

This pedagogical guide, part of the 30GREAT Voices project, is designed for educational purposes.



[Voice #4: Aura Eliza López](#)

Aura Eliza López Jaramillo has been an active participant in the local economy for decades. Starting with a small laundry job, she later ventured into a cleaning product business with her brother. Over time, she established her own shop and has been selling catalogue magazines for over ten years. Aura's entrepreneurial efforts, alongside her ability to care for her family, have allowed her to support her children's education and secure a stable life. Her shop and contributions to the community highlight her significant role in the local economy. Furthermore, Aura plays a caretaker role in both her family and community, emphasising her commitment to the well-being of others. She helps maintain local infrastructure, such as the park and street, demonstrating her investment in her neighbourhood's growth and quality of life.

Additional resources:

[Voice #5: Birgelina Paya](#) | [Voice #6: Cecilia Trochez](#) | [Voice #8: Emilia Jiménez](#) | [Voice #10: Flor Carabalí](#)
[Voice #14: Johanna Carabalí](#) | [Voice #17: Libardo Alfredo Nastar](#) | [Voice #23: Nancy Sanchez](#) | [Voice #24: Nury Jiménez](#)

Based on Aura Eliza López's video, discuss the following questions with your peers:

Question 01: How does Aura's role as an entrepreneur in her community, from running a small store to selling catalogue magazines, contribute to the local economy, and what can urban planners do to support small-scale businesses in informal settlements better?

Question 02: Aura mentions her desire to be part of the Community Board and her involvement in local street and park care. How can urban planning encourage leadership in informal settlements, especially among women, to foster community development and improve public spaces?

Question 03: Given Aura's care for her family and her active role in taking care of local spaces, how can urban planning address the intersection of caregiving responsibilities and economic participation, especially for women in informal communities?

Exploring connections:

Below the image, you'll find additional voices that expand on themes from Aura's testimonial. We invite you to explore these perspectives and connect Aura's insights with broader discussions on *Entrepreneurship and Popular Economies*.