



WHITAKER
PEACE & DEVELOPMENT
INITIATIVE

2022 Annual Report

MEXICO



PEACE IS CONTAGIOUS

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Overview

A Year of Consolidation and Expansion

The present report covers the activities led by WPDI in Mexico, throughout 2022, in the two states of Baja California, where we work mainly in Tijuana, and Chiapas, where we operate from San Cristóbal de las Casas and Mitontic. Having reached over 22,000 beneficiaries, including 3,000 directly through training, peacebuilding and livelihood activities, we can safely consider that the constraints induced by the COVID-19 crisis are behind us, allowing us to regain our capacity to deliver our programs in earnest.

The consolidation of our action was all the more welcomed that Mexico remained affected by important challenges, most notably in terms of security. Indeed, the country remains engulfed in many forms of violence, as detailed in the 2022 Global Peace Index, where Mexico is ranked 137th among 163 countries assessed for their security status.

This was felt in particular in Chiapas, where violence has increased due to gangs and organized crime. More specifically, violence against women and girls in Mexico has increased over the last five years, as revealed by the national statistics office, which found that 7 in 10 women reported experiencing some form of violence. This finding is in line with our observations on the ground, based on which we had decided to increase our action in benefit of women, notably through our entrepreneurship program, for which 54% of its 1,498 beneficiaries are women.

In this context, our entrepreneurship program has continued to demonstrate its value for empowering individuals and serving communities. With 18 businesses created this year, the program has clearly taken on a new scale, which will undoubtedly increase its visibility in the coming months and years. Likewise, our peacebuilding activities have allowed us to increase our presence on the ground.

For instance, 1,663 people participated in training and activities held at WPDI's Community Learning Centers, noting that the overwhelming majority of our trainees who responded to our surveys declared that they have recommended our programs to other people. To this, we should add that, for 2022, 81 former vocational trainees completed our survey and 69% of them reported positive outcomes, with 11% finding a job, 6% increasing their income, 26% creating a business, and 26% pursuing studies.

Besides these positive numbers, this report also contains numerous testimonials and stories that provide a lively and genuine account of the results achieved by WPDI in its target geographies. We should also stress that, behind these successes of WPDI are mostly also successes by our beneficiaries who, using our programs as a resource, were able to make a difference in their personal lives or their communities.



Key Achievements

Through our activities, we have reached over 3,120 direct beneficiaries and over 22,000 when including indirect beneficiaries.

Youth Peacemakers

47 WPDI Youth Peacemakers

337 Local Youths trained by WPDI's Youth Peacemakers



Community Learning Center

▪ **1,663**

participants in training and activities held at WPDI's Community Learning Center



Community Engagement

- **2** online radio talk shows and **1** TV show, reaching an estimated **23,700** people
- **253** participants in Peace Engagement days
- **17,856** beneficiaries of our advocacy campaigns



Online Trainees

- **155** online trainees in Conflict Resolution Education
- **217** online trainees in ICT
- **56** online trainees in Business and Entrepreneurship



Peacebuilding

- **220** adult graduates in Conflict Resolution Education
- **8** Community Dialogues held to resolve conflicts within the settlement, gathering **618** participants
- **10** Community Leaders trained in conflict resolution



Education in Schools

- **622** students and **51** teachers from **8** schools trained in Conflict Resolution Education



Cinema for Peace

- **11** film screenings held and attended by **393** people



Business Bootcamp

- **48** businesses currently supported by WPDI, including **15** launched in 2022
- **1,498** beneficiaries of the WPDI-supported businesses
- **4** Business Plan Competitions held throughout the year
- **329** graduates in ICT
- **97** graduates in Business and Entrepreneurship
- **261** Graduated in Arts and Crafts

Additional Highlights



Our local staff received a course on self-care for social workers and NGO staff conducted by our international partner HIAS International.



With the Global Alliance to Prevent Armed Conflict (GPPAC), we participated in Youth Peace and Security meetings and events.



With the GPPAC, we launched a global awareness campaign to prevent youth criminalization called "Campaign for International Youth Day 2022 to Spread Awareness on the Criminalization of Youth."



With our partner Red por la Paz en México, we organized a national Forum called "Caminando hacia la Paz en México" which aimed to bring awareness to the escalating violence and human rights crisis in Chiapas.



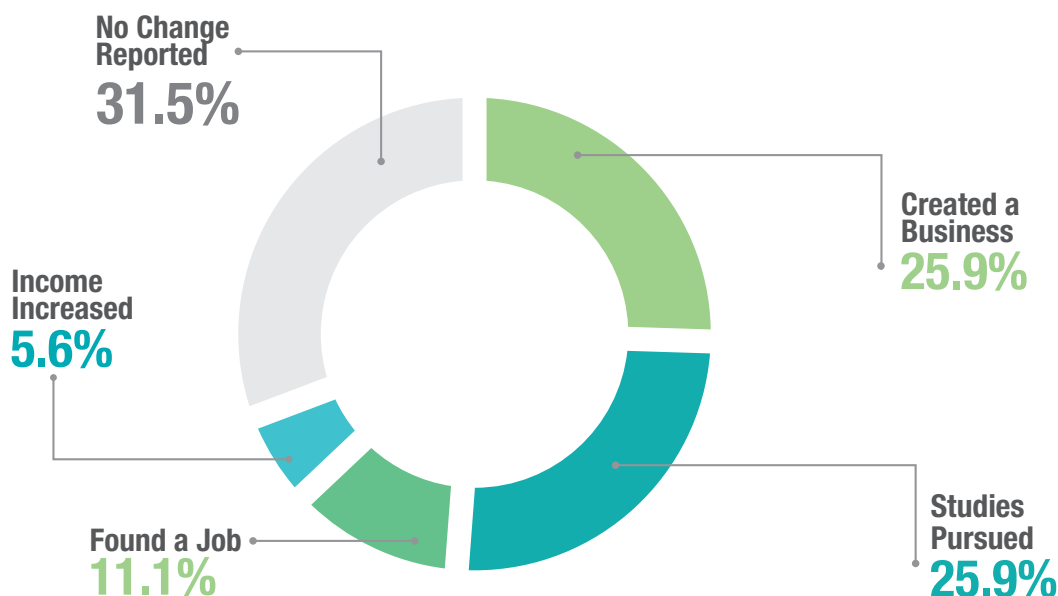
WPDI traveled to Mérida, Yucatán, to train 78 young leaders in Conflict Resolution.



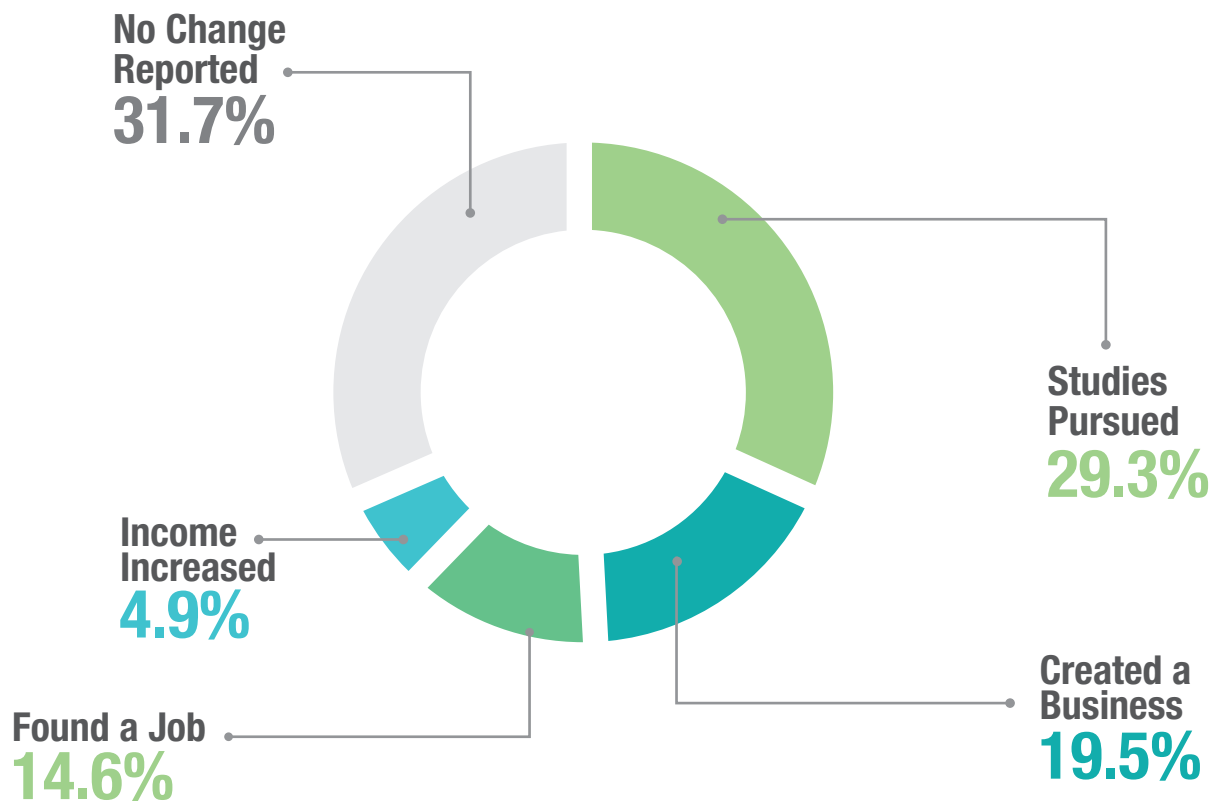
Our staff member Yolanda Pérez participated in the 18th World Summit of Nobel Peace Laureates, celebrated in Pyeongchang in South Korea.

Survey Results

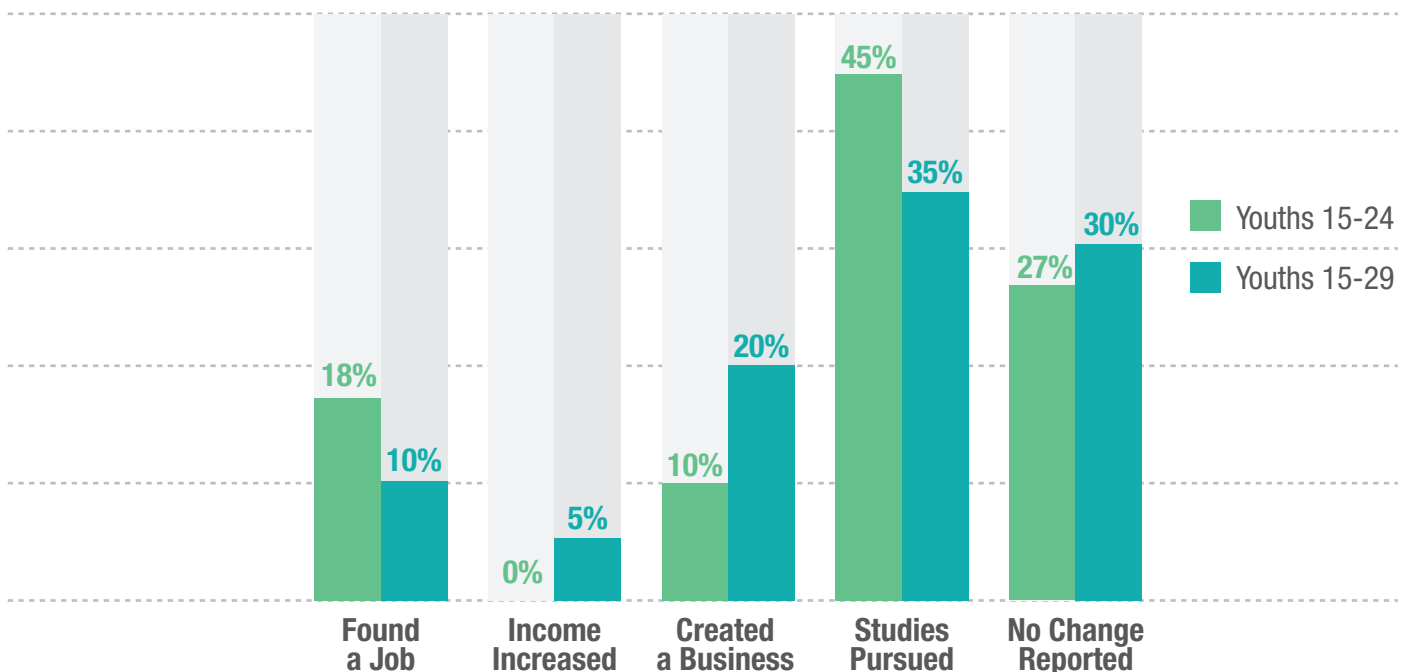
41 former trainees responded to the survey, 20 of them were women.



Outcomes of Vocational Trainings for All Surveyed Trainees



Outcomes of Vocational Training for Surveyed Female Trainees



Outcomes of Vocational Trainings for Surveyed Young Trainees

Feedback from Local and National Stakeholders

“

WPDI's position on youth and peace issues is increasingly acknowledged by multiple stakeholders as a high strategic priority in a context of high violence and volatility. We value WPDI's ability to find adequate methodologies to respond to new needs, as well as their ability to adapt their response to the changing context, always keeping in mind both the urgent and the important.

Marina Pages

International Service for Peace (SIPAZ)

”

“

Excellent work to promote youth's resilience and empowerment. Excellent program that promotes the active participation of youth from different regions in Chiapas to enhance their abilities and skills.

Carlos Armenta

HIAS International

”

“

This is a very good project and it helps a lot. People learn new things and also, this is important information for our own development. I hope there are many more training courses for children.

Armando Ramirez Renteria

Federal Government

”

“

I find the trainers and coordinating staff highly skilled and professional. I helped them put together the groups of refugees and women victims of violence so I did stay and watch the sessions. The topics were interesting and I was blown away by the amount of support the trainees received to participate in the Bootcamp. Also, we are honored to have been considered for this opportunity to select good business ideas.

Fernanda Ontiveros

Municipal Institute for Women

”

“

These trainings are important because of the focus they are putting on youth and children. This awareness raising will help them become good citizens.

Joaquin Roca

Social Security Office of the Federal Government

”



CHIAPAS

Introduction

During 2022, WPDI reached over 1,621 beneficiaries directly and 18,000 indirectly in Chiapas, operating against a background of heightened violence and human right violations. A large number of conflicts were related to land ownership disputes between communities. In the course of the year, many of these conflicts turned into larger scale, community-wide conflicts, which were compounded by the active presence of organized crime groups in the state. In the midst of this very complex context, WPDI's Conflict Resolution program became all the more relevant and our local office was contacted by public and private institutions requesting Conflict Resolution training. Furthermore, schools and local NGOs requested urgent intervention to prevent violent actions among students and beneficiaries.

However, even as the security situation became more challenging, we were nevertheless satisfied that, with the worst of the COVID-19 pandemic behind us, we could bring our operations back to normal, with key successes across our programs. One of our most important achievements during the year was the training of 217 youths in Conflict Resolution and Business and Entrepreneurship by our certified Youth Peacemakers in rural communities. The growing reputation of our peacebuilding program was illustrated by the fact that our Chiapas office was invited to train 78 youths currently participating in the international training program "Misión Resistencia" sponsored by the Permanent Secretariat of the World Summit of Nobel Peace Laureates and the Heinrich Böll Foundation. Success in this regard can be measured by the fact that 100% of the former trainees we surveyed in Chiapas declared that they had recommended our programs to other people.

Our office in Chiapas also met successes in its effort to promote entrepreneurship in a State that remains one of the poorest of Mexico. During the reporting period, the Chiapas office held three Business Plan Competitions, awarding a total of 15 business projects developed by young leaders and vulnerable women.

We also launched a very promising Business and Entrepreneurship training program for women, which aims to support them as they strive to fulfill their dreams of owning their own small businesses and generating income for their families.

2022 has been more than a year of consolidation for our work in Chiapas as we have been able to expand our reach on many accounts. We are proud, for instance, to report the consolidation of our new Community Learning Center (CLC) located in a rural indigenous community called Chalam, in the Mitontic municipality. This project was planned and developed by two of our most talented Youth Peacemakers and is currently actively providing life skills, leadership, music and environmental awareness training for 90 local youths. We have also been able to work directly with the youth involved in the conflict between Aldama and Chenalhó, with WPDI being one of the few organizations with a presence in the region. Finally, we should signal that the consolidation of the partnership and activities with the North Zone leaders and the Casa de Cultura created opportunities to work closely with the marginalized youth in San Cristóbal de las Casas during the coming years.

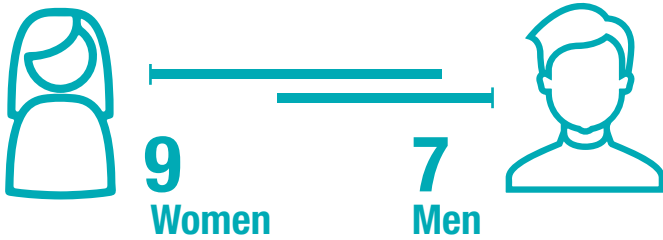


Vectors for Change

Youth Peacemakers

16

Youth Peacemakers in San Cristóbal



6

Youth Peacemakers in Mitontic



Our active cohort of peacemakers graduated in 2019. These youths are a pillar of our flagship program: the Youth Peacemaker Network. After being trained for one year, they now help expand the reach of our program by building the capacity of their community members to bring lasting change for peace to the region.

The group is composed of 9 women and 7 men in San Cristóbal and 2 women and 4 men in Mitontic, mostly from indigenous communities located in the highlands, northern and jungle regions of Chiapas.

In 2022, our Youth Peacemakers focused on the training of our cohort of Local Youths and the development of their business projects. Most of the Youth Peacemakers have been well known and acknowledged in their communities since they started

training children and youths. Some of them like Silvia, Fabiola, or Lielman have been granted training positions in local NGOs and others have been promoted at their workplaces due to their ICT and business skills.

During the year, certified Youth Peacemakers received three refresher training workshops over three days on Conflict Resolution and Business and Entrepreneurship, before they started training Local Youths.

Testimonial

“

For me, it means a lot to continue replicating these workshops and training young people in my community, Yajalón. Developing these new skills will mainly help decrease the violence that has been growing in different municipalities and communities. Also, the new trainees will learn to identify different types of violence that apparently are not seen but do exist, as well as to develop creative solutions for conflicts. Contributing to building peace that we need so much, here in Chiapas, fills me with life and hope.

”

Olga Lidia Méndez

Youth Peacemaker

“

To participate in the Conflict Resolution and Social Business courses with Silvia, Fran and Irving has been very rewarding and useful in my daily life. The course has helped me understand how to improve my relationships not only at my workplace but also with my family and society. The topics are very interesting and help us to better understand our social context and the possible conflicts that can arise, as well as how to manage them in a peaceful way. I am very happy and thankful to be able to participate in this course.

Alejandra Pérez

Local Youth

”

“

Young people have potential and energy. We are restless and we can redirect it to build our own future in our communities. For this to happen, we need to be heard and trusted. If we make mistakes, it means we are in a learning process. Youth are the change makers for tomorrow and with some upliftment from society, we can build long-lasting peace, not only in Mexico but in the entire world.

”

Fabiola Pérez

Youth Peacemaker



Community Learning Center



During this period, we were able to work with youth living in the North Zone of San Cristóbal de las Casas, a highly marginalized and stigmatized part of the city, where most of the violent incidents take place. With our Summer Program we delivered Arts and Crafts as well as Conflict Resolution workshops at the "Casa de Cultura de la Zona Norte" (North Zone Cultural Center), along with local organizations and youth collectives. This kind of collaboration between organizations,

Over the years, hundreds of trainees have participated in activities offered at our Community Learning Center (CLC) of San Cristóbal de las Casas, completing our free certified courses, using free access to computers, or gathering on its premises for events. As such, it has become more than just a place for members of the community to gain knowledge or new skills; it is a vibrant hub that is driving transformational change.

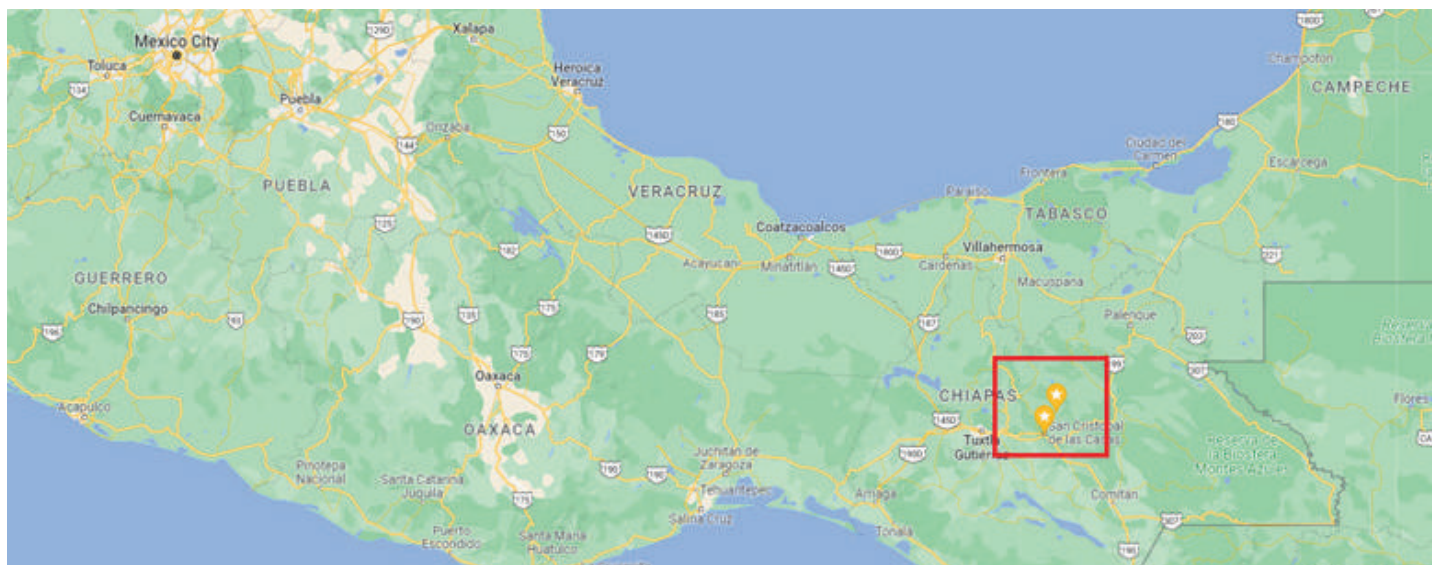
Our local Community Learning Center (CLC) is located in downtown San Cristóbal de las Casas and five staff members make sure that beneficiaries receive quality capacity-building resources. During 2022, a total of 1,025 people participated in training and activities at WPDI's San Cristóbal Center.

This year, two Youth Peacemakers launched a new Community Learning Center (CLC) located in Chalam, an indigenous community in the Mitontic municipality.

1,025
People participated in training
and activities held at the
San Cristóbal Center

youth collectives, local authorities and other stakeholders is rare during challenging moments and it has successfully driven WPDI's Chiapas office to new partnerships that are already moving forward to achieve our goals.

Furthermore, the Mitontic Community Learning Center has completely changed the lives of local youths who, before the Center, lacked gathering and training spaces.



Peacebuilding Programs

Mediation Among Community Members

Community Dialogues

One Community Dialogue

279
Participants



158
Girls



121
Boys

Our Community Dialogues are a platform for communities to hold open discussions about the different issues they face and find solutions together. Our aim is for each community stakeholder to agree to work in concert to alleviate conflict. The current violence and human rights crisis, as well as the growing influence of organized crime groups in Chiapas, have seriously hampered our possibilities to involve all community members in dialogue without risking the Youth Peacemakers' and staff's safety. Nonetheless, a Community Dialogue through art was organized with local youths from two towns that have had an active violent conflict going on and off for more than 40 years: Aldama and Chenalhó. Since Aldama youth are not allowed to cross to Chenalhó and vice versa, we asked both groups to exchange their mural sketches.





Impact Story

New Possibilities for Peace Through Art in the Region: the Role of Youths

Date: October 26th, 2022

Location: Aldama/Chenalhó

Number of participants: 279

Context

The regions of Aldama and Chenalhó have been in conflict for over 40 years. The original land-related conflict has turned into conflicts involving diverse armed organizations. Violence resumed in 2020 and since then, confrontations and shootings have been happening almost every week. During the second semester of 2022, a confrontation with casualties was reported. The military and National Guard couldn't enter this territory, but we were able to via our allies. This was a great opportunity for the youth in Aldama and Chenalhó to express their voices for peace.



Since none of them were able to cross the "border" between the communities, we had them exchange the sketches of both murals. In this manner, the mural planned for Chenalhó was painted in Aldama and the other way around. The exchange of sketches and murals was a great opportunity to use art as a way of establishing communication between the new generations that are not prone to violence as a way to manage conflict. Our intervention is a small window for youth to learn new communication skills and find dialogue opportunities through art, without compromising their security and safety.

In the first days of 2023, the mural in Chenalhó was covered by political propaganda. Members of the community were very upset since many youth and children had participated in this peace effort. The event had a great impact on social media and became national news and the political propaganda was erased. WPDI has been invited to paint a new mural as a way of stating that peace comes before politics in this region.

Resolutions Agreed on

Respect for artistic expressions during violent crisis.



Testimonial

from a stakeholder

“Along with WPDI and other organizations, we have been working to promote peace in the Chenalhó region and listening to local youth. We have been looking for opportunities for dialogue and to strengthen the youth's skills to foster peace. Joining efforts has had very good results, young men and women now feel seen and heard. Thank you WPDI for accepting the invitation to continue collaborating in this region, and for bringing this peace message to the youth, especially during these moments when conflict starts to affect the relations between youth groups. We will keep working together supporting the youth of this region.”

Manuel Heredia López

Chieltik staff

Testimonial

from a community member

“I was outraged to hear that the mural painted by the youth and children of Chenalhó with WPDI was covered with political propaganda. For us, this was a very positive process: to have the youth and children paint this artwork with elements of the indigenous identity of our community. We don't have a problem with politics, but the mural was painted in a public place and the whole process was beautiful. It was just what we needed in this region where conflicts are very sensitive. It was also a very positive action, we need more actions like this one to reach peace. Now we face the challenge: to turn our outrage into new actions that won't fuel conflict, but will promote peace.”

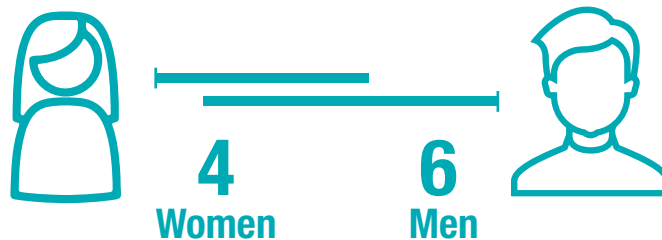
María Sojob

Community member and local cultural promoter

Community Leaders Training

10

Community Leaders trained



Community Leaders training sessions are a much-needed resource to provide leaders relevant tools to mitigate disputes before they escalate into violent conflict. The training in Conflict Resolution helps leaders better assist their communities in finding peaceful resolutions to the issues they face.

In 2022, 10 young Community Leaders, mobilized through our national partner, PasoVerde, were trained in Conflict Resolution Education. Topics covered were:

- Conflict and Violence;
- Conflict Types and Approaches;
- Looking at Conflict in a New Way;
- Steps for Conflict Transformation and Resolution;
- Communication and Dialogue;
- Security for Peacemakers and Young Leaders;
- Self-Protection and Self-Care.

During the training, participants developed a security and self-protection plan to share with their communities. Some have contacted the staff for support and follow-up.

Testimonials

"The workshop was very useful to better understand conflict and develop a security protocol adequate for our community. At the beginning, I thought it would be just a refresher of what I already learned during my education, but I was surprised by the content and the way Kathia delivered the sessions. It was a very dynamic and interesting course for any young leader working in rural communities."

María Teresa Hernández
Community Leader

"The course delivered by Kathia Loyzaga exceeded my expectations. I highly recommend it since it can be very useful for every organization and young leader. It helped me develop skills useful in every aspect of my job and daily life. In every session, I learned new techniques to understand past and present conflicts I have faced during my work with indigenous and rural communities all over Mexico. Indeed I feel more confident to analyze conflict from a more assertive perspective. I have nothing but gratitude towards Kathia and WPDI."

Ricardo Gonzáles Hernández
Young Leader

Peace Education in Schools

7

Schools hosted our CRE program

51 Teachers

were trained in Conflict Resolution Education

373 Students and Pupils

Participated in this course

Conflict Resolution Education for Pupils and Students

In 2022, we delivered Conflict Resolution Education training in one primary school, two secondary schools and four high schools in and around San Cristóbal de las Casas.

The training sessions were delivered by Youth Peacemakers from this community and WPDI trainers. The program was organized at the request of the school principals, who are preoccupied with the escalating violence. They heard about the training WPDI provided to local youths and children at our CLC and in the community, and the impact it had on the community.

Testimonial

"To say we have peace or live in peace, I don't know, it's difficult because currently in this school there are many people that participate in gangs, they shoot guns, burn cars and make people feel scared. If you are not in one of these gangs, you are not safe. Sometimes they force you to participate in the gang. If we all could learn how to avoid violence, then a better world could be possible. Before this workshop, I didn't know WPDI, but I would like you to continue coming to my school so that many more people can learn about peace and how it is achieved. What I learned today is that it doesn't matter what is trendy among your peers. What matters is to have a clear conscience."

Ismael López López
Secondary School Student



Impact Story

Conflict Resolution Education in COBACH 67

Name of the School: COBACH 67, High School

Location: Petalcingo, Tila, Chiapas

year and train a new cohort of students, which indicates how important this training is for the school, especially in this remote area where these kinds of opportunities and services are not available.

Context of the School

Petalcingo, Tila, is located in the Jungle-North part of the state, a region where the internal conflict of 1994 left profound wounds and long-term divisions. Many youths are currently armed and participate in different illegal activities. Since these communities are very remote and increasingly unsafe, not many organizations can bring support or training.

Description of the Ongoing Issue

Conflicts and violence are common inside the high school classrooms. Teachers are concerned and they don't know how to react to violent confrontations. After training a group of 10 Local Youths, our Youth Peacemaker Dany was approached by the school's principal who requested a course for four new groups of students, since he was impressed with the results of her work.

How we Tackle the Issue

Dany, supported by two Local Youths, Michelle and Noé, delivered a course on Conflict Resolution Education, using examples and real-life situations proposed by the trainees. After the course, the teachers noticed that students using their newly acquired socio-emotional skills to express their thoughts and emotions, as well as to connect in a more respectful way. The Educational Counselor now sees that students use active listening to communicate among themselves, which impacts the way they resolve conflicts. Peacemakers have been requested to come back next

Testimonials

"I am grateful for the opportunity that WPDI has given us by letting the peacemakers Dany, Michelle and Noé to replicate in our school the training they received in San Cristóbal. Up until now, the Conflict Resolution training has impacted over 400 students inside our school. During the training, I could observe that the peacemakers not only have the Conflict Resolution knowledge but also the necessary tools and methodology to deliver this course. Students have developed socio-emotional skills which have impacted their ability to express their thoughts and emotions. They have also developed active listening skills which has helped improve their connection and communication with each other. Now, students are more prepared to solve inner and external conflicts. They are also sharing this knowledge and skills in their local communities. The doors of COBACH will always be open for you and we hope that Youth Peacemakers can continue with the training of new students next year. Thank you very much."

Karla Utrilla

Educational Counselor at
Plantel COBACH 67

"These workshops have helped me reflect and better understand myself. I learned that first I have to work on myself so I can express my feelings and communicate in a positive way with others. This way, I will be able to dialogue. Now I am aware of my actions and I know I still have to work in order to solve my inner conflicts and achieve inner peace. Thank you WPDI for these workshops, because even though you are far away from us, you can see we can benefit from this knowledge."

Bryan Eliud Cruz Pérez
High School Student

"As a WPDI Peacemaker, I feel fulfilled and satisfied with my work in my own community since some of the youth have said that they want to follow in my footsteps. This training has had an impact on my community, youth now have the tools to transform conflict without using violence. I will keep working with high school students at the request of the principal. I know it won't be easy but being able to help the young people in my community is enough motivation for me to keep walking on the peacemaking path. I am very grateful to WPDI."

Dany Pérez
Youth Peacemaker

"I was amazed by the support we received from WPDI. Here, in my school in Petalcingo, we need to know more about how to solve conflict and prevent the use of violence. I find the tools shared during the workshop very useful. I learned the distinction between conflict and violence. Also that I have to listen to everyone's perspective and emotions so we can find a win-win solution. I would love to participate in more workshops like this one because I am tired of living in the middle of this violence. I learned that we can change this and we can live in peace."

Alma de Jesús Méndez Méndez
High School Student



Conflict Resolution Education for Teachers

51

School Professionals
Trained in CRE



30
Women



21
Men

As violence escalates in Chiapas, schools are deeply affected. Teachers find themselves with no tools or skills to manage the crisis. This is why Conflict Resolution Education sessions were delivered to 51 teachers and school staff by our Program Coordinator and Assistant.

Testimonial

"We are thankful to WPDI for the support we have received. During the sessions, we were able to acknowledge we are a complex group of facilitators who also face conflicts and need to find better ways to transform them. Together, we learned that it's important to find agreements, and share responsibility considering everybody's skills. Thanks to you, we are building a new team where violence has faded and we are finding common understanding."

Mercedes Pérez

Teacher



Business Bootcamp

The main assumption of WPDJ is that sustainability is a bottom-up process drawing on the initiatives undertaken by individuals to improve their lives and the availability of products and services in their communities. To this effect, we have established a flagship program, the Business Bootcamp, a business incubator through which we provide an array of services that help aspiring entrepreneurs build skills and create opportunities for themselves.

Capacity Building Courses

WPDJ provides free certified vocational training courses in subjects such as Conflict Resolution Education, ICT and Business and Entrepreneurship. Through these courses, we aim to better the circumstances of the communities in which we operate. We specifically focus on empowering women and youths to become entrepreneurs and actors of change.

Information and Communication Technologies

85
Graduated from
our Online ICT Course

148
Graduated from our
in-person Classes at our CLC

Chiapas is one of the poorest states in Mexico. It also holds the first place in the country regarding the digital gap. Information and Communication Technologies training is fundamental for the development of this region.

This year, 85 people graduated from our online ICT course and 148 graduated from our in-person classes at our CLC.

The sessions focused on basic functionalities of a computer and a smartphone: Windows, Office, Google, Email, Chat apps, Video apps, and using Cloud.

Testimonials

"I just finished secondary school and I will start high school next semester. I received the information about the ICT course via a WhatsApp group and I decided to register since I really wanted to learn more about the internet. I feel very satisfied because I now know how to better use social networks and Excel. Now I am ready to start high school. I wish WPDJ could offer programming courses."

Diego Rafael Román Rodríguez
ICT graduate

"I am a student and soon I will graduate from Law School. The best part of the ICT workshop was learning how to create videos through free platforms like Canva, now I can create hundreds of videos. I also learned how to create a web page for businesses, this will be very useful for when I graduate and open my own Law Firm."

Eduardo de Jesús Molina
ICT graduate

"I was invited to participate in the ICT training by the University. I registered because I wanted to learn more about the technologies that we use daily. Learning about computer and cellphone use was the best part of this course. It has impacted the way I use technological tools and it has helped me to better do my homework and school projects."

Jessica Nataly Martínez Ruiz
ICT graduate

Business and Entrepreneurship

56
Online Trainees

41
People in-Person Trainees

Chiapas has the slowest growth rate regarding industrial activities. The slow local development impacts every aspect of the lives of the state's population. Business and Entrepreneurship training provides information and skills development to business owners and entrepreneurs that empowers them to continue with their productive or commercial activities and see their businesses grow. Business and Entrepreneurship training impacts not only the business owners but also their communities and regions. This year, we delivered training to 97 people, including 56 online trainees. The beneficiaries were recommended by our partners, Sueniños and CONAFOR. The topics covered during the training included:

- How to generate a business idea?
- Mission statement, vision, values and objectives
- SWOT analysis
- Production process and inventory
- Structure and Human Resources
- Marketing
- Supplier and budget
- Investment
- Revenue and cost
- Taxes, savings, investment, credit and payment capacity
- Fundraising and seed capital

Testimonials

"It is a pleasure for us to team up with a well-known institution like WPDI. We are very grateful for the support. Our group was formed to support each other since our community lacks economic resources and medical services. This is why we are eager to study and learn how to make our small business grow so other women can become members of the group and benefit from it as well. Thank you for coming to our community and believing in us. We will make the most of the business course with teacher Tere and also the Conflict Resolution course that we would like as many people as possible to participate in so we can learn to live peacefully."

Mujeres Herbolarias El Shauc

Business and Entrepreneurship trainee

"I am a head of household, an entrepreneur and an advocate for agro-ecology and food sovereignty. I met the WPDI staff during a networking meeting in San Cristóbal. Their approach and human touch motivated me to participate in this training course. It changed my life, it prompted me to formalize my business. It also drove me to develop the required skills for production and sales. It led me to participate in the Business Competition. This represented a huge opportunity to grow professionally. I would like WPDI to offer training on marketing, human development and brand design. Thank you WPDI."

Claudia Alfaro Lasso

Business and Entrepreneurship trainee

"I am from a community called San Pedro Tejería, Huixtán municipality. I am an indigenous, tzotzil speaker. I registered for the Business and Entrepreneurship course since I am already an entrepreneur. What I enjoyed the most is that I was able to participate in all three levels of the course: basic, intermediate and advanced; one after the other. Many of my classmates also participated in the three levels and this enriched the experience for all. I did learn a lot, especially about business administration and finances. This knowledge was immediately useful for my small business. The teacher, Tere, was of great help, she was always there to help us with our questions. I am grateful from the bottom of my heart to Tere, WPDl and the donors for organizing this kind of free course. I hope they can continue offering specialized trainings on business."

Faustino de la Cruz

Business and Entrepreneurship trainee

Testimonials

"The workshop was fun, as well as a moment of healthy recreation for everyone. The kids were able to participate in artistic activities and reflect over the risks present in our neighborhood. They also learned about the prevention measures they can follow in order to keep safe. This kind of activities are very good for children and youth because they can learn to solve their conflicts with different resources other than violence. We hope WPDl comes back soon to keep training the children and youth in our neighborhood."

Comité de la Colonia Fraccionamiento San Juan de Dios

Neighborhood authority

"I am 8 years old and I live in San Cristóbal. I participate in the Breakdancing course because I want to learn many complicated moves. I already know some moves, but I want to learn more because it helps my coordination, and this way I can dance in front of many people. This course has made my life much better because I now have more energy and I can dance in my school. Soon I will participate in a school festival. I would love to participate in more courses organized by WPDl."

Alan Isaí Ruiz Martínez

Breakdance participant

"As a mother of one of the young participants of these workshops, I am very happy to know that she now has a safe space to develop new art skills. I think that the music workshop can help my daughter to continue walking on the right path. Thanks to all involved in these activities for thinking of us in the North Zone of San Cristóbal."

Marina Pérez

Participant and mother of a young participant

Arts and Crafts

This year, we counted

261
Participants

Arts and Crafts are fundamental in human development. Indeed, it provides employable skills and helps individuals find creative ways to express themselves. The CLC represents a safe place for children and youth to engage in artistic activities while also learning about the relation between arts and peacebuilding. These also attract the general public to the CLC and they get involved in other courses and training.

Workshops offered included Natural Dyes, Painting, Music, Breakdance, Photography, Gardening, and Chi Kun (Qigong).

Supporting Income-Generating Projects

3

Business Plan Competitions
were organized

12

New businesses received
support from WPDI in 2022

WPDI supports a total of

15

businesses in the region

Three Business Plan Competitions (BPC) were held at our CLC this year. A Selection Committee was formed with two WPDI staff members and two business experts. The Committee reviews all business plans presented during the competition and in elevator pitch sessions. After these sessions, the Committee delivers feedback to the participants and makes a final review of the updated plans. After deliberation, the Committee selects the winners and informs them during an official awards ceremony. Each Business Plan Competition takes three weeks to complete.

1st Business Plan Competition (April)

Winning Projects

**Semillas Nutritracionales
Ku'untik**

Food production and sale

Participants: Antolín Diezmo Ruíz



Roxox Artesanal

Clothing

Participants: Rosalba Tadeo Castro



2nd Business Plan Competition (July)

Winning Projects

CapturArte: Fotografía y Diseño

**Photography and graphic
design service**

Participants: Pedro Mazariegos



Pajwuch

**Honey products production
and sale**

Participants: Dany Pérez



KALUMA-Kanan Lum Antsetik

Vegetable garden

Participants: Adelaida Bolom



CreArte

Crafts

Participants: Lielman Hernández



3rd Business Plan Competition (November)

Winning Projects

**Centro de Capacitación para el
Desarrollo Agroecológico del
Suroeste Mexicano**

Agroecology

Participants: Elsi Magaña Ton



Yo'onté

Wood furniture

Participants: Susana Cruz Gómez



Perfume de Madera
Wood furniture and crafts
Participants: Mónica Cruz Gómez



Unidad de Producción Familiar D-Luz
Organic poultry
Participants: Claudia Alfaro Lazo



Hongos Comestibles Mayo
Production of mushrooms
Participants: José Alfredo Mayo Hernández



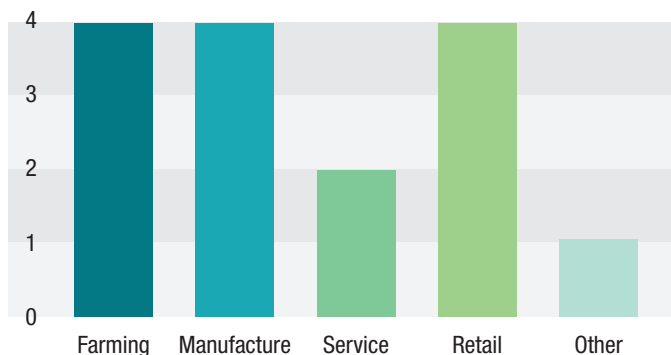
Librería SEHS
Bookshop
Participants: Ramiro Álvarez Jiménez



Every awarded business receives a grant depending on its needs. They also receive backstopping technical and administrative support from our staff during onsite visits and online. We also connect them with partners who can support them in specific topics such as permits, taxes, legal questions, etc. We have been providing backstopping support since 2017 to a total of 15 businesses.

12 Out of the 15 Businesses
 We support are profitable businesses

236 People
 Including founders, earn a living from the jobs created by these businesses



Industries of the 15 Businesses we Support





Impact Story

Perfume de Madera

Name of business: Perfume de Madera

Type of business: Wood furniture and craftsmanship

What is her background?

Mónica Cruz Gómez, 21 years old, was born in San Cristóbal de las Casas, from parents who migrated from an indigenous community. She lives in a highly marginalized part of the city where most of the violent incidents take place. She dropped out of school, which limited her employment prospects. However, she found her passion in woodwork and carpentry. She used to be an apprentice at a local carpentry workshop. Now, with WPDI's support, she and a small team will be able to open their own small business.

How did she hear about the program?

Through Sueniños, a partner NGO where she received carpentry training and met her mentor.

What were her challenges?

She dropped out of school which limited her employment prospects. She started learning carpentry, which is a male-dominated field. She already had carpentry skills but didn't know how to start her business.

How does WPDI help?

Through a partnership with Sueniños, she enrolled and graduated from the Business and Entrepreneurship training course. Monica then participated in the Bootcamp Competition. Her project was selected as one of the winners.

Founder shares her feedback on her experience with WPDI

"I am a 21-year-old carpenter and I live in San Cristóbal. My main motivation to join this training course was my desire to start a business. My favorite part was learning to make a living from what I like the most, which is carpentry. The course motivated me to innovate as I learned about the operation of companies, market segments and post-sales services. The course is very interesting and complete, it changed my vision and helped me re-evaluate my work."

Mónica Cruz Gómez



Community Outreach

In addition to the vocational courses, we deliver activities to engage beneficiaries in conversations on peace and sustainable development. We notably celebrate UN International Days and take these opportunities to raise awareness on key issues, particularly relevant at a local level.

Cinema for Peace

9
Number of
Screenings



293 Participants

During Cinema for Peace sessions, we screen a movie for a group of children in order for them to reflect on peace related topics. After the movie, staff members or peacemakers coordinate a fun activity for children to share their views and opinions about the movie and the main lessons that can be drawn from the movie. For young audiences in particular, this is an effective way to introduce new concepts around peacebuilding.

- Inner peace
- Patience
- Empathy
- Perseverance
- Personal Growth
- Discrimination
- Coexistence in Peace
- Friendship
- Environment
- International Day of the World's Indigenous People

Testimonial

"In my opinion, bringing the cinema program here was a very good idea. Children and youth have many chores and homework, and sometimes we just want to relax but we don't have many places to go. I am very happy the screening is free because many of us don't have the means to go to the movies. I enjoyed the movie very much and it made me think about many aspects of my life. I had a wonderful evening thanks to you."

Dana Sofía García
Cinema for Peace participant

Radio Talk Shows

13,700
Online National
Listeners



Our organization was highlighted in a radio show called "Inventario" by Chiapas Paralelo. We were in the show #31 entitled "Peacemakers". Through an interview with Kathia Loyzaga, WPDI's Program Coordinator in Chiapas, we discussed conflict and violence in Chiapas and WPDI's approach and methodologies to address these issues, notably by empowering youth giving their perspectives a voice and giving them as peacemakers, a role in addressing the situation. The show reached an estimated 13,700 online national listeners (number of listeners estimated by YouTube, Facebook, Spotify and Apple Podcast).

Peace Engagement Days

A total of
108
local community
members participated
(of which 60% are female)



Many families and local leaders stopped by to participate in this unique event. Also, journalists were present. The North Zone youths began planning, developing and participating in peace and arts workshops at WPDI's CLC. Now, there is a bridge built between the "Casa de Cultura de la Zona Norte" (North Zone Cultural Center) and WPDI's CLC which provides many opportunities for peacebuilding activities together with the marginalized youth.

During the summer, along with local organizations and youth collectives we celebrated International Youth Day. During this celebration, local youths painted a mural with the support of our Program Assistant and partners from El Hogar Comunitario. They also participated in several workshops delivered by partners such as macramé, rap and graffiti. A solidarity market was organized so local community members and WPDI's entrepreneurs could to sell their products. The Peace Orchestra, composed and coordinated by local youths, did a public presentation.





As a local office, we continued to observe the growing trend of violence in Chiapas. The involvement of organized crime in the communities' structure represented and continues to represent a huge challenge for young rural peacemakers. Nevertheless, building on our experience of organizing peace-related activities in communities facing intense violent conflict such as Chenalhó, where other NGOs do not want to work, we remained committed to delivering programs and participating in training on safety and security, as well as basic emergency psycho-social support for the general population and internally displaced groups. The rise in violent actions we observed in San Cristóbal city, along with the lack of education and work opportunities for the local youth, led us to conclude that it would be necessary in the future to focus on the local urban youth and offer specific training and business opportunities for them.

Due to the heightening of security challenges in 2022, the Chiapas office confirmed the importance of offering Conflict Resolution Education during critical times. Training teachers and students in schools has allowed us, for instance, to better understand the current scale of the violence in Chiapas and to

deliver valuable short-term positive results. For this reason, the CRE program in schools, as well as in local NGOs and other places where children and youth gather, will undoubtedly be one of the cornerstones of our local intervention during the next years. Thanks to the participation of the trained peacemakers in Conflict Resolution training, our scope has expanded reaching other municipalities like Tila. These experiences help Youth Peacemakers to become better trainers and to better serve the community at large.

This prospect of improving lives in communities is also a key aspect of our entrepreneurship program which was able to significantly expand and become more visible among local stakeholders and populations. In this light, we hope that the three competitions that we were able to organize were a sign that, after months of COVID-19, our operations in Chiapas are fully back to normal, and even stronger so we can continue to improve our capacity to foster resilience and peace in our target communities.



TIJUANA

Introduction

In 2022, WPDI Tijuana continued to lead the way for positive transformation in the region which is often marked as a high-risk area, due to high crime rates, political instability and immigration crisis. We were nevertheless able, in this context, to surpass our target numbers, reaching over 1,500 beneficiaries, and strengthen powerful alliances with key stakeholders for the upcoming year.

With respect to WPDI's global priority on women, we must signal that Tijuana had a "Gender Based Violence alert" imposed by the Mexican Department of State. This alert states that a mechanism had to be implemented in order to urge federal, state and local authorities to work together and deliver concrete actions to protect women's well-being and safety. Indeed, Tijuana continues to be one of the most violent cities in the world and one of the top 3 cities with the largest numbers of crimes against women, especially, femicides.

Due to its geographical location, Tijuana has also had many immigration crises in the past, but in 2022 we faced a new one as Russian and Ukrainian immigrants came to Tijuana in hopes of crossing the US border due to the geopolitical context. Tijuana is currently housing thousands of Russian and Ukrainian immigrants, which creates a need for safe places to secure accommodation, employment and medical services.

As a consequence, we focused on two main groups, women and migrants, that present vulnerability and security risks, whether economic or social. Our business trainings focused on these two groups, managing to have a specific Business Plan Competition only for them. We also provided support for migrants from Colombia whom we helped navigate the city's environment and secure a good source of income for them and their families.

We were also able to impact vulnerable groups that live in insecure regions and who do not have easy access to all kinds of resources, whether it be economic, educational or social in order to have a good quality of life.

With the impact of the COVID-19 pandemic receding, WPDI was therefore able to regain its capacity to deliver and even expand the scope of its action. This was manifested in particular in our capacity to strengthen existing partnerships and to reach out to new partners, including the Municipal Institute of Women, the State Prison System for our program on detained youths, the City's Public School Ministry and even local high schools, making sure to always go where they need us most.



Vectors for Change

Youth Peacemakers

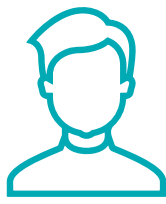
25

Youth Peacemakers



16

Women



9

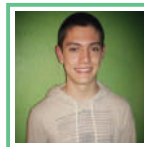
Men

In previous years, it had been difficult to maintain a strong engagement from our Youth Peacemakers as COVID-19-related lockdowns limited the opportunities to connect and deliver activities. Nevertheless, we have successfully been working with 25 young women and men who constantly reaffirm their commitment to WPDI and the implementation process despite adversity.

The Youth Peacemakers attended two refresher training workshops online. They were able to review concepts, ask questions and generally maintain an excellent level of knowledge of both our Conflict Resolution Education and Business and Entrepreneurship curriculums. Although safety remains an issue in Tijuana, WPDI maintains high safety protocols during trainings and activities, in collaboration with the local authorities.



Testimonials



"I do feel that WPDI has greatly contributed to my development as a human being, and it will soon be time to give back. I am now an engineer but I am proud to continue being a Youth Peacemaker and make peace happen."

Carlos Lòpez Tiscareño

WPDI Youth Peacemaker



"I am happy that during 2022 we remained in touch with my fellow Youth Peacemakers, while I started working for the city government. I am now a local judge, but my commitment towards WPDI remains strong. With my new knowledge, I will be happy to go out to my community and keep working towards achieving peace."

Tania Estrada Ortega

WPDI Youth Peacemaker



"I am now actively working at developing my own brand of organic skincare and makeup. I will be using the tools I have been given by WPDI and I will pursue my dream of becoming an entrepreneur. I am happy that we will go back to the community next year, and I am particularly excited about the bootcamp opportunities. One of my greatest points of pride has been to keep being part of WPDI in Tijuana."

Erika Alzate

WPDI Youth Peacemaker

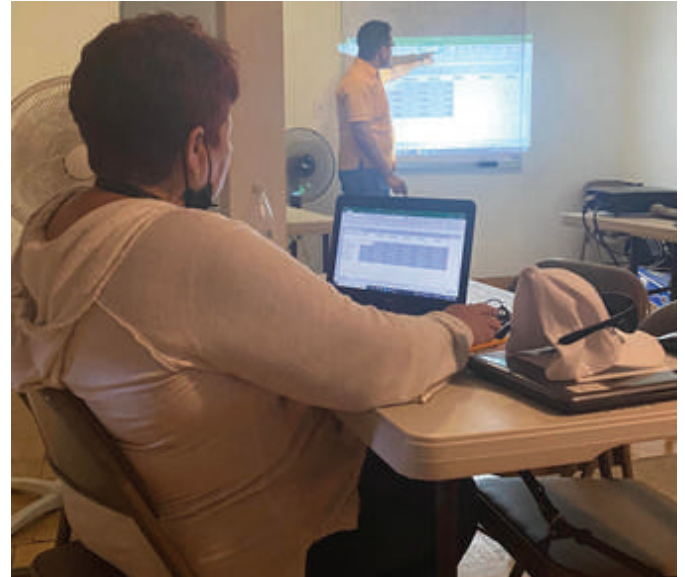
Community Learning Center



WPDI's Tijuana Community Learning Center is strategically located near one of the most well-known and crime-stricken communities, Camino Verde, where we have worked since our launch in 2013. It is also near an industrial part of Tijuana which allows our beneficiaries to come using public transportation.

Our efforts this year focused mainly on women and refugees. Our campaigns strived to show these community members business and financing opportunities by sharing information given to us by our stakeholders about government agencies and other non-profit organizations that could provide medical, educational and financial opportunities for them.

Our CLC in Tijuana has become a beacon of hope, a place where people are always coming and going. We have kept close relationships with some of our former trainees who have promoted our activities to their family members, workmates and neighbors. Our best publicity has always been our trainees and graduates themselves, which is evidence of our success. This year again, many new trainees learned about us through word of mouth.



Peacebuilding Programs

Mediation Among Community Members

Community Dialogues

We have continued to promote peaceful resolution of issues that affect community members to limit the escalation of violence. This activity has helped us to have a positive impact on the community and the six dialogues that have been carried out have addressed issues ranging from bio-economy to gender equality and inner peace. Many trainers and activists who build peace in the community shared feedback and debated different approaches to bring peace in the region.

6

Community Dialogues

339

Participants



90

Women

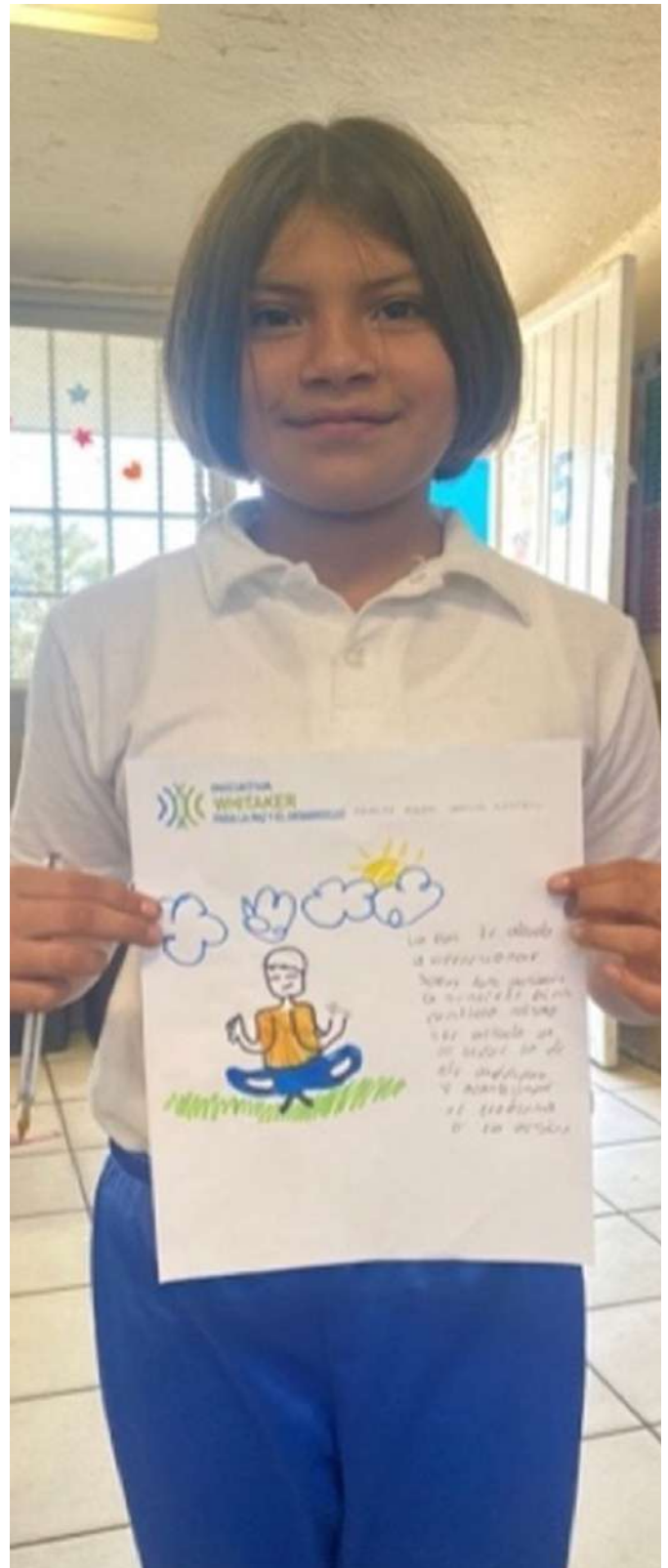


90

Men

159

Unknown



Topics of each Community Dialogue

Diversity and Inclusion

Peacebuilding and feminism, led by Martha Àvila, April 28th, 2022

- The participants discussed the challenges to tackle from a feminist perspective, like how to seek balance between men and women and the importance of equal opportunities for everyone. Martha explained the article she wrote on this issue and explained different examples of feminist leaders throughout history.

Peacebuilding and diversity, led by Paulina Jimenez, October 18th, 2022

- Participants discussed the topics of sexuality, gender and perception of one's self, and how all of these topics influence today's society and affect our perception of other people. Respect is a value that is often overlooked and it is the primary source of peace and joy among communities. Our expert explained the difficulties she faced as a visually impaired person and how disabled community members need special conditions to live a full life.

The Role of Entrepreneurship in Long-Term Conflict Resolution

BioEconomy for construction, led by Ismael Plasencia, June 14th, 2022

- During this session led by Dr Ismael Plasencia, the attendees learned about how they should use resources effectively.

Leading positive transformation in our community, led by Hector Bustamante, November 6th, 2022

- We discussed how important entrepreneurship is and how crucial it is to have social leaders that influence other community members to promote a peaceful, safe and happy society. Leading by example and doing community work are important ways to contribute to society.

Mental Health and Interior Peace

Emotions and mental health, led by Martin Toledo, February 25th, 2022

- Martin Toledo, WPDI's Program Assistant and trained Psychologist, conducted this dialogue which focused on the importance of creating peace from within and working towards having a healthy mind. The attendees discussed the actions they take every day to make sure they are taking care of their emotions and how this created a positive effect on those around them. Martin shared tools to work on calming oneself.

Emotion, perception, identity, and inner peace, led by led by Martin Toledo, October

- During this important session, our expert discussed the importance of working on the perception of each person, considering how our emotions were when we viewed other people as well as ourselves.

Testimonials from Community Dialogue Participants

“

It is so important to understand feminism as a tool for peace. Feminism is simply seeking equal opportunities for women and men. Working with experienced trainers and staff members, such as those who work with WPDI, has been reassuring as sometimes, we tend to feel peace is lost. Thank you to the attendees because they remind me that there are still good people in the world.

”

Martha Àvila

Feminism expert in Tijuana

“

Our world is constantly changing, and it is important to touch base with fellow citizens to know how we are doing. Thank you to WPDI for conducting these dialogues which help us remember we are not alone in this work, we are all looking to be happy in problematic situations.

”

Hector Bustamante

Business expert

Peace Education

Conflict Resolution Education (CRE) is the backbone of our groundwork. This program specifically focuses on the active practice of non-violence and the acquisition of skills to this effect. WPDI Tijuana addressed important issues that make our community vulnerable and at risk. This year, we were able to resume our regular activities and we were even able to reach out to other states through our online training.

Peace Education at the CLC and Online

136

in-person trainees

155

online trainees

With our virtual trainings and those delivered at our CLC, we were able to find a pattern in the levels of participation which kept increasing. As we were coming out of the COVID-19 crisis, the CRE program struggled to have in-person trainings. Once again, we branched out and worked online to deliver training to people in other states of Mexico.



Topics of the Basic level trainings



Topics of the Intermediate level trainings



Topics of the Advanced level trainings



Testimonials from CLC Trainees in CRE

“

This training helped me find myself. It brought me healing, I just let myself go in the best sense possible to this training. I remembered a lot of things from a past I had forgotten and that kept affecting me in my current life; to acknowledge what I have lived through helped me not to repress myself and to keep working towards improving myself.

Rosa María Quiñonez

Attorney, CRE trainee

”

“

Now that I know how to build peace, through this course I will manage not to face conflict. I will only use peaceful solutions and never more violence. I will share the meaning of peace and how to put it into practice, starting with meditation with my family and respecting them, listening, having dialogues, etc.

**Betsy Dessire
Fitch Macias**

Education Professional, CRE trainee

”

Peacebuilding in Primary Schools

Conflict Resolution Education

One Primary School

Start

October

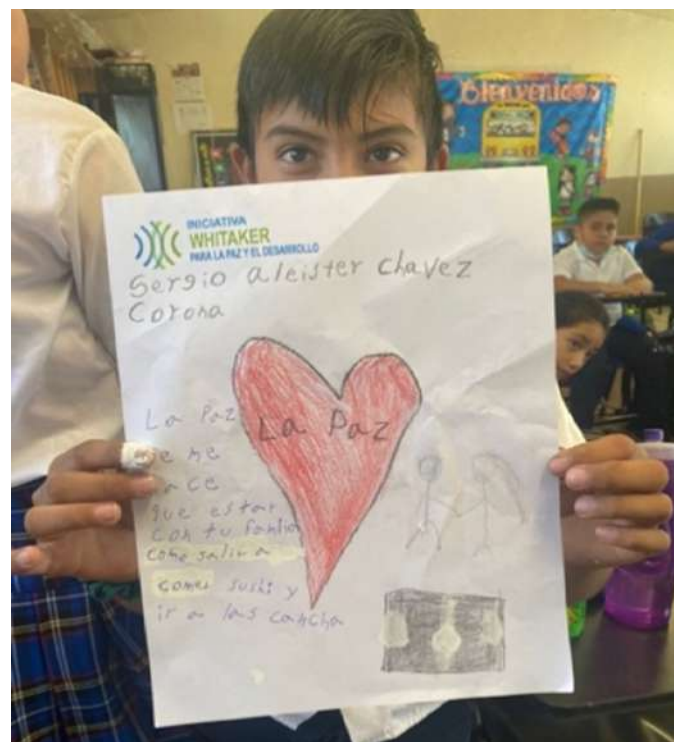
Finish

December

Graduates
in CRE

249

School authorities were reluctant to set aside time for our extracurricular program as they were far behind in their academic targets and curriculum. This is an impact of the COVID-19 pandemic that caused school closures they are still recovering from. However, after months of communication, school principals from some of the most vulnerable schools in Tijuana, we were able to deploy our program during the second semester of the year.



Testimonials

"My community is in an area with violent conflict and cartel violence so our youth is extremely at risk. Easy money is a priority because there is so much need down here, so we need to guard our children with the best tools and all the information possible for them to understand the importance of having an education and avoid temptation. I feel alone sometimes at this task, so I am grateful we are working together to help the Mariano Matamoros community and our children."

**Principal Carmen
Julia Anguiano**

Education Professional, CRE trainee

"I am glad to be working with WPDJ to prevent conflict in my school. We do have some mechanisms in place but the help is greatly appreciated as my students often engage in conflict as it is what they see at home. Fortunately, with the help of your trainer, they have been able to learn and play while practicing how to "build peace from our inner self to our outer self." I hope these trainings can come to more vulnerable schools like this one. Peace is always the answer, and teachers are here to facilitate this process."

**Flavio Roberto
Gutierrez Ibarria**

Principal of Ford 101 School





Impact Story

Peacebuilding at Ford 101

Name of the School: : Ford 101 Primary School

Location: C. Maria Díaz 7000, Obrera, 22170 Tijuana, B.C.

What is the context of the school

Ford 101 is a public primary school. It is located in the most violent area of our city, where organized crime puts members of the community in continuous danger. They feed off the fact that due to the lack of economic and academic opportunities for community members, they more often fall to the trap of “easy money”.

What did we do to address the issue?

It is important to mention that during the COVID-19 crisis at its highest point, teachers were not being paid by the government as it claims it did not have the funds to pay their salaries. After years of crisis, the teachers were reluctant to carry out regular classes as payments were still missing, which caused the parents to protest at the start of 2022. This protest lasted almost the entire year and this situation was finally resolved during the second semester of 2022.

Despite this heavy context, the trainer always received positive comments from parents and school authorities and mediation was a main topic to highlight for them. Tools for Peace and Conflict Resolution were highly motivating

and encouraged as these children are more vulnerable than others due to this geographic location and easy access to criminal activities. The students learned about mediation throughout the course which was proven to be highly useful as 5th and 6th graders are often targeted the most, as 11- and 12-year-old children are recruited by gangs a lot. We worked with 8 groups at this school which represented a big challenge but a very motivating opportunity for WPDI Tijuana.

There was one case in particular where mediation was promoted by the trainer along with the group’s teacher. Two young girls participated in several mediation sessions and when they concluded, they both signed symbolical agreements to keep the peace and work as facilitators for this kind of situation, something that had never been seen at this school. Both students came up with their agreement using the tools they studied within WPDI’s program.

Testimonials

"I understood peace helps you reflect about your actions. It helps you feel good about yourself, it helps you forget about what happens around you and helps you channel the problem or the action."

Camila Carrera
11 years old

"With these peace classes, I understood that peace means not being aggressive. We must instead take care of the world, not fight, having friends to help. If we don't help each other, we won't have a happy world."

Natalie Hernandez
11 years old

ICT for Children and Youth

One of the most celebrated activities this year was the summer camp with children, which was carried out for the second year in a row. For two full days, the trainer reviewed concepts but also detailed how to create “arcade” video games and students aged 8 to 14 learned how to create characters, or movement. During this summer camp, we worked on the following topics:

- Creating pixel characters and exporting them to a programming platform
- Basic programming through blocks and events to create video games

We also had the opportunity to conduct this same training at a local high school in the Mariano Matamoros neighborhood, which is one of the most violent in the entire city. At this school, we had 6 weekly sessions until December 7th, which is when schools started their winter break. We will finish this training early 2023.

Cinema for Peace in Schools

100
Students participated in
two screenings

50
of them were young girls

Our Cinema for Peace program aims to help participants, including children, to gain awareness on issues pertaining to inequality, injustice, intolerance, offering solutions, hope, and a vision for a better future. Not only do we screen a film but we follow each screening with a discussion for learners to process what they have watched and understand the more profound lessons included in the film in question.

This year, we conducted this activity at the Venustiano Carranza Elementary School.

Training Youth in Detention Centers

10
Youth detainees trained in
CRE



This year, we provided Conflict Resolution Education to young women and men in detention centers in Tijuana. We have developed good relationships with these detention centers and they see this training as an opportunity to improve the safety inside the centers and provide rehabilitative skills to young women and men. Because Baja California is the least peaceful state in all of Mexico, there is great need for peacebuilding skills to be taught.





Impact Story

Training Detained Girls

This year, we provided a basic level CRE training for the three young girls detained at the Youth Detention Center for girls of Tijuana. These youth were often involved in violent criminal activity, so we considered it especially important to work with them.

The relevance of this training

Given that the 'women population' is rare at the Detention Center, these girls do not receive any training or extra activities.

Impact of the training

As a result of this 3-month process, the female participants showed a particular interest in learning about peace. During each session, they made very interesting comments and powerful reflections about violence. Life goals were expressed and worked on through mediation, meditation and active listening. At the end of the training, they mentioned that they had found inner peace. It is now possible for them to show an important change in their behavior and overall attitude.

Testimonials

"I really liked each topic of this program, especially the topic of conflict resolution and mediation. This tool was very important and brand new to me."

Dulce

Detained young woman

"I really enjoyed this program. I understood what meditation and mediation are, and I am working hard at incorporating them into my life as they both help resolve conflicts."

Nancy

Detained young woman

"It is very interesting to get to know the types of conflicts that exist and how to resolve them. Having become familiar with mediation, the best part of this training in particular was when we spoke about meditation and mediation. This program was excellent because it helped me be at peace with myself."

Flor

Detained young woman



Business Bootcamp

WPDI's Business Bootcamp initiative is designed to promote entrepreneurship as a peaceful and sustainable approach to the economic development of vulnerable communities. In Tijuana, our incubation program is geared towards reaching young people, providing aspiring entrepreneurs with training in business skills as well as support in the development and growth of their businesses.

Capacity Building Courses

This year we directed our main outreach communication to the topic of with on: communication on financial opportunities for women and migrants/refugees. We worked with the Municipal Institute of Women, the Ministry of Economic Development, the Technological University of Tijuana, the Economic Development Council of Tijuana and other key stakeholders so we would be able to expand our reach. We also focused a strong outreach goal on integrating refugees.

Information and Communication Technologies

132
People trained in ICT online

181
People trained in
ICT at the CLC

The ICT training was carried out, both virtually and in-person, without problem. These are our most popular trainings due to the lack of computer literacy in Mexico. Also, computer literacy is now a requirement for many employment or education opportunities.

The sessions focused on basic functionalities of a computer and a smartphone: Windows, Office, Google, Email, Chat apps, Video apps, and Using Cloud.

Virtual Trainings

During our Excel trainings as well as our Google tools courses that were conducted virtually, we were able to work in the most basic aspects of such software. We started from the implementation of different techniques all the way up to more complex processes to obtain specific results, always looking to focus the knowledge to the context where it will be applied.

In-person trainings

ICT has always been our most popular training due to the great need of ICT literacy in Tijuana. A large portion of our population does not have computer skills, even if they do use social media. We have detected this issue, especially among people aged 30 and older, which often limits their chances of getting a job, which is why we have continued to expand our curriculum.

Our CLC's prime location is the best ally to make sure our trainees can get to the center and make use of the laptops provided by Ericsson.

The ICT training in its basic level teaches community members concepts and formal aspects as well as practical knowledge about computers and their use in general. We explain what a computer actually is and how it works, all the way up to creating basic formulas in Excel or lists in Word.

When we carry out the ICT training in its intermediate level, the students focus a bit more on collaborative work through digital platforms. For example, they send and manage emails, they review and study how the internet works for basic tasks and we practice how to use a data cloud. They also manage shared files and program video calls.

Testimonials

"I am currently taking the ICT training at WPDI. This training is very useful to me because I belong to the generation of the 1950s and during that time, access to computers was scarce. For a very long time, I have had difficulty carrying out my work. Especially nowadays as work requires the use of computers. Now I have learned the basic use of a computer and I feel more confident in myself, in my social interactions and at work. This meaningful training has made me update myself and adapt to modern times. I thank WPDI for the free opportunity to learn with them, and also, to my great and patient trainer."

Juan Corral Bautista

"Thanks to our trainer, Jorge Pazos, who explains the class very well, I am now able to learn with ease and I don't get confused. I will continue learning with WPDI a little bit more every day so I can acquire more knowledge. Thanks to the people that make this possible, who donate money and make it possible for vulnerable people, such as myself, to learn and grow at the Community Learning Center. I hope I get to meet them one day! Thank you!"

Martha Renter

Business and Entrepreneurship

132

Trainees in Business and Entrepreneurship

We are particularly focused on supporting women. We identified two compounding factors of vulnerability for women: victims of Gender Based Violence and migrants. Therefore, this year we reached out to our stakeholders and partners to form two groups of beneficiaries of our Business and Entrepreneurship training. Indeed, one group was composed of women migrants and the other was composed of women survivors of GBV.

We also teamed up with the Municipal Institute for Women which supervised the process and allowed us to use their offices due to their location.

These 10-week trainings covered both the basic and intermediate levels in Business and Entrepreneurship, focusing on practical aspects rather than theory. Our trainer, Moises, created "Avientate!" ("Go for it!"), which is a more concise and approachable version of these two levels that uses examples from our community's businesses that people can relate to. Our first group (GBV survivors) asked to have their training delivered at the Cerro Colorado community/neighborhood City Hall, where they gathered for several hours a week to share examples and life experiences that could relate to the concepts.

Our second group was formed with the help of UNHCR and COMAR (Mexican Commission to help Migrants) who called upon foreigners and citizens from Mexico who came from other states to settle in Tijuana.

We had trainees from Colombia, El Salvador, Honduras and the states of Guerrero, Sinaloa and Veracruz. Some of them had prior experience but most of them had only the desire to start up something new that allowed them to have a better life.

Testimonials

"The trainings are truly well taught, and they are very interesting. They have helped me organize my time at home, which is a bit difficult as my husband is a cancer patient and it takes me a lot of time to attend, enjoy and learn how to start up a business. I am very grateful. I have learned new words and I have been able to organize my house with the business model."

**Patzimba Elena
Casillas Enríquez**

62 years old, Cerro Colorado

"The trainings have been stupendous. These courses have helped me a lot. Now I will participate in opening my business. I came here with no expectations and this has been truly life-changing as it is so easy to learn, understand and have fun. I will do everything I can to start my business!"

**Perla Lorena
Juárez Rodríguez**

42 years old, Cerro Colorado

"These trainings are super special to me. As a victim of violence, I never knew I had such amazing options available to me. Tijuana is a complicated city, it greets you with open arms but violence is present. I am so glad I am able to be a part of a group and a community of women, and entrepreneurs! They help me to be a better person! Thank you for not forgetting about us! Thank you to our trainer for being so fun and innovative!"

**Brenda Joana
Ojeda Valles**

42 years old, Cerro Colorado

Supporting Income-Generating Projects

1

**Business Plan Competition
was organized**

3

**New businesses received
support from WPDJ in 2022**

6

**WPDJ supports a total of
businesses in the region**

This year's business bootcamp competition was celebrated on October 18th with great results from last year's competition. As we know, the Tijuana program trained two different groups of people this year: migrant women and women who were survivors of violence. These two groups were selected due to the current GBV alert that affects this great city. Tijuana is known as the most visited border town in the world and deals with immigration crises regularly.

These two groups finalized their training during the summer and those graduates were the first ones to receive the invitation to participate. In August, 10 teams/entrepreneurs registered their projects and after weeks of review and practice, only 6 passed to the final stage, which was the Business Plan Competition.

The selected judges for this competition were:

- Community Leader: Maria Teresa Riquè, director of the "Tijuana Opera"
- Educational Leader: Jose Cristóbal Hernández Tamayo, director of the "CETYS Universidad" Business School
- WPDI Representative: Sarah Paez
- Business leader: Eduardo Valtierra, head of the Tijuana Economic Development Council
- Government representative: Mariana Rivas, head of the "investing and funding" office of the Ministry of Economic Development of Tijuana
- Supervisor: Notary Javier López López (who does not vote but oversees the transparency of the process)

After the contest, the judges took one hour to count votes and decide the winners, who were:

1. NAVIGRAF, Printing Service

They are a marketing and publicity service that do digital and printed branding. Publicity is the basis for their business. It is aimed at all people who want to start their business or transform their idea. They make digital designs (logos, flyers, animation, publicity, design of commercial stationery, printing sublimation and 3D printing). They set themselves apart by their quality service to their clients and low production costs.

"By winning this competition with WPDI, we are able to acquire machinery and equipment to provide a more complete service such as printing, sublimation and 3D printing to be a professional provider. Being migrants and fleeing from our hostile situation in Colombia, we feel welcomed and included, and now we now have a chance to have a good life. WPDI has been life-changing for us and we are deeply grateful. With the training they provided, we feel much more prepared to take anything that we may face. Thank you so much for this opportunity."

Vivian Abril

Owner, NAVIGRAF, Printing Service

2. Mole Doña Cire, Mole Preparation Service

Mole Doña Cire is a 'mole sauce' in a paste, ready to mix with water and serve. They are already making and selling their product on a small scale. They have been selling it to neighbors and friends and now, they will offer their product in mini markets. They are registering at the Mexican tax service to be able to sell wholesale. They are also working to obtain the 'COEPRIS' certification to sell food at a large scale in jars. They are currently selling it by the bag. They are in communication with large stores and malls, which is why they need the investment. They are also looking at feasible ways to expand through different opportunities for growth.



“When I first heard about this opportunity through the Cerro Colorado city hall, I knew it was for me. I received a prior prize from the Ministry of Economic Development and that’s how I was able to start my business. Sometimes things are too good to be true but they really are this time. All you have to do is be consistent and prepare your plan and documents meticulously, which is what I did. I am thrilled that I also received an 8-week training with WPDI right in my community, so I didn’t even have to travel far to receive it. I now know which permits I must obtain, how I can promote my sauce and where I can sell it. I am very happy and will happily remain in touch with WPDI for follow-up and evidence. Thank you so much for supporting elderly community members like me.”

Cirenia Mateos

Owner, Mole Doña Cire

“I never thought that a social business, for which the objective is not to become rich, but to help people, could be funded by an international organization. I feel more prepared, and more secure to provide therapy and look for other partners to expand this business. We are deeply grateful for this opportunity to provide medical testing and general assessment to people who have no other resources to survive in a new city. Thank you WPDI!”

Juan Josè Rodríguez

Owner, VIHctoria Psychology Support Center for Immigrants

3. VIHctoria Psychology Support Center for Immigrants

A social enterprise dedicated to bringing proper information about HIV, psychology and other services to migrants who come and settle in Tijuana. Formally constituted in 2021 but they have been working since 2020 on the field, by bringing pertinent information to health activities in the community, social media and through the phone. They have also been treating migrants with psychological therapy, and participate in lectures at schools and NGOs.

Starting this new phase with the prize from WPDI, they will invest in flyers and social media, which will help them reach more people. The HIV tests they will be conducting are donated by the medical authorities, but there are more effective ones that they will have to buy so they will also use funds towards that goal. Professional preparation is also important to VIHCTORIA, which is why the money will also be invested towards some credentials necessary to provide some of the services. They aim to become a social business that is well known in our city for its quality and the kind of assessment they will provide.



Overview of the Businesses we are Supporting

■ Malbec Beauty Salon

Number of employees: 2

Beauty salon

Profitable

Support start year: 2021



Potential expansion

The profits have increased and they have been able to expand their reach as well as produce their conditioner, as expected.

■ Cafe Haitiano

Number of employees: 2

Coffee shop

Non-profitable yet

Support start year: 2021



Potential expansion

Funds have not been fully spent yet as the owner is still working on obtaining legal residency in Mexico but is training in culinary arts. Also, he earned a scholarship and has just returned to Mexico.

■ Ruta 1 MX

Number of employees: 3

Ecotourism

Profitable

Support start year: 2021



Potential expansion

More equipment has been purchased and they now have more social media presence.



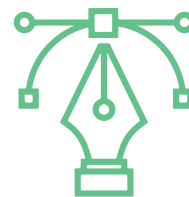
■ NAVIGRAF

Number of employees: 2

Printing and Graphic Design

Profitable

Support start year: 2022



Potential expansion

They are in the process of renting a space but they have bought equipment and work from home. The business is profitable.

■ Mole Doña Cire

Number of employees: 3

Production and Distribution of "mole" sauce

Profitable

Support start year: 2022



Potential expansion

They are highly profitable, are in the process of purchasing even more equipment and most importantly, forming important alliances with large supermarkets.

■ VIHCTORIA

Number of employees: 1

Psychological Therapy and Other Services for Migrants

Non-profitable yet

Support start year: 2022



Potential expansion

They are still in the process of renting a space to provide this service.



Impact Story

Testimonial

Nasser and Vivian came to Tijuana fleeing from Colombian insecurity and cartel violence. Vivian had lost her job and Nasser was struggling financially with a low-paying job that did not offer any security for him or his wife. Cartels were constantly recruiting men in their neighborhood and they felt they had no quality of life. They studied graphic design and had a passion for creating characters and drawing. They left Colombia several years ago and followed the refugee caravans to the city of Tijuana. There, they stayed at different shelters where they made sure not to be separated. They quickly caught the attention of the rest of their community due to their hardworking nature and community organization skills.

Being active participants of different refugee groups, they are currently seeking asylum from Mexico and are supported by one of WPDI's key stakeholders, "COMAR" (Mexican Commission of Help to Refugees). WPDI went to present their business program there and Nasser and his wife knew this opportunity had their name written all over it.

"Being a woman on the run is difficult. I am very close to my family and having to leave everything behind is very difficult. Thankfully, my partner and I did what we had to do and we have been able to encounter wonderful people along our way. That is the case of WPDI Tijuana. We had 2 months of weekly trainings and we had a lot of fun while talking to other migrants. During the bootcamp I felt confident and at peace, and when we won, I couldn't believe the incredible journey it had been from Colombia to this place and time. Tijuana is our home now. I am forever grateful to WPDI!"

Vivian Abril

What were their challenges?

Scarce economic opportunities, the constant threat of criminal groups asking for "protection fees", and constant criminal activity in their neighborhood.

How does WPDI help?

By providing knowledge and training so they could become entrepreneurs. They wanted to set up a small business but they didn't know how to do it as they lacked the practical experience and most importantly, the funds to start.



Community Outreach

Peace Engagement Days

On the International Day of Peace, WPDI held a Cinema for Peace event in the Ford 101 Elementary School. It was also the launch of the Conflict Resolution program in this school, after a two-year break due to the COVID-19 pandemic.

After the screening of the movie, a computer-animated action comedy film, we held a dialogue to allow every pupil to share thoughts. They mentioned the promotion of peace and tolerance.

Testimonials

"I understood that peace helps you to reflect on your actions, to feel good about yourself, it helps you forget what is around you and to channel the problem or action."

Camiia Carrera
9 years old

"Peace for me is with my pets, with this activity I understood that we all see peace in different ways."

Renata Perez
10 years old

"I understood that for each person, peace is something different. For me, peace is watching the sunset."

Alejandra Acevedo
10 years old

"With this dialogue I understood that peace means not being aggressive, it is better to take care of the world, not fight, and have friends to help. If you don't help, there will be no happy world."

Natalie Hernandez
9 years old

"Peace makes me live with my family, eat healthily and go play basketball."

Sergio Chavez
9 years old





A positive aspect of our context of operation in 2022 was the reactivation of school and government activities, which allowed us to get back to the activities we were carrying out before the pandemic. This led WPDJ to increase its focus on migrants and displaced persons, both internally and internationally. In addition, we have been able to regain our capacity to address the needs of vulnerable women and youth through the training in ICT, CRE, Entrepreneurship, and the 2022 Bootcamp. As the entrepreneurs we support develop their businesses, more local leaders and individuals at large will observe how the presence of small businesses in a neighborhood has positive outcomes both for business owners who can generate revenues for themselves and for communities, which benefit from having more local services available. Our growing footprint has also included our work with detained youths, whom we are helping to engage in peaceful and productive activities.

As a consequence of the above, we can affirm that 2022 has been an opportunity to consolidate our platform of program, which will allow us to consistently strengthen and expand our action, gaining trust and recognition from stakeholders at all levels. Indeed, more and more non-profit organizations and government stakeholders recognized WPDJ as an ally in the fulfillment of Tijuana's objectives.

The Way Forward

2022 has been a year of positive results as we managed to consolidate our peacebuilding programs - notably for in-person activities, like trainings and Community Dialogues that had been severely constrained by COVID-19 measures. We succeeded in bolstering our livelihood program, which incubated more businesses than in any previous year. Such strengthening and expansion of our action has been matched by the confirmation and renewal of key partnerships both at all levels. Our action gained in relevance and impact thanks to international partners such as GPPAC, HIAS International, the Permanent Secretariat of the World Summit of Nobel Peace Laureates and the Heinrich Böll Foundation. At the national and local levels, we have reinforced our ties with local authorities and national stakeholders, including in the government, which will expectedly contribute to improve our capacity to deliver over the next years. In this respect, we should also emphasize the invaluable support of our funding partners whose trust has allowed us to bring transformative change in the communities of Chiapas and Tijuana. With their assistance, we will continue in 2023 to channel key resources in our target locations, with promising results across all our programs. Our peacebuilding activities should, in this perspective, be significantly developed most notably as we intend to triple the number of schools where we will train students and teachers in Conflict Resolution Education. We will also aim to maintain the current dynamics behind our entrepreneurship program, with a strong focus on vulnerable women. More generally, we will strive to remain in tune with the communities so we can continue to tailor our actions to their needs in a constantly evolving context.

Partners

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