

Zamorano Project Online

Alex G. Acosta (21162)

Abstract

The project seeks to publish information online on topics related to agriculture that are of interest to the rural youth community in Latin America. It is intended to promote agricultural resources of the Zamorano university community through a web platform, which allows information to be viewed for young people between 15 and 29 years old. The platform is designed in such a way that relevant experiences on agroecology, environment or agribusiness will be published and it will connect with the youth community, through publications on social networks, webinar, podcast, posters and resources of potential interest to young people. Young people will be able to interact within the website and create a movement and a feeling of belonging to a community that cares about the countryside, the environment and food safety. At the end of the project, young people will be able to make adequate use of natural resources, grow their own food, design their own compost, etc., and be actors of change in their communities (Objective 1).

Objective 1. Logical framework outline.

Objectives

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Finality: Contribute to the social and economic development of the youth community in Latin America.
Purpose: Rural youth will be informed and trained on issues related to agriculture to support their communities.
Components: 1- The youth community is informed about agro-ecological, environmental, and agro-industrial issues. 2- The youth community has a web platform. 3- The youth community shares their experiences and creates a feeling of belonging.
Activities: Component 1: - Instruction on the proper management of agroecology. - Instruction to develop environmental proposals in their communities. - Instruction to produce easily accessible agroindustrial products. Component 2: - Construction and design of the web platform. - Selection of the information to be published on the web. - Training for the proper use of the platform. - Visibility of the youth community on the web. Component 3: - Instruction to create a feeling of unity and call to action. - Monitoring of the youth community on the web and social networks. - Analysis of the information preferences of young people on the platform.

Introduction

According to FAO (2016), young people from rural communities between the ages of 15 and 29 represent more than 30 million people in Latin America. It is estimated that in Latin America 1 in 5 young people does not study and does not work. Most of them are working in the agricultural sector or migrating to urban areas, which increases the poverty barrier. Central American regions such as Honduras, El Salvador, and Guatemala represent the highest percentage of unemployed youth. Where only 56% were able to finish high school and only 9% entered higher education.

Objectives

- Contribute to the social and economic development of the youth community in Latin America.

Zamorano Project Online

Zamorano is a university located in Honduras, a leader in agricultural education and the natural resources of Latin America. Its teachers and students are committed to the well-being of the world and their communities. In this way, “Zamorano Project Online” arises that will provide information and resources to young people from rural communities for the benefit of their communities. The website will provide relevant information and it will be possible to share experiences of young people in Latin America. In this way, young people will benefit, where they can learn and find out about courses, workshops, healthy food and organic agriculture. In addition to creating a hemispheric community of young people, with a sense of belonging and a call to action.



Publication

To encourage young people, publications will be made, on the university's social networks with the support of the Zamorano communications team. The publications will be eye-catching and will contain relevant information for each topic. All the information will be generated and analyzed by teachers and students from the different departments, for later publication. In addition, the dynamics of the publications will be analyzed for their outreach potential, which will provide information for future publications. The university will benefit from its work in the youth community and its social media outreach.

(Source: Agricultura Ya)



Community and call to action

Finally, a community of young people will be created, encouraged by the “Zamorano Project Online” publications, where through the publications they will be able to share experiences and interact with other young people in Latin America. Once this community is generated, a call to action can be made so that young people can put into practice the supplies provided and can replicate it in their communities according to their reality and demographic context. In this way, young people can be educated and generated a positive change on our planet.



(Own source)

Bibliografhy

FAO. (2016). Abordando la migración joven rural por situaciones de vulnerabilidad. Tomado de <http://www.fao.org/resources/infographics/infographics-details/es/c/428636/>

