



RIMISP

Centro Latinoamericano para el Desarrollo Rural

Valuing Our Bio-Cultural Riches.

Territorial Development with
Cultural Identity Project
2005-2011



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Abbreviations and Acronyms

AECID	Spanish Agency for International Cooperation and Development
AGRORURAL	Rural Agrarian Productive Development Program
BioCultura	Local and Public Policy Management for the Conservation and Sustainable Use of Andean Ecosystems in Bolivia
BID	Inter-American Development Bank
BTR	Business Territorial Responsibility
CAN	Andean Community
CCAIJO	Jesús Obrero Agro-Industrial Training Center
CCUVS	Chain of Competitiveness of Grapes, Wines and Singanis
CEDEFOA	Center for the Development and Promotion of Self-Help
CET	Center for Education and Technology
CI	Cultural Identity
CIRAD	Center for International Cooperation in Agricultural Research for Development/ Centre de Coopération Internationale en Recherche Agronomique pour le Developpment
CLAR	Local Resource Allocation Committee
CONICET	National Council for Scientific and Technical Research
COSUDE	Swiss Agency for Cooperation and Development
CREA-SC	Regional Council for Engineering, Architecture and Agronomy of Santa Catarina
CRESPIAL	Regional Center for the Preservation of the Immaterial Heritage of Latin America
CSR	Corporate Social Responsibility
EPAGRI	Agricultural and Rural Extension Research Corporation/ Empresa da Pesquisa Agropecuária e Extensão Rural
EU	European Union
FAO	United Nations Food and Agriculture Organization
FAPESC	Foundation for Support for Research and Innovation of the State of Santa Catarina/ Fundação de Amparo a Pesquisa e Inovação do Estado de Santa Catarina
FAUTAPO	Educational Foundation for Autapo Development
FONCODES	Cooperation for Social Development Fund
FOMIN	Multilateral Investment Fund
GEF	Global Environment Facility
GI	Geographic Indications
HIVOS	Humanist Institute for Development Cooperation
IADB	Inter-American Development Bank
IDRC	International Development Research Centre
IIED	International Institute for Environment and Development
IEP	Institute for Peruvian Studies
IFAD	International Fund for Agricultural Development

INDAP	Institute for Agricultural Development
INEA	National Institute for Agrarian Economics/ Istituto Nazionale di Economia Agraria
INIA	Insitute for Agricultural Research
INTA	National Institute for Agricultural Technology
LABTER	Territorial Laboratory
LAC	Latin America and the Caribbean
LCN	Central-Northern Coast / Litoral Centro Norte
LCS	Central-Southern Coast / Litoral Centro Sur
MARENASS	Sierra Sur Natural Resource Management Project
MERCOSUR	Southern Common Market
MIDIS	Ministry of Development and Social Inclusion
MINAG	Peruvian Ministry of Agriculture
MPA	Ministry of Fishing and Aquaculture
NGO	Non-Governmental Organization
OECD	Organization for Economic Cooperation Development
PDSS	Sierra Sur Development Project
PEIR	Scaling Up Rural Innovations Program
PROCASUR	Training Program in Rural Development
PROSAT	Technical Assistance Services for Small-Scale Producers Project
RCM	Critical Methodological Route
REAF	Specialized Family Farming Network
REMURPE	Peruvian Network of Rural Municipalities
RIMISP	Latin American Center for Rural Development
RTD	Rural Territorial Development
RTD-CI	Rural Territorial Development with Cultural Identity
RTDM	Rural Territorial Development Models
SC	Santa Catarina
SP	Small-Scale Producers
SENCE	National Training and Employment Service
SGCAN	General Secretariat of the Andean Community
SIPAM	Ingenious Systems of World Agricultural Heritage
SOL	Secretary of State of Tourism, Culture and Sports
STD-CI	Sustainable Territorial Development with Cultural Identity
SUBDERE	Office of the Undersecretary of Regional and Administrative Development
UDESC	Universidad para el Desarrollo del Estado de Santa Catarina
UFSC	Universidad Federal de Santa Catarina
Valor IC	Valorizing and Coordinating Territories of Bolivia and Peru with Cultural Identity and Natural Biodiversity



We live in times of exchange, information, and networks. Globalization, commercial openness, and new information technologies have challenged ideas of time and place, allowing for instant communication between remote locations. This new connected world presents challenges to rural societies, including that of joining dynamic and open markets in a transnational manner while preserving the territories' unique identities. This is the focus of the studies on rural territorial development with cultural identity that -Latin American Center for Rural Development- has developed with the support of the Ford Foundation: thinking about culture and local identity as

strategic resources for handling the need to be competitive with the understanding that there is a strong opportunity to link territorial cultural heritage to the competitive dynamic of the markets. That is the topic that this publication addresses in an effort to strategically bring together local culture, entrepreneurship, and citizen participation. The promise of these activities is that of more human development with respect for cultural identity that is focused on the characteristics and needs of the territories and seeks out the use and valorization of local resources, particularly those related to communities' bio-culture, heritage, and knowledge.

The territorial development with cultural

Culture As The Force Behind Territorial Dynamics

Claudia Serrano
Executive Director, Rimisp

identity approach emphasizes identity and culture with the understanding that they represent one of the territories' economic assets. Their contribution also can be seen from a different perspective: that of contributing to the ability to interpret the territory as one's place, strengthening the identity and belonging that promotes and facilitates a willingness to intervene in a place using local resources. This is added to an element detected by territorial development studies in Latin America: the stakeholders' capacity for agency and their ability to interpret context, coordinate with others, and intervene in order to generate change is what makes a difference in areas that are not located on the front lines of competitiveness (territories with natural resources or densely populated urban areas). In this dynamic, the factors of identity and interpretation of a shared reality based on historical and cultural keys are a vital element that contributes to developing the idea of a territorial project.

This text presents a theoretical reflection on the transformative potential of territorial development with cultural identity processes, collaborative work by researchers, and the dynamic platform of research and action initiatives that are ongoing in the context of a project that looks to understand and strengthen these dynamics and the stakeholders in the territories. It documents and analyzes such diverse and distant experiences as those from the Catarina coast of southern Brazil and rural Andean areas of Peru, all in the context of concepts of cultural economics and its projections in the context of public policy.

This text honors its topic, culture, territory and economics, and is careful to present a diverse group of cases that contribute valuable knowledge and powerful ideas for policy design through the use of maps, photographs, and descriptions.



Introduction

When the first phase of the Rural Territorial Development with Cultural Identity (RTD-CI) project began with the support of the Ford Foundation, progress had been made in the study of the territorial approach in Latin America and the Caribbean (LAC). However, the valorization of cultural identity (CI) was one of the least known and studied pieces of this field of research. Three hypotheses were presented as part of an effort to address this issue:

1. Many poor territories in LAC are endowed with abundant, rich and distinctive cultural heritage based on multiple assets (material/immaterial, mobile/immobile). Investment in the valorization of CI can be an effective strategy for sustainable development that includes said territories.
2. There is an emerging demand for products and services that carry CI associated with rural territories. The attributes valued by a growing sector of consumers include models of production and consumption, local knowledge and customs, differences associated with those goods and services, and their quality. Said consumers are willing to pay more and/or prefer products and services with CI over other options.

3. Valorization of CI requires the development of innovations at the level of policies, public investments, and services, and the strengthening of stakeholders, institutions, and networks in order to allow for: (a) the production of goods and services with CI; (b) the identification and assessment of said goods and services by consumers; (c) the dissemination of the process and their benefits throughout the territory; and (d) the substantive participation of poor sectors in the RTD-CI strategy and the distribution of its benefits.

Based on these hypotheses, a set of guiding questions, and the definition of an analytical framework, the RTD-CI project launched a process of applied research and promotion of RTD-CI strategies. From the beginning, a choice was made to build collaborative links with different institutions.

The first phase of the RTD-IC project (2005-2007) was essentially one of **exploration** and included activities such as the development of a conceptual and methodological basis, a publication on the state-of-the-art, and the realization of nine case studies in eight LAC countries with a final phase of synthesis and analysis. Initiatives focused on the communication and discussion of the

FIGURE 1
RTD-CI Territories

1. ARGENTINA	<ul style="list-style-type: none"> • Colonia Caroya (Cordoba)
2. BOLIVIA	<ul style="list-style-type: none"> • Curahuara of Carangas (Oruro) • Central Valley (Tarija) • Entre Rios (Tarija) • Gran Tierra of Los Lipetz (Potosi)
3. BRAZIL	<ul style="list-style-type: none"> • Central-Northern Coast of the State of Santa Catarina • Central Southern Coast of the State of Santa Catarina
4. CHILE	<ul style="list-style-type: none"> • Chiloe Archipelago
5. COLOMBIA	<ul style="list-style-type: none"> • Tolima's Departament
6. ECUADOR	<ul style="list-style-type: none"> • Nabon (Azuay)
7. MEXICO	<ul style="list-style-type: none"> • Central Valley of Oaxaca (Oaxaca)
8. PERU	<ul style="list-style-type: none"> • Juli and Pomata (Puno) • Moche Valley (La Libertad) • Lari and Sibayo (Arequipa) • South Valley - Ocongate (Cusco)



results, capacity building, and initial network development were also promoted.

The second phase of the project (2007-2009) focused on seven territories in five countries (Bolivia, Brazil, Chile, Mexico, and Peru) and was focused on **strengthening** studies on the topic. The focus was a process of in-depth research¹ oriented towards the identification of a typology of territories with different territorial dynamics in their relation to CI. During this phase, the goal was to influence key stakeholders and decision-making areas responsible for promoting territorial dynamics at the national and sub-national levels.

During *the third phase* (2009 -2011), the project focused on the **broadening of the scale** of territorial experiences, their critical mass, and the generation of greater impacts. Work was conducted in 15 territories in eight countries (Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Mexico, and Peru).

This report is focused on the third phase of the RTD-CI project, which benefitted

from the support of the Ford Foundation.

However, it does so in light of the process and accumulation of results from previous phases, which also benefitted from resources from other sources.

- The **first chapter** presents a description of the main characteristics of the RTD-CI project.
- The **second chapter** presents the main results of the project, reflecting on the “key” areas for promoting RTD-CI processes.
- The **third chapter** describes the most important challenges for the future, mainly in function of a horizon of greater scaling of RTD-CI, which also implies overcoming the current limitations of the project.

Testimonies from members of the Advisory Board, Project Team and close partners have been included throughout the text in order to better illustrate its processes and effects in different areas of influence.

¹ Linked to and with funds from the Rimisp Rural Territorial Dynamics Program (www.rimisp.org/dtr), which is sponsored by the International Development Research Centre (IDRC, Canada).



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1

Main Characteristics of the Rural Territorial Development with Cultural Identity Project

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- This project defines **cultural diversity** as a key asset to be recognized and valued in development processes.
- It is based on a **territorial approach**, focusing on the most excluded stakeholders and the construction of broad institutional synergies.
- Its main goal is to contribute to **decreasing poverty, inequality and injustice**.



The **recognition and valorization of diversity** refer to:

- Material and immaterial cultural heritage and its many expressions.
- The practices, traditional knowledge and innovations of rural populations in combination with external contributions.
- Opportunities for coordination of cultural and natural assets in rural territories.
- The creation of a distinctive brand for rural territories in an effort to position their products and services in different markets.
- The connection between stakeholders, networks, and public and private undertakings, and between the rural and the urban, paying special attention to the role of intermediate cities.

FIGURA 2
RTD-CI Approach



Thinking of New Ways to Do Rural Development

Maria Fonte

Teacher and Researcher, Università Federico II, Napoli (Italy);
Member of the Advisory Council of the RTD-CI Project

The rural development experiences based on a valorization of CI are increasingly frequent, and some of those based in LAC have been researched by the RTD-CI project over the past few years.

Over the course of the project's life, its approach to the concept of RTD-CI has matured and it now posits the gradual construction of a **development paradigm** based on:

- The **territorial approach**, which implies levels of coordination between the public and private, various sectors, the economic-productive transformation and institutional transformation, and the urban and the rural.
- The recognition and valorization

of **identities and cultural heritage** as expressions of diversity and territorial richness, which are usually neglected as a motor for development. In many cases, it is closely associated with the region's important natural biodiversity.

- The **focus on stakeholders** who are usually excluded but already have life strategies based on their identification with and belonging to a specific territory, the historical memory in which they recognize themselves, and their cultural assets (arts, duties, practices, knowledge).

In order to continue to reflect on the topic, in November 2010, the RTD-CI Project and Rete Rurale Italiana through the Istituto Nazionale per l'Economia

Agraria (INEA) organized the conference "The Territorial Vision of Rural and Agricultural Policies: An International Exchange." The event brought together researchers and experts in Rural Territorial Development from Europe and Latin America.

Some of the conclusions reached are related to the approach promoted by the RTD-CI project:

- Considering the cultural and biological diversity of a territory imposes complex approaches that have to take into account a multiplicity of stakeholders, functions, and knowledge. Managing this diversity requires the mobilization of local actors and their involvement in the identification of local assets and decision-making processes (and not only consultation) from the early phases.
- Valorizing human capital also means facing the issue of gender inequality in order to liberate women's human, business, cognitive, organizational, social and relational capacities.
- Thinking about new ways of doing territorial development implies abandoning the idea of defining equal solutions for all territories without considering bio-cultural diversities. We must stop being guided by the idea of per-capita income alone, and

must stop looking at rural areas as areas of "lack" -cultural lack, lack of knowledge, lack of human capital- or in territories as an "empty bag" to be filled with technological and bureaucratic solutions developed outside of the territories.

- Considering tools like:

- Participatory and coordinated public-private processes for stimulating a shared vision of the territory's identity in order to develop projects for valorizing local resources (without forgetting about local consumers).
- Learning networks for valorizing human capital such as Learning Routes of inter-territorial cognitive interest; Territorial Labs, which put stakeholders from different territories in various countries in contact with one another and promote joint action; and collaborative Territorial Maps designed to present the assets and innovative initiatives for the development of the territory.
- The introduction of new curricula and formal and informal methods of teaching and learning.
- Recognition/certification of local knowledge.

Relevance of the RTD-CI Approach for Territorial Economic Development

Roberto Haudry de Soucy
Operations Manager, International Fund for Agricultural Development (IFAD)
Member of the RTD-CI Project Advisory Board

In a world in which every economic undertaking, every wealth creation initiative, quickly enters into competition with other initiatives in different territories (whether it wants to or not), economic development loses a good part of its national or regional dimension and forces entrepreneurs to be different, distinguishing themselves based on their uniqueness (in terms of quality or the product/service provided) and origin.

In this context, RTD-CI is an ally, a space for competitiveness, an added brand that helps distinguish products and can allow entrepreneurs to access segments of specific markets

and gain partners who are interested in something more than anonymous merchandise.

In LAC –which is, as always, condemned to repeat history and export primary materials (and in some cases recreate enclaves from the early 20th century)–, the diversification of economies, products, services, and ideas appears to be increasingly more important for responding to the territories' true vocation, which is determined by their natural and cultural wealth.

The paradox of wealth and the lack of competitiveness/poverty is better understood

when one recognizes that these incredibly diverse territories (12 of the 20 places with the greatest mega-biodiversity in the world are located in this region, as are the largest reserves of water, which means life) have practically no investments in biotechnology, genomics, and the valorization of natural resources with high biotic value. The investment has been focused on mineral extraction, hydrocarbons, tourism with all-inclusive resorts, etc. In other words, the region is locked out of its own territorial vocation and solvent markets that seek out different sensations and exclusive products and –why not say it?– more human ways of life.

Offering unique products with considerable and specific added value that are clearly identified and offer biotic, human and cultural traceability is a road with economic multipliers and social and ecological respect that reduce unacceptable disparities in the region (which presents the greatest inequality in the world in income distribution in spite of its persistent economic growth).

Inequality, which is partly generated by a model that is always more of the same, can be reduced by using new ideas, locations and people, supporting local entrepreneurs who generate products linked to their place of origin, services linked to culture, unique images and sensations with

high added value, experiential tourism services, etc.

But no matter how numerous and enthusiastic they are, individual entrepreneurs cannot do it alone. They need local and territorial authorities who focus on creating a favorable environment, a set of measures and foci that add value and creativity/innovation to their territory. This is where territorial development programs must play a specific role. This is where added spaces for territorial marketing are generated: based on the sum of the talents and wills of territorial stakeholders that attract and retain investors based on territorial development, that multiply in the spaces of cities and towns where they want to stay and grow, that generate brands, reinforce identities and value culture. Culture is nothing more than our capacity to create, invent, build, maintain, and redesign atmospheres for a more advanced humanity, for the life we want to live (Tony Puig).

In today's globalized society, we have to compete using the best that we have: our territorial vocations, unique attributes, knowledge, and creative culture. We have to be able to innovate and constantly propose new products and services for a humanity that is avid for good things, beauty, and pleasant places in which to live well.

The main objective of the RTD-CI project during its third phase was to *have an impact within different spheres of public action, promoting rural territorial development processes based on CI that make visible and position this paradigm as an alternative for stimulating sustainable and inclusive territorial dynamics.*

In order to reach this objective, four lines of action were executed:

- **Applied and mobilizing research** on territorial dynamics and CI, contributing to the generation and use of knowledge that promotes local development;
- Promoting **territorial development strategies** focused on the valorization of cultural and natural assets and the creation of public/private coalitions that lead those processes;

- Contribution to **capacity building** through the recognition of local knowledge, inter-peer learning, and coordination among academic spaces and territorial experiences (tours, internships, laboratories, teaching);
- Participation in **platforms** oriented towards impacting public action on multiple levels (government spheres, business sectors, public opinion, social and citizen movements, the intellectual world).

Communication has been a distinctive part of the project. (Our communications platform uses publications used in academic and training contexts, widely distributed virtual products, and ad hoc motivational tools at the territorial level to reach a multi-faceted and varied audience.) Communication has always been part of the project's actions, has helped make visible and share information in different areas, and is useful for territories and their RTD-CI processes.



C O M M U N I C A T I O N



FIGURE 3
RTD-CI Communication

RTD-CI Project Website



The project Website generates information related to the project and its partners nearly every day. In addition, the chapter tools for RTD-CI strategies was created, which includes:

- 8 methodological, work or results documents.
- 3 articles presenting data.
- 9 territorial mobilization products.
- 7 videos.
- 4 initial RTD-CI maps.

The site receives an average of 4,200 visits per month.

Biocultural Diversity and Territory Blog



Publishes information in Spanish and English.

To date, the blog has received around 4,000 visits and has over 500 subscribers.

InterCambios Newsletter



The RTD-CI managed six issues of this Rimisp publication:

- New Approaches to Rural Territorial Development with Cultural Identity, September 2011.
- Cuisine and Cultural Identity, September 2010.
- Program to Strengthen Regional Identity: Recognizing Identities for Expanding Decentralization, February 2010.

- Building Collective Territorial Processes Through the Valorization of Cultural Identities and Assets, April 2009.
- Approaches and Strategies for Rural Territorial Development with Cultural Identity, 2007.
- Cultural Identity in Rural Territorial Development, 2006.

Equitierra Journal on Rural Latin America



Ten issues of the journal and 20 articles on the topic of RTD-CI have been published since August 2008.

The journal has over 4,500 subscribers.

Informational Capsules



The RTD-CI project produced eleven informational capsules between 2008 and 2011.

The program has a total of 1,300 subscribers.



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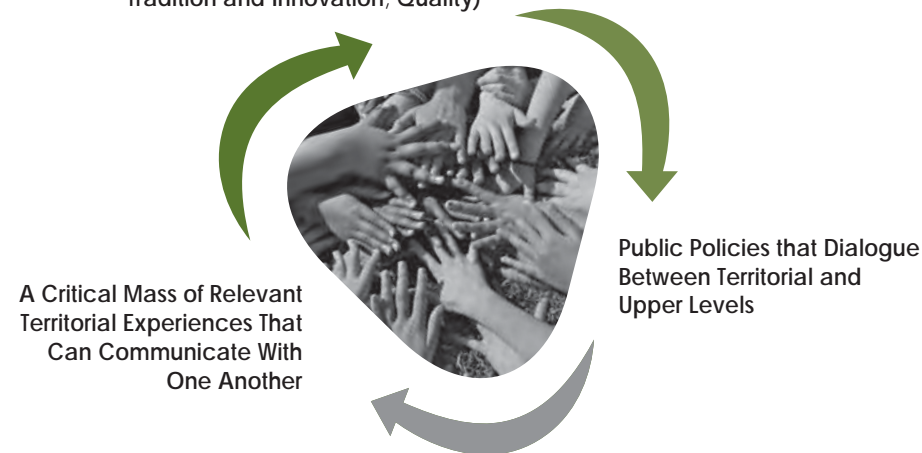
Reflecting on the Results

The following pages present the main results of the RTD-CI project in terms of the *three key dimensions* around which the project has broadened the scale of its work.

These results are not exclusive to the third phase, but *have been developing over time, particularly between 2009 and 2011*.

FIGURE 4
Key Dimensions for RTD-CI

Development/ Expansion of Capacities through
Networking and Among Peers (Bridge Between
Tradition and Innovation; Quality)



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Using these dimensions as a referent and deploying a blend of the four lines of action mentioned above (with the support of transversal communication), has allowed our project to generate an interesting set of results. They are summarized in the sections that follow.

- 2.1 A critical mass of territorial experiences.
- 2.2 Development and expansion of network capacities.
- 2.3 Public and private action in dialogue.

At the end of this chapter and by way of summary of the previous results, some key and very specific elements of the **RTD-CI platform** are described.

2.1 | A critical mass of territorial experiences

Thirteen Facilitating Initiatives in the RTD-CI Network

These initiatives were implemented in Argentina, Bolivia, Brazil, Colombia, Chile, Ecuador and Peru through multiple execution strategies and with a wide range of partners and resources channeled directly by the RTD-CI project (Figure 5, left column) and other institutions including sub-national governments, territorial development committees, foundations, NGOs, universities, research centers, cooperation agencies and development projects (Figure 5, right column).

The fact that these “other” institutions got involved with human, social, and financial capital is an indicator of the commitment achieved in the appropriation of the RTD-CI approach.

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FIGURE 5
Territorial Facilitating Initiatives in Network

**From the support channeled
 through RTD-CI**

- RTD-CI/Ford
- IIED/HIVOS/Mainumby



- INTA
- CONICET
- Caroya Municipal Government
- University of Cuyo

- Valor IC/PEIR
- IIED/HIVOS/Mainumby
- CAN/UE
- AECID



- RTD-CI Committees
- Municipal Governments
- FAUTAPO
- BID Fomin
- CCUVS
- CEDEFOA

- RTD-CI/Ford
- RTD/Rimisp



- EPAGRI
- CIRAD
- USFC
- STD-CI Committees
- Inter-Institutional Working Groups

- CAN/UE



- Tolima Local Management Committee
- Municipal Governments

- RTD-CI/Ford
- RTD/Rimisp



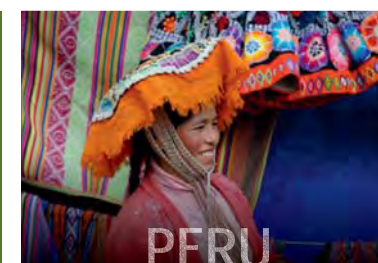
- SIPAM / FAO / GEF / CET Chiloe
- Strategic Committee for the Development of Chiloe

- CAN/UE



- Nabon Municipal Government
- Municipal Government

- RTD-CI/Ford
- RTD/Rimisp
- Valor IC/PEIR
- CAN/UE
- IIED/HIVOS/Mainumby



- CLAR
- Municipal Governments
- PDSS and other FIDA's projects
- IEP
- Several NGOs
- CRESPIAL/UNESCO

Brazil: Sustainable Territorial Development with Cultural Identity in Santa Catarina Coast

Sergio L. G. Pinheiro, Claire Cerdan, Mauro de Bonis, Mariana Policarpo, Fabiana Jacomel, Jorge Tagliari, Cristiane de Jesus, Enlito Neuber, Paulo Ricardo V. Pinto
STD-CI Team, Brazil

The Sustainable Territorial Development with Cultural Identity (STD-CI) project in the Santa Catarina coastal area of Brazil is an initiative of the Agricultural and Rural Research Corporation, EPAGRI, in collaboration with the Ministry of Fishing and Aquaculture (MPA) and Rimisp through the RTD-CI project. It enjoys the support of international institutions such as the Center for International Cooperation in Agricultural Research (CIRAD) and various Brazilian governmental agencies as well as organized civil

society including Universidad Federal de Santa Catarina (UFSC) and Universidad para el Desarrollo del Estado de Santa Catarina (UDESC). The participation of representatives of prefectures (municipalities) also has been key for the project, which began in October 2008 through activities in two pilot regions: i) the Central-Southern Coast (municipalities of Paulo Lopes, Garopaba and Imbituba); and ii) the Central-Northern Coast (municipalities of Porto Belo, Bombinhas, Itapema and Balneário Camboriú).

The goal was to promote sustainable territorial development (STD), dialogue, and the integration of various entities and sectors that participate in the territory and to coordinate and correlate policies, actions, and projects aimed at STD based on the socio-cultural richness and identities of the territory.

Actions were included that were designed to integrate different socio-economic sectors of the coast of Santa Catarina (tourism, fishing, agriculture and cultural activities). An effort was made to organize inter-institutional and inter-sector dialogue, coordinating actors and strategies for STD, promoting culture, and facilitating sustainable management of resources and territories. In short, work is conducted in Santa Catarina through a process of interaction between research and action with a transversal line of learning, particularly through Territorial Laboratories.

The visible results include:

- The creation of two territorial committees (one for each area) led by territorial stakeholders and authorities.

- The mobilization of government resources to promote two planes of action in the areas aimed at the promotion of STD-CI dynamics.
- The collective development of "Territorial Identity Maps" aimed at identifying the main territorial resources and generating community and culture-based tourism routes.
- Visibility of knowledge acquired through territorial research and work in order to include the issue in the work of decision-makers (managers, directors, secretaries) of the main public institutions in the region (EPAGRI, MPA, Secretary of Tourism, Culture and Sports).
- The technical and financial commitment to lead the organization of the "Inter-Continental Forum for Sustainable Territorial Development: Stakeholders and Innovative Processes for Broadening and Strengthening Local Experiences." The event was held November 21-24, 2011 in Balneário Camboriu.



Diversity

The **sectors of the population that were most involved in a direct manner** include:

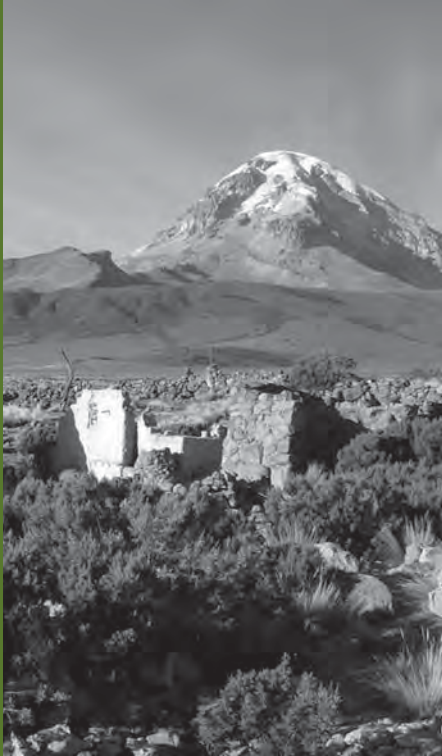
- Aymara, Quechua, Collana, Cabana, Mapuche and Guarani indigenous groups.
- Afro-descendent groups.
- Campesinos, agro-ecological producers and family farmers who raise traditional products such as potatoes, maize, Andean grains, and legumes.
- Individuals who raise South American camelids, cattle and smaller animals (sheep, goats, and cuy).
- Small and medium-scale entrepreneurs specializing in the transformation of local products (wines, singanis, serrano hams, goat cheese, etc.).
- Fishermen.
- Individuals who gather and process forest and natural reserve products.
- Artisans who use diverse fibers and materials.
- Tourist agency operators and owners, including specialists in eco-tourism, community tourism, and small-scale municipal operations.
- Managers of community and territory centers.

Executed and Ongoing Projects, Advising Activities and Complementary Studies.

Two projects, one advising activity, and three complementary studies have responded or are responding to the logic of situating analytical knowledge and policy recommendations in the spheres of public action. These initiatives contribute to the incorporation of CI and cultural assets as promoters of development for Latin American territories. They have been implemented in coordination with the facilitating initiatives listed above.

Valorization of Cultural and Natural Assets in the Curahuara de Carangas Territory Project.

Sponsored by the Spanish International Development Cooperation Agency (AECID). This initiative is linked to CI Value and is being developed directly with the municipal government of Curahuara de Carangas (Oruro, Bolivia), Aymara community organizations, and a Bolivian NGO called the Center for Development and the Promotion of Self-Help (CEDEFOA). It will conclude in June 2012.



Bi-national Project on CI Value.

This activity is financed through resources from the Scaling Up Rural Innovations Program (PEIR), a joint initiative of IDRC and IFAD. It is based on some of the more mature RTD-CI experiences in the two countries, IFAD programs in the Andean region, and particularly the Sierra Sur Development Project (PDSS) and the Technical Assistance Services for Small-Scale Producers Project (PROSAT). It looks to strengthen a local system for innovation and build a referential “model” of RTD-CI that could be scaled to other territories in LAC. It will conclude in June 2012.



Advising Activity for the Inclusion of RTD-CI in the Territories of the RTD Model Project.

This activity was executed between January and June 2011 in the context of an agreement between the Secretariat General of the Andean Community (SGCAN) and Rimisp with funding from the European Union. The purpose of the initiative was to formulate proposals that incorporate the cultural dimension in the RTD Model promoted by CAN in territories in Bolivia, Colombia, Ecuador and Peru. RTD-CI strategies, agendas, and specific plans were developed through consensus in the territories. Funds awarded through competition by the EU are expected to arrive to support the execution of these strategies.





Study on Small-Scale Producers, Products and Services with Territorial/Cultural Origin: The Value of Difference in Globalized Markets.

The study forms part of the “Program on Knowledge and Strengthening of Small-Scale Producers in Globalized Markets,” which is sponsored by IIED/HIVOS/Mainumby, and is to run through June 2012. Its purpose is to study new modes of access of small-scale producers to markets based on the valorization of differentiated products and services with territorial/ cultural origin. The study determines whether or not it is possible to do this and the conditions that allow for the best forms of insertion in a globalized environment. The initiative also is designed to increase small-scale producers’ participation in decision-making processes. It will contribute to three territories in which facilitating initiatives are being implemented: Valle Central de Tarija (Bolivia), Colonia Caroya en Córdoba (Argentina), and Territorio Moche (northern Peru). However, the objective is also to present empirical evidence in order to contribute to a broader and more critical discussion of mechanisms of intellectual property and their real usefulness for small-scale producers in LAC.

Complementary Study and Technical Assistance on Geographic Indications and RTD-CI.

As a result of the collaboration with the National Institute for Agricultural Technology (INTA), Universidad de Cuyo and the National Council for Scientific and Technical Research (CONICET), Argentina, this study was developed in coordination with previous research conducted from a social, technical, and pragmatic perspective on how a local group of producers manages to build a protocol for requesting geographic indication. The learning exercise could stimulate the development of technical assistance services by the team involved with other countries/territories. The initiative ended in September 2011.

Complementary Study: Archaeology, Museums and RTD on the Northern Coast of Peru.

The study was executed by the Institute for Peruvian Studies (IEP) in collaboration with RTD-CI and Spain’s Fundación Carolina. It is meant to update the information provided in one of the case studies from the first phase of the project. The new study includes a new perspective on the potential for and limitations of the valorization of tangible assets (archaeology) in terms of the appropriation of benefits by local inhabitants and the roles played by local governments, foundations and private companies in these processes.



Small-Scale Rural Producers and “Cultural Economy”

Claudia Ranaboldo
Rimisp Lead Researcher, RTD-CI Project Coordinator, with
Sofia Torey, Journalist²

Many rural territories present high poverty and marginality rates but have notable cultural and natural heritage. This is not only valorized through tourist, artisanry and archaeological preservation initiatives. There are territorial assets that are transferred to the production, transformation and sale of agricultural products, processes that involve a large number of campesinos. These qualities, which imply the recognition of origin and “distinctive stamp” of the territory, begin to be recognized positively in local

contexts and, occasionally, in national and international ones as well. This is the case of Peru’s culinary boom, which is based on multiple chains of small-scale producers who have focused on meeting success in local and natural markets prior to focusing on exportation. They are increasingly focusing on the enormous value of the country’s bio-cultural diversity. This opens up an opportunity for employment and income in rural territories based on the “cultural economy” and access to diverse markets.

In addition to this, new institutions have emerged that allow CI to be incorporated into a product or service and communicate it to consumers. These include denominations of origin and geographic indications, which are mainly used for products that are meant to “travel,” like coffee from Mexico, Colombia and other Central American nations and wine from Argentina and Chile. Under certain conditions, this could add value to the territory as the origin of the products as well as the special qualities that the products are given as a result of the unique productive processes, selection of primary materials and technical knowledge of small-scale producers.

Recent studies suggest that broader territorial dynamics benefit from different ways of valorizing cultural assets, including agricultural products with a clear territorial connotation. For example, as complementary income opportunities for small-scale producers, new sources of value creation, part of strategies based on the pluri-activity of family farming, or giving way to micro- and small-businesses, which usually employ women and are

focused on local markets in which there is consolidated and sustained demand.

Interesting progress also has been made with regard to the connection between small-scale producers, public policies and markets, as is the case with MERCOSUR and the Specialized Family Farming Network (REAF), which strengthens public policies on family farming and facilitates the same of family-based products based on principles of solidarity and complementarity in order to reduce the asymmetries that small-scale producers face. CAN also is working to identify strategies for valorizing bio-culture that respect and promote the unique aspects of each region while proactively participating in public policy in the national context.

Despite how positive or auspicious this seems, one must be careful about the easy enthusiasm of these new trends as feasible alternatives for small-scale producers in any context. It is necessary to analyze these processes in order to determine which conditions truly offer better opportunities for rural small-scale producers and the extent to which they can form part of an innovative policy agenda in LAC.

² Published in Spanish in Equitierra No. 9, 2011. <http://www.rimisp.org/FCKeditor/UserFiles/File/documentos/docs/pdf/equitierra/equitierra9/Equitierra9-Opinion-Claudia-Ranaboldo.pdf>

Bolivia: A Meeting of Economics and Culture³

Marcelo Uribe
Rimisp Valor-CI Coordinator

Bolivia may be one of the most rural countries in Latin America, in which there are permanent migratory flows between country and city. In this context, the economy of culture plays an increasingly important role in the life strategies of many Bolivians. One could present many examples of this that are developed in scenarios linked to more urban or more rural cases, depending on the situation.

La Fiesta del Gran Poder is one of these emblematic examples linked to the urban context of the city of La Paz.

The city is one of the main spaces of economic coordination and population of migrant

indigenous groups from the altiplano whose movement has created a point of coming together and fusion between urban-rural culture and economics. During Colonial times, neighborhoods and parishes of “Indians” grew around the urban nucleus that was inhabited by the Spanish and criollos. Those who lived there incorporated autochthonous elements into their celebrations. This tradition has remained in place and has been repeated over the years. One of these festivals is Entrada del Gran Poder, which begins almost immediately after the previous celebration and culminates in late May in a festival that features the participation of numerous performers.

The festival generates significant economic movement throughout the year that is both direct and indirect. Artisans create suits and masks and services are provided by matraqueros, silk importers, seamstresses, hat makers, bands, jewelry makers, radio stations, television stations, and an endless stream of other individuals. It is estimated that the festival generates over 20 million dollars in economic movement and involves 30,000 people⁴.

Another important example –this time at the more rural level– of valorization of culture and biodiversity is that of the Entre Ríos Departamento de Tarija. This municipality is located in the transition area between the Central Valley and Chaco Tarijeño. It is a young, dynamic town in which the income increases due to hydrocarbons and the presence of oil companies have produced important changes in local socio-economic dynamics. In 2009, incomes were nearly 20 times greater than those reported 15 years earlier. However, hydrocarbon activity is not a significant source of employment in the area and has had a negative impact on the environment.

Entre Ríos is an area with various towns, sectors, and cultural identities in which most inhabitants do not manage to cover their basic needs. They focus on production for self-consumption and migrate seasonally in order to increase their income. Bio-cultural assets represent an increasingly important complementary source of income.

The production of artisans and peanut and honey producers generated US\$1,095,035 in income for the families involved in 2008. The income obtained through services related to the Celebration of the Virgin of Guadalupe, Guaraní Culture⁵, the Natural Salinas Prarie and the Natural Flora and Fauna Reserve of Tariquia totaled US\$675,032 during that same year.

All together, without including public investment, a total of US\$1,770,377 was obtained by stakeholders involved in the territory through natural and cultural assets. This is equivalent to 2.19% of the GDP of Entre Ríos, a modest but important number, particularly given the possibilities for expansion in the future.

³ This article is a summary of the piece “La Entrada del Gran Poder en La Paz (The Entry of Big Power in La Paz- Spanish language document)” by Marcelo Uribe. Published in the Rimisp Rural Press Blog (<http://redprensarural.com/2010/08/09/la-entrada-del-gran-poder-en-la-paz/>, 2010).

⁴ Data taken from Nico Tassi, 2010, Cuando el baile mueve montañas. Religión y economía cholo-mestizas en La Paz Bolivia (When Dance Moves Mountains: Cholo-Mestizo Religion and Economics in La Paz, Bolivia- Spanish language document).

⁵ Reference to the RTD-CI Project/ Rimisp in the context of the Bio-Culture/ COSUDE Project (2008/2009).

2.2 Development and expansion of network capacities

The RTD-CI project has developed a set of learning and mobilization methods through ongoing dialogue among peers and the generation of high-quality products and services. The most noteworthy of these are presented below.

A Validated Critical Methodological Route.

The document “Critical Methodological Route for Facilitating Rural Territorial Development with Cultural Identity and Biodiversity Strategies” was developed in 2010 and 2011. It presents an experimental and referential method of promoting participatory and collaborative strategies for RTD-CI and a series of flexible and guiding steps as well as specific tools.

A Critical Methodological Route (CMR) is a “distillate” and a capitalization of RTD-CI processes, particularly territorial facilitating initiatives, contributing to their scaling and visibility in other territories.

In the process of building the CMR, various versions were formulated in order to achieve greater effectiveness and efficiency in its application, including streamlining (methodological shortcuts).

A Structured Academic Module As A Base For An RTD-CI Certificate Program.

The experiences and knowledge generated during the previous phases of the RTD-CI project allowed for progress to be made on the academic module during 2010. The module constitutes a preliminary proposal for a certificate program that includes i) the technical foundations and specific characteristics of the certificate program, including an initial determination of the costs associated with implementing a pilot course, installing a virtual platform and developing a module in the field similar to the Territorial Laboratory (LABTER); ii) the academic contents, which will be divided into six modules; iii) a set of methodological inputs referring to the construction and development of the proposal (equivalencies in the higher education levels; tutoring programs; accreditations); and iv) strong attention to the selection criteria for the territorial cases to be included in the certificate program. This proposal will be implemented during the phase of the

RTD-CI project that will be carried out between 2011 and 2013.

Five Learning Routes Developed.

PROCASUR (www.procasur.org) provides ongoing training with a strong emphasis on field visits organized by topic around experiences, cases, and successful practices in rural development in which users and operators become trainers. Through a circuit of workshops, interviews, conversations, and field activities, the Route promotes spaces for exchange, analysis, and reflection for individuals or groups based on testimonies and the participation of stakeholders involved in the implementation of successful experiences (communities, leaders of rural associations, technical staff, and local officials) in order to develop a systemic and dynamic vision.

The RTD-CI project and PROCASUR have implemented five Routes with 80 participants and at least 50 hosts. Over 35 initiatives involving products and services with CI have been visited in four countries in LAC (Bolivia, Chile, Ecuador, and Peru), three nations (Spain, Italy, and Morocco) and 11 territories in Europe and Northern Africa.

Many participants and hosts have become leaders and are now promoting facilitating initiatives in these territories.

TABLE 1
PROCASUR/RTD-IC
Learning Routes

Weaving Connections Between LAC and the Mediterranean Based on a Network of Innovative Initiatives in the Valorization of Bio-cultural Diversity		
MEDITERRANEAN ROUTE		
(September 26-October 7, 2011)		
18 participants		
	Natural Bio-Diversity and Cultural Identity in Rural Territories in Bolivia	43
	(September 25-October 5, 2009)	
21 participants		
Rural Territorial with Cultural Identity: New Concepts, Approaches and Experiences in Ecuador, Peru and Chile		
Second Version		
(November 29-December 9, 2007)		
15 participants		
	Cultural Identity and Heritage: An Opportunity for the Development of Chiloé	
	(October 19-22, 2007)	
13 participants		
Rural Territories with Cultural Identity: New Concepts, Approaches and Experiences in Peru and Chile		
(April 22-May 5, 2007)		
13 participantes		

Seven Territorial Laboratories (LABTER) Developed.

The LABTER methodology developed by the RTD-CI project is oriented towards facilitating spaces for dialogue and interaction between diverse experiences and stakeholders with a well-defined territorial anchor. Its objective is to develop a relationship between knowledge and practices linked to “know how” and “know to learn” and “know to transmit.” The LABTER contribute to increasing the territory’s visibility (potential and limits) for its inhabitants and not only its visitors.

During the most recent versions of the LABTER, an agenda was developed by consensus along with a basic plan of action for expanding RTD-CI processes through the definition of inter-institutional collaborations and the commitment to allocate resources. In this way, the LABTER have been incorporated as one of the key tools of CRM.

The table below presents a list of the LABTER implemented by the RTD-CI project in collaboration with various partners.

TABLE 2
RTD-CI
Territorial Laboratories

International Rural Territorial Laboratories	
Coast of Santa Catarina, Brazil (November 2010)	
	South Valley - Ocongate, Peru (November 2009)
Chiloe, Chile (October 2008)	
National Rural Territorial Laboratories	
	Arequipa and Central Valley of Tarija (October 2011)
Colca Valley, Peru (July 2011)	
	Coast of Santa Catarina, Brazil (September-October 2009)
Entre Rios, Bolivia (March 2009)	

Six Interactive Maps of Products and Services with Cultural Identity.

The maps are tools for increasing awareness of existing activities in the territories, particularly for stakeholders and

entrepreneurs. They also are designed to achieve the recognition and social and economic mobilization of those opportunities.

These maps are updated and enriched over time through the stakeholders’ participation in the mapping process.

TABLE 3
RTD-CI Maps

PERU	CHILE	BOLIVIA	BRAZIL
South Valley - Ocongate, 2010 www.mapavallesurocongate.com/www2/	Chiloe, 2007-2008	Concepcion, 2007	Central-Northern Coast of Florianopolis
			
Moche Countryside, 2007 www.cholonautas.edu.pe/moche			Central Southern Coast of Florianopolis
			

Peru: Map of Entrepreneurship with Cultural Identity in Valle Sur-Ocongate. A Versatile and Multi-Faceted Tool

Raúl Hernández Asensio
Researcher, IEP

Can a map become an instrument of development? That is the new objective of the tool promoted by the Institute for Peruvian Studies (IEP) in collaboration with local partners from Cuzco. It is a Map of Entrepreneurship with Cultural Identity for Valle Sur-Ocongate, a Website (www.mapavallesurocongate.com/www2) that gathers information on the business activities of inhabitants of 12 districts in southern Cuzco. The map was developed between October 2009 and April 2010 as part of the initiatives of the RTD-CI project by a consortium of five Cuzco-based institutions under the direction of IEP. The following entities took part in its development: the Regional Center for the Preservation of

Immaterial Heritage of Latin America (CRESPIAL), a supranational entity that forms part of UNESCO that is headquartered in Cusco; the Operations Unit of the Puno-Cuzco Corridor of the Rural Agrarian Productive Development Program (AgroRural), a public entity that forms part of the Ministry of Agriculture headquartered in Urcos; Centro Guamán Poma de Ayala; Centro Bartolomé de Las Casas; and Jesús Obrero Agro-Industrial Training Center (CCAJO).

The map is focused on businesses based on cultural assets, which is a broad category that includes those that concentrate on tangible assets (monumental heritage, artisanry, etc.) and those based on intangible assets

such as traditional and medicinal knowledge, Andean religiosity, and music.

The interactive nature of the effort is noteworthy. The page is designed to allow users to upload information without having any specialized knowledge. Information is constantly updated and images that illustrate the businesses and make their presentation more attractive are included.

Each business has its own page on the map, with product and price lists and other useful information including directions, availability of public transportation, contact information and external references.

The tool was developed by a variety of institutions including international cooperation agencies, government agencies, and private development entities. An effort has been made to include officials from the districts included on the map in the discussions. The goal is for local stakeholders to use and appropriate the maps, and some initiatives have to be implemented in order for that to happen. In the coming months, the Puno-Cuzco Corridor will replicate the map in other parts of Cuzco. There are thus plans to develop maps for the higher elevations of Valle Sagrado, including Acomayo, Canchis, Canas, Chumbivilcas and Espinar, and

talks are being held with the Network of Rural Peruvian Municipalities (REMURPE) to develop similar maps in other regions.

The Entrepreneurship Map has several functions for the RTD-IC project. It is a research and development tool and a platform for joint work between different types of institutions that allows them to create a habit of sharing work. It also is a public policy incidence mechanism that allows for private initiatives to be coordinated with public institutions. The map allows us to systematize diverse types of information and to view the results of the work carried out by different institutions in a graphic manner and visually perceive the processes that are taking part in the territories. We can see which business ventures have emerged over the past two years, what areas have had the most success, and new developments.

This is thus a multi-faceted tool and an instrument for promotion and coordination as well as a research strategy. The Map of Entrepreneurship with Cultural Identity Valle Sur-Ocongate allows for the generation of knowledge that is useful for the institutions working in rural areas and the inhabitants of the districts in the upper provinces of Cuzco.

2.3 Public and private action in dialogue

In terms of results, this area refers to the contribution made in order to promote changes in the vision and practice of decision-makers on different levels such as policy design and execution, investments, development programs, local plans, agendas, and platforms. There is concern about effective coordinated efforts that can be developed and mature on different levels.

In the pages that follow, we will differentiate between **incidence spaces** in which some of these changes are visualized and **dialogue spaces**, large-scale areas that have promoted the incidence spaces and others in order to create a more stable and committed platform of RTD-CI partners. We also will refer more specifically to this **platform**.

FIGURE 6
Spaces for Incidence with RTD-CI

Incidence at the territorial level



- Existence of 14 public/private territorial committees with different foci and compositions that promote local plans and strategies of RTD-CI at different levels of development (Argentina: 1; Bolivia: 4; Chile: 1; Brazil: 2; Colombia: 1; Ecuador: 1; Peru: 1 and another three linked to the municipality that are not truly committees).
- An RTD-CI process in the consolidation phase coordinated with one of the seven pilot sites of World Agricultural Heritage– SIPAM Chiloe.
- BID, FOMIN and FAUTAPO resources committed in the Central Valley of Tarija (Bolivia) in the network of the Grapes, Wines and Singanis Competitiveness Collective with the rest of the territorial cultural offer.
- Commitment from two municipal governments from Colca Valley, Peru to create an RTD-CI Office.

Incidence at the national level



- A Government of Bolivia/ COSUDE (Bioculture) program with coverage in 14 ecosystems.
- A Government of Chile program (Regional Identities in SUBDERE) with national coverage (15 regions).
- Creation of an Inter-Institutional Working Group (EPAGRI; MPA; SC Rural; FAPESC; CREA-SC; SOL) promoting and mobilizing resources for STD-CI in the State of Santa Catarina.
- A proposal to insert the valorization of cultural assets in the management of rural municipalities of Peru.

Incidence at the regional/international level



- Policy lines of Territorial Development in the CAN.
- A network and a collaborative plan being built between LAC and the EU (INEA; OECD; Government of the State of Santa Catarina; other RTD-CI partners in LAC) in four areas: i) research and publications; ii) learning routes; iii) fora and meetings of territorial stakeholders; iv) virtual communication platforms.
- Insertion of the issue of "The Value of Difference" (agricultural products and services with CI) in the Global Intercontinental Learning Network of Small-Scale Producers and Globalized Markets (Asia, Africa, LAC).

Chile: Chiloé A Pilot Agricultural World Heritage Site

Carlos Venegas, Director CET Chiloé
Claudia Ranaboldo, Coordinator RTD-CI

RTD-CI processes were introduced on the archipelago of Chiloé, an area whose history is tied to local agro-ecological practices and incipient attempts to valorize identity by local stakeholders. A series of innovative ideas promoted by the Center for Education and Technology (CET-Chiloé) in collaboration with the RTD-CI project since 2005 have facilitated the creation of a Strategic Development Committee of Chiloé which is composed of: i) the provincial government and those of several municipalities; (ii) public institutions like SUBDERE and the Provincial Productive Development Office; (iii) public development programs such as the Institute for Agricultural Development (INDAP), the

Institute for Agricultural Research (INIA) and the National Service for Training and Employment (SINCE); (iv) universities; (v) NGOs and local foundations; and (iv) tourism companies, artisans, livestock producers, campesinos, members of the Mapuche community and local talents.

The first innovations were linked to:

- Participatory case studies that included a mapping of cultural and natural activities and local stakeholders and networks (**"recognizing and identifying ourselves"**).
- Learning routes (**"learning from others among various territories"**).
- Mobilizing products like catalogues of artisanal products

and interactive and virtual maps (**"positioning ourselves in the territory and making a name for ourselves elsewhere"**).

- Artisanal innovation (**"collaboration among external designers and artisans from Chiloé in order to reach new and diverse markets"**).
- Conserving biodiversity and culinary innovation (**"producers and chefs working together, from native potatoes to the recreation of traditional dishes from Chiloé"**).
- Territorial Laboratories (**"territories under the looking glass around know how, know to learn, know to transmit"**).
- Coordination with universities (**"dialogue of knowledge among local stakeholders and academics"**).

In 2010, through the Inter-Institutional Committee, these actions found stronger coordination through a territorial strategy whose slogan was "Territorial Development with Identity and Innovation." The Heritage Churches Route was enriched by a set of goods and services available nearby that combine local knowledge and traditions with external knowledge, a blend that was

applied to organic production, cuisine, tourist services and other undertakings. New jobs and income are created at a time when the crisis of the salmon industry is having a serious effect on Chiloé. An effort also is being made to strengthen the identity-based link that unites the population of Chiloé and represents a bridge between the history of before and current history, between young and old, and between campesinos and business owners.

The "model" has served as the inspiration for public policy work conducted by SUBDERE with Rimisp's support in 2008 and 2009 in 15 regions of Chiloé around territorial identities as key factors for knowing and valorizing the local as part of the effort to decentralize the nation and diversify the current economic model.


In 2011, the Ministry of Agriculture signed an investment and cooperation agreement with the FAO –of which CET Chiloé will be the executor– for the Project on Ingenious Systems of World Agricultural Heritage (SIPAM). The approach of the initiative is coordinated with RTD-CI. **Chiloé is one of the seven world agricultural heritage pilot sites.** A new road is being opened up through this recognition, which represents a sort of "collective brand of the territory."

Spaces for Dialogue.

Since its inception, the RTD-CI project has promoted spaces for coming together and dialogue among stakeholders and a wide range of institutions. It was not limited to the traditional sector of agricultural entities, but broadened the spectrum to include those from the worlds of art, culture, cuisine, and design. The process began with the construction of trust and then continued with the creation of spaces of incidence. Many of those who attended the first Cuzco Workshop (2006) remain and have

been strengthened today as RTD-CI's main partners. Since the Rome Conference (2010), a series of specific networking initiatives have emerged between the EU and LAC and were strengthened during the Transcontinental Learning Route (September-October 2011) and the Forum in Santa Catarina, Brazil (November 21-24, 2011). In both cases, territorial stakeholders were called on to reflect on their own experiences and transmit them to the public policy sphere.

TABLE 4
International Meetings

<p>Territories with Cultural Identity: Fertile Space for Inter-Learning</p>		<p>International Meetings</p> <p>April 19-20, 2006</p> <p>Cuzco, Peru</p>
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<p>Valorization of Cultural Identity in Rural Spaces: Experiences and Perspectives</p>		<p>International Workshop</p> <p>June 4, 5 and 6, 2007</p> <p>Cartagena, Colombia</p>
<p>Territorial Development with CI: An Alternative for Promoting Sustainable Development with Equity and Social Inclusion</p>		<p>International Forum</p> <p>October 8 and 9, 2009</p> <p>La Paz, Bolivia</p>
<p>The Territorial Vision in Agricultural and Rural Policies. An International Exchange</p>		<p>International Conference</p> <p>November 4 and 5, 2010</p> <p>Rome, Italy</p>
<p>Stakeholders and innovative processes for broadening and strengthening local experiences.</p>		<p>International Forum</p> <p>November 21, 22, 23 and 24, 2011</p> <p>Coast of the State of Santa Catarina, Brazil</p>

Peru: The RTD-CI Approach and Its Projection in Public Policy

Cesar Sotomayor
Ministry of Development and Social Inclusion (MIDIS)
Director of Cooperation for Social Development Fund (FONCODES)

The rural population possesses a potential that it has not been converted into key assets to favor its development. This is due to a lack of markets and processes for valorizing that potential, which is visibly manifested in environmental and cultural assets. Peru is considered one of the world's 17 mega-diverse nations and is privileged to be home to ancestral cultures that were developed 12,000 years ago. It has the second largest number of tropical forests in Latin America after Brazil, and the fourth largest number in the world. It has three cultural types: Quechua, Aymara, and Amazonian, the last of which is composed of 42 ethnicities that possess an important set of unique cultural manifestations

that are preserved and passed on from generation to generation. This ancestral culture is an asset that includes valuable knowledge about the uses and properties of plants and animals, a diversity of genetic resources, and techniques for managing and controlling them.

Part of this territory hosted experiences that facilitate awareness of and in some cases the valorization of CI as an important asset in the promotion of RTD.

Peru's Ministry of Agriculture (MINAG) launched important initiatives in the departamentos of Apurímac, Ayacucho and Cuzco 13 years ago with the support of IFAD. These initiatives include projects like MARENESS, an

innovative resources management strategy that is based on competitions.

The Puno-Cuzco Corridor incorporated the Local Resources Allocation Committees (CLAR) for the transfer of resources through co-financing and gradual implementation based on business initiative competitions. A total of 3,330 undertakings were co-funded using this strategy.

These initiatives improved families' production capacity and ability to insert themselves in the markets. However, the process had to be accompanied by institutional development. During the final stage of the project, a strategy oriented towards impacting local public policy was implemented. Towards the end of 2008, around 30 municipalities reported that they were replicating this proposal throughout the corridor using their own resources.

One of the results of this set of experiences is that it proved that technical assistance services that are adjusted to the demands of local producers can generate specific, measurable results that respond to their needs.

It was surprising that one-fourth (24%) of the undertakings had CI as their main asset, particularly textile and ceramic artisanry and community rural tourism services and

food-related initiatives. The need to include this approach on the local development of the districts' municipalities emerged.

During this process, we saw that some local governments slowly appropriate the RTD-CI strategy. The most recent election campaign –particularly in Valle Sur Ocongate– featured discussions of the issue as one of the important matters for the rural territorial agenda of new officials. As a result, the strengthening of sub-national governments is a priority objective in terms of supporting local economic development based on RTD-CI, which involves facing a series of challenges.

Specific initiatives were developed, including entrepreneurship with CI competitions that demonstrated the cultural wealth associated with rural businesses. The competitions were held as part of a joint effort by AGRORURAL-CORREDOR, the RTD-CI project, and the IEP in the districts of Oropesa and Ocongate in Cuzco. This experience made it clear that the organization of competitions of entrepreneurial initiatives that include CI is a valuable tool for reinforcing the cultural dimension in producers and local officials. However, more time must be allowed for the implementation and dissemination of the competitions.

Intercontinental RTD-CI Dialogues and Meetings

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RTD-CI Project

During the conference “The Territorial Approach in Agricultural and Rural Policies: An International Exchange,” which was held November 4 and 5, 2010 in Rome in collaboration with the National Agrarian Economic Institute (INEA) and the Italian Rural Network, 20 researchers from several Latin American countries and Europe presented before over 200 attendees. The topics addressed included the delays experienced by many rural territories in national dynamics; innovation as a condition for competitiveness; the challenges of governance and competition; diversity as a source of projection of development; the need to achieve coherence between sectorial and local policies; the strengthening of links and coordination between the central

government and sub-national governments; and efforts to reduce inequalities and encourage the involvement of marginalized stakeholders.

The conclusions reached emphasized the need to expand the meaning of the territorial approach despite the new rural paradigm. They also demonstrated the usefulness of the experiences of decentralization of the European Union for LAC countries that are designing or implementing decentralized governance policies, established social inclusion as a priority in rural development and the territorial approach, and demonstrated the need to articulate the concepts of partnership, public-private collaboration, and the importance of networks from that perspective.

The results include the following:

1. The organization of the 2011 RTD-CI Intercontinental Learning Route.
2. The design of a virtual platform to be online by February 2012 that allows for long-distance and multi-lingual dialogue.
3. The publication of conference papers (scheduled for June 2012).
4. The organization of the Intercontinental Forum on Sustainable Territorial Development, which was held November 21 and 24, 2011 on the Santa Catarina Coast of Brazil in collaboration with the National Corporation for Agricultural Research and Rural Extension (EPAGRI) and over ten local and national partners as well as INEA and the Italian Rural Network.

In order to give continuity to the Rome Conference, the Forum focused on the presentation, exchange, and analysis of local experiences in LAC and Europe. However, this time it was led by the main stakeholders in Sustainable Territorial Development (STD) processes on two continents. The main question was: What processes and factors are critical to the scaling of STD experiences?

During the Forum, over 200 participants from 13 countries from LAC and Europe shared experiences during plenary sessions and topic-specific discussions organized around three axes: Local and Territorial Governance; Valorization of Cultural Identity; and the Promotion and Sale of Products and Services with Cultural Identity. They visited STD experiences through five tours that allowed them to meet key stakeholders and worked in groups to exchange knowledge and questions and seek out answers and possible new routes.

It was found that in many cases, the route of differentiation, attention to quality and “rooting” of products and services in a territory, its communities and its cultures offers more perspectives for competitiveness and sustainable development than the traditional economic growth process that is based on the increase to scale of commodities without CI or territorial roots.

As was the case with the 2010 Rome Conference, the Santa Catarina Forum produced actions to be promoted during 2012 thanks to the various alliances included in the Santa Catarina Charter.

RTD-CI Platform.

Today, there is an RTD-CI platform with a “hard nucleus” of partners and donors that contribute in different manners and have broadened the project’s radius of action. In collaboration with 71 allies (see Figure 6), it has implemented structural opportunities for coordination and ad hoc agreements,

which are thought of as the “strategic nodes” of the network. Both intangible and monetary resources have been mobilized, some of which have been transferred through Rimisp’s institutional channel and some of which have been directly invested in joint initiatives.

FIGURE 7
RTD-CI Partners and Collaborators

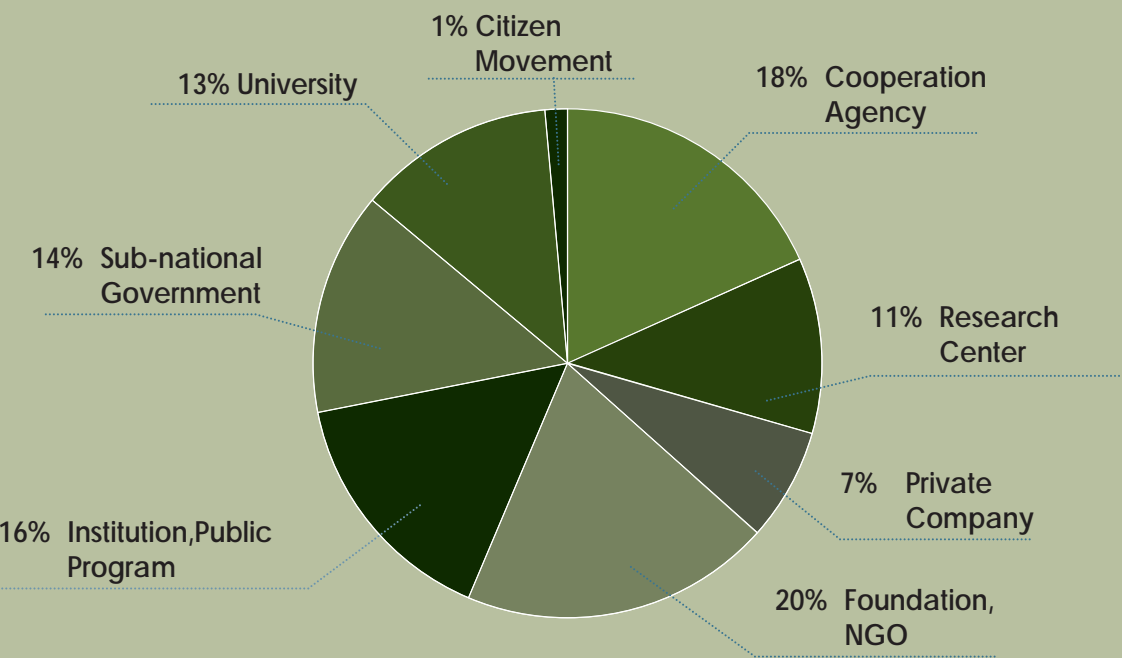


Figure 8 shows how this platform allows for collaboration in a network whose total investment between late 2005 and May 2011 totaled USD 2.503.000 (approximately

USD 400.000 per year), of which USD 1.153.000 come from Ford and USD 1.350.000 was contributed by other partners.

FIGURE 8
Shared Investments in the RTD-CI Platform





3

Challenges for the Future

The identification of the challenges for the future was based on: i) shared reflection with several of the project's most important partners during the months prior to its closing, a process that was often carried out in the territories; and ii) very important support from the RTD-CI Project Advisory Council, which was especially clear during the Lima Meeting (June 4, 2011). A critical-constructive self-evaluation was conducted of the road traveled thus far in order to plan out future initiatives.

Rimisp has asked the RTD-CI team to prepare a Learning Note over the next few months in order to present achievements and results as well as difficulties and errors and how they were handled. This report provides a more limited summary of a few of those achievements and challenges, including the following:

1. The team's high level of dedication to alliance and execution activities, which allowed for specific RTD-CI strategies and initiatives to be promoted in the field. While this yielded an interesting critical mass of experiences, it is a model that is not sustainable in the future and requires that complementary forms of scaling be identified.
2. There is a lack of proportion between the breadth of the tasks to be faced and the very limited size of the team⁶, which led to a notable excessive workload and less attention to the research than was paid during other phases.
3. Some key aspects of RTD-CI such as gender were not given sufficient attention. Work was done in these areas, but the lessons learned were not sufficiently distilled.

4. The capacity building proposal was implicit until now, as the work was focused on learning routes and territorial laboratories. There is a need to systematize the experiences accumulated in relation to training and teaching.
5. The project involved collaboration with an important number of partners, but there was no significant progress made on the level of medium- and large-scale private companies.
6. Substantive work was not done on the type of research-action that allows for variations in the assets of the territories in which processes were carried out to be identified and measured in a systematic manner, which would also imply the appropriation of the processes by local stakeholders.

As we stated above, during the third phase (2009-2011), the results included the implementation of RTD-CI initiatives in 15 territories in eight LAC countries. This involved a logic of progressive organic growth in the territories, which was important for stimulating a process with a strong "grounding cable."

⁶ There were only two staff members (one in La Paz and one in Quito) until 2009. The initiative also benefited from the support of the administration at Rimisp, Santiago.

However, the experience is showing that visibility, systemic change, and broader effects can be obtained more quickly while simultaneously influencing diverse spaces thanks to collaborative work by various networks of stakeholders.

In order to **project greater scaling**, there is a need for innovation in the project's general strategy. This is established in the prioritization of the following axes:

Creation of "Territorial Laboratories".

There is a need to specify the strategies to be used to strengthen some territories and "exit" others while not abandoning the "territorial root achieved" and seeking to broaden it; focusing the work without losing opportunities in a logic of "territories and experiences," laboratory-schools that irradiate lessons, best practices, agile forms of achieving results in less time and with less effort ("short cuts") adopted by consensus.

These territories should show routes to the strengthening of networks and public action, the expansion of capacities, and an innovative entrepreneurship in function of sustainable and inclusive RTD-CI processes.

Strengthening of Networks and Public Policy Networks.

There is a need to operate at a more "me-so" level, reducing the efforts of the small RTD-CI team at the territorial level in order to increase them in the strengthening of the RTD-CI platform and allowing team members to focus on key network nodes that can trigger broader effects on the basis of horizontal cooperation and a dense web of quality relationships.

Several spaces can be strengthened in this context, from the territorial (public-private coalitions) to the international (the Europe-LAC network that is being built, for example).

Special attention must be paid to the national ring, which has been relatively weak up until now due to the fact that it depends on more drastic political scenarios of changes in government. This will involve establishing an ad hoc strategy in each case and seeking out lessons that are relevant enough to allow for progress to be made in other national contexts.

It is also important for the project to strengthen its position in the current international debate, considering the specific current factors that build the relevance of the RTD-CI approach.

Expansion of RTD-CI Capacities.

Significant experience has been accumulated in the formal academic and informal territorial areas. During this new phase, an effort will be made to broaden the number and type of territorial and extraterritorial stakeholders that are capable of promoting RTD-CI processes/strategies without the need for the presence and accompaniment of the RTD-CI team. To this end, there is a need to develop mechanisms for expanding structured capacities that combine practical/life experience-based areas with more conceptual and policy-based ones and encourage exchange among peers as well as “positive contamination” with external stakeholders and types of knowledge.

This involves a decision to invest in young people and women, who have shown themselves to be the most innovative participants in and replicators of RTD-CI. There is a need for a “talent incubator” that can be renewed each generation for the development of territories and policies.

There are two ways to do this. The first is a limited, experimented extraction of lessons that could be used for expansion and the second is a coordinated approach –in

concert with different poles, networks and university centers based on a common curriculum and system for shared design/ execution/ monitoring, which would have greater aspirations for dissemination and coverage. For the second, which is more in keeping with the scaling proposed in this project, we would need greater resources and to engage in coordination/lobbying work at a high level knowing that university spaces have their own rhythms for the incorporation of innovation, particularly those that are not generated exclusively from academia.

Promotion of an Innovative Entrepreneurship.

Central and decentralized government spheres, financing agencies, academic centers, and other partners continue to be important. However, they are not the only players in this effort. The new phase should explore and develop more initiatives with private stakeholders, particularly businesspeople and their associations. This process should move in two directions. The first is oriented towards the development of new ways of thinking about Corporate Social Responsibility (CSR) under a logic of Business Territorial Responsibility (BTR). The

second is focused on promoting the development of virtuous connections with different types of markets by RTD-CI stakeholders, particularly producers and providers of services and products with cultural/territorial origin.

This implies generating a territorial marketing strategy that: i) envisions the territories as archipelagos that are connected (including a connection between residents and non-residents); ii) seeks to attract different and incremental resources (remittances, migrants, funds from different public and private programs, knowledge); and iii) strengthens current markets and explores opportunities for accessing new markets for products and services with CI.



Research and Communication for Scaling.

The two dimensions (research and communication) will be transversal for the entire project and should present mutual penetration.

In order to act on a meso level, there is a need for impact-oriented research that:

- i) accompanies/ monitors the changes in the territories without thinking about large-scale model research and investment by working with local stakeholders on the systematization of their perceptions of change in regard to the availability, access to and use of the assets, accompanying sustainability strategies in the territories;
- and ii) specialize in cultivating sustained responses to practical questions of scaling;
- and iii) explore new fields such as the link between commercial weaving and markets with products/services with CI.

In regard to communication, the previous strategy will be adjusted. This mainly involves the development of a bi-directional communications strategy that addresses parties internal to the RTD-CI platform as well as those external to it. Communication with the internal sphere will be based on the exchange and expansion of information and concepts for strengthening the members of the network, relationships and dialogue among those members, and efforts to broaden and strengthen the impact of innovations, particularly in “Laboratory Territories.” Communication with the external sphere will accompany the scaling, political incidence, and public visibility processes. The two lines are integrated through complementary communication that is functional for the process of the expansion of capacities internal and external to the platform, and thus more focused on techniques for sharing knowledge.

We continue with our shared commitment to facilitate processes of scaling up of RTD-CI that can promote sustainable and inclusive territorial dynamics, thus contributing to the empowerment of rural populations.

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