

Open up!

Guatemala, GuatemalaGuatemala, Guatemala



Natalia Beneitez







Project Stage:

Start-Up

Budget:

< \$1,000

Website:

<http://www.facebook.com/pages/Abrete/329010380468170>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Young people activating social awareness and empathy among young people, making efforts together to change Guatemala!

About Project

Problem: What problem is this project trying to address?

In Guatemala the division between the generations as well as the social grades is two factors which have resulted in the disunion in our society, encapsulating young people at present in a bubble that only covers the subjects of their respective realities, leaving the Guatemalan reality outside. This creates an indifference and ignorance to the alarming situation of the country and its inhabitants. The same violence and insecurity have created certain apathy to the situations affecting the country, since we do not identify us with our community; the expectations

of perseverance have been lost, resulting in a lack of action by young people who feel they can do nothing in this regard.

Solution: What is the proposed solution? Please be specific!

We are aware that many of the problems experienced in Guatemala can not be solved by us, however we can change ourselves. Guatemala exists since all its habitants exist, then Guatemala will change. This means that Guatemalan young people can make a change. How? It is simple. Stick the balloon. It is about going out from the Hubble which creates apathy and indifference and transforming it into empathy and proactiveness. We will reach all Guatemalan young people through seminars, massive activities and social technological portals. We will create a network among teenagers with the help of technology to develop a culture of unity and social awareness while developing activities which contribute with our community and mark the difference, thus achieving that present and future generations grow in a helping and emphatic environment.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

Up to now our main activity has been a seminar called Stick your balloon, where students from Village secondary school had an interactive experience focused on the importance of social awareness, empathy and positive attitudes to the country. Through the seminar we motivated young people to become into the change they want to achieve in Guatemala in spite of all negative aspects in the country, since we believe we can make the change and turn into the good part and not be the party who complains and does nothing. By means of our example we show them that although we are teenagers we can make something productive, since we have been carrying out different activities such as visits to orphanages, hospices, street visits to offer food to poor people, sales to collect funds, donations of clothes and toys among other to stick our balloon before telling other to do so. After the seminars, 127 young people started participating in these activities. We know we have marked the difference since many young people wanted to participate without someone forcing them to do it, many of them started to involve in activities such as street visits to check the reality surrounding us which we ignore. Through our technological portals our aim is to reach much more young people not only in Guatemala but also in other countries.

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

There are some initiatives developed by NGOs in the country, however up to now we are not aware about a program which have been proposed by Guatemalan young people wanting to be part of the change. We hope that with our proposal other schools want to get involved and thus spread the importance of changing the attitude among our young people who are not the future but the present of our country. Our intention is to reach greater horizons to spread the idea helped by massed communication, Facebook and Twitter

About You

Organization:

Creando Cadenas

About You

First Name

Natalia

Last Name

Beneitez

Twitter URL

Facebook URL

About Your Organization

Organization Name

Creando Cadenas

Organization Country

, GU, Guatemala

Country where this project is creating social impact

, GU, Guatemala

Your role in Education

Student.

The type of school(s) your solution is affiliated with

Private (tuition-based)

How long has your organization been operating?

Less than a year

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Innovation

How long has your solution been in operation?

Operating for less than a year

Now that you have thought out your entry, help us pitch it.

Define your company, program, service, or product in 1-2 short sentences [136 characters]

Young people activating social awareness and empathy among young people, making efforts together to change Guatemala!

Identify what is innovative about your solution in 1-2 short sentences [136 characters]

It is a cultural movement promoted by teenagers who use the creativity and technology to unify and make a change.

Social Impact

What has been the impact of your solution to date?

We carried out a survey among secondary school students and were able to confirm what we thought were real: there is both apathy as well as willingness but the only barrier separating them is that they do not know how to do it. Our solution has resulted in the interest of over 100 young people in our school. We are joining forces, recovering life day after day. At present we are contributing with some projects developed by students, the idea reached students from other schools and we are now working on the logistics.

What is your projected impact over the next 1-3 years?

The impact over the next 3 years is reach schools in other Guatemalan departments, empower all young people so that they generate the solutions for the problems of each community, generate those networks among young people from different departments to mutually help each other and achieve these solutions, with the support of the technology and of social media to develop those inter departmental networks.

What barriers might hinder the success of your project? How do you plan to overcome them?

We face a variety of young people for whom it is not easy to open up to new concepts, a culture inculcated by their parents who may not agree with the change and the actions their children want to generate. We will make our best efforts so that our voice is heard and our action accompanied by others. We will create social awareness; we will become more conscious about life, work and other people. We will leave the indifference and apathy aside, which is another positive aspect since a positive perspective towards life is very important to success and the proactive attitude we promote generates this change of perception we aim at.

Winning entries present a strong plan for how they will achieve and track growth. Identify your six-month milestone for growing your impact

Expand the project and establish it in at least 10 more schools.

Identify three major tasks you will have to complete to reach your six-month milestone

Task 1

Carry out several inter Scholl massive activities to introduce the initiative to young people.

Task 2

Finance official web pages, use videos to call the attention and develop partnerships with 10 schools.

Task 3

Convince several Guatemalan companies to provide us support to finance the visits to orphanages, asylums and schools

Now think bigger! Identify your 12-month impact milestone

Mobilize all schools in the city of Guatemala.

Identify three major tasks you will have to complete to reach your 12-month milestone

Task 1

Raise funds to pay for the mass advertisement to reach the whole Guatemalan territory.

Task 2

Carry out massive youth congresses where they gather to stick the balloon.

Task 3

Develop pilot teams in all schools to take care of the organization of activities.

Founding Story: We want to hear about your "Aha!" moment. Share the story of where and when the founder(s) saw this solution's potential to change the world [125 words]

ABRETE started as a simple recreational activity in the summer of 2010. 8 friends agreed to participate in an initiative called LEAD-ON promoted

by a NGO from Guatemala, where we were given tools to dream about a better Guatemala and grow as leaders. Upon the finalization of the activity which lasted 6 months, we were requested to develop a small project with said duration, however, we decided to expand our horizons and develop not only a project but a youth massive movement to promote the change. We started holding meeting at home and after school timetables and little by little we started to grow and received the support of our school, The Village School. We have recently held the first seminar in February where we recruited 127 young people interested in becoming the change factor they would like to see in Guatemala.

Sustainability

Tell us about your partnerships

As from the beginning of the project we have had the support of our parents as well as the help from the organizations GuateÁmala and Vital Voices Guatemala who held us to build our project in a theoretical base. We have also spoken to other youth organizations in the country such as Jóvenes Contra la Violencia (Youth against Violence) Operación Rescate (Rescue Operation) and different orphanages and asylums visited. Last, the support received by the Village School has been vital since it has provided us with the space to promote and expand the idea. And this is just the beginning ...

What type of team (staff, volunteers, etc.) will ensure that you achieve the growth milestones identified in the *Social Impact* section? [75 words]

Based on the experience we have had up to now, the kind of people we need so that this movement achieves its aim are people who dream and believe a prosperous Guatemala, persons who are committed with the cause, creative, enthusiastic, productive and positive individuals. The movement is addressed to secondary schools students from all educational institutions we manage to reach, that is to say teenagers between 12 and 18 years old.

Please elaborate on any needs or offers you have mentioned above and/or suggest categories of support that aren't specified within the list

Essentially we need financial help to be able to develop massive advertisement, as well as venues and transport for the activities. We are young and thus we need the advice and help to expand the idea. We are aware that with our creativity we can help other initiatives by making suggestions and by disseminating the initiatives in our country: Guatemala.

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