

- **Secretary of Energy**
- **Secretary of Finance**
- Secretary of Communications and Transportation
- **Energy Regulatory Commission**
- **SEMARNAT**
- SOAPAP
- State and local government

- Construction
- **Education and Knowledge**
- **Financial Services**
- **Telecommunications**
- **Metal stamping**
- **Automotive and plastics**

- Energía alternativa de México
- Asociación Nacional de Energía Solar
- Observatorio Ciudadano de la Energía, A.C. Instituto de Investigaciones Eléctricas
- **CANAME**
- FIDE
- CONUEE
- Universities











Source: own elaboration





Energy Strategic projects and share value proposition









Premium Industrial Park.

Focused on specialized firms requiring high quality energy service

National Training Institute.

Promoted and certified by CFE

Power Supply Plant.

Providing energy for hybrid-cars

Wind Power Park.

Joint project with State government.



Shared value

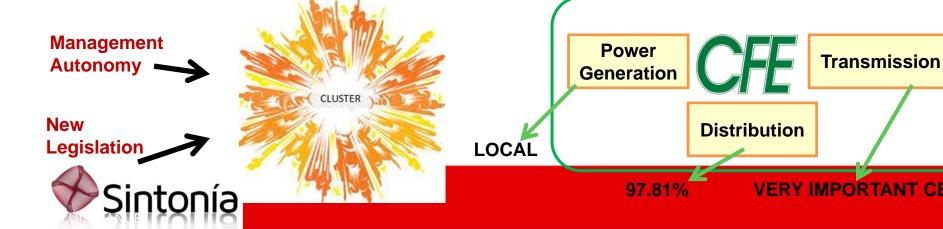
Solar farms in extreme-low-income and/or suburban areas with at least 100 inhabitants (**LUZ PLENA project**)



Feedback by Michael Porter



- Currently, there is not an Energy Cluster
 - Analyze to export energy from this region



The Purpose of Business

- There is an opportunity to transform thinking and practice about the role of the corporation in society
- Shared value gives rise to far broader approaches to economic value creation
- Shared value thinking will drive the next wave of innovation, productivity growth, and economic growth
- Businesses acting as businesses, not as charitable givers, are arguably the most powerful force for addressing many of the pressing issues facing our society
- A transformation of business practice around shared value will give purpose to the corporation and represents our best chance to legitimize business again

