

ICT URUGUAY CASE

Section	Detail			
Header	Logo			
	Responsible company or organization	Andrea Vidal Lourdes Ferreira		
	Thematic area	Training		
	Contact and location	Country	Uruguay	
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Description	About technology/app	Two rural women producers in Canelones and Salto (UY), Andrea and Lourdes, access online training on marketing adapted to family production, get to know each other, learn about experiences in MERCOSUR in face-to-face visits and become referents of experiences of sales to the State in their respective territories, as well as exchanges between their organizations.		
	About organization	Andrea will lead a cooperative that will supply vegetables to the National Institute of Rehabilitation (Prisons), while Lourdes until today and her organization Colonia 18 de Julio do so with the Municipality of Salto.		
Case features		Both production companies are benchmarks in their locations and organizations, circumscribed to their family productions. With the intention of marketing directly through State Purchases, however, they do not know what the organization process is like. How to do it? The training at the REAF Mercosur level and the subsequent direct contact with other experiences served as a framework and initial inspiration.		
Results and scope	Producers benefited	More than 20 direct producers.		
	Countries covered	Uruguay		
	Highlights	Qualitatively, the use of ICTs for training made it possible to capture the marketing aspiration, plan production according to sales commitments, and exchange experiences in two well-differentiated productive and social contexts. Quantitatively, around each one of the leaders-protagonists, other women referents were formed, and the process has been ongoing for several years where several obstacles have had to be overcome.		
More information	Additional details on INCLUDAS platform	N/A		
	Social networks	N/A		

Inclusion features	Promote gender equity in family farming and the leadership role of rural women. Improve the socioeconomic inclusion, resilience, and well-being of family farmers and rural households and communities. Strengthen the multidimensionality of family farming to achieve social innovations that contribute to territorial development and food systems that safeguard biodiversity, the environment and culture.
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