



## 11th International LAB Meeting - Spring Session 2008

European Ph.D. on  
Social Representations and Communication  
At the Multimedia LAB & Research Center, Rome-Italy

Social Representations in Action and Construction  
in Media and Society

"Identity and Social Representations:  
Cultural and Mythical Dimensions"

From 26th April - 4th May 2008  
[http://www.europhd.eu/html/\\_onda02/07/13.00.00.00.shtml](http://www.europhd.eu/html/_onda02/07/13.00.00.00.shtml)

## Participants Presentation





# **PRESERVATION OF CULTURAL HERITAGE AND REVITALIZING A MINING TOWN IN MEXICO**

**José G. Vargas-Hernández, M.B.A., Ph.D.**

4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

1

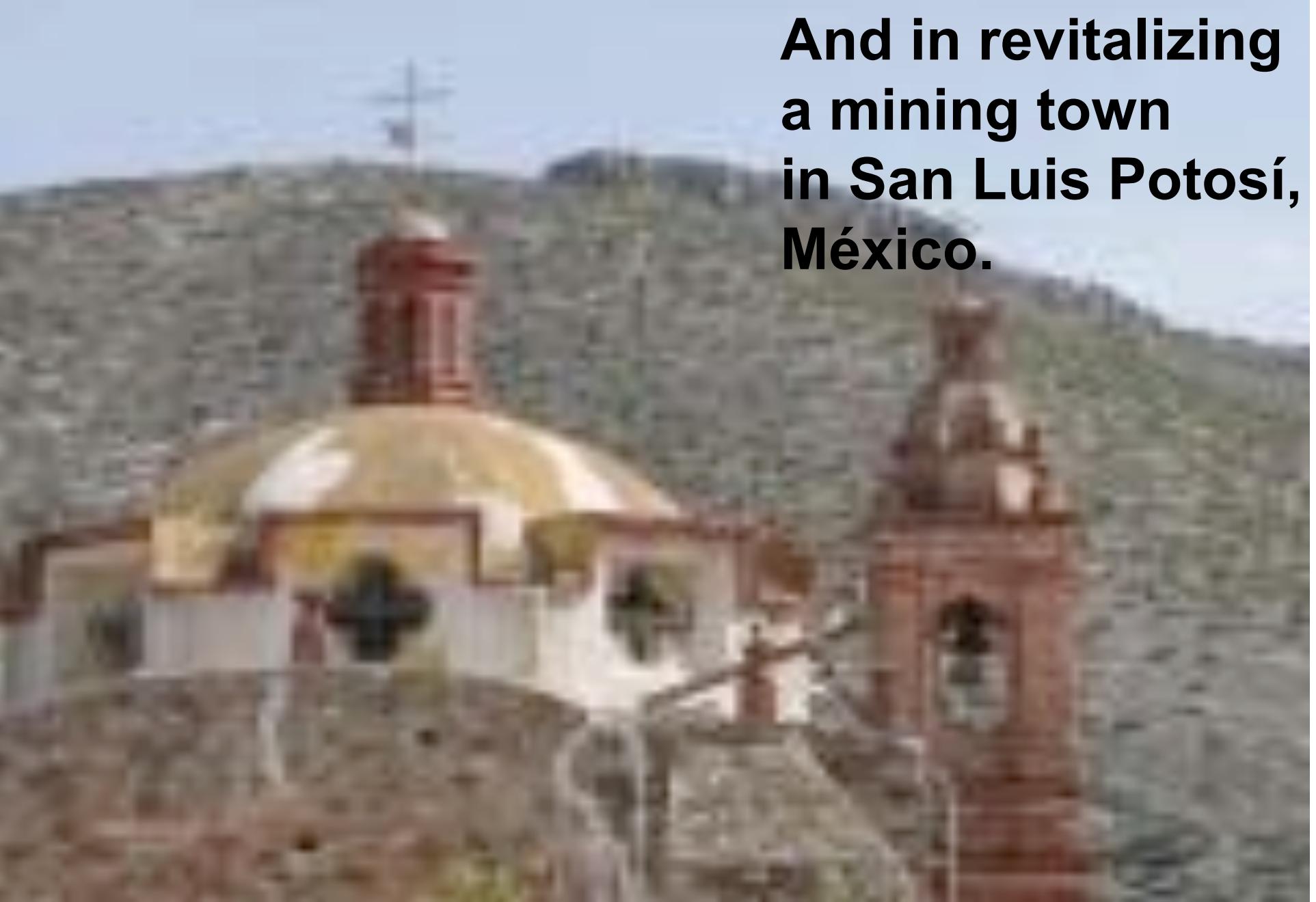
# **CO - OPERATION AND CONFLICT BETWEEN FIRMS, COMMUNITIES, NEW SOCIAL MOVEMENTS AND THE ROLE OF GOVERNMENT**



**José G. Vargas-Hernández, M.B.A., Ph.D.**

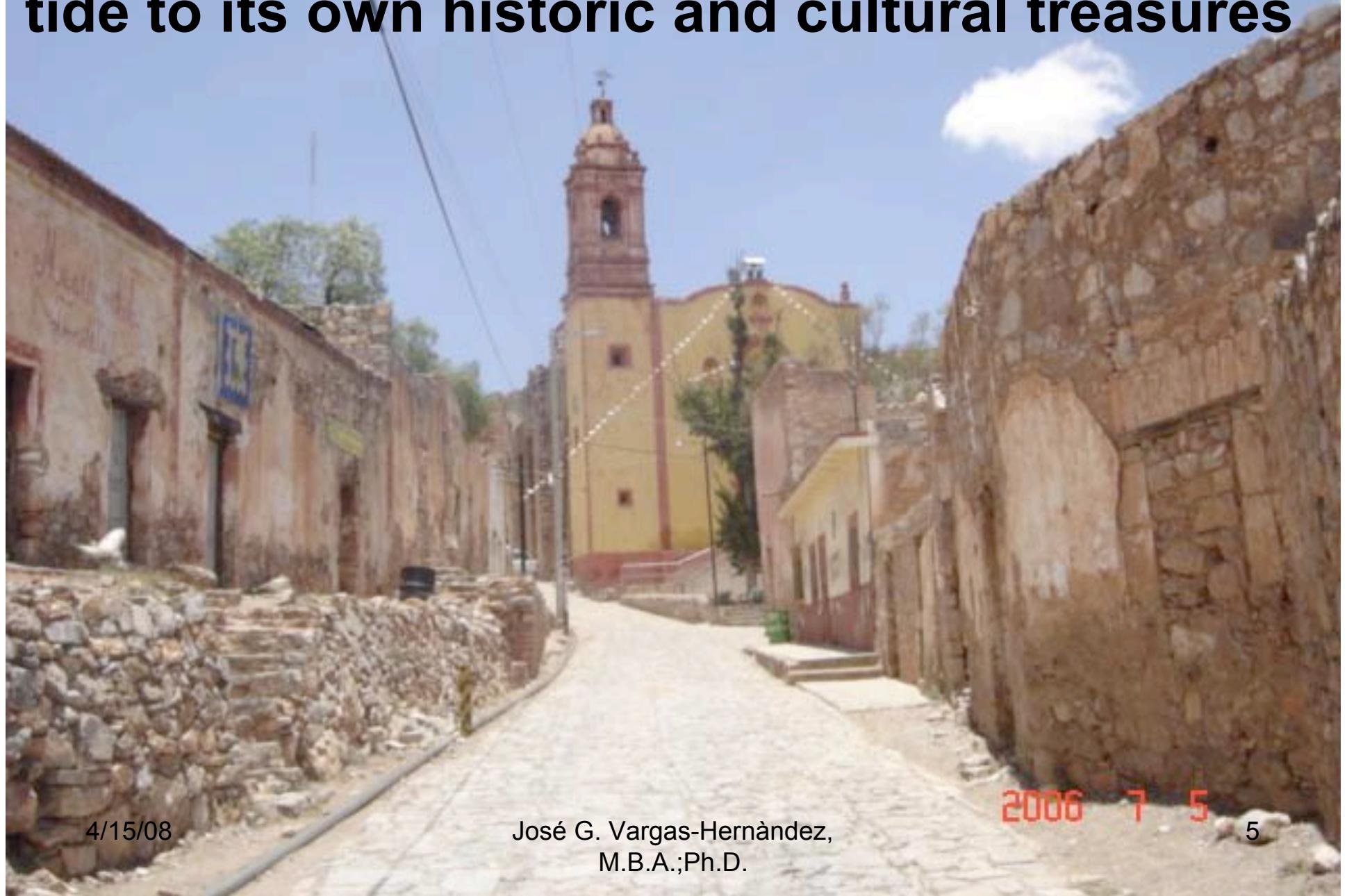
**The aim is to analyze the importance it has to rescue, defend and promote the historic and Cultural heritage of Cerro de San Pedro**





**And in revitalizing  
a mining town  
in San Luis Potosí,  
México.**

# The community decision is to maintain itself tide to its own historic and cultural treasures





4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

6



José G. Vargas-Hernández,  
M.B.A.;Ph.D.



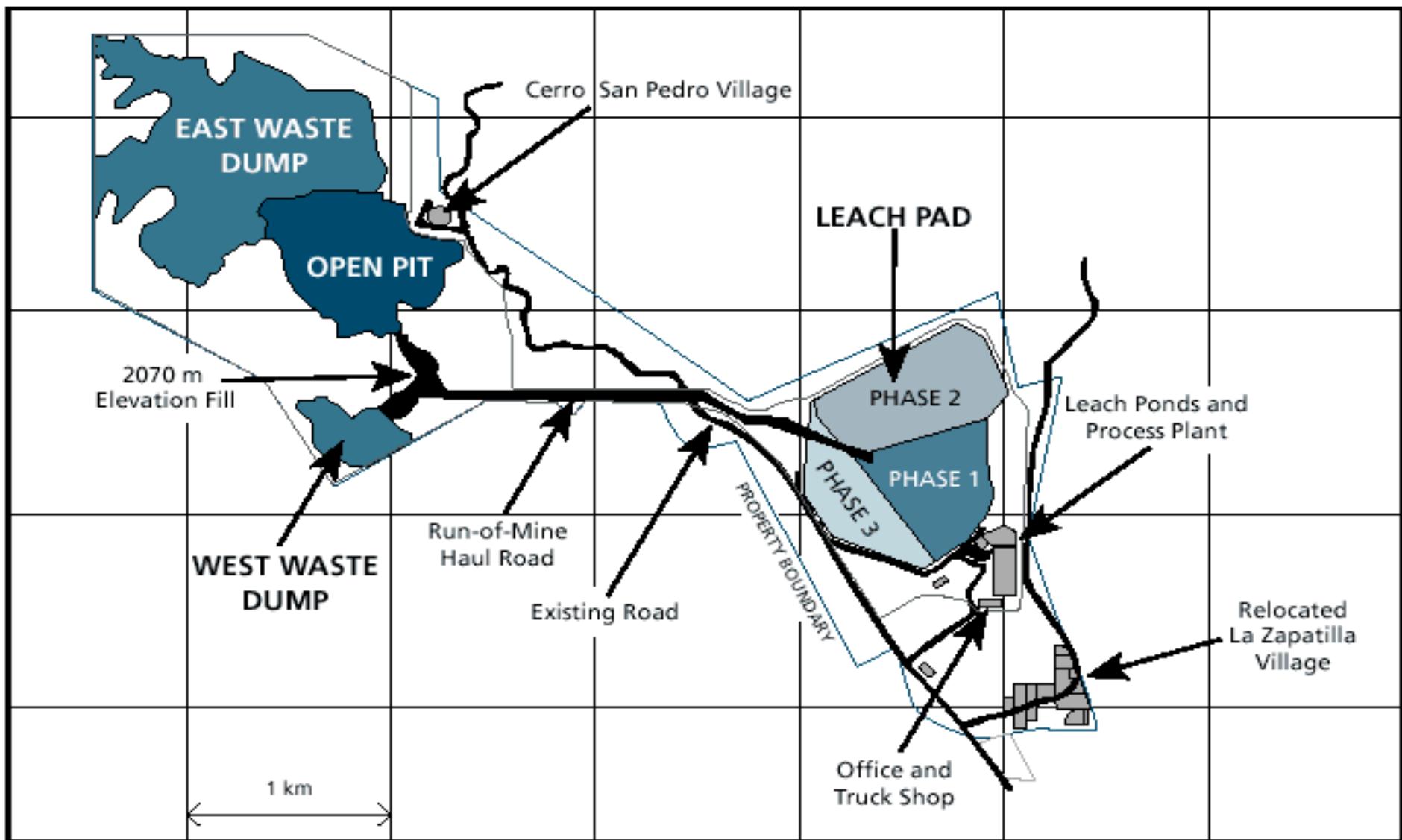


4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

9

Cerro San Pedro project  
Proposed site plan



# This case also shows the lack of negotiation between firms, communities and new social movements





**© LE ADVIERTEN AL INAH**

# Permiso para MSX sigue suspendido

**J. ANTONIO GONZÁLEZ**  
San Luis Potosí, Potosí

La empresa debe esperar resolución del Juzgado Tercero de Distrito para reanudar la explotación minera.

El Instituto Nacional de Antropología e Historia (INAH) está avisado por el Juzgado Tercero de Distrito para reanudar la explotación minera autorizada para la Compañía Minera.

La posibilidad de reactivar esa licencia del INAH está en rebeldes, por lo que habrá que esperar su resolución.

El delegado del INAH, Juan Manuel Francisco Jiménez, informó de la respuesta que proporcionó la empresa a los procedimientos, among them que consta a la altura de la que Cerro de San Pedro tiene pleno fundacional respaldo".

Es decir, la licencia no es un cheque en blanco; sino que tiene obligaciones que la empresa deberá cumplir;

ciudad, y al esto implica tener más reglas que deben ser cumplidas y acatadas por Minería San Xavier, incluso, para eso es lo que ese problema minero es mismo".

No pocos se asombraron que Comisión de San Pedro Termas haya visto conforme que no tiene esa carga histórica que para los potosinos tiene Cerro de San Pedro".

Agregó que una vez que el Juzgado Tercero de Distrito "nos instruya que nuestra licencia está en vigencia sus-

citar de nuevo a la empresa que cumpla con los compromisos establecidos".

Por ejemplo, agregó, "la instalación de equipos de medición de las explotaciones y para medir el movimiento que producen con el fin de las edificaciones del peñón".

Añadió, "también que acompañen el Proyecto de Restauración del terreno de Cerro de San Pedro, ya que no se ha hecho lo mismo que la entrega de teléfonos celulares, supervisores

2006 8 9



Exige di  
entrega

EDUARDO DELGADO  
San Luis Potosí

**"Gobierno se deslinda de trato con la Minera"**

**JUAN ANTONIO GONZÁLEZ**  
Cerro de San Pedro, Potosí

Oscar Lizardi, presidente municipal de Lerdo de Tejada, San Pedro, comentó que ha recibido una serie de presiones de Gobierno del Estado para renunciar el folleto que refina los recursos necesarios para iniciar la rehabilitación del cerro.

"Estoy saliendo con mi licencia en mano y me dicen que necesito este fondo de 2 mil millones 500 mil pesos para la restauración del terreno de San Pedro, lo cual se me creyeron depositado en una cuenta de Banorte", dijo.

Agregó que el Instituto Nacional de Antropología e Historia (INAH) le ha hecho la restauración y que el Instituto verá que las autoridades le llevan a cabo con la obra.

Paz Izquierdo, Gobierno del Estado no ha considerado dichas recomendaciones, en la última ocasión en que se reunieron reunieron tanto con la respuesta de Cerro de San Pedro como con el Instituto.

A pesar de ello, el presidente municipal de Lerdo de Tejada, Oscar Lizardi, indicó que

**Minerafobia en tono creativo**

Además de la protesta del Frente Popular Opositor, ahora se realizó una marcha y manifestación

# and governments in planning, development and revitalization



4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

2006 7 5

13

**of a shrinking  
colonial town.**



4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

14

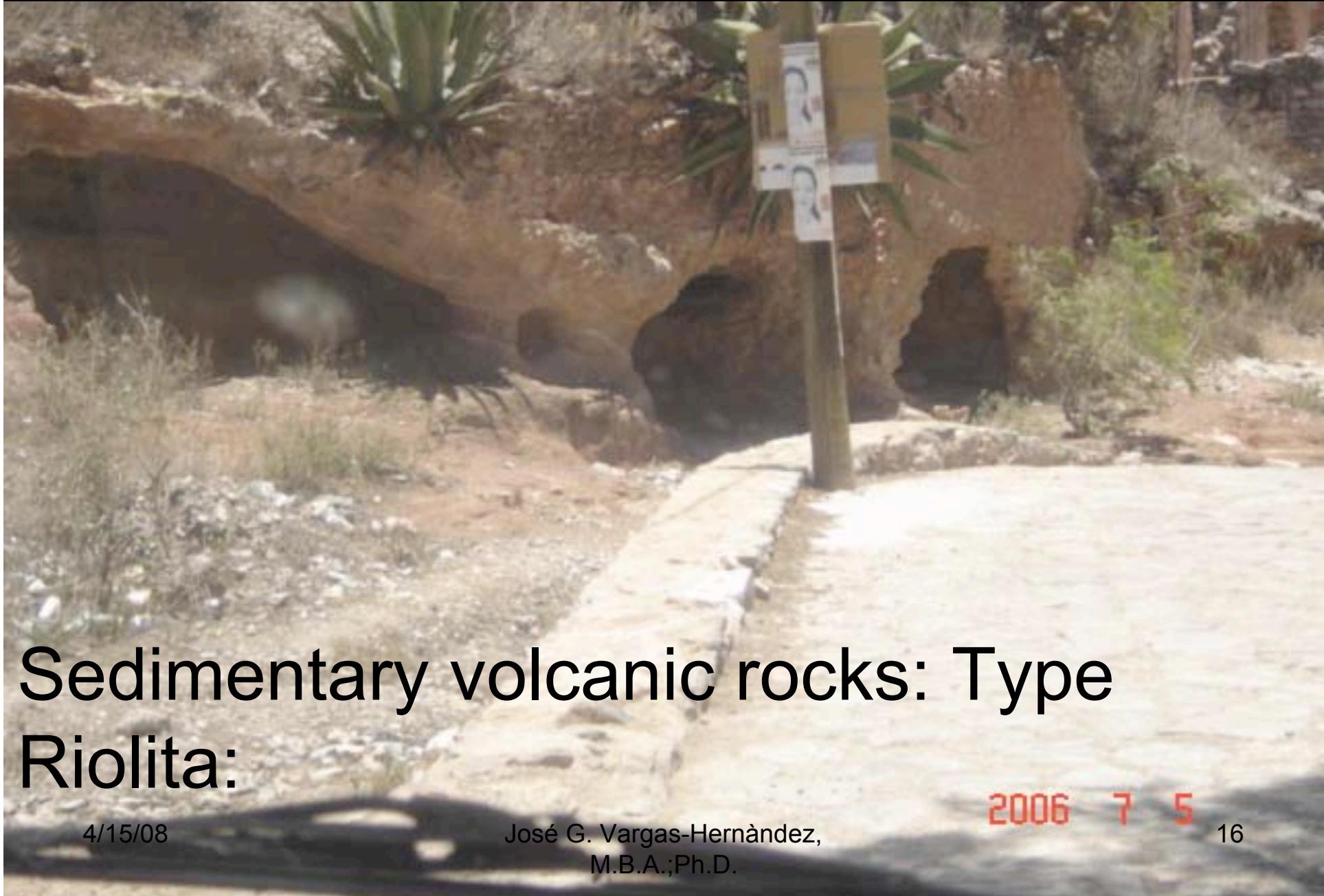


4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

15

# Characteristics and use of soil



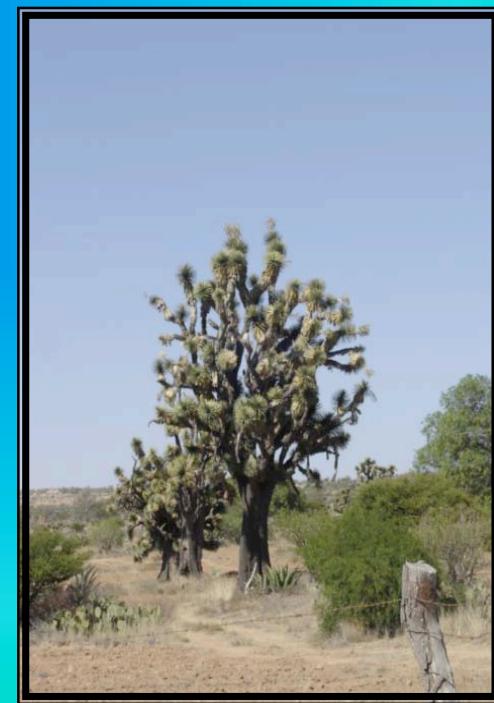
Sedimentary volcanic rocks: Type  
Riolita:

4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

2006 7 5

16

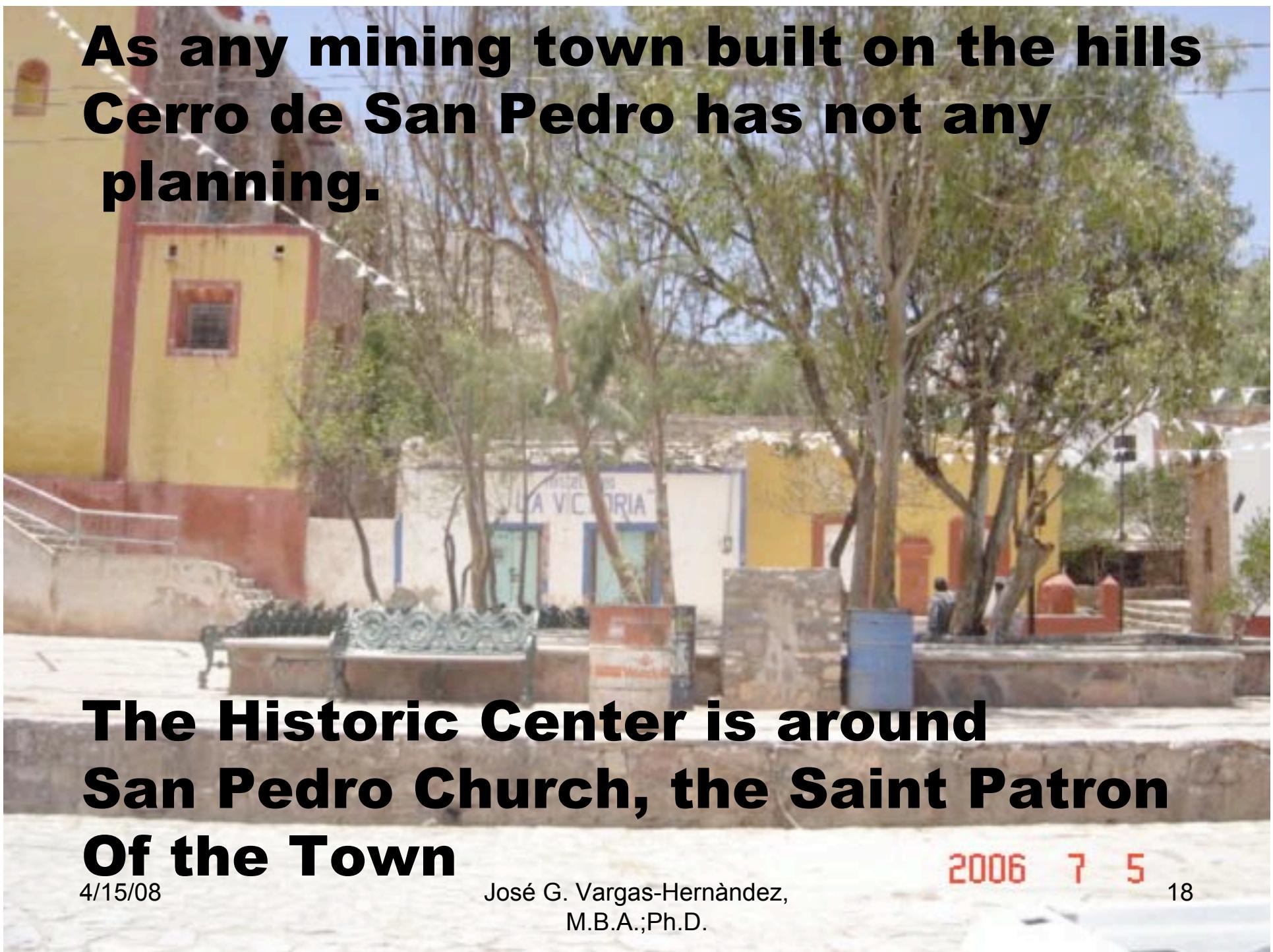


4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

17

**As any mining town built on the hills  
Cerro de San Pedro has not any  
planning.**



**The Historic Center is around  
San Pedro Church, the Saint Patron  
Of the Town**

4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

2006 7 5

18

# Población total y tasa de crecimiento intercensal

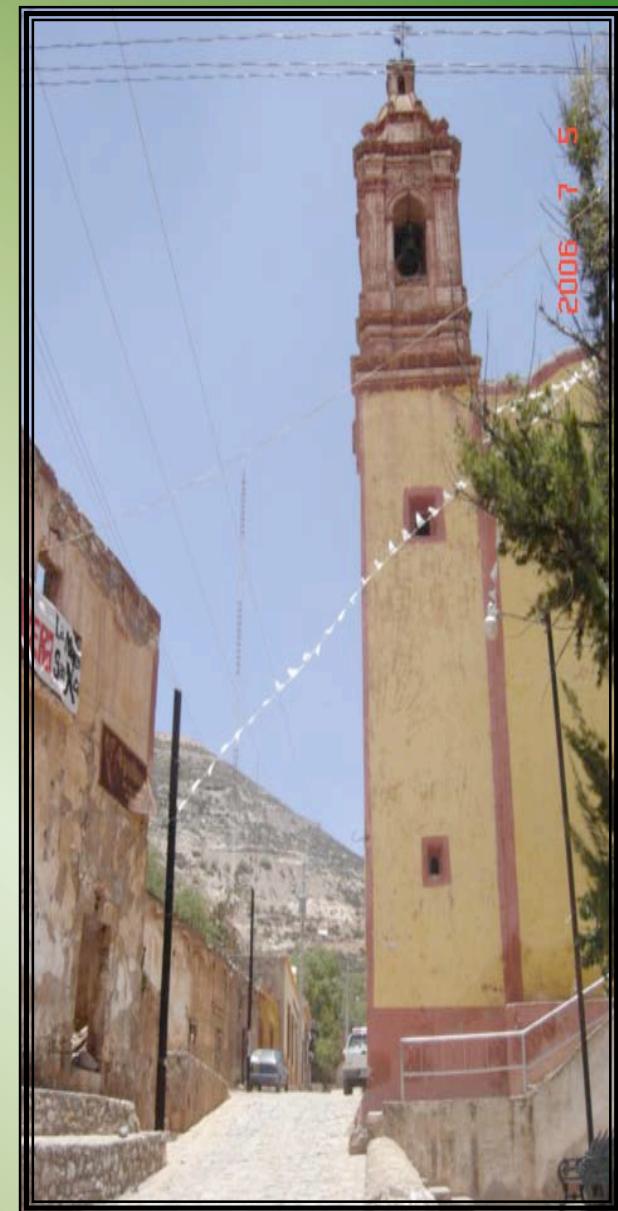
Año	Población	Tasa de Crecimiento
1950	3,032	
1960	2,105	-3.61
1970	1,975	-.64
1980	1,938	-.19
1990	2,274	1.59
1995	3,086	6.05
2000	3,404	1.98

Fuente: CONAPO.La población de los municipios de México 1950-1990, 1994.

INAFED,Sistema Nacional de Información Municipal, México, 2002.

4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.



- Population density 23.06 inhabitants per square kilometer.



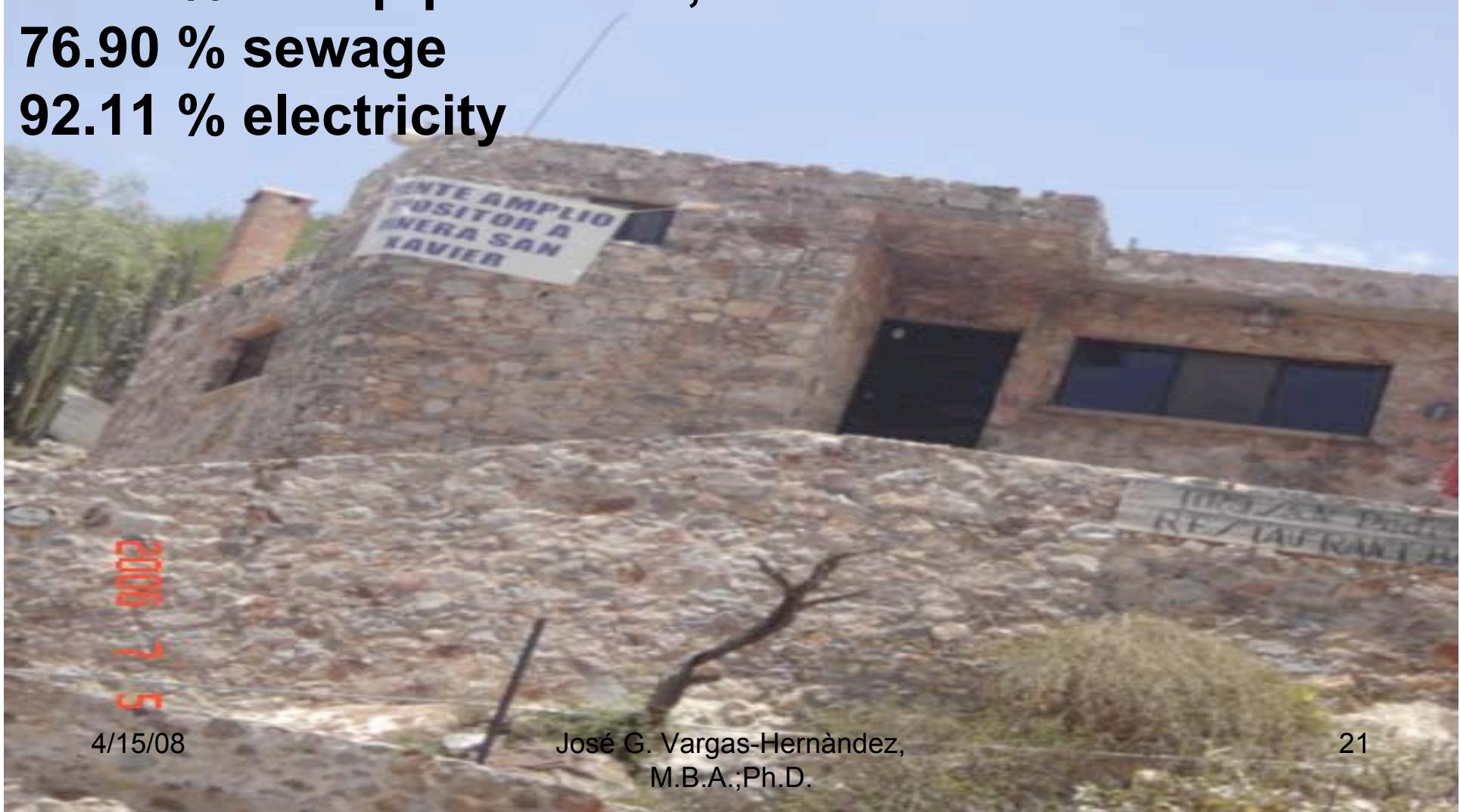
# Housing

In 2000 were 697 households, 4 inhabitants per house.

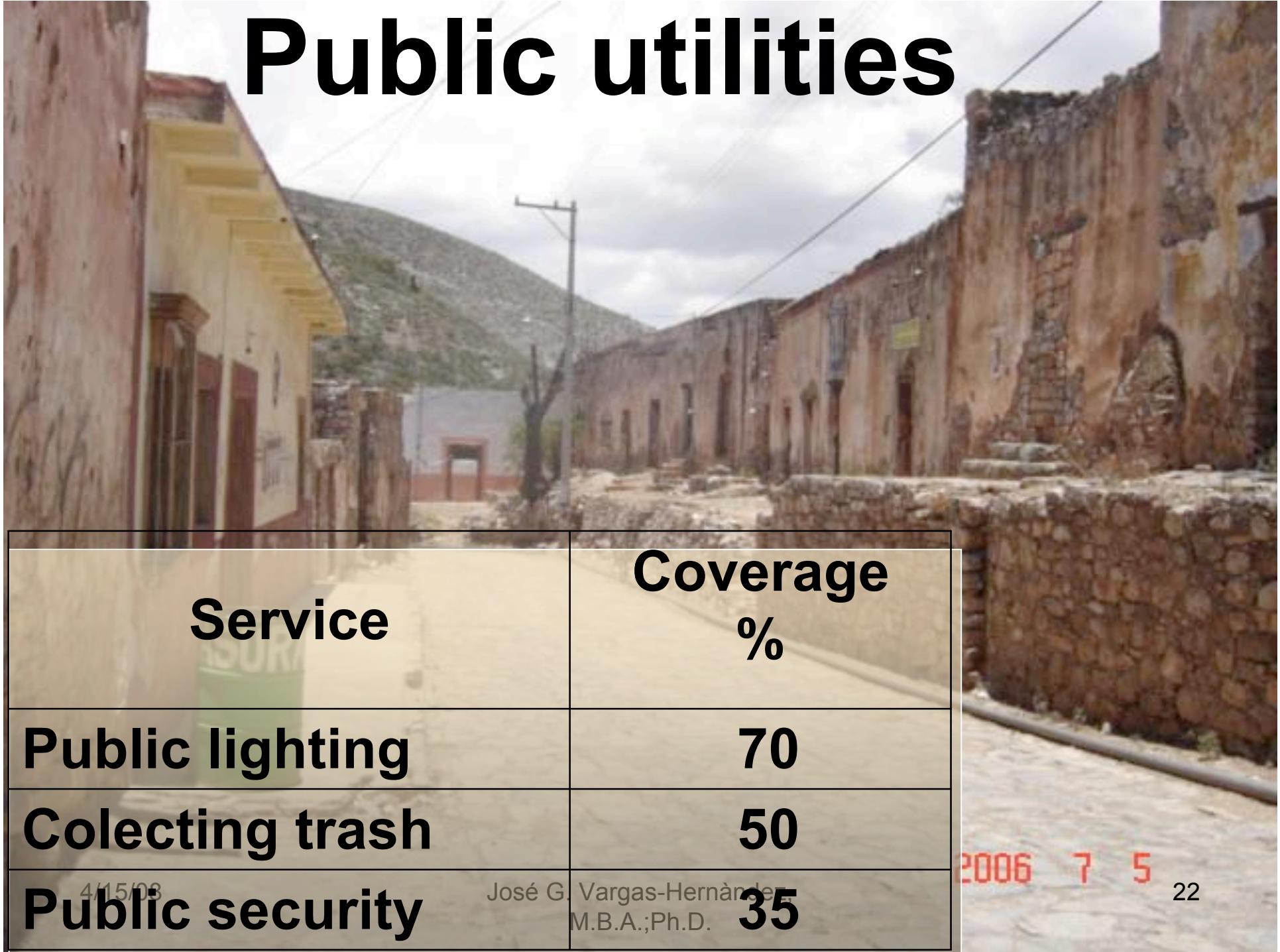
**86.66 % with piped water,**

**76.90 % sewage**

**92.11 % electricity**



# Public utilities



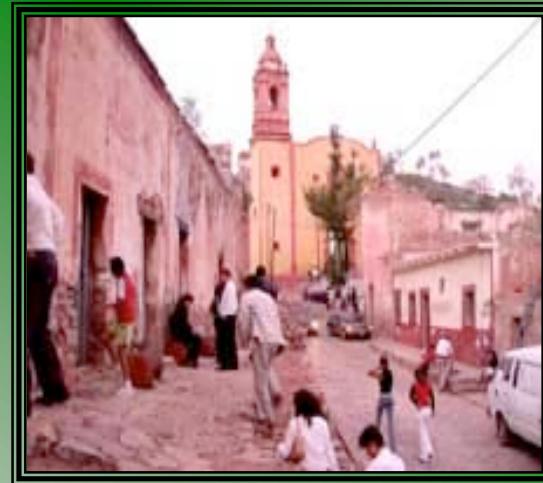
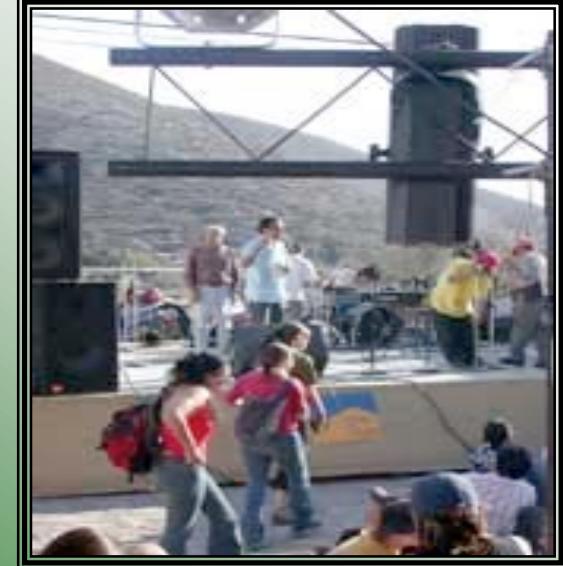
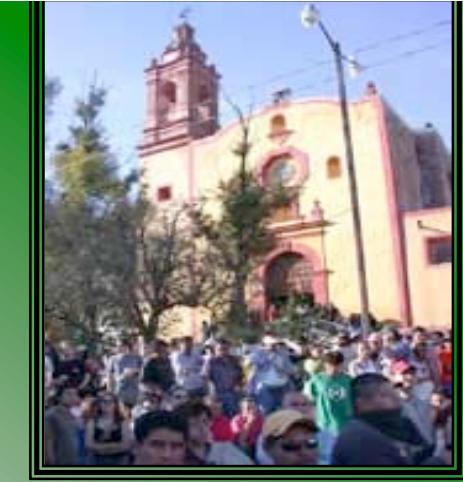
Service	Coverage %
Public lighting	70
Colecting trash	50
Public security	35

4/15/08      José G. Vargas-Hernández  
M.B.A.;Ph.D.

2006 7 5 22

# The inhabitants of these communities



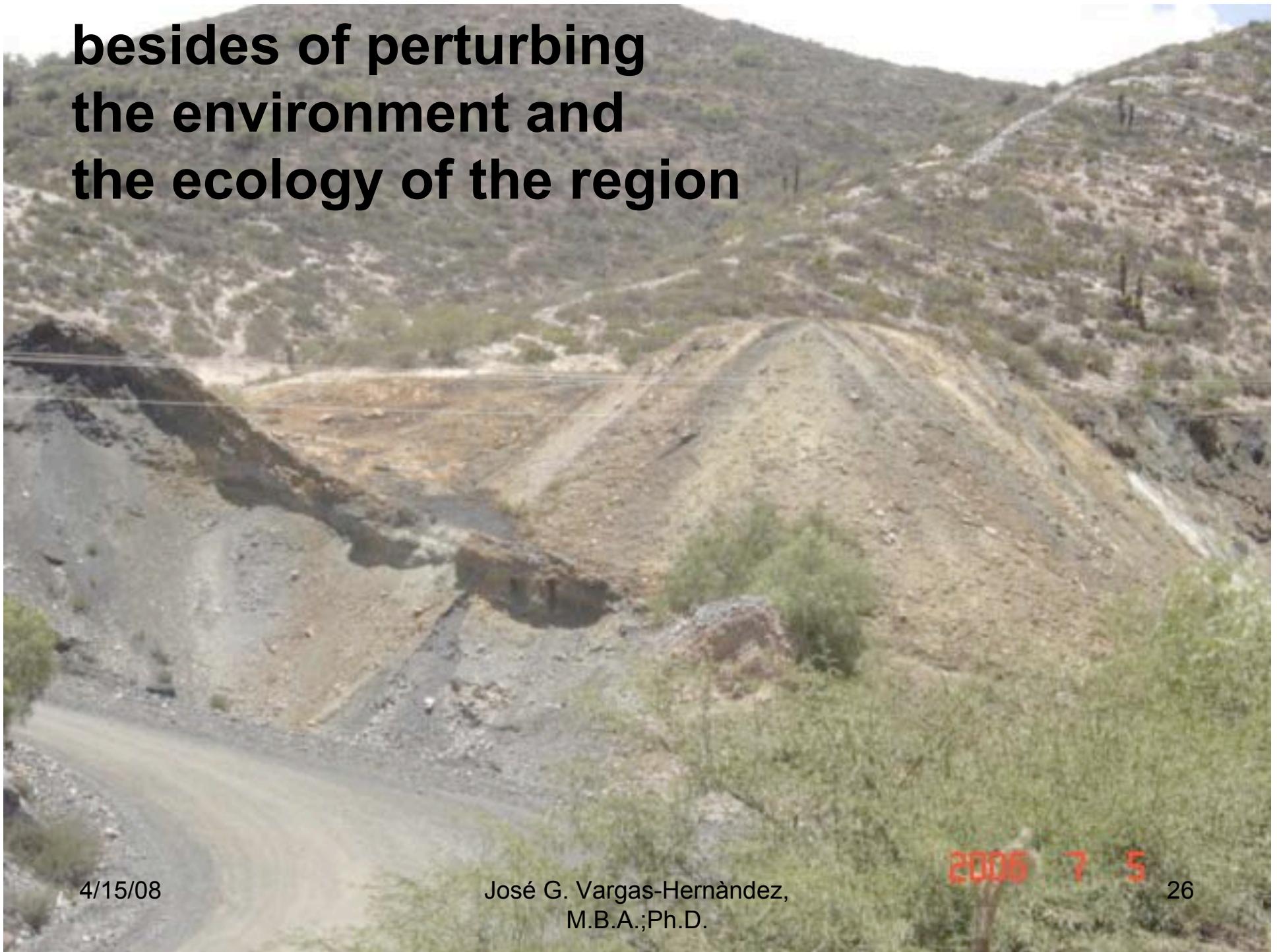


**Supported by environmental groups  
and NGO's argue with the project.**

# **It will pollute sources of fresh water**



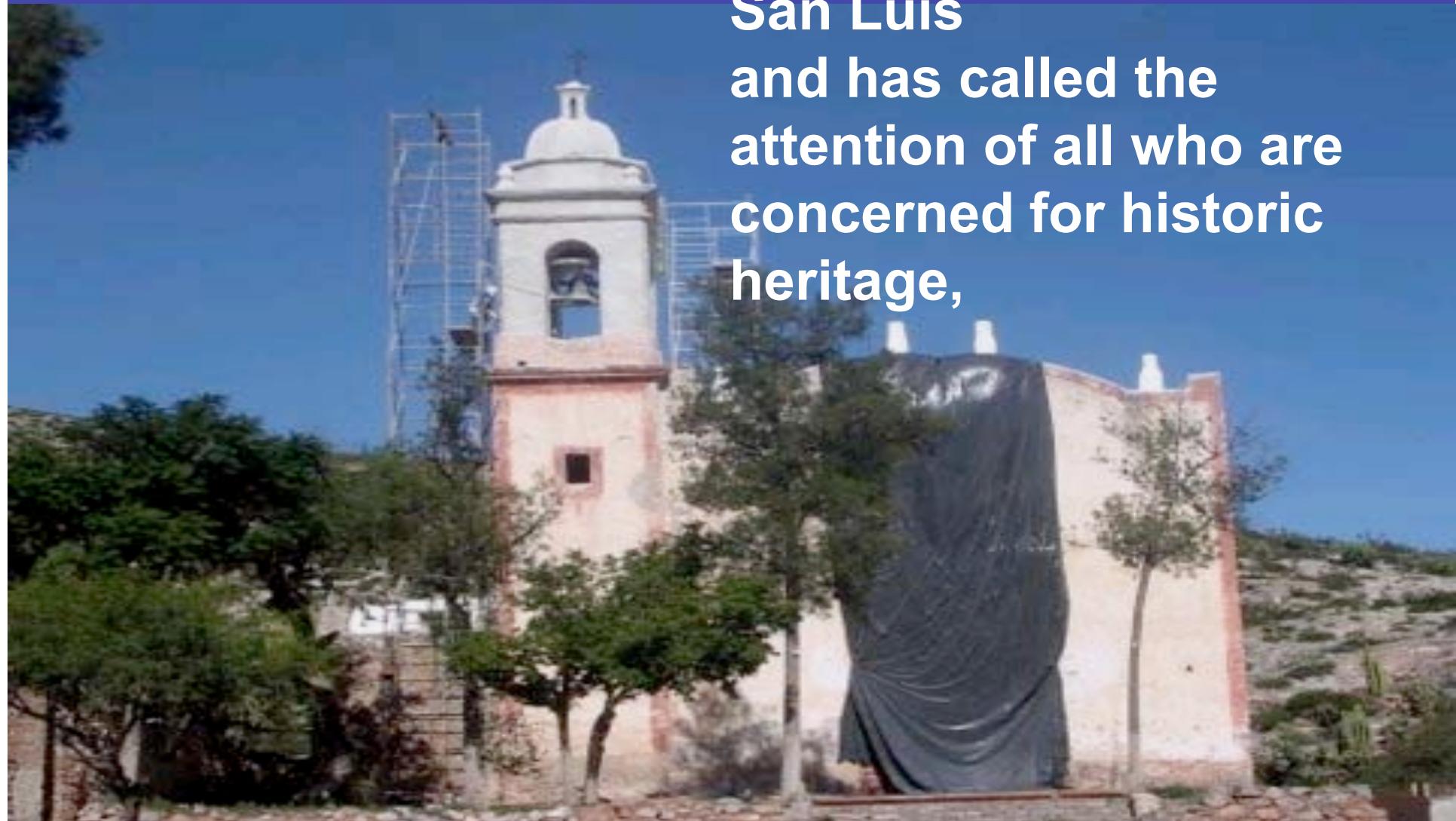
**besides of perturbing  
the environment and  
the ecology of the region**



**has caused a severe social conflict**



**among the inhabitants of  
San Pedro, Soledad y  
San Luis  
and has called the  
attention of all who are  
concerned for historic  
heritage,**



cultural



4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

29

# and environmental issues



4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

30

## 2. THE APPROACH



# Natural Resources and Conflict: The Scarcity Thesis

- Environmental degradation/depletion and violent conflict
  - Almost exclusive focus on developing countries
  - Focus on renewable resources and VIOLENT conflict
  - Lots of “small c” conflict: not well-integrated into analysis





# **Environmental Pathways Along the Conflict Continuum**

- 1. Environment as conflict prevention**
- 2. Environment as lifeline in times of conflict**
- 3. Environment as essential ingredient to peace agreement**
- 4. Environment as post-conflict trust builder**

# Exploring Environmental Pathways to Peace Along a Conflict Continuum



**CONFLICT  
PREVENTION**

**CONFLICT**

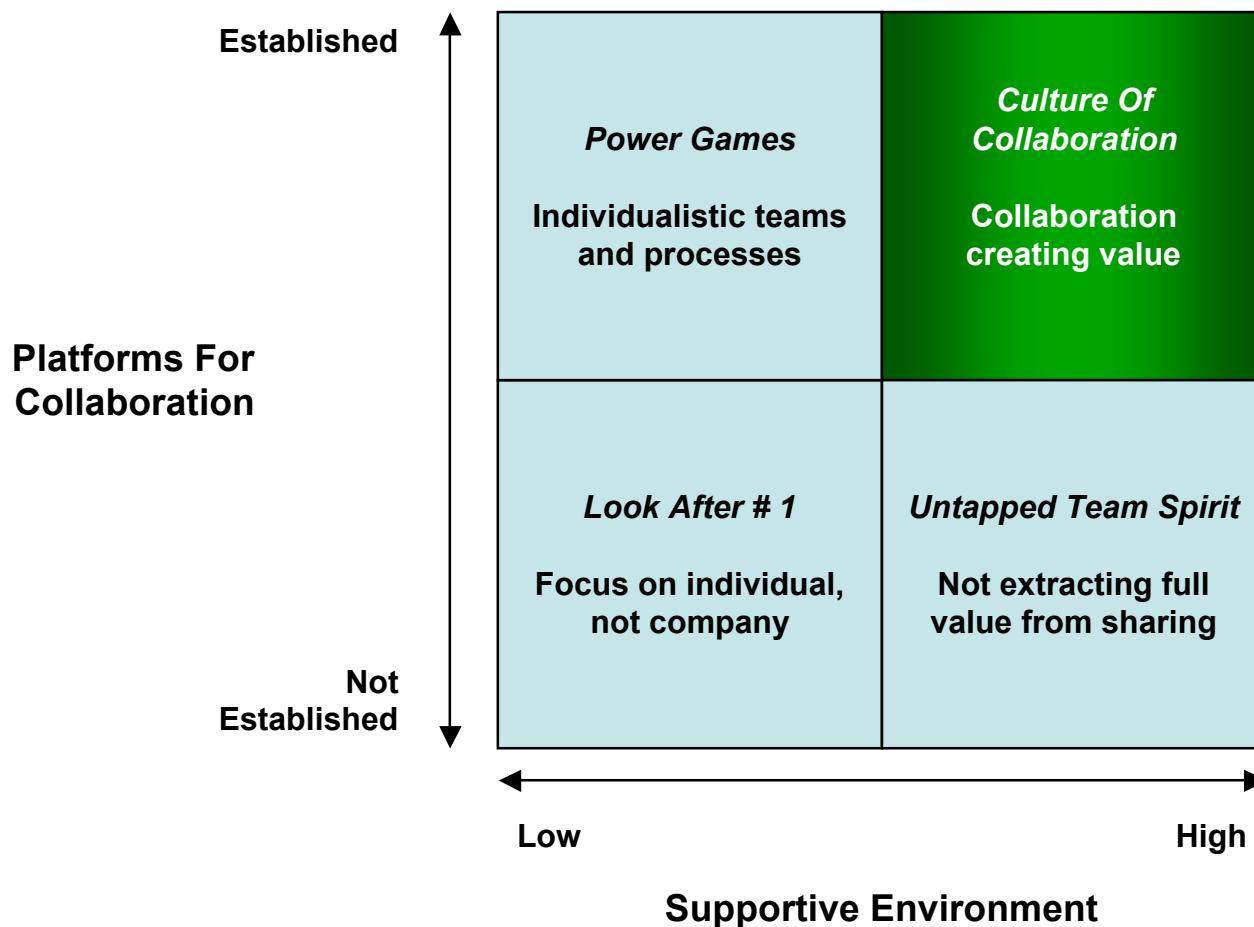
**POST-  
CONFLICT**

# Cooperation & Conflict

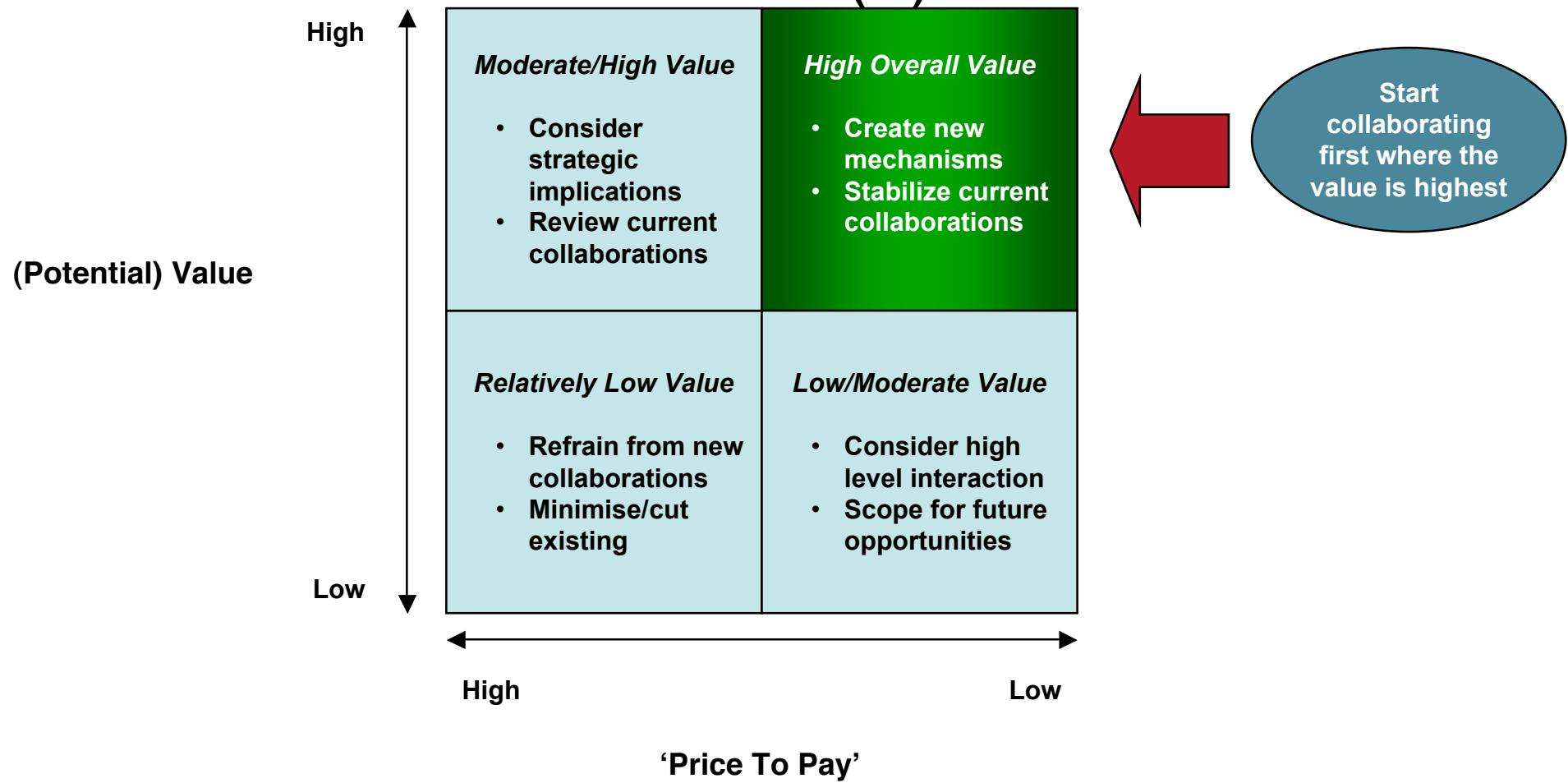
**With conflict comes collaboration!**

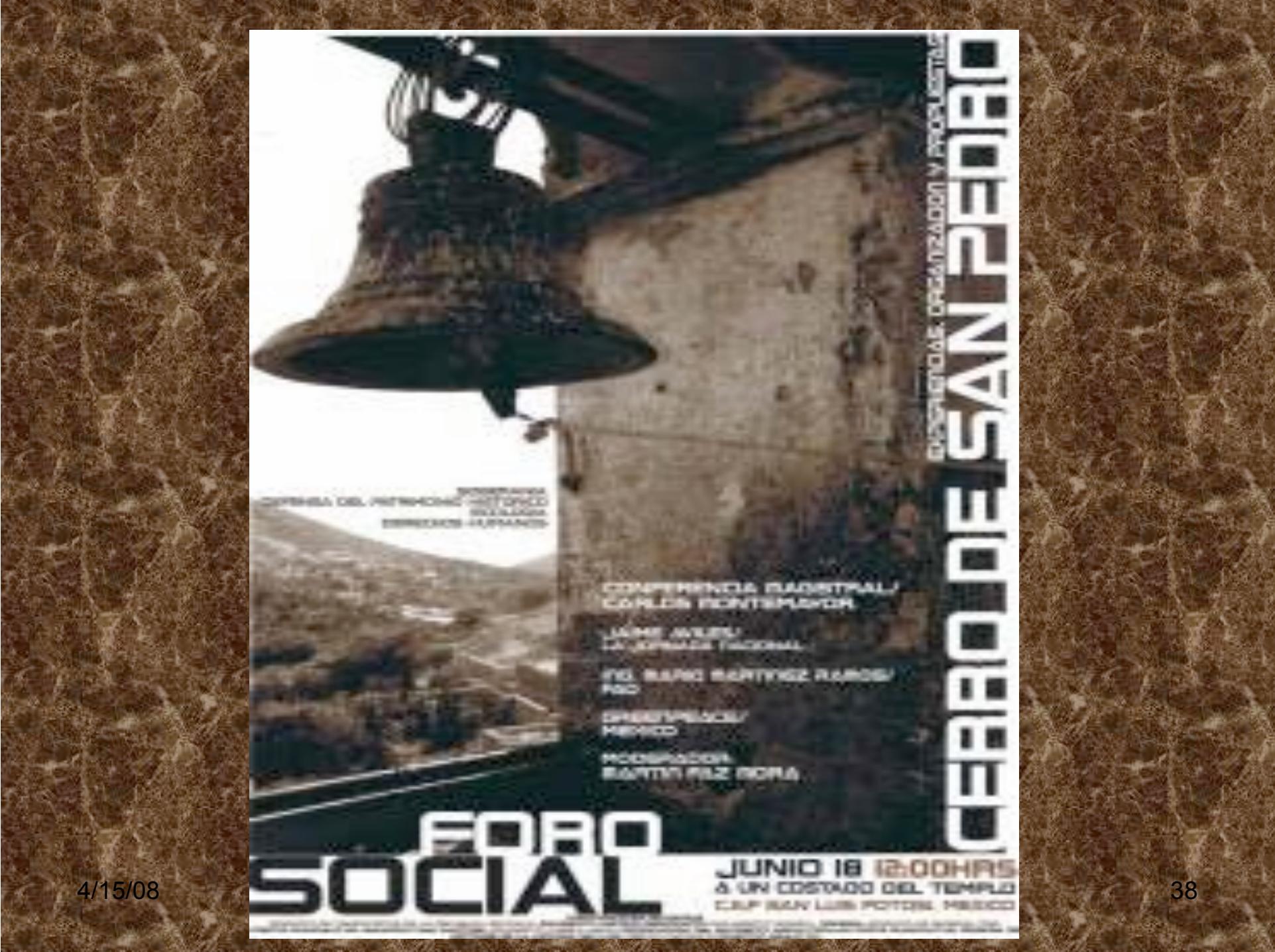


# ORGANIZATIONS NEED BOTH PLATFORMS FOR COLLABORATION AND A SUPPORTIVE ENVIRONMENT



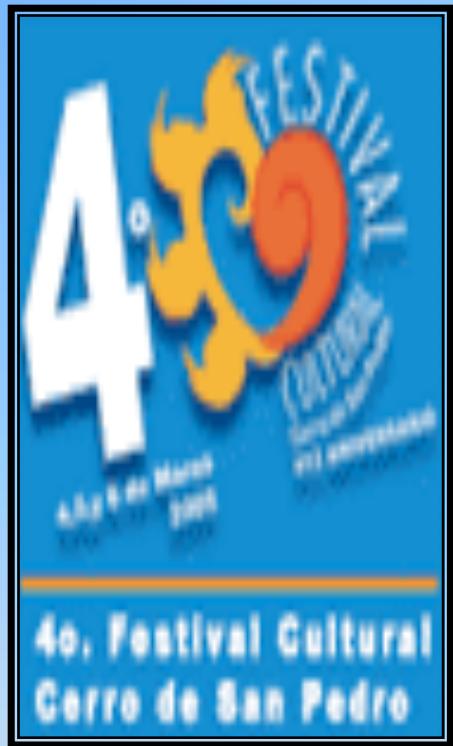
# DETERMINE WHERE COLLABORATION CREATES OVERALL VALUE (II)





4/15/08

38





4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

40



## *Definitions*

# Kinds of cooperation



**Benefit to self**

**Cost to self**



**Benefit to other**

**Mutualism**

**Altruism**



**Cost to other**

**Competition**

**Spite**

José G. Vargas-Hernández,  
M.B.A.;Ph.D.



# A Cooperation Continuum



# A Cooperation Continuum

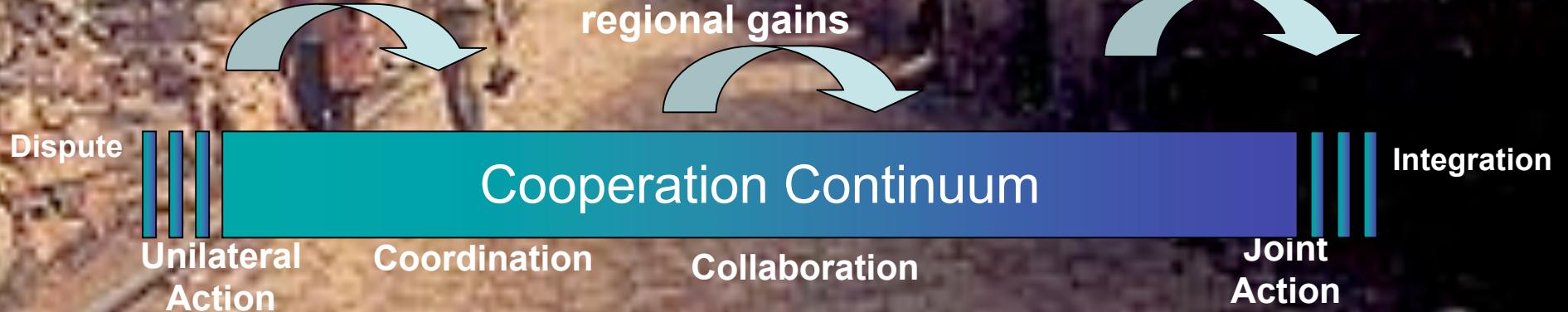
- Communication and notification
- Information sharing
- Regional assessments

•Identify, negotiate & implement sets of national investments that capture cooperative gains

•Adapt national plans to mitigate regional costs

•Adapt national plans to capture regional gains

- Joint project assessment and design
- Joint ownership
- Joint institutions
- Joint investment



### 3. LESSONS TO BE LEARNED



**THIS IS NOT  
A NOSTALGIC  
MOVEMENT.....**



**....BUT A MOVEMENT WITH A  
PROJECTION TO THE FUTURE  
WITH TRADITION**



4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

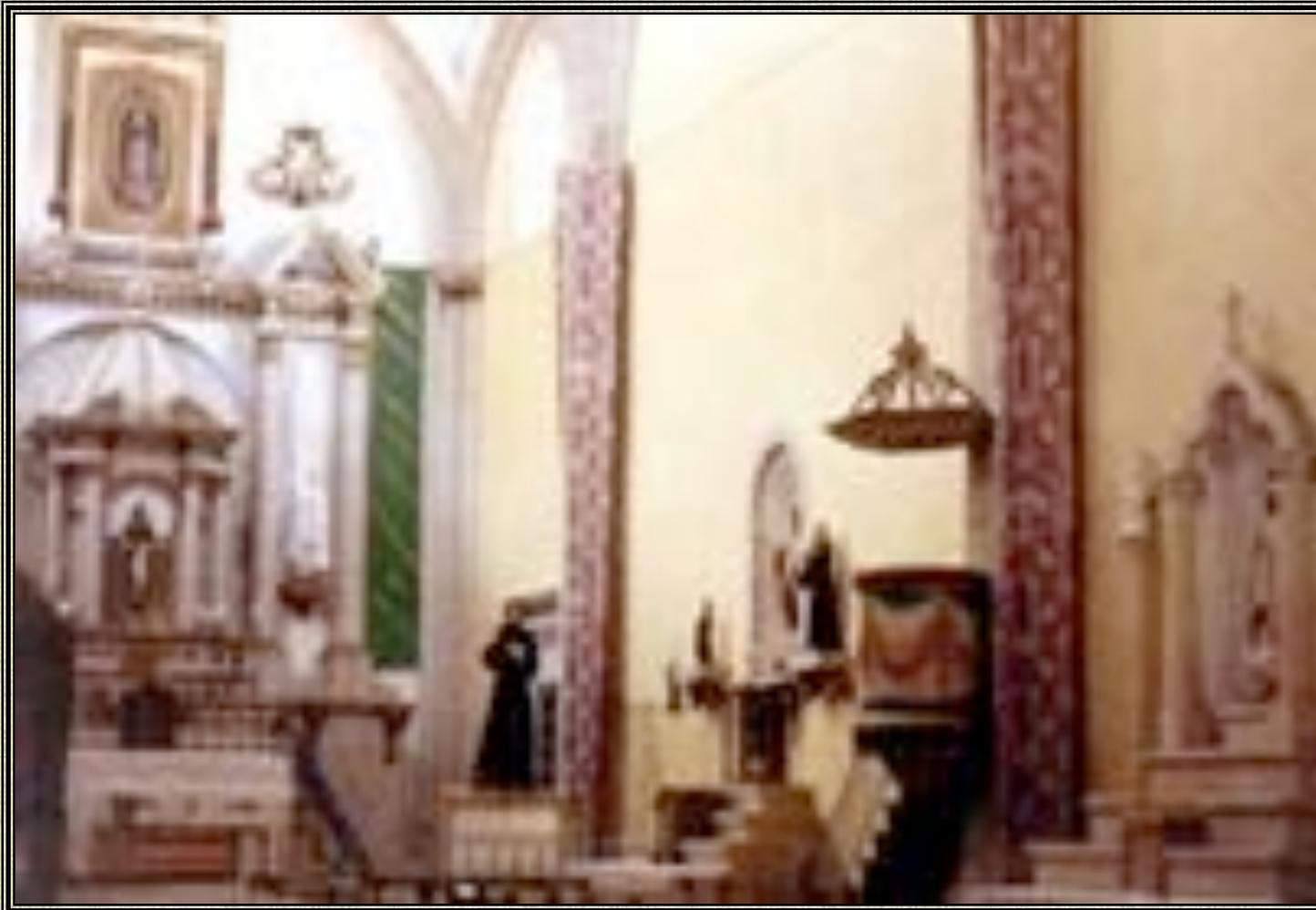
2006 7 5

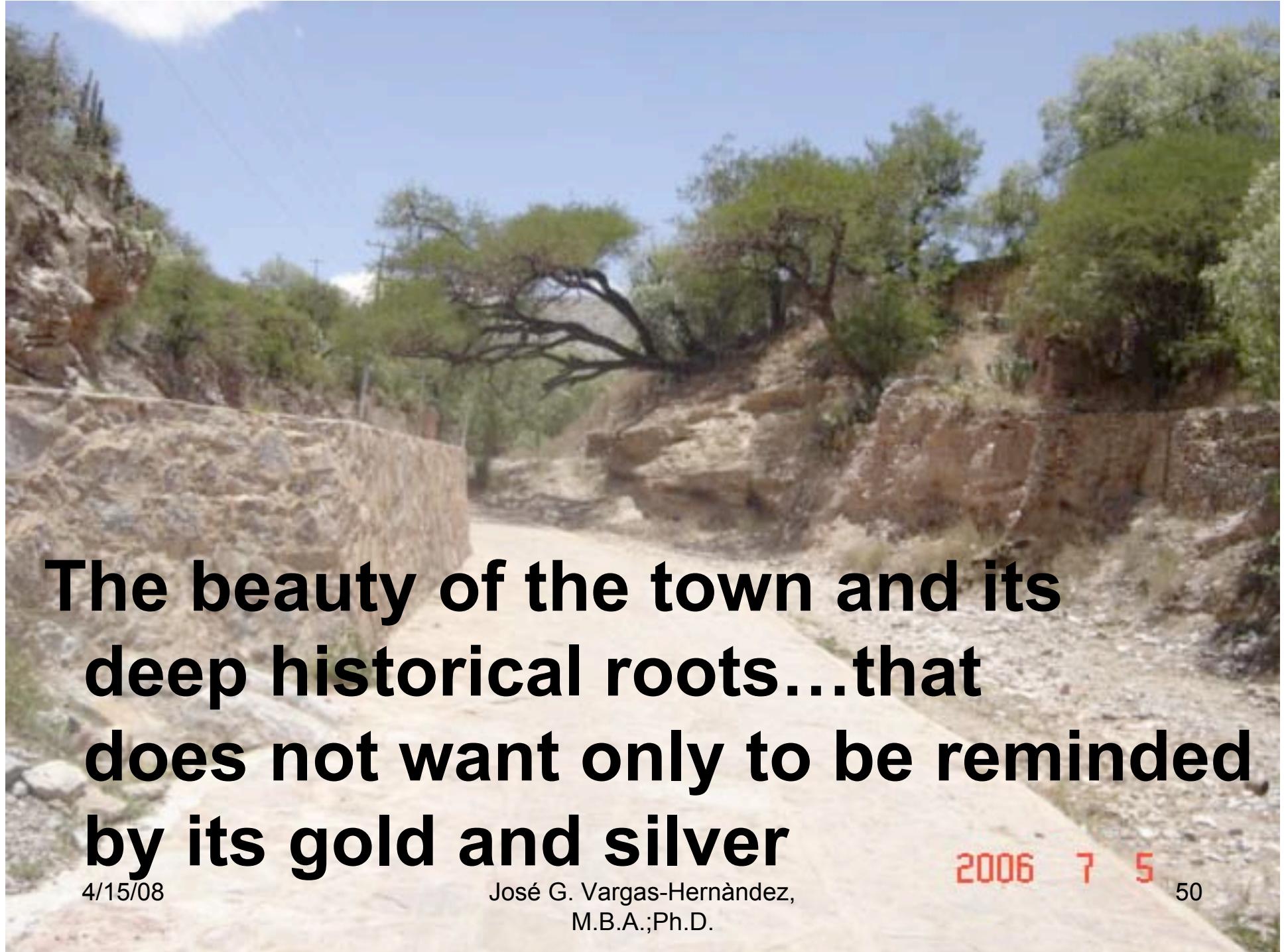
47

# It is a legacy to the community



# The community itself receive its own heritage as a voluntary legacy





**The beauty of the town and its  
deep historical roots...that  
does not want only to be reminded  
by its gold and silver**

4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

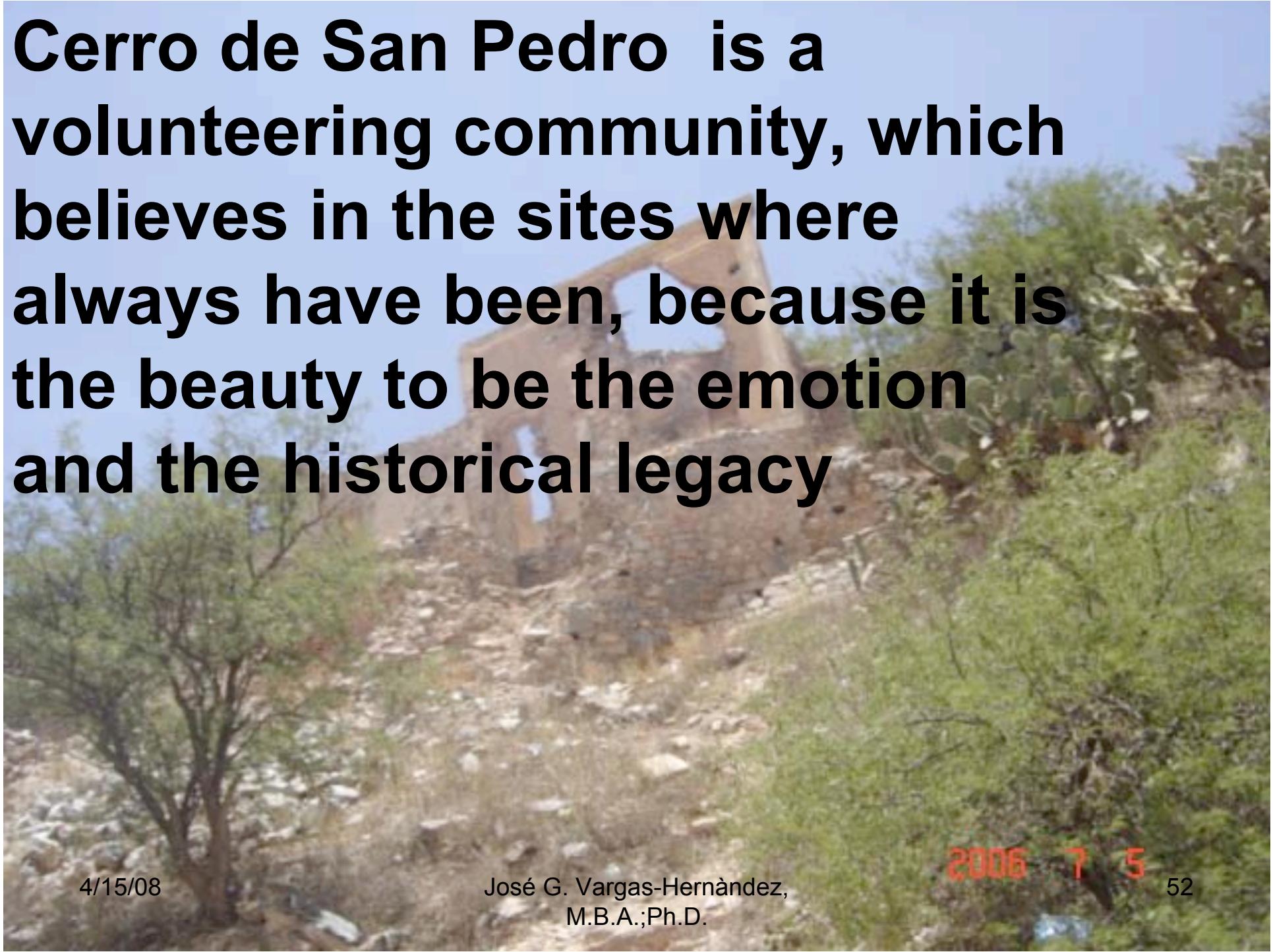
2006 7 5

50

**A community that is  
renovating  
and revitalizing its  
deposits of  
Generosity and respect  
to nature**



**Cerro de San Pedro is a volunteering community, which believes in the sites where always have been, because it is the beauty to be the emotion and the historical legacy**



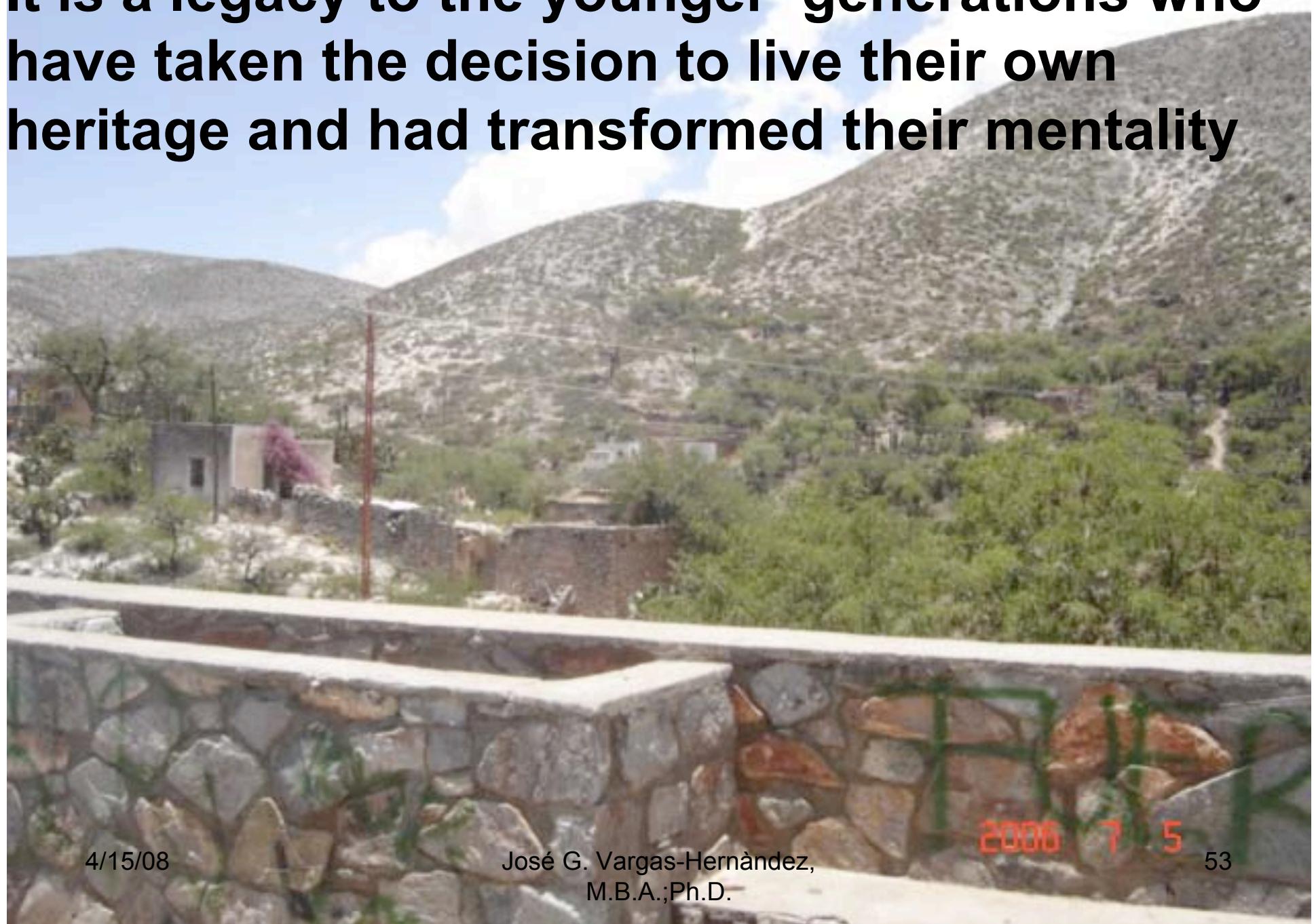
4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

2006 7 5

52

**It is a legacy to the younger generations who have taken the decision to live their own heritage and had transformed their mentality**



4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

2006 7 5

53



**A community that learns to think about its displacements and mobilizations is a community being informed by itself of its different destiny than the one being assigned.**



**The tradition of a community  
that makes decisions about  
its own issues must be  
subscribed. This is heritage.**

4/15/08

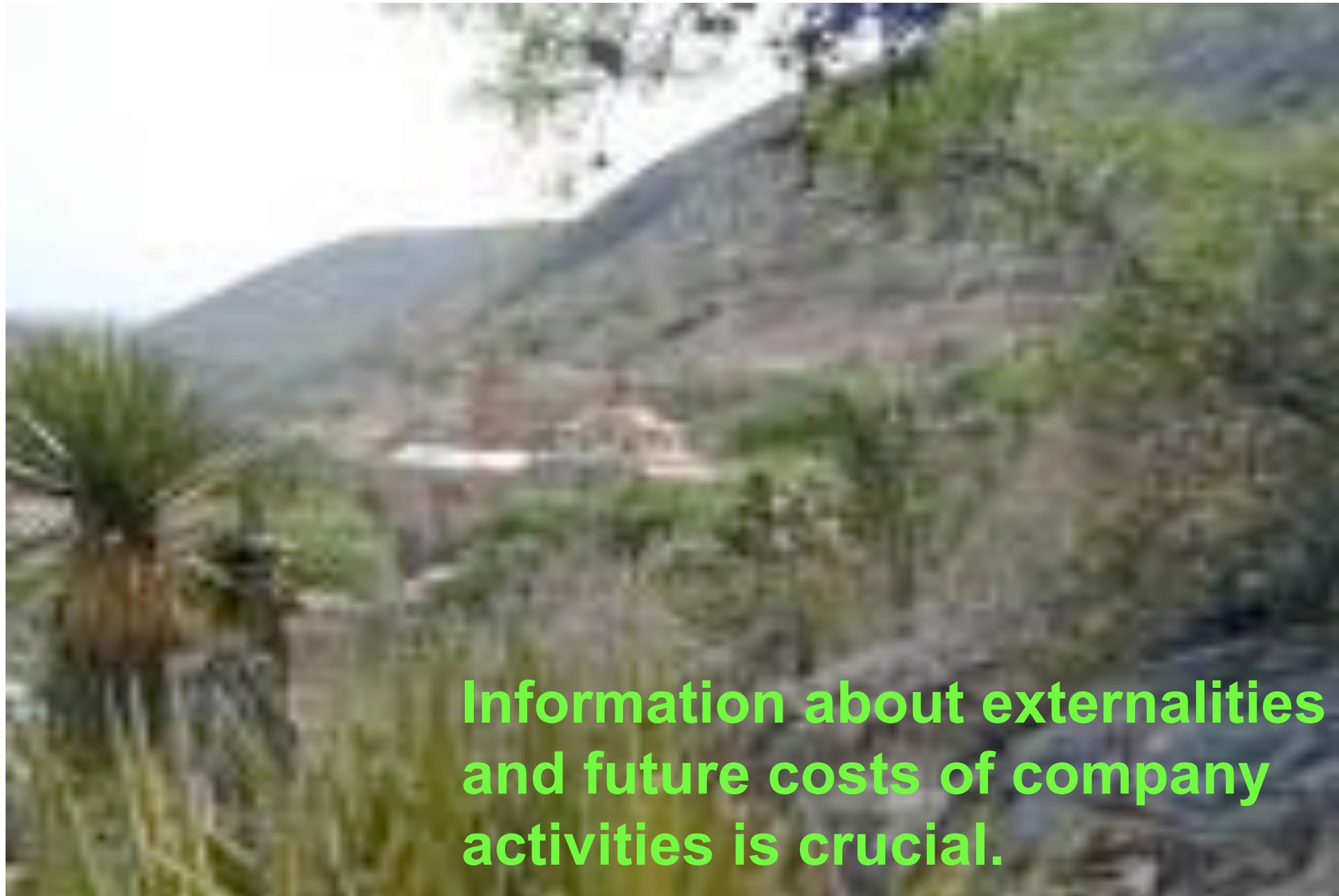
José G. Vargas-Hernández,  
M.B.A.;Ph.D.

2006 7 5

55

**Not only there is a cultural heritage.....but community and spiritual heritage**





**Information about externalities  
and future costs of company  
activities is crucial.**



**but more crucial is formulation and  
implementation of more sensitive  
policies**

4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

2006 7 5

58

**to avoid damage of the environment,**





biodiversity

4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

9 4 2004  
60



4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

61



4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

62

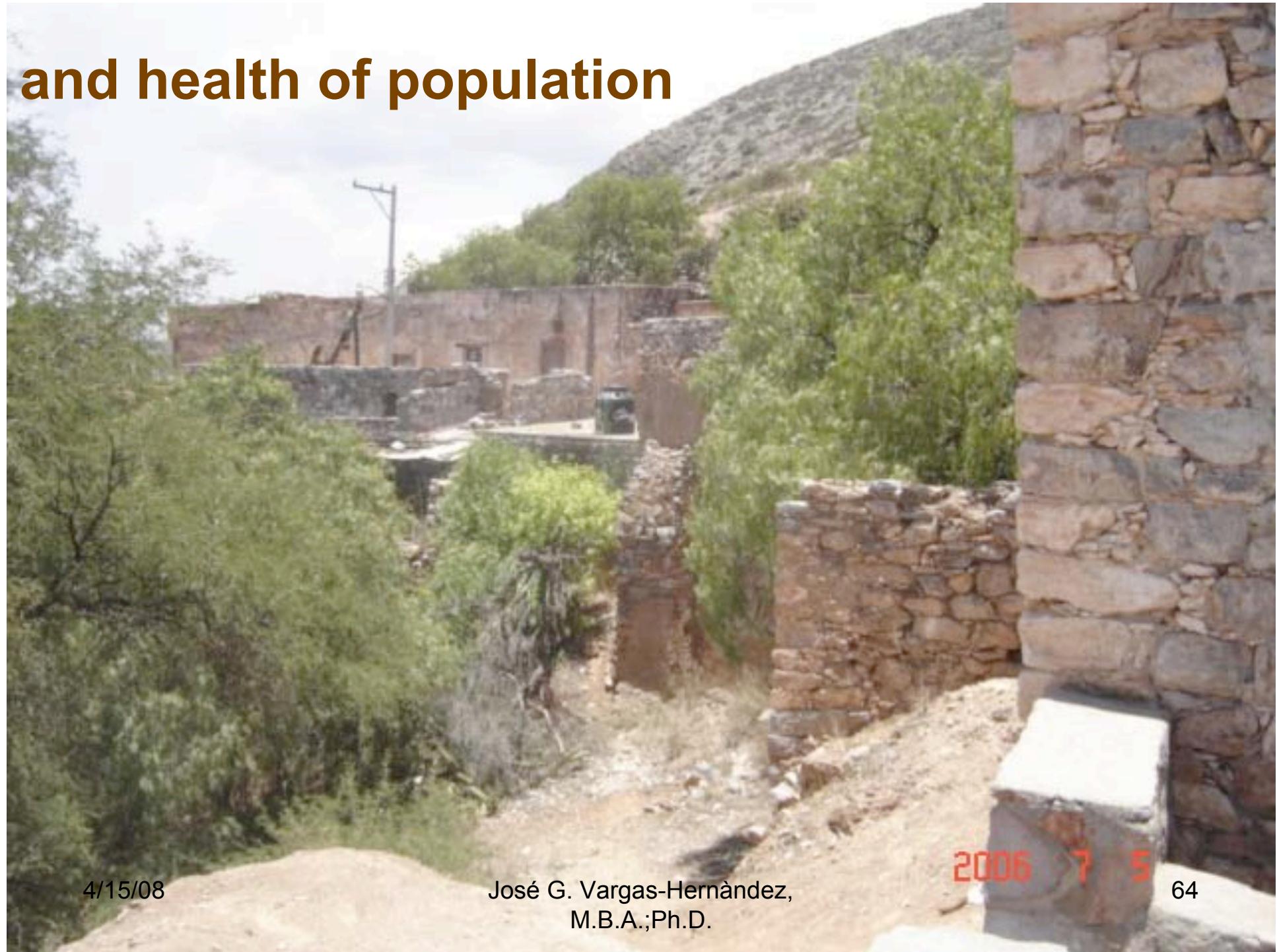


4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

63

# and health of population



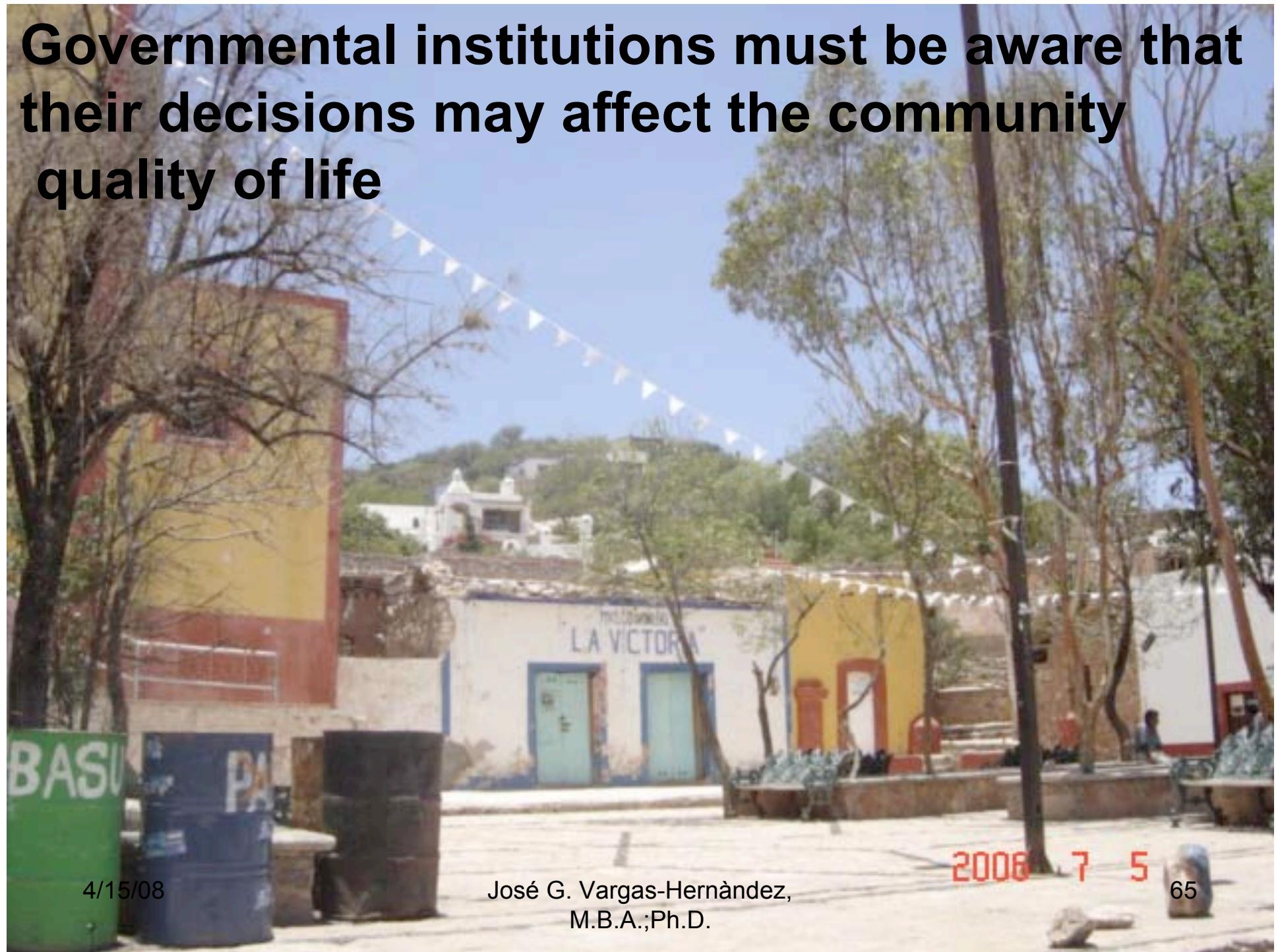
4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

2006 7 5

64

# **Governmental institutions must be aware that their decisions may affect the community quality of life**

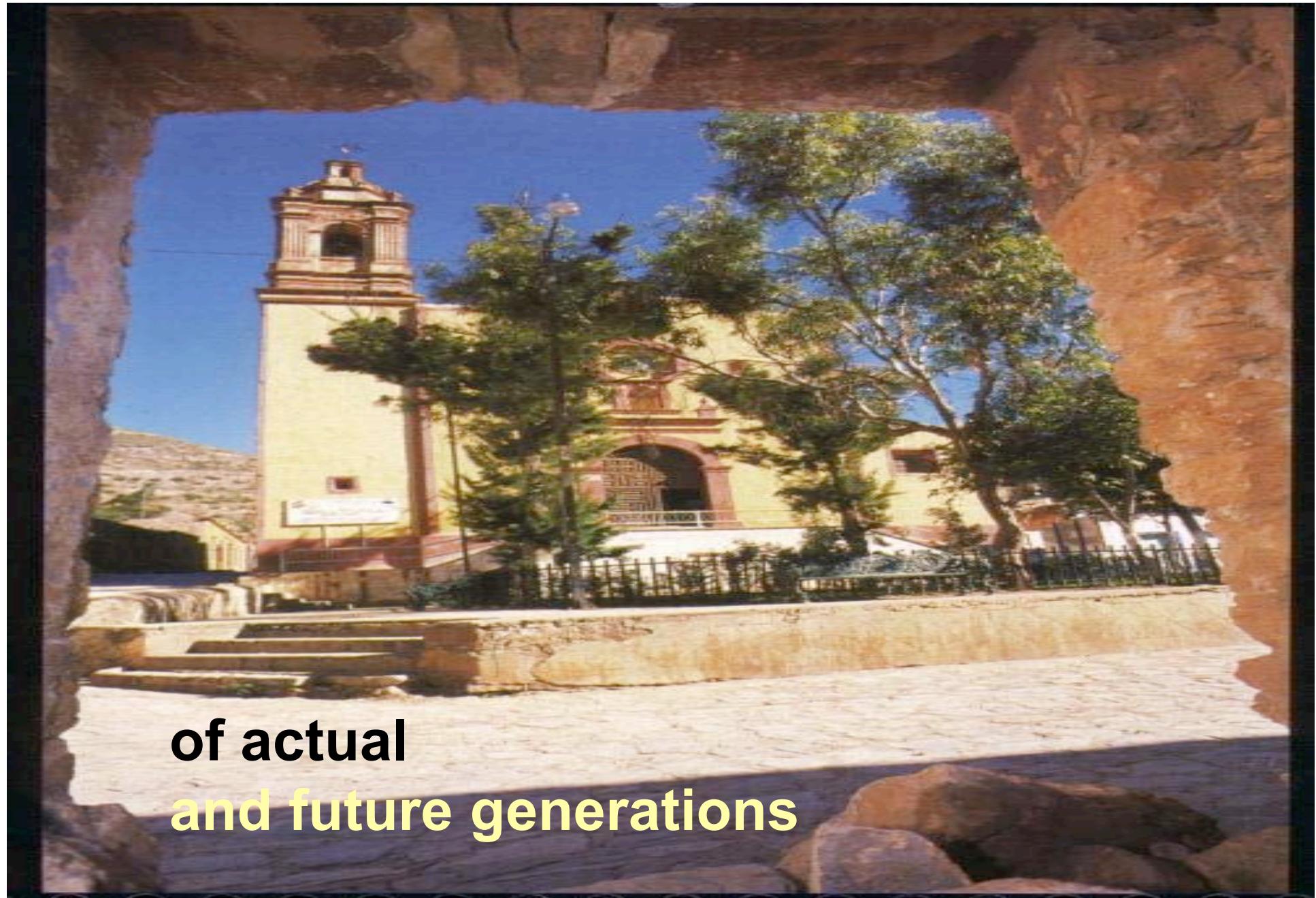


4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

2008 7 5

65



**of actual  
and future generations**



**only for a small increment  
in economic growth**



**and large increase in private benefits of  
a small group of investors.**

4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

68

**More informed citizens tend to be more active protestors, such as the case of the students in San Luis.**





**Contact between informed individuals of diverse groups and organizations help to exchange experiences and create public opinion in favor of mobilizations.**

**Community participation and involvement in decision making of community development planning is quite limited by the lack of critical information.**



**This fact is critical when the local government can not provide the right information because there are other interests affecting the process.**





4/15/08

José G. Vargas-Hernández,  
M.B.A.;Ph.D.

73