

Phase Four Update
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Aracataca, Magdalena, Colombia
March 30, 2016

- 1). Strategy for site development in each department;
- 2). Skills you believe are necessary for incoming Volunteers;
- 3). Categories for Volunteer recruitment;
- 4). Plan and communicate 2nd site visit date to CI17.

Information on types of sites to consider in department;

Departamento Magdalena

Ciudades Grandes

- Santa Marta – Gobernación, centro académico, centro cultural, centro comercial
- Ciénega – Zona Roja

Ciudades Medianos

- Aracataca – centro cultural, mucho apoyo para colaboración con CDP.
- Fundación – centro comercial, buen presencia de SENA. Mucha interés en colaboración con CDP.
- Plato – puente sobre Rio Magdalena, centro comercial. No conozco bien.

Municipios Pequeños

- Minca – centro de turismo, mejor clima
- Pivijay – extensiva cantidad de terrenos agrarios, y una cantidad de corregimientos. Producción de ganado, chancho, yucca.
- Reten – municipio nuevo, hay interés en el Alcaldía de colaborar con CDP. Terrenos incluyen zonas naturales de la Ciénega Grande de Santa Marta
- Salamina – Preguntale a Cydronia

Corregimientos

Media Luna, de Pivijay

Varios pueblos de Ciénega



- Palmor – No he visitado, pero quiero ir. Está en la sierra, mejor clima, pero no es muy accesible. Hay potencial turística.

Varios pueblos de Zona Bananera – no tiene un centro

- Guacamayal – No Conozco
- Sevilla – No conozco
- Tucurínca – No conozco, pero voy para ver otra ruta a la Ciénega Grande.

Recomendación

Santa Marta – Recomendado inglés y CED
Ciénega – No Recomendado por ahora

Aracataca – Recomendado inglés y CED
Fundación – Recomendado inglés y CED
Minca – Recomendado inglés y posible CED
Palmor – Posible inglés y CED
Pivijay – Posible – enfoque en agricultura
Retén – Posible inglés y CED

Otros – No tengo suficiente información.

Type of Volunteers that should be used;

- 1) Generalista y flexible – el voluntario(a) debe tener la capacidad de cambiar dirección cuando sea necesario.
- 2) Conocimiento de emprendimiento y servicios empresariales – sistemas aquí son muy diferentes que los EEUU. Pero, es una ventaja entender la filosofía de un emprendedor y los métodos de negocios en general.
- 3) Preparado para sudar - el voluntario(a) debe entender que hace calor todo el tiempo.

Provide initial overview of your 1-2 CED activities in site and progress.

1) Tourism

(Proposal online at: www.madfisher.info/Colombia/dev/AracatacaCEDActivitiesReport012616.pdf)

Tourism is a one of the promising opportunities for Aracataca. The primary asset is the Casa Museo, or birthplace of Gabriel García Márquez. Other assets are being developed in halting fashion. My recommendation was to prepare a series of brief strategic documents to guide tourism development.

Four Year Economic Development Plan

The most immediate need is to include tourism as a priority in the four year economic development plan. This has been accomplished in the draft plan. This has been done.

VISIÓN

Conducir al Desarrollo Económico y Social del Municipio de Aracataca en el 2020, a través de la explotación del Turismo y Cultura, en un Municipio sostenible en el largo plazo y referente en la Región Caribe y Nacional como unos de los pilares en turismo y referente cultural que permita a sus habitantes generar ingresos propios a través de estas actividades, a través de una Administración eficientes que permita avanzar en el cierre de brechas, para tener una vida más digna, que las personas en situación de víctimas, alcances los goces efectivos de sus derechos.

Itinerary Plan: Work with local government and businesses to create maps and itineraries for visitors to the wider region. Publish itineraries with basic interpretation online and create templates for visitor brochures. Incorporate basic interpretive message for each venue.

Marketing Plan: Improve information channels for visitors, working with hotels, restaurants, destinations and service providers.

Infrastructure Improvement Plan: Work with municipality and non-governmental organizations to develop inventory of important visitor infrastructure, condition of assets, deficiencies and proposed means for improvements.

I am working with a small number of artisans that hope to increase their sales to tourists as well as through the internet. I created a simple website, www.madfisher.info/Colombia/Artesania, showing them one model for sales, but am more optimistic about using an existing service, such as www.Etsy.com where fulfillment is more manageable and marketing is more sustainable.

I am also using my weekends to explore the limits of bicycle tourism in this region. I have completed most of the loops that I feel are easily accessible, if exhausting. See www.madfisher.info/Colombia/geography/. There are several other routes that are likely to be interesting, but involve transporting bicycles to a better starting point or combining bicycles and canoes to reach more interesting destinations. I may construct a 15' canoe for the latter, time and resources permitting. To do the latter I would work with local carpenters to share ideas about boat building and possibly seed a new product line. Nobody in this region makes boats.

I also recently completed a trip to San Jacinto and San Juan (3/23-3/24) to exchange technical information. The trip was informative and I hope gives us all some follow-up activities. Mine are included in a report, www.madfisher.info/Colombia/dev/ReporteDeVisitaTecnicaJimFisher032916.pdf.

2) Educational programs for Entrepreneurship, Business and Financial Management

(Proposal online at: <http://www.madfisher.info/Colombia/dev/AracatacaCEDAActivitiesReport012616.pdf>)

This effort has been halting, but some progress is being made. I contacted SENA in Santa Marta, Aracataca and Fundación. All expressed interest in collaboration, but particularly in helping students to meet the English language requirement. This is a major stumbling block for graduation.

I joined SENA's first and only class in Aracataca this month, an intensive course on Planting, Cultivation and Harvest of African Oil Palm. I have a fairly deep background in agriculture, so was happy to participate in the class. Initially I gave two presentations adapted from Construye Tus Sueños. My intent was to provide students with a broader understanding of ways they can use their knowledge of agriculture to start small businesses. The instructor decided this was not a priority, particularly as I was not a registered instructor.

I continued to attend the class, assisting with technology including:

- internet access,
- video presentations,
- use of GPS and GIS technology in agriculture,
- interpreting information from the internet,
- providing new materials,
- assisting small groups of students with technical questions about agriculture and
- teaching one class on English terms used in agriculture.

This has been a good experience and I have learned about African Oil Palm as well as the very different instructional modality used by this teacher at least. I am much more aware of the hurdles ahead. The class concludes this week, but SENA has suggested that they will start another class in April, though the subject, time and place have not been announced. I will follow up with them and with the new volunteers moving to Aracataca. English instruction is very important for this tourism economy and I think provides an opportunity for a more concentrated effort to engage young people in become business owners or employees.

Clearly it will not be easy to work in the academic bureaucracy of SENA to provide classes in entrepreneurship and financial literacy. They have instructors for this purpose that will object to foreigners competing for limited teaching slots.

English instruction seems to be the most fruitful avenue for working with them at this time. The key will be to tie English instruction to financial literacy and entrepreneurship which should be easy once basic greetings and life skills have been covered.

I have visited three of five area high schools also seeking to create a venue for teaching entrepreneurship, but have had a difficult time coordinating how this would work. My next opportunity to work with the high schools will be tied to award of the SPA grant to build local capacity in recycling. My goal is to provide numerous presentations in the schools and work with faculty to build their knowledge of environmental protection and opportunities for "green jobs"

in the future. The proposal is available online at:

www.madfisher.info/Colombia/dev/RecycleGrantProposal032716.pdf.