

SOCIAL ECONOMY

CHIAPAS
FIRST
coffee
PRODUCING
STATE IN THE COUNTRY



PROBLEM

tseltal indigenous
COMMUNITIES LIVING
in vulnerable conditions
and economic uncertainty



constructing
AN ALTERNATIVE

VALUE CHAIN
DEVELOPMENT



244 families
working in the
co-operative

Conversion to
ORGANIC
COFFEE FIELDS

AGRO ECOLOGICAL
restoration



Prioritizing
quality
rather than
volume



EXPORTS
50% of its
production
to the **USA**
as a finished
PRODUCT



organic
fair trade
COFFEE
SHOPS

maximum
**ADDED
VALUE**
allowing to
close the
value chain
from the
coffee fields
to the cup



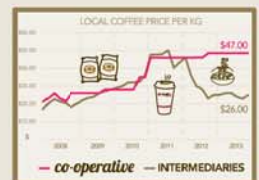
IMPACT

10,500 PERSONS



CONSTRUCTION
OF THE NEW COFFEE
PLANT AND COFFEE
SCHOOL IN CHIAPAS

capeltic model is
REPLICABLE



**UNIQUE HISTORICAL
TERRITORIAL DYNAMICS**

Contact
Andrea Vinageras Massieu
avinageras@capeltic.org
Carreteras 102
Lomas de la Herradura
C.P. 52785 Edo. Mex. Mexico

Design Department
Master in Design Strategy and Innovation
Universidad Iberoamericana Mexico City

Responsible professor
Mtra. Carolyn Aguilar-Dubose

@capeltic
f capeltic nuestro café www.capeltic.org