



## THE INNOVATION JOURNEY

La Jaira de Ana is a testament to Anabel Calderín's vision and determination, transforming her family's property in Agüimes into a thriving farm school in 2018. With a deep-rooted passion for education and culture, Anabel embarked on a journey to highlight the significance of the primary sector and the identity rooted in her rural upbringing. La Jaira de Ana's mission is not just about providing educational leisure but also about granting access to families, communities, and schools to the enriching experiences of the rural environment.

Anabel's project is not limited to workshops and participatory experiences; it extends to creating a safe haven for women who have endured gender-based violence. This dual-purpose initiative reflects Anabel's commitment to social inclusivity, empowerment, and community enrichment.



## THE INNOVATION IMPACT

Their impact resonates far beyond its picturesque setting in Agüimes, Gran Canaria. The farm school has attracted

families, groups, and schools to the charms of rural life. Its innovative approach to educational leisure has garnered attention and admiration. Moreover, their contribution to creating safe spaces for women victims of gender-based violence is nothing short of transformative. It underscores the project's commitment to inclusivity, empowerment, and social justice, setting an example that extends beyond its immediate surroundings.

Regionally, the project has fostered a deeper appreciation for the primary sector and local identity. Through highlighting the importance of rural life, it sparked conversations and initiatives aimed at preserving and celebrating these invaluable aspects of our heritage. At the national level, it serves as a model for similar initiatives that promote education, inclusion, and connection with the rural environment.

To ensure sustained success and impact, La Jaira de Ana recognises the importance of visibility. Through strategic publicity, social media engagement, and event organisation, the project aims to raise awareness and garner support for its noble objectives.

## USEFUL LINKS

<https://lajairadeana.com/es/>

<https://www.instagram.com/lajairadeana/?r=nametag>

<https://www.facebook.com/lajairadeana/about>