

BLUEPRINT PROJECT FOR SUSTAINABLE LANDSCAPES

Steps to encourage participation in the Blueprint

Leiber Peñaloza Torres

Oliver Bach

June 2022

This Project was made possible thanks to a grant from the ISEAL Innovations Fund, which is supported by:

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO



Disclaimer: The views expressed in this publication are those of the author(s) and do not necessarily represent those of the ISEAL Secretariat, ISEAL members, or donor entities to the ISEAL Innovations Fund.

Contents

Introduction	2
Route to achieve the participation of local actors	3
Stakeholder Mapping in Zona Bananera	3
Considerations to enable participation.....	4
Interaction with local actors.....	5
Annex: Annotated table of identified actors.....	7

Introduction

In general, in a territory the social actors work collaboratively, they themselves define the channels and mechanisms of participation in accordance with their cultural framework and the roles recognized for each one.

For the design of the Blueprint tool, local actors were considered in two contexts, one in the design and selection of the indicators and the other in the use that will be given to the tool as such. Regarding the design and selection, the participation of the actors who make decisions about the territory was sought, both in the construction of the rules of use and of those who use the territory for the development of different activities. As for who will use the tool, it was considered that most of these actors are potential users, but the number and profile of indicators may be different according to the vision, mission, and role within the territory-landscape.

Based on the foregoing, a mapping of actors was defined to identify them, classify them and establish the strategy for the construction of indicators and queries for validation.

Route to achieve the participation of local actors

The route followed to motivate and respect the participation of the actors, established by the project, is shown in figure 1. For this chapter, the lessons, and reflections on numerals 1 to 3 are synthesized. Clarifying that when the need for motivating and respecting participation is because in this region the loss of confidence in giving opinions and respecting opinions, as well as the fact that they are considered in the formulation of programs or projects to resolve needs, have been little considered. It is normally assumed by some actors that giving the community participation means that it attends to listen to what others have built or want to build and their presence is used only to validate and assume that everyone agrees.

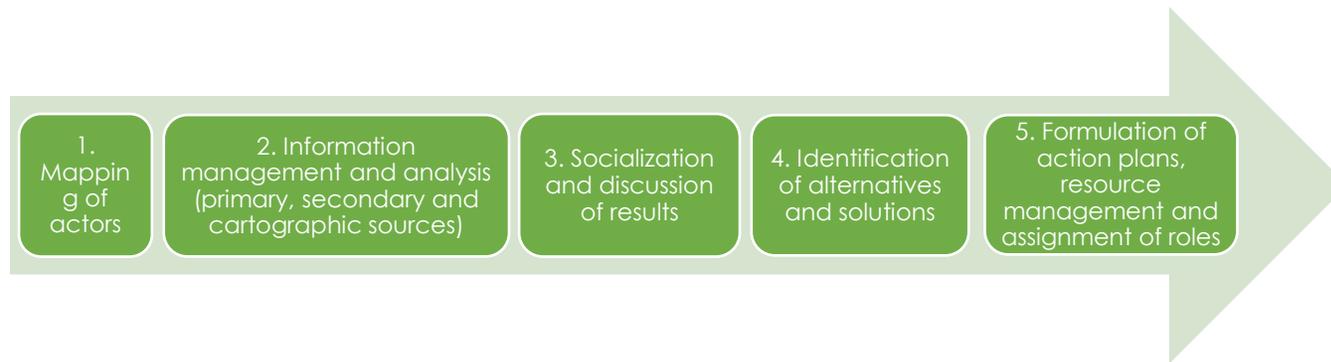


FIGURE 1. ROUTE FOR THE PARTICIPATION OF LOCAL ACTORS.

Stakeholder Mapping in Zona Bananera

The objective of the stakeholder mapping was to identify the people or organizations that have an impact on the landscape-territory and that would be motivated to use the Blueprint tool. The activity was carried out in two moments, the first part was done in the initial phase of the project, when the two study windows were defined, and it was complemented when the decision was made to extend the unit of analysis to the entire municipality.

According to EC-FAO (2006) "a social actor is someone who has something to gain or something to lose from the results of an intervention or the action of other actors. The actors can be individuals, groups or institutions that are affected or affect the

development of certain activities, those that have information, resources, experience, and some form of power to influence the action of another.

Methodologically, the Fundación Natura team brainstormed ideas to identify the actors and based on this, a list of people, organizations and institutions that could find the tool useful was drawn up. This list was complemented with semi-structured interviews, quick and informal dialogues with people who are related to the use of the landscape-territory, among them: municipal officials, managers of banana cooperatives, police authorities and presidents of community action boards.

The result described in the annex shows a diversity of 24 different actors who could participate and benefit from the use of the Blueprint tool and who were interviewed with the indicators established for tests 1 and 2.

Considerations to enable participation

Considering that the objective of the project is to create a tool that provides a service and in its construction it incorporates ideas, suggestions or validates its approach with local actors, it was considered pertinent to respect the local culture and avoid incurring the mistakes made by other organizations at the time of Manage relationships with local communities.

The team's emphasis on managing stakeholder relations included:

- a. Respect all the opinions, points of view and perceptions;
- b. Understand and respect organizational structures and their roles;
- c. Use language and dynamics according to the local culture and level of education;
- d. Seek comfort in relation to local travel and meeting places;
- e. Clarify all stakeholder concerns;
- f. Seek tangible benefits for the selected stakeholder groups during the duration of the project.

¹It should be clarified that the present project, at this stage, did not consider the possibility of making investments, it only considered and budgeted for the design of the tool, a situation that usually ceases to be striking and of interest to local actors who always expect that from external actors. to the territory.

Interaction with local actors

Once the local actors were selected, communication was established with the most representative people of each one to carry out the interviews of the first set of indicators. In the case of the selection of the 60 farm owners located in the two sales, the area was divided into 2-kilometer grids and one farm was selected per grid, distributing the 60 farms equally from the 20 selected farms for each of three cooperatives that wanted to participate in the project. This equitable management reassured and motivated the managers, the producers, and the other actors.

Once the actors were identified, the communication was made by telephone and with personal visits to their workplaces or homes, to the extent that the restrictions due to the Covid pandemic allowed it. In each meeting place the project was explained and the interviews were carried out, the objective of the indicators and the way in which the tool would be handled once the different tests had been carried out were also explained. In the case of banana producers, the dynamics of farm operation and the availability of time for banana cutting and packing activities were respected. For this reason, interviews were conducted only on Thursdays, Fridays, and Saturdays.

The socialization of the results of the interviews was the aspect of greatest interest and the one that consolidated trust in the project. To explain the results, didactic tools were used with printed billboards that included maps, graphs, tables, and summary tables. To avoid the displacement of the farm owners and the presidents of the Community Action Boards, those who were close were zoned by sectors and an intermediate point was located that was suitable for the presentations. The comfort of the people was essential to facilitate concentration, such as open and ventilated spaces, hydration and snacks or lunch. Socializing separately, according to the profiles and roles of the actors, facilitated the analysis and discussion, since in experiences of other projects the different actors come into conflict due to antagonistic positions and visions.

Among the key aspects of the dynamics carried out in the socialization of test 1, which were commented on by the local actors, are:

- Confidence: Carrying out the socialization in places close to their homes or offices generated trust since it showed the project's interest in approaching stakeholders, contrary to what happens with many other organizations that interview them. Counting on a local technician who speaks their language and who knows the territory also had a positive influence on the team.
- Clarity: the diversity and interrelationship between the tools facilitated the understanding of the analysis of the results.
- Respect: giving feedback to the actors with the result of the information that they themselves provided in the interviews was considered an attitude of respect and was valued quite well. That had never happened in the territory.

- Identity: the topics on which it was socialized allowed the different actors to ratify that they were their conditions and their interaction spaces. They were reflected in the maps and graphs.
- Knowledge: the information provided broadened the knowledge of the conditions of their landscape-territory and the communities settled there.
- Prioritization: the way in which the information was presented, prioritizing certain issues, made it possible to identify the need to know how to prioritize actions to solve social, environmental, or economic problems of the landscape-territory and to allocate resources.
- Socialization methodologies: some actors stated that no one had presented them with information using such diverse methodologies and tools.
- Collaborative contributions: bringing together actors with similar profiles facilitated discussion and contributions. In a final socialization, where the different actors meet, it will be easier to articulate them on common points and minimize conflicts on antagonistic points.
- Projection for the use of the tool: the expectation about the final version of the tool, the possibility of being used by any actor, without access restrictions, as well as the possibility that their contributions or comments would be considered, plus the motivation to see the analysis of results immediately, they were excited about the contribution it would make to the landscape-territory to make decisions collectively.

Annex: Annotated table of identified actors

	Actor	Sector	Role in the territory and scope	Interest to participate in the Blueprint	Blueprint tool
1	Town hall	Public	Political-administrative entity of the municipality in charge of territorial planning, promotion of economic and social development, provision of legal public services, promotion of citizen participation	Yes	Yes
2	CORPAMAG	Public - Environmental	Regulatory and environmental control entity on a regional scale, manage natural resources and environmental services	Yes	No
3	Community Action Boards (JAC)	Community - Community Organizations	Composed of the inhabitants of the municipality, organized according to the administrative structures of villages or neighborhoods, they join forces to solve the needs of the community, plan the integral and sustainable development of the community. Promote and strengthen in the individual, the sense of belonging to their community. Establish the necessary communication channels for the development of its activities.	Yes	Yes
4	ICA - Public	Public - Plant health and regulations	Entity in charge of contributing to the sustained development of the agricultural, fishing and aquaculture sector, through the prevention, surveillance, and control of sanitary, biological and chemical risks for animal and plant species, applied research and the administration, research and management of resources fisheries and aquaculture, in order to protect the health of people, animals and plants and ensure trade conditions.	Yes	No
5	Agrosavia - Public	Public – Private / Agricultural Research	Entity in charge of generating scientific knowledge and agricultural technological development through scientific research, adaptation of technologies, transfer and advice in order to improve the competitiveness of production, equity in access and benefits of technology, promote sustainability in the use of natural resources and contribute to raising the quality of life of the population.	Yes	Yes
6	Irrigation districts - Private	Public – Private / Water service for productive systems	Systems of works for water conduction or protection against floods aimed at improving agricultural productivity. It is made up of an association of users	Yes	Yes

	Actor	Sector	Role in the territory and scope	Interest to participate in the Blueprint	Blueprint tool
7	Police inspections - Public	Public - Citizen Security	Administrative entity of a municipal nature, whose main function is the maintenance of public order, public health, decoration and all those elements that make up public order at the municipal level.	Yes	Yes
8	Civil Defense - Public	Public – Prevention and management of calamities	Entity in charge of developing disaster risk management processes, social actions, and environmental management, to contribute to the safety, well-being and quality of life of the population in the national territory	Yes	Yes
9	Firefighters	public safety calamities	Special Administrative Unit of the national order, in charge of prevention and attention to fires, preparations and attention to rescues in all its modalities and attention to incidents with hazardous materials	Yes	No
10	SEMSA	Private - Home public services (water)	Provision of the following domestic public services at the national level: aqueduct, sewage, sanitation, electricity, distribution of fuel gas	Yes	Yes
11	Environmental NGOs	Civil society - Environmentalists	Non-profit entities that work to improve the environmental conditions of the landscape-territory	Yes	Yes
12	Farm owners	Private - Productive	People with some type of land tenure and who make decisions about it. In general, everyone has some productive system: agricultural or livestock	Yes	Yes
13	Cooperatives of small banana producers	Private - Productive Business	Commercial organizations that group together small banana producers	Yes	Yes
14	Augura - Private	Private - Association of the banana sector at the national level	Union entity that brings together banana producers and marketers from Antioquia and Magdalena	Yes	Yes
15	Social foundations of the banana sector (Fundeban, Fundauniban, Fundabanasan)	Private - Social assistance to communities	Organizations made up of banana exporting companies. They are in charge of carrying out corporate social responsibility actions in local communities	Yes	No
16	Clean Field - Private	Private – Hazardous waste management service	National logistics operator in charge of return and post-consumption plans for pesticides (empty containers or packages of agrochemicals)	Yes	Yes

	Actor	Sector	Role in the territory and scope	Interest to participate in the Blueprint	Blueprint tool
17	INTERASEO	Private – Home cleaning service	Sanitary landfill administrator and responsible for collecting waste at the regional level	Yes	Yes
18	Workers	Private – Social, communities	People hired on an occasional or permanent basis who work in the different production systems	Yes	Yes
19	Aerial fumigation companies	Private – Fumigation for crop sanitation	Companies contracted by exporters or producer cooperatives to apply by air the agrochemicals used for phytosanitary controls	No	Yes
20	Banana producing, stockpiling, and exporting companies	Private - Productive business and exporter	Companies in charge of collecting and exporting banana fruit. They also have their own plantations.	No	No
21	ASBAMA	Private - Association of the banana sector in the region	Union entity that brings together banana producers from Antioquia and Magdalena	No	No
22	CENIPALMA	Private – Oil palm research	Work with palm growers to contribute to the health, productivity and sustainability of this agribusiness through research, generation of inputs and guides for the implementation of best practices	Yes	No
23	Conveyors	Private - Business	Companies in charge of moving the boxes of bananas from the farms to the collection centers or to the port	No	No
24	Commercial section	Private - Business	All commercial activity is included (stores, restaurants, supply centers)	No	No