Service Catalog

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CRITICAL THINKING

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CREATURA - CRITICAL THINKING

We are an international consulting firm that provides **technical assistance to aid the resilience of civil society committed to defending human rights.**

We offer creative solutions adapted to the needs of organizations, networks, and collectives based on strengthening, management, facilitation, and communication services.

Strengthening

Management

Facilitation

Communication

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In a context of polarization, **critical thinking** is our guide and working method that we use to integrate diverse perspectives.

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SERVICES OVERVIEW

Strengthening	Management	Facilitation	Communication
Comprehensive legal solutions: advisory services, support, ongoing legal assistance, and training.	Advisory services in administrative, accounting, financial, and tax matters.	Creative forms of organization, collaborative work, and collective processes.	Communication strategies, multimedia content, and communication training.
• Tax	• Accounting	• Strategic coordination	• Strategy
• Civil and corporate	• Social security	• Technical secretariat	• Production
• Laboral	• Disbursements	• Facilitation of meetings and workshops	• Training
• Anti-money laundering (AML)	• Accounting for authorized donees		

Strengthening

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1. Strengthening

We provide advisory services to resolve specific legal and tax cases, and offer ongoing support through group training sessions.

TAX

We offer group training sessions for organizations seeking to obtain authorized donee status in Mexico:

1. Guidance on maintaining authorized donee status
2. Answering questions about compliance with the obligations of authorized donees

CIVIL AND CORPORATE

We provide guidance in preparing specific documents related to civil and governance matters.

1. Legal incorporation and amendment of the civil association's bylaws
2. Contracts and documents suited to each type of transaction
3. Privacy notices and personal data processing policies
4. Meeting minutes and minute books
5. Good governance practices for the sector

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LABORAL

We support compliance with employer obligations, with an emphasis on the implications of the different hiring regimes for organizations:

1. Labor and hiring policies
2. Internal workplace regulations
3. Policies derived from official standards (psychosocial risk factors in the workplace and telework)
4. Hiring and salary adjustments

ANTI-MONEY LAUNDERING (AML)

We provide guidance for compliance with AML obligations:

1. Identification of donations as a vulnerable activity and their accumulation
2. Registration on the PLD portal and acceptance of the position as PLD officer
3. Compilation of donor files
4. Assistance in identifying the Controlling Beneficiary
5. Design of a methodology for identifying internal and donor risks
6. Preparation of an internal policy manual
7. Implementation of a mechanism for the continuous monitoring of donations
8. Response to inquiries and inspection visits by the SAT(Mexican Tax Administration Service) or the Financial Reporting Unit (UIF)

Management

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2. MANAGEMENT

We provide advisory services in administrative, accounting, and tax matters in order to optimize the use of resources, minimize risks, reduce costs, and develop sustainability strategies.

ACCOUNTING

We advise on compliance with tax obligations:

1. Registration of the legal entity with the Federal Taxpayers Registry (RFC)
2. Issuance of digital tax receipts (CFDI)
3. Electronic accounting
4. Backup of income and expense records
5. Interpretation of financial statements
6. Transparency information return
7. Annual Income Tax (ISR) return

SOCIAL SECURITY

We advise on compliance with social security obligations:

1. Employer registration with the Mexican Social Security Institute (IMSS)
2. Cost projections for different hiring schemes
3. Calculation of severance payments or settlements

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DISBURSEMENTS

We advise on procedures related to international transactions:

1. Double taxation treaties for transactions involving payments to foreign residents
2. Tax regime for international workers and consultants
3. Tax obligations of representative offices

ACCOUNTING FOR AUTHORIZED DONEES

We provide specialized accounting and tax advisory services for authorized donees.

1. Bookkeeping and preparation of financial statements
2. Filing of monthly and annual returns, and the transparency information return
3. Filing of anti-money laundering (AML) obligations
4. Submission of electronic accounting records
5. Response to requests from the relevant authorities
6. Payroll administration
7. Local taxes (payroll tax)

Facilitation

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3. FACILITATION

We promote creative forms of organization, collaborative work, and collective processes among various sectors and disciplines using innovative methodologies.

STRATEGIC COORDINATION

We provide strategic coordination services for working groups and collaborative initiatives, ensuring that they respond to the objectives of the space or project:

1. Preparation of a concept note justifying and supporting the relevance of the work proposal
2. Development of a work plan with clear objectives, defined deliverables, and an established meeting schedule
3. Strategic planning and facilitation of activities and meetings
4. Documentation of the process, preserving a record of the work carried out
5. Monitoring and fulfillment of agreed commitments
6. Systematization of learnings and evaluation for continuous improvement

TECHNICAL SECRETARIAT

We offer technical assistance through participatory methodologies, managing meeting spaces for reflection and collective decision-making:

1. Development of a work plan with clear objectives, defined deliverables, and an established meeting schedule

2. Coordination, facilitation, and follow-up of regular meetings
3. Documentation of the process, preserving a record of the work carried out
4. Context analysis and good practices to promote peer-to-peer learning
5. Monitoring and fulfillment of agreed commitments
6. Systematization of learnings and evaluation for continuous improvement

FACILITATION OF MEETINGS AND WORKSHOPS

We design and facilitate meetings or gatherings with specific objectives, applying participatory methodologies:

1. Preparation of a technical proposal
2. Development of a work plan with clear objectives and defined deliverables
3. Design of a methodological proposal for facilitating the meeting
4. Regular meetings to jointly review and adjust the methodology and agenda
5. Development of a facilitation methodology and facilitation of the meeting
6. Documentation of the meeting and the agreements reached

Communication

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4. COMMUNICATION

We create comprehensive strategies, produce multimedia content, and offer training spaces through labs, workshops, and practical tools.

STRATEGY

We identify communication needs through briefings that define the “what, how, and why” of communicating:

1. Audience analysis and prioritization
2. Development of communication concepts, strategies, tactics, and actions
3. Development of creative narratives and key messages
4. Creation of omnichannel content strategies
5. Implementation of communication campaigns
6. Evaluation of communication impact and results

PRODUCTION

We carry out multimedia production through the comprehensive creation of content and tools in various formats:

1. Audio production (conversational and documentary podcasts; sound design, audio editing, and post-production)
2. Audiovisual production (institutional and corporate video; concept or campaign video; testimonial clips and life stories; documentary)
3. Editorial production and written content (articles, features, reports; research, methodological guides, manuals; graphic narrative, zines, and comics)

4. Graphic design and visual identity (brand design and identity; design of institutional, editorial, and corporate materials; design for digital platforms and social media)
5. Web development and innovation (user experience design; web programming and development)
6. Event management and production (conceptualization, agenda design; technical coordination)

TRAINING

We provide communication training aimed at transferring knowledge and practical tools:

1. Training in strategy and spokesperson skills (strategic communication workshops, spokesperson training, and media relations)
2. Audio production lab (comprehensive podcast creation workshop; production workshop; open calls and incubators for new audio projects)
3. Ethics and good practices (workshops on ethical dilemmas; guides and training on good practices)

For a **creative and resilient** civil society

Let's talk!

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