



Agriculture and e-commerce

Sustainable farming (Fiji)

Problem addressed

Pacific Islanders are brought up with strong values of community and eco-friendliness, encompassing land, sea and airspace. However, these values can slowly become eroded, especially with economic development that exploits the environment.



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Solution

The grassroots social enterprise helps to identify sustainable economic development opportunities, such as organic farming on land in the remote islands of Fiji. Working alongside communities and NGOs helps regenerate natural environments and facilitates the sale of economic outputs, such as organic produce.



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Innovations and features

A crucial aspect of the social enterprise is to develop income-generating opportunities with locals while maintaining the environmental integrity of the islands.

It offers community training in organic and sustainable agriculture, and construction of small-scale community infrastructure.

An online shopping platform has been developed to support organic farmer and producer groups.

It provides support to people in need through several social actions and project management related to youth and women's empowerment.

Data collection is managed through cloud-based technology.



Evidence and viability

- Listed by Forbes 30 in the category 'Under 30 Asian Social Entrepreneurs' (2018).
- Fund-raising with different organizations.
- As of December 2019, organic certification of 1 905 hectares of land area in Fiji.
- A positive impact on the livelihoods of more than one thousand people through education or income.

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