



JORGE Morales

👤	age	42
📍	location	Sipacapa, Guatemala
💼	occupation	Miner
💰	income	10K per year
👤	status	Married, with four daughters

Jorge enjoys spend time with his family, friends and neighbours. Among all people on the neighbourhood, they are preparing a play theatre for show to the kids tales from the land. Jorge also likes doing carpentry and he gets relax doing little wood crafts.

🎯 GOALS

Saving enough money to repair and improve his small house.
Stop deforestation in his local territory.

⚙️ PERSONAL TRAITS

Humble
Worker
Trusting
Dutiful

⊗ FRUSTRATIONS

Not having enough time for being with his family.
How his local territory is changing to worse



Jorge has discovered **communitās** and has started a project to communally manage local forests in order to avoid fires and protect endangered flora and fauna. The aim is to create a productive model that could be scalable in other communities. The platform allows them to get cession of the land, and consequently manage the natural resources and encourage sustainable tourism to stop foreign speculation, poachers and wood smugglers.

— Inspired by current situation and local problematics:

<https://www.eltiempo.com/vida/medio-ambiente/los-bosques-comunitarios-de-guatemala-un-ejemplo-para-colombia-393600>