

INSPIRE

Next generation of innovators

**APRU Undergraduate
Leadership Program 2016**

**PUEBLA, MÉXICO
3-13 JULY**

RESULTS REPORT



**Tecnológico
de Monterrey**



APRU

Association of Pacific Rim Universities



TECNOLÓGICO DE MONTERREY is a non-profit educational institution that works with and for society in order to transform Mexico and the world through education.

OUR DIFFERENTIATORS

1

Our cutting-edge educational model that focuses on helping create leaders with entrepreneurial spirit.

2

The prestige of our institution.

3

Our affiliation with alumni, companies and institutions.

4

Our focus on humanity-based education.

Our Vision

"We develop leaders with an entrepreneurial spirit, a humanistic outlook and a global vision"

Our values

We live and work as part of a global culture, and we promote diversity.



We respect people's dignity, and we are supportive.

We come up with ideas and make them a reality; we break paradigms, take risks and learn from our mistakes.



We behave ethically, and we are honest, austere and congruent.

We promote collaborative work, and we strive for collective success over individual achievements.





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National Museum of Anthropology

THE PROGRAM



Awards Ceremony

Undergraduate Leaders Program (ULP) 2016 - "INSPIRE: Next generation of innovators" was a summer program where the participants had the opportunity to develop competencies to create solutions to real problems of global relevance. They participated in a DESIGN LAB. It was a collective experience for APRU students in terms of coming up with innovative proposals and gain new perspectives on co-creation in a multidisciplinary and multinational context.

Strategic topics: Leadership, knowledge and creative economy; new technologies and innovation; cultural innovation; design thinking; sustainability and entrepreneurship.

Components: This international program included activities related to the creation of solutions. This was an opportunity for students from all the disciplines to work together and come up with multidisciplinary solutions. The program included various modules, such as: master classes, cultural and social activities, and technical classes designed to equip students with tools to creatively solve real problems with peers from across the Pacific Rim with diverse backgrounds.

Students learned techniques of observation (hands-on exploration), experiment and build prototypes (manual thinking), and incorporate the concept of "serious play" in their experience. Overall, students enhanced their critical thinking and soft skills observe, understand, learn, interpret, create, evoke, empathy.



Master classes



Master classes

PARTICIPANTS PROFILE

We invited students from all over the Pacific Rim who are, passionate to observe, discover, learn, and interpret their findings on new concepts. We wanted students who want to give real and visible solutions to present problems.

- APRU Undergraduate Students from 3rd semester onwards.
- With initiative, motivation, and very proactive.
- Connected with the world
- Strong interest in:
 - Learning new technologies (no previous knowledge or subject background required)
 - Developing new ideas for sustainable projects.



APRU AT A GLANCE

| | |
|--------------|----|
| Nations | 11 |
| Universities | 19 |
| Students | 63 |
| Professors | 8 |

09 Projects with social impact

09 Working teams



July 3

Mexican students getting ready for international students reception



July 4

Academic and culture orientation. Opening ceremony. We started!



July 5

First day at the community, lot of work to do! One day in the shoes of the user. Starting the design thinking challenges and methodology! First day of field work at San Pedro Cholula community: Creating bricks, watching bikes culture, selling at the streets, collecting garbage!



July 6

Let's work on our ideas to develop and visiting Tonantzintla church UNESCO World Heritage!



July 7

Concepts of solutions, selecting ideas and prototypes. Also we dance salsa, sang Mexican songs and played soccer

Working hours at classes doing field research **25 hours**

Hours with immersion to Mexican culture **29 hours**

Masterclasses **18 hours**



Social network
88 total page like
#APRU2016
more than 600 pictures



July 8

Design critique and design review and getting ready for weekend trip

July 9 and 10

Visiting Mexico City, knowing more of the Mexican culture. Museums, Teotihuacan, Coyoacán, Torre Latinoamericana, Zócalo even a tortillas and guacamole workshop! Unforgettable!

July 11

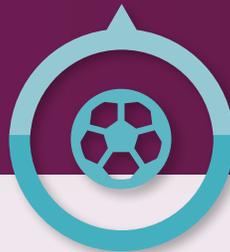
Doing business, working on canvas and playing soccer with the former professional soccer player coach!

July 12

The big day! Learning about storytelling. Final Project presentations, awards and closing ceremony

July 13

Farewell to international students, we will miss you!



INSPIRING PROFESSORS OF APRU ULP 2016



Jorge Gomez Abrams

Jorge is currently General Director of Winn Innovation, an international design and innovation agency, and co/founder and Academic Director of the Disruptive Business Academy (DBA). Former Director of the Design and Engi-

neering department at the French Canadian company Bombardier, Jorge is the creator of the Light Rail Vehicle developed for the City of Minnesota, Minneapolis, the most innovative and profitable light rail system in operation in the USA. Jorge has more than 20 years of solid experience in the Design Thinking and Value Innovation.

Federico Hess



Born in México City, with a Master in Design degree from the Royal College of Art-London and a bachelor degree in Industrial Design from the UNAM Universidad Autónoma de México. I have an extensive international background as a design and innovation consultant and in design ed-

ucation, design management, design promotion, strategic design and innovation which I believe may be a significant contribution for the Design Course.

Patricia Torres



Architect and Industrial Designer graduated from Tecnológico de Monterrey. With complementary studies in History, Theory and Restoration in Italy and Spain from

the University of Navarra. PhD by the Universitat Politècnica de Catalunya from the "Doctorat Construcció, Restauració i Rehabilitació Arquitectònica" Program. Winner of the "Envase Estelar 2008" award of the National Chamber for Containers of Mexico.

Pedro Nájera



Pedro has a variety of skills that later on helped him to achieve labor success. He is proactive and a good time player. By 2006 he was in charge of Academic Links of the department of Engineering and sciences. After a year, he became the principal of the Science department at high school level. And from 2010 up to date he is Professor of

Electronics and Mechatronics at campus Cuernavaca. Pedro has selected as the MOST INSPIRING PROFESSOR at Cuernavaca campus in 2016.

Ramona Fuentes Valdéz



From 2010 to 2012 she coordinated the activities of the Information Technology and Mechatronics Department

at university level, and up to date, she is professor of Computing, Electronics, and Mechatronics at the Engineering school in campus Cuernavaca



Adriana Burgos

Adriana Burgos is Director of the Department of Business, Humanities and Social Sciences at Tecnológico de Mon-

terrey, Campus Cuernavaca. She has 18 years of teaching experience in accounting and courses linked with companies such as P&G and Unilever

Laura Flores



Professor Laura Flores is candidate to get her PhD in Education and Citizenship at elCentro Internacional de Prospectiva y Altos Estudios de la UNESCO. Her doctoral investigation focuses in Linguistic Competences and their assessment at the university level. Actually, she works as a

professor at Tecnológico de Monterrey Campus Puebla and coordinates Pasión por la Lectura (Passion for Reading Program).



Sergio Ortiz

Dr. Ortiz has started and developed the entrepreneurship research program in Tecnológico de Monterrey, designing, organizing and implementing a special PhD

program focusing in entrepreneurship and entrepreneurship education in Association with the University of Cantabria, getting scholarship for 33 Tecnológico de Monterrey professors to study this program, being thesis evaluator in four cases, and thesis co-director in one of them.

COORDINATORS



Adriana Rojas

Studied communication and international relations at Tecnológico de Monterrey. She also got her Master degree

on Asian Studies at El Colegio de Mexico, with a grantee of the Sasakawa foundation. She has been a guest researcher and speaker in different Mexican and international forums

David Huerta Harris



Prior to taking up the position of short term mobility director in September 2015 at Tecnológico de Monterrey, David Huerta served for five years as Director of Tec de Monterrey's International Liaison Office at Yale University, where he detonated several collaboration initiatives between

his institution and Yale, also with other prestigious universities in the northeast like Columbia and Brown.



Carolina Martínez

She started working at Tec de Monterrey in 2005, where she has been working in the areas of Extension, Admissions,

Graduations and International Programs where she has served in recent years. She is also associate tutor in the class of Supply Chain and International Negotiations.

Osiris Medina



Graduated from the Bachelor in Marketing has an MBA with a concentration in marketing from EGADE Business School, Tecnológico de Monterrey.

She works in the Direction for International Affairs since August 2007, based in Monterrey. She is currently Public Relations and International Protocol Coordinator.

In addition to being responsible for organizing agendas and events with students and international visitors, Osiris, belongs to the International Excellence Program Committee, better known as PEI. Her hobbies are reading, music and gastronomy.

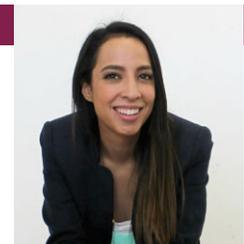


Tere Cepeda

Studied computer systems at Tecnológico de Monterrey. She also got a master degree in Information Technology Management. She has experience in international strategic information management, in design institutional guidelines for internationals affairs programs as

well as in academic monitoring of students studying abroad. She has also collaborated in the assessment of intercultural competence and in international projects with professors. He has been Director of international statistics and systems. He is currently Director of academic management and international effectiveness of Direction of International Affairs.

Andrea Corrales



I Studied Business Management and a Master in Business Administration with a specialization in Strategic Management and Innovation at Tecnológico de Monterrey in Puebla.

With experience in business consulting and human resources management, I am currently in charge of the University Social Responsibility Coordination at Tecnológico de Monterrey, consul-

tant at the Business Incubator of the university and lead teacher of the Organizational Culture and Innovation class.

Passionate about sustainable design I am founder of Karuma, a sustainable brand of handmade jewelry since 2012.



Luis Carlos Barriga Flores

Is a student at Instituto Oriente de Puebla. He has been involved in several activities inside the school, working as a designer, movie producer and photographer. Alongside his studies, Luis is working in the Communication and

Design Department at his school. He is also working in the Design Division for MUNIO 2017. As a movie producer, he has produced 2 short films. His latest project is RadlO, a radio station aimed at the student community in his school, Instituto Oriente de Puebla.



STUDENTS

For more than 10 days 63 outstanding students from universities in Australia, China, United States, Hong Kong, Indonesia, Japan, Malaysia, Mexico, New Zealand, Nepal and Singapore had the opportunity to develop their skills to learn to create solutions to real problems of global interest and gain new perspectives on the co-creation in a multidisciplinary and multinational context.

The participating universities were:

GENDER

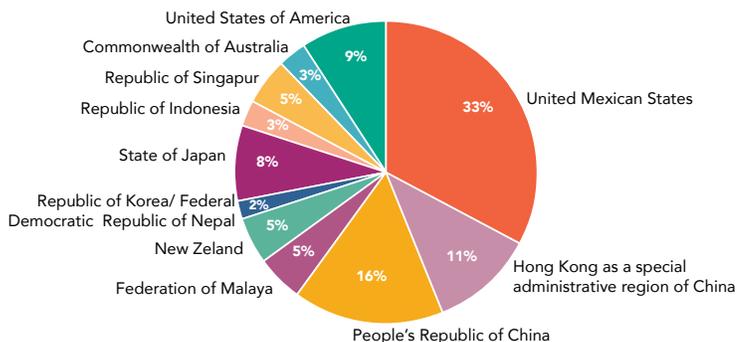
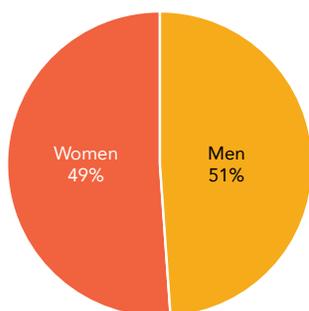
| | |
|-------|----|
| Men | 32 |
| Woman | 31 |

UNIVERSITY

| | |
|---|--|
| Commonwealth of Australia | The University of Melbourne. |
| People's Republic of China | Fudan University. Nanjing University. Peking University. Tsinghua University. |
| Hong Kong as a special administrative region of China | University of Hong Kong. Hong Kong University of Science and Technology. |
| United States of America | University of California, San Diego (UCSD). University of Southern California. |
| Republic of Indonesia | Universitas Indonesia. |
| State of Japan | Osaka University. University of Tokyo. |
| Republic of Korea | Yonsei University. |
| Federation of Malaya | University of Malaya. |
| United Mexican States | Tecnológico de Monterrey. |
| New Zealand | University of Auckland. |
| Republic of Singapur | National University of Singapore. |

NATIONS

| | |
|---|----|
| People's Republic of China | 10 |
| Hong Kong as a special administrative region of China | 7 |
| United Mexican States | 21 |
| United States of America | 6 |
| Commonwealth of Australia | 2 |
| Republic of Singapur | 3 |
| Republic of Indonesia | 2 |
| State of Japan | 5 |
| Republic of Korea/ Federal Democratic Republic of Nepal | 1 |
| New Zealand | 3 |
| Federation of Malaya | 3 |



STORYTELLING



Orientation Session

A Storytelling through photos and quotes (APRU 2016) by Ramona Fuentes Valdéz and Pedro Nájera García.

Once upon a time (let me tell you a brief story)
 An educational challenge was called
 Setting up a local team
 As part of the inspiring bodies...
 Being all from the Pacific Rim
 Envisioning social problems...
 They all started from scratch
 Without knowing the real journey...
 Many things were experienced...
 Guaranteeing what was started...
 But who cares of unique proposals
 When coming true is what matters
 Because any inspiring solution
 Requires effort and love, being gathered



SURVEY

In order to improve the quality of future events, we applied surveys on the last day of the program. 55 surveys were answered of the 63 participants.

- The most of the answers were good evaluation.
- The commitment that the students took away from this experience were: Leadership, teamwork, business model, design thinking, social responsibility, and discussion in groups.
- The majority of the students would recommend to take part in an international program organized by the Tecnológico de Monterrey.
- The participant students took away as a commitment/ task from this experience was: Leadership, teamwork, business model, design thinking, social responsibility and discussion in groups.



Orientation Session



First day

TESTIMONIALS

Francisco Benítez
Tecnológico de Monterrey

“ One of the best experiences of my life and one of the greatest teams that I have ever had. Thank you APRU 2016 and thank you guys for making me part of your family, you will always have a home in Mexico.”

Hazwan Syafiq Haznain
University of Malaya

“ Awesome Team 9! We made it guys, we nailed it! After all the hardworks and fun we went through, 2 awards of Best Design and Best Presentation are really a great reward to us. I learned a lot from you guys, this friendship is not gonna end here. Not only among the Group 9, but all APRU peeps as well. Those things that we do in Cholula, Mexico, the assignments, task, discussion as well as Classes were not just meant to be for the presentation that we do today. It was more than that. Those time was the reason why I feel sad to leave you guys now. If I were given the chance to turn back the time to the day I came here, I will sure do. Thanx for all the memories guys. I will surely gonna miss you all :) APRU2016. ”

Matthew Erskine
Associate Vice Provost for Global Engagement at University of Southern California

“ ... Also wanted to share my thanks for hosting the students from USC and for running the APRU-ULP. It's been a real pleasure to work with you – and hope we'll have many more opportunities to do so! ”

Ximena Nuñez
Tecnológico de Monterrey

“ One of the best things that have happened to me.”

Aya Mori
International office at Osaka University

“ Warm greetings from Osaka University.... They told us that they have experienced fruitfull 10 days with you and other suppoters and of course the students from all over the world. They were amazed by the rich content and well prepared program, and they liked the idea of wearing traditional clothes very much. We all appreciate your huge contribution and support toward this.”

Lauren Tyler-Harwood
University of Auckland

“ Mexico you were amazing! The APRU Leadership Program was a truly unforgettable experience that I will forever cherish. Thanks UoA for making our attendance possible.”



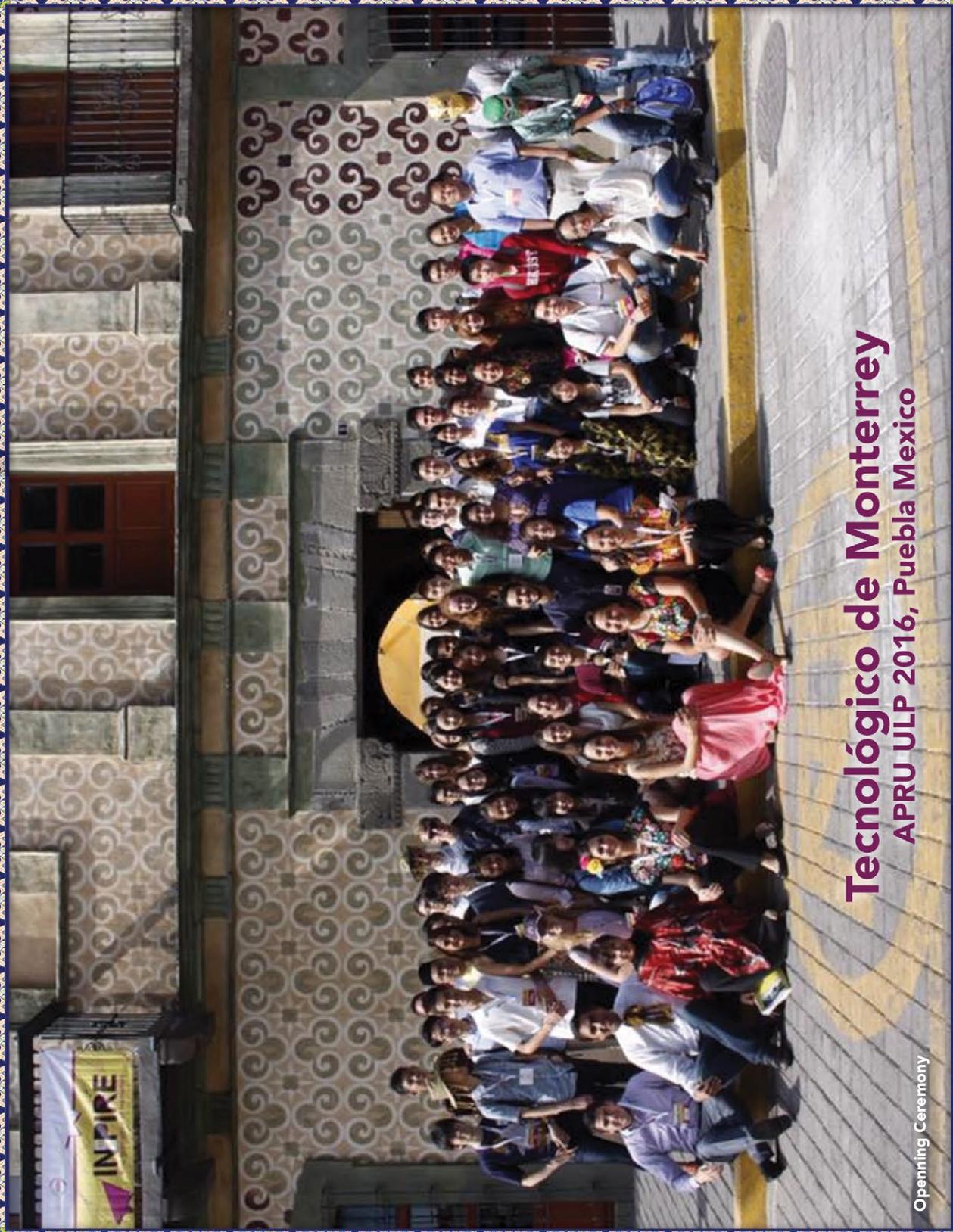
Pyramid of the Moon



PHOTO COLLAGE







Tecnológico de Monterrey

APRU ULP 2016, Puebla Mexico

Opening Ceremony







THANK YOU!

Acknowledgment to:

Association of Pacific Rim Universities

Cheryl Torrado
APRU

Tecnológico de Monterrey

Municipio de San Pedro Cholula

José Juan Espinosa
Mayor of San Pedro Cholula, Puebla.

María del Carmen Espinosa
President of DIF, San Pedro Cholula, Puebla.

Gloria Vázquez
DIF Director, San Pedro Cholula, Puebla.

Citizens from San Pedro Cholula

Luis Carlos Barriga Flores

SAFE INNOVATION Creative Group, S.A.

Winn Innovation



MORE INFORMATION

APRU Website

www.apru.org

ITESM APRU Website

www.sitios.itesm.mx/vi/convocatoria_apru.html

- Handbook:
www.sitios.itesm.mx/vi/convocatorias/APRU/FB/
- Facebook Photos:
www.facebook.com/APRU2016859316307534444/photos/?tab=album&album_id=867088630090545
- Videos:
www.facebook.com/APRU-2016-859316307534444/?fref=ts
www.facebook.com/ITESMCampusPuebla/videos/10154448607414430/
www.youtube.com/watch?v=z6v8RPp17g0

Media Coverage

ITESM

www.itesm.mx/wps/wcm/connect/snc/portal+informativo/por+tema/educacion/tec-apru

Puebla Tv

<http://201.130.1.206/20160706-sicom-puenm-07-31-00am-of12.wmv>

Cambio

<http://www.diariocambio.com.mx/2016/regiones/angelopolis/item/17548-se-realiza-encuentro-de-las-mejores-universidades-del-mundo-en-cholula>

Síntesis

<http://201.130.1.206/20160629-sintesispb-esuni-14-ofDF.jpg>

Poblanerías

www.poblanerias.com/2016/07/san-pedro-cholula-sede-de-intercambio-cultural-universitario/

Oro Noticias

www.oronoticias.com.mx/nota/177149/ITESM-Puebla-sera-la-sede-de-la-APRU-2016

Sexenio

www.sexenio.com.mx/puebla/articulo.php?id=57908

Tribuna comunicaciones

www.tribunanoticias.mx/2016/06/28/itesm-sede-de-la-asociacion-de-universidades-de-la-cuenca-del-pacifico/

Puebla Noticias

<http://pueblanoticias.com.mx/noticia/cholula-sede-de-intercambio-cultural-universitario-88093/>

El Sol de Puebla

<http://201.130.1.206/20160705-solpueb-loc-10-ofDF.jpg>

www.elsoldepuebla.com.mx/local/cholula-sera-objeto-de-estudio-en-investigaciones-internacionales



We educate leaders who have an
entrepreneurial spirit,
a **humanistic outlook** and are
internationally competitive.



**STUDY IN
MEXICO**

www.studyinmexico.com.mx



Jumping

Here at the **TECNOLÓGICO DE MONTERREY**
we embody our past with **gratitude**,
our present transformation with a great **commitment**
and our future with great **hope**.

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INSPIRE

Next generation of innovators

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Friendship