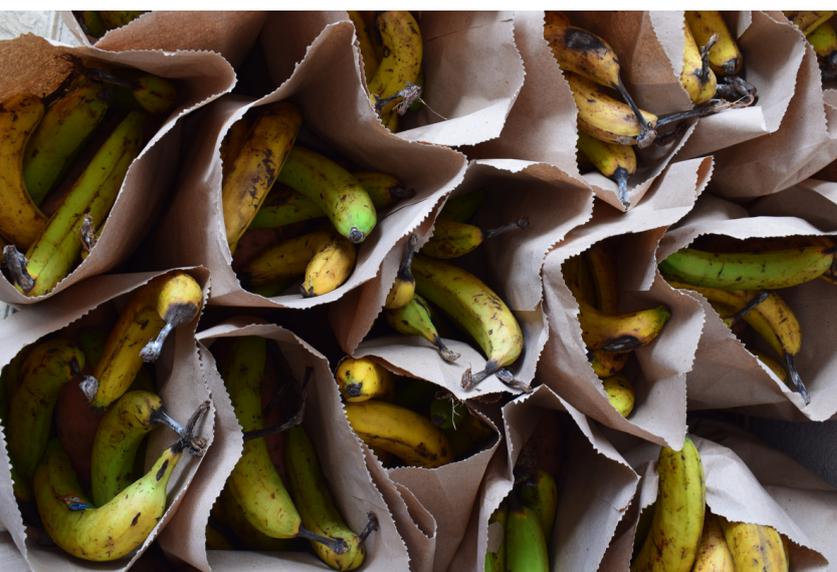


w a ' i k[®]
c o m e m e j o r

EXECUTIVE REPORT

July 2019-2021

Activity-based brief
Eat Better Wa'ik / Come MeJOR Wa'ik



CURRENT ONE-PAGER FIRST SEMESTRE 2021



04/2021

Come Mejor Wa'ik genera con(s)ciencia y acciones alimentarias para **reducir** la **malnutrición**. Colaboramos radicalmente en **interconectar** a la población y múltiples sectores de forma **diferente, creativa e inclusiva** para tener efectos **transformadores en el cambio** de narrativa, comprensión y comportamiento sobre nuestra relación y toma de decisión a partir de la comida. En estas épocas de cambio, si no mejoramos **¿qué nos queda?**

EJE 1: EDUCACIÓN	EJES TRANSVERSALES	TEORÍA DE CAMBIO & MODELO HÍBRIDO DE GESTIÓN
EJE 2: ECONOMÍA	- SEGURIDAD ALIMENTARIA	- CUARTA REVOLUCIÓN INDUSTRIAL Y ACCESO
EJE 3: AGRICULTURA	- SOSTENIBILIDAD CLIMÁTICA	- RESPUESTA PANDEMIA Y RECUPERACIÓN MEJORADA
EJE 4: CONSUMO	- DERECHOS HUMANOS Y GÉNERO	- MULTI-ACTORES, SECTORIAL Y CULTURAL
EJE 5: TECNOLOGÍA	- CREATIVIDAD, INVESTIGACIÓN	- COMUNICACIÓN Y ALIANZAS
CÓMO LO HACEMOS		ESTRATEGIA DE ODS EN WA'IK

NOS ENFOCAMOS CON	
	Madres Niñas/os Adolescentes Adultxs
DÓNDE TRABAJAMOS	
	Urbano Semi-Urbano Rural
CON QUIENES	
	Familias Empleados/ores Consumidores
A TRAVÉS DE CAPACITACIONES CON	
	Sesiones Expresiones orales/escritas Productos Acompañamiento
PROMOVIENDO	
	Creatividad Tec y R&D Cultura Valor sostenible & digno



SOMOS UN EQUIPO DIVERSO DE INTERNACIONALISTAS, ECONOMISTAS, INGENIERXS, COMUNICADORES, GÉNERO, NUTRIÓLOGAS, COCINERXS, ARTISTAS, ABOGADXS, APASIONADA/OS POR LA DIGNIDAD SOSTENIBLE

RETORNO GLOBAL Y SOCIAL		+8,000	X6	MEJORANDO GRACIAS A: Ingresos por servicios y productos monetizables Wa'ik. Grants, fondos, fellowship, premios, reconocimiento, aceleradoras. Alianzas, donaciones, voluntariado, comunidad, y ¡tú!
	\$7	+200	65%	
	SROI: 1:7	PERSONAS ALCANZADAS (ACUMULADAS)	CRECIMIENTO 2020 A VIS A VIS ANUAL	
		COLABORADORES NACIONALES E INTERNACIONALES	FRUTAS Y VERDURAS EN CANASTAS WA'IK	

COME MEJOR WA'IK
WWW.WAIKGT.ORG / @WAIKGT / INFO@WAIKGT.ORG // GUATEMALA, CENTROAMÉRICA
 CONTACTO: BIBI LA LUZ GONZÁLEZ, FUNDADORA - MA. ECONOMÍA POLÍTICA INTERNACIONAL
 RECONOCIMIENTOS 2020/2021: **HÉROES DE LA PANDEMIA**, **50NEXT DE THE WORLD'S 50 BEST RESTAURANTS**
FORO ECONÓMICO MUNDIAL Y NBC NEWS: MUJER PIONERA E INSPIRADORA EN LA EQUIDAD DE GÉNERO.

Eat Better Wa'ik is a registered non-profit association in Guatemala since 2016, starting their pilot programs in 2015. The community projects in Guatemala led by Wa'ik were put on stand-by while consulting for WFP in the country from end-2017 to mid-2018, and other community projects until mid-2019. By that time, we had already impacted more than 1,000 lives around multiple countries and departments in Guatemala.

MAY - DECEMBER 2019

In mid-2019, the Board of Directors of Eat Better Wa'ik (Come Mejor Wa'ik) was renewed, as well as adding more depth into our mission with the experience since our initial pilot projects in 2015 and establishment in 2016. This was the start of a full-on focus and dedication in the organization. With three aims:

- New Board Members and expertise into the organization and internships;
- Projects will only be implemented once funding was secured;
- Expanding the variety of products and services Wa'ik provides and community understanding of how to merge food, climate and rights.



TROPICAL FOREST ALLIANCE : Annual Meeting of the Tropical Forest Alliance, article author, vlogger for the event, invited to the Annual Meeting, and speaker at the closing plenary. Bogotá, Colombia, May 2019. (Expenses covered personally). 200 attendees

SHAPING HORIZONS: lead by the Global Shapers Cambridge Hub, Guatemala City Hub, University of Cambridge, Universidad Rafael Landívar, Wa'ik delivered healthy and nutritious food catering for the four-day hybrid Shaping Horizons Satellite event in Guatemala, September 2019. (Income generator, funds by Shaping Horizons). 100 attendees



UNITED NATIONS GENERAL ASSEMBLY (UNGA) WEEK: Invited to Nature Now Hub events, UN Women, Peace and Security high-level meeting, UNICEF, Freedom Fund conferences, WEF Sustainability Summit written article, in New York, USA, September 2019. **NEW YORK UNIVERSITY:** guest speaker at the Emerging Markets Course(Dr. Busch) - 20 students

TRUST CHANGEMAKER, THOMSON REUTERS FOUNDATION: Selected over 5000 application, the Founder of Wa'ik, Bibi la Luz, was one of the 60 human rights defenders as Changemakers fellow and speaker for the Trust Conference of the Thomson Reuters Foundation, in London, UK, November 2019 (Sponsorship by Trust and White & Case). 200 attendees



BIODIVERSITY FESTIVAL: We delivered food and biodiversity workshops for the week of Biodiversity in Guatemala (Sponsored by Fundación Crecer and partners), Guatemala, November/December 2019. 80 attendees.

JANUARY - DECEMBER 2020



BOARD MEETING: pre-pandemic and during pandemic

UNIVISIÓN: interview in preparation of the Improved Food Baskets



Selected for Grants from The Pollination Project, SGM Fund, YLAI, into the Accelerator of Pomona AgTech, did online campaigns.

WA'IK IMPROVED FOOD BASKETS / CANASTAS MEJORADAS WA'IK:

Since May/June 2020, we delivered nutritious and sustainable healthy food response and recovery during COVID and hurricanes. Co-authored "The Magical Language of Seeds" book. Reach: 6,000 people in Guatemala.



JANUARY - JUNE 2021



THE OUT-OF-THE BOX CREATION: THE EXTRAORDINARY COLLABORATION FOR ENTREPRENEURS IN PANDEMIC UNCERTAINTY: Developed an entrepreneurial program for Guatemalans in food, climate and rights. 25 entrepreneurs. January - April 2021, with online sessions, pitch, media coverage, and 50 collaborators from Latin America, North America and Europe. (Grant Funding from the US. Department of State through YLAI - Young Leaders of the Americas Initiative).

Meeting in Washington DC with Deputy Assistant Secretary of the Western Hemisphere Affairs of the State Dept, to discuss food security and youth. June 2021.

US Embassy Guatemala @Jun 30
 Jon Piechowski, subsecretario adjunto de Estado de Oficina de Asuntos Hemisferio Occidental, conversó con Bibi La Luz, fundadora de @waikgt, sobre #SeguridadAlimentaria y cómo el programa @YLAInetwork potencia a emprendedores de #LATAM p/crear #Prosperidad en sus comunidades.



Julie Chung @WHAAs... - Jun 24
 Felicitaciones a @bibiluz exbecaria @YLAInetwork por ingresar a @ForbesLifeLatam 50 Next. Bibi fundó "Come Mejor Wa'ik" en 2016 para combatir la desnutrición infantil en ...

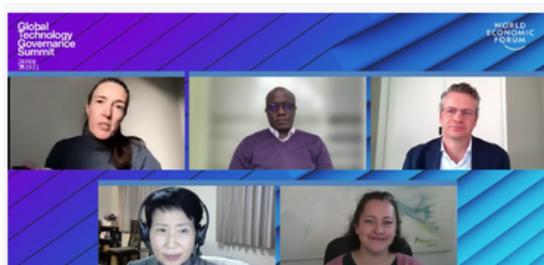


IMPROVED FOOD BASKETS / CANASTAS MEJORADAS WA'IK: Continuation to deliver healthy nutrition baskets to Concepción Pinula and workshops, with the support of community participation in March and May 2021, reaching 400 people each visit (TOTAL 800 meals at least provided).

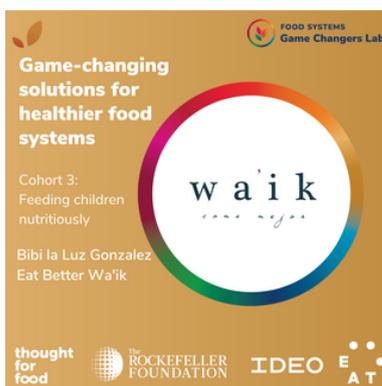
UN FOOD SYSTEMS SUMMIT INDEPENDENT DIALOGUE: we convened, co-organized and curated a diverse multi-stakeholder and people's dialogue "Mejorando nuestra comida al darle vuelta a la tortilla y a nosotros también", with 10 focus topics led by facilitators. May 2021, 80 participants. Also moderated all Faith + Food Coalition Dialogues convened by the Center of Earth Ethics. More info on work done on UNFSS: <https://www.waikgt.org/2021/05/03/dialogos-del-food-system/>



WORLD ECONOMIC FORUM affiliations: Part of the Innovation Lever and Transformation Leadership Network at the Forum towards the UN Food Systems Summit. Speaker on Food Innovation at the Global Technology Governance Summit. Part of the Food, Agriculture, Commodity Trade Taskforce with the Tropical Forest Alliance, UK Gvt on COP26.



FOOD SYSTEMS GAME CHANGERS LAB: Solution selected for the challenge and Accelerator



MOVIE FORUM: online on food inequalities, Guatemala June 2021.



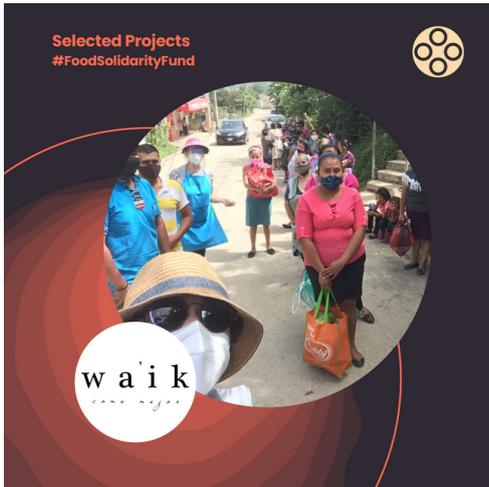
HIGHLIGHT OF SOME RECOGNITIONS

trust conference
INFORM. CONNECT. EMPOWER.
13 & 14 NOVEMBER | LONDON
I'M A TRUST CONFERENCE
CHANGEMAKER

Bibi La Luz Gonzalez
Founder, Eat Better Wa'ik and
Outgoing Curator of Global
Shapers- Guatemala City



climareality



Trust Changemaker selected for the Trust Conference, of the Thomson Reuters Foundation, London, November 2019. Climate Reality Leader, 2021.

Food Solidarity Fund (SGM) selected project in August 2020.

Heroes of the Pandemic (Fundación Isabel Gutierrez de Bosch) awarded third place for our nutritious food baskets in November 2020.

Six inspirational female leaders, published in the World Economic Forum.

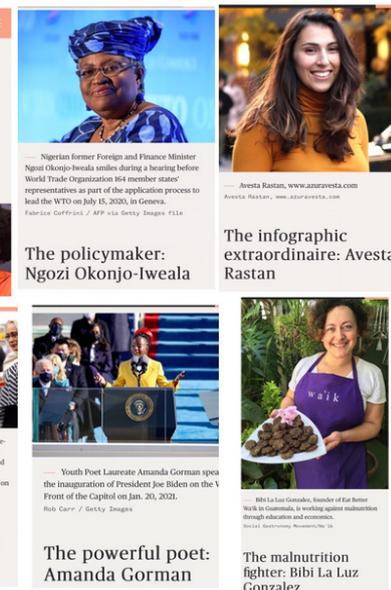
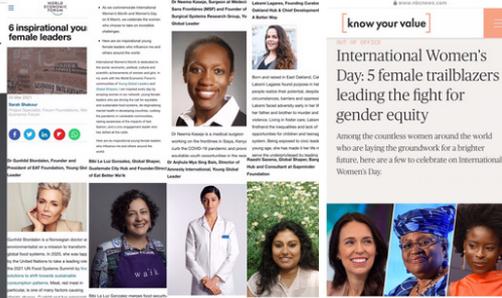
Five female trailblazers leading the fight for gender equity, NBC News + Know Your Value.

March 2021, Women's Month

Bibi La Luz Gonzalez, Global Shaper, Guatemala City Hub and Founder/Director of Eat Better Wa'ik



Bibi La Luz Gonzalez merges food security, climate sustainability and human rights. In 2020, Bibi and her organization Eat Better Wa'ik were awarded the pandemic heroes of Guatemala for their work in providing healthy and nutritious food baskets to all



50Next of The World's 50 Best Restaurants: selected in the inaugural list, April 2021
Forbes Central America & Life: coverage report of our Wa'ik work, May/June/July 2021



Income status

2019: USD 500 (service income)

2020: USD 14,000 (grants, donations, services and product income)

MID-2021: USD 4,500 (grants and donations income)



Example of Workshops

Our workshops have included a variety of topics, from the origin of food, nutritional economics for children and adults, health and cooking guidance, agricultural resilience, and women's health and protection.

The workshop below was included into our curriculum when being selected for vegan-grant (TPP).



TALLERES 2019/2020
Creatividad alimentos y consumo: VEG parte 1



Optar por alimentos que produzcan un bienestar íntegro a los humanos, animales, biodiversidad y del planeta es aquel que la forma vegetariana, vegetaliano y vegana promueven. Muchas veces, ya eres uno de estos pero sin haberte dado cuenta. Por ello, dentro de la filosofía de Waik, desarrollamos este material educativo para adultos principalmente, y luego en su medida para las niñas, niños y adolescentes.

Objetivos

1. Conocer las diferentes formas de alimentación principales, enfocado en lo vegetariano y vegano – para traer más de cerca en conceptos cotidianos y no abstractos.
2. Identificar los cultivos y formas de producción vegetariana y vegana en toda la cadena alimenticias
3. Encontrar alternativa vegetarianas y veganas para las necesidades nutricionales
4. Introducir recetas fáciles, ricas y creativas veganas – sin darnos cuenta
5. Dar relevancia a la alimentación vegana en cuanto a su huella de carbono, hídrica y respeto a la vida de todos los seres vivientes del planeta.

¡Midamos tus conocimientos vegetarianos y veganos!

Marca con una X todas las que corresponden y escribe su procedencia

	Carnívora/o	Vegetariana/o (ovo-lacto-veg)	Vegana/o	Procedencia comentarios y
Pescado*				
Huevos				
Avena				
Banano				
Fresas				
Piña				
Yogurt/leche de vaca				
Yogurt/leche de soya				
Yogurt/leche de almendra endulzado con miel		x		
Yogurt/leche de arroz endulzado con agave		x	x	
Aguacate				
Pollo				
Pan				
Dátiles				
Montón de frutas!!!!				
Montón de vegetales!!!!				
Remolacha				
No usa cuero			x	Viene de estrés al animal
Usa cuero/lana	x	x		
Carne vacuna				
Aguacate				
Frutos secos				

DÍA MEJORADO WA'IK PARA NIÑAS Y NIÑOS
JUEVES 01 DE OCTUBRE 2020 / CONCEPCIÓN PINULA

CIRUELAS (FRUTA) ayuda a digestión, combate la anemia, depurativo

BANANO (FRUTA) potasio, ayuda a tus músculos, corazón, nervios, digestión

SALSA DE TOMATE, PAPAYA, CALDO DE PATO Y ACHIOTE - GRACIAS A @DIACÁGT
con dedicación a base del ecosistema sensorial del ingrediente: tomate

CHIPS DE MANZANAS DESHIDRATAS (FRUTA) - GRACIAS A @SALGT
transformación saludable de la fruta hacia refacciones sin azúcar

EMPANADAS DE POLLO (GRANOS Y PROTEÍNA) ¡combinala con la salsa!

SHECAS (GRANOS CON ANÍS) ¡combinala con las chips de manzana!

INCAPARINA (BEBIDA DE ATOL DE MAIZ, SOYA Y AVENA) bebidas vegetal nutritiva con energía

NUTRI LISTO (LEGUMINOSA & ALIMENTO COMPLEMENTARIO) para 6 meses en adelante (2 años)

PLATO REUTILIZABLE Y BIODEGRADABLE + GUÍA & MATERIALES DIDÁCTICOS DE ALIMENTOS
Para tener una vida sana, necesitamos de un planeta sano, cuidálo con tu producción y consumo responsable. ¡MUY FELIZ DÍA. DISFRUTEN DE SU NIÑEZ!
MATERIAL ELABORADO POR COME MEJOR WA'IK @waikgt



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come mejor

**We kindly appreciate your
brilliant support and trust,**

thank you, gracias, maltyox

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***eatbetterwaik@gmail.com**

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