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

General characterization 2023 Review of secondary sources of the food system **NOVEMBER** Theory of Change Workshops Stakeholders **Understanding Youth and Expanding** DECEMBER '23 Secondary sources and key interviews - MARCH '24 Knowledge of the Food System 2024 MAY Work sessions Community workshops with young people - JUNE **JUNE** Interviews with key stakeholders Key stakeholders Validation of APRII Multi-actor final workshops Stakeholders city-region strategy - AUGUST forward>>we grow

Assessing the Challenges...

SOCIOECONOMIC SITUATION AND CITIZEN INSECURITY^{1,2}

30% poverty rate

20%

25%

teenage pregnancy rate in Sucre

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.

HIGHLY **AGRICULTURAL ECONOMY**³

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

Heads of cattle compared to a population of:

people in MANPANOR.

ACCELERATED URBANIZATION⁵

of the population lives in urban areas.

LACK OF INSTITUTIONAL ARTICULATION⁶

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

FOOD SECURITY⁷

resources and markets.

🔌 But also great opportunities...

- 21% of MANPANOR's population is aged 10-19 years old8.
- 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)9.
- The richness and diversity of local foods provide a fertile ground for innovation and the creation of new food narratives.

extreme poverty rate

16%

CLIMATE CHANGE AND ENVIRONMENTAL DEGRADATION⁴

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

2% of flative to lost by 2008 of native forest

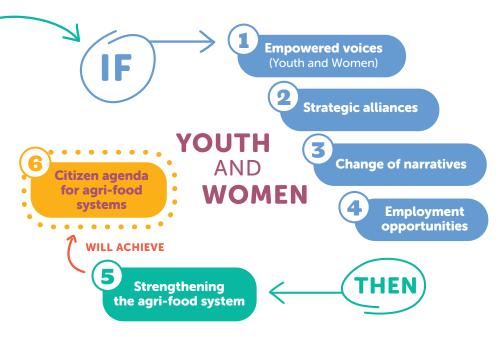
Extensive deforestation and intensive agriculture are degrading ecosystems by converting forests into pastures and wetlands into shrimp ponds.

REFERENCES: 1. Population and Housing Census 2010 | 2. Ceibo News, 2019 | 3. Espacios Magazine, 2019 | 4. Cartaya & Zurita, 2015 | 5. Urban Futures Program, City Strategy, MANPANOR, 2024 |

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

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

LOCAL FOOD AS A CATALYST FOR CHANGE

Permanent food and nutrition education rooted in local culture.

INNOVATION

by leveraging technology, empirical data, and governance agreements to create more efficient and sustainable solutions.

YOUTH AND WOMEN EMPOWERMENT

supported by practical, hands-on technical assistance.

INCLUSIVE

VENTURES

COLLABORATIVE LOCAL ALLIANCES

Promote healthy relationships between individuals and communities, strengthening social ties.

Our agreed roadmap

AIMS

Strengthen the leadership of young women and men to coordinate and improve dialogue and the formulation of public policies for resilient, inclusive and sustainable agrifood systems.

STRATEGIES

Slow-cooking collective knowledge

ACTIONS

Leadership and governance training to enhance the multi-stakeholder platform.

Young women and men changing their narratives and behaviors for healthy, nutritious, local food.

Game-Changing Garden Tales

Empower youth and women's networks through community gardens and raised beds with nutritious, local products while developing skills to craft campaigns, content, and experiences that drive transformative storytelling.

Support the growth of food value chains, facilitating the inclusion of more women and youth.

Delivering on dreams

Support job fairs and access to the financial system while fostering entrepreneurship through an incubator.



