

SOCIAL INCLUSION AND URBAN SUSTAINABILITY IN PESCAITO – SANTA MARTA

CO-T1424

CERTIFICATION

I hereby certify that this operation was approved for financing under the Japan Special Fund Poverty Reduction Program (**JPO**) through a communication dated **May 19, 2016** and signed by Masaru Abe. Also, I certify that resources from said fund are available for up to **US\$950,000** in order to finance the activities described and budgeted in this document. This certification reserves resource for the referenced project for a period of four (4) calendar months counted from the date of eligibility from the funding source. If the project is not approved by the IDB within that period, the reserve of resources will be cancelled, except in the case a new certification is granted. The commitment and disbursement of these resources shall be made only by the Bank in US dollars. The same currency shall be used to stipulate the remuneration and payments to consultants, except in the case of local consultants working in their own borrowing member country who shall have their remuneration defined and paid in the currency of such country. No resources of the Fund shall be made available to cover amounts greater than the amount certified herein above for the implementation of this operation. Amounts greater than the certified amount may arise from commitments on contracts denominated in a currency other than the Fund currency, resulting in currency exchange rate differences, i.e. represent a risk that will not be absorbed by the Fund.

ORIGINAL FIRMADO

Sonia M. Rivera
Chief

Grants and Co-Financing Management Unit
ORP/GCM

07/13/2016

Date

Approved:

ORIGINAL FIRMADO

Juan Pablo Bonilla
Manager

Climate Change and Sustainable Development
CSD/CSD

07/14/2016

Date

TC DOCUMENT

I. BASIC PROJECT DATA

▪ Country/Region:	Colombia
▪ TC Name:	Social Inclusion and Urban Sustainability in Pescaíto – Santa Marta
▪ TC Number:	CO-T1424
▪ Project Team :	Ramiro López-Ghio (FMM/CCO), Team Leader; Miguel Orellana (FMP/CCO); Javier Jiménez (LEG/SGO); Gabriele del Monte (FMP/CCO); Christine Tement (MIF/CCO); Horacio Alvarez (EDU/CCO); Juliana Parra (CAN/CCO); Natalia López (HUD/CCO); Margarita Amín (FMM/CCO); Diego Arcia (CSD/HUD); Oswaldo Porras (HUD/CCO); and Mariana Canillas (IFD/FMM).
▪ Taxonomy:	Client Support
▪ Date of TC Abstract:	May 19, 2016
▪ Beneficiary:	Touristic, Cultural and Historic District of Santa Marta, Pescaíto
▪ Executing Agency and contact name:	Fundación Fútbol Con Corazón - Samuel Azout: samuel.azout@fcc.futbol Fundación Carulla – aeiotu - Natalia Mesa: nmesa@aeiotu.org
▪ Donors providing funding:	Japan Special Fund - Poverty Reduction Program (JPO)
▪ IDB funding Requested:	US\$950,000
▪ Local counterpart funding, if any:	US\$913,000
▪ Disbursement period:	36 months (includes execution period)
▪ Required start date:	August 1, 2016
▪ Types of consultants:	Firm and individual consultants
▪ Prepared by Unit:	CSD/HUD
▪ Unit of Disbursement Responsibility:	CAN/CCO
▪ Included in Country Strategy (y/n):	Yes
▪ TC included in CPD (y/n):	Yes
▪ GCI-9 Sector Priority:	Social policy for equity and productivity

II. OBJECTIVES AND JUSTIFICATION

2.1 Pescaíto area in Santa Marta¹ is formed by four low-income neighborhoods (Pescaíto, Ensenada-Olaya Herrera, Barrio Norte and San Martín) with an extension of 53.4 Ha and 16,520 inhabitants.² Almost 90% of the population belongs to the tiers 1 y 2 (poorest socioeconomic group) of which only 13% are employed. In terms of education, only 36.7% of the population has attended elementary school while 30% has no access to education. In addition, 37.7% has no health care coverage.³ On the most part, social problems within this area are related to violence, drugs and gangsterism. Despite this, Pescaíto is well-known for the cultural identity of its people regarding music and dance and the massive practice of sports as it is the birth place of Carlos “el Pibe” Valderrama and other

¹ Santa Marta is the capital city of Magdalena department. According to National statistics department, the projection for 2016 total population is 491,535 inhabitants (96.5% in urban area). The 2012 report about Millennium Development Goals indicates that 49% of Santa Marta's inhabitants have shortcomings in formal employment, educative achievements and economic dependency (Multidimensional Poverty Index).

² Simon Hosie Arquitectos (March 2016) Information from *Sistema de Información de Potenciales Beneficiarios de Programas Sociales (SISBEN)*.

³ *Prourbana s.a.s (2015). Elementos de base proyecto recuperación Pescaíto.*

famous soccer players. However, communal soccer fields lack basic infrastructure such as water, changing rooms, and toilets which are needed to continue promoting the practice of soccer in Pescaíto.

- 2.2 According to a number of studies, sport programs constitute an effective tool for development, inclusion, and the promotion of peace and dialogue.⁴ They help improve physical and psychological health, foster education, discipline, social values, and increase communication. Sports programs are proven effective if they are well managed and if the curriculum is reinforced by training and complemented with other activities such as education, food aid, personal, social and job skills.
- 2.3 Considering the socioeconomic characteristics of Pescaíto and the importance of soccer within the local culture, a social inclusion program based on the practice of this sport could be crucial for the development of the area. Likewise, Pescaíto's emblematic location in Santa Marta will give the program a higher overall visibility, which will increase the demand for replicability in other areas.
- 2.4 The Bank Group has been leading sports for development programs throughout the region, which have brought innovative approaches using sports as a vehicle for reducing violence and improving social cohesion. The proposed Technical Cooperation (TC) is built upon programs undertaken by the Bank in Bolivia, Brazil, Colombia, Haiti, and Uruguay to mainstream sports for development activities into its lending and non-lending mechanisms, such as the implementation of comprehensive social interventions targeting particularly at risk youth in vulnerable settlements.
- 2.5 The proposed TC is aligned with the Bank's Institutions for Growth and Social Welfare Sector Strategy (OP-1009) in the following areas: (i) improving school quality; (ii) addressing youth-at-risk; and (iii) fostering social inclusion with identity. Additionally, this TC is consistent with the: (i) Update to the Institutional Strategy 2010-2020: Partnering with Latin America and the Caribbean to Improve Lives (GN-2788-5), also is aligned with the development challenges of social inclusion and equality, and productivity and innovation; and (ii) IDB Country Strategy with Colombia 2015-2018 (GN-2832) in the strategic area of Social Mobility and Consolidation of the Middle class, whose main focus is the reduction of poverty and the informal economy through the improvement of work skills.
- 2.6 The objective of the proposed TC is to promote social inclusion and urban sustainability in the Pescaíto area of Santa Marta. More specifically, this program seeks to promote equal opportunities through the practice of sports and the provision of practical job skills through targeted training particularly at-risk youth in urban settlements characterized by extreme poverty and high levels of violence.

⁴ *Estructura social de la práctica deportiva en Sociología del Deporte*, García Ferrando, M, Puig, N. y Lagardera, F. (comps.), Madrid: Alianza; GARCÍA, A., CARVAJAL, C. (1999). McNeal (1999) concludes that participation in extra curriculum activities leads to the acquisition of human capital (individual's level of skills, knowledge and educational attainment), social capital (one's network of relationships) and cultural capital (acquisition and possession of more intangible things such as art, culture, attitudes, and values). McNeal, R.B. Participation in high school extracurricular activities: investigating school effects, *Social Science Quarterly*, vol.80. p. 291.

III. DESCRIPTION OF ACTIVITIES AND OUTPUTS

- 3.1 **Component 1. Inclusion through sports.** The objective of this component is to use sports for the development of values and lifelong skills working with children and youth from five to 17 years old, their families and partners (educational institutions, community groups and investors). The activities to be developed seek to (i) promote good decision making, developing values, and skills for life through trainings and soccer matches (for 320 children and youth); (ii) promote interaction between the sports program and the family to broaden the impact on the community (for the families the community and 12 soccer schools using La Castellana soccer field)⁵; and (iii) strengthen and enhance the relationships with the stakeholders, that facilitate the development of the project.
- 3.2 This component will finance: (i) Consultancy services for the implementation of a methodology that encourages peaceful conflict resolution, promotes gender equality, drug use prevention and sexual education, the retention in formal education, the proper use of leisure time and skills for inclusion in the labor market of young people from the age of 15 to 17.⁶ Activities will be developed by consultants through trainings, workshops, and include three modules as follows: (a) values, (b) team work and inclusion, and (c) healthy practices. This also includes the support for 12 soccer schools using La Castellana soccer field, (730 children and youth and 20 coaches); and (ii) sports equipment and special soccer events described in the chart "[Inclusion through sports](#)"
- 3.3 **Component 2. Community capacity building and urban sustainability.** The objective of this component aims to increase the access to high quality and integrated education, nutrition and care services for low-income families, as well as strengthening community leaders, and improving facilities for the community.
- 3.4 The technical assistance, training, and workshops for community capacity building seek the following objectives: (i) to provide high-quality comprehensive care (nutrition, education and, care) for children from gestation up to five years; (ii) to train community leaders with the knowledge and values to develop both collective and individual rights as well as responsibilities; (iii) to promote organized efficient and relevant participation in democratic spaces; (iv) to support the community in the formulation of a community life plan and its alignment to the city's development plans; (v) to develop skills to identify and analyze community problems; (vi) to develop, manage and implement life plans and development community programs and projects; and (vii) to support community and stakeholders relationship ([Chart Community Capacity Building](#)).
- 3.5 This component will finance: (i) consultancy services for the provision of technical assistance, training, and workshops for children's care, youth, families and

⁵ La Castellana is the main soccer field in Pescaito area. Since 1954, it has been in operation. In 2011, La Castellana refurbished with new dressing rooms, showers, synthetic grass, improved grandstands and lighting. Currently 12 soccer schools (730 children and youth) use it for their practices.

⁶ According to Colombian Law 1098/2006, to work, adolescents between 15 to 17 and years old require the respective authorization issued by the Labour Inspector (or by the local government in absence him). They enjoy labor protections enshrined in Colombian labour regime. Exceptionally, children under 15 years old may receive authorization to perform a certain paid type of artistic, cultural, recreational and sports activities. The authorization shall establish maximum hours and will prescribe the conditions that this activity should perform.

community leaders, it includes workshops material. Activities consist of: (a) the implementation of family mode (at home) comprehensive care for children;⁷ (b) training in democratic formation that will strengthen the community to lead the development process within the framework of a Life Plan;⁸ and (c) articulation and support for local development; and (ii) improvement of community facilities through pre-feasibility studies and final designs, that will supply such facilities with adequate infrastructure for community use (sports and learning spaces).

3.6 **Component 3. Project management.** The objective of this component is to monitor the progress of the implementation, evaluate the results, and disseminate the experience and lessons learned to replicate the program in other neighborhoods of the city and in other cities of Colombia. The activities to be financed include: (i) monitoring and evaluation; (ii) external audit; and (iii) design and implementation of a communication strategy.

3.7 Expected results include an increase in: (i) academic performance and school attendance; (ii) comprehension skills and improved abilities related to avoiding violence; and (iii) employment opportunities for young people; also better overall nutrition and health. For leaders and the community results include improved skills to develop and manage community projects and the enhancement of community facilities.

Chart 1. Indicative results matrix

Indicators	Unit	Base Line ⁹	Year	End of project	Source of Information	Notes/observations
Results						
Improved academic performance and school attendance.	%	0	2016	80%	Schools reports Monitoring reports	% of participants in sports program
Improved comprehension skills and attitudes related to avoiding violence.	%	0	2016	80%	Monitoring System	% of participants in sports program
Increased employment opportunities for young people.	%	0	2016	60%	Monitoring System	% of participants in sports program age between 15 and 17
Better overall nutrition and health habits.	%	0	2016	80%	Evaluation reports Monitoring reports	% of participants in sports program
Improved skills to develop and manage community projects.	%	0	2016	70%	Evaluation Report Monitoring reports	% of participants from the community
People of the community using enhanced facilities (sports and learning spaces).	number	0	2016	670	Monitoring reports	Direct beneficiaries

⁷ This modality seeks the integral development of children under five years old, which includes the creation of spaces and learning strategies directly at their homes, to group meetings between families and visits from teachers to homes to develop a working plan with children.

⁸ A Life Plan is a planning instrument built from a community participatory process, self-diagnosis and an exercise to design projects. It includes the: (i) information about the community, its resources, and its needs; (ii) changes that the community wants to achieve; (iii) definition of projects to achieve these changes, and better quality of life; (iv) guidelines for positioning the community at the level of governmental stakeholders, and other key actors; and (v) political vision of the community in the long term.

⁹ At the beginning of the program, the baseline data will be generated base in the selection of the program beneficiaries and control groups.

Indicators	Unit	Base Line ⁹	Year	End of project	Source of Information	Notes/observations
Products						
Component 1: Inclusion through sports						
Methodology Implementation	number	0	2016	3 (1 x year)	Evaluation Report Monitoring reports	Final report delivered for each year
Children and youth attending trainings and workshops	number	0	2016	320	Monitoring reports	160 San Martin and 160 Olaya Herrera
Soccer schools applying the methodology	number	0	2016	12	Monitoring reports	Soccer schools using "La Castellana" soccer field = 730 children and youth out of methodology's regular practices
Young people receive training for the program's continuity and increase of job opportunities	number	0	2016	15	Monitoring reports	Young leaders to become trainers
Component 2: Community capacity building and urban sustainability						
People from the community and leaders receive training in democratic strengthening	number	0	2016	300	Monitoring reports	
Formulation of life and community development plan	number	0	2016	1	Life Plan	Final report delivered
Pre-feasibility studies and final designs for community facilities	number	0	2016	3	Approved deliverables	
Development and equipment for enhancing community facilities	number	0	2016	3	Work progress and supervision reports	
Component 3: Project management, monitoring, evaluation and dissemination						
Final evaluation of the project	number	0	2016	1	Monitoring reports	
Presentations of findings at conferences, workshops, seminars	number	0	2016	3	Monitoring reports	
Audiovisual record of project implementation	number	0	2016	1	Video report	

3.8 The estimated cost of the project is US\$1,863,000, of which IADB will provide a non-reimbursable TC of US\$950,000 that will be financed with resources from the Japan Special Fund - Poverty Reduction Program (JPO), and US\$913,000 will be in-kind counterpart, from which US\$65,000 are FCC's contribution related to events and monitoring activities. As for aeioTu-Fundación Carulla, they will provide US\$758,000 corresponding to the operation of the comprehensive care of children family mode activity. Other local contributions are related to consultancy services for workshops and the communication strategy ([Detailed Budget](#)).

Chart 2. Estimated Budget

Component/Activity	IDB/Fund Funding	Counterpart Funding	Total Funding
Component 1. Inclusion through sports	311,000	65,000	376,000
Component 2. Community capacity building and urban sustainability	574,000	840,000	1,414,000
Component 3. Project management			
(i) Monitoring and evaluation	15,000	-	15,000
(ii) External audit	50,000	-	50,000
(iii) Communication strategy to disseminate the project's results	-	8,000	8,000
TOTAL AMOUNT	950,000	913,000	1,863,000

- 3.9 **Project's sustainability.** The proposed TC is part of a broad set of interventions for Santa Marta, integrated under the *Tras La Perla de la América* initiative. This initiative led by the Colombian singer Carlos Vives aims to bring together strategic stakeholders to promote the sustainable transformation of Santa Marta given its historic, social, cultural and environmental strengths and values. To reach this goal, Carlos Vives has been recruiting strategic partners including national, departmental, and local governments, as well as private sector and non-profit organizations. The strategy framework consists of a cluster of commitments made to approach different subjects which include: (i) Santa Marta as a Sustainable City, being part of IADB's Initiative of Emerging and Sustainable Cities (ESCI); (ii) water supply investments; (iii) transformation of the Pescaíto area for its sustainable development; (iv) scholarships to increase access to college education; and (v) a tourism platform to improve service quality.
- 3.10 **Innovative aspects of the project.** The project integrates children, young participants and their families in different stages of the program. Special attention is given to the improvement of facilities for inclusion as having appropriate showers and dressing rooms will improve soccer practices and allow the adequate integration of girls. It is also linked to a TC in process with Philips that provides lighting through energy efficiency and promotes the use of the soccer fields for additional activities.

IV. EXECUTING AGENCY AND EXECUTION STRUCTURE

- 4.1 Component 1 will be executed by Fútbol con Corazón (FCC), a non-profit organization created in 2007 in Barranquilla, Colombia, whose corporate vision is to achieve true transformations in vulnerable children by developing values and life skills through soccer. FCC has broad experience in the departments of Atlántico, Antioquia and Bolívar, reaching more than 4,000 participants (children and youth from 5 to 17 years old) in 20 training sites, and had formed 60 youth as trainers to guarantee the continuity of the program. It also executed a World Bank US\$1.9 million TC provided by the Japan Social Development Fund (JSDF). The TC developed a pedagogical model in six municipalities of the Atlántico Department providing skills and values to help the most vulnerable girls and boys to gain confidence, improve their quality of life, and build a peaceful future.
- 4.2 Components 2 and 3 will be executed by aeioTU Fundación Carulla, a non-profit organization founded in 1961 that supports educational programs for vulnerable communities. Up to 2015, the 27 aeioTU centers offered 13,007 places for children (3 months – 5 years) to experience high quality education, nutrition, and health. It satisfactorily executed a non-reimbursable TC (ATN/ME-12817-CO) of US\$1,010,945 from the Multilateral Investment Fund (MIF) that improved access to quality early childhood development services for low-income populations. AeioTU will execute activities related with Component 3 in coordination with FCC.
- 4.3 The Municipality of Santa Marta through the Secretary of Social Development will allocate a staff for monitoring and follow up the activities.

- 4.4 The TC will be carried out by the two executing agencies as co-executors, each taking responsibility for corresponding activities, financial and accounting reports. However, given that aeioTu – Fundación Carulla is responsible for component 3, they will have the task of consolidating the information to be submitted to the supervision and external audit.
- 4.5 According to OP-639, private sector executing agencies that do not have formal and written procurement methods will use the procedures in the Guidelines, to ensure compliance with the principles of the Bank's procurement policies and help build their institutional capacity.

V. PROJECT RISKS AND ISSUES

- 5.1 The TC can be classified as low risk given that a small part of the participants in the sport program could drop out before completion. However, the close involvement of the Municipality of Santa Marta and Tras La Perla de America initiative will facilitate the selection of the participants and buy-in from private sector for further financing and continuity of the program. In addition, the experience of FCC with successful programs of this type mitigates this risk by incorporating lessons learned.

VI. ENVIRONMENTAL AND SOCIAL CLASSIFICATION

- 6.1 No negative environmental or social effects were identified and the TC has been classified as C according to the Safeguard Classification Tool ([SPF](#) and [SSF](#)).

REQUIRED ANNEXES:

- Annex I: A - [Request from the client](#)
B - [Intention Letter from Fútbol con Corazón](#)
C - [Intention Letter from aeioTU Fundación Carulla](#)
- Annex II: [Terms of Reference for activities](#)
- Annex III: [Procurement Plan](#)