



## CÁRITAS WILL START A PROJECT TO IMPROVE AGRICULTURE IN CALLAHUANCA WITH DONATIONS OF ENEL'S TEAM MEMBERS AND ITS FOUNDATION

- *The project named “Value chain improvement of the main agricultural crops of families from the towns of Callahuanca and Barbablanca” aims at promoting a dignified employment and agricultural competitiveness in the 244 families of the district of Callahuanca, province of Huarochirí.*
- *This intervention seeks to strengthen productive abilities and the articulation to commercialise local crops, thereby promoting the income increase of families affected by the “Niño Costero”.*

**Callahuanca**, November 8th, 2017.- Today, Enel Peru and Cáritas presented the productive project “Value chain improvement of the main agricultural crops of families from the towns of Callahuanca and Barbablanca” which, with an investment of USD 400,000, will promote dignified employment and agricultural competitiveness in 244 families from the district of Callahuanca, province of Huarochirí, department of Lima.

*“The natural disasters that devastated the country last March motivated Enel Group to start a global solidarity chain for Peru. Enel proposed to its 70 thousand team members across the world that the donation they make for Peru would be matched by Enel Cuore Foundation. With the total amount raised, we signed an agreement with Cáritas del Perú to develop a project that will improve the lives of people affected by the landslides in the towns of Callahuanca, Barbablanca and Purunhuasi”,* said **Carlos Tembory**, Country Manager of Enel Peru.

The project, which is designed to work for two years, was developed by Cáritas del Perú and has three components: the application of technology adapted to the area, the development of commercial abilities, and competitiveness for the articulation in the market and the application of business management knowledge. Cáritas del Perú and Cáritas Chosica will be in charge of the project's execution.

*“Callahuanca, Barbablanca and Purunhuasi are towns near our areas of operation. We have sought to implement an initiative that promotes sustainable development, that not only improves their income in the short or medium term, but also contributes to their self-development in the long term”,* stated **María del Rosario Arrisueño**, Responsible for Sustainability at Enel Peru. *“Our goal is the income increase of beneficiaries by selling custard apple, avocado and green vegetables, and the articulation in the national market in order to sell value-added products created from these consumables. This project is developed in the framework of the Company's Sustainability Policy, promoting the Sustainable Development Goal No. 8 of the United Nations: Decent Work and Economic Growth”,* she added.





## Components of the project

In the first place, the project will allow producers to apply production technologies adapted to the conditions of the area, which implies the making of natural fertilisers and their application in demonstration plots. The training workshops will be especially focused on the work with productive women, as a basis for the increase of the family income. The Good Agricultural Practices (GAP) will be promoted through the Farmer Field School (FFS) approach, which will allow beneficiaries to learn the necessary productive processes for their crops in a practical way.

In second place, producers are encouraged to develop commercial abilities and competitiveness so they can work in the market through productive chains and by attending local fairs and internships. The beneficiaries will prepare business plans for their products, which will include new value-added chains for the transformation of products.

Finally, the project will promote the formalisation of the current producer organisations and the creation of new ones which make it easier for producers to work with supply concentration mechanisms for a better articulation in the market and for the access to services of technical assistance, credits, among others. This will complement the strengthening of abilities for business management.

### **ENEL PERU**

*The Group Enel operates in Peru in the generation sector through Enel Generación Perú, Enel Generación Piura and Enel Green Power Perú, which have a total installed capacity of around 2 GW, and in the distribution sector through Enel Distribución Perú, which provides around 1.4 million clients with power supply in the region of Lima.*

### **CÁRITAS**

*Cáritas del Perú has been promoting productive chains in different regions of the country for more than 25 years and has been working through networks at national level for 62 years. Cáritas del Perú and Cáritas Chosica will be in charge of the project's execution.*

