

The 10th of Mach Project 2011

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<http://www.stro-ca.org>



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Social & Environmental injustices of a globalized economy



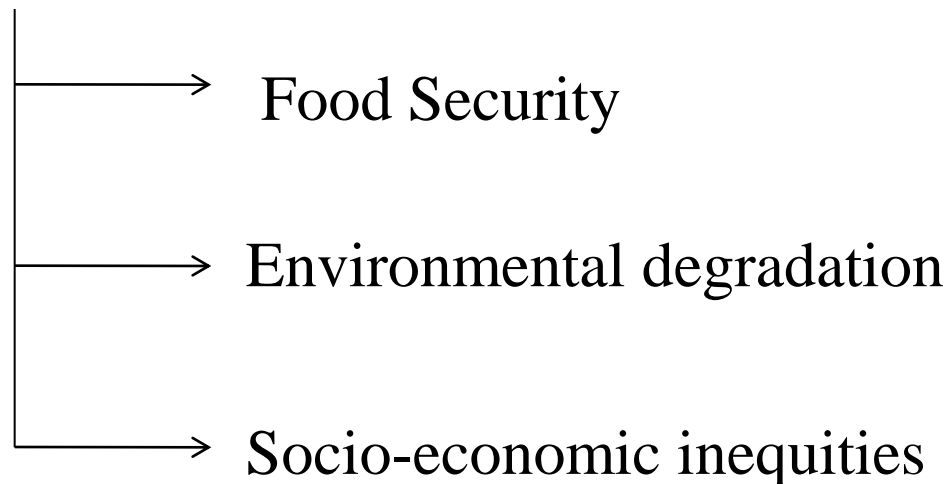
... INTEGRATED !

Jürgen Tomicek, Germany "GLOBALIZATION"

How to build resilient local communities ?

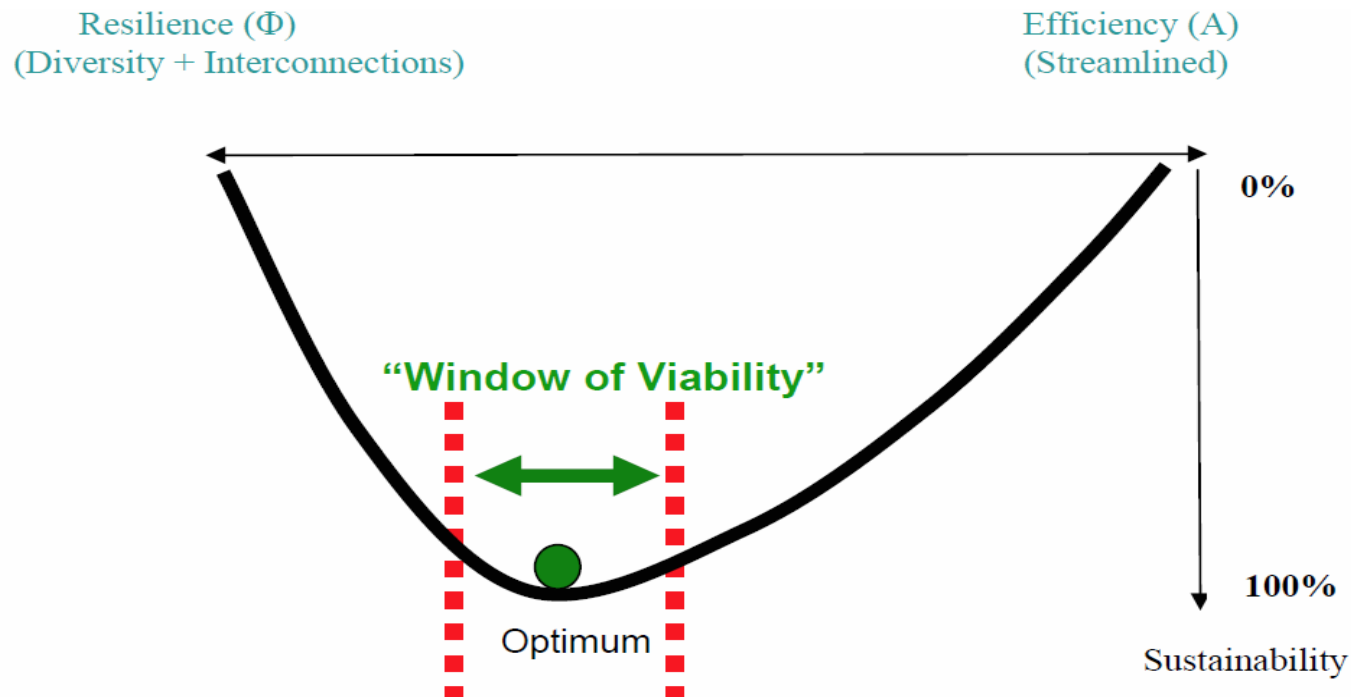
Agricultural Knowledge, Science and Technology Report

(International Assessment of Agricultural Knowledge Science and Technology for Development IAASTD)



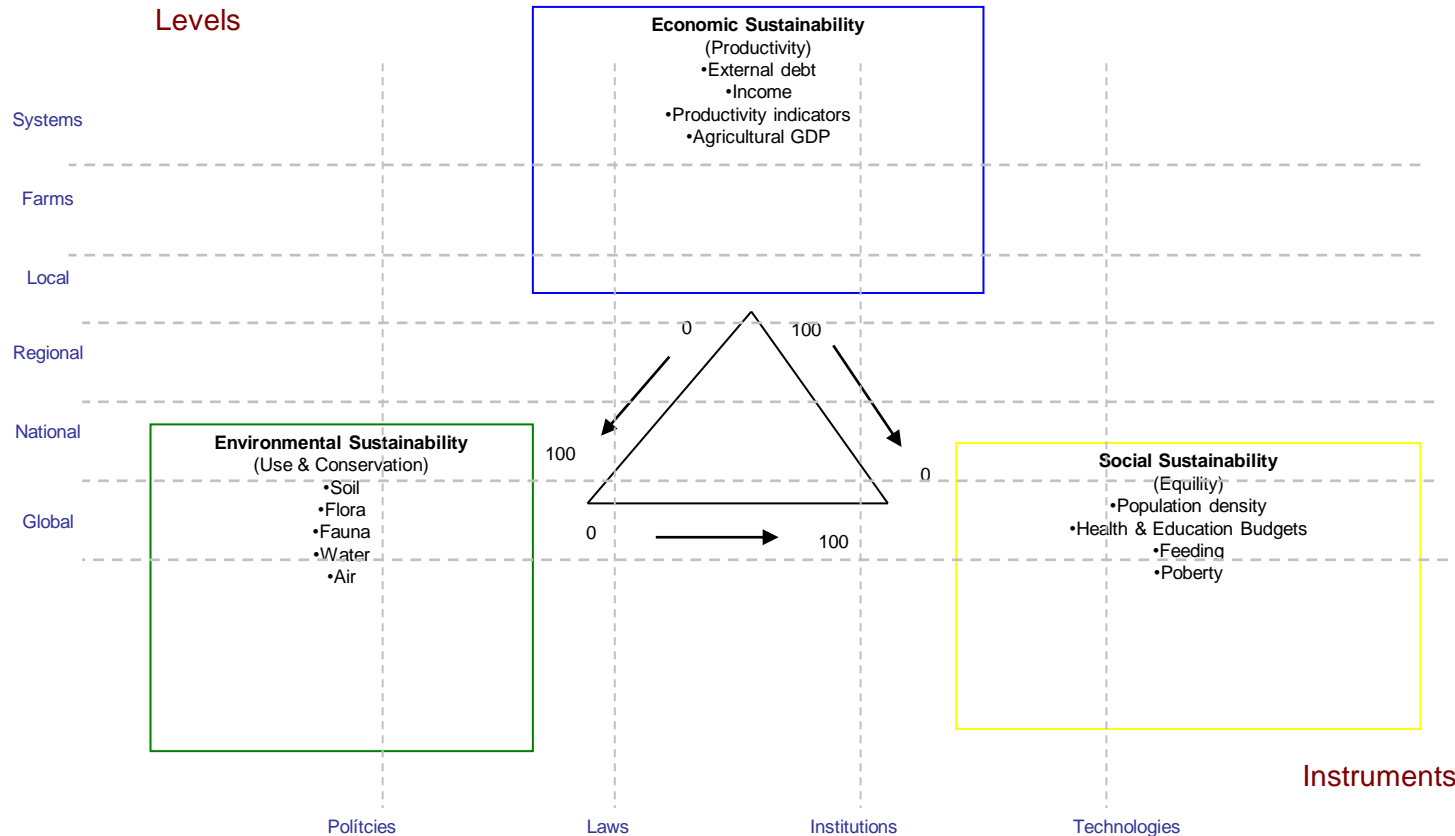
“Resilience”: The ability to recover quickly from illness, change, or misfortune.

The survival of a system depends on its **diversity** (number of species) and **interconnectivity** (number of connections between different species and among individuals within species).



International Council for Local Environmental Initiatives (ICLEI), Agenda 21

Sustainable Development Concept



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Source: Reliable Prosperity

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STRO methodologies for Sustainable Local Economic Development

Monetary methods	<p>The Commodity Backed Currency (CBC) aims at substituting and/or complementing the outflow of national currency of an institution or enterprise with a flow of vouchers. The vouchers are backed by the institution/enterprise who accepts them as means of payment for its own sales (goods, services).</p> <p>The Loan Backed Currency (LBC) aims at stimulating local economic and social development of communities by rising their liquidity through the local circulation of vouchers, emitted through loans administrated by the communities or a third party like a microcredit organization. The loans can be paid back by the community by vouchers, national currency or eventually goods and services, depending on the methodology. Interest rates of loans in vouchers are lower than interest rates for loans in national currency since they do not have financial costs (interests over savings, cost of borrowing money, inflation or other opportunity costs).</p> <p>Finally, in some cases, these first two methods can be design to further spread into the third method called C3 (Commercial Credit Circuit) where businesses, employees or persons in general have a virtual credit and/or barter system through an internet based software.</p>
Appropriate technologies	<p>The focus is to stimulate circulation of the local currency by developing local bio-energy (biodiesel, bio-ethanol, biogas, etc.) and/or ecohousing using local materials. In all cases, the objective is to substitute “imported” products (i.e. from outside the region) for locally produced products, using as much as possible local resources and the local currency. Products are also locally consumed, to reduce transport and distribution costs. For further details on the subject, please see: www.gotaverde.org, www.ecocasas.org</p>
<p>Apresiasi Lo nuestro*</p>	<p>This method is adapted from the Local Alchemy method of the New Economics Foundation (NEF). Starts with a workshop to raise awareness among local actors about the impact of their spending and investment behavior on the local economy. In Central America, some 5% of the participants, mostly (prospective) entrepreneurs continue in a coaching trajectory which brings their entrepreneurial project idea in practice which consequently will stimulate the demand and circulation of the local currency. The coaching has proven to be very effective with informal sector entrepreneurs (who are generally too small to qualify for mainstream business advisory services like credits).</p>



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Projects in Central America



Costa Rica



www.redsuchitoto.com

El Salvador



www.redsuchitoto.com

Honduras



www.gotaverde.org

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Currency Backed by Biodiesel production



Farmers Association

Objective: to demonstrate that biofuel production on a small scale for local consumption is an economically and technically feasible activity



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Local consumption and small-scale production of biodiesels in the context of a local economy

- Created by a European consortium to develop and test an integral economic regional development based on the promotion of the small-scale production of biofuels.
- The transference of knowledge is focused on the improvement of the production of biofuels and its marketing system which can provide a new income source and jobs for the disadvantaged population (especially the rural one). The transference of the appropriate technologies will be in the following fields:
 - Agrarian production
 - Agro-industrial processing
 - Establishment of financial, social and commercial mechanisms
- These knowledges are design to create a technical, environmental and economically feasible and sustainable system.
- The project is based on the formation and creation of capacity in Northern Honduras, but will be disseminated to other Central American countries from 2011.



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Biofuels and complementary currency

- Initially for 2011, a production of 1.500,000 Lps (\pm € 42,000) is expected, distributed in 50 tons of Jatropha and 310 tons of castor-oil at \pm 4 Lps / kg.
- It's expected that at least 40% of this harvest, i.e. 600,000 Lps, should be paid in complementary currency (PECES).
- The biodiesel production is seen as a collateral for the money, monthly average of 350 gallons which is worth 30,000 Lps, which is used to pay the salary, suppliers, distributors and transporters among others.

• SCAN BILLETES...



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Currency Backed by a Loan



Savings & Credit Cooperative

Mission: mejorar la situación social y económica de los asociados



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Actors involve in building the network

Actor	Expected Benefits	Role
REDES	Encouraging Actor for Local Economic Development Increase credit capital and with less cost	Project Facilitator Central Voucher Issuer
ACORG	Increase credit capital Reduce financial costs Enhance turnover promoter INACOSAL Use of safer means of payment	Local Executor Local Voucher Issuer
Associates ACORG	More access to credit capital Reduction financial costs Increase its political and economic role in the region Better positioning in the credit market Use of safer means of payment	Beneficiaries Users Vouchers
INACOSAL	Ensure purchases associates ACORG More turnover Reduce needs for cash Use of safer means of payment	Commercial Axis Catalyst Vouchers
CRC	Act as a promotor of regional development Increase its political and economic role in the region Use of safer means of payment	Promoter Project Insertion of its local businesses Potential Main Actor
Local Trade	Increase customers and turnover Encourage the small associativity local businesses Use of safer means of payment	Network of Local Businesses Users and Promoters of Sales

Goals

(Complementary currency backed with a loan)

GENERAL GOAL

- To complement the flux in national currency with a flux in “vouchers” to increase the money supply of the local economy and to enhance the economic and social relation of the communities;

SPECIFIC GOALS

- Increase the credit capability in the region as a developmental impulse
- Reduce financial costs
- Improve participating local businesses' turnover
- Encourage the local identity and solidarity

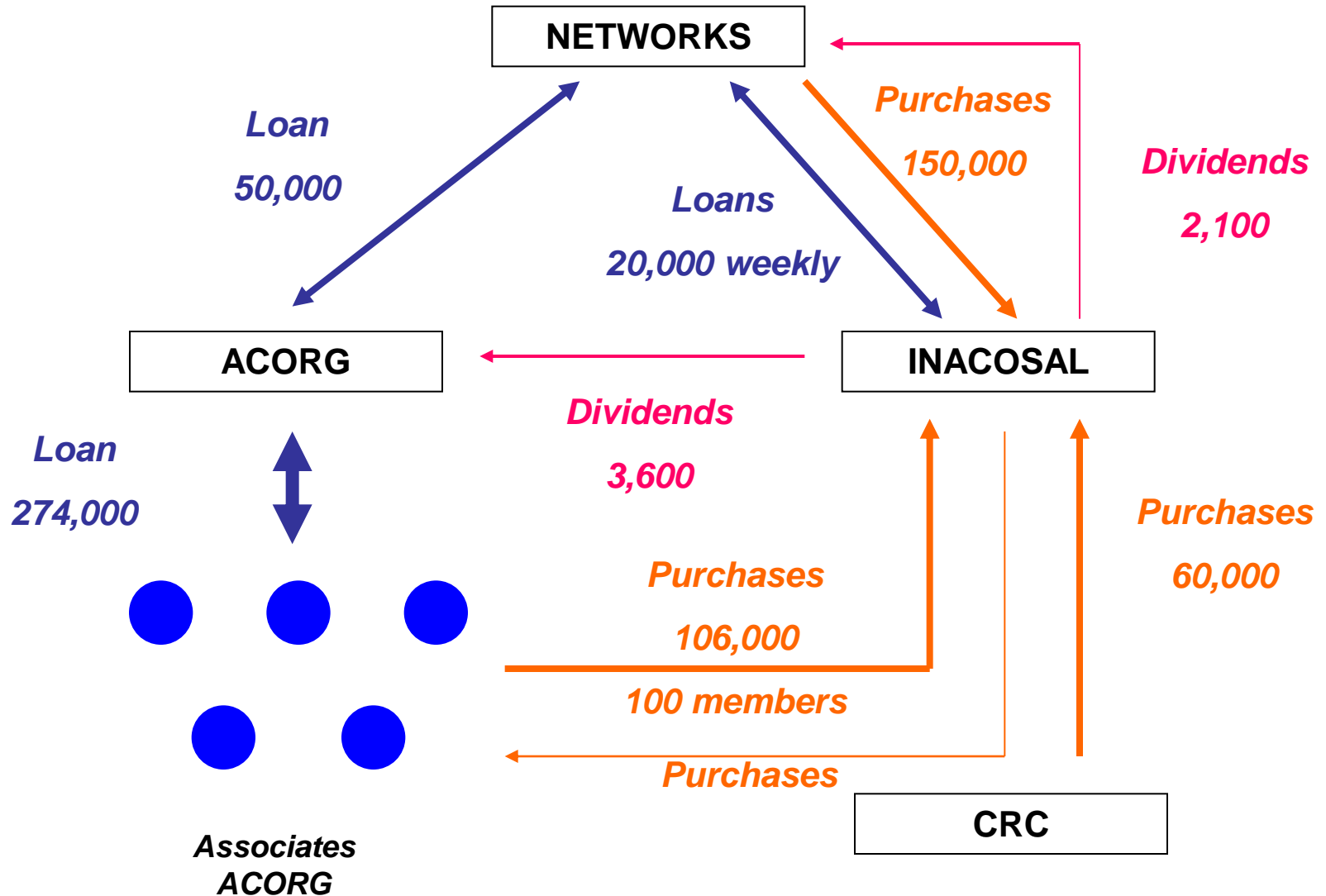


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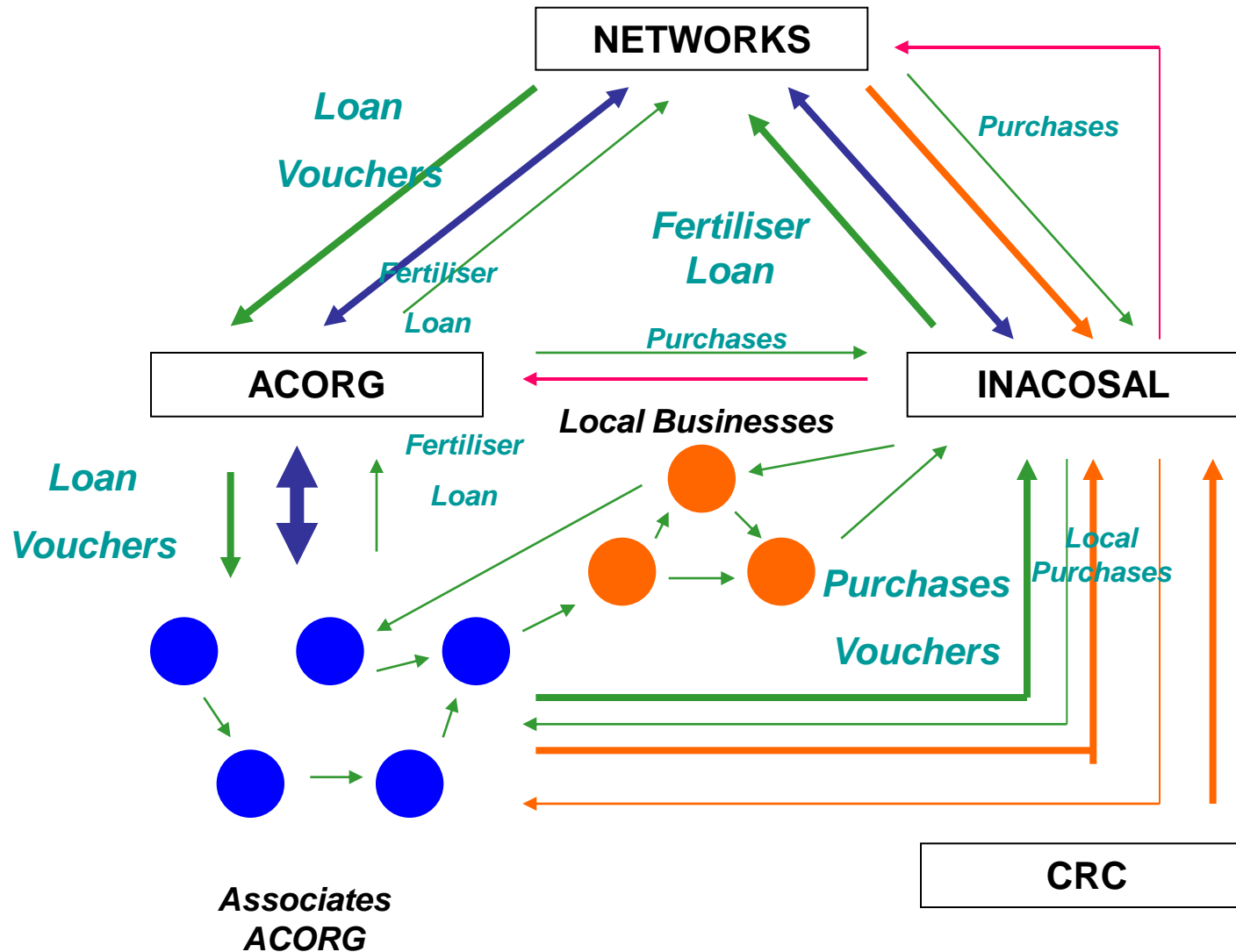
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Average Financial Fluxes



Financial Fluxes \$ + Vouchers (green color)



Interest Rate and Financial Costs

Loans	Interest in US\$	Financial Cost	Minimum Interest on Voucher
Networks to ACORG	7.0%	5.5%	1.5%
Networks to INACOSAL	12.0%	5.5%	6.5%
ACORG to members (average)	15.0%	4.4%	12.1%

Few members of the business network

Harlequin

Galería & Restaurante

Barrio Santa Lucia, Suchitoto
Harlequinsuchi@gmail.com
Tel. 2335-5830
Contacto: Wilfredo Flores



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CARNICERIA ORIENTAL

Ventas por mayor y menor de alta calidad
Av. José María Fernández
barrio La Cruz Suchitoto
Tel. 2335-1031

Contacto: José Armando Morales



Ruta Sitio Guazapa

Conoce la historia, vive una aventura, convive con naturaleza. Se ofrece además: servicio de alimentación, cabalgata, etc.
Contacto: Grupo Solidario/ Orlando Barrera
sitioguazapa@gmail.com
Tel. 7267-6221



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HOSTALITO VISTA AL LAGO

Barrio San José, final 2a Av. Nte.
Tel. 2335-1357

Contacto: Miguel de Jesús Figueroa



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PUPUSERÍA CONCHITA

almuerzos por encargo, 100% UDIS
refrigerios para eventos, bocaditos
C. Pte. Barrio el Calvario no. 7, Suchitoto
Contacto: Concepción Arévalo
Móvil 7387-3619



Astillero Landaverde

Paseo en lancha.
Conoce las diferentes islas del lago Suchitlan, Isla de Los pájaros, isla de Los enamorados, Las Flores, etc.
Contacto en el Puerto de San Juan con el Sr. Gregorio Landaverde.
Móvil 7933-9611



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Fonda El Mirador

Restaurante, comida Salvadoreña
Calle Alejandro Coto, No. 85,
Barrio Concepción, Suchitoto.
Contacto: David Quintanilla
quintanilladavid@yahoo.com
Tel. 2335-1126



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LAS ORQUIDEAS

Comida a la vista, desayunos, almuerzos,
preparación de refrigerios para
eventos Servicio a domicilio.

Barrio El Calvario, en el parqueo del CRC
Contacto: Alejandro Portillo
Móvil 7020-8165



Clinica Comunal LA MORA

Todo tipo de consultas para
niñas, niños y adultos en la
Comunidad del Sitio de La Mora.
Atendido por los Médicos
profesionales:
Dra. Roxana Navarrete
Dr. Juan Carlos Argueta
Tel. 2323-6994



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Rinconcito El Gringo

Avenida Francisco Morazán # 27
Contacto: Robert Broz
www.elgringosuchitoto.com
Tel. 2327-2351, 2335-1770, 7860-9435



GRUPO EMPRESARIAL FUENTE DE VIDA

Venta de pescado (Tilapia)
Ruta turística y viajes en lancha
Comunidad Sitio Cenicero,
Cantón Platanares
Contacto: Pastor Antonio Ayala
Móvil : 78829182 y 75384116



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CLINICA PSICOLOGICA

Evaluación escolar, asesoría familiar, apoyo
mujeres, Psicoterapia, capacitación, etc.
Psicóloga Margarita OFarrill
mofarrill@integra.com.sv
Tel. 2335-1711 Móvil 7820-5092
Barrio Concepción.
La Casa del Escultor, Suchitoto

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LA CASA DEL ESCULTOR
Galería y Resturante
6a Calle Ote. Y 3a Av. Nte.
Barrio Concepción, Suchitoto
escultor@miguelmartino.com
www.miguelmartino.com
Tel. 2335-1711



GRANJA AVICOLA

La Esperanza

Venta de huevos,
pedidos una semana de
antelación
Aguacayo
Contacto: María Carmen Amaya



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TIENDA CRC

Venta de productos de
primera necesidad
Calle Principal, N° 15 Barrio
El Calvario, Suchitoto
Tel. 2335-1138
Contacto: Agustín Galdámez
crcdesarrollolocal@yahoo.com

Few members of the business network

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TIENDA ROXANA
(comunidad Valle Verde)
Venta de productos canasta básica
Contacto: Juana Alas de Pascasio
Cantón platanares,
comunidad Valle Verde.
Tel 2367-5067

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Inacosal
Empresa comercializadora de
insumos en agropecuarios, con
su sala de venta en Suchitoto
Agroservicio Guazapa
Calle San Martin, Barrio santa Lucia # 21
Contacto: Mayra Rivas Cocar
Inacosal@yahoo.com
Tel.2335-1697

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FOTO ESTUDIO FLEX
Ofrece: toma de fotografías,
enmarcado y promociones
especiales todo de alta calidad en colores.
Atendido por: Angel Aragón
7907-9630
Ubicado en 1a Av. Sur No 12 por el
mercado central, Suchitoto

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TIENDA ALICIA
(Comunidad El Barrio)
Venta de productos canasta básica
Cantón Platanares, Comunidad El Barrio,
Suchitoto.
Contacto: Alicia del Carmen Landaverde

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**COOPERATIVA DE AHORRO
Y CREDITOS**
Direccion: Calle Francisco Morazan.
Av. Padre Rafael Palacios, Barrio Santa Lucia
Fte. Alcaldia Municipal de Suchitoto
Acorgderl@yahoo.com
Tel.-2335-1156
Contacto: Mayra Rivas Cocar

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TIENDA SAN JOSE
Ofrece: venta de productos de
primera necesidad, golosinas,
bebidas, helados, pan, etc.
Atendida por: Sra. Evelyn Gonzales
UBICACIÓN: Cantón San José
Palo Grande. TEL: 70263537
Email: evego09@hotmail.com

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TIENDA GLORIA
Venta de productos canasta básica.
Móvil: 75419811
Contacto: Gloria Artiga Recinos
Visítanos en Comunidad San Antonio,
Suchitoto.

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ESQUINA DE REPUESTO
"Venta de materiales de construcción,
ferreteria en general y repuestos
para vehiculos". (Acepta UDIS solo en
cantidades pequeñas)
Av. Rafael Palacios No 12
Barrio La Cruz, Suchitoto
TEL. 2335-1148

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PUPUSERIA
Venta de pupusas, los fines de semana,
bebidas y servicio con amabilidad

PROPIETARIA: Rosa Etelvina

UBICACIÓN: Cantón Palo Grande
TEL:

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Radio Suchitlàn 92.1 FM
Ofrece servicios de comunicación radial
da a conocer tu negocio
Contacto: María Carmen Amaya
Tel. 2335-1332
Barrio La Cruz, calle que
va para Agujares, Suchitoto.

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COMIDA EL MEZCAL
Comedor EL MEZCAL
Ofrece todo desayuno, almuerzo y cenas
Venta de comida a la vista, pollo,
pescado, carnes, etc.
Av. Rafael Palacios No. 12
Barrio La Cruz, Suchitoto
Tel. 2335-1118

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GRANJA EL GRAMAL
Venta de huevos frescos a buen precio
Atendida por: Estebana Isabel Calderón

UBICACIÓN: Caserio El Gramal .
Cantón San José Palo Grande
Tel: 79918900

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Chalet Lupita
Venta de productos de canasta básica.

Contacto: María Ediviges Alvarado
Comunidad San Antonio del Monte,
Suchitoto
Móvil 7311-9110

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**CLINICA MEDICA ASISTENCIAL
LABORATORIO CLINICO CUZCATLAN**
Ofrece: consultas, control de embarazo,
citología, planificación familiar, cirugías, etc.
Además laboratorio de exámenes
Dr. Darwin Barrera y Lic. Eduardo Avalos
Horario de: Lunes a viernes
De 8:00 AM a 12:00 M.d.
Teléfonos: 2335-1781
1- Calle Pte. No 5 Suchitoto.

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TIENDA MARINA
Venta de productos de primera necesidad,
golosinas, bebidas, pan.
PROPIETARIA: Marina Sosa

UBICACIÓN: Caserio Sitio Cenicero,
Cantón Platanares
Tel: 7274111

Main achievements (March, 2011)

- 19.557 UDIS distributed in 535 cooperative members, other people has changed 7.369.
- At least 80 small and middle size local business in the network from 32 rural communities.
- In average 6.000 UDIS circulate per month and a total emission of 150.000 UDIS.
- Strong social impact thanks to “Apreciando lo Nuestro” (5 micro-enterprises were created)



Currency Backed by production / inventory



Agroindustrial Production Cooperative

MISSION: To be the first Cooperative of the agroindustrial sector in the country, by way of the continuous economic and social improvement of its associates and workers.

3,000 associate farmers and producers



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Main economic activities

- Coffee processing and commercialization.
- Sugarcane processing and sugar commercialization.
- Processing and commercialization of regional vegetables.
- Agricultural technical assistance.
- Credit services.
- Lease of agricultural machinery
- Organic fertilizer.
- Agricultural inputs.
- Gas station.
- Solidarity-based Association.
- Reforestation.



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Complementary Monetary System backed with production / inventory

The initial goal of the system or is to award the associates of the cooperative by their purchase volume among different commercial departments of the Coopevictoria R.L. through a discount in UDIS (5%).

UDIS can be used by the associate or by third-parties to buy products in the same commercial departments of the Coopevictoria R.L. and in the associate Local Businesses' Network.

With this alternative financial system Coopevictoria R.L. looks for increasing the turnover to the associates due to the incentive given at a lower cost to its nominal value due to the return of the UDIS as sales to Coopevictoria R.L. and its local circulation.

On the other hand, and environmental strategy was deploy to reach environmental/economic and social sustainability.



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Few members of the business network

*Aplican restricciones

COMERCIOS AFILIADOS



TIENDA LA CONFIANZA
3% de desc. en librería y
6% de desc. en tienda*
Tel: 2494-2500
Grecia Centro



GRUPO ELECTA
5% de descuento*
Tel: 2494-0529
Grecia Centro



LIBRERÍA SAN RAFAEL
5% de descuento*
Tel: 2494-5859
125 mts norte del ICE, Grecia



SUPERMERCADO ROSVIL
Precios de feria todos
los días y rifas de canastas
de productos*
Tel: 2494-0874
Grecia Centro



Librería Dimi
AL SERVICIO DESDE 1958
LIBRERÍA DIMI
5% de descuento*
Tel: 2494-5069
Grecia Centro



COMERCIAL LA GUARÍA
Precios Mayoristas y rifas por
temporadas*
Tel: 2444-5835
Sta. Gertrudis Norte de Grecia



CALZADO EPOCA'S
10% de descuento*
Tel: 2494-0120
Grecia Centro



SUPERMERCADO EL PUEBLO
Precios de feria todos los
días*
Tel: 2494-5744
Grecia Centro



LABORATORIO CLÍNICO SULAB
15% de descuento*
Tel: 2494-3727
Grecia Centro, 25 mts oeste
de la terminal de buses,
contiguo a Farmacia Central



HOGARCENTRO VÍCTOR VARGAS
12% de descuento*
Tel: 2494-6968
Grecia Centro



FARMACIA GRECIA
5% de descuento*
Tel: 2494-0590
Grecia Centro



ECOINSUMOS
5% de descuento y
diagnóstico gratuito
del cultivo o plantación.
Tel: 2448-3110
San Pedro de Poás, 4 km al norte
del templo católico de Poás



ESTACIÓN DE SERVICIO COOPEVICTORIA
Bonificación del 2% de
compras para asociados*
Tel: 2494-1866
San Isidro de Grecia



COMPU SERVICIOS GRIEGOS
De 5% a 7% de descuento*
Tel: 2494-8282
Grecia Centro



SUPERMERCADO LA ECONOMÍA
Rifas mensuales de €10.000
en órdenes de compra*
Tel: 2494-4134
San Rafael de Poás



CARNICERÍA SAN CARLOS
5% de descuento*
Tel: 2494-6610
Grecia Centro



FARMACIA LAS MERCEDES
6% de descuento*
Tel: 2444-6509
Grecia Centro



ALMACÉN DE SUMINISTROS COOPEVICTORIA
Bonificación del 2% de compras
para asociados*
Tel: 2494-1866
San Isidro de Grecia



UDIS

COOPE VICTORIA

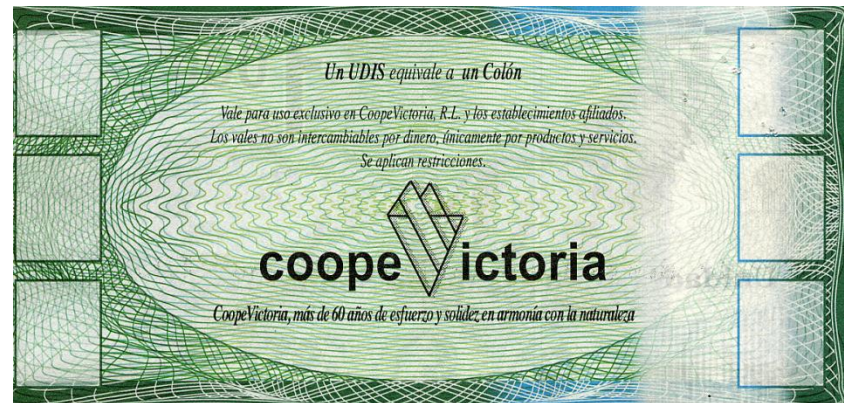
Biofuels and complementary currency (March 2011)

- With UDIS circulating, the Cooperative coordinated the recollection of 22.000 liters waste oil from families and business in 46 schools of the county, this oil is paid with UDIS.
- Once the oil is recollected, it is transformed into biodiesel for electricity, this generates a saving in national currency colon and socio-environmental sustainability.



Main achievements (March, 2011)

- Almost a thousand children indirectly involved in the production of more than 24.000 liters of biodiesel a month.
- In average, the equivalent in UDIS of US\$ 200.000 circulating in the local economy.
- A local network of at least 20 business accepting UDIS and offering discounts.



Main conclusions

1. Bottom-up” approach with small scale projects in which local needs, practices and preferences are addressed (Parnwell & Khamanarong, 1996).
2. Selective Spatial Closure by the Local Network of Business (Stohr & Todtling 1979, Gomez & Helmsing, 2008) can to promote gender equality (Burns 2000, Seyfang 2001b) and avoid social/environmental degradation.
3. **Most achievements are not always economically measure with implications for funding projects**
4. With extremely poor people and highly vulnerable financially because of the volatility of their income, promote micro-savings is more suitable for development, and do not impose the same risks as credit (Sylvain, 2005), VSL in Colombia.
5. For a successful alternative micro-funding, a sustainable local economic strategy is crucial, a CC project should NEVER replicate the same logic of accumulation but encourage and promotes a logic of solidarity, reciprocity and cooperation among economic actors as proposed by Polanyi in “The Great Transformation “”(1957) and Mance in the" Network for Development Cooperation "(2002).

Final comment:

“Let promote solidarity collaboration networks not competition”



“Resistance is no longer a form of reaction, but a form of production and action... resistance is no longer one of factory workers, it is a completely new resistance based on innovativeness... an on autonomous cooperation between producing and consuming subjects. It is the capacity to develop new, constitutive potentialities that go beyond reigning forms of domination” (Negri, 2006).

Thank You Very Much

คุณขอบคุณ

Gracie mille

ありがとう

Muchas Gracias



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