

# Innovaciones para la resiliencia climática en la agricultura.



Carlos Virgilio Urmeneta

AGROTECH, San Pedro Sula

27 de marzo 2019



# iDE - International Development Enterprises



Denver, Colorado, USA

35 años

Mejorar ingresos y medios de vida para las familias rurales en 11 países de Asia, África y Centroamérica.



# Ejes de Acción

Agricultura Climáticamente Inteligente

Gobernanza Hídrica

Innovación Tecnológica (RST)

Acceso a Mercados





2009



IDE  
IDEal Drip  
IDEal goteo para  
More Crop per Drop

## **Water control and sustainable water use in coffee**

**A public private partnership project in Central America between Nestlé S.A, ECOM Group, IDE International and Rainforest Alliance**



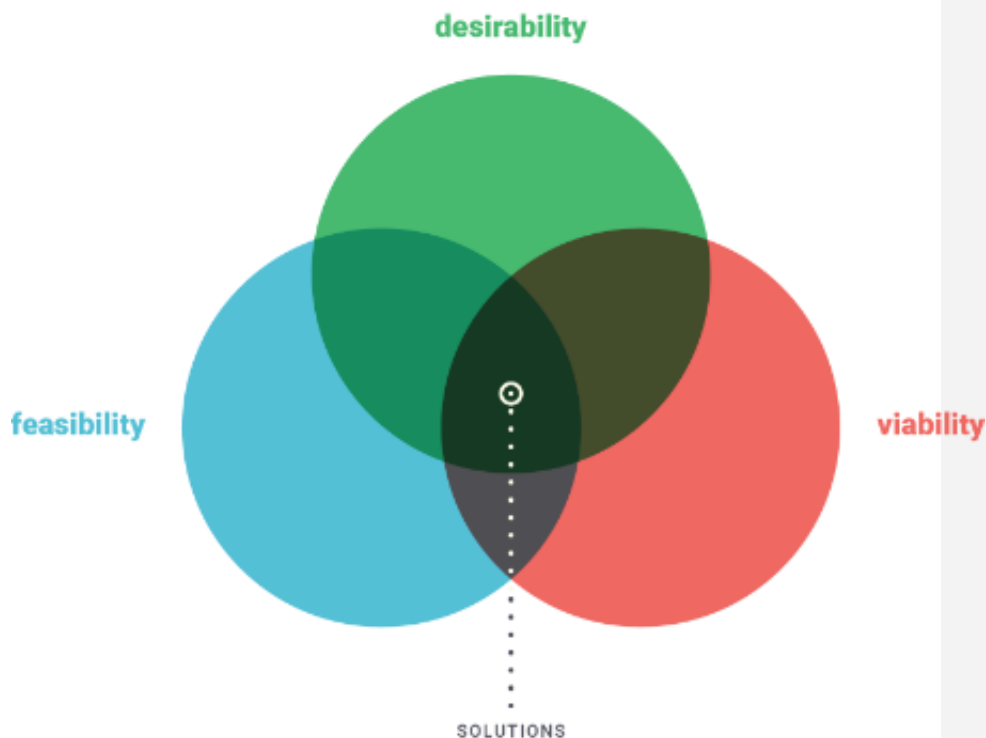


# Diversificación



# Human Centered Design

---



Human-Centered Design (HCD) is a leading qualitative innovation **methodology that maximizes the likelihood of adoption, long-term sustainability, and scalability of a market-based solution.** It is used to design and deliver holistic offerings – usually a **combination of product(s), service(s), marketing, financing, and distribution.**

HCD utilizes an ethnography-like approach to deeply understand latent user and stakeholder needs, and combines this with design methods and expertise from product design, industrial design, business design, service design, and marketing strategy. **The result is a market-based solution that is desirable, accessible, usable, maintain-able, and affordable to consumers, in addition to being technically feasible and economically viable for stakeholders in the market- system.** HCD is a best practice amongst the world's largest (market-based) consumer goods and services firms, and has gained recent credence in the development sector as a means to improve the ROI (return on investment) as well as the probability of scale and sustainability of market-based initiatives.

The HCD process starts by developing a **deep understanding of users' needs, aspirations, and constraints.** In this case, “users” are men & women who participate in the agricultural value chain.











# Impluvium





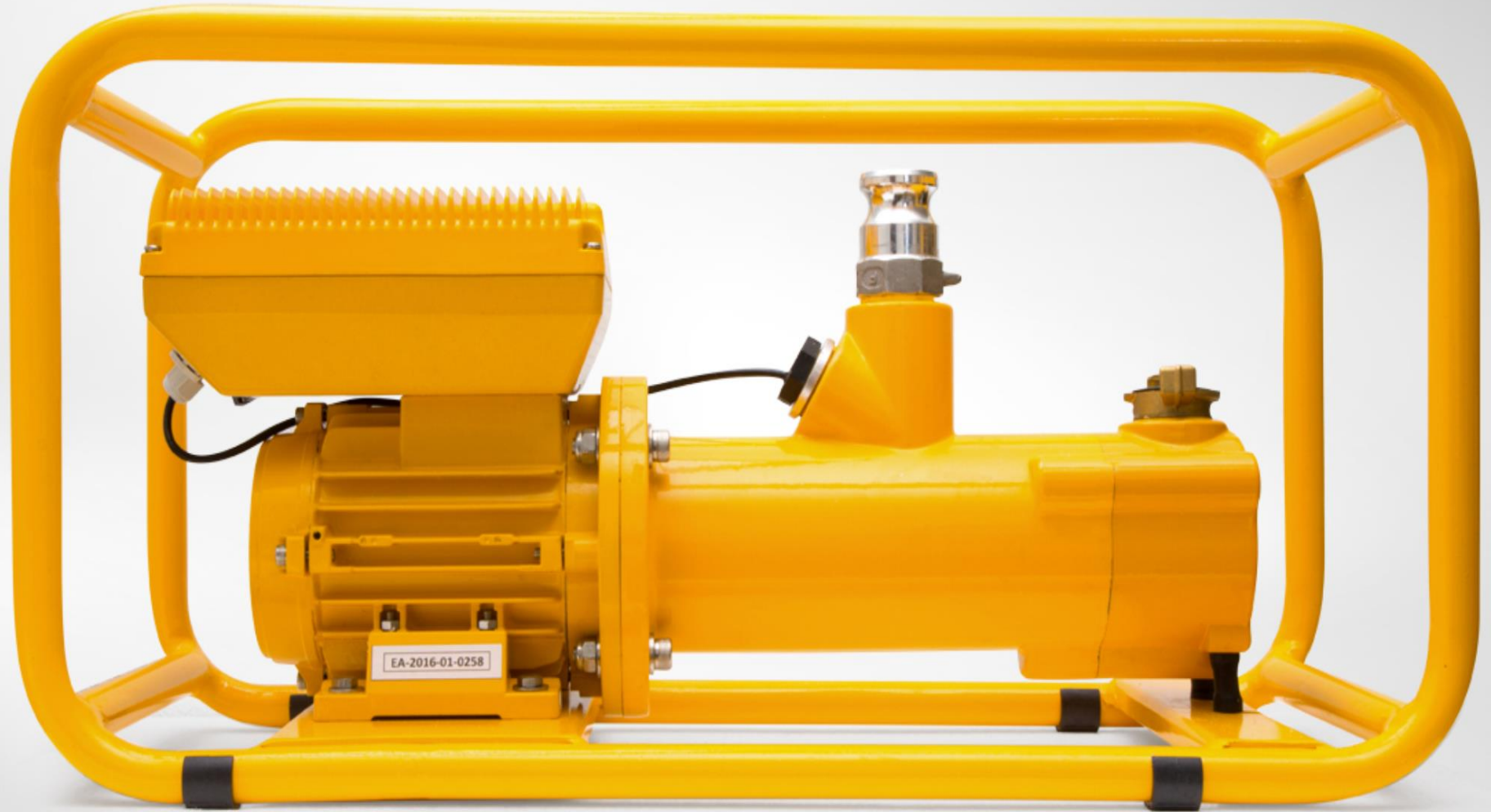








# Soluciones bombeo solar











Riego suplementario en cacao

14/8/2014 12:42















Como ampliamos?

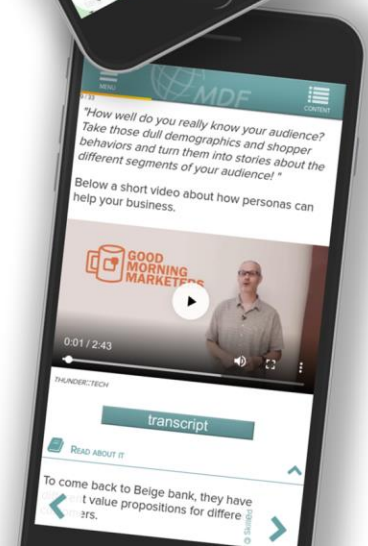




# Skilled

gets your knowledge

anywhere





# SkillEd

SkillEd es ...

... fácil de usar y navegar

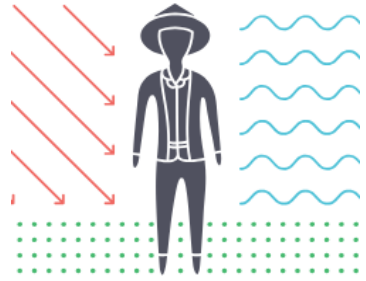
... puede incluir un contenido variado; videos, audio, presentaciones, quizz, paginas web externas, etc.

... te permite de descargar los cursos para usar o compartir sin conexión





# Sistema de Alerta temprana

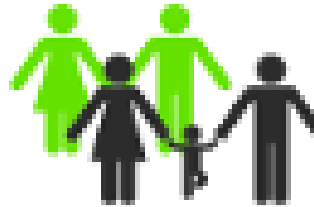


Decisiones

Información  
Oportuna y  
Eficaz

Personas  
comunidad  
Autoridad

SAT Cadena  
de Frijol









SPECIALTIES



COLLECT.



ANALYZE.



PAY.



TRACEABILITY.



QUALITY  
IMPROVEMENTS.



DATA.

bextmachine

bextmachine







**iDE**