

Key strategic elements for Regional Sustainable Rural Development

**Case: Water forever Program and
Quali Cooperative Group in Mexico
-experience in social cooperation-**

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Community Led Local Development

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Departure point: ethical choice -> leads to commitment.

Strategy: Insertion and long-term permanence:

- 1) To establish a **regional sustainable development civil agency**, for permanent dialogue that helps social trust to thrive;
- 2) Adopt the **perspective of the least-favored** –as demanded by the principles of political ethics.



Key: inter-disciplinary professional team committed to promote cooperative social participation to face their problems.

How to mobilize people into action?

Methodology: *Participatory Research -Action*

Identify the ***axis problem*** : water scarcity

Focus and strive to develop feasible and adequate solutions.



Related to water scarcity, people also identified:

Food + Income + Health

They are **vital values** - fundamental **value of human life**.

They are **basic felt needs** to assure a **dignified life** for people.

Strategy: Watershed approach, allows to harmonize:

- Territory where natural phenomena occur, and where
- social life, culture and economy of peoples enrich and flourish.

Integrated natural resources management: soils, vegetation and water.
Organic agricultural practices to avoid soil and water contamination.



Key: Being a civil development agency with citizens' participation allows to overreach political and administrative boundaries, and organize affected population



Ecological Regeneration of Watersheds

Social Organization for production

Institutional Human Resources Development

Geographic Information System

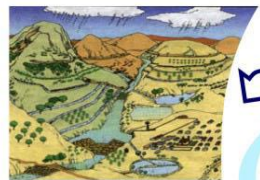
Development Finance adequate instruments

Human Resources development in the Rural Areas

IN-ACTION ORGANIZATION AND EDUCATION

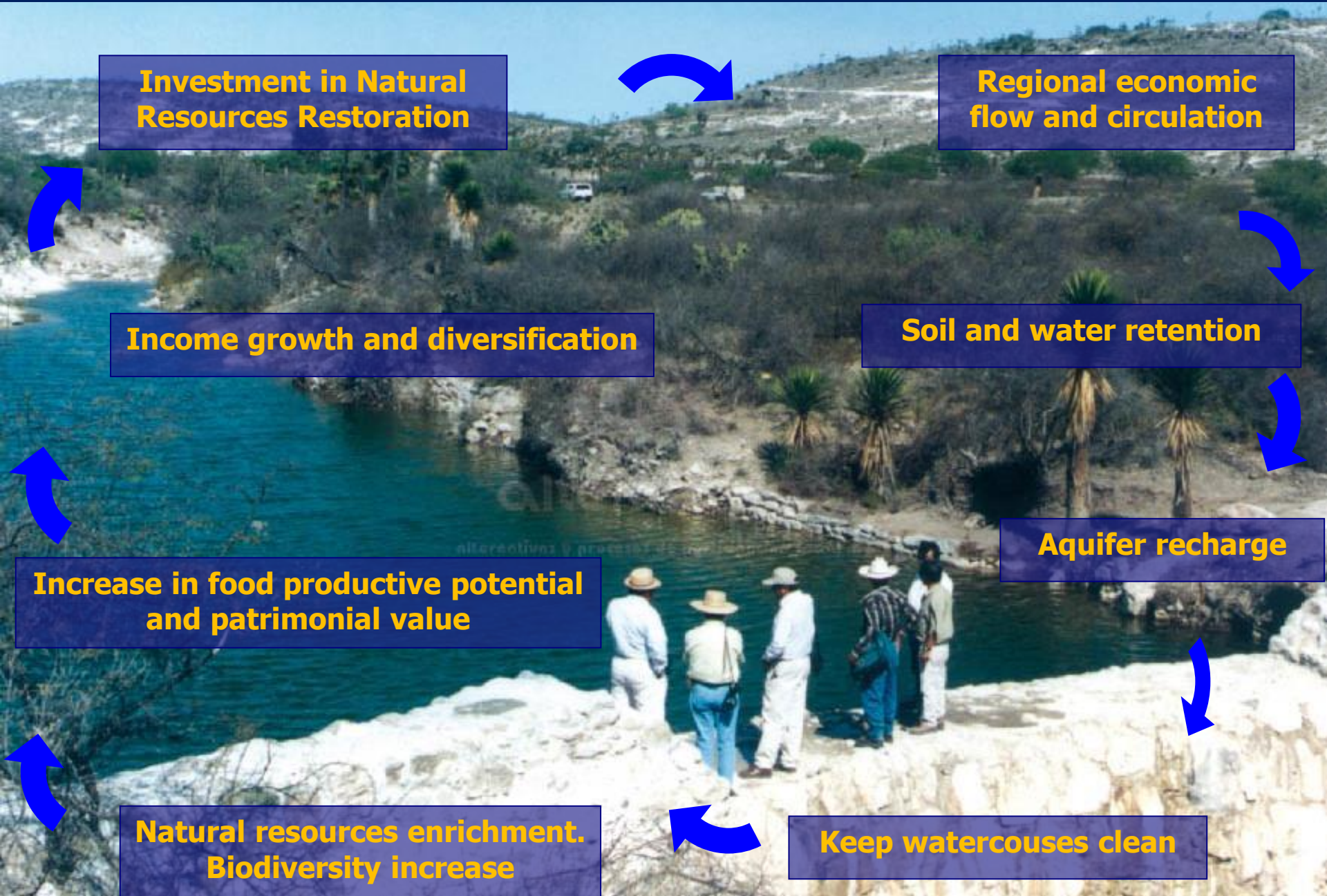
ADEQUATE TECHNOLOGY DEVELOPMENT AND UTILIZATION
R+D+i+E
Research & development, innovation, entrepreneur adoption

ENVIRONMENT REGENERATION



Economic Flow through Employment

Virtuous circle of ecological regeneration for regional development



Investment in Natural Resources Restoration

Regional economic flow and circulation

Income growth and diversification

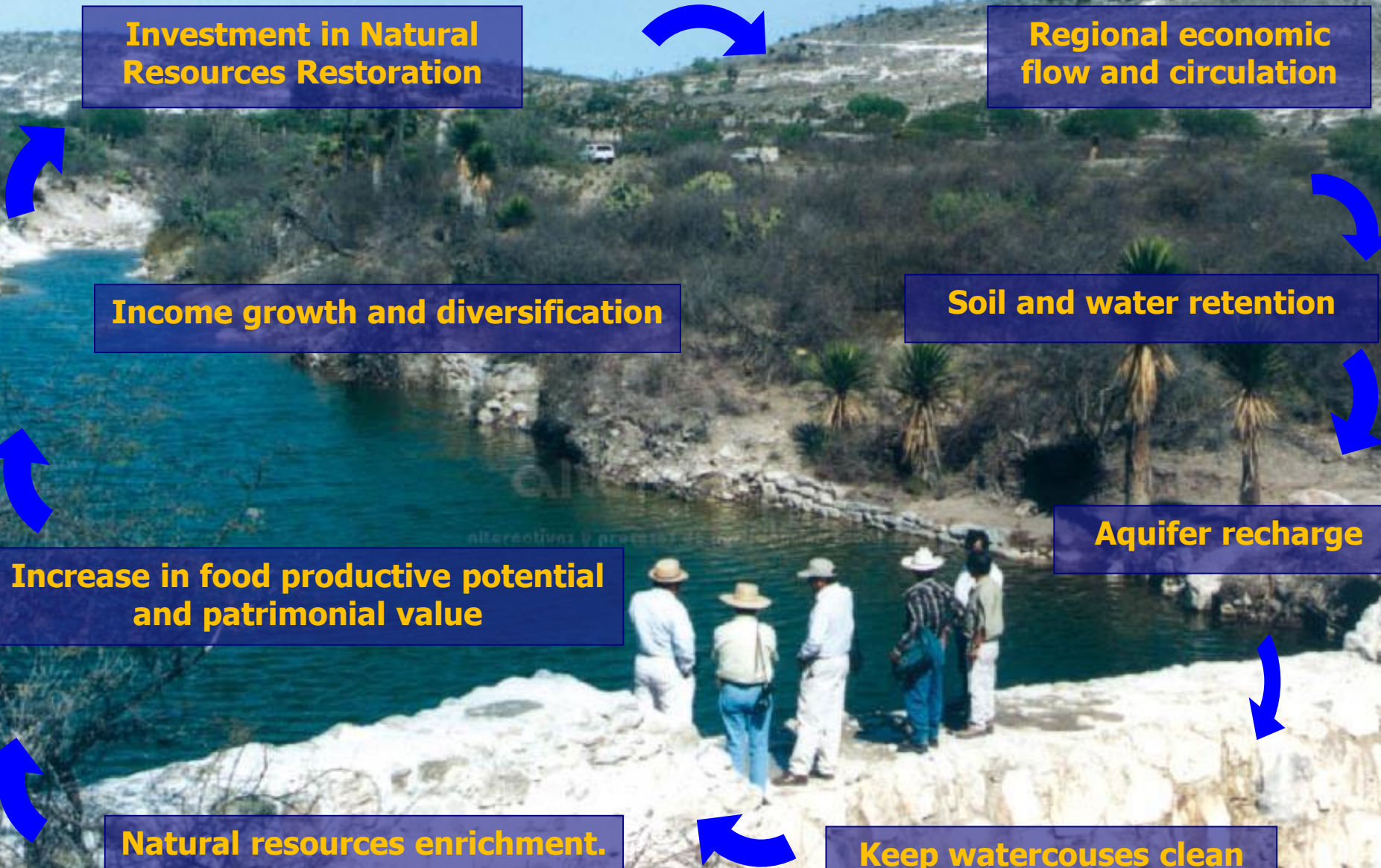
Soil and water retention

Increase in food productive potential and patrimonial value

Aquifer recharge

Natural resources enrichment. Biodiversity increase

Keep watercouses clean

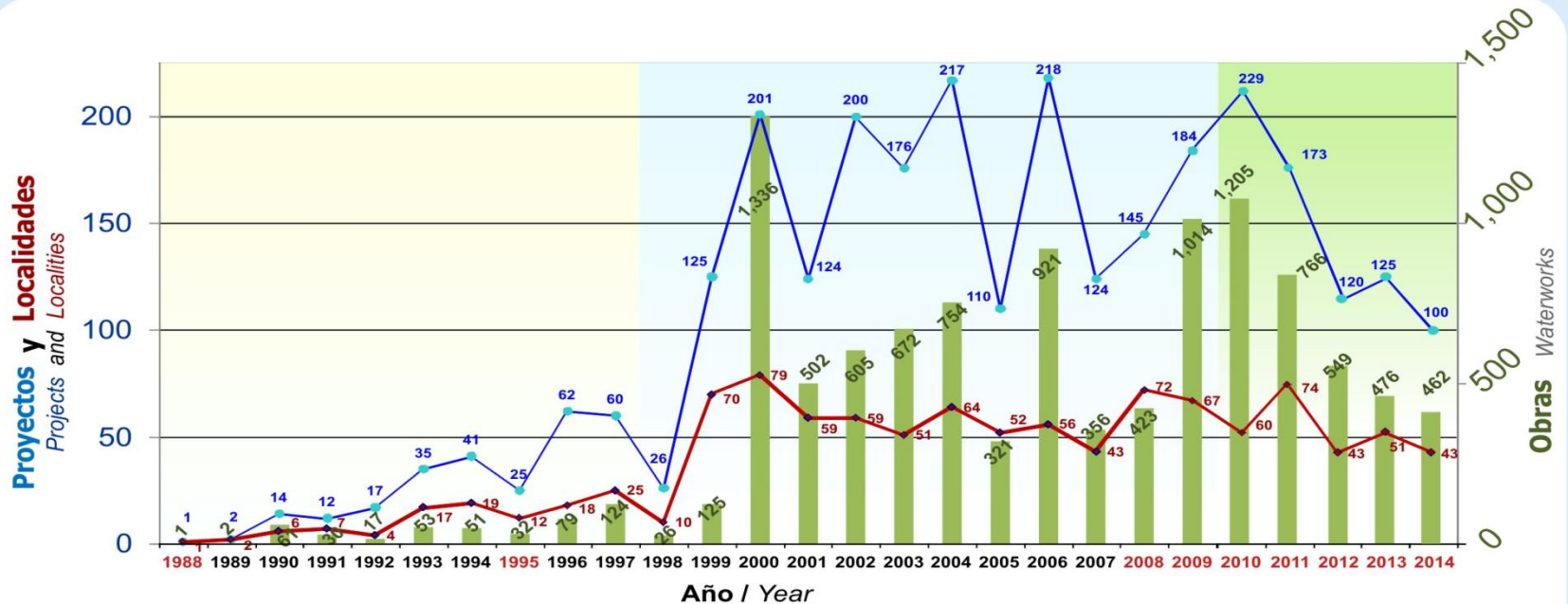


Strategy: operative capacity creation and institutionalization. It becomes a "Good of order" that denotes patterns of cooperation



Pueblos, proyectos y obras hidroagroecológicas / Villages, projects, hydroagricultural works Anual / Annual Period

2014 Dic



—●— Proyectos / Projects
—●— Localidades / Localities
■ Obras / Waterworks

Obras
Hidroagroecológicas
Hydroagricultural works

Proyectos / Projects	2,868
Obras / Waterworks	10,965

Población Beneficiada / Beneficiaries

Estado / States	Municipios / Municipalities	Localidades / Localities	Población Beneficiarios / Beneficiaries
Puebla	36	141	215,464
Oaxaca	28	81	42,218
Veracruz	3	3	646
Total	67	225	258,328

Territorio Beneficiado
Benefited area

Cuencas tributarias / Tributary Watersheds	35
Superficie km ² / Area	8,000

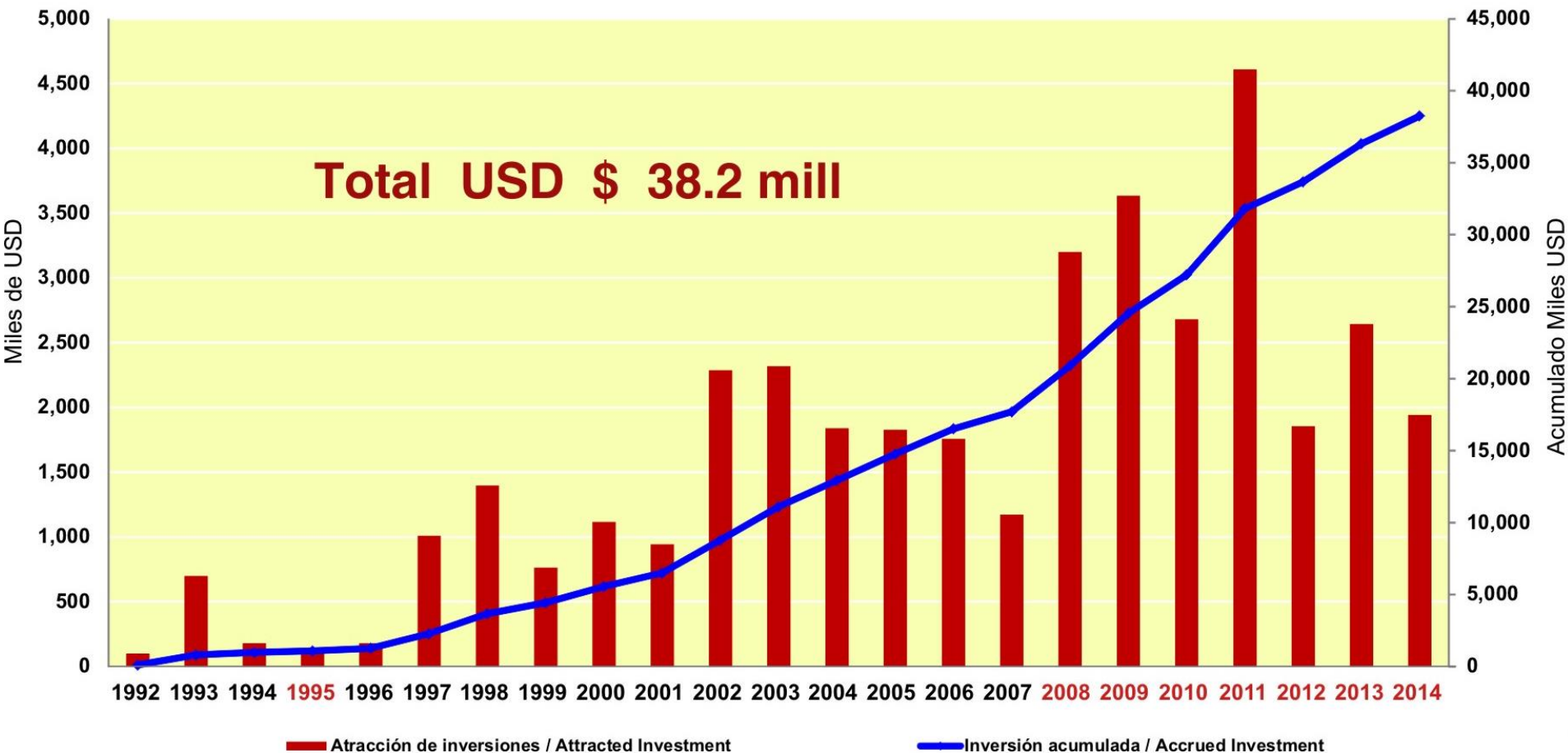
Development of investment instruments

Estrategia: desarrollo de instrumentos de inversión



Atracción de Inversión a la Región

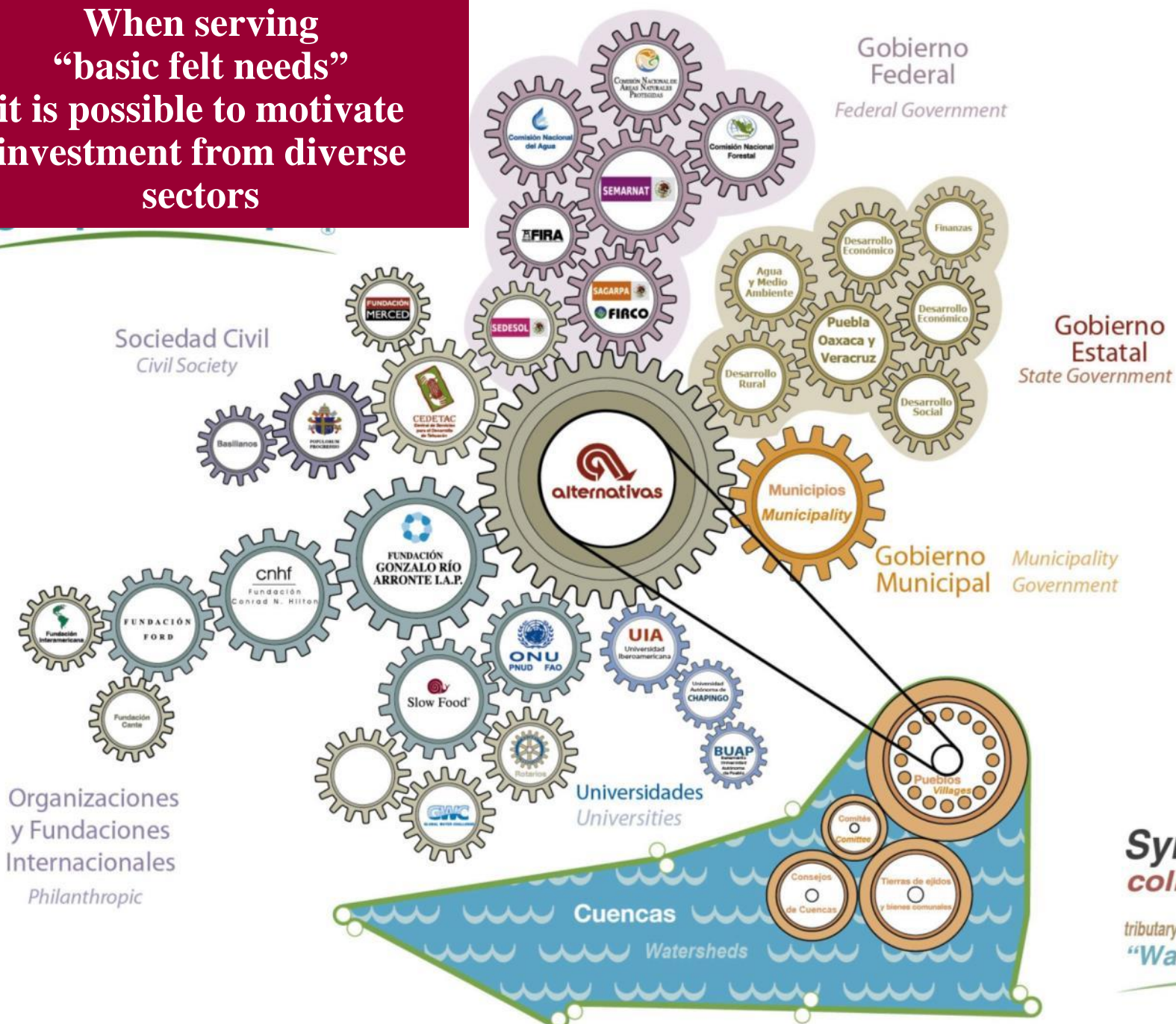
Attracted investment to the region
1992 - 2014



*Multiplying factor –
High regional impact*

Factor Multiplicador –
Alto impacto regional

When serving
“basic felt needs”
it is possible to motivate
investment from diverse
sectors



**Synergistic
collaboration
for ecological
tributary watershed regeneration
“Water Forever”**

Strategy: Innovative in-action education, to strengthen capacities.
Quality Sustainable Development Education and social visibility.



Visibility and reach:
187 000 visitors
40 000 people trained

Educational focus for social promotion

UN Decade for education for sustainable development - 2005 – 2014
and Millenium Development Goals - 1990 - 2015

Strategy: revival of indigenous culture's richness
Amaranth recovery, together with maize and beans



Strategy:

Regional Cooperative: integrated agro-industrial chain
Aggregate Value allows formal employment generation



Appropriate technology Center:
Investment in innovation

**Restless commitment to
quality and food safety:**

Strategy: Tasty and highly-nutritious Amaranth-food



**PREMIO NACIONAL
AGROALIMENTARIO**

2012



2008
2005



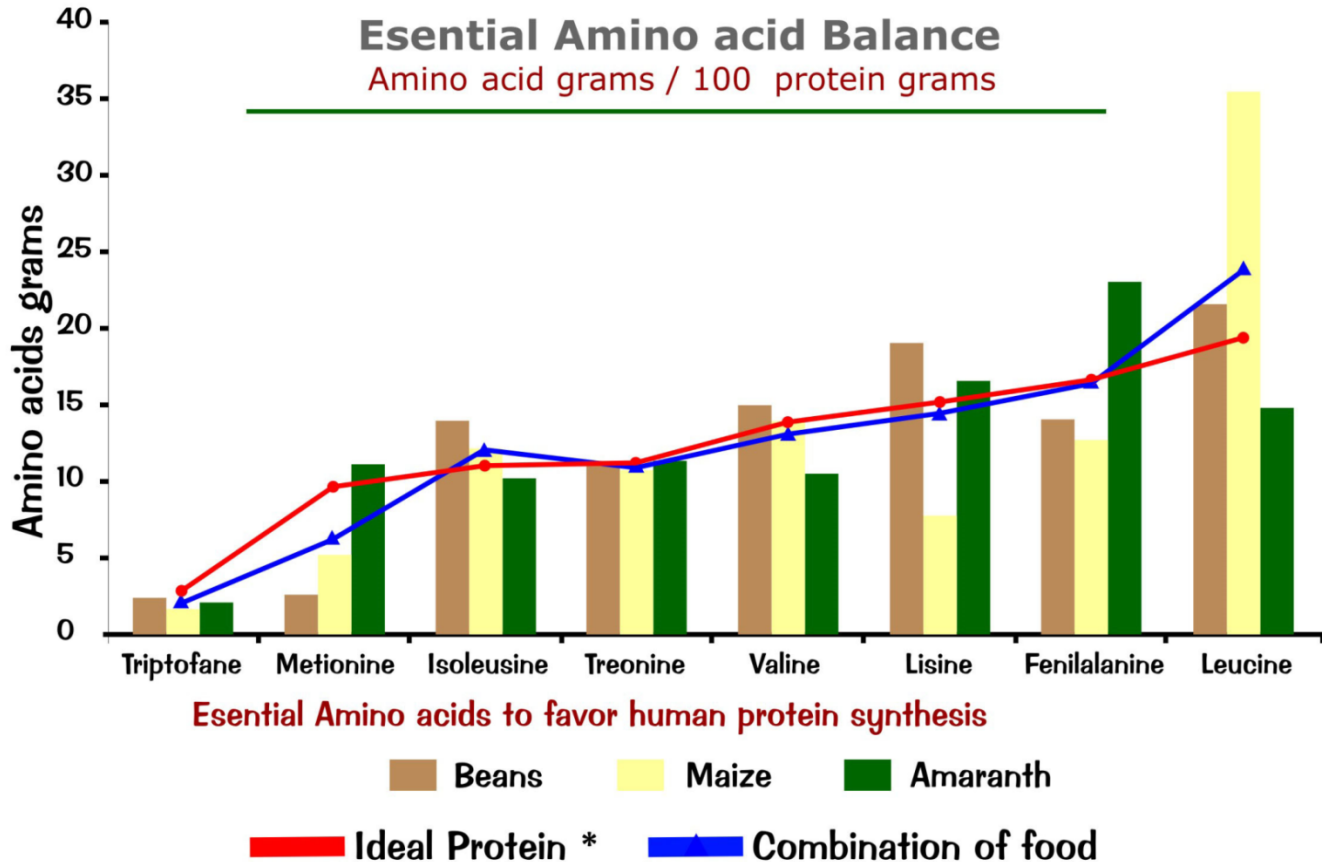
Año Internacional de las Cooperativas

Organic and gluten-free certified, quality awarded

Outstanding results in children nutrition recovery: 2007 – 2013

Formula: amaranth food complement during 9 to 12 months
= 78% improved and 54% total recovery of children

“The best amino acid combination to synthesize **ideal protein** -i.e. breast milk- is achieved with **maize, beans and amaranth**”



Social confidence impels sustained growth. both from producers and consumers



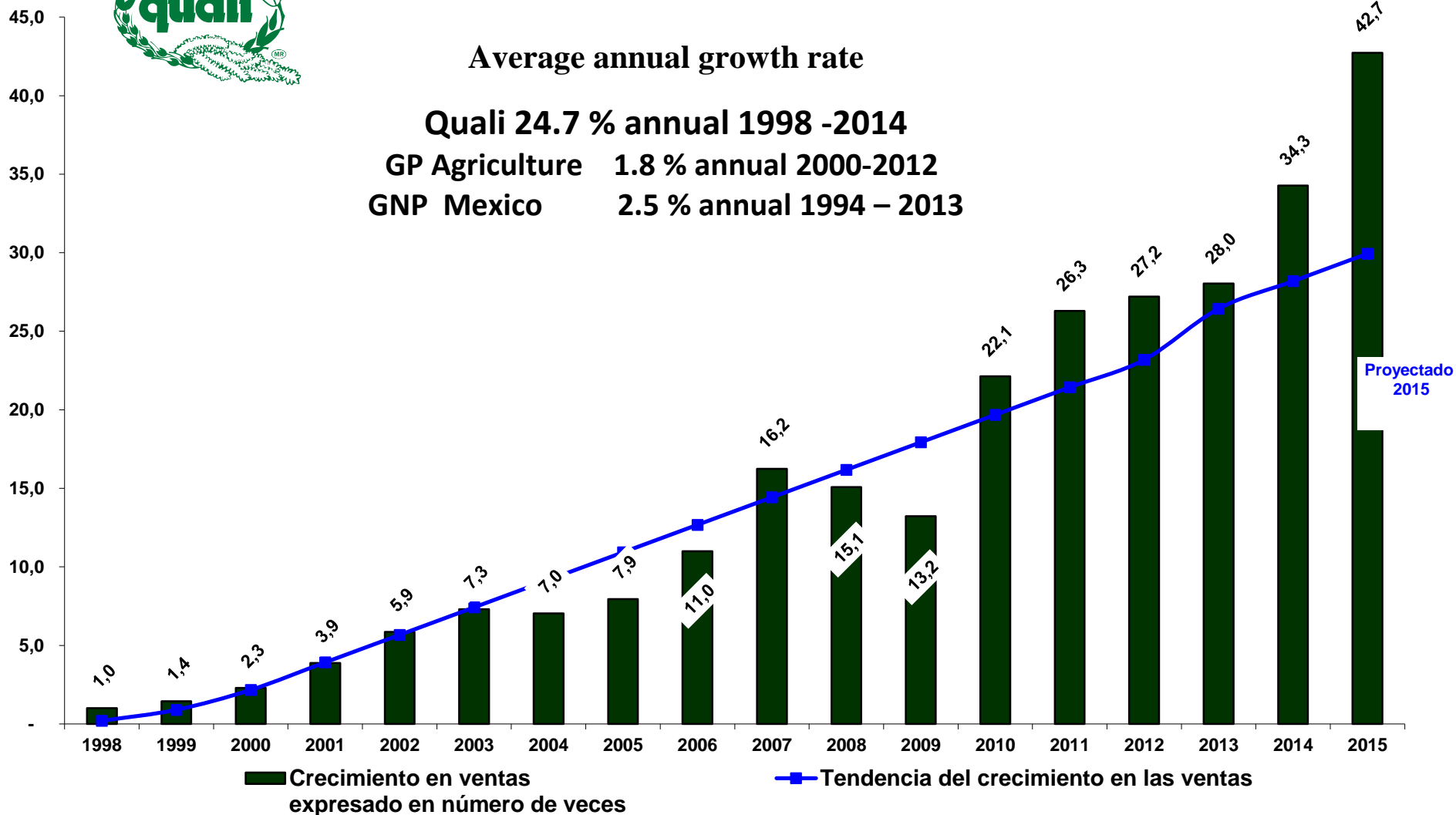
Amaranth food sales increase 1998 - 2014

Average annual growth rate

Quali 24.7 % annual 1998 -2014

GP Agriculture 1.8 % annual 2000-2012

GNP Mexico 2.5 % annual 1994 – 2013



Strategy: Organize a social network of allies
-creating jobs- to serve consumers in diverse markets

The Allied Network
of conscious people links:

- ✓ Producers
- ✓ allies
- ✓ consumers
- ✓ Regional society.



Our daily consumer decisions,
define our development model

This is really in our hands!



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