

CULTURAL  
THE REASON FOR BEING (TRANSMISSION RELEVANCE)

SCOPE	OBSERVED ASPECT	FLUXONOMIC MEANING OF THE OBSERVED ASPECT	CONCEPT AXIS	CONCEPT AXIS PERSPECTIVE	FORCES	QUESTIONS
CULTURAL / CULTURAL	IDEA	A set of concepts traced by imagination with the intention of doing something.	CONVERGENT	Capable of engaging resources and desires for common interests. It converges towards collective objectives.	RELEVANCE (CUL)	<i>Is the project idea convergent? Does the project (or institution) consider the themes to be developed based upon converging interests and needs of a diverse set of society's agents? Do these themes stand out for their uniqueness and triggering capacity for multidimensional processes related to its affectivity and eco-awareness? What formal and sustained mechanisms do you implement to achieve this'?</i>
					ECO-CONSCIOUSNESS (ENV)	
					AFFECTIVENESS (SOC)	
					SINGULARITY (FIN)	
CULTURAL / ENVIRONMENTAL	LANGUAGE	A repertoire of expression tools that manages to transmit ideas to a diverse community.	REVEALING	It illuminates, makes visible, provides evidences or certainties regarding non-obvious aspects It invites discoveries.	AESTHETIC POWER (CUL)	<i>Is the language used by the project revealing? Can the project (or institution) develop an accessible, relevant, attractive and aesthetically powerful language to communicate ideas to a diverse community? What formal and sustained mechanisms do you implement to achieve this?</i>
					ACCESSIBLE (ENV)	
					PERTINENT (SOC)	
					ATTRACTIVE (FIN)	
CULTURAL / SOCIAL	INTERACTION	Set of actions and relationships that operate in a reciprocal, distributed, and multi-directional way.	SUSTAINED	Capable of continuing through time.	MOBILIZING / STIMULATING (CUL)	<i>Do the project's interactions have the capacity to affect? Does the project (or institution) generate in the community involved a capacity to affect in a mobilizing, interconnected, and sustained way that allows the actions' range to be extended? What formal and sustained mechanisms do you implement to achieve this?</i>
					CONNECTED TO A NETWORK (ENV)	
					CAPABLE OF AFFECTING (SOC)	
					BROAD RANGE (FIN)	
CULTURAL / CREDIT	LEARNING	The ability over time to individually and collectively incorporate knowledge, experiences, actions and values for collective development.	RECIPROCAL	Learning that occurs in every sense/direction among those involved. Which shows co-responsible interaction with trust.	EXPERIMENTAL (CUL)	<i>Are the project's learning approaches reciprocal? Does the project (or institution) manage to promote through its actions, within the community involved, a dynamic for reciprocal, multidimensional, experimental, multiplying and transdisciplinary learning to enable its exponentiality? What formal and sustained mechanisms do you implement to achieve this?</i>
					MULTIDIMENSIONAL (ENV)	
					TRANSDISCIPLINARY (SOC)	
					MULTIPLIER (FIN)	