

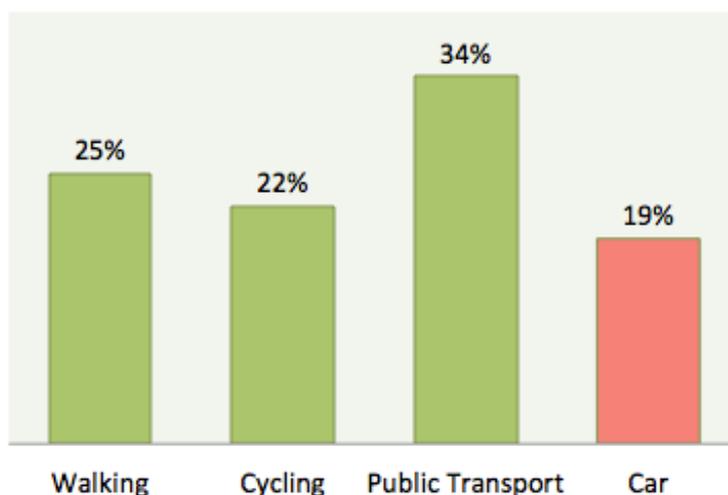


### 5.1 LOCAL CONTROL

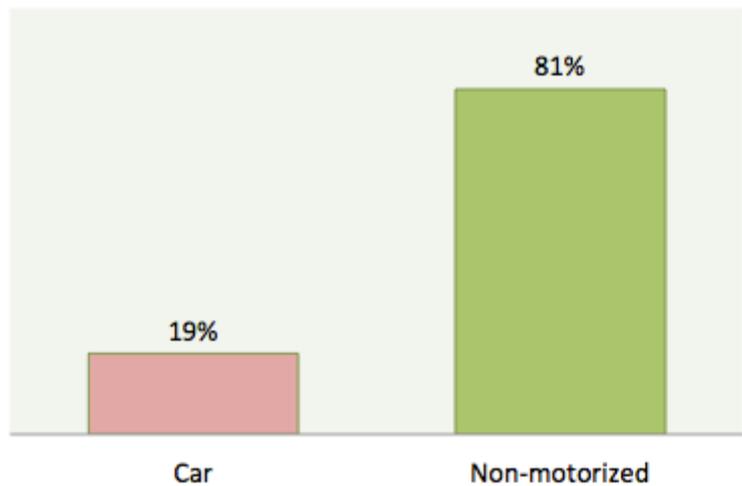
For the Just label, local control means to have a direct relationship to the communities where the organization serves. The goal is to have the organization's owner and senior decision-makers live within the communities where the business and its activities are located and not to be absentee owners who are not personally connected to the community and the environment within the organization operates. Local control refers to show accountability for the business and make important decisions affecting its sustainability as well as the ongoing economic well-being of their employees and the communities in which the business is located.

Revitaliza Consultores is a professional service organization that has kept growing in the last five years, its location and activity has attracted talented people: 25% of the headcount commute by walking because they reside nearby and in the neighborhood where Revitaliza Consultores is located; it includes two top-management members who live within the community where the business is run.

Workers who commute by cycling represent 22%, meaning that they live within 30 minutes away from Revitaliza Consultores' premises, about 6 to 9 miles; and the rest of the employees live within 25 miles, they use public transport or drive to work.



This is an outstanding characteristic because most of our employees, 81% enjoy and participate promoting sustainable commuting by walking, riding public transit and cycling. It is world-widely known, that human commuting creates community and humanizes boroughs. We are proud to demonstrate our community, our commitment to keeping a car-free and vibrant borough, as a matter to reduce negative externalities.



We champion sustainable mobility in our community because Revitaliza Consultores is ally to Baumracks, a local company which builds bicycle racks, we have supported Baumracks by designing its marketing logo, website and catalogs. Also, we advocate child mobility and are interested in urban research, for this reason last year we devoted some financial support for a short documentary<sup>1</sup> that takes place in our neighborhood.

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<sup>1</sup> "Ciudad Grande" (Big City), a documentary that portrays Mexico City through the eyes of girls and boys from five neighborhoods.