



PROYECTO
100 años, 100 acciones por México



México City, July 2019

LIC. REINER JAHN
COORDINATOR OF PROJECT
100 years, 100 actions for Mexico

LIC. ROGER SIMS
COORDINATOR OF PROJECT H2H
100 years, 100 actions for Mexico

P R E S E N T

Below we request and express the intention to be considered in the Project 100 years, 100 actions for México.

1) INFORMATION OF APPLICANT.

Club Rotario Centro Histórico
Club Rotaract Puebla de los Ángeles
Club Rotaract Puebla Centro Histórico

Name: Mara Patricia Tavernier Morales

Adresse: Sede Hotel La Quinta Palmas Plaza, Angelópolis Puebla

District and Number of Club: District 4185 Number of club 58593

1) PROJECT NAME: Conect-Art, strokes that unit.

(Artistic intervention and strengthening of the community fabric in San Mateo Mendizábal, Puebla)

2) PROJECT OBJECTIVE

Strengthen the sense of belonging and collaboration of the residents of the community of San Mateo Mendizábal, through the recovery and appropriation of a public space, through collective artistic practices that provide residents with a space of dialogue, self-expression and social cohesion.

3) PROJECT DESCRIPTION, SHORT AND LONG TERM DISAGGREGATED

Project description

San Mateo Mendizábal is a community of stone and construction workers (mostly men) and domestic employees (mostly women), with economic and social challenges. Through this project based on the pillars of positive peace we seek to empower the community to organize and generate collective actions that favor their environment, strengthen the social fabric and sense of local



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belonging and increase trust among neighbors and with external actors. This social artistic intervention project invites the local community to become involved in the resignification of its public space, central kiosk and park furniture, through collective artistic practices that include participatory theater sessions, ludic and self-expression workshops, Spaces for dialogue between neighbors and participatory mural painting whose conceptualization derives from the collective histories of the local community.

Short term scope

By the end of the first month after starting the project, we will have achieved the delivery of 8 workshops with neighbors, 2 training workshops for volunteers from participating institutions and the recovery of the central kiosk and furniture of the park (120m² of total intervention) through the participatory painting of murals in the public space derived from the collective stories of the community.

This will be possible thanks to the fact that there is currently a bond of cooperation and trust between the residents of the community of San Mateo Mendizabal and our ally TECHO, who have been working for 5 years continuously, in which they have carried out 2 participatory assessments in order to, together with the community, define and prioritize their problems, as well as the action plans to work on them, and 8 successful projects that respond to some of these problems; In addition, they have a working group with residents made up of 13 people who meet weekly to continue these projects and generate new proposals.

This project was born from the fact that the residents expressed in the last participatory assessment carried out in April of this year their need to recover their public spaces in order to have spaces for coexistence and dialogue.

The first 4 weeks of the procedure are divided as follows:

Week 1 and 2: We will begin with the formation of a committee of neighbors promoters, who working collaboratively with the project team, will disseminate and promote the active participation of the largest number of residents in theater sessions, recreational and self-expression workshops and Spaces for dialogue between neighbors, from which, with shared experiences and stories, the artists will develop the proposed designs to be reflected in the kiosk and urban furniture during the participatory painting. In parallel, during this period, the Colectivo Tomate team will give 1 training session that will include 2 workshops for volunteers from TECHO, Rotary international and Rotaract; in which they will share socialization tools used to generate trust between groups. These tools are part of the methodology designed by Colectivo Tomate for community intervention with elicitive facilitation.

In week 3 and 4 the participatory painting of the public space previously identified by the local community will take place. At this stage, the neighbors, together with the volunteers of the three organizations will carry out the implementation of the mural intervention in the area to be intervened, this process will last 10 days.



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Simulated images of how the space would look after the intervention:



Long term scope:

After the painting, the TECHO community team will continue with the work in the community, having weekly meetings on Saturdays with the neighbors, for a period of 1 year, at the end of which a diagnosis will be made again to evaluate the new problems that are considered priorities at that time.

During the follow-up, residents will continue to be invited to use the recovered community Spaces, thus reinforcing the objectives of appropriation and resignification. Through the work table and the figure of the neighbor promoter will encourage the organization of activities in these places, in the same way will continue to be carried out there some of the meetings of the work table and some sessions of the workshop of weaving and embroidery.

For their part, the Rotaract and Rotary clubs will participate in the management and organization of health seminars and workshops that contribute to the development of community skills and capabilities and help consolidate the projects they already have.

At the end of the first year since painting intervention, a focus group will be held with the residents to identify the impact and perceptions that they have of the project and the shared responsibility with regard to the physical transformation of public space.

4) EXPLANATION OF THE SUSTAINABILITY OF THE PROJECT IF ANY

There are several factors that make this project sustainable, on the one hand the monitoring of a post-intervention year that will be done weekly by the TECHO team and at certain times by Rotary and Rotaract members. On the other hand, the methodology of Colectivo Tomate with which the project will be carried out has been successfully tested for 10 years in different states of the republic and its evaluations have shown its strong contribution to the development of resilience factors in the communities involved, the support of local authorities for the implementation of the project and



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last but not least, Remember that the project was born as a response to one of the needs highly indicated by the residents in their last community assessment.

These three aspects are detailed below. As previously mentioned, one of the key factors in the sustainability of this intervention is that the project contributes directly to the resolution of one of the most felt and expressed needs of the residents of the area. Another relevant factor is that the community already has the support of a work table made up of 13 neighbors, who have met week after week for the last 4 years. During the time that TECHO has been collaborating with the community, 8 projects have been successfully developed, including the construction of 40 emergency housing units, the installation of rainwater storage systems, elevated water tanks, the implementation of education plans, and the construction of a community headquarters, a space where neighbors can hold their meetings, workshops, and meetings. It is important to note that the residents have the key to this space and use it to work and meet without the need for volunteers from TECHO to be present. During the month of October of this year the project of installation of elevated water tanks was carried out by the TECHO team, working together with 12 families of the community to improve their water storage conditions and achieving success and great participation in this project.

On the other hand, Colectivo Tomate has been applying its own design methodology for community intervention for 10 years, in which they encourage the development of communities with self-management capacity and trust among their neighbors, transforming their quality of life together. In their trajectory, they have managed to directly impact more than 106,595 people and indirectly more than 1,638, 195 people. This outreach is possible thanks to the alliance they have with the Comex social impact program for a well-done Mexico. The alliance between Comex for a well-done Mexico and Colectivo Tomate has a nationwide reach that complements its capabilities and links its capital locally. The material needed for the intervention will be covered by the Comex social impact program for a well-done Mexico, a national program for the recovery of public Spaces that seeks to bring people closer to improve the places that have the most meaning for their inhabitants through color interventions. In 2018, both institutions participated in an impact evaluation with the support of 3 prestigious institutions in the country, in which both qualitative and quantitative measurements were made to determine the impact of the development of these projects in 8 of the communities previously intervened in different states of the Mexican republic. Among the most significant findings of the study and that directly impact on our project, we identified that the trust among members of the community to generate actions of social transformation as a whole grows by 83.2%, while after the implementation of the project, 99.4% of people now trust to communicate and relate to external actors (government or other institutions). In addition, 86.4% of people believe that they are now able to solve needs and problems collectively and 81.5% of neighbors believe that their participation in community projects transforms their community.

The intervention is totally participatory, so the residents and volunteers of the institutions are involved and working hand in hand from the first moment of the project, the sense of belonging that the residents develop with the artistic expressions embodied in the walls is such that, according to the data of the impact measurement carried out for Colectivo Tomate in 2018, 90.8% of the residents consider the rescued public spaces as their own. Strengthening their sense of belonging



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and resulting in the collective care of the place, with 61.8% of the population continuing to carry out actions to maintain these Spaces after two years.

The achievement of these results in different communities throughout our country, coupled with the experience of all the institutions involved in this project and the support, willingness and support provided by local authorities to work and intervene in the community, makes us certain that, by correctly implementing the intervention method, The results we will obtain from the process will have a positive and significant impact on the community and its environment.

The project will have a comprehensive communication, formed by the logos of the three parties involved and Comex as an alliance in the sponsorship of painting. This communication will be replicated both in media and social networks, as well as in material in the field such as uniforms, posters, badges, banners, tarpaulines etc. with the intention of legitimizing the alliance and effectively positioning the movement we propose jointly.

5) DIRECT AND INDIRECT BENEFICIARIES BREAKING DOWN THEIR VULNERABLE SITUATION BY ATTACHING IMAGES.

The indirect beneficiaries of the project correspond to approximately 9000 people, equivalent to the total population of San Mateo Mendizabal, who will benefit from having an attractive space as a meeting point for meetings and recreational activities. The public space to be recovered is located in the center of the community, on the main street, between the church, the health center and the offices of the local presidency, for the relevance of these institutions is a point of great influx of people daily, we estimate that at least 20% of the inhabitants visit this area daily, thus estimating 1800 people directly benefited by this renovation.

Situation of vulnerability

San Mateo Mendizabal has a population of approximately 9000 inhabitants. The community has basic services such as electricity. In the educational aspect we can find all levels of basic education, from preschool to high school. In the health area there is a basic health center. The main economic activities of the population are stone quarrying and we can find a large number of small businesses in the community, mainly food.

After the last community assessment carried out in April 2019 by techo volunteers, it was found that residents perceive their community to be very dirty, sometimes with bad smells and not pleasant to look at. On the other hand, the relationship between some of the neighbors is bad, there are traces of violence against women and children and some of the students consume some kind of illicit substance.

Residents perceive a lot of garbage thrown away in public Spaces affecting approximately 80% of the population, as it puts them in a situation of vulnerability to possible health problems due to infections. On the subject of substance use in adolescents, neighbors consider that approximately



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75% of adolescents use some type of narcotics and psychotropic drugs in public Spaces, being a bad example for the inhabitants of the younger generations..

Another highly prominent aspect in the diagnosis is that the residents identify a deterioration of the kiosk and the park, which once was an important meeting place and community formation is now a dirty space and scene of social problems such as addictions and violence. These points have now become meeting places for "gangs." The growth and dispersion of the community make it necessary to enable public Spaces that can be meeting places where people can interact healthiness, have fun and dialogue with the authorities to improve their environment together. Having these Spaces and improving the social cohesion of the inhabitants will indirectly help to solve some of the other problems, since the population would already know how to organize itself to manage projects that improve its environment and quality of life.

Residents were consulted about the level of trust they have with their neighbors, to which 46% said they know their neighbors but have little contact with them, 23% said they like meeting their neighbors and 18% said they have good friends and a high level of trust regarding communication between the community, 67% said they have good communication, while 32% said the opposite. When asked about their perception of public places, 56% of the population said that the recreational Spaces they currently have are bad, while 32% said they are acceptable. As for the Spaces for community meetings, 42% said they are bad, 30% that they are acceptable, while 18% said they do not exist.

***Periphery of the centre of the community**

*** TECHO community headquarters, space available for neighbors to meet and organize.**



Kiosk of the park, area to intervene



Population in the Kiosk



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Periferia del centro de la comunidad



Sede comunitaria de TECHO, espacio disponible para que los vecinos puedan reunirse y organizarse



Work meetings with the inhabitants



Inhabitans working in the communitarian house



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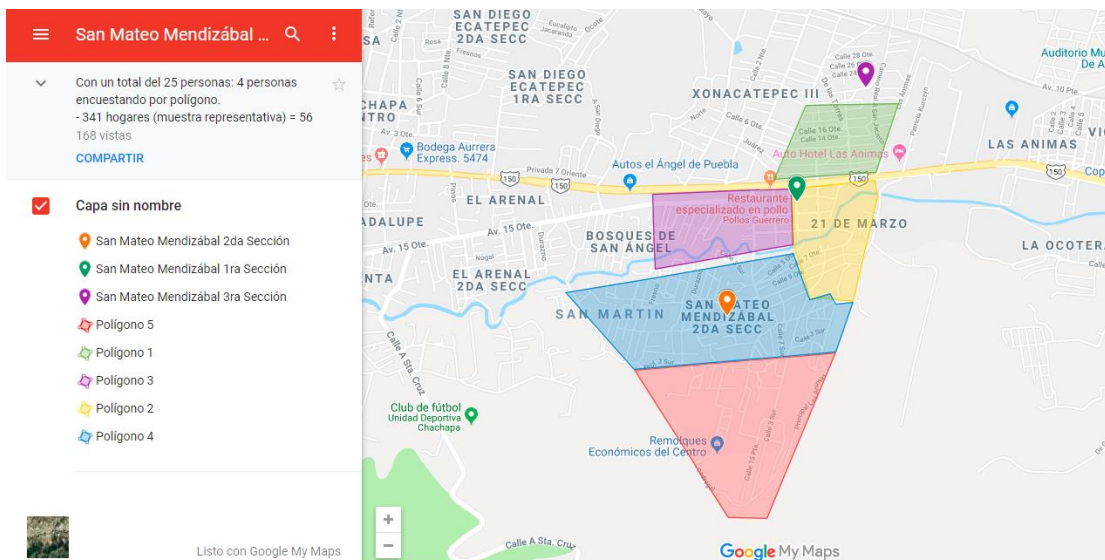
Inhabitants in the kiosk



Workshops in the communitarian house

6) PROJECT LOCATION

San Mateo Mendizabal is an auxiliary board belonging to the municipality of Amozoc, is divided into 3 sections, section 2 is where the intervention will be carried out. From the center of the city of Puebla, the community is located 14 km, approximately 40 minutes away.





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1) AREA OF FOCUS:

- Peace and conflict prevention/resolution ok
- Disease prevention and treatment. _____
- Water and sanitation. _____
- Maternal and child health _____
- Basic education and literacy. _____
- Economic and community development ok
- Other (examples: wheelchairs, energy saving projects - devolution, security and protection of hospitals and schools)

2) PROJECT BUDGET

The Project Budget is \$200,000.00 MXN, broken down as follows:

CONTRIBUTION	AMOUNT
From the club applicant	\$10,000.00 (Club Rotario Centro Histórico) \$5,000.00 (Club Rotaract Puebla de los Ángeles) \$5,000.00 (Club Rotaract Puebla Centro Histórico)
Resourses from other sources in Mexico: FURMEX or others	\$10,000.00
Lonely to Heart 2 Heart	\$170,000.00
ADDS	\$200,000.00
TOTAL	\$200,000.00 MXN

NOTE: the minimum commitments for applicant clubs are as follows:

Size. Project (usd) minimum commitment of applicant (usd)

- C Rotario USD 500 – USD 5,000 20 % from the total project budget**
- C Rotario USD 5,000 – USD 10,000 USD 1,000**
- C Rotaract USD500 – USD10, 000 10 % from the total project budget**



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3) INVERSTMENT TO BE MADE IN THE PROJECT

CONCEPT	AMOUNT	TOTAL
Transportation work equipment	\$10,250.00	\$10,250.00
Hosting work team for 1 month	\$15,000.00	\$15,000.00
Travel expenses and meals work team for 1 month	\$13,500.00	\$13,500.00
Rent and gasoline for production truck for 1 month	\$16,500.00	\$16,500.00
Scaffolding, production and security	\$7,000.00	\$7,000.00
Workshops: materials, invited workshop participants (local community and rotary community)	\$23,000.00	\$23,000.00
Participatory theater session	\$12,350.00	\$12,350.00
Needs of residence, field and additional inputs.	\$5,000.00	\$5,000.00
Branding (uniforms, badges, prints, banners, tarpaulins)	\$3,430.00	\$3,430.00
Operations equipment	\$58,610.00	\$58,610.00
Operational management (coordination, art curatorship, administrative expenses)	\$22,160.00	\$22,160.00
Operating costs follow-up TECHO	\$13,200.00	\$13,200.00
TOTAL		\$200,000.00

SIGNATURES

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PROJECTS100X100 / PILLARS OF POSITIVE PEACE

Participants and partners in the training in positive peace, Mexico,

As you know, the "100 years, 100 actions for Mexico" call will close its application register on Saturday, October 19. We know that several of you will be submitting project proposals with the support of Rotaract clubs or Rotary clubs in different parts of the country. Considering that the call is explicit in its intention to support peace initiatives, the institute for economics and peace would like to offer its support to those proposals that have incorporated in their analysis of problems and proposed solutions the systemic approach offered by the pillars of positive peace. To this end, this basic format is made available to you, which will allow you to identify the relationship of your proposals with the pillars of peace presented at the national meeting and the leadership strengthening workshop.

INCORPORATING A POSITIVE PEACE PERSPECTIVE

The pillars of positive peace were proposed by the institute for economics and peace as a means to foster systemic changes impacting on the creation and strengthening of attitudes, institutions and structures that underpin peaceful societies. They arise after the analysis of the relative levels of peace and violence through the variables considered in the global peace index, conducted for more than 10 years in more than 160 nations, under a process of continuous improvement.

The 2019 Mexico peace index contains a summary of positive peace, a description of each of the eight pillars of positive peace, systems thinking and the characteristics of positive peace. See ipm-2019 pages 66 to 68.

CHARACTERISTICS OF POSITIVE PEACE

Positive peace has the following characteristics:

- **System and complex:** it is complex; it advances in non-linear ways and can be better understood through its communication relationships and flows than through a linear sequence of events.
- **Virtuous or vicious:** it functions as a process in which cycles of Negative feedback or vicious circles, or positive feedback loops or virtuous circles.
- **Preventive:** while overall levels of positive peace tend to change slowly over time, strengthening the relevant pillars can prevent violence and violent conflict.
- **Strengthen resilience and non-violence:** positive peace builds resilience and incentives for the use of nonviolent alternatives in conflict resolution. It provides an accurate framework for measuring an otherwise imprecise concept, resilience.
- **Informal and formal:** includes formal and informal social factors. This implies that social and attitudinal factors are as important as state institutions.
- **Supports development goals:** positive peace provides an environment in which development goals are more likely to be achieved.



PROJECT ANALYZED UNDER THE FRAMEWORK OF PILLARS OF POSITIVE PEACE

Participants are invited to design or reinforce their proposals through an analysis of the problems identified, the system in which they operate, and their proposed solution from the perspective of systemic impact offered by the pillars of positive peace. While it is true that there are multiple



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perspectives and approaches to project design, the experience of the institute for economics and peace shows that, if systemic change is to be brought about, the positive pillars of peace scheme works.

KEY INFORMATION ABOUT THE PROJECT

Project name: Conect-Art, strokes that unit.

Location: Amozoc, Puebla, México

Responsible: Club Rotario Puebla Centro Histórico, Club Rotaract Puebla De Los Ángeles, Club Rotaract Puebla Centro Histórico, TECHO, Colectivo Tomate.

Link contact: Mara Patricia Tavernier Morales, Rotaract Club Puebla de los Ángeles, email: mara.tavernier@gmail.com , pone: 2224865838

Description:

San Mateo Mendizábal is a community of stone and construction workers (mostly men) and domestic employees (mostly women), with economic and social challenges. Through this project based on the pillars of positive peace we seek to empower the community to organize and generate collective actions that favor their environment, strengthen the social fabric and sense of local belonging and increase trust among neighbors and with external actors. This social artistic intervention project invites the local community to become involved in the resignification of its public space, central kiosk and park furniture, through collective artistic practices that include participatory theater sessions, ludic and self-expression workshops, Spaces for dialogue between neighbors and participatory mural painting whose conceptualization derives from the collective histories of the local community.

The project will be carried out in conjunction with three major partners, TECHO, which has been participating in the community for 5 years, Colectivo Tomate, which has more than 10 years of experience in interventions to promote communities with self-management skills, and the local residents, who in the participatory assessment previously carried out refer to the need to recover public space to have Spaces for dialogue and recreation again. Eliminating the meetings of gang members and drug addicts in the area. The main intervention in the field will be 1 month, then the project will continue for 1 year with the weekly work of the TECHO community team and rotary and Rotaract volunteers.

General Objective:

- Strengthen the sense of belonging and collaboration of the residents of the community of San Mateo Mendizabal, through the recovery and appropriation of a public space, through collective artistic practices that provide residents a space for dialogue, self-expression and social cohesion.

Specific Objectives:

- In one year increase by 50% the number of neighbors who currently participate in the permanent work table.
- Increase by 20% the number of events and/or activities taking place in the recovered space.
- Development of at least one social project from the neighborhood initiative that benefits your community.

Impact Measurement:

- A focus group will be held within a year to ascertain the population's perception of whether there has been any change in the community since the intervention,
- Number of events or activities organized in the recovered space.
- Number of members at the permanent working table in the community.
- Identification of the project implemented by the community



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PROJECT ANALYZED UNDER THE FRAMEWORK OF PILLARS OF POSITIVE PEACE

In the context of the system where the project operates, and to which it is expected to contribute, indicate:

1. Which pillars do you consider to be the most solid and why? We believe that the strongest pillar is the acceptance of the rights of others, our community is divided into 3 parts, all share the use of the area to be rescued. We believe that this pillar is firm since the inhabitants recognize the right of everyone to use the area, no matter what section they come from; On the other hand, the local authority, to hold the assemblies and community meetings, summons all the different groups of the community, making no distinctions of gender, age or political or religious preference. However, it is important to mention that, due to custom, women do not usually attend so many meetings.

Another pillar that is advanced is the solid business environment, although there are no such large companies in the area, there are various mini businesses.

2. Which pillars need to be strengthened and why? Good relations with the neighbors, because of the geographical division of the community the neighbors do not relate very much, the lack of meeting Spaces in good conditions does not favor the coexistence between them. High level of human capital and solid business environment, in the community there is a great variety of businesses and shops, however most of them are very small, do not have a great variety of products and are located very close to each other, among the most abundant businesses are food and grocery stores, there are 2 companies near stone quarries, So we believe that increasing the level of preparedness of the population could give them the opportunity to improve the jobs they currently have, their income and even secure contracts or longer periods of work. Training people, through non-formal education, in different trades and skills can help them to strengthen existing businesses, look for different turns that will give them better incomes and improve their management skills to seek support from government and/or other institutions.

Good functioning of government, as previously mentioned, the community is divided into 3 sections, each of the sections has a different level of development, the sector closest to the center has all public services (drinking water, drainage, garbage collection).

Free flow of information, there are few places that allow community assemblies where dialogue can take place between residents and their authorities.

3. What pillars will the project seek to strengthen? Good relations with neighbors, acceptance of the rights of others, high level of human capital, good governance, free flow of information, equitable distribution of resources.

4. How will these pillars be strengthened?

- Fill only the pillars applicable to the project.



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Project Name: Conect-Art, strokes that unit.		
Pillar of Positive Peace	Activity, relationship or strategy	Expected effect
1. Good functioning of the government.	Through workshops and dialogue Spaces provide useful tools to the population and authorities to improve their organizational skills, teamwork and management.	Encourage community organization and participation to carry out improvement strategies in their public Spaces and services with the help of local authorities.
2. Equitable distribution of resources.	Improvement of public Spaces: artistic intervention in the kiosk and furniture of the park to encourage the population of all sections to appropriate public Spaces and take advantage of them.	Generate trust and communication among neighbors to identify and act on their own collective needs. Manage with the relevant authorities to improve the current conditions of their public services.
3. Free flow of information.	Improvement of public Spaces: artistic intervention in the kiosk and furniture of the park. Organization of dialogue activities between neighbors, artistic workshops and focus groups.	Generate a space for meeting, dialogue, information distribution and collective decision-making.
4. Strong business environment.		
5. High level of human capital.	Through the workshops that will be given during the intervention process and those that will be given with the TECHO and Rotaract community team after the painting period, we will seek to continue strengthening the development of skills with the residents.	Propose actions that strengthen the capacity of the community, inviting neighbors to generate collective actions from their own initiatives that impact their relationships and the Spaces they inhabit.
6. Acceptance of the rights of the others.	Through focus groups, Spaces for dialogue continue to reinforce the importance of accepting the rights of all.	Through the meeting between neighbors we seek to generate reflection on the points of agreement between the local community.
7. Low levels of corruption.		
8. Good relations with neighbors.	Participatory theatre workshops Spaces for dialogue collective Painting process	Generate a space for the integral neighborhood meeting and the coexistence of groups of different ages.

5. Which actors could be involved in strengthening the project in each pillar, thus improving its impact?
 Good governance: From the beginning of the project, local authorities were involved in applying for permits to intervene in the public area. Currently, we have the support of local authorities to carry out the intervention and continue working with the population. Today, the TECHO team has been carrying out a project to install rainwater systems, which has greatly reinforced the commitment and support of the authority and local families.

Equitable distribution of resources, for this pillar an agreement can be made with local authorities to seek to ensure that all residents have basic services, as well as access to public health services.



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Free flow of information, coordination between participation groups, promoters and local authorities for the organization of dialogue Spaces where people can express their needs and propose alternatives to solve them.

Solid business environment: agreements and alliances with other foundations and government organizations that can provide skills development workshops and/or tips to develop their enterprises and make them more stable.

High level of human capital: partnerships with foundations, public and private institutions that deliver workshops, diplomas and non-formal education courses to improve the skills and capabilities of the people.

Acceptance of the rights of others, collaboration with local authorities and groups of influence in the population to promote the inclusion of all existing groups in the community, promoting respect, acceptance and tolerance of all opinions.

6. What is the impact on the system you expect to see and how will it be measured? Offer the community a space for meeting, coexistence and dialogue, where various activities, trainings and workshops can be carried out that allow the development of community skills, such as teamwork, management and organization of projects that improve their environment.

The measurement will be done in a qualitative and quantitative way: qualitatively, a focus group will be held one year after the painting process, to know the perception of the population regarding whether there has been any change in the community since the intervention, if there are aspects that have improved, their communication with other neighbors and the relationship with the authorities and residents.

On the quantitative side, we will evaluate the number of events and activities that are organized in the rescued area, the number of people who participate in the work table of the TECHO team and/or in some other committee or community group focused on improving the conditions of the community and the organization of at least one project, managed by the neighbors, to improve some aspect of their community.