



Executive Summary

July, 1st 2005 to June, 30th 2007



Con el auspicio de la Fundación Ford



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Project Objectives Summary

The **general objective** is to understand the determinants and the institutional processes that can assist in spreading the positive effects of market access based on goods and services with identity, so that this access impacts on the social, economic and cultural development of poor rural territories.

The **specific objectives** are: i) to establish a dialogue and collaboration platform involving diverse stakeholders interested in the issues of market access based on goods and services with identity; ii) to understand the determinant and the dynamics of institutional transformations that facilitate pro-poor market access of goods and services with identity; iii) to obtain recognition by opinion and policy decision makers of the issue of rural territorial development based on goods and services with identity, making recommendations based on strong empirical evidence and rigorous analysis.

Objectives Achievement Evaluation

The objectives stated are related to the following main results:

1. As to an *experiences regional map* the following is foreseen: (i) the board of directors was setup; (ii) 450 links in 28 countries were produced and actively used by the board of directors; (iii) four contact maps were available on the web; (iv) two International Workshops (Cusco and Cartagena) were held; (v) one Regional Learning Route is held and organized by PROCASUR.
2. As to *concept papers* the following were produced: (i) five state-of-the-art papers; (ii) one concept and methodological framework paper; (iii) a book on Rural Territories Development with Cultural Identity in Latin America and Europe.
3. As to *analytical articles* the following were produced: (i) nine case studies in eight Latin America countries, including specific conclusions and recommendations; (ii) three summaries including common evidence and strategic recommendations.
4. As to *communication outputs* the following were produced: (i) one CD on the Cusco Workshop; (ii) several ad hoc products derived from the case studies, as agreed with local stakeholders and for immediate use in the territories (CDs, DVDs, maps); (iii) three issues of the electronical magazine “*ENLÁZATE a Territorios con Identidad Territorial*”; (iv) one *Boletín InterCambios* with Chorlavi Group and Fidamerica; (v) one paper on Territorial Development and

Cultural Identity published; (vi) press releases and dissemination outputs; (vii) one permanent and updated web site for open access. There will also be many other additional initiatives (nor necessarily foreseen in the project design) to be implemented in the following months with the co-financing of several partners e.g. one final publication; a second Regional Learning Route, and a CD including the Cartagena Workshop summarizing the whole experience of the project.

The main outcomes are consistent to the objectives as follows:

1. As to the *regional and collaboration platform* a regional initial space was setup, including multiple national and regional stakeholders, identifying likely roles and future support on Rural Territorial Development with Cultural Identity, and establishing links with other regions such as Europe.
2. As to *improving the understanding of the dynamics and processes of Rural Territorial Development with Cultural Identity* the case studies provide with the basic knowledge on relevant experiences in Latin America and the Caribbean, and a number of common evidence and recommendations to support it, according to strengths and weaknesses found in the region.
3. As to the *opportunities recognition of Rural Territorial Development with Cultural Identity by the development agencies*, the project has become an open and flexible space on one new and interesting issue. It encouraged the interest of public and private investors, plus capturing the interest of several institutions, entrepreneurs and social and economic organizations.