



# VI Meeting of the Executive Steering Committee

23 – 24 November, 2004

Lima, Republic of Peru

## Participation and Outreach

INITIATIVE FOR THE INTEGRATION OF REGIONAL INFRASTRUCTURE IN SOUTH AMERICA





# Building a Strategic Vision for the Regional Physical Integration

## National Workshops

INITIATIVE FOR THE INTEGRATION OF REGIONAL INFRASTRUCTURE IN SOUTH AMERICA





# IIRSA Strategic Vision



*A and long term vision of the challenges and benefits of an integrated regional infrastructure for the development of the countries*

- ▶ To increase the participation through a shared strategic vision, in the countries and among the countries regarding regional infrastructure integration.
- ▶ To build consensus concerning the importance of the projects and the integration processes based on a regional perspective.
- ▶ To align IIRSA with other regional integration initiatives.





# Workshop Objectives

- ▶ To collect contributions and comments of authorities and opinion makers at national level on the main strategic approaches of the IIRSA Initiative and its project portfolio.
- ▶ To build gradually a South American consensus around the strategic approaches shared by all the countries concerning physical integration.
- ▶ To conform a South American network of opinion makers and strategic guides for future discussion and a wide outreach of the development related to IIRSA Initiative.





# Audience to be addressed



## Governments



- ▶ IIRSA Coordination and Committee.



- ▶ Ministries of Foreign Affairs, Transports, Energy, Telecommunications, Industrial Development, Agriculture, Environment, Regional Development, Planning and Finance.



- ▶ Promotion entities.



- ▶ Investment promotion entities.





# Audience to be addressed



## Civil Society



- ▶ Businessmen and business associations of the infrastructure, agriculture, industry, tourism and foreign trade sectors.



- ▶ Universities.



- ▶ Environmental, social or foreign affairs non-governmental organizations.



- ▶ Private banks of investment.



- ▶ Experts in regional integration.





# Workshop Structure



1. Introduction



2. Strategic Vision Elements



3. Project Portfolio



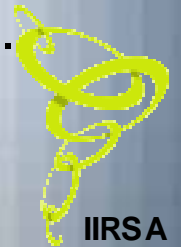
4. Discussions



5. IIRSA Future Challenges and Closure



NOTE: the specif structure of each National Workshop will be timely agreed with the National Coordination in the corresponding country.





# Discussion



Which are the main strategies to be emphasized by the IIRSA Initiative so that infrastructure integration results in sustainable development opportunities in the countries of the region?







# Workshop Expected Products



- ▶ Appropriate recommendations for the Integration and Development Hubs in which the country is involved.



- ▶ General recommendations on the physical integration process in South America.



- ▶ Recommendations on the participation of the country in the integration process.





# Reference Documents



- ▶ Workshop Agenda



- ▶ IIRSA Descriptive text



- ▶ South America 2020: A Strategic Vision of Regional Physical Integration



- ▶ IIRSA Project Portfolio





# Workshop in Chile, Santiago, October 21st, 2004





# Workshop Factors of Success

- ▶ High national authority support and participation.
- ▶ Active role of the IIRSA National Coordinator in the discussions and presentations.
- ▶ Participants of personal or institutional “high density”.
- ▶ Individual and personal mobilization of the participants.





# Public Outreach

INITIATIVE FOR THE INTEGRATION OF REGIONAL INFRASTRUCTURE IN SOUTH AMERICA





# Objective

- ▶ To implement a set of actions addressed to all sectors of the South American community and to those of interest at international level in order to spread contents, progress and challenges of the IIRSA Initiative, enhancing the added value generated by the planning, improvement and increase of the physical infrastructure in the region.





# Implementation



▶ In this first phase three types of actions are being carried out:



- Generation of different type of informative and illustrated material.
- Website Improvement.
- Identification of *stakeholders* that could contribute to the development of the South American Strategic Vision.





# Informative and Illustrated Material

- ▶ **Massive Outreach Material:** This material is addressed to a massive public, it is written in a colloquial language, contains general information on what is IIRSA, why and when it was born, how it is organized, which benefits the South American community could obtain, how the environmental issues are treated and where more information could be obtained.







# Informative and Illustrative Material





# Informative and Illustrative Material

**¿Qué es el agua?**

El agua es un recurso vital para la vida en la Tierra. Sin ella, no podríamos sobrevivir. El agua también es esencial para la agricultura, la industria y la generación de energía.

**¿Por qué es importante el agua?**

El agua es esencial para la vida en la Tierra. Sin ella, no podríamos sobrevivir. El agua también es esencial para la agricultura, la industria y la generación de energía.

**¿Cómo se usa el agua?**

El agua se usa en muchos aspectos de nuestra vida diaria, desde beber hasta bañarse. También se usa en la agricultura, la industria y la generación de energía.

**¿Cómo podemos ahorrar agua?**

Podemos ahorrar agua tomando algunas medidas simples, como cerrar el grifo cuando nos lavamos las manos o ducharnos rápidamente.

**¿Es este el estado de medio ambiente?**

El medio ambiente es el entorno natural que nos rodea. Incluye el aire, el agua, el suelo y los seres vivos. El medio ambiente es esencial para nuestra supervivencia y bienestar.

**¿Por qué es importante el medio ambiente?**

El medio ambiente es esencial para nuestra supervivencia y bienestar. Nos proporciona el aire que respiramos, el agua que bebemos y el suelo que cultivamos. También nos ofrece belleza y recreación.

**¿Cómo podemos proteger el medio ambiente?**

Podemos proteger el medio ambiente tomando algunas medidas simples, como reciclar, ahorrar agua y energía, y reducir el uso de automóviles.

**¿Por qué debemos preocuparnos por el medio ambiente?**

El medio ambiente está cambiando rápidamente debido a la actividad humana. Esto puede tener consecuencias graves para nuestra salud y el planeta.

**¿Podemos hacer algo para mejorar el medio ambiente?**

Sí, podemos hacer algo para mejorar el medio ambiente. Podemos tomar medidas simples como reciclar, ahorrar agua y energía, y reducir el uso de automóviles.



# Informative and Illustrative Material

- ▶ **Selective Outreach Material:** Addressed to specific actors, it contains general information plus a specific description of each of the Integration and Development Hubs (EID in its Spanish acronym), and short statements on how the projects are defined and financed, and how the environmental protection is treated, among other issues of interest.





# Informative and Illustrative Material





# Informative and Illustrated Material

Infographic with a blue background. At the top, there is a row of small flags representing various countries. Below this, there are four map icons of South America, each with a yellow highlight on a specific region. Each map is accompanied by a title in Spanish and a block of text. The text is in a smaller font and appears to be descriptive or informative. The overall layout is clean and organized.

Infographic with a light blue background. It features two main sections. The top section has a map of South America with a yellow highlight and a title in Spanish. Below the map is a block of text. To the right of this section are three small images: a landscape, a person, and another landscape. The bottom section has another map of South America with a yellow highlight and a title in Spanish, followed by another block of text. The layout is modern and uses a mix of text and imagery.



## Informative and Illustrated Material

- ▶ **Outreach Material by Integration and Development Hub (EID by its Spanish acronym):** Of specific content. It will concentrate specific information of each EID, its Groups of Projects, Anchor Projects and Project Sheets. It will include information on the South American Strategic Vision (VESA by its Spanish acronym) and the corresponding map of each Group.



# Outreach Brochures by Integration and Development Hub



# Outreach Brochures by Integration and Development Hub



**GRUPO 3**  
Interconexión Argentina-Bolivia-Paraguay  
(Yfrazón, Farallón, Mariscal Estigarribia)

**GRUPO 3**  
Interconexión Paraguay-Brasil  
(Itaipu-Paraguari)

Grupos Especiales

INTERSECTORIAL

PROYECTOS DE INTERCONEXIÓN DE INFRAESTRUCTURA

Nombre	Descripción	Estado
...	...	...
...	...	...
...	...	...



# Outreach Brochures by Integration and Development Hub





# Website



- ▶ The development of the Website [www.iirsa.org](http://www.iirsa.org) continues regarding its contents, function and format. A virtual Forum is planned to be on-line that will allow to create an interactive space for those people who are interested in the IIRSA Initiative.





# IIRSA Isologotype



- ▶ On August 2004, the selection of the Initiative's Isologotype took place. The work selected by the jury was part as a group of 132 proposals presented by South American specialists. The winner design was made by Mr. Andrés Techera Acosta, citizen of the Oriental Republic of Uruguay.





[www.iirsa.org](http://www.iirsa.org)

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