

# Tec and Stanford: 3 years of social innovation in digital magazine



March 2024 marked **three years** since [Tec de Monterrey](#) started publishing the **digital magazine *Stanford Social Innovation Review en Español (SSIRñ)*.**

The Tec's Director of Sustainable Development and Outreach, **Cynthia Villarreal**, who is in charge of this publication, discussed the importance of **fostering social innovation**.

*“Tec de Monterrey acknowledges its joint responsibility for the **sustainable development** of our communities and therefore recognizes that the knowledge exchange and diffusion of **social innovation** is an essential tool.*

*“This publishing partnership allows us to reach Spanish speakers and give them **access to this information**,” she said.*

Although **the magazine is more than 20 years old** and its content is originally in English, there was a need to reach out to the Spanish-speaking community on issues of **social innovation**, said editor-in-chief **Andrea Gonzalez**.

[https://www.instagram.com/p/C6M2M6UJWt9/?img\\_index=1](https://www.instagram.com/p/C6M2M6UJWt9/?img_index=1)

*“We have a mission to **foster social innovation** and make it accessible for the Spanish-speaking community. Although the magazine was originally in English, a Spanish edition was important **as part of a global effort**.*

*“Another of our missions is to promote the work and **good practices of social innovation** in our region through original articles published by the magazine in Spanish,” she said.*

**Stanford Social Innovation Review en Español** is a digital magazine that has been published quarterly since 2021.

On 2 September 2020, Tec de Monterrey signed a publishing license agreement with **Stanford University** to reach out to the Spanish-speaking region.

This edition also offers **talks, webinars, a fortnightly newsletter**, and audiovisual content on its social media.

*“We were very successful in our talks that included experts with different perspectives, delving into **good practices** from a conversational approach.*

*“**Talks** are another approach to **learning experiences**, not only with articles but also with some experts who can give valuable content and knowledge through learning experiences,” she added.*

[https://www.youtube.com/watch?v=p4cvr2o\\_stk&t=5s](https://www.youtube.com/watch?v=p4cvr2o_stk&t=5s)

### **Tec professors share their knowledge**

Since its launch, they have reached **more than 400,000 readers**, with more than **280 articles** translated into Spanish and **15 original articles in Spanish**.

*“We translate the **articles** that best suit our region from the English magazine, which has 20 years of prestige and a large number of collections.*

*“In addition to translating into Spanish and editing, we publish original articles by **Spanish-speaking authors**, who provide a better understanding of social innovation in **Latin America and Spain**,” says Andrea González.*

Four of the **original articles** were written by Tec professors.

One of these was [“Using ‘Purple Glasses’ to Achieve Gender Equity in Mexico”](#) by professors Patricia Torres and Lumi Velázquez.

[“Túmin: A Currency for Local Development”](#) was a financial article by Professor Mildred Berrelleza.

[“Feathers Painting Skies: Integrating Local Communities with Conservation”](#) was written by Professor Angel Cabrera on bird conservation.

Professor Martín González contributed the article on education called [“A New Education for a New Economy.”](#)

**“We have a mission to foster social innovation and make it accessible for the Spanish-speaking community.” - Andrea González, Editor-in-Chief**

## **Spread the news about social innovation!**

As part of its third anniversary, digital [Stanford Social Innovation Review en Español](#) has [launched a call to invite people to donate](#) so that the magazine can continue promoting this type of [information](#).

*“Our crowdfunding campaign is a collective effort, and we need the support of all **our readers and the community** we have nurtured over the past three years.*

*“It was created first and foremost to celebrate three years of knowledge and has inspired more than **400,000 readers** during this time,”* said Carla Aguilar, the magazine’s editor-in-chief.

## **How to donate?**

- Visit <https://ssires.tec.mx/es/donar>
- Choose where you will donate from: Mexico or anywhere else in the world.
- Enter the amount you wish to donate.
- Choose the frequency of your donation: monthly or a one-off payment.
- Fill in your details and include whether you want it to be tax deductible.
- Click ‘I join’ and you will be supporting the dissemination of social innovation.

## **Social innovation: everyone’s responsibility**

**Innovation** is for everyone, regardless of country of origin or age, **Aguilar** said.

*“Making it clear that innovation is for **everyone**, regardless of age, nationality or education is one of the magazine’s main challenges and missions.*

*“Innovation and social impact includes all of us and we can all be part of the solution. The magazine’s main objective is to take **social innovation** out of high-level university or corporate environments and bring it into everyday life,”* she said.

In the [latest edition](#), which can be downloaded for free, you will find **articles** related to the fashion industry, inclusion of people with disabilities, and equity and gender, among other topics.

## **READ ALSO:**

<https://conecta.tec.mx/en/news/national/institution/leading-professors-tec-initiative-attract-international-talent>