



COOPERACIÓN >

**MANQ'A**  
LET'S COOK A HEALTHY FUTURE TOGETHER



There are two large gastronomy tendencies: on the one hand, fast food that standardizes everything and saturated foods with sugar. On the other hand, gourmet food that is modernizing traditional cuisines, but with portions and prices that are beyond the popular reach and tastes. This is why it is important to create Manq'a: in order to have an alternative to these two extremes, offering delicious, healthy food that is responsible with the environment and small rural producers, innovative, and respectful of local foods and their diversity.

## CONTEXT

As Latin America is globalized, people have less quality in their food because they leave behind their traditional food, for convenience, price or imitation, seek fast food that takes less time to prepare, but lacks nutritional value, which causes the conditions of diabetes or obesity and breaks the relationship between producers and consumers, because small farmers do not produce supplies for the large fast food chains.

In peripheral areas of the cities, we also find young men and women seeking job and study opportunities without success and close to the criminal networks that promise fast and easy money. All of this in an environment of frustration, low self-esteem and little value for what is rural and traditional.

## WHAT IS MANQ'A?

Manq'a means "food" in aymara. It is a model for training in gastronomy, which is aimed towards the generation of better life opportunities for youths of scarce resources in Bolivia and victims of the armed conflict in Colombia.

It is also a tool for the promotion of sustainable agriculture at a fair prices that small rural producers develop, and a means for raising awareness in the population regarding the importance of healthy eating, rooted in cultural identity and traditions. It is a project of ICCO Cooperation and Melting Pot.

## PORQUÉ MANQ'A?

We believe gastronomy is a powerful means for developing projects of high impact, because it is inserted in the culture and allows us to work with rural producers and youths in situation of vulnerability, at the same time generates healthy eating alternatives for the general population.

## WHERE?

The first intervention in Latin America was made in the city of El Alto, Bolivia: a zone of scarce resources, bad nutrition and inhabited mainly by immigrant youths with few job opportunities.

The first replica of the model outside Bolivia was made in Colombia, specifically in the peri-urban areas of Bogota, first, and later Cali. Both schools are located in similar contexts: high rates of youths, presence of criminal networks, drug and alcohol abuse, living precariousness, informal commerce and rural migration, but with one particularity: these youths are leaving the guerrilla in order to return to society, or they come from families that were displaced from their homes by the armed conflict.



**We aim for training in gastronomy  
To not be an end in and of itself,  
But a means that allows us to have  
A larger impact on the lives of  
small rural producers, final consumers  
and vulnerable youths and  
their families.**

## EDUCATION MODEL

Manq'a offers training in gastronomy that is acknowledged and availed by the local education authorities. The training at the schools is extremely practical and lasts 5 months and a half. It is not limited to the technical aspects of cooking and handling local foods, but it also develops the skills of youths in client service and business management, developing respect and knowledge of the agricultural products and diversity and dignity of rural areas.

In the humanities, Manq'a supports youths with the development of leadership abilities, self-esteem, communication, organization, teamwork, punctuality, critical thinking, sociability, creativity and innovation.

## EMPLOYABILITY

The design of our work model was made thinking that the students had to get a job at the end of their studies, or start their own business. The youths that chose to get a job in the gastronomy industry participate in job databases that support them to be inserted in jobs. In total we have 80 restaurants and food businesses that provide job opportunities.

In Colombia, for example, we made the Circle of Manq'a friends, which brings together restaurants with social sensitivity and receptiveness towards youths educated within this model. Manq'a is the link for the young man or woman to connect with the industry in favorable conditions. We don't only make the connection between employer and student, but also we follow up on these youths to make sure they have dignified employment.

## ENTREPRENEURSHIP

There are young men and women who do not wish to find employment, but rather they want to start their own business. They also receive support, although in a different framework.

This is a model of intervention for youth entrepreneurship approved and validated, which includes assessment in the design of a business plan, seed capital, follow up in the implementation of the business and business mentoring.

Finally, we facilitate the relationship of the young entrepreneur with a mentor to guide him or her in the business world. In order to strengthen his or her business model, Manq'a is part of Youth Business International (YBI), a global network of organizations that support youths at starting, strengthening and making grow their own businesses, creating employment.

## SUSTAINABILITY

We believe that the social sustainability of Manq'a is based in the link with organizations of producers, restaurants, neighborhood organizations, ministries, NGOs, networks, the public and private sectors. For the economic sustainability we carry out other types of activities that, although they have financial objectives, they also have a pedagogic component:

- We provide catering services for events, where students cook and serve the products.
- We are concessionaires of public and private institutions where we offer the lunch service, including ecologic, local, fresh and delicious products.
- We develop services of training in gastronomy, with special value placed on local products.
- We promote gastronomy tourism as a means for getting to know the culture and gastronomy of a place and dynamize its economy.
- We have popular dinners inside and outside the schools that strengthen pedagogic and labor components.

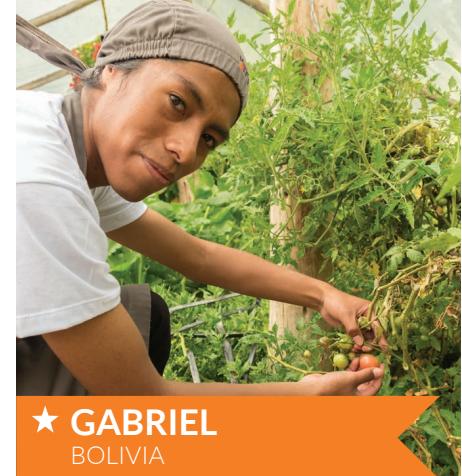




★ ROSMERY  
BOLIVIA



★ ARIANA  
COLOMBIA



★ GABRIEL  
BOLIVIA

"For me, studying in Manq'a has been very special, a dream come true. I learned to cook in 5 months, valuing our recipes and bolivian products. Now I know that eating is not the same as being nourished. Since I help out in the kitchen at home, I have helped my family to eat healthier and more nourishing foods that we didn't eat before".

"I came here from the Chocó region, displaced by the armed conflict. Nobody believed in me, they all said I would not be able to do it. Manq'a has given me an opportunity to show the world what I'm capable of. Today they say my food has the best taste. I dream of opening my own restaurant and cooking the food of the colombian pacific".

"I learned to value the work of farmers, they showed us how they take care of the crops and for us to try the fresh food directly at their fields, the products that have no chemicals was very cool because we got the sensation of eating something very natural".

## NUESTRAS CIFRAS



**3.155**  
YOUTHS TRAINED  
70% ARE WOMEN



**756**  
YOUTHS INSERTED  
JOBS



**156**  
ALLIANCES  
CONSOLIDATED



**80**  
COMPANIES EMPLOY  
YOUTHS



**45.800**  
LUNCHES  
SERVED



**165**  
PEASANT FAMILIES  
SUPPLY PRODUCTS



a project of:



COOPERACIÓN >

Melting Pot Bolivia  
Naranja | Magenta | Verde | Morado | Azul

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