



Empowering youth and women entrepreneurs

These Bolivian women in the picture below, from the La Paz region and its surroundings, have received support through a pilot project aimed at fostering the integration of youth, with a focus on young women into the labor market and strengthening green businesses as job providers. Led by the Skat Foundation in partnership with Ser Familia, this document introduces four young women entrepreneurs supported by this initiative.

81

Young women (18-30 years old) from socially vulnerable groups empowered, of which 56 have a permanent job.

305

Young people from Educational Units or Vocational Training Centers benefit from educational orientation to enter the labour market.

20

Small and micro ecological enterprises (95% run by women) strengthened and managed following a circular economy



Rocío and Green Mix

At 22 years old, Rocío has launched her organic salad business. Her entrepreneurial journey began a year ago, driven by her passion for healthy eating. With the support of the project Rocío has benefited from the talent of a graphic designer to create her company's logo, as well as designing stickers that adorn her salad products, as shown in this photograph.



In the near future, she plans to develop a digital marketing strategy and launch a website. This step marks her progress toward digitizing her business, with the aim of expanding her reach to more customers.

With the ongoing support of the project, Rocío has also received guidance from an accountant. This has allowed her not only to set fair prices but also to strengthen the financial management of her company. However, her greatest aspiration is to specialize in hydroponics, in order to increase her production and scale her business.

Belen and furniture made from recycled wood

Belen, a resilient mother of two, found a new opportunity in the adversity of the pandemic. When her family's printing business had to close, Belen, facing the need to build a crib for her baby, took the leftover pallets from the printing shop and started working with wood. Motivated by the positive feedback from her neighbors and family, she decided to reclaim all those abandoned pallets to begin building furniture with this recycled wood, thus starting her venture.



Through this initiative, Belen received training from an experienced carpenter to enhance her skills in using tools and machinery. Additionally, she had the opportunity to collaborate with a web designer who helped her put together a portfolio of her creations and design business cards that reflected her dedication and passion for manual work.

Sulma and her urban Garden



Sulma, a young mother of two, dedicates herself to cultivating vegetables, plants, and flowers in her gardening venture. With the support of the project, she has managed to build a greenhouse through the donation of essential materials.

This photo depicts Sulma and her son on the left side of the image, accompanied by two educators from Ser Familia, who visited her home to explore her garden and assess her needs to enhance her venture.

Sulma is a dynamic individual with innovative ideas. After strengthening her urban garden, she also dreams of creating a library in her community, which is situated far from the city center where there are currently no bookstores or shops offering school supplies for children.

Her goal is not only to fill this void but also to foster an atmosphere of learning and cultural growth in her neighborhood.



Mickaela and her handicrafts

Since she was 15 years old, Mickaela has seen totora not only as a form of expression but also as a way of life. Her skill in weaving this natural material has transformed into a business that decorates both craft shops and markets. Seeking to formalize her venture, Mickaela has obtained financial support to acquire materials, thus moving towards stability and recognition of her art.



With the growth of her business, Mickaela has not only increased her production capacity but has also begun to have a positive impact on her community. By teaching her mother and brother the art of working with totora, she strengthened family bonds and created a new source of income for her household. In particular, her brother has become a fundamental pillar of the business, contributing to it after school.

