

# COMMUNITY INITIATIVE SUSTAINABLE LIVELIHOODS

## THE PROBLEM

Whilst Peru's urban centres rapidly develop, rural communities continue to live traditional lifestyles. Opportunities to generate income are limited in these remote regions, as is access to education and training to acquire new skills. Amenities and basic infrastructure can be sparse and poorly maintained.

## SUSTAINABLE DEVELOPMENT

Your initiative contributes to SDG 12 Responsible Consumption and Production by working towards the following indicator of success:

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



*"Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products."*

## THE PURPOSE

The organisation with whom you will be collaborating work with a number of communities surrounding Arequipa and into Colca. Their primary purpose is to support the communities by harnessing tourism as a force for good. By creating philanthropic, culturally immersive experiences, they engage visitors to offer both financial and physical support. The subsequent funding and peoplepower is invested in improvements to community infrastructure as well as capacity building programmes. The latter serves to give community members education and training, particularly with regards to the skills required to deliver activities to visitors. These residents can then be employed by the organisation to deliver such activities, accessing an opportunity to generate income and support their families. Agriculture programmes provide an additional level of support and engage local residents with environmental topics too.

## YOUR ROLE

You're supporting the community simply by visiting, staying with them and engaging in cultural activities such as sports, games and community walks. Get hands on at the local farms to support with agriculture, or lend a hand with any ongoing infrastructure development. Get immersed in the traditions of the region and get to know the locals, understanding why the initiatives are so important.

