

EcoGourmet



Norad

Norwegian Agency for Development Cooperation



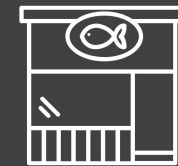
GRUPO
PRODECO

CONSERVACIÓN
INTERNACIONAL

Colombia



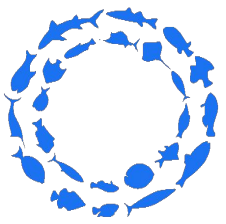
Fortalecimiento Pesca Artesanal



Juan Pablo Caldas

Conservación Internacional Colombia

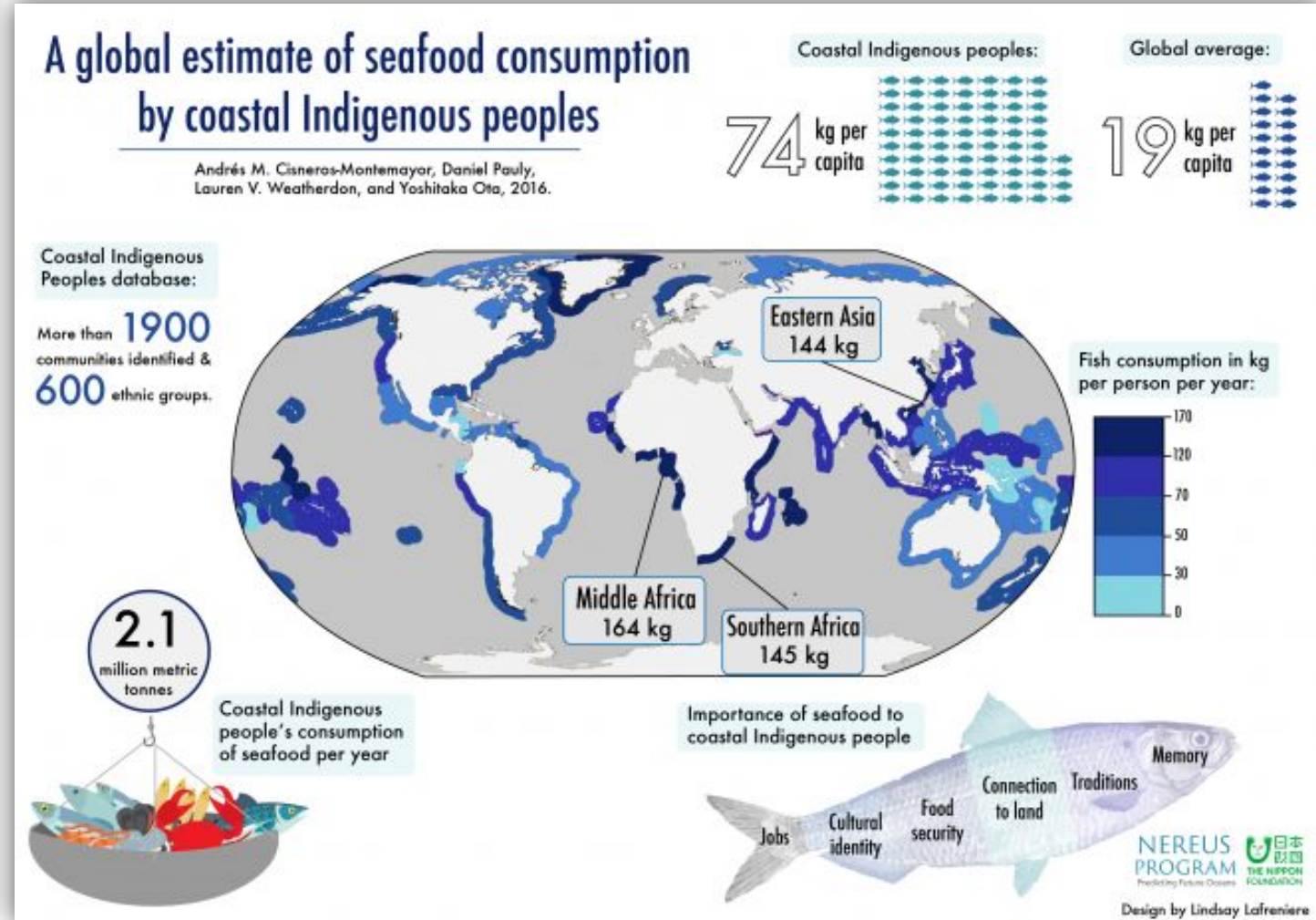


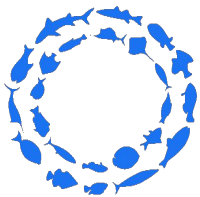


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CONTEXTO GENERAL DE LA PESCA

FISHERY		
BENEFITS	LARGE SCALE 	SMALL SCALE 
Subsidies	\$\$\$\$\$ 25-27 billion	\$ 5-7 billion
Number of fishers employed	 about 1/2 million	                                    over 12 million
Annual catch for human consumption	      about 30 million t	      same: about 30 million t
Annual catch reduced to fishmeal and oils	       35 million t	 Almost none
Annual fuel oil consumption	                                            about 37 million t	 about 5 million t
Catch per tonne of fuel consumed	 =  1-2 t	 =       4-8 t
Fish and other sealife discarded at sea	                                           8-20 million tonnes	 Very little





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SITUACIÓN ESCALA NACIONAL



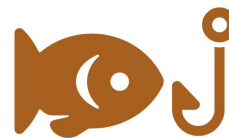
INFORMACIÓN

Falta bases de datos confiables
Datos pobres



PIB-PESCA

0,17% (2014)
Ppl Industrial
Atún



PESCA PEQUEÑA ESCALA

Stock no evaluados
Multi especies

PRINCIPALES PROBLEMAS

Volúmenes no constantes –
especies objetivo

OPORTUNIDADES COMERCIALES

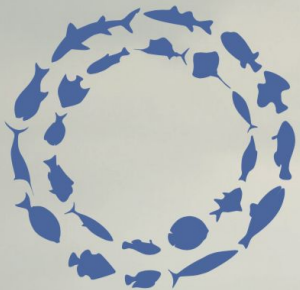
Falta créditos financieros
Organizaciones débiles

CAPACIDADES

Consumidores no conscientes
Poca cultura

CONSUMIDOR FINAL





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Modelo de negocio sostenible y equitativo
en la cadena de valor de la pesca artesanal



Un programa de:

Con el apoyo de:



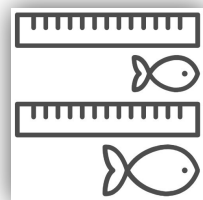
Norad



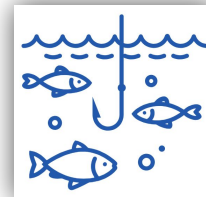
Fortalecimiento
Organizaciones de
Pesca Artesanal



Sensibilización
Consumidor Final



Sostenibilidad
Recursos
Pesqueros

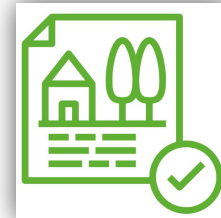


EcoGourmet busca promover
una cadena de valor sostenible
que sea más justa con el pescador,
más competitiva para el negociante
y más sostenible con el
medio ambiente.

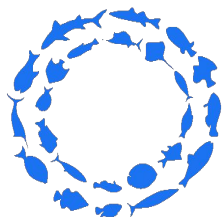
Acuerdos
Comerciales
Justos y
Equitativos



Impactos
Socioeconómicos
y Ecológicos



Cumplimiento
Criterios del
Programa

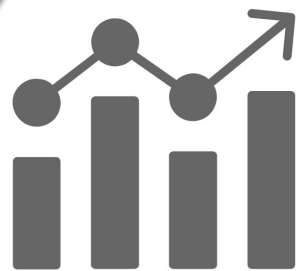


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ESQUEMA DEL PROGRAMA



PASO 1
**Estudio de
Factibilidad**



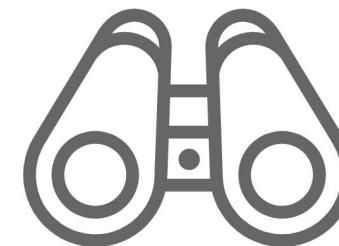
PASO 2
**Evaluación
ExAnte**



PASO 3
**Plan de
Intervención**



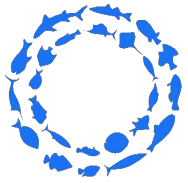
PASO 4
Intervención



PASO 5
Monitoreo

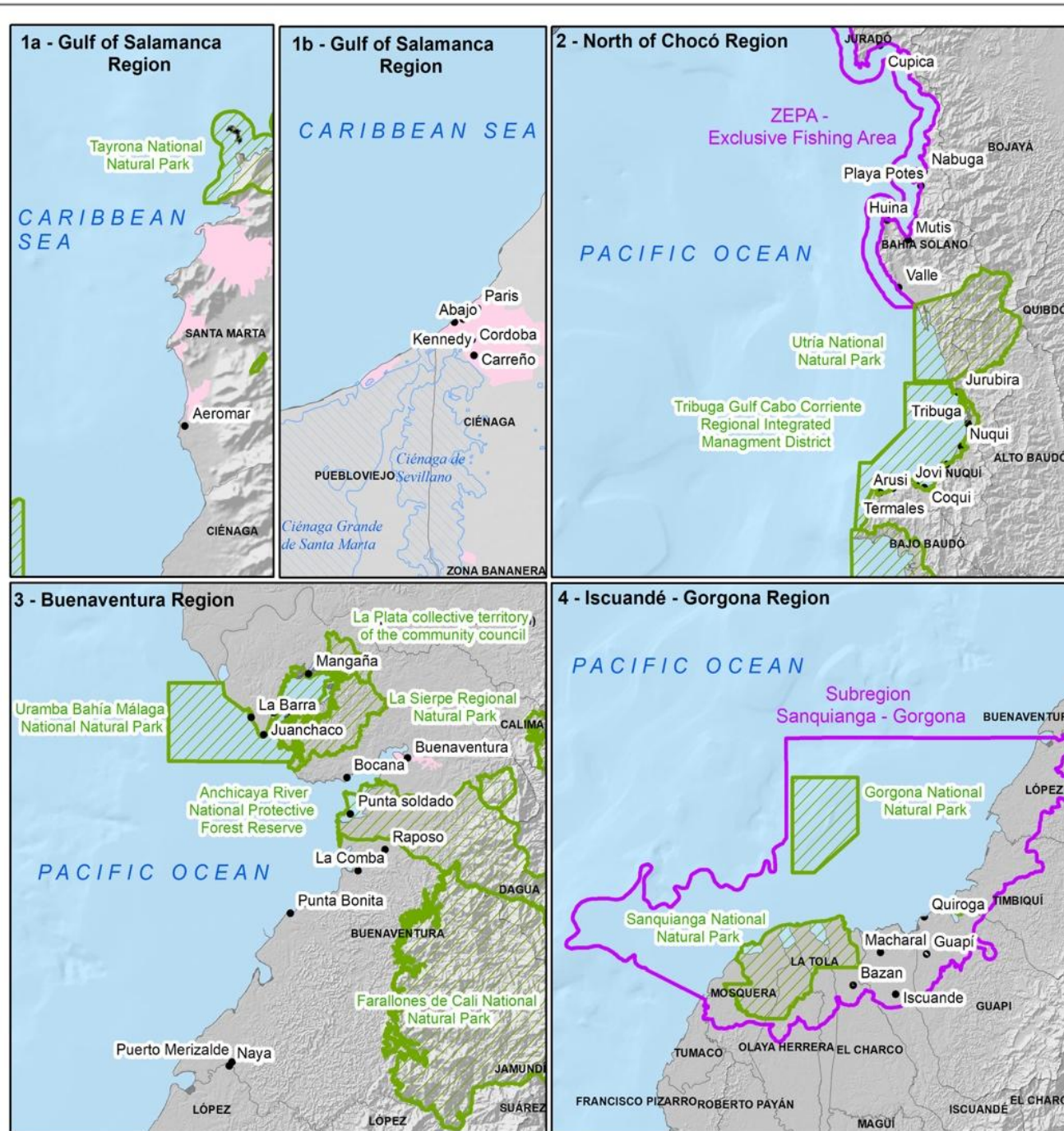


Evaluación de Impacto



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UBICACIÓN GEOGRÁFICA



LEYEND

- Sites with Associations
- ▨ Protected Areas
- ▭ Municipalities
- ▭ Populated center

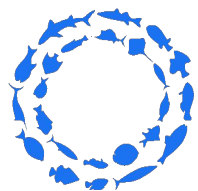
REFERENCE INFORMATION

Sites with Associations



STUDY AREA





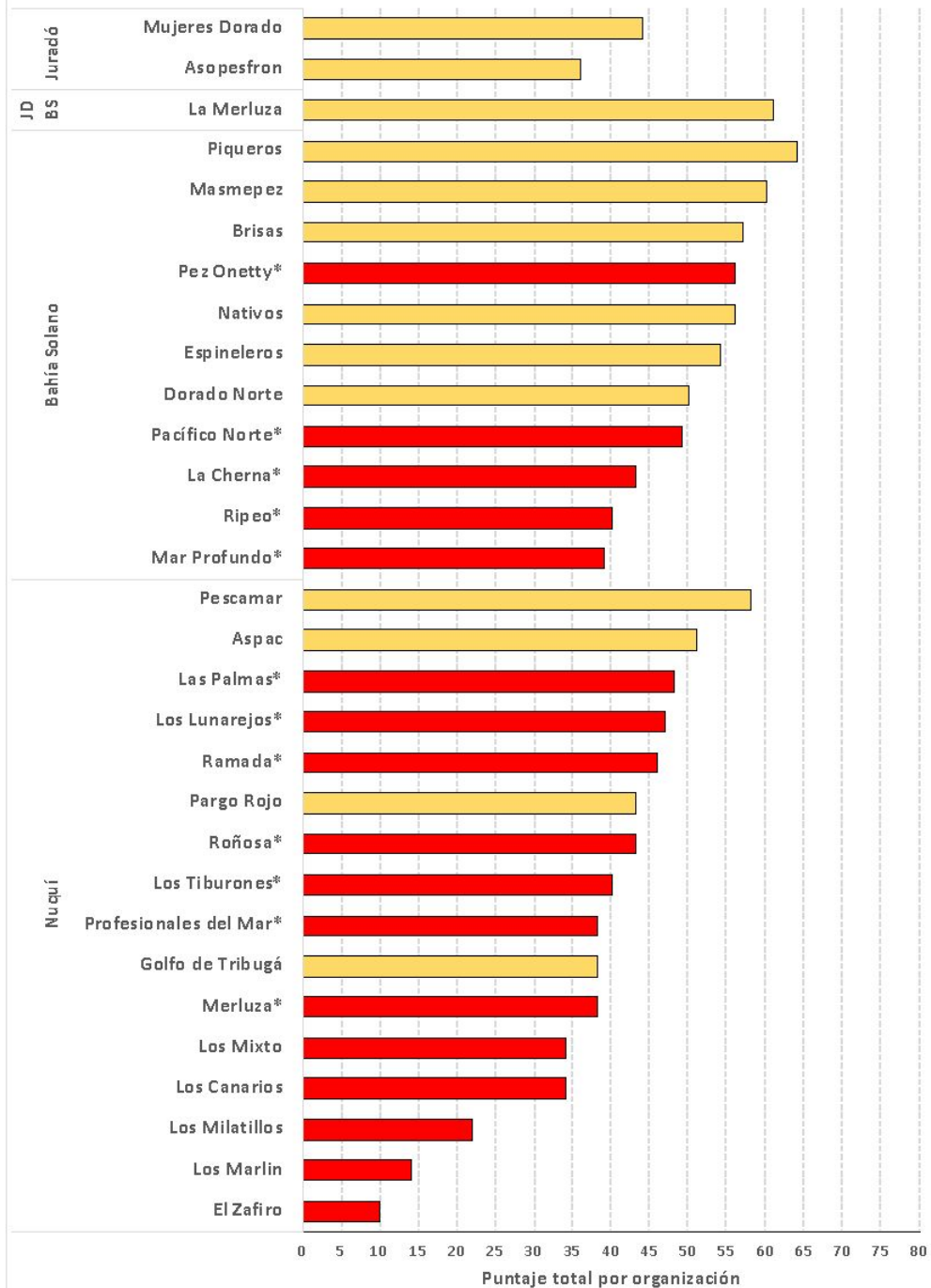
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EXANTE EVALUATION – Organizaciones Pesca Artesanal

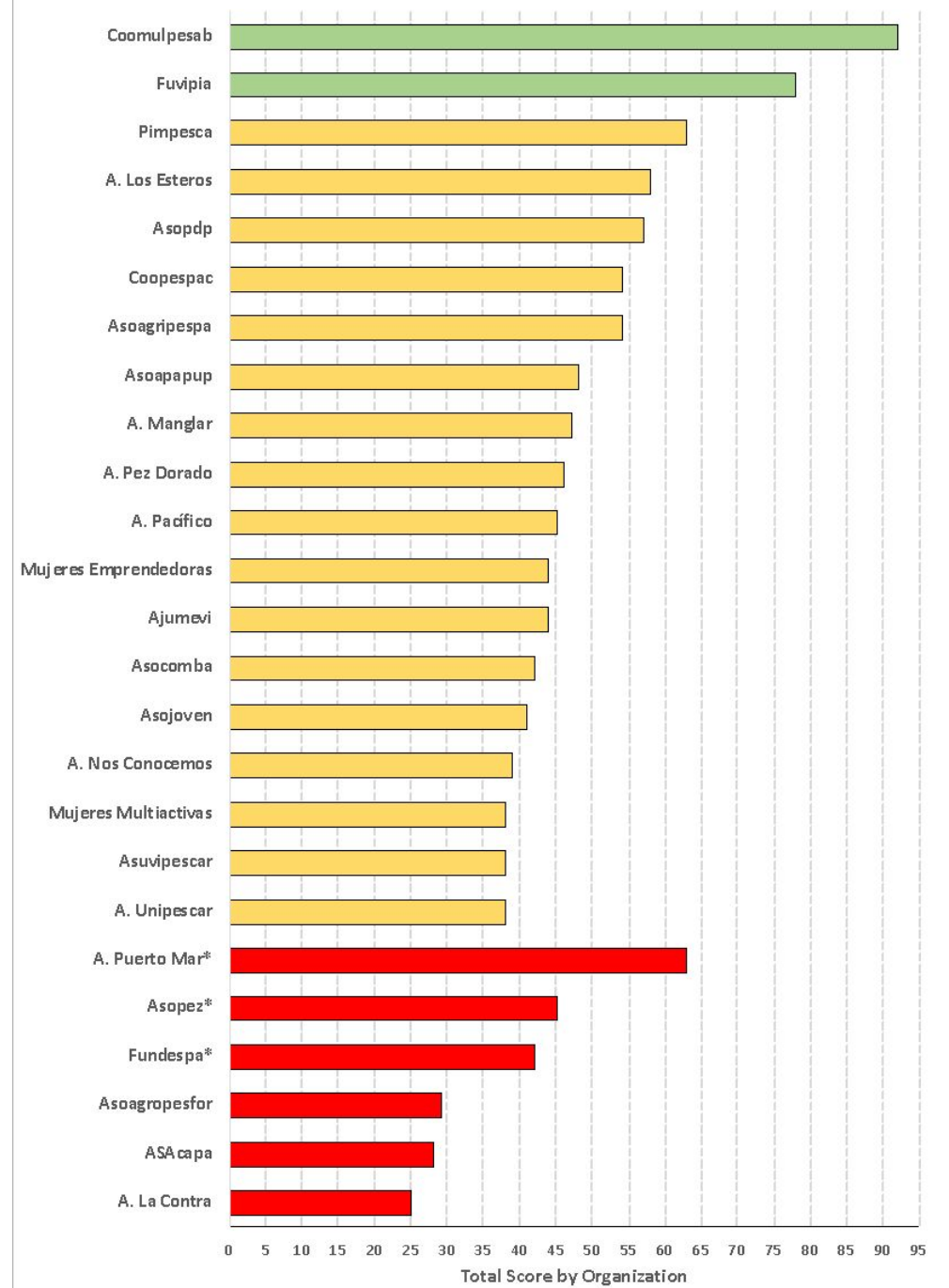
Componente (% ponderado)	Indicador (% ponderado)
1. Capacidad de Manejo (30)	Administración (30)
	Finanzas (10)
	Capacidad Técnica (10)
	Infraestructura (30)
	Equipos (20)
2. Capital social (10)	Participación de los miembros de la organización (60)
	Relevo generacional (40)
	Representación legal (25)
3. Liderazgo - legitimidad y Representatividad (20)	Gobernanza (40)
	Equidad de Género (20)
	Coordinación inter-institucional (15)
	Diversificación de mercados (40)
4. Evaluación de riesgos (10)	Dependencia económica de la pesquería (20)
	Compromiso con la pesca responsable (40)
	Registros de especies (50)
5. Información actividad pesquera (10)	Registros de tallas y pesos (25)
	Registros de artes (25)
	Registro de ventas (20)
6. Comercialización (20)	Cadena de Valor (50)
	Acceso a mercados (30)

ÁREA / MUNICIPIO		ORGANIZACIONES
Golfo de Salamanca	Ciénaga	20
	Santa Marta	1
	Pozos Colorados	4
	Tasajera	7
Chocó Norte	Juradó	2
	Bahía Solano	12
	Nuquí	16
Buenaventura		25
Gorgona - Iscuandé	Guapi	14
	Santa Bárbara de Iscuandé	5
TOTAL		106

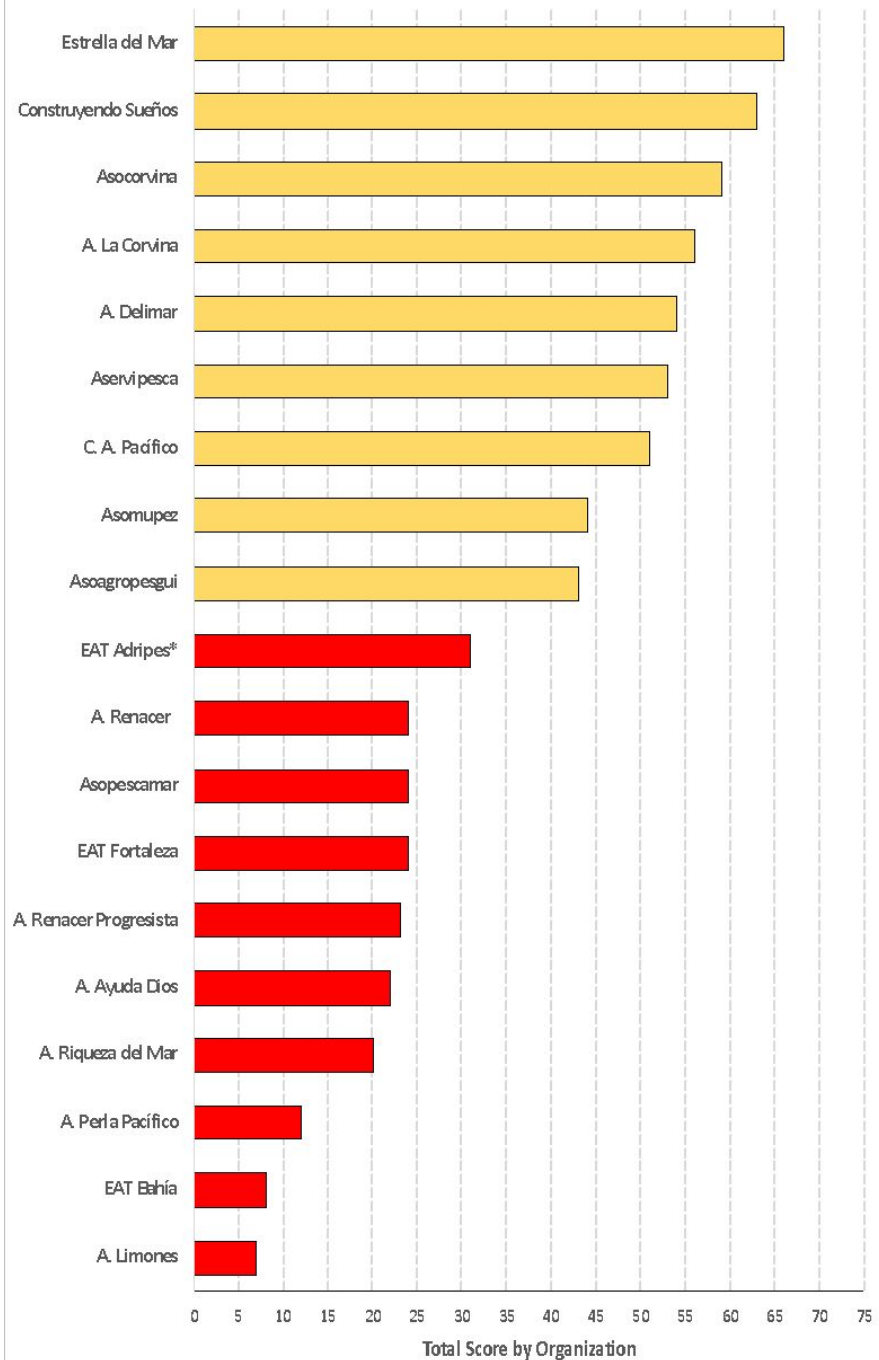
CHOCÓ NORTE (SECTORES)



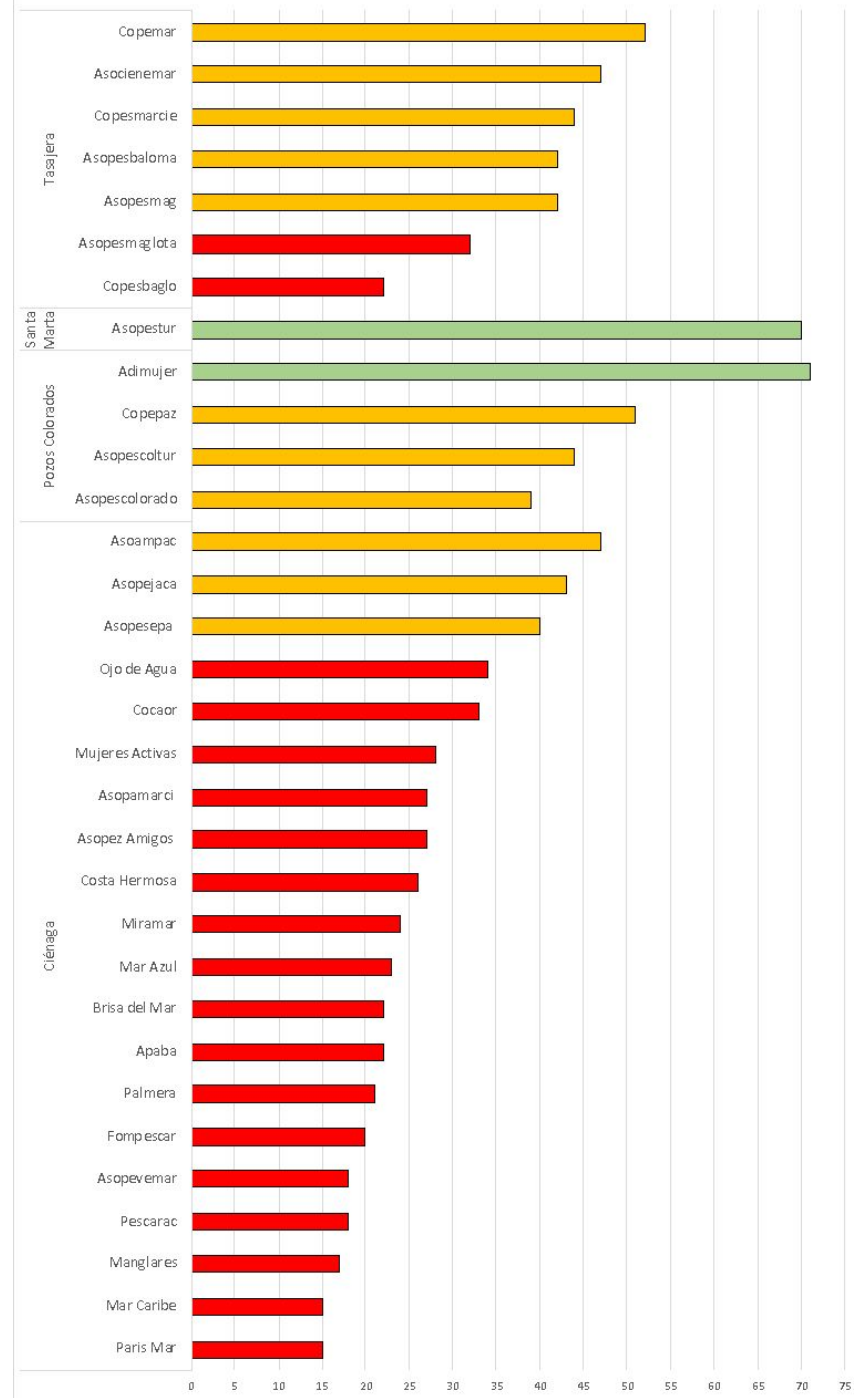
BUENAVENTURA

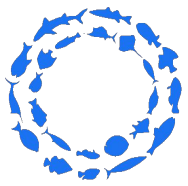


GORGONA - ISCUANDE



GOLFO DE SALAMANCA (SECTORES)

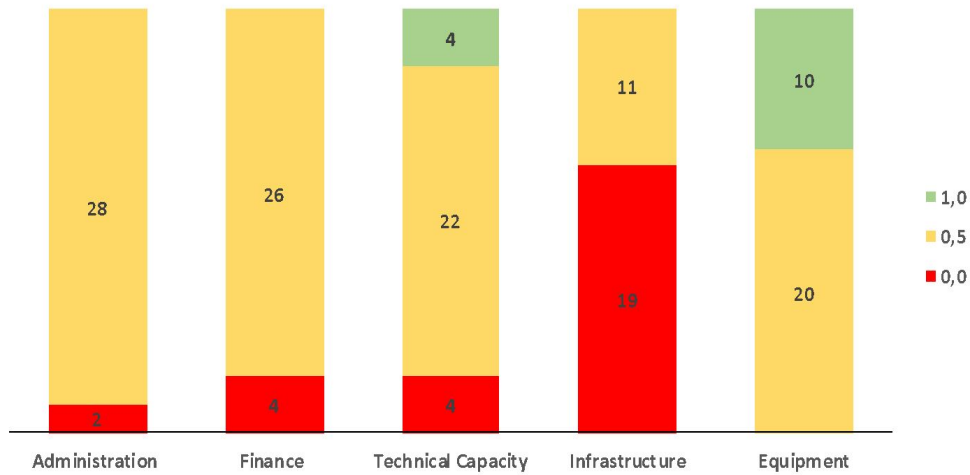




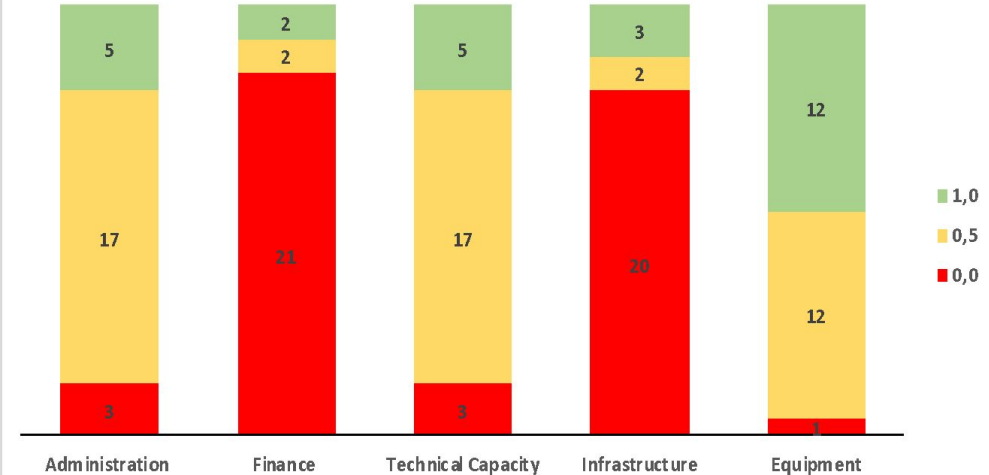
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Resultados - capacidad de manejo

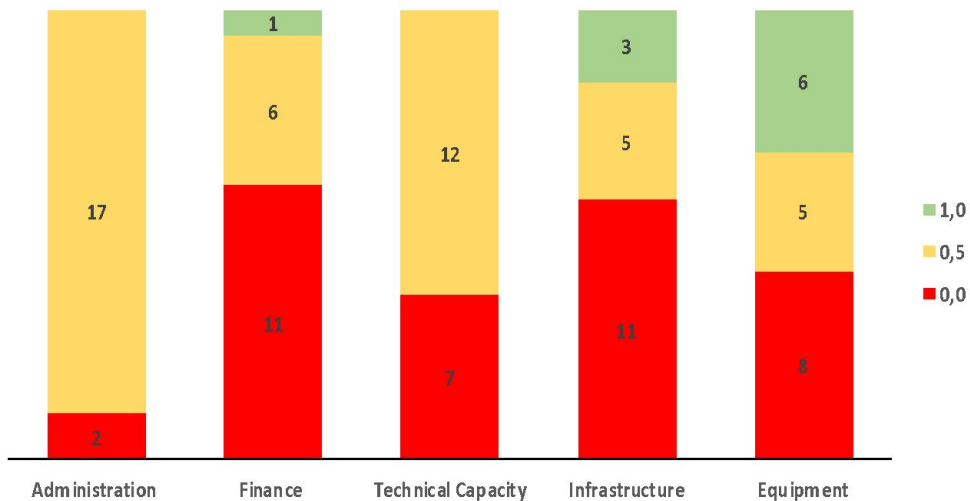
North of Chocó Region



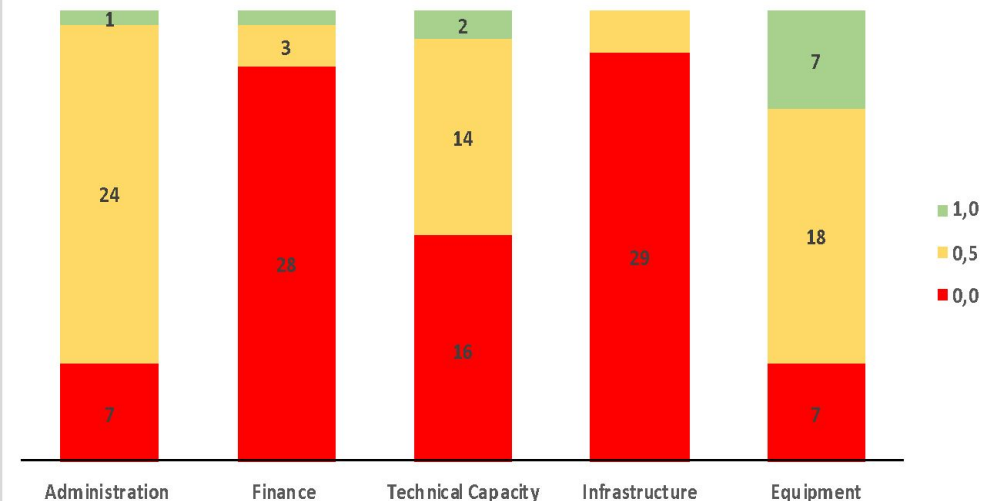
Buenaventura Region

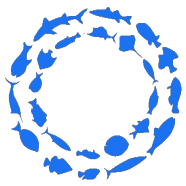


Iscuande-Gorgona Region



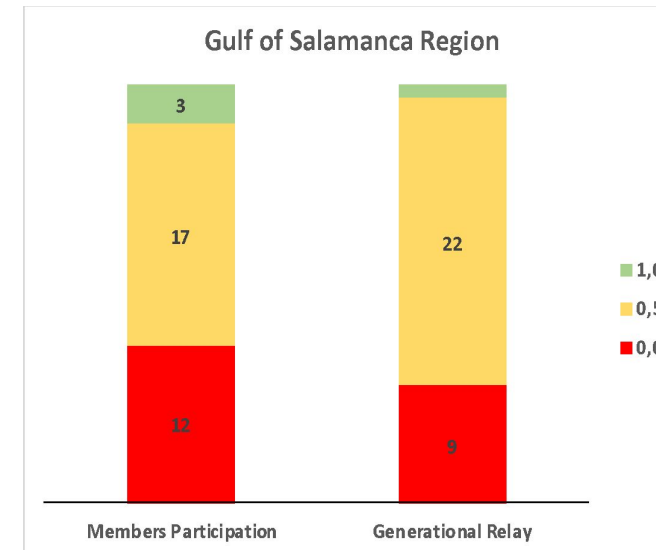
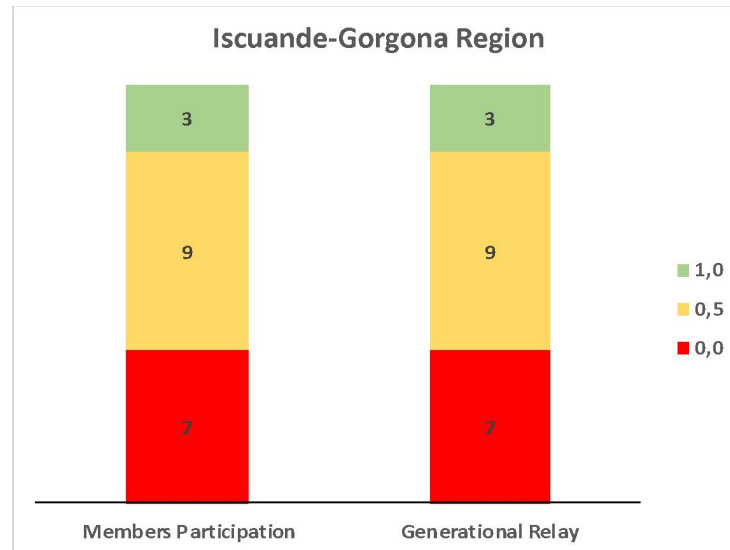
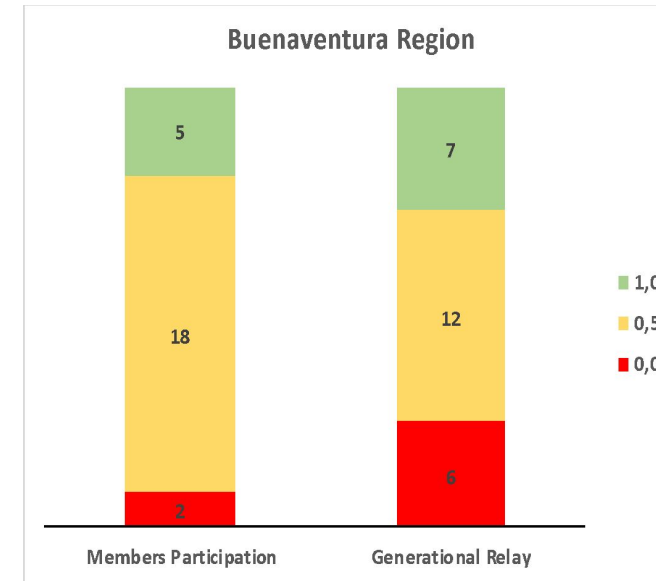
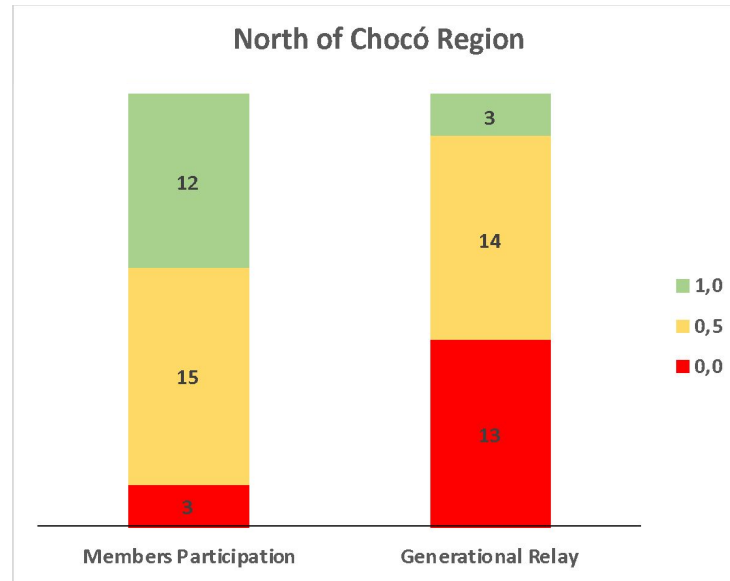
Gulf of Salamanca Region

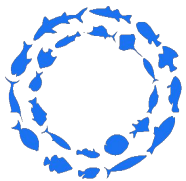




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Resultados – capital social

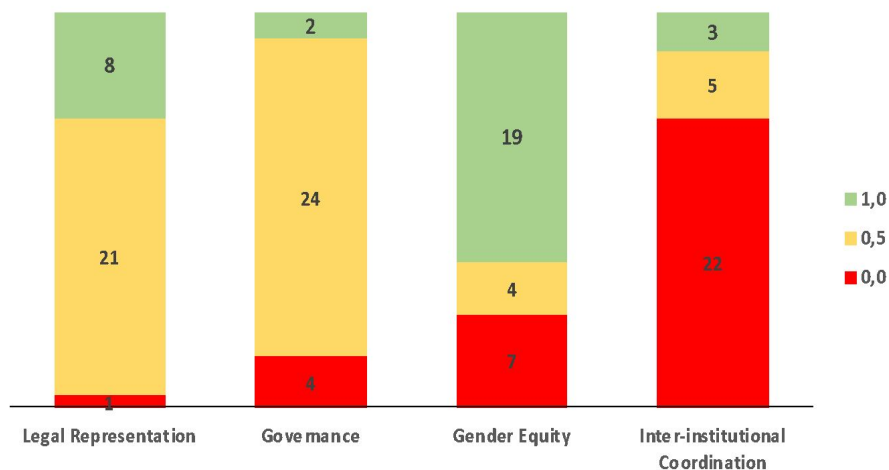




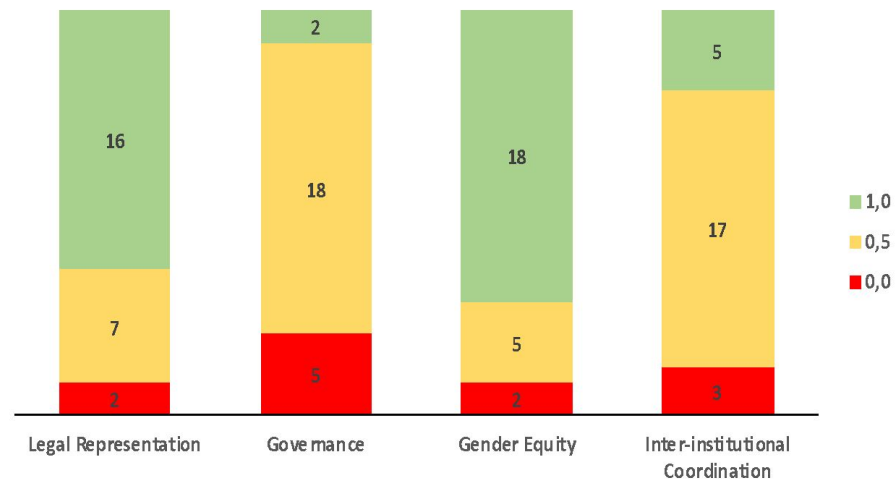
EcoGourmet

Resultados – liderazgo, legitimidad y reputación

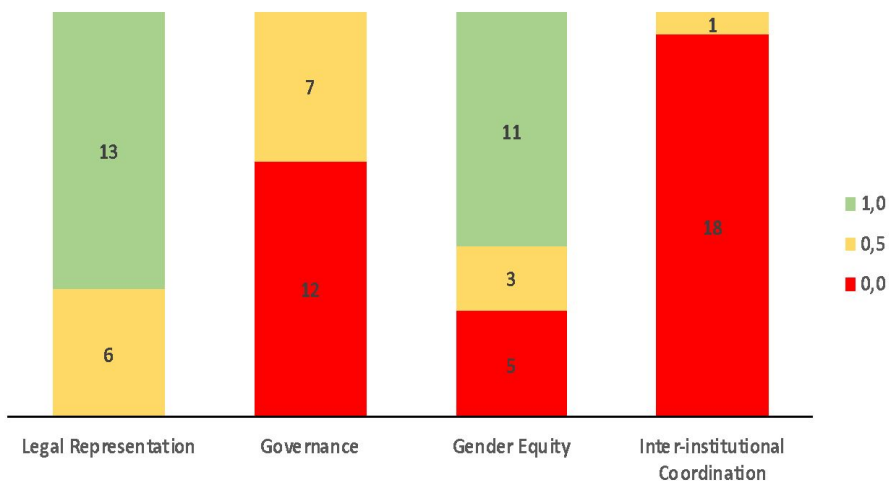
North of Chocó Region



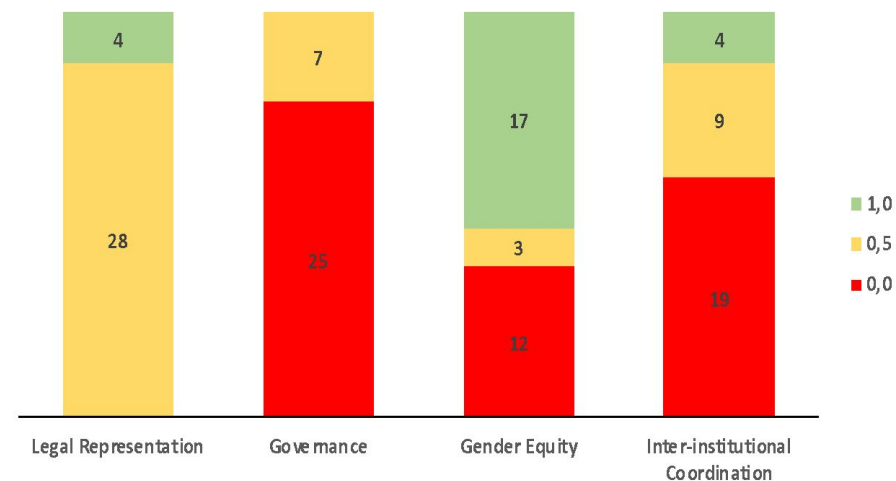
Buenaventura Region

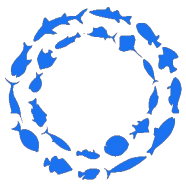


Iscuande-Gorgona Region



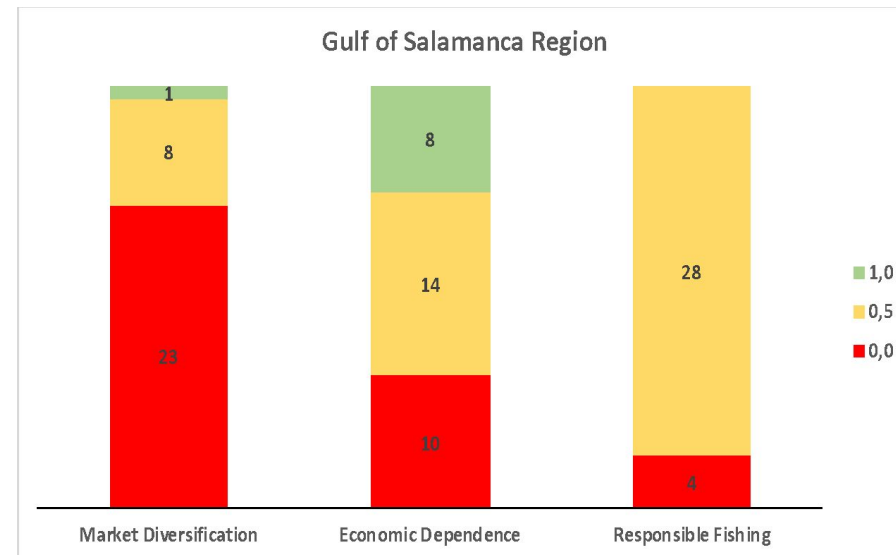
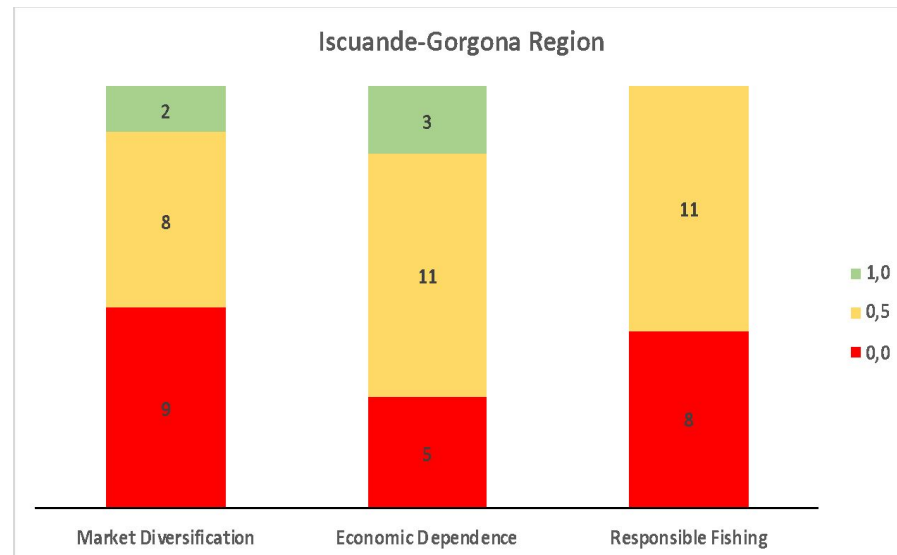
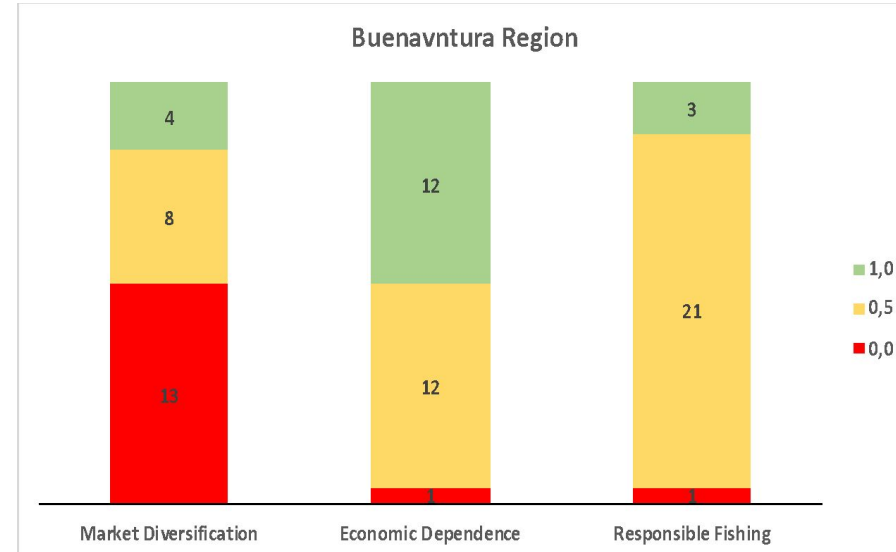
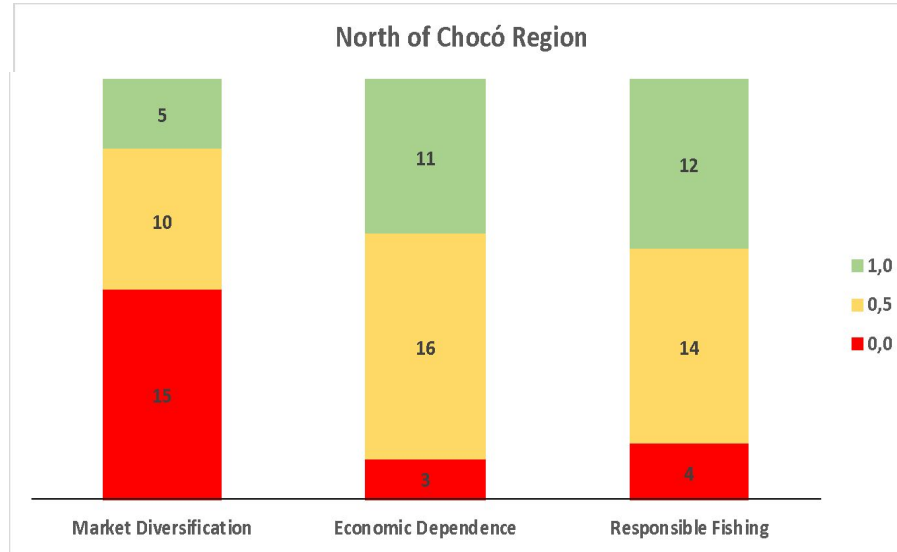
Gulf of Salamanca Region

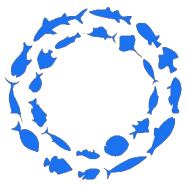




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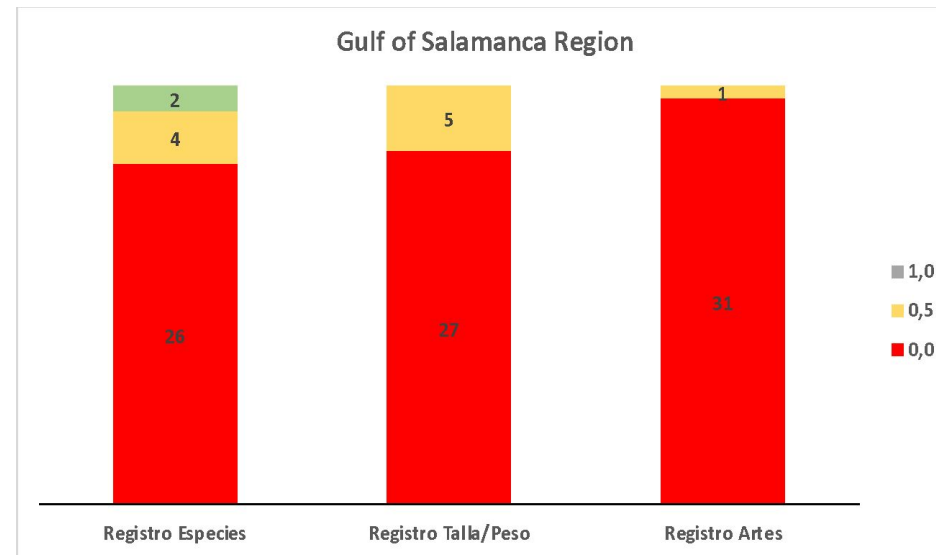
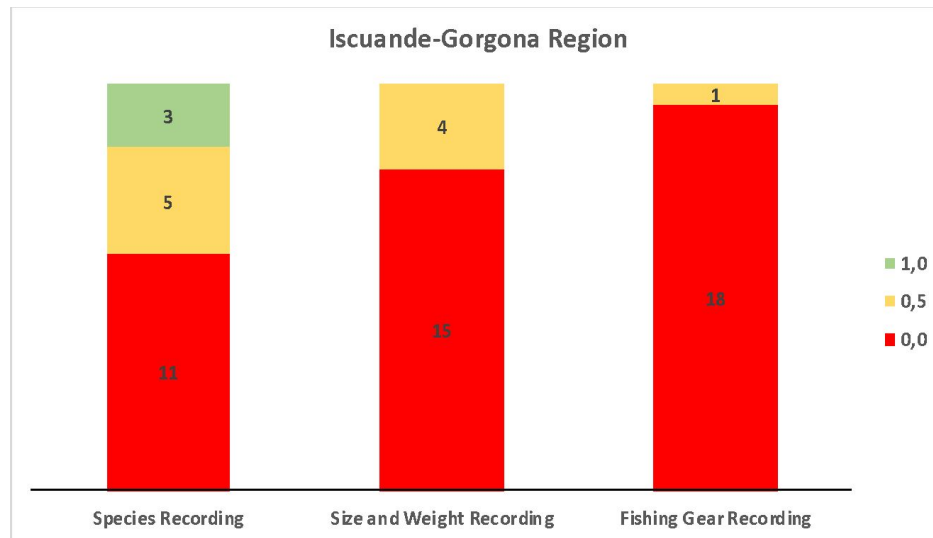
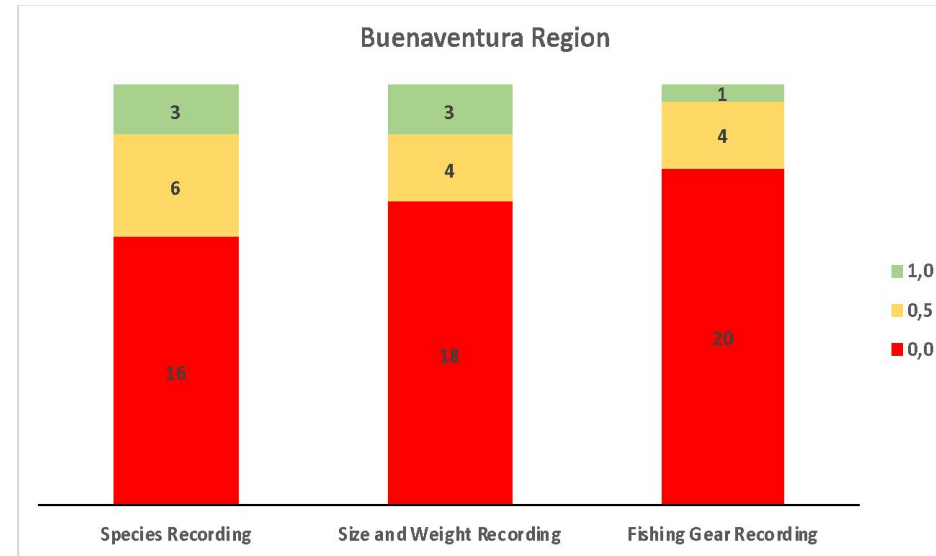
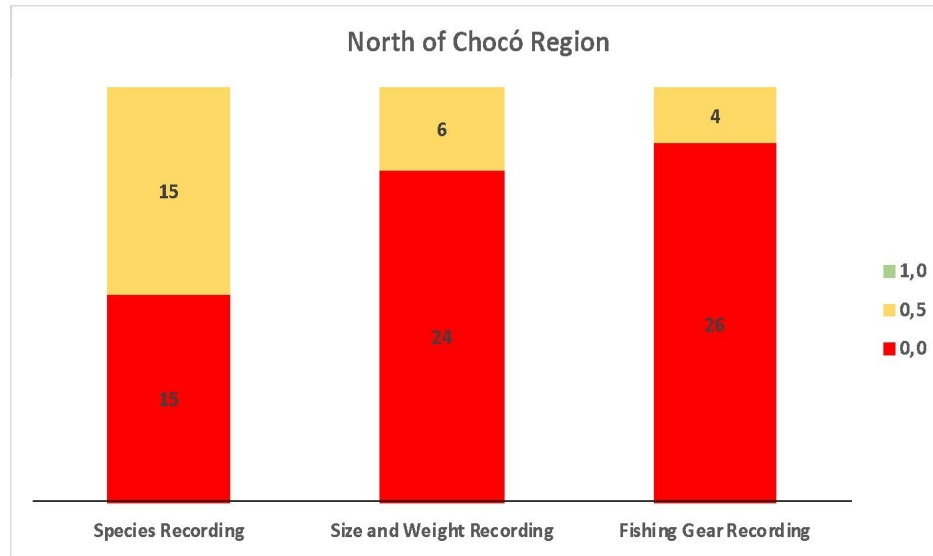
Resultados – evaluación riesgos

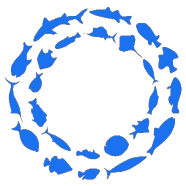




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Resultados – información actividad pesca

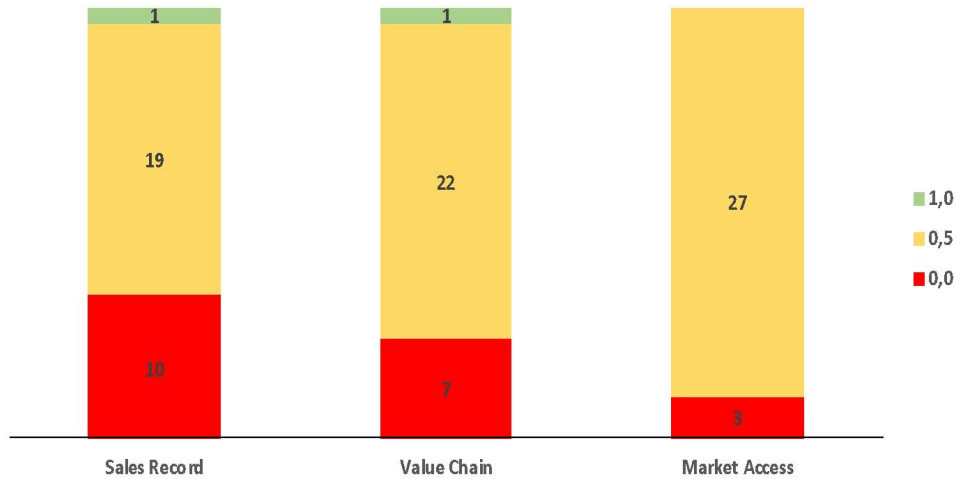




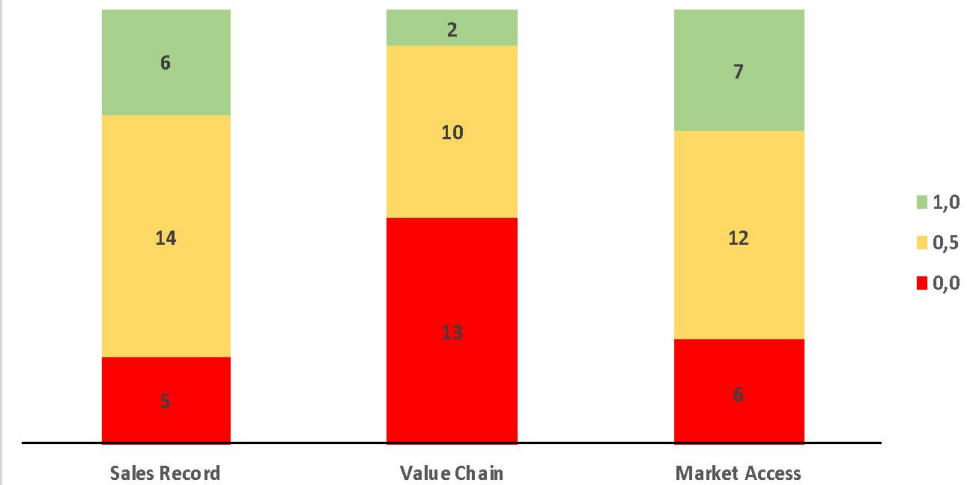
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Resultados - comercialización

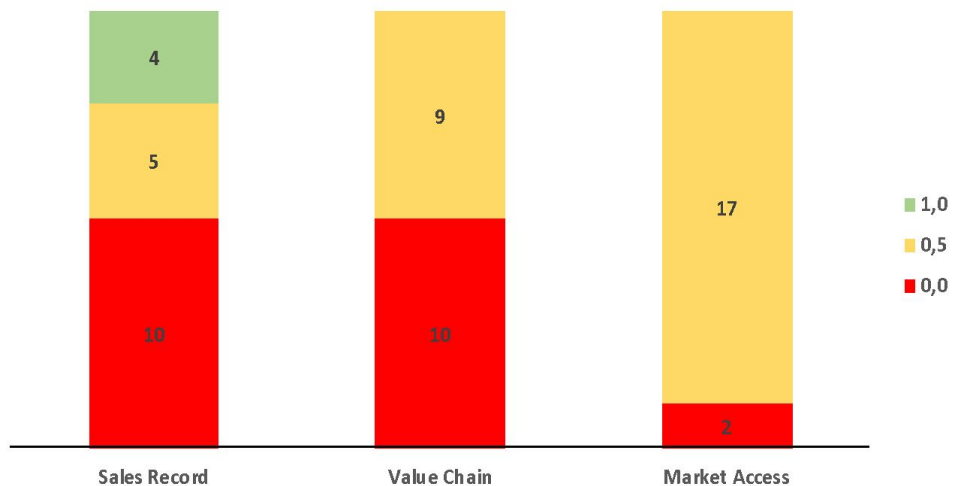
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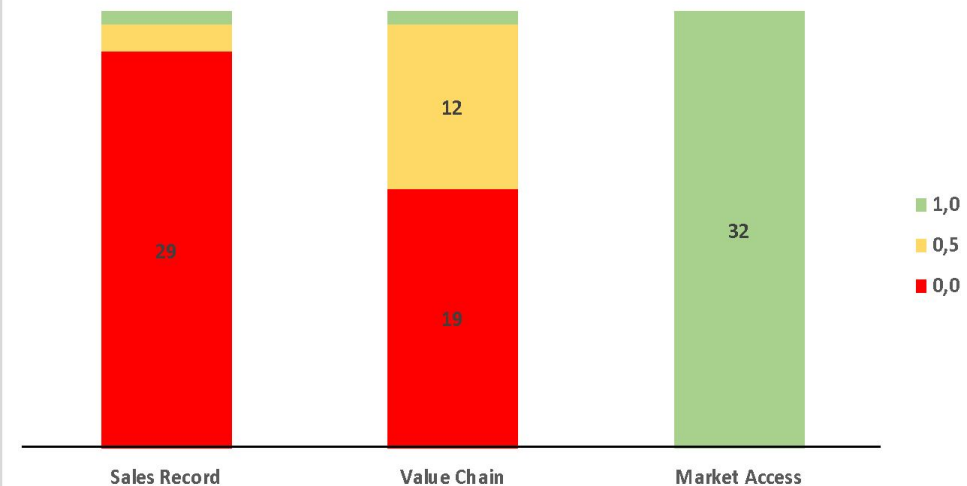
Buenaventura Region



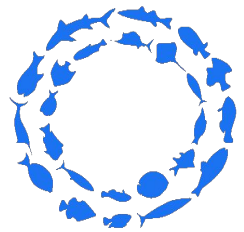
Iscuande-Gorgona Region



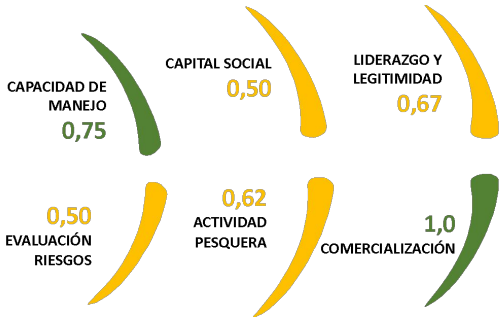
Gulf of Salamanca Region



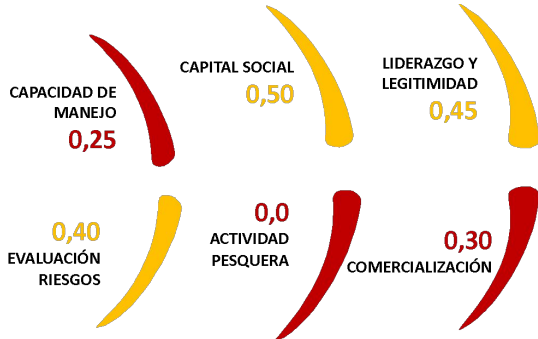
ASOCIACIONES PESCADORES



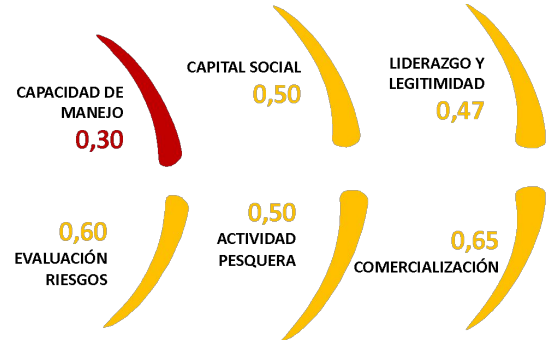
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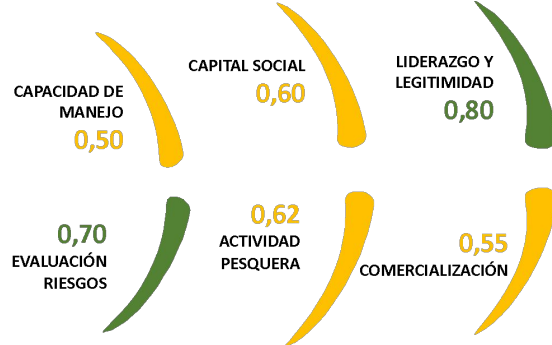
ADIMUJER



ASOPESEPA



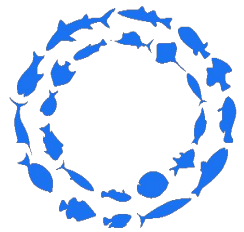
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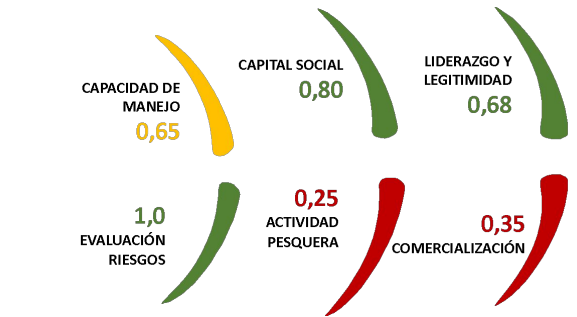
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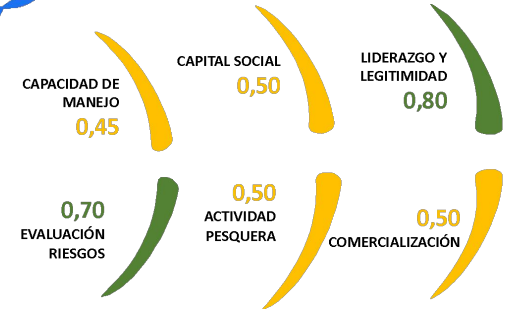
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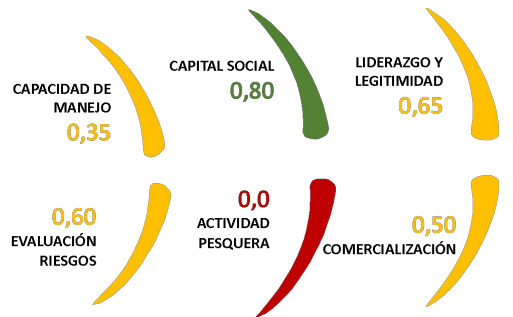
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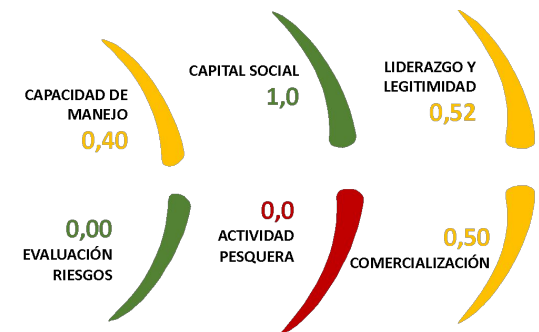
LA MERLUZA



MASMEPEZ



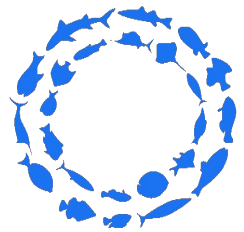
ASPAC



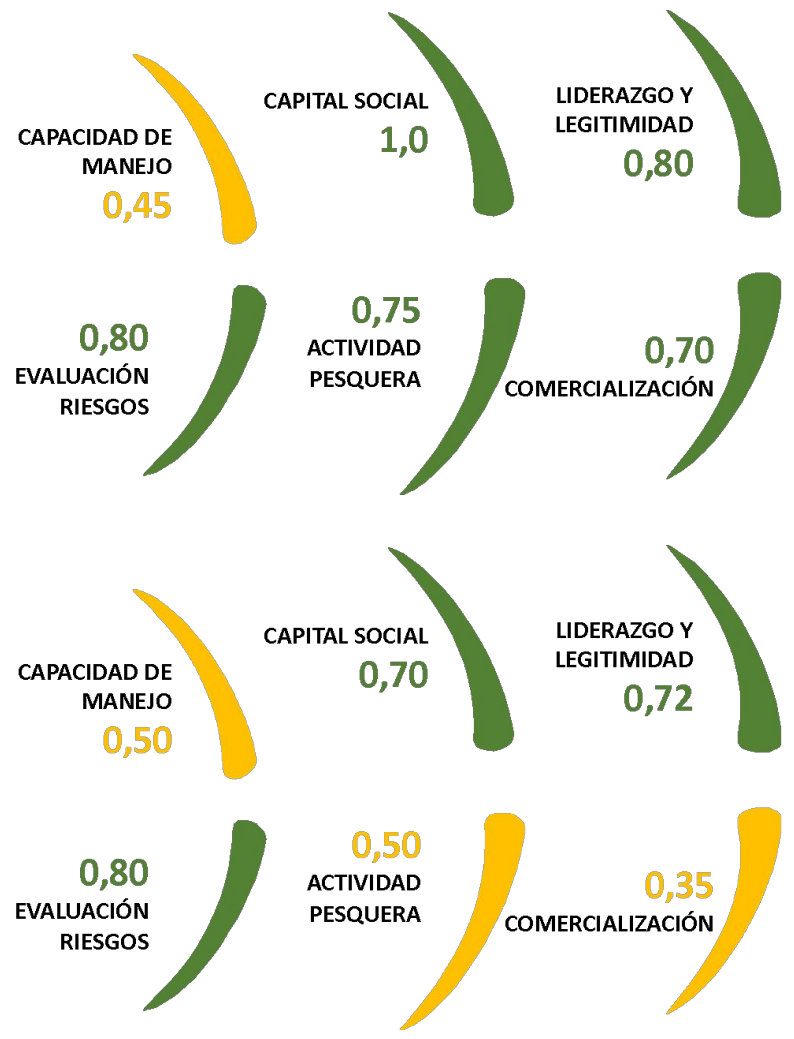
PESCAMAR



ASOCIACIONES PESCADORES

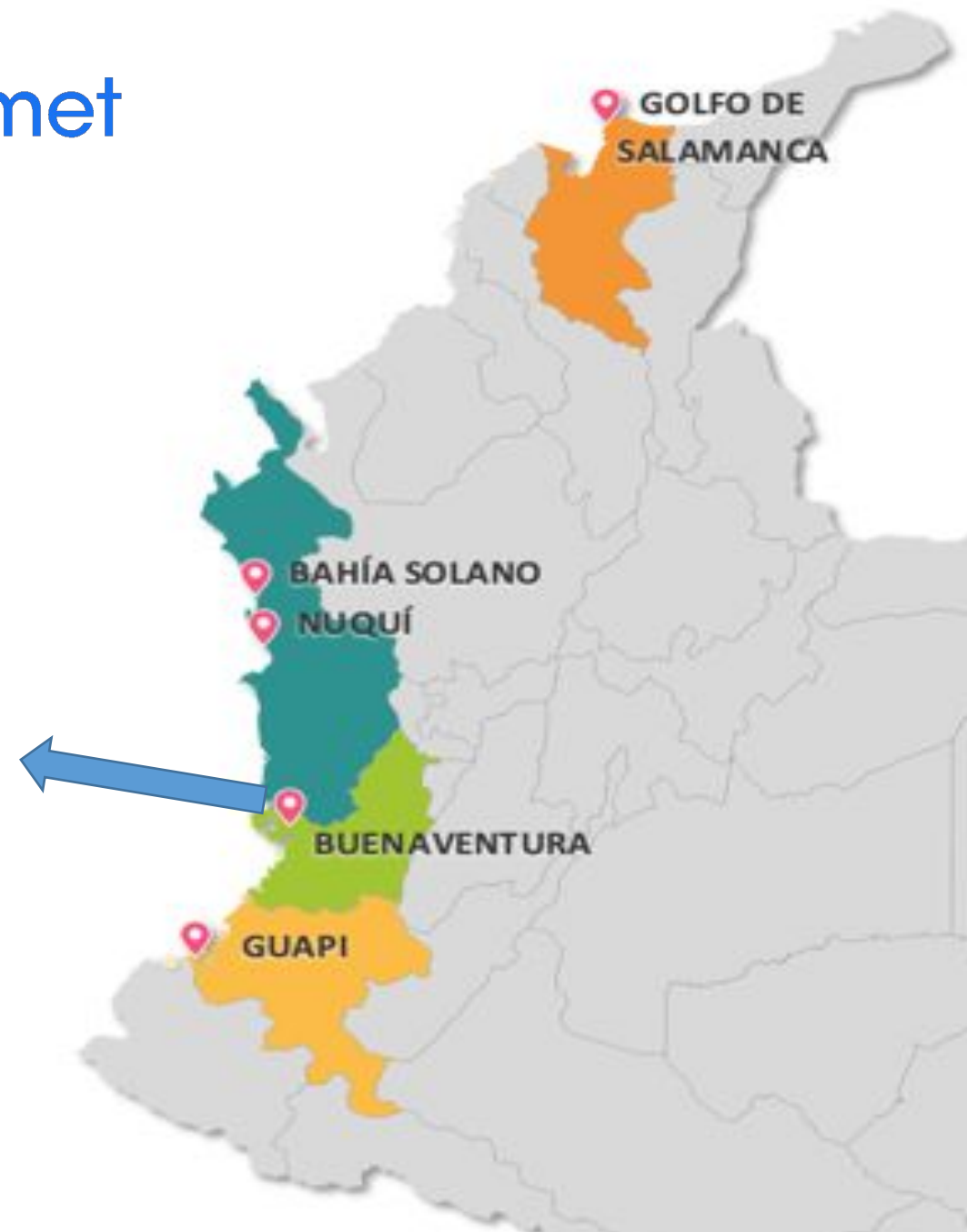


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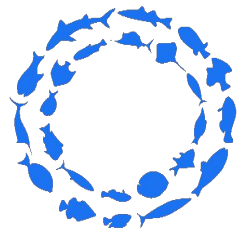


FUVIPIA

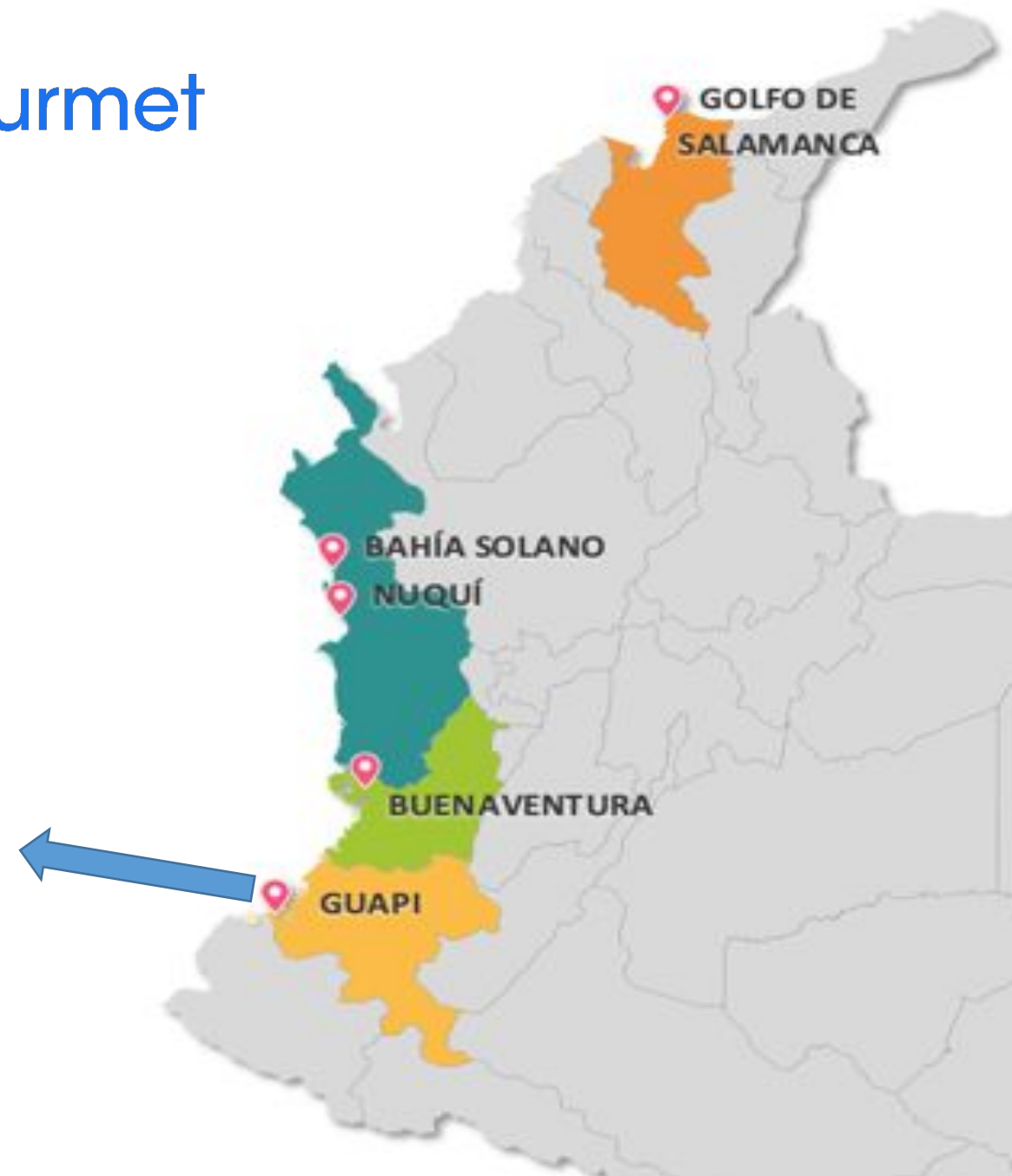
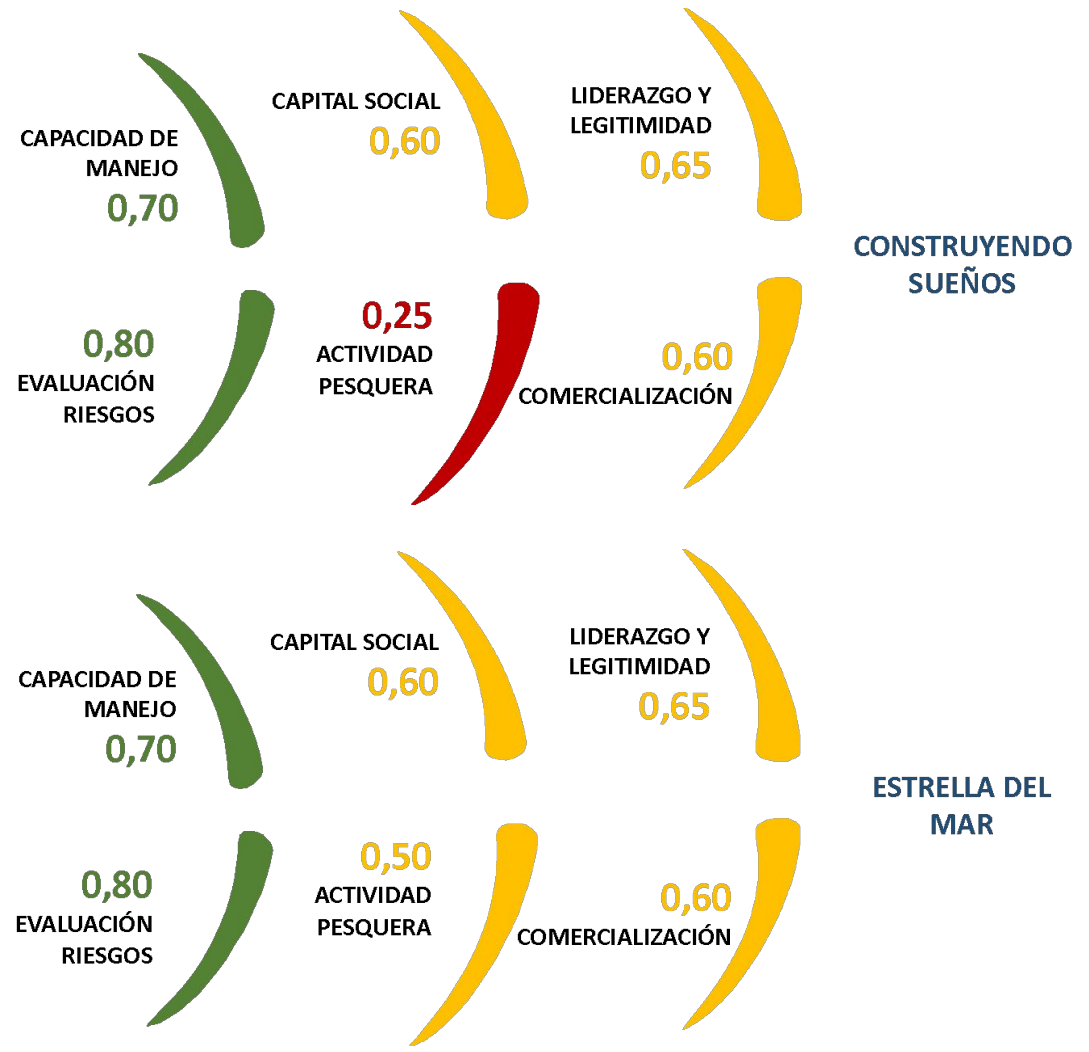
LOS ESTEROS



ASOCIACIONES PESCADORES



EcoGourmet





EcoGourmet

**MODELO DE NEGOCIO
SOSTENIBLE Y
EQUITATIVO**
EN LA CADENA DE VALOR
DE LA PESCA ARTESANAL

