

## Action Research Proposal – *planning document*

Name of social enterprise: Sistema Biobolsa

Mission: To promote the economic, health and environmental benefits of improved waste management, renewable energy generation, and organic fertilizer generation of *Sistema Biobolsa* for small farmers and the rural poor; protecting forests, watersheds, and underground water; fostering organic agriculture; improving health conditions in households; reducing greenhouse gas emissions (GHG), and providing solutions to reduce the risks of global climate change.

Webpage: <http://sistemabiobolsa.com/home>

GSBI (2014) business plan presentation: <http://www.scu.edu/socialbenefit/events/investor-showcase.cfm>

Headquarters: Mexico City (DF)

Location(s) of research: Puebla, Mexico (anticipated)

Action research products needed: Sistema Biobolsa has developed an anaerobic digester for small and medium sized farmers to convert animal waste into useful biogas and organic fertilizer. Farmers who buy a biobolsa yield ~10x the fertilizer they need. Sistema Biobolsa seeks help developing business plan for local micro-entrepreneurs to provide local distribution of this fertilizer to local farmers. This could be a derivative micro-enterprise, or franchise model.

Student skills needed: environmental science field work and analysis; economic analysis.

Distinct features of this research project: this research will be conducted in Spanish. This action research project will be conducted in partnership with a pair of students from Instituto Tecnológico de Monterrey (Monterrey Tech, Santa Fe campus in Mexico City)

<http://www.itesm.mx/wps/wcm/connect/Campus/CSF/Santa+Fe/>

Keywords: agroecology; business model development; market research; rural development.