

## **SUSTAINABLE ENTREPRENEURSHIP IN INDIGENOUS COMMUNITIES**

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## **ABSTRACT**

Indigenous communities in Colombia have been characterized by an economy of subsistence, influenced by their nomadic population that has allowed them to take advantage of the abundance of the environment in which they live and by the cultural context of these communities. But such context has changed in the past decades, where indigenous communities suffered the consequences of war and the country's economic and social development, whereby these communities have received support from gubernamental and non gubernamental organizations, efforts that in many cases did not generate long lasting solutions, creating dependency. This project has emerged as an initiative to co-create a model of sustainable entrepreneurship for indigenous communities, to identify sustainable income alternatives adjusted to the culture and living conditions of indigenous people. The first experience of this project has taken place in La Fragueta Community, in the Department of Caquetá, in the south of Colombia, where a social entrepreneurship incubation process was deployed, identifying different productive activities, selecting grounded organic chilli pepper as a pilot for the implementation of a culture-based and local product income alternative, with added value provided by the community. Currently, the community have processed chilli pepper from two harvests, and now they are focused on designing the brand, structuring the production process and developing a distribution channel that helps positioning the product by its added value and origin.

**Key words:** Sustainable entrepreneurship, indigenous communities, social entrepreneurship, collaborative design.