



LABORATORY FOR THE PROMOTION OF ECONOMIC EMPOWERMENT: INNOVATION FOR THE ECONOMIC INCLUSION OF VENEZUELAN AND COLOMBIAN WOMEN FROM HOST COMMUNITIES

UN Women, with the support of the Bureau of Population, Refugee and Migration of the Department of State of the United States government, generates innovative alternatives for access to livelihoods for migrant women, an essential element for their protection and the prevention of migratory movements towards other countries in conditions of vulnerability.

WHAT ARE IMPULSE LABS?

The laboratories to promote Economic Empowerment are a *strategy that promotes* business opportunities or the strengthening of the labor profile of the participating women, *through the co-creation, experimentation, training and socialization* of new viable and quickly implemented solutions appropriate to each territory. They are the opportunity for Venezuelan and Colombian women from the host communities to access livelihoods, thus promoting their local inclusion. **Expected impacts.**

- Moving from a welfare vision to a protective vision in access to livelihoods with a gender approach.
- Accompany migrant women, returned Colombians and from host communities in strengthening their livelihoods.
- Promote successful experiences in inclusive employability and entrepreneurship that encourage the private sector to join these initiatives.

Read the note on the [UN Women website](#) 

IN NARIÑO

More than 300 Venezuelan and Colombian women, from the municipalities of Pasto and Ipiales will participate in the Economic Empowerment promotion laboratory (one in each territory), after the signing of the Pact for the inclusion of migrant women and host communities, where 26 public-private companies participate, with the leadership of Fenalco Nariño and UN Women. In this way, the project "Beyond the flags we are women", from its territorial component for Nariño "Guaguachama", takes a further step in the integration and guarantee of the rights of women in migratory contexts, as well as of women with disabilities in the south of the country.

Universities, the Pasto Chamber of Commerce, companies such as EMAS by Veolia, Éxito stores, Vanguardia Restaurant, Unión del Sur Highway Concession, in coordination with local institutions (Government of Nariño, Pasto and Ipiales mayors, SENA, DIAN, Migración Colombia, CorpoNariño) are committed to promoting the involvement of the women of Guaguachama in local economic activities.

"This is an idea of economic development, behind a clear objective and it is the coordination between the public and private sectors and as a contribution to the guarantee of rights and regional growth," said Iván Javier Flórez Portilla-, Executive President and Chamber of Commerce Ipiales.

Achieving this alliance shows the local recognition of Guaguachama, a key element in a socioeconomic integration model for Venezuelan and Colombian women in Beyond the flags we are women.





CARIBBEAN COAST AND LA GUAJIRA

On March 23, the laboratory to promote the economic empowerment of women was launched in Barranquilla, the first city on the Caribbean Coast to initiate this innovative proposal. Marketing, financial literacy, digital literacy, technical operation of the venture and design of a business model will be the central issues for the entrepreneurs who will participate in this space, while for the women who participate in the employability processes, training and certification processes of labor skills in high demand such as customer service, logistics, office automation, among others will be carried out, as well as accompaniment for access to local employability routes.

On social media...

- UN Women Website - [Signing of the Pact for the Inclusion of Migrant Women and Host Communities](#)
- Twitter - [26 public-private sector companies signed the #PactoPorLaInclusion and economic empowerment of women.](#)
- Emisora Atlantico - [Promoting the employability and entrepreneurship of migrant and returnee women.](#)

UPCOMING EVENTS:

Other launches of Impulse Labs for the economic empowerment of migrant women and from host communities: an innovative strategy for protection and inclusion.

Simultaneously and within the framework of the 8M commemoration, during the months of March and April another six laboratories will be activated to promote the EEM in the Caribbean region [Maicao and Riohacha in La Guajira, Santa Marta in Magdalena, Soledad in Atlántico and Cartagena in Bolívar], and the same as in Nariño, these strategies will promote processes coordinated with institutions and the local private sector for the promotion of inclusive employability and entrepreneurship from a perspective of empowerment of women, innovation and protection.

REGIONAL CERTIFICATONES

In alliance with SENA and the ILO, the launch of the Certificatón for women was carried out in March, with 2 special editions for the territories of the Beyond the flags we are women project: *Guaguachama Certificatón* for the women of Nariño and the *Certificatón Caribbean Woman* for women in all their diversity who are in the corridor of La Guajira, Cesar, Magdalena, Atlántico and Bolívar. Follow it on the social networks of [ONU Mujeres Colombia](#) and [SENA](#).

