



## A Survey on Social Responsibility

The survey occurred during the Architecture and Cooperation event days (ARCADIA III), with a special emphasis on 'Transversal Actions'. The event was held the 6<sup>th</sup> and 7<sup>th</sup> of November 2014, at the Madrid Superior Technical School of Architecture, with more than 200 participants.

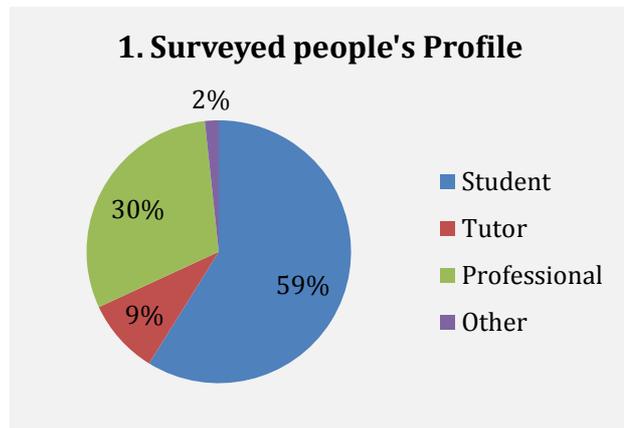
The Sample was based in 115 surveys. One of the limitations suffered was the time factor; we could apply the survey only at the intervals destined for snacks. Another limitation was that not all the participants attended the entire program. Had these limitations been saved, the number of surveys would have been higher. However, the sample percentage (56, 37%) confers the survey a high degree of representativeness.

**The method used** consisted in a questionnaire to be answered by the multiple-choice system. **The results** show some interesting facts included under the following 8 concepts:

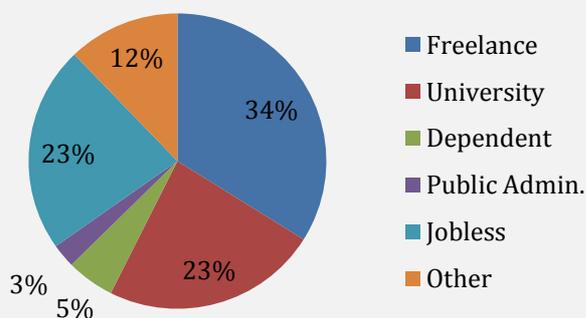
**1. Surveyed people's profile**, the students (59%), almost doubles the number of professionals (30%); this indicator could reveal a major student turnout, and perhaps the students' better disposition to participate in the survey.

But, considering the existence of more students than tutors as a 'normal' fact it was somehow predictable that one tutor answered the questionnaire for every ten surveyed (9%). Two out of every one hundred people surveyed (2%) was not possible to be categorized; so they were grouped in the category of 'other'.

Considering the students age to define the profile of people attending the event it results on the possibility that youth group is larger than other age group participating.



## 2. Surveyed people's Occupation

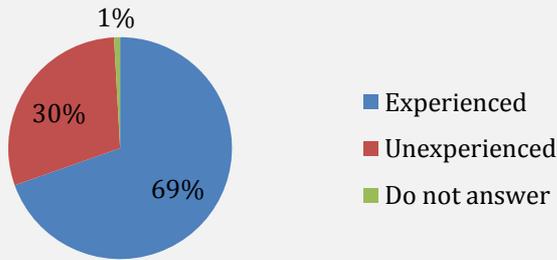


**2. Surveyed people's occupation.** Almost three out of ten (34%) were freelance professionals. There was an interesting tie among those working in the University (23%) and the unemployed (23%); almost one out of four surveyed individuals.

The results show that three professional out of one hundred (3%) works at the Public Administration. Five out of one hundred (5%) hold a dependent job relationship.

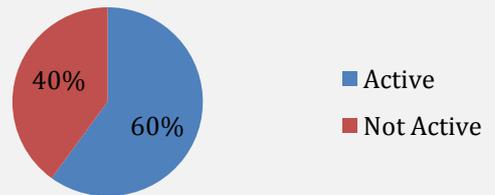
Lastly, twelve out one hundred surveyed people (12%) belong to other ways of employment or they are out of the working force market.

### 3. Experience in Community Work



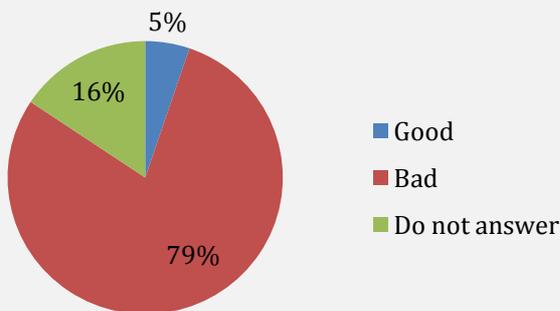
**3. Experience in Community work.** Two out of three surveyed people (69%) said to have experience in cooperation tasks. This is an indicator that ARCADIA III attracted, especially, professionals with a previous experience with cooperation. Also that one out of three surveyed people (30%) did not have any type of experience with cooperation. That becomes a challenge for the organizers of the event; for example, when its time to share the information.

### 4. Community Work Involvement



**4. Community work involvement.** Three out of five surveyed people (60%) are actively involved in community cooperation. The remaining 40% represents ARCADIA's future target, the people on whom the organizers should focus. Comparing this with previous graphic there is a difference between 69% and the 60% (9%) of experienced but inactive people today; a resource that should be regained into the cooperation programs.

### 5. State-Professional Relationship

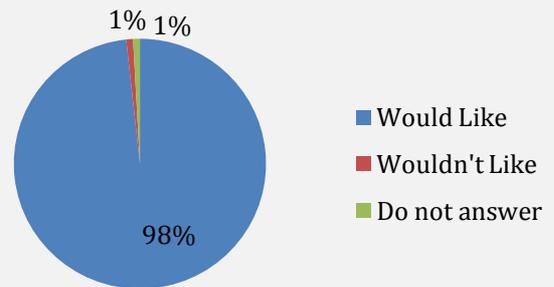


**5. State-Professional relationship.** Four out of five surveyed people (79%) perceived that there's no good relationship between the State officers and the university qualified professionals including architects, urban designers and planners.

Taking into account graphic #2, one out of four surveyed people work in Universities or in Public Administration; it could mean that to 5% of the surveyed people they hold a good relationship with their employers.

No cooperation program should leave the State out, despite the reluctance of their agents to mix with civilians; because it is supposed that public employees know better than anybody how the State-Citizenship relationship could be improved; particularly with citizens willing to cooperate.

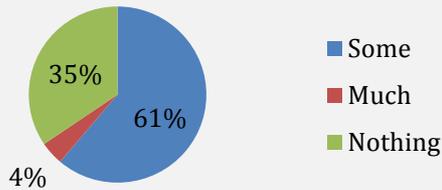
### 6. Participation in community activities



**6. Participation in community activities.** Only 3 persons of the 115 surveyed (2%) showed no interest or didn't answer to the question if they were interested to participate in community actions. **This is, by excellence, the most relevant fact of the event.** That almost an absolute majority (98%) answered positively could indicate that there is a significant sector of citizens that developed consciousness on the need of filling gaps left by the State.

Governmental incapacity to satisfy people's basic needs, i.e. housing and urban space accessibility, is a fact to be used by Program organizers to self motivate and continue with their mission by enlarging their influence through transversal actions. Synergy between professionals and beneficiaries may greatly contribute to the common well.

### 7. Awareness about ARC•PEACE



7. **Awareness about ARC•PEACE.** The survey was held after a brief introduction about the vision and mission of ARC•PEACE.

Due to this, it could not be determined if those who said to have **some** knowledge about the NGO (61%) answered based only on that first information.

One out of three surveyed people (35%) had never heard about ARC•PEACE.

Using this survey as an example, this is a very useful indicator for the search of adequate ways of promoting the institution.

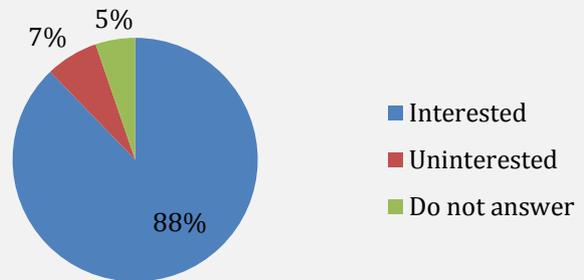
**8. Information about ARC•PEACE IberoAmerica.** The surveyed people manifested in favour of opening a platform in Spanish language under the umbrella of the international NGO, since there are three NGO working in membership with ARC•PEACE in Latin America already, namely Arc Peace Peru, Cuba Solar and ARQ-PEACE Mexico.

However, Spain lacks of an NGO using the referred to international network to communicate social responsibility topics and issues in Spanish; the second more spoken native language in the world.

The majority of the surveyed people wanted to receive information about the creation of that NGO.

Lastly, it is worth noticing that all the surveyed people pointed out that architectural education must aim strongly to the social roll of the architect and its participation at both local community and global scales, something that it is yet not perceived exception made of some incipient exceptions.

### 8. Information about ARC•PEACE Ibero America



-----oooooooo-----

**An idea by Oscar Margenet Nadal**, architect and urban designer; UNR (Rosario, Argentina, 1970); RIBA (London, United Kingdom, 1974); Co-founder of ARC•PEACE (Brighton, 1987) and current Executive Committee member. **Design, analysis and supervision were contributions by Ivana Margenet**, B.A. Advertising and Public Relations (ESCO Granada, University of Wales), and M.A. Marketing and Sales (University of Applied Sciences Münster, Germany).

**Important:** This survey has been possible thanks to ARCADIA III organizing committee.

**Contact:** [margenetnadalriba@gmail.com](mailto:margenetnadalriba@gmail.com) **Web Page:** [www.arcpeace.org](http://www.arcpeace.org)