STRATEGISTS OF URBAN INNOVATION

In the management and execution processes

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Cover image: The school of athens. Rafael Sanzio.

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I dedicate it to the entire FLACAM team (Latin American Forum on Environmental Sciences), colleagues, teachers, thesis director Enrique Raúl Mihura and director Rubén Pesci for their innovative inspiration.
# TABLE OF CONTENTS

READING FOREWORD – Knowing by doing innovation .......... 1

1 ENVIRONMENT STRATEGIES- Knowing by doing innovation. ............................................................................................................. 3

   1.1 Justification - History > Undertakings > Private and Institutional .............................................................................................................. 3
       1.1.1 History and the "why" .............................................................................................................................................................................. 3
       1.1.2 Experience and ventures. .......................................................................................................................................................................... 6
       1.1.3 Innovations “decisional”, “daily” & “practices” - The three bodies of innovation ..................................................................................................................... 8

   1.2 Strategists – Singular > Articulators > Territorial 28
       1.2.1 Singular ........................................................................................................................................................................................................ 28
       1.2.2 Social Articulators ................................................................................................................................................................................. 31
       1.2.3 Territorial Execution ............................................................................................................................................................................. 35

   1.3 Innovation - Creative > Deductive > Executive 37
       1.3.1 Creative innovation ............................................................................................................................................................................. 37
       1.3.2 Deductive innovation ......................................................................................................................................................................... 43
       1.3.3 Executive innovation ......................................................................................................................................................................... 47

2 INCLUSIVE SYNCHRONIZATION - Organizational knowledge and skills ................................................................................................................. 51

In innovation processes, the implementation of knowing how to synchronize, learning from the events that are needed to give life to projects and people's wishes, is always necessary, generating action frameworks in networks of collective regions, where the local and global unfolds. ................................................................................................................................................. 51
2.1 Implantation of Ideas Forces – Read > Undertake > Implement. 52
2.1.1 Read concepts and ideas applied to the organization. ..55
2.1.2 Undertaking ideas reactive potential forces.......................57
2.1.3 Implement changes, exerting specific forces..................59

2.2 Cyclic Synchronization ............................................. 63
2.2.1 Synchronize collective calls........................................64
2.2.2 Establish relationships by cycles between institutions and citizens 66
2.2.3 Relative circles of programmed changes.........................69

2.3 Building Alliances and Networks......................... 72
2.3.1 Form networks of experiences Local> Global .............73
2.3.2 Interweaving daily and scientific cultural capitals............76
2.3.3 Territorial strengthening in collective regions...............80

3 SOCIAL DYNAMICS - Managing change and promoting collectivity ................................................................................. 83

The development of social dynamics serve to bring about change, forged by the permanent information movement that is interconnected to function between the parts, from which an approach to material application can be generated, based on the actions promoted from the community........................................ 83

3.1 MultiDirectional Assembly Functions .............. 84
3.1.1 Authors of the collective process..............................85
3.1.2 Internal regulation and cultural permeability.............87
3.1.3 Agreements, struggles and interests ..........................91

3.2 Organization of Executive Dynamics ............. 94
3.2.1 Organize collective behavior...................................95
3.2.2 Put collective diversity into operation.................................98
3.2.3 Boost relative resource cycles ........................................101

3.3 Abstract and Material Development...................... 105
3.3.1 Focus of interventions in various centralities......................105
3.3.2 Particular adjustments for combined behavior ............. 108
3.3.3 Control systems and balances........................................111

4 INNOVATIVE EXECUTION - Affirm in a sustainable and synergistic way, the executive cycles of development .......... 115
From the synergistic conformation that the social authors involve, arise the responses that are available for the change, on which the created programs are developed, defining the places of affectation, with all its natural capitals and accompanying urban supports, including the resources external and internal that are made available to publicly reveal the possible destinations generated from the planned management............................. 115

4.1 Forces, Natural and Urban Capitals ............. 116
4.1.1 Services and infrastructure of use.................................117
4.1.2 Strengthen cultural landscape and the urban identity role 125
4.1.3 Representation of events in the instant .........................130

4.2 Confrontations and use of resources............. 133
4.2.1 Responsible for human resources planning ............. 134
4.2.2 Resource management...............................................137
4.2.3 Resource Assemblies..................................................141

4.3 Executive Development Systems ............. 143
4.3.1 Organically expand development ......................... 143
4.3.2 Integral development and dedication to change ....... 146
4.3.3 Facing innovation ............................................................... 148
5 FINAL REFLECTIONS .......................................................... 152
6 BIBLIOGRAPHY ................................................................. 155
READING FOREWORD – Knowing by doing innovation

The development of the thesis is quickly described in the structural principles of information that are ordered in the Table of Contents stated, where the justification, strategists, and innovation as the first topics addressed by item 1, are those that develop the general scenarios, serving as a knowledge base to understand all the topics that are covered later, focusing on these three links of innovation, creative, deductive and executive.

To the extent that particular innovative development becomes collective, the intentions that are simple in their original tasks, are repeated sequentially in the social constitution, and they are the same who become potential when they become patterns of behavior.

It is from their domain that it is deduced from structural understandings, connecting from the “creative” to “inclusive synchronization”, from the power of the “deductive” to the “social dynamics” and in their development of “executive” actions, is how we proceed to "innovative executions".

While the theory that initially serves to determine a context of abstractions, as the explanation is formed, specific forms of application are deduced, finding ourselves in the sphere of the figurative and forming practical conclusions, which are demonstrated from the organization and the dynamics between people, urban execution works as a practical reference, being the beginning and the end of the thesis, two elements that return to themselves, from theory to praxis and vice versa.

That is why an emphasis is made on the reflections that are happening to each other in items 2, 3 and 4. Global theories generate a framework of
content in which general consciousness works, in everything that is elaborated, from which the approach is deduced in a practical local way, the ends in themselves that have the professions that are involved in each one of the points, understanding the complexity of the totality, is to know how to approach a wide panorama of what happens in this complex organism that is urbanity.

The importance that is given to the organization of content from its corresponding table, makes it necessary to read both sides in parallel, always keeping in mind on the one hand the general, from where the specific features are developed.

At the same time, there is an infinite framework between all these parts, where the partial reflections are joined together to form part of a whole, therefore the content can be read in reverse, reading the content as a figurative walk where one he finds these innovators in each of the themes, and at the end of the thesis a particular structured review of his own reality is generated, with the imprints that each point has in the place where it is operating.

This is a document that never ends, people who have the capacity to be innovative will find in this thesis their own faces and institutions and those who accompany them, giving a real identity to all processes, with the technologies and contexts in which they develop, so they are invited to compare, renew, replace theories, or delve into a theme and see how the others are in motion.
1 ENVIRONMENT STRATEGIES - Knowing by doing innovation.

1.1 Justification - History > Undertakings > Private and Institutional

1.1.1 History and the "why"

In the area of biology, innovation is permanent in the cells, antibodies and viruses that are transformed in order to continue in various ways with their development in people, always being one step ahead of the virus causing a chain reaction in the immune system human for the generation of their own stability and recovery. In this cellular world, innovation causes a two-way exchange, while the human cell body needs a parameter to overcome, and the virus, understanding how it is overcome, can cause its own transformations and when necessary, awaken (Domínguez, 1995) new instruments of attack.

In ecology and its ecosystems\(^1\), exactly the same thing happens with the place in which its life is constituted, while there are general parameters caused by the climate of planet Earth that interfere together, to directly provoke an adaptation in the ecosystems that accompany the general rhythm, for the particular survival of the local or regional ecosystem.

In ecology and its ecosystems, exactly the same thing happens with the place in which its life is constituted, while there are general parameters caused by the climate of planet Earth that interfere together, to directly provoke an adaptation in the ecosystems that accompany the general rhythm, in improvement of the particular survival of the local or regional ecosystem.

The common denominator in these cases is the response you have where you live and the speed with which you can change to adapt, leading to

\(^1\) Bibliographic extension. (Pesci R., a/19)
the subsistence of the organism, urbanistically it can be represented in those who as a local cultural network accompany political processes, social and economic factors manifested by regional and global culture, which in this case the analysis was based on the city of Trenque Lauquen, province of Buenos Aires, Argentina and its representation in the world, being able to provoke in their understandings, the particular changes that allow be within reach of general problems.

For this there are instruments that build a joint solidarity between all scales of communication processes, and this is something that differentiates the current global culture from the previous ones, stated in the constitution of sociocultural networks that are formally predisposed by the Variations that the territories suffer, generating new paradigms that continue from the seventies era, caused by the advent of new technologies of the industrial age, and the revolution that surpasses in the same framework of knowledge and the marked changes caused by it.

That is why innovation research strategically and unthinkably changed its position, where in the past until the recent period of the 20th century it was operated with the observation and understanding of phenomena that founded in their study the proposal of new theories for social change. , being able to observe this phenomenon in the scientific and artistic fields, to its opposite situation in how it develops from the current era, in which changes occur before they can be studied, social innovations are positioned ahead, and the learning of these combinations practically infinite, cause a revolution in the ways of thinking about people.

It is in this way that the scope of study for development is temporarily narrowed by the permanent needs of people, forcing the continuous activity of
communication and change generating particular theories that expire in short periods of time, turning in opposite and variable directions, giving different meanings in their behaviors. Only the theories exclusively prepared for deep analysis in the way of seeing and perceiving society prevail.

Technological innovation privileges the "hard" dimension of reality; Institutional innovation privileges its "soft" dimension, built on the basis of ideas and ideals, values and beliefs, principles and promises, laws and policies, rules and roles, decisions and actions of human beings. The Network offers us a sui generis way of interpreting institutional reality and intervening to transform it, with implications for innovation and cooperation. (Souza Silva, y otros, 2004)

These paradigmatic changes are reflected in the beliefs of the western world, the rethinking of environmental sustainability and the role it plays, which is expressed in the origin of the changes and in the inventive intervention that was once unique, from unique creators and innovators, like Leonardo da Vinci with his art and sciences, as well as Newton, Copernicus, social innovators came to conform today, where what he leads is caused by problems and things in common, which work together so that people join efforts using strategies that develop particularly assigned key roles

In the same way in which natural eco-systemic systems operate, biology and its collective forms of adaptation, come to form a key role at the socio-cultural anthropological level, where the changes that are culturally generated are impalpable but dimensioned records that control in invisible network systems, operating in unison for joint maintenance.

These networks can be static, where from the relationships between people from the institutional or municipal level it is difficult to generate a change, which means at their destination a few people consuming a large personal resource for the attempt to change many, or contrary cases where dynamic
municipal relationships allow adaptation to the culture it represents. Basically, putting these principles at stake, it is where the soft dimensions of relationships are placed in motion in order to transform any mechanism that has been established into a joint innovation solidarity.

1.1.2 Experience and ventures.

Particularly on this occasion, the experience takes place in a totally dynamic environment, and the events are tackled on the path of environmental projection and execution, beginning in a municipal environment, where the guidelines meet and converge in an indecipherable series of relationships, between construction techniques, learning of soils, materials, relationships between people in the execution of the work, technologies in land management, afforestation, water studies, accessibility, passing through a cultural psychosocial group that regulates and manifests itself in a certain time that it is developed in a land policy, of provincial and national management and promotion, for the realization of ideas that are manifested from previous mandates, up to the present day in the city of Trenque Lauquen, which belongs to the Buenos Aires landscape of this Argentine province.

Based on these lessons learned, a permanent record of knowledge and social networks is built that address a wide complex system of relative truths and changing paradigms, which are driven by a capacity for entrepreneurship and innovation from the global and international level, under visions and reflections of a general philosophical thought, to its proximity in the local development, with professionals established with their own rules and instruments necessary for their territorial scientific technical application, of particular concretion.
In this area, it is intended to continue over time to build application networks to constitute a set of social educational functioning, which will address the political, university educational systems inter-relating diverse countries, social institutional, municipal, giving as a whole power of formation of ideas and concrete application in the territory.

Thus providing a vision that addresses and overcomes the dichotomy of theoretical thought, of a vision focused on the study of phenomena in the face of another even greater reality, which is the constructive determination of thought, where the real traces of the actions, who are those that will remain in history, modifying behaviors in the culture on which it operates.

This overcoming does not privilege one or the other option of reality, theory and praxis are necessary to collaborate with each other, and in the right measure for there to be progress in the changing culture to which we belong. It is from this understanding of a flexible praxis with certain ingredients on both sides, in which, after the confrontation with an environment, the theory is recirculated again, generating a permanent deconstruction of knowledge, towards a reinterpretation and projection of beliefs and new “Modus operandi” of society.

In the passage from this soft dimension to the practical dimension, what is remarkable are the paths traveled, the environments that are reflected in an endless number of concrete achievements in anthropological fields that are measured in degrees of functional use of the projects embodied, where the palpable is represented with its beginnings in the relationships between people, and its development can be specifically measured by general conformity, and the social self-recognition of what is agreed and disagreed.
1.1.3 Innovations “decisional”, “daily” & “practices” - The three bodies of innovation

In the permanent passage of this gradual line between theory and praxis, three innovations are made available, functioning as three fundamental bodies that are in charge of transferring in an automatic and sequential way the intentions by all the particular, social and institutional scales, with the same established codes. Such innovations correspond to manifestations that are universal, such as good and evil, aesthetics, moral principles, beliefs, and are transferred by incorporating themselves into the field of practice through culture, which functions as an articulator between both parties.

Starting with decisional innovations, the firsts of which come from the paths taken by the people who build their lives step by step, being that a part of personal destiny comes from the context of family location (neighborhood, city, nation, etc.), and another part of it derives from the consequences that cause that particular point on what is wanted in life, in good and bad actions, studies, ethics. This general principle, leading to politics, religion, and social systems, are the global positions that people take and believe to be correct for themselves, being as a whole an organization, an entity, or a general representation of particular decisions. In this way it is how Christianity, evangelism, Judaism, or political / economic positions such as radicalism, feudalism, Marxism, etc. develop throughout the ages.

People's mental decisions are transferred to their emotions through daily innovations, stemming from actions carried out personally in the emotional movement of the pendulum (Tres Iniciados, 2006), with tastes, sports practices, food, the sweet / salty, hot / cold, wealth / poverty, love / hate, balance / conflict, etc. This particular system taken into its context is what develops as
a whole as culture, with its heights of plains / mountains, herbivorous and carnivorous foods, variable climates hot / cold, in social crises of wars / peace, whose systems provoke changes that dis / provide a permanent social dis / balance.

These daily innovations are the beginning from where decisions are commanded, because they are caused by social diversity (Mattelart, 2006) beginning in the same changing nature of planet Earth and its climates. The poles, the earth and the sea, the solar system, the lunar calendar, light, darkness, etc. they are a sequence of principles that collaborate in development from the Human being to his whole humanity.

These innovations must therefore be adapted in a territory, where the praxis of practical innovations is developed, which is the development of the techniques necessary to survive in a place with nomadic or sedentary customs.

The particular tastes of people necessarily compel them to generate a movement to capture it, from obtaining food from the land, or wanting a vehicle, infinite conditions are created that are necessary to obtain what is desired. And the productions as they are known, all of them have their beginnings in certain places that are located on the ground; just as the mind, in order to think clearly, needs the body to remain at rest, to be attentive to situations², productions such as the sowing of wheat, milk production or the construction of a house, exist thanks to the necessary immobility of systems to develop in amplitude and altitude.

² Situationist International. Organization of revolutionary artists and intellectuals.
Once these three innovations are understood, this graph is developed where the relationships between the links that exist with the body are established, and their development as a set of social systems in different contexts.

<table>
<thead>
<tr>
<th>Innovations</th>
<th>Human being</th>
<th>Urbanization</th>
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<tbody>
<tr>
<td>Decisional</td>
<td>→</td>
<td>Political / Economic / Religious</td>
</tr>
<tr>
<td>Daily</td>
<td>→</td>
<td>Cultural / Social / Customs</td>
</tr>
<tr>
<td>Practical</td>
<td>→</td>
<td>Productive / Labor / Scientific</td>
</tr>
</tbody>
</table>

The principles of innovation are laid out in the main articulator pertaining to daily innovations, without which all other innovations could not exist in isolation. The great theories come from the conjugation of the whole system in unison, and from the inventions of daily chores, it is where the Human being undertakes this path of progression developed in social systems, being permanent and containing constant action, commands the rest of the shares
A conceptual invention of "quantum physics" is the construction of theories that have always existed in the past, and are developed based on the permanent insistence of these theoretical systems, as well as the technological advance of the automobile that evolves as an instrument in itself, where its components form the permanent aggregate of functions that adapt to daily use.

These groups make up social systems that instrumentally embrace the movements that can be carried out culturally, and implant their feet in the territory making "things" come true, involving these innovative components towards a trend of quality of life, between the exchanges that generated in decision innovations and practical innovations, a dynamic naturally occurs that corresponds to the capabilities to which the designer is subjected.

1.1.3.1 Human Being

Based on the three innovations that allow potential capabilities to the Human Being, sustainability practices can be evoked as one of the most important challenges, from which an infinite number of qualities emerge that become responsible actions to form the world of the ideas. The development of these capacities is built by the political management that defines the environmental strategist, in all its technical, social dimensions and the vocation of being empowering in all situations that arise.

Carrying out the different instruments and learning to organize by deciding the path of many, promotes the development of the articulation of knowledge and innovative construction, at the same time that changes are made. This knowledge is one of the most complex principles, where the power of decision is found in doing diverse and creative things, because having the ideals clear, is how you can build responses to all the situations that arise.
In the way of a follower, it is a redundancy of the always existing that generates a permanent need to understand the systems, learning from all the maneuvers like the alphabet where one letter invariably follows the other, and if on the contrary it is possessed a vision of reality where behaviors are considered changing with their own vicissitudes, in a vast and complex environment like life itself, articulations will be generated with the territory from where changes will be promoted.

Conclusively we pass in the world of articulation for "emotional social management", with a set of components that come from "decisional innovations" in relation to the construction of ideals and the experiential "knowledge practices" in the application in the territory. These constitute this diagram of three worlds that independently need sustainable innovation, as one of the indispensable premises for intelligent development.

---

**Emotional Social Management**

In the cultural complex of social changes, it exists in interaction as a result of a friction between two elements that accompany man in all his mental development, and that has its principles in the situation and planetary place in
which he is born, in a specific family in a given country, all of this confronting the personal search for balance using the exterior as a learning method and incorporating experiences within the mental interior for its own organization, which we call learning.

This search for personality is partly defined by the context, causing a representative performance that is possessed as a social manager, which can be stated within a positioning of three types of natural learning interaction, emblematic visual, kinesthetic and auditory.

**Visual:** They like very aesthetic things, they give a lot of importance to the image and they like to look good, they speak fast (the images in their heads go very fast). **Auditory:** Greatly controls the tone of voice, speed, searches for the right word for everything, is more easily irritated by squeaking tones. **Kinesthetic:** You need to touch everything, you perceive through touch and the stronger sensations that generate adrenaline, you learn better in a kinematic way (movement) or by experiencing the sensations with your whole being. (PNL (Programación Neuro Lingüística), 2009)

Learning interactions are developed from skills ranging from the political and institutional dimensions to the participatory dimensions, as a whole being a performance of planning activities, where the role of technical knowledge is an important part of dynamic knowledge, which learn to interconnect scientific criteria and their infinite relationships that occur between urban social systems.
This knowledge provides a cultural and institutional legitimation generating emotional ties of group dynamics, in which various aspects of identification with problems and projects must be taken into account, to generate empathy between the different parties and advance on the resistance that is they produce change, and can be permeated through conversations and information intelligence.

Within these links, four main typologies can be mentioned that give some meaning to the type of communication that is intended to be established.

<table>
<thead>
<tr>
<th>PERSONAL SPHERE</th>
<th>KNOWLEDGE</th>
<th>ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>THEY INTERVENE: OPINIONS EMOTIONS INTERPRETATIONS SELECTIVITY VALUES, ETC.</td>
<td>IS PERSISTENT IS COMMITS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROFESSIONAL SPHERE</th>
<th>KNOWLEDGE</th>
<th>ACTION</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>INVESTIGATE PROVIDES INFORMATION PROVIDES TECHNICAL ASSISTANCE APPLY KNOWLEDGE. ETC.</td>
<td>ACT LIKE: FACILITATOR COMMUNICATOR TRAINER. ETC. DEAL WITH CONFLICTS CARES ABOUT THE GROUP DYNAMICS. ETC.</td>
</tr>
</tbody>
</table>

Tabla 1: The new technical role in planning activities.
*(Presentation FLACAM 2012, Arq. Robirosa M. C.)*
Through these systems, behavioral changes can be intentionally provoked, learning to feel the emotional components, instruments are built that give dimension to the project, up to where the proposals want to go and the level of commitment one has, from where the objectives will appear that they want to conquer along the way.

Being the emotions of the social articulators, who drive the attributes of the social dimension by defining a recipient, which corresponds to those who are directed at the objectives and their links with cultural management, who forms the framework of social information networks, the point in where one-person commitment is transformed into a cultural existence.
Decisional Innovations

Everything that can be done in life, activities, control of factors and the limits that are reached in projects, is due to the mind, who ponders the possibility of reaching many times beyond what the body physical can.

*The ALL is Mind; the universe is mental.* (Tres Iniciados, 2006)

Activities such as running at full speed, throwing an object as far as possible, physically training, controlling emotional intelligence, feeling existence, being carried away by temptations, laziness, all are options that fit within the control or "letting go", which define in each action the conscience of the person who operates it.

This mind is always present, in all acts, representing the static of the space, but that in its aesthetic consistency is dynamic, always changing shape, there is no past or future chemically repeated for the mind, the actions unfold in the present, and moves in it always opting with quick measures in an environment that tends to be defined by its physical relationship.

The reaction speed of an electrical impulse within the nervous system varies from one to one hundred meters per second, that is to say that in eighteen milliseconds the signal arrives from the brain at the foot of a person of average height, and it is these physicochemical reactions that stop slowly in the process with which they are transmitted to the heaviest systems of man. To move an object, it passes from the nervous system, to the muscular system and then to the bone, and each of them temporarily delays the action. In short, knowing well what to do, contemplating decisions, produces greater

---

3 Connectomes and Neural Networks. (Maguregui, 2010)
enrichments in life; taking advantage of every second, living the moment, is what allows you to take charge of your own destiny.

If all decisions operate from the chemical to the physical, it is the chemical and neural interrelationships that must be used to re-project, actively returning the evolutionary development of physical actions, determining the destiny to which it is prepared.

It is this mentally activated principle that operates by understanding the territory from a contextual perspective of where they live. The general idea that the inhabitants of an environment have about it, operate within a framework of perceptual and sensitive appreciations of nature and the interventions generated by them, which as a whole make them feel part of and belonging to what they have, forging a system of truths involving decisions about how it operates in the environment.

The socio-territorial environment that makes up this operating framework works like a large loom built from a paradigmatic organism, where it is possible to intervene to the extent that it is understood, shaping the social structure that is not easily renewed, and that part of ideas and ideals that work together, interfere within this system to generate changes and new theories, giving meaning to all the forms of coexistence that you want to achieve.

To foster these decisional innovations, a paradigm shift must be generated in three important successive cycles of the mind. The first of these are the world of "conceptual ideals", where through insistence and the struggle for knowledge, it is how paradigms are transgressed, the instinctive use of the mind generally prevails; the second of them are “articulated ideals”, linked to socio-political and institutional ideas who, as a body of knowledge, generate their own mental identity; and finally, the "body ideals", which is when these
contents in the mental world, acquire a scientific-technical order, operating with the use almost exclusively of logical reasoning, although it can also be related to a dream image of what you want achieve.

These three components must be understood as means by which the designer faces, and lead with these three mental parts, is given by self-determination and permanent training in utopian fields, the links that exist between things and an exquisite vision of the future as a result of the actions that are intended to be achieved.

**Knowledge Practices**

The physical body is an instrument with the ability to move and develop in the environment, representing the fulcrum on which human life is undertaken on planet Earth. Its birth as consciousness and thought in a physical body, is the reason for the collective creation of the urban structure, together with the generation of a home, or the consequent grouping in a public place for subsistence, makes the body into whom it complements thinking in action.

When you exercise physically while walking through one place, for the mind what exists is a transfer from one place to another, for the emotions there is the feeling of being attracted to go through different paths, or choosing to continue and resist, or abandon and rest; but for the perception of the physical body, exercise is only the movement of the body, it can happen running on a treadmill inside a gym, or moving from one point to another in a forest. What is exchanged from life with nature in the history of nomadic cultures to the urbanization of sedentary lifestyle, is the dispersion of the body doing infinite tasks in different places, from cutting wood, to going hunting; reason why what is replaced is by sports centers defined in urban points that serve to exercise in one place, buy food or use the energy of wood to cook.
The use and creation of places for exchanges arise for the same reason, the occupation of a space through the group of people comes from a built structure that allows shelter and comfort to generate social exchange, or the construction of a "Place (Mejía, 2008)" to live, are the very extensions of human needs that are structured in the territory, shaping the physical and practical part, the real estate is structured and forms the basis on which the other mobile systems are constituted, finding ourselves in a permanent evolution between flexibility and rigidity, is how these complexities can be measured from their beginnings.

These structures made up of man, are extensions of his own body, meeting primarily on the scale of his perception and manipulation, as a mandatory condition of any constructive projection that is generated. The development of the systems has allowed to generate taller buildings or cultivate on large tracts of land, and they make representations of body extensions as perfect, becoming machines that operate for common needs, such as the production of materials or the construction of combines.

This practical world of productive construction in masses of resources, as a whole, founds a social meaning, which is the appropriation and development of a place from the subsistence of diversity. Starting from the peculiarities of human needs, typological productions are developed that constitute the root of productive training at a territorial scale, with their own environmental capacities.

1.1.3.2 Urbanization

The innovations of the Human being occur located in a specific territory and define its variables by the extension it occupies in the landscape, given that the innovations come from authors with different needs, marked by the
dispersion and variability in the questions of uses and functions, urbanization fulfills a complex fact in innovation, since the product of diversity results in the social enrichment that exists in an urban system.

For urbanization as a primary function, it is the existence of centers of relationships and exchanges that fulfill the urban role of interfaces (Pesci, Pesci, & Pérez, 2007), generated for social exchange and dispersed in certain places, according to the needs of interaction that exist between the inhabitants. The points can be presented of different intensities with their complexities or conflicts that are possessed, and variables in their scale of approach, as well as being central where the conflicts include the entire population, generally being of a political / economic order, or simply regional and / or neighborhoods, demarcated by small groups where complications influence part of the population.

Urban innovations are given by these meeting centers, where the common problem generates an energy of interest and commitment for the needs that are shared by the whole. This point being important, in that the culture of the problem becomes contagious in a group of people through their emotions that are rooted in social customs, and develop expanding in the dynamics of interaction.

The culture works on the power of leverage where the transformation of the territory is its last end, being that when the social set in its extension makes the problem evident, it is how the necessary energies are channeled for the changes to take effect in the territory; determining the earthly, as the basis to continue manifesting a social development.

This is where the essential articulator for all innovation is presented, which corresponds to "cultural social management", which is capable of
communicating with the particular emotions of people, at the same time as it is based on "political / religious ideals", and it is distributed territorially by the urban needs that provoke "typological productions" that it sets up for its subsistence as urbanization.

**Cultural Social Management**

There are components inherent in every living being that come from cultural formation, where the different elements of coexistence cause a movement that takes place between two main parameters; these are the ideals that compromise a global scope and production with its territorial application patterns, who are responsible for giving a cultural link to the territory and its determined components to a site.

Culture in this way is nurtured and defined over time, allowing a culturally identified development in a changing world, with a humanity that profoundly forces a tendency towards the universal. The feeling in a culture rooted in a country or a region is learning that makes energy flow from what is changing to organize a path that stretches, becoming more flexible as it passes,
conceiving a representative aesthetic of the state through which urban landscapes traverse.

At the same time, culture changes through cycles, just as population growths are in most cases inevitable, cultures form renewals in their generations, in parallel with the environment being transformed in the development of an urbanization, culture progressively it disintegrates, it separates into parts defining itself by their identities that result from the whole.

In this upward renewal in diversity, external agents of world level also intervene due to intercultural relations, given the accessibility granted by the technological processes of communication and transport, large clouds have been created where the new, the changing views of these systems, usually proceed from different areas of the planet and combine with the characteristics of the historical that generates its peculiarities.

As managers of these changing systems, appear the National, Provincial and Municipal Jurisdictions (hereinafter JNPM), which are innovating together with the population, acquiring changing strategic systems, policies adaptable to development, which provide methodological and guiding responses to urban change.

These jurisdictions absorb variable territories on scales, and there are consecutive degrees of organization from the global to the singular person, who on the one hand is where the needs and aspirations for change come from, and on the other hand is belonging to the patterns of stable behaviors and customs.

4Bibliographic extension on “Municipality and municipality”: (Martínez & Iglesias, Elementos Jurídico-Normativos de la Ordenación Ambiental del Territorio en Argentina. Significado de la Escala Local de Gestión)

5J.N.P.M. - National, Provincial and Municipal Jurisdictions.
The important thing about this progression of scales is the two-way communication that arises from local actors and the negotiations that are generated from the private sphere, which are the axes for the sustainable construction of a culture that encompasses direct communication with the municipal state and all intermediate entities such as banks, social plans and institutions.

The range of organizational interconnections is wide in quantity and quality, and they are located in a geographically extensive region, from where the different resources and urban and public management infrastructures come and intervene, forming a construction of scientific, political and administrative bases that come together exclusively in social management. Particularly the role of the municipal state is a role on which the population rests, and to achieve effectiveness in such a broad scope in diverse needs, it must develop professional autonomies to be able to work with private institutions, intermediate entities and subjects in the private sphere, in effective and fast ways.

Over time, a relationship of trust and legitimacy is cultivated, in actions that interact by intervening the territory with its ethical and aesthetic aspirations, making changes available to improve the lives of citizens.

**Political / Religious Ideals**

The human mind naturally forms a set of ideals that is encompassed by branches of thought that have been reproducing and perfecting since

But there is also the contextual project, which in our brief journey is clearly associated with the cave, the city, the school, society, the harmonious landscape and the Republic. They are projects that require ethics and aesthetics, because they are concrete, apply to a society and a place (they are environmental) and must therefore be agreed by those who inhabit them. (Pesci, Pesci, & Pérez, 2007)
ancient times, and they have their development for generations that retake and continue a thought, naturally happens where more than two people put in discussion the laws of life and their positions on beliefs. It is this historical sequence that gives consistency to the present time, as a construction of repetitions and variables of those principles, forming joint knowledge that gives you options of the almost infinite beliefs as people inhabit the planet.

This accumulation of information is not only found in books and libraries, they are also part of daily life, with the aptitudes and opted forms of action that people take as their own. The accumulation of this knowledge, both in the subject and in the culture, generates in its development civilization, as the accumulated encounter of related and interconnected experiences that is represented in different ways in daily attitudes.

*By day you can see a star that is the Sun, at night infinite stars in the sky with their constellations. As simple as this idea, it teaches that everything has a temporarily finite beginning for man that is the beginning of this star system, and an infinite end that is the spatial extent of the universe.*

These are representations that the mind uses within itself to cultivate in the finite sensory and in the infinite abstract, the very cause of unending relationships, but which can be understood as forces that exist and the sensory is connected from them. These forces are constituted in civilization as what can be perceived, but not change; in the same way as we must continue breathing, generating our organic movements, as well as consuming energy of various types.

In everything that is considered true there is this appreciation, in which the upper is reflected in the lower, as if the reflection of the Moon were seen in a permanently still lake, civilization with its norms, laws, societies,
communications, is reflected in the Cultural and Productive aspects of planet Earth.

This bond is a representation of the immobile, permanent in the events, just as the stars are always present without being able to be manipulated, man acts under these principles that emanate from civilization, to act with the Emotions and the Practice of Knowledge. Civilization could be attributed as the place where thoughts are metabolized and from where new directions to be taken are regulated, being aware from a global perspective.

If wars and physical destruction are seen in a city, whether for natural or human reasons, correlations of intensions are generated that attempt to restore the balance through collaboration between all those affected or even beyond the borders, depending on the magnitude of the conflict, is the amount of energy that is predisposed.

Civilization is in charge of collaborating synergistically to maintain life, survive, restore balance, conquer political borders with the common principles of man, among many possible things that, both for the biosphere and for humanity, work together for the same development.

The final reading of this abstract content is conducted by the norms formed from the institutional political dimension, constituted by laws, ethics and beliefs, they are the coordinators who drive the strategies of human coexistence. By understanding these great systems, in general, we can give a sustainable focus from their study and development on land use and the general organization of the natural and built environment, taking advantage of practical political capacities at different levels J.N.P.M.

"The environmental management process, taking into account the political, physical, social, technological, cultural, economic, legal and
ecological aspects of the local, regional and national reality, must ensure the environmentally appropriate use of environmental resources, making possible the maximum production and use of different ecosystems, guarantee the minimum degradation and waste and promote social participation, in the fundamental decisions of sustainable development.” (Martínez, Comentarios sobre la Ley General del Ambiente 25.675, 2003)

At the local level, it is in the municipality that through zoning codes, strategic plans, the use of urban forestry, the construction of infrastructure and public green spaces, among many others, who constitutes an organizational expression with the intention of improving the quality of life, with the own limitations of natural ecological, socio-economic, socio-cultural, spatial, socio-institutional capitals. (Pesci, Pesci, & Pérez, 2007)

**Typological Productions**

Typologies constitute a permanent repetition of systems throughout history, since the very beginnings of ideation come from a set of repeated concepts or "patterns" that serve the subsistence of humanity.

It is semiotically presented by touring Ancient Greece, the Roman Arc de Triomphe, or a forest near a mountain side; Each of these places is shaped by its own history that defines the aesthetics of the place. The feeling of the existence that something happened, deduces thinking about what may happen, and the situation in which it is in the present. These three elements can be quickly discerned which are anterior and which are posterior.

The possible deductions are according to the particular point of view of man; as much for a geologist who studies the geological strata of the planet earth, as for a paleontologist to expect to find remains of an ancestor creature; there are scientific systems from what is believed to be past to what is
interpreted as the present, and is used by the events that define the distances of human development.

Civilizations are thought to be ancient, and time dates are measured between each of them as a means of comparison between them; and this is what defines the position in which one lives, as man approaches the current era, situations become indefinite, life appearing to exist in the transit of times, and this is generated by the confusion of living in the present, and remembering the security of living in the past. What happened in history can be felt, measured, cataloged, just the opposite of the present, transitory, sporadic and changing.

From natural history to urban history, there is a construction with the combination of mineral elements that were scattered by its nature. In the formation of biological systems, it is the combinations between the simple elements that make possible the evolution of living beings; in the formation of a physical urbanization, it is the intervention of man in the combination of minerals to form architecture; carve a stone, make a path or build an aqueduct, forming technically constructive typologies that are made available to mineral structures, location of water sources, among other resources that nature provides. The subsequent intervention of man in these natural systems, converge in a structuring organization that focuses on a region defined for uses by its political divisions in a JNPM, ensuring a zoning and use of space has a non-detrimental trend among the residents who inhabit the same territory.
1.2 **Strategists** – Singular > Articulators > Territorial

1.2.1 **Singular**

Learning to conceive decisional ideas, putting them to the test on a discussion medium and translating them into reality through technical-scientific resources, are the common practices carried out by strategists. Where this cycle that starts and continues in sequences that go from one extreme to the other is fulfilled, the capacities are produced to produce rearrangement cycles to innovate the product, starting the process again during decades of experiences and cultural changes.

*The strategy is the science and art of conceiving, using the means and resources - natural, spiritual and human - in a given time and space to achieve and maintain, where appropriate, the objectives established using the means available to the best of their ability.* (Perez, 2005)

The principles of the innovations are practically the same, if we give an example of the conception of an idea of a four-wheel vehicle, up to the current car, there is no variation on the concept or the function, all become extensions of a conceptual primary idea that expands in the diversity of time.

Strategists are the ones in charge of giving new senses to reality, learning to manage the ethereal through the articulation of knowledge from different fields, generating sequences of abstract actions of the mind, projecting changing images and allowing a world of possibilities that they constitute each other, confronting and changing their approaches quickly before generating changes on the materials, or the territory.

The sustainability concept on which it currently operates and the frameworks for action are those that seek to clarify the “general knowledge, formulating a specific application” through the subject, combining from this
sense both parts, the physical and the ethereal in a relationship of "search for balance through imbalance"\(^7\), which works from imaginative representation to executive mental states.

**Ilustración 1** Digitization of the published drawing. *(Le Corbusier, 1961)*

In the human body the "balance is formed by means of meridians and regulatory glands" connecting the systems that regulate the organs and their subsequent systems that allow us to act.

If we transfer this concept to the context in which we develop and move, it works through the formation of organismic systems *(Etxeberria & Umerez)*. You can act if there is a strategic instrumental organization formed in between, which develops with time and experience; since the application development will depend on the capacity of the organismic system that we conform.

If we transfer this concept to the context in which we develop and move, it works through the formation of organismic systems. You can act if there is a strategic instrumental organization formed in between, which develops with

\(^7\)Biocenosis: A biocenosis (also called a biotic, ecological or simply community) is the set of organisms of all species that coexist in a defined space called a biotope, which offers the necessary environmental conditions for their survival. Karl Möbius. 1877.
time and experience; since the application development will depend on the capacity of the organismic system that we conform.

Illustration 2 Integrated action agencies. Metabolic Routes that occur in the Human body.\textsuperscript{8}

These organic processes are enriched by the search for the present and the diversity of the territories in which it is located, an adaptability acting on the mental exterior, generating changes in the habitat that surround it, ultimately intervening in political / religious ideals, understanding from the most extensive and complex living organic complex that exists for man, which is the universe that encompasses and studies.

"The best victory is to win without fighting", "and that is the distinction between the prudent and the ignorant man". (Sun Tzu, 2012)

\textsuperscript{8} Web source: https://commons.wikimedia.org/. Atribución. Usr. J3D3 / CC BY-SA (https://creativecommons.org/licenses/by-sa/4.0)
In this way, awareness of the universal is linked, helping to understand the positioning of the specific, stopping the movement from the simple to the complex\(^9\) and its component parts. Since the "mind contains infinite adaptability", and according to the place in the implantation environment that works, all the conditioning factors begin to be adapted to form its growth with tendencies to balance.

These mental organizations arise from their singular principles, therefore, depending on the universality of the mind, it is where man positions himself to be able to act, thereby also representing himself in the roles he can fulfill in society, and what Our responsibility in this task is to develop from the singular to the social articulators, who are permanent innovators with their developed emotional skills.

1.2.2 Social Articulators

Social articulators play a paradoxical or assertive role in the projection of the environment, and it is only from a sustainable discipline that positively intervenes in society, exerting forces of transformation on political / religious ideals, to adapt the movement of the urbanization to the prevailing needs, intervening on the scales of the environment with which they have the capacity to generate change.

*But not environmental leaders of protest movements, which are very important, but insufficient, but leaders with the capacity to transform*

\(^9\)Converting the complicated into complex but understandable is essential for the project, and for this we must aim to determine, within the system or project space in which we are intervening, which is the decision-making subsystem. (Pesci, Pesci, & Pérez, 2007)
reality: in other words, environmental planners. (Pesci, Pesci, & Pérez, 2007)

Incorporating value to the focused information, adding content to what is created, to focus new principles for people and demonstrating all this with actions, feeding different possibilities of connections that allow a direction to balance within a group in permanent imbalance. (Robirosa M., 2014).

With this knowledge, we find articulators who not only know interdiscipline as an instrument of relationships, but also as entrepreneurial leaders who focus their beliefs on what they think is right. Knowing how to focus these principles properly, entails understanding about the functioning of the common good, the environment, ecosystems, sustainable urban development, ethics, leading to living a dignified life in every way, is how you gain the appreciation of people.

Despite the temporal and cultural distances, it is worth mentioning Confucianism on the four vices of government, which gives us an overview of human principles towards the ruler and his citizens.

The four vices related to government are the following: not instructing the people and hiding the truth, which is called "tyranny"; demand perfect conduct from all citizens without first informing them of their obligations, which is called "oppression"; not being in a hurry to give the orders and then expecting them to be carried out immediately, which represents a serious injustice; always seek your own profit, which is called "selfishness.". (Confucio, 551-479 a. C)

To the extent that it is learned in the promotion of urban systems, it is also understood how to decisively face the changes, with a projective programming, for the ethical-aesthetic economic well-being of the society without important economic leaps, dealing with the common issues of home,
accessibility, basic services infrastructure, doing what is reasonably necessary from all aspects.

For this purpose, project modalities are determined that are so important from their programming, for the proper organization of these and more social principles that must be taken into account, generating different degrees of adaptability within the environment, finding relationships between the instruments that are permanently.

In this way, the project instruments that are generated by political / religious ideals appear, which have rhythms that change meanings, their directions focus on the variables of relationships, being the social articulator, who comes to understand these instruments of the society, to reinterpret and channel them through the people who apply them in their habitat. As there is greater diversity in the productive territory, the "organic instruments" multiply and adapt to continue operating and remaining active over time.

We could define two types of prevailing relationships, according to the study approach. The ideals represent vertical connections, which are related and move to the rhythm of planet Earth, being dynamic and abstract, and on the other hand, become instrumental relationships that develop horizontally, from analog and heavy relationships related to translation in planet Earth.

The "vertical and horizontal connections always exist, what changes is the intensity" with which they move among themselves, since some are established while others are kept in motion, generating temporary learning cycles between them.

Both organic systems must move according to the typologies of personalities that we could recognize for their simplistic understanding, by
means of the opposites between horizontal and vertical. If we enunciate, on the one hand, the ruling dictator, as opposed to the social articulator, it leads us to think that there may be a balanced situation of interdisciplinary authors\textsuperscript{10}, who come to conform in their projects with holistic tools for personal development, and as a whole with the culture of inter relations.

**THE ENVIRONMENTAL SUSTAINABILITY OF THE TERRITORY MEANS TO TAKE INTO ACCOUNT THE FOLLOWING GOALS AND FIELDS OF ACTION**

<table>
<thead>
<tr>
<th>GOALS</th>
<th>SPHERE OF ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>The adequate rational use of natural resources and the use and conservation of natural and landscape diversity</td>
<td>1 NATURAL-ECOLOGICAL SUSTAINABILITY</td>
</tr>
<tr>
<td>Stimulate endogenous development processes, involving the promotion of economic-productive activities capable of sustaining local economies.</td>
<td>2 SOCIO-ECONOMIC SUSTAINABILITY</td>
</tr>
<tr>
<td>It involves the recovery and promotion of local historical, artistic and cultural attributes.</td>
<td>3 SOCIO-CULTURAL SUSTAINABILITY</td>
</tr>
<tr>
<td>Predict and plan processes of occupation, use and management of the territory, harmonious between socio-economic cities and the supply and potential of the physical-natural environment itself.</td>
<td>4 SOCIO-SPATIAL SUSTAINABILITY</td>
</tr>
<tr>
<td>It implies the social distribution of benefits and the consequent improvement in the quality of life of the population, as well as the recovery of the decision-making power and initiative of the citizenry in matters that affect the life of society.</td>
<td>5 SOCIAL-INSTITUTIONAL SUSTAINABILITY</td>
</tr>
</tbody>
</table>

Illustration 3 - The environmental sustainability of the territory implies taking into account the following goals. (Pesci, Pesci, & Pérez, 2007)

In the programming of projective instruments and their changes, the adaptation component must be added, acting wisely, with movements like a

\textsuperscript{10} Creative dialogue process to transform the actors into authors and drivers of the project process. (Pesci, Pesci, & Pérez, 2007)
fish\textsuperscript{11} swimming against the current, moving ideas, intentions cautiously and with intelligence on the territory, without being damaged, feeding on everything that the environment reflects with acts.

The sage pretends that his \textbf{virtuous actions go unnoticed} by men, but day by day they are revealed with greater brilliance; on the contrary, the inferior man ostentatiously performs virtuous actions, but they quickly fade away. The wise man’s conduct is like water: it lacks flavor, but it pleases everyone; It lacks color, but it is beautiful and captivating; it lacks form, but it adapts with simplicity and order to the most varied figures.

\textbf{Control yourself} even at home; do not do, even in the most secret place, anything you can be ashamed of. (Confucio, 551-479 a. C)

These adaptations in order to outdo each other, need innovation, which allows an evolution in the substance and the way of projecting the thinking of political / religious ideals, who through their controlled syntheses, shape new evolutions that transform the man, working retroactively towards the networks that connect the members of the urbanization. Therefore, innovations and ideas arise at the same time, since everything is subject to a parallel evolution, since the world of innovation is always present, but it is man who works as an intermediary to externalize those ideas.

\subsection{1.2.3 Territorial Execution}

Coming from singular creativity to the social articulator, we approach the territorial execution that leads the field of material relations, which is represented as an extension of the ideals that use man to constructively use palpable materials, turning ideas of thought into matter, generating physical representations of the social states in which it is found.

\begin{flushright}
\textsuperscript{11} Salmon among other species, swim against the current of the river.
\end{flushright}
Scientific technical developments such as production, the evolution of products, the combination of new elements, as well as the construction of machinery that facilitate human labor, are dedicating technical cultural cycles that give other perspectives on how it can be developed an urbanization, and what are the modalities for the colonization of the territory.

According to the urban dispositions with which it operates, link structures are formed that allow expansions or the limitation of growth, according to the imbalance that is possessed as an organization and the scientific technical body that determines its capabilities in conjunction with its technological instruments, passing to be the conjugations of cultural relationships that embrace to understand the totality, exchanging experiences that allow focusing on the particular, building horizontal and vertical developments in the process.

At this point we reach an edge with a return to the singular strategists, because the changes generated in physical forms are linked to the technicality of the proposals, in a world of variability in matter and technique, we are presented an aspect of it that cannot be avoided, and that corresponds to the principles by which objects and things are made, the premeditated ideas that they execute on the territory in a temporal cycle of beliefs, corresponding these ideals, to innovations that can be determined of three types, according to the environment in which it operates.
1.3 **Innovation** - Creative > Deductive > Executive

1.3.1 **Creative innovation**

Creativity is an inherent capacity of every human being, which is developed intuitively early due to the necessary learning of childhood. As we establish ourselves with social and sensory codes, that learning can diminish or be nurtured to keep it latent. To develop continuity in this creative capacity, it must lead to practice and training that is linked to the field of ideas.

*All creativity methods have in common some typical procedural patterns for the development of creativity such as: variation of existing elements, transfer of the problem from one area to another or to many others (the creation of so-called analogies), dissection of the complete structure problem, alignment problem by combining it to elements that have nothing to do with the problem, a completely different way of looking at the problem.*

- **Creativity:** generate new ideas
- **Innovation:** putting new ideas into practice

**Creativity and innovation**

- **Technical creativity:** generation of new theories, technologies or ideas by people
- **Artistic creativity:** product of people's own ability, technique or self-expression

*Bibliographic reference.* (Industrial, Organización de las Naciones Unidas para el Desarrollo).

Humanity is responsible for demonstrating the different mental and individual states by which the inventors of history stand out, who develop them through disciplined will, whether consciously or unconsciously they focus on the production of a practice from which they develop the space of imagination inventions.
This innovative imagination comes from the conscious energy in the intentional mind in a goal to find in all possible realities, an imaginative possibility that does not exist, which is found in the interstices, interface points, gaps or intervals of reality between each thought, on which connections and links are developed with the general, holistic, coming from the world of ideals.

These long-term projections are spawned by the massive collaboration of ideas, drawn from many interests throughout history, and their study dates back to the psychology of thought and research on creativity. (Landau, 1987).

Here we generate a comparison between totally opposite parts that history shows us. Thoughts such as Darwinism, which despite all the social and conscientious changes still stands, and was one of the most important theories that spread in his time, and on the other hand an inventor who earned credit for being a pioneer, Nikola Tesla, who undertook inventions that were beyond the consciousness of the moment.

The beginnings of research on creativity date back to the Psychology of Thought. (Wallas, 2014) talks about creative thinking, which is common to the artist, to the scientist the task of discovering new facts and principles is proposed, while the artist sets as his goal the interpretation of imaginary things, relationships or values. But in both cases, we can follow the four stages of the process: 1) preparation, 2) incubation, 3) lighting and 4) verification. (Landau, 1987)

While ideas can concern any part of the planet, creativity is achieved when they can be demonstrated in a culture through its uses and customs. Quoting from a broad and infinite approach, ideas can be understood as
reflections that they generate just like a mirror\textsuperscript{12}, while the movements are infinite and the reflections that it generates can also be, while the mirror is one, individual, that is make your own decisions.

As creative innovations are awakened\textsuperscript{13}, insertion possibilities open up that affect all principles at the same time. We could say of these universal adaptations as inventions or creations of the exclusively mental type, with which they influence society. Marxism, communism, theosophy, etc. they are thought forms that create and build human environments.

Like the forms that neurons contain in their structures, these two marked differences can be made, which are the processes that correspond to cycles that happen to each other and that alternate without a definition or proportion in time. They differ in two parts, the first as "divergent creativity" of thought, which are the limits towards which the mind expands, in which there are connections with ideals, and leads in its conclusions to the second as "convergent relationships", compressing the information, conforming logical and chained sequential structures\textsuperscript{14} so that they obey relationships with matter.
At this certain point, we find the production of innovations by the networks of combinations of new element structures in the field of the interface that are capable of linking with each other, to generate forms of products and services through operating creativity. This process is considered to be one in itself, while innovative creations are the solutions to certain problems, or the transformations of existing innovations to apply it in a territory.\(^{15}\)

*Problem solving - Creativity can be defined as the ability to generate new, more practical ideas for problem solving.*

*Creativity Drive - Creativity is not limited to a few people. Each person has a more or less great creative potential. The problem is that creativity has not been trained and driven so far.*

*Creative strategies - Every innovation requires a creative strategy. Each creative strategy uses creative thinking as an evolutionary variable and successfully introduces innovations as a driver for social change.*

*Bibliography*:
(Industrial, Organización de las Naciones Unidas para el Desarrollo)

These principles, stated with a shallow generality by which the processes are called creative, extend from the history enunciated under different perspectives, according to the dispositions or works that are intended to be recreated in paradoxes and suitable instruments by which creative

\(^{15}\)Unlike the concept. The parallelism between any situation in which it is intended to solve a problem and creative thinking is that in both cases the individual either has to develop and apply a new strategy or has to transform the inappropriate stimulus into another one appropriate to the case and apply it. Thus, all problem solving constitutes a creative process. (Guilford, 1967).
abstractions circulate and which they link skills and personalities with faculties from various backgrounds.

Among these paradoxes (Landau, 1987) one can state the receptivity of the environment in which it operates, with its psychophysical laws; granting this creativity the status of host\textsuperscript{16} within the mind that collaborates in the creation of a work of art, functioning as a cultural means for its realization from a feminine receptivity and a subsequent necessary contrast of masculine creativity; or also through the exposition of a problem\textsuperscript{17}, of key questions that in their definition determine possibilities of solutions; or the subsequent process, the reflection of creativity and immersion, which provokes the ability to surprise oneself to begin its discovery\textsuperscript{18}, linking itself to the concept of passion for what life is given to as a medium of the problem, marking the steps on which the creative process advances in breadth and altitude in each of its steps; using objective dedication\textsuperscript{19} in all matters, in the creation and verification processes of the work.

In all these cases what happens are the events by which innovations must aspire to be created, and surely there are infinite assumptions in how creativity operates in its visible reflection, both for diverse personalities or about

\begin{itemize}
\item \textsuperscript{16}(Johann Wolfgang von Goethe, 1749-1842), Friedrich Nietzsche, 1844-1900), Wolfgang Amadeus Mozart, 1756-1791), (George Bernard Shaw, 1856-1950), (Carl Gustav Jung, 1875-1961)
\item \textsuperscript{17}(Mary Henle, 1962), (Karl Duncker, 1945), (Max Wertheimer, 1959)
\item \textsuperscript{18}(Jerome Bruner, 1962), (Erich Fromm, 1959), (Henri Poincaré, 1854-1912): «The scientific genius is coupled with the ability to" be surprised ". The scientist observes a phenomenon that many others have seen before him, without having broken his head. What appears to the eyes becomes a problem, and that is the beginning of his discovery».
\item \textsuperscript{19}(Christian Zervos, 1935) «It has reached the degree of maturity that minimizes projection and deformation» (Erich Fromm, 1959). «I make a painting later and destroy it. But in the end nothing is lost: the red that I have eliminated from one point reappears in any other»
\end{itemize}
what is believed to be innovate, in an environment where the planes of creative innovations are infinite in quality and quantity, the participation of three main elements should be interpreted as a conclusion, the subject “mirror” that develops in a “context”, and the “idea ”(And not the mind of the subject) who is in charge of directing this process of innovation.

While certain processes can be defined by which this idea is manifested and transferred by means of cycles that make the idea stand with pendulum movements between the mirror and the context in various proportions, developing in one of the study examples in the that begins with the understanding or particular gaze, and they are separated into four fundamental steps, which are the perception of the mirror, in which objects are determined that are reflected and participate in the incubation of the idea, through diagnostic cycles and Information analysis solutions are organized that lead to inspiration that after processes becomes a utility, to become an innovation.

Depending on the understanding methodologies, the phases can be approached through an identification of the problem, which is developed in three conceptual steps, which is aggregation, abstraction and revision, approached from four fundamental steps.
Illustration 5- Schematic process of creative thinking beginning with the identification of the problem. For its analysis there must previously be an aggregation of thoughts and for this phase we normally use logical and systematic (convergent) thinking. Next, we enter the phase of the process of finding creative ideas that abandons the problem as such through its abstraction (divergent thinking). After you have opened your mind and left the actual level of the problem to find solutions, another phase of strictly convergent thinking follows: all ideas undergo strict and critical review (convergent thinking).

Bibliography: (Industrial, Organización de las Naciones Unidas para el Desarrollo)

In all these processes as well as in which a comparison could be made with the methodological process developed by FLACAM, there is a common dynamics of the systems in the putting of ideas from the subject's awareness, where personal creativity is put to disposition of the relations between the people with whom it is shared, but the thoughts have their origin in the creative person, inventor, who is able to overcome his own sociological barriers to generate creativity.

The next important step for creativity, there is a diverse form of learning that comes from the collaborative deduction of groups of people, where the interrelationships are no longer exclusively of the ideas of the subject and their neural exchanges, and begin to conform to groups of socio-cultural diversity.

1.3.2 Deductive innovation

We are then in a contextual framework, in which the relationships between the environment, man and the nature that surrounds it, constitute the abstract and material concepts that must be understood for action in the territory through the audacity of leadership, as one of the roles of innovation that must be developed "learning by doing, and making learn" through the pedagogy and epistemology that develops in every relationship organism
(company, organizations, foundations), which continues sequentially in a "Helical line" (Pesci, Pesci, & Pérez, 2007) on the creativity granted by people, and the project processes to which it is subjected in the way of participatory construction.

This contextual framework in which the proposals are developed, is not the beginning or the end in itself, constituting itself as the means where the multiple arts of culture in their greatest expressions are woven together, and the interrelationships provoke the environment in its greatest expression, who shapes through its contextual complexity, the approach that prevails and puts into operation the project of deductive innovations.

This complexity without apparent limits makes sense when it is understood in part of its cultural language, the interrelationships with history and its heritage together with the production of the land and the formation of a habitat, generating in its elevation the success of art and science in its different proportions, immersed in a set of political and religious ideals, which intermingle with each other.

But there is also the contextual project, which in our brief journey is clearly associated with the cave, the city, the school, society, the harmonious landscape and the Republic. They are projects that require ethics and aesthetics, because they are concrete, apply to a society and a place (they are environmental) and must therefore be agreed by those who inhabit them. While inventions are projects without specific users, contexts are projects made and / or agreed with users. (Pesci, Pesci, & Pérez, 2007)

If we had the desire to define among these three important parts of innovations, deductive innovations could be contextualized as those that are responsible for articulating this system of truths in the environment, and are
related to the art of emotional, metaphorical interfaces of life, sensitive in its aspects in terms of its scenographic sociological imagination (Mills, 1968).

This innovation must be grasped in its abstract senses, by means of deductive information directions, in which the information is constructed from the collective meeting of thoughts that successively converge to a determined objective, in a time-form.

From the field of information and all the parameters that are met, a new development appears that is group transformation, where the change of the participating people is prioritized through the action processes, practically testing the territory to fit in firm ground proposals.

The dynamics of groups as an organizational set is what provokes the creation of permanent innovators, far from the hierarchical structures, the structures formed by knowledge and the information network, which allows open experimentation for the productive elaboration of ideas. To maintain this creative process, it is necessary to overcome the blockages generated by attending to the day-to-day emergencies that arise in the short term, to enter the change in the organized programming of tasks in the medium and long term.
It is important both in the life of each one of the members of an organization, the understanding of the general idea of the programming of the new results, as well as the maintenance of the structures that are in operation, being feasible the changes when they are programmed for the survival of the whole, rather than for the adaptation of any of the parts.

In many cases the flexibilities of the systems in the learning of mistakes, the tolerance of the normal conflicts that arise in each change that you want to make in a public place, the means that are capable of disturbing the ends that you want to achieve, are presenting natural barriers of society for permanent reorganization, from the legal to the social sphere, which are the facts that make up new territorial tools that promote positive feedback in projects and execution systems, at the same time that they are exposed to transform a place.

How to promote innovation in your company:

To achieve a favorable environment for the four stages described above to take place. Business managers or owners must take care of three fundamental aspects:

- a) structure - b) organizational culture - c) personnel management.

Organizational structures can positively influence innovations when they have less job specialization and fewer rules, and are rather decentralized structures that facilitate flexibility, adaptation and make it easier to adopt innovations. On the other hand, the availability of resources is the basis for the development of innovation. It is necessary to be aware of the possible loss of resources due to the ineffectiveness of the innovations. Finally, the fluid and frequent communication between the areas of the company helps to eliminate the possible barriers that represent obstacles to innovation because it facilitates the
interaction between the different departments involved in the development of creative ideas. Bibliography: (Anda, 2005)

These changes produced in the territory provoke a generation of authors who are involved in the realization of the projects, since in the beginning the ideas are of a few, but the construction of them is determined by many authors, who contribute the collective enrichment.

The popular masses have unlimited creative power. They can organize themselves and direct their efforts towards the places and sectors of work where they can put their energy into full play; they can direct their efforts, both in extent and in depth, towards production and create for themselves an increasing number of welfare institutions. (Mao Tse-Tung, 1970)

In the following section, we are faced with executive innovation, which is conditioned by daily actions, projects that are carried out through people who, on a daily and consecutive basis, knowing how to act with the material and products, can be capable of generating changes and innovations from an organizational role in their field of work, where interdisciplinary holistic meets daily.

1.3.3 Executive innovation

Working with the land, the natural elements that become history, give us the principles of which are the cultural construction in a territory. From these purely ingenious principles as transgressors relatively to each of their epochs, it is where the origins of the superior imagination capacities are found, where the context is almost conformed to continue progressing around ethical and aesthetic predispositions.
The complex fact in these systems such as the elaboration with the earth, and I refer to the fact of learning to manipulate the essential elements that it represents as a planet, in its chemical, physical and material phases, in relation to the human proportion. As well as the use of electricity, the malleability of metals, the energy use of the seas, the winds and the Sun, as well as the use of the shadows and contrasts that art and architecture generate, they come to form composition systems that they bring life to the whole.

The innovation is chained by the historical deduction and the collective effort to drive step by step, palpitation to palpitation, the conformation of analog and digital advances, which help the expansion of the inhabitants. Those in the past could be enunciated as parents of inventions, architects like (Leon Battista Alberti, 1404-1472), or right-handed people like (Leonardo Da Vinci, 1452-1519), have determined the interweaving between instinctive and scientific art, or the same science of instinct.

Innovation continues and "becomes to be" under different technologies, with sciences that become more specific over time; and inventors are reborn again and again, to accompany this social process the role of inventor is always present, and different people in this constantly changing culture take their place in history, demonstrating new technologies, innovative management processes, the faculty of discovering new uses that are necessary for human progress.

When one wants to adequately discuss this matter, one has the precision of examining whether these innovators have the necessary consistency by themselves, or if they depend on the others; that is to say, if to direct their operation, they need to beg or if they can specify. In the first case, they never succeed, nor do they lead anything to good; but when they depend only on themselves, and that they can force, they rarely fail to achieve their end. Because of this, all the armed
The ancient sciences come from a great content of abstract thought, perhaps written or transmitted orally, in its great amount thought by innovative artists and creatives, in the same way it happens in technological development, where the transfer of information in the world of service relationships outperform analog products.

We are faced with the contemplation that surpasses books and photographs, and in its epistemological meaning it is who generates the environment - man - nature relationship in a present, from the approach or distance forms the diagnosis that allows us to shape the human habitat.

This information becomes truths that accompany thought, permanently shaping the landscape, in view of the comprehensiveness and beauty that it causes in a changing and eternal set at the same time, as it shares each change with its memory. Villages like the Italians named recursively by Rubén Pesci, pay in personal appreciation for places like Sassi di Matera or cities in the Calabria or Sicily area, who were the places of Magna Grecia in its first steps, where Italian culture was born.

The environment of this group represents art and culture, with its dimensions that were generated by the human hand, in the same way that by digging from the mountain they built their dwellings in Sassi di Matera, extending the emptiness of the landscape to deep interiors, livable in uses, building corridors and situations of social coexistence such as amphitheatres and meeting places, where the final shape of the mountain is molded, generating serial aggregations of houses that are undermined from the same rock.
This model of creation exists to this day in its primitive concept that is creation and contemplation, in all areas there is the knowledge of doing, and being able to understand that what is done is from its composition, a work that is of public good, alien to its creator. While nothing is defined until it is done, a house undergoes modifications in its construction in the course of the work by users, a city reforms its ducts, circulation arteries, water channels, to the extent that nature predisposes with its precipitations, and demographic growths, execution is a necessary way of life for all things.
2 INCLUSIVE SYNCHRONIZATION - Organizational knowledge and skills.

In innovation processes, the implementation of knowing how to synchronize, learning from the events that are needed to give life to projects and people's wishes, is always necessary, generating action frameworks in networks of collective regions, where the local and global unfolds.
2.1 **Implantation of Ideas Forces** – Read > Undertake > Implement.

The first component of sustainable projection (Pesci, Pesci, & Pérez, 2007) is determined by the premises, the beginning of a general process to which it is subject, which calls for a desirability of what it is intended to do, who it starts from some subjectivity the need to call a project, whatever its reason.

For this there is on the part of the subject a predisposition to an abstract idea that is dispersed with the information of language and interpersonal relationships, which conceptually can be assimilated to a “seed idea”, who, through his communication between people, is capable of taking shape and size expanding in the territory.

Each of these seed ideas are a self-conscious image of what is believed to be dreamed of as the development of the landscape in which people belong, transferring into certain territories that allow their growth, expanding through the spokesperson energy of society, generating permanent guides and changes to be able to subsist over time.

As a seed idea that has a principle, it can be turned into something else, just as the principle of the need to create a road can be converted into the generation of new public transport systems, each of these ideas begins to specify from the primary concept (as is the communication in the example cited), a series of guides through which society is channeled and precipitates its ethical and aesthetic needs in the cultural environment.

A new component appears in these systems, which is the natural energy that culture possesses with its capacity to accumulate information, develop it, completely deform the news, promote it for the particular interest
whatever its positive or negative nature, forming adaptations between the nature of environment by acceptance or rejection.

Depending on the environment in which these ideas are found, it shapes its own evolution by directing itself in a sense determined by a dreamed social image, and understanding its principles, is how changes are developed for its adaptability, applying changes on which “action is issued to change, and does not issue action, to accept ”. The formation of action on what is found in directions that establish tendencies to balance for the common welfare, is to exercise the right of participation on what is sustained.

Act on what is not accepted

Acceptance of what is being addressed in a positive way, increasing drive.

In each of the steps that are collectively generated towards understanding the social set above the parts, the development of man and understanding increases, which both as a whole and in the parts is based on the "overcoming of conflicts", in where the forms of adaptability from man to the environment are forms of knowledge towards which understanding focuses to learn to solve typologies of conflicts. Those cultural conflicts on which resolutions cannot be generated, come to be represented in the environment as “development brakes” (such places as an example where they occur in slums of low relationship and social interaction).
Cultural history forms, on the one hand, "conflict concentrators", functioning as an accumulator that disperses problems in different areas that go beyond the territory where they are manifested, and on the other hand, in the opposite sense, there are those places where the "overcoming of conflicts", where the maintenance of a cultural, neighborhood, social or local cohesion, provoke a good collaboration between the parties, generating a network of positive relationships.

Active entrepreneurship to rethink the ways in which it is operated on the particular environment from each subject, begins from daily actions, based on personal work ethics and the collective activities that it develops. We could enunciate a basic solution such as urban services infrastructure, or urban accessibility, which become great intentions that address a field of behavior, the profound changes caused by daily behaviors from the fulfillment of basic needs, is how spatial adaptations of the place and the environment are caused, with a greater psychosocial balance, allowing the uses and functions of man to develop in dynamic ways, generating "dynamic lines where the functions and activities of man unfold".

From them it is possible to deduce the ideas forces that unite the general interests over the particular ones, making it possible to reach a comprehensive and massive conviction for the generalities that are addressed, and the determination at the same time of a personalized and familiar proxemic in each subject. The ideas forces form together, cycles that are determined by the general objectives that are implemented and the new challenges of public organization with a desired future, developed in a context of authors of the executive process.
2.1.1 Read concepts and ideas applied to the organization.

The reading of the seed ideas that come from groups with political / religious ideals, provoke perceptions from the different social authors who are interacting, with approaches that differ in nature, in their processes, and even in their ends as thoughts, which generates a difficulty to understand from a personal perspective, what are the identities that each one of them has and what scope is involved.

Citizen. Global

Changes in approaches occur in these ideas when they take cultural nuances, generators of visions that have to do with the daily perceptions of the visual, as well as the street, the sidewalk, the corners, the materials, the movement of vehicles, the people who They surround this scenario, the daily customs, the production of the landscape, come to shape the different qualities that define identities in the environment, what characterizes and differentiates it.

A social actor can be an individual, a group, an organization or institution of any kind - a company, a government body, a community organization, etc. -. What characterizes or identifies a social actor is its particular position in that scenario, its performance or role - what it does or could do in it - and its purposes or interests regarding that scenario or what is processed in it. (Robirosa M. C., Articulación, Negociación, Concertación)

These social actors that are enunciated by their different magnitudes, fit within these nuances, and move according to the landscapes to which they are destined to work, fulfilling a set of determined functions in society, with a
guide of processes and purposes totally independent of each other, at the same
time that they are linked in their non-visible aspects; Just as an urban planner
is related to the streets, avenues, sidewalks, as in relationships with a
newspaper vendor and his workplace, or a craftsman in a plaza, occupying a
public space.

For each author, a specific landscape is formed that is limited in the
area in which he develops his life, and they have common situations that
provoke participation by the greater interest, which surpasses the daily
particular interests. This implies participation only to people who are
responsible for the issues because of their superior importance over other basic
needs, and this occurs at all social levels.

**Citizen Reflection. Local**

Popular instruments of participation that encompass the possibilities of
heterogeneous people, having the need to become "authors of the social
process", generators of the "capital of the group" itself, with a positive social
purpose.

**Institutional. Global**

With an interest in contributing energies with opinions and experiences,
the role of learning in these areas appears, in which it operates as an articulator
of ideas, leading to the understanding of cultural vicissitudes so that the work
processes survive with their different cycles, in those places where changes
are accepted and new entrepreneurial thoughts arrive, or whose places totally
block desires, where an indeterminate openness and confusion are addressed.

The sets of ideas are embodied in various forms and contents, and
direct their objectives on the same principle, generating series of related and
complex understandings, which derive from each other forming patterns that allow their organization.

The social articulators who play this role must have qualities of knowing how to capture these patterns in the environment, based on experiences over time, together with the clarity in which they are expressed, being fluid communication between all parties when language is transmitted in a simple way and ideas acquire their own language.

**Institutional Reflection. Local**

The "needs generate patterns" in the behaviors that can be used from the social articulation, as "instruments for grouping conflicts and potentials", to face new challenges in each social innovation.

2.1.2 **Undertaking ideas reactive potential forces**

**Citizen. Global**

Insofar as ideas are comprehensible, they acquire the capacity to expand easily through people in different areas, and everything that is understood makes them capable of manipulating and promoting themselves from their primary reasons. Whereas if there is a conflict of traffic routes, circulation in all directions is improved, or if there is a crime problem, the consciences of people with education, access and work are increased, and not on the contrary with prisons or police.

The ideas potential forces must serve to build a context of change, interdisciplinary in all senses and have a concept of a macro problem to solve, and the seeds are implanted correctly when the intention of development exists on the part of the citizens, since the obsolete and complex falls under its own weight.
Unconsciously on the part of people there is cooperation on the dissemination of ideas that is caused by word of mouth, and partly come from social education, and as one of the axes is the youthful potential of schooling, which helps to spread positive of the population, for urban cleaning and care, recycling, ethical respect for people, with new generations being an important part of future programming.

**Citizen Reflection. Local**

"Personal instruments of communication" that due to the ideas it transmits, the reactions of words in small towns become much more influential than in large cities, this brings about a series of "positive and negative effects".

**Institutional. Global**

There is a paradigmatic element of the seed ideas, and it refers mainly to the articulation that it generates among the social actors, where the knowledge capacities that are available to each of them, as well as the set, shape the possibilities to be able to take root in the territory. Therefore, if a potential idea finds a policy or organism for its development, but does not coincide with the people, these ideas may win or lose; If the idea is only of the people but not of the policies, you will find hundreds of blockades to be able to establish yourself; and an ideal force idea is one that coincides with social authors at all levels to which it is exposed.

Las extensiones se construyen sobre la cultura por medio de las fuerzas ideales, obedeciendo las posibilidades que se le presentan, ayudadas con las variables que hacen posibles los bienes generales, como la salud, el trabajo, la vivienda; llegar a la población del vecindario a través de la convicción masiva de que los medios y las capacidades de gestión reales que poseen para la realización de promesas y deseos.
Institutional Reflection. Local

The "intensions of undertakings" that it acts on the locality and the party, must generate an overcoming of actions over the promises. The use of instruments of social planning and urban organization, added to the economic, political, and human resources and the possibilities of executive feasibility of "real management" causes entrepreneurship that expands in its social contagion.

2.1.3 Implement changes, exerting specific forces.

A J.N.P.M., an urban, cultural, or business organization, is not empowered with a thousand ideas, but with few ideas that are capable of being reflected in a thousand different situations, and the perspectives they unfold generate positive changes where they are applied.

Citizen. Global

In different terms, the seed ideas must be accompanied by social authors who have the possibility of exercising power by giving it direction and the necessary resources for its growth, taking advantage of all those who find themselves benefiting from effective participation in the management of change. It should be clarified that the executive powers of people are those that are at the service of ideas, and not on the contrary, since people must be the empowering articulators and have the duty to adequately differentiate where they should be applied.

Being the appropriate directionality, a set of general intentions capable of being accompanied for its realization by many authors, who grant it viability due to the heterogeneity of positions by which ideas are made feasible, from the interests that affect the necessary negotiations for their implementation.
In all these systems, a principle is respected in which the single and major forces are capable of overcoming a set of minor forces, while the dispersed and complex directionalities converge into short, medium and long-term project principles, that allow permanent action from their earliest desires.

*Let us remember that we are confronting social actors as identified in a specific scenario of action, effective or potential. And we are recognizing what differentiates them in that interaction scenario in which they are involved. In this scenario, each social actor "acts or could act" -from their particular position with respect to him- in pursuit of their purposes and objectives. To achieve this, each one is going to apply - or can apply - the resources, knowledge and / or capacities for action that they have, that they have under their control or that they are in a position to capture. In this sense, we cannot fail to recognize that each one of these actors contributes or can contribute different things to that scenario and to the interactions that take place in it.* (Robirosa M. C., Articulación social)

This principle makes it possible to observe the heterogeneous capacities of the authors involved, to generate changes together, without interrupting ideas, claiming their coincidences and parallels with the needs of all; the conductions of the powerful ideas must have the healthiest comparison with the inhabitants and the environment to which they belong.

As personal progress is learned to implant in relationships, there is also a three part work learning sequence. The work of understanding how you can help others, learning to help yourself, controlling emotional skills within a group, and finally, knowing how to accept help when exchanges between the parties are generated; and understanding each part, is how you participate knowing how to develop a life as a project.

**Citizen Reflection. Local**
The instruments of personal innovation that are available to build seed learning that are applied in the territory, and are useful for "implementing and building changes" with the capacities to direct and generate new approaches in citizen personalities. In the processes of change there is a "learning to progress and develop", understanding the defense of the capitals themselves, as the way to protect the family, house, neighborhood, town, and the life of the author, ensuring the future by leaving a footprint for the next generations.

**Institutional. Global**

These are the seed ideas that are generally subtle, hidden, are found everywhere at the same time, and become evident when they are stated; quite the opposite of visual ideas that demarcate conflicts, generate problems at a glance, and overflow complexity in each case. Being in the first statements, like those that have a real beginning, with informed intentions to obey the common welfare; being able to state an example would be the formation of a healthy home for all, as opposed to the generation of free houses for the needy.

While the ends appear to be similar, the processes are those that ensure prosperity over time, and they are accompanied by the cycles that make a place acquire culture and belonging, under the different disciplines and efforts required by all the members of each of these systems that are put into motion. In summary, it is when the seed ideas are put to the test in short terms and the steps necessary to fulfill the medium and long terms ensuring their territorial growth, within scenarios that encompass their political / religious spatial dimensions.

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**Institutional Reflection. Local**

Institutional instruments that allow the definition of "places of implantation focused" by public needs, together with the generation of "networks and systems" that are capable of being formed by a state and institutional position.
2.2 Cyclic Synchronization

It is not enough simply to know how to relate and be sporadically active, thereby generating positive interrelationships between the inhabitants, but also, as an added value to it, one must learn to promote a stability of the public instrument that offers the possibility of maintaining cohesion among the inhabitants and the different social states.

This is achieved with heterogeneous systems of communication to the citizen, of permanent attention, together with the promotion of establishments or meeting places that allow sporadic natural and/or artificially sought citizen interaction. These sectors or places of “interface” work in the form of establishing periodic rhythms of relationships that exceed daily ones, to generate knowledge in divergent intentional directions that co-unite in their relationships with their own language and interests.

These relationships and their duration are determined by the nature of the conflicts, the topics discussed, and the degree of connection that each person has, together with the certainties that are generated in the encounters and their relationships with real life. Being that having a living idea of what is being said, exercising certain binding correspondences with common actions and interests, is how you can reach a greater number of people who interrelate with each other.

Therefore, the aim is to reorder the processes so that the articulation systems between authors of the project process remain alive, feeding them continuously from the singular relationships of a present with a desired future, nourishing as a whole with the collective will, doing with good intentions, each of the instances approached from the strategic approach of relationships between people and institutions.
2.2.1 Synchronize collective calls

Citizen. Global

A fundamental conception about ideas is that they become and strengthen as they are maintained over time, since a good idea that is dispersed in cycles, loses its potentialities and becomes something else, while the permanence in time, ensures legitimacy with the people involved and makes those people feel part of the personality.

With this, a conversion from simple ideas to powerful ideas occurs, which from the seed can become a tree that is implanted in the culture, producing a positive reaction in the people who are involved in the resolution of conflicts and potentialities, taking reins on issues from ideas that come from popular authorship, generating approximate certainties about the resolutions being addressed, and a profound force in the territory.

A consolidation among people is produced as the links become closer, founding the sense of trust and obligation at the time of sustaining the continuity of the networks formed, which in their positive forms generate connections between citizen types of work commercial, industrial, technological, knowledge and administrative, and in the negative forms is the urban center dichotomy and the low relations with the productive fields and the peasant who remains incommunicado.

Citizen Reflection. Local

A strength in the meeting cycles occurs in the exchange of "neighborhood identification and good relationships" that are generated online, being an instrument that has the ability to change opinions and policies from the reliability that is formed in the meeting of people, operating on the conflicts
Institutional Politician Global

Participation therefore generates in the community of people a community relationship in all its senses, where the works that are generated promote an environment of agreed prioritizations between the different organizations and population representations. Around these principles there are examples among them the law of popular participation in Bolivia, which is related in some items to the participatory budget and other initiatives carried out in the Province of Buenos Aires, Argentina.

Community participation has always been part of the Bolivian tradition, also preserved during the colonization and the period of the "new Republic", when it was repeatedly tempted to repress the Ayllu, the organization of local power structured on blood ties. Even today, the schools, the streets, the work of preparing the fields are not works that are carried out without the community expressing itself and participating in the work, although it is an institutional form never recognized at the official level.

At the same time, the municipality inherited from the Spanish colonization is considered only as a management instance for the main cities of the country. Awareness of this distance between true, unrecognized forms of democracy and scarcely representative institutions of formal democracy has led to the adoption of the 1994 Law of Popular Participation. It is a procedure of extraordinary innovation. The law recognizes legal personality to rural and indigenous community organizations in rural areas (Ayllus, tentas, capitannies, and others) and to neighborhood committees (neighborhood councils) in urban areas. These instances, to which the law assigns 20% of the national income, have the task of defining the priority measures within the participatory planning process with which the Municipal Development Plan is elaborated.

The recognition of these forms of representation activated a movement of democracy from below that has become a constituent part of the
Bolivian state model. (Ley de Participación Popular de Bolivia, 1994) Source: (Balbo, Simioni, & Jordán Fuchs, 2006)

Complying as a whole with the relationships necessary to generate a sequence of calls, highlighting the time, the executions and having institutional meeting places, consequent profiles of certainties are produced that collaborate in the achievements and the spirit from the subjects of the community.

The relationships that are generated in its positive aspects are those that undertake a coordination between the different faiths, ages, religions and dispersed economic situations, belonging or not to a neighborhood community, using urban and rural schooling as a means of integration, overcoming the conflicts that are generated by the lack of knowing how to contribute ideas and the means available to carry it out.

Reflection. Institutional Politician. Local

The relationships that are established from the organizational spheres become a potential, citizen and neighbor, which predisposes a "public power of positive calls" for the region that is ready to act, causing the activation of neighborhood dinners, meetings and movement in urban reference centers, the participation of institutions and organizations, as well as the festive public events that derive from these achievements. At the same time, an “overcoming of conflicts over social differences” is generated, and the distances that private work has, with its relationships that weave the capacities of state human resources.

2.2.2 Establish relationships by cycles between institutions and citizens

Citizen. Global
Consequently, the interrelationships between the ideas and forces come together in each one of the processes, the calls between the project authors become a permanent review among scientific technicians, to give adjustments to the different characteristics in relation to the economic operational capacities, giving them an interdisciplinary character between the responsible institutions and organizations, intervening the different areas of study, together with the focused calls of the citizens.

In each of these meetings, analyzes are made of the capacities of the proposals and the derivations that the projects have in their application, with their positive and negative consonants for social well-being. In these cycles the project feasibilities that are manifested with the territorial scope and the resources that can be addressed in J.N.P.L. are made visible, one could enunciate in these processes the "as far as" a strong idea generates repercussions in society.

Positive relationships come from the functioning of personal particularities that allow us to know how to organize, generate dissemination of information, relate public powers and common themes that allow an approach to balance, directing the role that is fulfilled in coexistence with the community, and organizational forces. that are possessed to find control points next to accessible links from the personal capacities.

**Citizen Reflection. Local**

Positive personal instruments that you have to organize, "know and know yourself to undertake changes", prioritizing the particularities and generalities, relating "institutions and provoking the public power" to express themselves with their opinions, understanding the imbalance as part of the
strategies that they have to “approach the problems and transmit them” in the different social and institutional levels.

**Institutional. Global**

The legitimization of the strong idea concludes by generating greater perspectives for the project and for all the authors of the process, forming in organizations and individuals an identity of trust based on the success with which the projects are manifested in the territory, and their future use in accordance with what is done. Considering that a strong idea perseveres, when it is kept alive during the use of what is projected, and in the contrary cases, the objects become constructions that become diffuse in their contents, as time and cycles of people change, causing principles to be obscured.

A work by architects such as (Andrea Palladio, 1508-1580), or (Gian Lorenzo Bernini, 1598-1680), can be understood after long periods of time, the same conceptual and ideological contents that were put into operation at the time of conceiving it, they are always present for everyone who wants to see them, and this is a not a little altruistic goal to achieve, and it is worth addressing in each projection.

In the field of the communication of ideological concepts, it is important to generate an establishment of general problems so that the authors become social educators, who are able to continue training the context in which they are involved, with a capacity that is delivered by showing in collective settings that a dirty sidewalk, or a problem with a neighbor, is less important than a social health need, or a sports recreation center.

**Institutional Reflection. Local**
Institutional capacities that produce positive effects by "knowing how to listen to problems and discuss consequences", prioritizing demands and articulating general information, to generate ownership of relationships between those who participate, having some control over the "natural imbalance within the urban plan", and the benefits and damages that generate to the landscape in which it is intervened.

2.2.3 Relative circles of programmed changes.

Citizen. Global

We are before the invisible parts of the projects, and what the ideas forces generate in these principles that are kept alive in the uses of the works, and that through the reading that is generated from them, is capable of reorganizing the form, the sequences of reasons that were taken into account for the projection, and the people who found their own interests and customs based on a certain context.

As users change, the complexities in which projects are involved remain, and interests can move in diverse and variable directions. This generates an obligation in the strong ideas, to vary their qualities and capacities with which it manifests itself, as well as in the area in which it addresses, and in its development it may undergo adjustments in the context of where they are applied, and the sustainability that supports in time to maintain a certain shape.

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Authors who appear in the process of change, must understand their affinities and contextual limits in time-form to which it can be reached, understanding their collaboration within the force ideas, as a small component that is attached to resources that are changing; and persevering in this path of change is the key to contextualize personal development, overcoming the reluctance of fixed and constant ideas.

**Citizen Reflection. Local**

Potential instruments of participation that allow generating “opinions that change perceptions”, creating consequent transformations of general ideas, coupling different knowledge to ideas to give them feasible forms, in order to overcome in these encounters, the conflicts that presuppose “personal prejudice to change your idea” and continue collaborating in the different stages of development of citizen participation.

**Institutional Politician. Global**

A typology of development, always demands programmed changes from other fields and diverse social needs, for which the strong ideas generate an obligation in the permanent transformation of urban governance, and the forced existence of urban development is a constant, for which reason it must direct these changes in the programmed forms and contained in regulatory frameworks for the absorption of consequences.

*So what's a good environment? Erroneous conclusions are common when carrying out a classic analysis of conflicts and potentials in a sectoral way. These should be considered in an intersectoral and related way. If it is about the quality of afforestation, for example, it*
should be analyzed in relation to the native species, the health of the population, the identity of the landscape, the maintenance and the cost of implementation. (Pesci, Pesci, & Pérez, 2007)

The strong ideas require in their accompaniment of the quality of the environment, the taking of consonants constituted in the cultural well-being above all things, and with this point of articulation one can reach infinite spheres on which it is related. Since culture is the place where interface interactions between infinite components are carried out, and due to its forms of application in time cycles as in different territories, it generates a range of diverse possibilities that are applied from the quality of the environment by urban green spaces, education and community facilities or the urban capacity to generate a healthy and happy family.

A series of profiles that have a link with the institutional and state regions are determined, understanding the demands coming from the collective concerns to generate the possible resources that use the visual and static elements of past implementations, summoning local and external experiences to the city, to help understand possible local applications.

**Institutional Political Reflection. Local**

Potential that arises from the understanding of the "positive profiles" that are formed in the collective groups, and the links that can be generated from them, generating programmed changes based on specializations, feasibility of application and past experiences, revising results to the extent that "experiences" are summoned from other places, policies and situations, that commit a measured and transforming readjustment at every opportunity with which it is operated.
2.3 Building Alliances and Networks

It must be strategic in learning the collective experiences that make up local knowledge and solutions, staging the links that can be generated between the different problems and potentials, to generate a network of coordination of experiences at the local, national and international level in its applicability, and define with general knowledge in the praxis, the possible paths to develop along with the processes that must be circumvented to continue.

For this network to be in knowledge transfers from different areas, and for there to be progress in society from its inhabitants towards urban policies, it is necessary to know how to articulate everyday and scientific languages, in places where different types are grouped of societies with their own characteristics and customs, together with their divergent needs, but with their application that is approached from a general scope towards their particular and scientific application of network collaboration.

To generate these areas of interpersonal relationships and allow a relative flow of social relationships, there are places for sports, social, entertainment, events, shows, performing arts, etc. that feed the cultural and social development as a living group that put into activity, the basic values of life, putting the community as well as the subject in its public opening.

This shows the necessary and potential importance that arises from life and collaborative work and networks of knowledge found, to generate the incorporation of personal knowledge, as well as to generate the construction of alliances that allow collaborative work, generating innovations that are supported by collective knowledge, driven by the general public.
2.3.1 Form networks of experiences Local> Global

Local and institutional. Global

The constitution of a finite project space in size but within an infinite culture in relationships, makes it necessary to determine selected project authors in different fields to enable the constitution of "dynamic chains" of relationships, which are easily transmitted between the people who compose the project process.

The direct action with the project provokes at the same moment an indirect reflex reaction involving more and more chains of people, like the effect of reverberation, the shock waves of involvement generate a context of multiplying relationships from the first authors with the that projects and intervenes.

In continuation of this, the experiences that are built together are tested, evidencing the needs from various areas, to cooperatively elucidate solutions for cases that differ by their characteristics and are identified at the time they are socially announced, by its precariousness in sociocultural aspects. In addition, issues may arise that must be dealt with in parallel with those complications in the private sphere, such as assistance to minors, mothers, basic subsistence resources, impacting the capacities of the state's social development, the centers that operate to balance the different conflictive fronts, putting to the test the state instruments to be able to approach the citizen.

Local and institutional reflection. Local

Dynamic chains are essential instruments for the formation of "network experiences", that in the potential that opinions and ideas acquire, deductive innovators are generated who can develop the ability to "highlight the conflicts"
that are noted by its complexities, and that in most cases are hidden by the
types of conservative societies, which are formed by the cultural magnitude that is possessed.

**Institutional. Global**

Strong ideas face a difficult part, where the structural factors of the environment and the superstructural factors that are beyond the immediate framework of action, will be the indirect conditioning factors that will facilitate or impede their development.

This is the origin of the consequent function of dynamic chains formed by articulating authors, who manage new interpersonal relationships, building networks on J.N.P.M., generating with their capacities the possible sources of new relationships that give them abstract possibilities, for their concrete construction. For this, the presence of external or superstructural collaborators is necessary, where the interest of a local project within the national political framework can lead to providing hundreds of new connections that open parallel and comparative contexts to these systems.

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20 These are the structural factors that will affect the project from its environment (education, health, security, justice), as well as the superstructural factors that will condition it (politics, government, laws). (Pesci, Pesci, & Pérez, 2007)
Illustration 6: It is the first design of the project. (Pesci, Pesci, & Pérez, 2007)

This is the specific case of what happened in Brazil's policies for the application of surplus value, which was later replicated in the country and in the world, as well as its extensive laws for the conservation of nature, which are exemplary of possible use in many similar places ecosystems.

Those who command these principles of expansion by propagation and applicability find themselves exerted by the force ideas, without them they are dead actions in time, but by themselves they are able to find allies to these principles spread throughout the planet.

At the moment in which the ideas are exposed, they begin to find allies in all parts of the world, and they are contagious in their use, by all the JNPM, generating positive connections that are provided when there are people who have the intentions of expanding experiences in its applicability, promoted by the transmission of knowledge without territorial limits or language, generating global implantations in local spheres where the problems seem to be unique,
but always have international headquarters, as major concerns taken to the extreme of their conflicts.

When finding them and exposing the dynamic ideas they are transmitted through institutions and meeting places of people whose tasks are for the social good, and the characteristics given by the ideas allow them to be seen from remote places generating global information alliances, as an example the ideas of the protected natural sectors, aboriginal and inter-territorial alliances, land use policies, sustainability, etc.

**Institutional Reflection. Local**

The “necessary use of global ideas” generates a potential in deductive innovators, because they allow them to approach, from the complexity of languages, idiosyncrasies and beliefs, a construction of local innovation, as it approaches applicability in the territory. By visualizing developments in the international environment, executive comparisons can be made in the local environment, fostering places where "key exhibitions" of ideas are formed so that they collectively confront opinions, generating international alliances in their path, and making ideas move in all possible areas of application.

**2.3.2 Interweaving daily and scientific cultural capitals**

**Citizen. Global**

All strong ideas must come from simple principles, since in simplicity is the maximum potential, which is the one who has the ability to involve hundreds of disciplines and understandings. An example of this is the achievement of a happy family, the paths to be able to approach happiness perhaps are many, but those conflicts in an environment that prevents happiness may be a few, scattered, generating dissonances in the group on specific places that are
interconnections of many systems that puts them at risk, themselves and all the links it generates.

The differences between the general and specific languages must be identified in all the processes, and it is within the former that communication systems that allow transparency of communication are evoked, in terms of characteristics such as regulations, control systems, knowledge, operator market, management variables in the economy, generation of interrelation between all branches of professionals (lawyers, notaries, accountants, scientists of all tasks and social roles), being that workers from all categories, must be inserted necessarily with the financial and institutional systems.

The actions that are intended to be achieved in the short term generally have a long-term response, since the demands that are generated in deductive entrepreneurship, lead the systems to behave in ways that were predisposed in the beginning, since many people want to collaborate with what they think, but in their development a few prevail with the will to do, where long-term investment efforts are found in the way of thinking and operating on a daily basis.

**Citizen Reflection. Local**

Managing the “connections between languages” coming from different areas is a potential that must be explored, learning instruments of visual similarity such as diagnoses that are developed in graphics and connectors, together with the articulation in opening up from experience, to the "Openness with the sciences" necessary for the delegation of work between people to function as an identifiable network, "learning from the times and their proper management" in search of the joint operation of the short, medium and long
term, being that the conflicts generated by the development of urban plans, many actors come and few executors.

**Institutional. Global**

Everything that starts from a simple point, in order to develop, becomes complex, theories being a principle on which research must be developed to link the closest and most real thing about scientific practice.

*All those who undertake practical work should investigate the conditions at the bases. Such research is especially necessary for those who have theoretical knowledge but are not aware of real conditions; otherwise, they will not be able to link theory with practice. Who has not investigated has no right to speak. Although this statement of mine has been ridiculed as narrow empiricism, to date I do not regret having made it; On the contrary, I continue to insist that without having investigated, no one can claim the right to speak. There are many who, as soon as they get off their floats, begin to shout, to launch opinions, criticizing this and censuring that; but, in fact, all of them fail without exception, because their comments or criticisms, which are not based on a thorough investigation, are nothing but talk. Incalculable are the damage done to our Party by such imperial envoys, whom we find here and there, almost everywhere. (Mao Tse-Tung, 1970)*

So one extreme starts from one point, the structures that are formed become multiple, and the disciplines together with the practical experiential knowledge about the territory, become dynamic chains that promote dissemination among all the people to whom affect projects.

*We are not at a time when the existing disciplinary structure has collapsed. We are at a time when it has been questioned and rival structures are trying to emerge. We believe that the most urgent task is for there to be a full discussion of the underlying problems. That is the main function of this report, to encourage that discussion, and to elaborate on the interconnected problems that have arisen. Furthermore, we believe that there are at least four structural processes that administrators of social science knowledge structures could and should encourage as useful pathways to intellectual clarification and*
"eventual more comprehensive restructuring of the social sciences."
(Wallerstein, 2006)

This is very important to understand, since the force ideas are
dynamics generating an environment that produces the roles of man and
interdisciplinary knowledge, building products of social resolution, while
architecture, social sciences, languages, construction, production of the land,
among others, make up the obligatory qualities for the subsistence of the force
ideas, and the dynamic chains that develop them.

There is evidence of a necessary integration between the languages
through which ideas travel, encompassing the everyday and popular arts that
come from cultural regions, formed by urban tribes (Caffarelli, 2009) by the use
of fashions, age, social classes, entertainment, music and the resources that
cultures possess for their integration, such as public education, day and night
meeting centers, arts, theater, cinema, social enjoyment, etc. and the
educational level they must possess within the country (the non-existent elitism
of "special" training), as well as the teachings of the social arts.

**Institutional Reflection. Local**

The “capacity of social and scientific languages” generates the
conduction of information through the different media in which it is exhibited,
making the territorial knowledge of the innovator important, about the everyday
and popular arts that the different cultural profiles produce, combining the
possible fragmentation of social diversity, using these differences for
"integrated interdisciplinary development", which strengthens cultural, arts,
education and communication values, above other separatist and fragmented
thoughts.
2.3.3 Territorial strengthening in collective regions

Citizen. Global

Collecting herbivorous food from the land, hunting or fishing animals from the water, using the land, looking for sources of drinking water, raising a family, are universal knowledge that are incorporated into the capabilities of man, and will continue to be part of the future of cultural customs.

As we enter a specific territory, these customs come to have an identity, with a necessary and obligatory sense of belonging for the preservation of nature and of the environmental capitals that arise from it and also for the people who they inhabit it, being the collective relations those that provoke the social limits of wanting to live and relate to a group of neighbors.

Belonging and identity are a sought-after asset, being the strong representatives that must be had to drive changes, thereby intending to intervene in the environment and the human-scale capacities to be heard from a collective region.

The people, and only the people, is the driving force that makes world history. (Mao Tse-Tung, 1970)

The components that promote integration and communication among the inhabitants appear, such as private parties, meetings, the family as a parameter of interpersonal union, as well as the sharing of heritage assets such as housing, workplaces and development of the life, and material goods in general, which begin in the cultural potential, on minor meetings between people. The imprint provided by family dinners, among friends, the enjoyment of food, drink, sports, etc. they constitute the significant pattern that is repeated in their community convocation, to the culture and their habits.
Citizen Reflection. Local

The role of meeting organizer works as an “integrator of differences” and conflicts, based on meetings that generate opportunities for union between people, promoter of communication between social, group, family and friends diversity, who contain the “aptitudes and attitudes innate communicator convener”, who undertake actions of personal customs to manifest collective calls.

Institutional. Global

These social roles cause the disappearance of divisions between us and them, those inside a collective institution with those who are outside, or those who belong to one neighborhood or city with those of another, and in their positive sense causes an incalculable force of protection with the external environment, which in many other ways could not be achieved.

The aesthetics of the landscape is incorporated into the collective unconscious, and becomes part of its cultural history, and the ways of operating with this territory are known in depth about those who believe they have this belonging. The strong ideas in these works of territorial consolidation must manage flexibility, where each place must have a particular adaptation with which it must be participatory with those interested authors who belong to or are intervened on the site.

We thus enter the environment of social dynamics, this abstract and transformable plane over time that is capable of moving giving intensity and real size to projects that work with the proposed collective unity in different situations and encounters of various types.
The social cohesion function that popular events, shows and sports provoke, is capable of producing food for human generations as well as their emotional experiences, who manifest themselves to form part of groups that encompass regions as large as existing nations.

Events come to life through annual accomplishments and preparations for these social occasions, such as folk events, holidays, Corsicans, popular music, Christmas, New Years, as well as scattered eventualities such as inauguration of social buildings, public places, and particular accomplishments of the collective institution or municipality.

**Institutional Reflection. Local**

The use of "public events and shows" is an essential principle to unite the social capacities of people, respecting and encouraging events, having all the necessary capital so that they occur with safety, respect, social and aesthetic ethics in the participation, adding control in conjunction with the necessary equipment to promote culture, and in turn "create dispersed eventualities", taking advantage of all possible occasions that evoke social union.
3 SOCIAL DYNAMICS - Managing change and promoting collectivity

The development of social dynamics serve to bring about change, forged by the permanent information movement that is interconnected to function between the parts, from which an approach to material application can be generated, based on the actions promoted from the community.
3.1 MultiDirectional Assembly Functions

The possibilities offered by social entrepreneurs, the constitution of institutions the J.N.P.M. as development entities to address the interdisciplinary exchange that works in all social, religious and particular belief systems, to put their resources into citizen construction. Where not only the institutional resources are those that are asserted for the collective tasks, but also the social voluntarism that is approached from the different disciplines and entities in search of the common good.

The staging of human resources at the disposal of urban capital works in direct ways at the service of regulating the different potential and conflicting factors that order the territory and collaborate in building the group. Being necessary the communication between the different daily and extraordinary tasks, to generate in the cultural permeability the possible changes that allow the cultural customs, generators of the social goods that adapt the regulation through the learning of the intercommunication, occurring an assembly between the knowledge participating, for specific projects.

It is important, therefore, to favor in the defined projects undertaken, such as in the execution of different themes, the constitution of decision-making social groups that have management capacities and social conformity to face challenges and obtain consensual agreements between struggles and interests, approaching with it the social and representative conformity found in a binding relationship environment such as municipal institutions.

These encounters that are generated by a common denominator are the provocateurs of permanent regulation that need to be forged in order to address the different situations that the municipality faces, and to build a capital
of instrumental knowledge that allows determining a consolidated scope of action that be able to deal with the consequent innovations and themes.

3.1.1 Authors of the collective process

Citizen. Global

The dynamic chains formed by the authors of the collective process are necessary at the time of sociocultural formation, who, through the disciplines of knowledge and trades, have acquired the ability to translate into their own language the strong ideas with their collective needs and qualities, being able to approach them and share them with the other interdisciplines, generating a balance of flexibility and practicality in their application.

The responsibilities of the authors to adjust the components to be able to enter and exit the project without damaging the main idea, at the same time as knowing how to combine the characteristics of what is created in a way that enables their own changes in conjunction with the general ones, they make it necessary to promote participation in the design process, which allows for better articulation with other authors.

From the beginning of an organization of people, a series of voluntary personalities appear that produce different forms of relationships, and of which there are stable parameters, formed by those who have been since the beginning of the organization, and another group that remains in recirculation for the temporary purposes that are fulfilled in the actions, which leads to a coordination that must overcome the possible malfunction due to the themes with which it operates, the setbacks that non-profit actions carry, and on the other hand the positive forces of the renewal of people and the change of the themes that evolve in conjunction with urban needs.
This voluntary construction (Argentine examples are volunteer firefighters, sports and recreational clubs, and international ones such as the Scouts, Rotary, Lions Club, etc.) is opposed in certain ways to today's society, where consumer goods are exercised by the private environment, generating the relationship customer demand and charges for centralized information services in professionals, dependent on monetary activity. Between both voluntary and monetary parts, there is a certain ambivalent need, which is composed of certain principles of selfless giving, as well as in other parts of life, there is an obligation to have to subsist in the demanding economy of the cities.

**Citizen Reflection. Local**

The potential formed by the “coordination of people of voluntary interest”, can exceed any for-profit institution or corporation, since the need to feel part of helping society, comes from many social fronts, companies, financial entities, countries etc. and in essence since its inception, this "innate ability to help" of every human being results, who bases the necessary call to maintain a tendency to balance within the context in which one lives.

**Institutional. Global**

The management of these interdisciplines, ends in the articulator that uses the changes generated and provides information to the dynamic chains of people, who with cunning and dedication must manage the educational instruments that were granted to them to obtain a trend of balance in their field of performance. The link and the reason itself that articulates the subject with the collective, being the resource that starts and ends all processes, the capacity for action of each person who participates in the realization of a process / project.
Different groups of affinities and social classes appear in the organizations that are able to apply their own resources from the economic to the support of citizen initiatives in a framework of institutional representation, giving some public power to the generated assemblies.

New connections from the Local to the National are deduced from these meeting systems, articulating institutions from the directors of the different J.N.P.M. health, environment, health, production, tourism, planning, public works, infrastructure, etc. that determine techniques and knowledge of the feasibility of entrepreneurship.

**Institutional Reflection. Local**

Powers that the social articulators have, and the capacities that offer them to be located within institutions and J.N.P.M. in order to generate a "qualified context for the assemblies", supporting the citizens' operational capacity, and the possibility of "incorporating human and institutional resources", derived from different professional areas they possess.

**3.1.2 Internal regulation and cultural permeability**

**Citizen. Global**

There is a behavior of "collective synergy" that produces in the joint collaboration a result superior to the parts\(^{21}\) that compose it, generating in their relationships a regulation on the internalities of the whole, allowing a synchronization of knowledge towards a harmonic state.

\(^{21}\)(Tom Atlee, 1993). " to overcome 'group thinking' and individual cognitive biases to allow a collective to cooperate in a process while achieving improved intellectual performance ".

87
George Pór defined the phenomenon of collective intelligence\textsuperscript{22} as "the capacity of human communities to evolve towards an order of greater complexity and harmony, both through mechanisms of innovation, as well as through differentiation and integration, competition and collaboration" (Pór, 2003 - 2015)

The fields of study on this phenomenon come from different areas, according to the perspectives with which you want to see the collective\textsuperscript{23} intelligence, starting from bacteria and collective viral behaviors on land, oceans and air, going through ecosystem behaviors, vegetables, animals, and insects such as bees and ants\textsuperscript{24}, to address their comparisons with human societies.

The positions in this regard from sociology, anthropology, biological ecosystems and various branches of knowledge, project their own beliefs regarding collective intelligence, and each of these characteristics forms a fragmented representation of the whole, being that they can be understood systems with diverse perspectives, as much as studies can be carried out, will demonstrate their own certainties and corroborations.

In each of the cycles that are generated between meetings, cohesions are generated by affinities and paths traveled, regulating the capacities that are operated in each one, in order to protect and serve the complexities that are addressed. From this beginning, cultural permeability operates, in parallel, including new experiences, customs and knowledge, as new trained entrepreneurs who provide possibilities for interaction.

\textsuperscript{22} Collective intelligence is a form of intelligence that arises from the collaboration and competition of many individuals or living beings of the same species.
\textsuperscript{23} Collective intelligence is mentioned as symbiotic intelligence by (Johnson, Norman Lloyd).
\textsuperscript{24} He is an early reference in his work "Mutual support". (Piotr Kropotkin, 1842-1921)
Another natural form of meetings is based on social regulation by citizen interaction, stemming from the dialogue that has existed since the time of Socrates, which occurs in casual and instinctive ways, within dinners, walks, places on the street, businesses, etc. forming ecosystems of defined places and times, generating a citizen exposition of everyday knowledge, which complement popular communication systems, TV, radio, etc.

**Citizen Reflection. Local**

"Cultural permeability" is a positive reference that must be undertaken for the incorporation of new knowledge, from creative innovators with capacities to incorporate popular knowledge and innovate from them, to local deductive innovators that use the immigration of ideas and propositions coming from national and international spheres.

The contextual organizations made up of these innovators are located around the use of direct and simple relationships that confront an "interaction through dialogue", and must be strengthened by using them in undertaking their dissemination through different channels of popular expression, on the affected regions of interest.

**Regional Institutional. Global**

That important thing is in the first steps of innovation, learning to superimpose the necessary information on the collective intelligence, understanding it as this set that is in charge of shaping the ideas forces, so that they evaluate and act according to their own beliefs, generating the different roles that are fulfilled in the conformation of the active adjustment on what is exercised.
The changes that are brought about collectively can be generated through the existing cultural permeability, which from the current instruments of communication, together with the democratization of technology, generate an immediate improvement that exceeds all physical and territorial spheres. The physical space as long as it is subjugated to the current interrelationships and the information of the forces ideas, they surpass all the intergroup borders.

Among the exchanges generated by collective groups, positive relationships are elucidated that allow a controlled intercultural regulation on the demands of living in community, which come from the use of the relationships they have with garbage management, the maintenance of the roads of regional communication, preservation of green spaces, urban landscape, pathological diseases, psychosomatic hygiene, health control, etc.

Inside and outside the private / state institutions, collaboration and regulation meetings of human resources are formed that make it possible to articulate knowledge from the sweeper, the machinist, the builder of a bridge, as well as the contamination of the environment in aerial fumigation and neighboring houses. These conjugations generate needs for mutual contribution and support, for the regulation of cultural capacities, which learn and exchange information for the common welfare, making the necessary control agents intervene due to the problems they have.

**Regional Institutional Reflection. Local**

Use of the "positive control relationships" that are generated by the involvement of territorial possession, which help to maintain collaboratively the interpersonal and regional relationships in an area of equity and search for balance, using basic principles of coexistence between man, environment, politics and culture.
Serving under the "sectoral needs and requirements" is of utmost importance, allowing network operations to ensure social well-being by generating the exchange of information, highlighting the problems and making articulating connections between the corresponding entities.

### 3.1.3 Agreements, struggles and interests

**Citizen. Global**

The transmission of these ideas forces are always put at risk by the particular visions they face and the amounts of ideologies that abound, as well as by the rigid policies that are in charge of judging, although on the other hand, the flexibilities on which other ideas can be malicious and change meanings, which at first is created in a certain way, but that from an external opinion to the development processes that ideas face, can be seen in an opposite view.

*Problems of an ideological nature and problems of controversy within the people can be solved only by the democratic method, through discussion, criticism, persuasion and education, and not by coercive or repressive methods.* (Mao Tse-Tung, 1970)

From this they derive for the understanding of the dialogue between the parties, the agreements directed to needs focused on themes, which are produced from the knowing how to listen and the evaluative conviction of each one of the people, putting into play the political beliefs, along with the possible discussions and struggles that take place.

**Citizen Reflection. Local**

The skills and abilities that must be combined to achieve "directed agreements" between people, is of utmost importance at the time of communication supported by personal permeability to focus on issues,
maintaining a line of learning, driving the variable and possible divergences in discussions, developed towards a single path.

They appear between two or more people when they participate in a series of "struggles for interests", which come from the sociocultural disagreements that are generated, involving policies and beliefs in their path.

**Institutional. Global**

There is permanent resignation, where open participation is possible, but the conversion of actors into authors does not cover one hundred percent of the population or those interested, therefore conflicts between individuals and particular policies are related to lack dialogue necessary for these conflicting interpretations to take the place of the public environment, so that the confrontation of struggles and personal interests when it is not carried out in their important meanings, seems to be at first sight harmful in some perspectives on which they are raised.

*I contend that it is bad for us if a person, party, army or school is not attacked by the enemy, because that means they have descended to the level of the enemy. It is good if the enemy attacks us, because that proves that we have delimited the fields with him. And even better if the enemy attacks us with fury and paints us black and devoid of all virtue, because that shows that we have not only delimited the fields with him, but that we have achieved remarkable successes in our work.* (Mao Tse-Tung, 1970)

When these dispositions of struggles are put into institutional place, we find ourselves learning to adequately manage the environment through agreements and relationships between final consumers and the different deliberative institutions that, in their involvement, justify a place in the community for the approval of activities and actions. Key themes such as the functioning of the city and its progressive development of soils, control of
occupation, overcrowding of buildings, use of urban waste, resource policies, etc. are presented at these sites. that in their groups they go on to build decisions that determine the destiny of urban capitals.

In these relations of agreements in the uses of "community capitals that become exchanges", barter from the agreements between state institutions and final owners, which related to the value economy acquire a feasibility in the actions carried out by the institutions, and the agreements are verified with the policies of popular benefits, against speculation of private interests, poor urban planning from the private environment, and the use of natural capital that involves the non-conservation of ecosystems.

In common they have many of these systems that focus on purely particular interests, resulting from inefficient technicians, or from economic resource tactics, in conclusion causing a decline in the general interest, as can be seen in the "country" they isolate urban parts, deforestation of land for sale, streets with minimum circulation requirements and plots that disconnect and prevent the fluid circulation of vehicles. In certain aspects, Law 8.912, as well as the use of the Capital Gains for the capture of lands resulting from subdivisions of developable land, promote the use of capital from social and urban ecosystems for the benefit of the majority.

**Institutional Reflection. Local**

Build decisions that determine the destiny of urbanization, from the insertion of information within "areas of institutional relations", which promote learning about the proper management of the environment, serving to challenge the established statutes, cultivating new interpersonal agreements, using the "transparency of the general interests" that are placed above the individuals.
3.2 Organization of Executive Dynamics

From the same urban foundation to the present day, the constants that support the organizational capacities of collective behavior are present from the legal, institutional, political, religious, security and citizen control principles, as well as the particular behaviors and human ethics that they naturally address the social roles that are fulfilled in the city, from the different neighborhood, family and local regions.

These groups or regions formed from the sociocultural point of view, are the product constituted by the interrelations movements that are generated from the collective diversity, to put in dynamism a new direction or sense that one has about innovation or progress, generating permanent challenges on the beliefs, to allow in their change effort, a better performance and comfort in social aesthetics and their positive interrelations.

This urban permeability to changes is necessarily mandatory, because cities grow, changing working needs, the territory expands in population and technologies acquire the same destiny, therefore this renewal spirit is present that encourages the conformation by part from different sectors, from the construction of plans, strategies, promotion of objectives and knowledge, which are incorporated in the city by the mass media of communicative information, retroactively feeding the general behavior, for the quality of life of the individual.

Therefore, in this permanent dynamic, the aim is to generate an organization for collective behavior, through its functional dynamics that in its movements and changes allow the construction of cultural capital, which is built to the extent that innovations make direct responses to future changes, that are presented in potential cycles capable of being accompanied in each of the processes in which they are presented.
3.2.1 Organize collective behavior

Citizen. Global

When there is a fixed point in space, the rest in its entirety rotates around it, just as the mind of man becomes his personality that is defined with the evolution and development of his life, this "fixed point" as it is the identity that acquires a strong idea, causing hundreds of changes in human personalities, dynamics in collective intelligence and their abstract ascending forms of disciplines, knowledge and cultural behavior.

Etymologies, languages, new definitions and found thoughts are set in motion by the fact of a potential force idea, they are discovered thanks to these principles, medicines, technological inventions to reach the moon or to conquer a country, allowing in its beginning to generate a leverage to all the organisms, organizations, jurisdictions and people on which they are directly and indirectly affected.

While the information that surrounds and circulates around the idea forces, it behaves like the core environment, which has to renew itself and survive in its strongest parts in each of the cycles, and this begins to shape the system to encompass together with the use of short-term changes that occur in cities, being that within a political management significant changes can be made, both in the territory, and in people in the public and private spheres, they must be organized to the force of the potential idea, with the roles that must be fulfilled in each of the people subject to the force idea, and how it will entail its own time - form of management within the context presented to it.

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25 Generator theme. (Pesci, Pesci, & Pérez, 2007)
The variations and organizational certainties of the groups is determined in intermediate cities by the way urban growth develops, the history of the neighborhoods, the memories of living in memory as a methodology of taking refuge in what is believed, as also the human values that are inserted in the last name generations, the inheritance that the citizens of the past receive, the ties that last for generations of the grandfather, father, children and grandchildren, generating an instinctive specialty of the neighborhood, which means in their the neighboring networks of acquaintances protect themselves and form an urban fabric of positive relationships.

This type of neighborhood stability is not far from the organizations that must exist around the idea of strength, since the seed or the seed that promotes the resurgence of public knowledge is found, through the historical social support that makes it possible to call to translate ideas, develop connections between public powers, and convene different social ranks, far exceeding the university degrees and studies that could be held.

**Citizen Reflection. Local**

The “neighborhood stability” forged in history is an incomparable capacity that moves the beliefs of the inhabitants in the accompaniment of powerful ideas, which proceeding with positive human values that are capable of persevering in popular memory, generating networking groups among acquaintances that conform to overcome the vicissitudes that arise with union. The deductive articulation with a historical power makes available a "neighborhood potential for knowledge", which is capable of obtaining the best human resource provisions for the development of force ideas.

**Institutional. Global**
The institutions are formed from the foundational cultures, which from the beginning of the political, administrative, religious, security, command, and capital exploitation of agricultural land, define the identities, location of the different urban sectors, as the needs that they present, in relation to globalization (Castells & Borja, 2000), or superstructures and the potentialities that may arise from them.

In large part, the information and skills that are presented for the education of the collective environment, play a fundamental role for the decentralization of the impulses that can be generated in the different urban sectors. Hence, each place in the city can develop as an area with qualifying characteristic identities that define it above the others, presenting a parallelism with the socioeconomic developments of the superstructural context, such as its insertion in a certain local territory, with its economies and potentials urban uses, shaping new centralities.

Strong ideas must generate correspondences with global capitals and transfer their energies of change with cultural environments, which in their abstract senses form the axis on which the elements dissipate to the future of the population together with their histories and customs, which they are demonstrated with the materials, the substances used, the formal dispositions with which all the elements are assembled, the cohesion techniques used between each of the parts, as the imaginary instruments that were used for the historical realization.

The roles that a stone sidewalk plays today, the boulevards in the communication routes, the symbolic trees that commemorate dates or events, the combinations of architectures, are components that allow a cultural organization on the one hand, and a flexibility of adaptation towards the current
technologies with which the urbanization is updated in different proportions, as well as the conservation and restoration of the existing, to grant the necessary senses to the past with the future interrelated in the present environment.

This latent diversity in the different regions that make up, become an abstract social good, in the sense that the differences between the parties are those that provoke exchanges and learning on a daily basis, understanding the cultural potentials that exist between the interests of the which are related to the force ideas, can be as broad as they can be approached by the number of authors of the process of change are necessary, what is deduced in question is the next step that is the implementation of these collective diversities.

**Institutional Reflection. Local**

The use of the establishment of the “first foundational steps” as of the institutions that were made available at the time of urban growth, has the capacity to empower information on the relationships that occur with ecosystems, the potential that they provide cultural and psychosocial approaches in their interventions. Capturing a capacity that by the scales of the "state" institutions above the others, to be able to promote "communication cycles" that generate experiences of changes on the revaluation of what is done, and what can be delivered for the quality of the cultural economic capital realized, as a whole of the landscaping.

3.2.2 **Put collective diversity into operation**

**Citizen. Global**

The needs of collective diversity are generally arbitrary with each other in different degrees and positions, and can be generated under an extremist view with the comparison of electricity, where both polarities of the electric
current have opposite directions, generating a positive and negative pole conjugation necessary for live electrical movement, and which at the same time works through a conduit, such as copper or water, which can transmit this energy in the distance.

If we make a comparison of this, we can exemplify that when there is a voluntary and optional meeting of a set of actors and authors, a large part of them can attend the meeting, and another part generates daily complications that go beyond their capacities to be present or not. To a greater or lesser extent this principle responds to the values that are available in ways related to people in different proportions, and others that are arranged in opposite ways, and to a large extent the cultural configuration that inherits the personalities of the subjects with their own perspectives and goals in life, is responsible for the permanent choice that generates the unique and unrepeatable identity of each living being.

Facing this type of collective information calls into question the formation of a series of strategies to control emotional intelligence, guiding confrontations and disparate interests and generating new dynamics that stem from the differences they create, and there are capacities to promote in each case the important movements of the set.

**Citizen Reflection. Local**

Generate a "functioning in diversity", part of understanding the ages and needs that arise, customs, environments that allow human performance, progress within the fabric of life and thinking for the future, made up of "directions of the life project "that intervenes in discerning, believing, inventing, discovering, assimilating, understanding, feeling, giving, working, receiving, commanding, begetting, conceiving; making decisions controlled by timely
preferences in the present, leading to cycles of knowledge and learning capitals at each step.

**Institutional. Global**

Among them, it is possible to define with an abstract and intuitive vision the different types of personalities that exist acting permanently and that tend to generate a destiny in the actions they take, or on the resources that are available to the capitals of the city, together with the power of its use. The important thing is to learn to see that these people are fundamental links that you have to know how to direct, and to promote from them a development through the experiences that are generated.

One of the first important authors to put into motion are those places that contain culture as part of their history, and generate actions to protect what their heritage believes, or their memory of the past of what “it means to live in the place”. They are generally older people who have the permanent intention of expressing themselves and forming content to safeguard the cultural values that exist in different times, being positive that they are exposed to the social relations and ideas that they face.

They have the ability to promote a relationship base, taking the first step to continue with the following ones, which have the same importance in parallel. It is followed by those people who are "internally positioned" in different policies and who know how to transmit interests from other perspectives in other fields of action, the activities carried out and the influence in the field of decisions together with the power of performance, generates adverse or passive reactions in the heterogeneity of people.
Those who transmit the positive parts of the political intentions that are found are derived in the formation of sets of intentions, and from these changes can be generated, giving permissions and facilitating the possibilities to which the strong ideas are submitted, having to this end, there is a good policy of transparency and permanent implementation of changes so that they take strength over time to generate consolidated groups of opportunities on the ideas that are promoted.

The intentions as well as the powerful ideas, which function as groupings of variable intensities, are those that generate impulse in people and that allow them to establish contacts between the parties, being the most complete ways of acting, those that know what the interpositions that are generated, the confrontations of intentions, and the disagreements that may occur, and that will inevitably generate movements and changes in people, putting into operation an energy of intentions and interests, of repudiation or acceptance.

**Institutional Reflection. Local**

The needs of the "collective operations" become visible when progress is made in the social potential that they have for the congregation of supports, on resource economies, mutual work, from the institutions and companies that are operating internally in the urbanization; constituting a major component that is the "management of resources", which are capitalized from institutions such as the municipal state, and hundreds of options are developed, which are available to weave networks of useful needs for urban well-being.

**3.2.3 Boost relative resource cycles**

**Citizen. Global**
Bringing up the concept of electric energy again, we find that in order to keep an artifact alive, in operation for a long time, it is necessary for this energy to be active from the source that emanates it, in parallel with the human being, it is necessary to consume food so that the cells live and oxygenate the blood, generating life in the organs such as the heart, which causes the heart to beat permanently during a life cycle.

The possibility that is offered so that the collective diversity is in operation, is given by the energy of resources that are made available, such as the habitat, the human resources, the communication instruments, the strategic place where they bring together, and a permanent call assured in time, which will make it possible to maintain a cohesion that carries forward for its realization of ideas forces.

Among the communication instruments, the auditory information capabilities such as radio, television, newspaper and internet stand out, which generates interactions with citizens, and depending on the information policies they manage, they are the individual, group and citizen reasons with their interests.

**Citizen Reflection. Local**

Arranging, maintaining and enhancing resources that are being built over time is a complex but positive task for the strong ideas and the development that is to be obtained, these ideas must be accompanied by the "communicative diffusion" that from the concentration of the knowledge, a dispersion in the territory is generated, accompanying these processes by the diversity that is found in information on a daily basis, with the possibility of "personal decision", of what one wants to register mentally with what is believed
to be the city that inhabits, forming a narrow and particular framework of what is lived on a daily basis, choosing what you want or not to hear.

**Institutional. Global**

What it promotes in these cycles are the variables that are outside of human resources, and that will support the initiatives and will facilitate it, allowing the capacities that exist from experiential knowledge, cultural customs and scientific knowledge to be enhanced. These principles on which they come to be represented by institutions and organizations of different kinds, allow the authors of the collective process to form a group that has its own identity, and moves through networks that are configured over time, and build certain balances and solidarity between the parties.

A place of collective thought works as such, when the intelligence of the group comes to be represented by the actions they carry out over time, and they belong to an ideology that contrasts or has different forms with the other groups of its kind. In this way groups rise up in protests, one against the other, in the fight of interests that believe they belong to different natures, or meet among many institutions to promote certain weaknesses that they consider pertinent to deal with.

The communication and action strategies on the dialogue systems that are made available are evaluated in the different cases, generating the necessary important changes, such as those decisions of members who must promote their particular roles and skills in the group, to absorb the complex fronts owned by society. Being a positive group, when each member learns to develop their skills, and the group works to promote those qualities, which do not always stay the same, they rotate according to the context that is presented.
The time and the regulation of the parts of the collective system coming from different types and regions, have configurations determined by the behaviors that are generated from the identity of the primary intentions, which will be reflected in the types of resources that can be covered, and to which the affected population can be given a destination that needs them, being in all cases that the differences between them are generated, providing a possibility to cover complicated systems over regions of influence.

The municipal state as another of these organic systems that operate in collective forms and with great sociopolitical variability within it, must respond to all these changes in the public sector in flexible and determined ways, adapting the needs and the fronts of conflicts / potentialities, together with the resources that make it possible to keep the public good alive.

**Institutional Reflection. Local**

Taking advantage of the possibilities that exist of the "growing needs" that urbanizations present, justify the different opportunities that are offered for the production of positive changes, producing actions that show new reactions in the population, from the "potential plans" sought, supporting institutions that exist such as social enterprises, NGOs, associations, etc. in conjunction with socio-cultural development plans, and improving the quality and quantity of buildings to house human capital.
3.3  Abstract and Material Development

These social dynamics must be physically represented in the territory by their networked arrangements of places and sites, which serve for the citizen meeting, and function as meeting points for dispersed information capital and general attention that comes from the heterogeneous social diversity, which in its operation is intended to strengthen and counteract the permanent and inevitable cultural dispersion and disintegration.

By making available different capitals necessary for urbanity, the principles of coexistence necessary to obtain a correct work ethic are built, finding participation as a way of wanting to be part of the ventures that are carried out, understanding that private contributions, as a whole they correspond to a general good sought.

To obtain these centralized directives a consequent reason, it is necessary to have a permanent meeting with the media, who, directed by intermediate entities and responsible for the organized management of information and the actions committed, to give an important share to the progress of the city.

This development in its social role, aims to exert forces and serve as communication between interpersonal networks, to intervene knowledge, readjusting the tasks and observing the reactive responses that are generated in the city, obtaining innovations in the balance of control systems at each step to the changes to come.

3.3.1  Focus of interventions in various centralities

Citizen. Global
When reality is intervened, a set of diverse factors are put into dynamics that by their nature provoke a learning of the variables affected by the movement, learning from the relationships that are generated, the possibilities of acting with greater certainty are increased, generating a repetition in the use of experience, starting to have a direct impact on the destiny of the person who learns by doing, and like walking, once learned, it acts in the rest of life for its own cause.

Authors of diversity must be astute in using organizations and understand the limits over which they have control. As the groups diversify and grow horizontally, joint knowledge specializes and a certain bifurcation occurs, where interdiscipline has its limits and diversities are grouped into different parts of each other, forming collective groups of limited knowledge.

**Citizen Reflection. Local**

Those who intervene directly on the places to which they confront their ideas, "learn in confrontation" and evaluate on the proposals, the interdisciplines that put each front on trial and part of what is evaluated, add diverse knowledge values that allow to continue with development in a changing context, and knowing how to “use the specialty” that occurs depending on the dynamics of the people who participate, having instruments to continue and go back, controlling movements in these deductive and scientific paths, continuing with the processes without lose sight of the objectives.

**Institutional. Global**

Since the socio-cultural problems that urbanizations face are different and have their own identities that are elaborated over time and the subsequent life they go through, all are involved and intervened by information networks.
and abstract problems that are born and they are developed specifically in the
territory, since the physical support comes from the same place in which they
are implanted.

If, for example, we see the lack of consumable water from drilling in the
territory itself, a territorial problem is generated that is granted by the
implantation environment and that generates a series of conflicts that prevent
the development of basic needs, becoming one of the the triggering principles
of diversity of problems, from the use of water for consumption to the irrigation
of private green spaces, deriving the execution of corresponding
hydrogeological studies or the infrastructure works necessary to correct this
conflict.

There is, therefore, a direct relationship with the "ecoform and
socioform (Pesci, Pesci, & Pérez, 2007)" of the territory, and for this the
formation of focus areas with specific qualities that are elaborated over time
and that give it cultural identity to the sectors, generating the possibility of the
formation of meeting centers that establish decision-making policies based on
the authors of the region of influence.

The responsibilities of the collective groups for the identification of
particular issues are crucial for the management and task of the needs, in order
to generate a programmed sequence of actions that are delimited in certain
respective areas of the city, composing territorial groups that know how to
support the daily needs of the inhabitants of the micro-regional\textsuperscript{26} scale,
neighborhood, urban section, or territorial sector in which they are.

\textsuperscript{26} Region: This concept is addressed by defining it as the places where the identity
of a group of people living in a territory, come together to generate something that is
the responsibility of more than one member. They are found in both the legal regions
In these ways, community facilities are given in relation to the density of inhabitants in the area, such as the construction of reference centers that provide education at different levels for employment, as well as sanitary, vaccination and implementation for the control of animals in the city and their free accessibility for the population.

In these centers it is possible, to a certain extent, to grant them the ability to gather people who tend to concentrate different activities such as those from whom they come to them, generating exchanges that produce feasible accessibility for all social types and educational capacities, promoting reintegration employment and adequate knowledge to coexist in the community, promoting integration.

**Institutional Reflection. Local**

Institutions and organizations at various social levels have the potential of "focus on change", assisting through reference centers, intermediate institutions, etc., links are generated that attract the same themes to be dealt with within a set of variables, which revolve around a center. The positive relationships of “network dispersion” through specialization, allow action to be learned from the formation of control agencies, strengthening the dispersed community and connecting work uses and functions, to specialize the diversity with which it is addressed.

### 3.3.2 Particular adjustments for combined behavior

**Citizen. Global**

such as the J.N.P.M., as they can also be a group of subjects, an organization and institution of the community, a government body, a company, a family or a neighborhood.
Main roles must be found in the community of authors of the process, who know how to develop complexity in variables of change, learning to read what are the possible destinations of different environments, and take advantage of the potentialities that are naturally provided, since the complications, on the other hand, they always have their potential with infinite resolving capacities.

Knowing how to understand the environment and the characteristics of the land represents a new advance, which is to assign the necessary roles so that they remain active in their development. Because if you do not know how to take advantage of the capacities of the roles and understand what the environment is capable of providing at all times, the imbalances found that will not lead to a development of the set are produced.

The unleashing of the processes is an art that is difficult to control, it begins with the reading of the present, which represents the environment in its entirety, being feasible the enhancement of collective strength when they exercise their activities through adjustments and people who are attentive to the parties as a whole, perfecting harmony as the organization increases or decreases in the knowledge of the whole.

They become evident in both the time of action, those subjects who are the enhancers and who unite the permanent effort between all the parties, as those who reflect their opposite abilities, constituting small managerial blocks that promulgate a trigger of bad actions and cut the natural expansion of participatory systems. With the former appear the principles of organization that have to do with ethics, direct personality, good customs, getting resources and generating work, proper administration of own assets, etc.

Citizen Reflection. Local
The "natural principles of coexistence" between citizens are capable of provoking popular knowledge, which increases as relationships between people are generated, and these are positive when what they intentionally generate respect ethics, upright personality and good customs. The "conquest of doing" comes together in reactions of changes in the context, since it is by working and demonstrating capacities that the will generating firm relationships is contagious.

**Institutional. Global**

In order for the helicoid to continue in its course on the sustainability of the projects, readjustments to the proposals must be addressed to produce a similarity to the processes it faces, and the paths that must be taken so that the feasibility of its structures and superstructures give continuity of operation. Projects as processes do not fail, but projects as immovable objectives can generate conflicts under the changes that inevitably arise.

*When a prince endowed with prudence sees that his fidelity to the promises becomes his prejudice and that the occasions that determined him to make them no longer exist, he cannot and should not keep them, unless he agrees to lose himself.* (Maquiavelo, 1513)

In all cases, learning to read these instruments from the context, essentially allows controlling the collective environment over time, who is that

27Years ago we identified the helicoid as the most representative figure of that process in time, which tends to a result (teleonomy), but which is able to overcome obstacles, adjust courses, include unforeseen diversities, to capture all the complex relationships of reality and its transformation over time, supporting the essential premises of the performance. (Pesci, Pesci, & Pérez, 2007)
through these flexibilities, they are enabled to grow skills and attitudes towards "parallel innovation" to the environment.

Thanks to these relationships, new components appear that derive from the labor regulations and statutes, which allow in favor of ethical commitment, the organization of people, the relationships between workers from the particular, and find a place in the institutional system generated by the space of authorship, in the achievements they face.

**Institutional Reflection. Local**

Operate with "ethics" over other customs, allowing participation systems in people who decide to be in a dependent relationship, adding to this to test the capabilities of "laws, codes, decrees, regulations" under labor relations, the organization of employment, generating spaces for active participation between the parties.

**3.3.3 Control systems and balances**

**Citizen. Global**

Generate actions to control the scope on which it can operate, learning from the characteristics of the context, limits are established that determine how far to go, and delegate the operational capacities that people have to continue with the actions of each subject under their own leadership.

The evaluation of these follow-ups is who produces the organization in areas of work limited in the convenient participation by the themes of actions that can be addressed, coming from understanding the space in which they are developed, in order to organize relationships from what is understood , so that later and through the restored information of the knowledge, appropriate actions can be generated in the context.
Relationships that are linked by doing learning appear on the path that is undertaken, and the knowledge that is shared in the course, which will depend on the processes with the ability to control that they will give to the balances and diagnostic systems, of the which depend the chances of heading to success or failure.

**Citizen Reflection. Local**

The control of a limited series of systems, proposes a deductive monitoring that is necessary to run an organization, which is made up of "learning and moving forward", acting on the organization and exposing through an evaluation of personal diagnoses, forming new "knowledge from doing ", interacting with the right people who are positioned in the context, is how positive balances can be controlled in the areas explored.

**Institutional. Global**

The controls are not only ensured through the grouping of people and the collective intelligence, they must also be helped to give continuity and group reading to the diagnostic bases that adapt to the needs of gathering information, in the project processes, such as also of the situations that a group of people faces.

The graphs in their first expressions, are those that allow direct and simple ways to reach a large territory, and conform into forms that are assimilable by the mind, through representations that go beyond the languages that are possessed. One of these instruments is the helicoid in these cases, concentrating on its simplicity a form of self-regulation in the passing of history and in the concretion of the future of the environment.
Hence, hundreds of instruments of public ownership are formed that are beneficial for the development of objectives. Being that nothing existing can go into failure per se, everything is a transformation of energies that are applied from different angles, and that can be understood as non-functioning, a part of the process that the objectives undergo, at the same time that they must be re-evaluate the acting components, such as the application environment, to know which are the points at which energy must be reapplied.

The utopia of urban construction does not serve as long as it becomes an unreal application of the territory, it is necessary to proportionally carry out tests and subject ideas to refutation, building learning balances on collective behavior, the subsequent communications between each of the parties of roles that are played, as well as the expression that is generated in the environment, reflects again a new evaluation process.

In all of them what the cycles should be visualized, since the times are long or short, the cycles can be redefined as concentrated in information, or long in participation, and conceptually each of these forms of vision lead us to find a balance between both crafting transitions. The extensive becomes unreality as it distances itself from the present, and the concentrated is unreal, while the authors of the process are minor, or the information necessary to generate diagnosis of changes is not assimilated.

Both principles must be a more or less accurate representation of the environment, and the reverberation guides that cause echoes in the future should be self-evaluated in their content and procedures, as well as the processes by which the proposals are confronted, being in the permanent search towards a balance of action.

Institutional Reflection. Local
The use of adequate organization by the governmental and non-governmental regions must use the "means of educational relations" as a source of progress in urban growth, with the addition of "acceptance of intermediate entities", such as universities, professional associations, public/private organizations in the city and the countryside, etc. that confer an important share on the joint progress of the inhabitants.
4 INNOVATIVE EXECUTION - Affirm in a sustainable and synergistic way, the executive cycles of development

From the synergistic conformation that the social authors involve, arise the responses that are available for the change, on which the created programs are developed, defining the places of affectation, with all its natural capitals and accompanying urban supports, including the resources external and internal that are made available to publicly reveal the possible destinations generated from the planned management.
4.1 Forces, Natural and Urban Capitals

The founding principles that are sustained in the territory with its streets and built institutions, are the producers of the base of urban infrastructure and services, as the indispensable constant that must be possessed, to properly use urban capitals, providing new capacities and aptitudes urban through professional specialization in the territory. These principles are the cause of allowing the majority of the population, the necessary accessibilities to be able to self-sustain and integrate socioculturally.

These values that measure urban comfort are those that establish ranges of profiles that determine a configuration of the landscape and its plots. From the neighborhoods, the main city and the members of the party, they create themselves, an identity that enhances their own characteristics due to the natural and infrastructure capital it possesses. And this is what allows, at the same time as innovating, it is a necessary direction of innovation, composing growing know-how on the general and permanent guidelines that produce a consistent urban maintenance on all social scales.

Since all the actions that are carried out, form the different footprints that settle and determine urban history, the physical and cyclical events on the different urban components visually determine the policies taken from resources, forming as a whole, the construction of capital Urban, and in good or bad shape, this physical capital is practically indestructible and possibly replaceable, principles that seal in the memory of each inhabitant and become daily activities.

These variables of superimposed layers of capitals, are taken from the same territorial foundation, to urban growth and development, they are permanently shaping the aggregates that are produced to the natural elements
in essence, and they are the ones who define the urban typology that prevails with its capabilities the location and its imprint, determining the role within the provincial and national territorial fabric.

4.1.1 Services and infrastructure of use

Citizen. Global

The natural distributions of the soils, as well as their consistencies and habitats shaped by the ecosystem, will give us various types of situations that, with the cultural criteria that are taken, will shape urban patterns constituted mainly with the circulations that generate the ways of seeing the surface and the visual perceptual limits that the constructions generate, together with hundreds of possible variables that are destined in the constitution of the plot.

Therefore, the ever-present confrontation between circulation of different types and the accessibility that is given to the particular areas, will be in conjunction with nature and its properties of the territory, the qualities that will intermingle with the culture that operates, and the characteristics with identity, they are the ones who define the places that interrelate to form regions of urban aesthetics.

They are constituted by a series of characteristics that can be defined generally by the qualities that are generated, and the possibilities that they offer from the “compact or diffuse” city, in the criteria that are approached according to the territorial occupation strategies.

Under these principles we determine spatial situations of different urban attributes (Centro Andaluz de Arte Contemporáneo) and some of them will be addressed due to their recursion. The first is "accessibility", the credit that must be given to this point is essential for urban training, in its adaptation
to the transport of goods and services that provide the fundamental functions of life in a city, is what it maintains it in a continuous development, occupying approximately twenty percent of the surface of the urbanized territory.

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The communication routes are the ones that fundamentally articulate the private and public spheres, serving as a conduit for people to walk, talk, ride a bicycle and all kinds of mobility, giving life in their use to the instruments that cities provide, such as, green spaces and facilities, and hundreds of other variables that represent the ways of life of a city.

*Chicago and Paris would be very different if Michigan Avenue and Champs–Élysées were primarily automobile-oriented roads. Similarly, what would Ahmedabad be without Manek Chowk, or Delhi without the Rajpath? Streets in our cities should be representative of our lifestyle and culture. Their designs need to respond to the multitude of activities and functions that streets perform. Modern streets also carry a number of infrastructure services such as water, sewer, storm water, electrical, and telephone lines. The design of underground utilities needs to be coordinated with the surface layout and functioning of a street.* (Kost & Nohn, 2011)

According to the layouts and the distributions of functions on the streets, certain constants that interact in its use can be defined, such as safety for pedestrians, accessibility, different intensities of private and public transport, the elements it has, including its trees, banks, waste equipment, posters, etc.
used through virtual relationships, which exist as long as the uses that are generated, are those that allow and give capacities to these spaces.

The derivatives of this ideal and perfect accessibility are adapted by the configurations of the limits that are generated from the road and rail systems, the rivers, the mountains, etc. which are the ones that generate compaction and irregular forms of expansion. In certain situations, the second situation is generated, which is “narrow” environments, or pressured by a medium that allows circulation, but funnel zones are generated that contract the free flow of exchange. In a representation of this, it happens in cities where roads cross the city center, and sectors that do not allow cultural and environmental development in different aspects are densified.

In contrast to these cities with defined limits, there is the third type which is the “neutral” environment, where resistance does not exist on the part of nature, and the conditions of limits are offered by private properties, with the decisions of subsequently cede their lands through negotiations. Then the obstacles to growth become economic and social, offering expansive colonizing advantages, but with more or less defined centralities.

This brings us to the fourth type, which are urban places that concentrate populations, hinder the means of transportation due to their recursion, and the dimensions, although they seem favorable in some stages of the city, become a hindrance for the size of the city intended. Cities such as La Plata in Argentina, are surpassed by the density per hectare, affecting the performance of vehicle circulation, the “compressed conduit” being seen by the exceeded capacity of support, as is also the case nowadays in Rome, where immigration is soon to exceed urban mobility capacity. In its characteristics we
can say that it is generated in concentrated and monocentric cities, with a concentric radio characteristic.

The fifth type manifests itself derived from the use of land, and the possibilities offered by polycentric cities, and refers to the potential variations that the environment has to naturally promote different centers or important lines that serve as "urban natural references"\(^{28}\), who organize from their centrality the other parts. The Acropolis of Athens in Greece is an almost extreme example of this situation, other cases of references are given by the mountainous geography of Comodoro Rivadavia in Argentina, which delimits in a living environment with a certain control to form a living culture.

**Citizen Reflection. Local**

A large part of the possibilities of balances in the service infrastructure are combined with the possibilities that ecosystems naturally provide. The potential capacity is to “identify natures”, to put them in favor in the construction of the landscape, and to establish the conditions so that citizens have the “accessibility bases” granted by the capacities and instruments that are provided, such as the generation of resources, economic self-sustainability, generation of experiences and work.

**Institutional. Global**

There are between these two parts for an urban colonization, six forms of energy use and complexity, which according to the level in which it is used over the compact or diffuse city, will be the capacities they have for its development, which will allow its urban expansion or densification.

\(^{28}\) Regarding urban landmarks. (Lynch, 1960)
Guiding function of Urban Sustainability.

E: Energy  H: Complexity

\[
\frac{E}{H} = \frac{\text{ENERGY}}{\text{COMPLEXITY}}
\]

Evolution of urban systems towards unsustainability

\[
\begin{array}{cccc}
E & E & E & E \\
H & H & H & H \\
\end{array}
\]

Diffuse city inefficiency, increasing consumption of resources to obtain reduced urban complexity.

Evolution of urban systems towards sustainability

\[
\begin{array}{cccc}
E & E & E & E \\
H & H & H & H \\
\end{array}
\]

Compact city efficiency: Efficient use of resources to obtain increasing urban complexity.

Ilustración 7 Comparisons between energy and complexity. Conference FLACAM 2012 del Arq. Jorge Pérez, quoting (Rueda Palenzuela, 1999)

Potentials and conflicts confront each other, where what is promoted must be the efficiency capacities that exist in an approximate balance of the
extremes between compact and diffuse city, generating between them a summary of four items that I consider for this study more important.

The first of these are the "energies used to maintain the city", which is increasing or decreasing according to the type and its territorial provisions and its extension. For this reason, it is necessary to know what instruments are in place and with them what framework of action it is intended to address, being urban conservation, renovation and construction three elements that are absorbing products and services, which give the guideline of the justifiable limit of growth, without interfering in the development.

The second of them is the "experience of urban quality" for the consequent capture of the rates corresponding to the services, at the same time of the regularity of all situations, and the benefits of living in urbanity, over improvements in all social and cultural aspects, being in a place with urban aesthetics, the revaluation of the price of private property due to the public context in which it is inserted, the collection of land for public and private green spaces, and comforts of using the basic needs of the service infrastructure.

Among them, the management of water gains and the runoff of excess water from the urban plant and its surroundings can be stated as of absolute necessity, ensuring the corresponding storm drains with their adequate technical-economic solutions for circulation distribution, the cartographic leveling that the area possesses, the location points for drains, ditches and open runoff sectors, all in conjunction with the other public services and the adaptations that result from them.

The intentions stemming from this ability to capture income must be with a social aspect, to guarantee to all the inhabitants the possibility of being
supported by the different salary scales, generating technical urban access solutions, as well as regularity in its legal, political and social aspects.

There appears in the urban system as a whole a third component that refers to the technical, in terms of "knowing how to operate instrumentally" and making available all the capabilities that can be approached from the territory, about the authors executing the works, and the consequent scientific delegation together with the decision-making capacity that is granted to them. Therefore, an actor / author who is still unable to carry out the tasks on their own should not be sent to perform a work, since each person must know how to make their capacities efficient with the instruments that are necessary to operate.

Depending on the efficient use, production and maintenance of the urban model related to the consumption of materials, the consumption of energy by mobility, its typological building relationships, services, and water consumption. On a territory with its capacities on ecosystems, land use, the percentages of absorbent soil in relation to the carrying capacity of the soil, pollution of the atmosphere, water and land. Among these components, this table of natural interactions (Table 3 pag.124) with the occupation model taken is displayed.
Table 3 Conference FLACAM 2012 del Arq. Jorge Pérez. FLACAM

It automatically leads us to the fourth component which is "polycentric and heterogeneous education", accessible on foot from most points in the city, which ensures regular attendance in conjunction with a control of an estimated amount of time in the field educational, linked to the job opportunities it faces, allowing efficiency in social equity, promoting a marked urban order in the economic income of the majority of the population reached, thus avoiding delinquency in general.
This point is derived from the potential of the local state to generate decentralization through schools, public facilities and health rooms, approaching a more direct relationship with citizens and the contribution of the presence of intermediate entities, which represent in all its aspects the proximity of the society with the local government.

In any of these four monitoring, control and execution points in the different aspects of the city, they are in a tendency to balance, the other systems will operate with rationality and in all cases potential sectors will naturally be defined, which will show the best situation in that all the potential characteristics are put into operation, and on the other hand the worst case scenario, such as the bottom line that is evidenced by the lack of organization and social order.

**Institutional Reflection. Local**

The constructed landscapes approached by the institutions on which they have to articulate in an eco-systemic way of networks in it, generates the potentiality of the "urban capacities" that the territories possess to manage themselves, doing with creation, conviction, rationality and certainties, operating on "The strengthening of the durability" of the assets and active infrastructure services that are provided, controlling sporadic events as well as colonizing innovations due to the stabilities that arise.

**4.1.2 Strengthen cultural landscape and the urban identity role**

**Citizen. Global**
Since the beginning of urbanization, nature is the first territory that offers its resources and perceptual landscape situations that provide a technical solution possibility of the ecosystem, together with the natural energy-resource capacities that are the producers of life and fitness formation self-sustaining.

For this reason, there are a series of periods (Gutkind, 1952) by which man makes use of nature and adapts it to urban structures, generating the natural systems by which the construction of an identity is related to the processes of elaboration of the land, based on agricultural, social and territorial principles, in the aesthetic conformation of the artistically carved landscape.

In his first steps man finds himself in a search for security, which is the knowledge of nature with all its dangers and contingencies that it provides for human life. Aware of its possibilities, rationality, production and its phases that allow providing collective food can be addressed, the next step being the conquest of nature in aggressive and unsustainable ways for the natural cycles that are possessed, which leads us to the topicality and understanding of the sustainability of the territory given by a sensitivity to the environment.

What is important in these periods for the urban vision is the ways in which nature decants, limiting its dispositions in the landscape, avoiding planning and structuring itself with certain limits, leaving certain anthropic principles with those coming from the soil, water, vegetation and its components, generating certain beauties that have greater or lesser marks on the capabilities of the environment.

29 The landscape changes according to these peculiarities and the historical influence of man. Therefore, the landscape is a reflection of the climatic, natural and social systems. (Laurie, 1983)
**Citizen Reflection. Local**

The establishment of the "correct values for basic and lasting needs" is a principle that must be understood from the possession of economic, natural capital of accessibility, comfort, food, drinking water, security, rights, education, etc. They are stated as requirements for a dignified life, building a "sociocultural stability", in terms of physical health and psychological stability of people.

**Institutional. Global**

According to certain outstanding characteristics, it leads to a generation of the urbanized landscape, which will give rise to collective protection and conservation over the natural capitals that it produces, together with the relationships it generates with the other urban regions. For this, seven types of identity characteristics are enunciated, marked by the actions in the course of its history and its aesthetics with public / private property.

The first of them is made up of those environments in which the public / private aesthetic aspects are in a consistent relationship for the maintenance of natural and urban capital, generating the presence of joint benefits from their particular struggles. While the aesthetic updating of a home, through collaboration and "self-improvement or economic demonstration" among other possibilities, causes the movement of other parts, resulting in better collective quality.

The beginnings of urbanization that come from human qualities and personalities, consequently go on to generate the same articulations between the parties that generate social, political and economic relations, and is repeated at all higher levels, such as town, city, region, etc. When superficial relationships are found that do not lead to generating a deep bond, but that promote on their surface the second quality that is “sporadic exchanges”
without intensification in time, it can be established that between these parts there is sustainability with the territory and it has alternate agents who participate in it.

Within the possibilities of providing internal and external resources, there is a prevailing element that comes from the capacity with which it is found to produce goods and services that brings us closer to the next statement, which are the "key capitals" that are available, and the management of the resources that come from the geographical location that is capable of promoting strategic connectivity between the elements that participate.

From a geographical point and the key distances to which a city is located, as well as the relations between the distances between neighbors of a population, a fourth principle is opened, which are the "forms of communication" existing between both territories, being in the equivalent the result of the energy used to travel and the time measured in the means with which they communicate. Simple communications between recreational spaces is one of the examples that, at the urban level, must be facilitated by the principles of communication and the transfer of people, as well as other types of accessibility that come from the services used, such as water, waste and the food.

Among these channels of communication of resources, such as services that are transported through the territory, there are key points where the union of energies that intercept each other causing the fifth principle that is the "synergy of the intersection", and which are the generators of places where interests are embodied in a building, a supply, a place of public transport, shopping malls that are the ones that unify and centralize various parts of the city, as well as in the Pampas plain they worked for the nomadic aborigines,
the reserves of surface water, which in view of their scarcity in these places concentrated a basic need and developed as sectors of stay.

The possibilities offered by these places do not depart conceptually as far as the job opportunities offered by capital cities, and when the nomad becomes a way of life and lives in a different place, as well as a country or a culture in which is established in a sentimental and labor way, they are called as "complicated", as it is linked to their possibilities of returning to their beginnings, generally seen in the immigration and emigration of people.

The complications that are generated in the movement and transfer at present come from almost exclusively economic spheres, but there are also other principles that together cause the seventh identity principle, which is the "vulnerability" of certain environments, which prevent the normal development of life, as in other cases the possibilities of displacement through the territories are also influenced, stemming from these conflicts of natural geological origins, flood areas, areas of land movements, etc. and other conflicts from human beings that complicate the balance with the context such as uses and customs that cause environmental stress, involving annoying noises, odors, insecurity, population density, building heights, availability of land, such as derived services, ABL (lighting, sweeping and cleaning), waste, public trees, forecasting and prevention of accidents on public roads.

Glimpsing these seven typological principles, one can see in each of them the provocative dynamics of an identity that starts from their relationships with nature and man, opening the game of this analogy to the adaptation of the parts and the consequent action between them. Each one of these typologies goes through processes that happen one to the other as the relationships
between man and nature change over time, and the importance towards certain characteristics over others is transformed.

We move for these contents to the existence of a planning of green spaces, with its activities and recreational needs that it possesses, together with the tree incorporation of all the places made possible by public space, proposing quantities and qualities in the setting and maintenance of these spaces, complementing with practical resource policies, added to the necessary interdisciplinary training from architects, engineers and specialists necessary for monitoring and evaluating ecosystems and their uses.

**Institutional Reflection. Local**

In accordance with the policies that determine the actions over time on the territory they address, it is necessary to operate institutionally on the "organization and maintenance", which allow urban renewal and the contagion of maintenance of public / private property, promoting renovation and cleaning, maintenance of the city in infrastructure, as in "urban and neighborhood planning", granting good standards for the valorization and identity it fulfills over the region it affects, learning to establish "urban roles", and the use of landscape equipment, productive, patrimonial, progressive, etc. that determine cultural typologies specialized in particular themes in the set.

**4.1.3 Representation of events in the instant**

**Citizen. Global**

From the housing solutions to the regularization of the habitat from all its social perspectives, the possibilities of generating income must be accompanied by the generation of productive ventures, and the ability to acquire appropriate technologies to make execution feasible, and that have
within an action framework, the appropriate scales to be able to be effectively carried out.

The possibility that is available to be able to find a work space in collective coexistence, and is based on those intentions that mark representative events that build from the private environment, urban capital. In this way family planning, commercial, personal, professional use, land use, which in the interactive mix goes on to build the diverse fabric of life in society.

To these interrelations of events of urban lives, the capacities of the territory that are incorporated into them are added, such as afforestation, road use and education, physical and environmental health, education and hygiene, cultural protection, among many components that make up the events that happen daily.

**Citizen Reflection. Local**

The generation of "representative events of traces" in history, capable of specifying work policies that involve specific territories, marking "temporary capitals" that ensure the continuity of public health and of the inhabitants with whom they relate, in such a way that negative intentions such as improperly littering, building by besieging the surface of the block, improper driving, mistreating the forest, etc. they must be counteracted with positive actions, in the neighborhood and intuitive collaboration protection areas.

**Institutional. Global**

To generate an adequate order in the city, active disciplines of constant achievements must be proposed through short, medium and long-term plans. One of the main characteristics to be solved at present by the high real estate values, is access to land and housing, which in parallel forms a prioritization of
production and improvement of the habitat, with the services and aesthetics caused by the experience in community.

The necessary use of the policies of the territory and of the use of the land, generates the encounter with the accessible plans that allow to counteract the economic inaccessibility proposed by the economic policies, positively involving the plot to generate accessibility in all the sites, forming organized occupations and control of the events that occur in the planning, which are building squares, parks, public spaces, equipment, public works facilities, renovation, conservation and restoration of urban capital.

**Institutional Reflection. Local**

Introduce "changes in the policies of the territory" to promote accessibility to basic needs, such as the control of socioeconomic speculation, promoting the installation of regularized housing within a legal framework by social plans from the JNPM, avoiding the precariousness that lurks many Latin American cities, with a management of executive planning guidelines that superimpose positive facts, beautifying and granting accessibility to the city for all.
4.2 Confrontations and use of resources

To innovate adequately, one must be a planner and employer of dispersion, to deal with variables learning from the relationships that are generated, understanding and grouping all the observations from a personal and particular perspective. This produces a drive that works by the same articulation of scientific knowledge that is transmitted and built as they are grouped together to improve themselves in the territory where technical practical knowledge prevails that are implanted with their appropriate technologies in scientifically responsible ways.

What is decided within the possible variables of application is the management of urban capitals that are concentrated in defined places and that must be analyzed from a vision of incorporation into an objective specified with intelligence, for the largest number of inhabitants, involving with This, feeling part of the institution, the assets for oneself, recognizing them as belonging to people. This collection and management of capital resources is carried out with the directive ability of legal, institutional and economic instruments to manage private, national and provincial assets, in direct application to a future urban capital.

For this, it is necessary to permanently assemble the resources obtained, with a direct action in the same cycles with which they are obtained, to have a destination according to the needs that are accused. For this, it is necessary to have precise the executive organization of the imbalance acting in the different periods with which the changes occur, and to demonstrate in the actions, the transformative changes that are made for the popular benefit in the media.
This set offers a vision over the planning of the cycles, the unforeseen in the construction and capture of resources, and the spontaneous possibilities that exist, as they are assembled with the different temporal possibilities of the conduction and its assembly in the territory, in order to participate in the resource base, which is available to plan again.

4.2.1 Responsible for human resources planning

Citizen. Global

The conception of the human resources addressed is developed in a context of the entire population, both in the public and private sectors, and in accordance with the principles on which the workplace is conducted in its extension, being that the job exit from Improvised neighborhoods to the sectors with the best economies, it is necessary to develop so that urbanization conforms to educational and broad forms in the sense of communication, social equity, economic income and family support in all its aspects.

The importance within organizations, workplaces as well as articulated relationships between people due to the tasks performed, cooperatively learning to work in a network, using professional companionship as the articulator of task planning, and of action between public systems / private systems, as well as professional service relationships, product sales and clients.

Citizen Reflection. Local

Manage the "articulation of knowledge" to build a lasting work, colonizing in a satisfactory way the context of people working in a network, promoting "professional diversity" in the scheduling of tasks, addressing the
different cycles using as parameter the cooperative fellowship that it exceeds the own obligations that arise.

**Institutional. Global**

In this sense, we address the urban need for economic development, from its municipal expenses and consumption for the growth and maintenance of the urban fabric, as well as for the generation of the surplus from its management capacity, which increases and makes possible in the state sphere the private sector, the necessary mechanisms that allow you to drive different JNPM resources, in the active productivity of those who live there, enhancing the performance characteristics between capital investment of human resources, and the economic possibilities that are offered.

The structural aspects in all cases of private or public management are of potential value, in terms of the organization of a legal and judicial state system, together with the roles they fulfill at the level of employment in the different areas from the possibilities of the generation of small companies to the implantation of large companies as the municipal state works in similar ways, for the generation of ((work cooperatives)) work and incorporation of state income, causing positive financial situations regarding the organization of employment, of the structures of control and assistance to people, and the regularization of the energy that is delivered from production for the execution of works of public interest, in relation to the total capacity of maintenance and urban growth.

*Paradoxically, the increasing presence of powerful private actors is taking place in a phase in which a wind of democracy blows stronger and stronger over the world, and the local dimension assumes an increasing weight: actors of representative democracy (mayors, communal councilors ), but also of participatory democracy ("civil society", associations, grassroots movements) that fight against the
social inequalities that derive from globalization, and that seek to propose their ideas about the city looking for alternative solutions. (Osmont, 2003)

Among all these components there are social functions in the private sphere that are exclusively dedicated to production and job creation, as well as the state sphere in many cases, who are the ones that generate the increase in productivity in society, and with This is a sequence of economic continuities that are the food of a large number of people with a social profile. Using the instruments that the city possesses in different ways, and collaborating in the fortress from below, the construction of urbanity from the constructive aspects and the knowledge of experience.

Both parties from the private / public worlds, independent or dependent on the employment relationship, face each other as a whole to unanimously seek the best quality of life, since all these relationships must remain in a certain balance due to the differences they possess, and the development of labor roles in society for it to work must have integrated strategies that intervene at the national and international levels.

**Institutional Reflection. Local**

Above personal relationships and the formation of governmental and non-governmental regions, a “determination of cycles” must be generated in group coordination, adapting relationships to exert changes, to conduct interpersonal meetings, making part of the tasks feel people involved, using directive emotional intelligence. The proper use of the “dispersion and active grouping” of people, controls the isolated execution of the roles, and between cycles summon the grouping at the time of establishing relationships and daily knowledge.
4.2.2 Resource management

Managing personal property is an aptitude that is incorporated into the qualities of man, which are instinctive and come from the sense of possession, influencing two forms of resource management, which are the accumulation of capital on the one hand, which has to do with learning to accumulate knowledge, money, products, information, personal assets in every way, and that based on the concept of concentration, there is a "freezing of assets" accumulated and invested; These at the same time can be useful capitals such as a taxi that generates income, or capitals of other types of uses and various needs.

Objects, behaviors, and functional values as such obey semiotic laws. Furthermore, objects acquire a symbolic value, since they are not only significant of their functional level, but also of their social level. (Umberto Eco, 2000)

According to the value they have and the possibilities they offer, it produces an interruption of capital, as long as there is no movement, these goods produce expenses or resource gains. On the other hand there is a passage of capital, when for investment reasons it is possible to generate changes that generate benefits or damages for any of the parties, the exchange or "movement of resources", which managed under certain forms of negotiations can generate a higher profit to the interruption of capital.

In the theme of urbanization, these exchanges are what cause changes in various parts of the population, the sense of real estate speculation, the value that the sites that are renovated acquire, the zoning changes, the settlement of new buildings, in So much so that these variations produce movements in the
owners that can have various effects on the total population, the monetary value being responsible for sociocultural changes.

In both cases it is important to highlight the use of resources, who can, through sustainability intentions and own innovation policies, drive accumulated capital to collaborate in the gestation of change. From the need to create a life with aesthetics from the area in which it is possible to work, the house, the sidewalk, the sidewalk, afforestation, directly influencing the place itself, to the ways of forming a company, incorporating assets sustainable, in the construction of the own infrastructures of products used in the environment. This is how the use of the bicycle, the use of natural products for the enrichment of the soil in its cultivation, the sustainable construction of a building, are all possibilities that measure the capacity with which you want to drive personal resources.

**Citizen Reflection. Local**

Having the "ability to concentrate" capital is a wealth that can be generated, to the extent that consumption is less than the goods generated, it is possible to have the ability to produce own "capital transfers" and increase them as available capacity of it, having above all things awareness of where one lives, the possibilities offered by movements that come from the environment where life is built, and the "use of urban instruments" that are made possible to use them for the benefit of the set.

**Institutional. Global**

The responsibility of managing the population's capital, both for the municipal state in the public sector and for private companies in the use of resources for growth, development, recreation and consumption, have the same importance in terms of learning and Resource management, but the
scales and influences that the state takes for the operation on an urban scale, have greater public responsibilities than in any other situation, due to its relations with national and provincial jurisdictions.

There is a perennial need to ensure that all executions in the territory come from resources and efforts where the benefits are applied to as many people as possible, with the effect on collective aspects unfailingly influencing all scales. social, political and economic. If a road is cut, or there is poor urban lighting, it presents a series of complexities that go beyond sectors or elites of people.

The resource for application in the public sphere is always one that comes from various forms and possible sources from different regional spheres, but the actions are always territorial, what causes the municipal states is the need to generate an organization of the objectives and the application sustainability in projects at their technical, cultural, legal and economic levels that complement their de facto feasibility.

For this M. Rovirosa proposes a series of frameworks and requirements to understand the viability of the proposals in the context:

*It will be necessary to process the pertinent reforms in the normative and institutional frameworks that regulate municipal responsibilities and autonomies, in correspondence with the express policies of decentralization and their requirements, adjusting at the same time the mechanisms of interaction and co-management between local governments, and other levels, to make them more flexible and expeditious.*

*Local projects should ensure the convergence of the specific resources, action capacities and information necessary. This generally leads to prioritizing multi-stakeholder management projects, since only with such shared management will the relevant contributions of the*
various social actors that can provide them be ensured. (Robirosa M. C., La gestión del desarrollo sostenible)

Authors from all social and political ranks intervene in all these processes, generating their references to broaden the vision and evaluate the alternatives and their capacities to carry out in the short term as one of the most important, and to be prepared for conflicts generated at the constant, as are the service infrastructures and the expansion space of a city, among them an important point appears that is the anticipation of conflicts, to be prepared to attack the possible fronts that may generate obstructions in the future.

The same happens with the things of the State: if the ills that can manifest themselves are known in advance, which is only agreed upon to a wise and well-warned man, they are cured very soon; but when, by not having known them, they are allowed to take increment so that they come to the knowledge of all peoples, there is no longer any will to remedy them. This is why, foreseeing the disadvantages from afar, the Romans always applied the remedy to them in their beginning, and they never let them continue their course for fear of war. (Maquiavelo, 1513)

Resources become key in every way, their destiny must contain the feasibility necessary to apprehend the complexities frontally, which leads us to the next part, which is the assembly of these resources and the destiny caused by a result of efforts.

**Institutional Reflection. Local**

The acquisition of urban goods, the accumulation of wealth and surplus for intelligent and precise development, are forms of "concentration and movement of capital" that allow the progress that returns to the particular man for his development. Finding the retroactive possibilities of long-term capital investments, the construction of services such as machines, facilities, infrastructure capital, etc. that form the urban “capital return instruments”, that
based on the intentions and projects, resources can be obtained from the J.N.P.M.

4.2.3 Resource Assemblies

Citizen. Global

The ability to assemble resources, relate products by the utility that is generated, the barter of products and services, the training in the use of own capital for the production of goods, together with the knowledge capitals that can be used for the call for sets of people with whom something superior can be achieved.

Such is the degree of possibilities, in which you can be an author on a day-to-day basis, that in the movement of these capital resources, we can build great things and ventures that exceed the capacity of realization independently of the whole.

The training and programs to be proposed should focus on energy management as resources for joint efforts in the sense of the economic resources of equipment, and of the human resources that are measured in the time they predispose for execution, and the technical and programmed ideation that presupposes establishing efficient sciences that turn great tasks into advantages over the parts that compose it.

Citizen Reflection. Local

Apprehend starting from the "assembly of information" that are made possible under the different resources that are provided thanks to the management of private / public capital, together with the instruments offered by companies, intermediary institutions and the capital that can be used provided
by the city, who jointly allow for agreements and executions, the "compensation of positive exchanges" for all parties.

**Institutional. Global**

The works are not carried out in the territory if any of these three elements is missing, the economy that sustains the future, the mechanical and technological instruments that help on the different scales that a work of urban planning implies, and the provision of trained people, or with ability to learn and continue entrepreneurship throughout their profession.

In the public sphere, it is not enough to carry out the works, the execution and the benefit in a region or territory in which new ventures and executions are applied, the complete cycle ends with the documentation of the works, the means of communication make the popular exercise that is always present, for or against the government, and therefore digital information updates must be generated, the use of digital information cartography and programming, data systems for the transparency of state funds, radio, television, as well as the errors and strengths that generate the drive towards new executive developments.

**Institutional Reflection. Local**

The state's ability to concentrate information that is diffuse in the territory, to be able to assemble it together with each execution that is carried out, promoting “urban transformations” pertaining to the concretion of general plans for the organization of change. The next approach, which can be deduced, is the "understanding of social demands", the social conformism about the time-form of execution of plans, which forces the short term in the works, which must be organized executive by the imbalance in the generation of daily conflicts inside and outside the urbanization.
4.3 Executive Development Systems

Put into operation the ensemble to build with diversity, assembling living plots of the city in expansion and growth, expanding organically in its development, so that the city evolves with all the necessary components to build a future with knowledge embedded in it.

Dedicate almost exclusively to change, generating a comprehensive development that is closely guided for its implementation, generating a guide in all the practices carried out to choose and know how to delegate to developers of potential works that entail in their work an autonomy of management and efficiency in the scheduled tasks.

Incorporating centers that make the innovation generated by the implementation of social educational capital possible, and the educational and research centers that face innovation, from the different areas they learn to do, putting creativity with the values that correspond to it.

This necessary and potential construction is made available to the urban complex to demonstrate all the above characteristics, and is the fixed and visual key on which all other systems can be sustained. The dedication to change is one of the compendiums for the social, political, and economic consolidation, on which people trust and continue to strengthen trust, generating possibilities of doing and developing from the particular, to feed the general.

4.3.1 Organically expand development

Citizen. Global
To the extent that knowledge is obtained from the environment in which one works, a plan is drawn up and an execution is developed, having certainty about what is being done, and this allows the generation of static content that supports new expansive and organizational developments.

All the systems that are undertaken have cycles that must be understood by the stages they go through, and the results they generate, being in each one of the cycles of movements and staticity, the possibilities of deriving and reorganizing the tasks, learning to lead the whole of capacities that we have, placing ourselves in the static point as a mandatory need to contemplate the situation in which we find ourselves to continue.

An artist, a company, a construction of a house, advances in each one of the actions that are carried out, and they stop to assume all the changes and to be able to continue understanding the set, generating connective thoughts and that, like a tree, must to place oneself in a place to expand its roots, to stop and settle adequately with reliability on the environment, is to have the constructive possibility of enhancing all the instruments that one possesses.

**Citizen Reflection. Local**

The ability to possess to know the "how far to go", and appreciate what is done at each step, knowing how to value what you have and understanding the processes that were carried out to become established in the territory, since strengthening the cycles is how you can “expand and progress the capitals” that you have, such as the economic, constructive, educational, social, identity, human resources context at all scales, who allow these expansions to be achieved with growing capacities.

**Institutional. Global**
The institutional executive is one of the most difficult to explain in words, the conclusions that are observed come from executions, the active environment that is in permanent action on the territory, and that come from the governance of different structures in public environments and private, bringing the certainties to which the executions form a permanent history, who as a final point is the adequacy of the landscape for people, and has the advantage of permanence, as a present memory that generates the recursion of change in people, towards its naturalization in time.

The generation of a communication route or the beautification of an urban park, promotes in its use a real, palpable action, and will be politically justified every time its situation causes a real benefit for the inhabitants. Since people's beliefs are variable, are not maintained over time and can change their meaning in moments, the works become that memory of what is done well, and you should not hesitate to forge these changes against public or political, since certainties are what support an aesthetic and ethical change in the city.

When opinions in the future contradict politics, it is the actions that are possible to re-specify the population of the achievements and the force of recursion, being the naturalization of a work by accustoming, a natural symptom of consciousness collective, and the belief that things are in a certain way and must continue to be so, is partly a product of today's society of distancing oneself from knowledge of changes, together with the loss of wonder or anesthesia (Leach, 2001) before the changes that are achieved and the efforts that are made available for it.

The questions to ask are; if there are limits to action, and what are the margins on which you can succeed in the different stages that are programmed. The approach of these assertions leads us to the energies that must be
dedicated to change, and to be clear about the actions that are proposed in the framework of sustainability to which they belong.

**Institutional Reflection. Local**

Put into operation the construction and the “establishment of capitals” that take hold in the territory, such as the construction of urbanization and extensions of the plot, quality social housing plans, closed circles of private housing, laying of infrastructure, treatment of waste, generating a capital identity, are constructions that establish the possibility of "expanding development", understanding the organic cycles undergone by culture, who is capable of accepting changes or preventing development, according to the ways of acting that must be politically have between "construction and enunciation of actions".

**4.3.2 Integral development and dedication to change**

**Citizen. Global**

For comprehensive development to be carried out horizontally and vertically in all structures of state governance or towards large private companies, there must be a simple and interdisciplinary language to be able to give clear objectives in each of the actions to be carried out, and these executions must be sequential one by one, each action commits an action time that leads to a mental cycle, while each cycle must be explained and the energies must not be dispersed in the medium and long term.

The clear execution of the wishes and their consequent applications, derives to its certainty when it is possible to innovate thinking about each cycle that is carried out, it should be understood participatively with the authors of the executive process, finding new answers in each step, being the person who
manages the adequate tools and machinery, which contain the knowledge and experience of work, which is much greater in its specific part for those who only observe the action.

When, on the other hand, scientific languages do not allow communication, things are done in confusing ways, the interlocutors do not work in parallel communication, being one-way thinking, communications become meaningless, without spirit consequently, or are not understood provoking group separability conflicts, and what is done ceases to have a connection with the general guidelines.

The positive qualities are those that give autonomy to the management, generating reciprocal satisfaction among all the ideas, and the executions can be improved, controlled, changed in the course of execution, and of course innovated at all times, thus the situation requires it.

**Citizen Reflection. Local**

Particular work from the personal sphere, provokes emotions that provide ethics and aesthetics in the environment, generating responsible developments as "urban drivers" that blend with their characteristics, to shape a collective change, generating extensions of actions that "develop potentials" existing innovation to promote progress, and sustainable ventures are responsible for cementing new strategies to build the future.

**Institutional. Global**

The fields of action are diverse, the land is different in each place, its ecosystems as its ways of building on them, and the consolidation of the government structures as of the theories of appropriation of what is done, must
properly subsist to learn to observe the strengths known and to be known, and that generate possibilities of creative application at every moment.

The promotion from the institutional must be cultural development, knowing that while the generations change, the applications generated in the territory must be focused on the health of the urbanization together with its aesthetics, using the changes that last to generate a present conformity while maintaining future desirability.

The importance of the conviction, teachings and impositions necessary to generate changes in the city, makes it essential to firmly direct the general perspectives found with the particular applications, moving horizons and transformations that take advantage of the natural potentialities of the territories.

Institutional Reflection. Local

The usable potential value of the generational movements of people, allows the “cultural recycling” to evolve to promote new uses and functions, determining changing capacities that must be taken advantage of in the time cycles that are enabled, the structural and superstructural context being forms of “revolutionary cyclical uses” that enable the implementations to be made feasible, under the technical-scientific specifications that are being developed in urban functions.

4.3.3 Facing innovation

Citizen. Global

From the dialogue generated between the different scientific and experiential knowledge parts, the next point becomes to face innovation, since the execution of good ideas is no longer enough, but rather that they are
implanted, forming executive patterns that provoke its repetition in the rest of the executive authors, being that the innovation cycles generate the true changes when they form repeatable sequences in the different areas in which the experience can be applied.

How a mold can generate a concrete bench, an improved gutter cord, or a simpler practice in the construction of a sidewalk, can be the key to saving unthinkable economic and human resources when repeated hundreds of times. Overcoming form. Being the innovation one of the easiest forms of applicability in the execution, and it can be understood by means of diverse steps so that they comply with complete cycles, among them some are listed.

Putting value to the sciences of knowledge applied to the trades and human arts that have bases in the knowledge of art, literature, agriculture and politics, who are the ones who reinvent themselves and circulate throughout the world, which pass until today, learning to implement the latest technologies in the territory, on the design capacity, materiality, advertising, relationships, education, etc. maximizing the active productive areas and promoting the roles to the maximum of cultural possibilities.

Citizen Reflection. Local

Facing innovation by the “capabilities that techno science” provides, together with the intuitive knowledge and experiences of being able to understand progress from history and its advances, driving innovation from the “potential cultural memory”, to adapt the work practices with the feasibility that the territory allows.

Institutional. Global
Innovation of contagion towards people, opening new experiences that renew relationships through the work done, improving the means and instruments necessary for the elaboration of innovation, infecting with practice the work team and those who influence the task, promote a work capacity that makes innovation exclusive for the understanding of these people, generating a certain continuity and security in what is done, and finally making the tools effective, and this means that those inputs and instruments used can be innovated over time of time, generating savings and time in continuous ways.

*The history of humanity is the history of the continuous development of the kingdom of necessity towards the kingdom of freedom. This process has no end. In societies where classes exist, class struggle has no end. In the classless society, the struggle between the old and the new, and between the just and the wrong, will never end. In the fields of the struggle for production and scientific experimentation, humanity is in constant progress and nature in constant development; they never stay at a certain level. Therefore, man needs to constantly synthesize his experiences, and he discovers, invents, creates and advances. All ideas in favor of stagnation, pessimism, inertia or complacency are wrong. They are so because they correspond neither to the historical facts of the development of human society over nearly a million years, nor to the historical facts of nature known to us to date (for example, nature as reflects in the history of the heavenly bodies, the earth, life and other natural phenomena). (Mao Tse-Tung, 1970)*

Human generations are defining this innovative progress in general ways, the imprints that are generated vigorously by entrepreneurs at different stages of the projects, are those that are improving step by step the principles found in the intentions of all beings human, in the comfort of life, happiness and the grace of progress.

**Institutional Reflection. Local**

Promote "positive centers for development", forging meetings in places that carry out practices that conceive the same experiences in different regions
of the country and abroad, creating and assembling creatively through implementations that benefit large parts of "heterogeneous population", learning from the repetition of experiences in practical innovative implementation, and from the improvement of production systems and serial processes.
5 FINAL REFLECTIONS

Each one of the analyzed and reflected parts promotes the understanding of this set that starts from the particular decisions, with the identity needs that are invoked by the people, in as simple innovative facts as they are the creative, deductive and executive.

If we represent each of them as a helicoid, we will have that each of them by themselves have an identity, with which they interact with the structural and superstructural factors of the system in which it develops, being that they independently have their own way of manifesting and programming to subsist in their environment.

Illustration 8: It is the first design of the project. (Pesci, Pesci, & Pérez, 2007)

If we represent the inevitable expansion to which the helicoids that start in the personal and are transferred through family, neighborhood, urban, national, etc. social environments are subjected. We will have to see how the particular innovations have an expansive impact on a greater number of people according to the energies that are used in a given period of time, together with the directions of the intentions that are programmed, obtaining three graphs of these characteristics.
The understanding of such a broad context generated in the interconnection between the parts that come from the inherent possibilities of innovation of man, with his capacities to enhance them in the interrelationships that he generates in life, and the projects that he can strategically carry out to change the nature of the landscape and its ecosystems, generates evaluations of how and in what way it can use urban capitals, to be able to synchronize them sustainably in their joint operations, building a synchronous helical structure greater than the parts that start in the particular, to develop in networks of collective interactions.
This task leads to hundreds of complexities on its way, demands the need to advance strongly using the adequate human and institutional resources, programming networks of collective regions that make it possible to pave a path that is extended by the useful energies found in all the territories.

It is through these complexities that you must learn to call social dynamics where projects and management processes are promoted, generating actions promoted by the community to define priorities on the places of implementation of changes, affecting natural, economic and human capital.

These processes are not simple, the innovations have a great cost of human resources and monetary capital, as well as the time investments that constitute in many cases of trial and error, but the capabilities that are achieved in the dispositions of people, the involvement from the tasks of knowledge, together with which the efforts are being directed, generates in the aptitudes the feeling of mutual respect for the work and the sense of work in keeping with what is being done.

Being innovative therefore involves being enthusiastic in every way, and knowing that hundreds of trees are planted, gutter cords are made, land is leveled in order to achieve suitable places to establish homes where families will raise new generations, with accessibility and places of recreation, as well as political-economic management to obtain national resources that make new facilities possible, summons in these relationships a spirit of solidarity that enterprises acquire when they are known to be in good directions, being that by setting the example of new generations, saying "I was in an entrepreneurial management" for the people and participate in the planting of parks, or as a desire to "self-exceed personal goals", all this creates a feeling of work that can not be replace in any other way.
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157
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