



On November 5<sup>th</sup> and 6<sup>th</sup>, 2025 in Mexico City, we hosted Latin America's most important gathering on Social Innovation and Migration.



[More about the program and speakers](#)





## About the festival

The Hola América Festival is the leading gathering in Latin America where migration and social innovation come together. Powered by Ashoka, it highlights and strengthens solutions created by and for migrants and refugees.

The 4<sup>th</sup> edition of the Festival welcomed 523 changemakers from 15+ countries and offered panels and workshops, networking spaces, and artistic and cultural expressions that celebrate the agency and contributions of people on the move.

Click [here](#) to watch the video with highlights.



## MEXICO CITY & UNAM

Mexico City provided an ideal context for the Festival: it is a cultural, academic, and social hub with significant influence across Latin America, as well as a key focal point in Mexico's migration dynamics. Its diversity and ability to bring together government actors, civil society organizations, academia, businesses, and migrant communities enabled conversations on human rights, innovation, and mobility to unfold from a broad, timely, and deeply regionally grounded perspective.

With more than a century of history, UNAM's Faculty of Law has been the setting for fundamental debates on justice, equality, and Mexico's role in the world. Hosting the Festival in a space with such cultural and institutional legacy underscored the importance of placing migration conversations in venues where ideas about the country and its future are shaped.



# OBJECTIVES



## TRANSFORMING NARRATIVES

Promoting narratives that recognize the dignity, diversity, and contributions of migrants.

## CONNECTING ECOSYSTEMS

Connecting actors across sectors and surfacing insights from across the region.

## ACCELERATING SOLUTIONS

Highlighting innovations and providing tools to promote system thinking and collaboration.



# TRANSFORMING NARRATIVES



## Key Messages Positioned

- Migration as a driver of social innovation.
- People on the move as agents of change.
- The importance of multi-sector collaboration in the field.
- The need for new narratives.
- Hola América as the leading space in Latin America to discuss human mobility from a solutions perspective.





# Thematic Areas



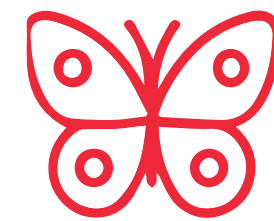
## DEMOCRACY AND PARTICIPATION

Representation of People on the Move



## GENDER AND DIVERSITY

Inclusion and justice for all identities.



## EMPLOYMENT

Decent labor integration and economic development.



## TECHNOLOGY

Accessible, equitable, and bias-free solutions.



## NARRATIVES

Stories that reflect agency and contribution.



## YOUTH

Youth leadership driving collective change.



## NARRATIVES AND COMMUNICATION: FROM A CRISIS LENS TO A POSSIBILITY LENS

Several sessions agreed that the narrative arena has become a strategic space. Digital misinformation, institutional information gaps, and the political use of migration are shaping social perceptions that directly influence governance. The discussion highlighted that rigorous journalism, digital literacy, content production led by migrant communities, and evidence-based public communication strategies are key to shifting the dominant mental framework.

## YOUTH, RACISM, AND THE CONSTRUCTION OF FUTURES

The youth and racism workshop highlighted racism as a structural system that shapes opportunities, belonging, and political participation. Participating young people emphasized the need for intersectional approaches, everyday anti-racist practices, and cultural narratives that recognize diverse identities. The discussion showed that youth are not merely beneficiaries, but active agents in building new forms of coexistence.





## LABOR MIGRATION: WHEN PUBLIC POLICY, INNOVATION, AND COLLABORATION ALIGN FOR INCLUSION

The sessions revealed a paradigm shift: labor mobility is moving from a reactive approach to becoming a strategic development tool. Governments, companies, and organizations agreed that the socioeconomic inclusion of migrants requires clear public policies, skills recognition, financial access, technological innovation, and sustained multi-stakeholder collaboration over time.

## PRIVATE SECTOR: FROM ASSISTANCE TO SUSTAINABLE INTEGRATION

Companies highlighted their potential as structural actors of integration, beyond one-off hiring. Through changes in internal processes, organizational cultures, and narratives, the private sector can enable belonging, social mobility, and dialogue with public policy, linking economic outcomes with emotional and cultural dimensions.





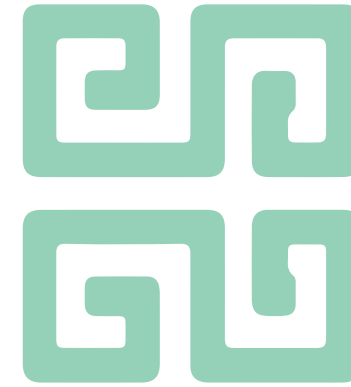
## **PUBLIC POLICY AND GOVERNANCE: SUSTAINABILITY BEYOND POLITICAL CYCLES AND A SHIFT IN PERSPECTIVE**

The sessions highlighted the need to address migration as a structural phenomenon rather than a temporary crisis. The role of cities was underscored as key spaces for institutionalizing policies, strengthening local capacities, protecting children, and sustaining migration governance models that transcend changes in administration, integrating territorial data and cross-sector coordination.

## **MIGRATION AS A RESPONSE TO STRUCTURAL CHALLENGES: AGING, CARE, AND TERRITORIAL SUSTAINABILITY**

Migration was linked to central demographic challenges in the region, such as population aging and the care crisis. Human mobility was framed as a strategic response to sustain local economies, revitalize territories, and ensure the continuity of essential sectors, provided it is intentionally integrated into employment, care, and territorial development policies.





## GENDER, DIVERSITY, AND THE PROTECTION OF RIGHTS

The sessions showed that migration deepens structural inequalities that affect women and LGBT+ people in differentiated ways. The need for tailored policies, better data, and approaches based on recognition and co-production was emphasized to ensure effective access to rights. Discrimination occurring within social movements themselves was also discussed.

## ACADEMIA AS A SEEDBED FOR GOOD PRACTICES IN INTEGRATION PROCESSES

Universities were presented as neutral and plural spaces capable of generating evidence, training new generations, and building bridges across sectors. Their role as actors that can anchor public debates and contribute conceptual and methodological frameworks for more robust policies was also highlighted.





The Festival served as a key platform to showcase the work we have been advancing through the [Hello Accelerator](#): a multi-sector collaboration process that has now crystallized into three systemic innovations designed to transform the social and economic integration of migrants across the region.

## MIA LATAM

The first virtual financial assistant created specifically for migrant women in Latin America. It provides reliable information, financial education, and access to secure services throughout the migration journey. Its goal: to reduce gender-based financial gaps and expand economic autonomy.

## ALTER ECO

A regional cooperative platform (Argentina–Mexico–Chile) that formalizes employment for migrants in domestic services and community-based trades. It combines technology, cooperative governance, and trust-based networks. Its aim is to reduce labor informality and create a fair, sustainable, and replicable model.

## RECONOZCO

An AI-powered tool that identifies, translates, and validates real skills, generating labor-market-aligned occupational profiles and connecting people to training, employment, and opportunities. Its goal: to transform how migrant talent is recognized and to open pathways to dignified employment.



# Partners



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