

Universidad Nacional del Centro del Peru - Huancayo

“CAMBIEN” Comité Ambiental de la Facultad
de Arquitectura

Community Engagement

“Mi Patita Ideal”

About the project

Summary

The group “CAMBIEN”, belonging to the Faculty of Architecture of the National University of the Center of Peru, integrated to the Network of Young Environmental volunteering program, which now belongs to the volunteering program of UNCP, in its initial work begins with the activity “Campaign of sterilization and castration for pets” so that later we could implement the project “ Mi Patita ideal” to help to change people’s attitude, increasing sensitivity and raising awareness through art, related to the care and protection of pets.

Project partners

- 36 students of the Faculty of Architecture of the National University of the Center of Peru(Group CAMBIEN)
Including the students responsible of the project
Gaddy Pilar Rojas Turín and Moisés Gustavo, Dionisio Rivera
- The General Office of Cultural Extension, Social Projection and Technological Transference of UNCP - Engineer Felipe Zenteno Vigo
- Investigation Vice chancellor of UNCP: Dr. Delia Gamarra Gamarra
- Academic Vice chancellor of UNCP: Dr. Layly Maraví Baldeón
- Vice Chancellor Rector Dr. Moisés Vasquez Caicedo Airas
- Architect Juan Luis Córdova López (Advisor)
- Architect Marcelino Valverde Chávez (Advisor)
- B.A. Dayana Lisbet Córdova López (Advisor)
- Dean of Architecture Faculty - Architect Ricardo Marroquín Quijandria

Third parties

- 26 students of Private University of Andes (group CEAAM)
- Group REPA (RECOLECTANDO PATAS)
- Municipality of Huancayo – Engineer Elizabeth García Chumpitasi
- Local community of Huancayo, Peru



Profile

- 36 students
- 3 advisors
- Authorities of UNCP
- 1000 people from the local community
- Urban

The results

The problem

Through time, the respect for nature has gradually decreased to almost nothing, suffering a lot of changes to the point in which people are not aware of the laws and regulations related to this issue; this is why we want to change this situation, essentially supporting the enactment of protective laws, in this case specifically with reference to pets.

The University has started to be involved in the problem, being part of the solution, doing whatever is possible in spite of the limitations. With the groups, we are making a social projection labor and a university extension toward the community with the utilization of various strategies so that we can be in harmony with nature inside a sustainable development environment

The approach

The group CAMBIEN has developed different activities for "Mi Patita Ideal" divided into 4 stages:

- 1.- Sensitization and awareness process of the students to animal protection, specifically of pets
- 2.- Elaboration of the project and its sensitization for a change of attitude towards the problem, and its approval for its implementation.
3. - Illustration of themes referring to the protection and care of animals using the technique of collage (recycled cut and torn paper)
- 4.- Implementation of the project with the participation of students and the community:
 - Exposition of posters with illustrations referring to the theme
 - Catwalks with pets.
 - Campaigns of adoption of pets.

We were able to raise awareness and sensitize students and the community to the importance of animal care and animal treatment with the support of institutions and interested groups so that they make a change in attitude

The students participating self-financed their activity via management.

Our goals

We engaged the community with their direct participation with the implementation of the project about the care and protection of pets (approximately 1000 people), involving them in the various activities that were scheduled with the direct support of the group CAMBIEN, belonging to the Volunteering program of the UNCP, directly responsible of the project. We hope to involve more and more people in future events.

Obstacles and solutions

OBSTACLES	SOLUTIONS
Lack of a budget	Self-finance with different activities, sponsors, and collaboration of other groups
Little support of authorities and lack of knowledge	sensitize local authorities in order to make laws and regulations of animal protection well-known
Lack of knowledge about the issue in the local	Sensitize and raise awareness for a change of attitude towards the care and treatment of animals

community	
Lack of knowledge about sensitization through art and recycling	Show how art and recycling can make a change in the behavior of the community
Little interest and involvement of university students and the community in social issues	Involve students and community in social issues respecting the environment inside a sustainable development approach

Performance and results

The performance of the persons in charge of the Project and the local community was good in a total way without restrictions because of the love and affection for their pets and because they could help to reinforce the commitment with the society to solve problems and be part of the solution.

The results are evident, with the video and photos as proof that we can involve people by applying different strategies to have effective results, in this case the involvement of about 1000 people, with the support of the institutions and groups that carried out the project.

The future

Lessons learned

Working in groups and involving them in social problems, gives positive results in spite of the difficulties that we may have. The work of the University is important in projection and extension towards the community because together we can come up with solutions for our well-being.

The social involvement of the community in social issues is important, working together with the other groups and not being part of the problem but part of the solution.

The art that was about illustrating what was learned with the technique of collage is an important tool to make people commit themselves more with the solutions.

Sharing your project

The fact of being considered a finalist in the competition has been shared with the community in different ways. One was with an informative panel with the various characteristics of the competition, complementing it with the realization of expositions at EXPOFERIA AGROPECUARIA DE YAURIS 2016, which is a national event in Peru. We have exhibited the results of the Project in 12 posters from July 23 to July 30 in a special booth of the National University of the Center of the Peru. We have also shared it at the main webpage of the UNCP so that the university community could learn about it. Additionally, the local media has also been notified.

The effect has been remarkable because the posters have been shown at a regional fair for the first time. A lot of local people and tourists have seen the collage works and have become interested in the issue of animal protection and in how we can use art to sensitize people.

What has it meant to your institution to be a GUPES Green Gown Award finalist?

To be a finalist has been a great achievement for us, and it showed us that the university can have a great impact on the local community working on the environment and social issues, participating not only elaborating projects, but also being involved in them in different ways as in this case through art and recycling in order to sensitize and raise awareness for a change of attitude.

Further information

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