

Festival Latinoamericano de Economía Inclusiva

Incluir para Crecer

Colaborando con el arte de la inclusión





About **4D** lab

**Cultures of
communication,
cultures of inclusion,
Cultures of regeneration.**

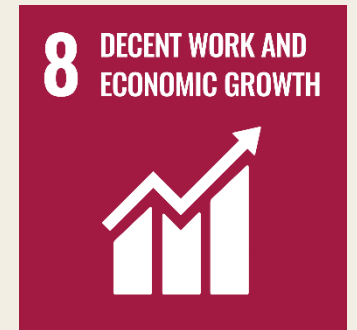
We are a certified B company. We aim to create opportunities for development for every person in a collaborative environment and to accompany transformation processes towards inclusive cultures and economies.



Behind this project, there is a team highly committed to and conscious of the need to have individuals and movements that actively contribute to new ways of living in this increasingly unequal and excluding world. Our professions, experiences and biographies come together to foster action and a multidisciplinary perspective: education, communication, design, art, language, culture.

We are convinced that all the causes are interconnected. We believe in intersectionality, in the collective wellbeing, in multidisciplinary and flexible research, in its implementation in the social field, in an honest exchange: there lies part of the answer.

Through our projects, we actively contribute to the following sustainable development goals:



INCLUIR PARA CRECER

LATIN AMERICAN INCLUSIVE ECONOMY FESTIVAL
COLLABORATING WITH THE ART OF INCLUSION

This project began in 2020 amid a context of clear systemic exclusion. Many of the social evolution processes and projects underway, at a regional and national level, were abruptly stopped. This scenario intensified the pre-existing vulnerability in many of the historically relegated communities. **Incluir Para Crecer** emerged as a space to meet, reflect, learn and discover, with the belief that those societies, organizations and educational systems that are inclusive are also more resilient and more creative.

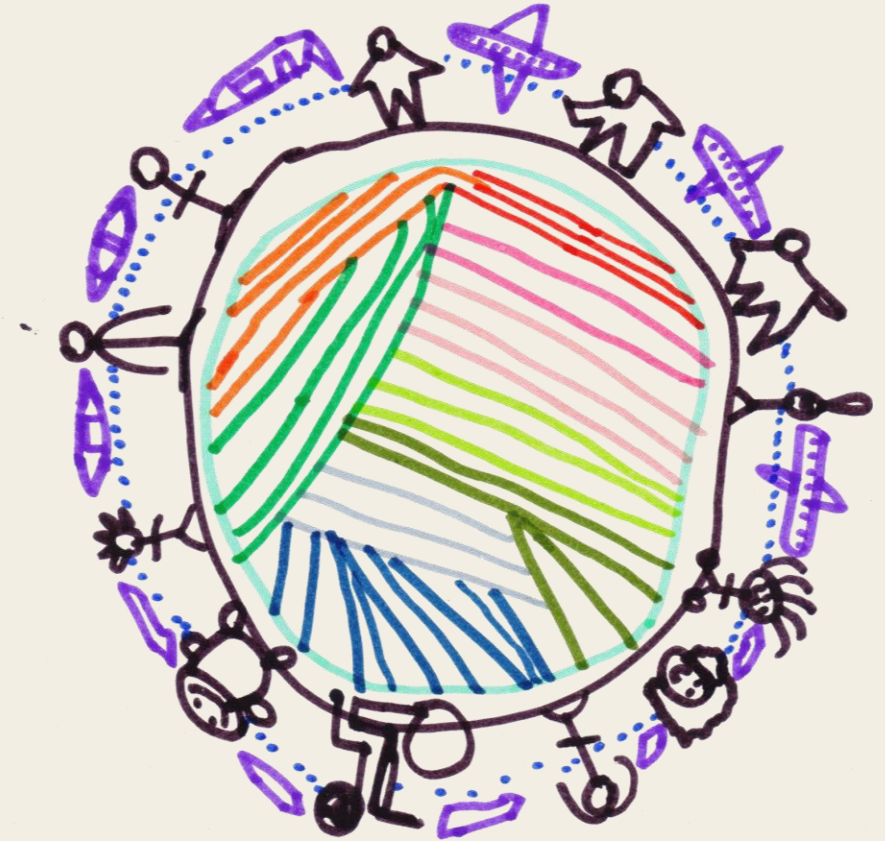


Illustration by Magdalena Cosco

In a truly inclusive system, every person has the possibility to develop and prosper: **inclusion is not only an ethical decision but an essential component for the health of the ecosystem.**

CONTEXT:

Systemic Exclusion in Latinamerica

In Latin America and the Caribbean, the richest 10% accumulate 77% of the wealth and the poorest 50% only 1%.

There is a **great educational inequality** that is particularly evident in the following **communities: indigenous, Afro-descendant, people with disabilities, LGBTQI+ or migrant families**; as well as the gap between urban and rural areas.

Educational exclusion clearly leads to greater probabilities of exclusion in adulthood. Even when it is possible to break down systemic obstacles and educate individuals, when they enter the labor market, people belonging to these communities **earn lower salaries than their peers, experience greater job instability and higher rates of lack of legal protection. and systemic due to informality**. The vast majority of people go through acts of violence and discrimination, both symbolic and institutional.

Quality statistical data in the region remains scarce, which makes this reality even more invisible:

64% of people with disabilities of working age **are unemployed**.

43% of indigenous population in the region lives in **poverty**.

1 out of 5 people of African descent are **excluded from the educational system**.

70.6% of LGBTQI+ population claimed to have experienced some episode of **symbolic violence in the workplace**.

Source: United Nations

THE JOURNEY: AN INTERCONNECTED PROCESS TOWARDS CULTURES OF INCLUSION



After each Incluir para Crecer event (in blue), a series of projects and activities emerged, that then acted as fuel for the next one. This continuous cycle offers the community an opportunity to share, listen, sense, reflect and foster new initiatives at each iteration.

2020: FESTIVAL FIRST EDITION

OPENING

EDUCATION

WORKPLACE

PUBLIC POLICY PANEL

CLOSING

OPENING

- Mag. Mercedes Viola Deambrosis, **director & founder 4D lab, Uruguay**
- Mag. Mireia Villar Forner, UN Resident **Coordinator in Uruguay**
- Graciela Dede, UN Human Rights Advisor, **Uruguay**
- Prof. Mel Ainscow, **University of Manchester, UNESCO Consultant, UK**
- Stefan Tromel, **Senior Specialist in Disability at the ILO, Switzerland**
- Pamela Molina Toledo, Specialist in Disability, **Organización de los Estados Americanos (OEA), United States**

EDUCATION

Space of regional best practices:

Inclusive Education


- Horacio Otonelli, **Instituto de Educacion Santa Elena, Uruguay**
- Dr. Wilder Muñoz, **Escuela Pública la Pradera, Perú**
- Maria Eugenia Yadarola, **FUSDAI and Universidad Católica de Córdoba, Argentina**
- Maria Viola, **Plataform SELI, LATAM**
- Guadalupe Perez, **Universidad de la República, Uruguay**
- Eridson Rodríguez y Vivian Cortez, **Liceo VAL, Colombia**
- Charita Tavara, **Escuela Pública "I.E. N 1005 JORGE CHÁVEZ DARTNELL", Peru**
- Mariana Patricia Altamirano, **Universidad de Catolica de Argentina**
- Roxana Castellano y Américo Menéndez, **Ceibal, Creativa, Uruguay**

COMPANIES

Workplace Inclusion

- Carolina Canil, **Gemma Consultora, Uruguay**
- Inés Voncini and Maria Gerogina Barrán, **Accenture, Argentina**
- José Nuñez, **Grupo Luminotecnia, Paraguay**
- Nel Correa, **La Casa del Carlota, Colombia**
- Patricia Andrade and Mauricio Aguinaga, **Sociedad Peruana de Síndrome de Down, Perú**
- Ignacio Madero, **Sodexo, Argentina**

CLOSING

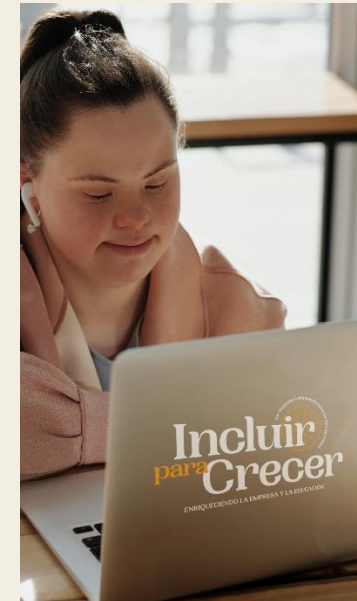
Otro día en Uruguay: [video](#) recorded for Incluir Para Crecer
And for the "Great Gala for Children" event of Fundación Julio Bocca. 



PUBLIC POLICY

- Dra. Carla Bacigalupo, Minister of **Labor, Employment and Social Security, Paraguay**
- Dr. Pablo Da Silveira, **Minister of Education and Culture, Uruguay**

Moderator Natalia Guala Beathyate, **Grupo Social ONCE, Spain**



INCLUIR PARA CRECER 2020: FIRST EDITION IN FIGURES

+200

ATTENDANTS FROM 14
COUNTRIES

40

PANELISTS – PARITY OF
PARTICIPATION

15%

PANELISTS WITH DISABILITIES

5

HOURS



30%

OF ATTENDANTS RECEIVED A SCHOLARSHIP

100,000

INDIVIDUALS WERE REACHED BY PROMOTION AND
ADVERTISING

91%

POSITIVE RESPONSES IN THE SURVEY

93%

POSITIVE RESPONSES ABOUT THE PURPOSE OF THE EVENT

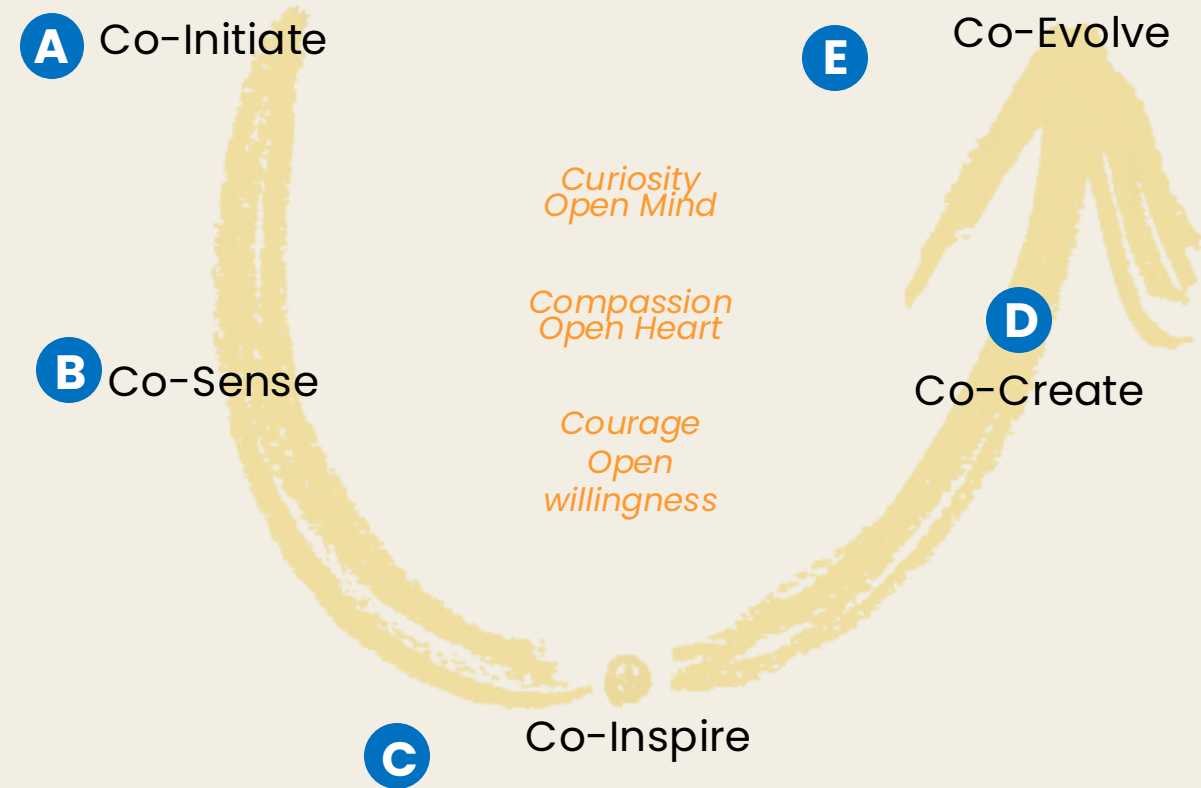


[Summary Video](#) *Incluir Para Crecer 2020*

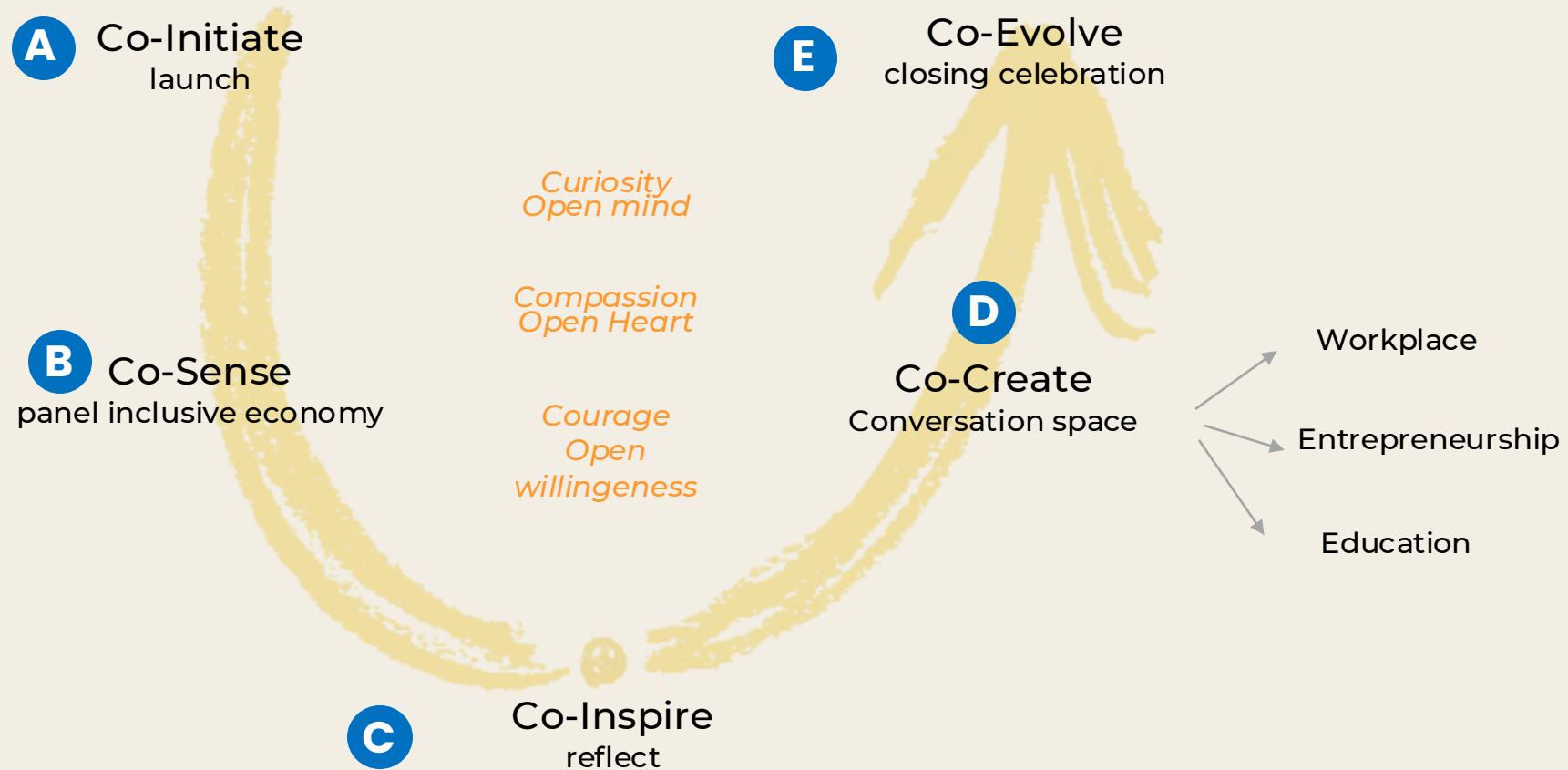
2022: FESTIVAL SECOND EDITION

The Festival agenda is designed on the basis of *the U Theory*. Based on over two decades of action research at the MIT, this theory provides a conceptual and methodological framework, that develops leadership skills essential for conscious transformation at individual, organizational and social levels.

It combines the forefront of systemic thought, social innovation, presence, arts and transformation, to address the deep causes of current social, environmental and ontological gaps, going from an ego-system to an eco-system logic.



INCLUIR PARA CRECER 2022



2022 Second Edition

A

LAUNCH

The Festival was launched at the amphitheater of the SODRE National Auditorium, as a hybrid event (onsite and online). [Video](#).

- Mercedes Viola, **4D lab**
- Luciano Supervielle, **Musician**
- Magdalena Cosco, **4D Lab**
- Valentina Bidart, **Dancer**

B

INCLUSIVE ECONOMY PANEL

Conversation space with:

- Magdalena Cosco, **4D Lab**
- Mercedes Viola Deambrosis, **4D lab**
- Laura Pastorini, **Presencing Institute**
- Ronald Sistek, **Coconsulting Coherencia Organizacional**
- Ana Gómez, **Wellbeing Economy Alliance**
- Leonardo Maldonado, **Ciudades +B**
- Facundo Chávez Penillas, **ACNUDH, Naciones Unidas**

C

CO-INSPIRE

Listening and reflection space:

- Listen deeply what is expressed
- Observe the information provided by the social field
- Reflect, discuss and work around possible answers in teams

2022 SECOND EDITION

D

CO-CREATE

CONVERSATION SPACE

WORKPLACE:

- Natalia Guala, **Fundación ONCE**
- Stephan Tromel, **Organización Internacional del Trabajo**
- Diana Elizeche, **Fundación Saraki**

ENTREPRENEURSHIP:

- Sabina Lobato, **Grupo Social ONCE**
- Stephan Tromel, **Organización Internacional del Trabajo**
- Roman Guyer, **Fundación Saraki**

EDUCATION:

- Mercedes Viola Deambrosis, **4D lab**
- Mónica Cortés Ávila, **ASDOWN Colombia**
- Ignacio Calderón, **Universidad de Málaga**

E

CO-EVOLVE

Presentation with the authors of [Video](#) Florecer Criollo, made for the Festival



- Luciano Supervielle, **Musician**
- Mercedes Cosco, **Director**



INCLUIR PARA CRECER 2022: SECOND EDITION IN FIGURES

+150,000

INDIVIDUALS WERE REACHED BY COMMUNICATION CAMPAIGNS



300

ATTENDANTS FROM **23 COUNTRIES**

17

PANELISTS (URUGUAY, ARGENTINA, PARAGUAY, CHILE, COLOMBIA, SPAIN AND SWITZERLAND)

17%











OF SPEAKERS HAVE A DISABILITY

40%

OF ATTENDANTS RECEIVED A SCHOLARSHIP

 [Video resumen](#)

FEEDBACK FROM ATTENDANTS OF THE 2022 FESTIVAL

- Overall experience at the Festival 4.75/5 
- Launch of Festival at the SODRE National Auditorium 4.62/5 
- PANEL on Inclusive Economy 4.63/5 
- Workplace - conversation space 4.52/5 
- Entrepreneurship - conversation space 4.64/5 
- Education - conversation space 4.71/5 
- Festival Closing celebration 4.77/5 
- Workshops 4.68/5 
- Conversations in small groups 4.48/5 
- The Festival contributed to advancing towards a more inclusive world 4.85/5 

WOULD YOU LIKE TO KNOW MORE ABOUT THIS EDITION? [HERE THE JOURNAL](#) 



**HOW ARE WE
DESIGNING THE
2024 EDITION?**

INTENTION

- Generate a space for collective reflection and meaningful conversations that allow us to move towards an inclusive economy.
- Raise awareness about the value of diversity and inclusion in nature, including human nature in different contexts: work, education, entrepreneurial and social.
- Include ourselves through art, that acts as a vehicle for dialogue and a bridge between realities.
- Promote collective and personal action and reflection, with the conviction that every person is a potential change agent.

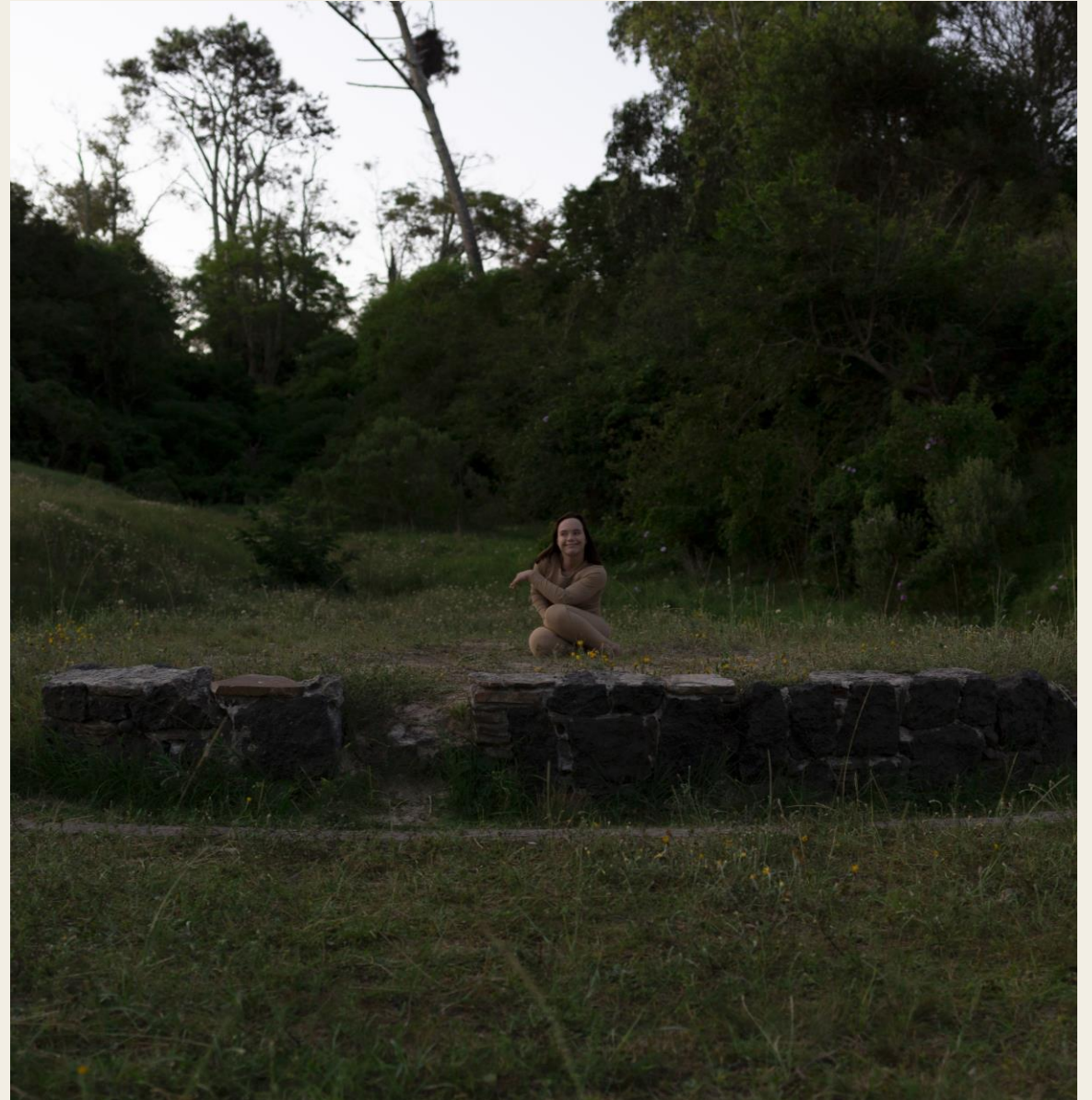


In [this interview](#), Mercedes Viola, Festival founder, talks about Inclusive Economy.



ART AS A BRIDGE BETWEEN WORDLS

We believe in art as a vehicle for dialogue and the artistic act as a transformative experience. The dynamics of Incluir Para Crecer begin with an invitation to connect with our real self to establish deep communication with other people: art as a bridge between the individual and the collective.



PRE EVENT 2023: WELLBEING WORKSHOP

Individual wellbeing is inseparable from collective wellbeing. A person who feels well can experience inclusion in a more organic way, because they know and feel that a society that values its diversity is richer, more resilient, and has more capacity to overcome obstacles and flourish. And that shared wellbeing enlarges and gives a new meaning to individual wellbeing.

This event sought to create a space for learning, reflection and collaboration in an inclusive environment where art and diversity intertwine to build a more equal and accessible future for everyone.



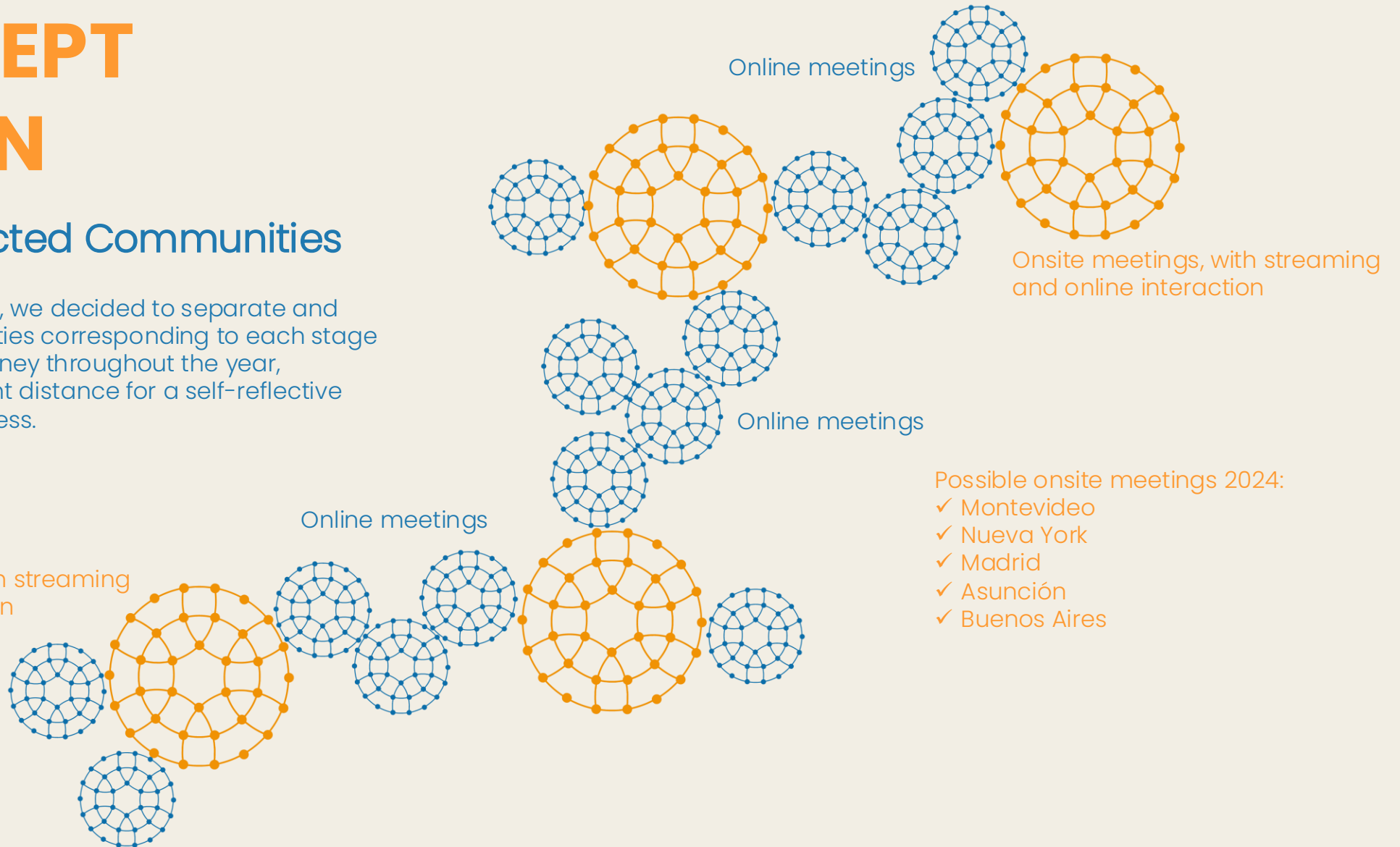
[Video](#) summary

CONCEPT DESIGN

Interconnected Communities

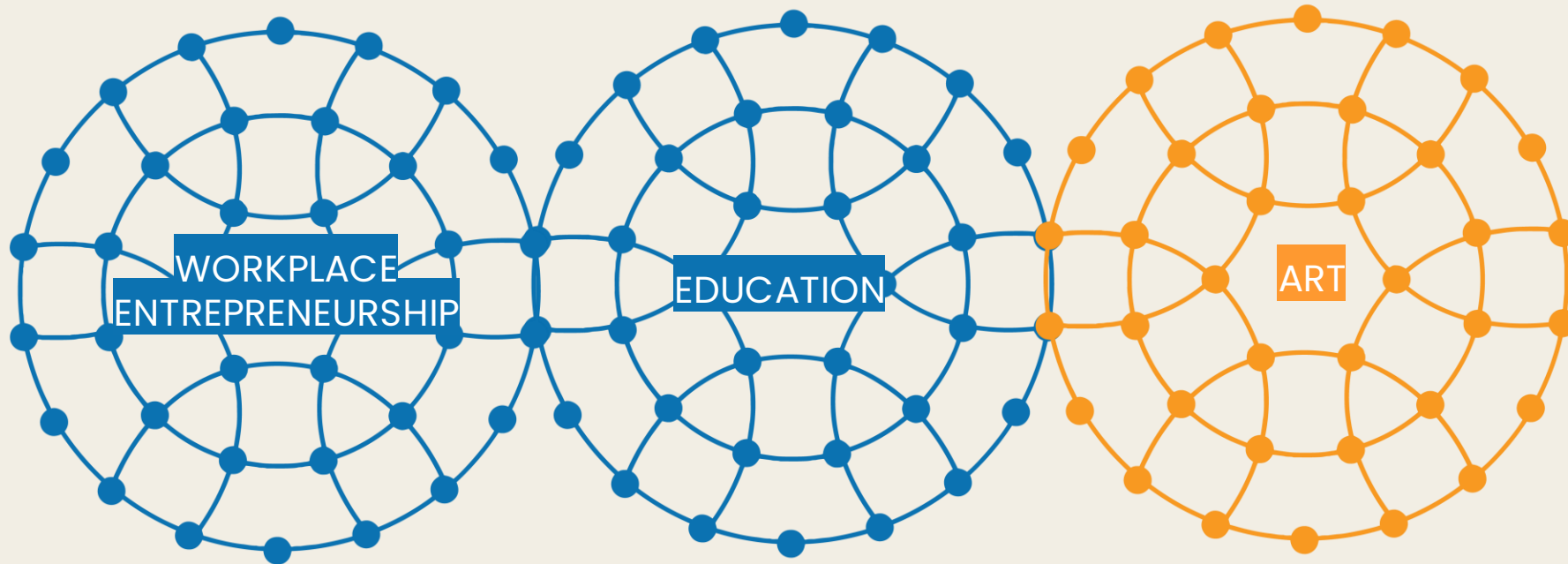
For the 2024 edition, we decided to separate and distribute the activities corresponding to each stage of the Festival's journey throughout the year, generating sufficient distance for a self-reflective and profound process.

Onsite meetings, with streaming
and online interaction



CONTENT

This 2024 edition will have the same basic structure as the previous ones and will add this year's innovations. The following spaces will be generated: listening to voices from different groups in Latin America that face barriers to their true inclusion, discussions about cultural transformation processes in organizations, educational centers and companies, and a panel on art, imagination and its role in transformation of the world.



A

Co-Initiate

Launch of the 2024 edition
with an art work and a
mise en scene

30 May
SODRE Amphiatr,
Montevideo, Uruguay
Onsite and online

B

Co-Sense

Listening Spaces:
Sounding board for Latin
American voices

29 & 30 August

*Curiosity
Open mind*

*Compassion
Open Heart*

*Courage
Open
willingness*

Co-Inspire

C

Mix proposals for personal
reflection: body exercises,
journaling.

29 & 30 August

Co-Evolve

E

Closing celebration with
an art work-documentary

5 September

Co-Create

D

Spaces for conversation and
exchange, work groups on
methodological proposals and
call to action

29 & 30 August

Network building, community

Thanks to the partnership with the Presencing Institute,
people who participate in the Festival will be able to join the
platform <https://www.u-school.org/> and be part of the Hub
Inclur Para Crecer.

ALLIANCES

**Transformations are co-designed, co-created.
Collaborative work generates richer processes and deeper outcomes.**

In this journey, collaborative work has proven to be a key factor, allowing feedback between all parties.

Each of our allies has been a fundamental piece in this puzzle of diversity and inclusion. Their dedication and commitment have been essential to bringing the Festival to life.

Our allies have contributed their experience and knowledge in an unparalleled way, turning this festival into a truly enriching and significant experience.

This is just the beginning of a collaboration that promises to continue building a more inclusive and diverse world..

DECLARATION ON INTEREST



SUPPORTERS:

ORACLE



LUZ & ARTE
PRODUCTOS ARQUITECTÓNICOS



SALUS

NETWORK



GRUPO DE TRABAJO
EDUCACION INCLUSIVA



Alianza
de organizaciones por los derechos
de las personas con discapacidades
en Uruguay



SOS Impacto



socialab / UY®



STRATEGIC ALLIANCES



INSTITUTIONAL SUPPORT

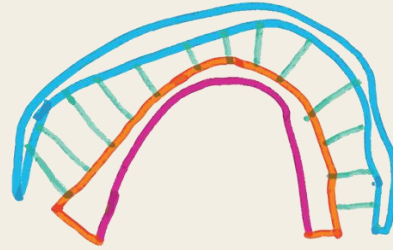


Pacto Global
Red Uruguay



We are always looking for new contributions.
How could you join the project?
Every Alliance is unique, let's talk.





Let's co-create a new way of living together

THANK YOU!

Latin American Inclusive Economy Festival– Incluir para Crecer, is a 4D Lab project.



festivalecoinclusiva



Incluir para Crecer



FestivalEcoInc



Festival Economía Inclusiva

www.economiainclusiva.net