



Results of the first stage of the project: evolution of values, attitudes, and behaviors during the teaching (online seminar) and the sport activity design stages (August-November 2019).

The online seminar had an enrollment of 33 students. The Guanajuato Campus is composed of six Divisions. The students enrolled belong to two Divisions (Law, Government, and Politics, as well as Economic and Administrative Sciences). Meanwhile, the 20 students participating in the four teams belong to four Divisions (the two already mentioned, plus Engineering and Natural Sciences). Four proposals were received. The winning proposal was Tiro en Braille (Braille Shot). Tiro en Braille has committed four local sponsorships, two from local Pymes (small and mid-size enterprises)¹, and two from government institutions.

When considering the implementation, we collectively remembered the learnings from F3H (Football-3-Halves) and Ultimate Frisbee. Despite having a detailed rulesbook for Tiro en Braille, we agreed to set a few key and strict rules, while allowing teams, game by game, to negotiate their own rules as part of the experience. The tournament, scheduled originally for late March was postponed due to Covid-19; however, agreements stay in place: all teams (8-10 players) will include at least 50% women; teams will preferably include participants from different Divisions as one of the goals is to produce negotiation between people who are unknown to each other, parallel to the deconstruction and overcoming of nationalism in recent F3H festivals.

The initiative has a long and detailed questionnaire of 20 plus questions; however, during this first stage of the project (prior to playing the tournament) only ten questions are analyzed. For more details on the questionnaire and how it connects to the Mexican legislation, the Mexican National Development Plan (2019-2024) and to the 2030 Agenda and the 17 Sustainable Development Goals, please refer to the fully explained questionnaire contained in the “The research component” section of Tiro en Braille (Braille Shot) website.

Unfortunately, due to COVID-19 devastating impact on tourism, mobility, and consequently the global economy, Babu Tea is no longer conducting business.



Table 1. Unpaired T-test results			
Question/Statement		Control Group	Intervention Group
5. What relevance shall sport have as a human right?	N	303	20
	Mean	5.45	6.30
	SD	1.40	0.80
	Two-tailed P value	0.0079	
	Result (difference)	Very significant	
7. Sport is relevant for the peaceful solutions of conflicts	N	303	20
	Mean	5.31	6.45
	SD	1.41	0.76
	Two-tailed P value	0.0004	
	Result (difference)	Extremely significant	
10. What is the likelihood of designing a sustainable sport inspired in a Pre-Columbian game at Universidad de Guanajuato?	N	295	20
	Mean	4.34	5.95
	SD	1.63	1.28
	Two-tailed P value	0.0001	
	Result (difference)	Extremely significant	
12. How likely are you to participate in an all-gendered sport activity?	N	301	20
	Mean	5.90	6.45
	SD	1.49	1.47
	Two-tailed P value	0.1081	
	Result (difference)	Not significant	

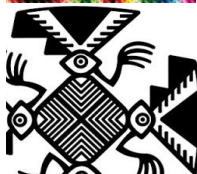
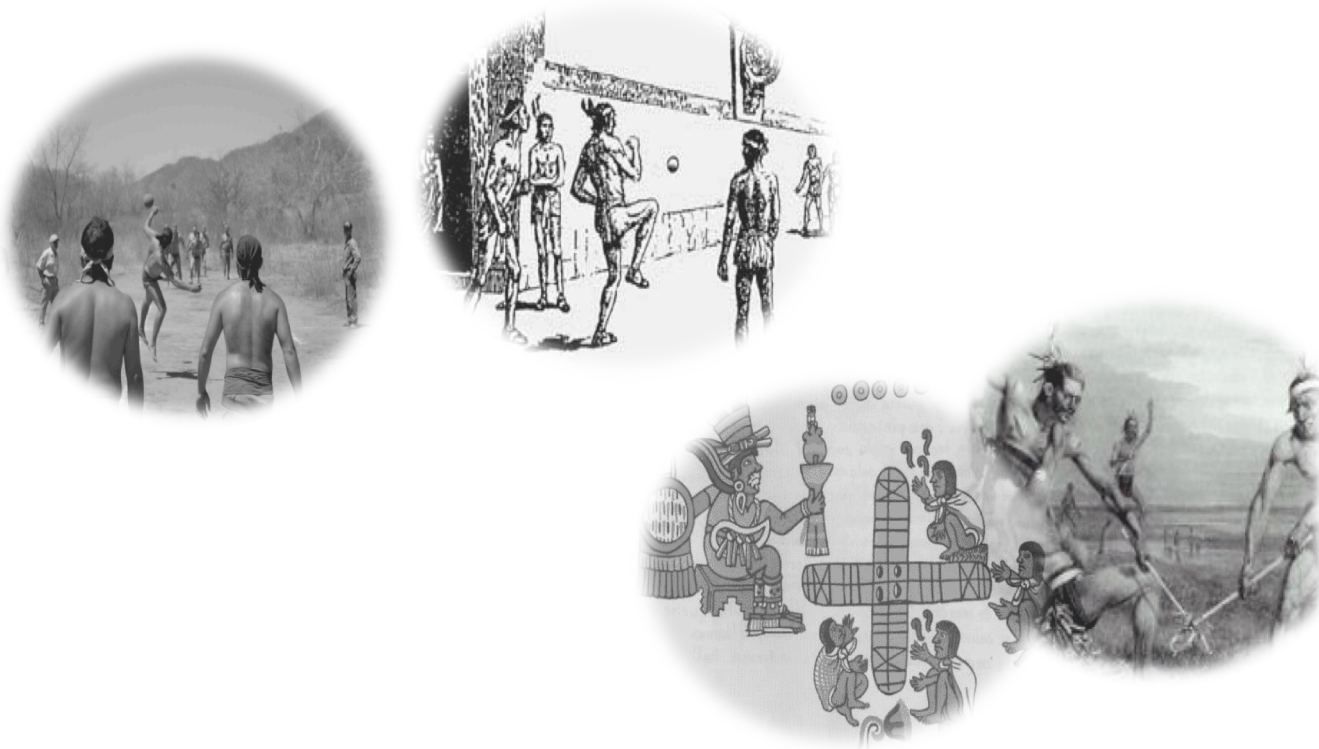


14. It is possible to design a sport whose inputs are 100% from recycled materials	N	302	20
	Mean	5.92	6.70
	SD	1.40	0.57
	Two-tailed P value	0.0133	
	Result (difference)	Significant	

Table 2. results					Chi-square test			
	Question 6. According to your knowledge, is sport a constitutional right?				Question 9. Are you familiar with any Pre-Columbian games?			
	Yes	No	P-Value	Result	Yes	No	P-Value	Result
Control Group	127	174	0.46405	Significant at $p < .05$.	169	135	.000542	Significant at $p < .05$.
Intervention Group	13	7			19	1		



The results of the questionnaire are promising. Within the control group, 169 respondents were aware of a Pre-Columbian game. The overwhelming majority (166) just mentioned the Juego de pelota (the Ball game); one mentioned the ball game resembling hockey; one mentioned the Ball game and a game resembling hockey on fire²; one mentioned archery (not really a Pre-Columbian game). As for the intervention group, the Ball game was mentioned 15 times; Olote que vuela was mentioned 8 times; La quemada was mentioned 6 times; Mixteca ball was mentioned 2 times, whereas Ulama con mazo and Rayuela were mentioned once each.



Xcaret's signature show in the Mayan Riviera includes an exhibition of Pre-Columbian games. It includes hockey-like/hockey-like-on-fire exhibitions.



Table 3. Responses to questions 19, 21, 22 (% of respondents)													
	Question 19. Which criteria should the team formation follow?					Question 21. Who should make the rules of the game?				Question 22. Which type of sponsor shall the sporting activity have?			
	Randomly	Sport merit	Personal affinity	Institutional belonging	University authorities	Students	Professors	University authorities	A mix committee	No sponsors	UG	Large corporations	Local Pymes
Control Group	25.58	51.50	11.63	5.98	5.31	16.61	6.92	1.04	75.43	1.74	49.83	21.95	26.48
Intervention Group	60	25	15	0	0	35	10	0	55	0	40	0	60



Tiro en Braille is the brainchild of non-corporate, non-leading international organizations, overcoming SDP's instrumental logic (*Cfr.* Kidd, 2008; Sugden, 2015; Darnell and Dao, 2019), whether such logic obeys to instrumental diplomacy, NGO's neoliberalism or Corporate Social Responsibility for marketing purposes. As table 3 illustrates, the intervention group learnt about the perils and failures of leaving SDP initiatives in the hands of corporate sponsors. The totality of participants within the intervention group favored either local Pymes and/or their own university to sponsor their project. This may prevents corporate interests from hijacking the initiative. Regarding this point, Bob Munro's (in Coalter, 2010: 307) words ring loud:

The best thing that happened to MYSA was that nobody was interested for the first five years. The implication of this is that the lack of interest and external aid permitted the establishment of locally based aims, objectives and principles, and MYSA was eventually strong enough to negotiate funding on the basis of its own definition of its needs and approach.

Tiro en Braille helps advancing the provisions of Article 88 of the LGCFD on the inclusion of traditional games as part of the national cultural heritage. Moreover, we consider that due to the geographical and ethnic diversity and richness of Mexico, the open-ended, collaborative, horizontal, bottom-up character of this initiative allows for different states and regions within Mexico, each of them with their own pressing social problems and cultural appropriateness may opt for the inspiration of games/sports different from the ones than inspired the four proposals received in November, 2019. This is possible as Zurita et al (2008) provide a list of nearly 100 games and sports. During the second face-to-face session we came to the conclusion that maybe a way to



detonate practical and meaningful economic activity among the indigenous groups, from which we are borrowing their cultural heritage, is by asking them, using their millenary knitting traditions, to knit the jerseys of the participants. Once we learnt about the winning proposal and the need of playing blindfold, the same could be done with the handkerchiefs. This has a



double purpose: to recover, promote, and preserve the cultural heritage of the country, plus activating in a meaningful way the economic activities of the indigenous populations.

Wong (2003) identifies that timescales for empowerment may be beyond those encompassed by typically project-based external interventions, of which the Sport Equipment Project is an example (Lindsey and O’Gorman, 2015). For our initiative that concern is not pressing, as there is no external aid agent with significant time, financial or ‘goal’-obsessed mentalities exercising pressure. As a low-cost, easily adaptable activity to the existing infrastructure, a joint collaboration between UG and local Pymes (the questionnaire shows the intervention group strong support for both) would be enough to guarantee the continuity of the project. UG can respond through Tiro en Braille to the pressing issues that students face, i.e., whereas local Pymes could benefit from increased name/brand recognition and secure local consumers/users of the products/services.

The questionnaire reveals (questions 7, 10, and 14) a growing students confidence on the viability and success that an initiative like our may have after participating in this multidimensional (teaching, sport, research) initiative. Question 12 also, although not showing statistical difference between the control and the intervention groups, shows a relatively high willingness to play an all-gendered sporting activity among UG students. Finally, if we are to transit from a development approach (some intervening over the marginalized) towards a human rights/capabilities approach (Nussbaum, 2011; Darnell



and Dao, 2019; Giulianotti et al., 2019), the first thing we need is to make sure that beneficiaries are aware of sport as a constitutional right, about the existence of a federal law (questions 5 and 6), and about the central role (question 7) it has within the 2019-2024 PND. Additionally, students would benefit from learning how their own participation and empowerment makes

sound contributions to global agendas, such as the 2030 Agenda and the 17 SDG.

Tiro en Braille is not designed and delivered by North-based ‘experts’, who embark on a quasi-evangelical/ neo-colonial ‘mission’ to ‘straighten up’ South-located ‘subjects’.

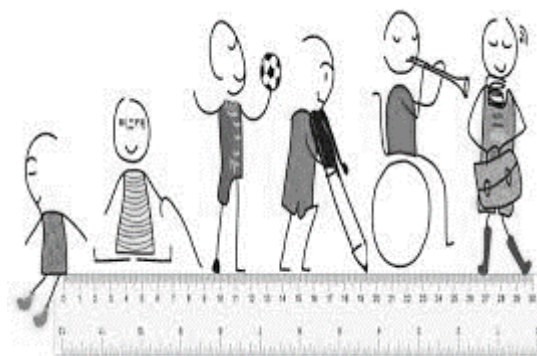
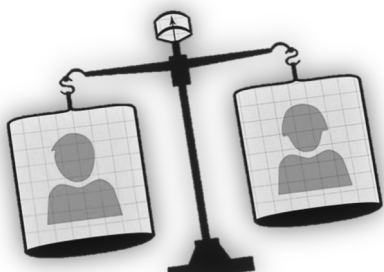


Indeed, a collaborative, open-ended university project designs an initiative, tackling national and local pressing needs. Paternalism is reduced to its minimum expression, as the research leader limited his role to that of a facilitator of students' own experiences and creativity. As a low-cost initiative, there are hardly financial constraints or conditioning on the part of funders. Moreover, the idea is not to scale up Tiro en Braille itself, but the philosophy behind this methodology. This hedges the initiative and Tiro en Braille from being hijacked by instrumental corporate interests. Tiro en Braille inspired from SDP's best practices, e.g., Ultimate Frisbee and F3H. The initiative has developed its own signature:

A unique initiative, which brings together teaching/learning, sport practice, and research, involving in all three, stages, all the involved actors. The results are promising during this first stage, the design of the sporting activity. However, it is necessary to reassess the early, apparent benefits, once Tiro en Braille tournament is played, as unexpected contradictions and shortcomings may arise 'on the field'. In an era in which austerity is the hallmark of the so-called Mexican Fourth Transformation (4T) and when governments may be forced to channel international aid to their own populations as the result of Covid-19, this kind of initiatives has the untapped potential to tackle some of the local and regional pressing challenges of the time: gender-related issues, exclusion/inclusion, juvenile violence, mental health. Finally, the open-ended character of the initiative facilitates its potential travelling to other

geographical

locations not only within Mexico, but also to other South and North locations.





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