
VERSION 2019

Management report 2019

Tierra Grata

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About Tierra Grata

Tierra Grata is a social initiative dedicated to providing well-being to rural families through clean and affordable energy as well as intimate and safe spaces for sanitation.

Our Mission

Reduce social inequalities in rural areas through the implementation of social technologies.

Our Vision

To be the number one provider of basic household services in rural communities in Latin America.



TIERRA
grata

After 3 years of great dedication, passion and commitment to this Tierra Grata, 2019 was a year of exponential growth, we had the opportunity to make partnerships that contributed to increasing our impact, we reached more communities in different territories of the Colombian Caribbean. We were also in more than 5 countries sharing the work that we do from Tierra Grata, we had the opportunity to talk with international organizations that we admire, exchanging experiences that enriched us.

The Guardians of the Light, are one of our greatest proud of the previous year, they constitute the consolidation of our model of social intervention, they are also our main partner in the territory, they are mainly led by rural women.



During this year we also have the fortune of having the vote of confidence from important organizations such as the company Reckitt Benckiser - RB thanks to our program Baño Grato, also from the United Nations Development Program with which we installed our first Casa Grata program and Young Water Solutions who leveraged our solution to open new market segments with Baño Grato to rent at events.

We thank all our partners and also all the volunteers who since 2016 have contributed to all our solutions, Tierra Grata belongs to each one of you too.

In this 2020 we will continue working with greater commitment and passion hand in hand with our rural communities to increase their well-being, provide dignity and reduce the impact on the environment with our solutions.

Yours,

Jenifer Alvar Fernandez



Empathy



In Tierra Grata we understand the experiences and concerns of others and feel them as our own to learn from.

Proactivity



We constantly undertake new and better solutions to overcome ourselves and anticipate multiple job challenges.

Creativity



We activate creativity as a tool and as an engine to achieve innovation in each of our solutions and processes.

Solidarity



We apply our knowledge and experience to support communities' efforts to improve their quality of life.

Coherence



We transcend every day of our lives everything learned and announced within the organization to reinforce by example.



Jenifer Colpas

- Executive director.

After volunteering at AIESEC and studying International Business, she lived an experience in India in 2012 where she rediscovered the meaning of inequality in the world. Since then she decided to align her spiritual life with nature. She became a vegetarian and volunteered in organizations such as TECHO and Litro de Luz. She has a post-graduate degree in social responsibility and is part of Global Shaper. Jenifer likes to cook, to dance and to travel whenever she can.



Alex Durán

- Operations Manager / Chief operating officer.

As a graphic designer he worked for several years in the area of communications and marketing for sectors. Nonetheless, since he studied Industrial Design he leaned towards working with social interventions and today he has more than six years of experience working in the third sector. He is a specialist in Project Management, former CEO of the organization TECHO and former project manager of the Vive Bailando foundation. He is addicted to coffee, to reading and traveling.

Katy Morales

- Social management Coordinator

Since the beginning of her academic life she has been linked in social research processes with community-based organizations and women leaders, reflecting on the world of Care, paid and unpaid work, together with the Cartagena University and other organizations. She is a social worker from the Cartagena University, linked to the Family Research Group on Masculinities and Femininity Studies.



Carolina Colpas

- Executive assistant.

Social Communication student with an emphasis in journalism from the Cartagena University . She has experience in creating audiovisual product, creating and editing texts. With aptitudes in the development of research and work plans, she did volunteer at Litro de Luz and Back2Back. Se is a physical exercise , books, dancing and music lover.

Jose Estupiñan

- Communications Coordinator

Social communication student with an emphasis on journalism from the Cartagena University, artistic educator at the IPCC. With skills in research and appropriation against artistic and educational phenomena, understanding of production processes, critical appreciation and sociocultural contextualization of the arts in their different manifestations. Co-founder of the research journalism portal: cuatropalabras.co.





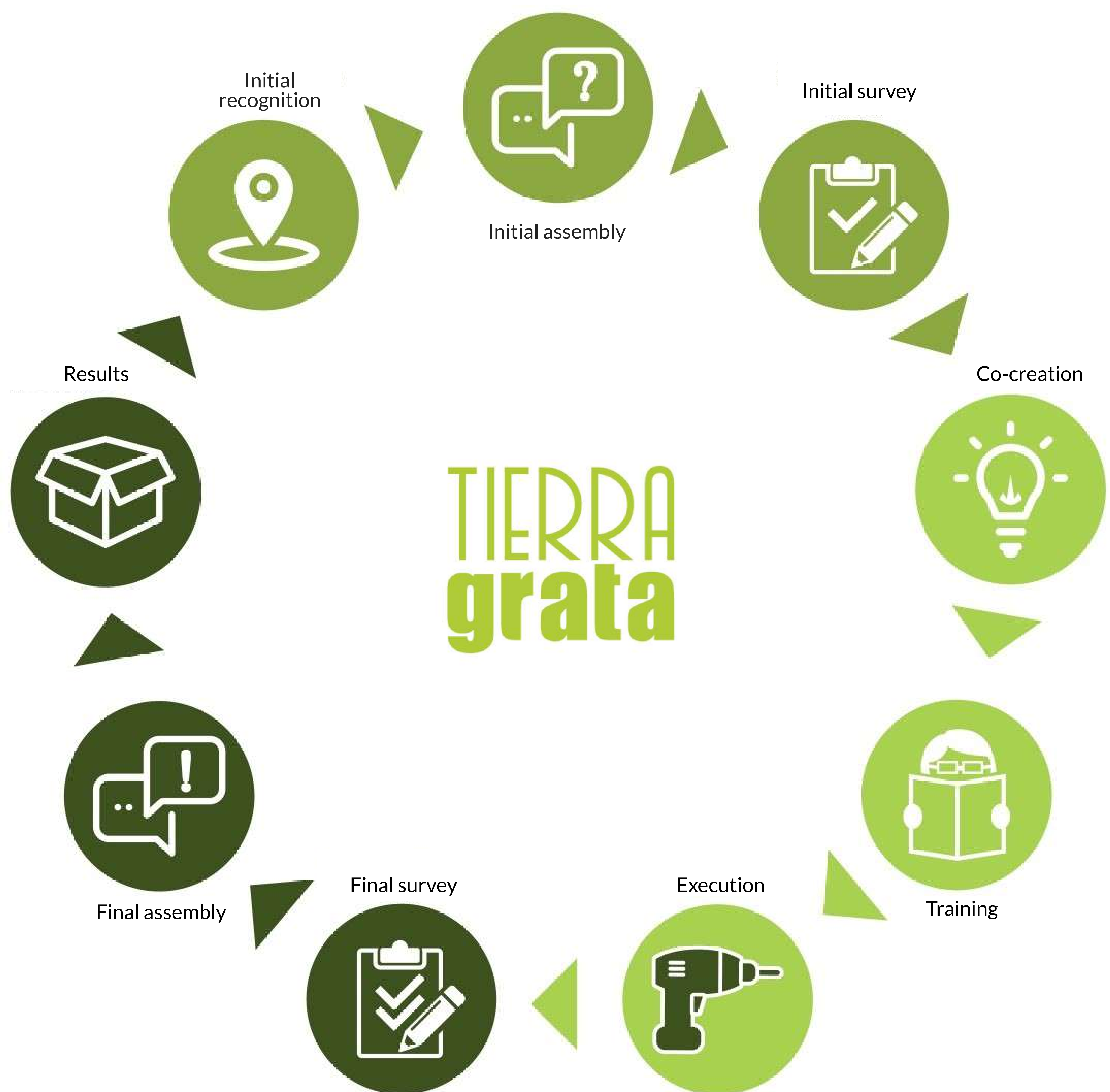
Model of Social Intervention

The Social Intervention Model -MISTIGA- is an internal work guide of Tierra Grata and it was born after the improvement and accumulation of documentation of internal experiences of the Organization. It consists of three stages and nine phases in total and today is one of the main tools for the management of all social intervention projects of the organization.

In the PRE INSTALLATION we have the initial stages of Recognition, Assembly and Survey. In general terms, they are the tools to better understand the context of the community and to identify general characteristics that will allow planning in more detail the implementation of the project in the next stage.

In the INSTALLATION stage we have the Co-creation, Training and Implementation phases. It is at this stage of the Social Intervention Model of Tierra Grata that the results are tacitly visualized and includes the active participation of the members from the communities.

Finally, in the last stage of POST - INSTALLATION are the final processes of Survey, Assembly and Results. They are basically the closure of the project and what it seeks is to measure the impact of the work done to discover its success or not, socialize it with the community in order to receive effective feedback and make the results visible to both external and internal public





In 2019, Tierra Grata organized three activities to install 166 new technologies in total; all facilities were from the power line. **In total 44 solar kits, 3 solar poles and 119 lamps.**

Although fewer installation activities were carried out than in 2018 more social technologies were installed than all the other years combined. Thus, **the year ended with more than 2900 users in total.**

A project was carried out for the first time in the Department of La Guajira with the aim of further increasing coverage and, in addition, a special workshop and furniture project was carried out with the University of Magdalena.

1

Hondible

From the ACPM lamp to the solar lamp

To reach this community of the Montes de María it is necessary to reach the Carmen de Bolívar, to deviate for an hour by a road and then to walk for another hour to meet more than 120 peasant families who survived the armed conflict thanks to their resistance, creativity and cunning. They have never had electric power and were illuminated thanks to ACPM lamps and some, with gasoline plants, but after the successful experience of 2018 continued work with the community to gain more access to solar energy. Thus, in April and then in July, 69 technologies were installed: 30 from the Casa Grata project, 3 from Noche Grata and 33 from Luz Grata thanks to donations from the followers of Tierra Grata and other resources owned by the organization.

2

La Cañada

Learning from good experiences

Near the territory of Hondible, also in the upper part of the Montes de María and as part of the territory of El Carmen de Bolívar, is the community of Cañada with XX number of inhabitants. Like its neighbors, it has only one point with electric power which is located in the school of the community. Many peasants arrive there not only to recharge cell phones, but also blenders. In some cases, these are hikes of more than 80 minutes. In July, 34 technologies were installed at the same time as in Hondible, of which 20 belong to the program casa grata and the rest to the program Luz Grata.



3

Villa Fausto

Technology with indigenous worldview

In September 2019, the Enlighten La Guajira Campaign was launched to enlist the support of people of choice to bring lighting solutions to the community of Villa Fausto, located on the outskirts of the municipality of Uribia, in La Guajira. In this sector were identified 118 inhabitants, mostly of the Wayuú ethnic group, and some Venezuelan emigrants. Only 5 families have access to energy but it does so with irregular connections and in total, a ratio of one bulb per 13 people is estimated. On average, a family spends about \$17,000 COL a month purchasing candles to light up their home. With the support of private companies, other foundations and the donation of natural persons, 40 solar lamp solutions were installed to 40 different families in the territory.



Among the first results obtained in the cases of the Montes de María territories, it was observed that, in the past, one light bulb per 23 inhabitants was present in both communities. After the installation of the energy kits that figure changed to 1 bulb per three inhabitants. Likewise, the time and distance that each person used to recharge their cell phones or use their blenders decreased significantly as now those who do not yet have energy walk to the neighbors who do. Thus, it was reduced from one hour to 5 minutes in the La Cañada Vereda and from 30 minutes in the Vereda de Hondible to 7 minutes. This allows everyone in the community to have more time available for other tasks.

In the case of Villa Fausto, in La Guajira, it was possible to increase the ratio of one light bulb per 2.5 people, that is, one source of lighting per family detected in the sector.

Guardians of the Light:

As part of our sustainability strategy, 21 new guardians of light were trained between the two communities intervened in the Montes de María. They received training in photovoltaic systems, installation and maintenance of Casa Grata’s solutions and were the ones who led in each territory the installation of solar energy to their own neighbors. Since then, they have played a technical role in advising the maintenance of the systems and are the source of communication with the organization for the monitoring and reporting of news.

¿Qué opinan nuestros usuarios?



"This service has brought very pleasant benefits, I can communicate more with my family because I can charge the phones from my home". -
Darlis Hernández,
about Casa Grata.



"Days ago we were without light and you saw the kids running happy because the road was lit". -
Merlys Valdez
about Noche Grata.



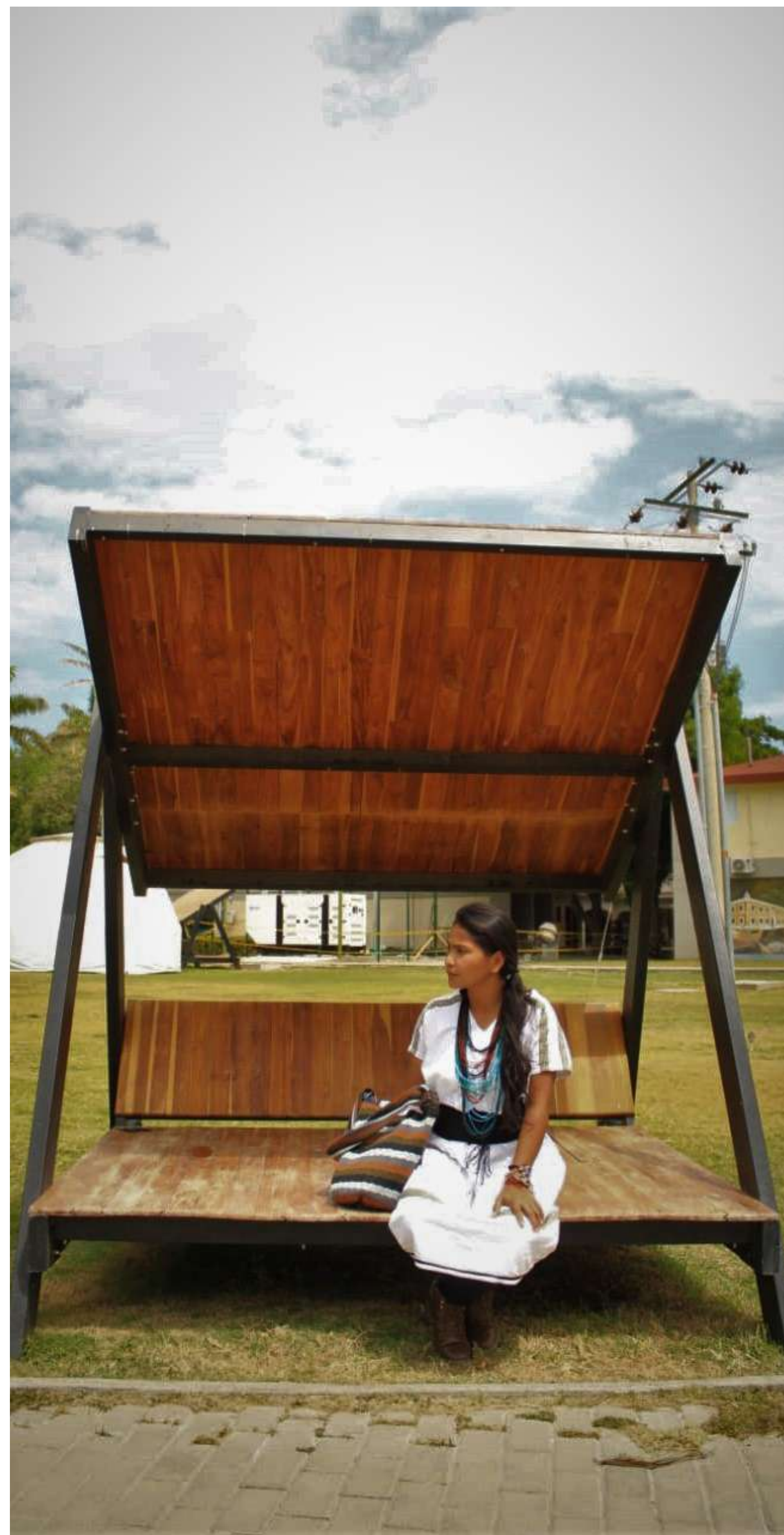
"Baño Grato has been very beneficial to me, because we eliminate the habit of doing my needs in the bush". -
Sirlis Castillo about Baño Grato.

Tierra Grata, in agreement with the University of Magdalena, conducted six theoretical and practical workshops for the installation of solar mobiliaries on the University campus.

The proposal consisted of developing four structures as an alternative for students' rest and work, which would allow the adaptation of photovoltaic systems to provide electrical connections. In addition, the workshops were aimed at raising students' awareness of the country's poverty situation and how social technologies, such as furniture to be developed, are alternatives to improving the quality of life. Therefore, students were able to reflect on how from different perspectives professions could contribute to the elimination of poverty through social technologies.

In conclusion, 24 students from different careers were involved, including anthropology, biology, hotel and tourism, and various engineering projects such as civil, environmental and electronics. This diversity

generated debates from different academic angles and contributed both to the development of mobility solutions, as well as to the conception of the country's development through social interventions.



Although no water and sanitation facilities were installed this year, agreements were reached with two different entities for the installation of environmental bathing solutions. Also noteworthy is the creation of the first spin off of the organization: Baño Grato, a new product of Tierra Grata thanks to the support of our Reckitt Benckiser- RB and Young Water Solutions allies that will give results during 2020.

Year	New communities	Technologies installed	Users
2015	1	2	2
2016	2	23	276
2017	3	50	664
2018	4	89	1104
2019	2	16	873
TOTAL	12	330	2919

2019

- Winners of the call Lead 2030 Category ODS6. One Young World and RB.
- Young Water Fellowship Winners - Young Water Solution.
- Winners of the Sustainable, Innovative and Multi-actor Initiatives for the Sdgs call - UNDP.
- Finalists of the Impact Acceleration program in Turkey - Sdgia.
- Women Economic Forum Award for Companies Working to Overcome Poverty.
- Social Skin: Finalists in the award that recognizes young people with social innovation projects in Colombia and Central America.



2018

- Finalists UN Environment Award Young Champions of the Earth.
- Third Place Awards Contributions to the Reduction of Poverty and Inequality in Latin America and the Caribbean, Vidanta Foundation.
- Third place in the Innovation in Water and Sanitation and Solid Waste Awards in Latin America and the Caribbean.
- BID-FEMSA Leadership Award Category Leadership in Action. El Espectador.
- SIM PNUD

2017

- Winners of the "Ideas para una Cartagena Mejor Contest". Socialab and Chamber of Commerce of Cartagena.

2016

- 2nd place in the category of environmental organization in the Gems- CRA Atlantic and Ultracem Environmental Award.

Income	2016	2017	2018	2019
Donations	\$702.500	\$1.978.047	\$8.080.000	\$8.666.155
Grants	\$4.740.000	\$13.000.000	\$192.900.000	\$105.780.679
Community fee	\$0	\$0	\$1.223.700	\$2.664.000
Events	\$0	\$0	\$600.000	\$0
RSE	\$0	\$1.560.000	\$4.511.710	\$4.607.291
TOTAL	\$5.442.500	\$16.538.047	\$207.315.890	\$121.718.125

Expenses	2016	2017	2018	2019
Administrative Expenses	\$0	\$0	\$2.800.000	\$83.000.000
Logistics and Installation	\$3.048.210	\$8.820.303	\$35.304.515	\$86.180.000
Representation costs	\$22.000	\$355.000	\$2.269.000	\$3.877.760
Taxes	\$188.507	\$135.219	\$1.121.387	\$4.000.000
TOTAL	\$3.258.717	\$9.310.522	\$41.495.802	\$174.000.000



Latinosan

During the fifth edition of the event in San José, Costa Rica, we participated as panelists in the panel @CAP_FIRST\$economics of Behavioral Change: Innovative Methodologies in Hygiene and Basic Sanitation.

World Water Week

In August, we attended the world's largest water and sanitation event in Stockholm, Sweden, every year.

Women Economic Forum

In the first edition of the event we had the opportunity to participate as speakers in the panel on Poverty Eradication projects for women.

Social Entrepreneurship Recon

At the first meeting of social entrepreneurs in the country, we participated as panelists in the panel: "A coffee for the environment".

One Young World

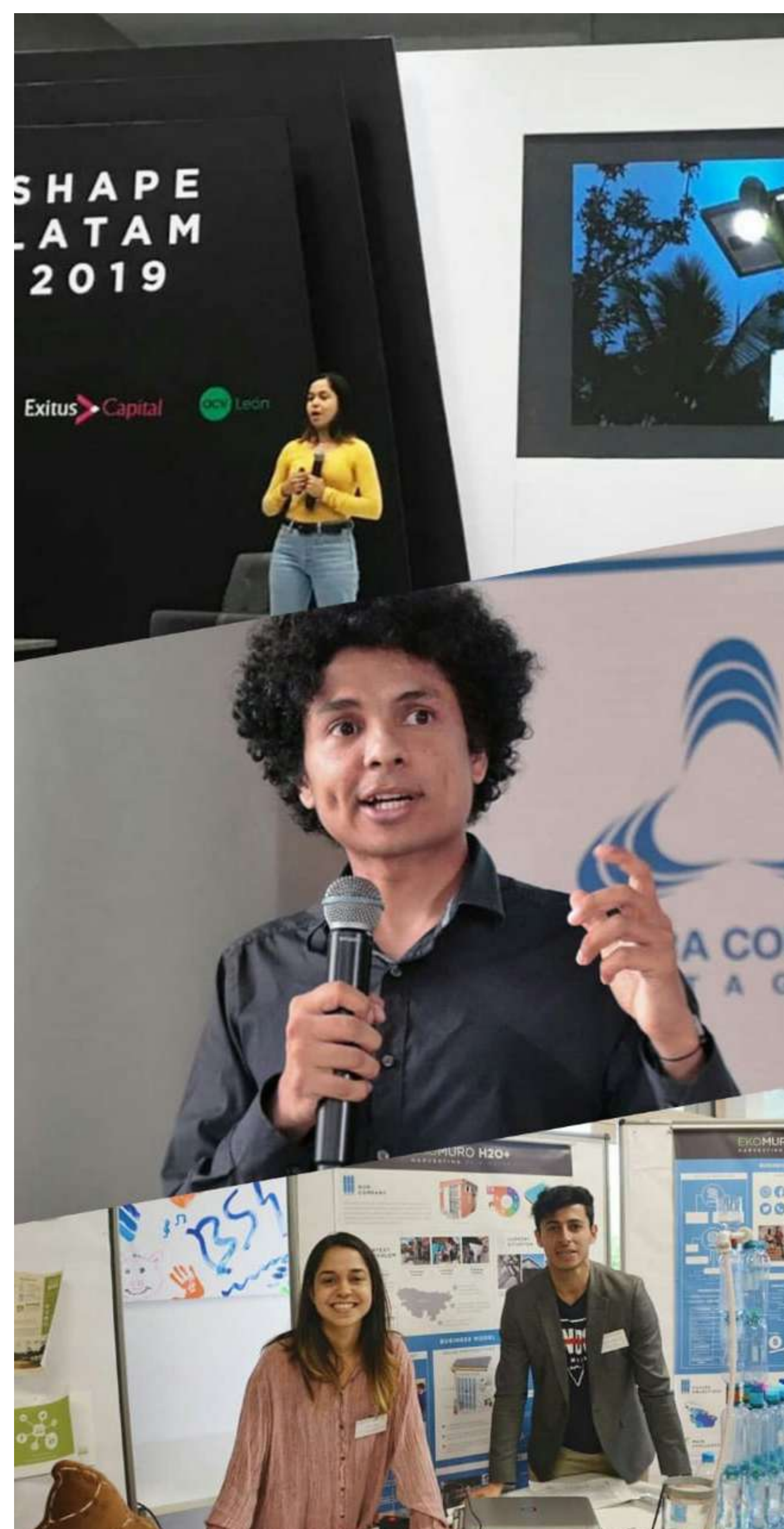
We attended the largest annual youth gathering in the world where we had the opportunity to share with personalities like Muhammad Yunus in London, UK.

Toilets will transform the world

In the framework of the General Assembly of the United Nations in New York, United States, we participated as speakers and had the opportunity to share spaces with relevant organizations in the sector such as Water.org.

Inter American Development Bank (IDB) - Water week

To facilitate the exchange of experiences, strategies, public policies and technologies in water and sanitation sector, we participated as speakers in processes of innovation and new technologies applied to the management of water resources and the provision of water services and sanitation.





In-pactamos Bancolombia

We support the strengthening of enterprises and enterprises with innovative, replicable and sustainable models, with growth potential and the ability to incorporate and appropriate strategies focused on generating positive social and/or environmental transformations.



ALLIES

Reckitt Benckiser - RB

It is a global British company that manufactures mass consumer goods in different segments for home care, hygiene and health. The purpose of the organization is to make healthier lives and happier homes through solutions delivered to consumers. **They are our partners for the implementation of our Baño Grato program.**

United Nations Development Programme - UNDP

Through the SIM-Sustainable Innovative and Multi-actor programme, **we implemented our Casa Grata programme in communities located in the Montes de Maria, Bolivar.**

Young Water Solutions

Young Water Solutions is an international non-profit organization that aims to develop and support the potential of young people to contribute to universal water, sanitation and hygiene management (WASH) and the management of the water resources together with them we will be developing our new business unit of “Baño Grato- de alquiler”





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