



# Tu-MoDeLo

Tourism – Engine for Local Development



Increasing market opportunities for sustainable agriculture value chains through the tourism sector in Costa Rica

# Initial Premise

We believe in the potential of **tourism as an engine for conservation and generation of sustainable livelihoods** in rural landscapes.

**Tu-MoDeLo (Tourism – Engine for Local Development)** represents a concerted, interinstitutional effort to leverage the power of the tourism sector as an engine for rural development through sustainable, local purchasing of agricultural products.

Tu-MoDeLo will improve the lives of farming communities through the Identification of market opportunities in the tourism sector for sustainable agriculture value chains adapted to climate change. A public-private partnership between Fundecooperación, the Costa Rican Ministries of Agriculture and Tourism, local tourism associations and a dozen other institutions and private sector partners, all working together to secure market opportunities for local producer groups connecting supply of sustainable agriculture products with the growing tourism industry.

## Objectives

To improve the lives of farming communities through the Identification of market opportunities for sustainable agriculture products in the tourism sector. Specifically, Tu-MoDeLo is aimed at:

- 1** Improving coordination of key institutions to be able to deploy the necessary assistance to achieve the goals of this initiative
- 2** Improving sustainable production practices and business skills of climate-smart agriculture producers
- 3** Growing demand for local sustainable agriculture products in tourism businesses
- 4** Consolidating distribution mechanisms to connect the supply of sustainable agriculture products with the demand from tourism businesses
- 5** Increasing consumers' access to information on businesses with sustainable procurement commitments.

## Our Yearning

Demonstrate that the Costa Rican tourism industry is an engine of local wellbeing in farming communities

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



Job  
creation



Economic  
growth



Women's  
participation



Youth  
participation



Adaptation  
to climate  
change

# Activities

Tu-MoDeLo began implementation in January 2019. Its timeline is 3 years, with the possibility to assess impacts on year 3 and explore continuation for 2 more years.

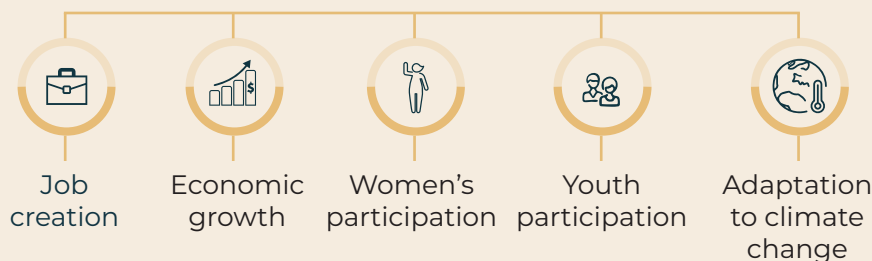
Some of the key activity groups are:

- Mapping key tourism regions with potential to become local markets
- Selecting value chains and inventorying current suppliers
- Strengthening business capabilities among producers
- Facilitating access to financial resources
- Incentivizing demand for local, sustainable products among tourism businesses and signing sustainable procurement agreements
- Participating tourists to generate demand

## Theory of Change



## Impacts



# Impact and Results

During the first six months, a baseline will be measured to define specific targets and track progress overtime in terms of sales of sustainable agriculture products, number of beneficiary producers and families, increased commitments from participating tourism businesses, youth and women's participation, and implementation of adaptation actions to climate change. Tu-MoDeLo will contribute to advancing Costa Rica's efforts aligned with the following Sustainable Development Goals (SDGs): advancing sustainable agriculture (SDG2); providing decent jobs and generating economic growth (SDG8) particularly for women (SDG5) and youth; promoting sustainable production and consumption practices as mentioned before (SDG12); adapting to climate change (SDG13); protecting life under water and on land (SDG14 and SDG15); and creating strategic alliances for sustainable development (SDG17).

## Purchasing with purpose



## Next steps and how to get involved

In 2019, Tu-MoDeLo will develop the necessary coordination and implementation mechanisms at the national and local levels. The Northern and the North Pacific (Guanacaste) Zones in Costa Rica have been selected as the pilot regions where Tu-MoDeLo will begin implementation. The plan is to expand to other regions during the second half of year to enhance its impacts.



**Your preference impacts the lives of farming families**

*esencial*  
**COSTA RICA**

**A TASTE OF COSTA RICA**

For more information and to get involved in the initiative, please contact Ronald Sanabria at Fundecooperación  
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