

PERMANENT COUNCIL OF THE  
ORGANIZATION OF AMERICAN STATES  
COMMITTEE ON INTER-AMERICAN SUMMITS MANAGEMENT  
AND CIVIL SOCIETY PARTICIPATION  
IN OAS ACTIVITIES

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APPLICATION FOR REGISTRATION PRESENTED PURSUANT TO ITEM 6  
OF THE GUIDELINES FOR PARTICIPATION BY CIVIL SOCIETY ORGANIZATIONS  
IN OAS ACTIVITIES [CP/RES. 759 (1217/99)]

[*Cientika A.C.*]

## ANALYSIS OF THE REQUEST BY *CIENTIKA A.C.* TO BE REGISTERED WITH THE OAS

This document was prepared by the Department of International Affairs, Secretariat for External Relations to provide information to the member states of the Organization of American States (OAS) on the civil society organization *Cientika A.C.*

The information contained in this report is provided pursuant to resolution CP/RES. 759 (1217/99), "Guidelines for the Participation of Civil Society Organizations in OAS Activities." This document includes a summary and a list of documentation presented by *Cientika A.C.* in accordance with the aforementioned Guidelines.

### 1. **Background**

*Cientika A.C.* is a nongovernmental organization established on September 17, 2009 to develop physical and virtual platforms for the conceptual development and implementation of projects to create value-added.

The main areas of activity of *Cientika A.C.* is promoting innovation and knowledge through research, content creation, editing, design, and printing of information and educational publications; developing applied technology solutions; organizing events for training in innovation and science; and promoting knowledge cities as intersections of public space, iconic buildings, and structures focused on boosting economic development and local technology.

*Cientika A.C.* seeks to involve different stakeholders from civil society, academia, private sector, and government in the implementation and dissemination of information to promote social inclusion.

Throughout 2011, *Cientika A.C.* executed eighteen projects in coordination with different sectors of society, eleven of them in publishing. Notable initiatives include the Comprehensive Historic Center Management Plan and the Revitalization Plan for *Merced* Old Town in the Historic Center of Mexico City, presented to the Federal District of Mexico City and the United Nations Educational, Scientific and Cultural Organization (UNESCO), to reach more than 6,000 people, establishing guidelines for action on conservation, improvement, and development of the historic center of Mexico City. It also produced the publications *Mi Ciudad Hoy* (My City Today) and *Ahí va un navío, navío cargado de... ¡Educación para la Salud* (There goes a ship - a ship laden with ... Education for Health!) for the Head of Government and the Secretariat of Education of the Government of the Federal District of Mexico City, reaching 300,000 of the country's children with messages related to the promotion of civil rights and health. Besides the foregoing, it collaborated with the National Association of Doctors of Law, College of Professionals A.C. journal *Foro Jurídico*, whose circulation is 10,000 copies per month, on a monthly article on innovation, virtual platform regulation, and dissemination of information.

With respect to technology solutions, *Cientika A.C.* trained 20 representatives of the Private Welfare Board of the Federal District and the Mexico City Central Supplies Trust on the use of social

networks, besides developing a mobile application called *Red Árbol* (Tree Network) to keep an inventory of trees in the Mexican capital.

Through its information dissemination activities, *Cientika A.C.* has collaborated with Sam Pitroda (Satyanarayan Gangaram Pitroda), an Indian businessman and technology expert and co-founder of this organization, to organize various academic events such as Science and Innovation Week 2011, an event that brought together some 16,000 people, among them the largest number of Nobel prize winners gathered in Latin America, to discuss the issues of sustainable cities, trends in research, health, science, and technology.

With respect to the development of knowledge cities, *Cientika A.C.* researched and designed the *Biometropolis* conceptual approach, an urban complex south of Mexico City devoted to healthcare issues, and its iconic building, besides developing the conceptual proposal for the iconic building in the city of Ahmedabad, the economic capital of Gujarat State, India, accompanied by the design of the master plan for a city of knowledge there. It also produced the book *Mexico City: A Knowledge Economy*, in English and Spanish, containing more than 100 Mexicans' perspectives on Mexico City, the objective being to promote economic development and innovation in areas such as mobility, sustainability, healthcare, and economy, and to position the Federal District as a knowledge capital in Latin America. The book was launched at Club Piso 51 in Mexico City and at the Academy of Sciences in New York, and was distributed to more than 6,000 people, including mayors from Latin America, ambassadors, Mexican legislators, cabinet secretaries, and universities.

*Cientika A.C.* finances its activities through income received for services rendered to such public entities as the Government of the Federal District of Mexico City; the Secretariats of Health and the Environment; the Federal District's Private Assistance Board; and the Operator of the Federal District Citizen's Council; as well as from projects funded with contributions from *Minsa S.A. de C.V.*, *Compañía Hotelera de Cocoyoc S. A.*, *Luis Alfonso Villaseñor Zepeda*, The American British Cowdray Medical Center, Klaus Boker Trauwinz, *Almacenadora Mercader S.A.*, *Santiago Suárez Córdova*, *Nicolás Alberto Suárez Córdova*, *Sociedad Metropolitana de los Altos Estudios del Sureste*; *Bancomer S.A.*, *Unión Social de Empresarios de México A.C.*, *Sanofi Aventis de México S.A. de C.V.*, and *Banco Santander Mexicano*, among others.

*Cientika A.C.* submitted its application to the OAS on August 28, 2012.

## 2. Name, address, and date of establishment

Name of Organization:	Cientika A.C.
Address:	Orizaba 42, interior 102, Colonia Roma Norte. C.P. 06700 Delegación Cuauhtémoc, México D.F. Mexico
Telephone:	+52 (55) 5264 6235
E-mail address:	contacto@scientika.mx
Website:	www.scientika.mx/

Director: Javier Jileta

Date established: September 17, 2009

### **3. Primary areas of activity and contributions that could be of interest to the OAS**

*Cientika A.C.* carries out activities aimed at finding solutions through innovation and the promotion of knowledge. The main areas of activity and contributions of the CSO that may be of interest to the OAS include:

- Impact on public policies related to sustainable development and preservation of cultural, historical, and natural heritage by developing proposals and disseminating publications on those issues to government entities and the general public;
- Strengthening institutional capacity to solve urban and social problems in communities through strategic planning initiatives, training programs, and publications on innovation, science, technology, and economics;
- Improving living conditions for citizens by promoting economic development through conceptual proposals, disseminating information, and promoting activities in innovation, science, and information and communication technologies (ICTs); and
- Promoting participation and wellbeing of children by producing publications to raise awareness about civic values and health.

### **4. Identification of potential areas of collaboration with the OAS**

*Cientika A.C.* proposes to collaborate with the OAS in the following areas:

- Supporting the work of the Inter-American Committee on Science and Technology (COMCYT) of the Inter-American Council for Integral Development (CIDI) by making recommendations on access to and use of technology pursuant to Summits of the Americas mandates, and implementation of the Vision 20/25 Plan of Action adopted by the Third Meeting of Ministers and High-Level Authorities on Science and Technology;
- Working with the Program on Science, Technology, and Innovation, of the Department of Economic Development, Trade and Tourism (DEDTT) of the Executive Secretariat for Integral Development (SEDI) on strengthening scientific and technological development as well as the member states' innovation capabilities;
- Assisting the Inter-American Committee on Education (CIE) CIDI through recommendations to enhance the use of information and communication technologies (ICTs) as tools to give education policies more impact, pursuant to

Summits of the Americas mandates and agreements reached at Meetings of Ministers of Education;

- Supporting the work of the Inter-American Committee on Culture (CIC) of the CIDI with recommendations and best practices for establishing courses of action for the protection and preservation of cultural heritage;
- Collaborating with the Inter-American Telecommunication Commission (CITEL) through recommendations and sharing of experiences to strengthen the use of information and communication technologies (ICTs) to promote development and narrow the digital divide in the Hemisphere;
- Cooperating with the Department of Human Development, Education and Culture (DHDEC) of SEDI in designing and implementing projects to promote education for democratic values and to preserve the cultural heritage of member states;
- Working with the Department for Effective Public Management (DGPE) of the Secretariat for Political Affairs (SPA) on the e-government program through technical advice and recommendations on implementing virtual platforms to increase efficiency, transparency, and citizen participation in member states; and
- Promoting Inter-American Children's Institute (IIN) programs geared towards promoting human rights and civic values in children.

**5. Documents submitted by the CSO to the OAS**

- Letter to the OAS Secretary General, dated August 28, 2012
- Articles of Incorporation
- Statutes
- Institutional mission statement
- 2011 Annual Activities Report
- Financial statements 2011 (audited by David Contreras Cárdenas, CPA)