incubating student projects. At the 2021 Global Impact Summit, in Monterrey, one of her projects won an award in the context of that year's Hult Prize Challenge: Food for Good (a theme based on a UN sustainable development goal). As a result, her team earned a place in the world's biggest business accelerator in London, England.

#### **Paloma Arena Serrano Ramos (co-founder)**

A native of the state of México (Mexico), Paloma Arena Serrano Ramos is a biotechnology engineer, specializing in bioprocesses. She will soon graduate with a Master's in Marine Biology, from the University of Montreal. She also has experience in sustainability and adaptation to climate change. Awarded a Mitacs Globalink Graduate Fellowship, she had the opportunity to do an internship in 2022 as a volunteer at the UN Biodiversity Conference (COP-15). At the 2021 Global Impact Summit, in Monterrey, one of her projects won an award in the context of that year's Hult Prize Challenge: Food for Good (a theme based on a UN sustainable development goal). As a result, her team earned a place in the world's biggest business accelerator in London, England. Paloma cares deeply about aquatic biodiversity conservation and the impacts that it generates.