



INFORME
DE
LABORES
2021

About us

We are a growing collective of scientists and social scientists, mostly economists, who since 2014 decided to become a non-profit organization.

We function as a bridge between data and academic research, and the public debate. We assess the behavior of economic and social variables at national and local levels, and translate their causes and consequences into clear messages.

We curate economic information, identify what is most relevant, document its evolution over time, interpret it, and create short and useful messages to bring it closer to more people, companies, organizations, legislators, and governments.

We are a school of economics for all kinds of audiences, especially for the youngest.

We develop and disseminate research, analysis, and public policy proposals that promote sustained economic growth in order to generate more and better jobs.

We seek to influence the public agenda. We want a country that offers more opportunities for development and welfare for all people. We want to help reduce income gaps. We want a sustainable economy that is attractive for investment and protects the environment.

In 2021 we worked to have a greater impact

We broadened our dialogue with the legislative branch: we shared our diagnoses, research and analysis.

- Two-way communication with parliamentary groups of Morena, PAN, Movimiento Ciudadano, PRI, and PRD.
- Open Parliament: to denounce the lack of financing for MSMEs in the framework of the legislative discussion on the 2022 federal budget.
- We joined the discussion regarding the electricity reform, which was postponed from December 2021 until April 2022.
- We joined the Tax Transition Working Group, along with legislators, national party leaders, academia, business representatives, and civil society organizations.

We worked in collaboration with local governments and business associations.

- We have become a source of economic, social, and political context information for Coparmex and IMEF in the states. We were present in Chihuahua, Yucatan, Jalisco, Mexico City, Coahuila, the State of Mexico, among others.

We developed an organic relationship with the media.

- Our content is highly informative. Our media presence is organic.
- With Nexos, we have built an economic, social, and political analysis section by state, and it is here to stay. We added local writers of high academic quality for this purpose.

Increased cooperation with the pool of experts, academia, public institutions, and other civil society organizations.

- Pilot of an original MCV podcast with broad reach and expert participation.
- Greater diversity of profiles in the group of experts.
- Collaboration for the dissemination of knowledge with experts and their organizations, such as CEEY, Instituto del Sur Urbano, and INDESIG.
- Integration to the Gender and Covid-19 Observatory with 32 other national organizations to monitor, evaluate, and disseminate the socioeconomic impact of the pandemic, as well as to propose actions, so that more people can freely make decisions and define their life projects.
- Publication in academic and applied environments: collaboration with Banxico in the third volume of *Lecturas en Lo que Indican los Indicadores*, coordinated by Jonathan Heath.

We shared data for you to tell your own story.

- We shifted the focus of the message in order to reach a wider audience, not just economists.
- The School of Economics helps find appropriate content by level of expertise, format, and topic, with infographics, downloadable charts, and accurate explanations of how the economy is performing.

- The Post-Pandemic Labor Market and Gender sites provide information for women and men to access relevant labor market data.
- The site titled How much energy does your job need? offers data by municipality on electricity expenditure by industry and sector, so that employees in Mexico can have a say in the legislative discussion on the electricity reform.

Working since 2014 for a thriving Mexico

We evolved: we went from being an Economic Observatory to a Think Tank:

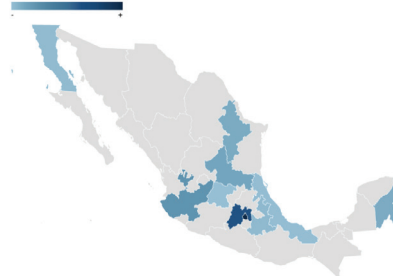
- We keep the 40 national, state, and sectoral interactive economic traffic lights up to date.
- We analyze the economic situation and publish explanations of what is happening.
- We make local and national diagnoses with public policy proposals on issues such as government budget, employment, inflation, progress and welfare, immigration, among others.

We have a growing number of followers in more states in Mexico, especially in Mexico City, State of Mexico, Jalisco, Quintana Roo, Nuevo Leon, San Luis Potosi, Puebla, Veracruz, Baja California, and Guanajuato.

Principales entidades federativas

¿De dónde provienen las visitas a mexicocomovamos.mx?

Número de visitas



Datos del 01 de marzo al 23 de noviembre 2021. Fuente: Google Analytics.
Mapa: @MexicoComoVamos - Datos cartográficos: © CBM - Creado con Datawrapper

Where we are headed in 2022

MCV's main objective in the 2022-2024 period is to curate, interpret, and generate economic information to bring it to individuals, companies, organizations, and governments to support day-to-day decision making, accurately and with less risk.

WORK PLAN 2022

Continue monitoring the main national economic indicators

- Economic lights
- Fiscal monitoring
- Monetary policy and inflation

Strengthen the regional development agenda

- Social progress: health and education
- Local economic vocation
- Infrastructure and investment
- Sufficient and sustainable energy
- State public finances

Specialize in the labor market

- Dynamics by sector, gender, and age
- Wage distribution
- Labor relations
- Talent attraction and immigrant integration

Expand the reach of the School of Economics

- Infographics and graphic material
- Glossary of economic terms
- Investment, energy, and employment
- Budget cycle
- Origin of gaps, inequality

Redoubling communication efforts

- Weekly newsletter
- Media presence
- Relations with legislators and local governments

Networking

- CSO Network
- Business community
- Federal and local legislature
- Federal and state governments

Funding

- Support from the Mexican Business Council
- International
- Special projects and conferences

Where we were in 2021

MEXICOCOMOVAMOS.MX

In March 2021 we relaunched our website mexicocomovamos.mx and during the first 10 months we registered 656,000 visits from almost 220,000 users. The most visited sites were our 12 national economic lights, 8 state economic lights, 20 sectoral economic lights, and 9 thematic microsites that offer interactive information and analysis on the topics that matter most: employment, inequalities, social progress, electric energy, and public finances.

Our audience is mainly composed of women (6 out of 10 people who visit our website) and young people (4 out of 10 are between 18 and 24 years old, and 6 out of 10 are under 35 years old).

PEOPLE ARE INCREASINGLY READING US AND FOLLOWING US IN OUR SOCIAL NETWORKS.

We had 2.5 more media appearances in 2021 than in 2020!

The media quoted us and echoed our work: more than 1,800 appearances and mentions in national and state media, including 315 regular appearances in allied spaces to the organization, such as Animal Político, Expansión, Nexos, MVS Radio, Milenio, and Opinión 51.

We published 369 exclusive content information pieces, with current affairs analysis and explanations on the socioeconomic phenomena that concern us all, designed and written by both the MCV team and our group of #ExpertxsMCV:

- 168 entries in MCV's blogs in Animal Político, Expansión, Nexos, and 81 analysis and positioning publications exclusive to MCV
- 120 infographics and infobites—taken up by senators and deputies, students, and the media.

@MexicoComoVamos social networks and distribution lists:



Almost 134k followers!

7k new followers in 2021.



85% more interactions than in 2020!

97k followers, 215k reached accounts, 39k interactions, and 21.3k original video views.



40% more followers than in 2020!

2.6k followers, 750 new ones in 2021, with 146 feed posts throughout the year.



75% more subscribers than in 2020!

1.4k subscribers, 600 new ones in 2021, with 83 new videos throughout the year.



30% more subscribers than in 2020!

5.2k people receive the *Weekly Newsletter* with the economic lights and the week's most relevant economic information.



100% more podcasts than in 2020! :-)

For the first time, two original MCV produced pilot episodes about the electric reform were aired.

WE ATTENDED 51 FACE-TO-FACE AND VIRTUAL EVENTS AND SESSIONS:

- 19 conferences and panels for various private organizations, associations and civil society allies, including
- 5 conferences for the Mexican Confederation of Employers (COPARMEX, for its acronym in Spanish), both national and state, including Coahuila, Chihuahua, CDMX, and Quintana Roo.
- 2 forums with the Mexican Institute of Finance Executives (IMEF, for its initials in Spanish).
- We attended 8 universities and educational institutions, both public and private, giving a dozen presentations to promote the active participation of young students.
- We awarded 3 undergraduate and graduate university students on the occasion of the second edition of the essay contest, this year on the "Origin of Gender Gaps" with Animal Político.
- We imparted a workshop to young girls about economic and gender gaps and one on how to read public expenditure reports and figures.

INTER-INSTITUTIONAL RELATIONS

We held 15 sessions with government institutions, embassies, public and non-governmental organizations, both national and international, organizing panels, conferences, advisory councils with contributions from a specialized economic viewpoint.

PRESS LAUNCH EVENTS

We organized 6 press events to present our work, taking up highly relevant topics with dedicated virtual sessions on their Facebook pages.

SURVEY OF DEMOCRATIC VALUES AND ECONOMY 2021

In partnership with the Reforma newspaper, we conducted the first survey to document people's preferences, values, and needs in the post-pandemic context.

ACCOUNTABILITY

In 2021, we held 4 sessions of the CVM Board, which oversees the management and proper functioning of our organization, which at the same time broadens our perspectives. Furthermore, we held 6 meetings with current and potential donors to broaden our reach as an organization.

WE OFFER USEFUL, VERIFIED, AND RELIABLE INFORMATION thanks to our team of young people who specialize in consulting data from its source.

MÉXICO, ¿CÓMO VAMOS?



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Fullstack

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We closed the year with 13 new #ExpertxsMCV, adding a total of 81 talents who support and strengthen us, and we maintained and expanded our network of allied institutions, both academic and facilitating.



México

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