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WHO WE ARE

STRATEGIC DESIGN, OR DESIGN THINKING, IS A METHOD USED FOR THE PURPOSE OF INNOVATING

IBERO AIDS FOR ITS STUDENTS TO INNOVATE THROUGH THE NEXUS OF DIFFERENT DISCIPLINES IN ORDER TO ACHIEVE Viable, DESIRABLE AND FEASIBLE SOLUTIONS

NODO IS AN INTERDISCIPLINARY ASSEMBLY OF STUDENTS, TEACHERS, CLIENTS AND USERS, WORKING TOGETHER IN ORDER TO IMPROVE LIFE THROUGH DESIGN
INCREASED VOICE - WIEGO works to support and strengthen organizations of the working poor and link organizations together.

INCREASED VISIBILITY - WIEGO undertakes and sponsors research and helps to develop and improve official statistics on informal employment and the informal economy.

INCREASED VALIDITY - WIEGO promotes the mainstream recognition of informal workers as legitimate economic agents who contribute to the overall economy and are legitimate beneficiaries of economic and social policies.

WIEGO PRESENCE AROUND THE WORLD

http://www.wiego.org/dashboard/wiego-presentation
http://www.wiego.org/wiego/what-we-do
INFORMAL ECONOMY IN MEXICO

WHAT IS IT?
INFORMAL ECONOMY IS A VARIETY OF ECONOMICAL ACTIVITIES, JOBS AND WORKERS NON PROTECTED BY THE GOVERNMENT OR LAWS OF THE COUNTRY WHERE IT'S BEING DEVELOPED

MEXICO TODAY

ACCORDING TO MEXICO’S NATIONAL INSTITUTE OF STATISTICS AND GEOGRAPHY (INEGI) THE INFORMAL ECONOMY CONTRIBUTES ON AVERAGE 26 PERCENT OF THE GROSS DOMESTIC PRODUCT (GDP)

THE AGENCY FOUND THAT 59.8 PERCENT OF THE TOTAL POPULATION IN THE COUNTRY, PARTICIPATES IN THE INFORMAL ECONOMY. MEANWHILE THE FORMAL ECONOMY GENERATED 75 PERCENT OF GDP WITH ONLY 40.2 PERCENT OF EMPLOYMENT

THE STUDY ALSO FOUND THAT THE RATE OF GROWTH OF THE INFORMAL ECONOMY WAS 2.23 ON AVERAGE IN THE TEN YEARS CONSIDERED, LESS THAN THE 2.76 PERCENT RECORDED FOR THE ECONOMY AS A WHOLE

ACCORDING TO ELENA CARDERO* (2011) IN MEXICO EXISTS THREE MAIN APPROACHES TO INFORMAL ECONOMY: DUALIST, STRUCTURALIST AND LEGALIST

DUALIST- IS A SHORT TERM SOLUTION. WHEN THE ECONOMY GROWS, THE INFORMAL ECONOMY TENDS TO DISAPPEAR

STRUCTURALIST- WORKS WITH AN INDEPENDENT HIRING SYSTEM, Aiming TO REDUCE THE COSTS, IN ORDER TO LINK BOTH MEANS OF ECONOMY

LEGALIST- IS COMPLETELY OUTSIDE THE LAW OR ANY KIND OF REGULARIZATION AND LEGALIZATION

ELENA CARDERO- FACULTY OF ECONOMY, UNAM
SHOE SHINERS OF MEXICO CITY UNION

1936
MEXICO CITY, THE UNION OF SHOE SHINERS OF THE FEDERAL DISTRICT IS CONSTITUTED

1941
THE FIRST ORDINANCE FOR SHOE SHINERS IS ESTABLISHED

1944
THE FIRST REGULATION FOR NON SALARIED WORKERS OF MEXICO CITY IS DECREED

TODAY
THERE ARE AROUND FIVE THOUSAND WOMEN AND MEN WORKING AS SHOE SHINERS ALL OVER MEXICO CITY

IT IS A JOB WHICH IS CARRIED OUT ON THE STREET. AS A RESULT, THE SHOE SHINER IS EXPOSED TO DIVERSE HAZARDS TO ITS LABOUR AND HEALTH

THE GOVERNMENT OF MEXICO CITY HAS STATED THAT THE WORKSTATIONS IN WHICH SHOE SHINERS WORK ARE CONSIDERED VISUAL POLLUTION, IN OTHER WORDS, A NON PLEASANT IMAGE FOR THE CITY

AS A RESULT, THE GOVERNMENT HAS IMPOSED A SINGLE VISUAL IDENTITY FOR THE WORKSTATIONS, WHICH CAUSES NON PROFITABLE INCOME TO THE UNION FROM THE SPONSORS THAT WERE ADVERTISED ON THE WORKSTATIONS BEFORE LEAVING THE FIVE THOUSAND MAN AND WOMEN WHO BELONG TO THE UNION WITHOUT AID.
UNDERSTAND

WORK LAWS OF MEXICO

THE FEDERAL LAW OF WORK IS THE ULTIMATE RIGHT OF LABOUR IN MEXICO. THE ONLY STATUTE BEYOND IT, IS THE CONSTITUTION, WHICH CONSECRATES THE RIGHT OF LABOUR IN THE **ARTICLE NUMBER 123**.

**ARTICLE 123** DICTATES THAT EVERY PERSON HAS THE RIGHT TO A DIGNIFIED AND SOCIALLY RESPONSIBLE JOB: THEREFORE THE CREATION OF JOBS WILL BE PROMOTED ACCORDING TO THE LAW. (FEDERAL LABOUR LAW, 1970)

THE FEDERAL LAW OF WORK PROTECTS THE WORKERS OF ENTERPRISES WHICH FOLLOW AN EMPLOYER/EMPLOYEE CONTRACT. THE SHOE SHINER JOB BELONGS TO THE INFORMAL ECONOMY COMMERCE WHICH MEANS THAT THEY ONLY HAVE THE RIGHT FOR A JOB BUT THE REST OF THE LAWS DO NOT APPLY TO THEM.

TODAY IN MEXICO, THERE IS AN UNEMPLOYMENT GROWTH WHICH LEADS TO SCARCE OPPORTUNITIES, WITH LOW PAYMENT, THEREFORE THE **INFORMAL COMMERCE** IS APPEALING THANKS TO THE HIGH INCOME AND FLEXIBLE WORKING SCHEDULES.

INFORMAL COMMERCE LEADS MEXICO TO FACE A BAD PUBLIC, URBAN AND ECONOMICAL PLANIFICATION

THE NON SALARIED WORKERS OF THE FEDERAL DISTRICT REGULATION MENTIONS THE FOLLOWING ARTICLES RELATED TO JOBS PRACTICED ON PUBLIC SPACE

**ARTICLE 30**-THE SHOE SHINERS ARE OBLIGED TO WEAR A UNIFORM.

**ARTICLE 4**-THE WORKING STATIONS MUST BE IMMOVABLE, AMBULANT AND SEMI MOVABLE. IN ORDER TO WORK A FIXED WORKSTATION, THE SHOE SHINER MUST BE AMBULANT FOR A PERIOD OF 12 MONTHS. AFTER HE/SHE IS FIXED ON A LOCATION, THIS CAN NOT BE CHANGED.
MILLENNIALS

ALSO KNOWN AS
GENERATION “Y”
BORN BETWEEN 1979-1996

KNOWN FOR
OPTIMISTIC, MULTITASKING,
NOSTALGIC (THEY HAVE A FIXATION
FOR “OLD SCHOOL” HOBBIES)

THEY VALUE
BETTER LIFE QUALITY, ENTREPRENEURSHIP,
KNOWLEDGE, LIFE EXPERIENCES OVER
MATERIAL ACQUISITIONS

MILLENNIALS SHOEWEAR TRENDS
RESEARCH TECHNIQUES

SURVEYS/INTERVIEWS

<table>
<thead>
<tr>
<th>TYPE OF WORKSTATION</th>
<th>HOW DOES HE/SHE WORK?</th>
<th>NEGATIVE FACTORS</th>
<th>COSTUMERS PER DAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIXED (22.73%)</td>
<td>STANDING (25%)</td>
<td>RAIN (44%)</td>
<td>10-15 (37%)</td>
</tr>
<tr>
<td>SEMI (51.82%)</td>
<td>SITTING (58%)</td>
<td>POLLUTION (19%)</td>
<td>20-25 (44%)</td>
</tr>
<tr>
<td>AMBULANT (25.45%)</td>
<td>BOTH (17%)</td>
<td>SUNLIGHT (37%)</td>
<td>DEPENDS ON THE WEATHER (19%)</td>
</tr>
</tbody>
</table>

PHOTOGRAPHIC DOCUMENTATION
SYNTHETIZE

ANALYSIS TECHNIQUES

SWOT

UNION  SHOE SHINER  COSTUMER  MILLENNIAL

FINDINGS

30.7% OF MILLENNIALS USE SYNTHETIC FABRIC FOOTWEAR
47% OF MILLENNIALS USE INFORMAL FOOTWEAR
48% OF MILLENNIALS CLEAN THEIR FOOTWEAR WITH SUPERMARKET PRODUCTS

INSIGHTS

THE FOOTWEAR PREFERRED BY THE NEW GENERATIONS HAS DISRUPTED THE FORMAL FOOTWEAR SCHEME

A SHOE SHINER CAN BE TO HIS COSTUMER A RESTORER, ALCHEMIST AND CONFIDENT

THE SHOE SHINERS HAVE BEEN AN INHERENT CULTURAL ASSET IN MEXICO CITY FOR YEARS
NEW WORKSTATIONS FOR NEW SHOEWARE TRENDS

NEW TOOLS

NEW TECHNOLOGY

WASH

DRY

A LOVELY DAY
IN MEXICO CITY

AN EXPERT IS ON THE WAY

A FEW MINUTES LATER

NEW TOOLS

AND THE JOB IS DONE

WE HAVE
A CUSTOMER

ACCEPT

THANK YOU
FOR COMING

VERY PLEASED TO BE HERE

TIP

POWERED BY SUNLIGHT
FIXED WORKSTATION
IMPROVED ERGONOMY
SPONSOR/ARTIST
COLLABORATION
VISUALIZE

UNIFORM REDESIGN
VISUALIZE

APP + AMBULANT STATION
WE BELIEVE OUR DESIGN IS VIABLE, IT ENGLOBES THE NECESSITY OF THE UNION, THE CLIENTS AND THE SHOE SHINERS. IT'S A SELF-SUSTAINABLE WORKSTATION THANKS TO THE SOLAR PANEL THAT IS INSTALLED ON THE TOP PART. THIS WILL POWER THE INNER LIGHT SYSTEM WHEN IT GETS DARK.

THE TECHNOLOGY USED FOR THE SOLAR PANEL IS EASY TO FIND AND AFFORDABLE, MAKING IT ATTRACTIVE FOR MILLENNIALS TO CONTRIBUTE TO A SELF-SUSTAINABLE SOURCE OF WORK. WITH PROPER SPONSORSHIP FROM CDMX, IBERO AND THE SECRETARY OF TOURISM, THE COST OF THE WORKSTATION (500 USD) WOULD BE COVER.

THANKS TO THE COLLABORATION BETWEEN URBAN ARTIST AND SPONSORS, THE WORKSTATION WILL GIVE BOTH THE UNION AND THE ARTIST AN INCOME. IT IS ALSO DESIGNED TO BE A MEAN OF CULTURAL MEDIA FOR MILLENNIALS AND TOURISTS.
# COST FORM

<table>
<thead>
<tr>
<th>APP</th>
<th>DESCRIPTION</th>
<th>COST (USD)</th>
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<tbody>
<tr>
<td>Fixed Workstation</td>
<td>Steel Sheets x3 (2.5m x 1.22m)</td>
<td>$207.71</td>
</tr>
<tr>
<td></td>
<td>Wood Laminate (4m²)</td>
<td>$19.75</td>
</tr>
<tr>
<td></td>
<td>Polycarbonate Sheet (1.22m x 4.44m)</td>
<td>$15.56</td>
</tr>
<tr>
<td></td>
<td>Solar Panel (67cm x 59cm)</td>
<td>$40.23</td>
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<tr>
<td></td>
<td>External Solar Battery</td>
<td>$107.23</td>
</tr>
<tr>
<td></td>
<td>LED Stripe (3m)</td>
<td>$15.50</td>
</tr>
<tr>
<td></td>
<td>Memory Foam Cushion</td>
<td>$36.89</td>
</tr>
<tr>
<td></td>
<td>Internal Electric Wiring</td>
<td>$26.80</td>
</tr>
<tr>
<td></td>
<td></td>
<td>= $559.49</td>
</tr>
<tr>
<td>Ambulant Station</td>
<td>2&quot; Steel Tube</td>
<td>$10.73</td>
</tr>
<tr>
<td></td>
<td>Memory Foam Cushion</td>
<td>$5.36</td>
</tr>
<tr>
<td></td>
<td>Plywood Sheet</td>
<td>$2.15</td>
</tr>
<tr>
<td></td>
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<td>= $24.14</td>
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</tbody>
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# KEY PARTNERS

**CDMX**

CIUDAD DE MÉXICO

[visitmexico.com](http://visitmexico.com)

**México**

**WIEGO**

**UNIVERSIDAD IBEROAMERICANA**