Challenges with social consciousness

Social Innovation Summer

We expand your experiential learning!

Academic and community service program
Features of the Program:

- Location: San Cristóbal de las Casas, Chiapas
- Level of instruction: Undergraduate
- Duration of the program: 5 weeks
- Dates: July 3rd to August 4th, 2017
- Maximum number of participants: 25 per group.
- Housing: Hotel / Hostel.
Deadline to apply: April 21st, 2017
Arrival: July 2nd, 2017
Orientation session: July 3rd, 2017
Classes end: August 4th, 2017.
Official departure day: August 5th, 2017.
## Academic and community service program

<table>
<thead>
<tr>
<th>COURSES</th>
<th>US CREDITS</th>
<th>ECTS</th>
<th>LECTIVE HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art and Intercultural</td>
<td>3</td>
<td>5</td>
<td>48</td>
</tr>
<tr>
<td>Citizenship:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social and Political Practice</td>
<td>3</td>
<td>5</td>
<td>48</td>
</tr>
<tr>
<td>Social Entrepreneurship</td>
<td>3</td>
<td>5</td>
<td>48</td>
</tr>
</tbody>
</table>

Students can choose only **one course**.

**Language of instruction**: English
Objectives:

✓ Strengthen and apply the curricular and co-curricular competencies defined in the Tec21 educational model.

✓ The student will use the knowledge gained in the classroom in a specific cultural and community context.

✓ The student will develop a vision of the diverse socio-economic conditions in Mexico.

✓ The student will develop awareness about the care and use of natural resources.

✓ Contribute to the development and enhancement of the capacities of communities in relation to the challenges.
Workshops and Lectures

✓ Workshop on social anthropology.
✓ Workshop dialogue and deliberation.
✓ Workshop creativity and creation of ideas.
✓ Innovation workshop.
✓ Lecture on social entrepreneurship.
✓ Lecture on sensitivity training.
✓ Lecture on social movements.
The course will take place in the city of San Cristobal de las Casas, Chiapas. A multicultural city where the worldview of indigenous peoples descended from the Maya coexists with the international vision of visitors and residents from around the world.

The aim of this course is that students be made aware and understand cultural diversity, analyzing the different artistic expressions of cultural groups in the region.

**Disciplinary competences:**
- Analysis of principles and elements of art forms.
- Understanding the history of the construction of cultural identity.
- Practice of multiculturalism as a human development strategy.

**Transversal competences:**
- Ethics and Citizenship
- Problem solving
- Entrepreneurship and Innovation
“Improving the artisanal and artistic activity of San Cristobal de las Casas.”

The city of San Cristobal de Las Casas was included by the Ministry of Tourism of Mexico in the Magical Towns program in 2003, due to its architectural structures and cultural manifestations. Crafts and folk art in general are appreciated by visitors to the city, however the evaluation of this economic activity is low. Local artisans have no modern models of production, distribution, nor administration to promote their products, so its development remains in recession.

Based on the appreciation of artistic expression in the region, in this challenge students must design and implement actions to promote the reevaluation of the economic and artistic activity, together with local artisans.
Training Partner

- Kip tik (distribution of handmade textiles)

Projects
- Mayarte
- Re-designing of the image of the organization
- Products and services
- Workshops for kids (of working mothers)

Communities
- San Cristóbal de las Casas
- Zinacantán
Workshops and Lectures

- Backstrap loom workshop
- Lecture: Social dynamics in Zinacantán.
H2004 - Citizenship: Social and Political Practice
The course will take place in the city of San Cristobal de las Casas, Chiapas. A multicultural city where the worldview of indigenous peoples descended from the Maya coexists with the international vision of visitors and residents from around the world.

This course promotes student fundamental knowledge about citizenship practices, democratic institutions and socio-political context of today's Mexico. During this course, students will become aware of their responsibility as citizens with rights and obligations.

**Disciplinary competences**
- Approach to the study of citizenship
- Awareness of citizen responsibility
- Promoting the practice of citizenship

**Transversal competences**
- Citizenship and contribution to society
- Leadership
- Critical thinking
The “Cántaro Azul” Foundation designs, implements and evaluates programs, technologies, products and services related to water which are placed at homes, schools, health centers, institutions and community services.

The challenge seeks to positively influence the health of the inhabitants of rural communities, reducing the incidence of gastrointestinal diseases (increasing consumption of safe water in schools) and the risk of developing obesity and diabetes (reducing consumption of sugary drinks).
TRAINING PARTNER

- Fundación Cántaro Azul
  - Work avenues
    - Our water (social franchise)
    - Safe water in schools.
    - Products and services

- Communities
  - Tenejapa
  - San Juan Cancuc
  - Comitán
  - San Cristóbal de las Casas
Workshops and conferences

- Human Rights Workshop
- Fray Bartolomé de las Casas Human Rights Center
EM1006 – Social Entrepreneurship
The course will take place in the community of Nuevo Paraíso, located in the Biosphere Reserve El Triunfo in Chiapas. This community is based in one of the main coffee growing areas of organic production in the state. This community is known by its majestic natural beauty.

This course promotes entrepreneurship with a social approach. Students will develop their comprehension of human sensitivity through the understanding of social issues, actively participating in identifying the most pressing socio-economic needs to generate innovative solutions to these problems.

**Disciplinary competences**
- Expand entrepreneurship and social innovation.
- Identification of social problems in the low-income sector.
- Creating social business models.

**Transversal competences**
- Ethics
- Citizenship and contributing to society
- Innovation and Entrepreneurship
- Problem solving
“Improving eco-tourism services of the Puerta a la Montaña organization”

The State of Chiapas tops the list of entities with more destinations for adventure and nature; having 98 eco-tourism centers scattered throughout the state territory, where you can go kayaking, hiking, mountain biking, rock climbing, rappelling, and bird watching, among other activities.

The main problem of adventure tourism and ecotourism nature centers in Chiapas is to deal with its geographical distribution and access, and the lack of infrastructure to meet demand and low professionalization of services.

In the community of Nuevo Paraiso, Chiapas, within the buffer zone of the Biosphere Reserve El Triunfo is the Puerta a la Montaña an organization; community organization with 2 years of operation that seeks to consolidate as an ecotourism center.

In this challenge, students will be immersed in the Biosphere Reserve El Triunfo to practice together with the organization, improvements to the supply of tourist services which result in increased economic benefit and contribute to improved quality of life community.
Training Partner

Fundación Puerta a la Montaña

- Work avenues
  - Ecoturism
  - Products and services

Communities
- Nuevo Paraíso
- Comon Yaj Nop Tic
- El Triunfo
Workshops and Lectures

- Lecture: Funding for social entrepreneurs (Root Capital)
- Lecture: Casa Naranja Entrepreneurial Development Center.
- Lecture: Eco-tourism Experience (La Mano del Mono)
- Lecture: Social Entrepreneurship. Successful Cases (Ashoka)
- Workshop: Sustainable Business (Community Learning for Sustainability Moxviquil)
Na Bolom Foundation and Museum

Social Entrepreneurship Experience

Impacto (NGO oriented to create links between producers and conscientious consumers).

Cacao Nativa (Support for small producers of cocoa).

Community Learning for Sustainability Moxviquil.

Café Museo Café (museum and cafetería funded by small coffee producers)

Yomol A’tel (organization created by tseltal families of producers of coffee, honey and organic products).
All the students participating in the Social Innovation Summer Project are invited to be part of a one-day trip to the ruins of Palenque and the beautiful waterfalls of Misol-Ha.
VIDEOS

CHIAPAS
https://www.youtube.com/watch?v=2g0eVSdziEk
https://www.youtube.com/watch?v=EagcvXqACbo
https://www.youtube.com/watch?v=FN0T95NvPG8

EL TRIUNFO
https://www.youtube.com/watch?v=9-dtDwX7uQM&feature=youtu.be
Program’s General Costs

Study abroad tuition

- Students (including 3 US credits or 5 ECTS)  
  - 1,100 USD  
  - 1,000 EUR

- Health insurance  
  - 181 USD  
  - 165 EUR
The program fee includes

- Tuition.
- Participation in a Community Service Project.
- Transportation to Palenque and Misol-Ha.
- Closing Ceremony.
- Orientation Session.
- Advice for accommodation.
- Weekly activities organized during the summer.
- Official group picture.
The program fee does not include:

- Flight, local transportation, health insurance, lodging, personal expenses, meals, or any other incidental costs.
- For the Academic and Community Service Program students must pay their own transportation when needed.
Tecnológico de Monterrey – Campus Chiapas will suggest lodging options. Students will receive a wide list of hotels, hostels and independent house rentals previously arranged by the international programs office. Students can also select a different housing option; it is not mandatory to stay in the options provided by Tecnológico de Monterrey.
Estimated additional costs

- **Lodging**: You may consider $200 up to $816 US budget for accommodation depending on your preferences: single or shared room, hostel or hotel.

- **Meals**: consider $18 to $25 US per day. Some hostels allow their guests to cook in their kitchen, but for most lodging providers this is not permitted. You can eat in restaurants, there are many options: cheap and pricey places. Important note: eating at the "Mercado" is just for locals.

- **Local transportation**: In San Cristóbal, being a small town, it is customary to walk a lot. The public transportation fee of 6 pesos (Aprox. 35¢ US or 0.30 EUR), must be paid each time you use a public van or “combi”. If you need to go to a community outside San Cristóbal, the cost is according to the distance. Consider a budget from $80 to $171 US or 75€ to 152€ for public local transportation.

- A bicycle is also a good choice, you may buy a used one in a second-hand shop for approximately $100 US or 91€. You can rent one from $44 US or 41€ a week. It is not recommended to use a bicycle in the roads outside the city.

- **Optional trips**: There are several tourist agencies in San Cristóbal with ample offer of short trips to beautiful places. Consider $45 up to $283 US budget for this.
## Estimated costs (USD)

*Sample budget for 5 weeks*

<table>
<thead>
<tr>
<th>Item</th>
<th>Standard</th>
<th>Inexpensive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition one course:</td>
<td>$1,120.00</td>
<td>$1,120.00</td>
</tr>
<tr>
<td>Hotel (shared room) 35 days:</td>
<td>$816.00</td>
<td>$525.00</td>
</tr>
<tr>
<td>Local transportation (bus / taxi) 35 days:</td>
<td>$65.00</td>
<td>$65.00</td>
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<tr>
<td>Airport taxi:</td>
<td>$106.00</td>
<td>$33.00</td>
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<tr>
<td>Optional trips:</td>
<td>$283.00</td>
<td>$45.00</td>
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<tr>
<td>Meals:</td>
<td>$653.00</td>
<td>$466.00</td>
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<td><strong>Estimated expenses</strong></td>
<td>$3,043.00</td>
<td>$2,254.00</td>
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</table>
## San Cristóbal de las Casas, Chiapas

### Housing options

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Contact</th>
<th>Address</th>
<th>Double occupancy room (2 persons)</th>
<th>Double occupancy room (4 persons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Real del Valle</td>
<td>(+52) 967 678 0680 <a href="http://www.hrealdelvalle.com">hrealdelvalle.com</a></td>
<td>Calle Real de Guadalupe No. 14</td>
<td>$33.00</td>
<td>$46.00</td>
</tr>
<tr>
<td>Hotel Casa Margarita</td>
<td>(+52) 967 678 0957 <a href="http://www.tourshotel.com.mx">tourshotel.com.mx</a></td>
<td>Andador Guadalupano No. 44</td>
<td>$54.00</td>
<td>$73.00</td>
</tr>
<tr>
<td>Hotel Rincón del Arco</td>
<td>(+52) 967 678 1313 <a href="http://www.rincondelarco.com">rincondelarco.com</a></td>
<td>Calle Ejército Nacional No. 66</td>
<td>$46.00</td>
<td>$60.00</td>
</tr>
<tr>
<td>Hotel San Martín</td>
<td>(+52) 967 678 0533</td>
<td>Real de Guadalupe #16</td>
<td>$23.00</td>
<td>$36.00</td>
</tr>
<tr>
<td>Hotel Posada El Paraíso</td>
<td>(+52) 967 678 0085 <a href="http://www.hotelposadaparaiso.com">hotelposadaparaiso.com</a></td>
<td>Calle 5 de Febrero #17</td>
<td>$96.00</td>
<td>$136.00</td>
</tr>
<tr>
<td>Hotel Misión Colonial</td>
<td>(+52) 967 678 1538 <a href="http://www.misioncolonial.com">misioncolonial.com</a></td>
<td>Calle Diego de Mazurigos 47, Barrio de la Merced</td>
<td>$47.00</td>
<td>$70.00</td>
</tr>
<tr>
<td>Fiesta Inn San Cristóbal</td>
<td>(+52) 967 674 9500 <a href="http://www.fiestainn.com.mx">fiestainn.com.mx</a></td>
<td>Calzada México #5</td>
<td>Superior room one King</td>
<td>-----</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$88.00</td>
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</tbody>
</table>
Tecnológico de Monterrey requires all international students to have a Major Health Insurance Policy with comprehensive coverage in the host country for the duration of the academic period in which the students will be involved. The insurance plan will be acquired on behalf of the students for which each student will pay as part of a summer package.

**COVERAGES**

- Medical expenses (illness & accidents).
- Emergency evacuation expenses.
- Repatriation of remains.
- Civil liability through trip.
- Coverage for injuries caused by fire weapons, assault and homicide.
- Guarantee of direct payment in case of emergency.

**AMOUNTS**

- 120,000 USD
- 120,000 USD
- 15,000 USD
- 500,000 USD
If students want to use their own insurance, the alternate option must include the mentioned coverages and amounts as a minimum. Alternative insurance will be reviewed through a waiver document that should be completed, signed and stamped by your insurance company. The deadline to receive waivers is April the 30th; once your waiver has been reviewed, you will receive a final answer within two working days. Please, request the waiver be sent to ip.chiapas@servicios.itesm.mx.
Orientation Session

Tecnológico de Monterrey Campus Chiapas will give a welcome orientation session. During the orientation session, different practical topics will be exposed: City guide, safety issues, emergencies and medical services, sightseeing, shopping, restaurants, campus regulations, program generalities, etc.
The payment should be made through a wire transfer to the following bank account:

**BANK:** Wells Fargo Bank N.A.  
**BENEFICIARY:** ITESM  
**ACCOUNT NUMBER:** 83260102401128905  
**ABA:** 121-000-248  
**SWIFT CODE:** WFBIUS6S  
**ADDRESS:** Wells Fargo Bank N.A.  
Attn. Int’l Business Banking 1100 Matamoros St. Laredo, TX 78040-5005  
**ZIP CODE:** 78040-5005

*Send a scanned copy of the bank slip to Tecnológico de Monterrey as soon as the payment has been made to ip.chiapas@servicios.itesm.mx*
Students must complete and send online application:
https://prd28pi01.itesm.mx/Recepcion/StudyInMexico/AlumnosExtranjeros/Login
CONTACT

Lázaro Antonio Grajales Sánchez
lazaro.grajales@itesm.mx

José Manuel Islas Pacheco
jose.islas@itesm.mx
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