



Sustainable Rural Development International Ltd.
Vesselka Consult



Develop with Impact

In Service of Sustainable Solutions



SRDI is a non-profit, social enterprise based in London, England.

Our focus is on sustainable social and economic development largely in rural areas which accounts for more than 70% of world-wide poverty.

We believe in social, cultural, economic and environmentally sustainable approaches using community-based solutions to achieve tangible, concrete impact.

Our goal is to create new opportunities for entrepreneurs and small businesses and not simply expand sectors. We propose solutions to help mitigate the impacts of climate change, increase land tenure security, streamline public and private business processes and draft clear, impact driven legislation.

Our Mission

SRDI's mission is to support UN Sustainable Development Goals through economic development supported by practical legislation, processes and regulations while preserving ecological and cultural heritage.

Our focus is at the community level, using a participatory approach, guiding community stakeholders to develop sustainable practices and improving livelihoods. At the national level, we support governmental efforts to create a legal foundation to address complex challenges.

In the private sector, our expertise is available to perform feasibility studies, risk analysis and advice regarding community development and impacts to achieve better lives for all.

Our Vision

At SRDI, we envision a world with expanded development horizons in which social, cultural, business, and environmental needs can all be successfully met.

To accomplish this, SRDI believes all development projects - public or private - should include sustainable approaches at every stage in a flexible, inclusive process involving all stakeholders.

Through our work, SRDI makes a commitment to a future.





SERVICES

ADVISORY

STRATEGIC PLANNING

CONSULTING

FEASIBILITY STUDIES

CAPACITY BUILDING

NEEDS ANALYSIS

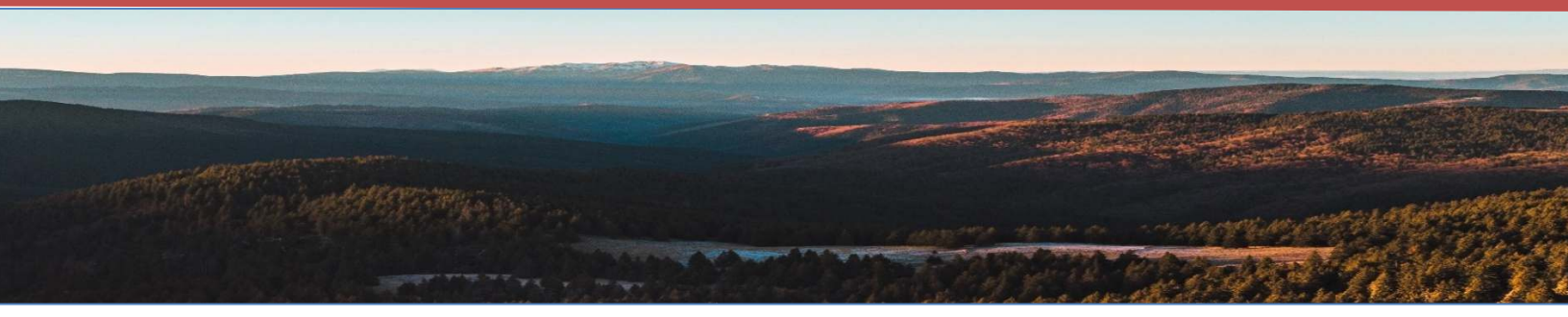
RISK ASSESSMENT

BUSINESS PROCESS ANALYSIS

PROJECT IMPLEMENTATION

NATURE BASED SOLUTIONS

SUSTAINABLE TOURISM DESIGN



ADVISORY & CONSULTING

SRDI provides advice and guidance to private sector clients, entrepreneurs, local and state government, community associations, and non-governmental organisations.

We design and implement projects to achieve practical, sustainable results.

Our cost-effective, agile and phased approaches include training, education and management planning so that each completed step builds a foundation for future success.

- Participatory Consulting
- Desk and on-site research analysis
- Pre-project due diligence
- Market environment analysis

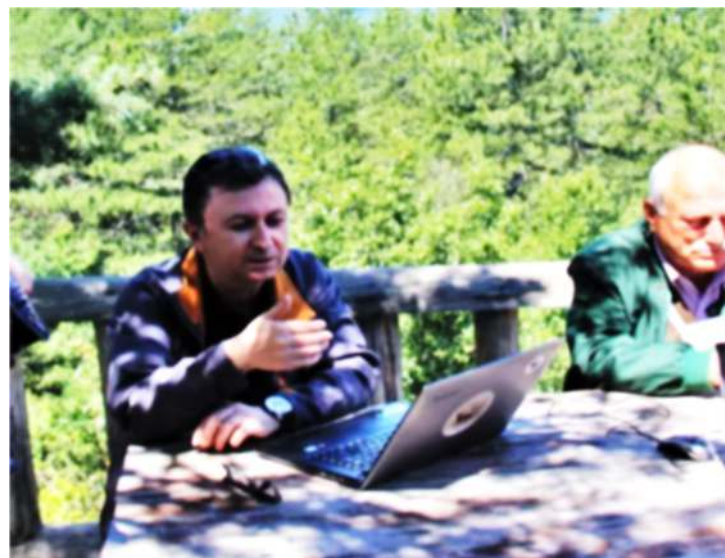


STRATEGY AND RISK PLANNING

SRDI guides projects from initial planning and strategy phases through integrated strategic plans and risk mitigation. We incorporate UN Sustainable Development Goals resulting in a project that effectively manages a broad range of complex, overlapping processes.

We understand that successful strategies require a holistic approach with consideration given to the social, economic, cultural, environmental, business processes, land use, infrastructure and governance components.

- Strategy and action planning
- Needs and risk assessments
- Feasibility analysis
- Natural, economic and social inventories
- Stakeholder capacity surveys
- Business Process Analysis
- Business Process Re-engineering
- ITC solutions



IMPLEMENTATION & CAPACITY BUILDING

Project implementation is guided by flexible action plans that incorporate risk assessment and mediation.

Our methodology includes rapid proof-of-concept to ratify conclusions, assess results and roll-out.

Over the project lifetime, objectives are measured against concrete indicators within a comprehensive monitoring & evaluation system.

We approach capacity building as a series of steps for either the public or private sectors on three, linked dimensions: individuals, organizations and the enabling environment.

A thorough business process analysis clarifies roles and responsibilities, recommends re-organisation as needed and aids in defining institutional capacity for training and sustainable growth.

- Training plans
- Assessment and fact-finding roundtables
- Business process assessments and re-engineering
- Organisational and project monitoring and evaluation plans



Programs & Projects

The SRDI Travel Group

The SRDI Travel Group will be the re-designed and globally oriented sustainable and regenerative travel portal arising from the Black Sea Sustainable Rural Tourism Program. In 2026 it will cover the original Black Sea region and new destinations in East Africa, the Balkans and Central Asia. It's core values will remain a commitment to Global Sustainable Tourism Council criteria and UN Development Goals. Key components of the program will not change, including its community centric approach and assuring that at least 75% of all traveller spend remains in the community.

Illumia Advisory Alliance

The drastic cutbacks of international development funding has created an opportunity for governments, especially those in Africa, to disengage from a donor dependent model to one that focuses on local talent and efficient project implementation at lower costs. The donor dependent embedded consultant model no longer works. Illumia Advisory Alliance replaces it with a focused, advisory and mentoring process that draws on the vast wealth of technical ability available locally and puts it to work on some of the most intransigent problems of sustainable economic growth and stakeholder concerns.

Innovative IT solutions

SRDI will be developing easy to use, transparent and low cost IT solutions for governments and the private sector to boost productivity in land administration & management, provide tools needed by investors to quickly determine costs and give ordinary citizens access to vital land registration records. Starting in Kenya, these IT solutions will leverage AI for the benefit of all stakeholders across Africa.

Partners and Affiliations

Bridge-Innovation and Development, Georgia

BRIDGE-Innovation and Development, a legacy Oxfam organisation, is a non-profit driven by its vision of Georgia free of poverty and suffering.

Planeterra – Planeterra Global Community Tourism Network

Planeterra and the Planeterra Global Community Tourism Network is the leading non-profit using community tourism to change lives. SRDI is a Strategic Partner with “The Global Community Tourism Network”, a growing community tourism network that seeks to provide resources to community organizations worldwide and a place to share knowledge, with the aim of growing social and environmental impact through livelihood creation in tourism.

Terra Mudurnu

Terra Mudurnu is an investment platform created for the ‘Historic Guild Town of Mudurnu (a UNESCO World Heritage candidate and a Cittaslow, in Bolu province, Turkey), with a vision for a sustainable economy and quality of life, based on conservation of local culture and nature.

Vesselka Consult

Formally an independent consulting firm, Vesselka Consult is the in-house consulting division of SRDI and directed by SRDI Trustee Richard A. Shepard. Vesselka Consult provides advisory, project development and implementation services in a wide array of sectors to both the private and public sectors.



THANK YOU!

Learn more

www.ruralsusdev.org

www.vesselkaconsult.com