

# All of what you will see today...

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Could change the lives of most Colombian people that are being whipped by :

- Unemployment
- Sub-employment
- Poverty and misery.

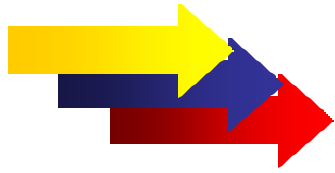
# The Serious Social Situation in Colombia

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- 27 million Colombians live under poverty (64% of population)
- Two million Colombians have been displaced
- 70% of children under 13 years old are poor.
- More than three million do not have employment and over six million are sub-employed.
- Unemployment rate reached 16.8% and sub-employment (27.9%). This places Colombia as one of the countries with the highest A.L. Rates.
- Unemployment affects more drastically the poor and specially women and young men. Unemployment rates among youngmen between 15-19 years is 44.3% and women´s is 23.2%.

# The Cali Situation

- The unemployment rate in Cali is one of the highest in the country.
- Communities numbers 13,14,15 and 16 have the highest rates reaching an average of 30%.
- More than 60% of the population of the Aguablanca District live under poverty conditions and earn less than US\$ 2 per day.
- Over 50% of this people live under extreme poverty, and marginal conditions, earning less than US\$ 1 per day.
- Poverty and marginal levels have increased during the past four years not only in the Aguablanca District, but in all the country.

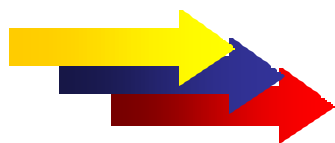


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# BACKGROUND

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- The deep concern of the high unemployment and poverty rates of Cali, had that a group of businessmen leaders of the city committed themselves in the pursuance and implementation of effective solutions.
- It was decided to associatedly foster actions to generate solidary sources of work to improve life conditions of the less favoured people. The COLOMBIA EN MARCHA FOUNDATION was constituted in February 20, 2001 after a more than one year maturing.
- The Foundation has been recognized by the legal authorities and count with Legal Identification and Identification Tax Number.



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# Our Mission

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To foster solidarity and the integral development of the poorest communities, through activities that encourage the **creation and strengthening** of Solidary Productive Popular Enterprises “SPPE´s” that are just, self-operated and sustainable within the time.

We work with the communities with less income who pertain to populations rated within the social strata numbers 0, 1 and 2.



# Vision towards year 2010

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**CONTRIBUTE TO THE TRANSFORMATION  
OF THE AGUABLANCA DISTRICT TO  
BECOME THE LEADER DISTRICT OF  
SOLIDARY PRODUCTIVE ENTERPRISES  
OF THE COUNTRY.**

**As an Alternative Model for Social-Economic  
Development and Self-Generation of Work  
and Wealth Sources.**



**Shared Social  
Services and Bank  
of Talent/Ideas**

**Articulation to the  
Business Sector**

**Legal Changes**

**Special Economic  
District Statement**

**Solidary Productive  
Popular Enterprises**

**SPPE's**

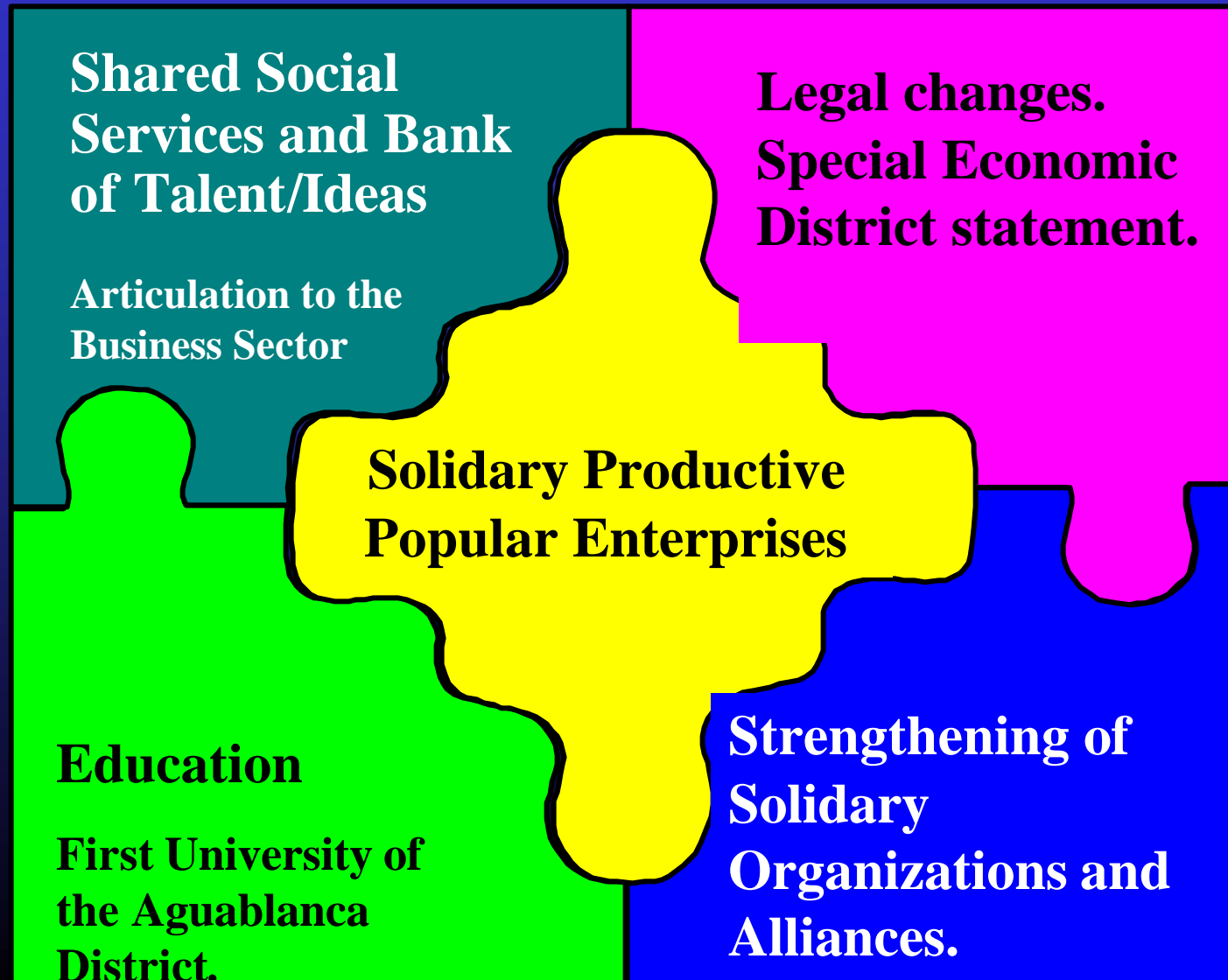
**Education:**

**First University of  
the Aguablanca  
District.**

**Strengthening of the  
Solidary  
Organizations and  
Alliances**

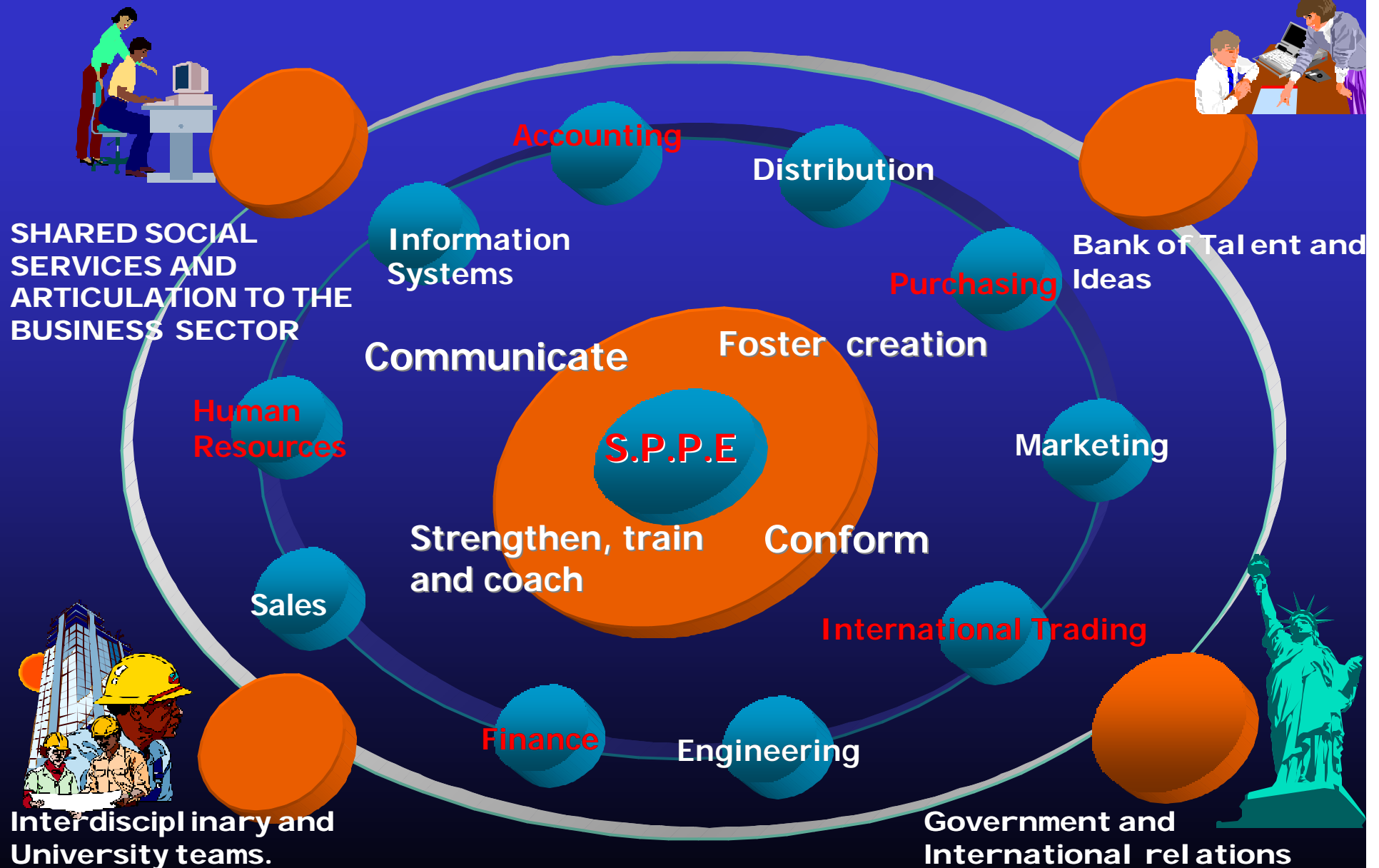
# CONTRIBUTE TO THE TRANSFORMATION OF THE AGUABLANCA DISTRICT

**Alternative Model for social-economic development and self-generation of work and wealth.**





# WORK AREAS





# Project No. 1

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## Conformation of 6 Solidary Productive Popular Enterprises SPPE's

**To foster the human, economic and social development of the unemployed communities pertaining to social strata 1 and 2 of the Aguablanca District of Cali zone.**

**Look for the generation of productive and sources of work, to self-operate under the principles of solidarity and social justice, articulating these enterprises to the traditional business sector**

# **Our difference ...**

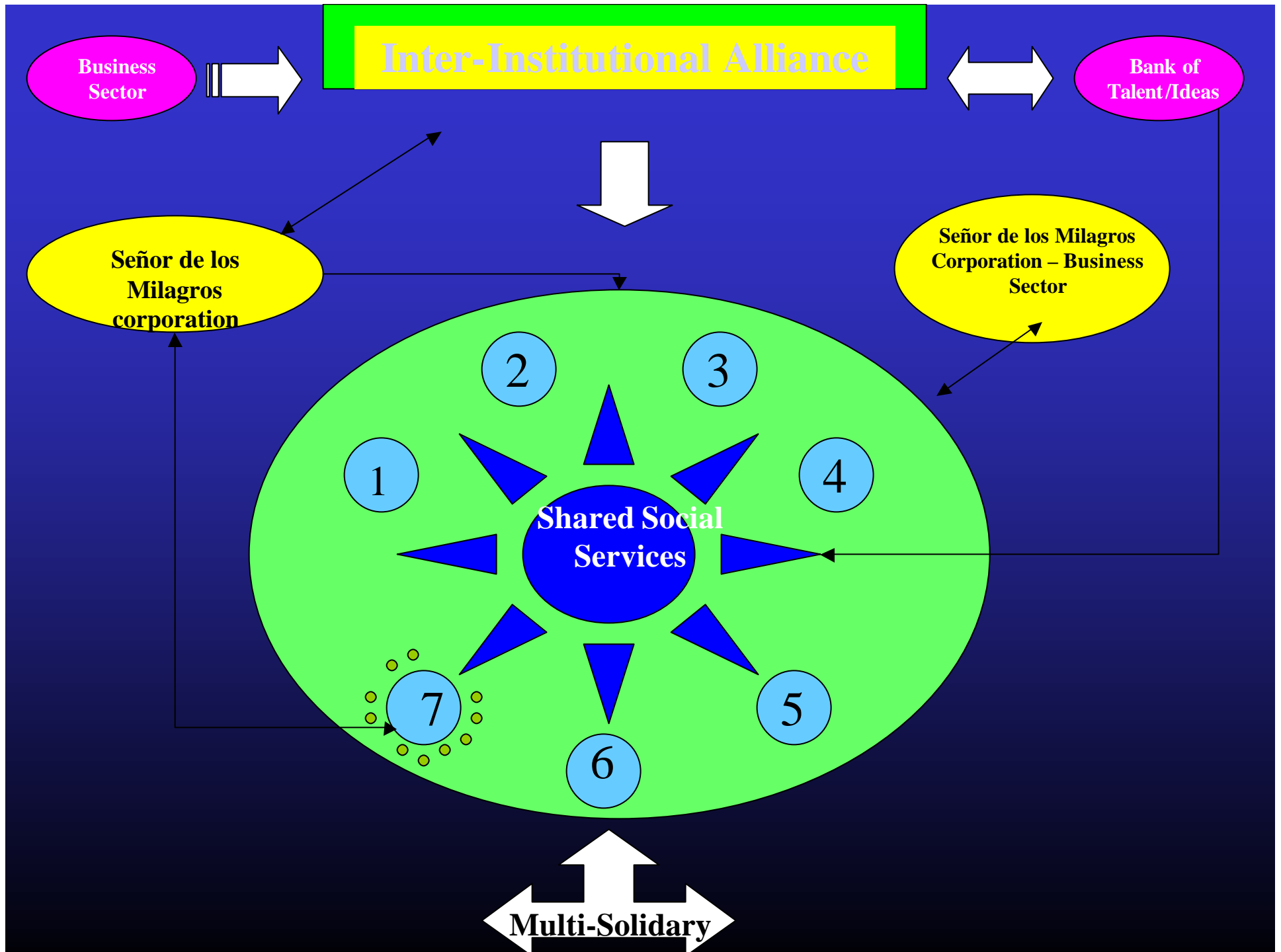
- **SPPE's Articulated to the formal business sector**
- **Win-to-Win for every participant : Systemic Vision**
- **“Shared Social Service” : Scale Economies**
- **Bank of Talent and Ideas**
- **Human Development and Growth**
- **Integral Education and Empowerment**

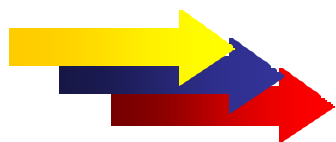


# Project No. 1

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- **Inter-Institutional Strategic Alliance between 2 NGO's and the Community :**
  - Señor de Los Milagros Corp.
  - Colombia en Marcha Foundation
- **179 direct beneficiaries :** 168 Headholder women and 11 men  
1.080 total beneficiaries from El Retiro, El Vergel and Mojica Neighborhoods,  
\$400 Million, 36 months
- **4 Strategic Objectives :** Conform, Train, Advise, Coach and finance the 6 Solidary Productive Enterprises, under the legal frame of Associated Work Pre-Cooperatives.
- **Estimated results :**
  1. Empower the beneficiaries in the administration of their own Pre-Cooperatives to achieve their self-creation/operation/administration.
  2. Develop them as wealth and work resources.
  3. Contribute to the economic and social development of the Aguablanca District and to the construction of a more fair and equal social and economic order operation under solidary values.





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# Enterprise No. 1 : “ Effort and Life”

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**Beneficiaries:** 16 women, headholders

**NeighB :** El Retiro - Aguablanca - Cali

**Inicio :** June de 2002

**Description :** Food Business

**Activities:** Preparation of Snacks for the ICBF

Typical Food Restaurant

**Strategies:** \*Sensitiveness and Group Conformation

\*Constitution y legalization

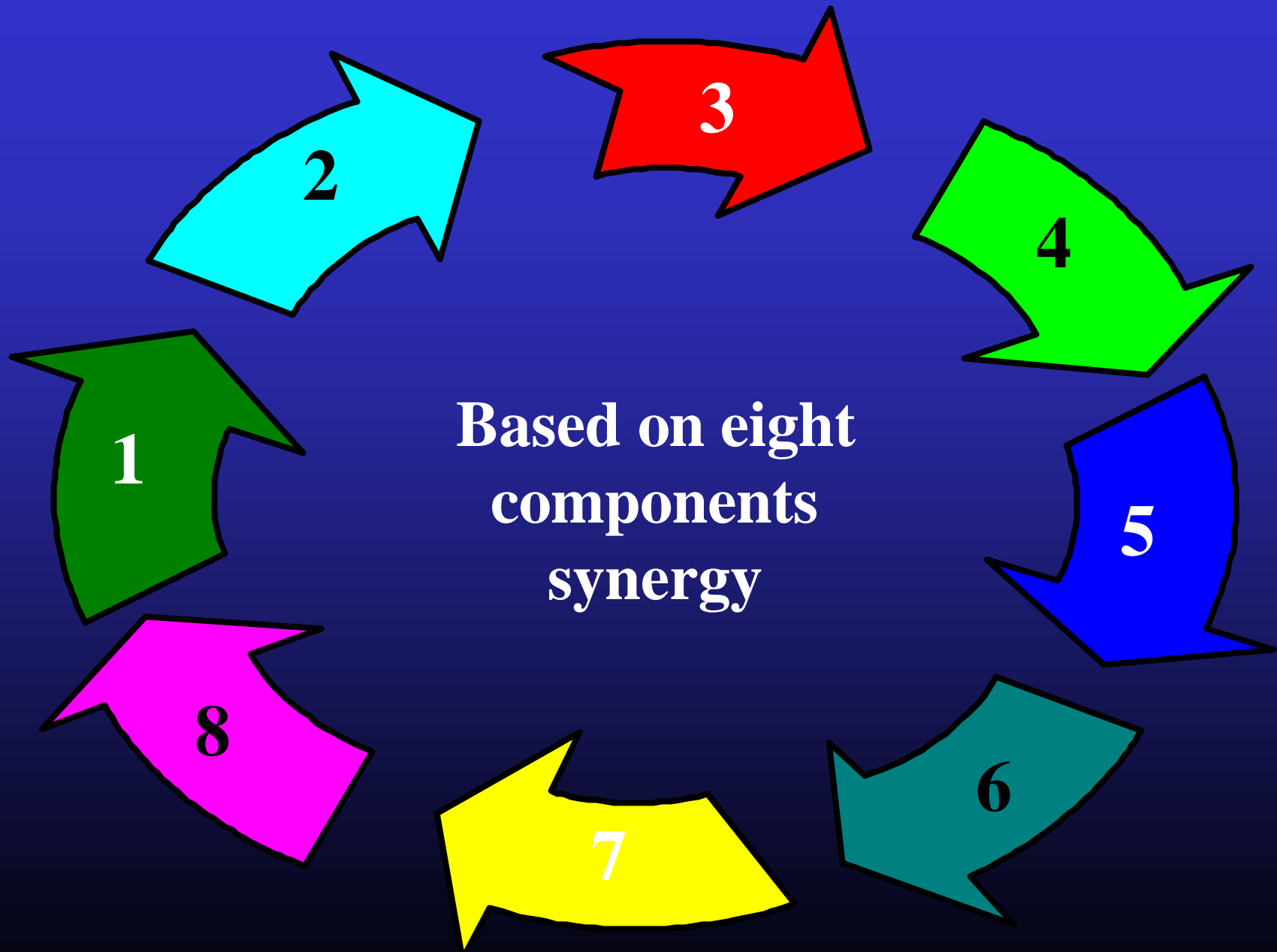
\*Coaching: At ersonal, group and structural levels.

\*Technical and financial assistance.

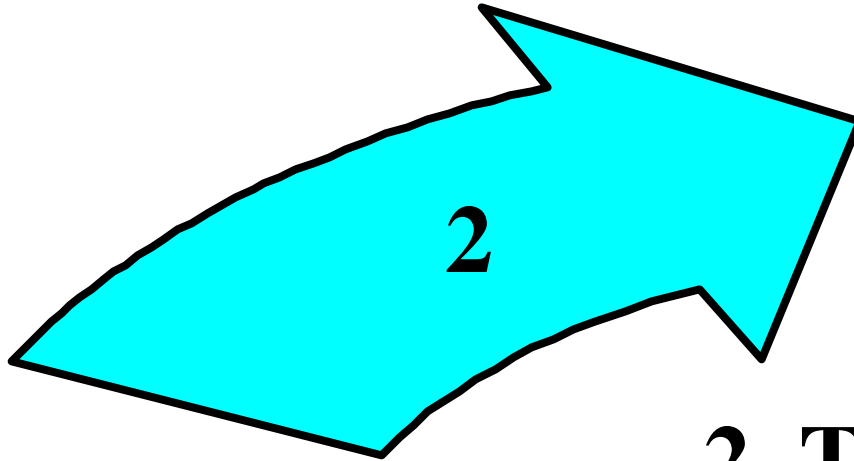


A Model to  
create millions  
of Solidary  
Popular  
Enterprises

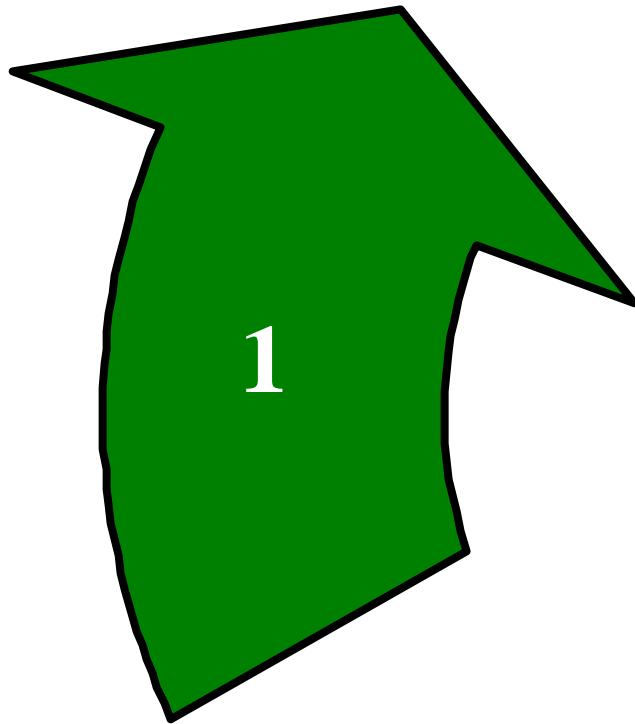
The diagram features a central text block surrounded by seven large, colorful arrows arranged in a clockwise circular pattern. The arrows are red, green, blue, teal, yellow, magenta, and dark green. The background is a dark blue gradient.



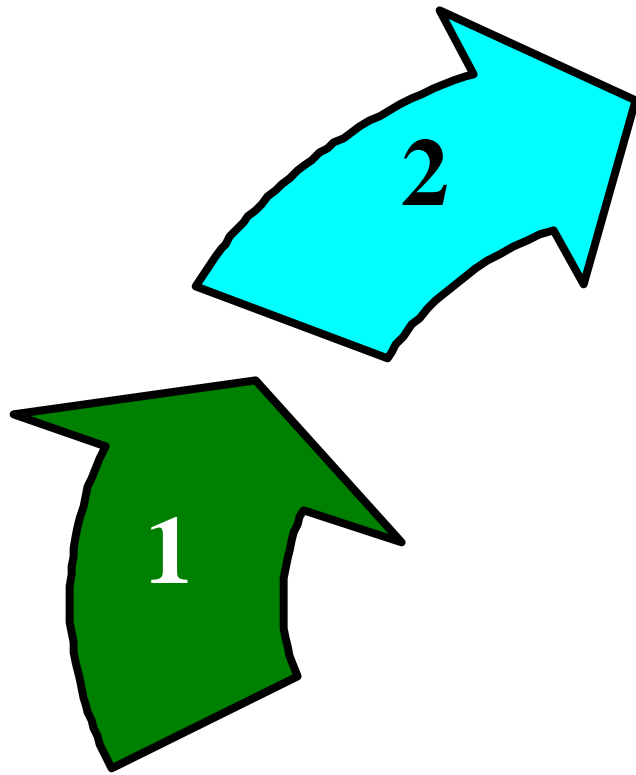




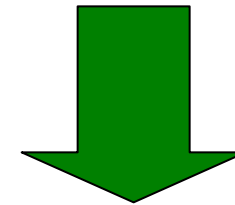
**2. Technical and  
Business Assessment  
Committee**



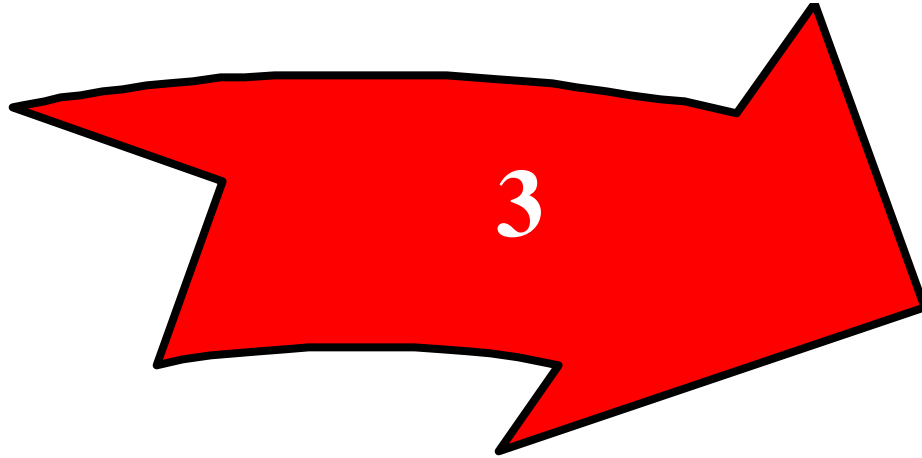
**1. Bank of Business Ideas  
Alliance**



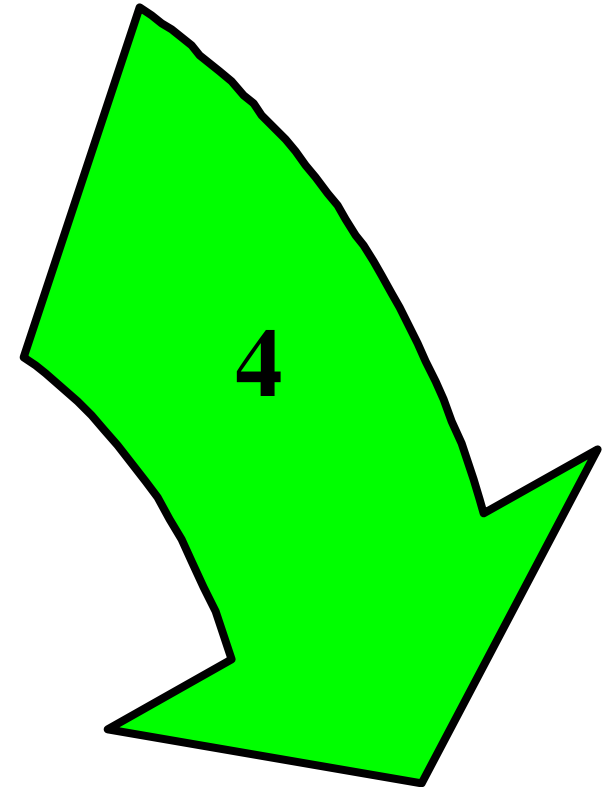
- **A business opportunity and identified businessmen**
- **Great Idea with export mind**



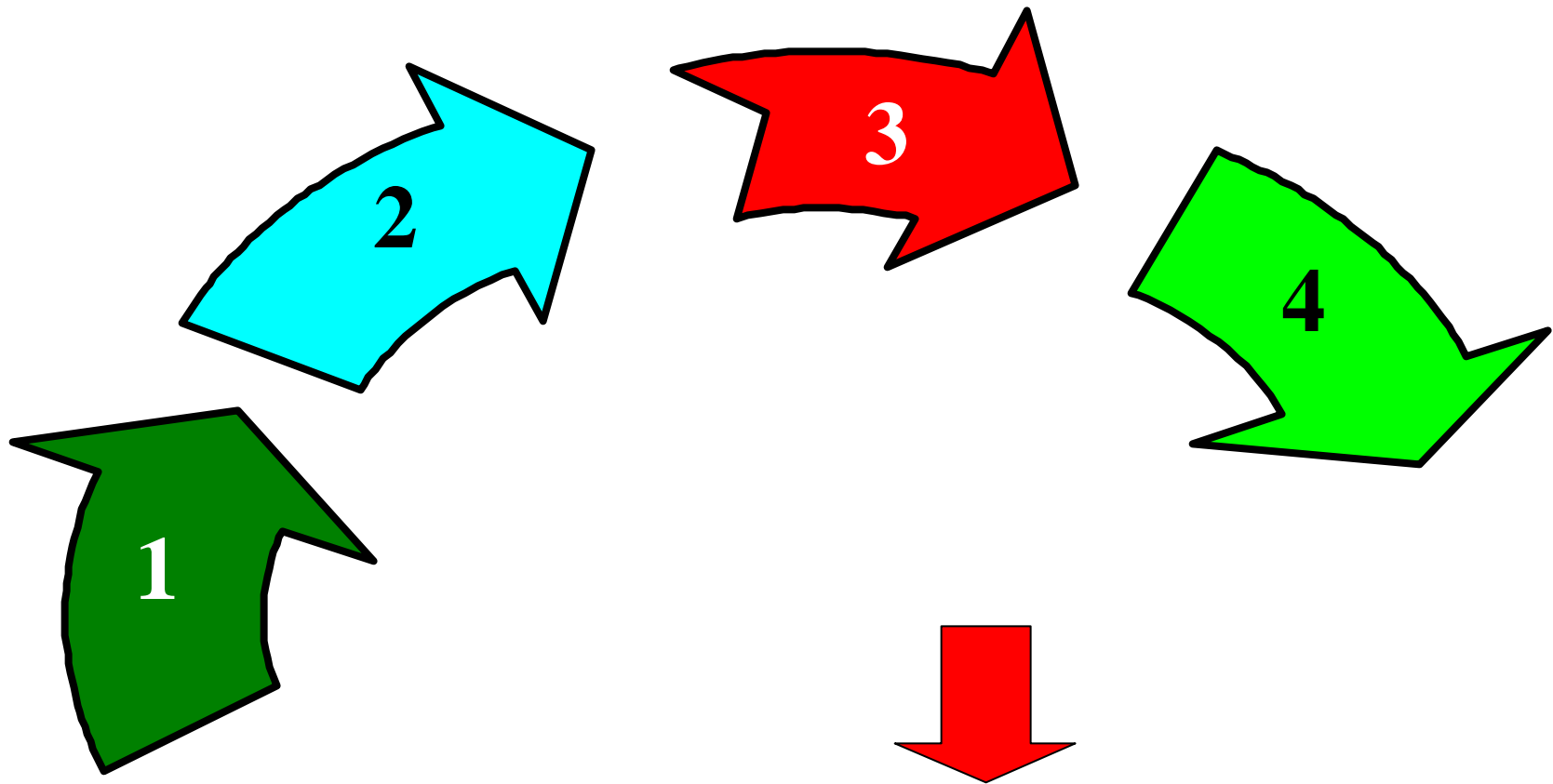
**Business Plan Design**



**3. Business Training School –  
Talent Bank**

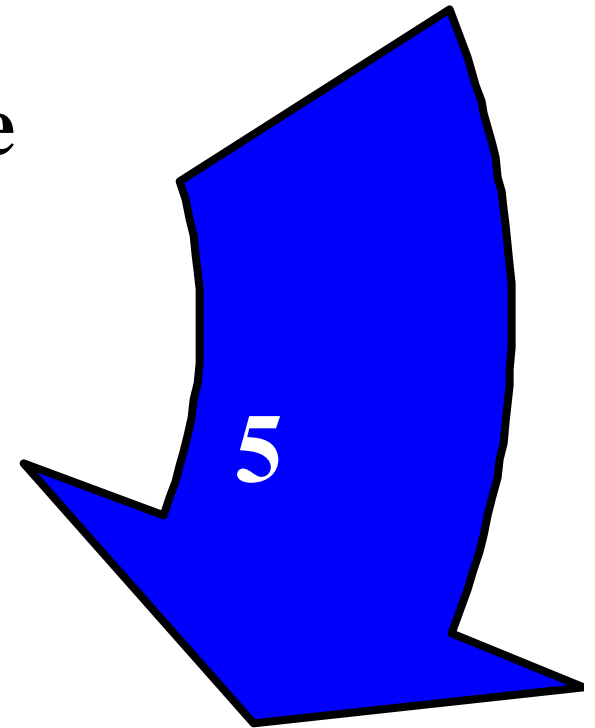


**4. Bank for Business fostering**

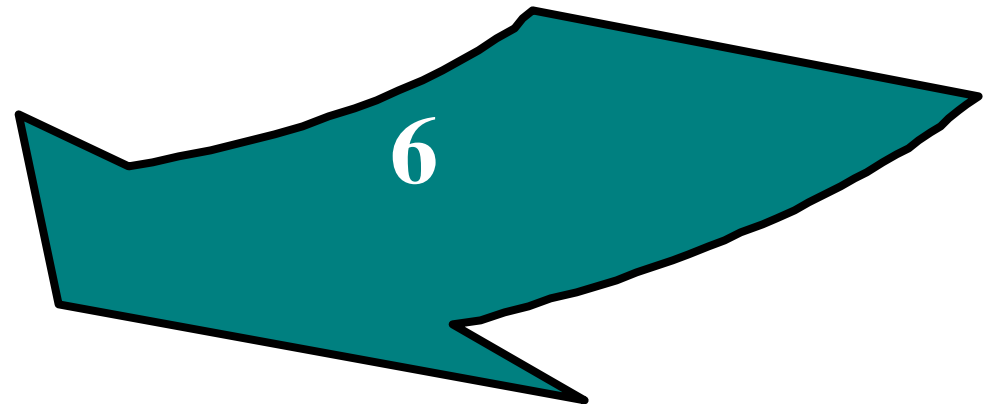


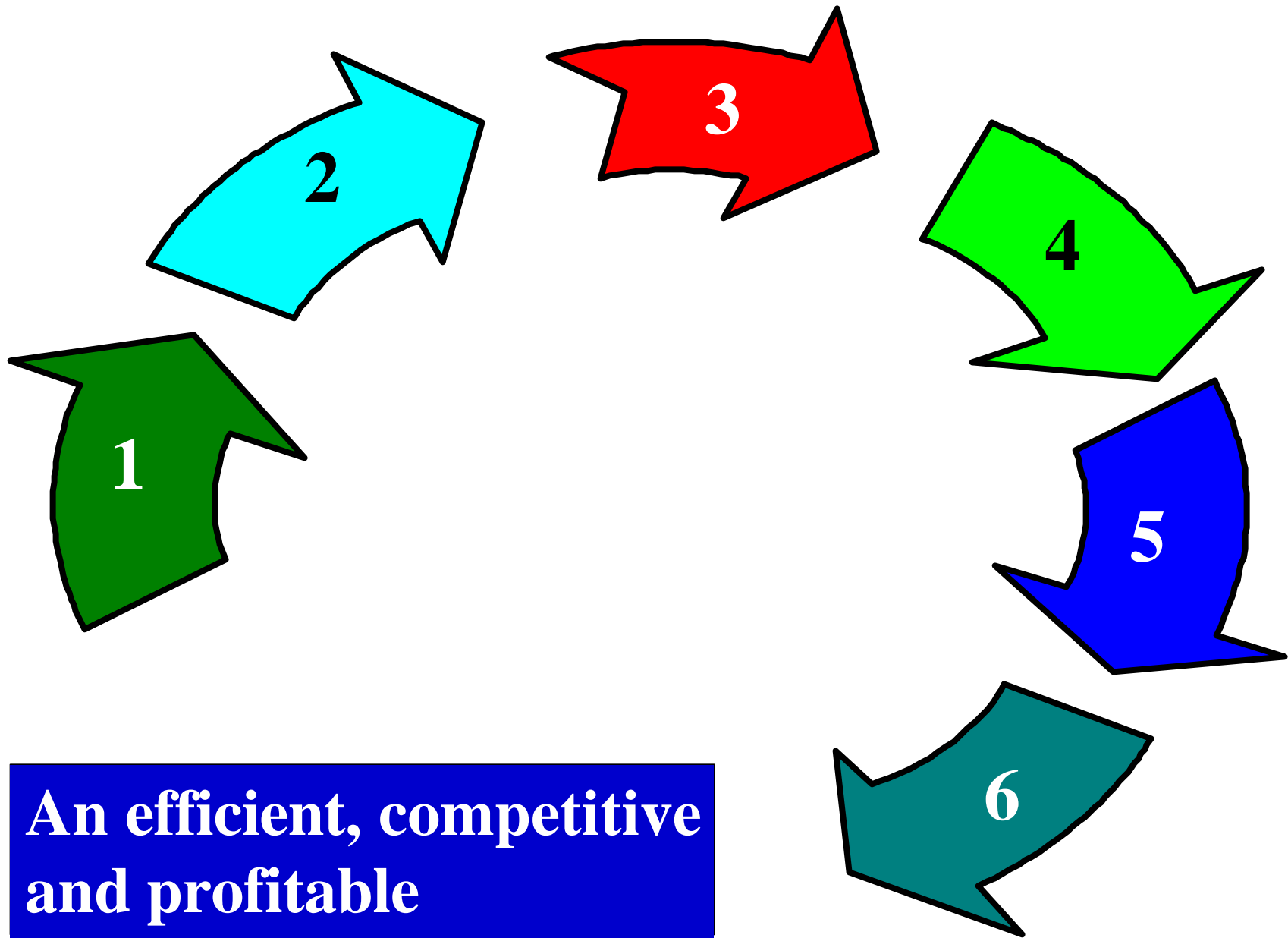
**A trained businessman with  
economic resources to develop the  
idea**

## **5. Shared Services for the new Solidary Popular Enterprises**



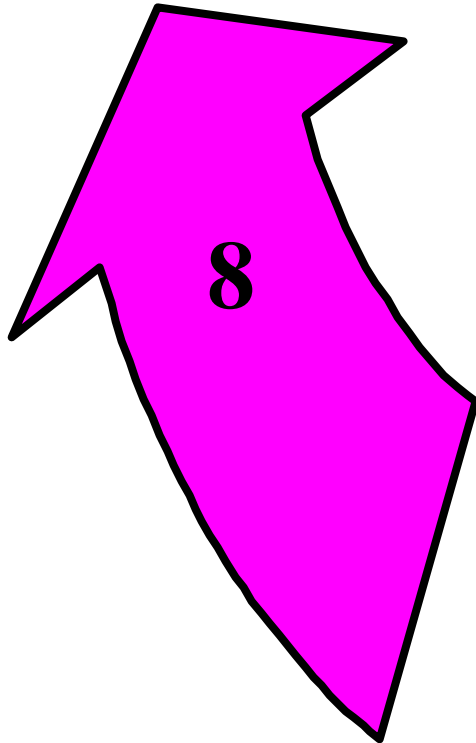
## **6. Market Openings, Integration to Production Chains, e-Commerce.**





**An efficient, competitive  
and profitable  
Enterprise.**

## **8. Legal Reforms**



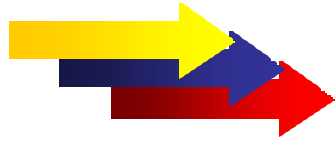
## **7. Godfathers' companies and Alliances**



**A Consolidated and  
supported Enterprise  
with encouragement  
for expansion.**







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# Project No. 2

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## Conformation of Coomundo – the Solidary Productive Enterprise :

**The Solidary Productive Associated Work Enterprise “Coomundo” was conformed, implemented and coached as a pilot model for the generation of solidary work and productive business sources and it was articulated as social business partner..**

**Realized betwen March 2001  
– to June 2002**

## **Project 2 : Coomundo**

**Beneficiaries** : 17 women, headholders, pertaining to the El Retiro and Marroquin Aguablaanca District neighborhoods.

**Start Date** : March 2001

**Ending Date** : June 2002.

**Services** :

- \*Selection of fruits and vegetables
- \*Clothing Store in Marroquin Neighborhood
- \*Ice Cream Production and Sales
- \*Fruit and Vegetables Sales

**Estrategias:**

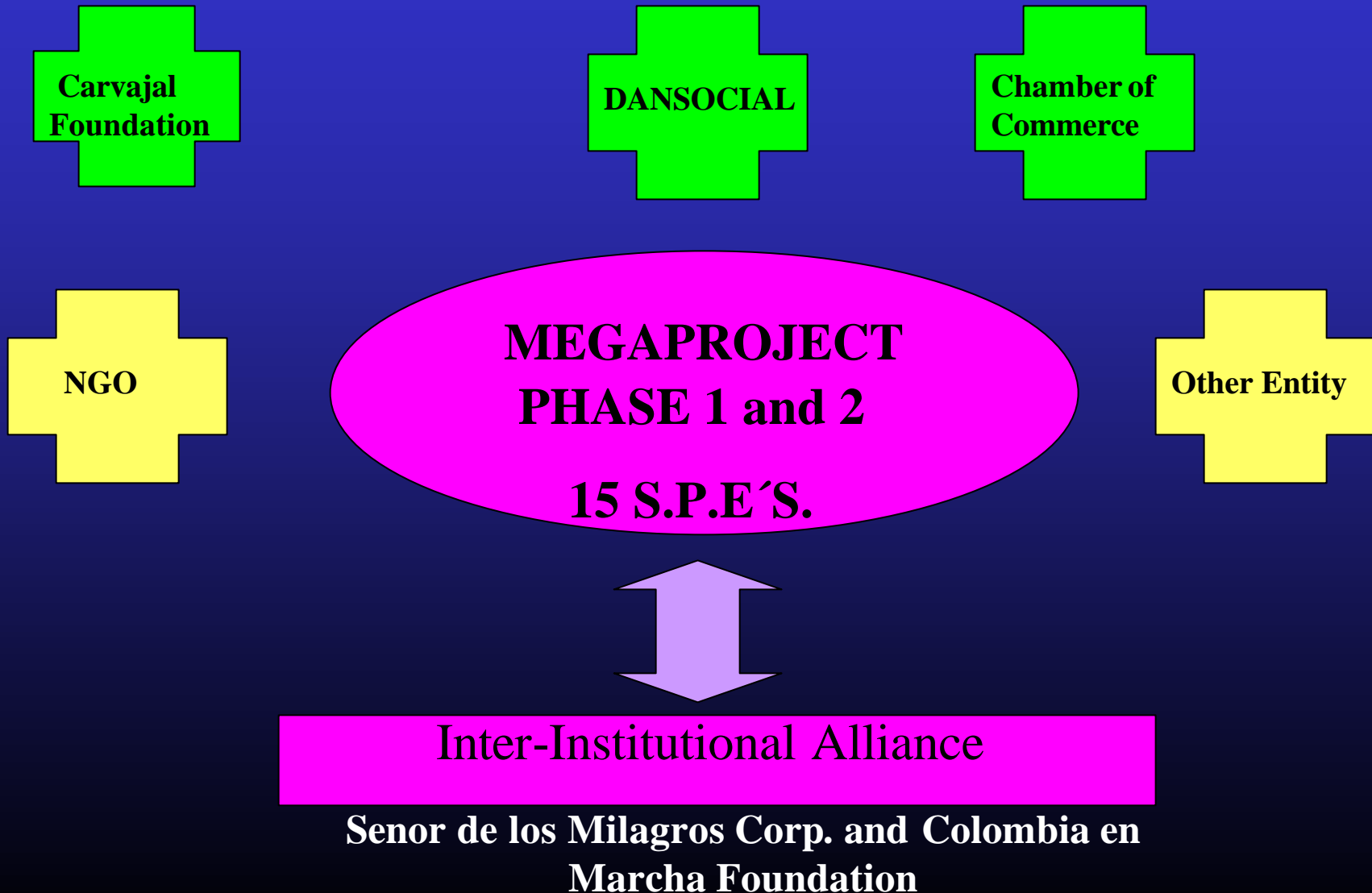
- \*Group conformation and sensitiveness
- \*Legal Constitution
- \*Coaching – at personal, group and structural levels.
- \*Advisory: Technical, administrative and financial.

**Project 3 : Conformation of the Solidary Enterprise  
of Cartholders from Aguablanca**

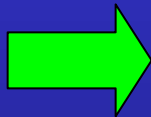
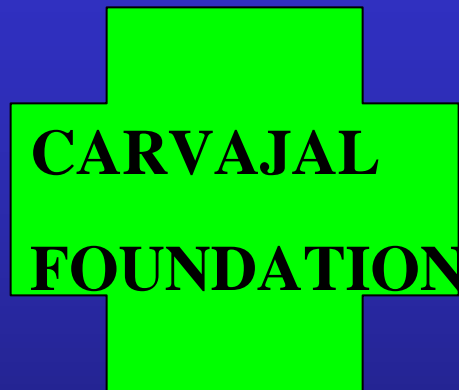
**Project No. 4 : Store and micro-enterprises  
owners Cooperative from Aguablanca –  
“Coomicros”**

**In agreement and with the sponsor of the Carvajal  
Foundation of Cali - Colombia**

# ADDING STRATEGIC PARTNERS FOR THE DEVELOPMENT



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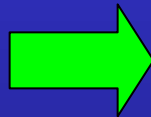


- 10 Workshops on Business Mind during the first semester.
- Five new Workshops for the second semester.



**Inter-Institutional Alliance**

# ADDING STRATEGIC PARTNERS FOR THE DEVELOPMENT

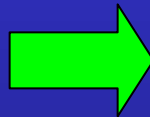
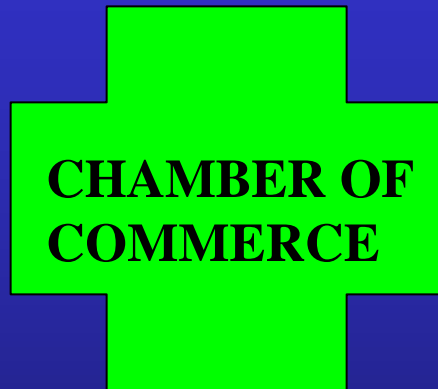


- 5 Basic Training Courses on Cooperative Mind.
- Five coaching processes for the Constitution and development of Statutes and Regulations.



**Inter-Institutional Alliance**

# ADDING STRATEGIC PARTNERS FOR THE DEVELOPMENT



- Monthly quota, at no cost, for Workshops and Business Seminars.
- Access to the Bank Data Base Bank : 55000 finance sources.
- Summons to Business and Enterprises Round Meetings for the two sectors articulation.
- SPPE's registration at no cost



Inter-Institutional alliance

# The Support ....

**CONFORMATION**

**TRAINING AND  
COACHING**

**FINANCING**



## **CONFORMATION AND SPPE'S LEGALIZATION**

- **Mind Sensitiveness to the change and association.**
- **Business Mind Workshop and Business Plan**
- **Basic Course on Solidarity principles : 32 hours**
- **Writing of Regulations, Rules and C.A.**
- **Chamber of Commerce, DIAN and Labor Ministry Legal Registrations.**

# **TRAINING AND COACHING**

- **2 Professionals to act as tutors of the process on a permanent basis.**
- **Technical, Human, Administrative and Managerial Training according to the Training Master Plan.**
- **Shared Social Services Conformation**
- **Workshop on Teamwork : 20 hours**
- **Workshop on Interpersonal skills**

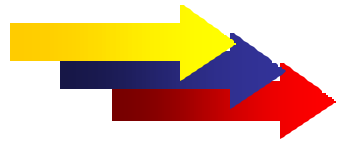
# **FINANCING**

- **Accounting and Fiscal Advise.**
- **Initial Basic Stationery**
- **Rotatory Credit Fund**
- **Seed Capital**

# Founder members

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- Leonardo Luque Medina: Target Consultants
- Angela María de Alarcón: Pacífico Royal Hotels
- Francisco Javier Duque: Chicle Adams S.A.
- Piedad Gómez Franco: ICESI/ American Society
- Luis Eduardo Alarcón: Carvajal
- Jairo Olano: Vallenpaz Corporation
- Luis Fernando Velázquez: Velásquez Associate Engineers.

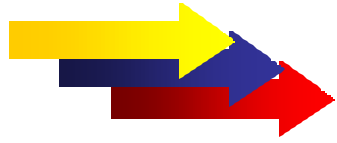


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# founder members

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- **Carlos Alberto Duque:** **Éxito Stores**
- **Carlos Rodrigo Valencia:** **Juanambu School**
- **Myriam Erazo de Velásquez:** **Velásquez Ingenieros Asociates**
- **Juan Francisco Laverde:** **Premier Laundry**
- **Juan David Duque:** **Pfizer**
- **Pablo Emilio Londoño:** **Carvajal**
- **Carmen Elisa de Otoyá:** **City Bank**
- **María Fernanda Echeverri:** **Social Communicator – Journalist.**
- **Andrés Velásquez:** **Velásquez Associate Engineers**
- **Carlos Toro Torres:** **Médical Doctor**

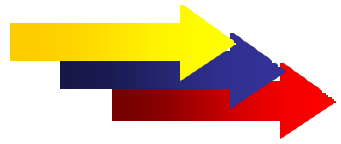


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# management council

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Luis Eduardo Alarcón:	President
Luis Fernando Velasquez:	Vice-president
Leonardo Luque Medina	
Francisco Javier Duque :	Executive Director

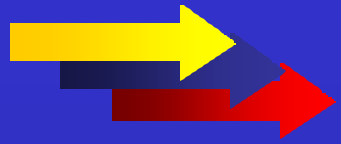


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# Colombia en Marcha foundation

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**With our joint efforts we  
will create more solidary,  
just and self-operating  
work sources**



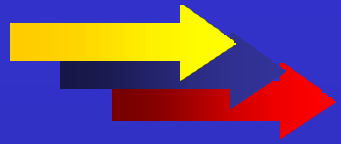
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adhered members of the  
foundation

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**WE LOOK  
FORWARD TO  
WRITE YOUR  
NAME HERE**





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COLOMBIA EN MARCHA

adhered members of the  
foundation

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**WE LOOK  
FORWARD TO  
WRITE THE NAME  
OF YOUR  
COMPANY IN THIS  
PLACE**



**“If the just ones wanted to  
create the world, they  
could do it.”**

**Jorge Luis Borges**