



## **Empowering Our Community to Help Other Communities in Need**

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In partnership with [Sustainable Harvest International \(SHI\)](#), Harvard Business School Online is announcing its second annual Community Challenge.

For more than 20 years, SHI has worked tirelessly to preserve the environment by partnering with families to improve well-being through sustainable farming. Their program allows low-income, rural families to adopt regenerative agriculture practices that improve their diet, income, and health, while also reversing the degradation of soils, protecting water sources, preserving natural ecosystems, increasing biodiversity, and stabilizing the climate.

**Now you can help the organization come closer to achieving its mission.**

### **The Challenge:**

Develop a business plan that enables SHI to scale its [impact](#) by creating ventures that offset financial costs and increase farmers' benefits.

You can develop your own unique plan to help SHI scale, or build from one of these ideas:

- Marketing and selling products, such as coffee, plantain chips, and honey, from SHI farms
- Selling appropriate services, tools, or equipment to farmers in the program
- Identifying larger institutions in your area that would be interested in providing agricultural production training to smallholder farmers using SHI's model

Solutions must support ecological-based farms in rural communities while considering affordability, organic integrity, and limitations on mechanized farming.

### **Next Steps:**

- Use the Community website to organize your event, and gather virtually as a Chapter to brainstorm and develop a solution that will help SHI achieve its scaling goals
- Create a presentation that outlines how your solution could impact SHI and your community
- Submit your solution via email to [HBSOnlineCommunity@hbs.edu](mailto:HBSOnlineCommunity@hbs.edu) by **July 17th, 2020**
- A select group of Chapters will be featured on the HBS Online Business Insights Blog and have the opportunity to speak directly to executives from SHI

**More about Sustainable Harvest International (SHI):** Since 1997, SHI has provided local, long-term technical assistance and training to rural farming families in Central America. SHI's model equips and empowers low-income farmers with the resources to implement alternatives to slash-and-burn agriculture, sustain the land for future generations of farmers, halt tropical deforestation, and build strong, self-supporting communities through agribusiness.

**Learn more about SHI at:** [sustainableharvest.org](https://sustainableharvest.org).

**Questions? Email Matthew Keller at** [HBSOnlineCommunity@hbs.edu](mailto:HBSOnlineCommunity@hbs.edu).