

## Introducing:



# GuateBuena

For a Guatemala built on true happiness!

*“Asociación Utz Iximulew” is the organization’s name in Kaqchikel. “Utz” means good,” and Iximulew is the Maya name for Guatemala.*

## Why we Exist

We exist to promote **Utz K’aslemal** in Guatemala’s communities.

*Utz K’aslemal, translates to “good life,” and is a Kaqchikel phrase that links to “el buen vivir,” a set of proposals that have arisen from across Latin America as a holistic alternative to narrow development models focused only on economic growth. This vision is informed and inspired by Indigenous thinking and values. For Juan León Alvarado, a former Guatemalan ambassador of K’iche Maya origin, Utz K’aslemal means:*

*‘To live life in all its fullness; to live happily; to develop integrally in all aspects; to enjoy all that is within reach and the best that Mother Nature offers us. To live in harmony with oneself; to build balance with the family and the rest of society; to live in harmony with Mother Nature and the Cosmos; to take care of Mother Nature; to be useful to others. In a word, “Utz K’aslemal” is to not suffer.*

## Vision

We envision a Guatemala where communities develop integrally, through mutual support, to reach true happiness in harmony with Mother Earth.

## Mission

Our mission is to conscientize and empower Guatemalan families to create alternative systems, through integral education, accompaniment, and entrepreneurial opportunities.

## Values we Live by

Tireless resolve.  
Unconditional love.  
Shared laughter and tears.  
A hand offered freely.  
Trust in one another’s word.

## Pillars of Our Work

Economic Well-being  
Physical Well-being  
Spiritual Well-being  
Emotional Well-being  
Ecological Well-being