



Innovation, Entrepreneurship, Digital Communication Program from an Ethical and Sustainable Approach in **YUCATÁN, MÉXICO**



 Mérida, Yucatán (México)

 15 3 weeks

 English and Spanish

Context

Due to the increasingly global and changing political, economic and social context, there is an urgent need to create ethical and sustainable actions that have a positive impact on unemployment, poverty and inequalities.

Social entrepreneurship helps to generate responsible and transformative business models. In addition, it proposes innovative business solutions based on social justice economic and environmental sustainability.

Mérida, on the Yucatán peninsula, is considered one of the safest and best cities to live in Mexico. It has a rich historical heritage blending Mayan, Spanish and African cultures, which makes it a favourable destination for developing innovative projects based on social, economic and environmental sustainability.



Learning Outcomes

- 1** You will gain the ability, knowledge and methodology to integrate the sustainable development approach into business projects focusing on the purpose.
- 2** You will increase the ability to design and apply business solutions to potential problems in complex structures resulting in authentic proposals which bring a focus on diversity, interculturality and solidarity in business strategies.
- 3** You will develop intercultural competences that will allow you to integrate culturally different visions and approaches in the development of sustainable projects.
- 4** You will enhance ethical and impact leadership skills in diverse organisations with positive impact approaches.
- 5** You will acquire the necessary skills to design and implement necessary actions in line with the objectives of the United Nations 2030 Agenda.

Acquired Skills



- Technical competence**
 - Global markets in Latin America, traditional dependence on the US and new opportunities.
 - Mexico as an emerging economy with the highest global growth the next 10 years.
 - Opportunities and challenges with an ethical and sustainable approach.
- Intercultural competence**
 - Competencies to work and interact with different cultures.
 - Expand self-knowledge by recognizing strengths and weaknesses.
- Systemic Analysis**
 - To understand the world as a system; the interrelationships, dependencies and North-South effects.
 - To develop the ability to establish the connections and subsequent alliances necessary to create innovative projects.
- Sustainability and impact measurement**
 - To understand the capacity for action on the 2030 Agenda.
 - To develop indicators to measure impact from an economic, social economical and sustainable value.
- Innovation in sustainable companies**
 - To increase the innovative capacity to find solutions to social, economic and sustainable problems.
 - To learn the following methodologies as tools to address economic and social entrepreneurship: Lean Startup, Theory of Change in Business Model Canvas, ChangeMaker.



Global Competence Certificate

The programs include the option of the Global Competence Certificate (GCC) of AFS for Universities, both students and teachers, can be certified on the development of the resulted skills from the international experience.



The GCC is structured as following:

- Online modules subtitled** in different languages; Students will be able to do the course in English or with Spanish subtitles.
- Online forum space** to reflect with other students at global level.
- Test and exercises** to evaluate the acquired contents.
- Sessions with facilitators** for reflection, monitoring, and learning.
- Global Competence Certificate** once completed.



Program Structure

Internship Experience

You will work with local teams focusing on various projects including marketing strategies, financial plans, business plans operations and monitoring and evaluation. You will gain experience and a deeper understanding of business administration strategy and functions of running a small business within a LATAM context.

As part of students capstone project you will be paired with local community partners and will be required to work in the field with their partner on a specific project which could include, a business review and strategic marketing plan, a financial assessment and recommendations to increase profitability, a sustainability review and Corporate Social Responsibility strategic plan, to assist local partners increase their long term sustainability and impact and connections within local communities.



Volunteering

You will spend 3 days volunteering in rural areas working as a teacher assistant at a local school, running sports, working on sustainable agricultural or construction projects.

Academic content:

Mexico as an economy in great development and social entrepreneurship as an option for equitable and sustainable development.

Critical reflection workshops:

You will participate in workshops and spaces generated in order to reflect on relevant and innovative topics related to this transformative experience



Cultural activities:

You will discover the diversity of Mexican culture, its history, gastronomy and customs through the different cultural and leisure activities that take place on weekends.

Online training:

All our programmes include online training through our Global Youth Academy e-learning platform that addresses the themes of the United Nations 2030 Agenda and the Sustainable Development Goals (SDGs).

Cultural Activities: Mayan Culture and Local Kitchen

Mérida is known for its rich cultural heritage product of the syncretism of the Maya and Spanish cultures during the colonial era.

- Discover some of the Yucatan's highlights on this full-day tour from Mérida.
- Embark on an early morning trip to Chichén Itzá, a UNESCO World Heritage Site, to explore ancient Mayan ruins without the heat and crowds.
- See even more Mayan architecture at your next stop, Izamal, before ending the day with a nice dip in a local cenote.
- Visit a New 7 Wonders of the World site Chichen Itza and learn about ancient Mayan history and culture.
- Visit a local rural village and collect fresh ingredients from the sustainable local markets, you will then enjoy learning to prepare local mayan dishes and enjoy the meal with the community.
- Making new friends.





Scoring and Evaluation

Course grades will be assigned individually based on a score developed from different variables as in the graph.

The evaluation report will be made for each student, which will include your development in all areas of the program, academic, volunteering, internship and research program. This report will be signed by Lea Global Pathways and the local partner.

In addition, you will take the **Global Competence Certificate, Global Up**, from AFS Intercultural Programs, recognized by companies and universities around the world.

Grades will be assigned using the following scale:

100%...A+, 92%... A, 89%...A-, 86%...B+, 82%...B, 79%... B-, 76%...C+, 72%...C, 69%...C-, 60%...D, 0...F



ITEM	%
Active participation and ability to contribute	30
Investigation project	20
Critical reflexion activities	20
Final project	15
Class attendance	15
TOTAL	100

Accommodation and Board

In terms of logistics, the program's accommodation is located in Mérida, the capital of the Mexican state of Yucatán.

Accommodation will be on a twin or triple share basis with free Wi-Fi which will be 3 star standard in a guest house / hotel.

You and your group will have a private transportation assigned for you to be transferred to the projects, as well as full boarding and domestic assistance.

All group programs at Lea Global Pathways are accompanied by a coordinator who has a leadership role with the group, coordinating activities and making sure the group is aligned with the purpose of the program.



Budget

Budget for 3 weeks of the Experiential Academic Program in México Mérida, for a group of at least 10 students.

3.225 € per student

INCLUDES:

- Full registration costs academic
- Internship Activities and Volunteering
- Contribution to the local NGOs with which we work
- Academic support and development of final work
- Accommodation in a double-triple room
- All meals
- All transportation and transfers
- 2 Cultural Activities
- Professional support and 24x7 support

NOT INCLUDED:

- Air transportation
- Mandatory travel insurance with medical coverage
- Personal expenses

