

the impact

By the end of its first year of implementation, the Sociopreneur initiative will foster the creation of at least two startups with innovative solutions for child rights problems, potentially impacting 9,200 children in Tola.

engage

The Sociopreneur initiative invites international actors to invest with their time, expertise or networks to support this innovative model - ensuring that local talent is included in the positive development of children and their communities in Tola, Nicaragua.



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SOCIO
preneur

—
purpose changes
everything



Sociopreneurs are generous, visionary and innovative local leaders who have chosen to invest with both their hearts and minds to create value for children. Mukul and UNICEF have joined forces in a unique alliance, creating a new model of responsible tourism for children, where sociopreneurs lead.

innovative development

The new model of Responsible Tourism for Children is not a traditional top-down model of Corporate Social Responsibility (CSR), where the company dictates where the social investment will go. Neither is it traditional development work based on donation and implementation of projects and service delivery.

The model is based on collaboration between a wide range of actors, local and international, public and private, co-creating innovative solutions for social problems related to children while recognizing business opportunities.

how it works

1. Identify problems related to child rights

UNICEF will make an in-depth analysis of the situation of children in Tola and identify problems in critical areas of child development such as health, education, protection and water & sanitation.

2. Map opportunities in the value chain of the tourism sector

The analysis is also expected to unveil opportunities in the intersection between child rights and tourism that can spark innovative solutions using social business.

3. Identify local 'Sociopreneurs'

Local actors will be selected based on their potential for social entrepreneurship, commitment, and vision. These will be called 'Sociopreneurs'. UNICEF will provide capacity support to these selected individuals as well as to the local government in Tola.

4. Mobilize international actors for collaborative solutions

At global level, UNICEF Nicaragua will mobilize a wide range of individuals from diverse backgrounds to guide, mentor and collaborate with the local sociopreneurs on creating social businesses that will contribute to solving problems related to children.

tola is a municipality located in the department of Rivas on the Pacific coast of Nicaragua.

Tourism is considered a strategic opportunity for development in the area, which faces high disparities limiting the wellbeing and development of children.

commitment & expertise in alliance



Mukul
BEACH, GOLF & SPA

Mukul is a luxury resort and spa in Guacalito de la Isla, a 1,670-acre low-density private beach community on Nicaragua's Emerald Coast. Mukul is the Mayan word for "secret."

US\$ 70,000 - Direct donation from Mukul to UNICEF for setting up of the Sociopreneur initiative.

US\$ 4 - Voluntary donation from guests automatically included in the price of the room per night.

unicef 

UNICEF is an internationally renowned UN agency that promotes and contributes to creating a world where the rights of all children are respected. In Nicaragua, the agency has more than 30 years of experience.

