

**Association of the Movement of Young Encounterers  
(MOJE)**

**1. Main projects and activities**

**1.1. Learning Camps with Rural Youth and Women Project**

This project has made it possible to strengthen the income-generating capacities of young people, especially women from rural communities in the department of Cabañas, receiving human training to improve their self-esteem, management of emotions, teamwork, among other aspects, also technical training where they learn to create artisanal products and identity of the community and also learn how to manage an enterprise. from costs to marketing. These young people, when they have their own business, receive equipment, tools and materials, as an initial investment ensuring their continuity.

Another important element is the actions carried out together with young people and community leaders to prevent violence, and contribute to a culture of peace, creating spaces for healthy recreation for families. awareness-raising activities on gender equality and community leadership, promoting the participation of young women in entrepreneurship

- **Results:**
  - Implementation of training processes in business management, human training, digital marketing and entrepreneurship in 10 communities.
  - Training of 85 young people so that they can create their artisanal enterprise.
  - Financial support to 20 enterprises through the Acquisition of Productive Assets (FAP) fund.
  - Development of 4 exchanges of experience with entrepreneurs to strengthen marketing and support networks.
  - Participation in marketing spaces.
  - Creation of mentoring spaces with experienced entrepreneurs.
  - Community actions for a culture of peace.



Figure 1 Technical training process in flour, of the San Francisco Echeverria community, 15 October 2024



Figure 2 Opening of marketing space at Portal Heliconias, 01 July 2023



Figure 3 Exchange of experience with other enterprises in Panchimalco, 12 September 2024

## 1.2. Mojemade Project - Social Enterprise for the Insertion of Young People in Tourism and Fair Trade

The Mojemade social enterprise was born to market the products of young entrepreneurs from rural communities, who are trained within the processes of the Moje Association, with this project it has been possible to open a path within a more exclusive market where young people offer their products at a fairer price. Through this initiative, various training and marketing strategies have been developed for young entrepreneurs and artisans.

- **Key results:**
  - Mojemade's sales revenue \$70,000 USD, including sales of youth products and co-working services.
  - Training of 366 young people in areas such as ceramics, textiles, jewelry with natural products, natural fibers and recycling.
  - Creation of new product lines and diversification of materials.
  - Organization of marketing events such as fairs and showrooms in San Salvador and Guatemala.
  - Implementation of digital marketing strategies to boost sales.



Figure 4 Official opening of mojemade Salesroom January 2023



Figure 5 Journey of university students, in production of wholesale order of cups, 26 August 2024

Additionally, this year training in sustainability and environmentally responsible practices within the enterprise was strengthened, promoting the use of recyclable materials and ecological production techniques.

## 1.3 Working together with other organizations.

In recent years, MOJE has consolidated key alliances with various organizations to strengthen the training and marketing of products for young entrepreneurs:

- **Universidad Centroamericana (UCA) and Mónica Herrera School of Design:** Support in product design and market strategies.



Figure 6 Workshop at Monica Herrera School of Design, October 2024



Figure 7 Product Design Evaluation by UCA and School of Design November 2024.

**Fundación Conexión:** Development of diplomas in digital marketing and design.



Figure 8 Completion of the digital marketing diploma, September 12, 2024

- **CONAMYPE and USAID:** Participation in strategic planning and marketing programs.
- **Alliances with designers and companies in the craft sector:** For the creation of innovative products and their positioning in the market.
- **International organizations:** Collaborations with institutions in Austria and Switzerland to promote the export of artisanal products.