

It all starts with

URBANIZATION & THE URBAN-RURAL DIVIDE

As resources converge into cities, rural areas lose attractiveness due to their lack of employment/education opportunities

so

we need

rural livelihood diversification

how?

to support

sustainable local food systems

why?

communities can reconnect to their

AUTHENTIC SENSE OF PLACE/BELONGING

by developing a

COMMUNITY-DRIVEN BRAND

which can provide 4 main benefits:

- **environmental**: local biodiversity preservation and habitat provision
- **economic**: value-added rural development, not limited to agricultural income streams
- **socio-cultural**: inclusive inter-generational diversification practices to preserve local traditions and intangible heritage
- **health**: medicinal and nutritional value of seasonal and indigenous ingredients

The coffee example:

from
agroforestry
crop
diversification

byproduct
(cascara
coffee flower
sold as tea)

to circular
zero-waste
business
models for
livelihood
diversification

main product
(coffee)

so that

COMMUNITY RESILIENCE

is ensured.

to redefine the socio-cultural perception of

FARMERS AS AGRIPRENEURS

so that RURAL LIVELIHOODS become a synonym of
A PROFITABLE AND SOCIALLY
RESPECTED LIFESTYLE

Harvesting, planting,
foraging workshops

Farm to
fork
experience
tourism

Local
guides
leading
wild food
walks

Chemical-free
tie-dye
workshops
with
natural
ingredients

Cooking
workshops
with
indigenous
ingredients

