



THE FIRST INTERVIEW: ISOTTA

Cordoba's Local Community Activator

Why did you decide to embark on this IN-HABIT journey?

For more than 15 years, I have worked in and carried out research into vulnerable contexts to promote social cohesion. IN-HABIT represented an opportunity to realise my dream, the synthesis of all my professional and human concerns: working on a long-term project with the participation and empowerment of the community - at all levels - to generate well-being.

Describe your neighbourhood and its main highlights.

The people who live in this neighbourhood suffer from all different forms of vulnerability, especially socio-economic, lack of basic goods, symbolic and physical violence, stigma, and social isolation, but they are also fighters and are resilient, especially the women, and they preserve values such as family and solidarity between neighbours.





What has been done in your neighbourhood so far?

The first step has been what I like to call the “moment of listening”, to give protagonism to the voices of the neighbourhood, to understand their schemes of values, norms, and social guidelines, to learn as much as possible about the reality of the context from their perspectives. The second step is transmitting the idea that the project is all about thinking together on how to live better, that it is with them and for them that we want to achieve change to bring well-being into their lives: we are “dreaming with them” and believe in the possibility of generating change through a network and as a community. The third step has been planning and acting, starting to implement the co-designed VIS: change is generated in small steps to always involve more neighbours. The change is generated through the capacity for participation and decision-making, but also with concrete and tangible actions and transformations, which can also encourage more people to believe in and join the project. We aim to create a connection and a network on city level (public and private) to fight against stigma and exclusion, and to generate opportunities and innovative solutions.

How are you putting your hopes for change into practice in your neighbourhood?

By sharing their reality with them as much as possible and working together in formal spaces with structured and informal activities. And, above all, by "doing": this is why we have chosen "the hands that raise the neighbourhood" as the main theme of the Christmas party.

Is there an anecdote from meeting with the local community that you would like to share with us?

Empathy is so strong throughout the neighbourhood; they always remind me as a person, my personal situation. There are many strong and beautiful moments that I relate to the neighbourhood, such as the day that we started “the safe coffee afternoon” among women. Although they started by saying that they did not trust anyone but themselves, they ended up talking for more than three hours about their personal situation, leading to the conclusion that despite our differences we all have something in common, being "woman" and above all "fighters".

