PARQUES MEXICO PROGRAM

FINAL REPORT

2020 - 2021
### Parks

#### 2020
1. Parque Margarita Moza de Judrez
2. Parque México
3. Parque Parajes del Valle
4. Parque de la Igualdad Benito Juárez
5. Parque Puerta de Hierro
6. Parque Jardín Guadiana
7. Parque Jacint Canek
8. Parque San José Nabalam

#### 2021
9. Parque Jayjo Mayu
10. Parque San Juan Bosco
11. Parque Pozomont
12. Parque Villas de Santa Ana
13. Parque El Paraíso
14. Parque Valle de México
15. Parque Colonia de Los Trabajadores
16. Parque Huxmi de Zaragoza
17. Parque San Jema
18. Parque La Cruz de Huancacaste
19. Parque Bella Vista
20. Parque La Joya

### Social and Economic Recovery

#### 2020
21. Deportivo la Capilla / Plaza Central Ayala
22. Plaza La Marimba
23. Parque Azteca
24. Terraza de Aprendizaje
25. Plaza Pública Patio Cactus
26. Plaza Tapo Chico
27. Villas de la Barranca
- PARQUES MEXICO PROGRAM FINAL REPORT

28. San Nicolás de los Garza
29. Malecón La Paz
30. Plaza Pública Matamoros
31. San Juan del Río
32. Planta KOF Cuernavaca
33. Planta KOF Apizacano
34. Plaza Pública Mineral de la Reforma

Complementary Actions

<table>
<thead>
<tr>
<th>Equipment</th>
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<tbody>
<tr>
<td>Outdoor Gyms</td>
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</tr>
<tr>
<td>Basketball Backboards</td>
<td>192</td>
</tr>
<tr>
<td>Drinking Fountains</td>
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- Soccer Goals / Basketball Hoops | 182 |

<table>
<thead>
<tr>
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Summary

The pandemic made it necessary to restructure the mode of work to be more resilient and sensitive to the current situation. Therefore, we extend the time of projects and we focus our efforts on supporting more communities by dividing the initial program into 3 specific sub programmes:

1. Park Recovery Program
2. Economic and Social Recovery Program (PRES)
3. Strengthening of other projects with Secretaría de Desarrollo Agrario Territorial y Urbano (SEDATU)

An important objective of these programmes is to consolidate the public space within communities as a central part of their development: create safe and happy places where people can enjoy different activities, therefore the approach has been to create unique parks that respond to each community in their own way. We have also focused these first months on creating alliances that comply with our main objective. We have potential alliances and ongoing agreements with: The Inter-American Development Bank, The Lego Foundation, and The Secretary of Agrarian, Land, and Urban Development of Mexico’s Federal Government.

Following our strategic principles, the design and construction of these parks and locations follow strict guidelines to ensure the building of a public space that creates connections within the community; generates and encourages safe and efficient travel to and around the park; protects the environmental actions of forestry, water care and clean energy; restores urban landscapes; and engages the community with social empowerment, inclusion, and social cohesion.
OUR IMPACT

66 Projects

21 States of the Country

Investment
600,000 USD

PET Container

Filtering Floor (m²)

16

2,826

Direct Beneficiaries

43,990

Women Benefited

30,793

Men Benefited

13,197

Indirect Beneficiaries

185,258

66

185,258
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<tr>
<th>Nº</th>
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This initiative seeks to promote places where people are socially active and happy by transforming their environment.

An essential objective of this program is to create safe and happy places where Mexican families can enjoy different activities. Therefore, the approach has been to create unique parks that respond to each community and transform their environment through positive connections.

To promote coexistence, recreation, and physical activity, the infrastructure of each park is improved, and new exercise furniture, children’s games, and seating tables are included.

Thanks to collaborative work with private initiatives, authorities, and the community, 20 Coca-Cola Parks have been built in 2020 and 2021.

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<th>Projects</th>
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- **PET Container**: 16
- **Filtering Floor (m²)**: 2,826
- **Women Benefitted**: 5,848
Parks

- PARQUES MEXICO PROGRAM FINAL REPORT

1. Margarita Maza de Juárez, Tecate, Baja California
2. Parque México, Tijuana, Baja California
3. Parajes del Valle, Tijuana, Baja California
4. De la Igualdad Benito Juárez, Ensenada, Baja California
5. Puerta de Hierro, Villa de Álvarez, Colima
6. Parque Guadiana, Durango, Durango
7. Parque Jacinto Canek, Tizimín, Yucatán
8. Parque San José Nabalam, Tizimín, Yucatán

2021
9. Parque Joyjo Mayu, Tuxtla Gutiérrez, Chiapas
10. Parque San Juan Bosco, Benito Juárez, Quintana Roo
11. Parque Pozamonte, Champotón, Campeche
12. Parque Villas de Santa Ana, Ciudad del Carmen, Campeche
13. Parque El Paraíso, Ensenada, Baja California
14. Parque Valle de México, Cuautitlán Izcalli, Estado de México
15. Parque Colonia de Los Trabajadores, Villa de Álvarez, Colima
16. Parque Huixmí de Zaragoza, Pachuca de Soto, Hidalgo
17. Parque San Jemo, Monterrey, Nuevo León
18. Parque La Cruz de Huanacaxtle, Ixtlahuacán de los Encinos, Nayarit
19. Parque Bellavista, Solidaridad, Quintana Roo
20. Parque La Joya, Champotón, Campeche
**Parque Margarita Maza de Juárez,** Tecate, Baja California

The Margarita Maza de Juárez Park unites both its community and people from the surrounding area and of different ages who attend soccer tournaments, children explorers, adult education, playground managed by different social groups, and even relax benches located under the shade of trees. In turn, the reactivated space is used to disseminate information on complementary activities, whether community, cultural, or sports, which at the same time encourage them to conserve and care for the park.

**Direct Beneficiaries:** 201

**Indirect Beneficiaries:** 1,005

**Location**

**Delivery Date:** December, 2019

**Social and Economic Recovery**

- Soccer Goals / Basketball Hoops
- Basketball Backboards
- Outdoor Gyms
- Parks
- Drinking Fountains

<table>
<thead>
<tr>
<th>Equipment Type</th>
<th>Quantity</th>
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<td>Filtering Floor (m²)</td>
<td>231</td>
</tr>
</tbody>
</table>
PARKS

SOCIAL AND ECONOMIC RECOVERY

EQUIPMENT

BASKETBALL BACKBOARDS

SOCCER GOALS / BASKETBALL HOOPS

DRINKING FOUNTAINS
Parque México, Tijuana, Baja California

Parque México is located in a border area with the United States, so this place combines social groups of different nationalities that enrich their diversity of the environment. Its physical activity needs characterize the community, so it was reactivated to promote a dignified and safe way sport, including Calisthenics bars. This activity unites them and gives them a sense of belonging.

Direct Beneficiaries: 332
Indirect Beneficiaries: 1,660

DELIVERY DATE: APRIL, 2021
In Parques del Valle Park, people of all ages who use space as a meeting point to generate positive connections between neighbors, new sports equipment was integrated next to the existing playground to exercise routines near the youngest. Today the community develops diverse dynamics such as walking their pets, exercise on the basketball court that is also used to skateboard or socialize and watch their children play in the park while contemplating the surroundings.

**Location**

**DELIVERY DATE:** APRIL, 2021

| Direct Beneficiaries | 113 |
| Direct Beneficiaries | 113 |
| Indirect Beneficiaries | 565 |

**_FILTERING FLOOR (m²)**

- **79**
- **34**
- **247**
Parque de la Igualdad Benito Juárez, Ensenada, Baja California

De la Igualdad, Benito Juárez Park was reactivated so that its community could perform activities that identify and integrate them like playing dominos, taekwondo, and karaoke, in a pleasant environment that is complemented by economic dynamics where the merchants offer their products such as food or plaster figures that children paint.

The community painted a mural of urban art in a kiosk to enhance the various activities.

**Location**

**Direct Beneficiaries**: 190

**Indirect Beneficiaries**: 950

**Delivery Date**: December, 2019
PARQUES MEXICO PROGRAM FINAL REPORT

PARKS

- DRINKING FOUNTAINS
- SOCIAL AND ECONOMIC RECOVERY
- SOCCER GOALS / BASKETBALL HOOPS
- BASKETBALL BACKBOARDS
- OUTDOOR GYMS
Parque Puerta de Hierro, Villa de Álvarez, Colima

Puerta de Hierro Park was reactivated for sports and recreational activities that strengthen the social fabric of their community. Since girls and boys use the garden the most and are constantly involved in various institutional programs, a children’s game was installed with slides, swings, and small walls for climbing complemented with tables of picnic and exercisers for the elders who accompany them.

DELIVERY DATE: MARCH, 2020

Direct Beneficiaries: 136
Indirect Beneficiaries: 680

Location

2020 PARKS - DRINKING FOUNTAINS

SOCIAL AND ECONOMIC RECOVERY

PARKS - EQUIPMENT

OUTDOOR GAMES

BASKETBALL BACKBOARDS

FILTERING FLOOR (m²): 209

<table>
<thead>
<tr>
<th>Direct Beneficiaries</th>
<th>Indirect Beneficiaries</th>
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</thead>
<tbody>
<tr>
<td>95</td>
<td>41</td>
</tr>
</tbody>
</table>
PARKS

SOCIAL AND ECONOMIC RECOVERY

OUTDOOR GEMS

BASKETBALL BACKBOARDS

DRINKING FOUNTAINS
Guadiana Park was reactivated following the recommendations of environmental groups to preserve the existing tree species in the area appreciated by visitors, and ornamental vegetation with a mixture of native and introduced species was placed around the garden.
PARKS - DRINKING FOUNTAINS

SOCIAL AND ECONOMIC RECOVERY

SOCCER GOALS / BASKETBALL HOOPS

BASKETBALL BACKBOARDS OUTDOOR GYMS PARKS
**Parque Jacinto Canek, Tizimín, Yucatán**

In Jacinto Canek Park and the work done by local authorities, paintings were donated and used by the neighbors to give color to its space. Playgrounds and equipment were installed for outdoor exercises, signs with activation messages, and the safe use of the space under norms of social distancing.

**Location**

**Delivery Date:** December, 2020

<table>
<thead>
<tr>
<th>Type</th>
<th>Direct Beneficiaries</th>
<th>Indirect Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2020</strong></td>
<td>258</td>
<td>1,290</td>
</tr>
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</table>

- Social and Economic Recovery
- Soccer Goals / Basketball Hoops
- Basketball Backboards
- Outdoor Gyms
- Parks
- Drinking Fountains

**Filtering Floor (m²):** 149

Direct Beneficiaries: 181

Indirect Beneficiaries: 77
Parque San José Nabalam, Tizimín, Yucatán

In San José Nabalam Park, they donated game and exercise equipment, which was installed in a small area also rehabilitated by the local authorities. With the help of a small committee, the multipurpose court was painted on the side of this park.

**Location**

**Delivery Date:** December, 2020

<table>
<thead>
<tr>
<th>Direct Beneficiaries</th>
<th>Indirect Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>383</td>
<td>1,915</td>
</tr>
</tbody>
</table>

The children of the area, accepted in this park with great enthusiasm “La chácara,” as they call in Maya the game of the hopscotch, where they have fun after the rehabilitation of their park.

*Sheila, local photographer and neighbor.*
PARQUES MEXICO PROGRAM FINAL REPORT

PARKS

SOCIAL AND ECONOMIC RECOVERY

EQUIPMENT

OUTDOOR GEMS

BASKETBALL BACKBOARDS

DRINKING FOUNTAINS
Within the Joyyo Mayu Park, a section was rehabilitated that seeks to reactivate and promote family coexistence, strengthen crime prevention, and contribute to reconstructing the community’s social fabric, mainly during the pandemic by covid-19.

Despite having been intervened before, this time, the intervention was carried out with the Placemaking methodology in an area that will be one of the most visited.

**DELIVERY DATE:** JANUARY, 2021

<table>
<thead>
<tr>
<th>Direct Beneficiaries</th>
<th>331</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indirect Beneficiaries</td>
<td>1,655</td>
</tr>
</tbody>
</table>

We spend eight active hours of the day in the park, and I will not get tired of saying “thank you, thanks to you” at the right time. We are going to open the area that helped us to improve. Believe me. If we have many visitors right now, we will have a lot more. It is an area we are being asked to open.

| Martin, park manager. |
- PARQUES MEXICO PROGRAM FINAL REPORT

PARKS

- DRINKING FOUNTAINS
- EQUIPMENT
- SOCIAL AND ECONOMIC RECOVERY
- SOCCER GOALS / BASKETBALL HOOPS
- OUTDOOR GYMS / BACKBOARDS

AQUÍ PUEDES PASAR GRANDES MÚMENOS
Parque San Juan Bosco, Benito Juárez, Quintana Roo

In this space were held citizen participation sessions and community outreach to know the desires and needs of the community. In coordination with other organizations and the bottling plant Bepensa, space was rehabilitated with outdoor furniture, vegetation to set the space, signage, and a playground with a great capacity for the little ones.

**DELIVERY DATE:** FEBRUARY, 2021

- Direct Beneficiaries: 227
- Indirect Beneficiaries: 1,135

### SOCIAL AND ECONOMIC RECOVERY

- Soccer Goals / Basketball Hoops
- Basketball Backboards Outdoor Gyms Parks

**PARKS - DRINKING FOUNTAINS EQUIPMENT 2021**

- Direct Beneficiaries: 159
- Indirect Beneficiaries: 68
- Filtering Floor (m²): 160
The Pozomonte Park has been rehabilitated thanks to the participation of neighbors and local authorities. It is a space with a sporting vocation. In it, they take activities that promote physical activation, which is why they consolidate it with the installation of sports equipment and the formalization of areas for it; in addition to this, donated wooden playground equipment, picnic tables, and complimentary park furniture that encourages positive social dynamics of those who visit the park. The refurbishment of the space and the donation of furniture carried out, but the consolidation of a committee is significantly compromised to the care of its space and the generation of more actions in favor of the community.
PARKS

SOCIAL AND ECONOMIC RECOVERY

EQUIPMENT

OUTDOOR GEMS

FOUNTAINS

PARKS - DRINKING FOUNTAINS

SOCcer GOALS / BASKETBALL HOOPS / BACKBOARDS

PARQUES MEXICO PROGRAM FINAL REPORT

PARKS - DRINKING FOUNTAINS

SOCcer GOALS / BASKETBALL HOOPS / BACKBOARDS

PARQUES MEXICO PROGRAM FINAL REPORT

PARKS - DRINKING FOUNTAINS

SOCcer GOALS / BASKETBALL HOOPS / BACKBOARDS

PARQUES MEXICO PROGRAM FINAL REPORT
Parque Villas de Santa Ana, Ciudad del Carmen, Campeche

In this park, different rehabilitation actions were carried out that together pursued the dignification of the space to the benefit of its users. The work of community outreach revealed the different uses given to this space, being the sports activity and the rest the main ones and concentrating small informal businesses that are the sustenance of several families.

The intervention focused on the rehabilitation of the existing multipurpose court and the installation of outdoor exercise equipment. Games were relocated, solar lamps were installed, two areas were formed: play and the installation of a playground of skill and picnic tables, respectively. A wall was demolished, and a bicycle park was relocated to create more comprehensive access to connect with the interior walkers.
PARQUES MEXICO PROGRAM FINAL REPORT

PARKS

- DRINKING FOUNTAINS
- SOCIAL AND ECONOMIC RECOVERY
- SOCCER GOALS / BASKETBALL HOOPS
- BASKETBALL BACKBOARDS
- OUTDOOR GYM
Parque El Paraíso, Ensenada, Baja California

El Paraíso Park, unlike the parks made during 2020, was a project that consisted of the complete construction of a park and was completed with the construction of a multipurpose court. With the support of the local authorities, plotting and leveling work was carried out, which was divided into two terraces in which both the park and the court were built and connected with walkers, ramps, and stairs, allowing a universal displacement within space. The park area consists of a playground and a seating area, surrounded by native vegetation. In the area of the court was formed an area sport that allows players to perform physical activities. Also carried out actions of tactical urbanism such as the painting of crosswalks and fields and the construction of a slipway/slider.

Location

DELIVERY DATE: JANUARY, 2021

Direct Beneficiaries 283
Indirect Beneficiaries 1,415
The Valle de México Park in Cuautitlán Izcalli was rehabilitated with its community. A seating area was installed, a play space for the little ones, spaces for visitors to exercise, and their court’s rehabilitation.

In addition, the park’s environment was improved with the maintenance of the facades of the neighbors and the pedestrian crossings surrounding the park.

The neighbors decided to place signs so that other visitors and neighbors make good use of their park.

César is a young neighbor who currently has a dry cleaner across from the park. A few years ago, he began to motivate other neighbors to improve the park. Thus he was the one who noticed the change.

| César, neighborhood leader. |
PARKS - DRINKING FOUNTAINS

SOCIAL AND ECONOMIC RECOVERY

SOCCER GOALS / BASKETBALL HOOPS

OUTDOOR GYMS

EQUIPMENT

PARKS
This intervention was attended by members of the community, especially women, who were involved in the refurbishment of urban furniture and exercisers who were painted and rehabilitated.

The women of the neighborhood were the ones who promoted the transformation of this space and collaborated with the Placemaking Foundation.

This park will allow the residents of the area to have leisure in a community that presents addiction problems in the youth.

Byron is a child who has grown up on the outskirts of the city of Colima. Although the city is known for its high level of crime and insecurity, he and his family remain very enthusiastic about improving their places and the park that is about to open.

During the intervention, he was very participatory and explained to transit engineers of the municipality why and how the change was implemented in his park.

Byron, is an enthusiastic boy who participated in application of tactical urbanism.
As a result of the community outreach, it was identified that the neighbors and neighbors needed a space that was aimed at girls and boys, but especially that was designed for the elderly.

For that reason, seating benches were placed, elements under tree shade and have near the playground and a climber so that both sectors can be included, in addition, an area of exercisers was placed that can be occupied by anyone.

As complementary actions, the community requested to open the perimeter mesh and accompany it with garbage cans, and its field was reactivated with tactical urbanism.
Parque San Jemo, Monterrey, Nuevo León

In this space, physical activity was identified as an essential aspect for the community, because of this, it was proposed to add a jogging track with the existing children's games to integrate the youth community to the use of space and turn it into an opportunity to encourage exercise and coexistence between members of the community of different ages.

DELIVERY DATE: SEPTEMBER, 2021

| Direct Beneficiaries | 1,672 |
| Indirect Beneficiaries | 8,360 |

Location

| FILTERING FLOOR (m²) | 264 |
| 1,170 | 502 |
The community outreach was carried out with the neighborhood committee closest to the park, in which canine trainers play an important role because the park is designed for pet recreation.

The park installed walkers and a living area with picnic tables where neighbors and neighbors gather to carry out activities in favor of their parks, such as reforestation and cleaning.
Parque La Cruz de Huanacaxtle, Bahía de Banderas, Nayarit

In this project, virtual meetings were called through zoom to learn about the community’s concerns and how they can be adapted from their perspective. With this, a collaborative mural was made by students waiting for their return to classes. In addition, other members painted their volleyball court and skatepark. For the rehabilitation of their park, new urban furniture was installed: 4 benches and two picnic tables; the maintenance was given to 2 mounts for children, two rotating games, one handrail, one bike parking, the volleyball court, and the goalposts of the soccer pitch were repaired; 4 soccer balls and a new net for volleyball were donated, one new luminaire was placed, and the existing one was repaired.

In addition, collaboratively, an interactive map was created where the community captured their most significant places, and this map was collocated in the main square.
PARQUES MEXICO PROGRAM FINAL REPORT

PARKS

SOCIAL AND ECONOMIC RECOVERY

OUTDOOR GAMES

BASKETBALL BACKBOARDS

DRINKING FOUNTAINS

PARKS EQUIPMENT

- PARQUES MEXICO PROGRAM FINAL REPORT

- PARQUES MEXICO PROGRAM FINAL REPORT

PARKS

SOCIAL AND ECONOMIC RECOVERY

OUTDOOR GAMES

BASKETBALL BACKBOARDS

DRINKING FOUNTAINS

PARKS EQUIPMENT
Parque Bellavista, Solidaridad, Quintana Roo

A play area, rest zones, picnic tables, walkways, signaling, garbage containers, and benches for rest were placed in the park. In addition, recreational activities were developed that invite people to extend their time in the park and facilitate visitors’ waiting time to the nearby hospital.

DELIVERY DATE: SEPTEMBER, 2021

| Direct Beneficiaries | 619 |
| Indirect Beneficiaries | 3,095 |

Location

2021
**Parque La Joya, Champotón, Campeche**

This space was donated complimentary furniture for existing activities, such as benches and picnic tables that generate coexistence between people, new playgrounds with obstacles and equipment for calisthenics sports, and low-impact exercises that allow young and older people to interact in it. In the reactivation of the space, community cleaning and recreational activities were carried out.

**Delivery Date:** September, 2021

**Direct & Indirect Beneficiaries:** 150

<table>
<thead>
<tr>
<th>Location</th>
<th>Map</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parque La Joya</strong></td>
<td>![Map of Parque La Joya]</td>
</tr>
</tbody>
</table>

**Direct Beneficiaries:** 105

**Indirect Beneficiaries:** 45
This initiative seeks to promote the pandemic's social and economic dynamics while promoting resilient communities.

For the people to recover their socioeconomic activities, a participatory design is carried out that responds to the needs and desires of each community and its context. The locations are adapted with standards of physical distancing, using urban equipment and furniture for individual use, creative and unique special to generate appropriation by the people who live and use every place.

Social and Economic Recovery

<table>
<thead>
<tr>
<th>Projects</th>
<th>Indirect Beneficiaries</th>
<th>Direct Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>68,505</td>
<td>21,761</td>
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</tbody>
</table>

Women Benefited: 15,233
Social and Economic Recovery

- PARQUES MEXICO PROGRAM FINAL REPORT

21. Deportivo La Capilla / Plaza Central, Ayala, Morelos
22. Plaza La Marimba, Colonia Juárez, Ciudad de México
23. Parque Azteca, Tijuana, Baja California
24. Terraza de Aprendizaje, Chihuahua, Chihuahua
25. Plaza Pública Patio Cactus, Ciudad Juárez, Chihuahua
26. Plaza Topo Chico, Monterrey, Nuevo León
27. Villas de la Barranca, Guadalajara, Jalisco
28. San Nicolás de los Garza, Monterrey, Nuevo León
29. Malecón La Paz, La Paz, Baja California
30. Plaza Pública, Matamoros, Tamaulipas
31. San Juan del Río, San Juan del Río, Querétaro
32. Planta KOF, Cuernavaca, Morelos
33. Planta KOF, Apizaque, Tlaxcala
34. Plaza Pública, Mineral de la Reforma, Hidalgo
Deportivo La Capilla, Ayala, Morelos

In this location, new equipment was installed to guarantee their enjoyment, maintaining the rules on the distance; improved pedestrian crossings with tactical planning to dignified and safe mobility; and installed a game called “wave.”

Direct Beneficiaries: 1,200
Indirect Beneficiaries: 6,000

DELIVERY DATE: SEPTEMBER 15, 2020

In the rehabilitation of this place, women's participation was essential because they, led by Jobita Herrera, who promoted the installation of exercise equipment, initiatives that addition, we're already organized to keep the sport in perfect condition.

Jobita, neighborhood leader and a woman with passion to change her community.
Plaza Central Ayala, Ayala, Morelos

In Plaza Central of Ayala, we carried out tactical urban planning actions that allowed public transport users to approach buses leaving this community center safely.

A bay was conditioned for public transport that generated less exposure to the neighbors. They painted ears to rearrange the traffic in that area, and a geometric adaptation was made at the crossings.
- PARQUES MEXICO PROGRAM FINAL REPORT

SOCIAL AND ECONOMIC RECOVERY

- DRINKING FOUNTAINS
  - SOCCER GOALS / BASKETBALL HOOPS
  - BASKETBALL BACKBOARDS
  - OUTDOOR GAMES
Plaza La Marimba, Colonia Juárez, Ciudad de México

A square was created where people can appropriate the space, play music, and interact with neighbors safely and innovatively by extending the sidewalk towards a street in disuse and installing a metal structure that recreates a marimba.

The square has two entrance ramps, six parking spaces for bicycles, nine benches for individual use of recycled concrete, and three new medium trees; and to guarantee the right to dignified and safe mobility, a diagonal crosswalk that gives priority to pedestrians by entirely stopping the flow of vehicles.

**DELIVERY DATE:** AUGUST, 2020

| Direct Beneficiaries | 2,152 |
| Indirect Beneficiaries | 10,760 |

For the improvement of the Plaza la Marimba was essential the support of Enedina, a neighbor of the area with a sweet candy trade, and from the beginning supported managing firms in the design of the place and its maintenance. Today she can see the square from her window and water the plants she planted.

Enedina, shopkeeper and neighbor.
- PARQUES MEXICO PROGRAM FINAL REPORT

SOCIAL AND ECONOMIC RECOVERY

DRINKING FOUNTAINS

Soccer Goals / Basketball Hoops

Social and Economic Recovery
PARQUES MEXICO PROGRAM FINAL REPORT

SOCIAL AND ECONOMIC RECOVERY

DRINKING FOUNTAINS

BASKETBALL BACKBOARDS

OUTDOOR GYMS

SOCIAL AND ECONOMIC RECOVERY
Parque Azteca, Tijuana, Baja California

To generate identity for the community of Tijuana, the Azteca Park was reactivated with the construction of a citizen and leisure module, complemented with activities to promote environmental awareness of a participatory urban garden.

With tactical urbanism, such as painting safe crosses, signs of physical distance in the public road, route to walk into the park, and ordered pedestrian flow, a sports field and its surroundings were set up collectively.

DELIVERY DATE: FEBRUARY, 2021

<table>
<thead>
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<th>Direct Beneficiaries</th>
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<tbody>
<tr>
<td>Indirect Beneficiaries</td>
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</table>

Location

Social and Economic Recovery

Direct Beneficiaries: 331
Indirect Beneficiaries: 142
SOCIAL AND ECONOMIC RECOVERY

- PARQUES MEXICO PROGRAM FINAL REPORT

SOCIAL AND ECONOMIC RECOVERY

EQUIPMENT

BASKETBALL HOOPS

BASKETBALL BACKBOARDS

OUTDOOR GIMS

SOCIAL AND ECONOMIC RECOVERY

DRINKING FOUNTAINS

PARQUES MEXICO PROGRAM FINAL REPORT

SOCIAL AND ECONOMIC RECOVERY

EQUIPMENT

BASKETBALL HOOPS

BASKETBALL BACKBOARDS

OUTDOOR GIMS

SOCIAL AND ECONOMIC RECOVERY

DRINKING FOUNTAINS
Terraza de Aprendizaje, La Huerta Fundadores, Chihuahua, Chihuahua

This terrace is an outdoor learning place focused on social and economic recovery. It is located in Fundadores Park and is an open and dynamic space that responds to the learning and health challenges arising from the crisis caused by the pandemic. People interact in innovative environments that are tailored to their needs and receive mentoring and socio-emotional care. They also live in safe spaces that comply with sanitary measures and learn through play what drives them to develop relevant skills to meet current and future challenges.

DELIVERY DATE: APRIL, 2021

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<th>Direct Beneficiaries</th>
<th>Indirect Beneficiaries</th>
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<tr>
<td>1,411</td>
<td>7,055</td>
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Location

2020

Direct Beneficiaries | Indirect Beneficiaries

2020

Social and Economic Recovery - Outdoor Goals / Basketball Hoops / Drinking Fountains
PARQUES MEXICO PROGRAM FINAL REPORT

SOCIAL AND ECONOMIC RECOVERY

DRINKING FOUNTAINS

EQUIPMENT

Soccer Goals / Basketball Hoops

Outdoor Gyms

Social and Economic Recovery
Plaza Pública Patio Cactus, Ciudad Juárez, Chihuahua

Next to the Plaza de Armas and the Cathedral on Avenida September 16 were painted lattices on the floor, with a Responsible Return Strategy. This playful strategy helps guide the population to maintain distance and invite them to take the new measures of inviting them to take the new measures of cohabitation.

Also, a Responsible Plaza was set up to reactivate the location next to the Institute of Culture of the Municipality of Ciudad Juárez through outdoor furniture, amenities, and artistic presentations.
SOCIAL AND ECONOMIC RECOVERY

- Soccer Goals / Basketball Hoops
- Basketball Backboards

Social and Economic Recovery
Plaza Topo Chico, Monterrey, Nuevo León

Based on training and perception surveys of neighbors, tactical planning strategies were implemented in a dangerous area by the high transit of cargo trucks starting with a pre-market* to improve road geometries, and followed by applying paint to expand the sidewalks and thus ensure the reduction of the distance of exposure of people when crossing the street, increased visibility by applying eye-catching colors, improved signaling, and reduced car speed.

DELIVERY DATE: MAY, 2021

| Direct Beneficiaries | 626 |
| Indirect Beneficiaries | 3,125 |

We did it in three parts (the mural): One that had the historical essence of the place, the 400 and so many years that the colony has been and what founded it, the plant of Topo Chico and a legend about “Ojo de agua” and the healing properties of the water that emerges here. Another area was of a more urban aspect, more “cellenial” of the new generations, and the last one was of the regional music.

| Jesús, neighbor and artist. |
People who work or live nearby didn’t have a comfortable place to sit down for breakfast.

Given this situation, it was decided to adopt the median strip located across the street to provide neighbors a place to stay.

The kiosk and an auditorium next to the living area were also rehabilitated, benches, and linking the median strip with a speed reducer to enhance the pedestrian experience.
Guadalajara is one of the most vibrant cities in Mexico, therefore, in coordination with the municipal government and Vital Strategic, dangerous pedestrian crossings were identified in front of public schools, and with the collaboration of neighbors and volunteers, confined tactical planning was carried out to appease the area and give more excellent safety to pedestrians.

In addition, it supported the rehabilitation of parks where furniture was placed, gardeners were built, and was complemented with urban art for the recovery of their courts.

**Villas de la Barranca, Guadalajara, Jalisco**

**DELIVERY DATE:** MAY, 2021

<table>
<thead>
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<th>Direct Beneficiaries</th>
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<tbody>
<tr>
<td>Indirect Beneficiaries</td>
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**SOCIAL AND ECONOMIC RECOVERY -**

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<tbody>
<tr>
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<td>274</td>
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</table>
SOCIAL AND ECONOMIC RECOVERY

PARQUES MEXICO PROGRAM FINAL REPORT

DRINKING FOUNTAINS

SOCCER GOALS / BASKETBALL HOOPS

BASKETBALL BACKBOARDS OUTDOOR GYMS

SOCIAL AND ECONOMIC RECOVERY
In the early stages, a broad participatory process was carried out with local authorities and community to generate co-responsibility mechanisms and the definition of concrete and achievable goals. Subsequently, three strategic points were defined for the implementation of Placemaking strategies.

Volunteers were trained on safe return to public space and road safety to be able to trace safe crossings, ears to reduce the crossing distance.

1. Avenida Universidad

The first safe space is at the intersection of Avenida Universidad at its junction with Juárez, with the aim of reinforcing safe public spaces for pedestrians and cyclists.

<table>
<thead>
<tr>
<th>Direct Beneficiaries</th>
<th>Indirect Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,015</td>
<td>5,075</td>
</tr>
</tbody>
</table>

**Location**

**Delivery Date:** July, 2021

**Beneficiaries:**

- **Direct Beneficiaries:** 1,015
- **Indirect Beneficiaries:** 5,075
San Nicolás de los Garza, Monterrey, Nuevo León

2. Plaza Central
The second intervention was carried out in the main square of San Nicolás de los Garza and the whole pedestrian area of the center was prioritized.

<table>
<thead>
<tr>
<th>Location</th>
<th>Social and Economic Recovery</th>
<th>Delivery Date: July, 2021</th>
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<tbody>
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<td>Indirect Beneficiaries</td>
<td>2,655</td>
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</table>
San Nicolás de los Garza, Monterrey, Nuevo León

3. El Mirador
Finally, this strategy was implemented in the El Mirador polygon, where a green and environmental culture space was highlighted.

Direct Beneficiaries: 2,739
Indirect Beneficiaries: 13,695

DELIVERY DATE: JULY, 2021

Location

San Nicolás de los Garza, Monterrey, Nuevo León

San Nicolás de los Garza, Monterrey, Nuevo León
Malecón La Paz, La Paz, Baja California

This project consists of placing hammocks on the tourist boardwalk of La Paz, Baja California. A space that allows neighbors and tourists to rest and use the space to coexist while enjoying the sea view. In this place, the desert and the sea come together, so the design is considered to create a fresh and pleasant environment for the people.

**Location**

**DELIVERY DATE:** JULY, 2021

<table>
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**Social and Economic Recovery**

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<tr>
<td>Indirect Beneficiaries</td>
<td>127</td>
</tr>
</tbody>
</table>
SOCIAL AND ECONOMIC RECOVERY

- DRINKING FOUNTAINS
- SOCIAL AND ECONOMIC RECOVERY
- OUTDOOR GAMES
  - SOCCER GOALS / BASKETBALL HOOPS
  - BASKETBALL BACKBOARDS
  - OUTDOOR GYMS
Plaza Pública, Matamoros, Tamaulipas

This abandoned site, located near housing areas, generated a negative perspective of the area. Therefore, it was proposed to regenerate the place by encouraging new uses and activities. In addition, new vegetation was added, to create a place with shadows that invite rest and stay there because it provides a comfortable perception.
PARQUES MEXICO PROGRAM FINAL REPORT

SOCIAL AND ECONOMIC RECOVERY

- PARQUES MEXICO PROGRAM FINAL REPORT

- SOCIAL AND ECONOMIC RECOVERY

- EQUIPMENT

- OUTDOOR GEMS

- BACKBOARDS

- DRINKING FOUNTAINS

- SOCCER GOALS / BASKETBALL HOOPS

- BASKETBALL BACKBOARDS OUTDOOR GYMS

- DRINKING FOUNTAINS
To create a comfortable space for families going through complicated situations, a public space of SECOFAM (a Mexican organization in charge of supervising family coexistence) was reactivated with the installation of vegetation, furniture, signs, and a playground.

**Location**

San Juan del Río, San Juan del Río, Querétaro

**Direct & Indirect Beneficiaries**

**254**

**DELIVERY DATE: AUGUST, 2021**

**Social and Economic Recovery**

**Equipment**

- Drinking Fountains
- Soccer Goals / Basketball Hoops
- Basketball Backboards
- Outdoor Gyms

**Beneficiaries**

**Direct Beneficiaries**

178

**Indirect Beneficiaries**

76
In this main avenue, due to the social and economic dynamics, the activities continue at any time of the day. For this reason, the area was pacified, benefiting passers-by.

It was carried out a beacon to delimit lanes and order the road flow, marking safe crossings, signaling to delimit the bus stop and the place of taxis, and it was gained space for pedestrians with bollards and pots. In addition to these actions, banks were placed, considering the physical distancing measures, where people, at any time, take seats during their activities.
This project, which is located outside the plant, seeks to reorder the transit of double trailer trucks that usually circulate in the area, move a public transport stop to improve pedestrian safety, and perform some tactical planning actions that protect those who walk in the area and improve the perception of safety.

**Location**

**Direct Beneficiaries:** 741

**Indirect Beneficiaries:** 3,705

**Delivery Date:** October, 2021

---

**Planta KOF, Apizaquito, Tlaxcala**

**Social and Economic Recovery**

- **Direct Beneficiaries:** 519
- **Indirect Beneficiaries:** 222
Plaza Pública, Mineral de la Reforma, Hidalgo

The project consists of a tactical urbanism intervention, where tables and umbrellas were placed to revive local trade and cultural activities. In addition, in an adjacent alley, papillotes were located to connect streets and provide a better experience for visitors and neighbors.

**DELIVERY DATE:** JULY, 2021

| Direct Beneficiaries | 220 |
| Indirect Beneficiaries | 1,100 |
- PARQUES MEXICO PROGRAM FINAL REPORT

EQUIPMENT

SOCIAL AND ECONOMIC RECOVERY

SOCCER GOALS / BASKETBALL HOOPS

BASKETBALL BACKBOARDS

OUTDOOR GAMES

DRINKING FOUNTAINS
Complementary Actions

Equipment

Mexico is a country with severe obesity and overweight problems in its community, which is why we seek to promote sport and physical activation in public spaces that are accessible to all people.

To achieve this, the rehabilitation of courts for young Mexicans to play soccer and basketball was carried out, and place outdoor gyms for visitors and neighbors of the zones. In addition, drinking troughs were installed to keep these communities hydrated.

<table>
<thead>
<tr>
<th>Projects</th>
<th>Indirect Beneficiaries</th>
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<tr>
<td>28</td>
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Women Benefited

9,713
### Complementary Actions -

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<td>PRIMARIA LUIS PENCHIC</td>
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<td>Colima</td>
<td>HUERTO ROMA VERDE</td>
<td>4532</td>
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</tbody>
</table>
Equipment

Outdoor Gyms

2020
35. Fraccionamiento Santa Fe, Mineral de la Reforma, Hidalgo
36. Parque Emiliano Zapata, Gustavo A. Madero, Ciudad de México
37. Deportivo Santa Fe, Tijuana, Baja California
38. Parque Sánchez Taboada, Tijuana, Baja California
39. Deportivo Cumbres, Tijuana, Baja California
40. Deportivo Ejido Puebla, Mexicali, Baja California
41. Polideportivo Mexicali, Mexicali, Baja California
42. Parque de la Juventud, Acapulco, Guerrero
43. Parque Izazaga, Acapulco, Guerrero

Soccer Goals & Basketball Hoops

2020
44. Parque Dos Ríos, Álvaro Obregón, Ciudad de México
45. Parque Villa Progresista, Álvaro Obregón, Ciudad de México
46. Fundación Renacimiento, Cuauhtémoc, Ciudad de México
47. Parque ISSEMYM, Toluca, Estado de México
48. Parque Galileo Galilei, Toluca, Estado de México
49. Parque Enrique Carniado, Toluca, Estado de México

2021
50. Deportivo Ampliación, Tláhuac, Ciudad de México
Equipment

Basketball Backboards

2020
51. Canchas de La Presa, Villa Nicolás Romero, Estado de México
52. Centro de Capacitación para el Deporte, Villa Nicolás Romero, Estado de México
53. Kiosko San Miguel de Hila, Villa Nicolás Romero, Estado de México
54. Camino Nacional, Villa Nicolás Romero, Estado de México
55. Huixmi de Zaragoza, Pachuca, Hidalgo

Drinking Fountains

2020
56. Centro de Atención Múltiple No. 69, Tlalpan, Ciudad de México
57. Escuela Primaria Luis Peniche Vallado, Tláhuac, Ciudad de México
58. Fundación Renacimiento, Cuauhtémoc, Ciudad de México

2021
59. Guardería San Miguel Chapultepec, Miguel Hidalgo, Ciudad de México
60. Unidad Habitacional Marina Nacional, Miguel Hidalgo, Ciudad de México
61. Unidad Habitacional Santa Fe, Álvaro Obregón, Ciudad de México
62. Huerto Roma Verde, Cuauhtémoc, Ciudad de México
Outdoor Gyms

The donation of outdoor gyms was made to promote sport and the physical fitness of the residents as a way to combat the high rates of sedentary and overweight in the Mexican population.

These actions also seek to bring women closer to sports activities, with adequate, simple, and dignified.

In partnership with Secretaría de Desarrollo Agrario, Territorial y Urbano (SEDATU), and Secretaría de Seguridad Ciudadana of Mexico City, was donated exercisers to the community to promote the sport and the physical culture as a way to create a healthy community, with a smaller inequality gap and a space to perform physical activities properly.

<table>
<thead>
<tr>
<th>Projects</th>
<th>Indirect Beneficiaries</th>
<th>Direct Beneficiaries</th>
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</thead>
<tbody>
<tr>
<td>9</td>
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</table>

Women Benefited: 3,518
**Fraccionamiento Santa Fe,** Mineral de la Reforma, Hidalgo

**Deportivo Santa Fe,** Tijuana, Baja California

**Parque Emiliano Zapata,** Gustavo A. Madero, Ciudad de México

**Parque Sánchez Taboada,** Tijuana, Baja California

### Delivered 2020

**Fraccionamiento Santa Fe**
- **Direct Beneficiaries:** 609
- **Indirect Beneficiaries:** 3,045
- **Delivery Date:** December, 2019

**Deportivo Santa Fe**
- **Direct Beneficiaries:** 316
- **Indirect Beneficiaries:** 2,575
- **Delivery Date:** September, 2020

**Parque Emiliano Zapata**
- **Direct Beneficiaries:** 990
- **Indirect Beneficiaries:** 5,950
- **Delivery Date:** February, 2020

**Parque Sánchez Taboada**
- **Direct Beneficiaries:** 424
- **Indirect Beneficiaries:** 3,120
- **Delivery Date:** September, 2020
Parque Izazaga, Acapulco, Guerrero

<table>
<thead>
<tr>
<th>Location</th>
<th>Direct Beneficiaries</th>
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<tbody>
<tr>
<td></td>
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</table>

DELIVERY DATE: NOVEMBER, 2020

Parque Izazaga, Acapulco, Guerrero

DELIVERY DATE: NOVEMBER, 2020

Location

525
225

Outdoor Gyms

Parque Izazaga, Acapulco, Guerrero

Direct Beneficiaries: 750
Indirect Beneficiaries: 4,750

Location: Acapulco, Guerrero

Delivery Date: November, 2020

Outdoor Gyms
OUTDOOR GYMS

OUTDOOR GYMS

- PARQUES MEXICO PROGRAM FINAL REPORT

OUTDOOR GYMS

- PARQUES MEXICO PROGRAM FINAL REPORT

OUTDOOR GYMS

EQUIPMENT

Soccer Goals / Basketball Hoops

DRINKING FOUNTAINS

OUTDOOR GYMS

BASKETBALL BACKBOARDS

OUTDOOR GYMS

OUTDOOR GYMS
Soccer goals and Basketball hoops

Soccer is one of the most practiced sports by communities in Mexico. Due to its versatility and ease to play, this sport does not need more than a couple of soccer goals and a ball to be carried out.

As part of a program to promote the sport in the red spots of the city, donations of goals and basketball hoops were made to invite the youth of the communities to move and find in sport a way to combat the crime rate.

To promote sports, healthy coexistence, and ties between the neighborhood residents were donated soccer goals.

Baskets were also installed so that the courts are versatile and the community can occupy this space.

<table>
<thead>
<tr>
<th>Projects</th>
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<th>Direct Beneficiaries</th>
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</thead>
<tbody>
<tr>
<td>7</td>
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</tr>
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</table>

Women Benefited

2,939
**Parques México Program Final Report**

**Parque Dos Ríos**, Álvaro Obregón, Ciudad de México

- **Direct Beneficiaries**: 357
- **Indirect Beneficiaries**: 2,785
- **Delivery Date**: February, 2021
- **Location**: [Map](#)

**Parque Villa Progresista**, Álvaro Obregón, Ciudad de México

- **Direct Beneficiaries**: 234
- **Indirect Beneficiaries**: 2,170
- **Delivery Date**: February, 2021
- **Location**: [Map](#)

**Fundación Renacimiento**, Cuauhtémoc, Ciudad de México

- **Direct & Indirect Beneficiaries**: 654
- **Delivery Date**: February, 2021
- **Location**: [Map](#)

**Parque ISSEMYN**, Toluca, Estado de México

- **Direct Beneficiaries**: 200
- **Indirect Beneficiaries**: 1,000
- **Delivery Date**: April, 2021
- **Location**: [Map](#)
Parque Galileo Galilei, Toluca, Estado de México

**Location**

**DELIVERY DATE:** APRIL, 2021

<table>
<thead>
<tr>
<th>Direct Beneficiaries</th>
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</tr>
</thead>
<tbody>
<tr>
<td>200</td>
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</table>

Deportivo Ampliación, Tláhuac, Ciudad de México

**Location**

**DELIVERY DATE:** AUGUST, 2021

<table>
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<th>Direct Beneficiaries</th>
<th>Indirect Beneficiaries</th>
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<tbody>
<tr>
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<td>11,765</td>
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Parque Enrique Carniado, Toluca, Estado de México

**Location**

**DELIVERY DATE:** APRIL, 2021

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<th>Direct Beneficiaries</th>
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**EQUIPMENT**

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<tbody>
<tr>
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<tr>
<td>Parque Galileo Galilei, Toluca, Estado de México</td>
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<tr>
<td><strong>Location</strong></td>
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<tr>
<td><strong>DELIVERY DATE:</strong> APRIL, 2021</td>
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<td>Direct Beneficiaries</td>
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<tr>
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<table>
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<tr>
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<tr>
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<tr>
<td>Parque Enrique Carniado, Toluca, Estado de México</td>
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<td>Direct Beneficiaries</td>
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<tr>
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**OUTDOOR GYMS**

**SOCCER GOALS / BASKETBALL HOOPS**

**2020**

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</thead>
<tbody>
<tr>
<td><strong>Parque Galileo Galilei, Toluca, Estado de México</strong></td>
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<tr>
<td><strong>Location</strong></td>
</tr>
<tr>
<td><strong>DELIVERY DATE:</strong> APRIL, 2021</td>
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<td>Direct Beneficiaries</td>
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</tr>
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**2020**

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<td><strong>Parque Enrique Carniado, Toluca, Estado de México</strong></td>
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**2021**

<table>
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<td><strong>Location</strong></td>
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<td>Direct Beneficiaries</td>
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<tr>
<td>----------------------</td>
</tr>
<tr>
<td>2,353</td>
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</tbody>
</table>
PARQUES MEXICO PROGRAM FINAL REPORT

Soccer Goals / Basketball Hoops

Equipment

Outdoor Gyms

Drinking Fountains
PARQUES MEXICO PROGRAM FINAL REPORT

SOCCER GOALS / BASKETBALL HOOPS

EQUIPMENT

OUTDOOR GYMS

DRINKING FOUNTAINS

OUTDOOR GYMS

EQUIPMENT
Basketball Backboards

It's incredible what a basketball backboard can change on a court and in a community. Some of them were placed to physically reanimate young people and keep them away from problems such as drug addiction. Families now occupy these spaces.

<table>
<thead>
<tr>
<th>Projects</th>
<th>Indirect Beneficiaries</th>
<th>Direct Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

1,528 Women Benefited
Canchas de La Presa, Villa Nicolás Romero, Estado de México

DELIVERY DATE: MAY, 2021

Direct Beneficiaries: 682
Indirect Beneficiaries: 4,410

Kiosko de San Miguel Hila, Villa Nicolás Romero, Estado de México

DELIVERY DATE: MAY, 2021

Direct Beneficiaries: 181
Indirect Beneficiaries: 1,907

Centro de Capacitación para el Deporte, Villa Nicolás Romero, Estado de México

DELIVERY DATE: MAY, 2021

Direct Beneficiaries: 912
Indirect Beneficiaries: 5,561

Camino Nacional, Villa Nicolás Romero, Estado de México

DELIVERY DATE: APRIL, 2021

Direct Beneficiaries: 408
Indirect Beneficiaries: 2,010
Huixmi de Zaragoza, Pachuca, Hidalgo

**Location**

**Direct Beneficiaries:** 220

**Indirect Beneficiaries:** 1,100

**Delivery Date:** May, 2021

- **Equipment:**
  - Drinking Fountains
  - Soccer Goals / Basketball Hoops
  - Basketball Backboards
  - Outdoor Gyms
PARQUES MEXICO PROGRAM FINAL REPORT

BASKETBALL BACKBOARDS

OUTDOOR GYMS

SOCCER GOALS / BASKETBALL HOOPS

DRINKING FOUNTAINS
Drinking Fountains

They benefited 2398 persons by installing eight drinking fountains. The installation was carried out in spaces where sports or physical activities are regularly practiced.
Centro de Atención Múltiple No. 69, Tlalpan, Ciudad de México

**DELIVERY DATE:** SEPTEBRER, 2020

Direct & Indirect Beneficiaries: 124

Escuela Primaria Luis Peniche Vallado, Tláhuac, Ciudad de México

**DELIVERY DATE:** SEPTEMBER, 2020

Direct & Indirect Beneficiaries: 1,163

Fundación Renacimiento, Cuauhtémoc, Ciudad de México

**DELIVERY DATE:** FEBRUARY, 2021

Direct & Indirect Beneficiaries: 654

Guardería San Miguel Chapultepec, Miguel Hidalgo, Ciudad de México

**DELIVERY DATE:** FEBRUARY, 2021

Direct & Indirect Beneficiaries: 107
- PARQUES MEXICO PROGRAM FINAL REPORT

DRINKING FOUNTAINS

SOCCER GOALS / BASKETBALL HOOPS

BASKETBALL BACKBOARDS

OUTDOOR GYMS

EQUIPMENT