



Imagine a plant that can survive drought, stabilize soil, feed millions of people, support women-led economies, and regenerate landscapes for generations. Now imagine that most of the world has never heard of it. That plant exists.

Narratives Shape Reality

Narratives → Public Imagination → Institutions & Policy → Material Reality

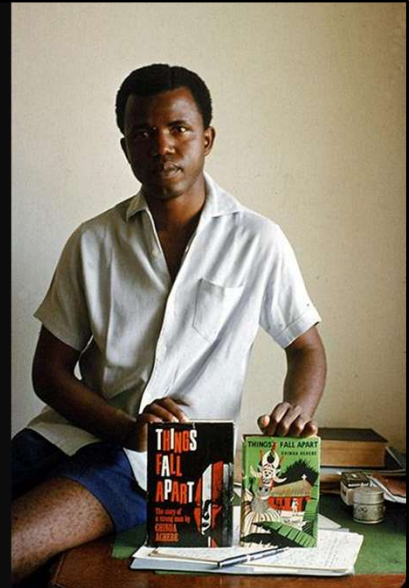
Asratie Teferra | Climate Reality Leader | Enset Innovation Institute

We often assume the world's biggest challenges are limited by technology. But many are actually limited by imagination. Some of the world's most important climate solutions remain invisible because dominant narratives trained institutions not to see them. Narratives shape public imagination.

Chinua Achebe Understood This

"Until the lions have their own historians, the history of the hunt will always glorify the hunter."

Whoever controls the narrative often controls legitimacy itself.



Asratie Teferra | Climate Reality Leader | Enset Innovation Institute

The legendary author Chinua Achebe challenged the way Africa had been narrated to the world. He understood something profound: Whoever controls the narrative often controls legitimacy itself.

Colonialism did not operate only through military force. It also operated through stories about what was civilized, what was valuable, what was modern, and what could be ignored. Enset suffers from the same problem. This is not a scientific failure; it is a narrative failure.

What the World Sees LEAVE OUT WHAT MATTERS.

- Subsistence crop
- Traditional farming
- Indigenous food system

Overlooked places.
Overlooked systems.
Overlooked solutions.

You can't solve what you refuse to see.



Asratie Teferra | Climate Reality Leader | Enset Innovation Institute

For decades, Enset has been categorized simply as a local subsistence crop or a traditional practice. Once something is framed that way, global systems stop seeing it. Research declines. Investment disappears. Young people disengage. Policy attention weakens—not because the system lacks value, but because institutions were never trained to recognize its value.

What Enset Actually Is Community-Centered Climate Resilience Infrastructure THE REALITY BEYOND THE REDUCTION.

Enset is more than a crop—
it is a **living system** that
nourishes people, land,
livelihoods, and the future.



WOMEN PROCESSING

Knowledge.
Care. Sustenance.



ENSET FOREST SYSTEMS

Biodiversity.
Resilience. Life.



SOIL & WATER INTELLIGENCE

Regeneration.
Balance. Continuity.



SMEs & LOCAL ENTERPRISES

Livelihoods.
Innovation. Value.



CLIMATE PRESSURES

Drought. Uncertainty.
Rising Risks.

Asratie Teferra | Climate Reality Leader | Enset Innovation Institute

Enset is not simply agriculture. It is resilience infrastructure disguised as a crop. It stores food underground for years, stabilizes soils, protects watersheds, and sustains millions of people. Most importantly, it is deeply connected to women-led knowledge systems and local economies. This is ecological intelligence accumulated across generations.



What happens when humanity ignores resilient systems?

THE GLOBAL MONOCULTURE ONE MODEL. MANY RISKS.



WHEAT DOMINANCE

Narrow diets. High input. Low resilience.



CORN EXPANSION

Land intensive. Resource draining.



CLIMATE PRESSURE

Droughts, heatwaves, soil degradation.

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At the very moment climate change is exposing the fragility of global food systems, many indigenous resilience systems are disappearing before they are fully understood. Not because they failed, but because modern institutions were designed to prioritize uniformity over diversity, efficiency over resilience, and extraction over regeneration.

The Bigger Question? What else has the world refused to see?

FROM LOCAL RESILIENCE TO GLOBAL RISK

Enset represents a different paradigm—
one rooted in diversity, regeneration,
and interdependence.

 **A DIFFERENT PARADIGM.**
Intercropping. Regeneration.
Resilience.

Enset thrives in harmony with other crops—
a natural system designed for **resilience**
not extraction.

INTERCROPPING WITH:

					
TARO	COFFEE	BEANS	GINGER	TURMERIC	TREE CROPS

While the world doubles down on uniformity,
Enset offers a model of living systems
that **reduce risk** and **sustain futures**.



Asratie Teferra | Climate Reality Leader | Enset Innovation Institute

The question is no longer whether Enset matters. The real question is: What other systems, communities, and forms of knowledge remain invisible because the wrong narratives became dominant? Because when narratives change, imagination changes. When imagination changes, institutions change. And when institutions change, entire futures become possible.



Today, humanity is searching urgently for resilience in new technologies and laboratory solutions. But perhaps part of the answer has been quietly evolving for generations inside landscapes, communities, and indigenous knowledge systems the world never fully learned to value.

Enset represents a different paradigm—one of interdependence, regeneration, and ecological diversity over monoculture and extraction. These systems were shaped through lived relationships between people, climate, soil, water, and survival. Maybe resilience was never absent. Maybe we simply failed to recognize it. And maybe that is the deeper lesson.