CONECTA CULTURA

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Innovation for Culture

ABOUT US

We believe in **international cultural cooperation** as a tool

to enrich **cultural dynamics that favor**

development, sustainability and regeneration of social fabric with fairness and respect towards cultural diversity

The changes that are occurring in our society compel us to rethink the role of all stakeholders, whether civilian or governmental institutions, in promoting and guaranteeing cultural rights. Since 2010, Conecta Cultura has dedicated its efforts to creating and developing innovative tools, participation and empowerment processes that contribute to reduce social gaps and improve the quality of life of citizens through public and private projects.

We see international cultural cooperation as a tool to enrich cultural dynamics that favor development, sustainability and regeneration of social fabric with fairness and respect towards cultural diversity.

Conecta Cultura is recognized as a leader in cultural management organization, social innovation and internationalization by multilateral agencies, national and international foundations, organizations and the cultural management sector.

Innovation

Unlikely solutions

Culture

Access to cultural capital

Social development

Intercultural dialogue

Cooperation

Creativity

Endeavour

Inclusion

Social transformation

Global culture

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∧ MISSION

To create **social innovation processes**
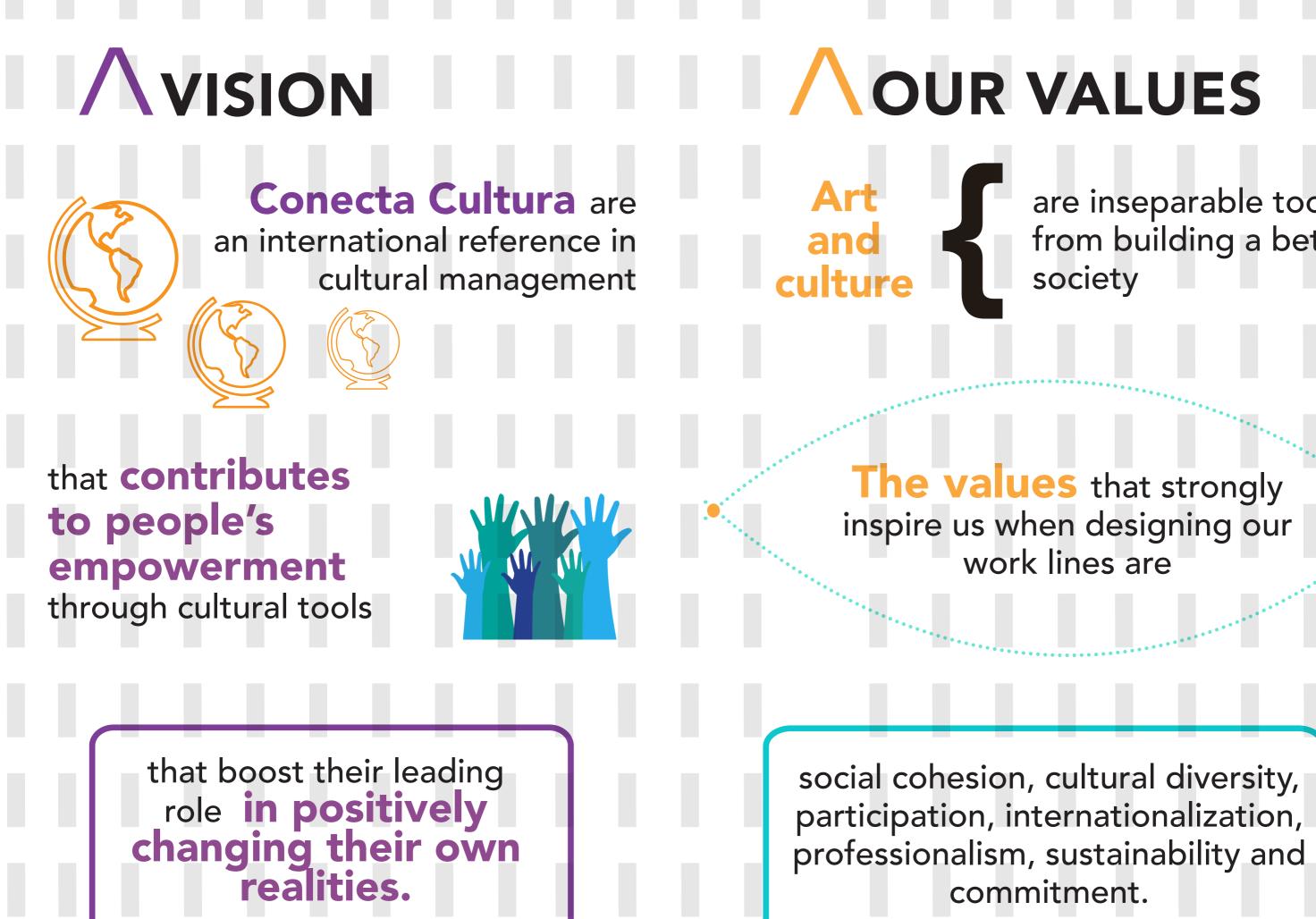
that **promote culture and development** in order

to **improve the quality of life** of citizens.

Λ VISION

Conecta Cultura are an international reference in cultural management

that **contributes to people's empowerment** through cultural tools

that boost their leading role **in positively changing their own realities.**

Λ OUR VALUES

Art and culture { are inseparable tools from building a better society

The values that strongly inspire us when designing our work lines are

social cohesion, cultural diversity, participation, internationalization, professionalism, sustainability and commitment.

Organization focused on international cultural cooperation

We offer a wide range of cultural services

Through a **collaboration network of highly skilled experts** and both public and private partners.

WHAT WE DO

As an organization focused on international cultural cooperation, we offer a wide range of cultural services through a collaboration network of highly skilled experts and both public and private partners.

Our experience allows us to lead projects of different scale in order to ensure sustainability and strengthening public and private institutions as agents of change in society.

Our services:

Research and consultancy

Working methodologies

Education, training and workshops

Digital tools

Cultural management

Event planning

Editing and production of informative content
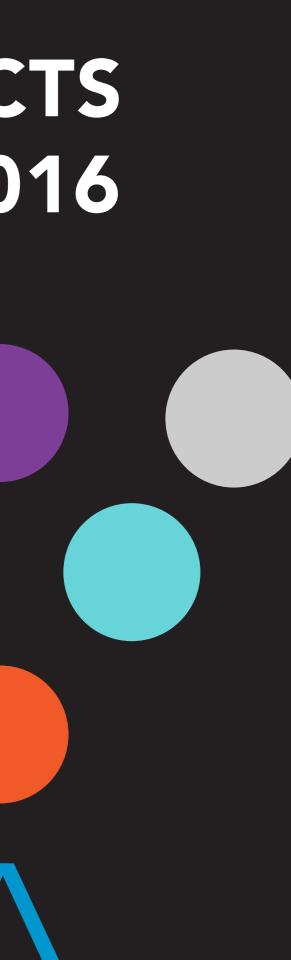
PROJECTS 2010-2016

Report on young people's access to culture in Latin America

Clients: Interarts Foundation and the Spanish Agency for International Development Cooperation (AECID)

2011

The document was carried out under the "Social inclusion of youth at risk of marginalization and strengthening of cultural workers networks in Latin America" project. The goal was to promote and strengthen youth participation in cultural life as an engine of local development. The project enabled a new generation of cultural agents to play a leading role in Latin America and generated a positive impact on the designing of cultural policies at local and national levels. **The report produced by Conecta Cultura was presented in Argentina, Brazil, Bolivia, Ecuador, Mexico, Paraguay and Spain.**

www.interarts.net

#CONECTAKULTURA: Creative Entrepreneurship Forums

Clients: Interarts Foundation and the Spanish Agency for International Development Cooperation (AECID)

2012

The Forums consisted of a series of meetings in Atlixco, Oaxaca and Mexico City to link people and projects to regional creative economy and promote creative cities. More than 70 independent cultural entrepreneurs under 35 years were trained by Conecta Cultura in four main themes: Cultural rights; Gender perspective in cultural and creative projects; National and international public policies, and Digital and artistic laboratories. **The Forums were recognized as good practice by the UN Population Fund (UNFPA México) and by other countries, such as Brazil, Bolivia, Ecuador, Chile, Colombia and Spain.**

https://vimeo.com/conectakultura

National Youth Agenda for the UN Population Fund (UNFPA México)

Client: UN Population Fund (UNFPA México)

2013

Conecta Cultura participated in the development of the National Youth Agenda, a collective effort of civil society, universities and agencies of the United Nations System in Mexico that sought to make young people's needs more visible and to send the Congress public policies recommendations. Conecta Cultura wrote the chapter "Culture", one out of 11 themes included. The final document generated 33 proposals for public policies directed at young people in Mexico and has been endorsed by 70 youth organizations.

www.juventudes-proponen.files.wordpress.com

VI State Meeting of Directors of Cultural Municipal Institutions in Tamaulipas

Client: Institute of Culture and Arts of Tamaulipas (ITCA)

2014/15/16

Conecta Cultura was one of the associations invited by the ITCA to attend the meeting which brought together cultural leaders from 43 cities. During the meeting, Conecta Cultura's director Victoria Contreras presented the lecture **"Notes for a cultural management with a regional approach", which emphasized the importance of maintaining a cultural agenda for social development and promoting people's access of to cultural programs and policies.**

www.hoytamaulipas.net

Conference on Cultural Rights for Colombia's Ministry of Culture

Client: Colombia's Ministry of Culture

2015

Conecta Cultura was invited by Colombia's Ministry of Culture to give three lectures during the International Book Fair in Bogota on cultural rights of indigenous peoples, African descendants and people with disabilities with the attendance of ten Colombian community leaders. **The aim of the lectures was to dialogue about the implementation of a cultural rights agenda in Mexico and Colombia to provide visibility to these populations, helping them to strengthen the fight against racism and discrimination in both countries and to promote the exchange of experiences.**

http://cms.univa-lle.edu.co/
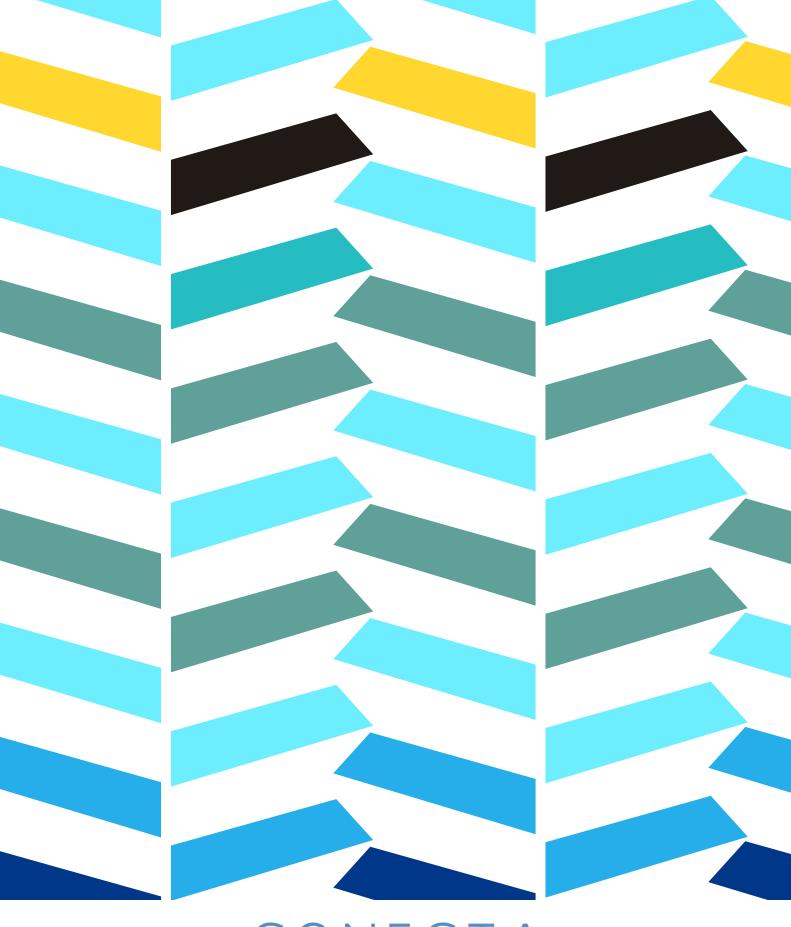
Community Development Project in the Sierra Tarahumara

Client: TransCanada

2015/16

Conecta Cultura was selected by the Canadian energy company TransCanada to design and implement a community development plan for five indigenous communities in the Sierra Tarahumara in the Mexican state of Chihuahua. Conecta Cultura was responsible for creating a working methodology, the execution of a community plan and the training of TransCanada staff to establish a respectful intercultural dialogue between the company and the communities. As a result of the project, **Conecta Cultura held 20 training workshops and produced nine publications in English, Spanish and Rarámuri** (local indigenous language) on TransCanada's social investment in Chihuahua, and organized **the first Rarámuri Cultural Meeting in the region with more than 1,200 attendees.**

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