

# Micro-enterprises: A way to built bridges in communities in coastal zones

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2018 WIDECAST Annual Meeting



DETRÁS DEL PESCADO

COSTA RICA is 10 times more big in the  
Ocean the land



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Coast in two Oceans



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90,000 species



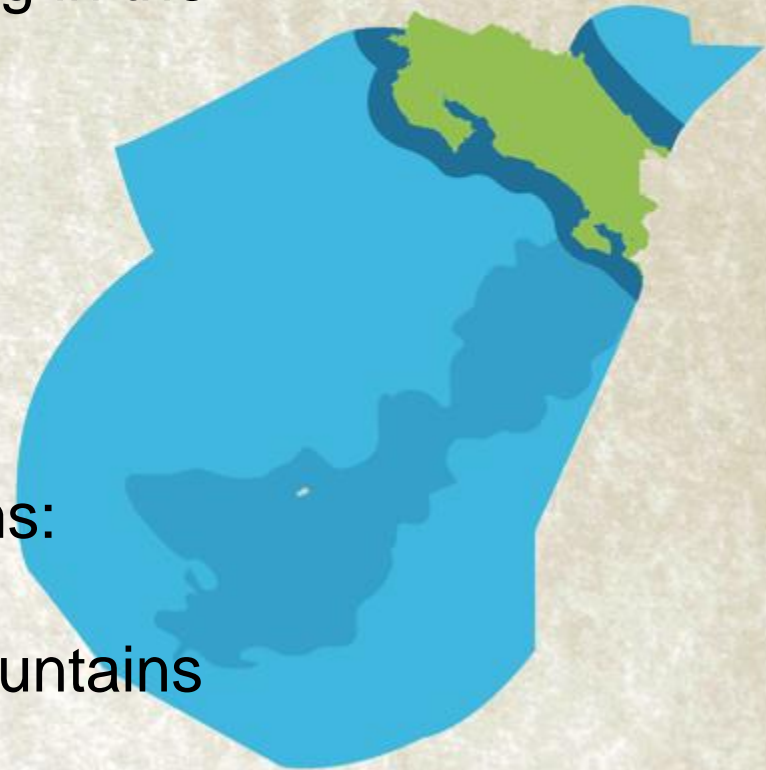
COSTA RICA is 10 times more big in the Ocean the land

Coast in two Oceans

90,000 species

Very important marine ecosystems:

Mangroves, sea grasses, sea mountains



## Problems:

Hunting/collecting

Pollution

Illegal building on coasts

Lost of critical habitats

Others



# Why people take turtles?

- Lack of socio-economic opportunities
- Poverty
- Level of education
- Drugs



# Coastal Communities

- Basic education level
- No economy or basic economy
- No public services (water, road, electricity, medicine, school, etc).
- Absence of markets
- Security problems
- Family problems



# Coastal Communities

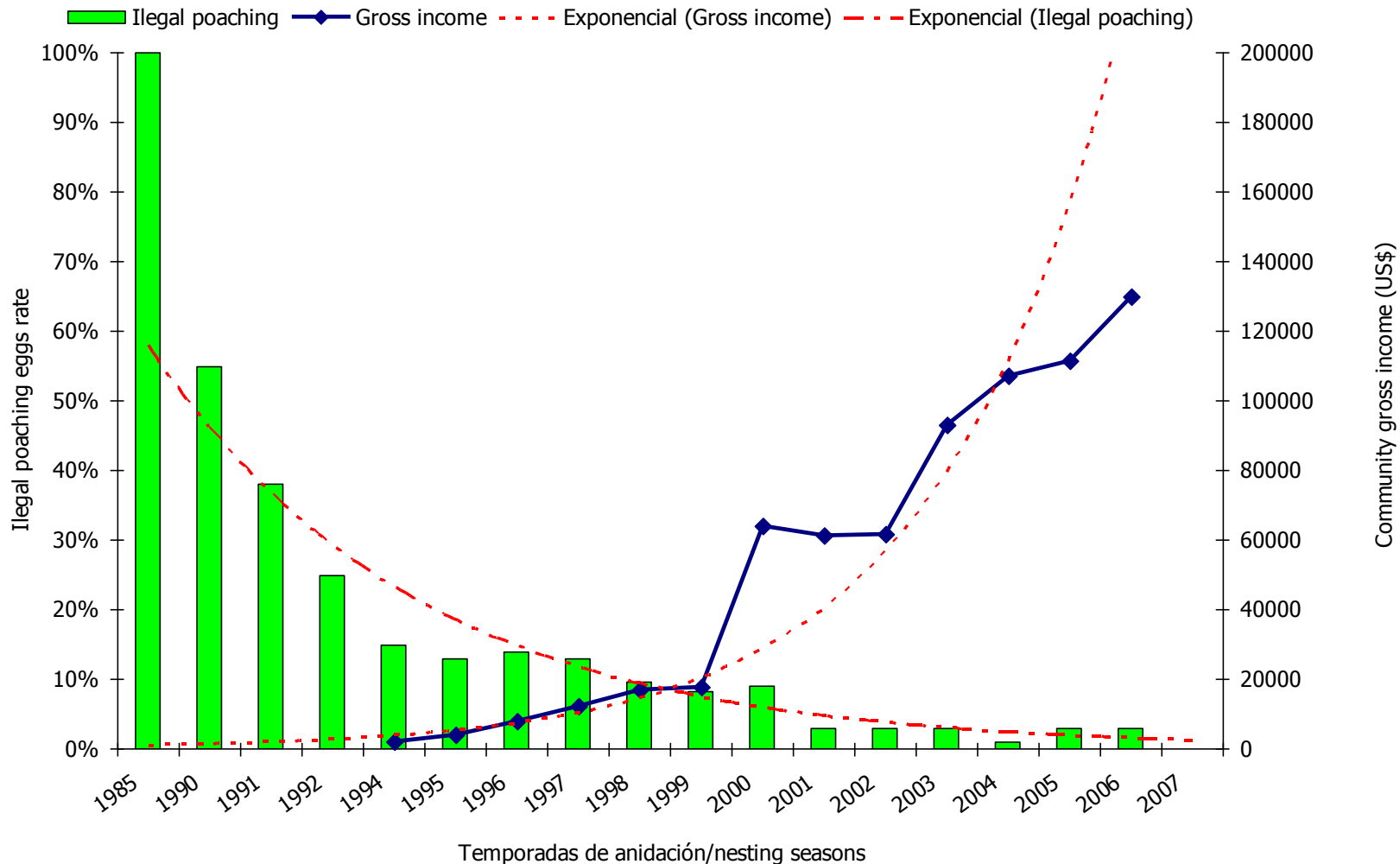
- Hunters\*
- Collectors\*
- Fishermen\*
- Farmers
- Subsistence



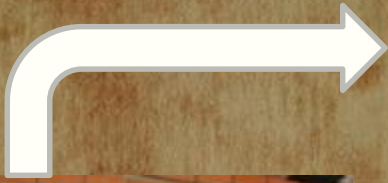
# How we can change this scenario?



# Building bridges to the alternative livelihoods



# Organizing



Alliances:

Public/Private  
Private/Private



The Model: Association

# Training





# Leadership



# Product: Quality





# Product: Standardization



Product: Represent the local culture and a e-solution



# Product: Represent the local culture and a e-solution



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Product: Represent the local culture and a e-solution



# Product: Represent the local culture and a e-solution



# Product: Commitment

“The order”



# System: Equity



# System: Local marketing and trade



# System: Ecological matter and Packing



# System: International marketing



CORPORATE ALLIANCE

WHOLE PLANET FOUNDATION

 Click here to visit our website and see more photos, stories, and videos from the field ...

Whole Foods Market Team Member Volunteer Program

Newsletter

**W**elcome home to our latest group of Team Members from Costa Rica and Guatemala! Thanks to your feedback and support, our projects continue to evolve and find more and better ways to serve the community.

The Whole Foods Market Team Member Volunteer Program offers Team Members a chance to understand and connect with the global community, the mission of the Whole Planet Foundation, and Whole Foods Market's core values in action. The pilot program was launched in Costa Rica and Guatemala. This program offers Team Members a chance to understand and connect with the global community and the mission of the Foundation by visiting communities that have been a part of micro-financing projects in the areas where Whole Foods markets sources product and becoming immersed in the local culture while participating in community development projects.

Volume 02

Team Member Tidbits . . .

 Costa Rica:



"Every day is a new adventure and sometimes I feel like I'm seeing life for the first time. We have returned to a state of purity, like innocent, wondrous children. We are indeed living a pure life."

Holly McFarland, Team Member  
Southwest Region

 Costa Rica

**W**e had a very special and significant meeting with a man named Farid Udd, a representative of the Grameen Bank. Farid is from Bangladesh but is currently in Costa Rica, away from his family for 8 years, to oversee the loans in the Limon province. A quiet, gentle, humble man, Farid explained the lending system: the different kinds of loans available, who they were available to, interest, outstanding payments, success rates, etc. All I can say is that Professor Yunus is brilliant—the wisdom and compassion he exudes just might be able to accomplish the extraordinary mission of eliminating global poverty.

We then met with a group of women who had received loans and listened eagerly to their success stories. One

Of Micro-credit

woman named Alice has used her loan to buy pigs. Another woman started up her own jewelry business. The matriarch of the group sold little cactus plants. One lady started a specialized manicure business. It was all very inspiring. Their main request or hope for the future was to get bigger loans to pay for all the things needed in initial start up costs. However, many of the women have successfully paid their loans back and therefore were able to receive second larger loans.

One thing that I found interesting was that they were only providing loans to residents of that particular province. Because Whole Planet is closely tied with EARTH University, Grameen chose to lend to that particular area because of its connection with Whole Foods. Our company has such vast influence and has been incredibly magnanimous with its power to help. It really gave me a genuine sense of pride to see what incredible organizations Whole Foods has lent the olive branch. The Core Values are the real deal.

Holly McFarland  
Team member, Southwest Region  
Costa Rican Wildlife Conservation and Community Program




"What do turtles have to do with the Whole Planet foundation? In order to do any type of turtle conservation, you have to get involved with the community."

Kyra Kirby, Team Member  
Southern Pacific Region

Continued 


# System: International marketing



Buscar


Conviértete en anfitriónGuardadoViajesMensajes


## Sea Turtle Monitoring and Research





Experiencia solidaria

Anfitrión: [Last](#)

 [Puerto Jimenez](#)


 7 horas en total

 1 comida y Bebidas.

 Disponible en Inglés

### Acerca de Last, el anfitrión

Environmental protection is a priority in Costa Rica - and we want to make it accessible for everyone to get involved! Seeing sea turtles in the wild is unforgettable - and this project allows you to be so close to them and get hands on experience in their protection.



€32,000 por persona

★★★★★ 9 evaluaciones

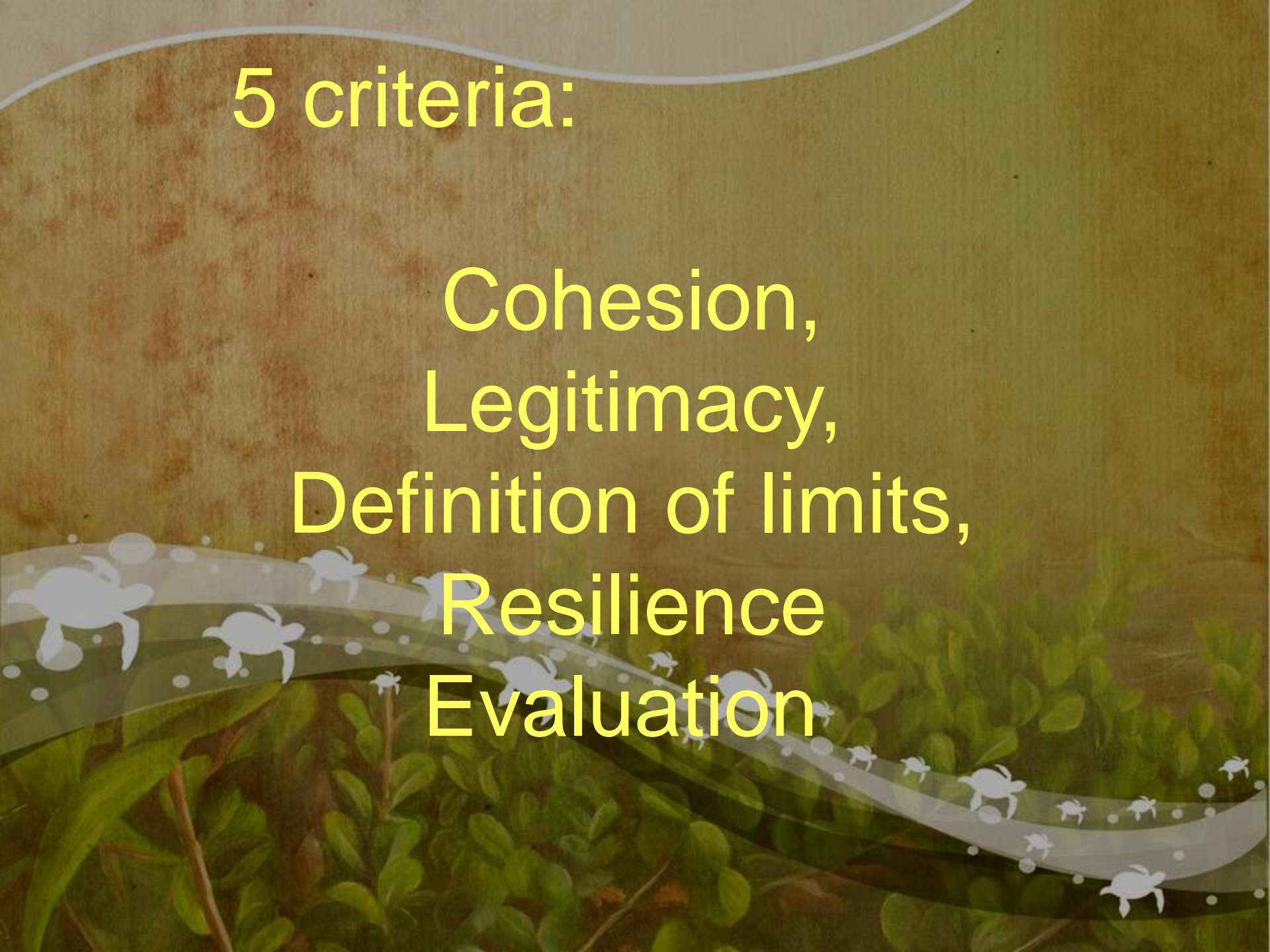
Ver fechas

# Share!

- Honduras, Cuba, Panamá, Nicaragua, México, Suriname.
- Voluntourism
- Handcrafting
- Eco-tourism
- Profesional experiences
- Many of these are connected!

5 criteria:

Cohesion,  
Legitimacy,  
Definition of limits,  
Resilience  
Evaluation





LAST  
Latin American Sea Turtles