

Project Proposal Summary

Rotarian Peace Projects Incubator's Thematic Area	Economic Development & Positive Peace
Rotary Focus Area	
Contact: Contact person within your group (Name and email)	Teresa Zorrilla terezorri@gmail.com
Project Title: Provide a full title (and acronym if any)	Chocolate, Mole, Mushrooms & Social tissue
Project Partners and Participating Organisations: List all your project partner organisations, including participating Rotary clubs and districts if any	Rotary Club Huajuapán de León Rotary District 4195 United4Change Center (U4C) Salud, Arte y Educación (SAE) Group de Constructores
Geographical Scope	Huajuapán de León, Mixteca Oaxaca, MEXICO
Summary: Please provide a concise summary with a maximum of 500 words outlining the project and explaining the community needs your project will address and how these needs were identified. Ensure that you include what your project aims to achieve (objective) and how (method/procedure). What will be the main outcomes? Explain in a few sentences how you will incorporate the objective of sustainability into your project.	<p>Mexico is ranked 137/163 in the Global Peace Index. The Level of Peace in Mexico 2019 fell 4.3%, (for 4th consecutive year): the crime rate of organized crime grew by 24.3%. Meanwhile the inequity is a factor that aggravates poverty. In the Mixteca Region, an arid region in Oaxaca, 57% population live under the poverty line. The first income generation has been from remittances that comes from migrant family members. The situation in this community got worse after the devastating earthquakes in 2017 and 2019, and even more during the pandemic. Today, this community is experiencing a strong economic crisis.</p> <p>Salud, Arte y Educación (SAE), a local non-profit organization has been working with this community for more than 15 years implementing several social and development projects. These projects include rebuilding houses, creating saving banks and strengthening of the social fabric based on native indigenous practices like the “tequio-like practices”. Two years ago, a local group of community members was formed to make chocolate, mole and mushrooms in order to sell these products in the local market and improve their economic circumstances.</p> <p>This comprehensive project aims to improve income and social fabric for participants. From the elaboration, commercialization of mole, chocolate, mushrooms and other food products by a group of companions to improve income and build prospects for positive peace in this arid area where the poverty is increasing, more during COVID-19.</p>

	<p>The goal of this project is to create a sustainable business model that will improve the local economy and reduce/prevent violence due to organized crime. The objectives include:</p> <ul style="list-style-type: none"> • To provide entrepreneurial training and new techniques to elaborate these products in a more effective way. • To increase their income by producing products that are healthy and environmental friendly to be sold locally and internationally. • To create jobs in the community. <p>This project will be benefited with the leadership/support of Rotary Peace Fellows with experience in social business model, and academics from the university located in the region. We intend to explore additional partnership opportunities with organizations in Mexico and overseas.</p> <p>In addition to enhance local economic viability, the project includes educational interventions that improve human capital and impact on the pillars of positive peace, which allow sustainability for several families and benefit the community.</p>
<p>Beneficiaries: Who are the beneficiares? Please include the estimated number of direct beneficiaries</p>	<p>20 families with better income and more resilient</p> <p>Educational strategies for more than 300 families</p>