

### Draft TC ABSTRACT

The TC Abstract should not exceed 2- 3 pages in length

#### I. Basic project data

▪ Country/Region:	HONDURAS
▪ TC Name:	Potenciando el Desarrollo Endógeno con Identidad Territorial
▪ TC Number:	
▪ Team Leader/Members:	Gladys Morena Gómez,
▪ Indicate if: Operational Support, Client Support, or Research & Dissemination.	
▪ If Operational Support TC, give number and name of Operation Supported by the TC:	
▪ Reference to Request <sup>1</sup> : (IDB docs #)	
▪ Date of TC Abstract:	11 de Junio de 2013
▪ Beneficiary (countries or entities which are the recipient of the technical assistance):	
▪ Executing Agency and contact name (Organization or entity responsible for executing the TC Program) {If Bank: Contracting entity} {If the same as Beneficiary, please indicate}	Secretaria Técnica de Planificación y Cooperación Externa SEPLAN Dirección General de Imagen País
▪ IDB Funding Requested:	US\$ 170,000.00
▪ Local counterpart funding, if any:	USD 30,000.00
▪ Disbursement period (which includes execution period):	24 months
▪ Fecha reuquerida de inicio:	
▪ Types of consultants (firm or individual consultants):	
▪ Prepared by Unit:	
▪ Unit of Disbursement Responsibility:	
▪ Included in Country Strategy (y/n);	No
▪ TC included in CPD (y/n):	
▪ GCI-9 Sector Priority:	sectorial priorities GCI-9 c) Institutions for growth and social welfare d) international integration Competitive regional and global

#### II. Objective and Justification (estimated length: ¼ page)

This subheading should facilitate a clear understanding of the objective and the problem the TC aims to address.

For OS-TCs: State how the TC will support the design and/or execution of the loan/guarantee and why it is needed. Explain how the TC addresses the Bank's GCI-9 sector priorities. If the profile is not

<sup>1</sup> A copy of the Letter of Request, Programming/Portfolio Review Mission Aide Memoire or Report requesting the TC should be submitted with the Abstract.

presented together with the loan PP or POD, this section should briefly summarize the main aspects of the loan/guarantee it supports (e.g. objective, alignment with country strategy, problem it addresses).

**Objective:** "The Improvement in the living conditions of the population of the Gulf of Fonseca area, the lowering of poverty conditions and the improvement of the quality of life of Hondurans living in the region (total number?) / as ". THE PURPOSE of the project is: Achievement of a stronger social cohesion by the strengthening of the regional identity, as well as the institutional alignment of both public and private sectors in Honduras.

### **Justification**

Historically Honduras has been a fractured society, with mostly weak and disjointed institutions, a state of affairs which has prevented the strengthening and forging of cultural identities, geared toward the formation of a national identity, through the promotion of patriotism and national pride of being Honduran / as, on the other part its absence, as a result, facilitates the replacement of traditional values with other code of values that undermines the ancestral and scarce heritage

The current security crisis is rampant in the country as a whole, In fact innumerable acts of violence are spectacularly published and broadcasted in a daily basis, a growing indication that Honduras now has turned into a disjointed society phenomenon has transcended urban borders and has entered rural areas, hence the importance of materializing a project to rescue those tangible and intangible cultural elements of the cultural map, an instrument which could turn into an effective mean toward the promotion of regional cohesion, while reaffirming bonds of brotherhood, cooperation, solidarity, respect, honesty and rewarding citizens through sentiments of national pride and in turn putting into perspective a much-needed positive image of the country.

Cause No I. Rates, Violence and Mortality, hinders development and forces citizens to migrate either to other towns or abroad. In 2012 came about one of the worst slaughters of Honduras in the Comayagua jail" which left close to 400 convicts dead. This crude and cruel reality influences and discourages private investment, both national and foreign. In addition the security situation contributes significantly to the increase of production costs and causes government policy it to direct resources and government decision-making processes towards the solution of these problems, thus neglecting other sectors, and hindering coordination between civil society, government, the private sector and citizens in general.

Cause No II. Culture in its complex and fragile territorial reality is conditioned in its speech to the defense of the particular interest of a sector or social group, where the cultural manifestations and heritage conservation, and the recovery of public spaces are not a priority of culture, in fact culture is conceived or deemed as a deterministic feature or exclusive expression of one ethnic group, or artistically practice skills acquired through the study of arts and science, while ignoring those elements of the social message they bring to the elaboration of identity through cultural manifestations: popular demonstrations, natural heritage, and the artistic potential of its landscape, ancestral knowledge and other assets including land.

Cause III. Cultural identities In public policy and in approach strategies for the development of the territories under institutional levels provided by regions and Municipalities are not incorporated while, the multicultural, multilingual and multi-ethnicity as identity-forming elements of Honduras and

its peoples are not valued, promoted and revitalized, an absence which has caused a split in society, which makes ethnic groups to be excluded from cultural, social and economic decisions and the benefits of development. On the other hand there is a crisis in values and a decline in leadership committed to the country, the product of poorly educated elite that does not consider education a priority both cultural and human.

Cause IV. A Matrix Media Unfavorable to the image of Honduras, This threatens the integrity and hope of progress for the Honduran people, this case is both multidimensional and difficult to conceptualize, because it is linked to the freedom of press, speech and information thus is difficult to manage as a whole. When violent news, conflict and corruption irrupt, they turn into the main raw material of the media for its reporting in spite that this would negatively affect the country's image, therefore the State should regulate the media if this does not attempt against the freedom of speech and press, so that the country can have a coherent and unique image, a difficult task since different audiences fit information to their tastes and prejudices and accordingly modify the various facts, realities and situations under scrutiny. The current image of Honduras, is a by-product of this type of negative journalism that prevails in the country, which only highlights the negative facts, therefore reflects only a fraction of its reality: economic, cultural and social.

Cause V. Critical thinking and consensus. Because of assimilative and integrationist policies<sup>2</sup>, there has been a dislocation<sup>3</sup> <sup>4</sup>in the formation of national identity, so that intercultural dialogue is not possible in order to build consensus and encouragement of the discussion and analysis of ideas. The steep decline of tangible and intangible cultural heritage affects the low self-esteem / Hondurans / as. On the other hand, the pride in our own national identity has weakened, to the extent that it has caused social and low participation of citizens as actors in their own social development.

SEPLAN: Secretary of State

It is and a specialist in planning, external cooperation and competitiveness, and it has quality resources and knowledge to achieve efficient project execution. It is currently in a process of surveying the territory in order to identify local and regional potentials that could boost the country's development, with support of its own endogenous assets and supported by external agents. In relation to the construction of the regional identity the government has carried out meetings about this topic over 7 regions and the mass media. The project is aligned with the "Plan de Nation" and National Plan, which seeks to contribute significantly to achieving the above challenges and improving the quality of life of the Honduran population.

Beneficiaries. The project is targeted with 45 municipalities of the Gulf of Fonseca region as direct beneficiaries, as well as 50 cultural entrepreneurship, (small organizations) and indirectly an estimated population of 775.924 citizens who live in the region

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<sup>2</sup> En este modelo asimilacionista de desarrollo, plantea que para poder participar plenamente en la cultura nacional, las minorías étnicas deben ser conducidos a liberarse de su identidad étnica, pues de lo contrario sufrirán retraso en su propio desarrollo y ven la cultura étnica como causa de la pobreza de los pueblos originales y afrodescendientes. Esto dio como consecuencia las tensión y balcanización étnica.

<sup>3</sup> La política integracionista se suele entender como una postura de amalgamación, que trata de crear una cultura común que recoja las aportaciones de todos los grupos étnicos y culturales. Esta idea de aglutinamiento generó en los Estados Unidos el modelo de melting pot (crisol), sacado de una obra teatral estrenada en Nueva York en 1908, en la cual se concibe América como una nación en la que todas las diferencias étnicas se funden en una sola entidad nacional que es superior a todas ellas por separado. La pretensión es mantener la coexistencia y el equilibrio entre las culturas minoritarias y ofrecer lo mejor de la cultura dominante para todos.

<sup>4</sup> Desarticulación, quebradura

For CS-TCs and KD-TCs: Explain the value added/additionally provided through Bank assistance, how the TC is aligned with the Bank’s GCI-9 sector priorities and relationship to the country and programs under preparation or execution.

**III. Description of activities and outputs (estimated length: ½ page)**

This subheading should describe the major components of the project. Each component should have a description of activities, expected outputs, and expected results.

The project falls within a Reimbursable Technical Cooperation and has three components:

**Component I. Strengthening Institutions.** (USD 60,000.00). This component will perform at first analysis of organizations and institutions involved in the local, regional and national levels, in relation to its current and potential contributions to the construction of regional identity. as product will be designed and consult the policies needed for a renewal of communication in the country, will strengthen the capacity within the SEPLAN and define the roles and mechanisms of joint function corresponding to the role of the remaining five state departments involved in the project, as well of human capital formed in these secretaries.

**Component II. Strengthening cultural routes** (USD 90, 000.00). Divided into two lines supporting the first opening and strengthening small creative cultural industry integrating a regional brand and designations of origin, the second seeks to strengthen the collective in the imagination of the population d from of their identity elements that contribute to the recognition of regional identity as a contribution to national identity,

**Component III. Cultural identities for social cohesion** (USD 50,000). The objective of this component is to achieve a cohesive regional citizenship and revitalized their cultural identities and providing the formation of Regional Identity. It arises in a first implementation of the strategy and the communication campaign and positioning of the routes cultures and internal and external promotion to second shaping Zoning instances as instances of the process monitoring, support and strengthen cultural identity and social cohesion.

**IV. Budget (estimated length: ¼ page)**

This subheading should state the total amount of funding needed, showing allocations for each component as per the table below. Counterpart funding (if any) should be included.

**Indicative Budget**

[additional level of detail required in budget will be elaborated to provide good guidance]

Rubro	Banco USD Miles	SEPLAN USD Miles	Total USD Miles
<b>Component I. Strengthening Institutions</b>	<b>50,000.00</b>	<b>10,000.00</b>	<b>60,000.00</b>
<b>Component II. Strengthening cultural routes</b>	<b>80,000.00</b>	<b>10,000.00</b>	<b>90,000.00</b>
<b>Component III. Cultural identities for social cohesion</b>	<b>40,000.00</b>	<b>10,000.00</b>	<b>50,000.00</b>
	<b>170,000.00</b>	<b>30,000.00</b>	<b>200,000.00</b>

**V. Executing agency and execution structure (estimated length: about ½ page)**

This subheading should provide relevant information on the nature of the executing agency, its track record (prior work with the Bank or other development agencies), its mission, major areas of activities and programs. If the Bank is the proposed executing agency, this section should indicate the request came from the beneficiary and provide justification for this arrangement.

The project will be executed by SEPLAN through its Country Image Management and will form a Project Coordinating Unit, to articulate work with the five state departments involved: (i) The Ministry of Education: is committed to advancing implementing crosscutting basic national curriculum: Participatory Democracy, Labour and Cultural Identity. (ii) SCAD: implementing its Ten-Year Plan for the Promotion of Culture and rehabilitation of cultural houses (iv) with IHT who will participate in the execution of the promotional campaign proposed in the Strategy for the Promotion of Regional Identity. Ihai, support in raising the cultural heritage baseline.

**VI. Project Risks and issues (estimated length: about ½ page)**

This section should elaborate on major risks to project execution and achieving project objectives. For each risk, a corresponding mitigating measure should be identified. Any special issues for analysis, beyond those that are common to most projects, such as if there is a need for phasing components/activities, or any special execution arrangements (e.g. if there is a need of a new law, decree, multi-agency participation) should also be identified and discussed.

**Risks:**

1. Technical Risks. Not presented since the institution has experience in implementing such projects and has the appropriate technical staff.
2. Scaling risks. i) That the participants secretariats not devote resources and efforts to achieve the objectives. ii) That the populations in regions not empower the process of design, implementation and evaluation of brand promotion strategy and region. iii) That they will succeed in creating private public partnership to manage and provide sustainability to the construction of regional identity.
3. Risks of Brand. i) The project will focus on building the brand region without real support not include territorial potentials.

To mitigate these risks the implementing agency run the component No 1 of strengthening the institutions involved to add the challenges of the project in an efficient and effective

**VII. Environmental and Social Classification (estimated length: ¼ page)**

All TCs must have an ESG classification. This subheading should state the ESG classification of the TC as assigned by ESG.

Positive environmental effects. The project does not involve activities that affect the environment; rather it is a project that will help preserve the natural heritage tangible asset of regional identity.

Positive social effects.

The project benefits the regional citizens to raise their self-esteem, encourage the recovery of cultural identities and to create conditions for the improvement of family income through creative cultural industry