

Construyendo el futuro: Una Alianza que fortalece las debilidades

Lomas de Zamora, Argentina Lomas de Zamora, Argentina



Pumas del Sur

https://www.youtube.com/watch?v=U7GUOu_R6vY

<https://www.youtube.com/watch?v=ZCH8eG5fOyU>



Year Founded:

2009

Organization type:

nonprofit/ngo/citizen sector

Project Stage:

Growth

Budget:

\$100,000 - \$250,000

Website:

<http://www.pumasdelsur.org.ar>

Facebook:

<https://www.facebook.com/AsociacionCivilPumasdelSur/>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Our project is an alliance between an ONG, a cooperative and a company, looking for strengthen the weaknesses of each one.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if we create an alliance that allows working weaknesses of different actors and strengthen each of them?

About Project

Problem: What problem is this project trying to address?

This project is trying to fulfill the lack of knowledgement of young people, who do not have a profession and because of that do not count with a constant income. This way, with the cooperative work, we reduce the unemployment and the improvement of incomes, avoiding the poverty and the exclusion of the most vulnerable people.

Solution: What is the proposed solution? Please be specific!

The solution could be explained in two parts. In one hand, we improve the employability of young people who come to the cooperative looking for learning skills to develop their abilities and learn a profession. In the other hand, people who work inside the cooperative are able to improve their incomes because of the rise of production.

Awards

Big Challenge 2012

Impact from 2008 to 2011

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

The project generates social inclusion in the youth community. In our place most of them do not work neither study. In this way with the agreement with the local government, the cooperative gives them an opportunity to work and study, attacking two fronts at the same time.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

Over five years we have trained more than 50 people in gastronomy and also have provided work to more than 40 young people and children's parent we attend in our institution. Most of them did not have work, because they were affected by different problems like unemployment, violence and addictions. If we get the equipment we applied for, we can duplicate the jobs in our cooperative. Many young people who we train, make their first work experience while they are going to school.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

The company ESPACIO, advertising agency give us two screens with our publicity on the main street of our city. Also at this time we are moving into the use of social networks to make known our activities.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

We have signed an agreement with the company LQF which is responsible for marketing and we purchase 100 % of what we produce , so if we requested equipment and improve production, the cooperative it will directly benefit , which will automatically move to improve the income of workers. .

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

The product we make, pizza cones (conos de pizza), is new in our country, we are pioneers in the development.

Team

Founding Story

We have been working with children and youth for many years. We could reach a lot of projects and now we are more than 50 people who help 400 children and youngsters. The state is helping with some scholarships but sometimes they are delayed and usually are not enough to cover all the needs that the community has. Therefore, we started to study the idea of having an entrepreneur project four years ago. This one should generate monetary resources, with the possibility of giving different work positions to unemployed people, we set up the cooperative. This has been more interesting since we started with an invent: "Los Conos de Pizza".

Team

The cooperative is formed by a president, a treasurer and a secretary. We have two administrative positions and eleven operators. Besides, nowadays, we work with eight interns by an agreement with the local government, who are young people between 18 and 25 years old.

Background

Please confirm how you heard about the Unilever Awards:

RACI web page.

Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:

Treasurer

Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]

Decent Work and Economic Growth.

Leadership and the Unilever Awards

Please provide examples of any previous entrepreneurial initiatives you have pioneered.

we create a cooperative to make better the incomes of the workers

Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?

mentors and partners

Source URL: <https://www.changemakers.com/globalgoals2015/entries/construyendo-el-futuro>