



COMUNIDAD

CAUTIVA

ABOUT US

We are communications and visual arts professionals, with years of experience, who believe that communication is the key to social and inclusive development.

We are young and not so young, creative and dreamers, who through communications offer comprehensive solutions to politicians, organisations, institutions, foundations, unions and trade unions to adequately communicate their objectives and actions, establishing relationships with other institutions, traditional and digital media, among others.

PÍA TORO MELO

*Director and founder of Comunidad Cautiva
Journalist and social communicator*



After working for 11 years in the press in newspapers such as Pulso-La Tercera, Radio Biobío and Agencia EFE, among others, and having led the press area of the cabinet of the Ministry of Social Development for three and a half years, she co-founded Comunidad Cautiva Comunicaciones. Journalist with a master's degree in Communication and Public Policy from the University of Chile and Defence Correspondent of the Chilean Army War Academy.

PILAR ZAMORA MADRID

*Director and founder of Comunidad Cautiva
Journalist, social communicator and professional broadcaster*



With more than a decade of experience in social communication, she has worked as a reporter for Radio Nuevo Mundo and the newspaper La Tercera, was press officer at the Undersecretary of Social Security and press coordinator in the regions of the Ministry of Social Development. She is co-founder of Comunidad Cautiva Comunicaciones. She is a journalist from the Universidad de las Artes y Ciencias Sociales ARCIS and master's degree in Film Theory and Criticism from the Universidad Católica de Chile.

CAUTIVOS CLIENTS

During 2019 - 2022, the Comunidad Cautiva team has advised trade unions, guilds, foundations, both in their trade union strategy and in the development of transversal campaigns that seek to generate and guarantee public policies that go beyond the demands of the organisations for the common good.

For the May and November 2021 elections, Comunidad Cautiva developed strategies for candidates for constituents, mayor and deputies, respectively.

GUILDS AND TRADE UNION CAMPAIGNS

Estudios Laborales Institute Foundation - CUT Chile:
Advice on annual communication strategies.
Positioning of the “Barómetro of Trabajo Fiel - Mori”.



Banco Chile, Trade Union:
Internal elections campaign. “Vamos X Más” group.



Vicepresidencia de Proyectos de Codelco, Trade Union :
Advice on annual communication strategies.



Banchile Inversiones, Trade Union:
Telework enforcement campaign.



National Association of Public Employees de SII:
Advice on annual communication strategies.



Consultancy on Employment and Trade Union (ALS):

Internal Collective Negotiation Campaigns with:

- National Federation of “Líder” Workers (Fenatralid).
- Union of Professionals and Technicians of “Aguas Andinas” (SPT).



Centro de Educación Sexual Integral, Foundation(CESI):
Advice on annual communication strategies.



PUBLIC GOOD CAMPAIGNS

Friedrich Ebert Foundation:

- Hogar Que Valora (Home That Values) /Sintracap 2019 (Domestic workers Group):

It was focused on increased oversight to ensure compliance with the law that requires the hiring of domestic workers.

- Que No Te Pasen Gato X Liebre 2019 (Don't be fooled) / Aneiich - Afiich:

It attempted to set out the demands of the workers of the “Servicio de Impuestos Internos” (Internal Tax Service) in the context of the Tax Reform debate in Congress.

- Cuida A Quien Te Cuida (Take Care of the One Who Takes Care of You) / Sintracap - Fesintracap - Sinducap - Anecap 2020: Revealed the demands and needs of domestic workers during the pandemic. Provided communications advice on the legislative process for the law that incorporated them into unemployment insurance.



- **Impuesto X la Dignidad (Dignity Tax) / Afiich- Aneiich- Anef- CUT - PSI 2020:**
Establish the need for a tax on the super-rich to face the effects of the crisis on workers and to move towards the discussion of a progressive tax system.
- **APPLica Tus Derechos YA (APPLy your rights Now) / FIEL - Trabajadores de Pedidos Ya, Uber Eats y Rappi Chile (Delivery workers Group):**
This campaign sought to educate workers on their labour rights and support the organising process.
- **Trabajo Sin Violencia de la OIT FES - CUT - CSA (Work without violence):**
Positioned the issue of abuse and violence at work with the objective that the State of Chile ratify the Convention 190 of the OIT.



TRABAJO
Sin **VIOLENCIA**
#RATIFICARC190

- Reserved seats for Indigenous Peoples in the Constituent Assembly - Plurinational Chile:

Between the end of 2020 and the beginning of 2021, we accompanied the Citizens' Network for a Plurinational Convention with communication strategies with the aim of achieving reserved seats for Indigenous Peoples in the Constitutional Convention, which were finally approved in Congress.

Following this, and through social networks, information was provided on the indigenous constituent process, ending with elections in May 2021.

-Thomas Piketty's meeting with constituent convention members (November 2021):

The purpose of this meeting, organised by FES and communicatively directed by Comunidad Cautiva, was to generate a dialogue between constituents and the french economist on tax and fiscal issues.



Internationals Experiences:

FILAC- UE- Chile Government:

Intercultural Dialogue between Indigenous Peoples and Governments of Abya Yala, for the COP 26

This communication campaign consisted of covering the intercultural meeting of governments and indigenous peoples of Latin America and the final report that FILAC had to present at COP 26.

International Transport Workers' Federation, ITF Global - COP 26:

A communications consultancy was carried out to showcase the actions taken by ITF unions on the climate crisis in the context of COP 26.



POLITICAL CAMPAIGNS

Municipalities and Constituents:

- **Javiera Reyes Jara**, candidacy for mayor of Lo Espejo for the Communist Party. Currently mayor.
- **Hortencia Hidalgo**, candidacy for constituent Socialist Party.
- **Catalina Cortés**, candidacy for Indigenous Reserved Seat for the Constitutional Convention. Aymara People.

Presidential, Parliamentary and Regional Councillor:

- **Luis Lobos Meza**, candidate for deputy for the Communist Party, district 13.
- **Alex Garrido Tapia**, candidate for deputy for the Comunes Party, district 5.
- **Indígenas por Boric** (Indigenous for Boric), presidential run-off vote



CLIENTS EXPERIENCE

"Discovering Comunidad Cautiva and working with them on the project to improve our organisation's communications has been the best decision. They are a team of serious, responsible and proactive professionals. From the beginning, with a couple of meetings and a review of what our communications were, they were able to make an accurate diagnosis of what needed to be improved and found the perfect way, which is constantly being evaluated and adjusted according to the needs and circumstances that a trade union organisation faces. Communications was our weakness and a constant criticism from our members, a situation that changed radically with the incorporation of this team".

Maritza Castro
VP Codelco President Trade Union

My experience with Comunidad Cautiva has been very positive. They know the environment, they have a sense of urgency and they elaborate proposals to solve my clients' requirements.

Juan Vergara
Labour and Trade Union Adviser Spa

Working with Comunidad Cautiva was a very pleasant experience, where we always found dedication, creativity, commitment and professionalism and where we also felt listened to and respected in our project.

Javiera Reyes
Lo Espejo Mayor

"Working with Comunidad Cautiva was a very gratifying experience, as they were in charge of my campaign as a candidate for the Constituent Convention for District 1, doing professional, quality work and positioning my campaign at local and national level both in Social Networks and Media, always with the identity that my candidacy required. A very serious and responsible work".

Hortencia Hidalgo
Constituent Candidate, District
Apruebo Dignidad Union party

"I had the opportunity to work with Comunidad Cautiva in my leadership and political work. Apart from being a great experience it is a tremendous learning experience. Having a team that guides you completely in your campaign strategy, that means concretely what and how to communicate to the voters is the key. From there, Comunidad Cautiva proposes a vision towards your electorate, taking the candidate out of the specific discussion in which he or she is permanently inserted and placing him or her in the global context. If you ask my opinion about working with Comunidad Cautiva Comunicaciones, I would highly recommend it for political or any other kind of communication and strategic challenges. "

Catalina Cortés
Constituent Candidate for the reserved seat of the
Aymara People

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