

TC ABSTRACT

I. Basic Project Data

▪ Country/Region:	COLOMBIA/CAN - Andean Group
▪ TC Name:	Training in Creative Industries: An Opportunity for Emotional, Social and Economic Inclusion in Migrant Receiving Communities
▪ TC Number:	CO-T1551
▪ Team Leader/Members:	LOPEZ GHIO, RAMIRO ANDRES (CAN/CCO) Team Leader; MARAGALL, JUAN ERNESTO (SCL/EDU) Alternate Team Leader; PARRA ALVAREZ, JULIANA (CAN/CCO); HILLMAN, EUGENIO F. (VPC/FMP); CRAUSAZ SARZOSA, ERNESTO PATRICIO (VPC/FMP); LOPEZ AGUILAR, NATALIA (CAN/CCO); GRANADA GARCES, ISABEL CRISTINA (VPS/MIG); TERNENT, MARIE CHRISTINE (DIS/CCO)
▪ Taxonomy:	Client Support
▪ Number and name of operation supported by the TC:	N/A
▪ Date of TC Abstract:	11 Feb 2020
▪ Beneficiary:	Migrant receiving communities in Soacha – Cundinamarca Department
▪ Executing Agency:	Fundación Gratiud
▪ IDB funding requested:	US\$300,000.00
▪ Local counterpart funding:	US\$470,000.00 (In Kind)
▪ Disbursement period:	36 months
▪ Types of consultants:	Firms
▪ Prepared by Unit:	CAN/CCO - Country Office Colombia
▪ Unit of Disbursement Responsibility:	CAN/CCO - Country Office Colombia
▪ TC included in Country Strategy (y/n):	No
▪ TC included in CPD (y/n):	Yes
▪ Alignment to the Update to the Institutional Strategy 2010-2020:	Social inclusion and equality ; Productivity and innovation

II. Objective and Justification

- 2.1 The main objective is to contribute to the socio-cultural, emotional and economic inclusion of youth and youth leaders in a condition of exclusion from the labor market in Soacha, Cundinamarca, through their job training, as well as management and entrepreneurship skills in the culture and creative sector. Specifically, it seeks to: (i) develop skills in artistic practices and project management framed in cultural and creative economy (orange economy); (ii) increase access to job offers in the cultural sector, and (iii) increase access to comprehensive quality education, nutrition and early childhood care provided by artists and for the artists' children.
- 2.2 Soacha is a municipality in the department of Cundinamarca adjacent to the city of Bogotá with a population of 645,205 inhabitants. According to the Unit for the Victims Assistance and Reparation, of the 7,580,241 people displaced by the armed conflict registered in Colombia between 1984 and 2017, Soacha received a cumulative of 58,471. On the other hand, in accordance to Migration Colombia (Dic. 31-2019), 26,140 Venezuelan migrants are already registered and have settled in Soacha. The arrival of these migrants in Soacha is mainly motivated by its proximity to Bogotá. Although the national and local government have arranged programs to serve both

internally displaced and migrant populations, the conditions they face are not very encouraging given that in some cases they live in informal settlements, with low habitability conditions, poor access to roads, insufficient public and social services and limited employment opportunities.

- 2.3 Currently, the municipality has 342,240 people classified in the Identification System of Potential Beneficiaries of Social Programs (SISBEN), so it is estimated that 53% of the population belongs to the lowest socioeconomic tiers (1 and 2) and under vulnerable conditions. The coverage of aqueduct and sewerage is 91.69% and 88.58% respectively, being the lowest in the Cundinamarca department. Also, the percentage of students enrolled in preschool, basic and middle levels is 76% and the unemployment rate in 2018 amounted to 13%. In Soacha, as in the rest of the country, there are great difficulties for young people to access jobs mainly due to lack of training. According to DANE (the National Statistics Office), the youth unemployment rate was 18.1% (third quarter, 2019), presenting an increase of 1.6 percentage points over the same period of 2018 (16.5%). In addition to this, drug microtrafficking, social cleansing, victimization of young people and the presence of illegal armed actors persist, with young people being an easy target for illegal activities.
- 2.4 According to multiple studies, the creative and cultural economy has been recognized as an important vehicle for the economic development of countries, represented in its added value, exports, employment, investments and economic growth. Estimates show that creative and cultural industries generate revenues of US\$2,250 billion and 29.5 million jobs worldwide, employing approximately 1% of the world's active population (Ernst & Young, 2015). In Latin America and the Caribbean, estimates indicate that creative industries generate revenues of US\$124 billion and 2.2% of regional GDP. For Colombia in the period between 2014 and 2018, 32 activities included in this sector accounted for 1.9% of the national added value, close to that reported for the civil engineering construction sector (2.1%). This is how the "National Policy for the Promotion of Cultural Industries in Colombia" has been formulated and through Law 1834 of 2017 (Orange Economy Law) is recognized as an economic sector with the capacity of generating quality employment, and as an engine of development, which fosters the social cohesion as well as identity and equity.

III. Description of Activities and Outputs

- 3.1 **Component I: Component 1. Training in cultural skills and jobs, management and entrepreneurship.** The objective is to develop emotional, interpersonal and intrapersonal skills and competences that allow the improvement of the understanding of the sociocultural and environmental context of the beneficiaries. Workshops (conceptual training and practical jobs) in emotional competences will be developed through creative artistic practices. Also, practical learning in project management and cultural entrepreneurship and training to early childhood caregivers will take place.
- 3.2 **Component II: Component 2. Insertion into the labor market.** . The objective is to link cultural managers to strategic technical support networks, as well as to increase access to job offers in the cultural sector, through the development of a showcase platform, and the creation of a network of access and updating services. Also, alliances will be generated with companies and organizations of the performing arts that demand the services to link the trained youth or support their productive projects. Also, dissemination activities will be carried out.
- 3.3 **Component III: Component 3. Quality care for early childhood.** The objective is to increase access to comprehensive quality education, nutrition and early childhood care for children between 0 and 5 years, seeking to prioritize the care of the artists' children. A modality of care with pedagogical intentionality will be offered for groups of children in charge of cultural managers. This component also seeks the exchange of

knowledge between trainers and artists, providing artists with capacities to offer early childhood care and artistic skills to trainers.

- 3.4 **Component IV: Project management, monitoring, evaluation.** The objective of this component is to monitor the implementation of the Program and evaluate its results

IV. Budget

Indicative Budget

Activity/Component	IDB/Fund Funding	Counterpart Funding	Total Funding
Component 1. Training in cultural skills and jobs, management and entrepreneurship	US\$101,000.00	US\$30,000.00	US\$131,000.00
Component 2. Insertion into the labor market.	US\$25,000.00	US\$0.00	US\$25,000.00
Component 3. Quality care for early childhood	US\$100,000.00	US\$440,000.00	US\$540,000.00
Project management, monitoring, evaluation	US\$74,000.00	US\$0.00	US\$74,000.00
Total	US\$300,000.00	US\$470,000.00	US\$770,000.00

V. Executing Agency and Execution Structure

- 5.1 Components 1 and 2 would be executed by Gracitudo Foundation. Component 3 would be executed by aeioTU Fundación Carulla, in coordination with the Secretariat of Social Development and Community Participation of the Municipality of Soacha.
- 5.2 The executing agency responsible for project management and monitoring will be defined in accordance with the evaluation of institutional capacity.
- 5.3 Gracitudo Foundation was created in 2016 by the Colombian singer Fonseca. Its mission is to promote access to art and culture as tools for emotional well-being and social transformation by developing a sustainable and replicable model. The Foundation has conducted cultural empathy workshops and artistic-creative experiences within the Partnerships for Reconciliation Program of ACDI-VOCA and USAID benefiting 110 young people. Through collaboration with allies, gastronomic and artistic experiences have been provided to spread the wealth of the municipality of Tumaco (Nariño), reaching more than 210 people and in Soacha itself through spaces for interaction with art and culture impacting 15,000 people. Together with the British Council, storytelling workshops have been carried out as a healing tool in the midst of Colombian armed conflict, with 273 participants so far.
- 5.4 Fundación Carulla is a non-profit organization that was founded in 1961. In the last 10 years, it has worked to improve the quality and coverage of the ecosystem of comprehensive early childhood care services in vulnerable communities of Colombia. It operates 30 schools of its own, has provided attention to more than 236,000 children (between 0 months and 5 years), has trained more than 14,000 educators and influenced the parenting practices of more than 425,000 parents or caregivers. It also has the capacity to coordinate and contract physical infrastructure works. It has successfully executed the ATN / JO-15625-CO cooperation, with resources for US\$639,000; as well as the ATN / ME-12817-CO operation for US\$1,010,945, which improved access to quality early childhood development services for low-income populations.

VI. Project Risks and Issues

- 6.1 The main risks are associated to a small part of the participants could drop out before completion due to a lack of resources to attend training sessions, and/or factors outside the project such as public order problems or mobility difficulties. It is planned that with the involvement of strategic allies, basic subsistence grants can be given to the beneficiaries. Also, virtual sessions would be offered, and, in that way, the physical presence of the participants would not be necessary. In the same way, through Component 3. parents (specially women head of household) could have support for the care of their children and facilitate their attendance to training sessions.

VII. Environmental and Social Classification

- 7.1 The ESG classification for this operation is "undefined".