



Hay una palabra que como organizaciones y líderes siempre usamos para **hablar de nuestro trabajo**:

# IMPACTAR

Es frecuente leer

Nuestro **impacto** es...

Queremos **impactar**...

Buscamos **impactar**...

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# IMPACTAR

Es frecuente leer

Nuestro **impacto** es...

Queremos **impactar**...

Buscamos **impactar**...

## Pero...

1. Sobre tu terreno, necesidades y recursos disponibles.

2. Recibe diagnóstico de riesgos y oportunidades.

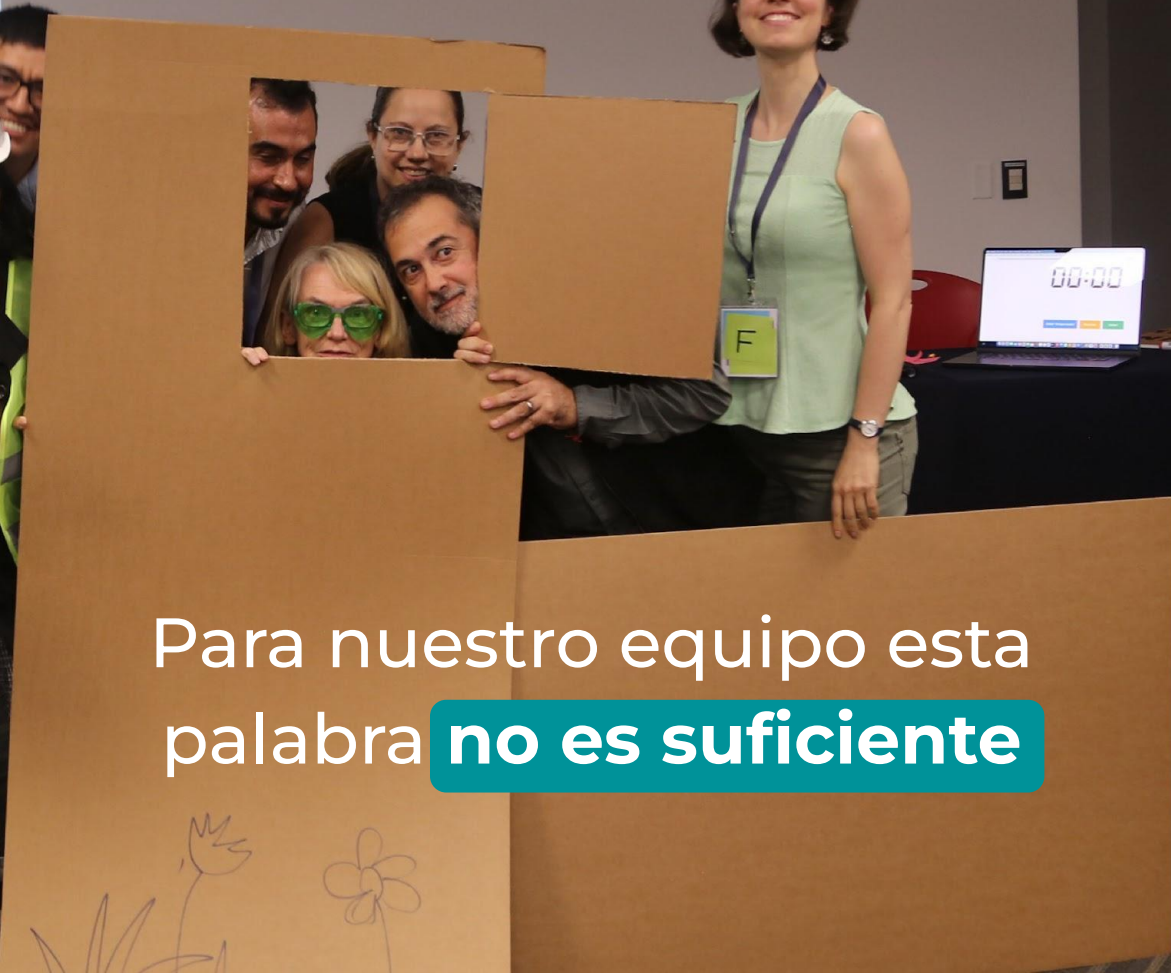
3. Explora alternativas de solución según tu contexto.

4. Sigue tu ruta constructiva por fases claras.

5. Accede a guías, costos referenciales y proveedores.

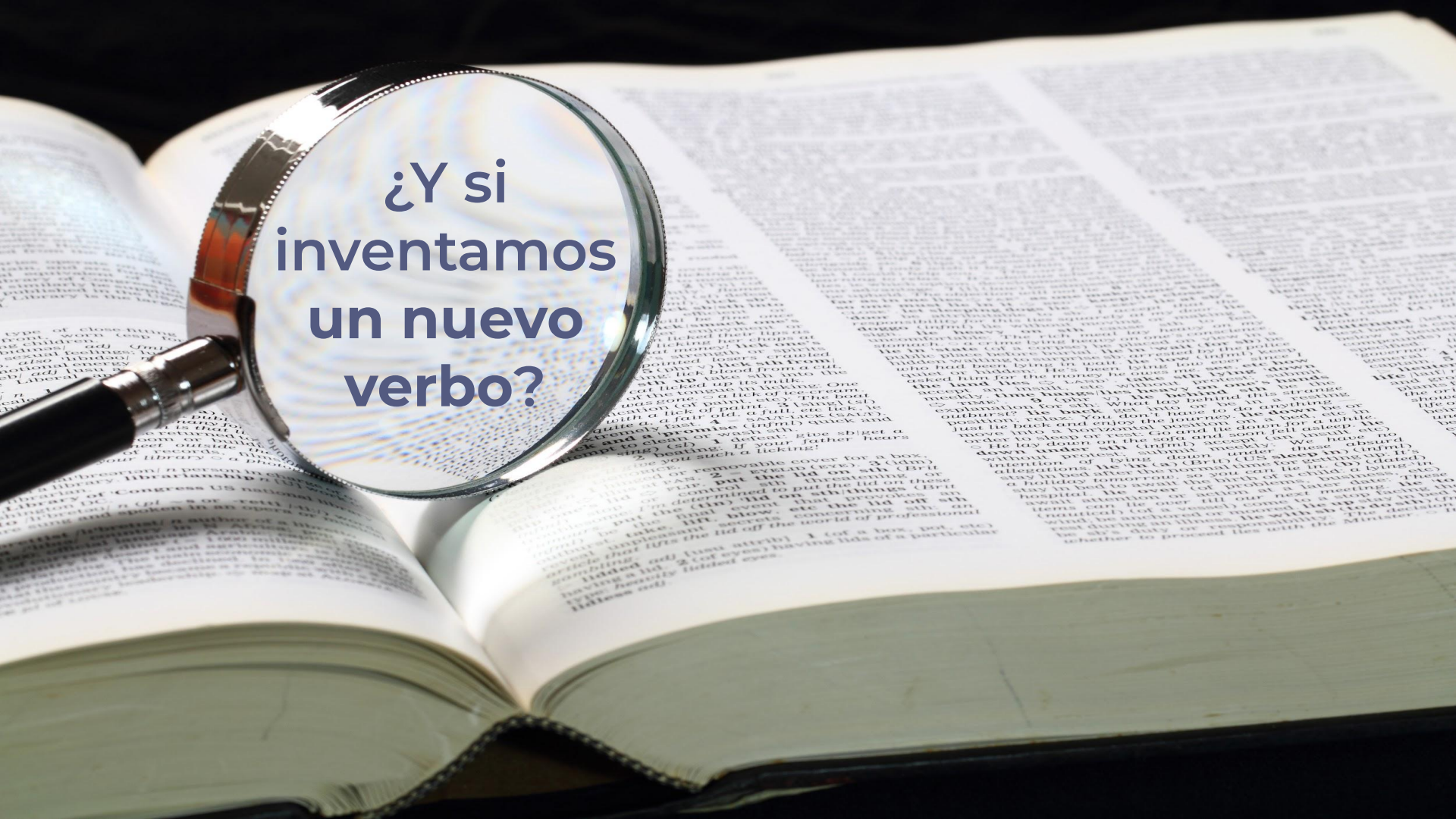
comunidades más resilientes

Constru no solo



Para nuestro equipo esta palabra **no es suficiente**



An open book with Spanish text is shown. A magnifying glass is positioned over the left page, focusing on the text. The text in the magnifying glass is "¿Y si inventamos un nuevo verbo?". The background text is blurred but appears to be a dictionary or encyclopedia entry for the verb "lamer" (to lick).

¿Y si inventamos un nuevo verbo?

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## ¿Partamos definiendo qué es realmente **"impactar"**?

¿Un titular en un periódico? ¿Un aplauso al final de una charla?  
¿Un documento que se guarda en un cajón? ¿Un PDF más? ¿Un  
número adicional? **¿Solamente dejar una marca e irse?**

La palabra "impactar" se nos queda corta. Porque **el impacto,  
muchas veces, es solo un momento.**

Pero, ¿qué pasa al día siguiente? ¿Al mes siguiente? ¿O un año  
después? **¿El impacto se convierte en algo más?**

En el Proyecto CEELA descubrimos que nos faltaba un verbo. Así  
que **creamos uno nuevo...**

# IMPACTUAR



# IMPACTUAR

IMPACTUAR es la suma de **impactar + actuar**.

Es, en resumen, **pasar del papel a la realidad**.

Es inspirar a líderes que no solo aprenden, sino que implementan. **Líderes que replican y conectan**.

Impactuar es lo que define a esta **red que hemos generado durante CLESAL** y que supera cualquier frontera.

Es la garantía de que **esta misión no se detiene**. Que la red **permanece**, se **expande** y **transforma**, en equipo, el sector de la construcción.

# IMPACTUAR

es nuestro nuevo verbo.

Podríamos esperar 10 años a  
que la RAE acepte la palabra...

O empezar hoy mismo a  
**impactuar juntos.**



# GRACIAS



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embajada de Suiza en el Perú

Cooperación Internacional - COSUDE  
Hub Regional Lima



PROYECTO  
**CEELA**



wherenext  
*CREATIVE*