

Project Title: Adding value and connecting territories endowed with cultural identity and natural biodiversity assets in Bolivia and Peru (Scaling up the cultural identity- based rural territorial development approach)

Summary

The Cultural Identity-Based Rural Territorial Development Approach (DTR-IC, in Spanish) is a set of intertwined principles, methods and tools that aim at **putting into value cultural and natural assets in rural territories**. Given its focus on particular locations (territories), the DTR-IC approach is also a way to **foster local knowledge & innovation systems** and trigger overall rural transformation processes that may lead to the increase in income generation and the decrease of food insecurity in those territories where it is applied.

During the past 5 years the approach was developed, tested and successfully applied by a group of researchers of the Latin American Centre for Rural Development (RIMISP) in several territories of about 8 countries in Latin America. Lessons learned from these experiences and details about the overall approach can be found in the proceedings of the most recent DTR-IC international workshop, held in La Paz, Bolivia¹.

The **main goal** of the project is to strengthen and articulate cultural and natural asset valorisation strategies within impoverished rural territories of Peru and Bolivia and contribute to the reinforcement of local innovation systems, by developing a DTR-IC referential model that may be scaled up to other territories of Latin America

The project proposes a two-level methodological approach:

At the **territory level** rural innovative initiatives (rural innovations) based on cultural and/or natural assets will be identified, mapped and scaled up within the territory.

Local talents² will be identified and involved in the above mentioned scaling up process and will be trained into the use and application of the DTR-IC approach. Local multi-stakeholder platforms called "territorial coalitions" will be conformed and sported. Peer-to-peer knowledge exchange tours will also be undertaken at the territory level.

At the **supra-territory level** research will be conducted in order to shed light on the particular process of expanding a complex approach such as the DTR-IC (which is substantially different from expanding a technology or a single method) in distinct territories. Cross-sectional assessments will be made using simple, yet effective indicators, which were previously developed by the DTR-IC/RIMISP initiative for the matter.

The **main outcomes and outputs** to be delivered by the project are:

Outcome 1. Establishment of territorial coalitions and inter territorial networking

Output 1.1. At least two territorial coalitions established and working

Output 1.2. An inter-territorial network established and working

Output 1.3. At least two DTR-IC strategic plans developed and implemented

Outcome 2. Development of a critical mass of local talents en DTR-IC and development of

¹ http://www.rimisp.org/proyectos/seccion_adicional.php?id_proyecto=188&id_sub=365

² "Local talents" are young men and women that show above average interest, capabilities and willingness to be part of the local the development processes. They usually are part of the formal local decision making institutions or are active political leaders in their localities.

rural innovation contests

Output 2.1. Two territorial teams trained and operative

Output 2.2. At least 4 innovative rural initiatives in each territory identified and strengthened

Output 2.3. At least 2 territorial coalitions strengthened (linked also to outcome 1)

Output 2.4. At least 3 young local talents in each territory identified, trained and working with the project by semester 1

Outcome 3. Monitoring, communication and incidence: towards a DTR-IC referential model

Output 3.1. At least 3 DTR-IC experiences systematized and disseminated

Output 3.2. Methodological guides and toolboxes developed and validated

Output 3.3. A paper describing the DTR-IC model developed and validated

Output 3.4 A regional program designed

Output 3.5 Two territorial mobilizing products developed and disseminated

Output 3.6. Two communication products developed and disseminated

The Project will be carried out during a **24 month period** by a group of implementing partners: The Nucleo Ejecutor del Proyecto de Desarrollo de la Sierra Sur (NEC/PDSS), the Cultural Identity-based Rural Territorial Development Project of the Latin American Centre for Rural Development (DTR-IC/RIMISP) and the Technical Assistance Services Foundation (PROSAT).

The **recipient institution** will be DTR-IC/RIMISP that, besides of the general management of the project will provide advice, research support, and will help with bi-national coordination activities. PROSAT Foundation will collaborate in the implementation of Project's activities in Bolivia. NEC-PDSS will be in charge of implementing the project in Peru. The project will be led by Guillermo Vila Melo, which is an experienced project manager and researcher.