Huerto Urbano Perú – Hogares Urbanos Productivos · Air & Environment

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Country: Peru · Chiclayo **Category:** Air & Environment **Impact Areas:** Mitigation, Adaptation, Circular Economy, Nature-Based **Stage:** Prototype **Team Size:** 4 **Website:** https://www.facebook.com/groups/proyelecmiahup

Elevator Pitch

We transform urban homes into self-sustaining systems that reduce waste and produce food. We implement simple practices such as vegetable gardens, composting, and eco-bricks. It is a replicable, low-cost model that has a positive impact on the community.

Climate Problem

Urban households generate large amounts of waste and rely on external systems for food. This leads to increased pollution, CO2 emissions, and vulnerability to climate and economic crises.

Solution

We implement household systems that turn waste into resources through urban gardens, composting, and eco-bricks. We use simple, low-cost, and scalable methods that reduce waste and promote self-sufficiency.

Revenue Model

We will generate revenue through the sale of kits (for vegetable gardens and composting), hands-on workshops, consulting services, and community programs. We will also generate revenue through partnerships with educational institutions and local governments.

Target Market

Urban households, families, and communities looking to reduce expenses, manage their waste, and grow their own food. Also, educational institutions and municipalities interested in sustainability and environmental education.

Social Impact

Indigenous Peoples, Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, Migrants, People Living in Extreme Poverty, Women

Demand Evidence

There is growing interest in urban gardens and recycling. We already have an active community that is implementing the protocols, conducting practical trials in homes, and participating in activities, which demonstrates a real need and widespread adoption.

Competitors

There are separate initiatives for urban gardens and recycling. However, our proposal integrates waste, food, and education into a practical, accessible, and replicable system, supported by the community.

Founder Expertise

Practical experience in establishing urban gardens, waste management, and community education. Development of practical protocols and building an active community focused on sustainability and self-sufficiency.

External Support

A community actively involved in implementing protocols, conducting practical trials in households, and collaborating with individuals interested in sustainability and food sovereignty.

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