



INTERNATIONAL  
ASSOCIATION OF  
**Educating  
Cities**

# INTERVIEW

## MAYOR OF SAN PEDRO TLAQUEPAQUE

### **Ms. Mirna Citlalli Amaya de Luna**

#### Tell us about San Pedro Tlaquepaque.

San Pedro Tlaquepaque is taking on the challenges of the twenty-first century without neglecting its deep-rooted traditions, such as pottery, the oldest of all the handicrafts expressed by our artisans.

Tlaquepaque isn't just famous for tiles, though, but also for blown glass figurines and tableware, wrought iron decorations, wooden furniture, pewter, leather, papier-mâché, fabrics, tablecloths, and traditional dresses.

Our modernity stems from the fortunate coexistence between the traditional elements of our identity and a sustainable growth project, which respects the origins of our citizens.

Our city is so influential that we were named a so-called 'Magical Town' on 11 October 2018.

#### You started your term as mayor in early 2022 with an ambitious package of measures. How would you weigh up your achievements now that you've been in office for more than a year?

We started working hard from the very first day, taking on the commitment to carry out 100 actions in the first 100 days. And we've kept up this work to guarantee the human rights of our citizens, with their right to the city, so that they can live in a place that responds to their needs.



This is why we're working on providing basic infrastructure to the colonies that didn't have all the services available. Working for the efficiency of municipal public services has been a challenge that we took on decisively, as was investing in public works to transform the city by reducing marginalisation and social exclusion.

Unlike ever before, San Pedro Tlaquepaque is experiencing a period of prosperity and affluence, in which historic investments are being made into public works, educational facilities, and municipal public services. As a result, I'm proud to say that we were recently recognised as the city that provides the best public services in this huge metropolitan area.



The municipal government of San Pedro Tlaquepaque sets out to defend the right to dignified learning, reduce school dropout rates, and eliminate barriers to learning. What specific goals are being pursued by the different programmes implemented?

"We love you with talent" is a programme that contributes to the economy of seven hundred families in the city with children at state-run primary schools, who also study a discipline or area of knowledge that provides greater tools for their educational and personal development.

"We want you ready" provides preschool, primary and secondary pupils at state schools in the city with supplies, which benefits more than 119,000 students in total.

"We love you seeing well" addresses the visual health of primary and secondary school pupils and teenagers throughout the city by providing free reading glasses to anyone who need them. This programme is carried out in connection with the 'Fundación Ver Bien para Aprender Mejor' charity, with a joint investment totalling five million pesos.





### How is sport encouraged in the city?

Sport is a priority for the city council, so a 128% increase in budget was approved for this area.

Our government sees sport as a cornerstone in everything we do, as it's a way to bolster prevention, education, lifelong participation, and health.

The "Let's Get Physical" programme expanded the range of activities and provided access to recreation through initiation schools, leagues, and fitness workshops, in order to increase the quality of life and human development of everyone in Tlaquepaque under the perspective of equality.

The "Let's Get Tlaquepaque Physical" offshoot allocated a budget of almost two million pesos to recruiting fifty-three sports promoters and creating fifty-nine schools (covering activities such as football, gymnastics, boxing, recreation, volleyball, basketball and dance) in more than thirty-two colonies in the city.

### How is a culture of peace fostered and what role does education play in this regard? How is a culture of peace fostered and what role does education play in this regard?

Making our city safe is a challenge that we take on across the board and from a clear vision of proximity and closeness, which can only be achieved through local public action that takes place in all colonies, neighbourhoods, and communities.

Given the scale and gravity of the problems inherent in human security, we've adopted a policy of coordination with this approach, which makes it possible to help reconstruct the social fabric.

Activities include the "Constructing my Neighbourhood" programme, whereby we work with the Municipal Preventive Police Force to lay on workshops at schools on self-defence techniques and skills for young women.

We are giving the colonies in the city additional ways of recreation and family living, paying for the reconstruction of the social fabric with the "Cinema in Your Neighbourhood" programme, which involves visiting more than thirty priority colonies to show films that leave a positive message for families.

The "Culture for Peace" programme had an investment of more than two hundred thousand pesos and its goal was to promote universal values such as respect, the right to equality, and the prevention of violence, through reading, storytelling and film, ultimately benefiting sixty-two colonies and 15,500 people.

In 2022, we created the "Gender Violence Care Office", thereby bolstering services provided since 2013 and proving our government's commitment to women and their children living a life free of violence.

What's more, we started the construction of the first "Cultural Centre with Priority Attention to the All-Round Development of Young People" in the La Mezquitera colony, which mainly benefits young people from the surrounding colonies.

It gives them access to the arts, culture, training, and education to gain knowledge and skills that lay the path for entrepreneurship and self-employment, thereby improving their quality of life, with a focus on a culture of peace and prevention of violence. The initial investment totalled more than 6.5 million pesos in its construction stage, and 900,000 pesos for the equipment.

The theme of the International Day of the Educating City in 2023 is "Culture: source of creation and learnings in the Educating City". How are you working on this goal?

The "RefugiArte" programme allowed us to rescue the cultural value of the El Refugio Cultural Centre. At this venue, we decided to encourage performances of classical music ensembles, opera, and song. We carried out twenty themed exhibitions of plastic artists, five exhibitions of the collection of the Pantaleón Panduro Museum (across Metropolitan Guadalajara and at the Los Pinos Cultural Centre in Mexico City), forty-seven concerts, and thirteen academic events, welcoming 11,500 local, national and international tourists.



The School of Arts and the two Houses of Culture, Santa Anita and Las Juntas, worked on the training and development of activities for music, literature, painting, sculpture and for the preservation of craft-related professions, benefiting 3,600 students in 2022.

We updated the craft register, signing up 422 artisans and craftsmen/women in different techniques such as pottery and ceramics, indigenous art, stoneware, ceramics, jewellery, wood, metalwork, goldsmithery, paper and cardboard, saddlery and leather goods, weaving and threading of plant-based fibres, textile production, and glasswork. Benefits of being registered in the craft register include the exhibition and sale of crafts at fairs and exhibitions held by the Artisan Development Office, access to the exhibition and sale of pieces at the Craft Gallery, access to training, and the promotion and dissemination of products on the council's social media profiles.

The facilities of Casa de la Artesanía are currently being refurbished, meaning that there will be spaces for the exhibition and sale of handicrafts.



Your city is known for promoting sustainable growth and modernisation. What strategies have you followed?

We have a passionate commitment to institutional progress and public service, which guarantee transparency and accountability, citizen participation in public affairs, the fight against corruption, the efficient exercise of resources, the implementation of internal control, and the use of new technologies in order to become an open, approachable, sensitive, and inclusive government.

Can you tell us about any initiatives in the field of preventing and combating gender-based violence?

As a municipal government, various measures have been implemented to rebuild the social fabric and support women as a vulnerable population group, especially victims of gender-based violence.

As an alternative solution, we launched the Postgraduate Certificate in Public Policies and Access to Justice with a Gender Perspective, which focused on the training of civil servants in the city, especially citizens advice officers, the municipal commissioner, municipal medical providers, civil registry employees, municipal courts workers, women's institute partners, and family relation officers.

To empower women, we all understand that the agenda required today is the gender agenda. In the city, we're proud promoters of dignified spaces for women, while also boosting the knowledge of civil servants.

Women suffer from violence the most. Women are still fighting for access to equal working conditions, fair trials, equal rights, and to a life free of violence. And we, as their government, have the obligation to accompany them in this process.

How important is being an Educating City when it comes to the city council's priorities?

We're a relatively new Educating City. In 2022, we joined the wonderful IAEC family, and we've adopted the Charter and its key principles with seriousness, responsibility, and determination. We aligned our strategic planning in the first year and now we're starting the process of registering outstanding experiences, such as the ones for civil servants that I mentioned before. And we've also started an urban recovery experience at a colony in the city known as El Triangulito, while we've also held the "Peace is the Way" international colloquium.



### Anything else you'd like to share with us?

Each action of my government is designed for the benefit of the population: public works projects, social assistance, the provision of municipal public services, reconstruction of the social fabric, economic development projects, and many other actions aimed at raising the quality of life for everyone. These actions have been possible thanks to the good management of resources and the healthy finances inherited from the council that preceded me. And we're still governing without taking on any debt.

I must say that these results are thanks to the hard work of all the departments and the decentralised public bodies in the city, because all of them have worked responsibly.

Governing a city like San Pedro Tlaquepaque means forgetting about differences and showing political unity to overcome adverse circumstances. Because the Tlaquepaque that we deserve is a fair, egalitarian, free, and transformative city, which is the model of a city that we'll continue to strive towards. We've already shown that working together achieves more things.