



CALL FOR APPLICATIONS

Cultural Identity-linked Business

Learning Territory - “Weiyatein wajjain, we show what we do” *(Wayúu ethnic group traditional way of expression)*

November 20 to 26, 2016 La Guajira, Colombia

Context

In La Guajira, a department located in the Caribbean coast of Colombia, members of the Wayúu indigenous community have been running businesses based on the **cultural and heritage assets of their territory** for 10 years, consolidating successful **crafts, design and fashion, and ethnotourism entrepreneurs**.

Colombia, La Guajira Department



By implementing these business initiatives the community has positively contributed to the economic dynamism of the department, **improving the quality of life** of its inhabitants and achieving **preservation and enhancement of the natural resources and cultural and ethnic diversity** they possess. The latter is evident in the activities permanently developed and designed to strengthen the traditional cultural education, encouraging the **use of native language**, rescuing and **innovating ancient crafts techniques** and promoting the use of educational spaces for **cultural formation** and **economic valorization of the culture heritage** available for the community.



Since 2015 **15 people** have been trained in this new Learning Territory



12 Local Champions have strengthened their capabilities and participated as trainers on implemented Learning Territories



Innovations

What successful solutions have the Learning Territory's entrepreneurs implemented?

Masters Teachers

An initiative led by **traditionally renowned master artisans' women** who, along with working collectively in developing handloom fabrics that rescue ancient techniques and designs, create spaces for local **Wayúu cultural identity recovery and promotion**. To this end, they have implemented an innovative **ethno-education** strategy, which combines the strengthening of **productive associativity and economic development of communities**, with the claim of **indigenous rights** and the **promotion of cultural identity**.

Recently, various associations led by the Masters Teachers officially created the first **National Federation of Wayúu Artisans - FENARWAYUU**, in order to influence the establishment of policies, programs and projects to strengthen sector's development, as well as giving visibility to craftswomen as social and economic agents in the region and the country.



International designers use Wayuu fabrics in their creations



Craftswomen have participated in multiple **national and international events and fairs**



Led by the Masters Teachers, **10 guilds** with about **3,000 artisans**, form the National Federation of Artisans Wayúu- FENARWAYUU

Solutions

Ethnotourism in Ranchería Iwouyaa

Ranchería is the family and ancestral organization of the Wayúu community, space where they develop and disseminate their cultural expressions in coexistence and harmony with the natural environment. In the **Ranchería Iwouyaa**, led by the traditional authority of Cecilia Acosta and her daughter, they have developed an **ethnotourism focused business model**, combining the valorization of cultural assets for the **development of income-generating initiatives**, with the strengthening of **ethnic youth formation through ethno-school**.

Ethnotourism model encourages families and youth, culturally educated for the preservation of **tangible and intangible cultural features**, to seize this unique knowledge as an opportunity to generate income on the basis of **responsible tourism**, self-determined by the principles and limits of the Wayúu culture.



They have shared their enriching experience promoting business development with cultural identity with other **national and international indigenous communities**



18 families from **8 Wayúu communities** are actively involved in the business



They count with important national and international entities **recognition and certification**

Utta Touristic Ranchería

Located in Cabo de la Vela, the most emblematic natural attraction area of La Guajira, is a leading ethnotourism entrepreneurship that combines the **cultural assets of the Wayúu culture with products and services innovations** that friendly bring people to the community's environment and culture, thus achieving a **tourism business development** that values the **biocultural wealth of the territory**.

This ethnotourism company stands out with the common tourism offer found in Cabo de la Vela by dynamically combining **top quality services** with Wayúu **living conditions and cultural traditions**. As part of its development process, Ranchería Utta has been associated with other tourism business initiatives in Cabo de la Vela, to consolidate a **movement that seeks to re-evaluate this sacred territory** of the Wayúu community as a **destination with high added value**.



They are members of the **Colombian Caribbean Alliance of Tourism Entrepreneurships -ALTUR** and the **Colombian Association of Tourism and Travel Agencies-ANATO**



They cooperate with **25 tourism services providers** in the area



They have achieved a preminent position in the local ethnic tourism market, standing out among more than **80 initiatives** of local rancherías

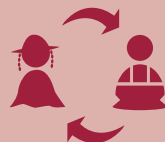
4 de Noviembre Indigenous Reservation

It arises from the removal of the Wayúu community from Caracolí y Espinal zone of La Guajira, due to the coal mining needs of multinational companies. After a long struggle to consolidate and implement opportunities for the development of its members, its traditional authorities - Alaulayu - and youth from shelter communities, **built through a participatory process their Plan de Vida (Life Plan)**. In it, they expressed their proposals seeking to answer the following questions: **Who are we? What are we looking for? and How will we do it?**

Seeking to **preserve Wayúu culture for future generations and to ensure the food supply for the community**, productive projects emerged from this plan such as the construction of a **Livestock Integrated Farm** and the development of a **Fish farming project**. In a different field, and with the idea of rescuing and spreading the wealth of their culture, the **A'inmaja Project** was implemented, featuring television and radio spaces with high end technological equipment.



Reservation originally consisting of **35 displaced families** and currently organized in **3 communities**



In 2012 they built their **Plan de Vida**, representing an example for other similar organizations that do not have a long-term planning

Solutions

Areket, Painwa and Kotinawa craft workshops

Constituted by women dedicated to the production of various traditional woven accessories, featuring the **traditional Wayúu backpack** as their main creation. They have managed to implement a coordinated production system, in which each artisan specializes in the manufacture of a special piece for each product, which is then assembled with the rest in the workshop.

Craftswomen have established important **alliances with various public and private institutions**, through which accessing multiple benefits in the areas of training, funding and support in market access. This is how their **traditional products compete on quality and design in domestic and foreign markets**, notably improving their income, while spreading their community's cultural heritage.



3 craft workshops, composed by **50 women**



They have participated in important **fairs and business meetings**, in which they have disseminated and marketed their products

Design, Fashion and Clothing Companies

Fashion and clothing industry is a business development niche of which Wayúu community is taking advantage by **linking international fashion trends with ethnic elements for productive innovation**. That's how **LUZENA and BERTA ENRIQUEZ Workshops** have achieved an important position on national and international fashion runways, while representing a **real income generation alternative for women** working in the production of these valued garments, and accessories.

During the Learning Territory, LUZENA Workshop protagonists, an initiative led by traditional artisans, share their experience characterized by **incorporating new elements of fashion and design in the development of their products**, taking Wayúu craftsmanship to a new place of development and recognition. For its part, craftswomen from BERTA ENRIQUEZ Workshop, a design and manufacture entrepreneurship which incorporates hand woven pieces in its products and coordinates the craft work of Wayúu women with fashion product development, share key elements for implementing **innovation processes with marketing insight in craft activities**.



From their participation in the workshops, **more than 50 women artisans** have achieved an important source of income



Their products are sold in **national and international markets**, also being part of important fashion shows



What are the results of the Learning Territory?

Learning Territory WEIYATEIN WAIJAIN, gathers microenterprise experiences from Wayúu communities and other relevant actors, from which participants can draw important lessons for:

- ✓ **Managing rural enterprises with gastronomic, craft and experiential value**, *from the cultural and natural heritage of the area*
- ✓ **Developing tourism and craft enterprise community management strategies**
- ✓ **Implementing valorization practices of products and services with cultural identity**, in dynamic markets
- ✓ **Applying administrative and financial management tools**, *for tourism ventures*
- ✓ **Establishing public-private alliances**, *for strengthening the tourism and craft business development*

Operational Information

How much does it cost to participate?

Individual participation costs **USD 1.000** (One thousand American Dollars) and covers **all the Learning Territory participation expenses**, including:

- Accommodation, meals and local transportation in places where the activities will be realized
- Permanent technical and operational assistance to participants
- Local Champions and coordination Fees
- Travel insurance for non-resident participants in Colombia
- Teaching materials
- Certification Diploma

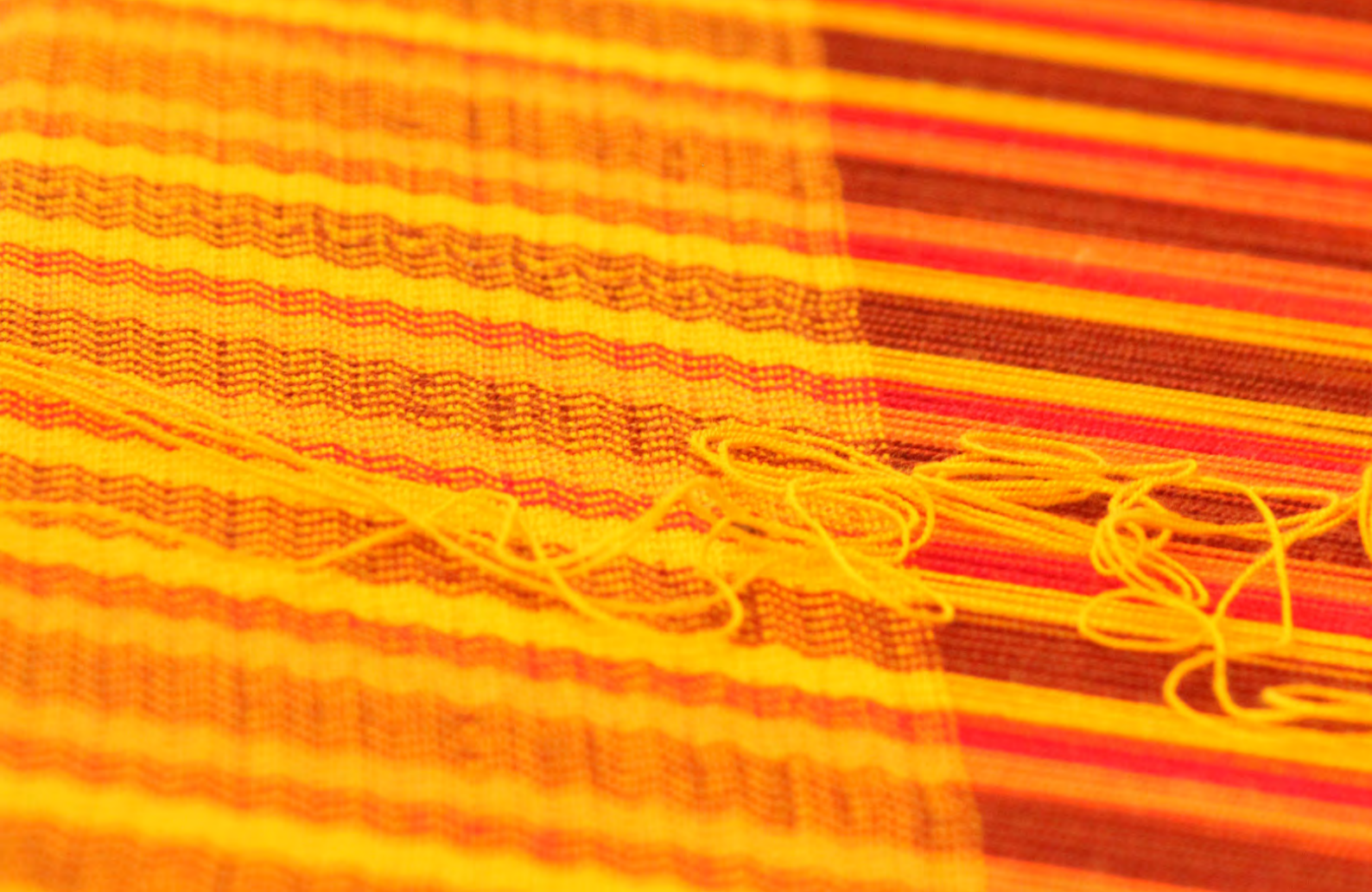
Tuition fee does **NOT include airfare to and from the city of Riohacha (Colombia)**, the Learning Territory starting point. This service must be paid for by each participant.

How to apply?

Complete the **[application form online](#)** or download, fill and submit the **[application form on Word format](#)** to the email address **territoriosdeaprendizaje@procasur.org** no later than **October 31, 2016**

For more details please download the **[LT Official Program](#)** and contact us
Karen Rees Holland: **krees@procasur.org** and **territoriosdeaprendizaje@procasur.org**

Feel free to share this information with other potential applicants



Learning Territories

A knowledge management experience from Local Champions

Learning Territories is a program that promotes sustainable development of local capacities to promote the scaling-up of innovations from the knowledge management of producers, families, communities and rural associations. Territories are fostered by **PROCASUR Corporation**, with support from the **International Fund for Agricultural Development (IFAD)** and the **Ford Foundation**. They are seeking to value knowledge and good practices assets accumulated by Local Champions, men and women, who have implemented innovative and successful solutions in various areas of rural development.

From the identification of rural areas rich in knowledge assets, the program invests in pedagogically promoting and organizing lessons learned by **Local Champions**, building training proposals deeply rooted in the field with useful solutions for other public and private rural development investment operators.

Thus, this **innovative local knowledge management model**, provides continuous training, ran by its own local champions, under peer learning methodologies, focusing on knowledge transfer, experiences exchange and theoretical and practical learning with strong emphasis on practical applicability.



Address: Heriberto Covarrubias 21
Oficina 705, Ñuñoa,
Santiago, Chile.
Casilla: 599.
Phone: +56 223416367
Email: procasur@procasur.org



Address: Third White Gate on the Right,
General Mathenge Lane,
Nairobi, Kenya.
P.O. BOX: 25965 - 00100 Kenia
Phone: +254 (0) 706 046742
Email: africa@procasur.org



Address: 209/34 Moo 10, Chiang Mai
Hang Dong Road. T. Padad, A. Muang
Chiang Mai 50100, Tailandia
Phone: (+66) 53 272362,
(+66) 832083728
Email: ahalpern@procasur.org