



REACTIVE-ACTION ACTIVITY (COLOMBIA)

OVERVIEW

The Reactive-Action Activity increases income for vulnerable populations impacted by the COVID-19 pandemic. The program supports inclusive economic growth by strengthening regional and national government capabilities to address current and future crises and economic shocks. The program also works with micro, small and medium-sized enterprises' (MSMEs) to increase their productivity, create employment opportunities, and become more resilient to future economic shocks. The program is implemented by the United Nations Development Program (UNDP), and it engages informal workers, unemployed youth, Venezuelan migrants, indigenous communities, and women who have been victims of armed conflict or gender-based violence. The Reactive-Action Activity runs from December 2020 to December 2024 and is implemented in urban areas, including Barranquilla, Bogotá, Bucaramanga, Cali, Medellín, and Riohacha.

GOALS

IMPROVE RECOVERY POLICIES

The Reactive-Action Activity improves public policy making capabilities, specifically related to the collection and analysis of information to better inform recovery responses. The program uses quantitative and qualitative methodologies to identify evidence-based inclusive economic development policy reform.

DEVELOP INCLUSIVE VALUE CHAINS

The Reactive-Action Activity maps and strengthens value chains through the integration of MSMEs and local stakeholders. With the help of local and interconnected networks, the program enables MSMEs and entrepreneurs to adapt to changing market conditions, comply with biosecurity protocols, create new and local business models, and find new channels for distribution.

CREATE INCOME GENERATION SCHEMES

The Reactive-Action Activity uses a cash for productivity strategy to create temporary job positions in communities impacted by the arrival of large numbers of migrants or COVID-19. The Cash for Productivity strategy quickly increases vulnerable populations' income and improves local employment opportunities in the long-term by providing community members with labor certification and training.

PROMOTE INCLUSIVE VALUE CHAINS

The Reactive-Action Activity increases MSMEs' productivity by strengthening their business and management capabilities. The activity provides MSMEs with blended finance, micro-franchising, technical assistance, and digital transformation tools to increase their capacity to adapt to new market trends, survive the current economic shock and thrive in the long-term.

KEY RESULTS

- Developed inclusive value chains in sectors such as food processing, textile, gastronomy;
- Supported better employment opportunities for workers through training and certification programs;
- Improved resilience to economic shocks of more than 1,500 MSMEs' by strengthening their financial inclusion and entrepreneurial skills;
- Strengthened the Colombian Government's capacity to respond to unforeseen crises through socioeconomic analysis and monitoring in 10 cities; and
- Enhanced the socioeconomic integration of Venezuelan migrants in Colombia by increasing their access to licit employment opportunities and by developing initiatives to strengthen MSMEs.