

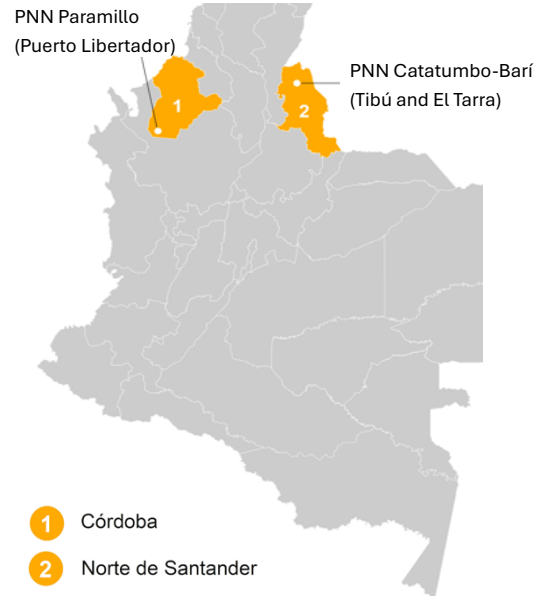


**SOCIAL AND ECONOMIC ENTREPRENEURSHIP
IN THE FIGHT AGAINST DEFORESTATION PROJECT**

Fighting Deforestation in Colombia: It Takes a Village

The Social and Economic Entrepreneurship for the Fight Against Deforestation Project counteracts deforestation through community consultation and sustainable entrepreneurship in and around two of Colombia's national natural parks: Paramillo and Catatumbo Barí.

The Project is implemented by ACDI/VOCA in collaboration with Fundación ACDI/VOCA Latin America (FAVLA) and funded by Colombia Fondo Sostenible and the governments of Norway, Sweden, and Switzerland through the Inter-American Development Bank.



PROJECT APPROACH

1. Reconciliation and community-driven program design in active deforestation hotspots
2. Elaboration of conservation agreements and agricultural production plans
3. Technical assistance for sustainable value chains and monitoring for conservation activities

- 1 Córdoba
- 2 Norte de Santander

Project Value
\$3,258,200

Project Timeline
2021-2024

ILLUSTRATIVE RESULTS

78 conservation agreements signed, covering 2,197 hectares

29 commercialization agreements signed within 10 sustainable value chains

486 families adopting sustainable alternate livelihoods

SNAPSHOT: Paramillo National Natural Park

In Paramillo, the project works with 234 families in the park's neighboring communities of Puerto Libertador in Córdoba and Peque in Antioquia. The project targets **7 sustainable value chains and 2 food security strategies**, including eggs, cacao, aquaculture, and ají dulce, opening spaces of dialogue and capacity-building and delivering inputs to support sustainable land use practices, resilient local food systems, and rural incomes. As a result, **23 commercialization agreements** have been signed with regional buyers.

To date, 210 households (many belonging to six partnering farmer organizations) have signed conservation agreements covering **791.9 hectares of land under full conservation**, and nearly 1,000 hectares of land being restored or under sustainable production systems, including agroforestry systems.



SNAPSHOT: Catatumbo Barí National Natural Park

In Catatumbo Barí, the project collaborates closely with the land's original caretakers: **11 indigenous communities** belonging to the Motilón-Barí and Catalaura La Gabarra reservations within the park territory. After engaging in dialogues and attending **20 Farmer Field School** sessions, **252 households** have kickstarted their own sustainable enterprises, signing six commercialization agreements for sustainably produced honey, cacao, and banana.

"The Project has provided a pact to be able to protect, and continue protecting, the areas of the spring, which is a special place [for the Irocombincayra Community], bringing native trees to restore it. This has also brought a large positive impact within our communities."

– *Diego Dora*
Rural Promoter,
Irocombincayra Community,
Motilón Barí Resguardo
Indígena

Case Study: ASOBUCAR and Community-Driven Supply Chain Development

In September 2022, the Project facilitated the creation of the Asociación Agrocampesinos de la Vereda Bucaramanga (ASOBUCAR) as a strategy to bring together egg producers and facilitate the commercialization of local eggs in the area surrounding PNN Paramillo. After over 1 year of accompaniment in its technical, financial, administrative, and social consolidation, ASOBUCAR now operates independently of the Project.



ACDI/VOCA tools, such as the DecidoSer Program for Social Change, and awareness-raising on key issues such as interpersonal relationships, environmental protection, and sustainable productive projects contributed to strengthening the community fabric.

With the technical assistance of the Project, ASOBUCAR signed 9 long-term procurement agreements with 5 major buyers for eggs and ají dulce produced sustainably by its members, locking in orders of up to 30,000 eggs per month at mutually agreed-upon prices. These agreements are intended to sustain themselves well beyond the Project period.

As the project closes, ASOBUCAR has not only sustained its operations but demonstrated the capacity to apply for and execute new projects independently, strengthening its role as a driver of development not only within its community, but the region as a whole.