



Youth
in Action

ADVANCING THE YOUTH NETWORK FOR DEVELOPMENT





Advancing The Youth Network For Development

**(Impulso de la Red de Jóvenes Pro
Desarrollo RJPD II)**

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Presentation



The second edition of the Youth Network for Development project has given fresh impetus to the initiatives of the youth to promote the social and economic development of their communities. Young people from El Alto, Oruro, Cañar, Quito, Brussels, Utrecht and Murcia have devoted their energies to deal with the problems of their communities and made their small contribution to their welfare. They have also discussed and exchanged ideas with young people from other cities, countries and continents, youth coming from different cultural, social and economic backgrounds. They have shared experiences in a context of diversity. They have been able to combine local with global concerns, understood that the problems and aspirations of the youth are not very different from one another, and that it is possible to advance if they join forces.

All these efforts have materialized in initiatives that will be – some of them have already been – implemented in their communities and hopefully become a powerful driving force for the social and economic development of their communities.

The youth have been the stars and the backbone of this project. I would like to express my appreciation of their work and encourage them to continue with the same enthusiasm and dedication to society. I hope they can be an example to others.

In the course of the Youth Network for Development project, a team spirit has developed that pervaded partner organisations and youth participants alike. Indeed, in this second edition of the project, a large number of partner organisation representatives were new, as were most of the youth participants; however, the philosophy of the project and the values it conveys have remained unchanged, or even improved.

Finally I would like to thank partner organisations for devoting effort and mobilizing resources beyond that which was required of them and for incorporating the RJPD II project to their structures. My recognition goes to them, too. I only hope we can continue working on further projects in the future.

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Autonomous Community of the Region of Murcia, Spain

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Introduction

“Impulso de la Red de Jóvenes Pro Desarrollo (RJPD II)” is the second phase of a project that began in 2011 with the aim of bringing together European and Latin American youth living in Europe with young people from Latin America. The idea was to form a network that would allow participants to debate and exchange ideas on economic and social issues and to design activities that would contribute to the economic and social development of Latin American communities, whilst involving young people as agents of social change

Both this and the earlier project were made possible by the EU Youth in Action programme, Action 3, Youth in the World: Cooperation with countries other than the neighbouring countries of the European Union¹. The aim of Action 3 is to support initiatives that strengthen mutual understanding, solidarity, tolerance and cooperation among young people and civil society in general through the exchange of ideas and good practices and the creation of associations and networks in different countries.

Since the beginning, it has been clear that the youth should be the real protagonists of all the projects and the ones to take the lead. In Latin America, the youth of Cañar, Quito, El Alto and Oruro looked into the problems of their communities, reflected on ways to participate, and planned on initiatives that they themselves could launch and implement. On the European side, the youth of Murcia, Utrecht and Brussels worked on activities that would bring together Latin America and Europe.

The groups have exchanged ideas, opinions and help through the project’s blog, and been interconnected via social networks and videoconferencing. During their study visit to Bolivia and, especially, during the Youth Forum in Quito, each group presented their initiatives and received direct feedback from the rest of the groups. These are not mere theoretical exercises but proposals that want implementing. This is already happening with the “Aventours” tourist initiative in Oruro, “Radio Otra Onda” in El Alto, or the “Centro Latino” in Brussels. Others, like those of Cañar and Quito, sought the participation of their respective local governments and communities to try and change their social realities and improve community welfare. The Utrecht and Murcia projects are also designed to have a positive impact on Latin American communities, but have longer implementation processes.

Youth participants from Latin American countries have identified some of the problems affecting their communities and worked hard toward their solution. The Latin American youth living in Europe have rediscovered their origins and strived to establish the necessary connections to improve their welfare.

The success of the programme lies with the youth, with their capacity to commit themselves and cooperate. Many of them were already volunteers for social institutions

¹ For the period 2014-2020, these projects will be run under the Erasmus + programme.

and organizations, thus demonstrating that volunteers are better prepared for commitment and have a greater drive to embark on initiatives.

RJPD has promoted a team spirit of its own that has pervaded both the young people and the organisations taking part in it. Most people that have participated in this second phase were new to the project. However, this did not prevent them from rapidly becoming involved in the project's work dynamics. Some of the youth that were unable to participate this second time around have even continued to contribute their experience and passed it on to the new members.

The specific initiatives all have values in common – What can we do for our community and how can we put it in practice? How can we use our ideas, work and time towards that end? They all highlight the value of tolerance and teamwork within a context of diversity, with participants coming from five Latin American and European countries from completely different backgrounds and environments – cosmopolitan and large cities, towns and rural settings, the project serving as a meeting point for all. RJPD has fostered mutual support between the participants and rejected competition between them, so they all win as a result.

Partner organizations have also taken on the project as their own and done more than was expected of them. They have adapted to the pace and needs of the youth and enlisted the help of more experts than those initially planned, but many of the young participants have also ended up as volunteers for partner organizations or taking part in their activities. This is significant in the case of youth of Latin American origin living in Europe as they have reinforced their participation in civil society.

The main beneficiaries have been the youth. They have grown up as human beings, lost their fear to contact organizations and institutions, gained confidence in themselves and learned to speak in front of an audience. They have worked together as a team, made their knowledge available to others and learned from others as well. To some, RJPD has changed their lives completely.

This document summarises the activities engaged in and the views expressed by youth participants. It would be impossible to include all the details. We would like to encourage other organizations and youth to work together for the welfare of their communities. As these pages demonstrate, when youth are given opportunities, they respond enthusiastically.

Finally, we would like to thank all the individuals and organizations that participated in the project and gave more than was required of them, the organizations that lent their support and the external experts who unselfishly provided their help. The names of them are all listed in an annex at the end. And naturally, we would like to thank all the young participants who have been the driving force throughout.

Partner organisations

PROJECT PARTNER ORGANISATIONS

Organisation	City/ Country	Website
Fundación Ayuda Desarrollo y Educación (FADE, Aid Foundation for Development and Education) (Project Coordinator)	Murcia, Spain	www.fundacionfade.org
Dirección General de Política Social (Directorate-General of Social Policy) Department of Health and Social Policy Murcia Regional Government	Murcia, Spain	www.carm.es
Fundación Ayni Bolivia-Holanda (Ayni Bolivia-Netherlands Foundation)	Utrecht, Netherlands	www.ayni.nl
Fundación Charlotte (Charlotte Foundation)	Brussels, Belgium	www.charlotte-ecuador.org
Ayni Bolivia	Oruro, Bolivia	www.redayni.org
Fundación Palliri (Palliri Foundation)	El Alto, Bolivia	www.fundacionpalliri.org
Municipio intercultural de Cañar (Cañar Intercultural Municipal Government)	Cañar, Ecuador	www.canar.gob.ec
Fundación Alternativa (Alternative Foundation)	Quito, Ecuador	www.fundacionalternativa.org.ec

RJPD II Website:

www.redjovenesprodesarrollo.org

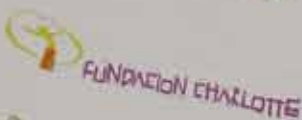
Facebook: RJPD II



La juventud en acción

Acción 3.2 Juventud en el Mundo:
Cooperación con países no vecinos de la Unión Europea

PROYECTO IMPULSO DE LA RED DE JÓVENES PRO DESARROLLO (RJPD II)



Bolivia, Ecuador, Bélgica, España, Holanda

Con el apoyo financiero del "Programa La Juventud en Acción"
de la Unión Europea

Selection of youth participants

For this second phase, we were counting on earlier participants, but also wanted to give other youth the opportunity to take part in the project. An induction and awareness-raising day was held to motivate other youth, seek the support of new organisations and disseminate the Youth Network project. Partner organisations designed plans to recruit participants based on the specific conditions of their environments and on their individual organization characteristics. Most established strategic partnerships with other educational, youth and volunteer institutions. Those who took part in the earlier project shared their experiences and encouraged other youth to join the project.

Ayni-Bolivia, Oruro

Most of the youth attending the presentation event held by Ayni Bolivia were new participants. Scouts and university associations were contacted. Young people from rural settings with greater difficulty accessing these projects were also invited. The candidates' capacity for teamwork, responsibility, leadership, motivation and interest in the project were evaluated. A group of young motivated enterprising people from a variety of backgrounds – scouts, university students and young people from Catholic and Evangelist groups – was formed. The three youth from the earlier RJPD project passed their experience on, motivated and helped the new ones to integrate.

“People were sought that carried the “volunteer gene”, fully committed to the project. In the end, this paid off” (Andrés Pérez, F. Alternativa).



Palliri Foundation, El Alto

In addition to the presentation day, the Palliri Foundation visited the Public University at El Alto and presented the RJPD II project at the schools of Social Communication, Systems Engineering and Linguistics. The students welcomed the presentations as they provided them with an opportunity to be taken into account. Another event was held at the Pastoral de Movilidad Humana NGO. All the youth selected were university students with experience in volunteer work, either at the Palliri Foundation or the “Pastoral de Movilidad Humana” organization. Only one girl took part in the earlier project, the others are new recruits.

Intercultural Municipality of Cañar

The Cañar group established alliances with the Cuenca Catholic University at Cañar as well as secondary schools and community associations in the area. RJPD II was also promoted in the media. The youth participants are secondary or higher education students keen in community development and intercultural exchange. Their age, about 18 years, will allow them to stay on the project longer, and to work and gain experience. Four youths carry on from the earlier project.

Alternativa Foundation, Quito

They first contacted universities and other academic centres but failed to obtain the expected results. They then began to search for suitable candidates among specific volunteer groups, including the Red Cross, scout groups, volunteer associations and the Catholic University. The young members of these organizations were already working on community development projects. Experience as a volunteer was the top priority, as was participation in social initiatives and a keen interest in community development, i.e. young people with a vocation to serve others without expecting anything in exchange. There are age differences within the group and that turned out to be a positive. A large part of the group members are university students, others are graduates, and some are younger. The younger section came up with innovative, sometimes wild ideas that the older tamed to finally come up with the group’s own project.

FADE Foundation, Murcia

FADE held a presentation event in Murcia piloted by the youth who took part in the earlier project. Candidates were recruited on the basis of their motivation and capacity for commitment, their educational level was not a priority. This has yielded interesting results. There were young people of great worth, highly committed and with very valuable ideas who did not have any university studies; they came from diverse backgrounds – Latin American and Spanish youth and even a Moroccan girl who – because of her studies – had to abandon the project. The youth worker is an Ecuadorian girl Dutch and the collaborators include an Italian. Most of them are new to the project – students, young people with a job, others who work and study and others looking for a job – an enriching diversity of backgrounds.

Like in the other groups, there are young immigrant volunteers who have lived in Murcia for a long time. FADE works to remove self-victimization from the immigrant's mentality. They are told "to progress, to just not stay there feeling miserable, to move on".



Ayni-Netherlands

Ayni-Netherlands launched a recruiting campaign among young people in universities, Hogeschools, Latin-American organizations, Catholic groups and the Spanish teachers network. Despite their efforts, they encountered the same difficulties as in the earlier project. It is not easy to attract young Spanish speakers to these initiatives, far removed from the standard cultural or entertainment offer. To this we must add the geographical spread of potential participants and the organization's schedules with agendas planned six months ahead of time. Potential candidates liked the idea of a network of five countries but were put off by the meetings they had to attend. There were also those whose only concern was to integrate into the European society and wanted nothing to do with the Latino world. Some of the girls from Bolivia who had arrived in the Netherlands as teenagers and expressed a keen interest were selected for the project. They did not have any complaints about living in different cities and having to move to another place for the meetings.

**“There were young people of great worth, highly committed and with very valuable ideas who did not have any university studies”
(Massimo Alessandra, FADE)**

Charlotte Foundation, Brussels

The Charlotte Foundation joined the project in December, so, being pressed for time, chose their young participants from people close to their organization. The foundation went through the same problems as the other organizations in the earlier project: In Belgium, like in Holland, they plan their agendas in the long term; besides, the Latin-American community of Brussels seems to be more interested in cultural activities or dance; it also occurs that, when joining a project, some people only seek an immediate tangible advantage; another obstacle in the way of recruitment has to do with how long



you plan to stay in the country – some people only intend to save up and go back to their country and are not interested in anything else. However, those people settled in Belgium who intend to live permanently are more likely to participate and help. In the end, a group of young students was formed. They had lived in Belgium for more than 10 years and were fully committed to and excited about the project.

All groups had some things in common. The first is the large number of people working as volunteers. Indeed, young people carrying the “volunteer gene” are more likely to participate in community-based projects, they have stronger motivation and commit themselves more fully to a project without expecting anything in return. They are willing to sacrifice their free time for the benefit of others; they are enterprising young people who like to use their initiative, with more women than men in their ranks.

Another characteristic shared by all groups is that most of the youth participants and youth workers were new to the project. However, the project’s principles have remained unchanged and the youth carrying on from the earlier project have been able to help new members integrate easily.

Many of the youth who took part in the earlier project continue to be linked to it even if they do not play an active part any more. One of the boys in Oruro received a grant to study in Argentina but he still keeps in touch. Some of the earlier participants have advanced their careers or studies. This is the case of a girl in the Netherlands whose participation received points in a competition for a grant to study in South America. Participation in RJPD helped two girls from the earlier Cañar project to find a job; they still keep in touch with the group, though.

Initiatives, group configuration and progress of objectives

The contents and dynamics of the workshops for the preparation of the projects differed according to the group's characteristics, the project's potential for implementation and the conditions of their specific environments. Although a handbook of Didactic Guidelines was available to guide the groups through the workshop sessions, each group made a flexible use of them and adapted them to their needs. Some started off with personal skills training, or socialization sessions to improve the group's internal cohesion. Others picked up from where they left off in the earlier project, and others decided to start new initiatives.

A fundamental factor in achieving the project's objectives has been the groups' motivation and determination in preparing projects that can revitalize the social and economic development of Latin-American communities. The European projects are all based on the principle of collaboration between the two continents.

Efforts have been made to connect all the initiatives together and have a mutual exchange of ideas between the various youth groups. Video conferencing and online communication have been useful tools, but most of all have been the meetings during the study visit in Bolivia and the Youth Forum in Quito where intensive discussions were held and contributions and suggestions made. There are four projects connected with the tourist industry, one related to online radio, a youth centre, a quinoa importation business and one based on greenhouse tomato farming. Each has its own procedures for implementation but they are all interconnected and have a great potential for mutual support.

Palliri Foundation

The Palliri group carried on with their Online Radio project. The first sessions were spent on training the youth in the art of speaking, personal expression, radio journalistic approaches, radio production, and creativity and entrepreneurial spirit. All the sessions were taught by external experts. One of the group's concerns was to gauge the opinion about radio of the youth at El Alto and define the radio station's goals accordingly. They conducted a survey using a group interview technique at various local schools.

The online radio concept arose with the intention of using the Internet for community development. With the name "*Radio Otra Onda*", the station is to offer innovative communication contents with a fresh young touch. This is a different kind of radio made by young people for young people, a means of expression for the youth on issues of their interest where values are also taught. Online radio will allow the local people to keep in touch with their migrant families abroad, thus mitigating the effects of broken homes from separation.



The radio station will be maintained by the youth themselves. In the near future, they will walk alone and try to involve other youth in the operation of the radio station. One of Palliri's goals is to teach the youth how to live independently and remove from them the "I cannot" or "I am not given opportunities" mentality. They need to know that they are responsible for their own future, for which they need to be critical but optimistic as well.

Ayni-Bolivia

The Ayni-Bolivia group in Oruro began with the same youth worker and half the same youth as for RJPD I. The earlier community-based tourist project – GETCO – had set itself too ambitious goals but was already in an advanced stage. The youth have reviewed the project, set it on more realistic

terms and decided on those elements with most potential to start with. On the basis of the earlier project, they have advanced rapidly and identified the most immediate needs for project implementation. They have chosen "Aventours" as a commercial name for the project and designed two tour packages – The Quirquincho Route with visits to the Virgen del Socavón sanctuary and the San José mines, and the San Pedro de Totora Route. Pilot and commercial tests have been conducted using these routes. New routes are now being designed. They want to make the most of the popular Oruro Carnival but want the whole community to benefit from these and other initiatives. They also want the tourist offer to last the whole year for which they need to make arrangements with hotels and travel agents.

Responsibility for the project's sustainability lies with the youth themselves. They began financing the project themselves but have entered into negotiations with other institutions to try and sign agreements. They plan to have their own tourist enterprise independently from Ayni so they can have an additional part-time job or a full-time one. The youth have agreed to continue to meet once the RJPD II project ends. Their intention is to offer the tour packages to foreign visitors during the Carnival festivals next year, but they need to create a serious and reliable image.



Cañar Intercultural Municipal Government

The Cañar Group's first sessions focused on leadership, the leader's role and group cohesion. These activities are in line with the project's philosophy to engage the youth in the community's social and economic development, but are also a consequence



of the youth's motivation and community spirit. They are also important to strengthen the group internally, involve the group in their social context and transfer the results to the community. As strong points, they identified the potential for tourism and the productive and commercial potential of the agricultural and livestock sectors. As weak points they see the negative impact of weather on crops, the low agricultural prices and the lack of initiative and training among the local population.

The youth have shown a great deal of interest and met at weekends to prepare the project and participate in community-based activities. They have come up with a plan for the tourist development of Cañar and designed training sessions in crafts production and local cuisine.

The Cañar Autonomous Municipal Government is fully committed to the project and has assured its sustainability by incorporating it to the administrative structures of the Departments of Culture and Heritage, and Community Development, thus strengthening the already existing initiatives. The Youth Network for Development project has opened the Cañar government to the youth and allowed them to develop and participate in new municipal initiatives.

“We want to instil in the youth the idea that it is their responsibility to generate their own space with the right procedures” (Vanessa Alanoca, Palliri)

Alternativa Foundation

As with the youth from Cañar, those from the Fundación Alternativa have chosen a community-based tourist project in Guangopolo, in the Quito valley. Their work strategy has been participatory in nature – they have planned their own activities and made their own rules. The tasks have been split in two: community development and entrepreneurship. To the Alternativa Foundation it was a real challenge to keep up with the work pace and dedication of a youth group full of enthusiasm and hope.

Since the beginning, there has been an interest in making a sustainable community-based tourist project. The youth have paid various on-site visits to Toglla and tried to engage the community in the project. The Autonomous Government want the project to

be implemented and run by the community itself. The youth group are helping to get it started and providing the community with advice on how to strengthen their finance administration capabilities, the use of good environmental practices and the promotion of tourism.



FADE Foundation

Most members of the Fade group are new.

They began their sessions with activities to present the RJPD objectives and familiarize themselves with them. In this way, the group began to unite and adopt a common line. After intense discussions and the analysis of various options, they chose to work on an alternative tourist project in Latin America, especially Bolivia and Ecuador. The idea is that travellers get to know the social reality of the places they visit. The initiative is called “+QueViajeros” [“More than travellers”] and its motto “A new way of seeing the world”. As regards the working method, various subgroups were set, each with its well-defined responsibilities, who would examine and implement the various aspects of the project. Each subgroup had their own work dynamics but kept constantly in touch with the rest of the group. In order to narrow the scope of the project, they paid a field visit to a travel agent’s, had an interview with the President of Murcia’s Women Entrepreneurs Association and talked to a finance expert. The initiative is in line with those of other groups and needs their collaboration for the design of routes and tour packages, and to meet and accompany the travellers.



Ayni-Netherlands

The Ayni-Netherlands group is small and all its members new, which did not prevent them from becoming extremely active. In their first meeting, they conducted a brainstorming session to identify relevant projects and chose two. The first follows the same philosophy as the earlier RJPD,

i.e. a business activity between the Netherlands and Latin America consisting of the importation and sale of chocolate bars with quinoa grains still not widely

known in the Netherlands. Quinoa is an age-old product from Bolivia and in 2013 – Quinoa International Year – the product began to be sold widely in the Netherlands.

The other initiative is based in Bolivia and consists of greenhouse tomato farming. It was thought that organic tomato farming might interest young people.

The young lady who made the study visit to Bolivia also had interviews with people from the Chamber of Commerce dealing in quinoa. The Ramobank

Foundation, a bank started by farmers 130 years ago to support farming projects, also showed its interest in the project.

“A positive outcome of the RJPD project is that it has brought together youth of Latin-American and European origins who would not have met otherwise and now have excellent relationships” (Maria Solís, FADE)



Charlotte Foundation

The Charlotte Foundation in Belgium began its activities in January when they replaced the other Belgian partner organisation in the RJPD project. Because of the lack of a meeting and discussion point for the Latino community in Belgium, the youth showed their enthusiasm about the idea of starting a “Centro Latino de Integración Juvenil” (Latin American Youth Integration Centre) where to hold activities for adolescents and youth of Latino origin that would contribute to their social and cultural development. Planned initiatives include: language courses, help with administrative procedures, culture and sport offers. The centre wants to be a reference point not only for fun activities but also as a place where they can express their problems and needs. In a short time, the youth have changed from being reluctant to participate and indecisive, to feeling united like a small family and safe, thrilled with the idea of carrying out the project and engage others.

Benefits of initiatives to communities

One of the objectives of the “Advancing the Youth Network for Development” project is to “promote active citizenship and participation among the youth in actions aimed at the economic, social and cultural development of Latin America and Europe”. The RJPD group initiatives have all had an impact – to a greater or lesser extent – on all the territories where they have been implemented.

El Alto

The group has become an example for the young people of El Alto who see them as a model to escape their routine lives and start out on new journeys. Fostering their drive for initiatives which may contribute to their personal development is a way of promoting social and economic development. The Palliri youth group also took part in the El Alto Educational Fair with posters on cultural diversity and integration. Besides, they strengthened relationships with other organizations that work for the development of the community such as the “Pastoral de Movilidad Humana”.



Oruro

The tourist initiative has had quite a lot of impact on the community. There is a great interest in the San José mine and the San Pedro de Totora route. People are responding positively as they know tourism creates employment in the hotel and restaurant industries, as tour guides, and in the sale of products. Local people are being trained as tour guides and the provincial government have expressed their interest in the project. There have been talks with the local government as well to try and engage them in the project and promote tourism in the area. There are plans to open new routes and other communities may benefit. The initiative has raised a great deal of expectation among the locals.



Cañar

At the municipality of Cañar, the youth group's contribution to the community can be seen in various areas. With the entrepreneurial tourist development project, they have strengthened the action of the local government departments. They have also paid visits to the communities to involve them in the project, especially to those where infrastructures had been built during the earlier Cañar-Murcia project. The youth group also held a



“Saberes Ancestrales” [Age-old Wisdom] conference on 28th and 29th January within the context of the nomination of Cañar as Ecuador's Archaeological Capital. This cultural event was attended by youth and representatives of communities and grass-roots organizations and aimed to recover the rituals and popular wisdom of the Cañari people's life experience.

**“RJPD II has been a fully rewarding experience being as it is a social enterprise project aimed at the economic and social development of Latin-American communities”
(María Solís, FADE)**

Quito

From the outset, the Quito youth group thought the best way to implement the project was for the community to take responsibility for it. The group paid various on-site visits and arouse expectations among the local people. The Toglla community have become



interested in the project and intend to engage as many people as possible. The group will help by providing technical assistance and training.

RJPD II has also had an impact on local institutions. The National Directorate for Youth and Adolescence, the Red Cross, and scout associations all expressed their interest in the initiative.

Murcia

In Murcia the project had an impact on young Ecuadorians and Bolivians especially. Coexistence between the youth of Latin America and Murcia is now a point of reference for other young people. Radio and television programmes for young Latinos in Murcia publicised the project and broadcast interviews with group members. The project was also presented as part of FADE's volunteer activities and attracted new members for the association. At the institutional level, the Consulate of Ecuador in Murcia is actively collaborating with RJPD II and helping disseminate its activities among the Ecuadorian population.

Netherlands

In the Netherlands, RJPD II offers young Latinos an opportunity to take part in youth activities. Many times no activities are organized because the youth do not take part in them; they say they do not participate because there are no activities. RJPD II breaks this vicious circle and challenges the youth to stop complaining and manage their time better. It asks them to show that, if they really want to, they can break down cultural barriers and make a move on.



Belgium

The RJPD II project has brought together a group of young Latin American people in Brussels to discuss about their interests and concerns and try and help other youth. This is a step forward from the old "fun and entertainment" activities concept prevailing among Latino associations. Through the Internet and social networks, other youth have learnt about the Latin American Youth Integration Centre and are willing to help. The Charlotte Foundation aims to strengthen relations and promote exchanges and cooperation between Belgium and Latin America in the areas of language and education. The young members of the group took part in the activities on Women's Day (8th March) held by the Casa de



Cuba Association, the Charlotte Foundation and the Flemish Federation of Aid Organizations (FZVOL)

Additional specific activities

Additional activities enabled the youth groups to put the initiatives into context and take a closer look at the economic and social problems of the people living in the relevant areas. The activities differed depending on the characteristics of each organization and territory.



Palliri Foundation

Migration and impact on families

As part of the study visit to Bolivia, Lcda. Daniela Quiroga from the Consular Migration Service, Ministry of Foreign Affairs, talked about the actions of Bolivian consulates abroad, mainly focused on improving human rights and development. To her, human mobility is an integral process of man, not just a move or transfer from one place to another – migrants possess a historical identity of their own.

The second part of the conference featured the presentations of members of Bolivia's National Parliament, Hna. Felicidad Suazo, Hna. Julia Quisberth and Hna. Herminia Carvajal, who emphasized that people's decision to leave their country is a cause for concern for the government. During the discussions, concern was raised about the difficulties emigrants face – administrative and otherwise – when they return to their country.

There were also talks by Lcda. Elisabert Poncara, of Pastoral Movilidad Humana, and Lcdo. Emanuel Saleri of the Fronteras Solidarias programme of the Pastoral Movilidad Humana NGO, whose mission is to host, accompany and support migrants in the promotion and exercise of their rights and duties.

As regards youth employability, licenciadas María Isabel Castillo and Lupita Rueda

presented the Employment Support Programme and the Employment Advice and Training Programme of the Ministry of Work, Employment and Social Protection.



Ayni Bolivia

Seminar on Community Tourism and New Technologies

Also in the context of the study visit to Bolivia, a seminar on community-based tourism and new technologies was held on 21st March. The Oruro youth group presented the Aventours tourist project, the progress they had made and the way they had overcome the difficulties encountered.

Licenciada Alejandra Solís, from the Department of Culture and Tourism, Oruro Autonomous Government, spoke about community tourism initiatives in the Department as an alternative economic resource for indigenous communities based on the use and protection of natural resources and local archaeological sites.

Ingeniero Henry Coca, from the “Fundación Adelante Bolivia”, presented the “Conociendo América” software, a technological tool to promote local tourism.

Entrepreneurship and New Technologies Seminar

In the afternoon there was a seminar on businesses and new technologies. Ingeniero Huascar García Ocaña, of the Oruro COTEOR LTDA telecommunications company, explained that new technologies are not a means but an end, and that once a network is put in place, it is time to develop contents for it. He explained to the young attendants that it is their responsibility to generate resources, implement initiatives and set up enterprises, and that technology is only a tool to disseminate a project.

*“The youth have overcome their initial fears in a very short period of time”
(Isabel Castro, Charlotte Foundation)*

Ingeniero Cesar Augusto Quiroga Montenegro from IBNORCA (Bolivian Institute for Standardization and Quality Assurance) talked about the advantages that quality assurance gives businesses, not only in terms of their own organization but also of the customers’ positive perception of their image and reliability. He also talked about the figure of the entrepreneur and about new entrepreneurship.

Ingeniero Henry Coca talked about the foundation’s efforts to promote integration and education through technology. It was a hands-on session. They showed an interactive educational programme designed by young researchers and connected to a robot prototype – the robot responds according to the positive or negative answers the students give to the programme.



Cañar Intercultural Municipal Government

The activities at Cañar consisted of a visit to the Zhucay and Ventura communities and another to Charon Ventanas, and Estero de Chorocopte – Tushin/Quinuales. The aim was to know first hand the potential for community tourism in places of such breathtaking scenery and huge tourist potential.

Dr. Floriza Calero, President of the Community-Based Tourist Association at Zhucay emphasized the need for qualified well-trained people to carry out the projected tourist initiatives – cacao-based rural tourism; hiking and horse-riding down the Patul river at Manta Real; and visits to the Blanco and Cañar rivers at La Unión.

Charón Ventanas and Estero de Chorocopete-Tushín/Quinuales are close to the city of Cañar. In their surroundings, you can go hiking and mountain-biking along the railway line and the high moor paths. You can also enjoy angling, sample the local cuisine, or admire the breathtaking scenery. At Charón Ventanas, near the small lake, there is a guest house built on the occasion of the Cañar-Murcia Joint Development Project.

Alternativa Foundation

As in Bolivia, in Quito the specific activity ran parallel to the youth conference with a seminar on personal skills and entrepreneurship. Lcdo. Álvaro Ramiro Narváez ran a workshop on presentation and communication skills. He emphasized the need for everyone to know their strong points and find the best way to transmit the message they intend to convey. Lcdo. Pablo Guzmán García talked about young entrepreneurs and the way to succeed. He sees entrepreneurship as an attitude to life necessary to start new initiatives and better yourself. The entrepreneur is an inquisitive person, always on the alert for opportunities, ready to take action.



FADE Foundation

A seminar on how to write up and prepare a social project was held in Murcia on 22 and 23 February. The first session,



by Massimo Alesandra, was devoted to cooperation projects for development. With regard to entrepreneurial initiatives, Gabriel Ruiz, of Fundación Tomillo, presented the Business Model Canvas for assessing the viability of business plans. Juan Pablo Cloquell reported his own experience in setting up an IT company.

Ayni-Netherlands

Ayni Netherlands held a meet and greet entitled “Business Opportunities for the Youth” with the aim of meeting and exchanging ideas directly with established entrepreneurs in the Netherlands. Dennis van Rijen is a passionate pastry chef. After several months testing various recipes in his own kitchen, in 2011 he started his own biscuit company “Dapeppa-koekjes van eigen deeg”. Masoud Banbersta was a marketing teacher and now, as a marketing expert, has put his knowledge into practice and set up his own business. Paola den Broeder is a versatile multifaceted businesswoman: the products her business “Pukitas” offers range from online sales to event organization and catering, all with a Peruvian touch. In 2012 she received the *Premio Orgullo Peruano como Emprendedora en el Extranjero* award. Miryam Koenis founded the company “Qué Rico” to sell products from Peru. After the presentations there was a debate among participants.

Charlotte Foundation

On 14th March the Latin-American Youth Integration Centre was presented to the Latino community in Brussels with the aim of attracting the interest of new organisations and involving the Latin-American consulates in Brussels. The youth explained the goals and the activities they plan to carry out in the centre. They appealed for help from other youth to make the centre known among the Latino community and participate in its activities.



Study visit to Bolivia

The visit to Bolivia for young leaders arose in the course of the earlier RJPD project. The aim was to train specific members with leadership capabilities in each group so they would convey to the rest of the group the knowledge acquired. The visit took place from 17 to 23 March in the cities of El Alto, La Paz and Oruro.

The visit aimed:

- To know about other entrepreneurial initiatives
- To determine to what extent these experiences can be replicated
- To strengthen relationships between youth network groups
- To improve youth employability through entrepreneurial initiatives
- To reinforce the social entrepreneurship project platform
- To raise debate among the youth

On the afternoon of Monday 17th March, after the participants' introduction, each group's project was briefly presented with an exchange of questions and suggestions at the end. During the discussions, the relationships between the various initiatives and the potential for mutual collaboration were highlighted.

Visit to Fundación Palliri workshops and premises

On Tuesday 18th March on-site visits were made to the textile plant and to one of the Palliri Foundation centres in El Alto. The Palliri Foundation is a joint initiative between El Alto Dioceses of the Catholic Church and Caritas Murcia. Since 1991 the foundation has been working toward the development of the underprivileged – migrant peasant and indigenous families and especially women. The foundation is concerned with the integral education of children and youth as well as with family-related issues, etc. They insist on civic education and values as the basis for their integration in society. The foundation also carries out community work based on cross-cultural dialogue and the customs and values of each specific community. They also propose solving problems through the participation, commitment and responsibility of individuals and their communities.



The Palliri Foundation's work focuses on 4 main areas: Integral education, culture and cross-cultural communication, production projects (plant and meeting house) and gender. The foundation looks after more than 350 children and youth, and ultimately forms a large family of a thousand indirect beneficiaries. Most of the staff are women (26) and there are only 4 men.

One of the goals of the foundation is to finance itself to the extent possible. To this end, Palliri started the company COSOBOL (Confecciones Sociales Bolivianas) engaged in the design, manufacturing and sale of clothes (fashion wear and uniforms for schools and businesses). Its principles are quality and fashion. They manufacture original garments to the latest trends, taking into account the sizes and tastes of their customers. They look for quality both in materials and finishes. The plant has three production lines: Eklipe Sport (sport wear, Eklipe Vida (working wear), and Paul Degan Cyti Life (fashion wear). The business competitive strategy is based on customer satisfaction. This has led to four orders being placed from Germany this year. They also have retail outlets in La Paz.



The objective of their production is to financially support the foundation's educational and social work. The business is governed by professional organization and management principles rather than by principles of volunteer work. "We work with reality". They do not use the image of children as a business strategy to attract customers. "We do not use poverty as a financing tool". They know where to draw the line between business and social initiatives.

Migrant families

On the morning of Wednesday 19th March, we visited migrant families in El Alto. The aim was for them to share their migrant experiences with us. Each individual has their own reason to migrate, but there is always a common element – the lack of money and hope in the place of origin. Migration is especially dramatic for women. Indeed, apart from the lack of economic means, they also have to face abuse from direct family members and husbands, and from the latter toward their children. As a result, they are forced to leave their homes with small children and face a new life alone, in a new environment where – at best – they will find unskilled temporary jobs or work as street peddlers.



Rejection may also come from the husband's family, who do not accept their son's wife, so she and her children have to leave the community. In this case, the mother with their dependent children also takes in her daughter, son-in-law and grandchildren. These situations tend to be recurrent, so daughters will likely go through the same situation as their mothers.

Other times, families are broken because the husband/father had to leave for work elsewhere, either in Bolivia or abroad, especially Argentina. This absence makes the family fracture all the more dramatic, even if the father keeps in touch with them regularly by phone. The children do not understand their father's absence and think he does not love them. It also happens that, when the father is absent, male adolescents do not recognize their mother's authority anymore and it becomes impossible for the mother to bring up her children properly.

If the father goes elsewhere to work, but stays in touch with his family, sends money home, and saves up for the future, the family gets an economic advantage but loses on the emotional side. To the children, the father who has returned is a foreigner and the mother does not love him any more. After all the efforts, the father feels like an intruder in his own family.

**“The Youth Network is helping make young people aware of their rights”
(Jesús Pichazaca, Cañar)**

Alcoholism is also a cause for broken families. The father is there, but he is not at home. The mother cannot count on him when he gets home drunk. He mistreats the mother, goes to sleep and might even steal her money. The children then grow up thinking they do not have a father. This becomes even worse when one of the children is ill and the mother has to take care of everything alone.

Discrimination against foreigners also occurs in Bolivia. This happened to a woman married to a Peruvian man. They emigrated to Puno in Peru and stayed with the husband's parents, then returned to La Paz. Because he was not a Bolivian national, he could not find a steady job and went back to

Peru where he could not find a job either. Now in El Alto the wife is trying to find him a job, which is not easy because of his husband's Peruvian nationality.

Women also leave their homes and their husbands, sometimes – although this is not common – because of alcoholism. In this case, it is the man who has to take care of the children. We visited a man who had been abandoned twice by two different wives.



Debate: Position of youth on migration

The youth, split into two groups, discussed the phenomenon of migration. This is what Henry (Quito), Nilda (Murcia), Noelia (Netherlands), Pilar (Cañar) and Rodrigo (Brussels) had to say:

“Migration is a two-sided coin with both positive and negative aspects.

One negative is family disintegration. Is it worth going abroad to work and lose the love of your family when you return?

Some people feel more European than Bolivian because they are treated better where they reside than in their own country.

Migration might also be the cause of social problems among the youth. Children and youth lose their fathers, brothers, sisters or mothers, as the case may be,

as points of reference and this might lead the child to look for that reference in people involved in marginal situations like crime, and alcohol or drug consumption. Though not directly related to migration, it is a by-product of it.

Another negative aspect includes legal inequality. An Italian youth is allowed to travel anywhere. Being Bolivian, you can't.

Despite the negative aspects of migration, there are also some positives. For example, the revenue it brings to families. Thanks to those who have emigrated, there is more money available in Bolivia. This is one of the major assets of migration.

*“They have learnt how to express themselves in public and to deal with institutions”
(Femmi Admiraal, Ayni-Netherlands)*



Cultural enrichment is another asset. Thanks to migration, you can get to know other cultures, places and people. You open up your mind.

You have more chances by going abroad, chances you might not get here in Bolivia.

So, despite the obvious advantages of migration, we should not forget it may have a profoundly negative incidence on a country's social and economic reality. Migration, then, should be treated in a comprehensive way”

**“These projects teach you how to work as a team. It is like life itself – you teach what you know to others, and you learn from them too”
(María Solís, FADE)**

The chart below summarizes some of the positive and negative aspects of migration:

Negative	Positive
- Loss of cultural identity	- Revenue from remittances
- Social problems	- Cultural enrichment
- Family disintegration	- Increased opportunities
- Legal inequality	
- As a whole, migration is positive because of the opportunities it offers. However, the negatives should also be taken into account.	

This is what Carla (El Alto) and Mónica, Rodri, Jessica and Paola (Oruro) thought:

“Looking at the advantages and disadvantages it brings, we have also considered migration from two opposite angles.

Migrating is the achievement of a personal goal. The migrant leaves with an aim in mind: “I will be there for five years so I can buy a plot of land”. He achieves that goal and comes back to their family who look forward to their comeback.

Migrants learn from the people of the countries they migrate to and try to incorporate them to their own countries and families. They see a business or a job that works well in the receiving country, copy it and try to make it work back in their home country.





Another advantage is educational opportunities. In the receiving country, there are usually specific educational arrangements, and scholarships which migrant students may be eligible to. This is an opportunity for them to have a better education.

Increased GDP, i.e. macroeconomic benefit for the country. The money migrants send back in the way of remittances has a positive impact on their home country and generates greater economic activity.

As for disadvantages, we can mention the loss of cultural and personal identity.

Family disintegration and loss of affective ties. Family is the core of society. Then when family members separate, the ties between them also break apart.

Materialistic greed. Even if they have achieved their objective when migrating, some people never stop wanting more. The economic aspect is a priority in their lives.

Migrants are also vulnerable to labour exploitation. They might even be subject to human trafficking.

We also dealt with national policies and transnational agreements. Migrating is a human right. We may not deprive an individual of their right to move to another place to strengthen their family and grow economically. It is also important for consulates to reach agreements with other institutions for the benefit of the migrant population. Migrants make a contribution to the countries they migrate to, and it is important for these countries to take the migrants' rights into consideration".

Advantages	Disadvantages
- Achievement of personal and family objectives	- Loss of cultural and personal identity
- Immigrants learn habits, customs and jobs which will be positive for their families and society	- Family disintegration and loss of affective ties
- Academic and educational opportunities	- Materialistic greed
- Increased GDP. Macroeconomic benefit	- Labour exploitation

Conclusions

- Consulates should disseminate legal information so migrants may know about benefits to them and their rights.
- Migration is a right. It is important to make laws, conventions and agreements to protect it.
- People will not stop migrating until their countries of origin improve their living standards.
- Migration may be either positive or negative



Debate: Project implementation and financing

Speakers: Representatives of youth groups

In the Oruro Town Hall, the youth representing the various organisations split into two groups to discuss and exchange ideas on the implementation of the projects in each community.

These are the conclusions of the group formed by Rodrigo (Oruro), Pilar (Cañar), Silvia (El Alto), M^a Begoña (El Alto), Nilda (Murcia) and Noelia (Utrecht).

“All the initiatives need a finance budget. The project must be carried out within the limits of the law and its regulations comply with the law of the country where the project is to be implemented.

It is also important for each project that cross-institutional agreements be reached. The project is at the service of the local and national community. When presenting the projects, we need to be transparent and clearly explain the benefits for the local and national communities; we also need to raise awareness among NGO's and private institutions. But let's not be afraid. If we believe in our project and in ourselves, then we will be able to go further and try and make cross-institutional arrangements.



Let's also support each other. The Palliri Foundation project involves an online-radio initiative. We are ready and willing to coordinate with the rest of the groups to establish those strategic alliances that will benefit each individual project and the youth network at large. We should make the best use of technology. The website will make our countries, local communities and tourist attractions known to the rest of the world. Technology and information go hand in hand; they support and complement each other in this case.

We need the support of schools, universities and other educational institutions to disseminate the network project. If we teach our children about our region's natural wealth, they will be able to pass on their knowledge to others when they grow up.

*“Volunteers are enterprising people, with enough initiative to carry out activities that make an impact on individuals and society at large”
(Andrés Pérez, F. Alternativa)*



To disseminate our projects, we believe that marketing plays a key role. Without a marketing strategy, there is no product. A marketing strategy makes use of software applications, web designs etc. to make the product known. We also need to be familiar with our customers' needs so we can match our offer to them.

But let's not just offer a product, let's help with the economic development of our communities and win their respect.

All participants need to be well organized. What is their role going to be? What is the project's structure going to be like? We also need to train specific individuals so they can show and explain to the tourists the sights and attractions in their local communities. If people are to come from other places, then safety is another key issue to take into account.

We have arrived at the conclusion that all the projects have a number of things in common and that emphasis should be given to these: how to raise finance, obtain legal advice, the project's organization, the social and economic development of each municipality or community, the importance of marketing to help us offer our product, and the importance of strategic alliances”.

“RJPD has changed the live of the youth involved and helped them grow up as persons” (Norman Paredes, Ayni-Bolivia)

This is what the group formed by Henri (Quito), Rodrigo (Brussels), Jessica, Mónica and Paola (Oruro), Carla and Edwin (El Alto) had to say about the Oruro and Quito projects:

“We have considered what contributions can be made to the Quito and Oruro projects to guarantee their success in our communities.

We intend to use the software presented as a communication and educational tool. This will allow us to raise awareness in schools and universities and among the population at large of the tourist attractions and sights we are promoting. We have also thought of designing a blog with links that people can use to download further information about those places.

It is also important to count on technical advice to conduct market research and feasibility studies for our entrepreneurial projects. We need to know whether the market we have in mind is the market we must target, or else find a new niche market. As for project feasibility, we should consider what the cost of the project will be so we can set the package tour prices and guarantee a reasonable profit percentage that makes sense for everyone involved.



The possibility was considered of relying on similar earlier projects that can help us with our work, maybe a similar experience as the subject of a PhD dissertation, someone who tried something similar before.

It seems to us a good idea to promote the package tours in schools, especially secondary or private so the students may enjoy them during holidays or school trips.

The help of local town halls, NGO's and public and private institutions should be sought, so they can publicise the projects and help raise finance for them. It is also important to make communities participate actively in the projects. We need people to welcome travellers, provide them with accommodation, and give them their version of what the place they are visiting is really like.

We also need to establish strategic alliances with tour operators that can help us offer the packages to potential travellers.

We also think it is important to determine the legal form each business is going to operate as. The objective of these initiatives is to be a source of income for us and/or our communities and they need to comply with the laws and regulations of the countries concerned”.

Some common conclusions from both groups included:

The need to:

- Consolidate the project's financing with alliances and other alternatives
- Determine the legal form of the business activity and the need to comply with national and local laws.
- Establish the internal organization of the project.
- Use computer software as a communication and educational tool.
- Promote the projects in schools and universities.
- Use market research studies and marketing strategies.
- Establish strategic alliances with public and private institutions.
- Involve the local community in the project and promote its social and economic development.

“The group participants have learnt personal skills, feel more at ease and show greater initiative. They have also lost the fear to speak in public. Now they understand the importance of being part of the Network”.
(Silvia Villa, Palliri)



Visit to the community-based tourist project “Mina de San José”

The San José mine on the outskirts of the city of Oruro is run as a cooperative by miners themselves. One of its departments is charged with running tour visits inside the mine. The novelty of the offer is that they run the visits while miners are working.

The tour is included as part of the Ayni-Bolivia group’s AVENTOURS project for the city of Oruro.

To access the mine, you are given a helmet, boots and working gear. In addition to seeing the mine being operated with basic technology, you can manage to take a glimpse of the “Tio”, a syncretic figure, a combination of religion and mythology with great symbolic meaning for miners. The “Tio” is a protective figure. Miners ask him permission to enter the mine, talk and pour their hearts out to him. He is given tobacco, alcohol, coca leaves and personal belongings. There are several figures of “Tio” in the mine, but we were only able to see two.



Finally a visit was made to the Virgen del Socavón sanctuary. There is also a mine there included in the Oruro tour.

Conclusions from youth group representatives

Henry Alejandro Cáceres Pilco, Fundación Alternativa, Quito

“I thought the exchange of experiences was enriching, as was the contact with the life of other Latin Americans abroad. We can use this information when taking future decisions. I also learnt how important it is to work as part of a team and help each other regardless of the country you come from.

I was also happy with the huge amount of tools we now have at our disposal to use in our projects. We also know that if we have any problems we can ask for help and advice not only from youth workers but also from the other groups. I realized many tourist projects are similar in nature and complement each other, and originating from Latin-American countries, we can approach them in a more direct manner”.



Noelia Avilés Guzmán, Ayni-Netherlands, Utrecht (born in Bolivia)

“First of all, thanks for the warm welcome both in La Paz and Oruro. It was an unforgettable experience for me to know all the people that make up the Youth Network for Development. I learnt a lot from them and it has made me value Bolivia, my country of origin, much more.

The interviews we had with migrant families made me see the other side of the coin. I learnt about the difficulties that the people of our country are going through, and that we can do much more to help. This experience was a motivation to carry on. Thank you all for your attention, love and support. I feel I have known everyone of you for years”.

Cosme Edwin Catarí, Palliri, El Alto

“Thank you all. Coming from El Alto, I am pleased that I met you. You are not anymore people from another country who work like us here – you have become my friends, and I am convinced that this friendship will continue for many years to come.

**“A
great deal of the youth
come from volunteer associations,
they serve others without expecting
anything in return. They have committed
fully to the project and we have all
learnt from the process” (Grace
Espinosa, F. Alternativa)**

With this encounter, I also realized we are not alone in this. Sometimes we do not know who to turn to or what to do when problems arise. We lack experience. With this encounter, the bonds of friendship and cooperation have become stronger and hopefully this will help our projects to move on in the right direction”.

Paola Teresa Calani Noya, Ayni-Bolivia, Oruro

“This week with you has been one of great responsibility. Apart from being host to a number of people together with the rest of my colleagues, I was in charge of presenting the project. I believe the expectations I had from the beginning have been fulfilled – I met new people, shared experiences and made contributions to the project. Thanks to you all for your support and advice and thanks to the organizers as well”.



Pilar Peralta Urigilen, Cañar Intercultural Municipal Government

“I have been participating in the Youth Network since 2011 and it has been an honour for me to be part of this visit now. I want to thank my group colleagues for the trust they placed in me and all of you for the many things I learnt to improve community-based tourism and raise finance, and for the bonds of friendship established between the various groups. Thanks to you all and the organizers”.

Hernán Rodrigo Alba Torrez, Charlotte Foundation, Brussels (born in Bolivia)

“This trip has been a unique opportunity to meet people from other countries and know about their experiences. It has allowed us to reinforce and strengthen the Youth Network. I hope to use the information I acquired to try and improve the scope and range of our own project. I learnt about the many ways to finance a project. From Belgium, I would also like to help the other groups’ community-based tourist projects.

I am happy I made this trip and met such wonderful people. I only hope I can live this experience once again in the future”.



Nilda Risel Aduviri Rivera, FADE Murcia (born in Bolivia)

“It was a privilege for me to be here and have the chance to meet people from other countries and my own as well. They taught me a lot with their presentations, and provided me with a lot of ideas and advice about how to implement our own project. I already knew many of them from Facebook pictures, but at last I was able to meet them in person and give them a big hug.

For me it was a once-in-a-lifetime experience, an opportunity to learn and grow as a person. It was also an honour to represent my colleagues, who placed their trust in me.

We have to thank you for the finance raised for the Youth Network projects and the encouragement received that motivates us to believe in ourselves and in our projects. I would like to thank Ayni-Bolivia and Palliri Foundation for hosting this wonderful event and the warm welcome received from them.

On behalf of all the youth, thank you for letting us have a voice and start these initiatives. Let's hope they will become a reality”.



Youth Forum and Steering Committee Meeting in Quito

The Youth Forum and the Steering Committee Meeting were held in Quito from 30 April to 4 May 2014. The main objective of the Forum was for each youth group to present their entrepreneurial projects to the rest of the groups with a view to stimulating discussion and receiving feedback and suggestions that will improve them. Another aim of the Forum was to analyse the situation of the Youth Network and make proposals for its sustainability.



During the course of the Forum, the Fundación Alternativa held a specific activity with a workshop on youth and entrepreneurship. A visit was made to the community-based enterprise Totorá Sisa in Otavalo and the work they make with totora.

In parallel to the forum, there was a meeting of the steering committee with the participation of representatives of partner

organisations. The committee reviewed the progress of the RJPD II initiatives, the positive aspects and the difficulties encountered, examined some financial issues. The current project was evaluated and the possibilities for a new project assessed.

The stay in Quito has allowed the youth, youth workers and RJPD representatives to keep a close contact with each other.



CONCLUSIONS

Conclusions from each individual group

AYNI BOLIVIA

- Local tourism contributes to the social and economic development of Oruro.
 - The youth speak Portuguese, English and Quechua which facilitates communication with foreign and local tourists.
 - Tourist route tests were self financed.
 - Synergies with local governments and other institutions helped tourist routes to grow.
 - The youth are committed to the project and share their experiences and knowledge with new participants.
 - The youth join their skills to make up a multidisciplinary team and help carry the project forward.
 - The exchange of experiences improves the projects' development.
 - The youth improve their personal development, as well as their leadership and decision-making capabilities.
 - It is important to make the information on tourist routes easily accessible on the Youth Network web portal and on a website of its own.
- (www.redjovenesprodesarrollo.org)



PALLIRI FOUNDATION

- Excellent welcome by hosts.
- Improved leadership capabilities and personal motivation.
- Helpful contributions by colleagues.
- Nice integration of social and cultural backgrounds of all participants.
- Permanent online contact.



CAÑAR

- Agreement among all the groups and knowledge of the social reality of each country.
- Contact with all RJPD youth groups for development of Cañar project.
- Successful results for each project.
- The youth are shaping a better future for society with these projects.

“The youth have gained very valuable experience and now are able to deal with any activity or project” (Andrés Pérez, F. Alternativa)

ALTERNATIVA FOUNDATION

- Relationships established with people from other countries.
- Youth integrated with project.
- Promotion of knowledge exchange.
- Implementation of knowledge gained in formal education.
- Sharing of experiences.
- Learning about the realities of other places and proposals for development.
- Project makes youth take over the future of their respective countries.

CHARLOTTE FOUNDATION

- New ideas to help other youth.
- Valuable project initiatives.
- Feedback from others helps consolidate your own ideas.

AYNI NETHERLANDS

Quinoa importation

- Production, intermediation and sale through our own organization.
- Acknowledgement of quinoa identity.
- First point of sale: The Netherlands.
- Important role played by marketing.
- Financing (Not fully appraised).
- Competitive advantage of “Quinoa chocolate”: New product on the market.
- Main objective: Recognition as Bolivian product.
- Tricky law implications. Should be examined in detail.
- Healthy product with lots of beneficial properties.

Greenhouse tomato farming

- Technological and know-how exchange.
- Study proposal to integrate street children into the project.
- Special attention needed in tomato farming.
- Source of employment. Training offered to people working in greenhouse.
- Involve production engineers from Dutch universities as experts in water recycling, plant growth, agricultural supplies and inputs.
- Techniques imported from the Netherlands. Not available in Bolivia.
- Planning and budgeting required. Find technicians and technical staff to get project started.
- Find local partners, government offices or departments to begin tomato farming in Bolivia. Tomatoes currently imported from Peru.
- No experience in Bolivia of greenhouse farming. Propose and manage its implementation.
- Quality production.
- Thorough analysis of distribution.

FADE

- Close ties established with all groups.
- Personal development.
- Learnt how to deal with adverse situations.
- Enriching experience both on a personal level and as platform for future employment opportunities.

General conclusions from all youth groups

The Youth Network for Development has:

- Developed bonds of friendship.
- Allowed youth from different countries to work together and learnt from each other.
- Improved personal development based on cultural exchange.
- Enriched all projects with contributions from all.



Suggestions

- Dissemination of the information among all youth to establish not only a youth network but also a network of friends so we can become better acquainted with projects and their teams. Need for the youth to draw up a new Code of Conduct.
- Emphasize the importance of informal meetings to the process.
- Need for youth to keep in touch and know the progress of each project.
- Development of interactive youth website.
- Need to set up an economic fund to hold next events.



Steering committee conclusions

Advancing the Youth Network for Development

1. This second phase has consolidated the institutional and youth networks and integrated a diversity of views and backgrounds.
2. RJPD has equipped itself with values and procedures of its own, values and procedures easily assumed by every new member joining the project.
3. Partner organisations assumed RJPD as part of their working structure.
4. Strategic partnerships have been formed with other institutions willing to collaborate with the project.
5. The youth have developed inner networks and partnerships.
6. The projects have reached an advanced stage of development and some are even ready to be implemented.
7. The projects have a positive impact on communities. They can be divided in three areas: entrepreneurship, tourism and community-based development. The European projects are connected to and complemented by those in Latin America.



8. There has been an extraordinary spirit of cooperation between the youth throughout the project that has become even more noticeable in the course of this forum.
9. The diversity of backgrounds – educational, cultural, social, religious, economic and geographical – has been enriching and made us all grow as persons and become a valuable asset in the project.
10. Many of the youth participants work as volunteers for social organizations. This shows that carrying the “volunteer gene” facilitates participation in cooperation and entrepreneurial initiatives.
11. In most cases, taking part in the project has meant a positive change in the life of participants and helped them obtain student grants and jobs. It has also contributed positively to their personal development.
12. The project has allowed participants to develop their leadership capabilities.
13. Many of the youth that were forced to abandon the project still keep in touch with it and keep up the RJPD spirit.
14. When their interests are properly channelled, the youth show they are capable of great endeavours.
15. New technologies and social networking have been shown to be effective tools for social and community integration and development.
16. Participant institutions reiterated their compromise to coordinate joint related projects in the future.
17. The members of the Steering Committee of the “Advancing the Youth Network for Development” project express their interest in the continuation of the project and in looking for the means to financially support it.

RJPD II evaluation

Evaluation by youth participants

Evaluation by youth participants aims to assess their opinion about the Advancing the Youth Network for Development (RJPD II) project. The assessment is based on data collected from a questionnaire completed by the youth participants during the Youth Forum in Quito (Ecuador) held on 30th April – 3 May 2014. Questions were answered on a scale ranging from 1 (little) to 5 (very much, a lot) and dealt with the provision of previous information, the approach to work, the supply of documents and other materials, relationships within groups, workshop participation, motivation, rapport with other groups, youth workers' performance and general assessment of the RJPD II project. Open questions asked participants about the aspects they enjoyed most and proposals for continuation of the project.

Most items scored highly (4 and 5), which indicates a great degree of satisfaction among youth participants with regards to the project. The mode, i.e. the most frequent scores, in all the questions was 4 or 5. The project's overall evaluation reached a score of 4.72. Participants unanimously showed their willingness to continue with the RJPD project

There was a good relationship between members within groups. They felt motivated and ready to take part in the activities.



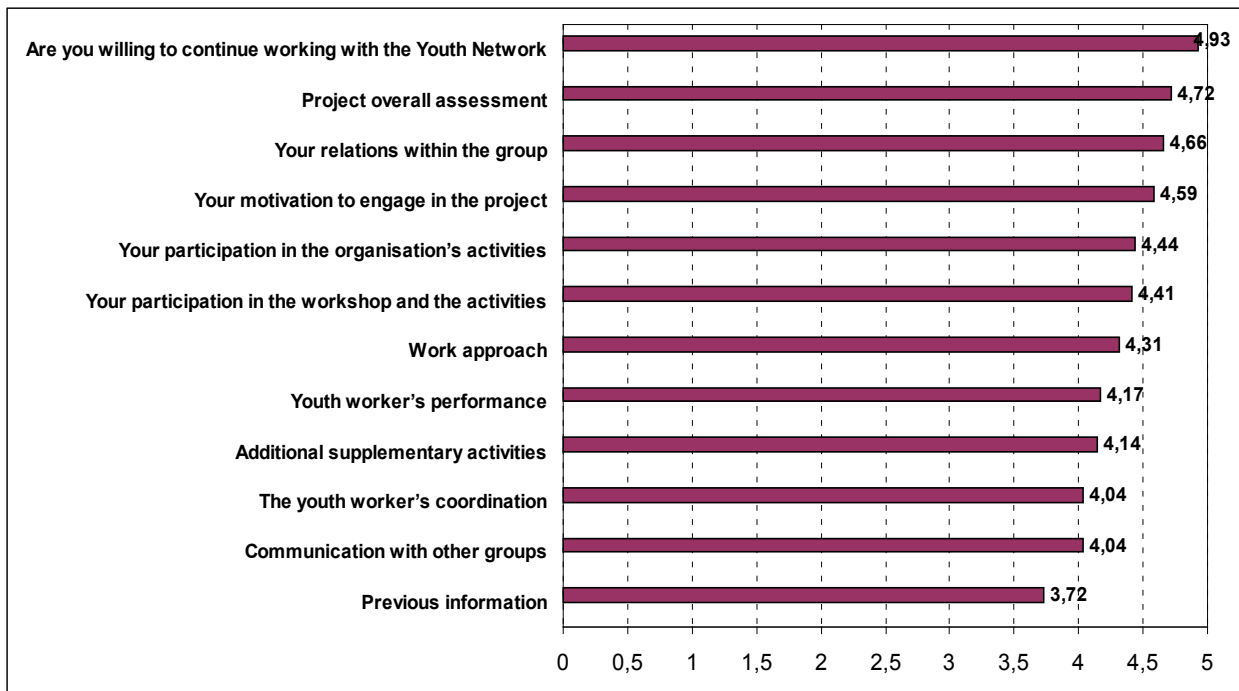
Most of the youth are closely related to the project institutions as volunteers or take part in their activities, which shows that the youth that dedicate part of their free time to an association are also able to engage in other community-based activities.

Work dynamics and the specific activities scheduled were regarded as acceptable. As for the youth workers' performance, 5 was the most frequent score. However, mean values go down to 4 as some participants gave their youth worker's performance scores of 2 or even 1. Except for these specific cases, youth worker performances scored highly.

As for communication with other groups, there was a diversity of responses, even among people from the same group. In the open questions, participants pointed to the lack of communication across groups as an aspect to be improved.

*“Our approach to work has been not only to know our reality but try to change it”
(Freddy Jaramillo, Cañar)*

The item relating to the previous information scored lowest of all. The most frequent score was 4, but responses ranged from 1 to 5. This wide range probably a result of the various times when participants joined the project, some of them coming from the earlier project and others joining only recently.



If we compare it to the earlier project, this time there was no interest in groups competing with each other. Both youth and youth workers understood it was a joint effort rather than a competition between projects.



Another relevant aspect included the improved integration and involvement of the youth in the projects. As one of the young girls said: “This time people seem to be more committed”. Participants also valued positively that there has been a second edition of the project.

On the negative side, three people responded there was less communication between groups this time.

**“Youth are naturally enterprising and have a willingness to learn”
(Mónica Muñoz, Ayni-Bolivia)**

The most valued aspect was cooperation between the youth from different backgrounds. A good deal of the phrases contained the verb “share”: “share objectives”, “share projects”, “share with other young people”. Other popular words and phrases included “participation”, “teamwork”, “interaction with other youth”, “different points of view” or “exchange of experiences”.

Another highlight was that of personal development and training: “grow as a person”, “train with a critical spirit” and “know how to work on a project” were some of the phrases used by participants.

Some responses are directly related to the Quito youth forum and highlight the warm welcome received by participants and the opportunity given to them to get to know new countries and make new friends.



As for what they liked least, there are very few responses – the youth would have liked to have more relationship with the other groups and more time to implement the project. The two responses are actually interconnected. It is true that the length of the project is too short to both develop the local initiatives and establish a smooth flow of communication with other groups, despite the video conference meetings. However, it should be noted that a large number of the youth are new to RJPD and had to integrate first into their groups and then relate with the other groups in a very short time. Some of the respondents were also concerned with the financing of the RJPD project's third phase.

The youth are aware that the continuation of the project largely depends on them and relate the future of the network to the implementation and success of the projects. They also consider it important to keep up motivation and commitment, as well as to keep in touch with each other and attract more youth.

They all thanked the RJPD organizers for the experience they lived and for what they learnt.

Evaluation by youth workers

Evaluation by youth workers aimed to assess the opinion of those who were closer to the youth in the course of activities. As in previous reports, the evaluation questionnaire was conducted during the Quito forum and had two parts. The first was based on a scale of answers ranging from 1 (little) to 5 (very much, a lot), with questions about the approach to work, relationships between the youth, youth participation and motivation, communication between groups and other youth workers, specific additional activities, coordination with other activities organized by organisations, project coordination, overall evaluation and their willingness to continue with the RJPD project. The second part consisted of open questions about aspects they liked most and least, their proposals for next project editions and any additional comments.

The evaluation made by youth workers was more critical than that of the youth and their scores ranged from 2.7 to 4.7. This shows that the demands they make on the project were harder to satisfy. As in previous evaluations, the responses with the lowest scores



were those connected with the communication between youth workers and between groups.

Questions about the work approach and the coordination with other entity activities scored between 3 and 4. The rest scored more than 4, which is the most frequent answer among respondents. The project is assessed with a 4.1 overall. Except for one 5, the rest of youth workers responded with a 4. They believe the project is not perfect but fares pretty well. They unanimously agreed to continue taking part in the project.

Only two of the youth workers took part in the earlier project. When they compare it to this one, they highlight the fact they are now more acquainted with the project and that the network has grown stronger. On the negative side, they believe more encounters should have been held before the final one.

As for the things they liked best, a good deal of the answers emphasized the project's advanced stage of implementation and the interest and commitment of the youth with the entrepreneurial initiatives.

Another set of questions dealt with relationships across groups. Online encounters were highlighted, but the Quito forum has been the most valued of all in terms of personal contacts and exchange of experiences with other groups. The forum allowed groups to establish or strengthen strategic alliances and ties.

There are some individual, but important, responses. They note the unselfish participation of youth; their support to the community; and the chance offered to Latin-American youth living in Europe to know the realities of their countries.



*“Youth participants in this and the earlier projects derived a lot of benefit for their personal lives”
(Sylvia den Berg-Ortega, Ayni-Netherlands)*

On the negative, side, they feel there should have been better communication between the groups.

As for next editions of the RJPD project, the youth workers, to a greater or lesser extent, emphasized the need to maintain constant communication across groups to keep the network alive. Some asked for more IT and financial resources for activities; others demanded more encounters; and finally others betted on commitment in order to keep in touch and continue motivating the youth.



The last item asked youth workers for suggestions. Some proposed improving communication and participation by:

- holding discussions on migration, development and international cooperation; and
- encouraging the youth to reflect on the development of their communities.

Linked to the above was the proposal of consolidating contacts with institutions to help develop the projects. Another set of answers suggested the need for groups to increase interpersonal contacts and pay visits to other groups in the same territory. This seems to be an interesting suggestion. In addition to the official project activities, groups might meet by areas on their own initiative or the organisations'. For example meetings would be held in Bolivia by the El Alto and Oruro groups; in Ecuador by the Cañar and Quito groups; and in Europe by the Brussels, Netherlands, and Murcia groups. Finally the youth workers thanked project organizers.

Evaluation by partner organisations

This evaluation aimed to gain a better insight into the RJPD II project and the motivation and satisfaction of partner organisation representatives with its results. This assessment was made during the Steering Committee meeting held in Quito.

Benefits of RJPD II to organisations

Direct benefits to partner organisations include:

- Relationship with other Latin-American and European organisations.
- Transfer of project development experiences to allied institutions.
- Improved competence to organize innovative projects.
- Better knowledge of the cultural heritage of communities.
- Positive results more than make up for efforts made.

Youth involvement

Organisation representatives highlight that the youth:

- Are fully committed with the project.
- Have gained new competences.



- Keenly participate in the activities run by the institution
- Showed a great degree of autonomy and initiative and marked the rhythm of workshops and activities.
- Replicate what they learnt, transfer it to their realities and motivate other youth.



Communication within the youth network

Everyone agrees that it takes some time for groups to get together and be prepared to relate with other groups. On social networks like Facebook, communication was more dynamic than on the website blog.

Project contribution to community development

The youth participants have taken on their roles as agents of social change. They have grown as individuals and improved their leadership skills, as well as their abilities for communication, entrepreneurship and critical thinking. This had a direct impact on communities and allowed other networks to form.



Depending on the specific community, the projects:

- Increased the value of the wealth and resources of the community
- Set unused infrastructures in motion
- Increased the employability of participants
- May be an alternative source of income
- Benefit the Latin-American community both in Europe and in Latin America.

Positive aspects of the relationships between partner organisations, steering committee and coordination

Respondents highlighted the good communication and joint compromise to find solutions. The fact that the partners already knew each other from the earlier project facilitated communication and understanding between them. The fact that they all spoke Spanish also helped.

The institutions are now stronger as a result of the strategic partnerships and cooperation established beyond the specific scope of the project.

Aspects that need improving or changing regarding partner relationships

Communication between partners should be improved. Some pointed to technological difficulties, but also in some cases to the lack of immediate response to demands of information and to misunderstandings that also occurred.

Project continuation

The general opinion was that the project should continue for the benefit of the youth. Partners unanimously thought it was necessary to continue helping the youth to implement the projects and get results. The RJPD II project has taught them responsibility and values, and been a chance to them as trainers.

As for the already established network, partner representatives thought it should be used to exchange experiences, innovate and continue promoting regional development.



How the project should continue

- Reinforcing the role of youth as leaders in their communities. They should improve their personal skills, acquire new competences and transfer them to their communities.
- Consolidating the network by strengthening the strategic alliances established and fostering exchanges of experience and knowledge.
- Taking part in new calls for funding. It is essential to find finance for a new project either through the Erasmus+ programme of the European Union, other international organizations or the local community itself.

General project assessment

Regarding the project:

- Achievement of objectives
- Consolidation of work processes
- Institutional strengthening of partner organisations
- International experience
- Effective work of organisations with the youth
- Greater insight into the views and opinions of the youth

Benefits for the youth

- Interpersonal relationships. The youth have built relationships with other youth, established bonds of friendship and learnt to communicate.
- Leadership and improved capabilities. The youth have become leaders for new entrepreneurial initiatives; they have prepared and actively committed to developing additional projects; raised their social awareness; developed a space for training; and improved their general capabilities.
- Improved work opportunities. The project has helped some youth to improve their chances to find employment.

All mention the good organization of the Youth Forum in Quito, the positive participation of youth and representatives, as well as of the study visit to Bolivia.

Conclusions

- Partner organisations assessed the project very positively. Their responses emphasized the youth's participatory attitude and the changes experienced by them.
- Organisations have benefitted from the project as well. The youth have participated in their activities enthusiastically, in many cases as volunteers. Organisations have supported youth exposed to vulnerable situations.
- The youth have opened their minds, met other realities, acquired more competences and taken on the role of agents of social change.
- The youth have grown as individuals and improved their leadership, communication, entrepreneurial and critical thinking skills.
- The youth transfer what they learnt to their realities and motivate other youth. They have largely become leaders themselves.
- The youth's personal growth and the entrepreneurial initiatives they developed are their contribution to the RJPD II project.

**“The youth somehow
have become leaders”
(Silvia Villa, Palliri)**



- There has been cohesion and synergy among partner organisations in a context of diversity of approaches. There has also been commitment, trust and interest in finding solutions.
- Partner organisations have developed closed relationships with one another, exchanged views, become stronger with the establishment of strategic partnerships and cooperated with one another beyond the project's own scope.
- The flow of communication among the youth and of partner organisations with one another should be improved.
- Organisations assessed the RJPD II project positively for several reasons. The project's goals were achieved, RJPD work processes consolidated; the organisations became stronger as institutions and acquired international experience; the work with both youth and organisations was efficient; and organisations gained a greater insight into the visions of the youth.
- The youth, on their part, valued the quality of the relationships with the other youth, the leadership skills they learnt; their improved general capabilities and job opportunities.
- Partner organisations expressed their willingness to continue cooperating on future projects so that the young people may continue to strengthen their role as leaders in their communities, encourage human values, implement the entrepreneurial projects initiated; and consolidate networking.

PROJECTS PLANNED BY YOUTH

AYNI BOLIVIA, ORURO

AVENTOURS-GETCO COMMUNITY-BASED PROJECT



1. Project description

Its aim is to promote the region's economic and social development through community-based tourism.

The project will also promote the local cuisine and crafts in each community. Several activities will be organized and held to raise awareness among the population and promote the tourist offer.

Three tourist routes will be offered initially.

Advertising material including leaflets and booklets will be published to inform the local, national and international population of the tourist potential of Oruro and its provinces.

At first the aim is for the initiative to be self-financed, test it and find new funding to carry on with the project.

Then, new tourist routes would be designed at departmental level.

In the medium and long terms, our aim is to set up a micro tourist company for the benefit of both the youth and the local community.

2. Purpose of the project

To increase tourism and promote the social and economic growth of the Oruro, Cala Cala and San Pedro de Totora department by highlighting the importance of the region's historical and cultural wealth.

Specific objectives

- Design tourist routes for the Oruro, Cala Cala and San Pedro de Totora department.

- Disseminate among the population, and especially among the youth, the wealth, diversity, cultural heritage, and exuberant beauty of the Oruro, Cala Cala and San Pedro de Totora department.
- Document the historical and cultural heritage of the Oruro, Cala Cala and San Pedro de Totora by the publication of relevant leaflets and guides.



3. Why did we choose this project?

We chose the project because of the lack of information about the historical and cultural wealth of our city, which is resulting in a loss of social and cultural values among the people of Oruro and Bolivia.

Tourism is scarcely developed and receives very little attention from authorities and the population at large.

4. Participants

Direct participants

- The youth participating in the Aventours Getco initiative
- National and international tourists who will have the chance to know the routes in Oruro, Cala Cala and San Pedro de Totora in a different and unconventional way.

Indirect participants

- Restaurants, museums and craftsmen and craftswomen will also benefit indirectly from the economic activity generated by the “Ruta del Quirquincho”.
- Families providing services for the organised tour in the San Pedro de Totora community (about 6).

5. Scheduled activities

Specific goal 1. Implement tourist routes for the Oruro, Cala Cala and San Pedro de Totora department.

Activities

- Design 3 tourist routes: Quirquincho Route, Cala Cala Route and San Pedro de Totora Route.
- Test the 3 routes.

Specific goal 2. Disseminate among the population, especially among the youth, the worth, diversity, cultural heritage and exuberant beauty of the Oruro, Cala Cala and San Pedro de Totora department.

Activities

- Go for interviews on radio and television programmes to advertise the routes.
- Design a web blog focused on the routes. Also use social networking sites.
- Prepare leaflets and flyers.

Specific goal 3. Document our historical and cultural heritage by publishing information guides about the Oruro, Cala Cala and San Pedro de Totora department.

Activities

- Compile information and pictures on each trip and prepare a guide book.
- Youth worker and prepare monthly and yearly financial and implementation reports on the project.

6. Expected outcomes

- Better insight from potential national and foreign travellers into the attractions and historical and cultural heritage of the Oruro, Cala Cala and San Pedro de Totora department.
- Preparation of materials – brochures, leaflets and flyers. Use website for posting information.
- Materials posted on the network website (www.redjovenesprodesarrollo.org) to make the tourist attractions of Oruro, Cala Cala and San Pedro de Totora better known.
- Raise interest among national and international travellers in the attractions offered by the Oruro, Cala Cala and San Pedro de Totora department.
- Design organised adventure- and recreation-oriented tours.
- Youth participants transfer their knowledge and know-how to new participants to make sure the project continues.
- Design new tourist routes as a function of domestic and foreign demand.
- Benefit the community with the creation of jobs in hotel and food catering, textile, craftwork and other businesses and industries, thus helping our region's economic development.

7. Timetable of activities

ACTIVITIES	Jan		Feb				March				April				May				June				
	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
Prepare and disseminate 3 organised tours for the local, national and international population.																							
Develop and update GETCO website																							
Run the three organised tours																							
Advertising in the media and social networking sites																							
Draw up monthly and yearly financial and progress reports and assessments																							
Report on results																							

8. Resources

Material and technical resources

- Material resources to be allocated to the implementation of the GESTORES DE TURISMO project; leaflets, booklets and flyers.
- Website to advertise and disseminate the package tours.

Economic resources

- At first, the project is to be financed by youth participants themselves.
- Funding to be sought from public and private institutions for the implementation of the GETCO project proposal.
- In the future, the GETCO project proposal to be self-sustained with resources generated by the organised tours themselves.

9. Follow-up and monitoring

Follow-up based on monthly, quarterly, and/or yearly reports or whenever thought necessary. Also financial reports to control the budget.

Assessment of the quality of the tourist routes by surveys and questionnaires to obtain relevant feedback, offer more routes and improve the quality of the service.

Activity 1. The “Ruta del Quirquincho” tour was tested.

Results

- The “Ruta del Quirquincho” tour offered by the Aventours GETCO group managed to show the public the attractions and historical and cultural heritage of the Oruro department.
- The tour was advertised on social networking sites and by the distribution of leaflets in tourist offices, the railway station and the city centre.
- The people who went on the tour wanted to know more about the historical and cultural wealth of the Oruro department. They will tell other people about their experiences and hopefully awaken their interest.
- Development of the <http://www.redjovenesprodesarrollo.org> website.

Activity 2. The “Cala Cala” route was tested. Cala Cala is located in the south east, 21 km away from the city of Oruro, and features cave art, colonial churches like the Señor de Lagunas temple, the calvario, and the Chijchi Kholu mountain.

Results

- The members of Aventours Getco developed social skills, human resources management and project design capabilities, established bonds of friendship and gained much needed training experience.
- The Aventours Getco members widened their knowledge of the area’s historical and cultural wealth through the exchange of information with experts in local tourism and culture.

11. Difficulties

- Difficult to coordinate dates with local tourists to do the Ruta del Quirquincho package tour.
- Too few tour guides in museums.
- Lack of basic hygiene facilities throughout the course of the tour.
- Lack of time on the part of the Aventours members.
- Procuring local and national funding
 - Approach to the Oruro City Council, Tourism and Culture Department.
 - Approach to the Oruro Regional Government, Office of Communication and Tourism.
 - Submission of Aventours proposal to other funding providers.

12. Conclusions

- Local tourism contributes to the social and economic development of Oruro.
- The youth speak Portuguese, English and Quechua, which facilitates communication with both local and foreign tourists.
- Routes were tested using own funds.
- Synergies with government authorities and other institutions helped tours to improve and grow.
- The youth are committed to the project and share knowledge and experience with new members.
- The youth pool their skills together and make up a multidisciplinary team.
- Exchange of experiences helps the project develop better.
- The youth grew as individuals and improved their leadership and decision-making skills.
- Important to advertise the routes both on the youth network website (www.redjovenesprodesarrollo.org) and on a dedicated website.

ANNEX – SCHEDULED ROUTES

*** QUIRQUINCHO ROUTE**

The route reveals the magic of this land, rich in traditions, history and culture.

The adventure takes off in the depths of Campamento San José with a face-to-face encounter with the devil inside the mine galleries. There you can also find several “El Tío” figures. El Tio is the Guari god who protects miners.

The “Casco del Minero” brings back age-old legends and exhibits representative figures used in the Oruro Carnival (Av. Tomás Barrón).

The “Simón Iturri Patiño” Museum located in the city centre was the house of the famous tin mine entrepreneur and industrialist. The house hosts items and furniture from the colonial times and has become a unique historical museum.

The Virgen del Socavón Sanctuary revolves around the mythical character of Chiruchiru, who robbed the rich to give the poor. The sanctuary is built above the Pie de Gallo mine galleries. It also hosts the Sacro museum, which exhibits pieces of unique historical value.

The tour ends at the feet of the majestic “Virgen del Socavón”, a 45.4-metre high statue the largest of Latin America, with a chapel at its base. The figure weighs 1500 tons and has 4 inner levels housing art and paintings representative of the carnival. The view from the Cerro de Santa Bárbara – where the statue stands – is breathtaking.

The route is full of symbols and legends part of the popular culture of the city of Oruro

Places

- San José mine
- Casco del Minero and sculptures
- Simón I. Patiño Museum
- Virgen del Socavón Sanctuary and Museo Sacro (local folklore and museum)
- Virgen del Socavón monument.

*** CALA CALA ROUTE**

The town of Cala Cala lies 21 kilometres away from the city of Oruro.

Cala Cala, meaning “stone stone” in the language of the Aymaras, is a region characterized by the presence of large stones and rocks in mountains full of water springs.

Pre-Columbian paintings can be seen in one cave and two sections of the rock wall making up a kind of shelter. Most figures are painted in shades of dark red, reddish, white and black. The prevailing themes are herds of camel-like animals, most probably

llamas, roped to their shepherds. There are also felines which, according to the beliefs of the Aymara people, were the “owners” of the llama herds.

There is also an impressive church of Andean Baroque style built in honour of the “Señor de los Milagros”.

Before coming to the Cala Cala town, the traveller meets the Chijchi Kholu mountain that local lore identifies with a decapitated saurian. At its foot opens up a gap known as the “cueva del fraile”. The locals tell of a priest who had fallen in love with a young girl and disappeared there. It is a crack in the rock that water comes out of. Not far from there is the “Señor de las Lagunas”, another sacred place surrounded by a lake.

The sightseeing tour takes place in the northeast of the Oruro department and lasts for about 5 hours. The package includes transport, food and drink.

* **“SAN PEDRO DE TOTORA” ROUTE**

Among impressive scenery, you will feel the cold of the altiplano and the heat of the Andean valleys, you will enjoy mythic territories and the artistic shapes of rocks.

The route is suitable for adventure and recreational tourism.

MAJOR SIGHTS

MAJOR SIGHTS
Church
“Titi Choca”
Chullpares
Ñequeta Valley
Yaraque Ruins
“La Tumba del Inca” [The Tomb of the Inca]
Funerary Tower
Art Paintings
“Salar Rojo” [The Red Salt Pan

PALLIRI FOUNDATION, EL ALTO, BOLIVIA



COMMUNICATION FOR DEVELOPMENT PROJECT "OTRA ONDA" ONLINE RADIO

PROJECT JUSTIFICATION

This project aims to innovate online radio not only by playing music for young people, but also by giving them a chance to participate and express their opinions on issues of interest to them.

Youth are the key players of the online radio programmes on "OTRA ONDA", the online radio station supported by the Palliri Foundation.

The project defines its most important elements – editorial staff, broadcasting frequency (internet) and target audience, i.e. the youth.



RADIO ONLINE “OTRA ONDA” is the name of the project, the result of a long process of research and enquiry into the needs of the youth.

PROBLEM

The lack of an innovative online radio and the limited voice of the youth inspired us to start this project and create a space where they can freely air their views.



GENERAL PURPOSE

Our purpose was to open an online radio program so the youth and adolescents from the city of El Alto can express and disseminate their personal, social, family and cultural concerns in their own language on topics of interest.

Discussion topics during the first season include tourism, youth values, the young Alteño identity, youth employment and migration, environmental issues, awareness and promotion of culture, self-esteem and prevention of drug and alcohol addiction and bullying.



SPECIFIC OBJECTIVES

- Encourage and motivate participation of youth in the online radio programmes.
- Encourage participation of youth from schools and universities so they can contribute quality research programmes to the radio online.
- For the network youth to have their space made and produced by them with the introduction of a new concept.
- Disseminate information on the various activities and projects performed by youth in schools, universities and youth platforms; discuss issues concerning not only the youth but also the public at large.

Sets: Our programmes will consist of 3 sets, each about 8 minutes long, for a total of 24 minutes. The 6 minutes left will be devoted to commercials, open, music and close.

FIRST SET

Education.- “EDUCÁNDONOS ENTRE JÓVENES” [EDUCATING EACH OTHER]

- National and international news: The objective is to disseminate the most important news on the Youth Network, as well as on schools and universities, the community, and others. Besides the most important events of national and international relevance will be discussed.

Megaline calendar.- Its aim is to present the events taking place inside and outside university campus, educational establishments, the Youth Network for Development, and other youth-related events. Information will also be broadcast on local, national and international activities, especially those of particular interest to the youth.

- Technology (Online education): **PRESS F5 (Refresh)**. Show informing the youth of the latest events on technology and science.
- Educational curiosities: A show to teach and inform about general knowledge curiosities.



SECOND SET

Sport and culture.- “ADRENALINA DEPORTIVA Y CULTURAL” [SPORT AND CULTURAL ADRENALINE]

- School, university and community sport encounters.
- News on national and international sport figures.
- News on national and international cultural events including dance festivals, drama, poetry, opera, folklore, etc.

THIRD SET

Society.- “SOCIEDAD JUVENIL” [YOUNG SOCIETY]

- Issues of concern to the youth (employment, immigration, etc.). The aim is to gauge the opinions and views of the youth regarding social issues. We will interview both young students from educational establishments and universities and experts, deal with major social issues, and clear up doubts.
- Current affairs debate: The aim is to reflect on the situation currently affecting the youth and raise social awareness in our neighbourhood, community and society at large.

FOURTH SET

Music.- “TU MUNDO MUSICAL” [Your Music World]

- National and international music of diverse styles played to the tastes and preferences of our listeners.
- Song dedications: Young people to express their emotions, feelings and opinions through music.
- Show dedicated to fans and their favourite artists, biographies, music hits and specific information about them.

The four sets will last for about 30 minutes altogether.



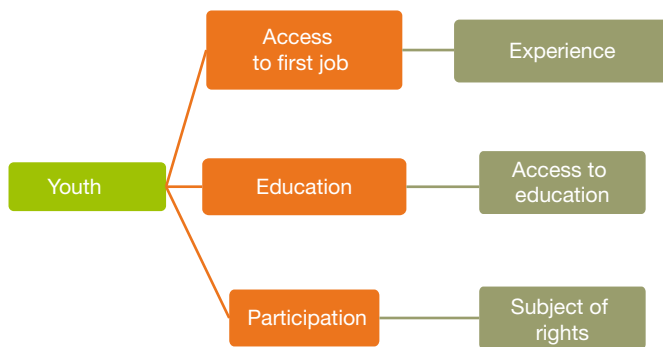
ACHIEVEMENTS 2013-2014

The Palliri Foundation Radio Online project obtained funding worth US\$ 1000 through the PAE (employment support) programme of the Employment Department, city of El Alto, Bolivia.



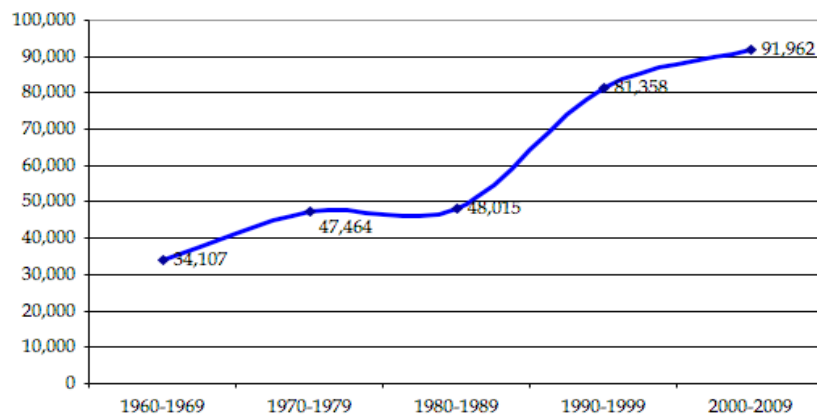
COMMUNITY-BASED TOURIST PROJECT IN “LA TOGLLA”

PROBLEMS AFFECTING THE COMMUNITY



YOUTH PROSPECTS

- Social and work areas
 - Difficult for youth to find employment despite government efforts with programmes like “my first job”.
- Migration
 - Social phenomenon marked by an idealization of a better life – the so called “American dream”. Originally, migration involved the departure of a family member so the family structure remained unchanged. During the 1999 crisis, there was a migratory “boom” forcing several members of the same family to migrate and leaving the children and adolescents exposed to the surrounding influences.





GUANGOPOLO – WORLD CAPITAL OF HAND-MADE SIEVES

- This parish is located on the slopes of the Ilaló mountain, near the San Pedro River, east of the city of Quito.
- Its origin dates back to the Quitus-Caras tribe so it is one of the oldest communities.
- The name Guangopolo derives from the union of two kingdoms – “Guango” in Quechua means “Princess” and “Pulu” “prince”.



TOGLLA

- At present, about 700 people from 150 families live in Toglla.
- Most of its inhabitants are engaged in construction work, clothes making, small-scale farming and sieve making.

WHY WE CHOSE THIS PROJECT

- To preserve the local environment and culture.
- To recover our cultural and historical wealth.
- Opportunity for community development.
- Promotion of the area as a tourist alternative to Quito.

- Like many other communities across Ecuador, “La Toglla” faces various social problems that prevent their people from access to education and well-paid jobs and force their inhabitants, mainly youth, to leave their home in search of a better future.

PROJECT DESCRIPTION

- Tradition and environment-based tourist project divided into several phases to ensure its implementation and sustainability. It also aims to identify the community with its objectives.

Specific characteristics



- Origin: Toglla is a Quechua word meaning “knot”.
- Symbol: It represents the solstice and equinox axes and the seed that gives life to everything.

Resource inventory

- Hot springs
- Ilalo volcano
- Open camping sites
- Jungle-like route with guava trees
- Cultural and age-old wealth

To do list

- Maintain access ways opened in previous years

Related basic infrastructures

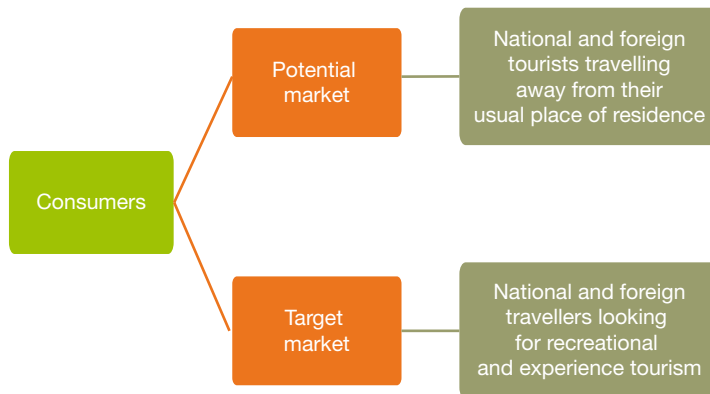
- Basic services
- School
- Health centre



Logistics

- Access roads
- Excellent cell phone reception

Market analysis



Customer profile

- Nationals and foreigners 15 to 60 years of age, with medium to high income levels of any race and sex who enjoy open-air outdoor activities, new traditions and cultures, and who travel at least once a year.

Competition

- The project has no direct competition in the area; however there are a number of alternatives which the client can have access to.
- Balneario La Merced
- Balneario El Tingo
- Balneario Guangopolo
- El Cedacero [The sieve maker]

Project management

Legal form of business

- Nonprofit organization under the name of Cooperative

Administrative organization

- General management
- Administrative and financial
- Commercial
- Maintenance



Financial analysis

External financing

- Investment: \$ 164,100.00
- Cost: \$ 214,608.89
- Income: \$ 633,000.00
- IRR: 23%
- NPV: \$ 71,713.61
- Benefit-cost ratio: 1.671468565

External financing and community contribution

- Investment: \$ 142,200.00
- Contributions: \$ 51,900.00

- Cost: \$ 214,608.89
- Income: \$ 633,000.00
- IRR: 42%
- NPV: \$ 133,990.40
- Benefit-cost ratio: 1.91951497

Risks

- Competition
- Community empowerment

Strategies

- Cooperation agreements
- Integration of members in the company governing bodies, administrative structure and related businesses

Phase 1 Initial investment

- Promote community tourism by strengthening the capacities of la Toglla community using an environmental approach.



11	Gestionar formación de personal (de la comunidad)					X	X		
12	Efectuar capacitación y concienciación de negocio					X	X		
13	Ejecutar obras de adecuación						X	X	X
14	Efectuar adquisiciones						X	X	X
15	Gestionar alianzas de apoyo para promoción e inversión					X	X	X	
16	Diseño de campaña de comunicación / software turístico						X		
17	Promoción de negocio							X	X
18	Gestionar legalización del negocio comunitario					X	X	X	X

Phase 2 Project consolidation

Phase 3 Business management

Community benefits

- The project aims to help “La Toglla” community to use their age-old traditions and natural surroundings to achieve a sustainable source of income that benefits the entire community, as well as to promote the recovery of age-old traditions among young people.

Youth participation

- Internal migration of youth occurs because of their need for employment.
- Active participation of the youth is sought through cultural appropriation since most of community youth work outside in the field of construction as bricklayers.

Possibilities of carrying out the project

- We spoke to the president of the local council. He is in favour of the project but it will need the approval of all the members of the community.



Difficulties

- Funding
- Lack of tourist experience on the part of the community
- No tourist infrastructures available

Contributions received from other groups

- The experience of the Oruro group's work in "turismo vivencial" (experience tourism).
- The group of Murcia and its travel agency (project interconnection)

Alliances with other groups' projects

- Join the online platform proposal
- Promotion of our project on "La Paz" group's on-line radio programmes (radiootraonda.com)



Bolivia, Ecuador, Bélgica, España, Holanda

Con el apoyo financiero del "Programa La Juventud en Acción"
de la Unión Europea

CAÑAR INTERCULTURAL MUNICIPAL GOVERNMENT, ECUADOR



CAÑAR TOURISM AND HANDICRAFT MANAGEMENT AND TRAINING YOUTH CENTRE

SWOT analysis

Strengths

- Promotion of arts, music and dance.
- Soil fertility with permanent irrigation system.
- Enterprising people willing to create family microenterprises.
- Natural, archaeological and cultural attractions for local, national and international tourism.
- Quality production and labour in different areas such as: harness-making, bakery, embroidery, sewing, ceramics, shoe-making, etc.
- Domestic and specialized craftsmen and women in both communities and cities
- Sale of products in local and regional markets.

Opportunities

- Generate an added value to local products through processing and preparation of by-products.
- There is an interest by the “Gobierno Autónomo Descentralizado Intercultural del Cantón Cañar- GADICC and the European Union through their “Youth in Action” RJPD programme to support the implementation of development projects.
- Prepare marketing campaigns on the Internet advertising the potential of the tourist and crafts sectors in Cañar.
- Medium-sized loans to local cooperatives to develop the farming and crafts and trades sector.
- Working with families and communities of the Ecuadorian migrants in Europe and the United States.
- Create jobs and opportunities in the tourist and crafts sectors.

Weaknesses

- Lack of trained entrepreneurs and efficient project managers.
- Unequal participation of communities in the organizational and productive fields at cantonal level.
- Limited opportunities for professionals and few jobs for young people in areas such as tourism and craftwork in the communities.
- Little use of archaeological and natural sites as well as of our cultural heritage.

- Lack of projects that seek to create alternatives and training for tourism and crafts development.
- Lack of organization and cooperation between community-based tourist enterprises, farmers and artisans to start training programmes related to production and commercialization, and how to set up microenterprises in the community.



Threats

- Low prices of products on the local market (foreign competition).
- Profit fails to match the time and money invested.
- Loss of prestige of manual work.
- Migration of young people and adults of working age.
- Families without parents living with their elders, or women with children alone.
- Need to address more effectively the management of, and training in, the tourist and crafts sectors of the citizens of Cañar, especially among young people, whose only aspiration is to migrate to USA or Europe.

Based on the reality displayed by the SWOT analysis, and on the visits to several communities in the canton, we have decided to take advantage of the potential of tourism in the area and implement a community-based project in the framework of the Cañar

Intercultural Municipal Government action, the EU’s “Youth in Action” programme, and of relations with other national and international institutions and organizations willing to support our communities, initiatives and people, who might lack training but are enthusiastic and willing to shape their own future without the need to migrate to other places.

IMPLEMENTATION OF THE CAÑAR TOURISM AND HANDICRAFT MANAGEMENT AND TRAINING YOUTH CENTRE

General purpose

Our general purpose is to provide an organizational and administrative space that schedules and organises the various community-based tourist initiatives in the Cañar canton and supports them with ongoing customer service training programmes. An additional purpose is to promote and develop the crafts sector.



Specific objectives

In the tourist area:

- Set up the Cantonal Tourist Agency (“TURI ART. CAÑARI”) in the “Corredor del Campanario”, opposite the municipal Cybernarium, as a branch of the Cañar Tourism and Handicraft Management and Training Youth Centre, charged with institutional communications

- Draw up an inventory of potential tourist attraction sites and handicraft centres in the cantonal communities as the basis for a “Vinculación y Manejo Turístico” plan between the Cañar Intercultural Municipal Government, the Ministry for Tourism, the National Secretariat for Migration (SENAMI) and community-based organizations.
- Develop micro-projects for the development of tourism and handicrafts in cantonal communities.
- Draw up a Strategic Plan for the management and promotion of routes and tour packages.
- Design 4 tourist routes, connecting nearby tourist spots:
 1. Charon-Ventanas, and Estero de Chorocopte Tushin / Quinuales
 2. Sisid, Caguanapamba and Culebrillas.
 3. Chuchucán, Zhuya and Carbonería.
 4. Represa de Ocaña, Zhucay and Ventura.
- Build and/or adapt facilities for the reception and accommodation of visitors in each community.
- Prepare and publish a handbook on the historical and cultural wealth of each route.
- Print posters, brochures and postcards promoting and disseminating the area’s tourist attractions.
- Improve access roads to all sights in each of the 4 routes.
- Upgrade the condition of lodgings and accommodations in each community forming part of a route.
- Train tour guides in how to manage tourist routes.
- Prepare and put up signs on tourist routes.



In the handicrafts area

- Define the arts and crafts having closer links with community-based tourist activities in the city of Cañar and those communities forming part of the tourist routes.
- Draw up in coordination with the Department of Community Development of the Intercultural Municipality of Cañar, parish boards and ministries wishing to participate in the project and the Interprofessional Association of Craftsmen and Craftswomen in the Cañar canton, and schools dependent on the Ministry of Education intending to implement Technical Secondary studies, a craft training and qualification programme based on Ministerial Agreements 307-11 and 311-13 to improve craft production and quality service to tourists and customers.
- Create designs for crafts that preserve local cultural identity and arouse the interest of visitors.
- Set up community and district workshops with basic equipment to make and sell local crafts.
- Open shops for the exhibition and sale of handicrafts.
- Start courses in crafts and customer service with the support of instructors specialized in the areas of pottery, cooking, pastry making, tour guide, customer service, embroidery, clothes and jewellery making.
- Design and make work with a high degree of identity with Andean and local culture, now that Cañar has been appointed “Ecuador’s Cultural and Archaeological Capital”.
- Sign an agreement with the educational authorities for the establishment of Tourism and Handicrafts Studies in Cañar.

How to achieve the above objectives

- Hiring an ecotourism engineer, a historian, a digital designer and an architect to design the routes. Preparing texts for radio and newspaper advertising, and signs to display on the routes.
- Building and maintaining the sheds and shelters where tourists will rest on the route.
- Collecting information on the work done by the taking of video, photographs and completion of data sheets.
- Preparing a set of pictures and images and use them with texts, brochures,

leaflets, postcards and on the Internet and disseminating the information on the social networking sites and others, as well as in the media.

- Designing a training programme for tourist guides and others interested in tourist route management.
- Providing training to the people involved in the project in 5 units of 120 hours each run by the tourism and handicraft management and training centre of Cañar. Aspiring to and promoting the establishment of College and Further Education courses in 6 areas: pottery, cooking, pastry- making, tourist guide, customer service and jewellery making.
- Determining priorities for the maintenance, building and reconstruction of basic infrastructures and hiring local builders.
- Opening the routes within a period of six months from acceptance of the project and signing of the contracts.
- Drawing up a cooperation plan between institutions to guarantee the sustainability of the tourist project.
- Planning the workshops with the implementing entity and the government departments taking part in the project.

THE PROJECT
WILL ADAPT TO
THE FUNCTIONAL
STRUCTURE OF
THE COMMUNITY
DEVELOPMENT
DEPARTMENT
OF CAÑAR
INTERCULTURAL
GOVERNMENT



Length of project and useful life

- The project will be evaluated every year and last for 3 years from the date when it is approved by funding agencies.
- The Cañar Intercultural Municipal Government will transfer the project to its members when they are ready to manage and administer it.
- The project should be sustained and funded by income raised by tourist visits.

Indirect beneficiaries

- The Cañar Intercultural Municipal Government
- The Ministry of Tourism
- The Ministry of the Environment
- The Ministry of Economic and Social Integration
- The Ministry of Education
- The Handicrafts Professional Association of Cañar
- The schools, colleges and universities of Ecuador's Area 6
- National and foreign visitors
- Youth Network for Development II



+ QUE VIAJEROS [MORE THAN THAVELLERS] PROJECT

The situation of youth

- **Economic recession:** The period 2007 to the present has been marked by a profound international economic recession that has adversely affected the European labour markets and, above all, Spain. During all this time there has been a dramatic loss of jobs. Spain, together with Greece, had to face the highest unemployment in the EU, with a rate of 26.03% (5,896,300 people) in the fourth quarter of 2013 according to the National Statistics Institute (INE).
- **High unemployment rates among youth:** Youth unemployment in Spain currently represents a major problem, the youth being the group most seriously hit by recession. According to the INE, there were 889,300 young people who, in the fourth quarter of 2013, were eager to find a job but were not able to. The unemployment rate among the youth stood at 55%. Including students, the number of unemployed young people accounts for 22% of all people under the age of 25 living in the country.
- **Emigration and immigration:** Spain has experienced a huge increase in foreign population in recent years due to its relatively recent economic growth, but since the economic recession beginning in 2007, the number of immigrants has been reduced considerably. Another consequence is that more and more Spaniards are emigrating to other countries due to the loss of jobs and worsening working conditions.

This situation is driving young people to look for work in developing projects that encourage the use of their entrepreneurial skills. This is a time of change and a positive vision of things is needed. It is the only way this sad and hard situation can be changed. If the youth fail to take action, no one is going to do it for them. Today we all live better and longer than 50 years ago, but circumstances are changing, and we had better adapt to them if we are not to be left behind.

In Murcia a team of young people from various nationalities has been formed. With the support of the European Union, the Autonomous Community of the Region of Murcia, the FADE Foundation and each of its members, we are working on the development of the **+ Que Viajeros** project with a view to encouraging entrepreneurship.



+ QUE VIAJEROS A NEW WAY TO SEE THE WORLD

+ Que Viajeros is a new form of cultural and social exchange between Europe and Latin America through a network of experience and educational tourism.

Why?

- **Economic potential:** The tourism sector has enormous potential for growth and will become one of the main engines of the world economy in the next 20 years according to the WTO (World Tourism Organization). Latin America “is sitting on a gold mine” and, with official aid, the region can increase its number of tourists and income as a result.
- **Alternative:** This project focuses on the need to diversify the tourism market to make it more competitive and goes beyond the old and worn sun-beach-hotel choice. It aims to cater for the needs of tourists and provide them with more options that include the social, cultural, and natural wealth of the places they visit.
- **Travel and learn:** For many people it is very important to travel and learn, but they often fail to visit places of extraordinary beauty just because they fail to notice they exist. That is why the purpose of + Que viajeros is to make the beauty and the reality of these places known to all.

Vision:

- **Easy:** + Que viajeros aims to be a reference for tourism, easy to use by customers and with a system that can be readily replicated no matter the place.
- **Accessible:** Designed for everyone wherever they are via modern available technologies.
- **Quality:** Service to meet the most stringent quality standards.
- **Personalized*:** Personalized service to customers.
- **International reference*** Our international network aims to be a model for quality tourist services.

Benefits to communities of the RJPD II project

An important part of this project is to benefit the target community. The focus is not only on travellers but also on the shops and business of those places they are visiting. The project revolves around three basic specific goals:

1. Promote traditional businesses so that travellers visiting the area can shop at the small local businesses and gain first-hand experience of what the native people can offer and experience the cultural wealth of the area.

2. Provide local business people with vocational training courses aimed at the following areas:

- **Marketing**, so they know how to make the most of the products they offer.
- **Social skills**, such as how to deal with customers.
- **How to dress**. Even if it might seem unimportant, knowing how dress properly is a major factor in business.
- **Design**. People tend to purchase those things that look different or are displayed in an unusual way.

3. Promote areas with cultural and natural potential. +Que Viajeros seeks to offer a different off the beaten track experience. These places would be our key destinations. However, in order not to restrict our operational scope and for the sake of profit, our offers would include standard destinations as well.

General benefits to travellers

Travellers get to know the area they are visiting with the help of the local people.

They live a unique and intimate experience with nature

They gain first-hand experience of, and learn about, the culture of the place they are visiting in a practical way.

Business model CANVAS

There are numerous methods to explain how to design a business model. We chose the model CANVAS to expose our + QueViajeros project. This model allows us to take a graphic and rapid tour of all the most important points needed to start a business.

This is achieved by dividing the business model into nine elements that address the four areas necessary for a business to earn income and become stable. These are: customers, offerings, infrastructures and finances. A sound foundation is therefore laid that may allow our business to take off and generate income.

Below we present the business model CANVAS template for +QueViajeros:

1) Value proposition

- Cementing intercultural ties
- Social freedom and experience tourism
- Cultural/practical/work experience
- Promotion of local business
- Elimination of prejudices about developing countries
- Tasting the local cuisine
- Natural products

2) Customer segments

- People wanting to travel
- Improvement of shops and stores in the area
- Youth groups

3) Channels

- Virtual: Facebook, email ...
- Radio and television advertising.

4) Customer relationships

- Personal communication
- Information events
- Travel forums

5) Revenue streams

- Sale of package tours

6) Key resources

- Accommodation with families
- Business premises
- Staff
- IT resources
- Insurance

7) Key activities

- Travel management
- Organizing accommodation and stays
- Local staff training
- Providing information to travellers on activities they can do

8) Key partners

- Travel agencies: YoliTours and Vilcabamba
- Internal institutions: Consulates of Ecuador and Bolivia

9) Cost structure

- Staff wages
- Partnerships with airlines
- Travel and tourism databases

Social freedom and experience tourism

Our value proposition for the +QueViajeros initiative does not focus on profit alone. Our interest is to create a social sort of tourism that will benefit the local citizens by creating a basis for their development. By improving the situation of the local population, the quality of the services they offer will improve as a result. This will ultimately have a positive effect on travellers. The idea is to lay sound foundations for this sort of tourism outside large tour operators. Our commitment is both with travellers, who will feel new experiences and discover places off the beaten track, and the local population, who will be trained to find customers and improve their situation as a result



Activities

- 1) Arrange transportation from and to airports.
- 2) Typical food buffet so the traveller can have a taste of the cuisine of the country, in collaboration with associations.
- 3) Home experience. Finding accommodation with local families so the traveller can experience their lifestyle and traditions.
- 4) Training courses for tourist guides provided by companies, associations, and institutions. The tourist guide will run specific tourist activities for the traveller including hiking, eco-friendly routes, and gastronomic routes, among others.

Key resources

- A website advertising our tourism and travel products.
- Office premises to have a closer contact with customers. Premises provided by one of the partner organizations.
- Minimum pack of office materials and qualified personnel (group members with additional training) so as to deal with customers properly.
- Accommodation in small houses or hotels in the areas offered to customers.
- National and international transport. We would contact professionally trained people both in the place of origin and destination so that travellers would feel secure when embarking on our journeys.

Customer relationships

Online contact with our clients. We chose online because, once in operation, it is easier to keep regular business by email and because online projects are relatively inexpensive to run. However, to the extent possible, we would also love to keep some kind of personal contact with clients to inspire in them a sense of loyalty to our brand.

Channels

The communication strategy is a fundamental element of any project and largely influences its failure or success. Below is a list of channels to be used:

Blog: More and more people these days look for information in blogs. A blog can be a business or a project's hallmark and its logbook.

Social networks: It is necessary to define customer profiles that help us choose the most suitable social networking sites to advertise our products.

Newspapers and radio: Local newspapers and radio stations usually willing to publish or broadcast press releases, especially if connected with social issues.

Advertising: Prices vary depending on the medium. Our target is a specific type of customer. For the campaign to have an impact, it should last for some time.

Others: Dedicated webpages, forums and events.

Customer segments

The services we offer focus primarily on families, young couples and groups. Educational visits are an ever-expanding segment. University student visits to places of cultural interest are more common too, especially national, though international tourism is also experiencing a strong growth.

Couples without children are a particularly important segment as they have a lot of income to spend in a short period of time.



Key partners

We need to establish partnerships with both national and international travel agents, so people have a place where they feel safe when booking a ticket or making a reservation. We would also look for the support of government institutions, the idea being to benefit the local communities as well. In order to make our projects known to all, the best partnership would be with the various local associations and the creation of a common network where we can all take an active part.

Cost structure

To open a travel agent, we need an office, equipment and furniture, as well as qualified people charged with running the business smoothly. This section would also include administrative and any other extraordinary expenses.

Revenue streams

External financing from a partner organization or bank loans.

Subsidies from government institutions.

Self-financing activities to generate our own income.



STICHTING AYNI BOLIVIA-NEDERLAND, UTRECHT, NETHERLANDS

Project I: Greenhouse tomato farming as a pilot experience in La Paz, Bolivia

Project II: Quinoa importation from Bolivia to the Netherlands

PROJECT I

FEASIBILITY STUDY OF GREENHOUSE TOMATO FARMING IN LA PAZ, BOLIVIA

Plan formulation

Greenhouse tomato farming in La Paz may be an alternative to the supply of quality tomatoes, with stable affordable prices and economic to run for farmers.



Project justification

- The situation of national agriculture is worrying. People in rural areas have left the farms or spend less time on them. This has resulted in an agricultural crisis and high poverty rates.
- The vegetables of La Paz are irrigated with contaminated water from the Choquellapu River.
- People become ill from consumption of contaminated vegetables.
- Capacity for tomato production to meet local market needs is poor.
- The cost of tomato production is high in comparison with neighbouring countries.
- There is a high degree of child labour in hazardous activities.
- Lack of knowledge of alternative (greenhouse) technologies to traditional tomato farming.
- One of the most important advances in terms of quality and production in the agricultural sector has occurred in greenhouse tomato farming. Yields have tripled from 40 tons/hectare in the open fields to 120 tons in greenhouses. Its quality has also improved and by significantly reducing the need for pesticides and irrigation with contaminated water, greenhouse tomatoes are more eco-friendly to produce.
- While greenhouse tomato production requires a greater investment, returns are also higher from higher sale prices, better quality products and off-season crops.

General purpose

The project's general purpose is to determine the feasibility of greenhouse tomato farming in the province of Murillo, market the crop as a quality product at an affordable price and meet the needs of customers in the region; thus generating profit to farmers and benefits to consumers.

Specific objectives

- To quantify demand for tomato in the city of Murcia and its surroundings.
- To establish a price and the best way to commercialize tomato grown in greenhouses in the city of Murillo.
- To determine the amount of money needed to set up a greenhouse tomato farming business.
- To establish whether the creation of a greenhouse tomato farming and marketing business in the province of Murillo is economically profitable and environmentally and socially safe.



Social impact

- Supply of quality organic tomatoes to the population of La Paz.
- Source of employment.

Next steps

- Examine price figures for various tomato kinds in the last few years.
- Study best greenhouse location in terms of water quality, light intensity, temperature, water and product distribution costs.
- Undertake more in-depth studies in greenhouse crop farming.

SWOT analysis

Strengths

- Low cost of labour;
- High domestic tomato consumption;
- Increased productivity per hectare;
- Not dependent on weather conditions;
- Better commercial quality, the products obtained are more uniform, larger, better presented and free from contamination;
- No competition at industry level;
- It results in better disease and pest management, prevention and control;
- Ability to obtain more than one crop cycle per year.

Opportunities

- Strong and pronounced regional demand in off-season;
- Domestic market growth for organic products;
- Possibility of genuine expansion of domestic supply;
- Responsible use of water for irrigation;
- Direct sale to markets and supermarkets;
- The government of Bolivia is planning to enact a new law banning the importation of tomatoes to support local producers.

Weaknesses

- Lack of knowledge of technology for greenhouse tomato production (need for advice and training)
- High initial investment. Financially a significant initial capital is required, but it will be repaid over the useful life of each material;
- Production costs are higher because production requires incorporation of technology;
- Producers and workers must have specific knowledge of the activity, so specific advice and training are required.

- Inputs dependent on foreign supply;
- Location of land for the project;
- Lack of mortgage securities to be eligible for loans.

Threats

- Low relative cost of supplies in neighbouring countries;
- High level of technology in productive areas in neighbouring countries;
- Distorted prices and supply in local markets due to high level of imports;
- Difficult integration into foreign markets (phytosanitary barriers and treatments for export);
- Possible threats to facilities by local farmers.

PROJECT II: QUINOA IMPORTATION FROM BOLIVIA TO THE NETHERLANDS

History of quinoa

Bolivia produces quinoa but other countries are processing and manufacturing its products. In the Netherlands chocolate quinoa has become very popular and is being sold through a supermarket distributor that receives the products from Latin America or packages them in Europe.

The aim of this project is to encourage farmers and factories in Latin America, especially in Bolivia, to export quinoa as a genuinely Bolivian product.

Farmers sell their crops at low prices. These are then sold to third countries and exported from them as their own crops.

In the course of this process, the product's identity is lost and the farmers' work not appreciated. The purpose of this project is to establish the origin of these products, to highlight the importance of the farmers' work and to make farmers receive the compensation they deserve for their work.

Nutritional value

The nutritional value of quinoa is high. Quinoa is rich in iron, calcium, phosphate and proteins. In recent years, quinoa consumption has risen dramatically and competition is growing, precisely because of the nutritional value it has.

Tabela 1. Comparativo das componentes da Quinoa com outros alimentos

Componente	QUINUA	Arroz	Milho	Trigo	Aveia	Centelo	Cevada
Cálcio mg/100g	66.68	23.00	150.00	43.70	88.00	54.00	38.00
Fósforo mg/100g	408.30	325.00	256.00	406.00	253.00	323.00	376.00
Ferro mg/100g	18.90	2.60	0.00	3.30	5.30	5.80	3.70
Proteína g/100g	14.16	7.69	10.67	11.72	8.20	10.40	9.50
Fibra g/100g	5.10	0.05	1.68	2.65	8.70	3.40	1.70
Gordura g/100g	5.73	2.20	4.30	2.08	5.60	1.20	1.60
Carboidrato g/100g	59.85	81.30	69.58	76.75	62.00	68.90	73.80

Current challenges

- Low sale prices for quinoa
- Quinoa demand higher than quinoa production
- Farmers not recognised for their production
- Quinoa packed and distributed as a European product

Project description

The focus is in making quinoa chocolate known to as many people as possible and selling it as a Bolivian product.

Benefits to the community

Farmers should receive the benefits and be paid fairly for the sale of the crops they produce instead of the low prices they are being paid now. This is preventing the local communities to develop properly.

Difficulties

- Financing needed to export the product.
- Quinoa export and import heavily regulated.
- Making sure farmers get a fair price. This could be done by audits of the company and from the community.
- The European market is complex and demanding and the products must comply with a number of laws before they can enter the market.

CHARLOTTE FOUNDATION, BRUSSELS, BELGIUM

LATIN AMERICAN YOUTH INTEGRATION CENTRE

Community problems

The lack of information on integration and host programmes.

Scarce information provided by integration programmes on employment opportunities, lifestyle, education, rights and duties of immigrants, which, otherwise, might allow Latin American families to settle in and adapt to their new environments; not enough involvement of immigrants for lack of information.

- Scarce information on French and Dutch courses for adults.
- Discrimination in schools, colleges and universities.
- Few young people complete higher education.

The youth of the Latin-American community fail to progress and thrive in the society they have come to live in.

Talented young people cannot complete their studies because of lack of economic resources.

Our group is made up of 12 young people – 10 Ecuadorians and 2 Bolivians.



1.- Why we chose this project

We chose this project to highlight the needs of Latin American young people and their families when first arriving in Belgium, a country with two working languages - French and Dutch - and a multicultural population.

Another goal was to provide other young people with information and advice and guide them through the various administrative processes, thus helping them improve their social integration and adaptation in Brussels.

The Latin American Youth Integration Centre is the first centre of this type in Brussels and plans to work with the following age groups:

1. Adolescents from 12 to 14 years of age.
2. Young people aged 14 to 18
3. Youth over 18 years of age. Youth from this group have completed their secondary school studies and have to prepare for university or further education college.

2.- Project description

We plan to provide young people with information in areas such as education, culture, recreation and entertainment, environment, human rights, health, art, social services, development, civil rights and volunteering.

Vision

Encourage youth to participate in the economic and social development of Belgium and encourage mutual cooperation between Europe and Latin America in order to mitigate the effects of migration.



General purpose

To help youth integrate into the society of the country and organise activities to that end; prepare and implement initiatives for the benefit of young people in the following areas:

- Education
- Culture
- Recreation
- Development
- Human rights
- Social conscience
- Health
- Art
- Social services
- Environment
- Civil rights
- Volunteering

The aim is to contribute to the youth's cultural, social and economic development and create the conditions to help them overcome social injustice; improve their mobility; promote the exchange of experiences; and establish cooperation between members of the group taking part in the Youth Network for Development project.

3.- Benefits to the community

Short term benefits

Information about jobs during the school holidays and a database with work placements.

When students finish secondary school, they will know which professional career to pursue in their lives.

Information on university studies in Belgium.

Long term benefits

Raise awareness among the youth and encourage them to participate in and help the community where they live; provide psychological help where necessary.

Organise workshops on the risks and challenges the youth have to face today; reduce the levels of insecurity and juvenile delinquency.

Encourage European youth to take part in the economic and social development of their communities, to get involved in the problems of Latin America, and learn to cooperate in a global world through a network of youth from both continents.

The Bolivian and Ecuadorian population in Brussels has grown considerably. There are whole families who have emigrated to Brussels. The scarce information they receive makes communication difficult, and prevents them from participating in the various projects and activities organised to make newcomers integrate more easily.

No (French) language courses available for adults who work all day and can only enrol on evening or night courses.

The youth group are aware of the difficulties, including language-related difficulties, their parents face when doing the paperwork they need to go through in Belgium.

Run French beginner courses on Saturdays, so people can work during the week and attend courses on Saturdays.

Open a children's nursery while parents are attending a course or activity.

IT courses in Spanish for adults. Currently operating from 15.00 to 17.00 h. every Saturday.

Organize a Spanish-Dutch summer camp for children. There are plans for summer camps to be run during the July and August summer holidays this year.

Children's homework centre.



4.- Youth participation

The Latin American Youth Integration Centre is a project run by Latin American youth living in Belgium.

The youth provide other young people with information and advice about studies and job opportunities in Belgium.

5.- Possibilities of carrying out the project

There are plans to present the Latin American Youth Integration Centre to the French-speaking Walloon community and obtain funding from the Belgian State. Projects have to be submitted between January and March. Because of the short time available, we have decided to present it by January 2015.

The Charlotte Foundation, as coordinator, presented a project to the Dutch-speaking Flemish Community entitled “UN CENTRO PARA TODOS” [A Centre for All], and plans to work together with the Latin American Youth Integration Centre.

Another possibility is to work with the municipalities where Latin American communities live.

There are also plans to enlist the cooperation of various Latin American consulates in Brussels.

6.- Difficulties

One of the problems we faced was the short time available, which is why the project was not presented to the local authorities and the media.

Additionally, it was the first time members had worked with other network groups. Group members themselves did not have too much time to get to know each other.

7.- Contributions and feedback from other groups

Our group was formed on 25 January 2014. Communication with the other network groups was limited because of the lack of available time.

In the Youth Forum in Quito, we presented our project and had the opportunity to meet other young people, hold discussions with them and hear their suggestions and proposals.

8.- Opinions on the Youth Network for Development

- Establish and strengthen cooperation among the youth taking part in the Youth Network for Development.
- Increase the participation of youth.
- Cooperation agreements among social organizations for the benefit of the youth.
- If the youth network project ends, then look for government funding and carry on with the project.

Conclusions

The Latin American Youth Integration Centre project as part of the Youth Network for Development began on 25 January 2014. To this date results have been encouraging. Youth members have taken an active interest and participated in the social and economic development of the community.

They have held a number of meetings and done a good job. This has boosted their self-esteem and cooperation potential within the group.

They have shared their experiences with youth from other backgrounds and come to the conclusion that in order to get good results it is necessary to join strengths and work as a team.

We plan to start the project with a personal guide who will accompany immigrants when going through the administrative paperwork they need to complete in Belgium. These include:

- Enrolling in French or Dutch language courses
- Helping with registration at a school, university or further education college
- Having qualifications or studies recognised so you can go on studying
- Coordination with businesses and government organisations so students can complete training and work placements
- Helping immigrants find a job

We would like to thank the FADE Foundation for giving us the opportunity to participate in this project, all other partner organisations and the youth from the Belgian group, without whom we would not be able to achieve the goals and objectives we set ourselves.

We would also like to thank all the participants in the youth network who, in one way or another, have made this project possible. We take this opportunity to appeal to the European Commission to continue supporting the Murcia Regional Government and the Youth Network and in this way strengthen cooperation between the youth of the two continents.

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Youth in Action



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