

# MANPANOR

## Making Food and Culture Drivers for Building More Inclusive, Resilient and Innovative Societies

CITY-REGION STRATEGY  
IN THE IMPLEMENTATION OF  
THE URBAN FUTURES PROGRAM

### OUR COLLECTIVE JOURNEY



forward >> we grow

### Assessing the Challenges...

#### SOCIOECONOMIC SITUATION AND CITIZEN INSECURITY<sup>1,2</sup>

**30%** poverty rate  
**20%** extreme poverty rate  
**25%** teenage pregnancy rate in Sucre  
**16%** teenage pregnancy rate in San Vicente

#### 2 deaths per day

From January 1 to July 23, 2023.  
Of 466 violent deaths in the province, 17% occurred in Pedernales and 8% in Sucre.

#### CLIMATE CHANGE AND ENVIRONMENTAL DEGRADATION<sup>4</sup>

Climate change is severely affecting agriculture and fisheries, with harsh winters leading to crop losses and warming seas diminishing key fish species.

**92%** of native forest lost by 2008

Extensive deforestation and intensive agriculture are degrading ecosystems by converting forests into pastures and wetlands into shrimp ponds.

#### HIGHLY AGRICULTURAL ECONOMY<sup>3</sup>

Despite being a minority, the rural population is crucial to the province's agricultural, livestock, and fishing economy.

**196,036**

Heads of cattle compared to a population of:

**175,000**

people in MANPANOR.

#### ACCELERATED URBANIZATION<sup>5</sup>

**53.4%** of the population lives in urban areas.

#### LACK OF INSTITUTIONAL ARTICULATION<sup>6</sup>

There is insufficient coordination with government institutions, leading to gaps in training programs, technical support, and marketing channels for products.

#### FOOD SECURITY<sup>7</sup>

While Manabí has abundant food resources, rural communities face food security challenges due to limited access to resources and markets.

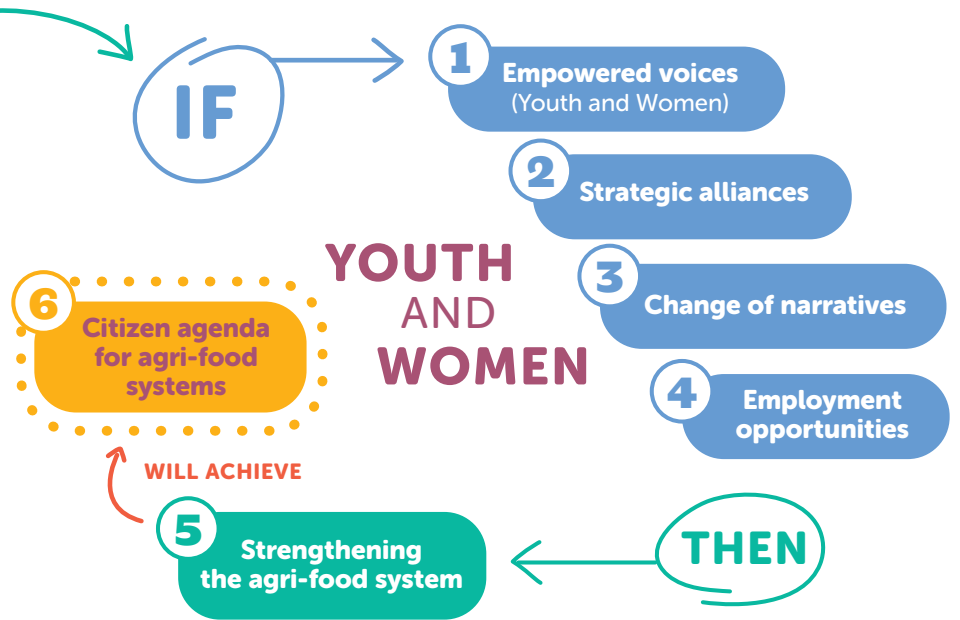
### But also great opportunities...

- ✓ 21% of MANPANOR's population is aged 10-19 years old<sup>8</sup>.
- ✓ Manabí is renowned for its rich cuisine, cultural diversity, warmth, and cultural heritage.
- ✓ The surveys reveal a strong openness to changing narratives and behaviors, alongside a keen interest among young people to form networks and build alliances that can drive positive change in the food system.
- ✓ Although the population is highly urban, it is the rural population that provides food (Manabí has 15% of the national agricultural area)<sup>9</sup>.
- ✓ The richness and diversity of local foods provide a fertile ground for innovation and the creation of new food narratives.



# OUR THEORY OF CHANGE EXPLAINED

If the inhabitants of MANPANOR, especially young people and women, know and widely share knowledge, know-how and practices that reflect and maintain the cultural, gastronomic and ecosystemic diversity of the region and bring them to decision-making spaces, promoting both the change of consumption patterns and the care of nature and adaptation to climate change, greater opportunities for entrepreneurship and employment will be generated to strengthen agri-food systems, making them more inclusive, sustainable and resilient.



## Approaches to the city-region strategy



## Our agreed roadmap

