

TC ABSTRACT

I. Basic project data

- Country/Region: México
- TC Name: Promoting youth development through a comprehensive program in Guadalajara Metropolitan Area
- TC Number: ME-T1232
- Team Leader/Members: Nathalie Alvarado (IFD/ICS), Team Leader; Lina Marmolejo (IFD/ICS); Matias Bendersky (ORP/ORP); Maria Victoria Florez (ORP/ORP); Maritza Vela (MIF/AMC); TBD (LEG/SGO); and Melissa Gonzalez (IFD/ICS).
- Indicate if: Client support
- Reference to Request: IDB docs # [37385573](#); [37385577](#)
- Date of TC Abstract: June, 2013
- Beneficiary: México
- Executing Agency and contact name: Fundación Rafa Marquez
- IDB Funding Requested: US\$ 500,000
- Local counterpart funding, if any: US\$ 273,000
- Disbursement period (which includes execution period): 24 months (18 months execution)
- Required start date: September 1st, 2013
- Types of consultants (firm or individual consultants): individual consultants
- Prepared by Unit: IFD/ICS
- Unit of Disbursement Responsibility: IFD/ICS
- Included in Country Strategy (y/n): Yes TC included in CPD (y/n): No
- GCI-9 Sector Priority: Institutions for Growth and Social Welfare; Citizen Security

II. Objective and Justification

Mexico is considered to be the second largest economy and an upper middle income country¹ in Latin America. Its Human Development Index (HDI) has risen by 0.9% annually, rising from 0.598 in 1980 to 0.775 in 2012. As a result, Mexico ranks 61st out of 187 countries², placing it above the regional average.

Notwithstanding, there remains persistent uneven levels of development between the different states of the country. Nearly 78%³ of the total population (52 million people in 2010) is concentrated in urban areas, of which 46.2% live in poverty. In addition, 51.3% of the poor are children and youth⁴ living in extreme poverty. According to the National Survey of Youth (2010), 2.3% of the 36.2 million youths between the ages of 12 and 29 are neither in school nor working (Ni-Ni). Also, 53% of that population is concentrated in seven states: México, Veracruz, Nuevo León, Jalisco, DF, Michoacán and Sinaloa.

Children and youth in urban settlements are without doubt the most vulnerable populations. They grow up in poverty where they lack access to quality education and limited opportunities to engage in productive activities. As a result, they are easily trapped in a cycle of violence, both as victims and as perpetrators, that continues into adulthood without real possibilities for personal and/or economic development.

Since 2005, the Rafa Marquez Foundation⁵, in collaboration and coordination with local authorities, has been working in the Guadalajara Metropolitan area⁶ particularly in the municipalities of El Salto and

¹ World Bank data, 2011.

² The HDI of Latin America and the Caribbean as a region increased from 0.574 in 1980 to 0.741 in 2012. Source: Mexico country profile, Human Development Indicators (2012).

³ INEGI, volumen y crecimiento. Población total según tamaño de localidad para cada entidad federativa, 2010

⁴ National Council on Evaluation of Social Development Policy; UNICEF 2009

⁵ The Rafa Marquez Foundation is a non-profit organization promoting the integral development for children in marginal communities of the Guadalajara Metropolitan Area, in order to improve their standard of living, as well as, educational and professional opportunities. The program and methodology of

Tonalá, and in Zamora (Michoacán), through the implementation of its comprehensive Nutrition, Education and Sport (NED) program. It includes approximately 600 children, youth, and their families, all of whom live in vulnerable situations. It offers alternatives to gang membership and drug use, while also providing access to nutrition, educational reinforcement, and recreational activities.

The objective of this TC is to promote social inclusion, development, and the prevention of youth violence in selected communities through the implementation of methodologies that combine sports, academic support, and nutritional and hygienic habits. “The communities in which young people live have an important influence in his or her family, in the nature of their peer group and how they may be exposed to situations that lead to violence”⁷.

According to number of studies, criminology and sociology experts, sports programs constitute an effective tool for development, inclusion, and the promotion of peace and dialogue⁸. They help improve physical and psychological health, foster education, discipline, social values, and increase communication. They are proven effective if are well managed and if the curriculum is reinforced by training and complemented with other activities of education, food aid, personal and social skills, and financial inclusion⁹.

This TC builds upon similar activities undertaken by the Bank in Bolivia, Haiti, Colombia, Uruguay, and Brazil,¹⁰ to mainstreaming 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 urban settlements characterized by extreme poverty and high levels of violence. The main focus of these interventions is the use of sport programs as a mechanism for social inclusion of youth. The Korean government has been the main donor partner of the Sports for Development program and IDB has leveraged Korean resources with partners such as FIFA, Coca Cola, Visa, FC Barcelona and Colgate, among others. The Bank, through the Office of Outreach and Partnerships (ORP), will partner with Rafa Marquez Foundation and FC Barcelona foundation, which will be important convener partners for this project. Moreover, ORP will make efforts to mobilize additional resources.

This TC is aligned with the Bank’s: (i) Sector Strategy of Institutions for Growth and Social Welfare, in particular within the area of citizen security and social policy as it promotes social inclusion of children and youth through improvements in education, health, sports and social skills; (ii) Ninth capital increase, GCI-9 (AB-2764) in which citizen security and social policy are identified as a priority areas that contribute to the objectives of the Bank’s; (iii) Operational Guidelines for Program Design and Execution in the Area of Civic Coexistence and Public Safety (GN-2535); and (iv) Country Strategy (GN-2595-1), as

intervention with youth, implemented by the Foundation is in line with other programs, related to the use of sports to prevent youth violence, the Bank has carried out throughout the region.

⁶ It is the second largest metropolitan area in the country after Greater Mexico City, and is the most populous of the State of Jalisco. It includes the municipality of Guadalajara and the surrounding municipalities of Zapopan, Tlaquepaque, Tonalá, Tlajomulco de Zúñiga, El Salto, Ixtlahuacán de los Membrillos and Juanacatlán, for a total population of 4,4 million in 2010 (INEGI).

⁷ Pan-American Health Organization, “World Report on Health and Violence”, 2003.

⁸ There is also strong empirical evidence of the impact of integrated social prevention programs reducing youth violence, aggression and antisocial behavior, in excluded communities: (i) Operation Reclaim in Glasgow, Scotia: Decrease of 37% of the crimes in the target area; 50% of the assaults; 50% of cases of possession of knives or other weapons; (ii) Sports of Midnight in Brazil: the first months of the pilot project in Planaltina, there was an overall reduction of crime (30%), sexual abuse and rape (50%) of the theft (52.38%) and injuries (75%). Also, there were no murders or possession or use of drugs or firearms in young people between 13 to 17 years; (iii) A ganar program in Brazil, Ecuador and Uruguay: Started in 2005. Over 70% of graduates got a real job, went back to school, or started their own business within a year.

⁹ (GARCÍA FERRANDO, M. (1998) “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, values). McNeal, R.B. “Participation in high school extracurricular activities: investigating school effects”, *Social Science Quarterly*, vol.80. p.291.

¹⁰ Sports for Peace (CO-T1224); Prevention of youth violence through sports and other activities (UR-T1077); Paving the Way for the World Cup and the Olympic Games: Alliance for Sports for Development (BR-X1024).

improvement of social inclusion and development of youth is a key priority for the Mexican government, and it will promote social inclusion, targeting urban poor population; improving quality of, and access to, education and more years of schooling; and improving placement in labor markets.

III. Description of activities

Component 1: Comprehensive Program for the Prevention of Youth Violence. The objective of this component is to promote social inclusion and development of youth at risk in three communities of the Guadalajara Metropolitan Area (State of Jalisco¹¹) through a comprehensive program including a particular set of activities based on soccer and other recreation activities that teach civic values, teamwork, discipline, relevant conflict-resolution abilities and technical and job skills training. These activities also will help to develop communication skills, integrity and increase self-esteem and social cohesion. Specifically, this component will finance technical assistance, equipment and logistic support to: (i) implement training sessions to improve healthy lifestyles skills; (ii) implement the a technical skill and job training program¹²; (iii) provide medical attention, nutrition lessons and dietary evaluations; (iv) promote soccer lessons and tournaments; (v) hold competitions among these and other more affluent neighborhoods to foster social integration; (vi) tutor youth who have academic difficulties by teachers who are familiar with vulnerable groups; (vii) deliver professional psychological support for youth and their families; and (viii) develop awareness workshops and work with the community. It is estimated that approximately 600 youth (between the ages of 4 and 19 years old) will benefit from this component. The expected results are: (i) stronger civil and social values among the beneficiaries; (ii) decrease in anti-social attitudes; and (iii) better educational performance; and job insertion or return to school for youth 16-24.

Component 2: Monitoring and Evaluation. The objective of this component is to measure the effectiveness and impact of the program, and test its potential replicability in other Mexican municipalities. This component will finance technical assistance and equipment to: (i) manage the overall program; (ii) develop an impact assessment of the implemented program; and (iii) conduct an analysis and dissemination of the evaluation including recommendations for the replication of the program in other Mexican municipalities. The expected result is: effective monitoring and evaluation of the program. The final product will be a study that will demonstrate the effectiveness of the program at reducing youth violence in the beneficiary communities.

Component 3: Knowledge Management. The objective of this component is to improve the evidence base for interventions and evaluability of sports for development in the Latin American and Caribbean (LAC) region. It will also support north-south and south-south cooperation on the prevention of crime and violence through sports and other activities. This component will finance technical assistance and equipment to: (i) conduct an analysis, documentation and systematization of the activities and results of this initiative extracting lessons learned; (ii) carry out a seminar for the exchange of experiences and good practices among different countries of the LAC region where similar activities have been implemented; and (iii) organize and carry out a visit of Korean officials (donor country) to exchange knowledge on the Korean experience, in terms of sport and citizen security. Korea has organized world-

¹¹ One of the States with the largest concentration of youth at risk population between 15-29 years old.

¹² The program "A Ganar" is developed by the Multilateral Investment Fund (MIF) of the IDB. It is a job insertion program that utilizes sports to motivate and engage youth ages 16-24. The A Ganar methodology includes the following four phases: (i) consists of a 100-hour life skills/employability skills course that is both field and classroom based; (ii) locally driven and designed vocational technical training. Courses range from a few weeks to several months depending upon the complexity of the skills learned; (iii) practical experience typically in the form of an internship. Minimum internships are for 40 hours while most are between 80-120 hours. A Ganar staff finds internship sites with local businesses; (iv) features follow-on activities for the year after the other training activities conclude. These activities are designed to increase job insertion and to provide youth with the continuing support network they develop during the program. In addition, and equally important, A Ganar youth are required to complete community service where they learn leadership skills, the value of community engagement and how they can be part of their community's solutions. Many youth are also mentored by local volunteers.

class sporting events (World Cup 2002 and Olympics 1988), and has been developing initiatives for addressing youth violence. The expected result is: (i) increase the knowledge of good practices in the effective use of sports and other experiences to prevent crime and violence.

IV. Budget

Indicative Budget

Activity/Component	Description	IDB/Fund Funding	Counterpart Funding	Total Funding	
1. Comprehensive Program for the prevention of youth violence		345,000	273,000		
	Nutritional Training	95,000			
	Life skills Training	20,000			
	Technical Training	25,000			
	Medical attention	30,000			
	Soccer lessons	25,000			
	Competitions	20,000			
	Academic tutoring	40,000			
	Psychological assistance	30,000			
	Workshops	20,000			
	Materials	40,000			
	Communications			55,000	
	Rent and Maintenance			78,000	
Salaries			140,000		
2. Monitoring and Evaluation		90,000			
	Management	15,000			
	Impact Evaluation	50,000			
	Results Study	25,000			
3. Knowledge Management		35,000			
	Documentation	15,000			
	Seminar	10,000			
	Visit	10,000			
4. Others Auditing Incidental expenses Launching event		30,000			
	Consultant	15,000			
	Consultant	5,000			
	Workshop	10,000			
Total		500,000	273,000	773,000	

V. Executing agency and execution structure

This TC will be implemented by Rafa Marquez Foundation (FRM), which already has extensive experience in implementing youth violence prevention programs. FRM will assign a general manager for this TC in order to coordinate strategic actions and conduct the procurement of consulting services required for the implementation of the TC, according to the Bank's policies and procedures. This TC will be implemented over a period of 18 months with a disbursement period of 24 months, effective from the date of signature of the TC agreement.

VI. Project Risks and issues

A preliminary risk assessment may include: (i) a lack of sustainability of the project past the two years of IDB funding. This risk will be mitigated by the involvement of the executing foundation, which has a long history of working in the beneficiary communities and extensive experience in the implementation of violence prevention and social inclusion programs; and (ii) a lack of incentives and motivation of children and youth to participate in the program, and embrace it. This risk will be mitigated by developing the activities in the children centers that are already built and established in the communities and promoting the involvement of base communities, which are in contact with the beneficiary youth.

VII. Environmental and Social Classification

By its nature, the project has no negative environmental and social impacts is thus within the category "C" (see: [IDBDOCS-#37556818](#)).

