

# INVESTING IN PEOPLE AND ENDOGENOUS RESOURCES OF TERRITORIES IN COLOMBIA

In Colombia the [CET Programme \(Competitividad Estratégica Territorial\)](#) managed by the Ministry of Commerce, Industry and Tourism MINCIT, the National Network of Local Economic Development Agencies Red Adelco and 10 LEDA's members of the Network is working to implement the value chains of 15 territories in the country.

The CET Programme articulates national and local efforts to strengthen regional competitiveness through economic development processes oriented towards fair and sustainable business initiatives. The specific production chains link organizations of small producers, agro-transformers and tour operators. In 2020 this national programme and the work of the LEDAs in the territories have also been identified as [strategic tools to reactivate local economies after the pandemic](#).

Established in 2017 with the support of the European Union, the Programme recognized the 10 LEDA members of the Network as essential actors in the territories. Already in 2017 and thanks to this alliance between different levels of action, the approach adopted and the concrete work of the LEDAs, the Programme was able to implement [13 Productive Development Projects](#) in different Departments, such as Boyacá, Arauca, Cauca and Cesar.

[In 2020, to face the serious consequences of the pandemic on the country's economic activities and taking into account the results achieved](#), the CET Programme with its territorial development approach has been recognized as a key tool in the reactivation of the Colombian economy. The financial mechanism adopted by the Programme has been expanded to benefit 198 production units and their production chains, including SMEs and associative organizations, in 15 Departments. Among these, in 2020 eight production chains have been launched, with financial support of approximately \$ 190 million each, for a total of \$ 1,520 million, while another seven are in the validation process to start. The CET programme has a total fund of approximately \$ 2,700 million. With CET funds, the local projects can be equipped with tools, machinery, administrative and financial skills, to increase production capacity, competitiveness, access to markets that previously could not have been reached for different reasons, even creating new territorial brands.

In each territory the LEDAs ensure a key role to facilitate alliances among local public, private and associative actors to implement the productive chains with a participatory approach. On the Red Adelco website more information is available, presenting the [production chains that are being implemented in 2020](#). These chains for example are strengthening sustainable production and marketing of high-quality



The Local Economic Development Agencies LEDAs in Colombia are social economy entities that associate public, social and private territorial actors. Through their services, the LEDAs facilitate the socioeconomic dynamization of the territory. Taking advantage of all the endogenous potentialities and strengthening sustainable productive systems, the LEDAs generate new quality jobs and contribute to a comprehensive territorial development that translates into improvements in the quality of life of the entire population. [Red Adelco website](#)



coffee in the Department of Nariño, cocoa in Arauca, fish farming in Cesar, premium blackberry in Risaralda or avocado in Valle del Cauca.

[In November 2019](#), the Ministry of Commerce, Industry and Tourism, the European Union, the Adelco Network and the LEDAs had already celebrated the achievements of the CET programme and decided to implement a new phase, with a new contribution of funds. Through the work of the LEDAs the CET funds can be invested in successful local projects and in the development of the region as a whole. The territories and production chains prioritized by the LEDAs of the Network are: Antioquia, Boyacá, Cauca, Chocó, Huila, Guajira investing in tourism; Arauca and Bolívar investing in Cocoa; Magdalena and Nariño investing in Coffee; Cesar investing in fish farming; Meta, Risaralda, Santander and Valle del Cauca investing in fruit products such as pineapple, blackberry, guayaba and avocado.

In addition to supporting the 15 alliances for the development of the respective territorial productive chains, the CET programme included support for the creation and strengthening of four new LEDAs in interested territories, through an official call. After an evaluation by the CET technical committee, the proposals coming from the four territories of La Guajira, the south of Cesar, Paipa (Boyacá) and the Cauca massif have been approved.

Based on these decisions and with the support of Red Adelco, it has been done a work to establish a new LEDA in the Department of La Guajira, with the aim of highlighting its multicultural-pluri-ethnic and natural heritage for a sustainable economic development in the region. In December 2019, the municipalities of Paipa, Sotaquirá, Cómbita, Tuta and Oicatá and other local actors in Boyacá, [officially established the Finsuca LEDA](#), focused on strengthening the value chains of milk, beekeeping, rural community tourism and handicrafts. This is the third LEDA implemented in Boyacá, with the support of the Business Development Secretariat of the Departmental Government.

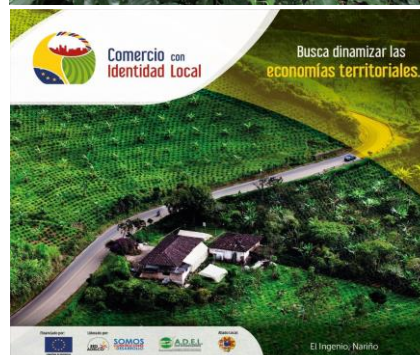
The alliance established within the framework of the CET Programme among the Ministry of Commerce, Industry and Tourism MINCIT, the European Union, the Adelco Network and the LEDAs also represents a platform to channel new joint initiatives. One of these initiatives, for instance, is promoting the participation of LEDAs in the construction of the [National Strategy for Responsible Tourism](#), launched by the MINCIT. Another one is promoting broad participation in the [Trade with Local Identity](#) initiative launched by the European Union and the Adelco Network, aimed to develop a trade network that boosts territorial economies through the sale of products and services offered by the civil society organizations.

[The Red Adelco Network of Colombia](#) continues to play its important role of reference point, promoting local economic development strategies and methodologies, representing the LEDAs with national and international bodies, supporting local actors in the creation of new LEDAs and strengthening local capacities through training initiatives. Information on LEDA members, on the main results achieved, on thematic initiatives of general interest or exemplary practices implemented by the LEDA partners [can be found on the Red Adelco website](#).

## To know more

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