

# Reacciona Tijuana

reacciona.org

**Reacciona Tijuana** is a platform that aims to attract the attention of Tijuana's citizens and to create social consciousness, about the responsibility that each one of us has to improve our well being through individual or collective actions.

We use alternative media and social networks to inform and propel projects on various matters as: protection to the vulnerable, the environment, social and cultural development, among others. All these efforts are possible through the active participation of committed individuals. We base our strategies on bringing together experiences and abilities to favor collective projects.

As an informative platform that conciliates, manages, and analyzes, **Reacciona Tijuana** reunites with organisms and associations that share the same goals.

Our campaign consists of positioning positive phrases that uplift the spirit of the population in different and strategic points of the city. The support that we receive from individuals, companies, and the media is by nature voluntary as to keep the integrity of the campaign free of interference from any political, company or religious view. We believe that the only interest in the collaboration should be only and genuinely by our own citizens.

**Reacciona Tijuana** has grown rapidly and the model extends throughout the region thanks to the enthusiastic participation of 6,800 members that now covers the cities of Ensenada, Rosarito, Tecate, and the capital of our state: Mexicali.

## Objectives

To spread the effort and support organized groups of various trends with a common goal: To create social awareness that will take us to collective actions for our cities' well being. Some of these groups are: Jóvenes Creando Conciencia | JUS (Jóvenes Unidos por la Sociedad) | ROTARACT | COPARMEX | Jóvenes por Tijuana | Grupo Ecologista de Tijuana | Grupo Abanik | Tijuana Calidad de Vida | Espacios Culturales Independientes: Distrito X, Nopal, Casa de la 9 | Mujeres de Baja California | Vive 24 hrs | entijuanarte 2010, among others.

## Good Neighbor Plan



**Reacciona Tijuana** proposes progress through human contact made in activities that bring neighbors together. This is a plan that has worked elsewhere, according to Good Magazine/Spring 2010 edition. In the introduction to this proposal, it can be read:

*"We, the people of Tijuana, are convinced that we are the most essential component of this city; our personalities and values definitely nurture its urban profile. Although it is said that Tijuana is young, and it does not have the extension of large cities, it should be admitted that every day it grows at large ranges. Therefore, to improve the quality of life, we must take care of each other, and those of us, who have a more optimistic view, should meet and establish a closer relationship to enhance the richness of our Tijuana."*

Thus, under this premise, a campaign is set to improve human warmth through the promotion of a series of dynamics, so that residents of different neighborhoods of Tijuana organize themselves, and generate friendship and trust; strengthen the ties and the progress of a society in need of agglutination in difficult times.

Supported by foundations and environmental groups in Tijuana, we will try to cover the largest possible number of neighborhoods. The campaign consists of providing "The Decalogue of the good neighbor", a precise list of actions to take, in order to initiate a change towards progress. Simple activities that are easy to implement, and that in a manner of a recreation, fulminate antipathy. Note that this Decalogue is divided into three parts:

1. Meet your neighbors without fear of seeming a stranger; which gives advice on how to interact with people around and begin a relationship with them.
2. Make a community garden; it is suggested that the neighbor offers a proper space to start a garden or green project to bond friendship among the residents. A party on the block makes it clear that something of absolute importance is the celebration and coexistence among all neighbors. Here, excellent tips for a celebration in the community are shown.
3. Share a social space; it describes the opportunities that exist on bringing others together for a personal project, in order to incorporate them into the dynamics. It also suggests that results should be posted in the Internet as strategy to thank in social networks those who participated into the projects.