



# Peruvian Promise in Action

Fall 2012



# Roadmap

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# The Peruvian Promise in Action Team



# Rotary New Generations

- One of 200 Rotary clubs worldwide to participate a Satellite Club pilot program
- Foster club innovation, flexibility, and alternative membership types
- Every month we have a champion who organizes a speaker and hands-on service activity for the club.
- Participation in BRC including World Service Committee



# The Issue

- Women and girls in Peru have higher levels of poverty and unemployment than their male counterparts
- Peru is suffering from high levels of climate change, global warming, indoor air pollution, water issues, and irresponsible tourism affecting sustainable development

# The Solution

- Empowering young women in their chosen fields and equipping them with resources and understandings to
- Women's successful drive towards involvement in development projects depends on their levels of awareness (Fonjong, 2001).
- Local women's active support in development projects is crucial and there cannot be societal transformation without their involvement, support, and *leadership* (Bamgose et al, 2002)

# Why Women?

- Women suffer higher poverty and unemployment than men, they compose 70% of the world population living in poverty (Clancy, 2002).
- Women reinvest 90 percent of their income in their families and communities, whereas men reinvest 30 to 40 percent (UNF, 2011).
- Women have unique cultural and societal understandings.

# The Premise: Peruvian Hearts

*Changing the world, one heart at a time*

- Hogar de Niñas
- Peruvian Promise





# Peruvian Promise in Action

*Providing young women with the education and motivation to initiate beneficial change in their communities and beyond.*



- Mission
- Vision
- 15 young women



# First Stage: Leadership Institute

## Agenda

- 2 week Urubumba
- Female teachers (Mentors in stage 2)
- Leadership, Professional Development Training
- Case Study Seminars
  - Social, environmental and sustainable development issues
- Final Project



**CASE STUDY SEMINARS:**  
Large Group Participation

**Maternal and Child Health through Improved Cookstoves Case Study:**

- Taught by a Woman Mentor who is a leader of an Improved Cookstove Project

**Water and Sanitation Case Study:**

- Taught by a Women Mentor who is leader in Clean Water and Sanitation Projects

**Sustainable Tourism Case Study:**

- Taught by a Women Mentor who is a leader in the Sustainable Tourism Industry

**Professional & Leadership Curriculum**

**Final Project:**  
Paper and Presentation on chosen Case Study

**SUSTAINABLE DEVELOPMENT ACTIVISM TRACKS:**  
Small Groups for each Track

**Track 1: Maternal and Child Health: Improved Cookstoves**

- Indoor air pollution and dirty cookstoves

**Track 2: Water and Sanitation**

- Lack of clean water and sanitation issues

**Track 3: Sustainable Tourism**

- Develop ways to raise awareness about sustainability issues and promote responsible tourism practices

**TRACK OPTIONS**

**Option A: Community Awareness**

- Design and implement a community based-advocacy campaign about indoor air pollution and the benefits of improved cookstoves

**Option B: Entrepreneurship**

- Design and lead, with the guidance of a mentor and the needs of the organization, an Improved Cookstove venture

**Option C: Internship**

- Work with woman mentor in an internship to build their professional skills, and gain exposure to their field of interest

**Option A: Community Awareness**

- Design and implement a community based-advocacy campaign concerning clean water and sanitation practices

**Option B: Entrepreneurship**

- Design and lead, with the guidance of a mentor and the needs of the organization, a Water and Sanitation venture

**Option C: Internship**

- See Option C above

**Option A: Community Awareness**

- Design and implement a community based-advocacy campaign concerning the effects of irresponsible tourism and the benefits of Sustainable Tourism

**Option B: Entrepreneurship**

- Design and lead, with the guidance of a mentor and the needs of the organization, a Sustainable Tourism venture

**Option C: Internship**

- See Option C above

**Certificate of Completion in Leadership and Professional Development:**  
Before receiving a Certificate, each Girl must give a presentation to the Hogar concerning their chosen Track

# Project Sustainability

- Outcomes:
  - Education and Training in Future Vision focus areas
    - Areas based on initial needs assessment
    - SWOT, case studies, presentations, tracks, mentor relationships
  - Inter/intra personal and leadership skills
    - Individual confidence, group cohesion, mentor relationships, etc.
- Target: PPIA *Matching Grant* Pilot (2013)
  - Every girl creates a plan of action and conducts a SWOT analysis on their chosen track; carry out initial phases of projects
  - Every girl completes group project/presentation
  - Every girl remains involved (through peer evaluation)
  - Invested relationships between the mentors and the girls
  - Comprehensive needs assessment and evaluation



# Partnerships

- In Country Partners:
  - Peruvian Hearts
  - Cusco Rotary
  - Cusco Rotaract
  - Edwin (owner of Urubumba hotel)
  - Proworld (Urubumba)
  - Awamaki (Ollantaytambo)
- Local partners:
  - Boulder New Generations
  - Boulder Rotary
  - Denver Rotary

# Timeline

- January 1, 2013:
  - Sustainable Development Activism tracks settled
  - Leadership curriculum finalized
  - Mentors selected
- March 4th - April 26, 2013: 15 young women
  - Leadership Institute
  - Sustainable Development Activism Tracks

*In order to tackle some of today's most pressing problems in developing countries, we must not seek to attempt to bandaid the situation from the outside. Instead, true solutions lie in empowering the people themselves, particularly women, to make change and give them the resources to be able to do so. We can't tell them the answer to their problems, nor should we. But we can equip young women with the power and opportunity to find their own answers.*

From young women to young women:  
Find your truths.

*Empower women. Empower communities. Empower change.*