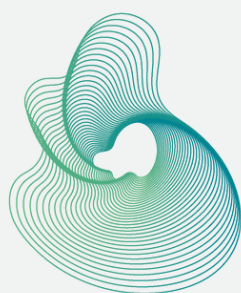




TERRITORIAL SOCIAL TRANSFORMATION



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SOCIAL STUDIO



OUR STARTING POINT

In Latin America, governance faces critical challenges: only 36% of citizens trust their governments (OECD–IDB, 2024), around 17% of public spending is lost to inefficiencies such as misguided purchases or poor resource management (World Bank, 2023), civil services barely reach 45% of the desired level of professionalization (IDB, 2024), and only 31.4% of people feel they can express their opinion on what the government does (OECD–IDB, 2024).

TRAZA Studio's **Territorial Social Transformation** service was created to respond to this reality with a proposal to turn deficits into capabilities. Through a four-phase methodology, we promote legitimacy, data-driven decisions, institutional sustainability, and co-design, bringing together governments, businesses, academia, civil society, and citizens around collective solutions that are both prioritized and sustainable over time.

METHODOLOGICAL STRUCTURE

Phase 1 — Diagnosis and Prioritization

Objective

Reaching a common understanding of the priority issue, a clear map of the ecosystem of actors, and a framework agreement that establishes trust and direction for the next phases.

Product tools:

- *Territorial and strategic foresight:* we gather information on the context of the territory/organization, shared priorities, constraints, and opportunities. We define why we should act now and what common problem needs to be addressed.
- *Stakeholder and system mapping:* we identify key stakeholders, their relationships, interests, and capabilities, to understand who should be at the table and how the ecosystem is connected.
- *Validation and prioritization roundtables:* we bring together governments, businesses, academia, civil society, and citizens in facilitated spaces to validate data, compare perceptions, and agree on priorities.
- *Initial collaboration agreements:* we close the phase with a brief document that sets out shared success criteria, the prioritized problem, and the minimum rules for cooperation between actors.

Phase 2 — Designing Collective Solutions

Objective

Convert the common problem prioritized in the previous phase into concrete and viable solutions, designed collaboratively between stakeholders and validated with citizens.

Product tool:

Social Innovation Lab: a methodological space for cross-sector co-creation that brings together diverse actors to imagine, design, and experiment with solutions together.

- *Rapid prototyping* → development of initial models (products, services, or processes) that allow early ideas to be visualized and tested.
- *Agile iteration* → short cycles of experimentation and adjustment that ensure continuous learning.
- *Community validation* → testing proposals with users and communities to ensure relevance, legitimacy, and sustainability.

Phase 3 — Territorial Experimentation

Objective

Test solutions in a safe and controlled environment through experiments or pilot tests designed to obtain reliable data and insights that enable adjustments to be made to the proposal.

Product tool:

- *Pilot design* → selection of the implementation location or model and definition of success criteria.
- *Limited implementation* → deployment of the policy, project, product, or service in a specific context.
- *Monitoring and data collection methodology* → clear system for capturing quantitative and qualitative indicators.
- *Analysis of lessons learned* → systematization of results and generation of recommendations for scaling up the proposal.

Phase 4 — Evaluation and Project Network

Objective

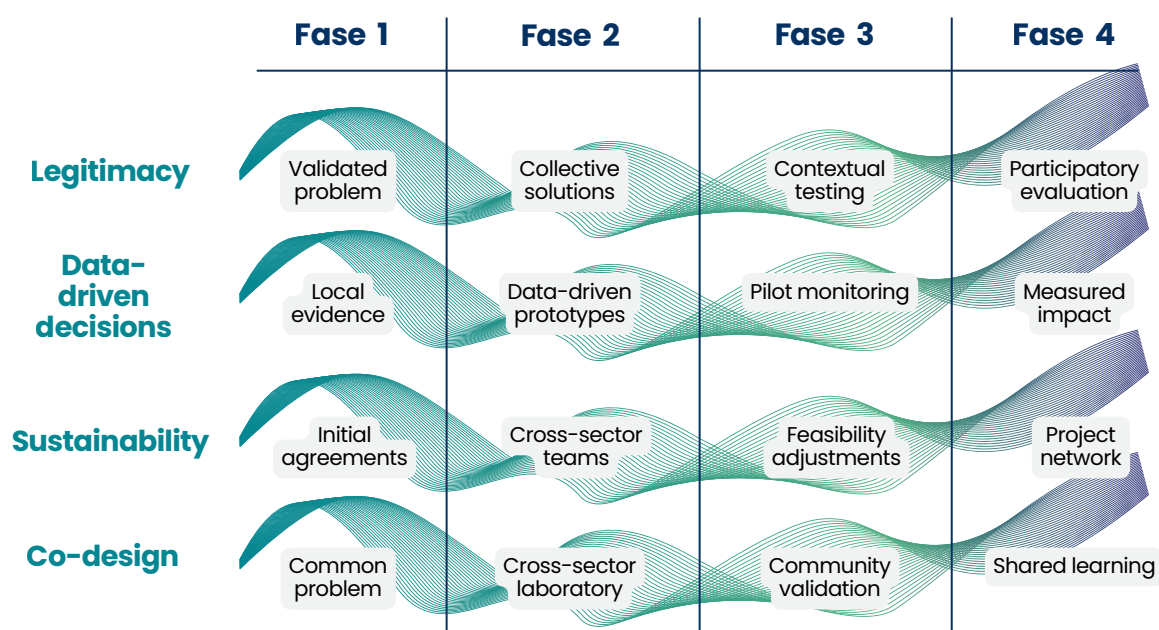
Consolidate what has been learned in the process through participatory evaluation and ensure the continuity of solutions by integrating them into a living network of projects that connects territories, generates shared learning, and enhances long-term impact.

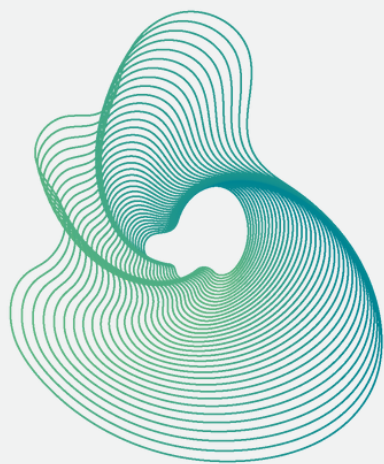
Product tool:

- *Impact measurement*: application of simple and accessible indicators that clearly demonstrate results.
- *Systematization of learning*: consolidation of what worked, what did not, and recommendations for future implementations.
- *Public accountability*: reports, narratives, and communication products that legitimize the process in the eyes of citizens and institutional actors.
- *Project network*: integration of initiatives into an inter-territorial community of practice that fosters exchange, new connections, and scalability.

TRANSFORMING GOVERNANCE

The methodology addresses the four major challenges of governance by transforming them into capabilities that are strengthened at each stage of the process.





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