

Fundación Alianza CEIDE: Communication on Engagement (COE)



General Information:

Name of Entity: Fundación Conservación y Desarrollo

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Conservación y Desarrollo:

Conservación & Desarrollo (C&D) is an Ecuadorian Non-Governmental Organization (NGO) dedicated to the respect for life, development, innovation, and conservation of communities through sustainable applications of natural resources.

C&D has twenty years of continued service throughout different countries in America promoting simple, yet complex concepts, such as the wellbeing of communities and their ecosystems vital for sustainable, social, and economic development. We've set out to work with different communities in both rural and urban environments by innovating critical technologies, methodologies, and norms to facilitate economic sustainability in agricultural and touristic areas.

Smart Voyager Express:

Smart Voyager Express was implemented and developed by C&D in 2000 as a norm aimed at providing businesses, tourist operators, restaurants, and bar owners with sustainable, social, and good environmental practices.

The Smart Voyager Express model provides technical assistance to guide those involved into pursuing beneficial practices of sustainable development. The norm was created to be implemented at a grand scale to help expand the use of sustainable practices by acknowledging and analyzing laws, scientific developments, and innovative services.

CEO Statement:

Quito, 27th of March 2022

To our stakeholders,

We present our Communication on Engagement (COE) of 2022. Our foundation wants to reaffirm its social responsibility and its commitment to the principles of the United Nations, and the United Nations Global Compact. This year, through C&D's educational activities, projects, and developments, we reiterate our continued transparency, responsibility, and commitment to the United Nations Human Rights Charter, the Sustainable Development Goals, and the Global Compact's Ten Principles.

The C&D Foundation pushes the development objectives through inclusive practices, which guarantee participation, gender equity, and the safeguard of natural habitats, reserves for future generations. We believe that one of the actions to achieve the parameters of sustainability is permanent innovation in all activities for the development of capacities and technology.

Finally, I'd like to reiterate the need to collaborate with all public sectors, with the aim of providing a truer answer to the necessities of society, as the union of perspectives gives way to better development and overall wellbeing.

Regards,

José Valdivieso, CEO

C&D is committed to the Ten Principles of the United Nations Global Compact, we believe all our developments abide by these principles; nonetheless, we present our latest achievements:


| Project and scope | Beneficiaries | Activities | Results |
|--|---|--|--|
| <p>Propuesta de Capacitación de gestores de proyectos productivos de organización comunitaria para 3 comunidades amazónicas</p> <p>“Given the deteriorating economic situation in Ecuador due to the Covid-19 health crisis, C&D has identified various communities in the Amazonian region where we’ve seen a decline in economic capacities due to various challenging factors such as the loss of tourist activities. We set out to strengthen these communities and educate these populations to start rebuilding their economies”</p> | <p>9 Indigenous communities of the Amazonian region in the Sucumbios and Orellana Province.</p> | <p>Identified general data from the Sucumbíos and Orellana province, as well as that of the participants to the project: Geographic, demographic, ethnographic, and productive activities</p> <p>Provided business ideas to promote productive activities in each community</p> <p>Taught basic finance, rentability, countability, and cash flows</p> <p>Provided marketing strategies such as the understanding and use of social media and the value of products locally and internationally</p> <p>Through “talleres productivos” C&D taught different manual endeavors such as the care, use, and treatment in the elaboration of chocolate</p> | <p>Capacitated communities in leadership, finance, marketing, and entrepreneurship to adequately administer their productive sectors and livelihoods</p> |

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|--|--|---|--|
| <p>Proyecto Integral de desarrollo sostenible de la cadena de valor del bambú en las islas Galápagos</p> <p>“Given the local and international potentials of Bambucaña gadua in the Galapagos Islands, its imperative to educate producers and manufactures in administrative and technical areas”</p> | <p>Producers of bamboo-caña gadua in the Isla San Cristobal of Galapagos and their communities</p> | <p>Identified producers, artisanal manufacturers, and bamboo-caña de gadua cultivation areas in Isla San Cristóbal</p> <p>Provided equipment and technical and administrative capacitation between the Consejo de Gobierno del Regimen Especial de la Provincia de Galapagos (CGREG) and C&D to the actors and areas identified</p> <p>Used various technologies to educate and train manufacturers and producers</p> | <p>Concluded the program successfully</p> <p>Provided manufacturers and producers of bamboo-caña gadua with technology, education, financial administration, and equipment</p> |
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Final remarks:

Given the significant effect that Covid-19 has had on the Ecuadorian economy, it is crucial to revitalize our economy to its fullest extent. The projects presented are examples of the capacities and abilities of C&D where we strive to educate our communities in technology, finance, entrepreneurship, marketing, law, and any other technical or administrative sectors. Throughout all our projects and endeavors we educate on the importance of sustainable development in all areas of communal economies and societies. We aim to bring transparency and accountability to the Ecuadorian agricultural sector so that Ecuadorians can compete in national and international markets. The scope of our organization maintains our strive for the development and wellbeing of our communities, to sustain and safeguard our natural reserves for future generations, and to educate our societies in matters of sustainability and human rights.

Thank you,

A handwritten signature in blue ink, appearing to read 'José Valdivieso', with a stylized flourish at the end.

José Valdivieso, CEO