

## sedeca-v1.mp4

**Speaker1:** [00:00:14] Verde Aroma is a productive project made up of peri-urban women from the town of Pilar. It is based on the cultivation, selection and added value of aromatic and medicinal plants for well-being and health care.

**Speaker2:** [00:00:27] It arises from the framework of a socio-productive project with a gender perspective formulated and launched by SEDECA. Its purpose is to promote the empowerment and autonomy of these women in individual and collective terms. It arises in the midst of a pandemic, generating meeting possibilities in a context of confinement.

**Speaker1:** [00:00:44] Works with aromatic and medicinal plants, producing herbs for infusions and other uses, mixtures for incense, incense and mother tinctures.

**Speaker2:** [00:00:54] The project started from scratch. A work plan designed according to the women's own motivations was put together. The construction of orchards of aromatic and medicinal plants was carried out. Orchards as a need to produce raw material and agroecological quality. We worked to generate value through the dehydration and artisanal processing of the raw material. These products are marketed through direct channels such as the link market or the warehouse that are an active part of the project.

**Speaker1:** [00:01:26] The project of peri-urban women producers was born as part of the historical work of SEDECA, linked to its lines of work of the popular, social and solidarity economy, the popular habitat and family farming. It was born as a need to accompany a group of women, whether they are family farming producers, value-added producers, residents of the neighborhoods surrounding productive farms, and people involved in social economy organizations seeking another space of participation that recognizes them from their identity and their membership in the party, from the characteristics of what it means to live in a peri-urban territory and from the reality as women who live, inhabit and transit these territories. We speak of peri-urban women for two reasons. On the one hand, recognizing gender identities, gender roles and the reproduction of these roles in the scenarios and in the territories where we find

ourselves working. We speak of the peri-urban because it has to do with, on the one hand, the advance of a type of field: the hegemonic field, the field linked to agribusiness and the exploitation of agriculture. In these hegemonic terms of capitalist accumulation. And on the other hand, also the advance of cities, urbanization also under a hegemonic model that has to do with urban extractivism that is associated with accumulations linked to cities and large and mega cities. And then the peri-urban would come to identify an interface in which specific characteristics result, linked to land, linked to access to land, access to land for housing and access to land for production.

**Speaker1:** [00:03:27] And on the other hand, also the dimensions and geographies as they are located and what is the traffic that people make. What is the movement of people? What are the dynamics of the communities? And how some territories are segmented and isolated between productive villas, private neighborhoods and an advance of two borders that converge in the peri-urban. We also understand that in rural and peri-urban settings it is difficult to express the various gender identities. Today we identified a group of women with whom to work and from there we began to work on what has to do with gender-related roles. And we believe that this can be a door to open new issues, to address new issues related to gender identities and to be able to recognize diversity also in these scenarios. The peri-urban women producers project was born as a proposal to accompany a group of women producers who represent different characteristics. Being located in this type of territoriality means being territorially isolated, it means experiencing a territorial segmentation that [00:04:51] invents territories [00:04:52] and that transfer and circulation is difficult. This has a notable impact on the lives of women and diversities, who have a fundamental role in the reproduction of people's lives, and

**Speaker1:** [00:05:06] is domestic and care work. Care work is often intended and mostly for children and also for many older adults, where the role of these women is sometimes to prioritize that work over their personal desires and motivations. This impacts the habitat at the moment of wanting to move, circulate through space and be able to access all these services, goods and community spaces where they have to decide between public space and private space. In the context of the pandemic, we have also identified that care strategies have multiplied in this context, in order to face

isolation, confinement and to be able to face care by maintaining schooling and maintaining the health of all members of the family, of the group. family. In this framework we find many women who, without carrying out a productive activity and living in some of these neighborhoods near the center of Pilar, were motivated to participate, interested, were interested in participating with other women in a productive project that will mean some income to the family group. As an organization, we believe that projects should be situated. To be able to think about the characteristics, in this case of the peri-urban and the territorial and geographical characteristics, the characteristics of the community, those linked to community ties and, in turn, also the realities that these women live in these communities.

**Speaker1:** [00:06:59] That is why we also understand that the different axes linked to these characteristics have to do with our historical lines of work, where we have developed many activities specifically with women or linked to women's identity, in the framework of the construction of a popular habitat in the field of the construction of their homes, in the field of the participation of groups, of grassroots organizations, of organizational processes linked to the community habitat and also, in turn, linked to projects productive, linked to economic activities, where there is a recovery of knowledge and are linked to the realities and characteristics of the communities, also taking into account the specificity and identity of women. The project, then, we understand that it is located and is destined not only to the women producers of the peri-urban, but also to the realities of their family group, to the children that are under their care, also to the characteristics and the community aspect. How do we transcend a productive project, a project, a group of women, which means qualitative transformations, to the community space, to community participation, to the activities that these women carry out in other spaces and in other scenarios, and how this can be the seed of a new organizational instance that not only involves a group of women under a productive project, but also involves a group of women who form a network, who think about the community aspect and who in that, in that territory and in that community can transcend to think about the community networks that we need for the development and quality of life of all the gender identities that inhabit it.

**Speaker1:** [00:08:54] As a dynamic of the project that we have played to continue recognizing and making visible the reality of women. We have proposed not only the development of a productive project with training, supply, investments and organizational, assembly and planning production spaces, but we have also proposed to get involved in the individual processes that we are taking from the participation of this space collective. In this context, we believe that this project has meant a great deal to women in a pandemic context where they experienced strong territorial isolation, where only their work was dedicated to care, where many times other care linked to these women could not be recognized. . And the saturation could sometimes generate situations of even depression. And it is in this framework that we find ourselves with a call in which a group of 10 women have participated in which different women, crossed by completely different realities, have been able to travel through this space and be able to share personal situations linked to their gender identity, linked to their role as mother, to their role as caregivers and also linked to the violence that they go through. That this space can be for exchange and reflection and, in turn, for resignification based on the recognition and visibility of these women with an activity and a proposal that has them as protagonists.

**Speaker1:** [00:10:44] We understand that the results not only have to do with achieving the productive project under this Verde Aroma identity, but also the transformations in the subjectivity of these women. To be able to perceive themselves as part of a group, to see how their emotions and motivations have changed, how this has spread to other members of the family group, how they had a space for participation where they could involve people, children and people who were in his care and to be able to tackle a projection of work that has to do with mutual recognition, with personal recognition and mutual recognition. Since the beginning of the project until it has ended, we have found explicit comments from women in which they have told us how their perceptions of them identified as women, as workers, as producers, as mothers and in turn, have been transformed. also how they have valued the work they have always done in terms of care and how they also value that it can be recognized from participation in a productive project. The existence of these spaces that conceive them from their identities, from their realities, from the territorial characteristics that also cross us as subjects has been the framework of possibility and viability of this project.

**Speaker1:** [00:12:25] We hope and project that the activities do not only involve the productive project, but also care among women as an important aspect, where we not only recognize children, we not only recognize sustainable production and the care of the ecosystems, of nature or the relationship we have with nature, the earth and others, but also the care that they have to conceive of them as recipients of care. The results of the project signify the perceptions of women regarding their participation in a productive project, regarding a broader organizational process that involves them from their identity. And, on the other hand, also the perceptions about their role as women linked to their role of care. One of the strategies that we have given ourselves within the framework of the project has been, on the one hand, to guarantee the transfer of women with their children and with the people in charge to be able to meet in the space. Generate not only the training work space for the group of women who make up a productive project, but also generate a care space that has to do with the recognition of their role and, in turn, also a care that promotes recreational activities. of leisure and exchange with the space of the productive project. Women have called this space Verde Aroma.

**Speaker3:** [00:14:09] Hi, I'm Ivana from Verde Aroma and I wanted to tell you that I have a garden at home, that I'm with a group of women who do a lot of things with aromatic plants and I dedicate myself more to the production of mother tinctures. We want to invite you to see us, we hold fairs, we are here in Pilar and well, we invite you all.

**Speaker4:** [00:14:31] Hello, my name is Paulina, I have a garden at home with medicinal plants and I dedicate myself to production and also to dyeing and also making sahumos and I would like some of you if you are watching me join more and thus we train many more women and I hope you like it and join us.

**Speaker5:** [00:14:56] Hi, I'm Marlene, I'm from Verde Aroma, I'm in the production of labels, I invite you girls to watch this video and use our products.

[00:15:11] My name is Karina, I am part of the Verde Aroma women's group. I am in the commercialization part, participating in the fairs, the distribution and the production part. I invite everyone who can learn more about our project. We are from the Pilar area.

[00:15:28] We are Green Aroma