

Etnofood Proposal

Project's name; Ethnofood, Social Gastronomy.

place where it is performed; Oaxaca de Juárez Oaxaca, our Foodlab, Murguía 407, Col. Centro, Oaxaca de Juárez, Oaxaca, Mexico, C.P. 68000

Population; Youth in Vulnerability Situation.

Contact; Juan Carlos Villegas Caves.

Project Start: June 2018

Workshop Delivery; 18 Workshops

Project summary

Etnofood is a comprehensive social project in the field of training for work and social gastronomy, which seeks for young people to develop their food security and be trained for work, impacting and improving their quality of life and that of their home contexts.

Our space functions as an open foodlab where different tourist-gastronomic experiences are offered daily in which young people, women and men of the Oaxaca capital and neighboring towns are employed and trained, encouraging the valuation of Oaxaca products and guaranteeing the right they have to nutritious, healthy and organically and ecologically produced foods promoting local gastronomic culture.

Our main objective is to train young Oaxacans, thus achieving their economic, labor and training empowerment to develop soft skills in youth empowerment issues.

The food lab (kitchen / space) where you can work with the theme of social gastronomy and food sovereignty, will help spread and form an environmental culture in society, promoting permaculture practices and promoting local ethnic gastronomic culture as well as the generation of a solidary economy, with this we seek to train young people and that they are

Etnofood, Gastronomía Social
951 51 4 94 29 // 951 123 24 06
director@etnofood.org // www.etnofood.org
Melchor Ocampo 215 Col. Centro. Oaxaca.

gastronomic entrepreneurs in their communities and are empowered in the development of creative solutions in their communities through gastronomy.

The Social Project aims to educate society and all the members of the project in a positive way, we want the project to have a Social Project model, where we integrate local producers, merchants, artisans, young people and entrepreneurs who want to develop a social project. The Social Project model we have is one of collaborative and circular economy, where we find a methodology of food production and transformation, to generate added value and through a point of sale integrate value and sales to developed products.

Etnofood is a social project / gastronomic laboratory that promotes social gastronomy as a theory of change, involving young people to strengthen their soft skills and transform their community through food, integrating the philosophy of slowfood, of consuming the good, the clean and the fair.

Our Project has a social business model of Social Project where 30% of the profits are for the product, 40% for operating expenses and 30% to start all the prototypes or new projects developed from the project, looking for the benefit is direct for consumers and those involved for the project as well as for producers

We seek to have a positive impact on the community and our theory of change is focused on having a better community through healthy and responsible food, our philosophy is to build a healthier and more conscious society in its consumption because we occupy social gastronomy as a instrument of social transformation and reduction of inequalities.

Social business model

Etnofood's business model is through a model of social innovation involving a restaurant that develops memorable experiences around gastronomy and / or history to build experiences through recipes developed with local products, involving ancestral knowledge in production of unique flavors integrating vulnerable young people.

The Project is considered as Food Lab (Training Space) of experiences in the city of Oaxaca de Juárez, with the possibility of developing this type of event in other latitudes of the state locally as well as regionally.

The value proposition is focused on developing memorable dishes for travelers looking to try and live a quality local offer, doing local things, but with unique experiences and with the possibility of connecting with experiential experiences and memorable memories, in addition the project employs young people in a situation of vulnerability of the state of Oaxaca and contributes to the local economy by using inputs produced by small local producers.

Extra data

Etnofood, is a project that occupies the concept of social gastronomy and has a lot of knowledge of several specialists and volunteers, the work of this project could not occur without the participation of several members who have thought and rethought the initiative.

The social project is a gastronomic laboratory of social innovation with a focus on social gastronomy, which seeks to empower young people in issues of gastronomic entrepreneurship, with what we seek is to promote the culture of responsible consumption and entrepreneurship, to build societies with equal opportunities through community and responsible production.

Sitio web *

www.etnofood.org

Social networks of the project or entrepreneurial project *

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

<https://twitter.com/etnofood>

<https://www.instagram.com/etnofood>

<http://picpanzee.com/etnofood>

Photos









