



Summer 2012 Impact Report



Summer 2012 Impact Report

| | |
|---------------------------------------|---|
| Countries: | Dominican Republic, Ecuador, Guatemala, Nicaragua and South Africa |
| Programs: | Eight Weeks, Six Weeks, and Four Weeks |
| Combined Program Dates: | May 14, 2012– August 16, 2012 |
| Student Universities/Colleges: | 26 Duke University, University of Connecticut, Miami University, Franklin and Marshall College, College of William and Mary, University of Notre Dame, Virginia Tech University, Barnard College, Rollins College, Bentley University, Georgetown University, Arizona State University, Colorado College, Gonzaga University, Cornell University, University of Dayton, Temple University, Lehigh University, Webster University Leiden, Jacobs University Bremen, University of Michigan, Boston College, Northwestern University, University of Missouri, University of North Carolina, and the University of South Carolina |
| Interns Participating: | 172 |

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1. Program Overview

Social Entrepreneur Corps participants work to create sustainable impact in the field whilst gaining the perspectives, skills and knowledge necessary to become the social entrepreneurs and global citizens of the future. Program participants learn first hand by working side-by-side with local entrepreneurs and renowned proven development professionals on a variety of current development based problems, solutions and models including the MicroConsignment Model, micro finance/micro credit, grassroots consulting, responsible tourism, local enterprise creation, rural education and awareness creation and artisan support.

Through participation in an innovative rural and semi-urban development atmosphere and working within a challenging cultural, language learning and grassroots environment, Social Entrepreneur Corps ensures that participants will:



- Gain insight into the opportunities, inherent risks and limitations involved in third world development
- Observe, learn and live in a diversity of cultural settings
- Experience homestay living with local families
- Have the opportunity to work with and support an array of development and relief organizations
- Be offered the opportunity to make a significant contribution in a highly structured manner working side by side with field based social entrepreneurs
- In our Latin American programs, have ample opportunities to 'significantly increase Spanish language proficiency

Through classes, case studies, discussions, analysis, living with the local population, as well as through visits and active participation with local NGO's and social entrepreneurs, interns will make a profound community impact whilst gaining an in-depth knowledge of rural and semi-urban economic development. The desired outcomes for all Social Entrepreneur Corps programs are that participants:

Social Entrepreneurship

- Will have gained an understanding of the key differences, advantages and disadvantages of varied international relief and economic development models
- Will feel knowledgeable with regards to the challenges and opportunities inherent in the creation of successful social entrepreneurship models, implementation strategies and tactics
- Will have learned and practiced effective strategies for training, mentoring and supporting local social entrepreneurs
- Will have contributed to the identification and design of new social entrepreneurship opportunities for local constituents

Culture

- Will have gained an understanding of the challenges confronting the rural population specifically
- Will feel comfortable interacting with the local population on a community, family and individual level



- Will have gained an understanding of the cultural and professional "dos" and "don'ts" of living and working in a rural and semi-urban development environment such as those in Guatemala, Nicaragua, Ecuador, the Dominican Republic and South Africa
- Will understand how the rural population lives and works as well as what they aspire to achieve

Spanish Language (Latin America Programs)

- Will have significantly improved their conversational Spanish capabilities
- Will have gained an understanding of the nuances of language in developing country environments

2. Where We Work



Guatemala

- Headquarters:
Antigua
- Satellite Work Sites:
Nebaj
Huhuetenango (huehue)
Quezaltenango (xela)
Solola



Ecuador

- Headquarters:
Cuenca
- Satellite Work Sites:
Palmar
Riobamba
Loja
Zamora



Nicaragua

- Headquarters:
Granada
- Satellite Work Sites:
León
Matagalpa
San Juan del Sur



South Africa

- Headquarters:
Cape Town
- Satellite Work Sites:
Mpumalanga



Dominican Republic

- Headquarters:
Hato Mayor
- Satellite Work Sites:
El Siebo

3. Strategic In-Country Partners

Community Enterprise Solutions

Community Enterprise Solutions (CE Solutions), a US Not for Profit 501 (c) (3) founded in 2004, is a social impact innovation incubator and implementation organization. CE Solutions was established with the goal of empowering business and educational entrepreneurs to make a difference in their communities. CE Solutions identifies, trains, equips and supports individuals and organizations to provide sustainable solutions that address long-standing rural, economic, health and educational problems. CE Solutions changes "obstacles into opportunities" by converting traditional relief solutions into high-impact and locally-owned and managed social enterprises and institutions. Social Entrepreneur Corps is CE Solutions' sister organization that provides intern/volunteer and financial support for CE Solutions.

Soluciones Comunitarias

Soluciones Comunitarias is the primary initiative created by Community Enterprise Solutions/Social Entrepreneur Corps leadership to design and implement innovative, practical, efficient and effective entrepreneurial and educational solutions with and for our constituents in rural, developing world communities. Leadership concluded several years ago that, whilst we play a critical role in incubating new ideas, training and growth, a separate, financially and administratively sustainable organization needed to be created to perpetuate the development/social entrepreneurship initiatives over the long term. As such, in Guatemala leadership established Soluciones Comunitarias (SolCom, SA), a Guatemalan owned and operated social enterprise. SolCom SA is owned and managed by our local constituents who have "risen through the ranks" as leaders. In Nicaragua, Ecuador, the Dominican Republic and South Africa, interns work on Soluciones Comunitarias initiatives while in-country leadership identifies potential opportunities to create an intelligent and appropriate organizational structure in order to facilitate long term in-country sustainability similar to that of Guatemala. In Ecuador, for example, a partnership has been formed with the Yachana Foundation to help implement the MicroConsignment Model on the ground. To help expand the SolCom initiatives, it is vital to leverage existing infrastructures and good works of a variety of grassroots organizations. In all five countries, interns work with SolCom and SolCom initiatives as short term consultants to achieve social, economic, health and environmental impact.



Community Advisors (CAs)

CA's are local entrepreneurs who work with MicroConsignment Model (MCM) in the field earning extra income for their families. They are largely women who are identified, trained, equipped and supported by SolCom field leadership. CAs work on a full or part time basis primarily conducting village outreach, awareness building and village access campaigns through the MCM Social innovation outlined below.

Community Partners (CPs)

CP's are primarily community service organizations (NGOs) working in areas of health, micro-finance and education. They

may also include small businesses with a social mission. An entity becomes a CP upon participation in or receiving support from Social Entrepreneur Corps Social or the MicroConsignment Model. It is important to note that these entities may work to assist SolCom in the implementation of an initiative and/or may be the beneficiaries of a Social Entrepreneur Corps service.

4. Social Innovations

MicroConsignment Model (MCM)

"The MicroConsignment Model is an amazingly simple and effective idea. It is demonstrating how to provide economic opportunities, and health benefits, to people in extremely isolated and impoverished communities without forcing them and their families to assume undue risk -- people who are currently beyond the reach of conventional micro-finance. It is an idea with enormous potential for impact because it can be readily adopted by anti-poverty organizations around the world." – David Bornstein, author of "How to Change the World: Social Entrepreneurs and the Power of New Ideas", founder of dowser.org



Desired Outcome

Rural and semi-urban constituents will have gained appropriate and respectful access to essential products, services and information through locally owned, managed and sustainable (profitable) entrepreneurial solutions.

Innovation Description

MicroConsignment Model (MCM) is the signature social innovation and was originally designed in 2003 by CE Solutions/Social Entrepreneur Corps leadership. MCM is a sustainable, replicable means of delivering health-related and economically and environmentally beneficial goods and services to remote villages through village access campaigns using entrepreneurship,

empowering villagers to help themselves. It is a social entrepreneurship approach that is built to organically and opportunistically respond to endemic challenges.

The MCM creates access to health care-related goods and services in isolated rural communities through village access campaigns. The key to the MCM is that local women (CAs) and organizations (CPs) are given the opportunity to become entrepreneurs by selling goods and services in their communities using a consignment mechanism. Unlike the traditional approach of giving handouts to rural communities, the MCM is scalable, replicable, and sustainable.

SolCom continuously studies, vets and field-tests appropriate products and services to be implemented within the MCM as well as strategies to make the MCM more applicable in urban settings or with higher level service products and products that require an educational element. Social Entrepreneur Corps plays a lead consultative role in this effort. SolCom creates access to high quality products and services on a local level by training rural and semi-urban entrepreneurs (Community Advisors) and organizations (Community Partners) and consigning them a "basket of goods" to be offered for sale at an appropriate price in communities. Social impact is measured by the number of villages served, beneficiaries impacted, and products sold. Economic impact is measured by the financial benefits to entrepreneurs and clients (purchasers). There is an additional invaluable health benefit of the products, but this is unquantifiable. To date, over 300 entrepreneurs have been trained who have served over 3000 villages. The basket of





solutions has incrementally expanded to include improved cook stoves (May 2004), near vision eyeglasses (August 2004) and UV protective eyeglasses (January 2005), eye drops (January 2006), water purification buckets (December 2008), vegetable seeds (January 2008), energy efficient light bulbs (January 2008), solar lamps (January 2010), family nutrition kits (May 2011), rocket stoves (may 2012) and solar home energy systems (may 2012). SolCom is currently analyzing mosquito nets, various solar products including complete home systems, different water filtration products, new improved cook stove models and earplugs.

Grassroots Consulting

Desired Outcome

Local individuals, entrepreneurs, organizations and small businesses will have received consulting services, educational talks, resources and/or information to help them achieve their respective missions in a more effective and efficient manner.

Innovation Description

There is a pervasive need amongst individuals and entities throughout the country in which we work for consulting services and capacity building. Due to an overall lack of resources, poor education systems and a very limited training support structure within communities, individuals, entrepreneurs, organizations and small businesses are in great need of advice, training and support in a of myriad ways. As a response to this need, Social Entrepreneur Corps has developed the Grassroots Consulting social innovation whereby field leadership and community partners both engage in and benefit from activities that empower local beneficiaries to strengthen their knowledge, abilities and skills. The goal is that, in response to needs, Social Entrepreneur Corps can provide previously unavailable free services that help beneficiaries efficiently survive, adapt and thrive in their missions within their communities

The services that Social Entrepreneur Corps provides through this innovation may include support in leadership, strategic/tactical development and execution, SWOT analysis, administration, human resources, financial management program development and implementation, income generation, partnership development, evaluation, marketing, positioning, planning, technical skills, organizing skills, and other areas of organizational and individual development. Typical services provided includes one-on-one consulting, group trainings, community outreach/marketing development, website design and implementation and short term human resource assistance and support.

ParaLaComunidad (Latin America Programs Only)

Desired Outcome

Social Entrepreneur Corps will have provided an online informational database that will serve as a resource for organizations, potential volunteers, and other interested parties to find organizations and social businesses that work in different areas of development, health and education (ex. health, agriculture, micro-credit, etc.) throughout Guatemala, Ecuador, the Dominican Republic and Nicaragua.

Innovation Description

ParaLaComunidad, started in 2008, is an informational database of organizations, associations, cooperatives, social businesses, and educational & health-based institutions that work in a variety of areas in Guatemala, Nicaragua, the Dominican Republic and Ecuador. The database also includes how-to articles on various topics of Education, Health, Business, Technology, Agriculture and the Environment. The database is a resource to find possible collaborators and strategic partners for Soluciones Comunitarias, encourage collaboration between local organizations, and provide a resource for potential volunteers, informational articles and to learn about and evaluate community needs throughout Latin American countries.



Artisan Explorer

Desired Outcome

Social Entrepreneur Corps will have created and will continue to maintain and update a web-based database of artisan organizations and cooperatives in Latin America and South Africa that results in the advertising and the creation of economic opportunities for these organizations and cooperatives as well as provides an informational resource for travelers to the region.

Innovation Description

Many of the artisan organizations and cooperatives that we work with lack exposure; in efforts to bring exposure and economic opportunities for organizations we have begun to gather information and place it on an informational website.

Artisan Explorer supports small artisan organizations and cooperatives by promoting their work and by reaching out to travelers, students, volunteers, donors and product purchasers.

Organizational profiles are obtained through site visits and investigations carried out by Social Entrepreneur Corps interns and the website is maintained and updated by Social Entrepreneur Corps leadership.

Good Stuff Good Works

Desired Outcome

Good Stuff Good Works (GSGW) will have supported and will continue to support local artisans and local social initiatives by connecting U.S. individuals, groups, and retailers with hand crafted artisan products from Guatemala, Ecuador, Nicaragua, the Dominican Republic and South Africa whose sales improve the lives of the local artisans while also creating sustainable impact for our social projects in the communities we support.

Innovation Description

Good Stuff Good Works was started in 2009 by Social Entrepreneur Corps. While working with artisan groups, it became apparent that nearly all of them wanted the same thing: access to the U.S. market. Combining this need with the need so many social initiatives have for more funding, Good Stuff Good Works was born. It is a unique social innovation that combines the sale of "good stuff" with a funding program for "good works" to form a holistic social model in which every party benefits.



5. Program Structure

Weekly Breakdown



Eight Weeks:

Orientation and Foundation Building
Two Weeks

Initial Field Work
Two Weeks

Reflection and Analysis
One Week

Follow-up Field Work
Two Weeks

Conclusion, Delivery and Presentation
One Week

Four Weeks:

Orientation and Foundation Building
One Week

Initial Field Work
Two Weeks

Reflection and Analysis
(During Field Work)

Conclusion, Delivery and Presentation
One Week

New Programmatic Social Innovation: Social Impact Points

Participants work under the guidance and leadership of experienced Social Entrepreneur Corps expatriate and local field personnel during each segment of the program to effectuate positive change through the social innovations with pre-determined clients in order to complete designed activities and present specific deliverables. Throughout the program, participants work in teams of up to twelve participants as short term "Virtual NGOs" (VNGO - Virtual Non-Governmental Organization). VNGO's earn Social Impact (SI) Points equivalent to \$1.00 each during all segments for impact they make through the social innovations. The total number of SI Points earned determines available funds VNGO's can invest in local organizations, small businesses or individuals at the conclusion of the program.

Orientation and Foundation Building

Upon arrival in host country, all participants spend the first segment (two weeks for the eight week programs and one week for the six week, and four week programs) of their time in the headquarters site living with homestay families, studying Spanish intensively (if applicable), participating in development discussions, project content and technical training, orientation sessions and visiting nearby development and relief organizations. This segment provides participants with the necessary knowledge base and skills to be successful in the upcoming field work segment and defines opportunities for participants and VNGOs to earn SI Points during orientation, field work, reflection and analysis, and conclusion, delivery and presentation segments of the program. During orientation, participants and VNGOs can earn SI Points through team building exercises and presentations encouraging active engagement. This "ramp up" segment is essential to ensure that participants can work as effectively as possible with our development professionals and constituents in the field.

Initial Field Work

Upon conclusion of the "Orientation and Foundation Building" segment in the host country headquarters site, each VNGO team travels to different satellite work sites, staying with additional homestay families, living in group settings and/or in hotels. In the eight week programs, each VNGO team visits up to two distinct satellite work sites during the first segment of field work (approx. two weeks). Opportunities to earn SI Points depend on VNGO's work accomplished supporting social innovations during field work segments of the program. SI Point



allotments for specific components of social innovations offer incentives for participants and VNGO's to take ownership of their projects, plan, prioritize and work as a team to accomplish their goals. At all times each VNGO is accompanied by two development professionals (local and/or expatriate) whose role it is to facilitate success in the field. VNGOs work with Peace Corps Volunteers, local community service organizations, local businesses and local entrepreneurs. All activities and logistics are structured with anticipation.

Reflection and Analysis

For the eight week programs, at the conclusion of this first segment of field work all participants return to the headquarters site for approximately five days to decompress, revisit their homestay families, take additional Spanish classes (if applicable), share best practices, problem solve and work on projects. Working in challenging and dynamic environments in the field, this time serves valuable for participants to take a step back from the demands of field work. A review of total SI Points earned demonstrates the impact VNGOs and participants make during field work and serves as a resource during discussion and reflection sessions for VNGOs to evaluate their work individually and as a group, identify areas of improvement, and plan for the future with the support of Social Entrepreneur Corps expatriate and local field personnel. For the six and four week programs, due to limited time, reflection and analysis are done throughout their two weeks in the field and during their final week.

Follow-Up Field Work

Subsequent to this, VNGOs return to the field and visit two additional satellite sites for approximately two weeks working in the same manner as the first segment of field work for the eight week programs. During the follow-up two weeks in the field, VNGOs work in each site for a week and continue the work done by other VNGOs in the initial field work segment as well as their specific project work.

Conclusion, Delivery and Presentation

Finally, all participants return to the headquarters site for the final days of the program. At this time projects are completed, presented and delivered, Spanish evaluations are conducted (if applicable) and participants stay with their homestay families one last time. A culmination of their experience during orientation, field work, and reflection and analysis, participants' presentations capture the progress on projects and demonstrate impact made in the field by detailing work accomplished with the social innovations. Working within their VNGOs participants agree on the allocation of funds accumulated through earning SI points. VNGOs invest their funds among a maximum of three organizations or individuals. The limited funding requires interns to analyze and evaluate organizations they support, and identify priority needs to ensure appropriate and effective investment of funds. Funding decisions are presented to and evaluated by Social Entrepreneur Corps expatriate and local field personnel.



6. Social Entrepreneur Corps Intern Role Description

Mission

Social Entrepreneur Corps Interns directly and measurably contribute to development work. From a community impact perspective interns' participation benefits organizations, small businesses, communities and individuals through the following:

- A contribution of incremental human resource support in the field
- A contribution of new ideas and fresh perspectives
- A contribution of consulting support
- A contribution of motivation for leadership and local constituents
- A contribution of organizational and field financial support

Creativity, critical thinking, persistence, initiative and a profound desire to support rural constituents are the keys to success for all interns.



Goals

The baseline goals of interns are as follows:

- To provide organizations, small businesses, communities and individuals access to targeted assistance, information and resources in order to help them become more effective and efficient in achieving their respective missions
- To empower local communities and community members with new ideas, skills and resources
- To enact positive social and economic change
- To improve the opportunities and living conditions for people in rural and semi-urban areas by providing products, services and information that promote sustainable economic and social development

Roles

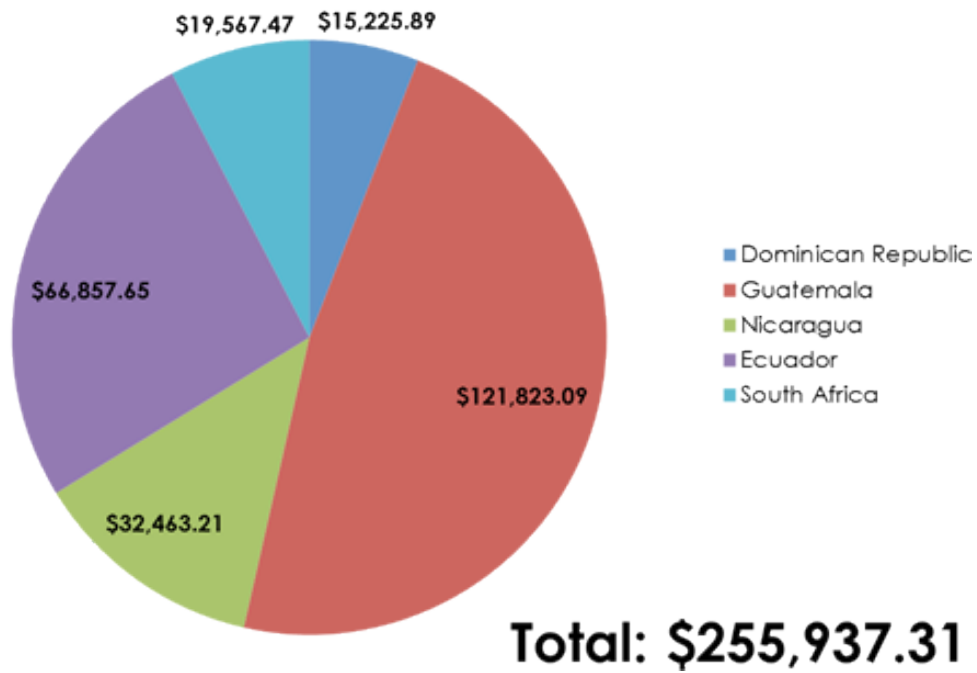
Interns work within a modified logic model framework to design and implement their projects. The field work that interns conduct within their projects is always designed using community based desired outcomes as the starting point. Once the desired outcomes have been specified along with the intern goals, indicators of success, and measurement techniques, then, and only then, interns' activities are decided upon. It is this "cascade" of decisions starting with community impact and ending with intern deliverables that is central to our model. In general, interns engage in six categories of activities: needs analysis, feasibility analysis, project launch, support, expansion and evaluation. With certain projects there is a linear progression of these activities and with others the activities are highly integrated and interdependent.

- Needs analysis:
This is always the critical first step in any program. This entails investigations, surveys, analysis and recommendations about how to best address community, organizational and individual challenges.
- Design and feasibility study:
This is undertaken when the real and perceived needs have been ascertained and a potential response to a challenge or set of challenges has been identified.
- Launch:
This refers to the initial implementation of a project.
- Support:
This entails providing assistance to beneficiaries as they launch a new project and/or execute an ongoing project.
- Expansion:
This is an effort to geographically replicate a project that is working effectively elsewhere and to do so in an efficient and appropriate manner given limited time and resources.
- Evaluation:
This is an ongoing process during every phase from needs analysis to expansion.

7. 2012 Summary Results

Social Entrepreneur Corps 2012 Local Economic Impact

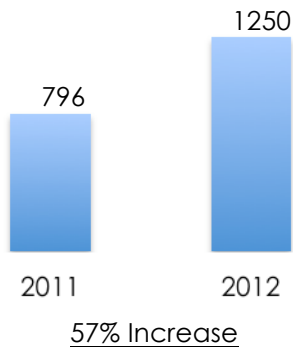
Social Entrepreneur Corps 2012 Local Economic Impact





MicroConsignment Model Impact Comparison 2011 and 2012:

Social Impact Products Purchased

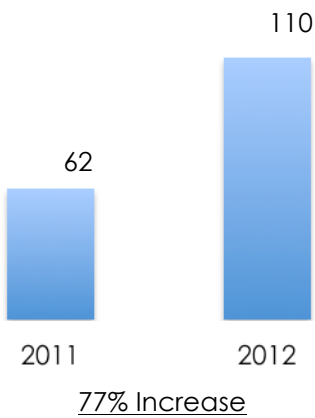


*Social Impact Products include: near vision glasses, solar, water, and improved wood cook stoves

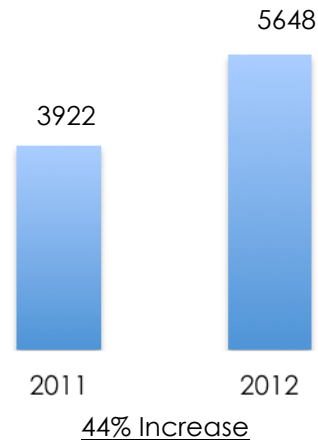
Entrepreneur Net Earnings



Village Access Campaigns Executed

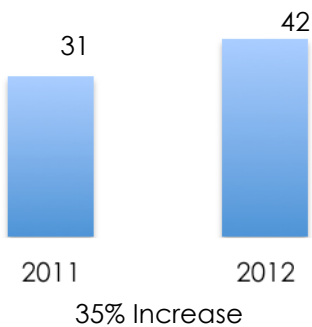


Number of Direct Beneficiaries

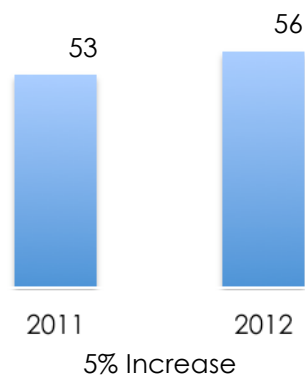


Grassroots Consulting Comparison 2011 and 2012:

Organizations Served



Trainings Delivered



8. In-Country Constituent Outcomes

MicroConsignment Model

Field Impact Results All Programs

Number of village access campaigns executed: 110
 Number of Community Advisors supported: 135
 Number of Direct Beneficiaries: 5648

| TOTAL VILLAGE ACCESS CAMPAIGN RESULTS | | |
|---------------------------------------|-----------------------|-----------------------------|
| Product | TOTAL Number of Sales | Entrepreneur Earnings (USD) |
| Near Vision Glasses | 758 | \$ 1,557.82 |
| Near Vision Glasses (Photochromic) | 239 | \$ 718.15 |
| UV Protective Glasses/Sunglasses | 231 | \$ 386.15 |
| Photochromic Protective Glasses | 220 | \$ 479.20 |
| Cases | 965 | \$ 377.59 |
| Cords | 702 | \$ 207.82 |
| Eye Drops | 872 | \$ 777.07 |
| Energy Efficient Light Bulbs | 115 | \$ 91.29 |
| Vegetable Seeds | 598 | \$ 108.82 |
| Water Purification Buckets | 33 | \$ 142.01 |
| Replacement Filters | 2 | \$ 5.26 |
| Solar Lamp: Lumi Cuarto | 155 | \$ 541.30 |
| Jr. Matrix: Lumi Casa | 7 | \$ 69.08 |
| Solar Clip: Lumi Camino | 5 | \$ 9.89 |
| S1: Lumi Tarea | 5 | \$ 13.89 |
| Rocket Stove: Nixtamalera | 12 | \$ 39.47 |
| Earplugs | 4 | \$ 2.60 |
| Mosquito Nets | 5 | \$ 6.55 |
| Total | 4973 | \$ 5,533.96 |

Intern Outcomes Guatemala Eight Week Program

Client: SolCom, SA

Client Needs:

1. CA/CP support during village visits including marketing and village access campaign execution
2. Needs analysis for solar products, Family Nutrition Kit, Water Purification Bucket and improved cook stoves





3. Research for strategies on product presentations during a village access campaign and on village access campaigns focused on one product

Intern Activities:

1. Supported 30 CAs/CPs in 40 marketing efforts for village access campaigns
2. Supported 60 CAs/CPs in 46 village access campaigns to provide access to 1814 beneficiaries
3. Created several different marketing and sales strategies for products as well as ideas on one product village access campaigns
4. Held water focused and solar focused village access campaigns
5. Held village access campaigns at the SolCom Centro in Sololá

Number of Surveys Completed:

1. 71 solar product surveys
2. 60 Family Nutrition Kit surveys
3. 190 Water Purification Bucket surveys
4. 128 Improved Cook Stoves surveys

Intern Achievements:

1. MCM Sales and Earnings

| TOTAL VILLAGE ACCESS CAMPAIGN RESULTS | | |
|--|------------------------------|------------------------------------|
| Product | TOTAL Number of Sales | Entrepreneur Earnings (USD) |
| Near Vision Glasses | 189 | \$ 311.51 |
| Near Vision Glasses (Photochromic) | 110 | \$ 289.47 |
| UV Protective Glasses/Sunglasses | 50 | \$ 65.79 |
| Photochromic Protective Glasses | 94 | \$ 185.53 |
| Cases | 288 | \$ 94.74 |
| Cords | 157 | \$ 51.64 |
| Eye Drops | 404 | \$ 425.26 |
| Energy Efficient Light Bulbs | 39 | \$ 20.53 |
| Vegetable Seeds | 194 | \$ 25.53 |
| Water Purification Buckets | 19 | \$ 75.00 |
| Replacement Filters | 2 | \$ 5.26 |
| Solar Lamp: Lumi Cuarto | 55 | \$ 180.92 |
| Jr. Matrix: Lumi Casa | 4 | \$ 39.47 |
| Solar Clip: Lumi Camino | 3 | \$ 5.92 |
| S1: Lumi Tarea | 1 | \$ 1.97 |
| Rocket Stove: Nixtamalera | 12 | \$ 39.47 |
| Total | 1621 | \$ 1,821.32 |



2. The interns effectively created and tested different marketing strategies for water purification buckets, solar products, improved cook stoves and the family nutrition kit
3. The interns created marketing materials and product guides for water purification buckets, solar products, improved cook stoves and the family nutrition kit (see Appendix 1.a)
4. The interns helped to improve SolCom leadership and support strategies with the CAs

Intern Outcomes Guatemala Four Week Program

Client: SolCom, SA

Client Needs:

1. CA/CP support during village visits including marketing and village access campaign execution
2. Continued needs analysis for solar products and Water Purification Bucket
3. Research for strategies on product presentations during a village access campaign and on village access campaigns focused on one product

Intern Activities:

1. Supported 15 CAs/CPs in eight marketing efforts for village access campaigns
2. Supported 20 CAs/CPs in 13 village access campaigns to provide access to 1547 beneficiaries
3. Created marketing and sales strategies for products as well as ideas on one product village access campaigns
4. Held water focused and solar focused village access campaigns

Number of Surveys Completed:

1. 34 solar product surveys
2. 77 Water Purification Bucket surveys



Intern Achievements:

1. MCM Sales and Earnings

| TOTAL VILLAGE ACCESS CAMPAIGN RESULTS | | |
|---------------------------------------|-----------------------|-----------------------------|
| Product | TOTAL Number of Sales | Entrepreneur Earnings (USD) |
| Near Vision Glasses | 69 | \$ 116.12 |
| Near Vision Glasses (Photochromic) | 43 | \$ 113.16 |
| UV Protective Glasses/Sunglasses | 16 | \$ 21.05 |
| Photochromic Protective Glasses | 45 | \$ 88.82 |
| Cases | 128 | \$ 42.11 |
| Cords | 100 | \$ 32.89 |
| Eye Drops | 132 | \$ 138.95 |
| Energy Efficient Light Bulbs | 8 | \$ 4.21 |
| Vegetable Seeds | 39 | \$ 5.13 |
| Water Purification Buckets | 6 | \$ 23.68 |
| Solar Lamp: Lumi Cuarto | 6 | \$ 19.74 |
| Jr. Matrix: Lumi Casa | 3 | \$ 29.61 |
| Solar Clip: Lumi Camino | 1 | \$ 1.97 |
| S1: Lumi Tarea | 2 | \$ 3.95 |
| Total | 598 | \$ 641.38 |

2. The interns effectively created and tested different marketing strategies for Water Purification Buckets, and solar products.
3. The interns helped to improve SolCom leadership and support strategies with the CAs

Intern Outcomes Guatemala Four Week Program – U21

Client: SolCom, SA

Client Needs:

1. CA/CP support during village visits including marketing and village access campaign execution
2. Research for strategies on enhancing product presentations and having village access campaigns focused on one product

Intern Activities:

1. Supported 14 CAs/CPs in seven marketing efforts for village access campaigns
2. Supported 18 CAs/CPs in nine village access campaigns to provide access to 500 beneficiaries
3. Created marketing and sales strategies for products as well as ideas on one product village access campaigns
4. Held water focused village access campaigns
5. Held village access campaigns at the SolCom Centro in Solola

Intern Achievements:

1. MCM Sales and Earnings

| TOTAL VILLAGE ACCESS CAMPAIGN RESULTS | | |
|---------------------------------------|-----------------------|-----------------------------|
| Product | TOTAL Number of Sales | Entrepreneur Earnings (USD) |
| Near Vision Glasses | 57 | \$ 93.75 |
| Near Vision Glasses (Photochromic) | 40 | \$ 105.26 |
| UV Protective Glasses/Sunglasses | 23 | \$ 30.26 |
| Photochromic Protective Glasses | 43 | \$ 84.87 |
| Cases | 125 | \$ 41.12 |
| Cords | 70 | \$ 23.03 |
| Eye Drops | 125 | \$ 131.58 |
| Energy Efficient Light Bulbs | 1 | \$ 0.53 |
| Vegetable Seeds | 81 | \$ 10.66 |
| Water Purification Buckets | 2 | \$ 7.89 |
| Solar Lamp: Lumi Cuarto | 17 | \$ 55.92 |
| S1: Lumi Tarea | 1 | \$ 1.97 |
| Total | 585 | \$ 586.84 |

2. The interns effectively created and tested different marketing strategies for water village access campaigns as well as proposed different strategies for product presentations during village access campaigns.

3. The interns helped to improve leadership and support strategies with the CAs

Intern Outcomes Guatemala Four Week Program – Engineers for Impact

Client: SolCom, SA

Client needs:

1. Research rocket stoves designs and materials
2. Improve current rocket stove models
3. Launch of a repair service for solar products
4. Research for Water Catchment Systems needs and solutions

Rocket Stove:

1. Evaluated original prototypes
2. Interviewed Regional Coordinator Juana about personal experiences and customer feedback on the original rocket stove models
3. Researched potential rocket stove designs and materials
4. Designed and improved the original rocket stove design using a steel oil drum and a square combustion chamber constructed from thick sheet metal





5. Designed a new, inexpensive rocket stove constructed from heat proof brick with a circular rebar frame.
6. Produced 25 wood molds for making clay and pumice heat proof bricks

Solar Lamps:

1. Participated in two village access campaigns in the Quiche region to launch a solar lamp repairation service
2. Assessed and recorded most commonly occurring lamp problems and the recommended corresponding repairs
3. Aided in repairing 22 Solar Lamps
4. Created a diagnostic form to use for all solar repairation services and for SolCom records

Water Catchment Systems:

1. Completed 25 water surveys from three communities
2. Collected information on perceived water problems
3. Recommended basic options for addressing some of these problems
4. Delivered water 30 minutes up a mountain for a family with no immediate access to potable water

Intern Outcomes Ecuador Eight Week Program

Client: SolCom, SA



Client Needs:

1. CA/CP support during village visits including marketing and access campaign execution
2. Needs analysis and marketing strategies for solar products, Water Purification Bucket and Improved Cook Stoves
3. Research for strategies on visiting a village more than once and on campaigns focused on one product

Intern Activities:

1. Supported 12 CAs/CPs in 17 marketing efforts for village access campaigns
2. Supported 12 CAs/CPs in 17 village access campaigns to

provide access to 1090 beneficiaries

3. Created several different marketing and sales strategies for products as well as ideas on one product access campaigns
4. Held water and stove focused demonstrations during the campaign

Number of Surveys Completed:

1. 44 solar product surveys
3. 121 Water Purification Bucket surveys
4. 100 Improved Cook Stoves surveys



Intern Achievements:

1. MCM Sales and Earnings

| TOTAL VILLAGE ACCESS CAMPAIGN RESULTS | | |
|--|------------------------------|------------------------------------|
| Product | TOTAL Number of Sales | Entrepreneur Earnings (USD) |
| Near Vision Glasses | 243 | \$ 607.50 |
| Near Vision Glasses (Photochromic) | 27 | \$ 108.00 |
| UV Protective Glasses/Sunglasses | 75 | \$ 150.00 |
| Photochromic Protective Glasses | 31 | \$ 93.00 |
| Cases | 261 | \$ 130.50 |
| Cords | 246 | \$ 61.50 |
| Eye Drops | 125 | \$ 31.25 |
| Energy Efficient Light Bulbs | 38 | \$ 38.00 |
| Vegetable Seeds | 212 | \$ 53.00 |
| Seed Guide | 2 | \$ 0.50 |
| Water Purification Buckets | 2 | \$ 14.50 |
| Solar Lamp: Lumi Cuarto | 19 | \$ 95.00 |
| Solar Clip: Lumi Camino | 1 | \$ 2.00 |
| S1: Lumi Tarea | 1 | \$ 6.00 |
| Total | 1283 | \$ 1,390.75 |

2. The interns effectively tested different marketing strategies for Water Purification Buckets, solar products, and Improved Cook Stoves
3. The interns created marketing materials and product guides for Water Purification Buckets, solar products and Improved Cook Stoves
4. The interns helped to improve SolCom leadership and support strategies with the CAs

Intern Outcomes Ecuador Four Week Program

Client: SolCom

Client Needs:

1. CA/CP support during village visits including marketing and access campaign execution
2. Needs analysis and marketing strategies for Family Nutrition Kit

Intern Activities:

1. Supported five CAs/CPs in two marketing efforts for village impact campaigns
2. Supported five CAs/CPs in two village impact campaigns to provide access to 97 beneficiaries
3. Created marketing and sales strategies for the Family Nutrition Kit
4. Held Family Nutrition Kit focused demonstrations during the campaign and events



Number of Surveys Completed:

1. Interns collected 60 Family Nutrition Kit Surveys

Intern Achievements:

1. MCM Sales and Earnings

| TOTAL VILLAGE ACCESS CAMPAIGN RESULTS | | |
|---------------------------------------|-----------------------|-----------------------------|
| Product | TOTAL Number of Sales | Entrepreneur Earnings (USD) |
| Near Vision Glasses | 14 | \$ 35.00 |
| Near Vision Glasses (Photochromic) | 1 | \$ 4.00 |
| UV Protective Glasses/Sunglasses | 8 | \$ 16.00 |
| Cases | 8 | \$ 4.00 |
| Cords | 4 | \$ 1.00 |
| Eye Drops | 14 | \$ 3.50 |
| Energy Efficient Light Bulbs | 14 | \$ 14.00 |
| Vegetable Seeds | 35 | \$ 8.75 |
| Total | 99 | \$ 86.50 |

2. The interns effectively tested different marketing strategies for Family Nutrition Kit
3. The interns created marketing materials and product guides for the Family Nutrition Kit and nutrition related products
4. The interns helped to improve SolCom leadership and support strategies with the CAs

Intern Outcomes Ecuador Four Week Program – Colorado College

Client: SolCom, SA

Client Needs:

1. CA/CP support during village visits including marketing and access campaign execution
2. Needs analysis for Family Nutrition Kit

Intern Activities:

1. Supported three CAs/CPs in two marketing efforts for village access campaigns
2. Supported three CAs/CPs in two village access campaigns to provide access to 120 beneficiaries
3. Discussed marketing and sales strategies for the assigned products
4. Held Family Nutrition Kit event

Number of Surveys Completed:

1. 17 Family Nutrition Kit surveys

Intern Achievements:

1. MCM Sales and Earnings

| TOTAL VILLAGE ACCESS CAMPAIGN RESULTS | | |
|---------------------------------------|-----------------------|-----------------------------|
| Product | TOTAL Number of Sales | Entrepreneur Earnings (USD) |
| Near Vision Glasses | 39 | \$ 97.50 |
| Near Vision Glasses (Photochromic) | 3 | \$ 12.00 |
| UV Protective Glasses/Sunglasses | 12 | \$ 24.00 |
| Photochromic Protective Glasses | 5 | \$ 15.00 |
| Cases | 43 | \$ 23.50 |
| Cords | 34 | \$ 8.50 |
| Eye Drops | 18 | \$ 4.50 |
| Energy Efficient Light Bulbs | 8 | \$ 8.00 |
| Vegetable Seeds | 22 | \$ 5.75 |
| Seed Guide | 3 | \$ 0.75 |
| Solar Lamp: Lumi Cuarto | 3 | \$ 15.00 |
| Total | 194 | \$ 214.25 |

2. The interns tested marketing strategies for the Family Nutrition Kit

Intern Outcomes Nicaragua Eight Week Program

Client: SolCom, SA

Client Needs:

1. CA/CP support during village visits including marketing and village access campaign execution
2. Needs analysis for solar products, Water Purification Bucket and Improved Cook Stoves
3. Research for strategies on visiting a village more than once and on village access campaigns focused on one product
4. Creation of a seed guide to be offered with Vegetable Seeds
5. Establish relationships with new community leaders

Intern Activities:

1. Supported 15 CAs/CPs in 11 marketing efforts for village access campaigns
2. Supported 15 CAs/CPs in 11 village access campaigns to provide access to 254 beneficiaries





3. Created several different marketing and sales strategies for products as well as ideas on one product village access campaigns
4. Tested and compared different water purification products
5. Researched planting practices and designed a seed guide specific to Nicaragua
6. Conducted seven village visits, identified and contacted local leaders, and delivered six presentations

Number of Surveys Completed:

1. 123 solar product surveys
3. 64 Water Purification Bucket surveys
4. 50 Improved Cook Stove surveys
5. 56 Vegetable Seeds surveys

Intern Achievements:

1. MCM Sales and Earnings

| TOTAL VILLAGE ACCESS CAMPAIGN RESULTS | | |
|--|------------------------------|------------------------------------|
| Product | TOTAL Number of Sales | Entrepreneur Earnings (USD) |
| Near Vision Glasses | 91 | \$ 150.36 |
| Near Vision Glasses (Photochromic) | 7 | \$ 16.55 |
| UV Protective Glasses/Sunglasses | 29 | \$ 37.34 |
| Cases | 88 | \$ 28.34 |
| Cords | 85 | \$ 27.38 |
| Eye Drops | 33 | \$ 28.35 |
| Energy Efficient Light Bulbs | 7 | \$ 6.02 |
| Solar Lamp: Lumi Cuarto | 48 | \$ 123.61 |
| Total | 388 | \$ 423.95 |

2. The interns effectively created marketing strategies for Water Purification Buckets, solar products, Improved Cook Stoves and Vegetable Seeds
3. The interns created a seed guide for Nicaragua (see Appendix 1.b)
4. The interns created and led training sessions with CAs during the national CA conference

Intern Outcomes Dominican Republic Eight Week Program

Client: SolCom Initiative

Client Needs:

1. Needs analysis and feasibility studies in the DR for the expansion of the MCM and SolCom products
2. Creation of a marketing strategy and product presentations for SolCom products
3. Support during village visits, including marketing and village access campaign execution
4. Identification of potential suppliers and vision referrals



5. Identification of potential communities to work in and potential CAs and CPs
6. Planning and facilitation of trainings for new CAs

Intern Activities:

1. Conducted needs analysis and feasibility studies for solar products, Water Purification Buckets, nutrition & agriculture products, Near Vision Glasses, Protective Glasses and Improved Cook Stoves
2. Supported CAs in five marketing efforts for village access campaigns
3. Supported CAs in six village access campaigns to provide access to 174 beneficiaries
4. Tested current solutions in the field and with focus groups in four municipal districts
5. Recommended marketing strategies and developed marketing and educational materials for SolCom
6. Planned and facilitated five trainings for new CAs and evaluated CAs' performance
7. Identified potential suppliers and vision referrals
8. Identified and conducted meetings with potential CPs



Number of Surveys Completed:

1. 293 Needs analysis surveys

Intern Achievements:

1. MCM Sales and Earnings

| TOTAL VILLAGE ACCESS CAMPAIGN RESULTS | | |
|---------------------------------------|-----------------------|-----------------------------|
| Product | TOTAL Number of Sales | Entrepreneur Earnings (USD) |
| Near Vision Glasses | 39 | \$ 81.68 |
| UV Protective Glasses/Sunglasses | 6 | \$ 8.64 |
| Photochromic Protective Glasses | 1 | \$ 2.49 |
| Cases | 6 | \$ 1.88 |
| Cords | 6 | \$ 1.88 |
| Eye Drops | 16 | \$ 10.47 |
| Water Purification Buckets | 4 | \$ 20.94 |
| Solar Lamp: Lumi Cuarto | 3 | \$ 9.82 |
| Mosquito Nets | 5 | \$ 6.55 |
| Earplugs | 3 | \$ 1.96 |
| Total | 92 | \$ 164.64 |



2. The interns successfully researched and analyzed needs and product solutions and presented six reports with recommendations to the Solcom initiative staff and CPs
3. The interns produced maintenance and user manuals for Water Purification Buckets and solar products (see Appendix 1.c)
4. The interns created marketing materials for SolCom Initiative DR including product logos, radio advertisements and a Facebook page
5. The interns provided recommendations to improve SolCom's marketing strategy
6. The interns planned and conducted components of five CA trainings for eight CAs and developed lesson plans for future training
7. The interns helped to improve Solcom leadership and support strategies with CAs

Intern Outcomes Dominican Republic (DR) Three Week Program

Client: SolCom Initiative

Client Needs:

1. Needs analysis and feasibility studies in the DR for the expansion of the MCM and SolCom products
2. Create a marketing strategy and product presentations for SolCom products
3. Needs analysis for solar products, Water Purification Buckets, Vegetable Seeds, Near Vision Glasses and Protective Glasses
4. Support during village visits, including marketing and village access campaign execution
5. Identification of potential suppliers and vision referrals
6. Identification of potential communities to work in and potential CAs

Intern Activities:

1. Designed educational and marketing visual aids to illustrate the correlation between problems and solutions in village access campaigns and CA trainings
2. Supported SolCom leadership in the launch of first-ever village marketing and village access campaigns in the Dominican Republic to provide access to 52 beneficiaries
3. Visited and identified three locations for vision referrals, two potential suppliers for agricultural products, and two potential suppliers for eye drops
4. Visited two municipal districts to identify key collaborating organizations, needs/solutions, and candidates for CA training

Number of Surveys Completed:

1. 52 needs analysis surveys



Intern Achievements:

1. MCM Sales and Earnings

| TOTAL VILLAGE ACCESS CAMPAIGN RESULTS | | |
|---------------------------------------|-----------------------|-----------------------------|
| Product | TOTAL Number of Sales | Entrepreneur Earnings (USD) |
| Near Vision Glasses | 11 | \$ 22.63 |
| Near Vision Glasses (Photochromic) | 2 | \$ 5.15 |
| UV Protective Glasses/Sunglasses | 8 | \$ 10.29 |
| Cases | 1 | \$ 0.64 |
| Eye Drops | 5 | \$ 3.21 |
| Solar Lamp: Lumi Cuarto | 3 | \$ 9.64 |
| Earplugs | 1 | \$ 0.64 |
| Total | 31 | \$ 52.21 |

2. The interns effectively completed four reports to inform the development of SolCom's various product lines in the DR
3. The interns created marketing materials and product guides for Water Purification Buckets, solar products, and vision products
4. The interns helped to identify potential collaborators, such as vision centers, suppliers, candidates for CAs, etc.
5. The interns conducted focus groups in two municipal districts previously unexplored by SolCom to determine needs for future village access campaigns and identify potential new CAs
6. The interns helped to improve SolCom leadership and support strategies with CAs

Intern Outcomes South Africa Six and Four Week Programs

Client: MCM Expansion in South Africa

Client Needs:

1. Needs analysis for the expansion of the MCM in South Africa on energy needs, gardening needs, water needs analysis and cooking needs
2. Needs analyses and feasibility studies for solar products, the Rocket Stove: Nixtamalera, Garden in a Box, Water Heater: Mini Geyser, Tulip Water Filter and Mosquito Nets

Intern Activities:

1. Conducted needs analyses and feasibility studies, analyzed results and presented final findings and recommendations in formal presentations
2. Held the first village access campaign in an informal settlement in South Africa
3. Held two village access campaigns in rural townships in the Mpumalanga province

Number of Surveys Completed:

1. 83 energy needs analysis surveys
2. 39 gardening needs analysis surveys
3. 19 water needs analysis surveys
4. 14 cooking needs analysis surveys
5. 56 Solar Lamp: Lumi Cuarto surveys
6. 18 Coho: Carga Cel Solar
7. Rocket Stove: Nixtamalera surveys
8. 25 Garden in a Box surveys
9. Ten Water Heater: Mini Geyser surveys
10. Four Tulip Water Filter surveys
11. Nine Jr. Matrix: Lumi Casa surveys
12. Two Mosquito Net surveys



Intern Achievements:

1. MCM Sales and Earnings

| TOTAL VILLAGE ACCESS CAMPAIGN RESULTS | | |
|---------------------------------------|-----------------------|-----------------------------|
| Product | TOTAL Number of Sales | Organization Earnings (USD) |
| Near Vision Glasses | 6 | \$ 41.77 |
| Near Vision Glasses (Photochromic) | 6 | \$ 64.56 |
| UV Protective Glasses/Sunglasses | 4 | \$ 22.78 |
| Photochromic Protective Glasses | 1 | \$ 9.49 |
| Cases | 17 | \$ 10.76 |
| Solar Lamp: Lumi Cuarto | 1 | \$ 31.65 |
| Total | 35 | \$ 181.01 |

3. The interns investigated the need for energy, gardening, water and cooking solutions as well as executed needs analyses and feasibility studies for solar products, Rocket Stove: Nixtamalera, Garden in a Box, Water Heater: Mini Geyser, Tulip Water Filter, and Mosquito Nets



ParaLaComunidad (Latin America Only)

Client: Social Entrepreneur Corps

Client Needs:

1. Profiles of appropriate organizations and small businesses
2. Informational "how-to" articles including a wide range of topics from health and nutrition and business creation to agriculture and appropriate technology

Guatemala

Intern Activities:

1. Wrote informational "how-to" articles

Intern Achievements:

1. Wrote 42 "how-to" articles

Ecuador

Intern Activities:

1. Collected profiles of various organizations and small businesses
2. Wrote informational "how-to" articles

Intern Achievements:

1. Collected and completed two new profiles on different organizations and small businesses and updated information on previous profiles
2. Wrote 32 "how-to" articles



Nicaragua

Intern Activities:

1. Wrote informational "how-to" articles

Intern Achievements:

1. Wrote eight "how-to" articles

Dominican Republic

Intern Activities:

1. Collected profiles of various organizations and small businesses
2. Wrote informational "how-to" articles

Intern Achievements:

1. Collected and completed 36 new profiles on different organizations and small businesses
2. Wrote seven "how-to" articles



Artisan Explorer

Client: Social Entrepreneur Corps

Client Needs:

1. Profiles of appropriate organizations for Artisan Explorer to help generate local tourism

Ecuador

Intern Activities:

1. Visited potential organizations
2. Collected profiles

Intern Achievements:

1. Collected eight profiles for Artisan Explorer



Dominican Republic

Intern Activities:

1. Visited potential organizations
2. Collected profiles

Intern Achievements:

2. Collected two profiles for Artisan Explorer

Good Stuff Good Works

Client: Social Entrepreneur Corps

Client Needs:

1. Profiles of appropriate organizations for Good Stuff Good Works to help bring products to market
2. Support and continue fostering relationships with existing Good Stuff Good Works

Guatemala

Intern Activities:

1. Worked with our Good Stuff Good Works partners through the Grassroots Consulting Initiatives

Intern Achievements:

1. Through Grassroots Consulting, interns continued and expanded relationships

Ecuador

Intern Activities:

1. Visited potential organizations
2. Collected profiles



Intern Achievements:

1. Collected three profiles for Good Stuff Good Works

Nicaragua

Intern Activities:

1. Worked with our Good Stuff Good Works partners through the Grassroots Consulting social innovation

Intern Achievements:

1. Through Grassroots Consulting, interns continued and expanded relationships

South Africa

Intern Activities:

1. Visited potential organizations
2. Collected profiles

Intern Achievements:

1. Collected four profiles for Good Stuff Good Works

Dominican Republic

Intern Activities:

1. Visited potential organizations
2. Collected profiles

Intern Achievements:

1. Collected six profiles for Good Stuff Good Works

Grassroots Consulting

Guatemala

Client: Lema'

Description:

Rosalinda Tay founded Asociación Lemá in 1998, with the vision of providing employment for women in San Juan la Laguna by producing products woven on the traditional back strap loom and dyed using only natural materials. Rosa Tay gathered a small group of women and shared with them her vision of working together, to be able to get some incomes for their families. The women began to dye their cotton, every day learning more about the process and experimenting with new plants. From this they wove tablecloths and napkins, and were pleased to see that tourists were fond of their work and even suggesting new products. Asociación Lemá came in contact with a number of associations, national and international, who not only helped them design new products, but also helped the group to become organized as an association. Today Lemá has a broad variety of high quality products, 100% natural.

Client Needs:

1. Increase sales and analyze current market

2. Reduce shipping costs
3. Update and improve social media
4. Improve existing marketing materials

Intern Activities:

1. Executed a SWOT analysis workshop
2. Export analysis through Amazon – feasibility analysis of using “Fulfillment by Amazon” as a means to distribute products in the states
3. Worked with artisans to analyze current shipping methods and research new more economic options
4. Marketing Materials for new initiative Hilamo’s Spirit
5. Gave a “how to use your website and other social media” workshop, detailing the use of Facebook, e-newsletters, and websites to market to clients
6. Updated the existing website as well as taught artisans how to use other social media such as Facebook and e-newsletters
7. Product Design Workshop – modern and trendy new ideas for artisans to use and create new products, including recycled materials
8. Pitching Lema’s new tourism program, Hilamo’s Spirit, to travel agencies in San Pedro and online

Intern Achievements:

1. Successfully executed a workshop on social media, SWOT Analysis, and new product design for Lema’s target market
2. Successfully improved market materials with the hope of increasing sales
3. Creation of an Export Calculator, detailing the costs incurred by using the Amazon program, helping to set prices, and displaying necessary investment, potential loss, and potential gain
4. Established contacts of travel agencies in San Pedro for Hilamo’s Spirit
5. Creation of an online presence for Asociación Lemá

Client: Las Mujeres del Triunfo

Description:

The Women’s Weaving Group of El Triunfo was established in 2005 at a community meeting in El Triunfo. Women throughout El Triunfo were faced with the dire need to put food on the table for the families and support their children’s education. Most women of El Triunfo cannot read and are isolated from economic opportunities in their community. In reaction to this environment four women from El Triunfo decided to sell their hand-woven crafts in nearby towns of Panajachel and Sololá to generate income to support their families. They were confident that with their weaving they could put bread on the table for their families. But such an initiative required capital that the four women did not possess alone so they announced their idea at a community meeting in El Triunfo. Fifteen women united together to collect the capital, which they invested in weaving materials and transportation costs to reach their new markets.



Client Needs:

1. Advice on new product line
2. Guidance on pricing and savings
3. Increase appeal to foreign customers online and improve social media skills

Intern Activities:

1. Workshop on pricing
2. Workshop on savings
3. Workshop on appropriate product design
4. Updating Facebook, e-newsletter, and suggestions for website
5. Contacting potential buyers from boutiques in the US

Intern Achievements:

1. Successfully conducted workshops on pricing, savings, and appropriate product design
2. Enhanced online presence through updates on Facebook, sending an e-newsletter, and improving the website
3. Successfully established contact with a boutique in Boston interested in purchasing products
4. Creation of video profile for Las Mujeres del Triunfo's website

Client: SolCom Centro – Solola



Description:

The SolCom Centro – Solola center was designed to help create access to SolCom products for people living in Solola. The idea is that people of Solola and the surrounding communities can come to the center to purchase products and not just wait for a village access campaign in their community. The center is also used to test out new products and as a place to hold presentations, demonstrations and trainings on new and potential SolCom products.

Client Needs:

1. Development of urban marketing strategies to help the SolCom Center in

Sololá cover its costs

Intern Activities:

1. Create long and short term strategies to market the location
2. Test strategies on the day of the center campaign

Intern Achievements

1. Successfully designed strategies for stove demonstrations such as making coffee and tortillas on the rocket stove in front of the office to attract a crowd
2. Created a promotional calendar with discounts and specials on certain SolCom products
4. Designed a new store sign
5. Created a saving calculator for the Water Purification Bucket (see Appendix 2.a)

Client: Turismo Ixil (Nebaj.com)

Description:

Turismo Ixil (Ixil Tourism) is an initiative of SolCom to help create local jobs and opportunities. The initiative also boosts local economy by offering tourists eco-friendly treks, Spanish and Ixil language classes, volunteer opportunities and a hotel (Media Luna Media Sol) and restaurant (El Descanso) to enjoy.



Client Needs:

1. Create collaborative opportunities with other local and national tourism businesses
2. Improve customer service
3. Improve the menu at El Descanso

Intern Activities:

1. Delivered presentations to current employees about customer service
2. Spoke with other businesses around Nebaj to form alliances and collaboration as well as researched other national level tourism business for potential collaboration opportunities
3. Tested other options to expand the menu

Intern Achievements:

1. Continued to forge new relationships as well as maintain existing relationships with tourism businesses
2. Created recipes for other food options for the El Descanso menu
3. Designed a new menu template

Client: Cooperativa de Tejadores de Nebaj

Description:

The artisan work of Nebaj was voted one of the most beautiful in the world a few years ago, yet the market for the indigenous artisan work of Nebaj has not left its own community. Women invest large amounts of money and time into the products they weave, and often rely on unjust prices when trying to sell their products. Rosa and Nila (the office managers of Guías Ixiles) are the founders of this small cooperative of skilled weavers from Nebaj.

Client Needs:

1. Improve existing marketing material
2. Create new marketing strategies such as social media

Intern Activities:

1. Worked on new marketing material
2. Created profiles of artisans for marketing purposes

Intern Achievements:

1. Successfully created a new marketing strategy that includes product labels with artisan profiles, new social media including a Facebook page and a simple website and a new flier (see Appendix 2.b)

Client: Escuela Especial de Nebaj

Description:

In Guatemala, people with disabilities often do not have the opportunity to go to school; they are a population that has virtually no rights and are often locked in their homes or thought of as useless citizens. Seven years ago, a nonprofit began in Nebaj to support children with physical and/or mental disabilities. In 2011, the Ministry of Education and the nonprofit combined to form the first ever publicly recognized school for special education in Nebaj. There are two teachers in charge of about 30 students, ranging from ages 4-30. Although they have a classroom facility and two teachers, there are very little resources and their source of funding is unsustainable.



Client Needs:

1. Needs analysis of operations
2. Sustainable funding

Intern Activities:

1. Conducted a SWOT analysis workshop
2. Brainstormed on fundraising ideas with teachers

Intern Achievements:

1. Successfully executed a SWOT analysis with the teachers
2. Created a template for a newsletter to send to donors and collaborators
3. Designed and executed a fundraising event and raised over Q1000.00 for the school

Client: El Centro Explorativo

Description:

The Centro Explorativo is an educational initiative of Community Enterprise Solutions located in La Pista, Nebaj. The center was designed to provide classes to reinforce what local school children learn in public schools as well as to offer productive afterschool programs such as drama classes and chess leagues.



Client Needs:

1. Improve local marketing materials to receive more students from the La Pista area
2. Create a mapping project to help students understand geography and where they come from
3. Create a local cultural project to give the students an idea of who they are and where they come from

Intern Activities:

1. Worked with students to paint large color maps of Quiche, Nebaj and Guatemala on the walls
3. Worked with select students to interview local elders on their life and experiences in La Pista
4. Created new Centro signs to hang in strategic locations in La Pista

Intern Achievements:

1. Three maps were painted on the walls (see Appendix 2.c)
2. Created profiles and history stories of La Pista and its people

Client: SolCom – Xela CA Vision Re-Trainings

Description:

Currently, all SolCom Community Advisors receive initial training and continuous individual support from their Regional Coordinator. As well every trimester Regional Coordinators do group re-trainings in needed areas. However, there is often not enough time to conduct in-depth workshops and re-trainings. The idea is to streamline the process and create standard training and re-training guides country wide.

Client Needs:

1. Creation of re-training materials



2. Implementation of a re-training format
3. Analysis of change in Community Advisor knowledge and benefit from re-trainings

Intern Activities:

1. Created materials- both a manual and interactive worksheets and activities to use during a vision re-training
2. Created a standardized format for individual vision re-trainings
3. Brainstormed and collaborated with Xela regional coordinator and community advisors

Intern Achievements:

1. Finalized a standard 32 page vision re-training manual, including graphics, activities and worksheets that can be implemented in other regions
2. Conducted a two hour vision re-training with each Community Advisor team in the Xela Region

Client: Proyecto Santo Tomas, Chiantla



Description:

Founded by a husband and wife team from Santo Tomas, Proyecto Santo Tomas works to empower, educate and create opportunities for people in the community. The organization has leveraged support from the local government and has provided training sessions for women and created music and computer classes for children. They are currently in the process of developing new initiatives to support and train local farmers in composting and selling goods in markets. The project has also been

given an area of land by the local government in order to develop a large community resource (play park, garden and football field).

Client Needs:

1. Analyze current state of the organization
2. Improve participation for each constituent group (women and youth in particular)
3. Enhance publicity and social media skill set to solicit local support and funding
4. Replicable community event plan for local project promotion, future fundraising and to garner family involvement
5. Research community projects for land received by local government

Intern Activities:

1. Executed a SWOT analysis with PST leadership
2. Enhanced media and publicity, including creating a video about the organization
3. Gave a presentation to director and youth group representatives on how to use their social media – Facebook, blog, website, etc
4. Designed surveys to assess lack of participation in women's group
5. Created replicable event plan, invitations, and materials to increase participation among all constituent groups, and particularly to reach out to and inform parents of current children participants
5. Researched and created business plan to create a nursery on community land

Intern Achievements:

1. Successfully executed a SWOT analysis with leadership of PST

2. Improved website, blog, Facebook page, and brochure, and made additional publicity materials (see Appendix 2.d)
3. Created user instructions and executed training for Nelson and youth for online media tools
4. Interviewed women's group and youth group representatives and designed surveys to better assess lack of participation, as well as submitted basic recommendations on how to improve participation in PST
5. Designed Family Day and replicable event plan guide to promote PST within the community and involve and educate parents of child participants in the PST program
6. Created materials to use at future Family Day events
7. Executed successful Family Day event
8. Established connections with local resources to jumpstart nursery project on community land
9. Created and presented a business plan to PST leadership on starting a nursery project on community land

Client: Asociación RED de Comunicadores (RED)



Description:

La Red de Comunicadores Sociales is a grassroots community development organization with branches in several towns in Huehuetenango, one of the most active being the group in Chiantla. The mission of the Red de Comunicadores Sociales is to raise consciousness and mobilize communities around important social issues in and around Chiantla. In the past they have worked on projects in such areas as reproductive health, nutrition, and education; for the last 4 years they have focused primarily on the environment. In addition to a regular Monday radio program, their main initiative has been a project called Rescate del Río Selegua, organizing meetings with communities along the Selegua river valley.

They worked with each community to come up with a development plan for investment in river cleanup and maintenance. Their main obstacles in moving forward are a lack of funding for continued environmental education programs, and a local trash disposal system (Although private garbage companies collect trash, there is no separation of waste and no municipal landfill). Without a responsible way to deal with waste removed from the river, clean-up efforts can only go so far.

Social Entrepreneur Corps has not worked with La Red in the past; however, Soluciones Comunitarias has collaborated with them in events such as International Water Day and maintains a constant connection due to the fact that Teodolinda Herrera, the Regional Coordinator for Huehuetenango, is an active member.

Client Needs:

1. Analyze current state of organization
2. Assess and research funding sources
3. Improve publicity and marketing plan and resources to better seek funding

Intern Activities:

1. Executed SWOT analysis with Board of Directors
2. Assessed and improve marketing and publicity materials
3. Researched and present funding opportunities

4. Participated in their community environmental conservation activities – reforestation

Intern Achievements:

1. Successfully analyzed and presented findings on state of organization and current needs to Board of Directors
2. Researched funding sources and created a funding plan for RED
3. Created publicity/marketing materials for RED including brochure, website, grant appeal letter template
4. Executed a successful workshop on marketing and fundraising and how to use new publicity tools to Board of Directors
5. Planted trees with organization members as part of their Earth Day Initiative

Client: Asociación de Mujeres Río Izquial – Grupo de Jovenes Becados

Description:

La Asociación de Mujeres Río Izquial is a grassroots community development organization started by a local woman in San Sebastian H. She began with a small project to fund a corn mill in her aldea so that families would not have to walk all the way to town to grind their corn; this small initiative has grown into a large association of 200 women in 13 communities in San Sebastian, each community with its own local group. They have applied for funding from the local government as well as the European Union and Spain to fund such projects as a cooperative store, coffee and corn mills, a bread oven, scholarships for students, a library and computer center, and a central office where they hold meetings and leadership workshops almost every day.



One of the main projects of the central office is to support youth with educational scholarships, so that they continue with their education and improve economic opportunities for their families and community. The youth attend weekly workshops on human rights, values and ethics, and sex education/family planning. The money for the scholarships had been entirely funded by a grant from Spain and the support is ending in October of this year. There are currently 74 students supported with scholarships, and the organization is reaching out and seeking support to find other funding sources for the scholarships.

Social Entrepreneur Corps has not previously worked with the Asociación de Mujeres Río Izquial; however, the founder Anastasia has maintained a friendship with our local field consultant and has been actively seeking out advice and collaboration.

Client Needs:

1. Identification of funding sources for the scholarship program
2. Long-term and short-term funding sources in order to continue with program
3. Involve youth in fundraising program

Intern Activities:

1. Held a cultural exchange with the youth with scholarships to understand their stories, the need for the program, and in what capacity they could participate in fundraising for their own scholarships.



2. Met with board of directors and director of youth scholarship program to better understand their current funding needs and what materials they need to solicit larger funds
3. Researched funding sources on a grassroots level and from larger granting organizations and created a presentation for both the youth and women's board of directors

Intern Achievements:

1. Researched and presented possible long-term, large grant fundraising sources
2. Created grant letter, request for funds template letter in English to appeal to foreign granting sources
3. Presented recommendations for long-term fundraising plan
4. Presented ideas for youth involvement in small scale fundraising
5. Created a step-by-step replicable event plan with savings chart for youth for a fundraising program

Client: Asociacion de Mujeres Rio Isquizal – Grupo de Mujeres

La Asociación de Mujeres Río Isquizal is a grassroots community development organization started by a local woman in San Sebastian H. She began with a small project to fund a corn mill in her aldea so that families would not have to walk all the way to town to grind their corn; this small initiative has grown into a large association of 200 women in 13 communities in San Sebastian, each community with its own local group. They have applied for funding from the local government as well as the European Union and Spain to fund such projects as a cooperative store, coffee and corn mills, a bread oven, scholarships for students, a library and computer center, and a central office where they hold meetings and leadership workshops almost every day. However, their focus remains on grassroots projects that emerge from the local groups, and they are now looking to support an initiative out of Aldea Piol, where 10 of the 22 women are involved in making woven and embroidered bags, shawls, and clothing for sale. The women's group has had trouble finding a market for their goods and determining which designs would be most successful.

Social Entrepreneur Corps has not previously worked with the Asociación de Mujeres Río Isquizal; however, the founder Anastasia has maintained a friendship with our local field consultant and has been actively seeking out advice and collaboration.

Client Needs:

1. Evaluation of current products and support with product design
2. Research pricing for these products
3. Research potential markets that are reachable for the women's group

Intern Activities:

1. Met with the women's group in Aldea Piol and understand their story, goals and how they organize
2. Evaluated the products
3. Analyzed and discussed opportunities for growth and potential challenges

Intern Achievements:

1. Researched, contacted, and presented potential consignment locations (Spanish schools, tourist agencies, and artisan stores) and provided women with the necessary contact information for each location
2. Created a design, style, color, pricing, and product plan
3. Created an inventory chart and business plan for selling artisan goods that fit into their current model
4. Created a visual and presentation on how the consignment process would work specifically for the women's group

Ecuador

Client: Sumak Ahuana

Description:

Sumak Ahuana is a cooperative of ten women who produce and sell wool products such as hats, scarves and sweaters. The target customers are tourists and who purchase the products from their store located in Razu Nan, a partnering tourism organization in Santa Anita, Pulingui. All of the wool products are handmade with an emphasis on tradition and culture. The cooperative is trying to attract customers through a participatory demonstration of their work.

Client Needs:

1. Analyze current and potential markets
2. Develop marketing materials and new marketing strategies

Intern Activities:

1. Participated in demonstrations of weaving to learn about the production process
2. Conducted needs analysis
3. Discussed marketing strategies with the members of the organization
4. Discussed logo, tags and brochure content

Intern Achievements:

1. Successfully created potential marketing strategies and best use of materials
2. Collected organizational information and photos to create brochures
3. Designed a brochure to improve advertising (see Appendix 2.e)
4. Designed a logo
5. Designed tags for the products
6. Created inventory and sales sheet

Client: Organización de Mujeres Autonomas

Description:

Organización de Mujeres was founded in 1986 as a community organization of 72 women whose focus is agriculture, worm composting and artisanal products. Today, the women come together once a week to work on a communal project to benefit the community. From their own money, they have bought a house in the community from which their projects are created. They own an adjoining piece of land, which is used as a communal garden and have 4 compost piles.

Client Needs:

1. Support work in communal garden to create a demonstrational garden for the community
2. Improve their activities to create sustainable income generating businesses

Interns Activities:

1. Participated in presentations of the women's group work



2. Organized and led round table discussions
3. Visited the gardens and worked with the women to build a new compost bed
4. Worked to maintain the garden and the new compost bed
5. Discussed waste management techniques and strategies

Interns Achievements:

1. Prepared and planted the communal garden for future community demonstrations
2. Prepared and built new compost bed
3. Improved the blackberry garden to produce jams
4. Successfully presented a workshop on waste disposal and waste management

Client: Chuquipogio Tourism Organization

Description:

Chuquipogio is an isolated community that is part of Cordutch, a local tourism empowerment organization. The community has a population of 40 families, and most of the families work solely in agriculture. The tourism hostel built in 2005 only houses tourists a couple times of year. This community feels strong hardships due to the lack of intergenerational communication and organization and is seeking information on herbal medicine, agriculture and a means of attracting more tourists.

Client Needs:

1. Learn about tourism opportunities in the area

Interns Activities:

1. Prepared and planted a community garden

Interns Achievements:

1. Successfully created a tourism promotion strategy through the community garden

Client: En las huellas del banco Grameen



Description:

The Grameen Bank is a community bank started in 2000, inspired by Muhammad Yunus's method. This is the first organization in Ecuador that replicates the Grameen Bank model. It works in Loja, Macará (Loja region) and in the Zamora region. Now, the Bank has 3,500 active members, the majority of which are women.

Client Needs:

1. Improve accounting skills
2. Learn conflict resolutions skills
3. Learn about water purification systems

Interns Activities:

1. Delivered a workshop on accounting and personal business focused consulting
2. Delivered a presentation on conflict resolutions techniques
3. Conducted a presentation on water purification systems

Interns Achievements:

1. Reinforced knowledge of members on accounting, specifically related to businesses run by the members
2. Successfully discussed the ten principles of conflict resolution
3. Presented different solutions to purify water and collected information on potential clients for SolCom.

Client: Asociación Autónoma 23 de Junio

Description:

The Association is a locally owned and operated business of women from San Pedro de Vilcabamba, a small farming community located in southern Ecuador in the province of Loja. Their recycled paper company began in 1998 with the help of a Peace Corps Volunteer, and they currently have nine female associates working at the Asociación Autónoma 23 de Junio. They also make and sell ground and roasted coffee. They work to strengthen the Association and to help their community and families.

Client Needs:

1. Develop marketing strategies
2. Learn customer service skills
3. Improve building conditions
4. Improve flower garden

Interns Activities:

1. Participated in demonstrations of recycling paper process
2. Painted external and internal walls of the building and painted logo on entrance wall
3. Executed training workshops on SWOT analysis, marketing strategies and customer service focused on foreign tourists



Interns Achievements:

1. Successfully executed a SWOT analysis workshop with the organization
2. Created new marketing strategies and new products ideas
3. Successfully designed an organizational brochure (see Appendix 2.f)
3. Enhanced design elements of the facility to attract more visitors

Client: Amor y Fortaleza

Description:

Founded in September of 2010 with the support of the government, Amor y Fortaleza consists of 39 local women from the barrio of Timbara in the city of Zamora. Amor y Fortaleza specializes in the production of foods and ingredients made from sugar cane. Though Amor y Fortaleza works primarily in production, they are also interested in the economic development of their neighborhood through the implementation of an eco-tour route through the nearby rivers and waterfalls.

Client Needs:

1. Analyze current state of the organization
2. Improve marketing strategies
3. Learn about conflict resolution skills



Interns Activities:

1. Participated in tourism related activities
2. Executed a SWOT analysis, marketing strategies and conflict resolutions workshop

Interns Achievements:

1. Successfully developed marketing strategies and presented new opportunities
2. Designed a new logo and coupons as marketing materials (see Appendix 2.g)

Client: Escuela Tecnica de Olón

Description:

The Escuela Técnica de Olon is a technical high school that offers different majors depending on the interest of the students. The students studying agriculture were involved in the garden project that includes planting, preparing compost and learning about different agricultural systems. SolCom is partnering with the school to support the learning process and to research about opportunities for the Family Nutrition Kit.

Client Needs:

1. Learn about benefits of composting
2. Learn about new technologies related to agriculture

Interns Activities:

1. Prepared field for planting
2. Planted a variety of seeds in compost fertilized and no compost fertilized beds
3. Cleaned greenhouse
4. Organized, prepared and presented a school event for the students

Interns Achievements:

1. Successfully planted two gardens and installed the Family Nutrition Kit
2. Presented a nutrition event to the students of the school, including Family Nutrition Kit, Vegetable Seed Guide and Vegetable Seeds.

Client: NeoJuventud

Description:

NeoJuventud is a youth group working for the development of their community. They have over 30 children, teens, and adults involved in their different projects. Their mission is to develop income-generating opportunities for their members and community members in order to keep them from falling into bad habits (alcoholism, drugs, teen pregnancy, etc.). Since 2010, Neo Juventud has obtained foundation status and now has the support of the Ministry of Economic and Social Inclusion, which has enabled them to develop not only educational programs but also new production projects such as raising chickens, oyster culture, tour operations, a cyber café, a bakery and a fitness center. In each micro-project, Neo Juventud has involved the youth of Palmar.

Client Needs:

1. Support with daily activities and projects

Interns Activities:

1. Participated in mangroves and oysters project presentations
2. Cleaned the beach



3. Baked cookies and bread to sell
4. Painted the gym and a HIV/AIDS prevention mural

Interns Achievements:

1. Learned about the challenges to sustainable development
2. Sold all breads and cookies and donated proceeds to NeoJuventud
3. Collaborated in designing and painting walls and a mural

Nicaragua

Client: Proyecto Barrio la Planta (BPP)

Description:

The Barrio Planta Project is a community development, education and arts initiative that provides the children and adults from the low-income neighborhood, 'La Planta' in San Juan del Sur, Nicaragua with free English classes. Through these classes, along with extra-curricular activities and community development projects, they are able to discover their skills, passions, self-confidence and pride for an overall more fulfilling, successful and rewarding life.

Client Needs:

1. Personal development workshops to complement ESL classes
2. Strengthen the confidence and planning skills of their students

Intern Activities:

1. Executed a SWOT analysis workshop
2. Executed a workshop focused on goal setting and entrepreneurship
3. Conducted breakout sessions

Intern Achievements:

1. Successfully executed a SWOT analysis highlighting how a SWOT analysis can be used inform personal planning
2. Created a professional development workbook
3. Created and performed dramatizations to demonstrate workshop topics

Client: Casa de Tradiciones

Description:

Reyna Treminio, the face behind the small-scale artisan operation at Casa de Tradiciones, has a vision: through her art she wishes to reawaken the cultural pride and tradition of Nicaragua's rich folklore, especially that native to León. Equipped with extensive cultural knowledge and a unique process, Reyna established her business in 2002 and continues to create award-winning paper-maché figurines, masks, and larger-than-life representations of the traditional "Mitos y Leyendas". Reyna passionately believes in her vision, hoping eventually to manage her own gallery from which the spread of cultural knowledge and appreciation take an equal position with the sales of her products. At the moment Reyna's sales are limited to specific national institutions that place orders, and people she is able to reach participating in street fairs.



Client Needs:

1. Increase sales and improve marketing
2. Increase knowledge of and capacity to use the Internet

Intern Activities:

1. Photographed artisan products
2. Designed a product catalog highlighting the background of the artisan and individual products
3. Conducted training on how to modify and change the product catalog
4. Created and conducted a training on how to create, use and maintain a Facebook page

Intern Achievements:

1. Created a product catalog with photographs of and accompanying background information for the artisan products (see Appendix 2.i)
2. Created a complete manual on how to create, maintain and use a Facebook page

Client: La Oberita Cooperative

Description:

Established in 2008 as a honey cooperative, La Oberita has 14 members including four women located in San Ramon, Matagalpa. La Oberita is an apiculture cooperative dedicated to packaging and selling honey. Having learned about the sanitation requirements for their product, the cooperative is in the process to obtain the necessary requirements to have their honey by the national health ministry. The majority of their sales come from the Matagalpa region and their final product is sold in a plastic bottle with a simple paper label.

Client Needs:

1. Increase sales and improve marketing
2. Logo design and examples

Intern Activities:

1. Conducted a consulting session to learn about client needs
2. Designed a product logo
3. Conducted a training on the 5 P's of marketing

Intern Achievements:

1. Created a unique product logo
2. Conducted a training on how to design a product logo



Client: Cooperativa de Maracuyá del Norte (COMANOR)

Description:

COMANOR, was formed in 2011 and has 36 cooperative members that work to harvest and commercialize maracuyá fruit, also known as passion fruit. The majority of their sales come from working with local purchasers who then export the maracuyá to international markets. The cooperative also offers their product locally in Matagalpa. Currently in the process of obtaining cooperative status, they will be the first maracuyá cooperative in Nicaragua.



Client Needs:

1. Increase sales and improve marketing
2. Logo design and examples

Intern Activities:

1. Conducted a consulting session to learn about client needs
2. Designed a product logo
3. Conducted a training on the 5 P's of marketing

Intern Achievements:

1. Created a product logo (see Appendix 2.h)
2. Conducted a training on how to design a product logo

Client: Alcance Nicaragua

Description:

Alcance Nicaragua is a Nicaragua NGO supported by Outreach International, a US based 501(c)3 nonprofit. They work with rural communities to support the organization of community groups and leadership and increase their capacity to address and resolve community needs. With community partners located in communities in Boaco, Masaya and Granada, Alcance Nicaragua has worked with their partners in a variety of projects including digging wells, infrastructure repair, child nutrition, latrines, and improved wood cook stoves. Their current project aims to construct 70 stoves for families living in the municipality of Santa Lucia, Boaco and operate sustainably to maintain or increase the number of families benefiting from their project.

Client Needs:

1. Increase knowledge of micro finance models and community savings and loans systems
2. Improve capacity to support beneficiaries in marketing improved wood cook stoves

Intern Activities:

1. Created and conducted a workshop on microfinance models
2. Created and conducted a training session on "how to do a SWOT analysis"
3. Created and conducted a training on the 5 P's of marketing

Intern Achievements:

1. Successfully executed a SWOT analysis highlighting how Alcance Nicaraguaca can implement their improve wood cook stove project
2. Created and performed a dramatization to demonstrate community savings and loans systems

Client: Asociación de Desarrollo de Turismo Sostenible de San Ramon (ADETUR)

ADETUR is an association formed by members of the community of San Ramon, Matagalpa. The association combines local artisans, tour guides, musicians, restaurant owners, and homestay families with the goal of highlighting San Ramon as a tourist destination and promoting the services offered by associated members. ADETUR has received support from a local organization, El Centro Promocional Cristiano por la Paz y la Vida, to organize and formalize their association. In late 2010, ADETUR began operating independently from CPCPV. They seek to establish their tourist information office as *the* source of information and artisan products for San Ramon. Training received in the past include strengthening their organizational capacity and developing marketing strategies, but ADETUR is currently interest collaborations that result in an immediate impact to draw more visitors to their offices.



Client Needs:

1. Increase number of visitors and improve marketing

Intern Activities:

1. Conducted a consulting session to learn about client needs
2. Created and conducted a training session on how to use Facebook as a business tool
3. Designed a guide on how to use Facebook

Intern Achievements:

1. Created a complete manual on how to use Facebook
2. Created a business Facebook page with client

Client: La Mujeres Ecologistas de la Pita



Originally formed in 2004 by 12 women from the small community of La Pita, las Mujeres Ecologistas continues under the direction of four hardworking women. Receiving support, training, and equipment in coordination with a service organization based in San Ramon, Matagalpa, Centro Promocional Cristiano por la Paz y la Vida (CPCPV), the women have been successful in producing and commercializing unique paper products made from recycled paper and natural elements found in San Ramon. Achieving their first sale in 2006, their paper products can be found in Matagalpa and are sold at a local community tourism information center in San Ramón. Social Entrepreneur Corps

Community Consultants worked with Las Mujeres in 2010 delivering training on SWOT analysis. Consultants invested \$150.00 in Las Mujeres' business that was used to take advantage of opportunities to travel to regional artisan fairs outside of Matagalpa, a suggestion that was made as a result of consultants elaborating on the SWOT analysis with the women. Las Mujeres now work independently from CPCPV and the majority of their sales come from volunteer and tour groups brought to their workshop by development and aid organizations.

Client Needs:

1. Increase number of visitors and improve marketing

Intern Activities:

1. Photographed artisan products
2. Designed an inventory and promotional product catalog highlighting the information of the artisan and individual products
3. Conducted training on how to modify and change the product catalog

Intern Achievements:

1. Created an inventory and promotional catalog
2. Designed a promotional flyer

Client: Cooperativa La Hermandad

Working as a cooperative since 1996, La Hermandad was started by a family of nine brothers and sisters raised by their widowed mother. The family of nine put themselves through university, formed a coffee



cooperative and bought land for themselves in San Ramon without government support or subsidization. Currently, they have 39 members working with the cooperative. Following a drastic drop in coffee prices from 2000 to 2002, La Hermandad embarked on a mission to diversify their income stream by promoting tourism services and activities starting in 2004. The cooperative has three certified tour guides and offers hikes, tours of the coffee farm and coffee process, and has constructed an eco-lodge with support from La Base, a development organization working in Nicaragua.

Client Needs:

1. Increase number of visitors and improve marketing

Intern Activities:

1. Conducted a consulting session to learn about client needs
2. Visited coffee cooperative to conduct needs analysis
3. Created and conducted a training session on how to use Facebook as a business tool
4. Conducted a training on the 5 P's of marketing

Intern Achievements:

1. Designed a logo
2. Created a business Facebook page with client

Client: Cooperativa ALBOR

Cooperativa ALBOR, formed in November of 2011 seeks to find employment alternatives to work in the sugarcane fields. The cooperative was formed in response to epidemic levels of what is known as Insuficiencia Renal Crónica (IRC), a kidney disease that is killing people throughout the "sugar belt" in Nicaragua and El Salvador, amongst other countries. The group has designed three prototypes of what they deemed "Bolsos de Vida", similar to the popular CamelBak hydration backpack, with the idea of selling inexpensive water packs to sugarcane workers ("cañeros") to help them rehydrate throughout the grueling work they face each day in the sugarcane fields. The group is seeking to obtain a startup loan for a pilot study with the Bolsos de Vida.



Client Needs:

1. Increase knowledge on how to design and utilize surveys
2. Increase knowledge on how to conduct, analyze and communicate market research

Intern Activities:

1. Conducted a consulting session to learn about client needs
2. Presented products and services offered by community partner organization Soluciones Comunitarias
3. Created and conducted a training session on how to administer surveys
4. Created and conducted a training session on how to analyze survey results



Intern Achievements:

1. Created surveys with the client
2. Created a complete manual on how to input and manipulate survey data in excel
3. Conducted surveys with client in the field

Dominican Republic

Client: Members of the community of Pedro Sanchez involved in the launch of "Parador del Este," a community market

Description:

Tesoro del Este is an eco-tourism project in Pedro Sanchez that offers guided tours of local caves and waterfalls. Tours began in June of 2008 and in 2011, Tesoro del Este guided over 100 tourists.



After experiencing the success of the eco-tourism project, community members in Pedro Sanchez recognized the opportunity to attract additional tourism spending by capitalizing on its location along a scenic route between El Seibo and Miches currently under consideration for formal designation as a panoramic highway. The community has a robust artistic tradition, making traditional Dominican products as well as artisan goods from recycled materials, but lacks formalized market access for the products. In Spring 2010, Pedro Sanchez hosted an ecotourism/artisan fair that achieved relative success and birthed the idea for a permanent community market along the highway that could serve as both a tourist attraction and a place for local commerce. Tesoro del Este's vision is to have a market place where tourists can shop for artisan goods, Dominicans from other regions can buy traditional products not available elsewhere in the country, travelers can stop to eat and locals can shop for fresh produce or dulces.

Client Needs:

1. Analyze current state of the organization
2. Capacity building in how to begin a feasibility study of the community market opportunity
3. Customer validation and analysis of potential demand for product offerings and consumer preferences
4. Assistance in thinking through operational strategy and naming of location
5. Capacity building in financial management

Intern Activities:

1. Executed a SWOT analysis workshop
2. Conducted customer validation surveys and presented the results to the community group
3. Facilitated a session with the community group to brainstorm and select the community market's name
4. Facilitated a discussion on operational strategies
5. Created and conducted a training on fixed and variable costs
6. Composed a final report encompassing all learnings from research, trainings, and recommendations for next steps

Intern Achievements:

1. Successfully executed a SWOT analysis

2. Designed templates for data collection and composed market research to leave in the hands of those involved in the market project
3. Designed visual aids that highlighted the main points of the trainings to leave for reference within the community
4. Composed a 10 page summary report of all work completed and next steps recommended next steps

Client: Members of the Neighborhood Committee of Vicentillo interested in developing a waste management program



Description:

The community of Vicentillo, the governing hub of the greater municipal district San Francisco Vicentillo, has struggled with the topic of waste management for years. Although the local government has a truck that collects waste from time to time, there is no regularly scheduled trash pick-up or public disposal for waste. Due to this fact, and that little formal environmental education has been imparted within the community, the majority of families and businesses burn trash, and/or throw both organic and inorganic materials into a pile behind their house or alongside the street.

On several occasions, community groups have collaborated to execute "community clean-up" days. Unfortunately, the results have been short-term. Vicentillo's neighborhood committee, or *Junta de Vecinos*, formed just over a year ago (March 23, 2011), has been analyzing how to improve waste management community-wide, and would like technical assistance regarding education around the topic, potential actions, and potential innovations that better control and even reuse what is currently considered waste.

Client needs:

1. Improved waste management practices
2. Increased knowledge on impact waste management has on the community
3. Examples of products that community members could make with recycled goods, and have been trained in how to engineer them

Intern Activities:

1. Conducted preliminary research on current waste management practices through conversations with local stakeholders
2. Delivered a workshop on the environmental impacts of waste, the difference between organic and inorganic waste, and best practices for waste management
3. Executed a SWOT analysis workshop of current and potential waste management practices with the community group
4. Conducted a training with community members to create "hechos de deshechos", household necessities engineered from recyclable materials
5. Compiled and presented final recommendations



Intern Achievements:

1. Produced effective teaching materials to address the environmental and health concerns inherent in waste management
2. Successfully executed a SWOT analysis workshop of current waste management practices with the collaboration of the community members
3. Designed, built and tested useful household products that can be engineered from recyclable materials
4. Developed final recommendations for improved waste management practices at the government, business, civil society, and familial levels

Client: Club de Madres Nuevo Amanecer, Palo Seco

Description:

The remote community of Palo Seco is located in the hills above Vicentillo, and does not have the same access to commerce or opportunities to earn a living as other communities in its municipal district along the main road. The members of the women's association "Club de Madres Nuevo Amanecer" have attempted to tackle this problem first through the elaboration of wines from local plants, and later through the elaboration of shampoo, conditioner and floor cleaner upon realizing families' need for these items. It had been two years since *Nuevo Amanecer* launched its "quimico" line, and it is looking for technical assistance on how to grow the business further.

Client needs:

1. Improve operations
2. Improve financial management to increase profits
3. Develop new products and training in product production
4. Identification of new markets for growth
5. Develop marketing strategies

Intern Activities:

1. Executed a SWOT analysis workshop to assess the current and potential states of Nuevo Amanecer's micro-business
2. Conducted a training on basic accounting skills and best practices
3. Analyzed production costs, current product prices, and breakeven point
4. Developed marketing recommendations to expand sales locations and inform promotional strategies.
5. Identification and elaboration of new products

Intern Achievements:

1. Delivered recommendations for financial sustainability
2. Successfully executed a SWOT analysis
3. Designed samples of brand logos for Nuevo Amanecer
4. Produced teaching materials to explain key accounting principles
5. Created and tested dish washing liquid and men and women's perfume including conducting a cost analysis and recommending price points

South Africa

Client: AMANDLA

Description:

AMANDLA is a non-profit organization dedicated to promoting education through sports. It has implemented a very comprehensive and holistic program teaching youth to make positive life choices through the provision of life skills, soccer and personal development training. The program is run at the CTC10 Foundation, which was founded in the honor of a former F&M student. Through a network of supporters CTC10 raised the funds to build a soccer field in the urban jungle of the Khayelitsha Township. The soccer field provides an incredibly valuable resource to the youth of Khayelitsha, promoting the sport of soccer and deterring young children from crime, drugs and other harmful activities. The leaders are all between the ages of 16 and 18 and work at the CTC10 soccer field as trained coaches delivering a key-skills and life lessons through the soccer program for the younger children of Khayelitsha. AMANDLA aims to ensure the youth leaders are aware and well informed about the importance of education and the different options and opportunities that passing through the educational system can bring.



Client Needs:

1. Increase access to information about career opportunities
2. Increase understanding of problem-solving techniques and how to create solutions in own community

Intern Activities:

1. Discussed careers and post-high school opportunities with Youth Leaders
2. Created a Careers Wall with Youth Leaders
3. Engaged Youth Leaders in creative problem solving exercise
4. Discussed potential product solutions with Youth Leaders
5. Discussed problems and potential solutions within Khayelitsha with the Youth Leaders

Intern Achievements:

1. Successfully created a Careers Wall with information on universities and career opportunities
2. Engaged Youth Leaders in a conversation about problems in Khayelitsha and potential solutions to those problems

Client: Bo-Kaap Cultural and Heritage Gateway

Description:

The Bo-Kaap Cultural and Heritage Gateway is a nonprofit organization aiming to empower the community through skills development and job creation, using local talent and government and non-government resources. It has created a local monthly market and the organizers hope to grow their model and continue to explore opportunities for increasing their impact within the community. They began a homestay program with Social Entrepreneur Corps in 2011 with just eight families and the program now works with over 20 families and provides a valuable income to community members.



Client Needs:

1. Determine goals for future of the Bo-Kaap market
2. Improve and expand the Bo-Kaap market

Intern Activities:

1. Conducted a logic model exercise with Bo-Kaap leadership
2. Conducted surveys at other local markets and presented findings and resultant recommendations to Bo-Kaap leadership

Intern Achievements:

1. Successfully taught the logic model framework and worked with Bo-Kaap leadership to create a logic model for the market (see Appendix 2.j)
2. Investigated other local markets and made recommendations for the Bo-Kaap market

Social Impact Points Total

Total SI Points earned:

All Programs: \$6,288.00

Guatemala

2288 SI Impact Points Earned = \$2288.00

Ecuador

1525 SI Impact Points Earned = \$1925.00

Nicaragua

1026 SI Impact Points Earned = \$1026.00

South Africa

674 SI Impact Points Earned = \$674.00

Dominican Republic

375 SI Impact Points Earned = \$375.00



VNGO Investment Summary

| VNGO Funding 2012 | | | |
|------------------------------------|--|---------------------------|--|
| | Organization | Amount | Funding Recommendation |
| Grassroots Consulting | Lemá, Guatemala | \$ 132.00 | New marketing materials |
| | Proyecto Santo Tomas, Guatemala | \$ 46.00 | Student scholarship program |
| | Red Asoc. De Mujeres, Guatemala | \$ 236.00 | Student scholarship program |
| | Mayan Hope, Guatemala | \$ 485.00 | Administrative and overhead expenses for special education school |
| | Centro Explorativo, Guatemala | \$ 292.00 | Educational resources and software |
| | Las Mujeres del Triunfo, Guatemala | \$ 100.00 | New community savings program |
| | Las Milpas Altas Homestay Family, Guatemala | \$ 50.00 | Purchase of Water Purification Bucket |
| | USAC, Guatemala | \$ 150.00 | Transportation cost for university students to visit and support Village Access Campaigns |
| | Khayelitsha, South Africa | \$ 130.00 | Costume materials for youth dance group |
| | Ground Breaking Information Center, South Africa | \$ 130.00 | Development of computer and life skills programming for local youth in the township of Khayelitsha |
| | Initiatives to Inspire, South Africa | \$ 13.00 | Purchase of domain name for Initiatives to Inspire |
| | Bo-Kaap, South Africa | \$ 250.00 | Reservation of a stall in the local market |
| | Mrs. Mgwanya's Orphanage, South Africa | \$ 150.00 | Administrative and educational expenses for the orphanage |
| | Proyecto Barrio la Planta, Nicaragua | \$ 268.00 | Media resources and educational tools |
| | Casa de Tradiciones, Nicaragua | \$ 30.00 | Printing of product catalog |
| | Cooperativa ALBOR, Nicaragua | \$ 200.00 | Fabrication of sample camelback product for sugarcane workers |
| | Cooperativa Pueblo Hotel, Nicaragua | \$ 50.00 | New marketing materials |
| Cooperativa la Obrerita, Nicaragua | \$ 150.00 | Printing of product label | |



| | Organization | Amount | Funding Recommendation |
|---|---|---|--|
| Grassroots Consulting | Asociación 23 de Junio, Ecuador | \$ 515.00 | Technical and additional training expenses and the launch of a flower garden |
| | Sumak Ahuana, Ecuador | \$ 202.00 | New marketing materials |
| | Neo Juventud, Ecuador | \$ 258.00 | Materials to improve Oyster farming project, purchase palm trees, and equipment for their pizzeria |
| | Amor y Fortaleza, Ecuador | \$ 100.00 | Creation of and mounting a street sign to identify their organization |
| | Mujeres Cambia, Ecuador | \$ 210.00 | Paper cutter and sewing machine to improve packaging of their artisan products |
| | Fundación Vista para Todos, Ecuador | \$ 60.00 | 20 vision exams for people suffering from pterigion in the Pulingui community |
| | Community Pulingui, Ecuador | \$ 60.00 | Purchase trash cans for the central park |
| | Club de Madres Nuevo Amanecer, Dominican Republic | \$ 93.00 | New marketing materials |
| | Asociación de Guías Tesoro del Este, Dominican Republic | \$ 93.00 | New marketing materials, webpage maintenance, and improvement of tour paths |
| | Reconoci.do, Dominican Republic | \$ 94.00 | Administrative expenses with organization formalization |
| | Asociación Juvenil de Vicentillo, Dominican Republic | \$ 94.00 | Improvement and repair of recreational park |
| | MicroConsignment Model | Implementation of Improved Cook Stoves, Ecuador | \$ 400.00 |
| Marketing Materials, Ecuador | | \$ 120.00 | Design, create and print new marketing materials for CA's |
| Marketing Materials Nicaragua | | \$ 328.00 | Design, create and print new marketing materials for CA's |
| Marketing Materials for Solcom Centers, Guatemala | | \$ 462.00 | Promotional calendars for Solcom centers and additional marketing material |
| Family Nutrition Kit, Guatemala | | \$ 340.00 | Marketing material to promote Family Nutrition Kit |
| Total | | \$ 6,288.00 | |



Clients Served by Country

Guatemala:

1. Lema', San Juan La Laguna, Sololá
2. Mujeres del Triunfo, El Triunfo, Sololá
3. Proyecto Santo Tomas, Chiantla, Huehuetenango
4. Asociación Red de Comunitadores, Chiantla, Huehuetenango
5. Asociación Mujeres de Rio Izquital, San Sebastian, Huehuetenango
6. Turismo Ixil, Nebaj, Quiche
7. Escuela Especial de Nebaj, Nebaj, Quiche
8. Cooperativa de Tejadores, Nebaj, Quiche
9. El Centro Explorativo, Nebaj, Quiche
10. Soluciones Comunitarias

Ecuador:

1. Sumak Awana, Riobamba
2. Organización de Mujeres, Riobamba
3. Organización de Turismo Chuquipogio, Riobamba
4. Fundación NeoJuventud, Palmar
5. En las Huellas del Banco Grameen, Loja
6. Asociación Autónoma 23 de Junio, Loja
7. Asociación Amor y Fortaleza, Zamora
8. Colegio Técnico Olón, Palmar
9. Mujeres Cambia, Palmar
10. Soluciones Comunitarias

Nicaragua:

1. Proyecto Barrio la Planta, San Juan del Sur, Rivas
2. Casa de Tradiciones, León, León
3. La Obrerita Cooperativa, San Ramón, Matagalpa
4. Cooperativa de Maracuyá de Norte, San Ramón, Matagalpa
5. Alcance Nicaragua, Santa Lucia, Boaco / Masaya, Masaya
6. Asociación de Desarrollo de Turismo Sostenible de San Ramón, San Ramón, Matagalpa
7. La Mujeres Ecologistas de la Pita, San Ramón, Nicaragua
8. Cooperativa La Hermandad, San Ramón, Nicaragua
9. Cooperativa ALBOR, Chichigalpa, León
10. Soluciones Comunitarias

South Africa:

1. AMANDLA, Khayelitsha, Western Cape
2. Bo-Kaap Cultural and Heritage Gateway, Cape Town, Western Cape
3. Savuka Africa, Khanyamazane, Mpumalanga



Dominican Republic:

1. Asociación de Mujeres Esperanzas Unidas, Yabon, San Francisco Vicentillo
2. Tour de Chocolate/CONACADO, Hato Mayor
3. Tour de Chocolate/CONACADO, El Seibo
4. Launch committee of Pedro Sanchez community market
5. Asociación de Guías Tesoro del Este, Pedro Sanchez
6. Club de Madres Nuevo Amanecer, Palo Seco
7. Junta de Vecinos, San Francisco Vicentillo
8. Asociación de Jóvenes, Vicentillo
9. Soluciones Comunitarias

Social Entrepreneur Corps Intern Sample Deliverables

MicroConsignment Model

| | |
|--|----|
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Grassroots Consulting

| | |
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1.a Product Card: Rocket Stove: Nixtamalera

Nixtamalera Rocket-MPL



- ✓ MPL: Muy Poca Leña
- ✓ Es de metal, mas pequeña
- ✓ Un producto nuevo y usa tecnología de rocket
- ✓ Puede usarla como estufa auxiliar
- ✓ Es la mas eficiente
- ✓ Es bueno para cocinar frijoles, nixtamal, y hervir agua, etc.
- ✓ Puede venderla individualmente
- ✓ El costo cambia en regiones diferentes: usualmente es entre Q1 10-120



*Ahora más leña y tiempo, mejorar la salud con Soluciones Comunitarias /

Country: Guatemala

Promotional flyer for the Rocket Stove: Nixtamalera to create awareness and promote the Nixtamalera with the goal to increase access to this product through the MCM

1.b Vegetable Seeds Guide

Semillas de Cambio

Cómo Empezar y Cuidar Su Huerto

Empezándolo:

- Escoja un lugar donde haya sol por 4-6 horas al día
- Para preparar el suelo, quite las piedras y rompa las partes del suelo que son duras.
- El mejor suelo contiene una mezcla de barro, arena y abono orgánico en partes iguales.
 - Por ejemplo, si el suelo tiene mucho de barro, le debe agregar más arena y abono.
 - Para hacer la mezcla, debe cernir los suelos juntos.
 - El acto de cernir ayuda a liberar la mezcla de piedras y así queda más suave y limpia.
- Necesita matar las bacterias y los insectos malos. **Hay dos maneras de hacer eso:**
 - Ponga cal encima del suelo y déjela por 3 días. Si no es época de lluvia (invierno), ponga un poco de agua encima de la cal cada día.
 - Ponga agua hirviendo encima del terreno y después cúbralo por dos semanas con una bolsa negra de nilón o plástico.

La Cal
La cal controla los insectos y sopesa el pH de la tierra. La tierra del noroeste de Nicaragua no es muy ácida, así que cal no es necesaria.

¡Las verduras traen muchas vitaminas y minerales!

Calcio: Es bueno para sus huesos y dientes
Fibra: Ayuda con la digestión
Fósforo: Es bueno para sus huesos y dientes, también ayuda al sistema nervioso
Hierro: Aporta oxígeno en su sangre y órganos como sus pulmones (muy importante para las mujeres embarazadas y jóvenes adolescentes)
Magnesio: Es bueno para sus huesos y el sistema inmunológico y nervioso
Potasio: Ayuda a tener un mejor funcionamiento del corazón y en el desarrollo del cuerpo

| | Ayote | Brócoli | Cebolla | Chiltoma | Pepino | Pipián | Repollo | Tomate | Zanahoria |
|-------------|-------|---------|---------|----------|--------|--------|---------|--------|-----------|
| Calcio | | X | X | | X | | | | X |
| Fibra | | X | | X | | X | X | X | |
| Fósforo | X | X | X | | | X | X | X | |
| Hierro | X | | | | | | | | |
| Magnesio | | | | X | X | X | X | X | |
| Potasio | | X | X | X | X | X | | X | X |
| Vitamina A | X | X | | X | X | | X | X | X |
| Vitamina B6 | | | | X | | X | X | X | X |
| Vitamina C | X | X | X | X | X | X | X | X | X |
| Vitamina D | X | | | | | | | | |
| Vitamina E | X | | | | | | | X | |
| Vitamina K | | | | | | | X | X | |

Cuidándolo:

- Riegue las plantas dos veces por día (en la temporada seca: 2L por planta cada día)—plantas usan diferentes cantidades de agua, pero por la mayor parte, está bien usar la misma cantidad de agua.
 - Las secciones del jardín rotatorias son buenas prácticas
 - Por favor no replante una verdura de la misma familia en la misma sección de la verdura anterior. Desde nuestras semillas, solo el tomate y la chiltoma son de la misma familia.
 - Ponga una barrera alrededor del jardín para evitar que los animales coman las verduras. Puede usar unas ramas rotas para construir una valla.

El Insecticida Orgánico

- Muela ½ libra de "hoja de madero" o "hoja de neem"
- Deje las hojas por tres días
- Mezcle dos vasos de las hojas molidas con 20L de agua
- Rocie las plantas y la tierra con la mezcla
- Este insecticida es bueno para repeler la mosca blanca. Es mejor si usted añade el jabón líquido (para lavar los platos o ropa) al insecticida. Este jabón ayuda a pegar el insecticida a las plantas.

¿Por qué es importante tener fertilizantes?

- Ayuda con la salud de su suelo (tierra).
- Aumenta la producción de verduras y frutas.
- Las verduras y frutas sembradas en suelos con fertilizantes tienen más vitaminas y minerales, y entonces mejor calidad.

¿Por qué debe escoger fertilizantes orgánicos y no químicos?

- Los fertilizantes orgánicos son baratos y a veces gratuitos. Todos los materiales necesarios se pueden encontrar en el campo.
- Los fertilizantes orgánicos son efectivos y ayudan en la producción de su huerto.
- Los fertilizantes orgánicos no causan daño al medio ambiente y no son tóxicos para los seres humanos.

1. Plantas Verdes
¿Qué son las plantas verdes?
Las plantas verdes son plantas sembradas con el propósito de aumentar la nutrición del suelo y obtener un huerto más productivo.

¿Cuáles son los beneficios de las plantas verdes?

- Aumentan los nutrientes del suelo y esto ayuda a las plantas en su crecimiento.
- Agregan mucha materia orgánica al huerto.
- Protegen el suelo de la erosión causada por la lluvia o el aire.
- Previenen el crecimiento de malas hierbas.
- Los animales de granja pueden pastar las plantas verdes.

¿Cómo usar plantas verdes?

- Después de la cosecha o cuando quiera sembrar las plantas verdes.
- 40 a 50 días después de sembrarlas, con su azadón debe mezclarla con la tierra.
- En 2 o 3 semanas la tierra estará lista para sembrar hortalizadas.

¿Qué plantas verdes son las mejores?
Las mejores plantas son las que tienen un nivel alto de nitrógeno (N) como legumbres, dentro de ellas tenemos los distintos tipos de frijoles o ejotes.

Recomendamos las siguientes plantas:

- mostaza
- soya
- cacahuete

2. Compost (abonos orgánicos)

¿Qué es compost?
El compost es hecho de cosas orgánicas como caña de maíz, hierbas malas, grama, hojas y estiércol de animales. El compost sirve para la nutrición de las plantas.

¿Cómo hacer su propio compost?

- Escoja un lugar plano con sombra, como debajo de un árbol.
- Ponga una capa de cada material, una encima de la otra. Por ejemplo: 1 capa de grama, 1 capa de estiércol de animales, etc.
- Agrégueme agua. El compost está lo suficientemente húmedo si cuando lo toca le queda un poco de agua en la mano, pero no tan húmedo que cuando apriete salga agua. Para prevenir la pérdida de agua durante la época de lluvia, es recomendable taparlo con nilón o paja encima del compost.
- Mézclelos para combinar todos los ingredientes.
- Dos veces cada semana necesita darle vuelta al compost para ayudarlo con la ventilación.
- En 2 o 4 meses el compost estará listo para su huerto!

Información importante:

- No debe usar estiércol de humanos, perros o gatos. Tampoco puede agregar partes de animales muertos.
- El compost no debe tener mal olor. Si lo tiene, significa que no hay suficiente oxígeno y necesita darle vuelta cada día en lugar de cada semana.
- El compost va a aumentar su temperatura. Eso es normal y necesita pasar porque es parte del proceso de combinación y transformación de los materiales orgánicos a compost.
- Sabe que el compost está listo cuando ya no se pueden distinguir los materiales utilizados.

¿Cómo aplicar el compost?
Póngalo encima de su huerto antes de sembrar. O puede ponerlo en los espacios alrededor de las plantas. Puede usar mucho porque no va a dañar las plantas.

3. Lombricultivo
El uso del lombriz ayuda el procesamiento del estiércol y es ideal como un fertilizante. US\$15-20 por kilo de lombrices







- Una lata de aproximadamente 20 lombrices puede procesar 5 x 3 x 2 pies del estiércol en una semana a dos meses.

Mezcla una parte del estiércol con una parte de las cáscaras de arroz tostadas

Country: Nicaragua

Seed Guide created to provide instructions on how to plant and maintain a family garden and create awareness about nutritional benefits related to vegetables as a complement to offering Vegetable Seeds through the MCM


1.c Water Purification Bucket Maintenance and User Manual

| Instrucciones para mantener y usar el purificador ILAC | |
|---|---|
| <p>! Atención: Hay que leer y seguir totalmente las instrucciones para lavar y usar el purificador para que tenga agua limpia y sin bacteria para Ud. y su familia.</p> | |
| ANTES DEL PRIMER USO | |
| Parte 1: Desinfecte la cubeta de abajo | |
| <p>Paso 1: Lávese las manos bien.</p>  | <p>Paso 2: Ponga un litro y medio de agua purificada en la cubeta de abajo. Después, disuelva 6 a 10 gotas de cloro en el agua.</p>  |
| <p>Paso 3: Moje un paño limpio con el agua clorada en la cubeta, y use este paño para fregar el interior de la cubeta.</p>  | <p>Paso 4: Use el mismo paño para lavar la llave dónde sale el agua adentro y afuera de la cubeta.</p>  |
| <p>Paso 5: Bote el agua que está en la cubeta, y vuelva a llenar la cubeta tres veces mas con agua purificada o clorada. Cada vez que la cubeta está llena, enjuáguela sin usar la mano y después vacíe la cubeta.</p>  | <p>Paso 6: Lave el exterior de la cubeta con el paño mojado con agua y cloro de la cubeta.</p>  |

Country: The Dominican Republic

Maintenance and users manual for ILAC Water Filtration Bucket created to instruct users on how to maintain and operate the ILAC and inform users and sellers to increase the life of the product and benefits it provides


2.a SolCom Centro – Solola: Water Purification Savings Calculator



AHORRE DINERO

Y vele por el bienestar de su familia con un...

¡Purificador De Agua!


=


500 GARRAFONES
Q5,000 - Q7,500

Cada Purificador de Agua incluye:

- Dos recipientes
- Candela de Cerámica, Carbón, y Plata
- Tapadera
- Chorro para consumo
- Pashte

Beneficios:

- Ahorre miles de Quetzales al año
- Mantenimiento fácil y eficiente
- Filtra 5 galones de agua cada 6 horas
- Tecnología internacional en Purificación

Sus Ahorros:

Garrafones c/Semana: _____

Gasto Mensual: _____

Gasto Anual: _____


Costo de Purificador: **Q395**

Ahorro potencial (en un año):

¡CONTÁCTENOS!

Nombre de la coordinadora:

Numero de contacto:



Country: Guatemala

Savings Calculator and promotional flyer for the Water Purification Buckets offered at the Solcom Centro in Solola that CA's and CP's use to promote Water Purification Buckets and create awareness of economic benefits after purchasing the product

2.b Cooperativa de Tejadores de Nebaj: Product Labels



Verónica

Tiene 21 años pero empezó a telar cuando tenía ocho años. Su madre le enseñó pero ella hizo su propio negocio y Verónica se encargó la tienda de textiles. Su esposo Diego ayuda a las mujeres con sus negocios y también ellos tienen un hijo.

Cada producto tiene símbolos y colores diferentes de la cultura de Nebaj. Los símbolos son como una historia de los ancestros. Se puede tardar una semana para hacer una bufanda hasta tres meses para hacer un huipil.



Maíz – fundación de la comida y la familia

Pájaro Quetzal – representa la paz y la libertad

Caballo

Rojo

Negro

Blanco



Jacinta

Jacinta tiene 49 años. Ha vivido en Nebaj toda la vida y empezó a hacer la tejada cuando tenía 12 años. Durante la Guerra buscaba trabajo en el capital pero cuando vino la paz regreso a Nebaj donde ella continúa telar. Ella tiene 6 hijos.

Cada producto tiene símbolos y colores diferentes de la cultura de Nebaj. Los símbolos son como una historia de los ancestros. Se puede tardar una semana para hacer una bufanda hasta tres meses para hacer un huipil.



Maíz – fundación de la comida y la familia

Pájaro Quetzal – representa la paz y la libertad

Caballo – Transportación para los productos

Rojo – amor y fuego

Negro – enfermedad y muerte

Blanco – adolescencia y virgen

Country: Guatemala

Product labels for Cooperativa de Tejadores de Nebaj created to include with the sale of aristan products, profile individual woman weavers, attract visitors, and increase sales at their cooperative designed and created after conducting interviews with the women weavers

2.c Centro Explorativo: Maps



Country: Guatemala

The map created and painted at El Centro Explorativo will be used to teach children about Guatemalan geography as well as increase awareness and knowledge of their local history and culture

2.d Proyecto Santo Tomas: Promotional Flyer

Country: Guatemala

A promotional flyer Proyecto Santo Tomas can use to create awareness of their work in their community as well as deliver to visitors and volunteers to establish contacts with international organizations as well as within their community

2.e Sumak Ahuana: Brochure



Las Mujeres

La Organización de Sumak Ahuana

Nuestra Historia
Sumak Ahuana es una organización de mujeres en la comunidad de Pulingui, Riobamba. Empezó en 2006 con la meta de dar mano de obra a la comunidad, hacer un futuro, destacar la cultura, y trabajar en el turismo. Enseñan y demuestran sus artesanías a la gente para que todos valoren su trabajo y aprendan de la cultura.

"Me encantó esta experiencia. Era muy amable conocer a las mujeres y su cultura, y también sus productos son lindísimas."
Mónica Torres – Puerto Rico, EE.UU

"Compré productos muy distintos y también tenía una experiencia muy bonita de esta cultura."
Xinwei Li – Jinan, China

"Recomiendo esta experiencia porque se puede ver una parte de la cultura del Ecuador y compartir con su gente."
Alex Schoemann – Calgary, Canadá

Maria Ángela Pacheco
La pionera de la organización que motivó a todas a exponer sus talentos.

Elizabeth Guaman
Su meta es seguir adelante y ayudar a las familias campesinas que tienen necesidades.

María Cristina Guaman
Su aspiración es tener una tienda turística para vender los productos.

María Eusebia Chacha
Tiene dos hijos y espera seguir adelante con el trabajo.

Agustina Guaman
Su meta es culminar sus estudios, destacar su cultura, y en el futuro hacer una cooperativa.

Angela Gualancañay
Quiere compartir con toda su cultura y artesanía.

María Rosario Pacheco
Ella es la secretaria de la organización.

Teresa Concho
Que tener más para sus hijos y para vender para la organización

Rosa Guaman
Su objetivo es sustentar a la familia y ayudar a su esposo enfermo.

Adela Flores
Seguir el grupo adelante y tener un mercado propio para vender los productos.

Productos



- Bufandas
- Corras
- Guantes
- Medias
- Chalinas
- Suéteres
- Ponchos
- Diademas
- Maletas
- Bolsas
- Cojines



Excursión Turística



Ofrecemos excursiones de todo el día a los turistas. En la mañana se puede ver nuestra demostración de como hacemos nuestros productos empezando de como tresquilamos el borrego hasta el ultimo proceso de como fabricamos las prendas. Tambien se puede apreciar la cultura, el paisaje, y la convivencia de los turistas con las familias.

Barrio Santa Anita
Comunidad Pulingui
Riobamba, Ecuador
Tele: 091 065 676
aguguanan@hotmail.com

Sumak Ahuana



Grupo de Mujeres Artesanas

Una organización de mujeres creada en la provincia de Chimborazo

Country: Ecuador

Promotional flyers designed and created for Sumak Ahuana to market the artisan group, attract more visitors and increase sales

2.f Asociacion Autonoma 23 de junio: Brochure

Nuestra Ubicación

El Pueblo de San Pedro de Vilcabamba está ubicado a 2 km del centro de Vilcabamba en la dirección de Loja. El viaje dura 5 minutos en transporte de la terminal en Vilcabamba o puede llegar a pie, caminando 30 minutos por la vía principal.

Our Location

San Pedro de Vilcabamba community is located 2 km from the center of Vilcabamba. It is a 2 minute bus ride from the Vilcabamba terminal or a 30 minute walk along the highway.

Mapa de San Pedro de Vilcabamba

Productos de Papel Reciclado
Recycled Paper Products

Asociación Autónoma
23 de Junio
Autonomous Association
23rd of June

San Pedro de Vilcabamba
Loja, Ecuador

Como Contactarnos:
How to Contact Us:

Teléfono: 072-640-189
Celular (Elvía): 092-434-189
Correo: Asociacion23dejunio@yahoo.com
Página de web: www.colmarverdes.org/ecuador_producto_depapel_reciclado.php

¿Quiénes Somos?

Actualmente trabajamos 9 socios en la "Asociación Autónoma 23 de Junio." Empezamos con el proyecto de papel reciclado en 1998 con la colaboración de una voluntaria de Cuerpo de Paz. Además hacemos y vendemos café tostado y molido. Trabajamos para fortalecer la asociación y para ayudar a nuestra comunidad y nuestras familias.

Who are We?

Currently we have 9 associates working at the "Autonomous Association 23rd of June." We began our recycled paper Project in 1998 with the collaboration of a Peace Corps volunteer. We also make and sell ground and toasted coffee. We work to strengthen the association and to help our community and our families.

Nuestros Productos

Hacemos una variedad de productos diferentes, todos hechos de papel reciclado, plantas y flores locales. Ofrecemos libros, agendas, tarjetas, bolsos, cajas, paquetes esquelos, y mucho más.

Our Products

We make a wide range of products, all made from recycled paper and local plants and flowers. We offer books, agendas, cards, bags, boxes, stationary and more. Additionally, we fill orders specific to the customer's preference. Each product is made by hand and no two products are exactly alike.

Visitas a Nuestra Asociación

Nosotros siempre estamos disponibles a recibir visitantes y explicarles lo que hacemos con nuestro trabajo. Estamos en la asociación durante la semana, lunes a viernes, 8:00-12:00 de la mañana y 1:00-5:00 de la tarde, pero llámenos para planificar su visita. Busque al reverso para ver como llegar a nuestra asociación.

Visits to our Association

We are always available to receive visitors and explain our work to them. We are in the association during the week Monday through Friday, from 8:00-12:00 in the morning and from 1:00-5:00 in the afternoon, but please call in advance to schedule your visit. Please look in the back of our brochure to see how to reach us or for directions.

Country: Ecuador

Promotional flyers designed and created for Asociación Autónoma 23 de junio to market their recycled paper products, attract more visitors and increase sales

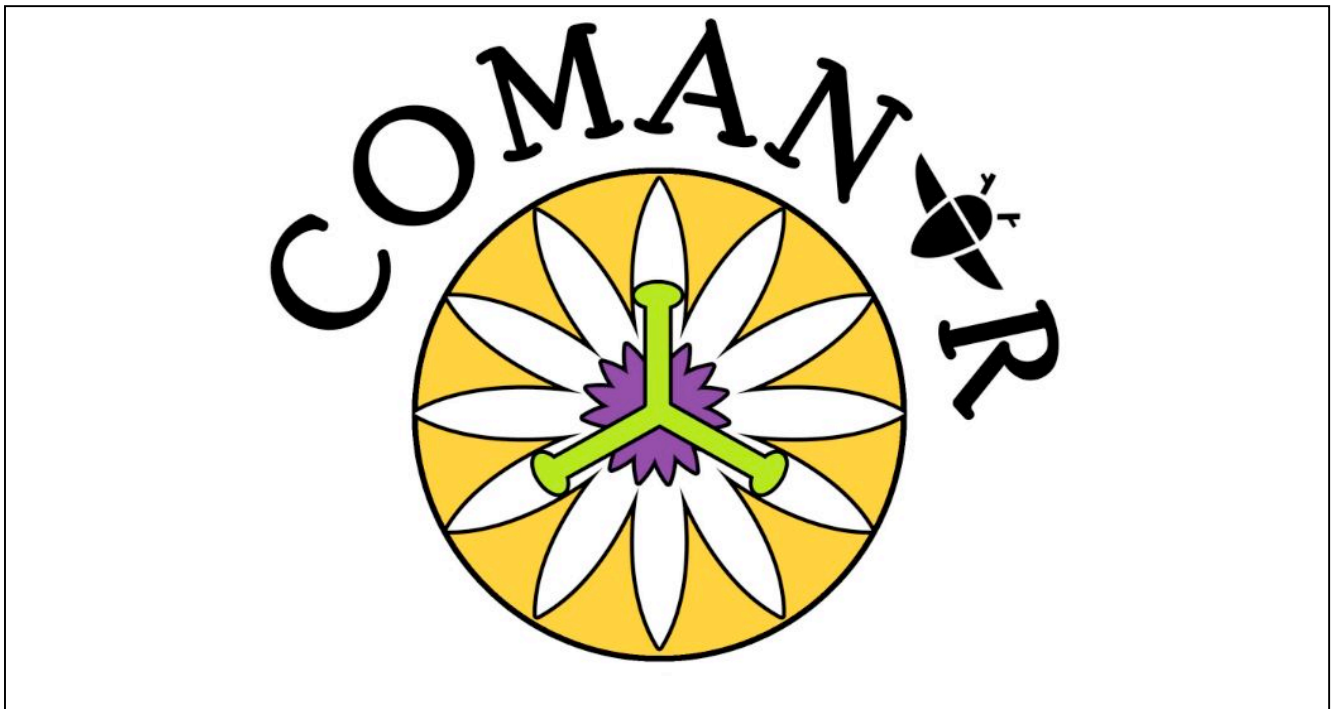
2.g Amor y Fortaleza: Logo



Country: Ecuador

New logo designed and created with Amor y Fortaleza as a marketing tool to establish the organization as a professional artisan group

2.h COMANOR: Logo



Country: Nicaragua

New logo designed and created with Cooperativa de Maracuyá del Norte (COMANOR) as a marketing tool to establish the organization as a professional agricultural cooperative

2.i Casa de Tradiciones: Product Catalog



Reyna Treminio
La Artesana • The Artisan

Reyna Treminio está a la vanguardia de un resurgimiento cultural. Con sede en León, Nicaragua—su ciudad natal y la fuente de su inspiración artesanal—Reyna crea obras de arte que encarnan el rico patrimonio de Nicaragua en sus representaciones de los mitos y leyendas famosos. Su misión es fomentar interés entre ambos los nicaragüenses y los visitantes que han buscado una curiosidad para aprender más sobre el legado cultural de Nicaragua. Ella ha sido premiada primer lugar por sus máscaras y Segundo lugar por su escultura de la gigantona, presentados por El Instituto Nicaragüense de Cultura.

Reyna Treminio is at the forefront of a cultural revival. Based in León, Nicaragua—both her hometown and the source of her artisanal inspiration—Reyna creates pieces that embody Nicaragua's rich heritage through her depictions of famous myths and legends. Her mission is to not only engage Nicaraguans, but also visitors, who have found interest in learning more about Nicaragua's cultural legacy. Her recognitions include first place for her masks and second place for her giantess figurine awarded by the Nicaraguan Institute of Culture.

“ Yo soy de León, y me encanta la cultura.
I am from León, and I love the culture. ”



Country: Nicaragua

One page of a 15-page product catalog for local artisan Reyna Terminio with information on the artisan and cultural context, prices and variety of products that she can use to promote her work during fairs and send digital copies to international clients

2.j Bo-Kaap Cultural and Heritage Gateway: Logic Model

| INPUTS | ACTIVITIES | OUTPUTS | MEASURING TECHNIQUES | INDICATORS OF SUCCESS |
|---|--|---------------------------------------|--|---|
| Venue (R100/nr, 8hours. Max people 500) | Set up of market | Actual market (1st Saturday of month) | Tracking products (Halal, homemade) | Increase attendance of tourists and locals by 50% each quarter. |
| labor (R250) -Set up -Clean up | Clean up(market) | (Financial and Social benefits) | Attendance rate at market(who comes ?locals, tourists etc) | Maximise number of vendors(50) |
| Vendors (35-40) | Subsidised tables for youth and elders | | Track type of products (food, crafts etc). | Increase all vendors' income by 25% of each quarter. |
| Volunteers (Max 50) | Coordination with vendors | | Track amount made by vendors (end of market day) | Have 50% of vendors be entrepreneurs outside market each quarter. |
| Pamphlets | Advertisement : (posters days before, monthly press releases) | | Survey at the end of each market and by quarter. | |
| Market coordinators (2) | Develop themes :cooking demonstrations, | | | |
| goods/product (Unique and homemade) | Distribution of pamphlets | | | |
| | Making and selling of goods | | | |
| | Committee members networking(Networking with business professionals) | | | |

DESIRED OUTCOME :
 1. Cultural exchange.
 2. Create platform to earn income for vendors of market.

Country: South Africa

A Logic Model created to identify key components of and plan for the launch of a community market by Bo-Kaap Cultural and Heritage Gateway

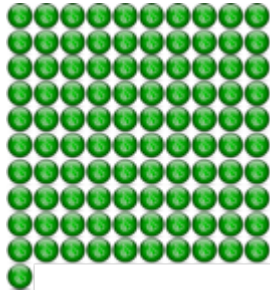
9. Social Entrepreneur Corps Intern Outcomes

Program Completion Intern Survey Summary Results

Overall Evaluation

1. I would recommend Social Entrepreneur Corps to others.

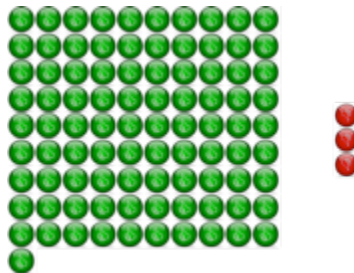
(Agree/Strongly Agree: 101, Neutral: 6, Disagree/Strongly Disagree: 0)



Personal Evaluation

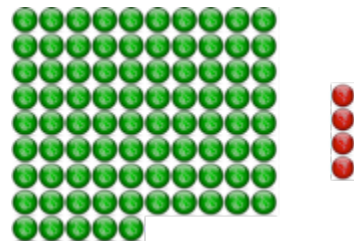
1. I believe that Social Entrepreneur Corps has been valuable to me from an educational perspective.

(Agree/Strongly Agree: 91, Neutral: 5, Disagree/Strongly Disagree: 3)



2. I believe that Social Entrepreneur Corps has been valuable to me from a professional growth perspective.

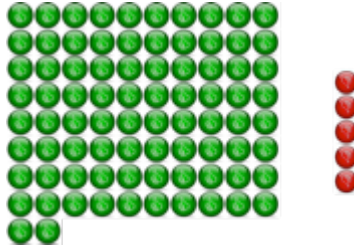
(Agree/Strongly Agree: 85, Neutral: 10, Disagree/Strongly Disagree: 4)





3. I would rank Social Entrepreneur Corps as one of the MOST important learning experiences of my collegiate career.

(Agree/Strongly Agree: 82, Neutral: 11, Disagree/Strongly Disagree: 5)



4. I believe that Social Entrepreneur Corps has been valuable to me from a personal growth perspective.

(Agree/Strongly Agree: 94, Neutral: 4, Disagree/Strongly Disagree: 1)

