

Focus Experience

#21

Educating Cities
International Documents Databank



Title

Youth Educating Summer Program Toluca Youth familiarize with their local government by participating in awareness campaigns

Basic data

City: Toluca

Country: Mexico

Number of inhabitants: 819,561

Topics: civics, educational system, lifelong learning, personal development, policy and administration and welfare.

Principles of the Charter of Educating Cities: 1, 4, 12, 15, 20

Summary

Given the need for the youth population to be busy during the summer period, the Department for Youth and Students made a call to young people between the ages of 16 and 29 for them to participate in activities organized by different departments of the City Council of Toluca.

Thus, through the **Youth Educating Summer Program** young people carry out social awareness tasks related to the care of the environment, traffic safety, sport promotion, culture, prevention actions, etc., for one month. This allows them to gain knowledge about the public administration and to acquire job experience, fostering their later access to the labour market.

In the summer of 2014 the City Council offered 100 temporary jobs to students from July 1st to August 1st. The young people worked for 5 hours 4 days a week for a total of 100 hours, carrying out support work for which they were given a stipend of Mexican Pesos 2,000 (approximately €118).

Objectives

- To provide youth the chance to take advantage of their free time during their vacation period.
- To strengthen the link between this target group and the municipal government.
- To promote and attend to the labour-related needs of students.
- To offer the youth activities which will help them finding their first job.
- To generate a positive impact on the city through their work in the Administration.

Methodology

Firstly, coordination meetings were held with the different City Council departments, during which the activities to be carried out by the students were designed and planned. After this, the announcement of the program was made and the selection of candidates took place based on the applications received, taking into account questions such as age, grade levels, address, availability, etc.

On the first day, the students were welcomed and given the schedule of activities and the programming of the different departments. They were then given T-shirts and hats of the Program.

The Program has an educating focus in which the creative capacity of young people is oriented towards their constituting a sort of educating brigade. The students are divided into groups of 5 to 10 young people who go out in the city's main streets and participate in awareness actions.



Youth people participating in social awareness campaigns

Social and urban context

Assessment

Contact

Using their own style, the students get people's attention in order to generate awareness in the different districts where the Program takes place. To do this the students have educational materials that they have created by themselves or have been lent to them by a given city department.

During the Project, monitoring is carried out of the activities developed by the students in the different departments in order to ensure that the terms and formats agreed have been met. Moreover, photos and videos are taken of the different activities in order to prepare a video summary of the experience.

At the end of the Project, a closing ceremony is held with the participation of the municipal authorities, where the participants are recognised for their work. Furthermore, a group photo is taken together with the representatives of the municipal departments that participated in the Program. Finally, the students are given the stipend for their participation.

Some examples of the activities carried out by the students:

- Recovering public spaces (cleaning parks).
- Painting fronts of houses of people with scarce resources, an activity forming part of the "Toluca is Colour" Program, in which the Administration gives free of charge paint to people.
- Reforestation of an area of the Sierra Morelos Park.
- Water awareness and saving.
- Traffic safety campaign (avoiding the use of cell phones while driving, use of safety belts, respecting pedestrians and traffic laws).
- Support for summer courses for children.
- Support for the Department of Culture, Arts and Tourism in cultural activities.

Toluca is the capital of the State of Mexico. It has a population of 1,535,707 inhabitants (2010) and its metropolitan area reaches 2,387,371 inhabitants, making it the fifth largest population centre in the country. The municipality is divided in 47 districts and this program is carried out at the following districts: the Old Town, Cacalomacán, San Buenaventura, San Cristóbal Huichochitlán, San Mateo Oxtotitlán, amongst others.



Closing ceremony of the programme



View of Toluca © Hernán Luna

Most of the young people say that they are very satisfied for having collaborated with their municipality and for having had the chance to learn new activities developed by the City Council. Likewise, the city's staff of the departments concerned were also satisfied for having taught them something new and for the support received by the students in their daily work.

Strengths:

- After the Program ended, and due to the follow up, we have seen that some of the young people continue to study and work in public sector companies and areas.
- The program has received recognition from the Technological Institute of Toluca and the Junior Chamber International Organization of the State of Mexico, which belongs to the Worldwide Federation of Young Leaders and Entrepreneurs, as well as a recognition from the National Federation of Municipalities (FENAMM, from the Spanish initials) in 2014.

Weaknesses:

- Demand is greater than supply.
- The stipend should be higher given that some of the activities require a great deal of effort and dedication from the young people.

Future proposals:

There are plans to implement a 2015 Youth Educating Summer Program along the same lines as those used the previous year although the selection criteria will be modified. Moreover, this year more departments of the City Council will participate and the number of workshops offered to the students will increase.

Organization: City Council of Toluca – Department for Youth and Students

Contact: Ms Getsemani Montoya Casasola – Person in charge for the Program

Email: imje.toluca@gmail.com

Phone: +52 1 722 2130030 / 2145298

Web : <http://www.toluca.gob.mx>