Professional Application Projects: An Option for Social Formation and Impact

ITESO, Universidad Jesuita de Guadalajara

Centro Interdisciplinario para la Formación y Vinculación Social

ITESO, Jesuit University of Guadalajara

Interdisciplinary Center for Social Formation and Engagement

"Changing lives and enjoying the experience"

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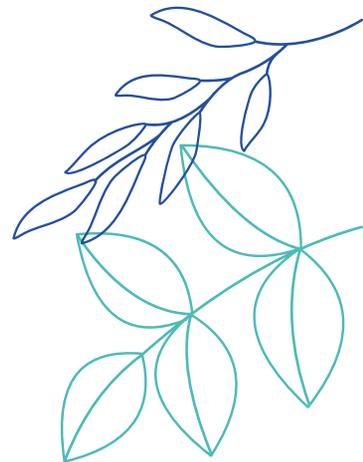
Ever since it was founded, ITESO, the Jesuit University of Guadalajara, has included as part of its fundamental orientations a solid social commitment to justice, thus positioning itself as an institution at the service of society in the particular historical context in which it is embedded. Its fundamental intention is to contribute to the construction of a fair, sustainable and equitable society motivated by a sense of solidarity.

Professional Application Projects (PAPs) are an educational venture, integrated into all the undergraduate study plans, where alternative solutions are developed for the most pressing needs and problems of the region, in a process of dialogue and collaboration with different actors from society.

As a university entrusted to the Society of Jesus, ITESO identifies PAPs in its educational model as a foundation of its students' formation, and defines them as:

1. An **experience of solidarity**, marked by direct contact with different sectors of society, especially the underprivileged majorities.
2. A **process of learning and critically analyzing** reality.
3. A **exercise of commitment** to the professional design and updating of proposals that strive to generate a full life for all.
4. A **university undertaking** for the construction of the public good.

In this way, PAPs offer a setting where students put their professional competencies into play, and their being and professional activity at the service of the most vulnerable segments of society.

In order to move forward with the innovation that the PAPs embody, in 2017 an important effort got underway to prioritize the articulation of applied research projects, social intervention and other educational formats – such as curricular undergraduate and graduate courses – with the PAPs.

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[1]Thirteen years after PAPs were introduced as a curricular innovation. Information taken from the publication *Criterios Generales y propuestas operativas para los Proyectos de Aplicación Profesional (General Criteria and operational proposals for the Professional Application Projects)*. Editorial ITESO.

This effort has led the University to move toward the integration and consolidation of PAPs around three fundamental themes:

1. **Formation**, which encompasses the multiple learning processes that take place in a project.
2. **Engagement**, which encompasses the relations among all the parties that make up a project, establishes the framework for their interactions and strategically defines the problems and alternatives on which they will work in collaboration, and
3. **Knowledge management**, which focuses on recovering, systematizing and communicating the knowledge generated as the parties work on the issues and problems identified in their practice, and on designing socially relevant methodologies.
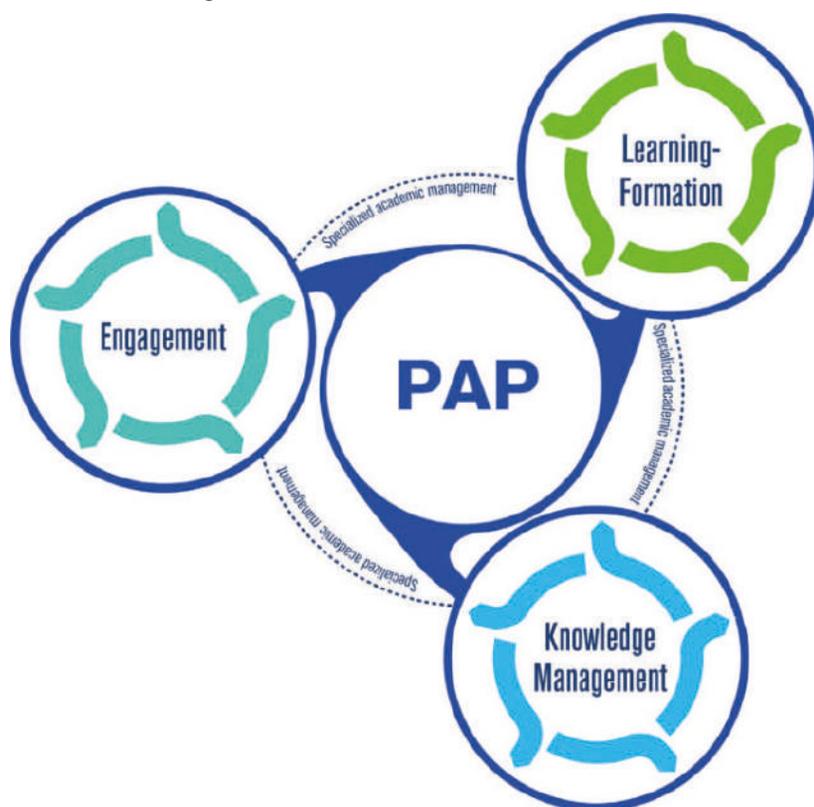
As the PAPs are carried out, these three fundamental themes interact and interconnect, generating experiences of **student-centered learning**, which, according to ITESO's educational project, is characterized by being:

1. **Meaningful**, so that the assimilated learning contributes to a constructive integration of thinking and acting, and fosters the appropriation of instruments and signs into the students' knowledge structure in a deep and lasting way;

2. **Situated**, so that students learn by doing;
3. **Reflective**, so that students produce explanations and processes of understanding the object of study and its associated content, while at the same time gaining insight into their own learning process;
4. **Collaborative**, so that students learn to work side by side and together with others;
5. **Transferable**, so that students develop competencies that can be applied in other areas of their life.

Key stages in the development of PAPs

Jesuit trajectory at ITESO

Development of projects that position the university as an actor involved in social processes that favor the promotion of equality and justice, as a way of embodying institutional definitions.

Modalities: Multimedia workshops, semester in the field, intervention projects, social service with a disciplinary perspective.

PAPs in the age of informatics

With the aim of achieving a more efficient management of the PAPs and improving follow-up, the PAP System is created, enabling us to obtain key information about each project.

| For 50 years | 2004 - 2014 | 2015 2017 | 2017 2020 |

PAPs as part of the formational track

With an eye to crystalizing the commitment and vision of a **reflective, critical and proactive university motivated by solidarity** in the face of social issues, ITESO integrates Professional Application Projects (PAPs) into the curricular renewal process of its undergraduate degree programs.

PAPs 2.0

The Professional Application Projects move on to a new stage where engagement, formation and knowledge management are defined as the key themes in their development, in order to expand their impact.
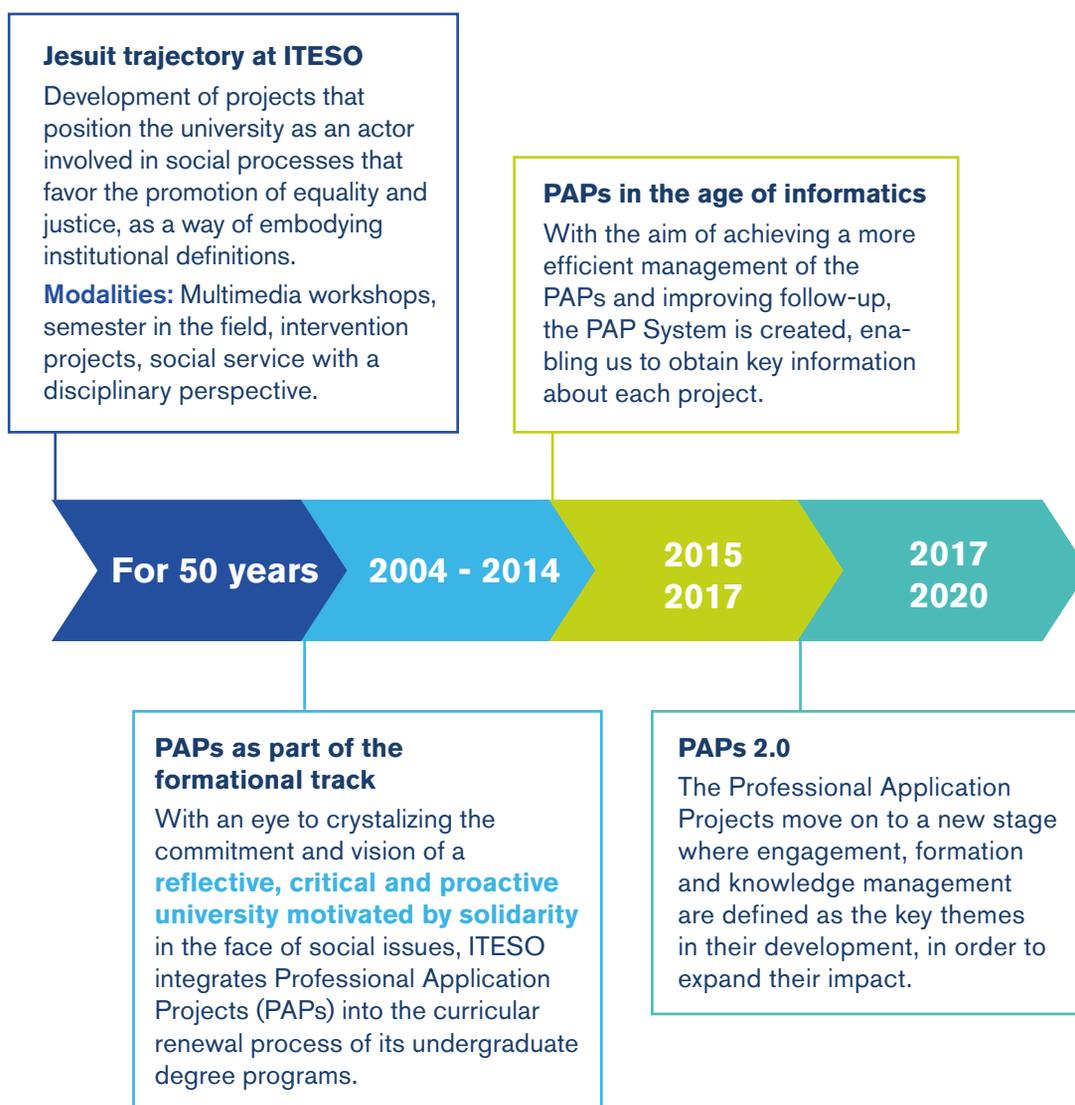
Image 2.
Historical overview of the PAPs.

Being in a PAP in a community is a process… there you're the odd one; sometimes you feel like an intruder; there are so many people in the community who know many things, and you have go little by little to gain their trust.

María José
Design Student

Pedro Arrupe, SJ Award

The Pedro Arrupe, SJ Award is the distinction that ITESO awards to those projects that make a perceptible and significant social contribution, and offer a student- and work-centered learning experience in interdisciplinary teams aimed at specific forms of social commitment.

Its objective focuses on recognizing the work done by students and graduates on university projects that stand out for their social impact and academic quality, that promote the Ignatian sense of solidarity and justice, and the development of social and professional competencies at the service of democracy, development and social equality.

This distinction has been awarded to noteworthy projects dealing with socio-environmental, educational, migration, public space, and mental health issues, among others.

Professional Application Projects in our country

PAPs have had an impact in 22 different states in Mexico: Jalisco, Nayarit, Sonora, Zacatecas, Colima, Michoacán, Nuevo León, Mexico City, Oaxaca, Coahuila, Puebla, Chihuahua, Tamaulipas, Guanajuato, Yucatán, Chiapas, Aguascalientes, State of Mexico, Morelos, Baja California Sur, Querétaro, Baja California.

Image 3.
PAP presence around the country

Where are PAPs and social engagement headed?

Engagement at ITESO is defined:

[…] "as collaboration undertaken by mutual agreement between students, professors and social actors to jointly propose an alternative solution to some relevant issue in the region. This shared venture is expressed by way of a collection of interrelated projects constructed with different modalities, time frames, methodologies and resources. In this way, a wide variety of efforts can be coordinated to gradually address broad fields of issues that manifest themselves in multiple forms at the micro, meso and macro scales" (Ortiz-Tirado, 2021, p. 46).

Engagement is part of the university's activities in all academic departments, but in PAPs it calls for ongoing teamwork, by which the needs of the responsible actors and their collaborators are identified, along with the high-priority actions to take; the specific targets that serve to define the actions' scope and impact; and the amount, specification and origin of the resources involved.

Both engagement and the fundamental themes mentioned previously make up the concept of engaged formation, coined in 2013. The concept is based on the PAP values specified in 2005 (ITESO Academic Council, 2005) and that have been recovered in university dialogue and reflection between 1997 and 2001 (Ruiz-Sahagún, 2019, p. 100).

Reflect in order to evaluate, synthesize, integrate and communicate multi-dimensional learning

Situate the project in socially pertinent and relevant problem-solving

Student's autonomy for planning, executing and evaluating results

Experience teamwork aimed at serving the external beneficiary

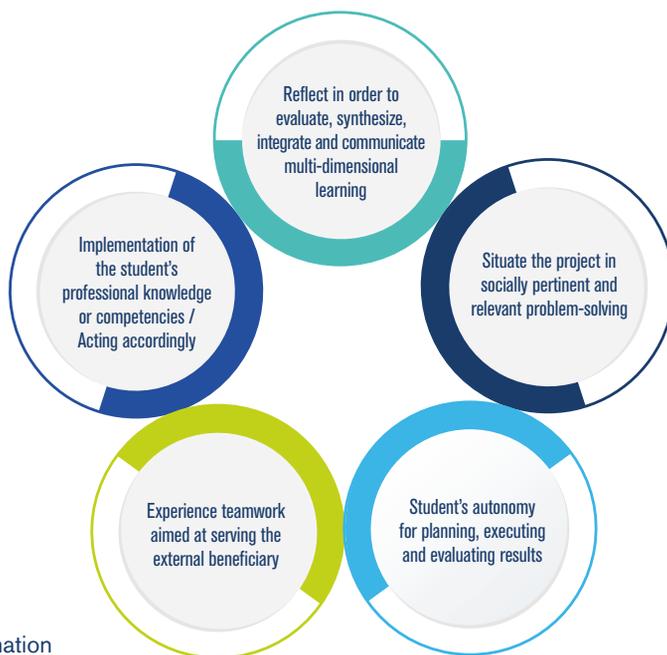Implementation of the student's professional knowledge or competencies / Acting accordingly

Image 4.
Engaged Formation

Catalina Morfín, ITESO's Academic Dean, in Ruiz-Sahagún's book (2019) mentions that engaged formation is the intersection of two of the university's substantive functions: formation and engagement or outreach, where one is not meant to dominate the other, but rather their respective dynamics contribute to the creation of a field in which students, professors and social actors all take leading roles in processes aimed at generating and using public and private goods, and they all learn from the process, generating transferential knowledge. In this sense, engaged formation is based on critical dialogue in work teams or communities of practice grounded in the horizontality of different kinds of knowledge: academic, social, rational and affective (p. 99).

For the process of engaged formation within PAPs, it is essential to recover and communicate the knowledge generated as a way to document the learning, products and results achieved so that both the institution and society at large can make use of them. This task requires allocating specific times in the work teams and establishing methodologies, moments and other resources (especially digital resources) to recover experiences, analyze results, offer feedback on the different ways of proceeding in the university (curricula, programs, projects, among others), and engage in dialogue with different social actors, so that it becomes a systematic process in PAPs. In this way, PAPs acquire greater consistency and consolidate the continuum of social formation that ITESO promotes.

Along this continuum of social formation at ITESO, PAPs lend themselves to the consolidation of different formative experiences, curricular spaces, research projects and field experiences at the end of the undergraduate career. Their recovery and problematization encourage the reinterpretation and projection of the learning acquired during the implementation of a particular project, and with respect to the process itself of implementing projects.

The **formative model in PAPs** activates the dialogue of different kinds of knowledge and the search for solutions on the basis of:

- Discovering or innovating a   from the professional field that can be directly applied to solve a problem or meet a social demand.

- Putting one's own technical or methodological know-how in dialogue with the technical and/or methodological know-how of others (classmates, counterparts) in order to make a collective contribution to the solution of a social problem or demand.

- Taking stances and making decisions by using a ordered, historical and critical way of thinking, based on discernment and assessment processes.

We've seen that there are other worlds, other economic alternatives aside from the predatory capitalism that we see here in the Guadalajara Metropolitan Area or in most of the big cities on our planet.

Alejandro Rodríguez
Financial Administration student

Distinctions for PAPs

Professional Application Project	Distinction
1I01 Making Neighborhood: Let's Build Together with the People	Gold medal at the 2019 architecture biennial
1I04 Primavera Buffer Zone	Selected project at the 2016 Venice Biennale
1I05 Heritage and Development along Greenways	Manuel Gamio Award in the area of Strategic Planning and Cultural Heritage Management, given by INAH/CONACULTA
1K02 Appropriate Technology for Generating Construction Systems	Prizes in housing competitions at the national level
1P02 San Pedro de Valencia: Urban Renewal, Environmental Cleanup and Tourist Startups	Award for Best Practices in Promoting Citizenship, CEMEFI 2020; Award in the Institutional Category of the Inter-University Social Service Commission 2020.
2G05 Innovation for Health	Support from a COECYTJAL call for projects
3A01 SME Consulting	From FOJAL and COECYTJAL
3A02 Consulting for Competitiveness	"Manuel López Cotilla" Award for the best outreach project (JALTEC), recognition for a participating professor (2017)
3J01 Development for Commercialization and National Sales (CEDECOM)	National ceramics award
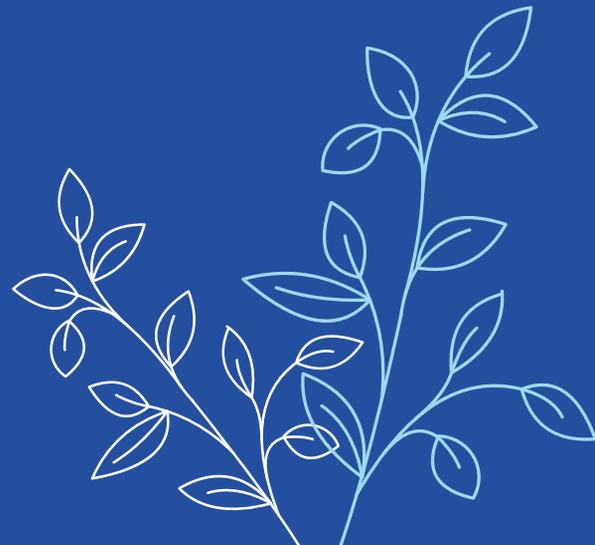
The opportunities in PAPs are out there; it's up to us young people to find them and seize them.

Mariana Menchaca
PAP student

Changing lives, enjoying the experience by...
making a difference in my society, transforming it with my participation.

The ROAD to social impact

CIFOVIS, THROUGH THE PROFESSIONAL APPLICATION PROJECTS (PAPs)

Has come up with a formative space that aims to develop alternative solutions for the most pressing needs and problems in the region, by way of a process of dialogue and collaboration with different actors in society.

ITESO orients the PAPs as:

- An **experience** of solidarity
- A process involving knowledge and **critical analysis** of reality
- An exercise involving commitment to professional **design and updating**
- A university practice for the **construction** of the public good

The PAP curricular project is configured.

2004

The **PEDRO ARRUPE Award** encompasses PAP issues

It is awarded for **7 years** in a formal ceremony to which the beneficiaries are invited and students share testimonies.

Prominent issues addressed:
Environment, education, migrants, public space, psychology.

Collaboration with **7 organizations** from civil society and government.

2008

For **50 years**

Projects have been developed positioning the university as an actor involved in **social processes**.

2005

The PAP model is integrated into the curricula of the undergraduate programs.

2015

The PAPs enter the age of informatics, improving systems.

PAPs in Mexico

AGUASCALIENTES	MICHOACÁN
BAJA CALIFORNIA	MORELOS
BAJA CALIFORNIA SUR	NAYARIT
MEXICO CITY	NUEVO LEÓN
CHIAPAS	OAXACA
CHIHUAHUA	PUEBLA
COAHUILA	QUERÉTARO
COLIMA	SONORA
STATE OF MEXICO	TAMAULIPAS
GUANAJUATO	YUCATÁN
JALISCO	ZACATECAS

Students have passed through the PAPs

17,649

Accompaniment

376 professors
172 advisors

Since 2015, **1273 projects** have been offered, constructing solutions in collaboration with **732 organizations, 69 locations in 22 states of Mexico.**

*Data obtained from 2015 onward, when the PAPs entered the informatics age.

Main channels of communication

Facebook, Twitter, Instagram, PAP and CIFOVIS websites, Cruce.

Types of content shared

Written news items, video-interviews, The #PAP experiences are our main source of content for information releases.

2017 PAPs in the media

- **PAPs and CIFS merge** to enhance the projects' social impact. New media strategy gets underway.
- The **vision of the PAPs** is expanded beyond figures and data, to include the stories of those who make the project possible. In addition to explaining the practical aspects, the aim is to convey the emotions experienced in this formative stage: **PAP experiences**.
- No more printing on paper; **social media** are used to show students in action.

- It is clear that the most effective medium for positioning or discrediting a PAP is word of mouth among students. No advertising can beat that. **New strategy:** *"Changing lives, enjoying the experience. We're all PAP"*.
- **Improved navigation** on the web page; fewer clicks to get to the information.
- Updated graphic image in PAP design and colors.

Where are PAPs headed?

2020

Since 2017, the Interdisciplinary Center for Social Formation and Engagement, in collaboration with other university entities, has undertaken an important effort to strengthen the connection between PAPs and the rest of the students' formation, to design new instruments for knowledge management and to enhance their impact.

On this basis, articulation nodes are proposed:

- Water for life
- Technology for Good Living
- Social control of the management and construction of public assets
- Fair alternatives to the market and material redistribution
- Human mobility

Together with the Human Formation Department, coordinated action is taken to link the students' complementary knowledge courses with the PAP trajectory.

The first **Community of Practice** is formed for recovering good practices and innovations in engaged formation that PAP professors are developing.

NODE
Technology for Good Living
Construct solutions for complex problems in the region through networks of **intra and inter-institutional collaboration** with an interdisciplinary approach.

NODE
Water for life
Construct solutions for complex problems in the region through networks of intra and inter-institutional collaboration with an interdisciplinary approach.

We are heading toward...

ARTICULATION NODES

Interconnections between PAPs to generate solutions with greater social impact

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Let's walk together

Learn more about PAPs at:
https://pap.iteso.mx /pap-durante-covid 19

PAPs in numbers

Since 2015

Over **1600** Professional Application Projects have been activated

In which over **20,800** students have enrolled

With **accompaniment** by close to **425** professors and **185** advisors

Thus enabling the construction of solutions in collaboration with

742 organizations, in **74** localities in **22** states around the country

You can't separate the environmental from the social, and isolate the parts from the whole, which is fully interrelated. The issues you hear about in class, in lectures, in explanations and talks, you see them embedded in a real case. In this PAP, all of those ideas that have been taking shape, we didn't learn to do it in class; it's learning that we did in parallel.
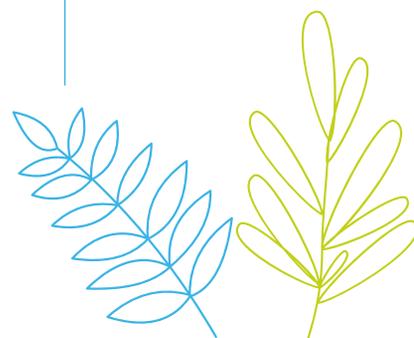
Laura Guzmán, Environmental Engineering
Alternatives to environmental conflicts over water and agriculture

PAP Catalogue

PAP	Issue	Objective	Target groups
SME CONSULTING	Mortality rate of micro and small businesses in the Guadalajara Metropolitan Area resulting in loss of jobs and a high level of vulnerability for these businesses, with improvised and sub-standard management, which leads to dysfunctional performance and low value generation.	Productive and well-organized functioning of sixty MSEs in the Guadalajara Metropolitan Area in their five functional areas, with a focus on survival in the market.	Business owners and employees
CONSULTING FOR COMPETITIVENESS	Ignorance of MSEs' potential for maintaining a competitive advantage and achieving coordinated, systematic and autonomous work aimed at improving conditions for dignified jobs.	To contribute to improving workplace conditions and the organizational culture of manufacturing businesses in the Guadalajara Metropolitan Area, by helping them develop business capacities and appropriate a strategic management model, through the diagnosis, design and implementation of actions that will drive their competitive advantage and enable reflection on the company's needs and responsibility as an agent of social change.	Participating businesses: personnel and their families.
SOCIO-PRODUCTIVE NETWORKS AND PROJECTS	Strengthening businesses and collectives through the social solidarity economy, as well as the formation of a working network.	To contribute to the development of individual or group-based productive initiatives with a focus on strengthening their social capital using innovative and sustainable network strategies.	Organizations in the Social Sector of the Economy (OSSEs): Ejidos, communities, workers' organizations, cooperative societies, businesses that belong primarily or exclusively to their workers, and all forms of social organization for production and distribution.
SOCIAL STARTUPS	Absence of an intervention model for generating shared value, social value and economic value for strengthening collaborative and cooperative work in a community to achieve productive integration.	To develop and apply a university intervention model that will facilitate shared value creation, social value and economic value, as well as the importance of collaborative and cooperative work in a community, to achieve productive integration.	People with intellectual disability facing workplace inclusion problems. Social businesses/organizations, or businesses/organizations with potential for social development. B corporation stakeholders.
STRENGTHENING CREDIT UNIONS	Lack of profitability, young partners, and low level of digital communication in the Colonias Unidas Credit Union.	To operate a credit union under the principles of solidarity savings, strengthening all of its financial processes and indicators in accordance with its size and the requirements established by the CNBV, with the aim of providing all the partners involved in the project with secure, high-quality services.	1200 current partners in the Credit Union.
SOLIDARITY A LTERNATIVES TO THE MARKET	The sudden appearance and spread of COVID-19 has compounded earlier crises, and laid bare latent food-based risks. The Alternative Food Networks formed by groups focused on the production, distribution and consumption of food have represented a possibility for accessing healthier and more environmentally sustainable foods, and for promoting fairer social practices.	To encourage the creation of solidarity markets through collaboration networks that generate new forms of exchange that benefit producers and consumers alike.	Producers and consumers of the Solidarity Economy Collaboration Network.

PAP	Issue	Objective	Target groups
FEMINIST ECONOMY	Economic marginalization of groups of women entrepreneurs.	To contribute to the development of comprehensive alternatives for women in situation of marginalization through empowerment and self-knowledge.	Adult women in situations of economic vulnerability.
DEVELOPMENT OF HUMAN RESOURCE MANAGEMENT SKILLS AND CORPORATE SOCIAL RESPONSIBILITY	Having solid structures for the improvement and innovation of work processes, through the management, care and development of collaborators; change management and organizational culture; and the fulfillment of the social responsibility of different allied institutions and organizations.	To contribute to the competitive strengthening of organizations by improving and innovating their capacities for managing people, organizational development and social responsibility, with the aim of supporting improvements in their organizational culture and working conditions.	Collaborators of participating organizations, their families and community.
HUMAN PERFORMANCE MANAGEMENT IN ORGANIZATIONS	Organizational efficiency in different allied organizations.	To offer consulting service in the area of organizational human capital management and its processes, on the basis of a professional diagnosis of the company's capacities. In addition, the search for collaborative relations where students can apply, learn and develop personal and professional skills..	OROX-CO, located in Santa Anita, Jalisco. Companies hosted in ITESO's Technology Park.
DEVELOPMENT OF REGIONAL TOURISM CLUSTERS	The conditions of marginalization and poverty in different geographical regions of Jalisco with potential for offering tourism products; the need for technological and business components that will enable the formation of a production chain.	Tourism Clusters and the concept of Territorial Spatial Economy with a focus on Solidarity Economy for encouraging tourism activity in an orderly and cross-sectional way, considering social actors and sectors as well as the rescue and conservation of natural and cultural heritage to be used as resources with tourism potential for raising the standard of living in the territory.	Municipalities in the Southern- Lakes-Volcanos RegionMunicipalities that belong to the agave landscape.
PROFESSIONAL INTEGRATION IN ACCOUNTING FIRMS	Weaknesses in companies' accounting structures, resulting in difficulties keeping their finances in order, paying fair taxes, and avoiding problems of liquidity and misappropriation of funds. The aim is to provide timely advice, key diagnoses and even improvement processes that the taxpayer can implement.	To offer timely advice and key diagnoses aimed at designing improvement processes for the accounting and fiscal processes of the businesses served by the participating accounting firms..	Owners and partners of different micro, small and medium-sized businesses served by the various accounting firms. Public and private financial institutions.
PROFESSIONAL INTEGRATION IN FINANCIAL INSTITUTIONS	SMEs with underdeveloped methodologies in the financial area, which is one of the foundations of a well-functioning business. We feel that the impact of collaborating directly with these departments, helping to generate tools like dashboards, automated reports, dynamic presentations, data analysis, financial statement evaluation, among others, leads to substantial improvement in the company's performance and results if the tools are well-designed and exploited by the coordinators in each PAP scenario.	To generate tools like dashboards, automated reports, dynamic presentations, data analysis, financial statement evaluation, among others, that will substantially improve the company's performance and results.	Public and private financial institutions.
PROFESSIONAL TRAINING IN MARKETING	Weakening of the structure and positioning of startups and family businesses that produce environmentally sustainable fashion in the Jalisco Highlands.	To professionalize the development of marketing strategies and the recognition of best marketing practices in family businesses and startups that will reinforce tourism in the Jalisco Highlands.	End customers or users of diverse products from the Jalisco Highlands.

PAP	Issue	Objective	Target groups
SUPPORT IN INSTITUTIONS THAT PROMOTE FOREIGN TRADE	There is a series of initiatives for implementing foreign trade projects, both in Associations and in government agencies. In this PAP we support these initiatives with one project per term to help fulfill the organizations' objectives.	Lo achieve an experience of learning for the students where they actively participate on a work project for one academic term, with a focus on some aspect of foreign trade: international promotion, international logistics, customs law, etc.	The country's economy, specifically international commercial practices.
MICRO AND SMALL HIGH-TECH COMPANIES	Micro, small and medium-sized companies engaged in creating new technologies, developing knowledge and solutions that benefit society by enhancing competitiveness at the global level.	To collaborate professionally in order to add value to micro and small high-impact technology firms hosted in ITESO's Technology Park and to achieve concrete collaborations in the startup ecosystem and technological innovation as a way to contribute to the social and economic development of the State of Jalisco and the region.	The country's technological development. Biotechnology, electronics, software development, automotive and metalworking sectors.
LEGAL PLANNING FOR RISK PREVENTION IN TECHNOLOGICAL COMPANIES	Micro and small technological companies have become an important part of regional economies. In Jalisco, the electronics, software, renewable energy and environmental care sectors are especially visible. This type of scenario requires highly qualified professionals capable of creating and innovating technology to boost the economy at the local, regional and national levels.	To participate on multidisciplinary teams in the development of strategies for reducing risks for technology-based companies, providing them with legal certainty for project design, software and app development, and service and technology design.	Technology-based companies and providers of technological services.
OPEN INNOVATION IN TECHNOLOGY, DESIGN AND SOCIAL DYNAMICS	Taking as a starting point concerns or questions regarding specific situations, or the consideration of a desirable scenario, innovation challenges are proposed to be addressed by multidisciplinary teams of students, who under the guidance of facilitators and following the LINK model, analyze the context, define and delimit problems and desirable scenarios, and evelop and validate the corresponding solutions.	To generate solutions for concrete needs related to technology, design and social dynamics, as well as to develop open innovation and co-creation capacities in university students and organizations in the region.	The companies' and organizations' users and customers.
CEDECOM MICRO AND SMALL BUSINESSES	A company's commercial problems resulting from flawed handling of the organization's image, advertising, marketing, communication and business processes, among others.	CEDECOM's main objective is to help develop commercialization and sales strategies so that MSMEs in the region can strengthen their competitive position in the context where they operate.	The regional economy benefits as the intervened organizations become more adaptable and competitive.
CEDECOM INTERNATIONAL	We work with companies so that they can place their exportable offerings in foreign markets following an import or export project, as the case may be. They might require inputs from another country for their production.	To develop business capacities by designing export or import plans enabling MSMEs in the region to venture into international markets and strengthen their competitive position in the context where they operate. Work will concentrate mainly on companies that need support in dealing with the current public health contingency.	Benefits will accrue to companies requiring survival strategies during the public health contingency. The region's economy will benefit from more adaptable and competitive organizations.
CEDECOM SOCIAL SECTOR BUSINESSES AND ORGANIZATIONS	The commercial problems of an organization resulting from the way it handles its image, advertising, marketing, communication and business processes, among others.	The commercial problems of an organization resulting from the way it handles its image, advertising, marketing, communication and business processes, among others.	The regional economy benefits as the intervened organizations become more adaptable and competitive.

PAP	Issue	Objective	Target groups
MULTIDISCIPLINARY INTERVENTION IN PSYCHIATRIC HOSPITAL	Problems of marginalization among low-income inpatients in psychiatric hospitals and their families.	To generate alternatives aimed at developing capacities and the destigmatization of people suffering from a mental disorder, either inside or outside a psychiatric institution, for the purpose of helping to improve their quality of life, social reintegration and the strengthening of their family and social fabric.	Patients, family members and personnel of the CAISAME long-term psychiatric hospital. People suffering from a mental illness or a psychological crisis during the public health contingency.
IMPACT ON THE PRISON SYSTEM	The lack of alternatives for the social reintegration of people deprived of their freedom, especially women and their families. Most of the female population that enters the prison system has a life history marked by contexts that do not favor the optimal development of the human person, including repeated abuse, violence and multiple accumulated disadvantages that have had a direct impact on their mental health, quality of life and biopsychosocial well-being.	To generate alternatives for people deprived of their freedom and under the custody of the Jalisco State Penitentiary System, enabling them to begin rebuilding their lives in order to generate social reintegration processes that in the long term will allow them to fully exercise their rights and obligations.	People deprived of their freedom. Families and support networks of people deprived of their freedom. State Ministry of Prevention and Social Reinsertion. ITESO students who participate in the PAP.
INTERCULTURAL INDIGENOUS COMMUNITY PROCESSES	Recognition and strengthening of networks of communities and educational centers that promote the defense of the right to education as a form of resistance. Generation of spaces for dialogue and encounter where knowledge and proposals can be shared among different cultures.	To generate joint alternatives that meet the needs and context of indigenous communities within a framework of interculturality for a life of justice and dignity. Generation of spaces for dialogue and encounter where knowledge and proposals can be shared among different cultures.	Intercultural educational centers and wixáritari and na'ayarite indigenous communities in Jalisco, Nayarit and Durango, as well as in the Tarahumara mountain range in Chihuahua and the Mixe region of Oaxaca. Indigenous groups residing in Guadalajara.
MIGRATION IN JALISCO	Forced migration, whether due to economic pressures, violence or environmental issues, generates powerful processes that tear the social fabric and dismantle the family structure, which in turn undermines the possibilities of healthy local development.	To contribute to capacity-building and the strengthening of organizations that accompany populations in contexts of migration, with the aim of promoting access to rights and a more inclusive and multicultural society.	People who have migrated or sought refuge, and who are served by the organizations.
GLOBAL AGE-FRIENDLY CITIES IN THE GUADALAJARA METROPOLITAN AREA	The social vulnerability and exclusion of older people who live in the Guadalajara Metropolitan Area. Today's social construction of old age segregates older people, diminishing the quality of their life in this stage. In the context of the COVID-10 pandemic, their exclusion becomes more acute as they experience isolation, negligence, dependence on external factors and other people, the lack of adequate living spaces, the digital divide, among others.	To improve conditions of inclusion as a way to encourage active aging among older people living in the southern sector of the Guadalajara Metropolitan Area, in accordance with the WHO criteria for global age-friendly cities.	Population of older people in Guadalajara.
ATTENTION FOR CHILDREN IN UNDERPRIVILEGED CONTEXTS, DEVELOPMENT OF LEARNING FOR LIFE	The lack of access for children to quality education, which impacts their development of basic language and communication skills in their early years. Between 40% and 42% of schoolchildren who attend school regularly fail to learn to read and write properly. This project seeks to have an impact on educational equality by offering people in marginalized urban contexts innovative forms of access, appropriation and use of written culture.	To construct systems of accompaniment that enable children who are lagging in school and living in conditions of vulnerability to overcome their learning problems and boost their affective and social skills, so that both they and their families see themselves as competent learners with self-management capacities. To offer people living in marginalized urban contexts innovative forms of access, appropriation and use of written culture.	The users of Centro Polanco; schools in the area; social, educational and cultural actors in the area.

PAP	Issue	Objective	Target groups
QUALITY OF LIFE AND HEALTH IN HOSPITAL CONTEXTS	Deterioration and threat of destruction of public space in Downtown Guadalajara, with risks of displacement of residents.	To incentivize collective, critical, informed and collaborative action in response to urban dispossession processes in Downtown Guadalajara.	Residents of Downtown Gua-dalajara at risk of displacement through dispossession. The Coyotera Radio community.
URBAN CO-LABORATORY: NEIGHBORHOOD ACTION AGAINST DISPOSSESSION	Emotional attention issues. Psychological attention in cases of family law. Healthy eating habits. Gender trauma and violence.	To favor psychological and nutritional well-being as well as access to justice for those who seek the services of the Community Development Centers, the Office of the Procurator of Protection for Children and Adolescents of Zapopan Social Services, the Ignacio Ellacuría Law Clinic, and ITESO's Polanco Center.	The neighborhood where the users live, who may have fami-ly members with better mental and nutritional health and better access to justice.
INTERDISCIPLINARY CLINICAL ATTENTION SERVICES	The physical, psychosocial and spiritual impact in people living with a chronic degenerative illness that affects their well-being and limits their life, the consequences for their family members and the health team that cares for them.	To provide interdisciplinary attention that can offer patients and their caregivers a better quality of life as they deal with the illness and the imminent death with a focus on preventing and alleviating suffering by early detection, thorough evaluation and the treatment of pain and other physical, psychosocial and spiritual symptoms, ranging from the diagnosis of the illness to the moment of death and attention during the mourning process.	Patients, their family members and health professionals.
FOOD ADVOCACY: SOCIAL ACTION FOR HEALTHY SETTINGS	Unsustainability of the current food system and non-compliance with the human right to adequate nourishment..	To coordinate efforts with community projects aimed at fulfilling the human right to nourishment, with a focus on popular education, participatory action research, the solidarity economy and food sovereignty.	School communities in Acatlán de Juárez and Villa Corona, Jalisco; food cooperatives in the Guadalajara Metropolitan Area; rural families in Oaxaca; indigenous families in the community of Pueblo Nuevo in Mezquitic, Jalisco.
INNOVATION FOR HEALTH	Obesity and dyslipidemia.	To generate healthcare knowledge and practices that are transferrable to public policy-making.	Public and private health sector organizations in Jalisco.
ETIUS COMMUNICATION AND CULTURE	The problematic network associated with the symbolic dimension of environmental and health issues in Jalisco, expressed in audiences in need of elements for critiquing media products; access to information and democratization of knowledge.	To generate, analyze and produce socially useful information through processes of observation of socio-environmental, health and electoral issues; to contribute to the construction of an informed citizenry that is committed to taking collective actions on the-se issues; to participate in political debates.	University and professional communities, journalists, civil society organizations, political organizations, society at large.
SEEING THE CITY WITH OTHER EYES: MEMORIES AND IDENTITIES	Research on different issues and scenarios in the Guadalajara Metropolitan Area.	To promote interest and the symbolic and historical appropriation of the Guadalajara Metropolitan Area and its public space through the construction of knowledge and stories from new perspectives, based on research into the history of relevant public figures, places, objects and events.	Audiences in general, readers, cultural collectives, academic communities, historians, information media, students, journalists.
ALTER CODE	The stigmatization and stereotyping roduced by certain audiovisual narratives that represent structurally disadvantaged groups.	To produce audiovisual and audio products using digital narratives and new media (interactive, multimedia, transmedia and inversive) that shed light on the realities and experiences of socially disadvantaged groups. .	Society in general, as it diversifies and sensitizes its vision of socially disadvantaged groups.

PAP	Issue	Objective	Target groups
CULTURE AND SOCIAL TRANSFORMATION	Weakened social fabric in marginalized urban communities.	To help improve the quality of life of urban communities living in poverty and marginalization through projects designed and developed on the basis of participatory methodologies.	Families and communities in the neighborhoods where the interventions take place.
CULTURAL PROJECTS FOR DEVELOPMENT LAB	The lack of organizational structures and impact measurement in different cultural and artistic organizations.	To strengthen cultural and artistic organizations that have projects underway and that seek to have greater impact on the development of the communities and different population groups they work with.	Communities in Michoacán.
MUSEUMS AND COMMUNITY	The fragile relationship between museum spaces and the communities that form part of them (immediate and "floating" community).	To promote the cultural and social development in the community adjacent to the Juan Beckmann Gallardo Cultural Center, through engagement strategies that generate dialogue and collaboration.	Immediate community (staff, neighbors, merchants, schools, organized neighborhood groups and other civil associations that can work as a network).
COM-100CIA: SCIENCE COMMUNICATION	The influence of science in decision-making and public policy. The privatization of knowledge. The professionalization of science communication.	To collaborate on the construction of effective cooperation between science and society and to strengthen the community of science communicators by providing them with tools that will enable them to actively involve communities in the entire process of research and communication aimed at understanding specific social issues and applying scientific knowledge to their needs.	Community of San Pedro Itzicán, decision-makers involved in water management in the Metropolitan Area of Guadalajara. Different audiences looking for scientific knowledge.
INTEGRATED LEGAL SERVICE CLINIC	Lack of legal security for vulnerable people.	To offer low-income or disadvantaged people information, guidance, orientation, case management and, if applicable, the resolution of their legal conflicts (mediation, judicial rulings) in different areas of law (civil, family, commercial, labor, social security, administrative, tax, notary services), which will ensure them legal protection.	Low-income people and vulnerable or disadvantaged groups who require legal services.
LAW AND ENVIRONMENTAL MANAGEMENT CLINIC	Socio-environmental conflicts in different communities in western Mexico.	To offer legal and technical support to different agencies of the Environmental Sector at the federal, state and municipal levels, for submitting and resolving applications, administrative procedures and social requirements with respect to environmental issues, in order to improve processes for administering and dispensing justice.	Users or community members from the different scenarios where PAP students carry out their activities (different populations in the states of Jalisco, Nayarit and Colima).
PROCURING JUSTICE IN THE ACCUSATORY AND ORAL CRIMINAL JUSTICE SYSTEM	Investigate crimes, impunity; advocate for justice.	Putting together investigation files and resolving them using alternative means, such as: reparations agreements, methods, etc., drawing on students' competencies and skills as they deal with legal and psychological issues within the Accusatory Criminal Justice System.	State's Attorney's Office and the Government of the State of Jalisco.
HUMAN RIGHTS CLINIC AND ACCESS TO JUSTICE	The excessive workloads in civil society organizations that promote and defend human rights, and educate about them.	To help strengthen civil society organizations dedicated to the promotion and defense of human rights at the local, national and regional/international levels. Also, to contribute to the defense of human rights-related cases/situations undertaken by different organizations.	The users of the project benefit from the careful attention to their cases and from the accompaniment, as well as from the defense, dissemination and promotion of human rights in specific contexts and cases.

PAP	Issue	Objective	Target groups
CONSULTANCY FOR INTERNATIONALIZA-TION PROCESSES	Challenges and issues set forth on the 2030 Development Agenda within the framework of the Sustainable Development Objectives.	To improve the technical, organizational and political management capacities of public, private and social organizations as they work on international liaison, outreach or cooperation projects and internationalization processes.	Populations, groups and communities that benefit from international cooperation projects.
INSTITUTIONAL DEVELOPMENT PROCESSES FOR CIVIL SOCIETY ORGANIZATIONS (CSOs) (INTERNAL)	The lack of institutional development in groups, collectives and institutions engaged in social development in the Guadalajara Metropolitan Area, which can lead to the disappearance of the CSOs due to the absence of a solid institutionalization process.	Institutional development of civil society organizations; we seek to consolidate their structure and ensure their sustainability.	Populations in situations of vulnerability.
CSO DEVELOPMENT FOR SOCIAL EMPOWERMENT (EXTERNAL)	CSOs, collectives and people with insufficient capacity for socio-environmental impact on issues and areas that are strategic and relevant for ITESO.	Incrementar la eficacia y eficiencia operativa de las organizaciones de la sociedad civil.	Jalisco CSO's, homeless children, migrants, cultural agents in the Guadalajara Metropolitan Area, and the Mesa del Cobre community in San Martín Hidalgo, Jalisco.
LEGISLATIVE BRANCH OBSERVATORY	Lack of oversight and observation of our institutions.	To monitor, measure and evaluate the evolution of indicators that make it possible to observe the performance of the Jalisco State Congress with respect to its consolidation as a democratic institution that fulfills its fundamental functions: representativity, legislative activity and checks/balances.	Citizenry in general, civil society organizations, media, academics.
IMPACT ON PLANNING IN THE STATE OF JALISCO	Limited technical capacity of municipal and state authorities in the definition of actions that will have an impact on the development of the population of the State of Jalisco.	To contribute to the improvement of the government's work by collaborating on the formulation, implementation, follow-through and evaluation of plans, programs and projects that the different agencies of the Jalisco State Government are in charge of.	The residents of the State of Jalisco.
MUNICIPAL GOVERNMENTS: FOR LOCAL DEVELOPMENT BASED ON DEMOCRATIC GOVERNANCE	The municipality of Tlajomulco de Zúñiga, Jalisco is dealing with the consequences of exponential urban growth resulting from a poorly designed housing policy; this has created conditions for systematic violence and its normalization, poverty and exclusion, people living in situations of vulnerability or whose human rights are disrespected. The consequences are: deficient public services, abandoned houses, apathy in the population, abandoned public spaces, discrimination, among others.	To promote the exercise of citizenship by building capacities in the residents and municipal government of Tlajomulco de Zúñiga with the aim of generating democratic governance that enforces human rights.	Residents of the municipality of Tlajomulco, particularly the neighborhoods with high levels of social vulnerability, violence and insecurity.
DEVELOPMENT OF INNOVATIVE SOLUTIONS WITH HIGH SOCIAL IMPACT	Gender violence in women and girls. Lack of spaces for healthy social interaction and recreation in low-income neighborhoods of the Guadalajara Metropolitan Area, lack of proper housing in low-income neighborhoods of the Guadalajara Metropolitan Area and in localities in southern Jalisco. Lack of public service infrastructure for residents of low-income neighborhoods and rural communities. Lack of public infrastructure (drinking water, sewers and electricity in low-income neighborhoods and rural communities.	Design and implementation of innovation projects that develop socio-emotional skills through tools that permit the expression of emotions in harmony with ways of relating in and with their socio-environmental surroundings. Projects with a perspective of social impact evaluation related to care for community assets, and capacity and skill-building for the use and management of their resources with an eye to improving their quality of life.	Population of the Miramar neighborhood in the municipality of Zapopan.

PAP	Issue	Objective	Target groups
MAKING NEIGHBORHOOD: LET'S BUILD TOGETHER WITH THE PEOPLE	Lack of spaces for healthy social interaction and recreation in low-income neighborhoods of the Guadalajara Metropolitan Area, lack of proper housing in low-income neighborhoods of the Guadalajara Metropolitan Area and in localities in southern Jalisco. Lack of public service infrastructure for residents of low-income neighborhoods and rural communities.	To encourage the development of socio-urban management and citizen participation for carrying out habitat-improvement projects that help to meet community needs and strengthen the self-management capacities of the residents of low-income neighborhoods in the Guadalajara Metropolitan Area.	5.1 Residents of the Cerro del Cuatro and Buenos Aires neighborhoods on the Cerro del Cuatro. 5.2 Otomí migrants living on the Cerro del Cuatro. 5.3 Members of housing groups.
SOCIAL REGENERATION OF PUBLIC SPACE	Public spaces, green areas and natural waterways deteriorated by the effects of urban expansion generated by formal low-income housing developments on cities' outskirts. Abandoned houses, degraded surroundings, loss of a sense of community.	To strengthen social interaction, security, accessibility, sense of community, identity and sociocultural dynamics that take place in parks, gardens, public squares, walkways, playing fields and other common spaces through the collaborative intervention in the physical, social and symbolic conditions of functional public spaces in the main cities of the State of Jalisco—the Guadalajara and Puerto Vallarta Metropolitan Areas— by applying the principles and methods of meaningful participation, in collaboration with the community, civil associations and municipal governments.	Oganized groups of the participating neighborhoods and sub-divisions, technical agencies of local governments, academic group dedicated to the Social Production of Habitat, of the HIC-AL network.
HERITAGE CITIES AND SUSTAINABLE COMMUNITIES	Neglect of public space and built heritage in heritage contexts, and the tearing of the social fabric that ensues.	To design urban and architectural projects that include making use of, and giving value to, heritage buildings and public spaces in neighborhoods located in the heritage protection area of the Guadalajara Metropolitan Area, in order to contribute to their conservation and rehabilitation, the generation of sustainable communities, the promotion of their resilience and of gender equality among their residents, and the stimulation of economic growth in the Project Application Area.	Residents of the San Carlos and Las Conchas neighborhoods in Downtown Guadalajara.
ANILLO PRIMAVERA (PRIMAVERA FOREST BUFFER ZONE)	The socio-environmental degradation of the Primavera Forest.	To address the socio-environmental degradation from the perspective of UNESCO's MaB program as it relates to Biosphere Reserves, in the Primavera Forest and its buffer and transition zone, in order to generate processes of social construction and environmental governance by integrating the participation of society, academy and government in the improvement of the ecosystem, the construction of identity, and the generation of good urban practices.	In this academic term the target groups will be residents of the communities of Ahuisculco, Santa Ana Tepetitlán, the neighborhood association of Puerta Sur, as well as the educational community associated with the University Forest.
HERITAGE AND DEVELOPMENT ALONG GREENWAYS	The marginalization of rural areas has led to the abandonment of its built cultural heritage and different environmental issues, particularly in the Lake Chapala/Santiago River region and around the Tequila volcano.	To give value to the cultural and environmental heritage of peri-urban sectors of the Guadalajara Metropolitan Area and those adjacent to Lake Chapala and the Santiago River as well as the Agave Landscape area, with the aim of recovering historical memory by developing heritage preservation and public furniture projects, articulated by way of a non-motorized mobility network that creates cultural tourism routes and itineraries that drive socioeconomic development and reinforce the identity of the populations of the municipalities involved.	Inhabitants of the municipalities of Zapotlanejo, El Arenal, Amatitán, Ciudad Guzmán.

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CLIMATE ACTION: GUADALAJARA, RESILIENT CITY	Flooding in the Agua Azul neighborhood.	To create an urban resilience plan that takes into consideration climate change-related issues, primarily those related to water management and energy independence.	The residents of the 8 remaining neighborhoods mentioned above: Santa Margarita, Nuevo México, Tesistán, La Magdalena, Ejido Copalita, Valle de los Molionos, Santa Ana Tepetitlán and Paraísos del Colli, as well as the Zapopan municipal government.
SUSTAINABLE URBAN MOBILITY FOR THE GUADALAJARA METROPOLITAN AREA	Urban mobility for people as it relates to traffic safety, harassment and violence toward women, accessibility especially for people with disabilities or physical limitations, and which has led to a loss of quality of life in a city that makes it hard to walk, ride a bicycle or take public transportation. The pursuit of safe streets for all people.	To develop projects focused on the design of public space and public policies that address mobility issues in the Guadalajara Metropolitan Area, giving preference to sustainable mobility with a gender perspective, in order to have public space that offers accessible, safe mobility and guarantees the right to the city for everyone who walks, rides a bike and takes public transportation.	Residents of the municipalities of Guadalajara, Zapopan, Tlaquepaque, Tonalá, Tlajomulco de Zúñiga, particularly vulnerable groups such as children, women, senior citizens and people with visual, motor, hearing and intellectual disabilities, as well as people who walk, ride a bike or take public transportation.
SUSTAINABLE TECHNOLOGY AND INFRASTRUCTURE FOR SMART MOBILITY	The lack of comprehensive proposals for resolving everyday urban mobility issues with a perspective of sustainability and spatial justice.	To develop technologies that contribute to small-scale, decentralized, open and easy-to-do production.	People affected by the effects of a flawed mobility system. Businesses in the region.
INNOVATIVE AND SUSTAINABLE HOUSING DESIGN LAB	Misguided comprehensive policies and projects for rehabilitating and/or redensifying the existing urban fabric in the city of Guadalajara with residential and mixed-use developments.	To innovate in the design of architectural projects, construction systems, and the physical and real estate development potential of the different housing settings that make up the city, by planning and designing strategies focused on the search for new ways of inhabiting, in accordance with the location, state and value of the property, current regulations and the quality of available public services.	Municipality of Guadalajara. Agencies and/or programs of the Guadalajara municipal government, residents of the area.
APPROPRIATE TECHNOLOGY FOR GENERATING CONSTRUCTION SYSTEMS	Deficiencies in current construction systems for small buildings in terms of their construction efficiency and structural vulnerability. The deficiencies have to do with self-build processes, where inadequate materials and poorly executed construction processes have been found.	To develop prototypes of construction systems using appropriate technology and the self-build approach, with an emphasis on sustainable materials and processes. To produce structural systems that can be applied to self-build processes or conventional housing construction processes for people in the region. To generate positive effects on the construction site based on the development of local technology with the proper approach to materials such as wood, bamboo and earth, among others. To use formal research methodologies and generate strategies for transferring to users.	Low-income population in need of housing in the region. Other actors with an interest in the issue who wish to make a sustainable building proposal with a focus on technology transfer. People in the Guadalajara Metropolitan Area are the main target group, but not exclusively.
PROCUREMENT OF ADEQUATE HOUSING FOR VULNERABLE GROUPS	In Mexico there are sectors of the population and specific social groups for whom it is almost impossible to aspire to dignified housing because they live in irregular settlements, or on ejido or communal land. None of these property regimes allows them to access traditional sources of financing because they are not creditworthy, either because they work in the so-called informal economy, because they cannot put up collateral (neither ejidos nor communal property regimes permit this), or because they live with some condition of vulnerability.	To develop proposals of management mechanisms, financing, housing prototypes, construction systems, etc., that are specifically designed to provide adequate housing for vulnerable groups in rural and peri-urban regions of Jalisco, in order to help reduce the demand for housing among this population sector.	Inhabitants of El Salto.

PAP	Issue	Objective	Target groups
DESIGN AS A SUSTAINABLE DEVELOPMENT FACTOR FOR ARTISANS AND SMALL-SCALE PRODUCERS IN TEQUILA	Limited tools for self-management and collaboration among artisans and small-scale producers in Tequila, and between them and other markets for commercializing their products and services. The Covid-19 pandemic has aggravated the problem in economic and social terms, as well as with respect to communication due to the digital divide that remote towns and communities must deal with.	To strengthen self-management and innovation capacities in terms of the products, processes and services of artisans and small-scale producers in Tequila, Jalisco, through the recovery of artisanal techniques and processes with materials derived from agave and other local raw materials in order to co-construct a creative, alternative and sustainable economy in collaboration with the Beckmann Foundation.	Communities of artisans and small-scale producers in Tequila and the surrounding region.
MATERIALS LIBRARY AND SUSTAINABILITY	Insufficient information about the use and consumption of natural resources and materials by the production industry.	To generate useful information so that business owners, governments, creatives, producers and the general public can make decisions about the use and consumption of natural resources and materials used by different industries in the production of everyday objects.	Community in general, primarily university students doing research projects on environmental impacts.
SUSTAINABLE FASHION: DESIGNING CIRCULAR ECONOMY MODELS IN THE REGION	Unfamiliarity with the technical aspects of fashion and its relation to the local economy and the global context. We will develop orange economy strategies to activate the region, tours and areas of interest of small indigenous communities and artisan groups.	To stimulate the local economy of small-scale producers in fashion-related areas, in a global context, by improving their products and production processes and properly managing their natural and human resources. To develop orange economy strategies to activate the region, tours and areas of interest of small indigenous communities and artisan groups.	The community of San Pedro Itzicán and surrounding areas, as well as the Guadalajara Metropolitan Area.
DESIGNING FOR THE SEAMSTRESS COMMUNITY OF LA MEZQUITERA	Lack of job opportunities to improve the economy of women in the communities of La Loma, La Laja and La Mezquitera.	To contribute to the development of the economy of the region by forming entrepreneurs in the garment industry, with ethics and social responsibility, through the design and pattern-making of textile products with differentiating elements. To form an alliance where students learn every link in the production chain and the seamstresses learn a new way of working on design, with less quantity and more quality.	Community of seamstresses of La Mezquitera, La Laja and La Loma.
STRATEGIC DESIGN FOR THE FUTURE OF PROSPEROUS COMMUNITIES	Women's exclusion, marginalization and difficulties in earning a living and having access to a fair, dignified and independent economy.	To facilitate strategic design projects for productive communities so that they can have access to a more prosperous future and better living conditions.	Communities of artisans. Small-scale producers in urban and rural areas. Family businesses. Communities that make their livelihood in the alternative economy.
LISTEN, MEXICO: GRAPHIC STRATE-GIES AND AUDITORY CULTURE	The current culture of auditory health and its implications regarding the effects of noise on human beings and hearing and language disabilities.	To develop a collaboration project between institutions, organizations and citizen initiatives to address the issue of auditory culture and noise in the Guadalajara Metropolitan Area, with the aim of informing, sensitizing and raising awareness in the community about the repercussions of auditory pollution and hearing and language disabilities, and in that way to generate inclusive settings.	Inhabitants of the Guadalajara Metropolitan Area with different profiles and institutions (students, professionals, therapists, parents, etc.), with awareness of the noise culture.
PRODUCT INNOVATION AND DESIGN WITH A SOCIAL FOCUS	The lack of technology available to everyone in the field and the problems resulting from climate change: the lack of water in the dry season and floods in the rainy season.	The use of design in its different perspectives to create products that solve current problems, from a different perspective and with the aim of achieving efficient, low-cost design.	Businesses, especially SMEs that can reactivate small economies through their implementation. Society at large, especially those dealing with emergencies due to catastrophes.

PAP	Issue	Objective	Target groups
SPATIAL IMPROVEMENT OF LIFE SETTINGS	Neglect of public space, fragmentation of the social fabric, vulnerable children and young people, precarious school system, informal economy.	To improve sociocultural and political conditions that contribute to the human security of groups and population sectors on the south side of the Guadalajara Metropolitan Area.	Residents of Polanquito, Balcones del Cuatro, La Revolucionaria, Loma Linda, Lomas del Pedregal and La Mezquitera.
SAN PEDRO DE VALENCIA: U RBAN RENEWAL, ENVIRONMENTAL CLEANUP AND TOURISM STARTUPS	The risks of loss and diminishment of common assets belonging to the communities living in the Mazatepec Valley.	To improve the technical and social capacities of residents of the localities of the Mazatepec Valley/Valencia Reservoir microbasin, in order to promote alternate livelihoods and to enhance their organization processes, in harmony with the environmental conditions of the hydrological basin.	Producers, service providers, ejido members of the towns in Mazatepec Valley, with an emphasis on young people, women and the migrant population.
TECHNOLOGICAL DEVELOPMENT FOR ENVIRONMENTAL, ENERGY AND FOOD SUSTAINABILITY	Breakdown of the hydrological cycle due to the paving over of the urban surface of the Guadalajara Metropolitan Area. Technologies for comprehensive rehabilitation of people with motor disabilities.	To use Engineering and Earth Sciences to study the alterations of the hydrological cycle in the Guadalajara Metropolitan Area, in order to generate technical solutions that contribute to the rational use of water resources. To develop biomechanical technologies to support motor rehabilitation / low-cost prosthetic devices / low-cost technologies to solve rural-urban problems.	Inhabitants of the region and rural communities. Society and local businesses.
ADVANCED BIO-REFINERIES	Environmental pollution, inefficient industrial production processes, waste generation, low level of technology in primary production processes, poor waste and water management. Poor air quality in the Guadalajara Metropolitan Area. Excessive use of synthetic chemical pesticides.	To promote sustainable development in Jalisco with respect to the exploitation of agricultural waste by using biorefineries and circular engineering, efficient water management, environmental impact assessment of productive activities using indicators and public policies, and crop management using biological control techniques, in the Guadalajara Metropolitan Area and nearby communities.	Inhabitants of the region, rural communities, civil society organizations, health sector, energy sector, government, SEMADET, IMEPLAN.
ECOLOGICAL RESTORATION IN THE PRIMAVERA FOREST	Health and integrity status of the ecological system on the Planillas Sur property.	To carry out ecological restoration of the Planillas Sur property after the fire of April 12, 2019. To manage the Forest-School Project (postponed due to the pandemic).	Inhabitants of the Guadalajara Metropolitan Area in general.
IMPROVEMENT OF QUALITY, PRODUCTIVITY AND LOGISTICS IN REGIONAL INDUSTRY	Business needs with a focus on business, technology and the human person.	To diagnose, analyze and intervene in businesses and civil associations that need help in increasing their productivity and efficiency in order to reduce social inequality.	Business employees, micro business owners.
SUPPORT FOR EXTERNAL RESEARCH CENTERS	Limited resources for developing new technologies in research centers.	To form researchers for developing science and technology that will benefit society.	Society at large, due to the benefits resulting from the formation of researchers and the generation of scientific and technological knowledge in the supported projects.
MANUFACTURING NANOSTRUCTURED BIOSENSORS	Detection of different molecules through the development of biosensors.	To find alternative sensors for detecting different molecules associated with specific diseases, such as diabetes mellitus with the detection of glucose, or other viral pathogens with the detection of markers, antibodies, RNA or DNA. To manufacture devices to measure glycemia events in the saliva of diabetic or pre-diabetic patients.	Diabetics or non-diabetic people who want to monitor their glycemic levels.

PAP	Issue	Objective	Target groups
OPTIMIZATION OF INVESTMENT PROGRAMS IN FINANCIAL INTERMEDIARIES	Socioeconomic and financial processes in startups.	To come up with new solutions for problems identified in startups. To use science, technology, design and innovation to propose these solutions and test them. To apply knowledge to modify reality, measure impacts, learn and reflect. Some examples are: ethical machine learning for loans and economic supports in NGOs, covered trading systems, economic development of cities, behavioral finance in investments, FinTech services for social impact, among others.	High-impact entrepreneurs (startups), partners in venture capital funds, partners in impact investment funds, socio-productive projects supported by CISAI.
PREDICTION MODELS IN BUSINESS AND GOVERNMENT THROUGH STATISTICAL LEARNING	Analysis of COVID data for the Jalisco State Government, and of data from the energy sector, as well as their visualization through dashboards.	To produce proper visualizations, with the help of storytelling, of the current behavior of kPIs and to make decisions; to design market strategies; to explore information from the past in order to design routes toward the future; and to achieve better understanding of customers/ business identified with the data analysis.	ITESO and general public.
DATA SCIENCE APPLIED TO BUSINESS INFORMATION AND SOCIAL DEVELOPMENT	Analysis of COVID data, from businesses and government, using time series.	To develop applications for understanding and forecasting the behavior of social, economic, business and energy phenomena.	People interested in economic, financial and social information from the State of Jalisco. People interested in creating mathematical models applied to financial and economic variables that affect businesses in the state.
DIGITAL LIFE	Información e infraestructura de ciudades inteligentes en el territorio.	Design and development of apps, development of web services, and networks of wireless sensors that make use of Living-Labs and the Internet of Things (IoT) to promote the development of smart cities.	Smart cities; smart university.
COLLABORATION WITH TECHNOLOGY COMPANIES	The state of technological development in the fields of analog electronics, digital systems, radio frequency and microwaves, and computer-assisted design methods.	Problem-solving through the creation and development of electronic technology, thus making innovative contributions to the generation and application of knowledge in the following fields: analog electronics, digital systems, radio frequency and microwaves, and computer-assisted design (CAD) methods.	Users and organizations that acquire the products from each of the projects (at each company).
SERVICE AND INNOVATION OBSERVATORY	Lack of references for the culture of services and innovation in western Mexico. To remedy this we do research about services and as part of the observatory we develop practical service-design projects with businesses, institutions and communities.	Observatory that fosters the culture of service design and innovation, primarily in Latin America. Development of research about services and methodologies of practical service-design projects with businesses, institutions and communities.	Service industries. Members of the service ecosystem in Latin America. Communities and organizations that are involved.
TECHNOLOGICAL INNOVATION, DEVELOPMENT AND RESEARCH	The lack of mechanisms for applying the knowledge and development of electronic technology.	Problem-solving through the creation and development of electronic technology, achieving innovative contributions to the generation and application of knowledge in the fields of: analog electronics, digital systems, radiofrequency and microwaves, and computer-assisted design (CAD) methods.	Users and organizations that participate with projects.

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