



# PROGRAM OF ALLIANCES FOR RECONCILIATION (PAR) FY 2020 QUARTERLY REPORT: JULY - SEPTEMBER 2020

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# PROGRAM OF ALLIANCES FOR RECONCILIATION (PAR)

## QUARTERLY REPORT

July – September 2020 (Quarter Four/FY 2020)

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### **DISCLAIMER:**

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ANDI	Asociación Nacional de Empresarios de Colombia
ANT	National Land Agency
ARN	Agency for Reincorporation and Normalization
ASINCH	Asociación para las Investigaciones Culturales del Chocó
CAE	Specialized Attention Centers
CEA	Council of American Enterprises
CEV	Commission for the Clarification of Truth, Coexistence, and Non-Repetition
CHM	National Center for Historical Memory
COP	Chief of Party
CPDH	Presidential Office for Human Rights
CRC	Corporación Reconciliación Colombia
CSO	Civil Society Organization
DCOP	Deputy Chief of Party
DNP	National Planning Department
ERA	Emergency Relief Arauca
FARC	Revolutionary Armed Forces of Colombia
GOC	Government of Colombia
GSI	Gender and Social Inclusion
JEP	Special Jurisdiction for Peace
LGBTI	Lesbian, Gay, Bisexual, Transgender, Intersex
LEAP	Learning, Evaluation, Analysis Platform
M&E	Monitoring and Evaluation
OCA	Organizational Capacity Assessment
PAR	Program of Alliances for Reconciliation
PDET	Programa de Desarrollo con Enfoque Territorial
UARIV	Victims' Attention and Integral Reparations Unit
USAID	United States Agency for International Development

## SECTION I: BACKGROUND

Through Cooperative Agreement No. AID-514-A-16-00009, dated May 27, 2016, the United States Agency for International Development (USAID) awarded ACDI/VOCA the Program of Alliances for Reconciliation (PAR or the Program) for a five-year period through November 31st, 2021.

The objective of the five-year, \$74.9-million Program is to promote awareness and mobilization initiatives that boost economic and social opportunities through transformative alliances. To this end, PAR has formed high-impact alliances with major actors in the private and public sectors, media, academia, and civil society. PAR supports these partners to conceptualize and implement initiatives that contribute to changing perceptions, attitudes, and behaviors, helping Colombians to come to terms with the past, engage in constructive dialogue, and transform old narratives forged by conflict. PAR works with the understanding that Colombians must be informed and educated about the conflict (information), recognize that they are part of the solution (awareness), and be willing to participate in that process (action/change).

PAR consists of three main components that aim to: 1) support truth-telling and memory initiatives that enable Colombians to confront and accept the past; 2) promote greater awareness of reconciliation efforts as a way of spurring mobilization and action; and 3) leverage strategic public and private alliances that foster socioeconomic opportunities in target municipalities.

On May 28, 2019, PAR signed a modification agreement with USAID to incorporate a programmatic response focused on addressing issues relating to migration crisis resulting from political and economic instability in neighboring Venezuela. PAR plays a key role towards facilitating solutions to the migration phenomenon, and works alongside the Government of Colombia (GOC), local governments, public-private alliances, and international cooperation organizations, among others, to address topics such as social and economic integration, and promote objective information and positive messages that mitigate outbreaks of xenophobia. The modification award of \$4.9 million brought the Program's total from \$55 million to \$59.9 million.

On April 28, 2020, PAR signed a cost extension for US\$15-million, extending the program to November 2021 and expanding strategies for combating xenophobia, social and economic integration of migrants, and supporting PDETs in PAR municipalities, as well as deepening communications strategies, expanding the scope of DecidoSer to include families and migrants, and emphasizing a more comprehensive intervention in PAR municipalities.

This quarterly report is a summary of activities and progress made from July through September 2020.

## SECTION II: SUMMARY

The most noteworthy developments and accomplishments, resulting from PAR's direct technical assistance and support during the reporting period include the following:

### RESULTS WITH PAR PARTNERS

- ❖ PAR and Fundación ANDI launched the 2020 INspiring Companies List at the fifth Colombian Business Congress attended by over 3,000 participants and national and international experts.
- ❖ Semana Rural published three digital newspapers and received 144,376 visits this quarter and reached 20,252 followers on Facebook.
- ❖ Proyecto Migración Venezuela surveyed 2,289 people in 91 municipalities on their perceptions relating to migration, sharing the results with the GOC and USAID, among others.
- ❖ Proyecto Migración Venezuela also published three monthly newsletters and 161 articles on the website of Migravenezuela, receiving 448,022 visitors of which 241,671 were new users.
- ❖ CRC's social media campaign to raise awareness and funds received 3,804 views in September.

### RESULTS IN NATIONAL RECONCILIATION INITIATIVES

- ❖ 1,023 children, young people and women victims of gender and domestic violence received assistance through support and suicide prevention hotlines.
- ❖ More than 12 million people in 28 departments listened to podcasts covering domestic violence and abuse and relevant care pathways, school-life balance, and life skills, among other topics.
- ❖ 500 stories about gratitude were received to promote social cohesion, trust and collaborative work between Colombians and migrants.
- ❖ 16 social leaders empowered through communications skills shared the first videos to build their audiences, raise awareness about their local initiatives and become digital influencers.
- ❖ 1,093 young offenders serving sentences in juvenile detention centers received tablet computers to connect to the internet, maintaining their support networks and academic studies.
- ❖ 200 vulnerable young people in Bogotá and Medellín received IT and communications training.

### RESULTS IN LOCAL RECONCILIATION INITIATIVES

- ❖ More than 870 people watched the virtual award event for youth documentary contest focusing on memory and the role it plays in reconciliation and promoting guarantees of non-repetition.
- ❖ 40,000 face masks were produced by empowered women seamstresses in the vulnerable neighborhood of El Reposo in Quibdó.
- ❖ 632 Colombians and Venezuelan migrants completed a course in Bogota covering themes such as soft skills for the workplace, Colombian labor laws and types of contracts.
- ❖ 363 vulnerable young people in Bogota graduated in areas including logistics, sales and marketing, among others, with 343 of them receiving paid internships.
- ❖ 960 people in Arauca and Arauquita visited the physical exhibitions highlighting traditional songs of Colombian and Venezuelan cattle herders in the Llano region.
- ❖ Approximately 200,000 viewers were reached by the campaign telling stories about citizenship along the border and fostering community in the face of increasing exclusion and xenophobia.

## SECTION III: PROGRESS BY PARTNER

### FUNDACIÓN ANDI

This quarter, PAR and Fundación ANDI focused on establishing plans for the coming year. Additionally, the alliance launched the 2020 INspiring Companies List, an annual list, published by PAR, Fundación ANDI, and Portafolio newspaper, that highlights companies that have put social responsibility at the core of their business models to tackle social challenges and increase their competitiveness at the same time. By recognizing businesses that are generating economic value by giving back to society, PAR and Fundación ANDI seek to provide a path to business leaders who are interested in fostering new opportunities through inclusive hiring and purchasing practices. After receiving applications from 69 companies this year, 18 finalists were selected that stand out for their commitment to furthering equity and reconciliation through increased socioeconomic opportunities for vulnerable and stigmatized populations. The 2020 list was announced at the Fifth Colombian Business Congress, a five-day online event organized by the Colombian National Business Association, ANDI, bringing together over 3,000 participants and national and international experts to exchange ideas on strategies to advance the economy, employment, education, digital transformation, and social development through private sector investment and alliances.

### CORPORACIÓN RECONCILIACIÓN COLOMBIA

The alliance between PAR and CRC continued efforts to mobilize the Colombian society to support and contribute to reconciliation through a multi-faceted approach. The strategy includes organizational strengthening, building public-private alliances, and reinforcing regional and community-level reconciliation projects. The alliance's strategies have contributed to increased socioeconomic inclusion for youth linked to the juvenile criminal justice system and rural families affected by the country's armed conflict, with impacts on citizen security.

The Program concluded three projects supporting a women's artisanal fishing association in Santa Marta, organic cacao producers in Caquetá, and an artisanal collective of fishers and fish processors living on a small island near Cartagena. Support to the participants included organizational strengthening, financial education, and psychosocial support to encourage reconciliation in the communities affected by the armed conflict. During the reporting period, the two groups of fishers expanded their fishing zones thanks to new boat launches, GPS tools, and radios, which enabled them to identify and geo-reference strategic maritime locations. The project provided training and technical assistance on the use of the new tools as well as distributed materials necessary for commercialization – e.g. nets, hooks, buoys, and coolers. The cacao producers each received visits to evaluate plant health and provide technical assistance. They also participated in online training on best practices and organic fertilizers. The project provided cacao bean processing and storage equipment, and the participants built solar dryers. Compared with the beginning of the program eight months ago, the two groups of fishers grew their catch by 30-33 percent and increased income by 25 percent, while the cacao farmers grew production by 10 percent and increased income by 8 percent. The psychosocial component of the project focused on improving the participants' soft skills; empowering them to be agents of change for

reconciliation; and improving trust, collaboration and empathy to strengthen the social bonds within the groups and their communities. All three groups reported changes in perception, attitudes, and behavior between 50 and 75 percent as a result.

*“They told us that women could not fish or belong to any association, that we were there to wash, cook, and have children. But we can also catch fish from the sea, and these projects strengthen us as women.” – [REDACTED], project participant.*



*The #EmpiezaNuevamente (StartNew) campaign included five Instagram Live events to raise awareness about youth coming out of the juvenile criminal system and dispel myths.*

PAR and CRC continued the En Casa NuevaMente initiative, facilitating the process of re-integration of young ex-offenders transitioning out of the criminal justice system into society. In helping the youth create life plans and empowering them to be agents of change as they work to start over, the Program aims to reduce their risks of re-offending. This quarter, the youth participated in multiple activities including a financial education course, a visit with the District Institute of Recreation and Sport, skills and competency courses offered by Accenture, and English mentoring and support, among others. In a partnership with Tiempo de Juego, the youth participated in activities and challenges to strengthen technical and social skills via WhatsApp and the Tiempo de Juego website. The Program conducted a survey of the youth to identify mental health and substance abuse concerns as well as to

determine their needs and interests. The latter will inform upcoming CRC-led workshops on skills and employability in the areas of customer service, gastronomy, aesthetics and beauty, food handling, and home security. The Program also ran a social media campaign, #EmpiezaNuevamente (StartNew), to raise awareness and funds to support the current 37 participants as well as an additional 70 youth the program expects to work with in year five. The campaign aimed to show that second chances exist and to show appreciation for the youth and their commitment and dedication to self-improvement. Funds raised will be used for psychosocial support, education, food vouchers, and connectivity (e.g. internet). The social media campaign included five Instagram Live events during which prominent public figures (e.g. actors, social media influencers) interviewed participants of the program to hear their stories. The events had 3,804 views in September. PAR and CRC worked with inclusive employment consultants to create a Youth Employment Inclusion Guide specific to youth coming out of the adolescent criminal justice system. The program held an event with 130 public sector attendees to raise awareness about how to make their employment processes more flexible, generate employment options for these youth, and dispel myths about this particular youth population.



## PROYECTOS SEMANA

PAR and Semana continued to promote positive stories of resilience and reconciliation and generate new narratives of areas stigmatized by armed conflict through the information platform Semana Rural. The paper continued in its PDF version, a new format since the COVID-19 health crisis meant limitations of publishing and distributing the print newspaper. The PDF is produced in a low data consumption format that can be shared through WhatsApp in rural communities with low connectivity. The paper was distributed to more than 2,000 subscribers and published on the website [www.semanarural.com](http://www.semanarural.com). Readers can also access the publication through the popular weekly news magazine Semana's main web page. During the quarter, Semana Rural published three editions, which covered topics such as the role of rural people in guaranteeing food security, projects promoting peace through music, and the effects of the pandemic from an ethnic perspective as well as health advice and information on preventing contagion. The online site received 144,376 visits this quarter and reached 20,252 followers on Facebook, 7,068 on Twitter, and 12,000 on Instagram.

With Proyecto Migración Venezuela, PAR and Semana continued promoting security and coexistence in areas that have received high numbers of Venezuelan migrants and returning Colombians. The platform publishes positive news stories about migrants as well as practical and accurate information regarding migration. The platform's observatory also published news and information relating to the current health crisis. Proyecto Migración Venezuela, together with the Centro Nacional de Consultoría, carried out the third survey on the perception of migration in Colombia to measure Colombians' perceptions of the migrant Venezuelan population and their integration in the country. This had the added function of allowing decision makers to react in a timely manner to possible outbreaks of xenophobia. The project carried out 2,289 surveys in 91 municipalities, including the major urban centers of Bogotá, Cali, Medellín, Barranquilla and Bucaramanga. This survey is key to measuring the temperature of Colombians' perceptions to allow decision makers to react in a timely manner to possible outbreaks of xenophobia. In addition, it allows for the monitoring of a battery of questions over time which provide indicators for issues such as labor inclusion, access to migrant rights, long-term impacts of integration on nationality and voting, perception of economic and security impacts of migration. The survey showed an improvement in Colombians' perception of migrants compared to the last survey performed in April, however, in general, only 33 percent of Colombians see migration as an opportunity. The results of the survey were shared with partners including the Border Management Agency, USAID, and academics.

Proyecto Migración Venezuela published three monthly newsletters and 161 articles on the website of Migravenezuela about life stories, opinion, analysis and research on the migration phenomenon, also highlighting stories about integration in the migrant and returnee population and showing the opportunities the migration can bring. During the quarter, news published on the website had 448,022 visitors and the platform continued to grow its social media presence, with 2,922 new followers on Facebook adding up to a total of 8,159 for the platform, 3,873 on Twitter, and 1,947 on Instagram. Two virtual discussions were also held, titled "Five Years of the Immigration Crisis: A Look at the Context" and "Five Years of the Immigration Crisis: What's Next". These brought together current and former government officials from Colombia and Venezuela who deal with issues of migration. The two discussions had a reach on Facebook of over 56,000 users and an average impact on Twitter of over 120,000 users.

## SECTION IV: PROGRESS BY REGION

### NATIONAL

During the quarter, PAR held 49 virtual DecidoSer workshops with a total of 886 participants and began in-person DecidoSer activities with families in El Reposo neighborhood in Quibdó taking into account the necessary health and safety recommendations. The Program continued developing tools to carry out DecidoSer activities in virtual format, such as podcasts, mobile apps, and radio programs. Additionally, PAR worked with educational institutions and local and national governments sectors to strengthen and support learning activities during the pandemic. The Program submitted the first draft of the Communications for Behavior Impact (COMBI) plan to reduce violence against social leaders and defenders of human rights. The plan will ideally become a working paper for the Attorney General's Office to deal with attacks against social leaders. Representatives from the Ministry of Education and Ministry of Labor took part in DecidoSer workshops which developed empathy and helped to generate new narratives about different population groups, as well as strengthening tools to work with children and adolescents.

Additionally, PAR also began working with the Ministry of Science, Technology and Innovation through its program + Mujer + Ciencia (More Women More Science) to empower vulnerable women and girls in the fields of science, technology, engineering, arts, and mathematics. Support for the participants will include research internships, psychosocial and gender inclusion strengthening through DecidoSer and INclusiónES, and capacity building through LISA (see below). Also this quarter, PAR teamed up with USAID's Empropaz initiative supporting entrepreneurship and socio-business activities, providing DecidoSer training to generate individual and group transformation based on respect, trust, dialogue, and empowerment in Turbo, Apartadó, Barranquilla, and Cúcuta. Technical teams were established to develop methodologies for greater impact and to standardize instruments for characterizing and measuring results and indicators.

PAR began to hold training sessions for communication collectives in the territories where it works. There will be 26 of these collectives taking part which will then form part of the Network of Community Reporters and receive training in the formulation of communications strategies, network management, construction of positive news, photography and video production. Also during the quarter, PAR continued to raise awareness about inclusive hiring strategies through the dissemination strategy for the analysis document "Confianza empresarial en tiempos de crisis" (Business confidence in times of crisis), prepared by PAR, CRC and FIP, which also resulted in articles and opinion pieces being published in several national media outlets. Finally, the Program identified 15 new Reconciliation Ambassadors to represent the Program and promote peacebuilding in their regions and beyond. The ambassadors, who will join the 12 current representatives, include two integration ambassadors, whose key focus will be promoting inclusion of Venezuelan migrants. Through the strategy, the ambassadors will also promote youth participation, gender and social inclusion in addition to raising awareness about key issues in their regions and at national level, such as sustainable tourism, prevention of violence, integration of migrants, and contribute to new narratives of stigmatized areas.

PAR and the **Commission for the Clarification of Truth, Coexistence, and Non-Repetition (CEV)** are working together to promote truth, memory, and coexistence in the territories. One line of PAR's

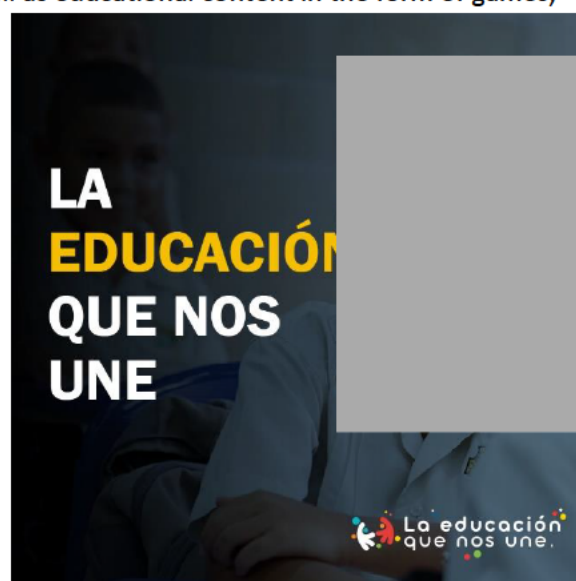
strategy with CEV is support for its eight Casas de la Verdad (Houses of Truth) in eight municipalities – Apartadó, Arauca, Buenaventura, Cali, Cúcuta, Florencia, Medellín and Quibdó. The Casas de la Verdad are developing exhibits of artistic and cultural works that respond to specific themes and cultural impacts in each territory. During the quarter, two DecidoSer transfer workshops were held with each of the eight organizations, focusing on issues of culture and art, cultural management systems and cultural rights, and also exploring communication, legacy and art as tools for social transformation. PAR held a DecidoSer workshop with participants in Buenaventura, Cali, and Quibdó, focusing on empathy and memory, reflecting on themes of the importance of respecting shared history, attentive listening, and how the meaning of something can be defined. In Arauca, the workshop's 23 participants reflected on how, despite the crises and difficulties experienced because of the country's armed conflict, many people have been able to overcome these situations. The workshop created participative spaces where the use of social skills was encouraged and where people were able to tell stories in a positive way, leading to reconciliatory behaviors. In Cúcuta the workshops focused on promoting the importance of giving new meaning to collective memories, building narratives from self-recognition and creativity, and also training participants to recognize the importance of implementing emotional management strategies from the arts in order to confront situations of adversity. Survey results from the workshops showed that in general participants had a willingness for empathy and dialogue yet they still struggled with issues of prejudice, which refers to the freedom to express ideas and beliefs, equal opportunities between men and women, and equal opportunities between reincorporated people and ordinary citizens. ■■■ and ■■■ were the two winners of Rimalo, the freestyle rap competition promoting messages of respect and non-violence. As coexistence ambassadors, the two of them conducted a media tour telephonically and by Zoom with 19 national media outlets to promote the project's work and generating a favorable environment for the reception and appropriation by Colombian society of CEV's final report and its results.

PAR worked with **Fundación Sergio Urrego** to combat gender and domestic violence, discrimination and suicidal behavior through supporting psychological first aid and the activation of care routes in 25 PAR municipalities. ■■■, director of the foundation and current PAR Reconciliation Ambassador, provided training to the teams responsible for the hotlines Línea Salvavidas 24 /7, Línea Purpurá (Purple Line) and Línea 155, the national hotline based at the Presidential Adviser on Equality for Women. These hotlines provided support to children, young people and women victims of gender and domestic violence. During the period, Fundación Sergio Urrego received 1,023 new cases, where each can have several psychosocial support sessions, totally 4,299 sessions during the period. The foundation also hosted a live event on Instagram and Facebook on the issues of psychological first aid and managing emotions during the pandemic, which offered tools for young people and their families to improve coexistence in a context of emergency and isolation. These live events reached 460 viewers and build on the foundation's communications strategy to disseminate messages that sensitize and inform about gender-based violence, as well as domestic violence, posted on the foundation's different channels including Instagram, Facebook and the web. Finally, Fundación Sergio Urrego began designing a virtual school based on the work done with PAR, which will form a private portal on the foundation's website with content on different topics around suicide prevention and the prevention of discrimination and gender violence.

In this quarter, PAR's employment program concluded the training phase of the project with **CESDE** and

**Citi Foundation** to provide IT and communications training to 200 vulnerable young people from Bogotá and Medellín, 40 percent of whom were women. Because of the vulnerable social and economic situations faced by many of the participants during the COVID-19 health emergency, the implementing partners provided them with loans of laptop computers, prepaid data SIM cards and basic food supplies. This alleviated their family's difficult economic situations and minimized dropout rates. Accenture offered 23 additional virtual courses, and the Medellín Mayor's office, the Bogotá Chamber of Commerce, Corporación Fenalco Solidario, along with seven other public-private partnerships, offered 30 vacancies to the students with the additional benefit of English-language classes. In both cities, 1,576 companies received information and were connected with the project, creating the first step to providing inclusive employment to many more young people in vulnerable situations. An already visible result is how those companies created 130 work profiles for the project's participants. CESDE and PAR conducted six psychosocial workshops using a mix of CESDE and DecidoSer methodology, which showed that 75 percent of the participants were better at resolving conflict, with one participant reflecting that if people were more emotionally intelligent, there would be more tolerance and less conflict because people wouldn't only know themselves, but have the capacity to put themselves in the shoes of others.

To support educators, students, and families as they work to adapt to distance education solutions during the COVID-19 situation, PAR joined a new campaign led by **Fundación Empresarios por la Educación**. Through a multimedia platform via a website (<https://laeducacionquenosune.co/>), social media, and broadcasts on the national Caracol radio network, the campaign shares practical tips to strengthen coexistence and self-care in the home as well as educational content in the form of games, stories, and other activities for learners. The platform also features information on digital tools that teachers and school administrators can use to strengthen their lesson plans. PAR provided content on psychosocial and gender and social inclusion topics, which the campaign has used to produce 10-minute radio messages as well as shorter clips. The recordings cover the warning signs of domestic violence and abuse and relevant care pathways, school-life balance for students, and life skills such as emotional management and respect for difference among other topics. Through this information, PAR seeks to minimize risks to the psychosocial well-being of students throughout the country during the lockdown period and beyond. The podcasts also include DecidoSer tools and messages aimed at preventing gender-based and domestic violence. More than 12 million people in 28 departments listened to the podcasts.



*PAR joined the La Educación que Nos Une (Education that Unites Us) campaign to develop content aimed at helping students overcome challenges that can put up barriers to education during lockdown.*

PAR and **Fundación Gritud** began a new project with 100 participants including migrants and youth aimed at promoting social cohesion, trust and collaborative work between Colombians and migrants through cultural empathy. During the reporting period, **Fundación Gritud**, founded by musician and

PAR reconciliation ambassador [REDACTED], facilitated cultural empathy workshops to develop strategies for understanding and significance with participants through the reading of works of art and interaction with cultural managers from Bogotá, Cúcuta, and Arauca. The sessions included reading paintings through emotions, viewing film clips to promote empathy, and exchange of ideas on the values associated with cultural management. The workshops also generate spaces for dialogue, in which participants recognize the value of empathy in Colombian society as a tool for social construction, thus contributing to reconciliation in the country. During the workshop, socioeconomic and cultural problems which the participants face also became evident, given that this affects their view of the world as they observe the paintings through positions that reference the difficulties that protagonists could be facing based on their emotional, cultural, social or economic conditions. Following the workshops, participants said that the artistic expressions had motivated them to commit to dialogue and empathy and made them think about labels and prejudice. The activities also raised awareness about mental health, particularly during the pandemic, and the important role that art and culture can play. Participants who are teachers or trainers found this space useful as they gained new tools for their work. Also with Fundación Gritud, the Program supported the launch of a web page dedicated to stories about gratitude. The virtual platform invites members of the public to post their stories of gratitude—videos, audios, photos or text—in order to generate positive news during quarantine. To date, the site has received 500 stories and almost 11,000 visitors.

PAR's communications strategies continued to promote reliable, non-stigmatizing information about migration in Colombia to boost integration and reduce xenophobia. The Program advanced the [Colombia Sin Fronteras](#) (Colombia Without Borders, CSF) initiative in collaboration with the GOC through its migration agencies and Ministry of Foreign Affairs to make high-quality, open-source content available to journalists, opinion leaders, researchers, and the general public. The online news hub provides accurate information about migration from Venezuela to decrease xenophobia and aporophobia through personal stories about migrants that humanize the statistics and promote empathy. During the quarter, PAR conducted several campaigns to promote greater integration, including a series of profiles on CSF's website and social networks about ten dual nationality Colombian Venezuelans members. CSF also structured six service routes so that migrants can easily access information that allows them to formalize their stay in the country. And using gastronomy as a tool for integration and union, PAR took advantage of World Day of the Arepa to celebrate this typical dish that unites Colombia and Venezuela.

Also this quarter, the 16 social leaders shared the first videos from their newly launched YouTube channels to mark their graduation from the YouTubers School for Social Leaders. The project contends that one of the ways to mitigate vulnerability of activists and increase their safety is by empowering them and raising awareness about their activities so that people across the country understand that their struggle transcends their communities. With the skills learned through the YouTubers School project, the social leaders will help change the negative narratives surrounding their work and communities and generate new narratives that promote empathy, build trust, and mobilize change in communities. Over the course of four weeks of online courses, the social leaders, many of whom are young people, learned about social media management, film editing software, and other digital communication tools that they can use to build support for their work to increase reconciliation in their communities through the defense of human, environmental, and land rights. The YouTube videos were

launched during a Facebook Live event watched by over 3,450 people.

As part of PAR's Somos PARte de la Solución (We Are PARt of the Solution) campaign, the program partnered with journalist, acclaimed writer, and professor [REDACTED] to host a series of interviews with people providing solutions to the COVID health crisis. These include businesspeople, academics, social leaders, artists, and government officials among others, who are contributing positively during the pandemic through activities such as developing educational tools that enable students to continue learning and inspiring others to be part of the solution. The series of 15- to 30-minute discussions have featured interviews with social activists, public opinion leaders, and businesspeople among others. The interviews have been watched close to 90,000 times to date. In a recent one, on August 12 coinciding with International Youth Day, USAID Colombia mission director [REDACTED] spoke about youth as a pillar of transformation and the important role they can play in rebuilding the country. He praised the efforts of young people participating in USAID projects in Colombia as leaders of a new future, with this video having been watched over 12,000 times.

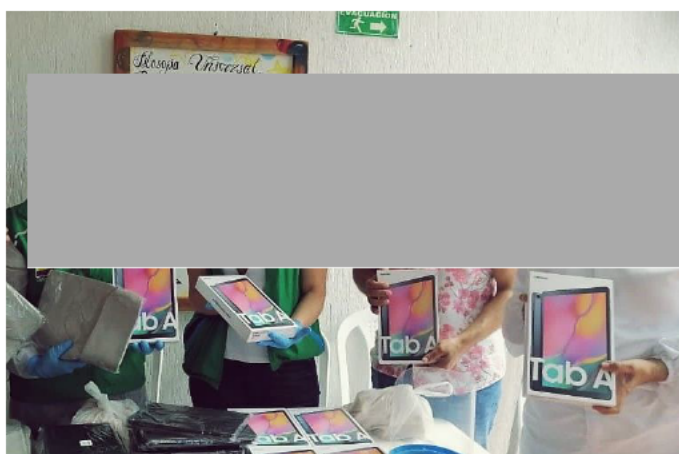
Additionally, in the first two weeks of PAR's new communications campaign, its partners on traditional media and social media platforms published 50 pieces highlighting food products grown in PAR projects and the stories of the farmers behind them. Part of PAR's trust campaign, the initiative is working with newspaper, online, TV, and radio media allies as well as 40 foodie and chef influencers on Instagram to build awareness about its work to strengthen reconciliation in Colombia's rural regions. By mobilizing its network of media partners to shine a light on rural Colombians who have set aside past divisions to revive their economies through agriculture, the campaign aims to showcase the empowerment and resilience that are abundant in the country's stigmatized countryside. The communications pieces include ordering information for those interested in supporting the farmers, many of whom are women and youth. Products produced by PAR participants highlighted this quarter include cacao products from Arauca, sacha inchi from Caquetá, melons from Guajira, and plantain from Urabá.

Empowering young people, the Program began setting up the **Laboratorio de Innovación Social Adaptativo** (Adaptive Social Innovation Laboratory, LISA), an innovation lab that provides youth a space to safely express their ideas, explore, and refine and strengthen their talents, vocations, and skills. The initiative aims to align youth competencies and life goals with the major social, environmental, and political needs in their respective regions. During the quarter, PAR established the soft and hard skills to work on through the initiative. Soft skills prioritized are: empathy, teamwork, adaptability, flexibility, strategic thinking, problem solving, resilience, decision making, communication skills, conflict resolution (reconciliatory approach), learning to learn, creativity, diversity and multiperspective, responsibility, advocacy, ethics, and mindfulness. Hard skills to be prioritized are: financial skills, entrepreneurship, fundamentals of public policy, digital and technological, strategic communication, strategic management, project coordination and management, data analysis, design and methodologies of social innovation, trading, and market behavior. LISA will include psychosocial support and activities that help the youth participants develop their life plans and manage emotions and violence. The Program will carry out assessments to measure change. Also, strengthening sustainability of the initiative, PAR is developing alliances with Fundación Corona, Fulbright, Uniandinos, Área Andina, Aflora y Universidad Fundación, and Universitaria Konrad Lorenz, among others.

PAR is working with **Image Quality Outsourcing SAS**, the operating company of the ICBF's Línea 141, to expand eight service channels dealing with the aftermath of mandatory quarantine. The working group consists of eight psychology professionals and a supervisor. The professionals are distributed during times that more calls reporting child abuse are made, to optimize care. PAR, Image Quality Outsourcing, and ICBF conducted a 15-day training process with the line attendees to strengthen strategies including care in crisis and emotional support, care pathways, regulations, managing and registering cases, and mental health care. The PAR-supported response team fielded 97 callers since the initiative started this quarter, 55 of which were from people seeking advice and 42 from callers in crisis.

The Program also continued to support ICBF with the Sacúdete centers, seeking to increase the effectiveness of services for youth and adolescents. The activities focus on adapting methodologies and on coordinating the Sacúdete strategy with the Generaciones 2.0 strategy, implementation of these strategies with SRPA youth and adolescents at 16 specialized attention centers (CAEs), and the virtualization of content. The methodological adaptation includes the transfer of DecidoSer to promote reflection, decision making and transformation in young people, incorporating a reconciliation focus. This will be implemented in 11 Specialized Attention Centers with 2,100 young people from the System of Criminal Responsibility for Adolescents. This quarter, PAR formulated and handed to the ICBF the proposed methodological alignment of the Generations 2.0 and Sacúdete program to ensure that the State has pedagogical tools adapted to virtual learning environments for the integral development of young people. The initiative is also supporting the development of sustainable life projects through exploration and ownership of talents and interests. PAR developed a methodological guide with guidelines and proposed features for deployment of space for training and technical transfer through workshops to employees and operators of ICBF who are responsible for the operational programs and projects and was handed over to the ICBF.

Also with ICBF, PAR addressed some of the numerous psycho-social and educational concerns the pandemic has caused, including for former youth offenders separated from their families and teachers. PAR and ICBF distributed tablet computers to 1,093 youth serving sentences in juvenile detention centers so they can connect to the internet to maintain their support networks and academic studies. Due to the lockdown restrictions, the youths' families and teachers have been unable to visit the centers, increasing the social isolation of the youth as well as risks such as decreased motivation and behavioral problems. The effort is part of PAR's initiative to strengthen ICBF's technical capacities to strengthen the psychosocial health of youth and families during the lockdown period. Using the 115 new tablets, the youth can now access online technologies to stay in touch with their friends and family through video calls, and they are continuing courses in areas such as literacy, textiles, carpentry, and handicrafts through online modules, which strengthens their opportunities for re-



*Youth in juvenile detention centers received tablets to provide them with alternative ways to stay connected to their families and continue their studies during the lockdown.*

integration into society after their release. Detention center staff and youth also took part in two virtual DecidoSer workshops using the devices, learning ways to strengthen coping skills such as resilience, emotional management, and conflict resolution. The Program also delivered materials for the production of 10,000 face masks.

With **Heart For Change Foundation**, PAR established which educational institutions will be part of the selection process of young people who will receive mentoring through the project. In Cúcuta, the project will work with the Educational Institution Policarpa Salavarrieta, which has a total of 197 young people between the 10th and 11th grade, and in Santa Marta, the initiative will work with the Caribbean Educational Institution in Ciudad Equidad, which has 149 young people in the same grades. PAR and Heart For Change met with the management of these two educational institutions to explain about the project, its scope and expected results. They are in the process of selecting students to participate in the mentoring process. As part of the selection criteria, it was established that the 60 young participants (30 from each institute) must have excellent academic performance to act as role models for other students.

Strengthening the prevention and intervention functions of the **Office of the Attorney General** in defense of the rights of children, adolescents, and youth, PAR prepared a proposal for tracking and monitoring attention for young people in the criminal justice system and those transitioning out of the system and presented this model to the Attorney General's Office with a view to providing recommendations that will contribute to the legislative, regulatory, and operational reforms to strengthen the SRPA. The tools presented lay the foundation for the team of consultants to develop the model in the next quarter.

PAR is working with the **Presidential Council for Human Rights and International Affairs** to provide technical support for developing strategies to position the values of reconciliation and trust within private companies and promote the creation of social opportunities for young people and migrants in the areas where it works. This quarter, PAR reviewed the Council's strategies for human rights and business issues, such as the initiative Juntos lo Hacemos Posible (Together We Make it Possible) and the Human Rights Seal and aligned methodologies to PAR strategies relating to the private sector and the trust campaign, including the Somos Parte de la Solución campaign, the Reconciliation Barometer, and DecidoSer. This process provides the basis for a protocol that will be piloted in a company and where its results can be included in the National Business Plan and Human Rights as part of the sustainability strategy that can guarantee the replicability of this exercise towards generating social opportunities for young people and migrants.

## CARIBBEAN (SANTA MARTA, CIÉNAGA, CARTAGENA, BARRANQUILLA)

In the Caribbean, PAR is working to improve economic opportunities for vulnerable groups including Venezuelan migrants and Colombian returnees through job training to increase skills for employment in areas such as agriculture and ecotourism, as well as through support for participants' livelihood projects and small businesses. Program activities also include working with local businesses on ways to implement inclusive employment practices. The Program is developing awareness campaigns to combat xenophobia and inform vulnerable populations of their rights. Another key part of PAR's work in the region is engaging youth through activities that promote healthy use of free time among and renovating



community spaces to provide safe environments for sports and cultural activities. The Program is also working to increase youth participation in local leadership networks through the creation of youth councils and school coexistence committees to reduce bullying and promote respect and inclusion of migrant youth. Other initiatives include psychosocial support for teenage mothers and victims of gender-based violence, and implementing communication strategies to reduce stigmatization. The Program also aligns with the PDET focuses in the region, including support for inclusive value chains for agricultural products to strengthen reactivation of rural economies and support for reconciliation and trust-building among other pro-peace activities. During the quarter, the Program identified 14 activities that will be supported in Year Five and began steps to commence implementation in the coming quarter.

## MAGDALENA

### **Santa Marta**

Though the project with **Fundación Casa en el Árbol** in Ciudad Equidad ended last quarter, recent activities demonstrate the project's lasting impacts, particularly in empowering youth and encouraging teamwork, entrepreneurship, and leadership. For example, in August and September a self-organized volunteer group delivered 120,000 lunches to the most vulnerable in the community. The group organized all the logistics and measures to comply with biosecurity protocols. The communications collective organized through the project with PAR continues to publish content relevant to the community, including raising awareness about self-care and COVID-19 prevention. They also hosted a virtual festival in to showcase positive stories, cultural talents, and businesses in Ciudad Equidad.

This was the final quarter for the project between PAR and **Fundación Social Grupo Daabon** in their work to support economic empowerment for women, using entrepreneurship as a path to reconciliation in the city of Santa Marta. The project supports 25 single mothers as they initiate a soap-making business as a way to generate income and improve their quality of life. This quarter, the participants finalized the preparation of the site for soap production – water and electricity are now hooked up, and the machinery has been delivered and installed. The group has also officially registered the business as a Simplified Joint Stock Company. The women learned how to work with the primary materials for soapmaking and now possess the knowledge needed to run the small business. The participants attended two virtual DecidoSer sessions; the first addressed the burnout women might feel due to daily responsibilities, many of which have increased due to the pandemic, while the second addressed goal-setting, both as an individual and as a group. Through the technical support and the DecidoSer meetings, the participants report feeling greater trust among one another. This in turn has facilitated easier joint decision making. The project has contributed to violence prevention in that it has helped improve economic resources and social inclusion – factors that contribute to less violence. The opportunity to learn and use productive skills coupled with the psychosocial support offered through the project also contribute to violence prevention for the participants.

### **Ciénaga**

The PAR project with ally **Fundación Creaa** ended in the last reporting period, but the community

continues to take further steps in promoting local tourism, driving social change and reconciliation. During the reporting period, the project participants continued beautifying the town and putting up signage for tour stops. They also continued adapting tour stops to ensure large groups will have enough space to maintain distance as a biosecurity protocol. In the community of Nueva Venecia, solar panels and wifi internet were installed, which will help them not only with tourists but also the improved connectivity will help other entrepreneurial endeavors. Further demonstrating the project's continuity, participants recently finished the establishment a community soup kitchen and community garden.

## BOLÍVAR

### **Cartagena**

PAR and partner **Fundación para el Desarrollo y la Promoción del Caribe** continued to promote coexistence and reconciliation among youth with the Olaya Connection (Conexión Olaya) project. Working in the stigmatized Olaya Herrera neighborhood, the project uses historical memory reconstruction and creativity to drive new narratives of care, collaboration, and solidarity among residents. Despite the ongoing COVID-19 pandemic, the project continued to provide activities to the 57 youth participants. The youth participated in multiple virtual sessions to choreograph a dance routine and for musical training, which included lessons on music theory, composition, vocal technique, and songwriting. Additionally, the project held four in-person sessions – taking care to follow all recommended biosecurity protocols – to finalize and film the dance routine. In some of the virtual sessions, the youth participated in activities to share messages of support and solidarity through family games and puppets and create greater awareness about COVID prevention self-care and biosecurity. The participants attended in-person DecidoSer workshops – again, following all necessary biosecurity protocols – focused on solidarity and dialogue. They talked about positive stories and successes in the community and identified that stigmatization makes it difficult to showcase those stories. As a result of the workshops, the participants now demonstrate a greater sense of empowerment and greater appreciation for their neighbors, saying they have identified support networks and feel more secure in Olaya Herrera. They also show greater interest in opportunities to promote coexistence, reconciliation, dialogue, communication, and rebuilding social fabric. The national newspaper, El Tiempo, published [a story about the project and its participants](#).

## **ANTIOQUIA (MEDELLÍN, TURBO, APARTADÓ)**

PAR's work in the Antioquia-Urabá region has focused on fostering security and coexistence by contributing to economic empowerment, youth leadership, and new narratives of reconciliation in communities long affected by violence. In Medellín, the Program has worked with Venezuelan migrants and Colombian returnees as well as young people from marginalized neighborhoods. The Program has also worked with youth and women in Antioquia and Urabá to promote social change by connecting through sport, entrepreneurship, and gardening activities. PAR promoted the use of communications, teaching participants that positive messages shared on social media can help change public perceptions and foster new narratives. Activities this quarter focused on defining the new programmatic portfolio for Year Five of PAR

In Turbo and Apartadó, four proposals were approved that meet the main goal of the Program's systems

approach that seeks to strengthen vulnerable rural populations in Urabá, developing skills to improve living conditions through access to legal and sustainable economic opportunities. Activities will also align with the PDET plans for the region, strengthening rural economies and boosting reconciliation, peace, and coexistence. The Program also recognizes the transformative role of youth and will strive to improve their socioeconomic inclusion of women and youth in the communities. In Medellín, seven proposals were approved, all with a migration focus, to strengthen opportunities for Venezuelans and Colombian returnees. The Program will continue to work with local authorities and other public and private partners to reduce the gaps and improve social and economic integration in the city. During the quarter PAR held strategy meetings to advance the process of joint projects in the portfolio and generate synergies to strengthen each of the results. For Urabá, the Program participated in a PDET roundtable with ART and presented PAR's goals and expected results. And in terms of migration, the Program participated in Antioquia GIFMM meetings alongside allies such as IOM, UNHCR, Mercy Corps, and UN Women among other to discuss proposals to strengthen inclusion of Venezuelans.

## PACIFIC (QUIBDÓ, BOJAYÁ, BUENAVENTURA, CALI)

In the Pacific region, PAR has focused on generating reconciliation by investing in economic opportunities and personal development for vulnerable communities, with an emphasis on youth. Program activities in Quibdó have aimed to rebuild the broken social fabric, empowering vulnerable communities through opportunities for legal income generation, and strengthening food security. The Program works with women and youth in El Reposo neighborhood, which hosts a community greatly affected by violence, stigmatization, and poor access to economic opportunities. During the quarter, PAR continued striving to promote new narratives about the neighborhood and its community to counter stigmatizing news coverage that depicts El Reposo as dangerous, and working with local and national media to show a different side of the day-to-day reality, boosting self-esteem and sense of belonging among community members. During the COVID-19 lockdown, PAR participants in Quibdó have shown significant commitment to rebuilding resilience and stability in their communities, taking part in activities such as organizing community fundraisers to help vulnerable members of the community. Program work in Cali and Buenaventura has also focused on strengthening economic inclusion, with workforce and entrepreneurial training that leads to greater access to legal income opportunities both through job placements and support for small businesses. This quarter, the Program established new routes to support entrepreneurship activities in the two cities, working with the respective Chambers of Commerce.

### CHOCÓ

#### **Quibdó**

In Quibdó, PAR and implementing partner **GEInnova** have been empowering women seamstresses through an initiative aimed at strengthening social and economic inclusion in the vulnerable neighborhood of El Reposo. Through the project, 26 women victims have organized themselves into a community business, producing garments as an income generating option. During the quarter, the women made 40,000 face masks, of which 28,000 went to Quibdó's Mayor Office in the city's fight against COVID-19. In addition, the women launched three clothing lines for biosafety, sports and uniforms, and household clothing. Adding to the masks, the women also produced 330 overalls, 216 sets

of gowns, caps and gaiters, and 20 dresses and items of household clothing. The women participants have shown resilience and demonstrated that it is possible to start an initiative during the pandemic, and with the income they are generating—around US\$240 per month—the women have been able to provide for their children both financially and physically seeing as they are working from home. The collective has already received an order from the Quibdó Mayor’s Office to make 150 dance group costumes and 50 dresses for quinceañeras. This initiative falls under the framework of a Mayor’s Office project that seeks to use quinceañera celebrations as a platform to mobilize young girls and raise awareness about teenage pregnancies. The project which has also received support from the Government of Chocó and Corporación Arte y Joya has been covered widely by local and national Colombian news outlets, helping to break down stereotypes and present a different image of young people from Quibdó, who are often stigmatized and associated with negative stories.

## VALLE DEL CAUCA

### **Cali, Buenaventura**

PAR supported the Cali Mayor’s Office, through the Undersecretary of Gender, by hiring an expert consultant to assist in updating the city’s Public Policy on Gender 2021-2030. During the months of July and August, PAR received 26 project proposals for the Valle de Cauca region, and after extensive review and evaluation processes, two applications were approved, for the Cali Chamber of Commerce and for the Buenaventura Chamber of Commerce. Both are in the process of being finalized, and six other applications will be included in the project bank. PAR also provided DecidoSer Lider training to staff from the offices of “Business Mentality and Culture” and “Internationalization”, both located within Valle del Cauca’s Secretary of Economic Development. The use of DecidoSer tools and methodology by these offices will lend itself to the projects with the Chambers of Commerce in Cali and Buenaventura, as public and private actors will be able to better harmonize their objectives and work to strengthen businesses, especially those in vulnerable communities.

PAR partnered with **Fundescodes** to empower communities in Buenaventura through legal income opportunities that would also support health practitioners and community health workers during the COVID-19 pandemic. The project backed 25 Afro-Colombians in Buenaventura, 96 percent of whom were women victims of violence, to produce surgical protective clothing. Biosecurity measures were implemented in the Fundescodes’ cultural center which would serve as the participants’ manufacturing space. During the period, the participants produced 300 face masks, 70 shirts, 400 shoes, and 300 caps, while each of them also increased their monthly income by approximately US \$140. Still in the production line are an additional 3,000 face masks, 800 shirts, and 800 pants. The first delivery of items will be made to the Buenaventura Mayor’s Office’s Secretary for Health during the next quarter, and then distributed to local health facilities. PAR and Fundescodes implemented the first DecidoSer workshop with the group which explored themes of teamwork and gender, while broadening the participant’s perspectives on women’s rights and their importance as agents of community change. Workshop participants noted higher motivation to work productively as a team despite the COVID-19 crisis and a greater awareness of their capacity for resilience despite the effects of violence.

## CENTRAL (BOGOTÁ)

In Bogotá, programmatic focus has largely centered around strengthening employability, entrepreneurship, and economic and social inclusion. Projects have worked to help a variety of populations, including women, vulnerable youth, Venezuelans, Colombian returnees, host community, ex-offenders, ethnic minorities, LGBTI youth, victims of conflict to strengthen both technical job skills as well as life skills. The Program continued to strengthen ties with Bogotá Mayor's Office, working jointly on workforce development activities and supporting plans to reduce gender-based violence in the capital. PAR continued its focus on raising awareness of gender-based violence, women's rights, and the relevant social services available and supported a domestic abuse hotline – the need for which has grown during the COVID 19 pandemic – to help women as needed and empower them to take steps to break the cycle of violence.

### Bogotá

PAR and **Unipanamericana** continued their partnership in Bogota to provide job training to Colombians and Venezuelan migrants. The 632 participants completed a course covering soft skills such as assertive communication, conflict management, negotiation, decision making and teamwork. Participants in the course also learnt about Colombian labor legislation, the Colombian social security system, migration rules and support organizations, types of contracts, the banking system and putting together a resume. During the COVID-19 quarantine and because of their precarious living conditions, PAR provided the 632 participants with basic foodstuffs including cereals, fruit, bread, canned goods, and milk. An additional 238 program participants received an internationally accredited certificate in digital change, and, project and systems management. In both courses, about 87 percent of the participants were Venezuelan migrants. Together with the Border Management Agency and SENA, 66 Venezuelan migrants achieved accreditation in customer service, sales, and business process outsourcing. Through the "Employment without Borders" initiative, available on the website of the Ministry of Labor, Compensar provided access to relevant job-search information to 453 participants about the Public Employment Service route. Pre-post results showed an 82.7 percent positive change, especially in solidarity behaviors, showing greater empathy and destigmatization and allowing for strengthened relationships between Colombians and Venezuelans, and for the formation of new communities of support and friendship networks between them. The reach of this program was also substantial considering that over 2,500 people applied to the course, of which 93 percent were Venezuelan migrants.

PAR's Employment for Reconciliation (EPR) program concluded working with Bogota's Mayor's Office, Fundación Texmodas and **Gente Estratégica** to empower youth from some of Bogota's most vulnerable neighborhoods with job and life skills training. The 363 participating students graduated in logistics, point of sale marketing, administrative support, kitchen support, call center work and networks and telecommunications, with 343 participants going on to complete paid internships as well. The graduates were diverse, with the majority being women, and a significant representation from populations of victims affected by the conflict and Afro-Colombians. The graduation ceremony took place over Facebook Live and was hosted by the Bogota Mayor's Office's Secretariat for Social Integration, attracting some 2,242 views.

PAR concluded working with the Bogota Mayor's office's Secretary of Woman to raise awareness about domestic gender-based violence, which has seen a significant increase during the COVID-19 pandemic. PAR and **Nuestro Flow** supported Línea Púrpura (Purple Hotline), a toll-free hotline to receive crisis counseling, emotional support, and referrals to care pathways with the proper legal, medical, and social institutions. The responding psychologists and social workers at the hotline satisfactorily closed the cases of 118 women who received psychosocial assistance, meaning that they mostly reported the aggressor and established effective routes to learn about the various forms of violence, empowering them to transform their lives and those of their families. PAR and Nuestro Flow also produced *The League of Diversity* booklet, to generate reflections about gender stereotypes and violence against women, providing ideas and tools for a more equitable education and a society free of violence. The booklet follows a group of characters from different backgrounds, as they explore themes such as deconstructing stereotypes, privilege and intersectionality, and also introduce the reader to inspiring women such as Chavela Vargas, Frida Kahlo, Rigoberta Menchú, Malala Yousafzai, and Totó la Momposina. The booklet was sent to participating women so that they could share it with their children and reinforce the activities carried out during the telephone or in-person sessions. The booklet follows the success of *The League of Ethnic Diversity* which raised awareness of Colombia's cultural diversity and the importance of breaking ethnic stereotypes. Nuestro Flow is also working closely with Fundación Sergio Urrego to align regional communications strategies around the issue of preventing violence against women.



*The League of Diversity* booklet, whose characters go on a journey of reflection, transforming gender stereotypes, and providing ideas and tools for a more equitable education and a society free of violence.

## ORINOQUIA (VISTA HERMOSA, PUERTO RICO, MESETAS)

In Meta, PAR is contributing to the regional PDET for economic recovery as well as reconciliation, coexistence, and peacebuilding and will continue its work to support the socioeconomic development of rural residents by promoting cultures of legality. The Program has provided agricultural training to farming families who have struggled to succeed with the transition to licit crop cultivation, teaching farmers how to implement new technologies to strengthen their operations in dairy, coffee, cacao, and plantain farming and processing to generate added value and increase their opportunities for stable income generation. During the quarter, the Program met with local authorities to map out plans for coordination and participated in the Municipal Committee for Peace, Reconciliation, Coexistence, and Human Rights in Vista Hermosa. The Program continued to support youth communications group Clap Productions, empowered through PAR.

## META

### **Mesetas**

After a five-month setback due to the COVID-19 pandemic, cacao growing families in Meta have resumed operations, starting a line of business focused on fine chocolate products to diversify into new sources of income generation. The families participated in PAR's economic inclusion project with Colombia Solidaria Gestando, which included technical strengthening and the distribution of processing equipment in March. However, authorization procedures for the equipment took longer than usual due to the lockdown. In the interim, 12 participants enrolled in a 40-hour online course in artisanal chocolate production to strengthen their knowledge of chocolate manufacturing techniques, opening up further opportunities for legal and sustainable income production. The participants traditionally sold raw cacao and basic products, but in adding fine chocolate to their portfolio, they are able to sell directly to consumers, thus increasing profitability and long-term sustainability. The participants reopened their production facilities on August 11 and hired three women from the project to fill newly created positions. The project also receives support from fellow USAID program Producers to Markets Alliance, which plans to build a collection center for the cacao, meaning the producers will also save on rent.

Also completing activities that had to be put on hold due to the pandemic, PAR and Asodale, alongside Mesetas Mayor's Office and the Association of Municipalities of Meta ASMETA, completed the distribution of 35 milking machines to women heads of households in the rural municipality of Mesetas. The participating families are from PAR's project with Asociación Damas Leche Association (Asodale) which contributes to reconciliation in the department of Meta through social and economic inclusion. With the equipment and technical training, the families are now producing more milk, raising their daily income by between \$5 and \$10 on average. Participants have also increased empowerment and built trust within the association and the community through DecidoSer activities. The recent distribution of milking equipment concludes a process that started in March when 28 machines were delivered to participants, but the remaining deliveries had to be put on hold due to COVID-19 and administrative issues.

### **AMAZON (FLORENCIA, SAN VICENTE DEL CAGUÁN, CARTAGENA DEL CHAIRÁ)**

In Caquetá, problems associated with the development and innovation of regional products and different forms of violence such as GBV and discrimination among others have been identified as barriers to development and can be seen in the difficult conditions under which rural families live. PAR is striving to improve social and economic conditions for women and young people in the region through support for activities that increase opportunities for income generation, agricultural production, and strengthening coexistence and relationships within families and communities. During the quarter, PAR signed two subagreements for projects to begin with Coopabi and Comicacao, strengthening dairy and cacao producers respectively. Both projects address pillar 6 of the PDET plan, responding to economic recovery and agricultural production, and pillar 8, strengthening reconciliation, coexistence and peacebuilding respectively. PAR and the implementing partners participated in virtual meetings with ART to establish production lines that need strengthening within the cacao, livestock, and sugar cane sectors of Florencia, San Vicente del Caguan, and Cartagena del Chaira.

Also this quarter, PAR worked with local administration to support the construction of the Municipal Development Plan, strengthening gender equity and inclusion in Florencia. Ten public servants from the mayor's office participated in INclusiónES workshops which sought to enhance sense of belonging, foster a pleasant work environment, and improve innovation and efficiency through diversity. The Program is also supporting the municipal administration with the development of a gender policy strengthening participation and inclusion of women, LGBTI people, migrants, older adults, youth, indigenous people, Afro-Colombians, and people with disabilities.

## **BORDER MUNICIPALITIES (ARAUCA, NORTE DE SANTANDER, LA GUAJIRA)**

PAR's work in the border municipalities continued to focus on strategies to foster integration between Venezuelan migrants, returning Colombians, and host communities. In Arauca, the Program continued its work to foster economic and social inclusion, empower youth, and create environments for the reconciliation and integration of the Venezuelan migrant, Colombian returnee, and host populations. In Cúcuta, the Program is driving reconciliation and boosting cohesion of vulnerable groups including migrants, returnees, and ethnic communities through activities that generate socioeconomic integration. DecidoSer activities helped participants recognize our common interests and collective humanity that transcends borders and identity. The Program also began working with a consultant on a new effort, With the Strength of Youth (Con la Fuerza de la Juventud), to promote and facilitate the impact of youth movements in the development of policies, programs, and projects that contribute to coexistence and the social, cultural, and economic integration of young migrants. In La Guajira, the Program continued strengthening integration of binational indigenous groups with support for productive projects and DecidoSer activities to improve respect, trust, and empathy.

### ARAUCA

#### **Arauca**

While the project with **Fundación Consucol** closed in the previous quarter, implementers were not able to take down the museum exhibit highlighting traditional songs of Colombian and Venezuelan cattle herders in the Llano region due to the pandemic, so that step was done this reporting period. The exhibit, *Cowboy Songs: Intangible Heritage of Humanity*, was also transformed into a virtual exhibit, which was sent to 124 community leaders, journalists, and municipal managers involved in culture with the idea that they would forward the virtual exhibit to others. The exhibits serve to promote reconciliation by encouraging reflection on what the two nations have in common and raise awareness about the circumstances of the migrant population. A total of 960 people visited the physical exhibitions in Arauca and Arauquita, at least 63 percent of whom were youths, aged between 10 and 27. Visitors expressed that the exhibit had helped them understand the shared cultures and history between Colombians and Venezuelans, generating respect and empathy. It also created a sense of pride and ownership for the region. Also with Consucol, PAR held five DecidoSer workshops with 30 youth focused on connecting with their roots and understanding the value of their region and heritage. The workshops also helped the participants feel empowered as agents in control of their own life and goals. As a result of the sessions, 96 percent of the youth reported positive changes in their perceptions and behaviors.



*“We want them to leave [the exhibit] for a long time or forever in some visible place of the municipality and thus be able to make it part of our Arauquiteña culture.” – [REDACTED] youth participant*

Also highlighting regional and binational culture, on July 25, PAR reconciliation ambassador [REDACTED] celebrated the National Day of Llanero (plains) Culture, Tradition, and Identity in a commemoration ceremony that reached 6,000 people. The ceremony celebrated the binational Llanero culture and made a call for socio-cultural integration with migrants who share heritage and history with the people of Arauca. During an hour-long interview, [REDACTED] went beyond typical tributes to the traditional Araucan cowboy to spur reflection on the deep ties between Colombia residents of the department of Arauca and Venezuelan migrants who have settled in the area. His talk came during a time of heightened tensions between the host community and migrants in Arauca, as the COVID-19 situation and economic downturn have made life difficult for many. In addition, many migrants have recently passed through Arauca on route to Venezuela, leading to xenophobic rumors that they were contributing to the spread of the COVID-19 virus. [REDACTED]’s talk aimed at countering these trends by reminding listeners of the long-standing unity between Colombians and Venezuelans in Arauca, who often have more in common than Araucans do with residents of other regions in Colombia.

With a view to strengthening sustainability, PAR and **Creata** held a training with members of the community tourism network Turedco to enhance their knowledge and skills of digital tools. The objective was to strengthen the participants’ ability to use digital tools for marketing to contribute to the reactivation of the tourism sector following the pandemic.

## NORTE DE SANTANDER

### **Cúcuta**

PAR and ally **Fundación Centro Cultural Pilar de Brahim** concluded the Juntos Aparte (Apart Together) project, an initiative to encourage authentic integration between Venezuelan migrants and Colombians by exposing the negative impacts of xenophobia and raising awareness of the benefits of an inclusive society. The project implemented a virtual audiovisual campaign of binational works of art and culture to highlight memories of the migratory phenomenon and encourage the development of new integration strategies with the regional binational history as the foundation. The campaign, “International Meeting of Art, Thought, and Borders”, reached approximately 200,000 viewers – 10 times more people than the target of 20,000 – through their website, Facebook, and YouTube. The project used various forms of media to tell stories about citizenship along the border, facilitate dialogue around coexistence, and foster community in the face of increasing exclusion and xenophobia, emphasizing the need to transform our perceptions and feelings through empathy. The post-event survey showed a positive change in perception regarding the impact of narratives of memory in facilitating coexistence and integration.

PAR and the **Cúcuta Chamber of Commerce** completed the first stage of the project to promote and strengthen socioeconomic inclusion through entrepreneurial training and psychosocial support to 150 Venezuelan migrants, Colombian returnees, and members of the host community in Cúcuta. The project focused on helping the participants generate additional income but also empowering them to see

themselves as agents of change in building trust and repairing the social fabric. During the reporting period, the Program held workshops on investment planning and operational and production planning. The participants also attended a workshop to help create alliances between the entrepreneurs – to bring together complementary products for special combined offers and identify services that can be provided between them. The participants also attended a virtual DecidoSer workshop focused on social inclusion in which they learned about and reflected on the concepts of gender identity, disability, ethnicity, and race. Program staff noted that most participants had been unaware of the various social and identity groups. After the session, most participants were eager to say they would like to include people of different identities and social groups in their own businesses. They signaled that people of all identities should be valued and given respect. To adapt the activities to the biosecurity requirements of the COVID-19 pandemic, workshops used virtual meeting platforms – e.g. Zoom, Google Meet, Teams – as well as WhatsApp, to enable dialogue among participants.

*“This type of project, where the participants are different ages and have different origins, enriches our perspectives and business ideas. Here, we could integrate and learn something new about each other, understand and support one another.” – [REDACTED], project participant*

#### LA GUAJIRA

##### **Uribia, Maicao, Riohacha**

PAR and **Asociación de Agricultores Independientes de la Vereda de Atnamana** continued to boost the legal income-generating opportunities for 52 families—all Wayuu, migrants, returnees, and displaced persons—in Maicao through agricultural production units. Although the association had concluded an agreement to export melons to the island of a Curaçao, due to the COVID-19 pandemic, export restrictions were established and all the fruit produced was sold in the regional Colombian market. During this quarter, the association harvested and sold their first crop of 132 tons of melon, worth approximately US\$21,430. PAR estimates that future harvests should yield between 300 and 350 tons. Guajira Chamber of Commerce continued working with the association and provided training to its six board directors in electronic invoicing, strengthening competitive business management practices, and assisting the association to access to new financing sources to bolster its operational, administrative, and commercial capacities. Five DecidoSer workshops were held with the 52 participants to cultivate their communication skills, construct new narratives, and reflect on gender roles as elements that enhance inclusion and participation. A culture of self-care was inculcated through two micro workshops which helped to contain the spread of COVID-19 by acting as a first step to protect the health of families connected to the project. By implementing the relevant biosafety protocols, the association continued with all its agricultural and sales activities during the period while not reporting a single case of the virus. The project also fostered important public private alliances. ICA, Colombia’s agriculture institute, assisted with the establishment of norms and standards and optimizing crop production. The Mayor’s Office of Maicao worked closely with the companies Grupo Empresaria Malecón and Impex Gran Caribe, in the commercialization and marketing of the melons and establishing the export links with Curaçao. During the quarter, the Exito group signed a letter of intention with the project, potentially guaranteeing a huge, stable future market.

PAR's socioeconomic inclusion project continued working with energy company **Enel** to improve the quality of life for Wayuu indigenous families in rural Uribia and Maicao. Communities in this part of Colombia often have limited access to drinking water and in this quarter, PAR and Enel in coordination with the National Army's Engineering Command constructed four community dams, directly benefitting an estimated 3,000 people. PAR trained 50 young people from the community to care for and manage these dams. This project also forms part of the national government's "Guajira Azul" program which seeks to ensure access to drinking water in rural indigenous communities in La Guajira by coordinating the activities to construct water storage sites while also strengthening community and social dynamics. Enel is the process of constructing wind farms in the area around the communities and the PAR interventions allowed trust to be built between the communities, Enel, the government and the National Army. Likewise, workers from the community built the dams, allowing them to garner a sense of empowerment in constructing the solutions to their own local needs.



*PAR and Enel in coordination with the National Army's Engineering Command constructed community dams in Guajira*

PAR continued its work in Maicao with **PepsiCo** to provide organizational strengthening and technical support to 30 indigenous artisans—80 percent of whom are women—in promoting the recovery of traditional handicraft techniques. During the period PAR carried out four workshops relating to the production of handicrafts and using empowering technology and as a result, Asociación Arte Wayúu Maku—made up of migrants, returnees, and Wayuu host population—conceptualized a Wayuu Christmas tree decoration kit and assembled a sample catalog of Wayuu textiles showcasing more than 15 ancestral textile techniques. PAR worked with the association to continue managing new commercial alliances and created an Instagram account to amplify the projects visibility. Additionally, the Program conducted an IT diagnosis in the community to identify means of sharing training content during the pandemic. DecidoSer trainings focused on self-recognition and creating life plans. Following these sessions participants noted they were motivated to seek new partnerships and establish better relationships by promoting dialogue, diversity, and inclusion. Additionally, creating the samples catalog allowed the participants to carry out exercises in cultural memory and intergenerational dialogue, strengthening the community's social fabric. Five Wayuu women artisans returned from Venezuela with their families and the access to social and economic opportunities through the association improved their processes of integration and stabilization in Colombia.

During the quarter PAR concluded working with **Asociación Salto Ángel** on a communications project in Riohacha, Maicao, and Uribia that used positive and supportive messages to change perceptions and narratives towards Venezuelan migration. The project trained 22 children, young people, and community leaders with tools to stimulate social mobilization for change and mitigate xenophobia and aporophobia. The participants created community communication platforms such as the fanpage of the Monte Carlos Settlement where young people from the community can publish content - in the form of

podcasts, photographs, and videos - that positively reflect on migration. This content is also shared on the social networks of Salto Angel and the Colombia Sin Fronteras platform. The association created the campaign #TuPuedesMás (you can more) and #TuPuedesSerMiPana (you can be my buddy), reaching 38,556 people and generating a 76 percent engagement on the association's social media networks. These young people are also part of the organization's Youth Action Network and constructed a 78 square meter living mural in the community. The association also held communication workshops which transferred DecidoSer methodology to 12 young people from the Jiwairain community (Uribe), promoting confidence, teamwork and encouraging these young people to take leadership in managing the community's wells and building meeting spaces for community activities.

## SECTION V: MONITORING AND EVALUATION (M&E)

During this quarter, the Monitoring and Evaluation (M&E) team continued to support the Program's technical team and implementing partners virtually and by phone due to the COVID-19 pandemic. Activities include following up on information-gathering for projects in Bogotá, Buenaventura, Cali, Cartagena, Cúcuta, Maicao, Medellín, Mesetas, Puerto Rico, Santa Marta, and Vista Hermosa. The team was in contact with a total of 52 allies and implementing partners.

The M&E team supported 26 projects, either directly or through advising on data collection using the mobile application developed through the Program.

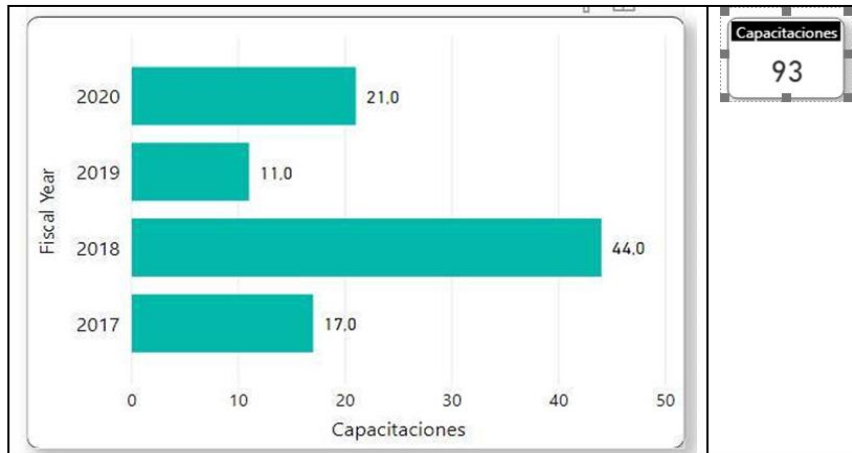
Specific training, support, and information-gathering activities include:

- Support of the gender and inclusion team, adapting the InclusiónES tools for the Business Social Inclusion Diagnosis and the Pre-Post Inclusion Survey, using the PowerApps system.
- Implement the migrants' perception tools and the Gender-based Violence (GBV) Pre-Post, using the PowerApps system
- Support of the psychosocial support team, adapting the DecidoSer Familia and DecidoSer Líder applications in relation to the attendance lists, using the PowerApps system
- Pre-Post surveys online and by phone to measure changes in perceptions, attitudes, and behaviors, working with allies and implementing partners to adapt the surveys when necessary

Other general activities:

- ✓ Adjustment and updating of the Activity Monitoring Evaluation Learning Plan (AMELP): indicator targets, updating of methodologies and scope, and inclusion of two new indicators measuring percentage change in net income and employability.
- ✓ Adjustment of the SIPAR and LEAP systems to register and identify PDET projects.
- ✓ The Program met with Democracy International and obtained relevant information for the final performance evaluation. The Program also confirmed contacts, approached regional supervisors and directors, focused on resolving enquiries, and managed the required information for the selected projects.
- ✓ The M&E team supported the development of the DecidoSER mobile application.
- ✓ The Program continued to make progress on the Monitoring Evaluation Learning plan for USAID, calculating productive projects and the areas they cover (polygons) for the next submission.

### Activities in Trainet



### Knowledge Management

During this quarter Knowledge Management focused on the production of technical inputs for understanding Venezuelan migration. To this end, PAR developed a migration toolkit that includes major studies on the subject in the Colombian context generated by academia and other public and private bodies, research generated under PAR, and insights from the perspective of migrants collected through focus groups. The migration toolkit is expected to become a tool for entrepreneurs in the country to understand and appreciate the importance of economic integration of the Venezuelan migrant population. Additionally, using data from the Reconciliation Barometer, PAR provided technical inputs to support the trust-building strategy that Bogotá Secretary of Culture will promote. The data showed a need to strengthen security perceptions and the “closeness” of civil servants as well as work on peaceful conflict resolution to pursue a comprehensive strategy aimed at transforming the imaginaries and representations about the public. During the next quarter, the Program will consolidate a strategic alliance with this local government department.

### PAR reports (DEC)

PAR QR	Record URL
FY16-Q4	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMzI4">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMzI4</a>
FY17-Q1	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMzI5">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMzI5</a>
FY17-Q2	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMzMy">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMzMy</a>
FY17-Q3	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMzM0">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMzM0</a>
FY17-Q4	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMzMz">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMzMz</a>
FY18-Q1	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjkY">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjkY</a>
FY18-Q2	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjkz">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjkz</a>
FY18-Q3	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjk0">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjk0</a>
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FY19-Q1	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjU4">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjU4</a>
FY19-Q2	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjc2">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjc2</a>
FY19-Q3	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjI0">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMjI0</a>
FY19-Q4	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMTk2">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcyMTk2</a>
FY20-Q1	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcxNmM5">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcxNmM5</a>
FY20-Q2	<a href="https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcxNmM0">https://dec.usaid.gov/dec/content/Detail.aspx?vID=47&amp;ctID=ODVhZjk4NWQtM2YyMi00YjRmLTkxNjktZTcxMjM2NDhmY2Uy&amp;rID=NTcxNmM0</a>

## SECTION VI: COMMUNICATIONS

PAR's 360-degree communications strategy continued to raise awareness and mobilize Colombians through reconciliation actions that promote socioeconomic opportunities throughout the country. The Program's communications efforts this quarter resulted in 246 online, radio, print, and television publications. In addition, the Program promoted positive messages and awareness-raising campaigns, generating new narratives about stigmatized regions and positioning memory as a tool to strengthen guarantees of non-repetition of violence. Social media efforts this quarter grew PAR's online following by 658 new followers across Facebook, Twitter, and YouTube, reaching more than 596,300 people on Facebook alone through its publications.

## SECTION VII: LOOKING AHEAD

Through the alliance with Semana, PAR will also support the second Rural Colombia Summit, which brings together agricultural experts and policy makers to discuss rural development solutions to drive agricultural competitiveness and quality of life. The summit will take place in virtual format due to the current year's restrictions on travel and large gatherings. In addition, Semana's Proyecto Migración Venezuela will carry out ten workshops for territorial officials of the Attorney General's Office, mayors and governors to raise awareness about migration and preventing xenophobia. This activity will be carried out in partnership with IOM and is part of the project's sustainability strategy. PAR will present the new ambassadors for reconciliation who will join the current ambassadors to spread positive messages and promote reconciliation in Colombia. The new cohort will include two integration ambassadors promoting inclusion of Venezuelan migrants. The Commission for the Clarification of Truth, Coexistence, and Non-Repetition (CEV) will launch six artistic and cultural works, including disseminating the results from the laboratories in its eight Casas de la Verdad (Houses of Truth). In Buenaventura, PAR and Fundescodes will deliver 1,500 surgical kits, 3,000 face masks and 1,000 hospital sheets to the District Mayor's Office's Secretary of Health for strategic locations in the city. In Guajira, a post-harvest plant will be built for the Asociación de Agricultores Independientes de la Vereda de Atnamana with the support of the Maicao Mayor's Office. Additionally, PAR and Enel in coordination with the National Army's Engineering will construct 17 community wells for Wayuu indigenous families in rural Uribia and Maicao.

## SECTION VIII: FINANCIAL INFORMATION

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## ANNEX 1: PAR IN NUMBERS

Indicator	Reporting Frequency	Year 1	Year 2	Year 3	Year 4 Quarter 4	Year 4 Progress	Year 4 Goals	Year 4 Progress %	Total	LOP Goal	LOP Progress %
1. Number of local institutions and organizations strengthened in reconciliation capacities	Annually	5	35	25	20	20	18	111%	85	95	89.5%
2. Number of positive messaging publications surrounding reconciliation	Quarterly	N/A	459	465	228	708	600	118%	1,632	1,870	87.3%
3. Number of awareness and mobilization actions promoted by PAR partnerships	Quarterly	140	336	234	55	388	400	97%	1,098	1,350	81.3%
4. Percentage of change in perceptions, attitudes and behaviors post-intervention reported by PAR participants	Biannually	74.5%	78.9%	77.2%	80.9%	80.3%	70%	114.7%	78.8%	70%	112.6%
5. Number of reconciliation and memory/truth-telling initiatives supported by PAR	Quarterly	11	48	60	11	116	120	96.6%	235	300	78.3%



Indicator	Reporting Frequency	Year 1	Year 2	Year 3	Year 4 Quarter 4	Year 4 Progress	Year 4 Goals	Year 4 Progress %	Total	LOP Goal	LOP Progress %
6. Number of public and private sector stakeholders funding PAR activities	Quarterly	197	178	97	18	152	150	101.3%	624	652	95.7%
7. Third Party Funds	Quarterly	US \$23.7M	US \$13.9M	US \$3.9M	USD \$2.1 M	US \$9.0M	US \$7.5M	120%	US \$50.6 M	US \$52.5M	96.4%
8. Local Organizational Capacity Assessment Score	Annually	2.4	3.1	3.5	3.5	3.5	3.5	100%	3.5	3.5	100%
9. Value of Reconciliation Index	BL, MT, FE	52	-	52	-	-	N/A	-	52	54.6	-
10. Value of Transformative Partnership Index	BL, MT, FE	68	-	81	-	-	N/A	-	81	80	-
11. Perceptions, attitudes and behaviors post-intervention reported by PAR participants concerning media	Biannually	N/A	79.6%	80.1%	81.9%	80.3%	70%	114.7%	80.1%	70%	114.4%
12. Number of young people benefited by PAR	Quarterly	2,233	3,637	4,929	401	4,505	5,400	83.4%	15,304	18,500	82.7%

**BL:** Baseline  
**MT:** Midterm assessment  
**FE:** Final evaluation

**\*Note:** For indicators 8 (ICOR), 9 (Reconciliation Index), and 10 (Alliances Index), the most recent score is reported.

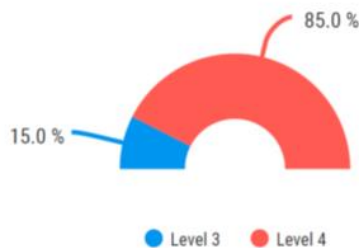
# PAR in numbers

## YEAR FOUR - Quarter Four

### Indicator 1: Local institutions and organizations strengthened in reconciliation capacities

Year 4 Progress	Year Four Goal	Year Four Progress
20	18	111%

During year 4, 20 organizations were strengthened in their reconciliation capacities. Of these organizations, 15% reached level 3, indicating that they incorporated the reconciliation approach to implement their project activities, and 85% reached level 4, achieving their reconciliation objectives and results as proposed in their strengthening plans.



### Indicator 2: Positive messaging

Y4Q4	Year 4 Progress	Year Four Goal	Year Four Progress
228	708	600	118%

**Impact level**

- ★ High = 13
- ★ Medium = 104
- ★ Low = 111

In this quarter 122 messages were at the national level and 106 at the regional level.



### Indicator 3: Awareness and mobilization actions

Y4Q4	Year 4 Progress	Year Four Goal	Total	LOP Progress %
55	388	400	1,098	81,3%



During this quarter, awareness and mobilization activities were carried out by 11 projects in 12 municipalities, with Bogotá, Cartagena and Santa Marta reporting the most activities. These activities facilitated meetings between Program participants (Colombians and migrants) to promote and increase dialogue, respect, trust, and empowerment. Likewise, the Truth Commission undertook activities aimed at truth and memory.

### Indicator 4: Percentage of change in perceptions, attitudes, and behaviors postintervention reported by PAR participants

Y4Q2	Y4Q4	Year 4 Progress	Total	LOP Progress %
79,7%	80,9%	80,3%	70%	78,8%

28 projects during this quarter obtained an 80.9% positive change in perceptions, attitudes, and behaviors around reconciliation, based on the data recorded and calculated in LEAP. The performance for Y4 is 80.3% and the total for PAR is 78.8%. This outcome is the average of all projects that have been completed and reported in LEAP.

USAID's Monitor System records the performance of each project. However, the outcome for the year is calculated with the simple average of the reported periods, thus Y4 is 80.3% (average of 79.7% and 80.9%) and the total PAR result is the simple average of Y1, Y2, Y3, and Y4 which generates a total result of 77%. This indicates a difference of 18 percentage points between the calculations generated in each system.

# PAR in numbers

## YEAR FOUR - Quarter Four

### Indicator 5: Reconciliation initiatives

Y4Q4	Year 4 Progress	Year Four Goal	Total	LOP Progress %
11	116	120	235	78%

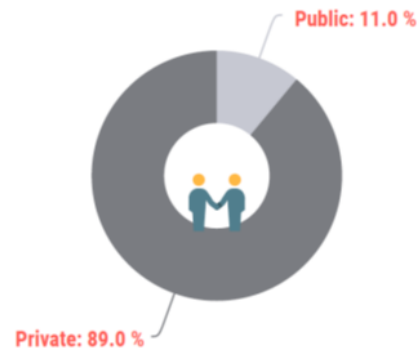
**82%** of the initiatives had a **reconciliation** focus tied to entrepreneurship, productive projects, employability, changing narratives, youth empowerment, and rebuilding the social fabric

**18%** of the initiatives had a **reconciliation and memory** focus. Examples include contributing to social reconciliation between migrants and host communities in border regions through art, culture, and fostering economic opportunities.

### Indicator 6: Stakeholders

Y4Q4	Year 4 Progress	Year Four Goal	Total	LOP Progress %
18	152	150	624	96%

**18** new stakeholder funding PAR activities



### Indicator 7: Funds committed

Y4Q4	Year 4 Progress	Year Four Goal	Total
USD\$2,1	USD\$9,0	USD\$7,5	USD\$50,6

**USD\$ 2,145,040**



● Cost share ● Leveraging

Of the total funds this quarter, the cost share reached US\$1,927,431 and leveraged funds reached US\$217,609.

**The total progress of the program for this indicator is 96%**

### Indicator 8: Local Organizational Capacity Assessment Score

Y1	Y2	Y3	Y4	Year Four Goal
2,4	3,1	3,5	3,5	3,5

CRC achieved a score of 3.5 in the Organizational Capability Index for Reconciliation (ICOR) for year 4 of PAR. The highest scoring aspects were governance and leadership (3.9), administration and purchasing systems (3.9) and strategic management (3.7).

Among the outcomes during year 4 were the formulation, review, and inclusion of the different evaluation and measurement tools of the initiatives, projects and other activities within the CRC; the creation of a gender policy; creating a new strategic framework that responds to the internal needs of CRC and the external needs of the national context; reviewing and defining a strategy for approaching and engaging with partners, their inputs and forms of association, for example in the implementation of a customer relation management strategy.

# PAR in numbers

## YEAR FOUR - Quarter Four

### Indicator 11: Perceptions, attitudes and behaviors post-intervention reported by PAR participants concerning media.

Y4Q2	Y4Q4	Year 4 Progress	Total
78,8%	81,9%	80,3%	80,1%

Based on the information reported in indicator 4, the "Perspective towards reconciliation" category was determined from the projects reported this quarter. In this quarter there was an 81.9% positive change result in participants' perceptions, attitudes, and behaviors regarding reconciliation with the media.

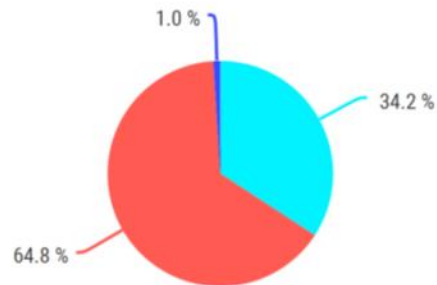
In USAID's Monitor system, each project is recorded according to the information generated in LEAP. However, the total result of the program is calculated with the simple average of the reported periods. Using this method, the total PAR result is 79.3%, obtained using the simple average of Y2, Y3, and Y4.

**The total outcome is a 80.1% positive change in PAR participants' perceptions, attitudes, and behaviors in relation to the media.**

### Indicator 12: Number of young people benefited by PAR

Y4Q4	Year 4 Progress	Year Four Goal	Total	LOP Progress %
401	4,505	5,400	15,304	83%

Men Women Other



During this quarter, 401 young people between the ages of 10 and 29 took part in PAR projects. The municipalities that reported the largest number of young people were Bogotá, Quibdó, and Cali.

The projects that reported the highest youth participation are being implemented by Unipanamericana and the Truth Commission.



## ANNEX 2: SUCCESS STORY

# Job skills boost youth opportunities

**More than 750 vulnerable young people have benefited from workforce development program**

According to the most recent data from the National Administrative Department of Statistics (DANE), the unemployment rate among youth in Colombia for the first quarter of 2020 was 20.5 percent. Access to economic and employment opportunities, training, and a better quality of life for young people has been further complicated by the COVID-19 pandemic.

USAID and ACDI/VOCA's Program of Alliances for Reconciliation (PAR) works alongside public and private partners to strengthen opportunities for vulnerable young people through training and job placements in areas including logistics, sales and marketing, and administrative support among others. The workforce development program is committed to improving opportunities and technical skills that will lead to greater socioeconomic inclusion of youth from marginalized groups, such as Venezuelan migrants, Afro-Colombians, members of the LGBTI community, and conflict victims, while also working with companies and organizations to strengthen awareness and willingness to commit to more inclusive strategies in their hiring practices.



Venezuelan migrant [redacted] is one of the 763

young people who have benefited from the Employment for Reconciliation (*Empleo para la Reconciliación*, EPR) program, a public-private initiative implemented by PAR, Bogotá Mayor's Office, Diageo's Learning For Life platform, Bogotá Chamber of Commerce, and Texmodas Foundation. She joined the cohort of 363 participants who graduated with skills in logistics, point of sale marketing, administrative support, kitchen support, call center work and networks and telecommunications. To date, 343 participants have gone on to paid internships at the more than 46 companies.

█, who had to drop out of her studies in social communications when she left Venezuela, is now working in logistics and point of sale marketing, after gaining skills and access to opportunities through the program. The 24-year-old mother said she not only gained practical skills for her job but also developed trust, self-confidence, and empathy through the course.

The training program also received support from Fundación Gratiitud, which facilitated workshops in cultural empathy and artistic-creative experiences, where the students in the program developed confidence to express their emotions, create spaces for collaborative work, and build trust as a fundamental value.

█ feels thankful for the experience of continuing her education and for the doors which were opened to her for labor inclusion.

*"We started a new life here in Colombia, and we are very grateful to this country, thanks to God it has gone very well. Being part of the Employment for Reconciliation Program has been magnificent, I have felt very good and integrated."* – █



*Through the job training program, participants also developed trust and self-confidence, leaving them with both practical skills for work and life skills to achieve success in daily life.*

## ANNEX 3: COVID-19 RESPONSE

In Bogota PAR worked with **Nuestro Flow** to raise awareness about domestic gender-based violence, which has increased during the COVID-19 pandemic. The partners supported a toll-free hotline to provide crisis counseling, emotional support, and referrals to care pathways. PAR and Nuestro Flow also produced *The League of Diversity* booklet, to generate reflections about gender stereotypes and violence against women. For these activities, PAR redirected COP102,208,000 (US\$27,205) of USAID funds.

PAR and **Fundación Sergio Urrego** combatted gender and domestic violence, discrimination, and suicidal behavior through supporting psychological first aid and the activation of care routes in 25 PAR municipalities, reaching approximately more than 343,000 people. An awareness raising campaign was done on the foundation's Lifeline 24/7 hotline, reaching 54,682 people. The foundation also developed a virtual school based on the work done with PAR. For these activities, PAR redirected COP91,000,000 (US\$24,486) of USAID funds.

In Quibdó, PAR and implementing partner **GEInnova** supported empowered women seamstresses to strengthen social and economic inclusion in the vulnerable neighborhood of El Reposo. Through the project, 26 women produced 40,000 face masks, of which 28,000 went to Quibdó's Mayor Office. In addition, the women launched three clothing lines for biosafety, sports and uniforms, and household clothing. For these activities, PAR redirected COP120,716,680 (US\$32,550) of USAID funds.

PAR worked with **CESDE** to provide IT and communications training to 200 vulnerable young people from Bogotá and Medellín, minimizing dropout rates related to the COVID-19 situation by providing participants with loans of laptop computers, prepaid data SIM cards and basic food supplies. CESDE and PAR also conducted six psychosocial workshops using a mix of CESDE and DecidoSer methodology. For these activities, PAR expended COP40,000,000 (US\$10,373) of additional USAID funds.

PAR and **Fundescodes** empowered communities in Buenaventura by supporting 25 Afro-Colombians to produce surgical protective clothing, while implementing biosecurity measures in the manufacturing space. During the period, the participants produced 300 face masks, 70 shirts, 400 shoes, and 300 caps, and a DecidoSer workshop was implemented. For these activities, PAR redirected COP45,000,000 (US\$11,834) of USAID funds.

Completing payment for activities carried out in the previous quarter, PAR paid out COP822,024 (US\$220) of redirected funds to **Aplameda** for support for plantain growers in Bojayá and COP5,000,000 (US\$1,336) to **Jaime Casilimas** for support in the formulation of the development plan for Riohacha, particularly lines relating to migration. For the interviews with people providing solutions to the COVID health crisis, PAR paid COP10,000,000 (US\$2,673) to **Mauricio Rodriguez**. The Program paid COP20,400,000 (US\$5,502) to **Fundación Empresarios por la Educación** for the production of approximately 90 interviews, segments, and podcasts for radio broadcast highlighting self-care guidelines, reconciliation, DecidoSer activities, and the prevention of violence and child abuse during lockdown.

To continue with DecidoSer workshops during the COVID-19 quarantine, PAR worked with **Tecnologías en Infraestructuras Comunicaciones Servicios de IT** and **Outsourcing TICS S.A.S** to create a DecidoSer mobile application. Working together with the IT and M&E teams, and under the guidance of the psychosocial support team, the content, forms, and dynamics of the tool were adapted to the Microsoft Power Apps platform. During the quarter, 42 workshops were modified so that the participants could carry out the different activities in an interactive using the app. For these activities, PAR redirected COP23,700,000 (US\$6,307) of USAID funds.

PAR expended COP75,000,000 (US\$19,599) for activities carried out by **Image Quality Outsourcing SAS**, the operating company of the ICBF's Línea 141, to expand eight service channels dealing with the aftermath of mandatory quarantine. Additionally, the Program expended COP5,127,900 (US\$1,406) on audio kits provided by **Mainframe Telecomunicaciones Ltda** for virtual DecidoSer and INclusiónES workshops and COP3,404,000 (US\$924) to **Enríquez Calvete Carlos** for materials to produce 10,000 face masks to be donated to ICBF. Finally, COP86,150,000 (US\$23,516) of redirected funds was spent on communication channels.