

**FALLING
WALLS
ENGAGE
HUB MEXICO**



**INTERNATIONAL CONGRESS
FALLING WALLS ENGAGE HUB MEXICO 2023**

PLANETARY HEALTH, INEQUITY, SCIENTIFIC COMMUNICATION & SOCIAL IMPACT

NOVEMBER 22 - 25, 2023, TLAXCALA



Participant of Falling Walls Engage Hub Mexico 2023,

Welcome!

We are excited to welcome you to the second edition of Falling Walls Engage Hub Mexico. Throughout four days, this event will offer a space for exchange on Planetary Health, Inequity, Scientific Communication and Social Impact between key figures at the regional, national and international level, as well as between leading institutions and researchers.

In this program you will find useful information to make your participation an easy and comfortable experience. The following document includes:

- I. Program
- II. List of Hub Participants
- III. Mexico travel tips
- IV. Cultural recommendations in Tlaxcala
- V. Host institutions and organization

If you have any questions, feel free to contact us. We are excited to share this event with you!

CONTACTS

Dirección de Comunicación del Conocimiento

Mario Andrés De Leo Winkler, Director: madeleowinkler@correo.uam.mx

Programa Adopte un Talento (PAUTA)

Gabriela de la Torre, Directora General: gabriela.delatorre@pauta.org.mx

Falling Walls Engage

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Founding Partner



Global Partner



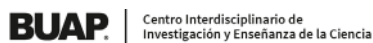
FALLING
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CO-HOSTS AND PARTNERS

This event is organized by the Metropolitan Autonomous University (UAM) through the Directorate of Knowledge Communication (DCC), the Adopt a Talent Program (PAUTA) A.C., the Falling Walls Foundation of the Government of Germany, in cooperation with the Government of State of Tlaxcala, which provides lodging, food, logistics and work spaces for the event.

The Mexico Hub is also possible thanks to the collaboration of ADN Learn and Discover Nature, the Interdisciplinary Center for Research and Teaching of Science of the Benemérita Universidad Autónoma de Puebla (BUAP), the General Directorate of Cultural Diffusion of the Universidad Veracruzana (UV) and the Polytechnic University of Chihuahua.

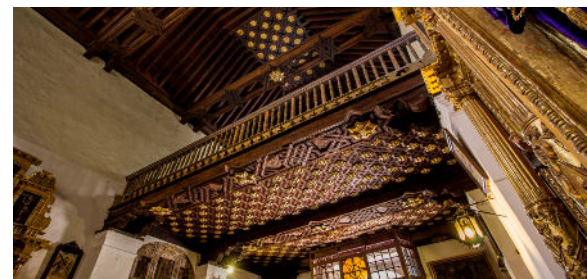
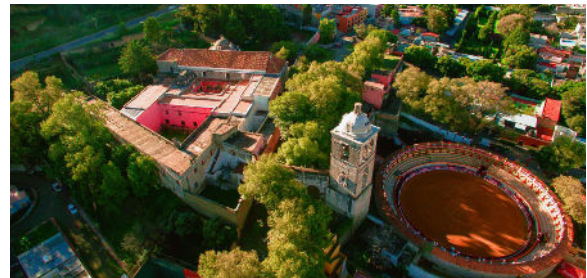
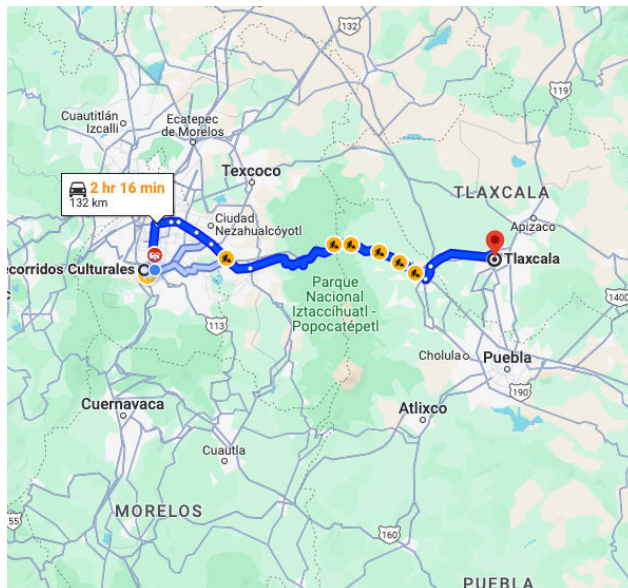




I. PROGRAM

This year we will have the opportunity to meet in the State of Tlaxcala, a region with cultural, architectural, natural and gastronomic wealth. The radiant culture of this state is a tapestry that weaves together native traditions, colonial influences and innovations, creating a unique and diverse atmosphere. Nestled in this cultural mosaic is a prosperous scientific community committed to the challenges presented by the themes that concern this congress: planetary health, inequity, dissemination and social impact.

Here, we converge in the work of dialogue and exploration of innovative solutions that impact this complex intersection of cultural diversity, scientific advances and social justice, promoting collaborations that set the tone for a healthier and more equitable planet for all people.





TUESDAY, 21st NOVEMBER

All Day

ARRIVAL IN TLAXCALA

DAY 1 - WEDNESDAY, 22nd NOVEMBER

PLANETARY HEALTH, INEQUITY, OUTREACH AND SOCIAL IMPACT

Tlaxcala Regional Museum

Calzada de s/n, San Francisco, Centro, Tlaxcala de Xicohténcatl

Time

9.30-9.45 am **REGISTRATION** (Hall)

9.45-10.00 am **COFFEE BREAK** (Hall)

10.00-10.30 am **OPENING** (De profundis Room)

10.30-11.30 am **MASTER CONFERENCE: COMMUNICATION AND CULTURE FOR SUSTAINABILITY**
(De profundis Room)

Ana Claudia Nepote González,

Escuela Nacional de Estudios Superiores Unidad Morelia, UNAM

11.30 am-12.30 pm **INTEGRATION SESSION - PAUTA**
(Garden)

12:30-2.00 pm **PRESENTATION OF FALLING WALLS AND PROGRESS
OF THE 4 WORKING GROUPS**
(De profundis Room)

2.00-3.30 pm **LUNCH**

3.30-3.45 pm **PLANETARY HEALTH**

Moderation: Oriana Trejo Álvarez

**SESSION 1 - KNOWLEDGE ABOUT CLIMATE CHANGE AND SOCIAL
REPRESENTATIONS OF SUSTAINABLE DEVELOPMENT IN UNIVERSITY STUDENTS**
(De profundis Room)

Pedro Cantú Martínez,

Universidad Autónoma de Nuevo León

OUTREACH METHODOLOGIES

Moderation: Elvira Morgado Viveros

**SESSION 1 - INSTITUTIONAL INDICATORS VS SOCIAL IMPACT
OF SCIENCE OUTREACH**
(Library)

Elvira Morgado Viveros,

Universidad Veracruzana



3.45-4.00 pm

PLANETARY HEALTH

Moderation: Oriana Trejo Álvarez

SESSION 2 - EDUCATION FOR CLIMATE CHANGE: A REGIONAL APPROACH AND WITH SOCIAL INCLUSION

(De profundis Room)

Ulises Pacheco Bardullas,

Universidad Autónoma de Baja California

OUTREACH METHODOLOGIES

Moderation: Elvira Morgado Viveros

SESSION 2 - DECENTRALIZE KNOWLEDGE. FREE THOUGHT ART AND SCIENCE OUTREACH DAYS IN RURAL AREAS OF THE STATE OF VERACRUZ *(Library)*

Cynthia Denise Sánchez,

Pensamiento Libre

4.00-4.15 pm

PLANETARY HEALTH

Moderation: Oriana Trejo Álvarez

SESSION 3 - MIGRATIONS: PLANETARY ECOPHYSIOLOGICAL DYNAMICS

(De profundis Room)

Javier Caraveo Patiño,

Centro de Investigaciones Biológicas del Noroeste S.C.

OUTREACH METHODOLOGIES

Moderation: Elvira Morgado Viveros

SESSION 3 - JOURNEYS OF SCIENTIFIC DISSEMINATION IN NORTHERN MEXICO *(Library)*

Martha Lilia Ramírez de la Fuente,

RED Nacional de Actividades Juveniles en Ciencia y Tecnología

4.15-4.30 pm

PLANETARY HEALTH

Moderation: Oriana Trejo Álvarez

SESSION 4 - AQUACULTURE AND PLANETARY HEALTH: AXES FOR SUSTAINABILITY

(De profundis Room)

Ricardo Pérez Enríquez,

Centro de Investigaciones Biológicas del Noroeste, S.C.

OUTREACH METHODOLOGIES

Moderation: Elvira Morgado Viveros

SESSION 4 - DARE! TO ANIMATE SCIENCE, SCIENCE STORIES TOLD BY CHILDHOOD FOR CHILDHOOD

(Library)

Eduardo González,

ADN Aprende y Descubre la Naturaleza



4.30-4.45 pm

PLANETARY HEALTH

Moderation: Oriana Trejo Álvarez

SESSION 5 - THE HEART AND THE EARTH: PLANETARY HEALTH

(De profundis Room)

José Luis Flores Guerrero,

Benemérita Universidad Autónoma de Puebla

OUTREACH METHODOLOGIES

Moderation: Elvira Morgado Viveros

**SESSION 5 - INDEPENDENT DISSEMINATORS IN THE
KNOWLEDGE COMMUNICATION ECOSYSTEM**

(Library)

Iván Jalil Antón Carreño Márquez,

Universidad Politécnica de Chihuahua

4.45-5.00 pm

PLANETARY HEALTH

Moderation: Oriana Trejo Álvarez

**SESSION 6 - AMPHIBIAN FESTIVAL: A PROJECT TO RAISE AWARENESS ABOUT
THE CONSERVATION OF OUR AMPHIBIANS**

(De profundis Room)

Adriana Sandoval Comte,

FestiXal de los anfibios

Juan Manuel Díaz García,

FestiXal de los anfibios

OUTREACH METHODOLOGIES

Moderation: Elvira Morgado Viveros

**SESSION 6 - THE IMPORTANCE OF HORIZONTAL KNOWLEDGE COMMUNICATION
METHODOLOGIES (Library)**

Mario De Leo Winkler,

Dirección de Comunicación del Conocimiento, UAM

5.00-5.15 pm

COFFEE BREAK

5.15-5.30 pm

PLANETARY HEALTH

Moderation: Oriana Trejo Álvarez

**SESSION 7: ROOTS OF CHANGE: THE POWER OF MUSHROOMS
FOR SUSTAINABLE AGRICULTURE**

(De profundis Room)

Jacob Isaías Bañuelos Trejo,

Universidad Veracruzana



OUTREACH METHODOLOGIES

Moderation: Elvira Morgado Viveros

SESSION 7 - OUTREACH IN VULNERABLE COMMUNITIES: RECESS, SCIENCE WORKSHOP FROM THE UV *(Library)*

Roxana Ivette Zermeño Rivas,

Universidad Veracruzana

5.30-5.45 pm

PLANETARY HEALTH

Moderation: Oriana Trejo Álvarez

SESSION 8 - INTRODUCING A NEW KIND OF CONSERVATION BIOLOGY CURRICULUMS FOR MESOAMERICA AND THE GREAT CARIBBEAN BASIN
(De profundis Room)

Robert Thigpen,

Marine Conservation without Borders

DISSEMINATION METHODOLOGIES

Moderation: Elvira Morgado Viveros

SESSION 8 - DISSEMINATION OF SCIENCE: MAGAZINES NATIONAL DISCLOSURE. IS THERE CONGRUENCY TO COMPLY WITH THE NATIONAL DEVELOPMENT PLAN 2019-2023? *(Library)*

Víctor Aguirre Hidalgo,

Universidad de la Sierra Juárez

5.45-6.00 pm

SOCIAL INEQUITY AND COMMUNITIES

Moderation: Gabriela de la Torre García

SESSION 1 - THE SOUND OF CORN: COMMUNICATION AND NAHUATL LANGUAGE IN THE MUSEUM *(De profundis Room)*

Itsel Martínez Rodríguez,

Kybernus

6.00-6.15 pm

SESSION 2 - COMMUNITIES AROUND THE WORD, READING AND WRITING

(De profundis Room)

Gabriela Conde Moreno,

Museo Miguel N. Lira

6.15-6.30 pm

SESSION 3 - PROMOTION OF SCIENTIFIC VOCATIONS IN CHILDHOOD AND YOUTH

(De profundis Room)

Gabriela de la Torre García,

Programa Adopte Un Talento, A.C.



- 6.30-6.45 pm **SESSION 4 - SOWING SCIENCE IN EDUCATIONAL COMMUNITIES IN TLAXCALA**
(De profundis Room)
- Miriam Carrillo Barragán,**
Dirección de Comunicación del Conocimiento
- 6.45-7.00 pm **SESSION 5** *(De profundis Room)*
- Alba Sofía Gutiérrez Ramírez,**
Instituto de Fisiología Celular, UNAM
- 7.00 pm **MUSEUM NIGHT**

DAY 2 - THURSDAY, 23th NOVEMBER

PLANETARY HEALTH, INEQUITY, OUTREACH AND SOCIAL IMPACT

Tlaxcala Regional Museum

Calzada de s/n, San Francisco, Centro, Tlaxcala de Xicohténcatl

Time

- 9.30-9.45 am **REGISTRATION**
(Hall)
- 9.45-10.00 am **COFFEE BREAK**
(Hall)
- 10.00-11.00 am **ROUND TABLE ON ENVIRONMENTAL CHALLENGES IN TLAXCALA**
(De profundis Room)
- 11.00 am-12.30 pm **WORKING SESSION WITH RESEARCHERS AND STATE AUTHORITIES ON PRIORITY TOPICS**
(De profundis Room)
- 12.30-12.45 pm **COFFEE BREAK**

Tlaxcala Regional Museum

Calzada de s/n, San Francisco, Centro, Tlaxcala de Xicohténcatl

Time

- 12.45-1.00 pm **PLANETARY HEALTH AND OUTREACH METHODOLOGIES**
Moderation: José Eduardo González Reyes
- SESSION 1 - CHARTING A SONIC JOURNEY THROUGH LIFE ON EARTH: THE "IT'S ABOUT LIFE" PODCAST**
(De profundis Room)
- Paula González-Rubio Garrido,**
Centro Regional de Investigaciones Multidisciplinarias, CRIM-UNAM



1.00-1.15 pm

SESSION 2 - THE "SOWING LIFE" PROGRAM AS A STRATEGY TO FACE THE ENVIRONMENTAL CRISIS

(De profundis Room)

Milton Gabriel Hernández García,

Centro INAH Tlaxcala

1.15-1.30 pm

SESSION 3 - OCCUPATIONAL AND ENVIRONMENTAL RISKS FOR CHRONIC KIDNEY DISEASE, ITS PREVENTION AMONG ARTISANS IN THE STATE OF TLAXCALA

(De profundis Room)

Dr. Cuauhtémoc Arturo Juárez Pérez,

Unidad de Investigación de Salud en el Trabajo - Centro Médico Nacional Siglo XXI

Ana Lizet Sanluis Montiel,

Unidad de investigación ambiental IMSS-CONAHCYT

1.30-1.45 pm

SESSION 4 - PARTICIPATORY PERSPECTIVES IN SCIENCE COMMUNICATION: ENERGY AND SUSTAINABILITY

(De profundis Room)

Ana Claudia Nepote González,

Escuela Nacional de Estudios Superiores Unidad Morelia, UNAM

1.45-2.00 pm

SESSION 5 - GLOBAL DEVELOPMENT AGENDAS AND UNIVERSITIES. HONDURAS A POTENTIAL TO IMPROVE DECISION MAKING

(De profundis Room)

Tania Teresa Naranjo Vargas,

Universidad Tecnológica Centroamericana

2.00-2.15 pm

SESSION 6 - AT THE BORDER. AN EXHIBITION ABOUT THE ATOYAC-ZAHUAPAN BASIN

(De profundis Room)

Colectivo Contenedor de Arte Portátil, Templo Rojo Pinacoteca Alternativa y la Colmena

2.15-2.30 pm

SESSION 7

(De profundis Room)

Centro Tlaxcala de Biología de la Conducta, UATx

2.30-4.00 pm

LUNCH

4.00-7.00 pm

TOUR OF THE CITY OF TLAXCALA AND MUSEUMS

7.00 pm

FREE NIGHT



DAY 3 - FRIDAY, 24th NOVEMBER

Tlaxcala Convention Center

Av. Lago del Niño #1, Adolfo López Mateos, Tlaxcala de Xicohténcatl

Time

10.30-11.00 am **ARRIVAL OF PARTICIPANTS** *(Lobby)*

11-00 am-12.00 pm **CLOSING CEREMONY WITH AUTHORITIES OF THE GOVERNMENT OF TLAXCALA, UAM, FALLING WALLS AND PAUTA** *(Lobby)*

WORKSHOPS FOR CHILDREN

12.00-1.00 pm **WORKSHOP 1 - SKINCARE, PROTECTING GAIA** *(Lobby)*

Martha Lilia Ramírez de la Fuente,
Red de Divulgación del Noreste

WORKSHOP 2 - ECLIPSES *(Lobby)*

Dirección de Comunicación del Conocimiento,
UAM

**WORKSHOP 3 - "OLA INMENSA, TSUNAMI QUE MOJA".
POETRY FOR YOUNG PEOPLE** *(Lobby)*

Dirección de Comunicación del Conocimiento,
UAM

WORKSHOP 4 - CLIMATE CHANGE IN THE PALM OF YOUR HAND *(Lobby)*

Iván Jalil Antón Carreño Márquez,
Centro de Investigación en Materiales Avanzados, S.C.

WORKSHOP 5 - LEARNING ABOUT OUR AMPHIBIANS *(Lobby)*

Adriana Sandoval Comte,
FestiXal de los Anfibios
Juan Manuel Díaz García,
FestiXal de los Anfibios
María Chanel Juárez Ramírez,
FestiXal de los Anfibios
Alan Emir Díaz Felix,
FestiXal de los Anfibios

WORKSHOP 6 - DNA IN ORIGAMI *(Lobby)*

Ricardo Pérez Enríquez,
Centro de Investigaciones Biológicas del Noroeste, S.C.



WORKSHOP 7 - MERMAIDS AND OTHER MEXICAN ANIMALS

(Lobby)

José Eduardo González Reyes,

Academia Mexicana de las Ciencias

WORKSHOP 8 - MYSTERIOUS LIQUIDS

(Lobby)

PAUTA

WORKSHOP 9 - ROCKETS TO INFINITY

(Lobby)

PAUTA

WORKSHOP 10 - CATAPULTS

(Lobby)

PAUTA

WORKSHOP 11 - FREE THOUGHT

(Lobby)

Cynthia Denise Sánchez López,

Pensamiento Libre

1.00-2.00 pm

WORKSHOP 1 - SKINCARE, PROTECTING GAIA

(Lobby)

Martha Lilia Ramírez de la Fuente,

Red de Divulgación del Noreste

WORKSHOP 2 - ECLIPSES

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UAM

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PAUTA

WORKSHOP 11 - FREE THOUGHT *(Lobby)*

Cynthia Denise Sánchez López, *Pensamiento Libre*

WORKSHOPS FOR TEACHERS AND YOUNG PEOPLE

12.00-2.00 pm

TALLER 1 - SCIENTIFIC COLLAGE: DIALOGUE WITH TEXTBOOKS

(Room)

Agustín Bernardo Ávila Casanueva,

Red Mexicana de Periodistas de Ciencia

**TALLER 2: INQUIRY-BASED LEARNING UNDER THE
PAUTA MODEL AND SCIENTIFIC SKILLS**

(Room)

PAUTA



2.00-3.00 pm	LUNCH
3.00-4.30 pm	VISIT TO THE MAGICAL TOWN OF HUAMANTLA AND THE NATIONAL PUPPET MUSEUM
4.30-8.00 pm	HUÄHITLAX GASTRONOMIC EXPERIENCE

DAY 4 - SATURDAY, 25th NOVEMBER

*Tlaxcala Regional Museum
Calzada de s/n, San Francisco, Centro, Tlaxcala de Xicohtēncatl*

Time

9.00-9.30 am	COFFEE BREAK <i>(Hall)</i>
9.30-11.00 am	WORKING GROUPS AND INTERNAL DISCUSSIONS <i>(De profundis Room)</i>
11.00 am-1.00 pm	REFLECTION TOWARDS 2024 <i>(De profundis Room)</i>
1.00-2.00 pm	FREE LUNCH
2.00 pm	DEPARTURE TO MEXICO CITY



III. TRAVEL TIPS IN MEXICO

Hotels

- **Radisson Paraiso Perisur, Mexico City**

Address: Cúspide 53, Parques del Pedregal, Tlalpan, 14010 Ciudad de México, Mexico

- **Hotel San Francisco Tlaxcala**

Address: Plaza de la Constitución #17, Centro, 90000 Tlaxcala de Xicohténcatl, Tlaxcala

Payments

- If visiting Mexico from abroad, we recommend exchanging currencies before the trip. It is a good idea to get Mexican pesos before your arrival in the country.
- In Mexico it is possible to change money in banks or exchange houses. The airport offers reasonable exchange rates. You can withdraw Mexican pesos from ATMs with your credit or debit card. This is usually the most convenient way to access cash while traveling, it is safer than carrying cash and the exchange rate is usually quite competitive.
- It is important to note that credit and debit cards are not accepted in all establishments.

Transport

- There will be a special transportation that will take you from Mexico City to the city of Tlaxcala de Xicohténcatl. The departure will be on Tuesday, November 22 at 3:30 p.m. at the General Rectorate of the UAM, located in Prol. Canal de Miramontes 3855, Coapa, Tlalpan, 14387 Mexico City. Likewise, at the end of the congress, a return transportation from Mexico City will be offered, leaving on Saturday, November 25 at 2:00 p.m. from Parque Juárez located at Av. 20 de Noviembre 24, Centro, 90000 Centro, Tlaxcala de Xicohténcatl.

Taxis

- From Mexico City International Airport (AICM) you can take a taxi (hired from inside the airport) to the Radisson Paraiso Perisur or any hotel you are staying at. There are counters inside the airport, in the arrivals hall, where it is possible to pay for the trip in advance. The fare for trips is determined by the area you are traveling to.
- You can check if your UBER service works, it is usually cheaper than airport taxis and you only have to indicate the exit gate from where you can wait for the service.
- If you want to travel in Mexico City, we recommend requesting taxis from the hotel reception. We do not recommend using taxis on the street as they can represent a danger.



Phone

- It is important to check if you require an adapter for your cell phone, computer or any electronic device charger, since in Mexico the voltage is 110 volts at 60 Hz, type A and B. Find more information here: <https://www.power-plugs-sockets.com/us/mexico/>
- You can buy a SIM card from Telcel America at the airport. We also suggest the app Truphone which provides global data for international calls without changing your SIM card. More information here: <https://www.truphone.com/consumer/>

Food & Weather

- In Mexico, the tip is not included in the bill. If you want to tip for the service, it is a custom to add between 10% and 15% of the total bill.
- We do not recommend eating on the street since you can get sick, it is more advisable to eat in a restaurant.
- Do not drink tap water unless you are sure it has been filtered or purified. Bottled water is safer.
- The weather in November in Tlaxcala is usually mild, with maximum temperatures of 24° C and nights that can drop to 6° C. We recommend carrying an umbrella and appropriate clothing.

Emergency Numbers

- **General emergencies:**
Tel: 911



IV. SIGHTSEEING TIPS IN MEXICO CITY

Tlaxcala Art Museum

It houses a collection of works by Frida Kahlo. Its temporary exhibitions show trends in Latin America and Mexico. It has 5 exhibition rooms, a library, an arts documentation center, a bookstore and a gift shop.

- Address: Plaza de la Constitución 21, Centro, 90000
- Hours: Tuesday to Sunday, 10:00 a.m. to 5:00 p.m.

Museum of Memory of Tlaxcala

It depends on the state Historical Archive. It is located in a 17th century mansion that was the headquarters of the Holy Cross of Jerusalem brotherhood. It is made up of 5 permanent exhibition rooms and other spaces for temporary exhibitions.

- Address: Av. Independencia 3, corner with Morelos, Centro, 90000
- Hours: Monday to Sunday, 10:00 a.m. to 5:00 p.m.

Miguel N. Lira Museum

Its objective is to preserve and disseminate the literary work of this Tlaxcaltecan born in 1905. In its 7 exhibition rooms, there are personal objects and objects from his printing press, as well as books, magazines and texts that give an account of his prolific production. It has interactive systems for visitors as well as audiovisual means to bring information closer.

- Address: Av. Independencia 6, corner with Av. Guerrero, Centro, 90000
- Hours: Tuesday to Sunday, 10:00 a.m. to 5:00 p.m.

Tlaxcala Regional Museum

It exhibits 200 pieces including paleontological bone remains, ceramics, stone sculpture, obsidian knives, snails, paintings, sculptures, books, furniture, documents and photographs. In addition to recently discovered objects, such as the archaeological remains found in Quimicho and some pieces of majolica from the 16th and 17th centuries.

- Address: Exconvento de San Francisco s/n, Centro, 90000
- Hours: Tuesday to Sunday, 10:00 a.m. to 6:00 p.m.

Living Museum of Popular Arts and Traditions of Tlaxcala

It disseminates the evolutionary process of the state's vast artisanal production. During the tour you can see the various craft manifestations and the most representative popular traditions of the different regions of the entity.

- Address: Blvd. Emilio Sánchez Piedras 1 esq. May 1st, Center, 90000
- Hours: Tuesday to Sunday, 9:00 a.m. to 6:00 p.m.



Desiderio Hernández Xochitiotzin State Art Gallery

It has three temporary exhibition rooms. It exhibits the plastic work of prominent artists of the entity. The main purpose of this space is to promote the arts and spread culture in the state through exhibitions, recitals, musical auditions, conferences, and film screenings.

- Address: Vicente Guerrero 15, Centro, 90000
- Hours: Tuesday to Sunday, 10:00 a.m. to 6:00 p.m.

V. EVENT HOSTS AND FACILITATORS

PROGRAMA ADOPTE UN TALENTO (PAUTA) is a non-profit organization whose mission is to promote talent and skills for science and mathematics among children and young people in Mexico. PAUTA organises workshops, courses and activities for primary and secondary school students, their families and teachers, with the aim of building knowledge through enquiry, experimentation and analysis. PAUTA is hosted by the Nuclear Sciences Institute of the National Autonomous University of Mexico (UNAM), and runs fully in six Mexican states: Chiapas, Ciudad de México, Michoacán, Morelos, Querétaro and Tlaxcala. Its science clubs have an important presence in economically disadvantaged communities, with the participation of indigenous children, migrants, and children with disabilities. Over 15 years, PAUTA has reached over 26,000 students who are changing their communities through their shared passion for science.

Website: <http://www.pauta.org.mx>

THE DIRECTORATE FOR COMMUNICATING KNOWLEDGE of the General Rectorate of the Metropolitan Autonomous University (UAM) was created in 2021. Its objective is to communicate academic knowledge to the public through materials and activities that allow continuous, multidirectional, inclusive and innovative interaction. From basic sciences and engineering to social sciences and humanities, the Directorate focuses on communication and dissemination, as well as inter- and transdisciplinary projects, research work and horizontal collaboration programs. The Directorate is also in charge of implementing practices that promote the inclusion of vulnerable and underrepresented sectors of the UAM, as well as gender equality and non-discrimination policies, as well as providing transversal advice to all departments and directorates of the UAM. General Rectorate to promote a culture of knowledge communication.

Website: <https://conocimiento.uam.mx>