

Innovaciones para la resiliencia climática en la agricultura.

iDE



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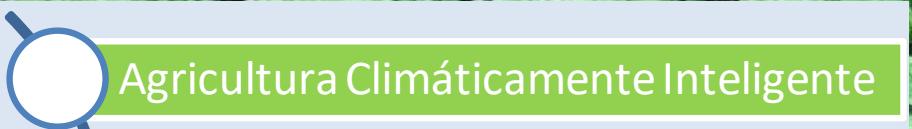
Denver, Colorado, USA

35 años

Mejorar ingresos y medios de vida para las familias rurales en 11 países de Asia, África y Centroamérica.



Ejes de Acción

-  Agricultura Climáticamente Inteligente
-  Gobernanza Hídrica
-  Innovación Tecnológica (RST)
-  Acceso a Mercados

2009



Water control and sustainable water use in coffee

**A public private partnership project in Central America between
Nestlé S.A, ECOM Group, IDE International and Rainforest Alliance**

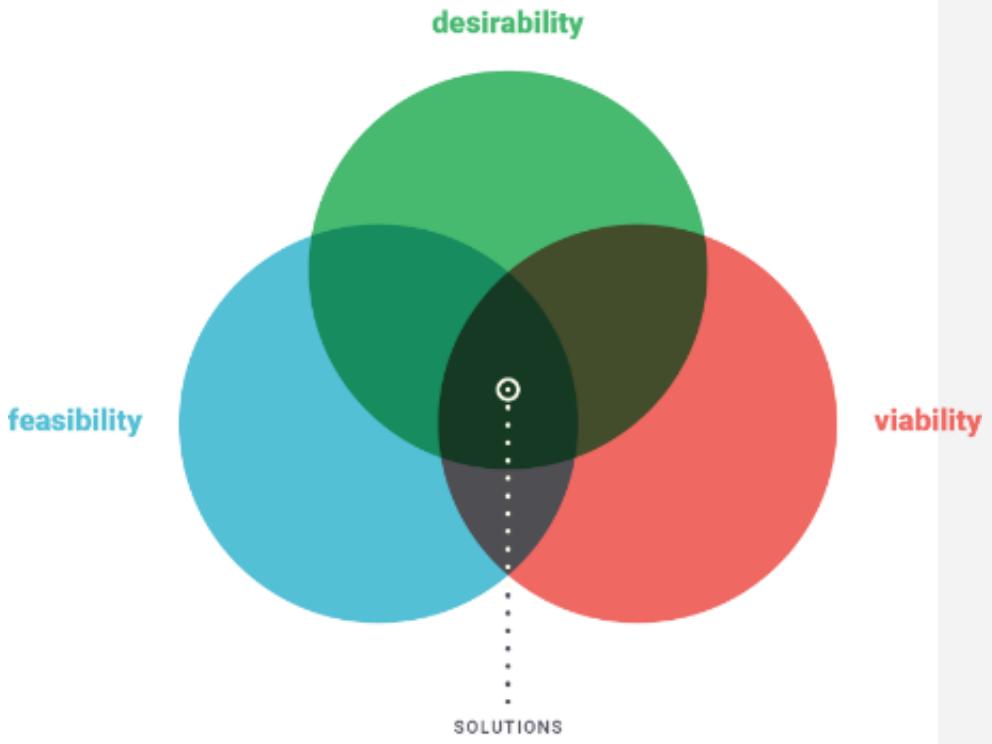
2009



Diversificación



Human Centered Design



Human-Centered Design (HCD) is a leading qualitative innovation methodology that maximizes the likelihood of adoption, long-term sustainability, and scalability of a market-based solution. It is used to design and deliver holistic offerings – usually a combination of product(s), service(s), marketing, financing, and distribution.

HCD utilizes an ethnography-like approach to deeply understand latent user and stakeholder needs, and combines this with design methods and expertise from product design, industrial design, business design, service design, and marketing strategy. **The result is a market-based solution that is desirable, accessible, usable, maintainable, and affordable to consumers, in addition to being technically feasible and economically viable for stakeholders in the market-system.** HCD is a best practice amongst the world's largest (market-based) consumer goods and services firms, and has gained recent credence in the development sector as a means to improve the ROI (return on investment) as well as the probability of scale and sustainability of market-based initiatives.

The HCD process starts by developing a **deep understanding of users' needs, aspirations, and constraints**. In this case, "users" are men & women who participate in the agricultural value chain.





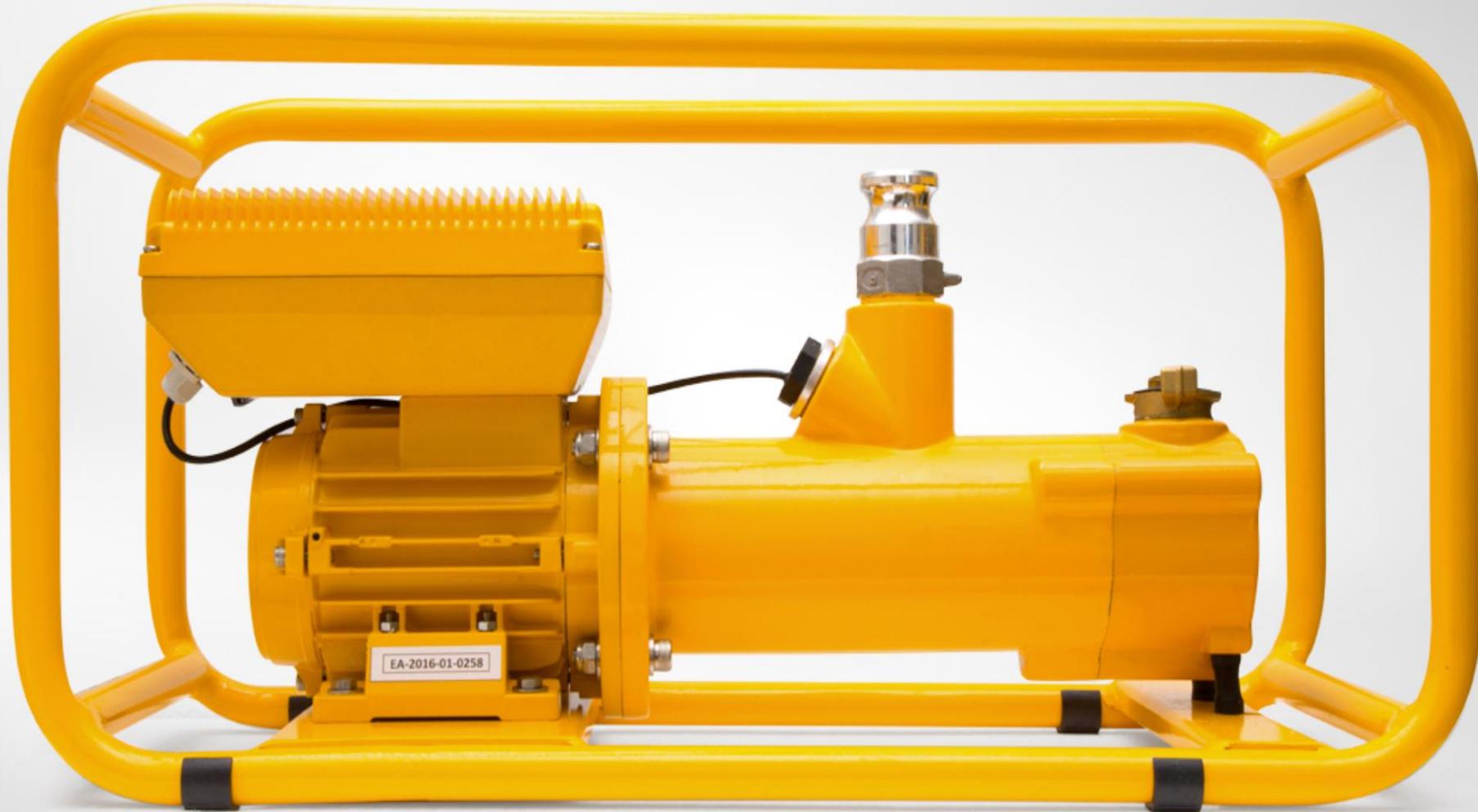


Impluvium

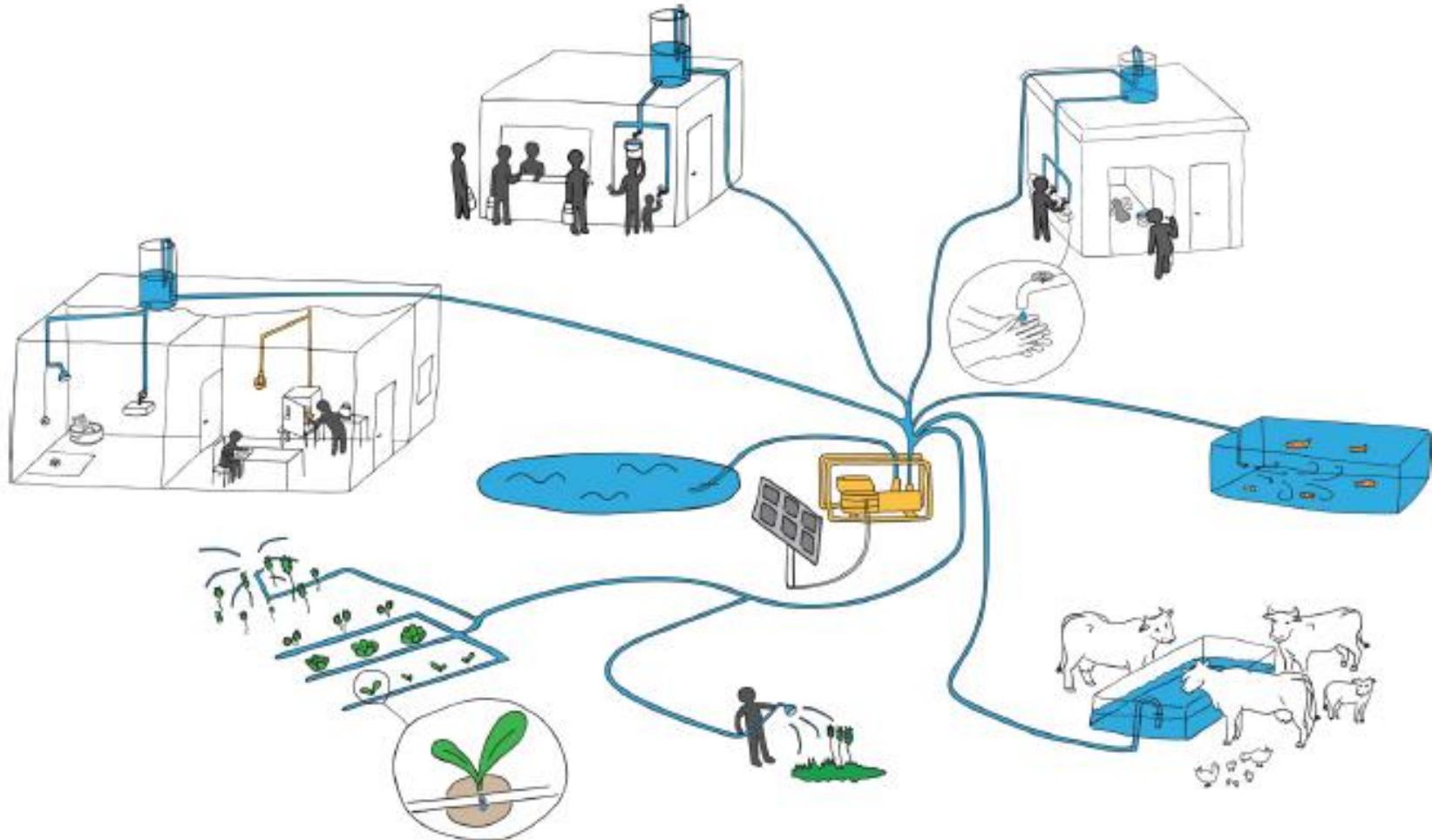




Soluciones bombeo solar



10. Sunlight pump applications





Riego suplementario en cacao

14/8/2014 12:42







Como ampliamos?



Skilled

gets your knowledge

anywhere



bienvenido al curso
Agricultura de conservación – Sistemas de riego por goteo, Fertilización, Manejo integrados de plagas, Buenas prácticas agrícolas, y Conservación de suelo

Este curso está enfocado en la transmisión de los conocimientos necesarios a la implementación de huertos familiares en varios departamentos del corredor seco hondureño, a través del proyecto EmprendeSur del gobierno de Honduras, ejecutado por iDE.

Se tratará de cinco módulos esenciales que contienen toda la información necesaria al éxito de establecimiento y manejo de esas iniciativas:

Welcome to the course
Dew harvesting as a means to get clean drinking water

What will be covered in this course?

- What is dew? Some facts to help you understand the principles behind dew harvesting
- Ways of harvesting and creating dew collectors
- Advantages and disadvantages of different systems
- Dew water quality

The focus will be on clean drinking water. Dew harvesting for agricultural purposes will be covered in a future course

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MDF

"How well do you really know your audience? Take those dull demographics and shopper behaviors and turn them into stories about the different segments of your audience!"

Below a short video about how personas can help your business.

GOOD MORNING MARKETERS

transcript

THUNDER-TECH

Read about it

To come back to Belge bank, they have t value propositions for differen



SkillEd es ...

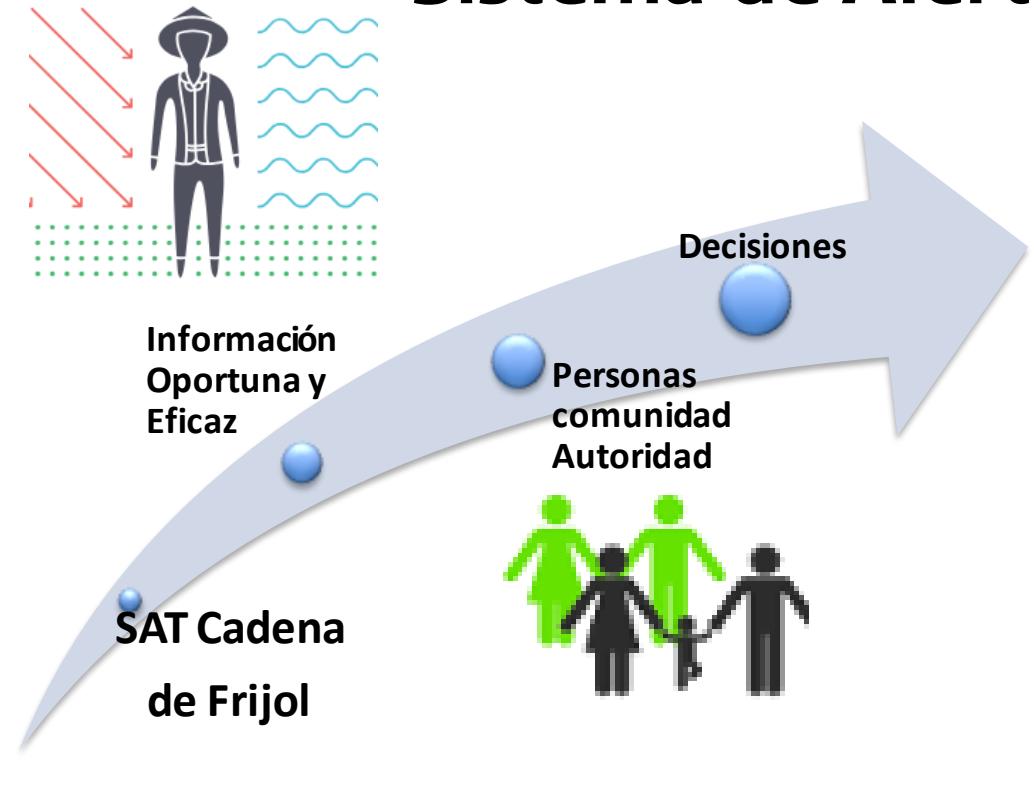
... fácil de usar y navegar

... puede incluir un contenido variado; videos, audio, presentaciones, quizz, páginas web externas, etc.

... te permite de descargar los cursos para usar o compartir sin conexión



Sistema de Alerta temprana







SPECIALTIES



COLLECT.



TRACEABILITY.

bextmachine



ANALYZE.



PAY.



QUALITY
IMPROVEMENTS.



DATA.



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