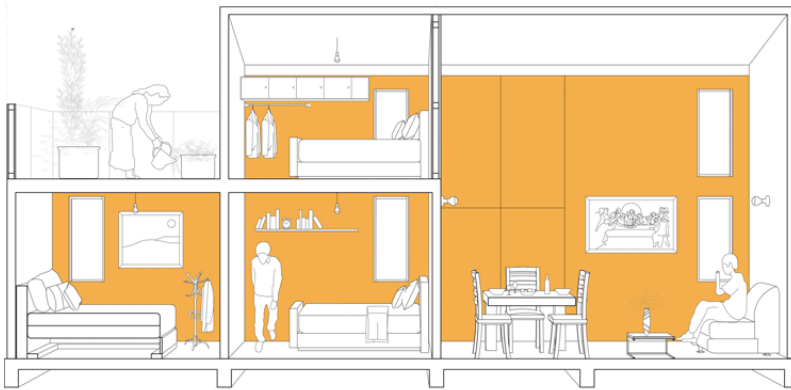


Some examples of the industry's most successful practices are described below:



The renowned Mexican architect, Tatiana Bilbao's innovative contribution to public housing consists of expandable models, which also incorporates ecological technologies. This concept allows for different spatial distributions in order to better adapt to the habits and traditions of each family. It is an intelligent and accessible solution to a respectable home.

Siemens and IBM provide construction companies with access to the Advantage Navigator, allowing for the supervision of energy consumption and the capacity of the different systems installed in the buildings so as to conduct a more efficient redistribution of energy.



Worldwide **buildings consume 42%** of all electricity – up to **50%** of which is wasted.

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Because the auto construction market kept growing despite the economic crises, CEMEX executives lived in these communities in order to discover the opportunities at the bottom of this pyramid, and from there, they designed programs to assist the local population. For example, with the "Yo construyo" ("I build") program, they develop the inhabitants' capacities for construction work while at the same time increasing employment and reducing the housing shortage.