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REACTIVATION COLOMBIA

Addressing and mitigating the economic impact of COVID-19 on businesses and vulnerable communities.

OVERVIEW

The Reactivation Colombia Activity increases income for populations impacted by the COVID-19 pandemic. The activity supports inclusive economic growth by strengthening regional and national government capabilities to address current and future crises and economic shocks. The activity 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 activity is implemented by the United Nations Development Program (UNDP), and it engages informal workers, unemployed youth, the migrant population, indigenous communities, and women who have been victims of armed conflict or gender-based violence. The Reactivation Colombia Activity runs from December 2020 to December 2022.

COMPONENTS

IMPROVING RECOVERY POLICIES

Reactivation Colombia improves public policy making capabilities, specifically related to the collection and analysis of information to inform better recovery responses. The activity uses quantitative and qualitative methodologies to identify impacts of the pandemic on different populations and economic sectors to propose evidence-based policy reform.

DEVELOPING INCLUSIVE AND RESILIENT VALUE CHAINS

Reactivation Colombia maps and strengthens value chains through the integration of MSME's and local stakeholders. With the help of local and interconnected networks, the activity 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.

CREATING EMPLOYMENT AND INCOME GENERATION SCHEMES

Reactivation Colombia uses a Cash for Productivity strategy to create temporary job positions in communities impacted by 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.

PROMOTING INCLUSIVE VALUE CHAINS AND DIGITAL TRANSFORMATION

Reactivation Colombia 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.

EXPECTED RESULTS

- Develop inclusive value chains;
- Improve MSMEs' resilience to economic shocks;
- Strengthen MSMEs' business and management skills;
- Increase income for vulnerable households through short-term employment schemes;
- Increase MSMEs' revenue through better productivity and access to financial instruments;
- Support better employment opportunities for workers through training and certification programs; and
- Strengthen government capacity to respond to future, unforeseen shocks through socio-economic analysis and monitoring in target areas.