

### The challenge

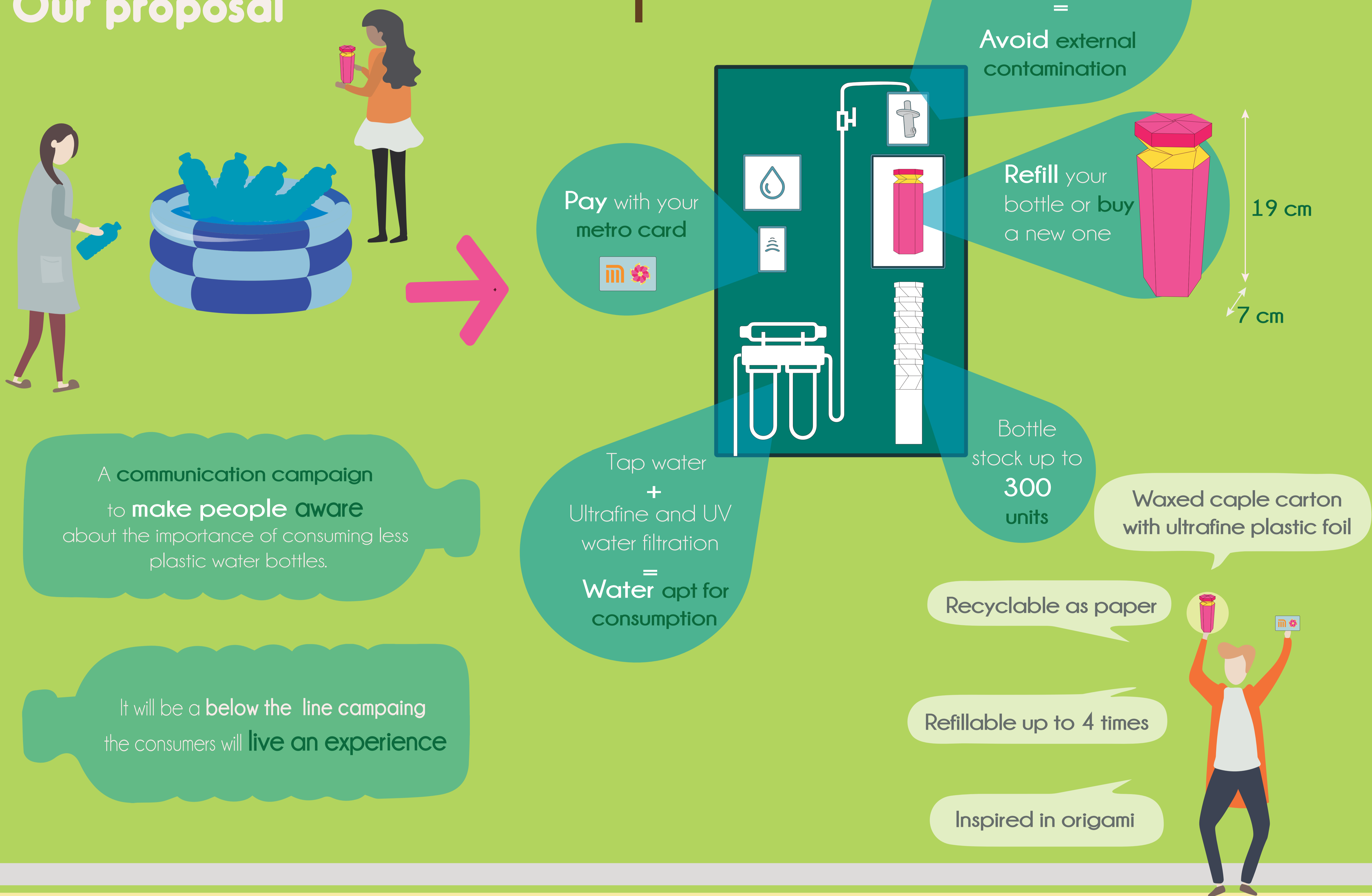
Mexico is the number one in the use of bottled water.

Mexicans don't trust tap water, because they think it is not clean enough,

People don't want to carry a bottle

More than 80% of mexicans consume bottled water

### Our proposal



### Benefits



Investment and economically feasible. Afordable for everyone.

Reduction of plastic bottle waste, recycling, reduce the carbon footprint.

Raise awareness about the consumption of plastic water bottles and lower the consumption per capita.

Water vending machine with a reusable paper water bottle; that is recycable