

Stakeholder Analysis for the 1 Million m² Project

Context and Objective

The **1 Million m² Project** aims to protect one million square metres of land in Yachana, Ecuador by 2026 through the UON.Earth platform. It is a youth-rooted stewardship initiative designed to rebuild agency and confidence among communities. According to the project's Avocado Framework, stakeholders fall into three layers: **Seed** (people and purpose), **Flesh** (society in action), and **Skin** (institutions and rules). The circles of impact guide growth from the Johannes Kepler school community to national organisations and eventually global visibility. Stakeholder engagement must align with the project's pre-political, dignity-based narrative and avoid saviour or alarmist framing.

Methodology

- **Site exploration:** The Ekos Cumbre de Sostenibilidad 2026 website was explored to extract names, roles and affiliations of speakers and recognised participants. The “Nuestro speakers” section provided a clear list of individuals and organisations, while the NGO recognition page and agenda used images whose file names were used to infer additional names. Each stakeholder was researched (through corporate websites or general knowledge) to understand their organisation's sustainability policies and potential alignment with the 1 Million m² Project.
- **Classification:** Each stakeholder was mapped to the Avocado Framework layers and to one of three categories: **Sponsor** (able to provide funding or in-kind resources), **Connector** (able to link the project with networks, grants or audiences), or **Gatekeeper** (policymakers or leaders whose approval is necessary). A probability of success (High/Medium/Low) was assigned based on the person's role, the organisation's ESG track record and potential interest in youth-driven conservation.
- **Additional research:** Similar Latin-American conservation projects (e.g., Arbio in Peru, Reserva Natural programmes in Brazil) illustrate that youth-driven, transparent land stewardship attracts corporate sponsors, NGO collaborators and institutional partners. These examples informed the strategies below.

Mapping Stakeholders to the Avocado Framework

Layer (Avocado)	Stakeholder examples	Rationale and role
Seed – People & Purpose	<i>Johannes Kepler School alumni and students (Club de Impacto), local community leaders in Tena, volunteers like Mishell Recalde (Comuna Zuleta)</i>	These individuals embody the purpose of the project by taking action on the ground. Their involvement reinforces youth agency and generates authentic stories that attract sponsors.
Flesh – Society in Action	Corporate leaders such as Ricardo Dueñas (Grupo Ekos), Josúe de la Maza (Nestlé Ecuador), Cynthia Dueñas Pérez (Zurich Seguros), Simón Pérez (BYD Ecuador), Paola Palacios (Coca-Cola Ecuador), Laura Arias (Veolia), and NGOs like Fundación Pachamama and FUDELA	These organisations provide resources (funding, expertise, visibility) and can integrate the project into their ESG commitments. Engaging them frames participation as collective stewardship rather than charity.
Skin – Institutions & Rules	UN officials (Laura Melo – UN Resident Coordinator, Alex Mejía – UNITAR), government representatives (Gilda Alcívar – Education Minister, Rosalía Arteaga – former Vice-President), and legal custodians like Yachana Foundation	These actors can legitimise the project, unlock grants and ensure compliance with national and international regulations. Their endorsement is critical for scaling beyond local circles.

Strategies and Approaches

1. High-Probability Sponsors

- *Corporate ESG Alignment:* Companies like **Nestlé, Zurich Seguros, Coca-Cola, BYD, Veolia, Cervecería Nacional, Arca Continental** and **NTT Data** have published sustainability policies and are seeking visible community projects. Highlight the project's transparent square-meter verification and its youth-led narrative when approaching their sustainability directors (e.g., Josúe de la Maza, Cynthia Dueñas, Paola Palacios, Simón Pérez). Offer co-branded conservation blocks on UON.Earth and propose internal volunteer days in Yachana.
- *Resource Leverage:* For industrial sponsors (e.g., **Lundin Gold, Gente Oil, Duragas**), emphasise the reputational benefits of supporting local communities and environmental education. Suggest earmarking part of their CSR budgets for land stewardship rather than only offset projects.

2. Connectors and Institutional Partners

- *UN & International Organisations*: Engage **Laura Melo** and **Alex Mejía** to access UN development programmes and youth grants. Their participation could elevate the project to global visibility (Circle 4) while maintaining Ecuadorian ownership.
 - *NGOs & Academia*: Collaborate with organisations like **Fundación Pachamama**, **WWF**, **Fundación Circular**, **Fundación ALIADOS**, **Fundación Bien-Estar**, **World Vision**, and universities (UTPL, Ikiam, ECOTEC) to pilot the app with communities and integrate it into curricula. Use evidence from similar Latin-American initiatives to show that partnership yields both environmental and social benefits.
- 3. Gatekeepers and Policy Advocates**
- *Government & Regulatory*: Reach out to **Rosalía Arteaga**, **Gilda Alcívar**, **Tarsicio Granizo** (WWF), and **Óscar Naranjo** to secure public-sector support, endorsements and potential land-stewardship agreements. Frame the project as supporting national biodiversity goals and empowering youth rather than political messaging.
 - *Local Leaders*: Work with community heads in Tena and Yachana to ensure the project respects local norms and gains trust. Provide them with training to use the app and verify protected blocks.
- 4. Youth Engagement and Narrative Strategy**
- The project's narrative emphasises **agency and confidence** rather than promises of hope or salvation. When engaging stakeholders, highlight how the initiative lets youth demonstrate measurable environmental impact, rebuilding trust in collective action. Use success stories from other Latin-American conservation projects to illustrate replicable outcomes. Avoid alarmist climate rhetoric; instead, present the project as a dignified, practical solution.
- 5. Operational Considerations**
- Maintain transparency by directing all funds through the **Yachana Foundation**, with verified square-meter blocks visible on UON.Earth. Clarify that there is no land ownership or carbon trading involved, only stewardship.
 - Prepare bilingual (Spanish/English) materials since many stakeholders operate in international contexts.

Deliverables

- **Stakeholder Spreadsheet**: A detailed spreadsheet listing the names of potential stakeholders, their organisations, contact emails (where available), assessed probability of success, and their categorisation (sponsor, connector or gatekeeper) has been created. This file is intended for Johannes Kepler students and Carlos to prioritise outreach during the conference.
- **Summary Report**: This report consolidates the analysis and maps stakeholders to the Avocado Framework, offering targeted engagement strategies.

Conclusion

The Ekos Cumbre de Sostenibilidad 2026 provides an exceptional opportunity to connect with a wide array of sustainability leaders. By strategically engaging high-probability sponsors, leveraging connectors and institutional partners, and gaining gatekeepers' approval, the 1 Million m² Project can secure the resources and visibility needed to protect land in Yachana. Aligning outreach with the Avocado Framework and the project's narrative of agency and confidence ensures that collaborations are authentic and mutually beneficial.