PASCAL Center for Latin America and the Caribbean Summer Highlights

September: 2016

[Javier Carrillo](), Center Director

.

Table of Contents

Introduction:

[Tecnológico de Monterrey]() (Monterrey Institute of Technology and Higher Education, [Wikipedia]()) is the latest PASCAL Centre, and the first Spanish-speaking country to join. Tecnológico de Monterrey was founded over 70 years ago and now has two dozen campuses in Mexico. This Update describes its dynamic programme of entrepreneurship, including social entrepreneurship, outreach and sharing of knowledge both within the country and internationally.

The PASCAL community is delighted that Professor Francisco Javier Carrillo is sharing his immense insight into the transference of knowledge to improve the human condition.

Dr Leone Wheeler, PASCAL Content Editor

---

1. Assessing the knowledge capital of Brazilian cities

Photo: Javier Carrillo

The work being conducted by Dr. Ana Cristina Fachinelli and her colleagues and students from Universidad de Caxias do Sul to map the social knowledge base in Brazil has been leveraged through a summer stay at Tecnológico de Monterrey. The work carried out by Dr. Fachinelli spans several years of collaboration with the Center for Knowledge Systems at Tecnológico de Monterrey. After some initial experiences to build the capital system of cities and regions in Southern Brazil, such as Bento Gonçalves, the Valley of Vyneards and Caxias do Sul, the span now covers a series of larger cities across Brazil. The Capital Systems is a portrait of the value universe of a community and provides a means to capture collective assets and liabilities for long-term viability, enabling that community to focus their efforts on nurturing the former and diminishing the later. While material and financial assets are certainly included, these are not anymore the end of social endeavours, nor the top or ultimate expression of the value ladder. An increase in aggregate production - as measured by variation in GDP - is no longer the central social concern and a major focus of national policy. Aspects such as sense of belongingness, social cohesion, transparency and respect for human rights become just as important.

Providing communties with the means to visualise and quantify the state and interdependence of key factors determing their current imbalances and future viability allows them to engage in more fruitful, evidence-based dialogues and policies. For example, capital systems accounts allow a more thorough portrayal of aspects determining equality and sustainability, two major concerns of Brazilian society.

During her stay at Tecnológico de Monterrey, Dr. Fachinelli worked closely with members of the new Knowledge Societies Research Group on (KSRG) aimed at tuning up operationalization and measurement issues in Capital Systems implementation. She also sustained a number of exchanges with several faculty and research students associated to the Pascal Center for Latin America and the Caribbean, connecting in turn with research work of other colleagues in Brazil.

The application of capital systems to Brazilian Cities resonates throughout the region thanks to networks such as Pascal and the Ibero-American Community for Knowledge Systems.

2. Urban Knowledge-based Development at Arequipa

: Image: https://4.bp.blogspot.com/-jQR7MTAqEPE/V7G5BC9wz_I/AAAAAAAAVZw/p3OkepVmshckUPjEul4ZbGAHWlV-rffiQCLcB/s1600/arequipa.jpg

Favourable circumstances are converging to nourish a Knowledge City of Arequipa in Peru. Arequipa is a colonial city known as "La Ciudad Blanca" (White City) founded on 1540. It is located at about 1,000 km from Lima at an altitude of 2,230m above sea level, and it has a population of roughly 1 million inhabitants.
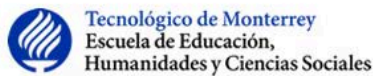
Arequipa is the second most populated, commercially and industrially active city in Peru. It has played a pivotal role in the history of the country and hosts substantial historical and monumental heritage. A distinctive architectural style called "Escuela Arequipeña" provides a unique blend of native and European elements. Its historic center - spanning 332 hectares - is a UNESCO World Heritage Site.

Like many Latin-American cities, Arequipa is struggling to negotiate its identity amongst the demands of a globalised economy and the intense dynamics of social and cultural change. Balancing indigenous traditions and local culture with knowledge-intensive production, environmental balance, and equitable growth requires a multi-dimensional appraisal of the city´s reality and prospects.

Now the public and private sectors plus ONGs and academia are converging in the will to contribute to the knowledge-based, urban development of their city. Led by the Universidad Nacional de San Agustín, this initiative is moving forward through the training of a core team and an overall diagnostic study on the viablity of Arequipa as a Knowledge City.

Members of the Knowledge Society Research Group at Tecnológico de Monterrey and associates of the Ibero-American Community for Knowledge Systems – a close ally of PASCAL Mexico - are engaged in a bid for funding the Arquipa Knowledge City initiative. A number of preparatory steps have been collaboratively carried out throughout the summer. This collaboration builds upon years of close interaction and trust building that enables an agile and flexible response capacity.

3. Successful Call for Proposals: OpenLabs Initiative in Mexico City

Image: http://www.openlabs.mx

The Call for Proposals launched by the Open Labs initiative closed with an encouraging receipt of 63 proposals by June 15. Of these, 17 were from Mexico City, 23 from other cities in Mexico, 24 from South America and two from Spain. This call was led by the School of Education, Social Sciences and Humanities at Tecnológico de Monterrey together with the National Library and Medialab-Prado from Spain, with the support of the General Ibero-American Secretariat (SEGIB).

Open Labs is a citizen laboratory aimed at furthering social innovation. It is regarded as a platform to tackle complex social issues on the basis of open culture, experimentation, inclusion, diversity, participation and collaboration. Through the Medialab Prado model, Open Labs will include prototyping, gathering newmanagement methods and mediation practices to leverage citizen projects strengthening communities, common goods protection and collective action.

Ten selected projects shall be prototyped from 29 November until 9 December at the National Library in Mexico. Eight postulants (eight by each proposal) were selected, including 31 Mexicans and 49 from other countries. During the workshops, each citizen innovation initiative will be developed co-operatively. Teams will be formed by the project postulant plus seven collaborators. Also, teams will be provided with mentorship and mediation support.

4. Launching the Nairobi Knowledge City initiative

image: https://a630bbb17ae9d1222021-2afb368a5169e2c14e6c1f3083d913b8.ssl.cf3.rackcdn.com/2013/08/nairobi.jpg

The launching of the Nairobi Knowledge City initiative took place recently in the Kenyan Capital. On 12 June, representatives from the Federal Government, industry, and universities, gathered at the Sarova Panafric Hotel for the official launch of this initiative. Knowledge Management Austria (KMA) invited the World Capital Institute (WCI), a close associate of PASCAL Mexico, to initiate the process by establishing the ground rules regarding the nature, characteristics and best practices in Knowledge City design.

The Nairobi Knowledge City initiative is intended as a Knowledge Partnership. According to KMA, The Knowledge Partnership is … "a platform for individuals, organisations, corporations and public bodies that are committed to develop Nairobi as a prosperous, sustainable, peaceful and inclusive Knowledge City". The Knowledge Partnership is characterized by KMA as future-oriented and reflective, transdisciplinary and international.

A Knowledge City is defined as a permanent settlement of relatively higher rank in which the citizenship undertakes a deliberate, systematic attempt to identify and develop its capital system in a balanced, sustainable manner. In launching the Nairobi Knowledge City Partnership, the key issues addressed were: i) to differentiate the idea of knowledge city from other related concepts; ii) to introduce Knowledge-based Development as a foundational ground and Capital Systems as an alternative value accounts system; iii) to define Knowledge Cities, providing some examples in developing countries; iv) to introduce Knowledge Markets as an innovative way to mobilize knowledge capital; and finally, v) to refer the MAKCi awards as an instrument to start and evolve a Knowledge City initiative.

5. Mapping the Knowledge Capital of El Salvador

6.   Image: http://marketingsimulator.net/hvalladares/

Joseph Conrad´s *Nostromo*, constitutes a heartbreaking prophecy of Latin American fate and a portrait at large of the human character and the struggle between material interests and moral values, following the continued failures of emerging societies to unleash themselves from a self-perpetuating scheme of corruption and wealth concentration. His uncompromising portrayal of a failed libertarian effort translates into a modern edition of Sisyphus Myth at a continental scale.

As much as silver is abundant in the imaginary country of Costaguana in Nostromo and became the object of a failed libertarian saga, El Salvador has gone through the rise and fall of mono-export economies such as indigo in colonial times, coffee throughout the 20th Century and nowadays clothing manufacture. However, from a Capital Systems perspective, El Salvador has a wider scope of assets and liabilities to deal with today. El Salvador enjoys an eternal spring with a mean annual variation of about 2 degrees centigrade. It has superb Pacific beaches that together with the former have made it the best-kept secret for surfers worldwide. It shares the rich biodiversity of Central America and is geographically poised to trade with both the North and South American countries.

A recent exchange visit between members of the Ibero-American Community for Knowledge Systems throughout the Centro Nacional de Registros from El Salvador, identified many knowledge-based initiatives, some of them already ongoing. One such initiativeis the mapping of the

overall capital base of the country, including both tangible and intangible resources. Such mapping would allow a complete assessment and strategic analysis of the country´s viable future. This initiative will build on experiences carried out in other cities, regions and countries.

Part of the strength of strategic knowledge maps lies in the fact that it exposes not only the spatial distribution of tangible and intangible capital but also the dynamics that enable a viable development such as transparency, social cohesion, shared identity, etc. By working out its knowledge cartography, El Salvador might be setting the grounds for long-term viability.