

Campana-Altamira: 10 years of social intervention and community work



The initiative, coordinated between the Tec, the government, and businesses, is celebrating a decade of boosting the area with social projects and infrastructure.

16/12/2025

Campana Altamira

Conecta Monterrey

Ten years ago, [Tec de Monterrey](#) and the Government of Nuevo León came up with a plan to improve the **Campana-Altamira** area, both socially and in terms of infrastructure.

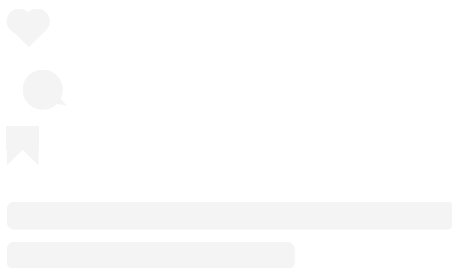
After different projects and initiatives, **designed mainly by teachers and students from the Monterrey campus**, significant progress has been made in various areas.

"We've seen a significant impact across the project level, the governance level, the educational level, and the infrastructure level", said Oscar Carracedo, Director of [distritotec](#).

Campana-Altamira is an area located in the **south of the city of Monterrey**, adjacent to **distritotec** and historically close to the **Tec**.



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Projects that inspire

The [Campana-Altamira Initiative](#) has promoted a **comprehensive approach** that translates into **concrete actions in security, education, infrastructure, and basic services**.

Tania Arrambide, Director of Social Transformation, pointed out that one of the projects with the clearest results can be seen in the area of **security**.

Based on **weekly monitoring** carried out since 2018, they found that **thefts have decreased by 60%**, which is related to the perception of security.

"The perception of security is different now than it was 10 years ago. It used to be much more difficult to get to the area.

"So, we're seeing that the support the initiative has received, along with the existing community resilience, has strengthened different conditions which mean that nowadays, people in the area go out more, socialize more, talk more, and get more education", she said.

Designing school classrooms is one of the projects that has been carried out by teachers and students. Photo: CONECTA Monterrey



Education

Educationally, the intervention has been designed **to accompany girls, boys, and young people throughout their education**, from early childhood to high school.

“There’s a methodology that we created to provide strategic support, considering all the challenges that this community faces.

It’s important to realize that there needs to be a deep understanding of how students get to the classroom and what it is that we can do, because ultimately, we’re not part of the school community”, Arrambide explained.

"We've seen increases in self-esteem, perseverance, and growth mindset".- Tania Arrambide.

A study conducted by distritotec found an increase in average years of education in the community.

"We've seen increases in self-esteem, perseverance, and growth mindset," Arrambide shared.

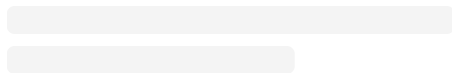
A case in point, she said, is that of the **CBTIS 99** school, which was facing a high dropout rate when the intervention began.

"Back then, 28 out of 100 students would graduate; today, over 69% of those starting school finish their studies," said Arrambide, adding that after the support provided, **the school now has almost 800 students.**

She shared that **around 700 students from the Monterrey campus have carried out projects in 90% of the schools in the area.**



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Citizen participation

The **Campana-Altamira** community stands out for its mutual support system, said Arrambide.

But when the initiative began, they noticed that people weren't going out into the streets much to socialize, so they searched for **leaders** to create **community committees**.

"They've become established over time. These community committees can include, for example, school committees, neighborhood committees, civil society organizations, collectives, social initiatives, so participation can be seen in many different ways," she explained.

Through these initiatives, the aim has been to empower the community in its own transformation.

"I believe that's very important. In fact, the London School of Economics (LSE) published a report investigating the initiative in 2021. Among its findings, community involvement was precisely one of the achievements", she said.

The Solar Community Hub Oasis is part of the infrastructure that was built as part of the initiative. Photo: Campana-Altamira Initiative



Infrastructure

Over 85 public spaces have been improved in the area, such as **streets, paths, and stairways** that were previously missing.

“When we started working, there were people who hadn’t left their homes for 10 years because there was no way to get out. They had injured a leg, and since they couldn’t get down the hill, they couldn’t even go to the doctor”, Arrambide recalled.

Another important development has been in access to **drinking water**, especially in the higher elevation areas of the neighborhood.

“There was an effort made by the different entities we have in the initiative to be able to bring drinking water to the highest part of the Campana hill. Today, over 40 homes now have 24-hour water access and their own water meter”, Arrambide

highlighted.

The Campana-Altamira American football team and the “Colosal” artwork are other projects from the initiative. Photo: Conecta Monterrey



Culture and sport

Cultural projects have contributed to redefining the territory. The **Colosal** mural became a **symbol of community identity**.

It consists of houses on the hillside that were painted in multiple colors that form figures from a distance; it encompasses **25,000 square meters of work**.

“At the time, it was the only one of its kind in the world because it was made in three dimensions, in a single composition. It’s not just art, it gave pride and a sense of belonging to the community”, Arrambide said.

In terms of sport, several actions have also been carried out, such as the formation of the **Cardenales de Campana-Altamira** team, focused on girls, boys, and adolescents.

Around 900 projects have been carried out. Photo: Campana-Altamira Initiative



Governance

The governance model integrates **two government bodies, municipal and state, academia, and the private sector**, who work together on the planning and execution of projects within the area.

"It allows the four entities to coordinate through different working groups to develop projects with direct impacts on the area", Oscar Carracedo said.

This model **is not widely used in Mexico**, said the director.

"It isn't common to find in an initiative of this kind, in a community, 4 actors coming together and working side by side for a social innovation project", he explained.

"We've seen a significant impact across the project level, the governance level, the educational level".- Oscar Carracedo.

Cemex and **DEACERO** are a couple of the companies that have supported this initiative.

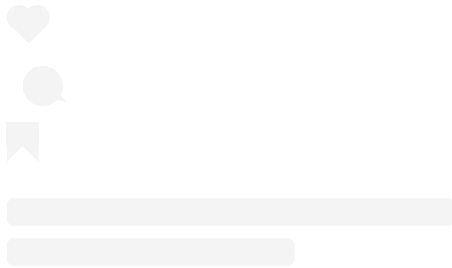
The governance approach also aims to ensure the continuity of projects beyond administrative changes.

This leadership style works as an operational mechanism that **organizes institutional participation** and defines how decisions are made in the territory.

"It's not a single organization, it's a joint effort", Carracedo pointed out.



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In the future

As a continuous improvement project, the **Campana-Altamira Initiative** will continue in its different areas.

“Our idea is to continue promoting the projects we’re carrying out, but also to give some impetus or try to have more impact on digital divide issues, for example”, said Carracedo.

One of the priority projects for the future is the **Los Pinos Park**, which is considered the next step in the territory’s urban intervention process.

It is a fully equipped park aimed at addressing community needs that **will integrate public spaces, recreational areas, and improvements to existing infrastructure.**

“It’s the flagship project now being led by the Tec. If all goes well, we will begin construction next year”, Carracedo said.

There are also plans for greater incorporation of **technology for decision-making and more work on empowering people in the area.**

Ten years later, the **Campana-Altamira Initiative** remains an ongoing process in constant evolution.

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