

# equidad

[www.noiseproject.org](http://www.noiseproject.org)

*inteligencia  
emocional*



FOR A WORLD WITHOUT DISCRIMINATION

AÑO 2020



**COMMUNITY PERSPECTIVES**



It is the time to live in community, to collaborate in community, to co-create in community. If we are able to understand these concepts we will ensure a better future for everyone, let's do it now.

Cecilia Alvarez  
Juan Flores



COMMUNITY PERSPECTIVES

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## I.- BACKGROUND

We are a group of community leaders that represent underserved communities through the U.S.A, Mexico, and Ghana. We call ourselves the ICBO's (Independent Community Based Organizations). We started a community participatory research project focused on Grounded Theory and Critical Race Theory, and we asked more than 30 community organizations to participate. As community researchers, we participated in every step of the investigation. The objective of our work is to better equity, diversity, and inclusion in STEM (Science, Technology, Engineering, and Mathematics) through research. Sometimes, the focus of the research itself can be a barrier in understanding equity, diversity, and inclusion in STEM. For example, even informed researchers can use structures and literature that originate in the dominant culture to disseminate their research; can ask questions that do not really get to the problem; and can leave underserved communities feeling as if they are being studied. These problems create a feeling of mistrust. Knowing this, we wanted to conduct a campaign that would represent the



## II.- FOR A WORLD WITHOUT DISCRIMINATION

The year 2020 invites us to reflect on themes like equity, inclusion, discrimination, social justice, citizen science, diversity, power, and privilege which help us become familiar with and understand the great responsibility that we have as a society, as a community, and as individuals to continue defending and protecting the universal rights of all people. Tackling these themes through different perspectives and viewpoints will enrich our knowledge and benefit underprivileged individuals who have been victims of discrimination at some point in their lives. The racist events in the United States, the COVID 19 pandemic and other unfortunate events that happen around the world, have re-established the need to confront these issues in many places. Mexico is no exception. This is why we want to tackle these issues through art, graphics, video, and technology to send a message of hope to the Spanish-speaking community. In our campaign “For a world without discrimination”, promoted by the members of Community Perspectives, we will count on the participation of artists, publicists, and Social Justice experts. The objective of this campaign is to join thousands of people in the struggle for equity and equality that has been occurring for centuries. Another objective is also to send a message to our society through social media, discussions, lectures, and videos with the hope that more people will listen and participate in the search for peace and social justice. We firmly believe in that knowledge, education, and discussion are the main strengths that we have to better resolve the issue of social inequality. The campaign “For a world without discrimination” consists of 8 posters created by a local artist. These posters depict his perspective on themes that communities live everyday through graphics, offering problems and solutions. He will also explain the content and meaning of every element of his artistic work. In order to have a greater impact, we will walk through every poster with the support of technology and video.

The campaign for a world without discrimination consists of 8 posters created by a local artist, where his perspective on issues that communities live day by day is expressed in a graphic way, posing problems and solutions, in the same way he will explain the content and meaning of each of the elements of his work. Supported by technology and video, we explain each poster to those interested in order to have a greater impact.

### III.- THE ARTIST

Victor I. Puga is a muralist and teacher who will accompany us during the development of this campaign with his art and vision surrounding social justice and social inequality. Originally from el Estado de Tabasco in Mexico, he currently lives in the city of Cancún and participates actively in Citizen Science projects. He always motivates the youth and other citizens to participate in these projects through the arts. He does this with the mission of sending a positive and reflective message to communities and institutions. Victor I. Puga Nárvaez is a talented Mexican multidisciplinary artist. He is well known in diverse cities of the country for his participatory and community art. He also founded the Asociación de Artistas Plásticos de Cancún (the Association of Visual Artists in Cancún), and he initiated the dignification muralist project Brocha Gordá. His collective murals highlight local cultural roots, the rich nature of Mexico, and the countries birds.



Photo: Juan Flores

## IV.- COMUNICACION

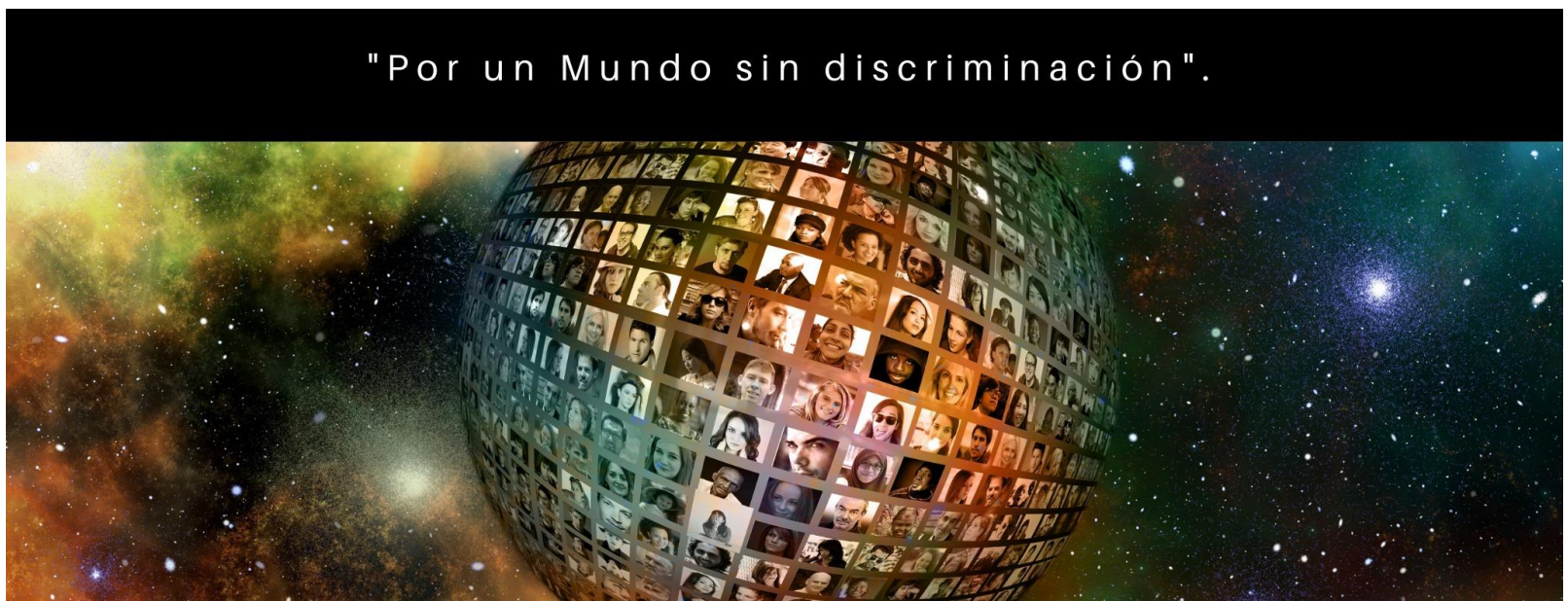
This campaign lasted five months, beginning in August 2020 and ending in December of the same year. With this campaign we want to invite people and communities to reflect on different themes such as equity, inclusion, social justice, and citizen science. Due to the current social distancing and isolation situation in Mexico, we did not carry out any activities in public spaces and the whole campaign was developed and carried out through social media. With the results we observed which will be shared in the following sections, we have committed to continue this campaign in 2021.



Photo: Juan Flores

## V.- DEVELOPING THE CAMPAIGN

This campaign was co-created by the ICBO's, the artists, and the community. We hosted virtual and in-person meetings, during which we upheld all COVID 19 safety standards and protocols recommended by the health department. Due to the current pandemic, we decided to do this campaign on social media We create a Facebook page titled "For a world without discrimination" where we posted videos in which the artist and Community Perspectives members present and explain the posters. This occurred over a five-month period starting in August 2020 and ending in December 2020.



Design: Juan Flores



Design: Juan Flores



Design: Juan Flores

We had technical support to carry out the videos of Karla Gabriela Martínez Castillo, who brought a special touch to the campaign through her expertise in the field of Communications.



Photo: Cecilia Álvarez

We recruited individuals who were interested in participating in the campaign to send in a personal video saying the phrase “For a world without discrimination”. This supported the campaign by increasing our audience and impact. We received videos from different parts of Mexico and the world.



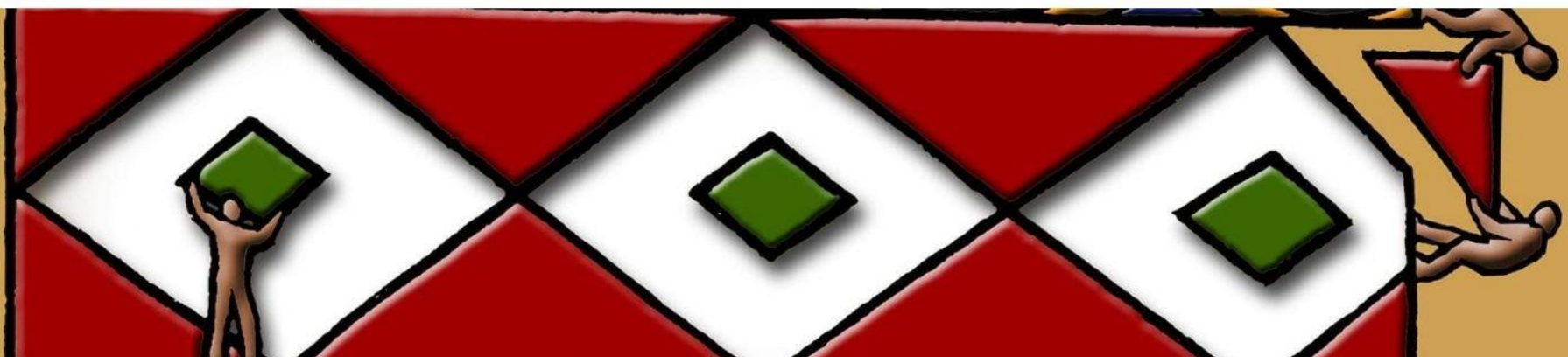
Design: Juan Flores



# VI. Posters

1. DISCIPLINE AND ADAPTATION
2. THE VALUE OF KNOWLEDGE
3. EQUITY
4. COMMUNITY PRIORITIES
5. UP FROM BELOW
6. VISION OF THE WORLD
7. DIVERSITY
8. LEARNING TO LISTEN

POSTER AUTHOR  
PROF. VICTOR PUGA



Por un mundo sin discriminación plasti-k/ata-k

# Disciplina

Totalmente presente y comprometido

## adaptación

estar comodo con la incomodidad

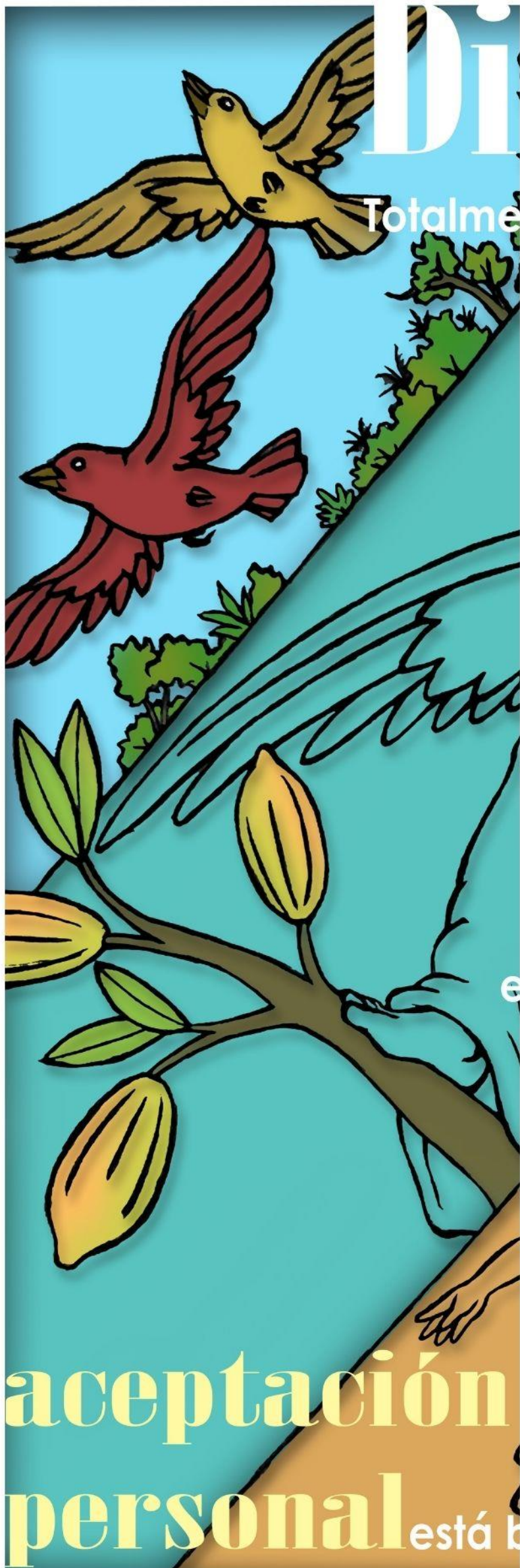
## aceptación

## personal

está bien ser imperfecto



COMMUNITY PERSPECTIVES



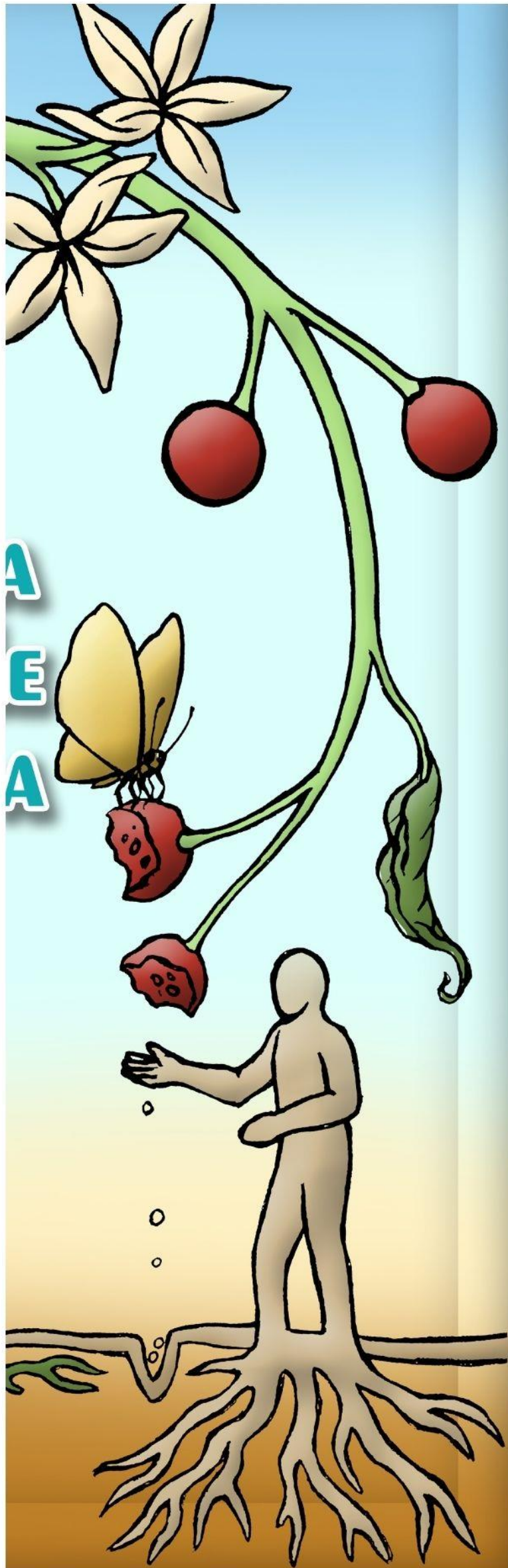
# Discipline and adaptation

First poster

Discipline, acceptance, and adaptability are ways that we relate and interact with our environment. From infancy, we learn the realities of life and the fragility of ecosystems. This includes our everything from our interior, anywhere our feet walk upon, and any space our soul inhabits which should be harmonious and abundant for all. In this time, we have advanced but not evolved. We continue teaching and passing on values. However, we also continue passing on prejudices that are oppressive and discriminatory which poison humanity from its core. There is no normal or perfect, there is only willingness and harmony. Our interior is the first place where we move forward in achieving this. We adapt to the smoothness because it feels comfortable yet adapting to roughness requires personal discipline and commitment. Our life is today, our tragedy is today just as is our capacity to initiate a radical change in the face of inhuman acts of prejudice.

Author: Victor Puga





# The Value of Knowledge

## Second Poster

The diversity of communities and the knowledge and wisdom that flourishes from this is a great treasure to humanity. To study and learn from them and their environment is a labor of integrity and respect towards the community. The research done in communities must include the community from the beginning of the project with respect, cultural competency, and sensitivity. The results should be accessible and left as a human cultural contribution. They should be of benefit and empowerment for the community in which they were generated. After sowing comes cultivation, flowering, pollination, and the fruit. The benefit of the harvest implies the responsibility of a new planting and of taking great care of the land.

Author: Victor Puga

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# equidad

inteligencia  
emocional

conocimiento  
profundo



COMMUNITY PERSPECTIVES

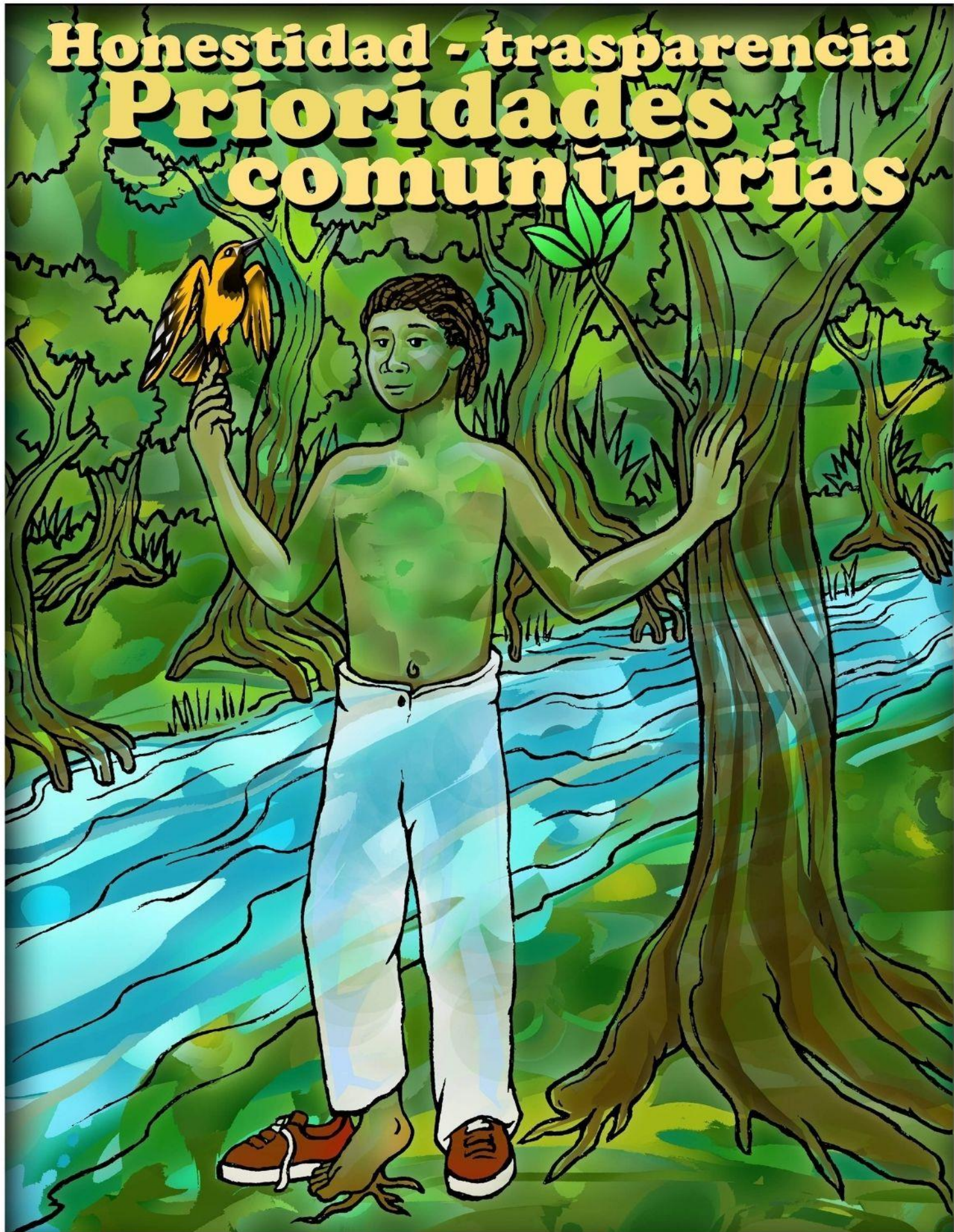


# Equity

Third poster.

It is necessary to focus on equity as one of the ways to eradicate discrimination in our society which is so unequal. We have generated technology, but this does not help us with human problems. Our basic instinct to learn can give us the capacity to find harmony. Learning is one of our primary instincts. We discover our environment with respect so that our changes can inspire and teach generations through emotional intelligence, as part of their roots, and stimulate the humanity in the ways we relate to each other, acquire deep wisdom, and look for ways to heal and nurture collectively.

Author: Victor Puga



# Honestidad - transparencia

# Prioridades

# comunitarias





# Community Priorities

## Fourth Poster

As a basic principle of harmony, it is important to understand the needs and priorities of a community when one enters the community with the interest of study. Research is and should be for the benefit and betterment and should not have negative effects in the process. Integrating this will give you value, integrity, honesty, and transparency as you coexist with the community. This is essential for true community integration. “We cannot abuse in wasting the water that we drink, we don’t dirty where we walk barefoot”.

Author: Victor Puga

Por un mundo sin discriminación plasti-k/ata-k

**Nuestra visión del mundo no es**

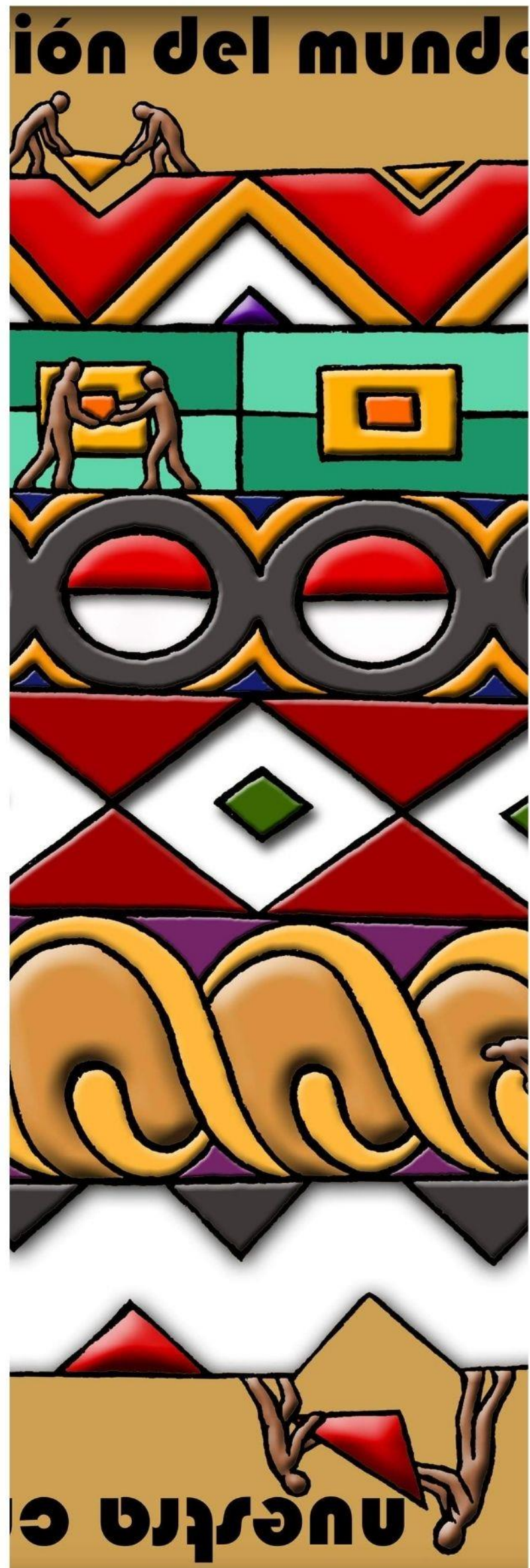
**la misma que la de la dominante**

**se hace tradicionalmente.**

**nuestra creencia**



COMMUNITY PERSPECTIVES



# Vision of the World

## Fifth Poster

No one sees the world in the same way, there exist many different perspectives. The visions of small communities just as the visions of indigenous cultures are not the same in the eyes of the dominant culture. We must ensure that the vision of the dominant culture is not imposed over those of communities. The more diversity the more richness. Appreciating and learning from them makes us more empathic and sensitive towards our own community. We must understand that we are a unique part of a grand structure, every foot is valuable. Integrating and contributing who we are to our environment can bring benefits for everyone. It sustains a more just and equitable society, a more integrated world accessible to everyone. We are all necessary and important.

Author: Victor Puga

Inclusiva organización de  
abajo hacia arriba

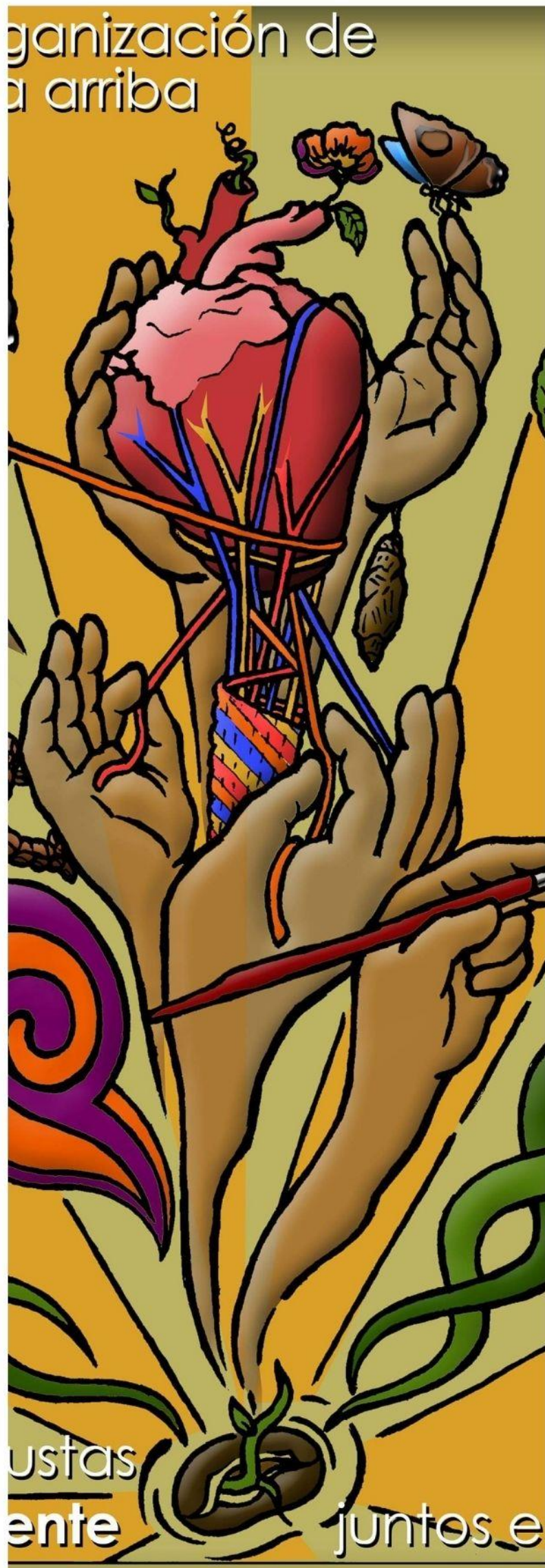


Construye  
relaciones justas  
**Comunalmente**

juntos en solidaridad



ganización de  
a arriba



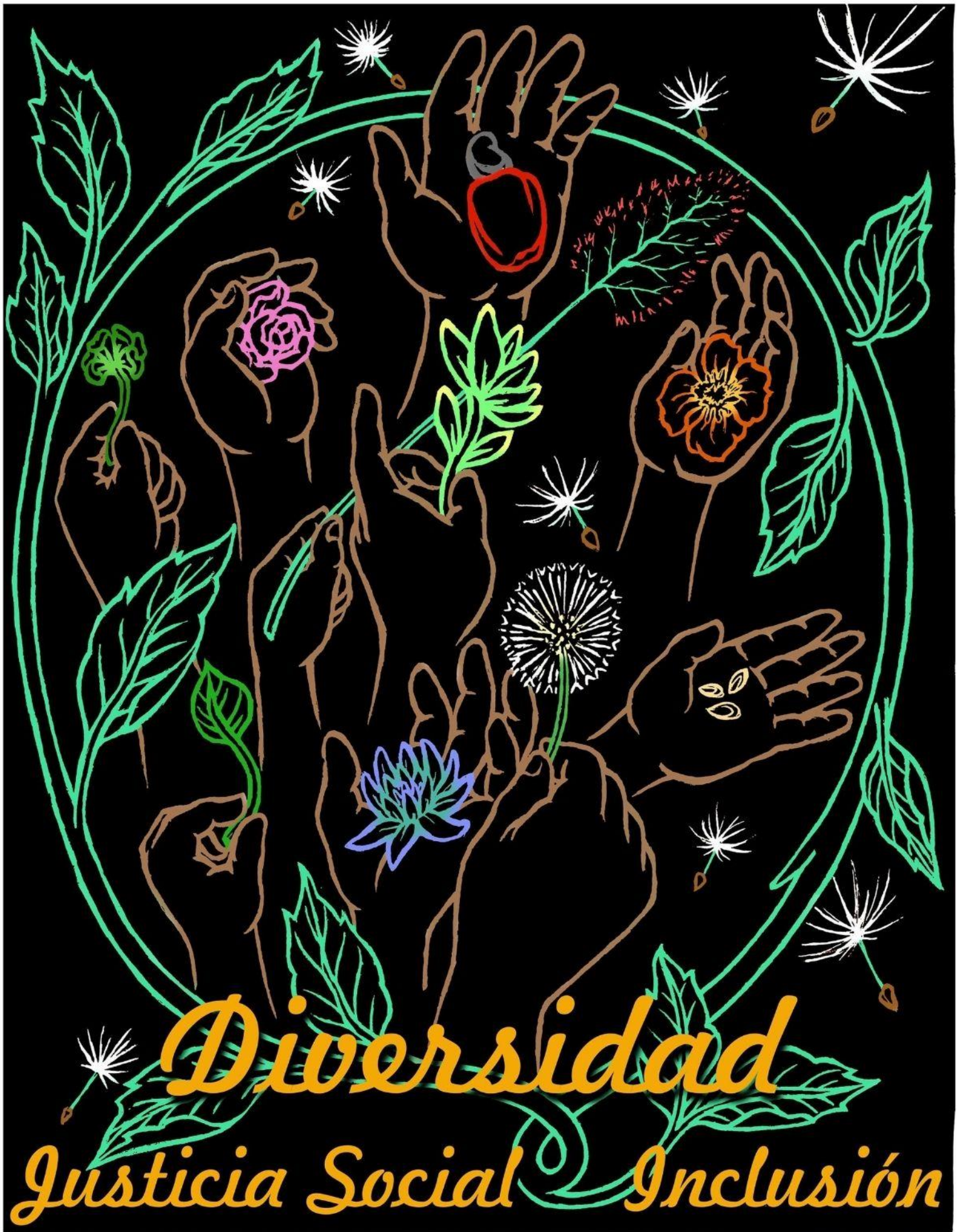
# Up From Below

## Sixth Poster

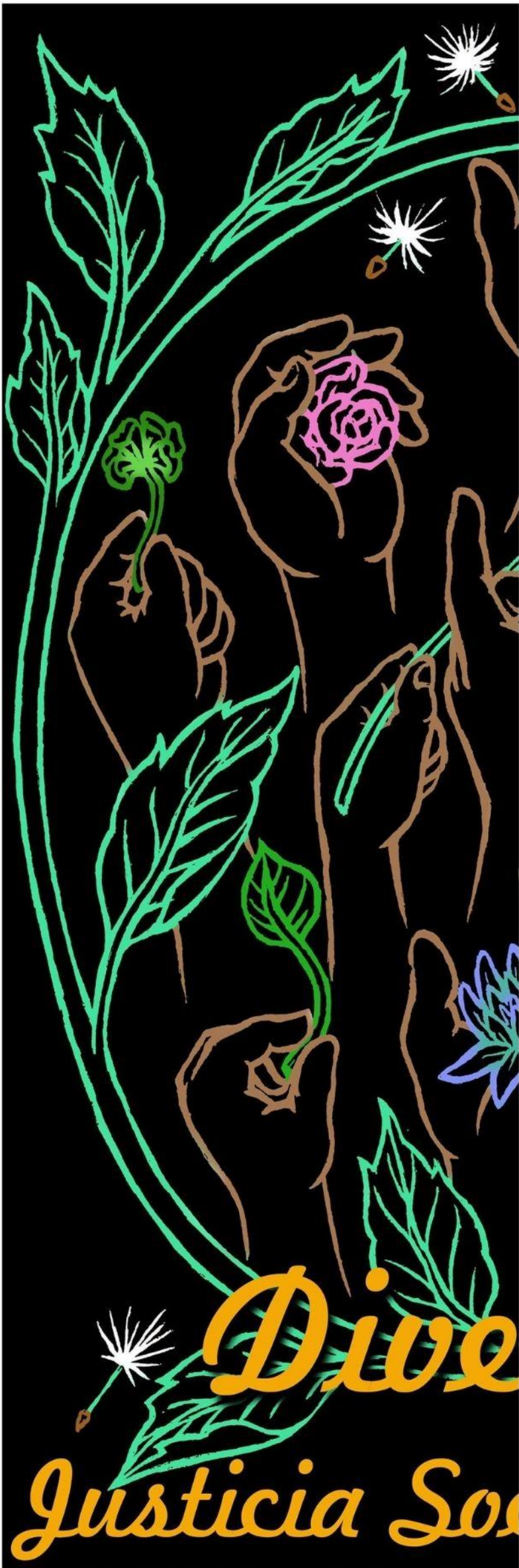
Working together in solidarity and mutuality, the separatist voracity that tries to rule our cities and communities is eradicated from our environment. Bottom-up organizing and horizontal organization schemes allow for fairer relationships. Recognizing the value of traditions, the exchange of knowledge, and trades will help us achieve a more inclusive organization. “Nature weaves with time, sensitivity and touch, intertwines us with colors, harmony, and life. The ties and fabrics are not complex, they are only firm, fluid and constant. They are knots that tie, they are blooms in a harmonic process”.

Author: Victor Puga

Por un mundo sin discriminación plasti-k/ata-k



COMMUNITY PERSPECTIVES



# Diversity

## Seventh Poster

If we could see ourselves how we really are in the world, we could appreciate the beauty of diversity. The way in which we include ourselves is perfect, we learn to value the place and moment in which we live. "Each one in their time and experience, all with will and patience".

Author: Victor Puga

# Compromiso de auto transformación

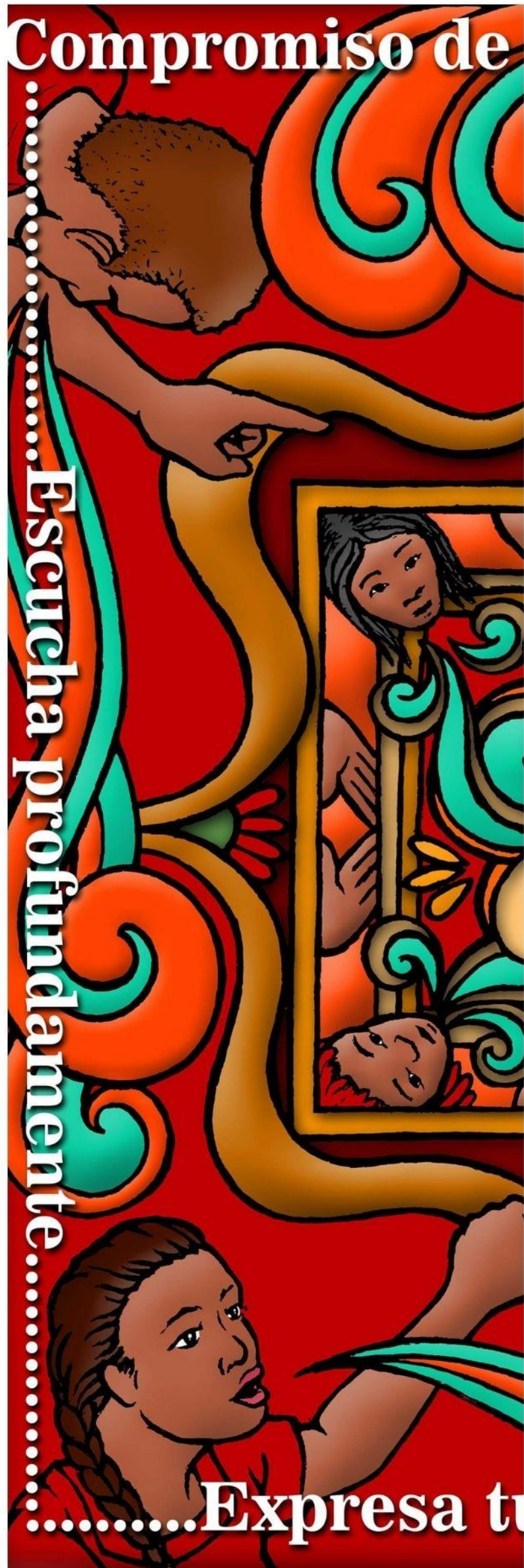


.....Escucha profundamente.....

.....Perdonar y aprender sana.....

.....Expresa tu desacuerdo.....





# Learn to listen

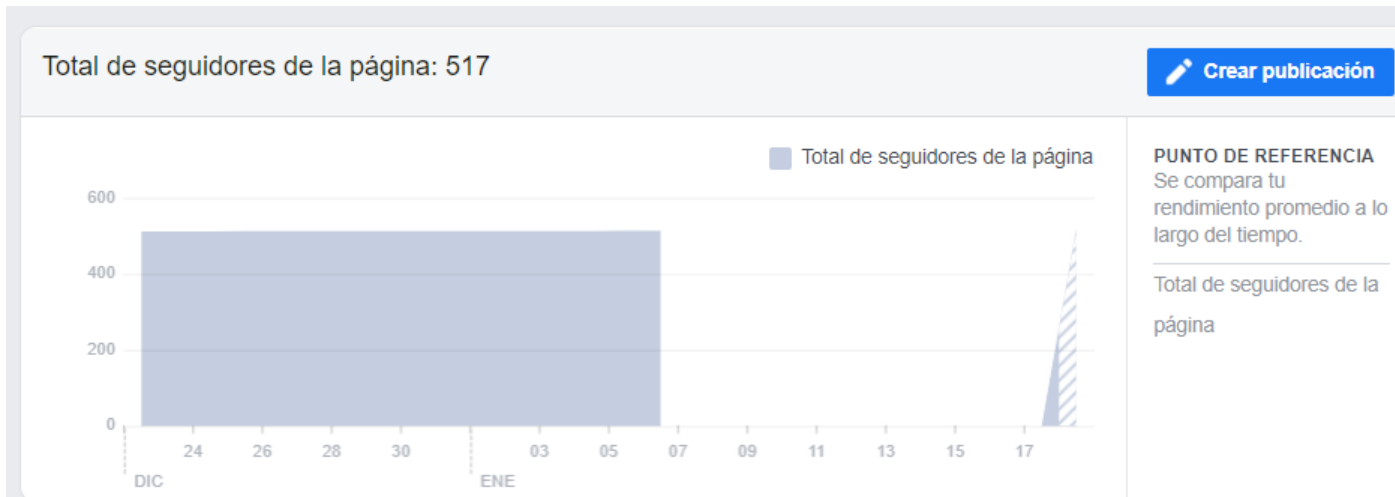
Eight Poster

Our way of relating to one another is so sensitive, the way we each feel is complex. It is ok to be in disagreement with the majority. Each one of us uses and accommodates words differently. Let us practice attention and humility when we listen to one another, learning from our mistakes strengthens forgiveness and makes us stronger in community. "A community of healthy harmony is not easy to achieve, it is actually the result of the commitment to self-transformation, it is understood at the time of individuals determination when starting the change to achieve a world without discrimination".

Author: Victor Puga

## VII. RESULTS

The results that were obtained from the creation of the campaign in July 2020 to its end in December 2020 from the Facebook page “For a world without discrimination” were as follows:



The views on the page reached 16,549, 16 videos were created, and 8 posters and 6 infographics were shared.

Links for videos of the 8 posters of the “For a world without discrimination” campaign:

<https://www.facebook.com/101822331658377/videos/1633753576786546>

<https://www.facebook.com/101822331658377/videos/3953986874627879>

<https://www.facebook.com/101822331658377/videos/1003262443482735>

<https://www.facebook.com/101822331658377/videos/989344828212345>

<https://www.facebook.com/101822331658377/videos/2519119935056949>

<https://www.facebook.com/101822331658377/videos/1371425889873433>

<https://www.facebook.com/101822331658377/videos/398112741621113>

<https://www.facebook.com/101822331658377/videos/1101518580297743>

This campaign, which was born from the community for the community, was carried out with the intention to invite people to reflect on themes that afflict people and communities, and to invite folks to co-create Citizen Science projects.

Science should be accessible to all people and communities, we hope that this campaign will help you find concepts that can be replicated according to the interests of your community.

“For a world without discrimination” is a public campaign, not affiliated with any political party and its use for different purposes is prohibited.

We thank every single person who sent us their “For a world without discrimination” videos, which were very valuable for the development of this campaign.

On the part of the Community Perspectives, we give thanks to Prof. Victor Puga and to Karla Gabriela Martínez for their art and passion for the wellbeing of communities and their city.

“If we join each of our colors as if they were threads and weave them, we would have as a result the most beautiful embroidery in the world”

Fraternally

Cecilia Álvarez y Juan Flores

Responsible for the project “For a world without discrimination”

ICBOs Community Perspectives



A SPECIAL THANK YOU TO NOISE PROJECT MEMBERS WHO WILL INSPIRE US EVERY DAY. THANKS ALSO TO THOSE WHO SENT US THEIR VIDEOS:

KAREN KITCHEN

TANYA SCHUH

MARILU LOPEZ

KAREN PURCELL

LUNA CASTELLI

BRIGIT LUCEY

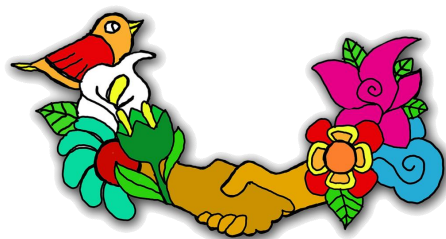
JHON ANNONI

RAJ PANDYA

ADAM SPAULDING

DANZA Y NEURODIVERSIDAD

SCOUTS DEL CARIBE



**COMMUNITY PERSPECTIVES**





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This project is dedicated to all the people who have fought for a world without discrimination.



## **COMMUNITY PERSPECTIVES**

Cancún, Quintana Roo, México.  
February 2021