

**PERU**

***Inclusive Creative Industries: an Innovative Tool for Alleviating Poverty in Peru (MDGF-2081-)***

**Development and the Private Sector**



<b>Total Budget:</b>	<b>USD5,000,000</b>		
<b>Budget by Agency:</b>	UNESCO: 610,562 WTO: 609,835 UNIDO: 608,377	UNDP: 623,220 ILO: 605,463 FAO: 1,942,543	
<b>Participating Gov. Entities:</b>	Ministry for Agriculture – MINAG, Ministry for the Environment – MINAM, Ministry for Production – PRODUCE, Ministry for Foreign Trade and Tourism – MINCETUR, Ministry for Work and Employment Promotion – MTPE, National Institute for Culture – INC, National Institute for the Defense of Competition and the Protection of Intellectual Property - INDECOPI, National Association of Organic Producers (ANPE), Public and Private Universities.		
<b>Start Date:</b>	December 15, 2009	<b>Approval Date:</b>	October 15, 2010
<b>Est. End Date:</b>	December 15, 2012	<b>Signature Date:</b>	November 30, 2009
<b>Disbursements:</b>	First Disbursement:  Second Disbursement:  Third Disbursement:	December 10, 2009	USD1,409,667
<b>In Brief:</b>	This Joint Programme aims to alleviate poverty by developing inclusive creative industries in tourism, handicrafts, organic agriculture and gastronomy (because of their potential impact in reducing poverty) in Ayacucho, Cusco, Puno and Lambayeque (regions with the highest levels of poverty). This will be achieved by creating an inclusive environment for those normally excluded from economic activities (poor small-scale producers, women and indigenous communities), with strong support from the public and private sectors in promoting activities that increase added value by improving working conditions, giving greater value to cultural identity and contributing to the sustainability of inclusive businesses. Productive organization capacities and competencies will be strengthened to assist the formation of value chains in advantageous conditions and to help improve access to the market by exploiting the favorable environment thus created.		

**Outcomes:**

- A favorable institutional environment for the development of business activities that promote inclusive businesses in creative industries.
- A business base (micro and small producers) with better skills and information for the development of inclusive creative industries, incorporating mechanisms for innovation.
- Quality systems for creative production have been strengthened through a revitalization of cultural identity and improvements to working conditions.



<b>Regions of Intervention:</b>	Ayacucho, Cusco, Lambayeque y Puno.	
<b>MDGs</b>	MDG1 T1A &T1.B ; MDG3 T3.A ;	
<b>Beneficiaries</b>	<b>Direct</b>	<b>Indirect</b>

• <b>No. Institutions</b>	0	180
• <b>No. Women</b>	639	1,800
• <b>No. Men</b>	1,491	4,200
• <b>No. ethnic groups</b>	0	0

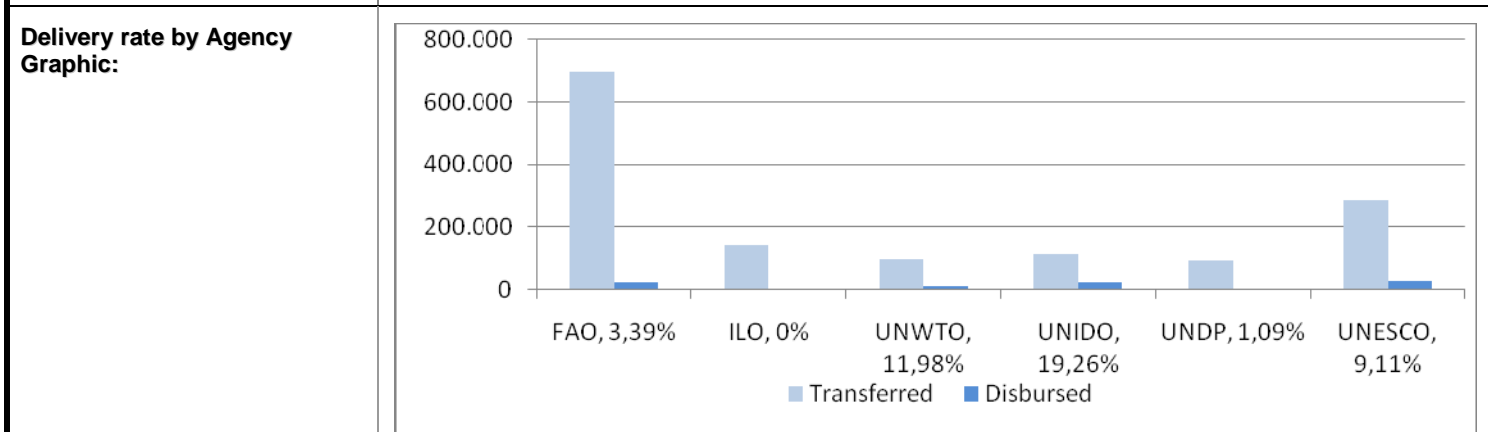
Project coordinator: **Patricia Acosta (awaiting appointment)**

RCO Focal Point: Maria Eugenia Mujica

Web page:

<b>Status</b>	Very delayed. Has not yet started. Team not yet recruited.
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<b>Estimated financial execution status as of the June 30, 2010 biannual report:</b>	<b>Disbursed Budget:</b>	<b>Committed Budget:</b>
	<ul style="list-style-type: none"> <li>• 1.68 % over the Total approved budget</li> <li>• 5.88 % over transferred budget</li> </ul>	<ul style="list-style-type: none"> <li>• 2.17 % over the Total approved budget</li> <li>• 7.59 % over transferred budget</li> </ul>



<b>Main Achievements:</b>	No progress
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Other important achievements	
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Does the JP incorporate gender considerations in the **activities/outputs/outcomes**? (example)

No

Does the JP include gender specific **indicators** in the monitoring plan?(example)

No

Does the JP mention gender relationships as part of the **challenges** analyzed? (specify)

No