tierra DIGNA

Centro de Estudios para la Justicia Social

Defending the territory, life and ancestral spirituality of our indigenous, Afro-descendant communities and peasants.

Our communities took a proactive role in their territories in order to seek economic alternatives that help generate a fair energy transition
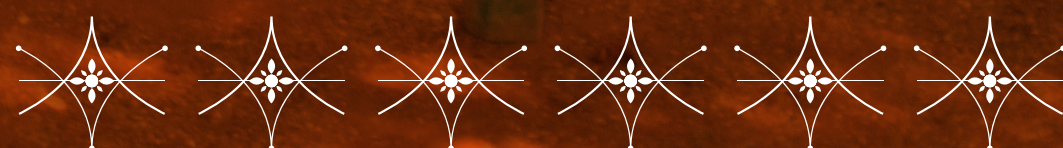
These initiatives arise in the face of the crisis in the mining areas as a consequence of the Glencore company's early and irregular closure of the Calenturitas and Jagua mines and the chronic hunger that is being experienced as a result of the lack of planning for an Energy Transition process.

For this reason, the leaders of the mining areas are proposing economic ventures for the just transition with a community perspective, environmentally responsible, based on their ancestral knowledge and circular economies.

Build a community economy model
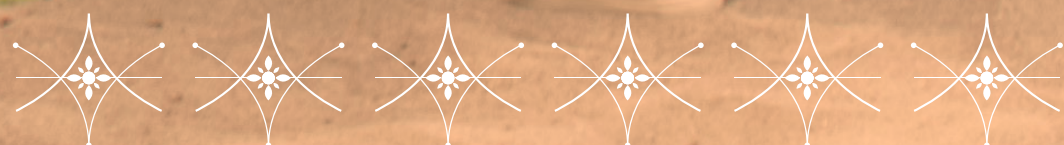
It is the communities themselves who lead these ventures creating an articulation with other economic actors. This will guarantee the empowerment of communities, strengthening of own governments and governance in their own development processes economic.

Macroprojects
will be
environmentally
sustainable

This implies that they must seek the protection, restoration and conservation of ecosystems and rely on clean technologies. In this case, being areas degraded by coal mining exploitation, we will give priority to projects that seek the restoration of ecosystems especially soil, water and air.

Public services model with community approach And from renewable energy
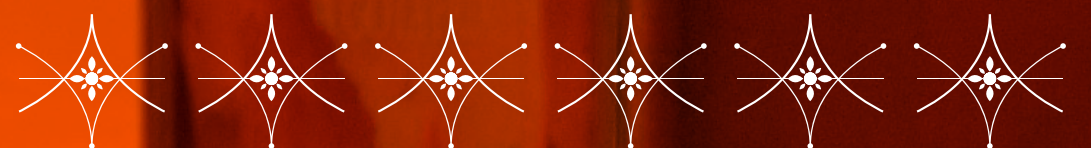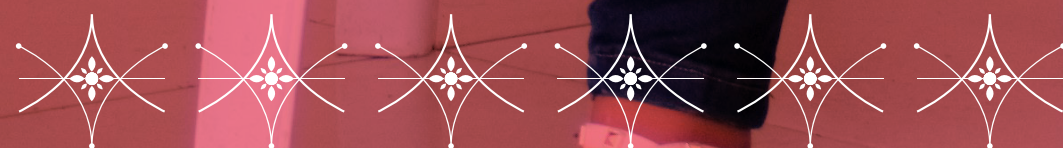
Based on community management and administration (water, energy and system Internet) such as community aqueducts, community networks internet access and community system based on renewable energy, especially solar panels for energy access.

Fair and transparent trade of communities towards its consumers.

A monitoring, visibility and transparency system will be created where all macroprojects will have two central bases:

1. Transparency in the management of resources and in the creation of the product.

2. The guarantee that there will be no intermediaries with the final consumer.

Synergy
Economic
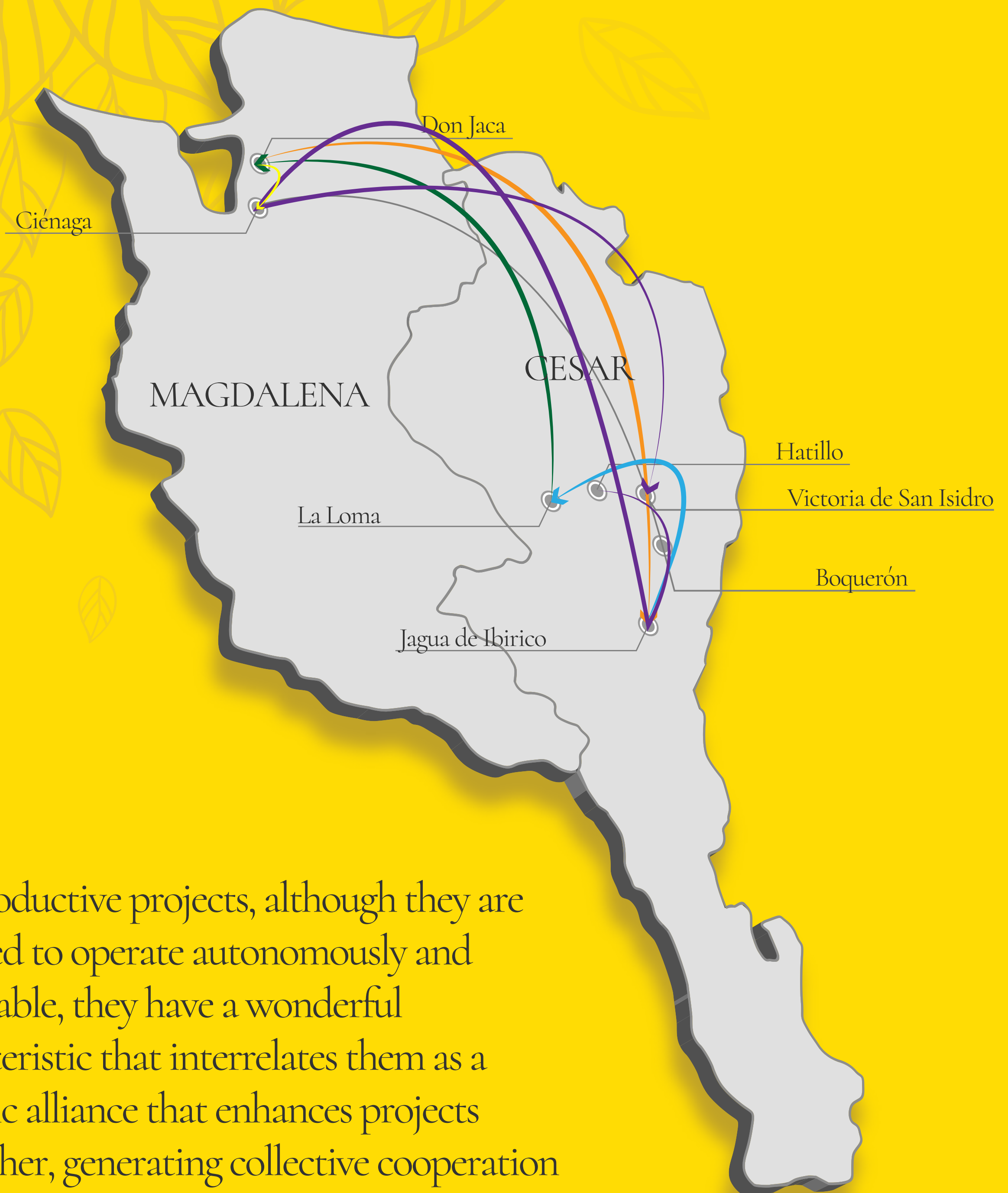
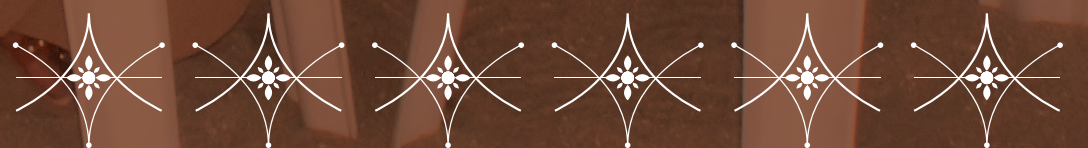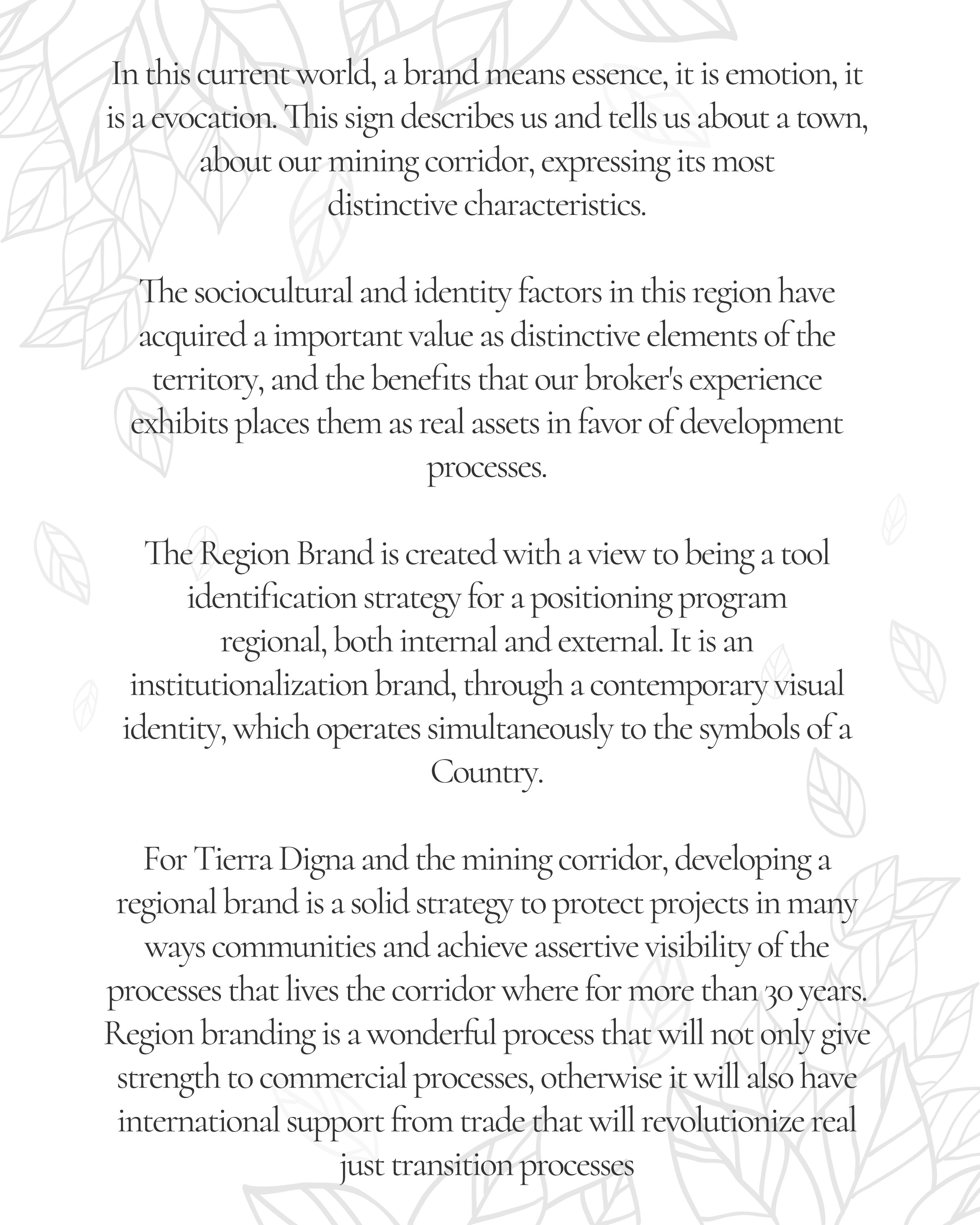The productive projects, although they are designed to operate autonomously and sustainable, they have a wonderful characteristic that interrelates them as a strategic alliance that enhances projects each other, generating collective cooperation economic system that is favorable in several ways for the just transition.

Brand
development
region

In this current world, a brand means essence, it is emotion, it is a evocation. This sign describes us and tells us about a town, about our mining corridor, expressing its most distinctive characteristics.

The sociocultural and identity factors in this region have acquired a important value as distinctive elements of the territory, and the benefits that our broker's experience exhibits places them as real assets in favor of development processes.

The Region Brand is created with a view to being a tool identification strategy for a positioning program regional, both internal and external. It is an institutionalization brand, through a contemporary visual identity, which operates simultaneously to the symbols of a Country.

For Tierra Digna and the mining corridor, developing a regional brand is a solid strategy to protect projects in many ways communities and achieve assertive visibility of the processes that lives the corridor where for more than 30 years. Region branding is a wonderful process that will not only give strength to commercial processes, otherwise it will also have international support from trade that will revolutionize real just transition processes

Contact us

diana.alvarez@tierradigna.org
atorres@tierradigna.org

X @TierraDigna   f Tierra Digna   ⓞ centrodeestudios.tierradigna