



GOBIERNO DE  
**MÉXICO**

**CULTURA**  
SECRETARÍA DE CULTURA



Mondiacult 2022  
México

INTERNATIONAL FORUM

**World universities:  
national cultural policies  
and sustainable development**

September 26-27, 2022

Universidad Iberoamericana  
Mexico City

AGENDA

**IBERO**  
CIUDAD DE MÉXICO

**September 26, 2022**  
**UTC-5 summer**

## REGISTRY

**8:00 -9:00** | Outside the Auditorium Crescencio Ballesteros Ibarra, S.J. (Building F, first floor)

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## OPENING

**9:00-9:25** | Auditorium Crescencio Ballesteros Ibarra, S.J. (Building F, first floor) / **Master of Ceremonies: Dr. Alma Polo Velázquez**

**Dr. Alejandro Anaya Muñoz**

Academic Vice Chancellor of the Universidad Iberoamericana  
Mexico City

**Dr. Pablo Raphael de la Madrid**

General Director of Cultural Promotion and Festivals  
Secretary of Culture, Mexico

**Dr. Luis Arriaga Valenzuela, S.J.**

Rector of the Universidad Iberoamericana Mexico City

## KEYNOTE SPEECH

**9:30-10:15** | Auditorium Crescencio Ballesteros Ibarra, S.J. (Building F, first floor)

**Dra. Lucina Jiménez López**

General Director of the National Institute of Fine Arts and Literature,  
Mexico



# Session 1 | Forum 1

**The cultural policies necessary in the current civilizational context of their regions and countries, as well as their contribution to sustainable development**

**St. Ignatius of Loyola Lecture Hall**  
**Building S, 1st floor**  
**11:00 a.m. to 1:00 p.m.**

Moderator: Dr. Roger Magazine Nemhauser  
Rapporteur: Dr. Olga María Rodríguez Bolufé

## **Cuba**

**Kirenia Rodríguez Puerto**

**University of Havana. Department of Art History**

*Disaster photography: registration vs. creation in the photographic discourses of the insular Caribbean.*

PHILOSOPHY, EPISTEMOLOGY AND ART IN CULTURE AND SUSTAINABILITY (REMOTE)

## **Cuba**

**MsC. Daneisy Garcia Roque**

**Visual Arts Council. Santa Clara**

*Parrandas Remedianas: unity and tradition*

INTERCULTURALISM AND LOCAL KNOWLEDGE (ON-SITE.)

## **Guatemala**

**Magda Angélica García von Hoegen**

**Rafael Landívar University. Guatemala. Institute for Research in Sociohumanist Sciences**

*The cultural dimension as a pillar of integral development. A look at the Guatemalan process*

UNIVERSITIES IN CULTURAL MANAGEMENT (ON-SITE)

## **Mexico**

**Chamú Coral**

**CEEA-El Colegio de México**

*The cultural misappropriation of traditional knowledge of indigenous peoples of Mexico in the light of the geopolitics of knowledge.*

*Proposals for cultural policy*

INTERCULTURALITY AND LOCAL KNOWLEDGE (REMOTE)

## **Argentina**

**Federico Escribal**

**National University of the Arts. Folklore Department**

*Challenges for the Higher Education / cultural policy dialectic from a South American perspective.*

UNIVERSITIES IN CULTURAL MANAGEMENT (DIST)

## **Mexico**

**Johanna C. Angel Reyes**

**Universidad Iberoamericana**

*Making the cultural visible. Critical communication and possibilities for active citizenship in the narratives of sustainable development.*

PHILOSOPHY, EPISTEMOLOGY AND ART IN CULTURE AND SUSTAINABILITY (ON-SITE)

## Session 1 | Forum 2

**The transversal function of culture as an axis for the work of universities and its impact/incidence on sustainable development and social life**

**Xavier Scheifler y de Amézaga Classroom**  
**Building S, 2nd floor**  
**11:00 a.m. to 1:00 p.m.**

Moderator: MPhil José Luis Gutiérrez Brezmes  
Rapporteur: Dr. Ariel Arnal

### **Ecuador**

**María Belén Garrido Cornejo/Paola Lozada**  
**Pontifical Catholic University of Ecuador**

*Universities' contributions to a culture of peace through regional programs*

UNIVERSITIES IN CULTURAL MANAGEMENT (REMOTE)

### **Honduras**

**Mario Hernán Mejía Herrera**

**National Autonomous University of Honduras. Directorate of Culture**

*Cultural management as a strategic academic function at the National Autonomous University of Honduras*

UNIVERSITIES IN CULTURAL MANAGEMENT (ON-SITE)

### **Mexico**

**Yissel Arce Padrón/Sara Makowski**

**Metropolitan Autonomous University / General Coordinator of Dissemination, Office of the Rector General**

*Decolonizing culture to imagine sustainable futures. The cultural policy of the Metropolitan Autonomous University.*

UNIVERSITIES IN CULTURAL MANAGEMENT (ON-SITE)

### **El Salvador**

**Víctor Rafael Mejía Zepeda/ Patricia Cecibel Mancía/ Gloria Mercedes Pacas**

**Central American University José Simeón Cañas**

*Educating (us) and transforming (us): Interculturality as a transversal axis of university work.*

UNIVERSITIES IN CULTURAL MANAGEMENT (REMOTE)

### **Chile**

**Carolina A Navarrete/Ignacia Saona**

**Universidad de la Frontera. Temuco. Center for Advanced Studies in Educational Justice**

*University initiatives for the promotion and visibility of humanities, arts and cultures from the south of Chile.*

UNIVERSITIES IN CULTURAL MANAGEMENT (REMOTE)

### **Kazakhstan**

**Assylbek Kozhakhmetov**

**Almaty Management University**

*The Transversal Function of Culture as the Axis for the Work of Universities, and its Impact/Incidence in Sustainable Development and Social Life: Case ff Almaty Management University (Almau), Kazakhstan*

UNIVERSITIES IN CULTURAL MANAGEMENT (ON-SITE)

# Session 1 | Forum 3

## University and cultural policies for inclusive and quality education towards 2030

**Fernando Bustos Barrena, S.J. Classroom**  
**Building S, 2nd floor**  
**11:00 a.m. to 1:00 p.m.**

Moderator: MPhil Sylvia Schmelkes del Valle  
Rapporteur: Dr. Hilda Patiño Domínguez

### **Kazakhstan**

**Annel Baktybayeva**

**Zhumagaliev Almaz (Lomonosov Moscow State University)**

*The image of Kazakhstan in the international educational discourse: linguodidactic aspects on the example of Russian language textbooks for grades 5-6 of secondary schools*

INTERCULTURALITY AND LOCAL KNOWLEDGE (REMOTE)

### **Mexico**

**Diana Bermeo Escalona**

**Colegio Mexiquense A.C.**

*Models of intercultural action in Mexico: Inclusion in Intercultural Universities*

INTERCULTURALISM AND LOCAL KNOWLEDGE (ON-SITE)

### **Mexico**

**Lorena Guadalupe MacGregor Osorno**

**National Institute of Fine Arts**

*One minute underwater: underwater cultural heritage and sustainable development*

AGENDA 2030: CULTURE AND SUSTAINABLE DEVELOPMENT (ON-SITE)

### **Mexico**

**Edgar Yesid Sierra Soler**

**Virtual University of the State of Guanajuato**

*An indigenous educational model from the early years to the University The Yaqui People's experience.*

INTERCULTURALISM AND LOCAL KNOWLEDGE (ON-SITE)

### **Mexico**

**Bertha Dimas Huacuz**

**National Institute of Indigenous Peoples (INPI). General Coordination of Cultural Heritage and Indigenous Education.**

*Tasks of the university in the universalization of Indigenous languages.*

INTERCULTURALISM AND LOCAL KNOWLEDGE (ON-SITE)

## Session 2 | Forum 1

**The cultural policies necessary in the current civilizational context of their regions and countries, as well as their contribution to sustainable development**

**St. Ignatius of Loyola Lecture Hall**  
**Building S, 1st floor**  
**3:00 p.m. to 5:00 p.m.**

Moderator: Dr. Valeria Marina Valle

Rapporteur: Dr. Sara Gabriela Baz Sánchez

**Germany**

**Julius Heinicke / Daniel Gad**

**University of Hildesheim. UNESCO Chair University of Hildesheim**

*Culture as an SDG? The mission of cultural policy for responsible world (citizenship)*

STRENGTHENING OF CULTURAL POLICIES (REMOTE)

**Mexico**

**Alvin López Retana**

**Latin American Faculty of Social Sciences**

*Cultural policies to prevent and sanction violence in the current global context.*

AGENDA 2030: CULTURE AND SUSTAINABLE DEVELOPMENT (ON-SITE)

**United Kingdom**

**Ian Thomas**

**British Council**

*British Council and Sustainable Development*

AGENDA 2030: CULTURE AND SUSTAINABLE DEVELOPMENT (ON-SITE)

**Mexico**

**Luz Maria Gallardo Castro**

**Universidad Iberoamericana**

*Mexico: Relationship between budget, gender data and program monitoring to promote gender equality and combat inequality*

STRENGTHENING OF CULTURAL POLICIES (ON-SITE)

**Mexico**

**Monserrat Chichino Bejar**

**Universidad Iberoamericana**

*Importance of Cultural Policies with a Human Development perspective and focus on the generation of productive and economic projects for Sustainable Development within the framework of the 2030 Agenda.*

STRENGTHENING OF CULTURAL POLICIES (ON-SITE)

## Session 2 | Forum 2

**The transversal function of culture as an axis for the work of universities and its impact/incidence on sustainable development and social life**

**Xavier Scheifler y de Amézaga Classroom**  
**Building S, 2nd floor**  
**3:00 p.m. to 5:00 p.m.**

Moderator: Dr. Luz María Estella Moreno Medrano  
Rapporteur: Dr. Alethia Alfonso García

### **Brazil**

**Nilton G. Gamba Junior**

**PONTIFICAL CATHOLIC UNIVERSITY OF RIO DE JANEIRO,**  
**Department of Arts and Design**

*Jargon and history: communicational sustainability and popular culture.*

INTERCULTURALISM AND LOCAL KNOWLEDGE (ON-SITE)

### **Ecuador**

**Patricio Trujillo-Montalvo/Camila Rivadeneira/Belén Morrillo/  
Catalina Rivadeneira**

**Pontifical Catholic University of Ecuador. School of Medicine**

*Humanistic medicine: the importance of medical education and training with a socio-cultural approach.*

INTERCULTURALITY AND LOCAL KNOWLEDGE (ON-SITE/ REMOTE)

### **Mexico**

**Anna V. Sokolova Grinovievkaya/Gloria Amparo Miranda**  
**Metropolitan Autonomous University**

*Valuation of indigenous languages and cultures as a crucial factor for the sustainable development of a society.*

INTERCULTURALITY AND LOCAL KNOWLEDGE (REMOTE)

### **Mexico**

**Fátima de María Pérez Gómez**

**NATIONAL PEDAGOGICAL UNIVERSITY UNIT 022 Tijuana**

*Cultural heritage as a transversal function. Educational intervention project between Mexico and Spain. Case of Ve'e Tu'un Xaxi Indigenous Primary School.*

INTERCULTURALISM AND LOCAL KNOWLEDGE (ON-SITE)

### **Mexico**

**Verónica Díaz de León Bermúdez**

**Claustro de Sor Juana University**

*A philosophical approach to the educational metaverse*

PHILOSOPHY, EPISTEMOLOGY AND ART IN CULTURE AND SUSTAINABILITY (ON-SITE)

### **Mexico**

**Veronica Cruz de la Garza**

**Universidad Iberoamericana**

*The Creation of the Black Swan: A Reflection on Power*

PHILOSOPHY, EPISTEMOLOGY AND ART IN CULTURE AND SUSTAINABILITY (ON-SITE)

## Session 2 | Forum 3

### University and cultural policies for inclusive and quality education towards 2030

**Fernando Bustos Barrena, S.J. Classroom**  
**Building S, 2nd floor**  
**3:00 p.m. to 5:00 p.m.**

Moderator : Dr. Luis Javier Cuesta Hernández  
Rapporteur: Dr. Ivonne Lonna Olvera

#### Mexico

**Ximena Valencia Castellanos**

**National Autonomous University of Mexico, Faculty of Political and Social Sciences**

*The role of UNAM in the significance of Mexico's heritage*  
UNIVERSITIES IN CULTURAL MANAGEMENT (ON-SITE)

#### Mexico

**Juana Maria Rangel Vargas/Margarita Diaz Abrego**

**Virtual University of the State of Guanajuato**

*The Master's Degree in Public Policy of the Virtual University of the State of Guanajuato. The educational experience of an inclusive and quality postgraduate program.*  
UNIVERSITIES IN CULTURAL MANAGEMENT (ON-SITE)

#### Mexico

**Iván Escoto Mora**

**Iberoamerican University**

*The university as a space for the generation of sustainable policies with an intercultural focus*  
UNIVERSITIES IN CULTURAL MANAGEMENT (ON-SITE)

#### Mexico

**Socorro de la Luz Mora Urbina**

**Universidad Iberoamericana**

*Marketing, a tool for educational institutions to provide a quality product/service to their customers, the students.*

UNIVERSITIES IN CULTURAL MANAGEMENT (ON-SITE)

#### Honduras

**Iván Cárdenas Morales**

**Olga y Manuel Ayau Cordón University -UOMAC**

*UOMAC, a necessary alternative in higher education for today's times*  
UNIVERSITIES IN CULTURAL MANAGEMENT (REMOTE)

#### Mexico

**Mónica Hernández Frayre**

**Universidad Iberoamericana Tijuana**

*National and international visions for the integral and inclusive teaching of environmental law in university classrooms.*  
UNIVERSITIES IN CULTURAL MANAGEMENT (REMOTE)



## Session 3 | Forum 1

**The cultural policies necessary in the current civilizational context of their regions and countries, as well as their contribution to sustainable development**

**St. Ignatius of Loyola Lecture Hall**  
**Building S, 1st floor**  
**5:00 p.m. to 7:00 p.m.**

Moderator: Dr. Emilio Coral

Rapporteur: Dr. Ivonne Lonna Olvera

**Mexico**

**Christian Borbolla**

**Capital Art**

*Capital Art*

PHILOSOPHY, EPISTEMOLOGY AND ART IN CULTURE AND SUSTAINABILITY (ON-SITE)

**Ecuador**

**Amanda Vinueza/Grace Guerrero/Pedro Bravo**

**Pontifical Catholic University of Ecuador**

*The role of public actors and Higher Education Institutions in strengthening cultural managers in Ecuador*

STRENGTHENING OF CULTURAL POLICIES (REMOTE)

**Mexico**

**Gherardo Uscanga**

**Veracruz Institute of Culture Xalapa. State Theater**

*Making art making culture*

PHILOSOPHY, EPISTEMOLOGY AND ART IN CULTURE AND SUSTAINABILITY (REMOTE)

**United States of America**

**Kim Cordova**

**Harvard**

*Culture migration in Georgia as a result of Ukraine invasion*

PHILOSOPHY, EPISTEMOLOGY AND ART IN CULTURE AND SUSTAINABILITY (ON-SITE)

## Session 3 | Forum 2

**The transversal function of culture as an axis for the work of universities and its impact/incidence on sustainable development and social life**

**Xavier Scheifler y de Amézaga Classroom**  
**Building S, 2nd floor**  
**5:00 p.m. to 7:00 p.m.**

Moderator: Dr. Valeria Sánchez Michel  
Rapporteur: Dr. María Luisa Durán y Casahonda Torack

**Mexico**

**Dinorah Olivares Cortés**

**Universidad Iberoamericana Mexico City**

*The sustainable being and its transdisciplinary work for the 2030 Agenda; towards a transversal university culture in a globalized world*  
AGENDA 2030: CULTURE AND SUSTAINABLE DEVELOPMENT (ON-SITE)

**Mexico**

**Francisco Peredo Castro**

**National Autonomous University of Mexico. CECC - FCPyS**

*For the patrimony and its protection, education against corruption. He who buys, he who sells, and the flattening of values and ethics.*  
STRENGTHENING OF CULTURAL POLICIES (ON-SITE)

**Mexico**

**Gonzalo Soltero**

**National Autonomous University of Mexico. León. National School of Higher Education**

*Universities against simulation*  
UNIVERSITIES IN CULTURAL MANAGEMENT (REMOTE)

**Mexico**

**Luis Octavio Galindo Méndez/María Monserrat Quiroz**

**University of the valley of Puebla**

*Transforming culture for a consumerist world*  
UNIVERSITIES IN CULTURAL MANAGEMENT (ON-SITE)

**Mexico**

**Ana María Barberena Aramburu**

**Art Park**

*Culture and education: an overview*  
AGENDA 2030: CULTURE AND SUSTAINABLE DEVELOPMENT (ON-SITE)

**Mexico**

**Itzel Zúñiga Alaniz**

**iZa communication and culture agency**

*Challenges of cultural and scientific dissemination in universities*  
PHILOSOPHY, EPISTEMOLOGY AND ART IN CULTURE AND SUSTAINABILITY (ON-SITE)

## Session 3 | Forum 3

### University and cultural policies for inclusive and quality education towards 2030

**Fernando Bustos Barrena, S.J. Classroom**

**Building S, 2nd floor**

**5:00 p.m. to 7:00 p.m.**

Moderator: Dr. Ximena González Grandón

Rapporteur: MPhil Alonso Mauricio Ortega Moctezuma

#### **Mexico**

**Graciela de la Torre**

**National Autonomous University of Mexico, Inés Amor  
International Chair in Cultural Management**

*Culture and university. Agents of sustainability and peace building*

AGENDA 2030: CULTURE AND SUSTAINABLE DEVELOPMENT (ON-SITE)

#### **Mexico**

**Martha Vergara Fragoso**

**University of Guadalajara, University Center of Social Sciences  
and Humanities**

*Intercultural education and inclusive education, paths to walk  
simultaneously*

INTERCULTURALITY AND LOCAL KNOWLEDGE (REMOTE)

#### **Mexico**

**Rosalba Badillo/Laura Elena Ochoa**

**San Luis Potosí Autonomous University. Research and Graduate  
Studies Secretary**

*Envisioning the future of research*

AGENDA 2030: CULTURE AND SUSTAINABLE DEVELOPMENT (DIST)

#### **Mexico**

**Juan Gabriel López Ochoa**

**National Pedagogical University - Tijuana**

*Creative teaching practice for inclusive education*

PHILOSOPHY, EPISTEMOLOGY AND ART IN CULTURE AND  
SUSTAINABILITY (PRES)

**September 27, 2022**  
**UTC-5 summer**

## REGISTRY

**9:00 -10:00** | Outside the Auditorium Crescencio Ballesteros Ibarra, S.J. (Building F, first floor)

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## OPENING

**10:00-10:20** | Auditorium Crescencio Ballesteros Ibarra, S.J. (Building F, first floor)

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## KEYNOTE SPEECH

**10:20-11:00** | Auditorium Crescencio Ballesteros Ibarra, S.J. (Building F, first floor)

**Master of ceremonies: Dr. Valeria Sánchez Michel**

**MPhil Sylvia Schmelkes del Valle**

Research Institute for the Development of Education  
Universidad Iberoamericana Mexico City

## PLENARY

**11:0-13:30** | Auditorium Crescencio Ballesteros Ibarra, S.J. (Building F, first floor) / **Master of Ceremonies: Dr. Julia Emilia Palacios Franco**

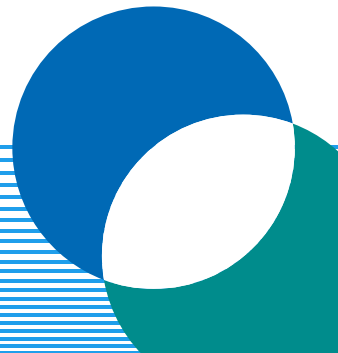
- a. Conclusions and commitments
- b. Approval of the resolution
- c. Closing

**Dr. Luis Arriaga Valenzuela, S.J.**

Rector of the Universidad Iberoamericana Mexico City

Representation of UNESCO Mexico

Representation of the Secretary of Culture





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Mondiacult 2022  
México



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