


# Uraba: a sea of opportunities

A close-up photograph of a young boy with dark skin and short, curly hair. He is smiling broadly, showing his teeth, and pointing his right index finger upwards. The background is a blurred outdoor setting with green foliage and a light-colored ground.

Creating capacities to access opportunities for employment and entrepreneurship with the aim of reducing poverty, social exclusion and the risks associated with the informal economy

# Agenda


- Why?
- Our take on the informal economy and social inclusion
- A basic outline of the project
- Challenges



# Why?



# Why? Challenges and opportunities

A warm-toned photograph of a classroom. In the foreground, a young girl with braided hair adorned with white beads looks down. Behind her, a boy and another girl are visible, looking towards the camera. They are seated at wooden desks in a classroom setting.

Poor educational results and opportunities (60% finish school, 46% of youth unemployed, education system not linked to the markets)

Uraba: a culture of illegality (80% of youth think it is ok to cheat in exams)  
High poverty rate (53% without access to

Historically neglected (40%



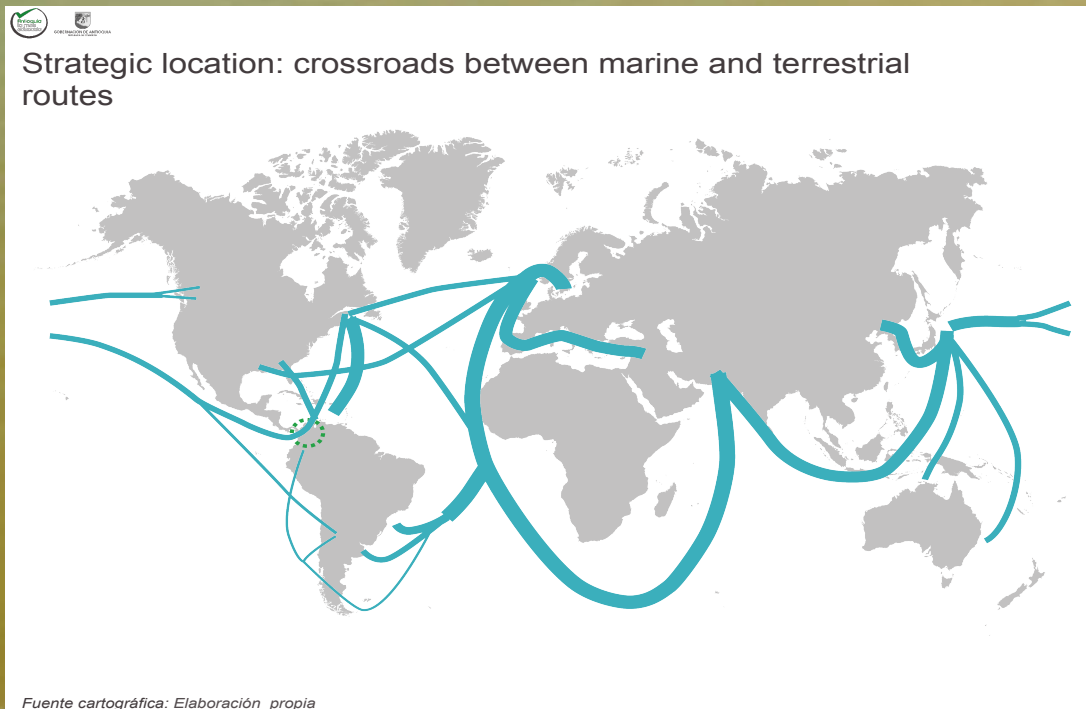
# Geographical challenges





# Why? Challenges and opportunities

- Regional strategic plan (vision 2022)
- Working with all levels of government, the private sector and civil society (more than 50 allies)







Biodiversity



Sustainable tourism



Industrial and port system



Urban regional pole



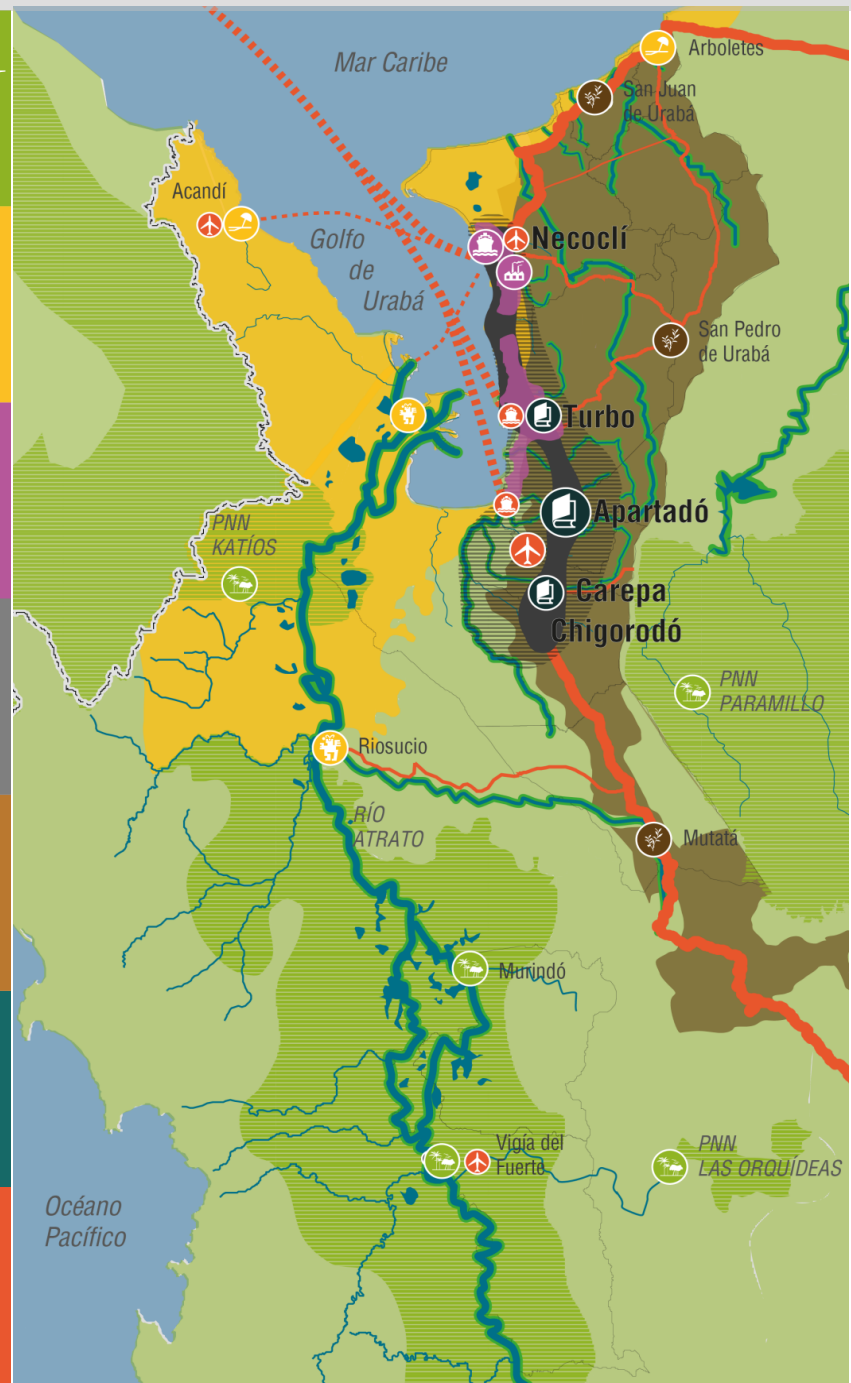
Agroindustry



Higher education system



Infraestructure for mobility





# Our take on the informal economy and social inclusion

- Articulated educational system
  - from basic education, technical education, higher education
  - Soft skills are key
- Strengthening enabling environment (creating local capacity in institutions)
- Identifying new economic opportunities
  - Create a culture for entrepreneurship (culture for legality)
  - Strengthen a chain of local businesses in old and new sectors







# Our take on the informal economy and social inclusion

- Building civil society's capacity to lobby for opportunities, labour rights and formality
- Coordinated efforts to access services related to opportunities





# Our take on the informal economy and social inclusion

All this can be embodied in project that mobilised people around their capacities for **social and political** transformation



## Educational Parks

Beyond infrastructure they become symbols of change – new places for “citizens of the 21<sup>st</sup> century”, they embody innovation, a wider vision of education, change, hope, new citizenship, diversity and inclusion





# Components



Educational Parks  
as a pivotal part of  
the ecosystem

1. Education for work (basic hard and soft skills, technical education, articulation with the markets)

2. Strengthening local businesses and a culture for entrepreneurship

3. Education and mobilisation about labour rights and access to services related to employment and formality

# 1. Education for work



**Internships:** 100% of those that complete training

**Employment:** 20% of those that complete internships

Pertinent Technical training\*: **1.500 people**

Vocational training and orientation: **14.000 people**



Training in hard and soft skills, TIC and short courses related to strategic areas: **14.000 people**

**Innovation and creativity**

\*Based on studies and working closely with institutions and businesses. Creating 10 year plans with these institutions.





## 2. Strengthen businesses and entrepreneurship



Start up: **10 businesses**

Strengthening **20 businesses** (associative model)

**Articulated to credit schemes and other services**



Pre-incubation:  
**30 new businesses**

Business plans for key sectors: **600 people**

Training sessions on entrepreneurship and a culture of legality: **3.000 people**

\*Based on studies and working closely with institutions and businesses.



### 3. Labour rights and access to services

- Creating a public-private-civil society ecosystem (access to key services). Working committee to analyse tendencies, observatory
- Fomenting legality in employment and entrepreneurship
- Training in labour rights and empowering local organisations





# Some key indicators

O1.1 A 36 meses existe un ecosistema de entidades fortalecido con capacidad técnica y metodológica para generar proceso de formación y vinculación laboral y fomentar el emprendimiento en sectores económicos estratégicos de Urabá.

O1.2 A 36 meses, 14.000 jóvenes y adultos, 40% de los cuales son mujeres.



# Challenges

- Change of government (departmental and local level)
- Ongoing violence
- International investors
- Local institutional capacity (technical training, universities)
- Informal economy is a big driver and can distort markets, we need entrepreneurs in strategic areas with business models that are viable
- Implementation of the strategic plan (infrastructure, port system, etc.)