USAID Honduras’ Placed-Based Geo-targeting Approach

Prioritizing implementation of the Mission’s activities in the 40 municipalities of Honduras where over 60% of irregular migrants originate.

The goal of USAID/Honduras’ current Country Development Cooperation Strategy (CDCS), launched in December 2020, is to achieve “A more prosperous, democratic, and secure Honduras where citizens, especially youth, are inspired to stay and invest in their future.” Reducing irregular migration is a key component of the CDCS’ three Development Objectives (DOs) and is essential to successfully achieving this goal. These DOs are: DO1) Socio-economic opportunities improved to reduce irregular migration; DO2) Democratic governance to meet citizens’ needs enhanced to reduce irregular migration; and, DO3) Justice and security improved to reduce irregular migration. All three DOs are designed to address the multi-faceted, integrated drivers of irregular migration.

The CDCS DOs also align with the priorities of the Government of Honduras to address the systematic factors that influence irregular migration as well as with the objectives of the U.S. Government as described in the U.S. Strategy for Addressing the Root Causes of Irregular Migration in Central America and the Collaborative Migration Management Strategy.
**Geographic Approach**

When USAID/Honduras developed the CDCS, the Mission envisioned a geographic approach that could assist in better defining its geographic areas of intervention while also considering the main drivers of irregular migration in the country.

USAID/Honduras designed an evidence-based Migration Geo-targeting Model to identify municipalities with higher impact potential to reduce the drivers of irregular migration. The model uses a diverse and robust dataset that allows for scenario and cross-variable analysis and draws data from sources including the Department of Homeland Security’s Customs and Border Protection, Government of Honduras institutions, and academic research. Based on such data, the known drivers of irregular migration include socio-economic, governance, demographic, health, education, agricultural, citizen security, and environmental variables.

**Top 40 Prioritized Municipalities**

Utilizing this Migration Geo-targeting Model, USAID/Honduras has identified 40 municipalities from which over 60 percent of irregular migrants originate. The municipalities were further organized into five clusters, as listed below, to optimize collaboration between activities with common operating areas.

**Migration Cluster 1: “Sula Valley”**
- San Pedro Sula, Cortés
- Choloma, Cortés
- Tela, Atlántida
- La Lima, Yoro
- El Negrito, Yoro
- El Progreso, Yoro
- Puerto Cortés, Cortés
- Villanueva, Cortés
- Omoa, Cortés

**Migration Cluster 2: “North Coast”**
- La Ceiba, Atlántida
- Yoro, Yoro
- Olanchito, Yoro
- Sonaguera, Colón
- La Masica, Atlántida
- Tocoa, Colón
- Trujillo, Colón
- Morazán, Yoro
- Jutiapa, Atlántida

**Migration Cluster 3: “Central Corridor”**
- Comayagua, Comayagua
- Siguatepeque, Comayagua
- San Jeronimo Comayagua
- La Libertad Comayagua
- Distrito Central, Francisco Morazán
- Santa Barbara, Santa Bárbara
- Santa Cruz de Yojoa, Cortés
- La Paz, La Paz
**Migration Cluster 4: “Western Honduras”**

- Gracias, Lempira
- Florida, Copán
- Santa Rita, Copán
- Copán Ruinas, Copán
- Lepaera, Lempira
- La Esperanza, Intibucá
- Santa Rosa de Copán, Copán
- San Marcos, Ocotepeque
- Nueva Arcadia, Copán
- Ocotepeque, Ocotepeque
- Macuelizo, Santa Bárbara

**Migration Cluster 5: “Eastern Hub”**

- Juticalpa, Olancho
- Danli, El Paraíso
- Catacamas, Olancho

Beginning in January 2022, USAID/Honduras will focus implementation of its development activities in these 40 municipalities in order to increase our impact on reducing irregular migration. While USAID strongly encourages current and potential implementing partners to focus USAID-funded interventions in these municipalities, it is not mandatory that activities only operate in the prioritized municipalities alone.

To remain flexible, the Migration Geo-targeting Model and 40 prioritized municipalities will be updated as migration trends and USAID’s learning on migration evolves, and as additional datasets and new information becomes available.