



Findeter

Financiera del Desarrollo

JUNTOS LO HACEMOS POSIBLE



MINHACIENDA





WE DREAM ABOUT A MORE
SUSTAINABLE COUNTRY

Indicadores: colombia

Cifras en Millones de
USD



GDP
2013

5.1%
Pib TOTAL
370.934

GDP PER
CAPITA
7.948

INFLACI
ÓN

1.9%

La mas baja en
2013 durante 42
años

poVERTY

Indice de pobreza
2012

32.2
%

UNEMPLOY

MENT

Tasa Desempleo 2013

9.6%



PopULAT
ION

46 millions

75% live in the cities



FOREIGN
INVESTMENT

16.8
22

Crecimiento
del 6% en
2013



PRODUCTOS

traditional

- Traditional loans
- Public resources administration
- Guarantees



INTEGRATED REGIONAL DEVELOPMENT- IRD

- Technical assistance
- Project management

PLAN NACIONAL DE
DESARROLLO

**PROSPERIDAD
PARA TODOS**

APORTE PND- usd\$ 5.419

29
departments
310
municipalities
1.730
projects

Usd\$1.5
70
Infraestructure
and Transports

usd\$
900
Energy

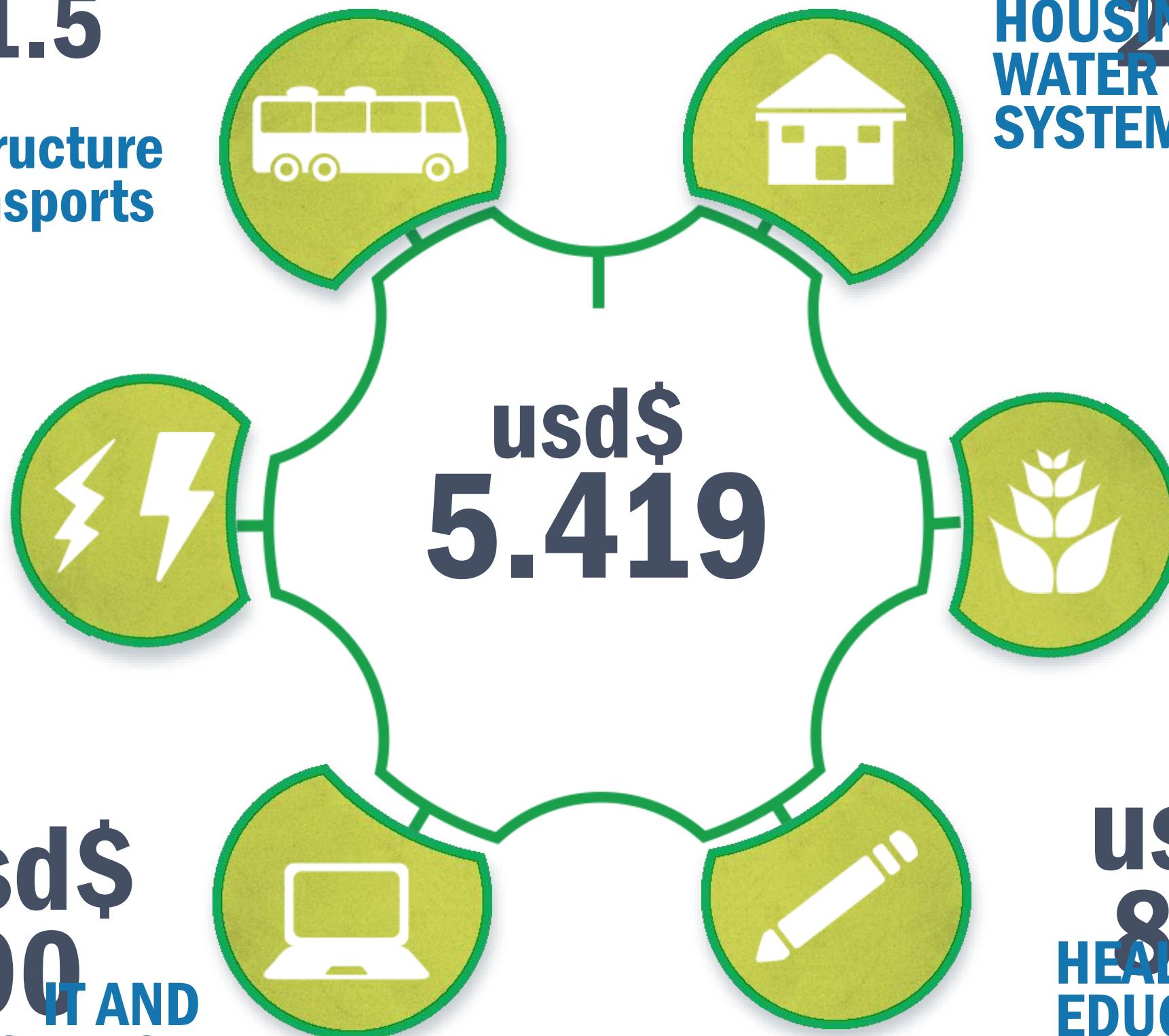
usd\$
90
IT AND
INNOVATION

usd\$
5.419

usd\$1.5
20
HOUSING AND
WATER
SYSTEMS

usd\$
310
OTHERS

usd\$
833
HEALTH AND
EDUCATION



Proyectos destacados-infraestructura

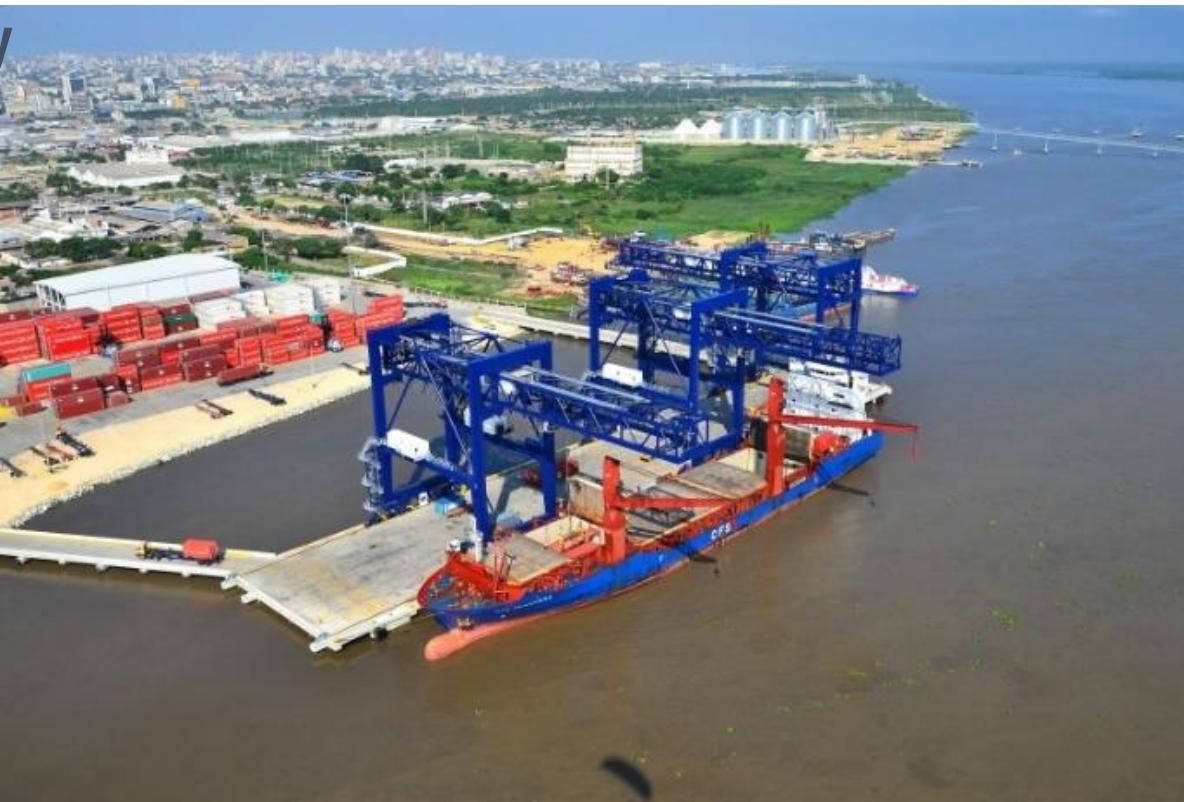


Usd\$ 280 millones

Planes viales departamentales y
DOBLES CALZADAS



Usd\$ 162 millones
Sistemas TRANSPORTE MASIVO



**Usd\$ 96
millones**
PUERTOS

Viviendas y AGUA - proyectos destacados - desarrollo urbano,



USD\$ 127 millones
Embalse rio tona-Bucaramanga



USD\$ 16 millones
Arroyo león-barranquilla



USD\$ 16 millones
AGUA-MANIZALES

Proyectos destacados-salud



**6 HOSPITALES Y
CLÍNICAS**
1

USD\$ 38 millones

CLINICA HISPANOAMERICANA-PASTO



USD\$ 7 millones

Centros de salud-barranquilla

USD\$ 118 millones

Hospital pablo Tobón Uribe-medellín

Proyectos destacados-educación



6 colegios
8 instituciones de
0 educación
superior



USD\$ 31 millones
UNAD



USD\$ 12 millones
Colegio francisco javier-pasto

USD\$ 5 millones
Universidad de la sabana- chia

PRODUCTOS



INTEGRATED REGIONAL DEVELOPMENT- IRD

- Technical assistance
- Project management



**26
DEPARTAMENTS**

**218
Municipios
100.0
00
Houses
Usd\$
2.233
MILONES**

HOUSING

HOUSING



**URBANIZACIÓN CORMORANES – CUNDINAMARCA
900 VIVIENDAS**



**El ensueño-dosquebradas
348 viviendas**



**CIUDADELA LA SABANA – GRANADA
196 VIVIENDAS**



**Molinos de confandi-Palmira
481 viviendas**



estoraques-Cúcuta- 900 vivienda

Proyecto 100.000 viviendas, San Luis Villa Cafélina, Nueva Sindagua - Pasto



2
3
DEPARTMENTS

78
Municipios
86.00
USD\$
1.760

Vipa

Ciudades sostenibles



barranquill
a



bucaraman
ga



pereira



manizales



monteria



pasto



cartagena



valledupar

**USD\$
850 MILLON** Climate change
ES

**USD\$
2.700
MILLONES**

**USD\$
1.350 MILLON** Urban
ES

USD\$ 30 MILLON Fiscal and
governance
ES

**CIUDADES SOSTENIBLES
Y COMPETITIVAS**

**USD\$
108 MILLON** Economic
and y
Social
ES





DIAMANTE

CARIBE & SANTANDERES

MINHACIENDA

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TODOS POR UN
NUEVO PAÍS
PAZ EQUIDAD EDUCACIÓN

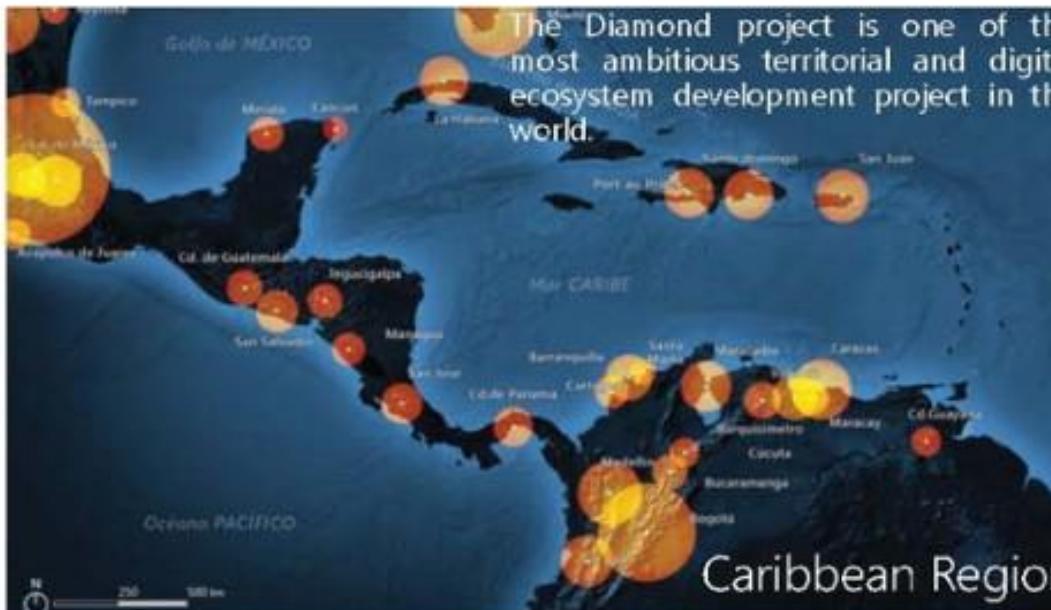
Next Cities Lab

Microsoft FUNDACIONMETROPOLI

Cooperation and Complementarity
to Compete in a Global World

The New Scale of Cities

Academic Partners:



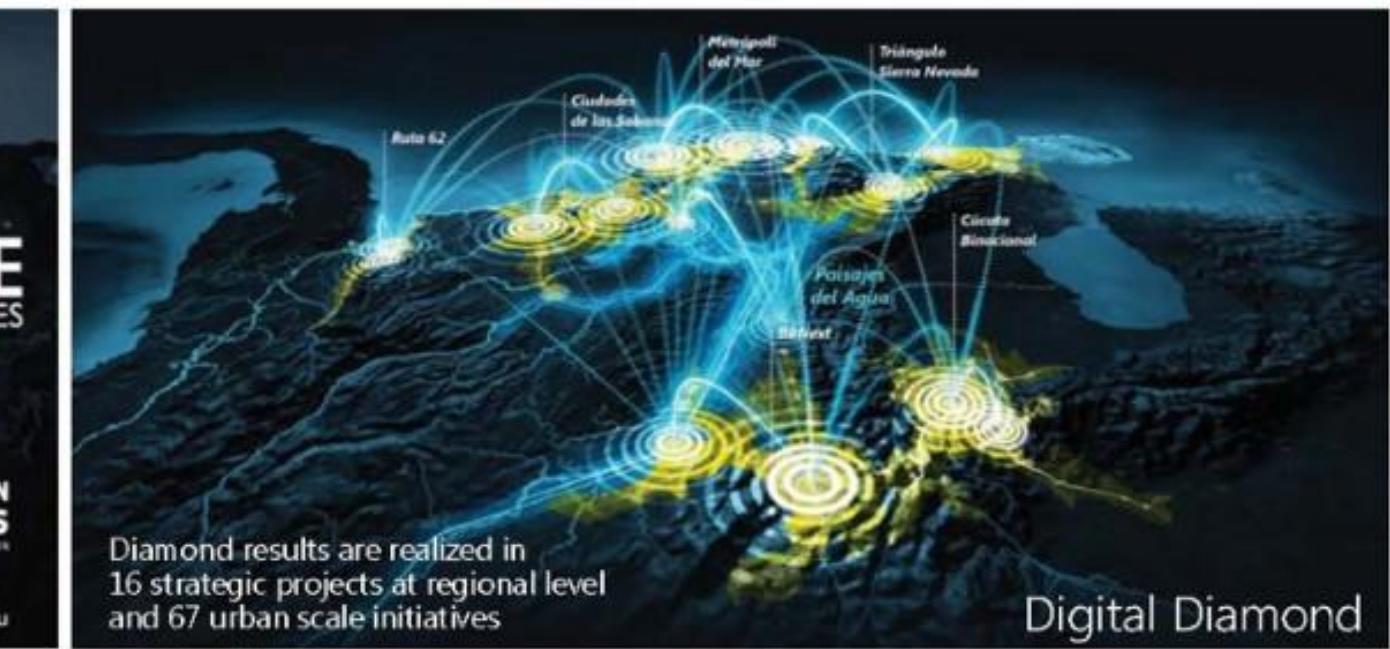
It aims to make this Colombian region a globally relevant territory, highlighting their strengths and designing a strategy based on cooperation and complementarity between cities to compete in the global world.



The Diamond development strategy will articulate a new region efficiently and achieve the critical mass necessary to have greater visibility and relevance on the global stage.

Why these departments?

The Caribbean coast in Colombia is a unique space with future opportunities arising from its strategic location. Santanderes are departments with a complementary profile to the Caribbean and a tradition of interaction with the coast. Together, the Caribbean and the Santanderes will form an articulated area around the Magdalena River with 14 million people and other major competitive assets of the territory.



Innovation
Innovative Approach

- Philosophy of Intelligent Territories
- New scale of cities
- Integration of physical and digital world
- Co-leadership, social innovation and broad participation

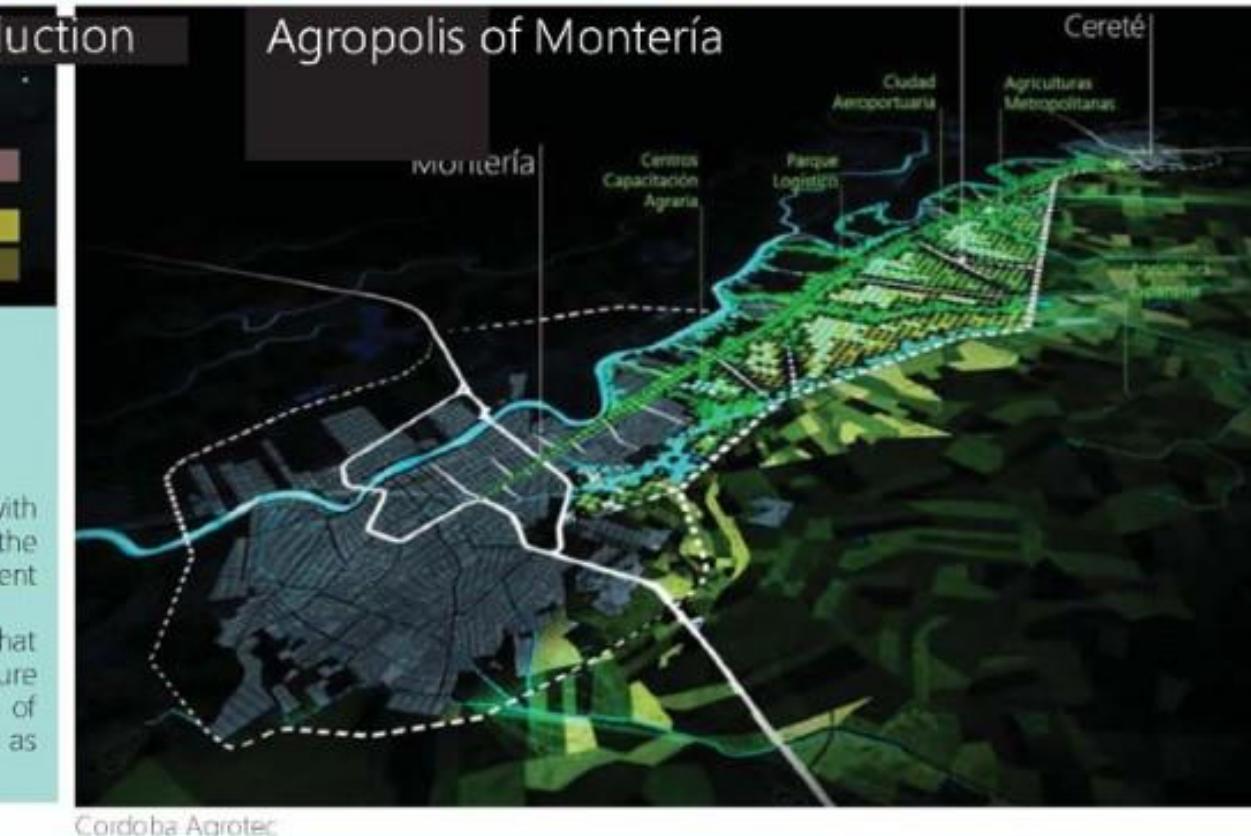
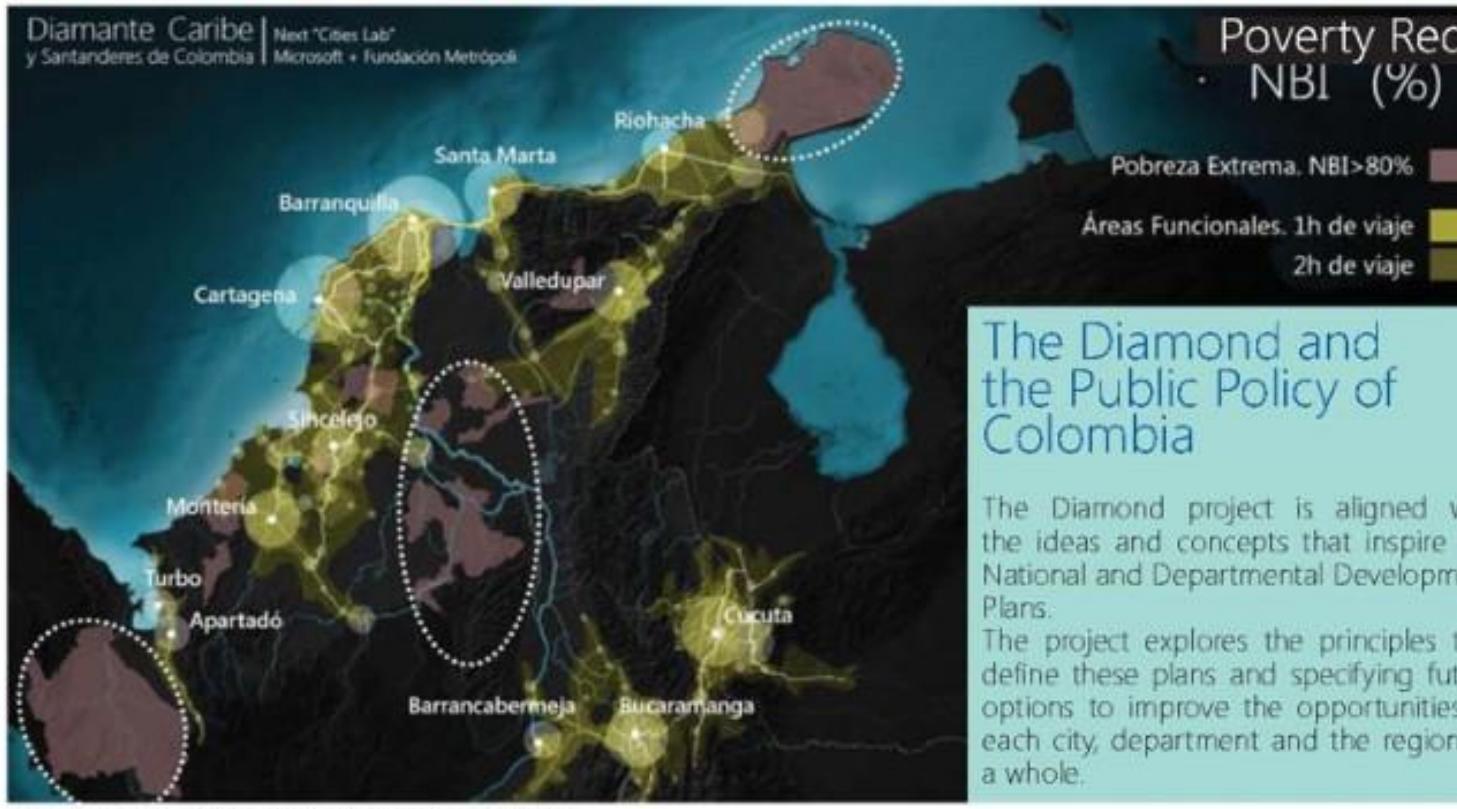
Equality, Social Inclusion and Poverty Reduction

Preparing the Region for a Post-Conflict Era

The peace process in Colombia is looking rosy and is currently moving onto a new stage of development, with progress and social inclusion as key areas to be addressed.

The Diamond exist in territories with high levels of inequality, poverty and vulnerability, which largely corresponds to the remote areas that are not within the sphere of influences of cities.

The Diamond project aims to bring development throughout the region, contributing to physical and social structure of the region and the inclusion of all its inhabitants.



Innovation Unresolved Problems

- The region has lower levels of development compared to the rest of Colombia
- Lack of infrastructures to structure the region and an enormous deficit in connectivity
- Large areas of poverty, insecurity and social gap in cities and above all in those areas away from cities

A Collective Project

Citizen Participation



City Forums in the Cities of the Diamond

Impact
Sustainability and Citizen
Engagement

- Importance of valuable and fragile ecosystems
- Commitment to renewable energies
- 14 months of work with an international and local team

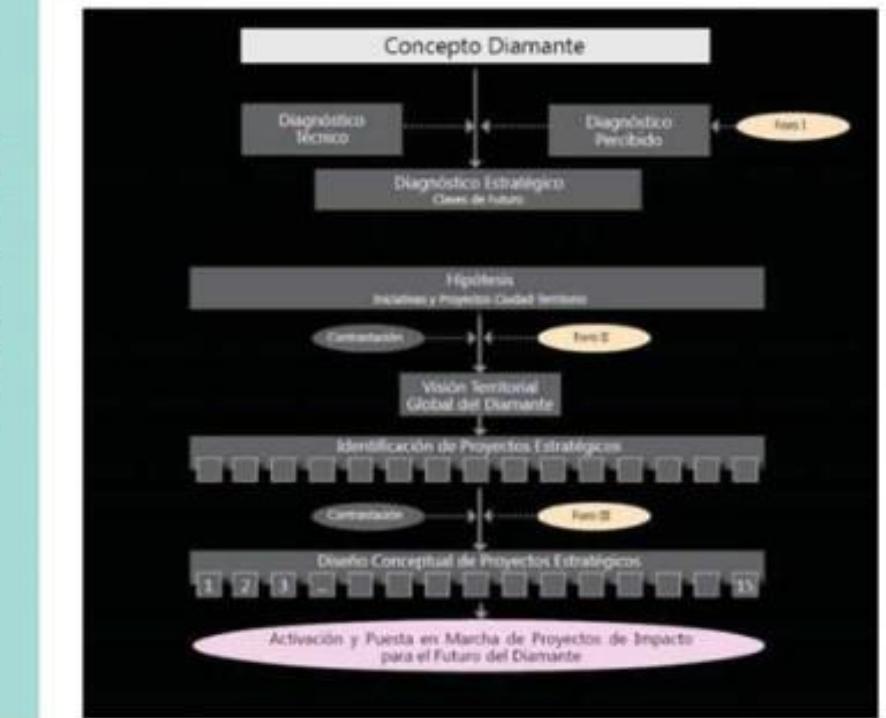
have revealed valuable clues for the development of work and define shared priorities for the future of this territory.

The Diamond is, above all, a people-oriented project. The Diamond initiative creates a collective and shared vision, aimed at generating progress, development of society and leadership.



What is the methodology?

The methodology is based on the philosophy of intelligent territories that is developed by the Fundación Metrópoli. The work begins with a complete territorial diagnosis, including a broad process of participation of leaders. This is followed by advancing a number of proposals made, validated and finally adjusted to shape the strategic projects. These are levers for positive transformation of the territory based on a grounded new model of consensus.



Process of Participation in the Methodology of the Diamond Project

of experts applying the Diamond methodology
Proposals sustained through broad participatory process
of over more than 2,000 leaders



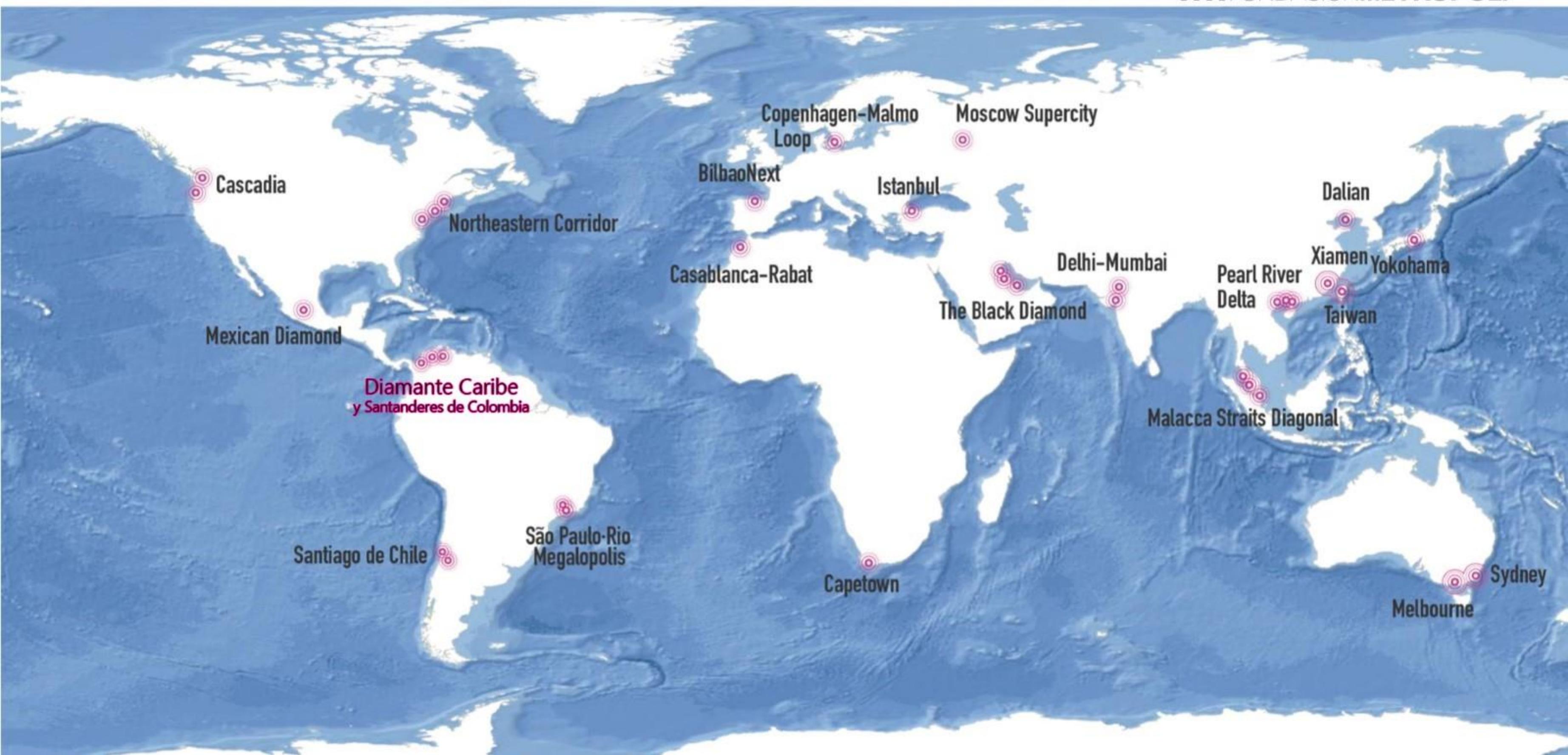
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Next**Cities**Lab

Microsoft

FUNDACIONMETROPOLI





Discovering the Diamond

The Caribbean & Santanderes
Diamond of Colombia

Next "Cities Lab"
Microsoft + Fundación Metrópoli

Caribbean & Santanderes of Colombia



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de COLOMBIA

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Equipo Findeter, programa Diamante Caribe y Santanderes y Fundación Metropoli reciben premio World Smart Cities “Idea Innovadora”



smart city expo
WORLD CONGRESS



Más información en www.findeter.gov.co



WINNER 2015 World Smart City Award

- BreezoMeter - the health air quality index. BreezoMeter (Private Company) Haifa - ISRAEL



INNOVATIVE IDEA AWARD

Findeter for The
Digital Diamond.
Caribe & Santanderes
Colombia

An initiative for competitiveness & ecodevelopment in a complex region in Colombia, combining "Urban Intelligence" + "Digital Technology". Led by Findeter, Government Development Bank, and the governors of 10 departments. Conceptual and technological support of the Fundación Metrópoli and Microsoft.

- Loop City BIG - Bjarke Ingels Group Copenhagen - DENMARK
- "Smart metropolitan" the Barcelona Metropolitan Area Barcelona - SPAIN

- The Virtual Town Hall Municipality of Molenwaard Molenwaard - THE NETHERLANDS

israel

copenha
gue

barcelon
a

polonia

Mumbai

Colombia

singapur

Sao
paulo

- A Smart Business Model for Electric Vehicles Weschool - Welingkar Institute of Management Development & Research (Research Center) Mumbai - INDIA

- **THE DIGITAL DIAMOND. Caribe & Santanderes: The Emergent Region in Colombia**
Findeter. Bogotá - COLOMBIA

- Flocktracker: Flexible, easy and accessible urban measurement
Singapore-MIT Alliance for Research and Technology (Research Center), Singapore- SINGAPORE

- HAND a innovative platform for immersive intelligent experiences on a children's hospital
Kids Cities 2020 (Private company)
São Paulo - BRAZIL

The Territory of the Diamond

The Caribbean & Santanderes
Diamond of Colombia | Next "Cities Lab"
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Reefs



8.8



Marsches and coastal wetlands



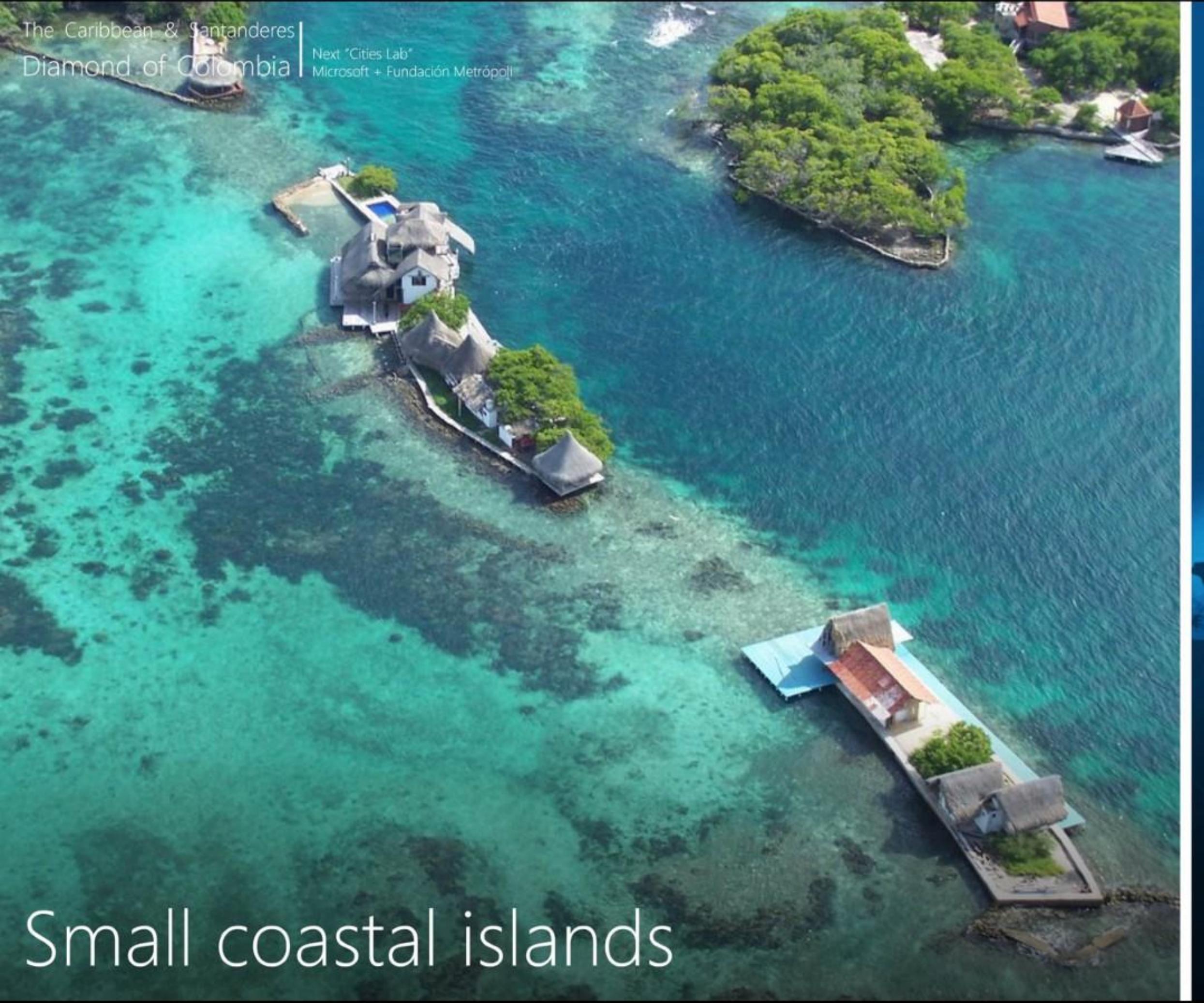




Coastal estuaries and deltas



8.4



Small coastal islands





Cliffs and rocky shores



8.0



Sandy beaches





Urban and metropolitan coast





Fauna



Fauna

The Caribbean & Santanderes Diamond of Colombia

Next "Cities Lab"
Microsoft + Fundación Metrópoli



Reefs





Caribbean Coast



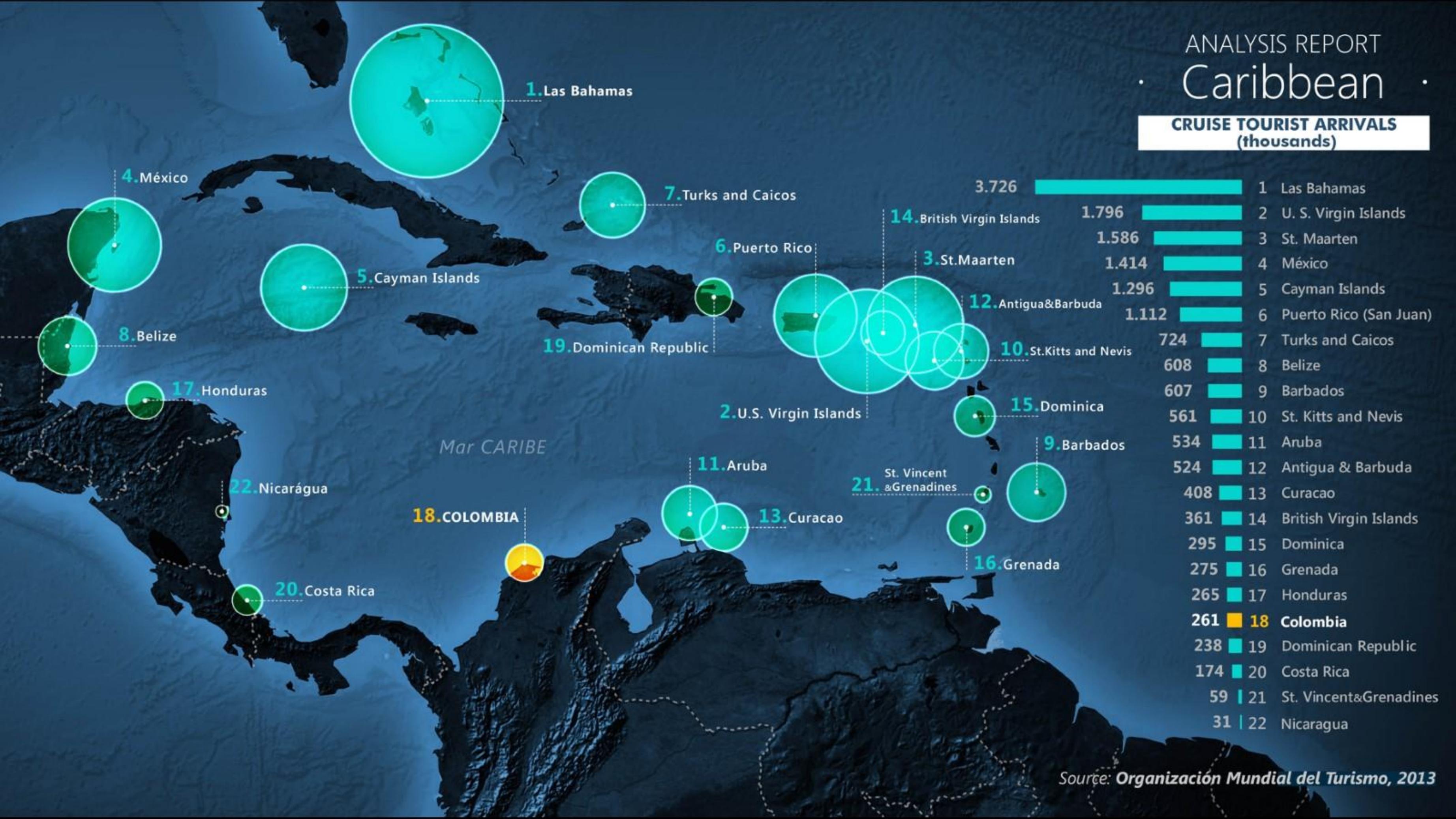
ANALYSIS REPORT Caribbean

CRUISE ROUTES

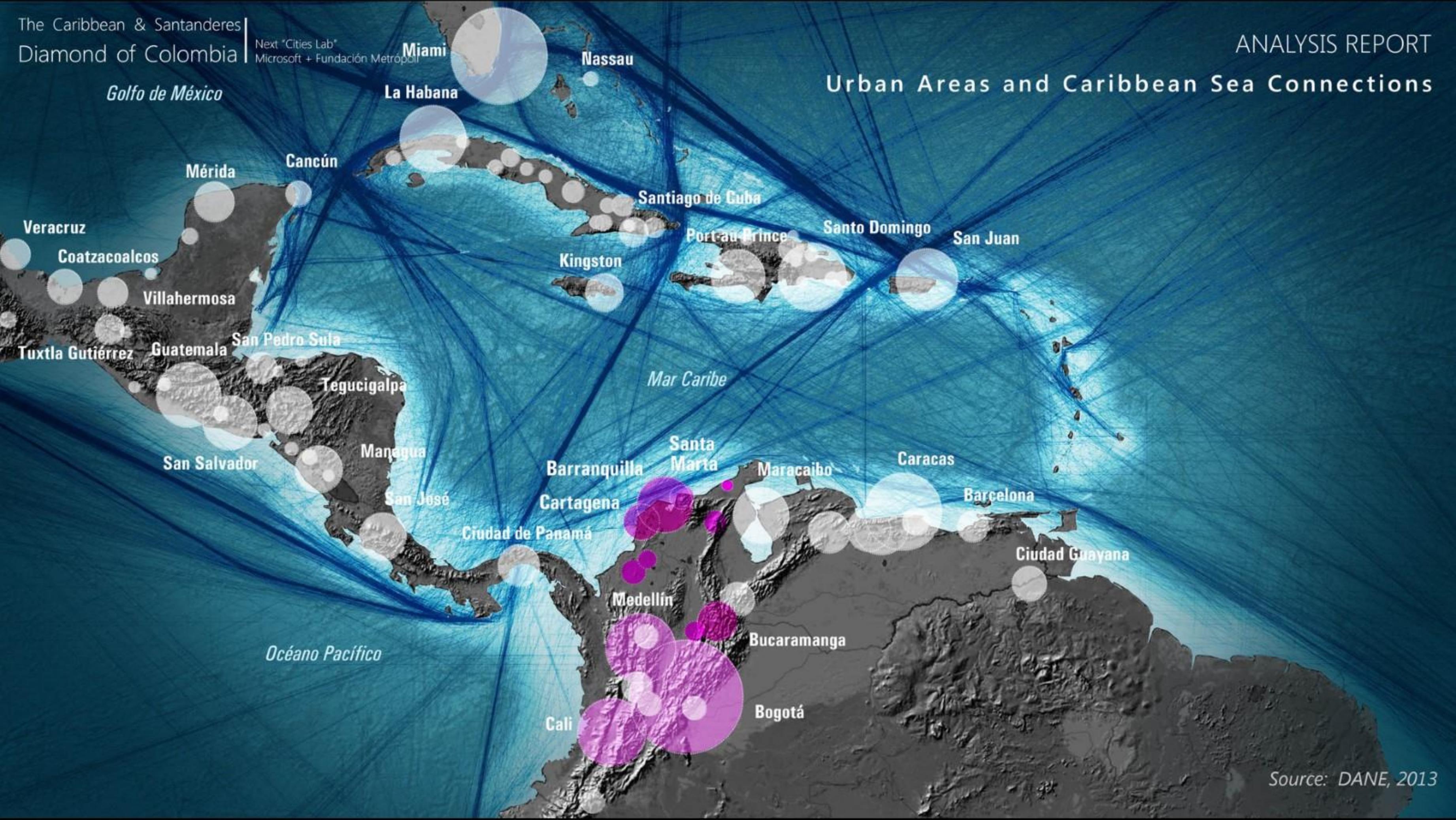


Source: Organización Mundial del Turismo, 2013

ANALYSIS REPORT Caribbean



Urban Areas and Caribbean Sea Connections





Magdalena river



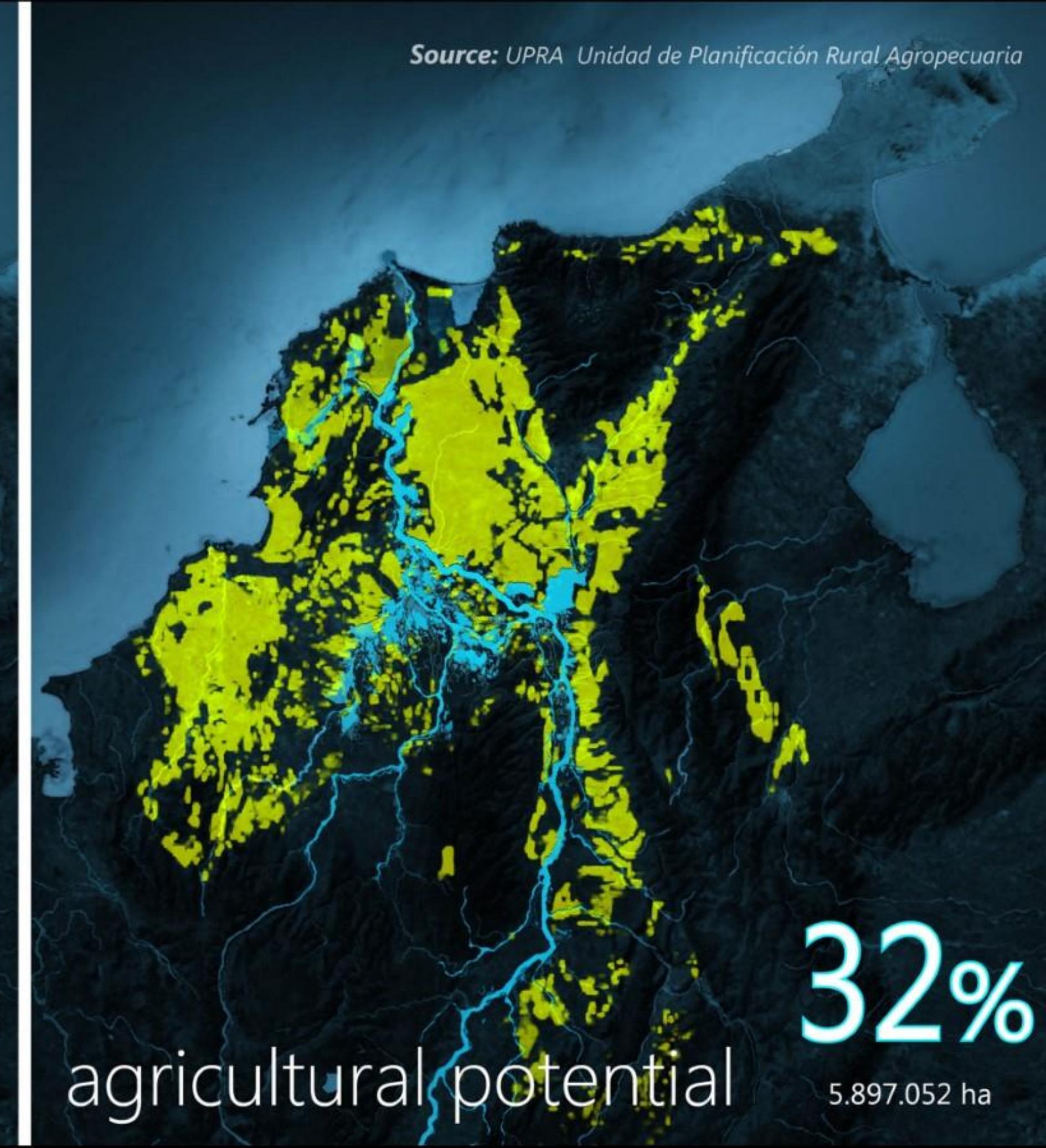
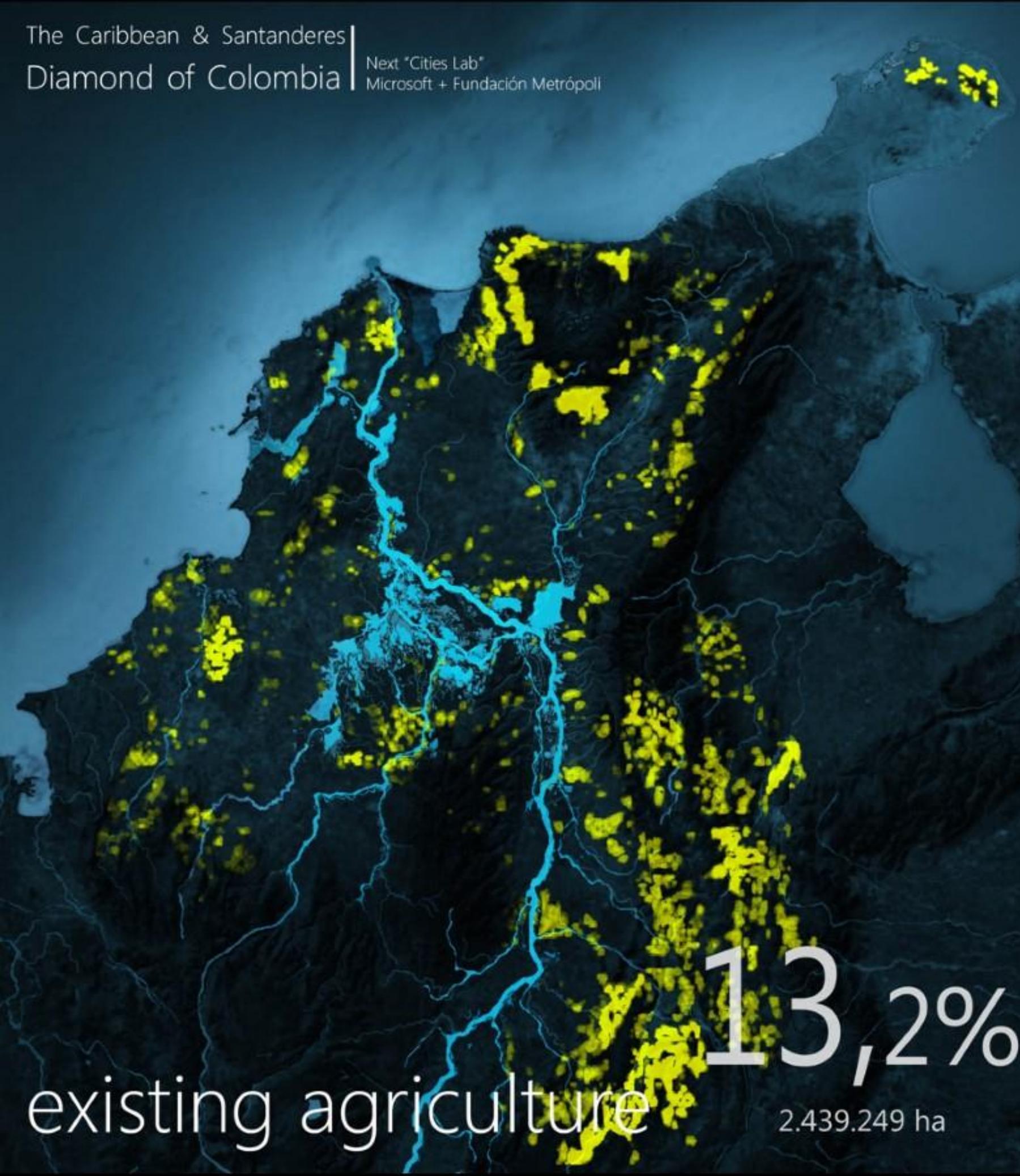
Magdalena river. Backbone axis

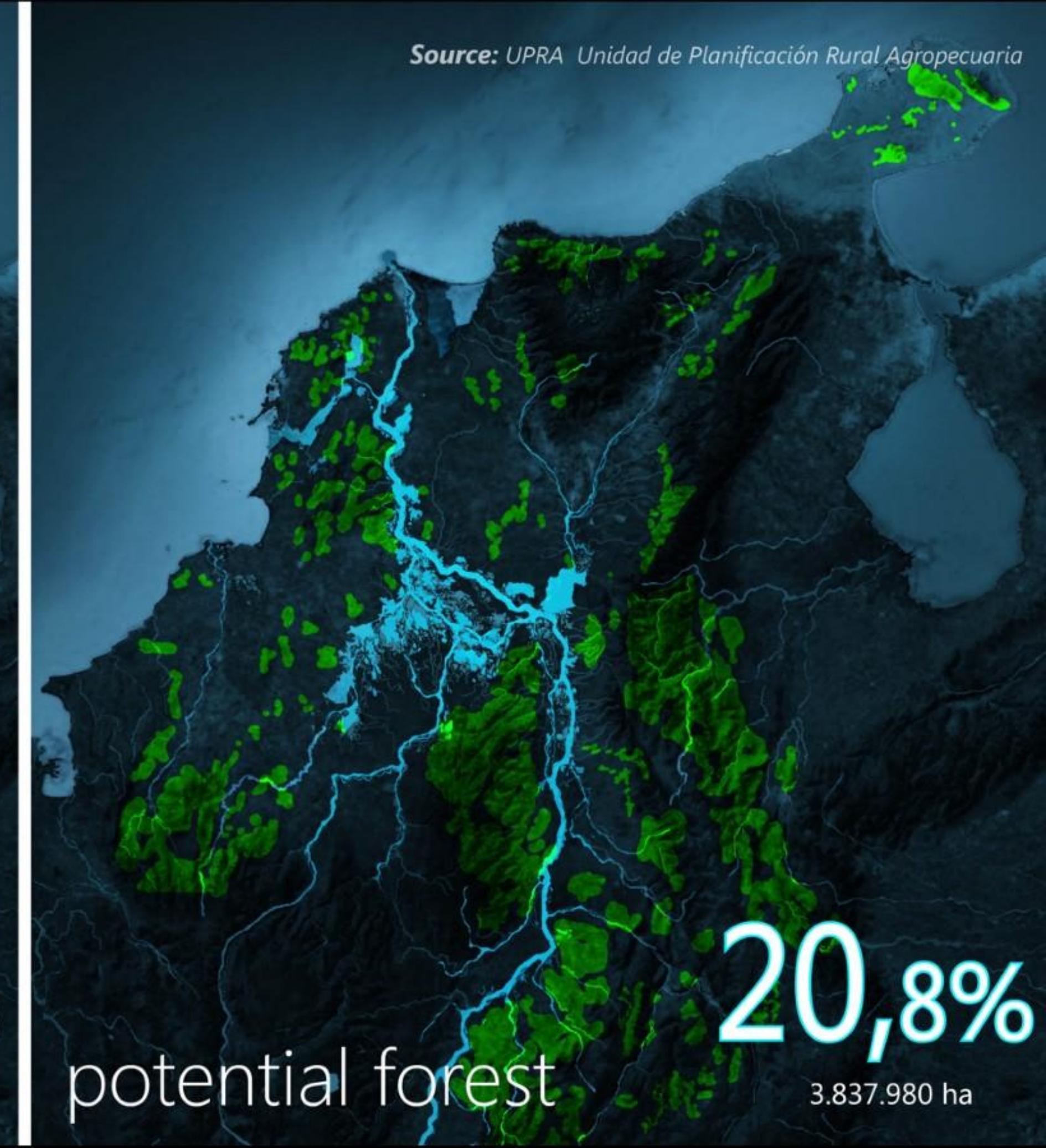
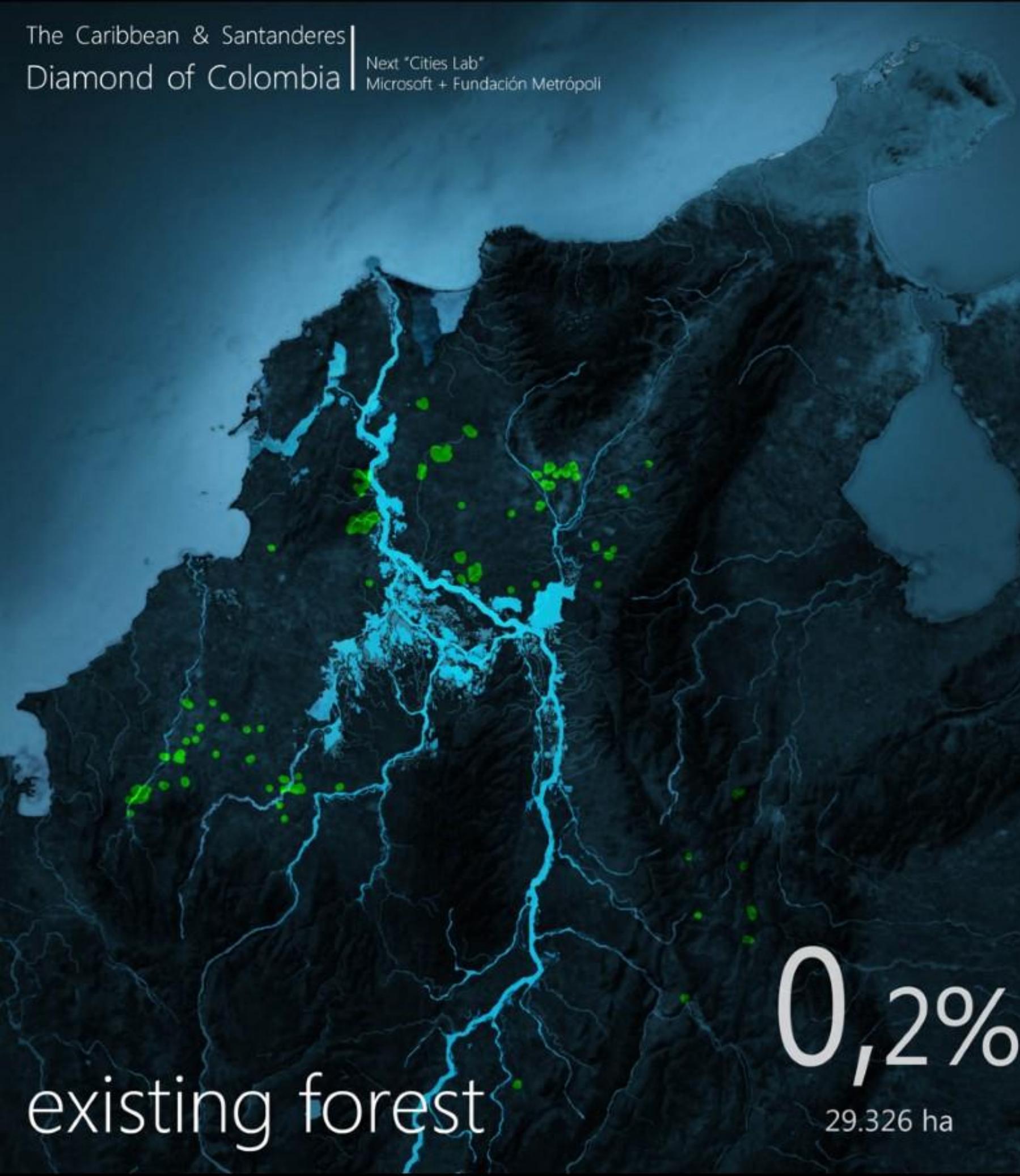


The Caribbean & Santanderes Diamond of Colombia

Next "Cities Lab"
Microsoft + Fundación Metrópoli







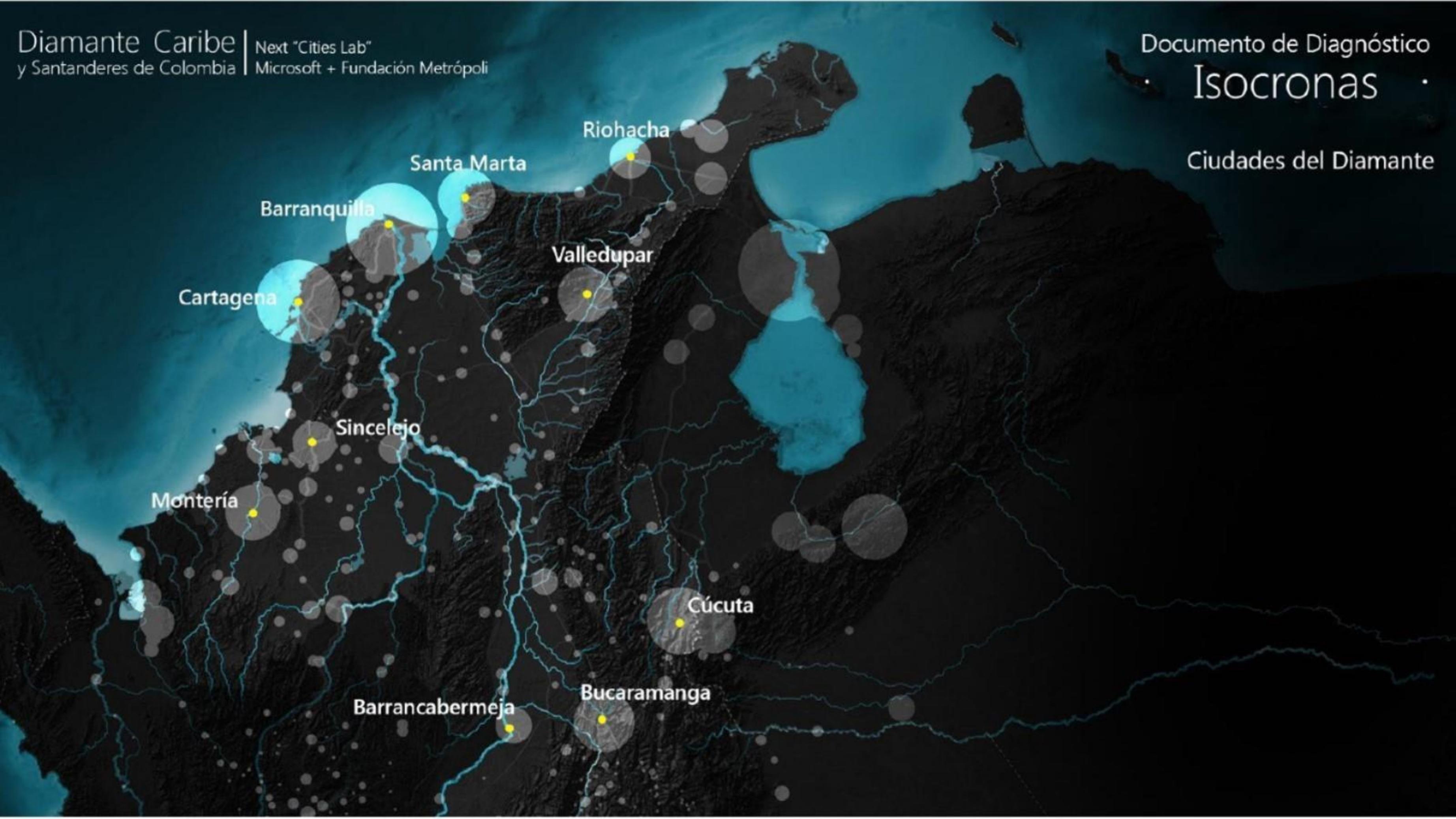
The Cities of the Diamond

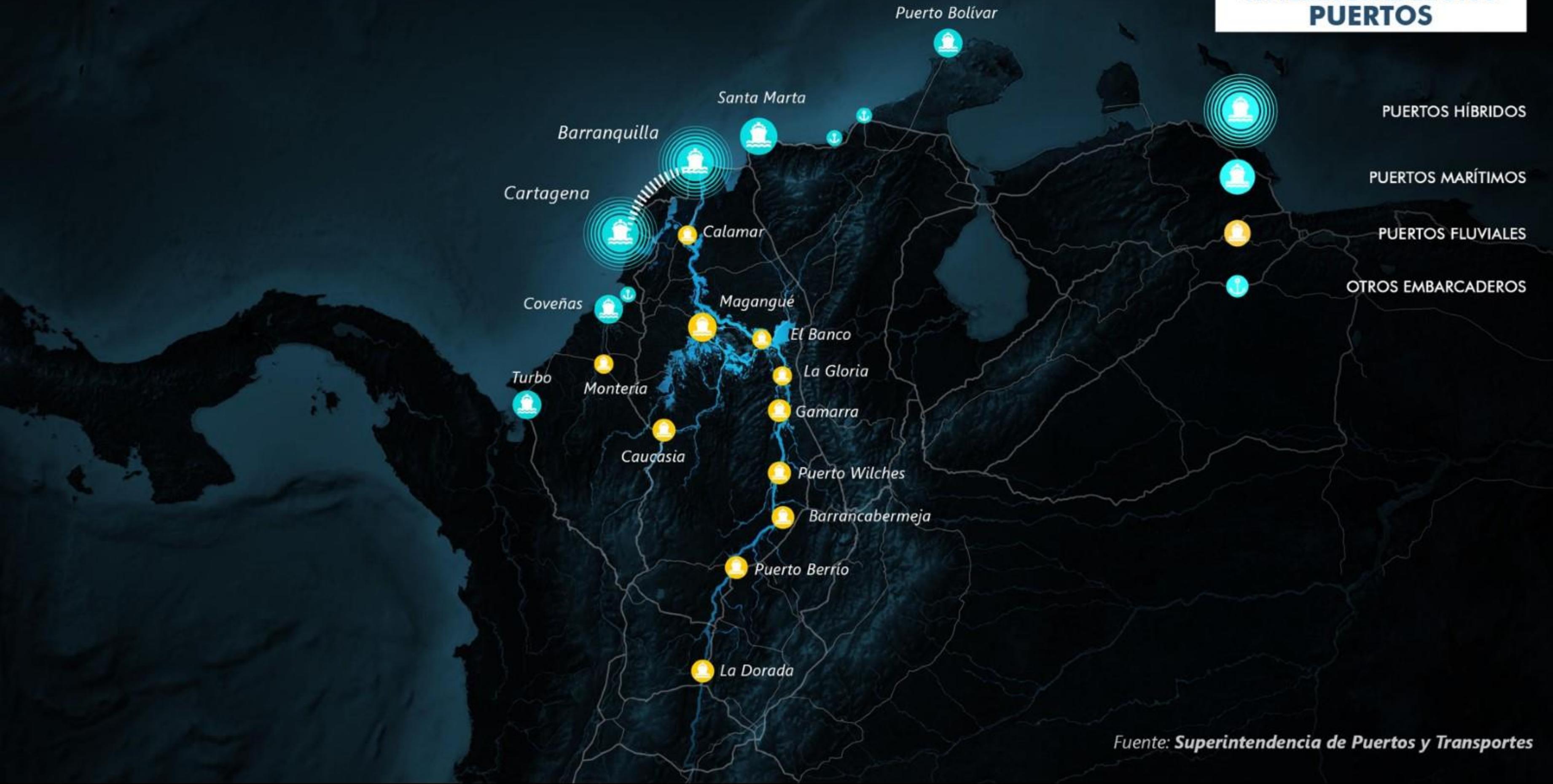
The Caribbean & Santanderes
Diamond of Colombia | Next "Cities Lab"
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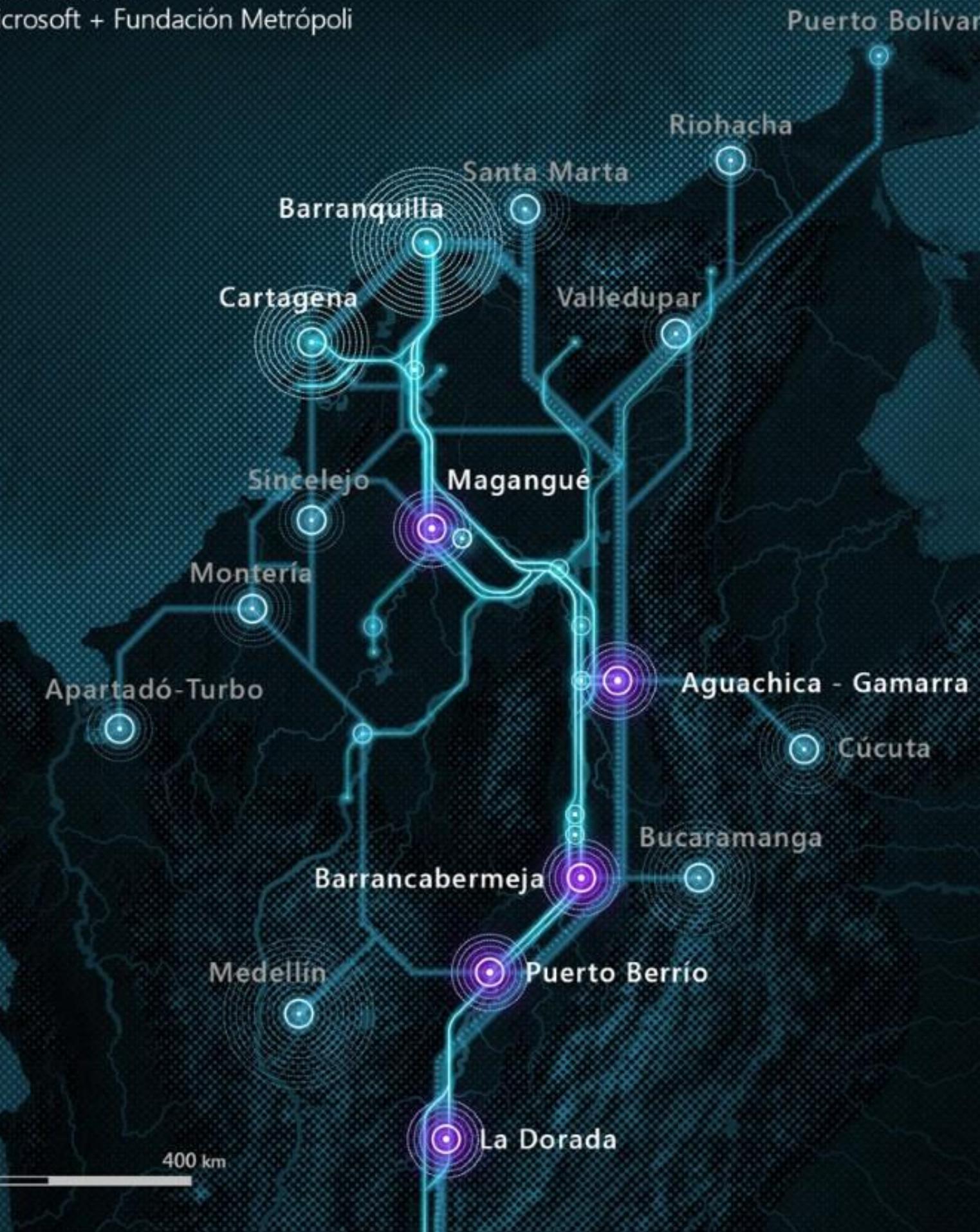
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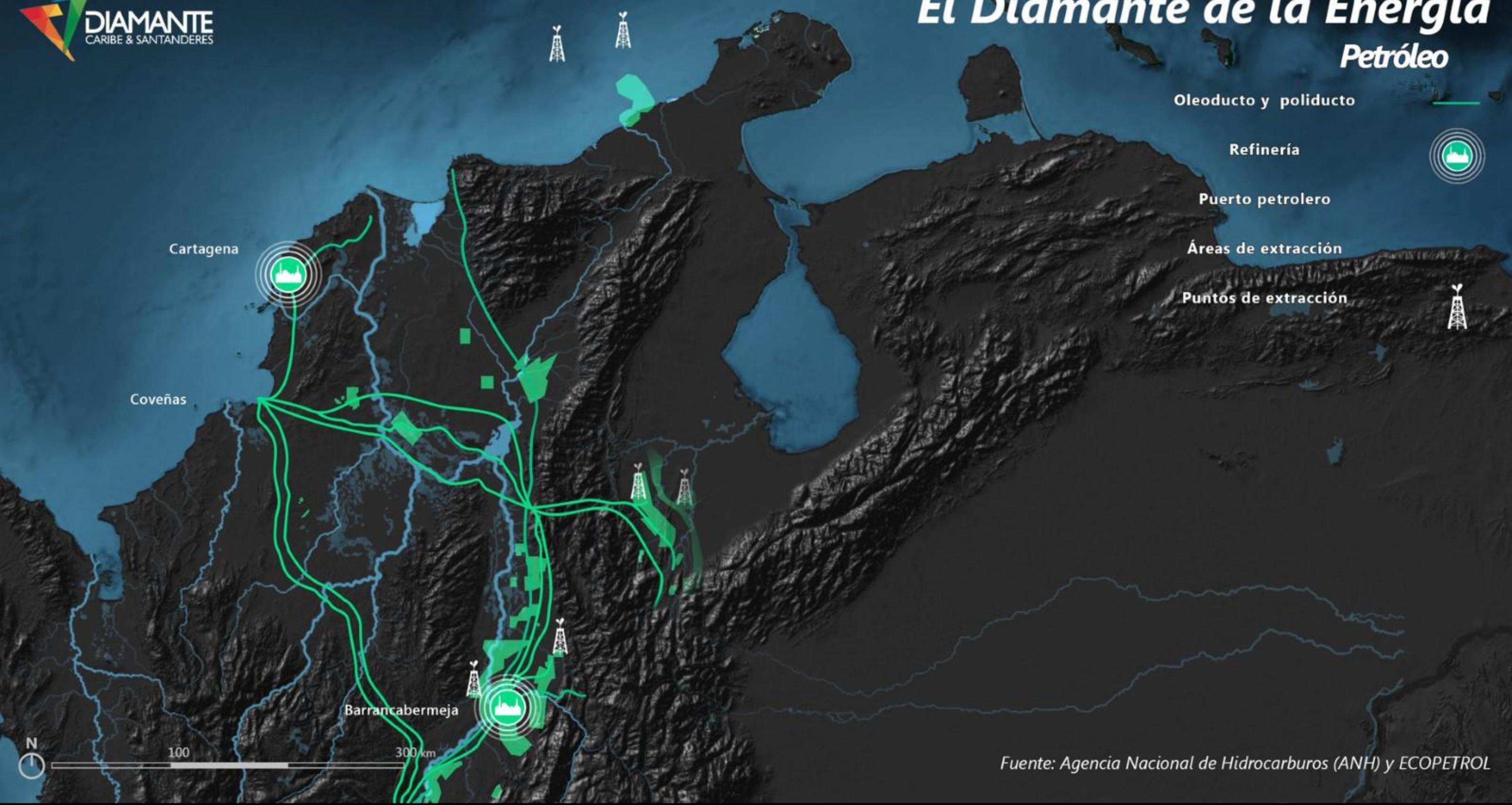
Magdalena PLUS

Conexión Terrestre



El Diamante de la Energía

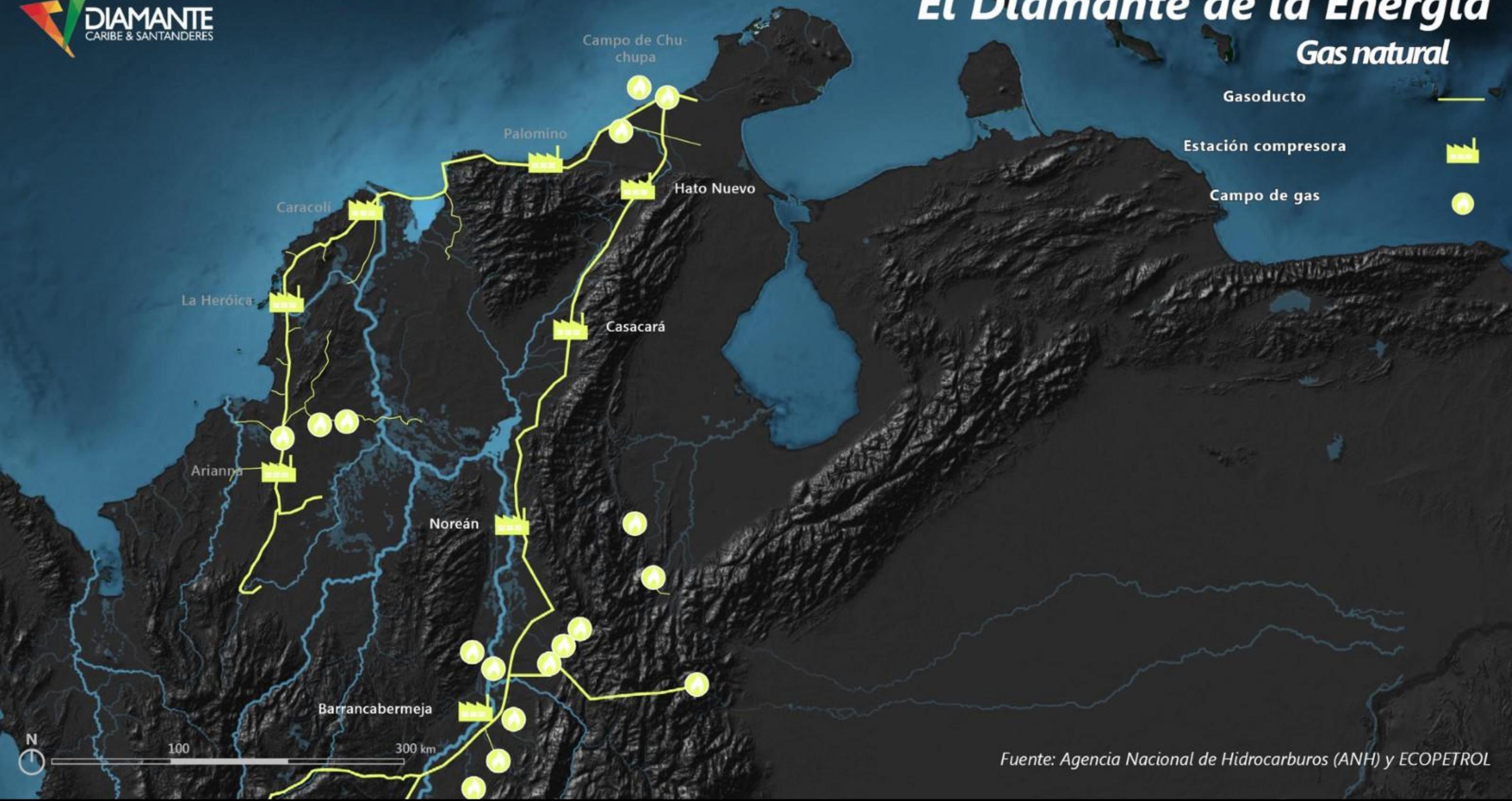
Petróleo



Fuente: Agencia Nacional de Hidrocarburos (ANH) y ECOPETROL

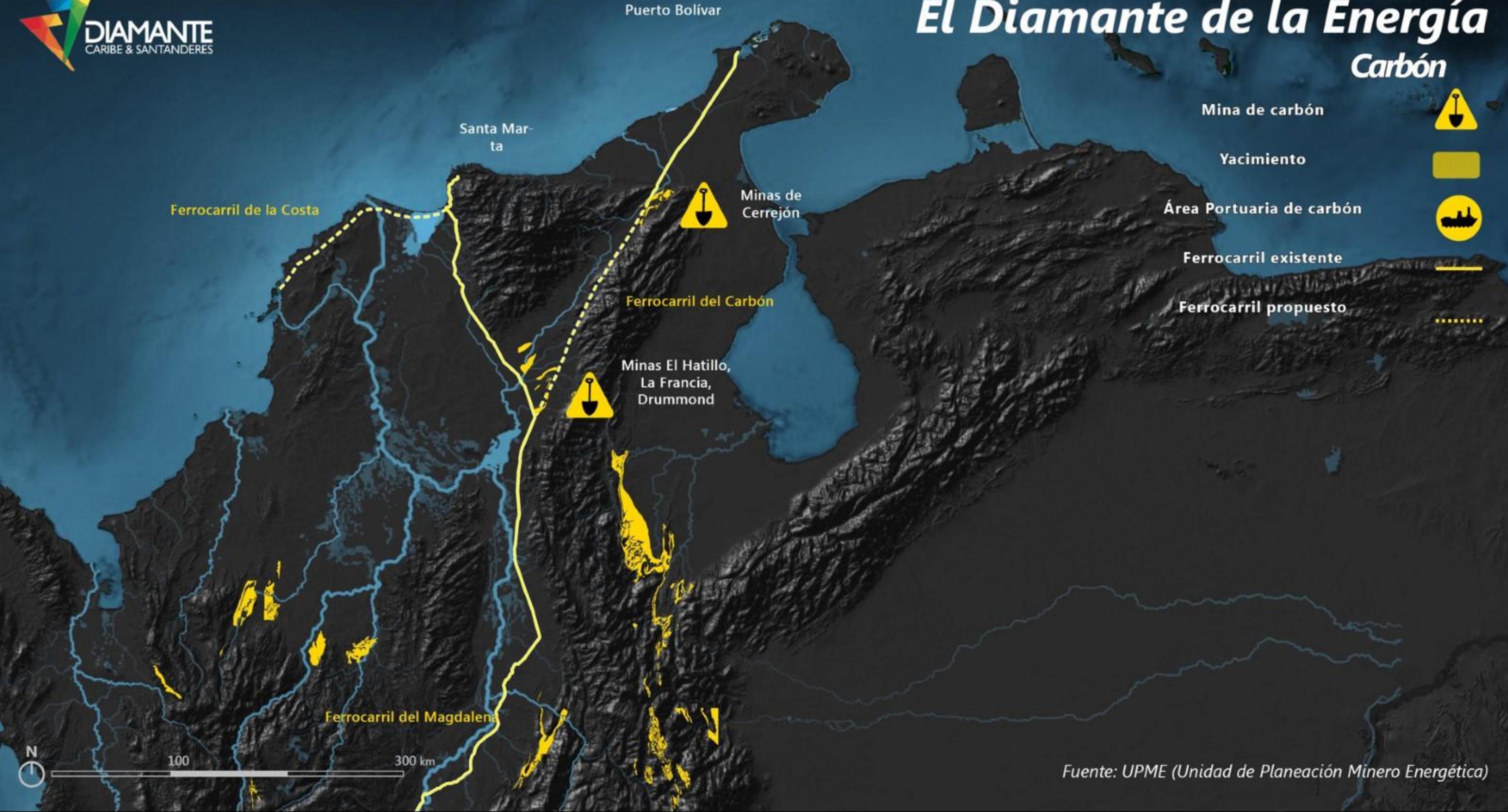
El Diamante de la Energía

Gas natural



El Diamante de la Energía

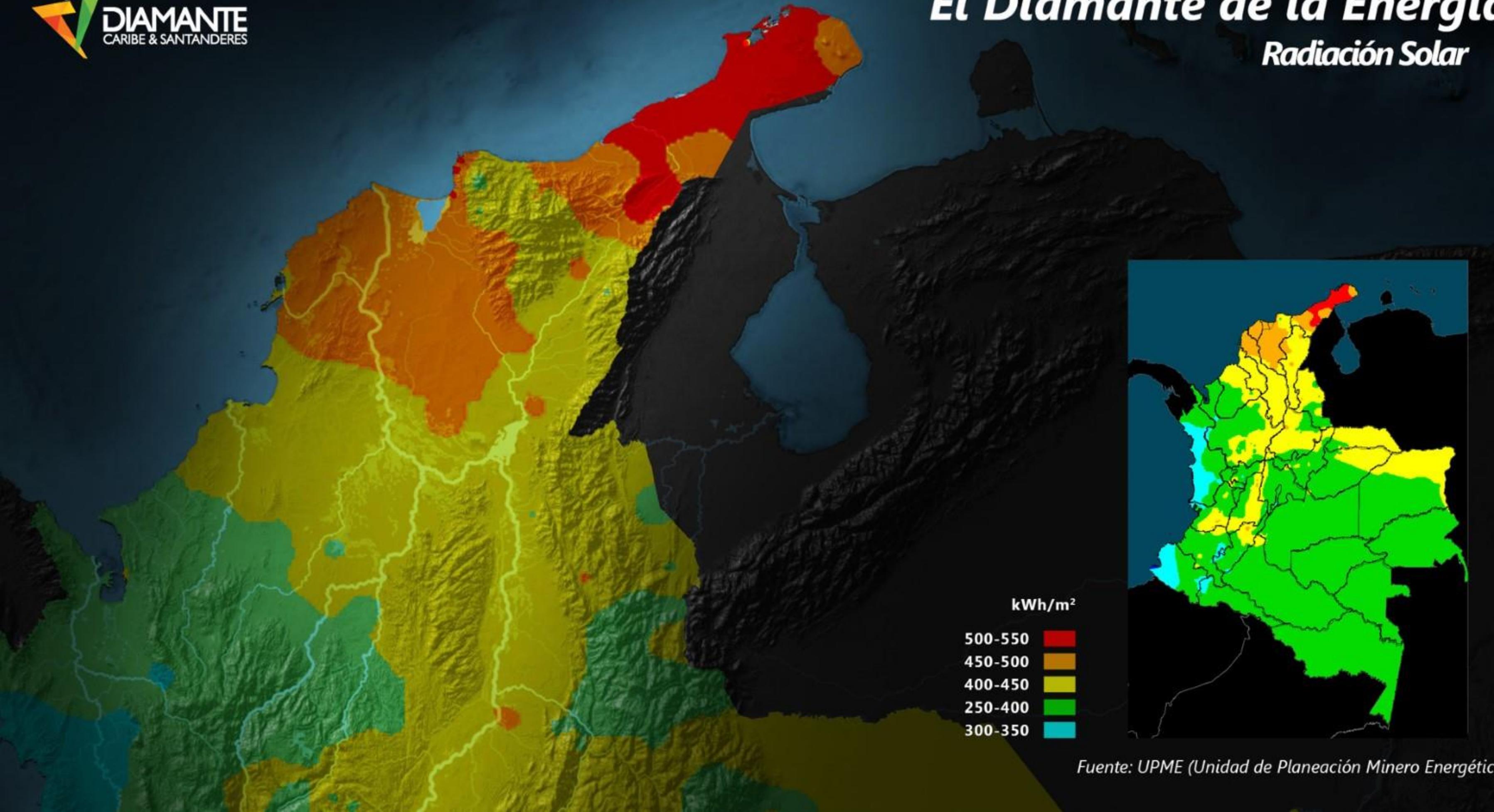
Carbón



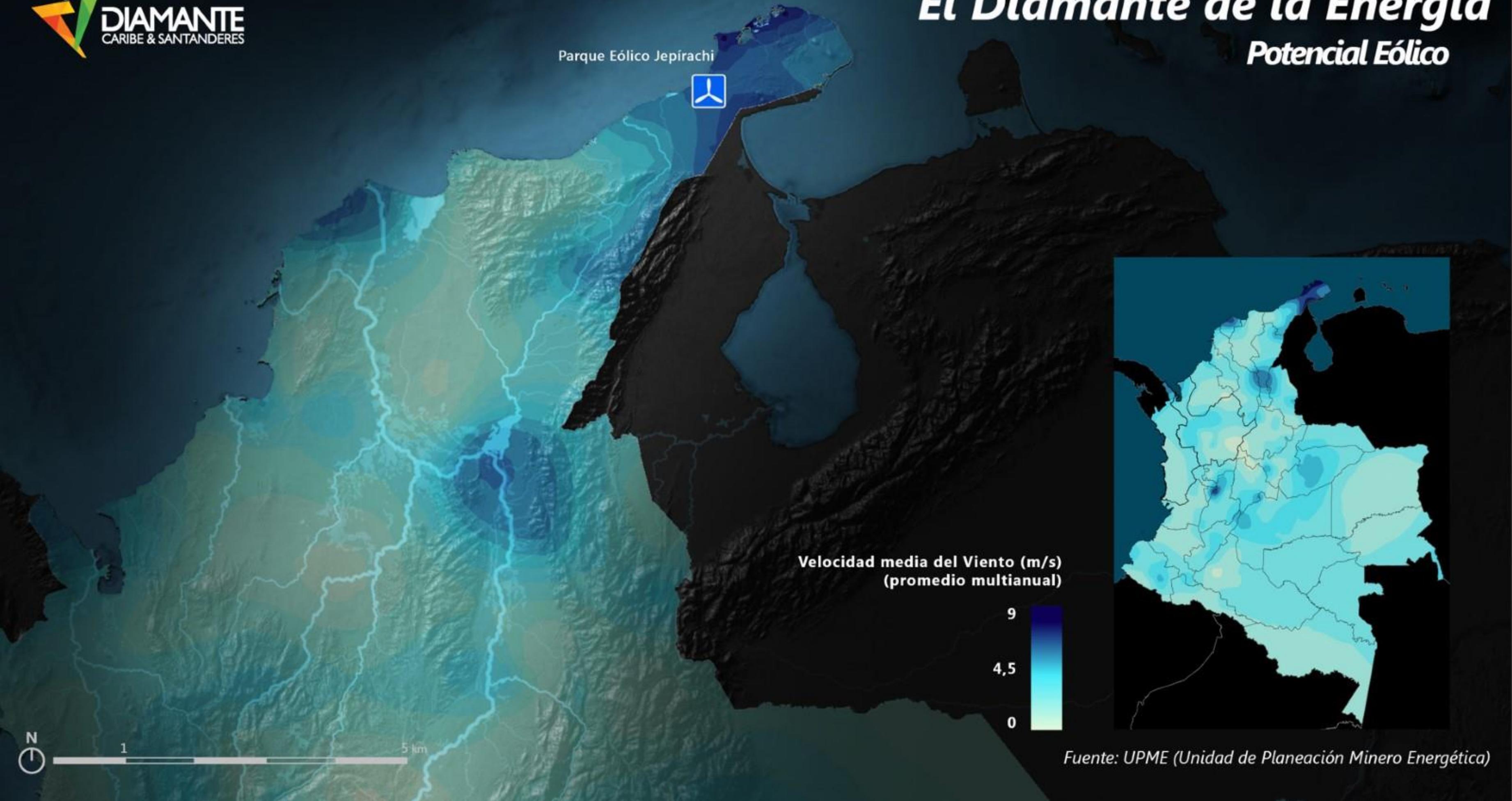
Fuente: UPME (Unidad de Planeación Minero Energética)

El Diamante de la Energía

Radiación Solar



Fuente: UPME (Unidad de Planeación Minero Energética)



The Digital Diamond

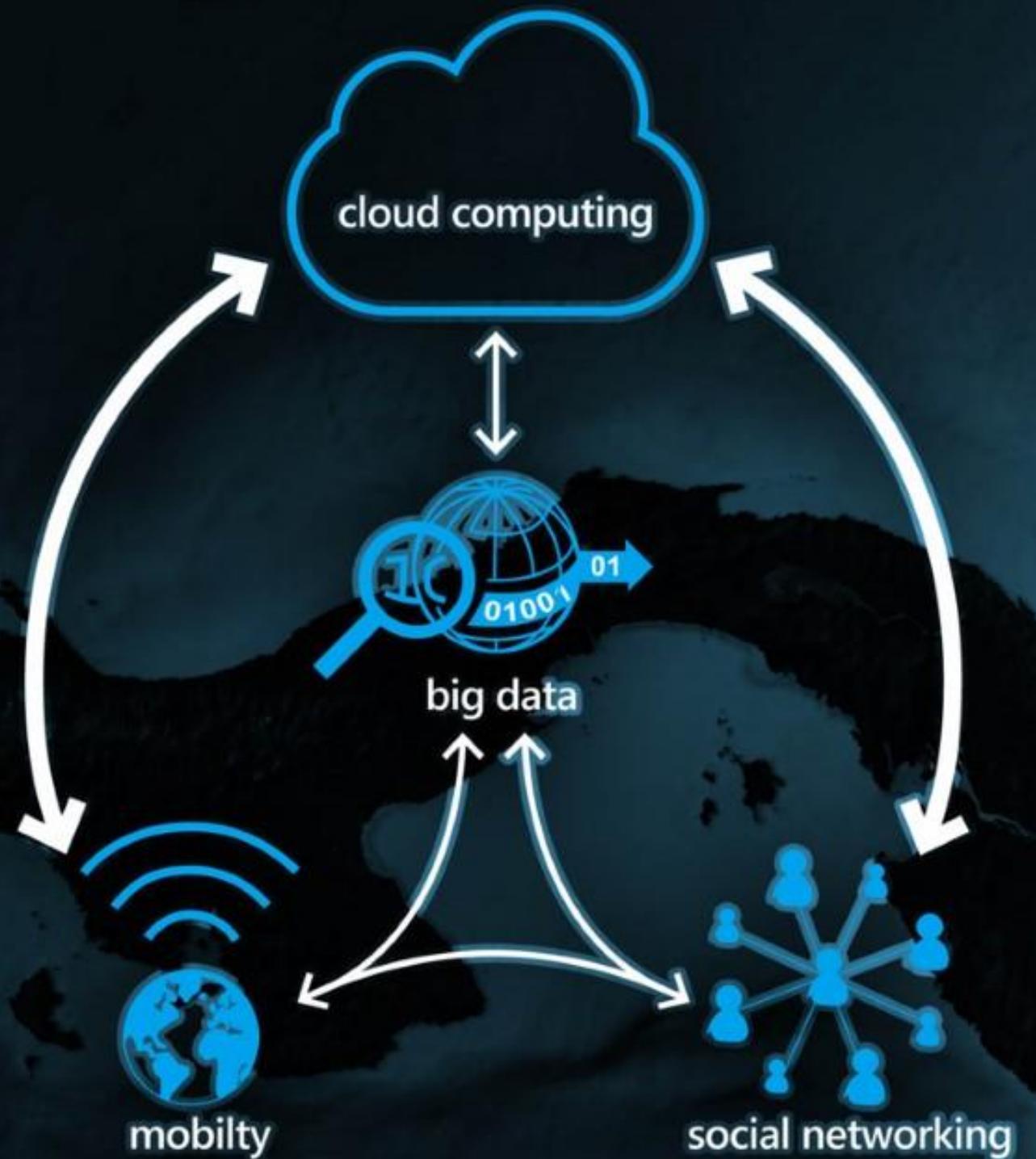
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DIAMANTE
CARIBE & SANTANDERES

Vision > Action



MINHACIENDA

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 **TODOS POR UN
NUEVO PAÍS**
PAZ EQUIDAD EDUCACIÓN



DIAMANTE
CARIBE & SANTANDERES

Action

67 Urban Scale Projects

16 Regional Projects



FUNDING INITIATIVES THAT TRANSFORM THE WAY OF LIFE OF COLOMBIAN PEOPLE

Strategic Projects

Regional Scale

- 1 *La Metrópoli del Mar*
- 2 *BB Next*
- 3 *Paisajes del Agua*
- 4 *Sierra Nevada de Santa Marta*
- 5 *El Desierto de La Guajira*
- 6 *Cúcuta Binacional*
- 7 *Costa de Sucre*
- 8 *Parque Regional del Sinú*
- 9 *Mar de Antioquia*
- 10 *Eco-Isla de San Andrés*
- 11 *La Dorada PLUS*
- 12 *Ciudad Aeroportuaria*
- 13 *Bahía Digital*
- 14 *Baranquilla 4.0*
- 15 *Santander LIFE*
- 16 *Diamante Cloud*

16 Regional Projects



Cartagena+Barranquilla, an Ambitious Urban Strategy

The New Capital of the Caribbean Region

The findings of the Diamond project highlights the strategic commitment to the definition of the "Metropolis of the Sea," a new territorial reality formed by the integration of the cities of Cartagena and Barranquilla.

The coastline of 100 km axis leading these cities integrates 4.5 million inhabitants, important infrastructure, and spaces of exceptional historical and natural value and unique characteristics.

An integrated strategy between both cities for Colombia will transform, in the medium term, into a major urban center that can outshine Miami within the territorial context of the Caribbean region.



The Pivotal Node of Northern Colombia

Impact
Scope of the Impacts

- Attracting international investment
- Enhancing Competitiveness
- Improving Sustainability
- Fighting against poverty



Cartagena+Barranquilla, The Metropolis of the Sea

An Innovation Ecosystem in Cartagena de Indias

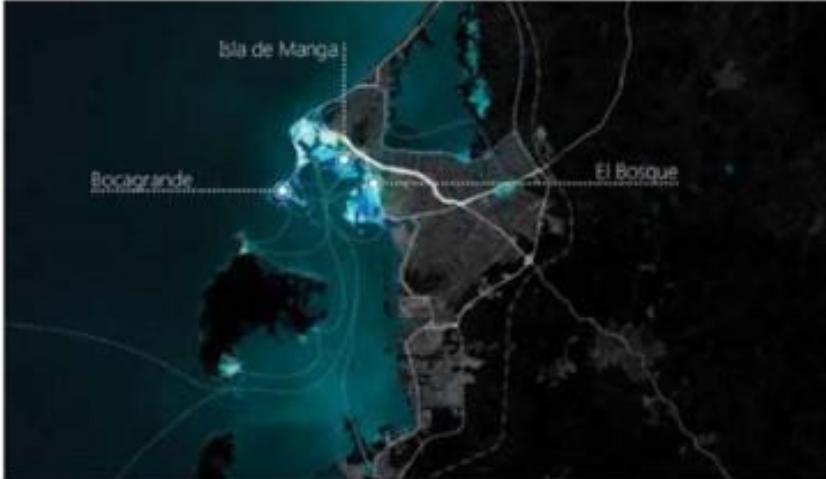
Digital Bay

Vision and Strategic Project Sinopsis

The Diamond project is generating about a hundred strategic actions in cities and in the territory, which must be progressively activated.

These include three districts of Innovation in major cities (Barranquilla, Cartagena and Bucaramanga), which are projects to build urban innovation ecosystems in the central areas.

Digital Bay is a strategic project for the transformation of the city center around the Cartagena Bay, creating a sophisticated and attractive space for advanced economic activities and tourism.



Feasibility Track Record of Success

- Selection of strategic projects based on competitive advantages of the territory and level of investments by Findeter
- Early Successes in the implementation processes, e.g. Tourism Innovation Centre in Cartagena

An Innovation Ecosystem in Barranquilla

Barranquilla 4.0

Vision and Strategic Project Sinopsis

Barranquilla 4.0 is a key to competitiveness and technological, functional and economic development of the city and the wider Diamond region. It is a project to promote comprehensive urban renewal on the northern river edge of Barranquilla. It is

aimed at creating a space for innovation, welcoming new activities linked to the knowledge economy, creativity and technology.

It occupies a unique location at the mouth of the Magdalena River, opposite the National Park Isla de Salamanca, next to the historic center and at the confluence of major metropolitan axes.



Academic Partners:

Feasibility
Financial and Logistical Feasibility

- Internationally oriented investment projects
- Continuous interaction with entrepreneurs and investors

- Portfolio of projects focused for financial aid from International Development Banks

An Innovation Ecosystem in Bucaramanga

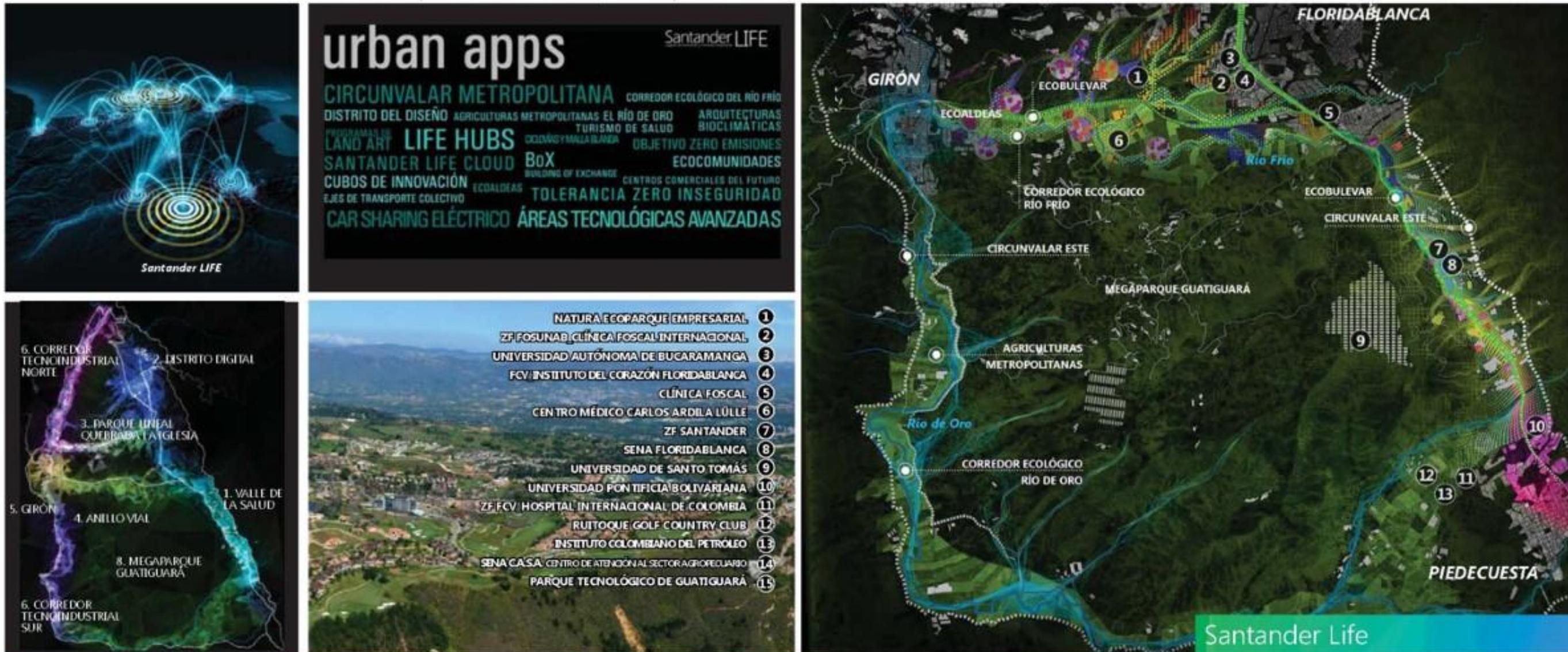
Santander LIFE

Vision and Strategic Project Sinopsis

Santander LIFE is the project of innovation in the Bucaramanga district, focusing on clusters of Health and Health Tourism, Education and Urban Solutions. It involves the creation of southern metropolitan areas for the reception of health facilities,

educational and research centers, hotels, residence, business centers, exhibitions and fairs, cultural venues, leisure and theme parks, facilities for sports and the various elements necessary to set up a development-oriented economic sector

based on health services, welfare and economy. Its orientation is based on the combined objectives of innovation, competitiveness, urban quality and environmental excellence.



Feasibility
Public-Private Collaboration

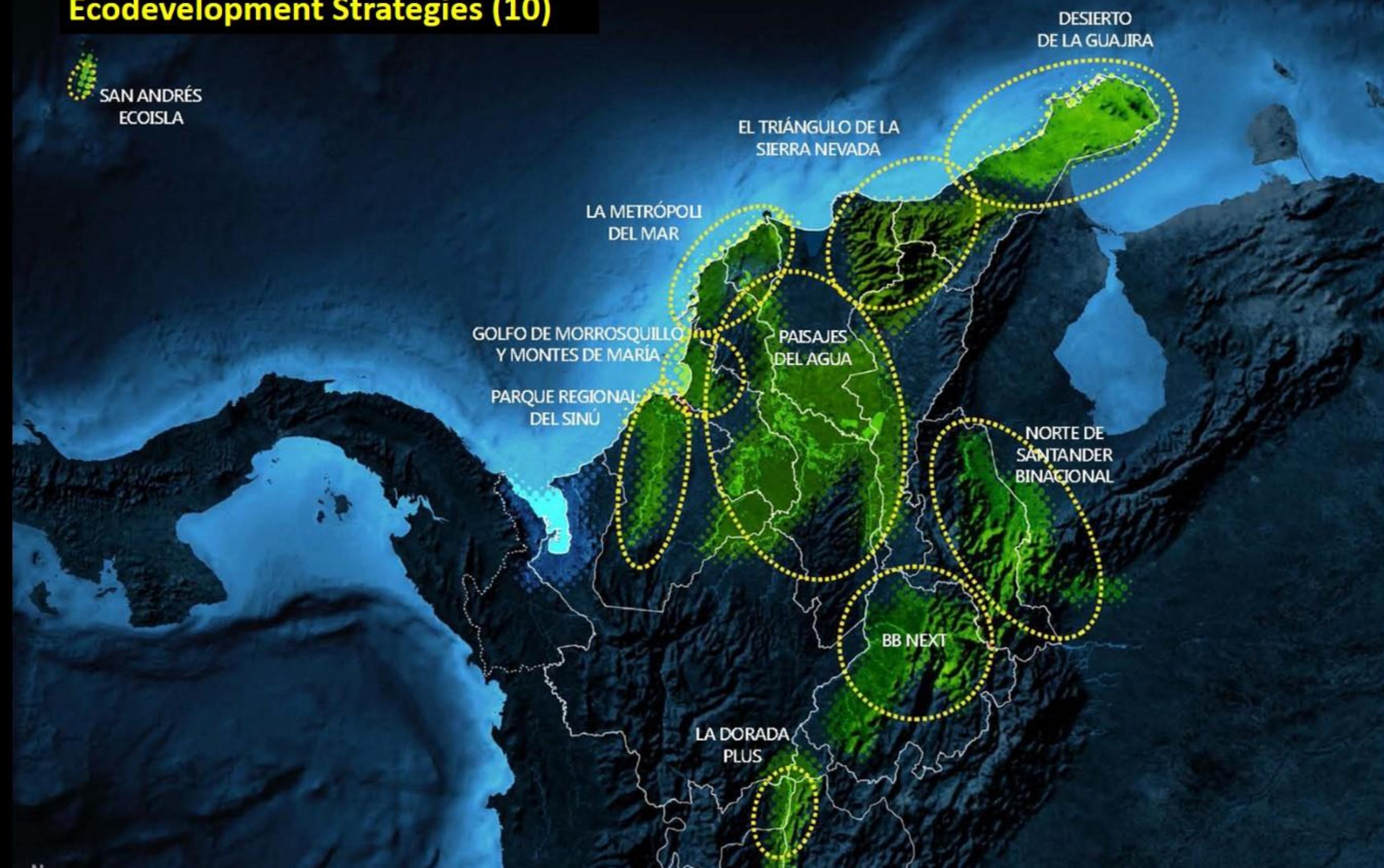
- Co-leadership of the National Government (Findeter) and Governors

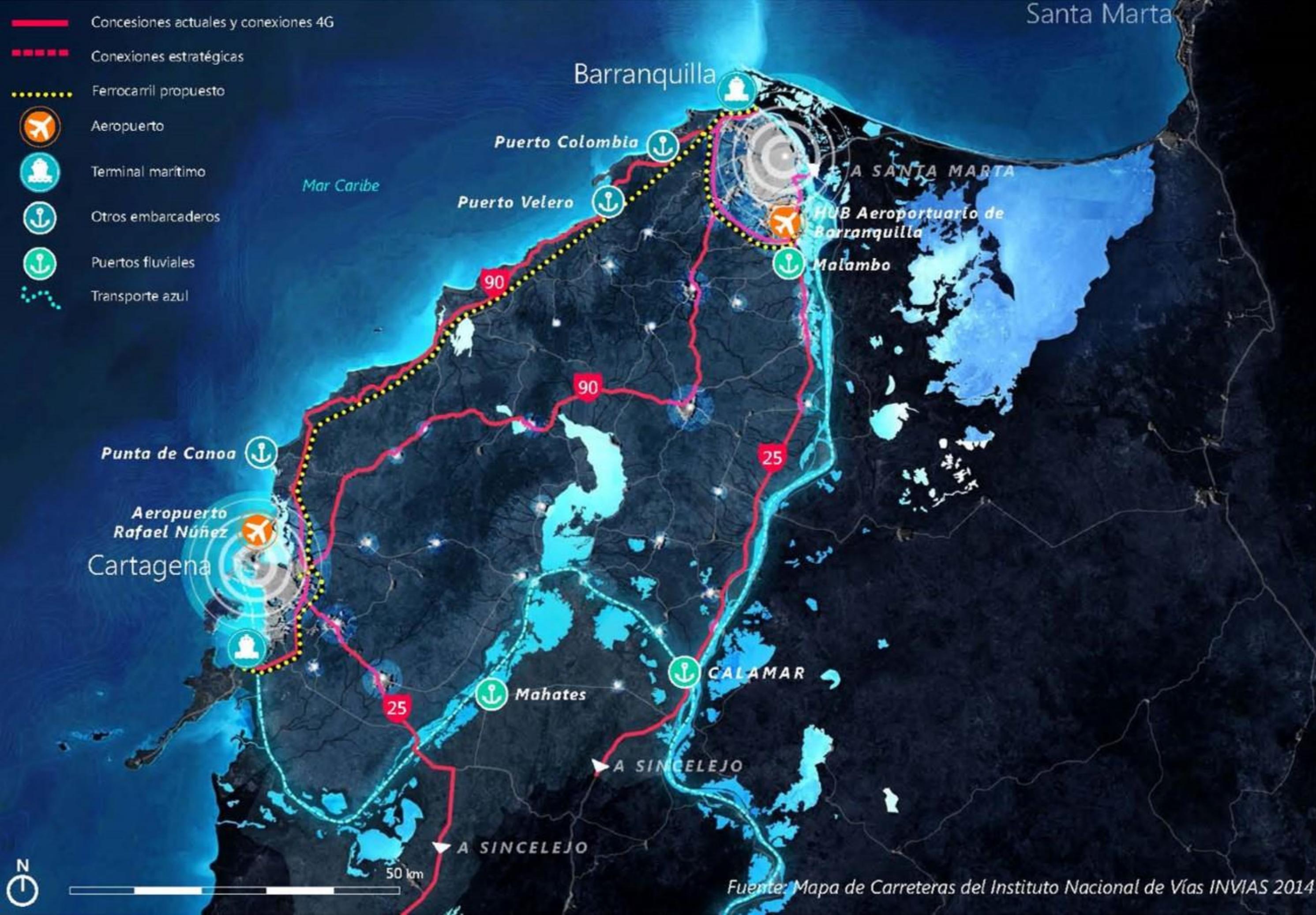
- Support of Municipalities, Employers, Universities and Civil Society
- Orientation of projects towards public-private partnerships

Academic Partners:



Ecodevelopment Strategies (10)

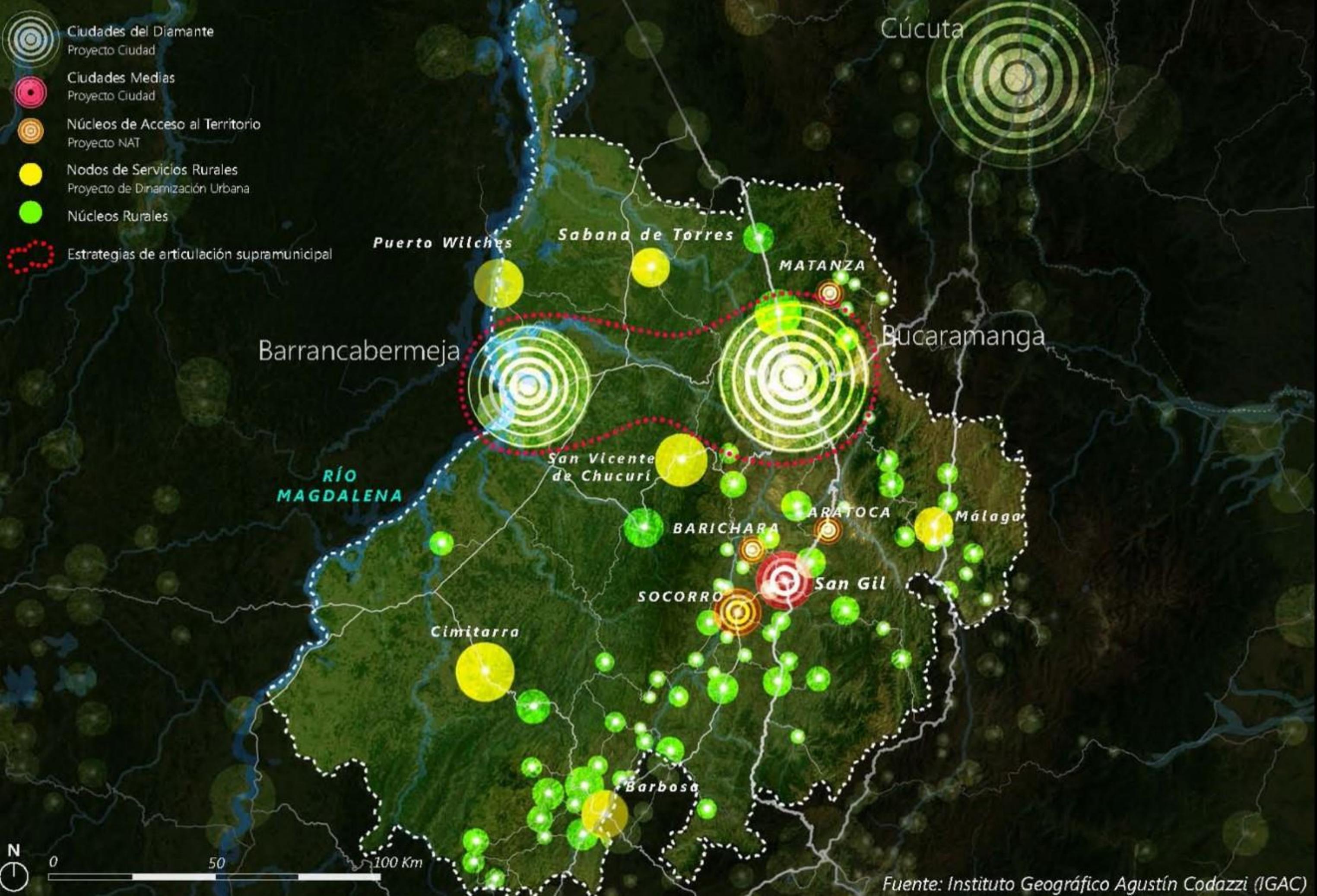




Santa Marta

La Metrópoli
del Mar

Fuente: Mapa de Carreteras del Instituto Nacional de Vías INVIA 2014

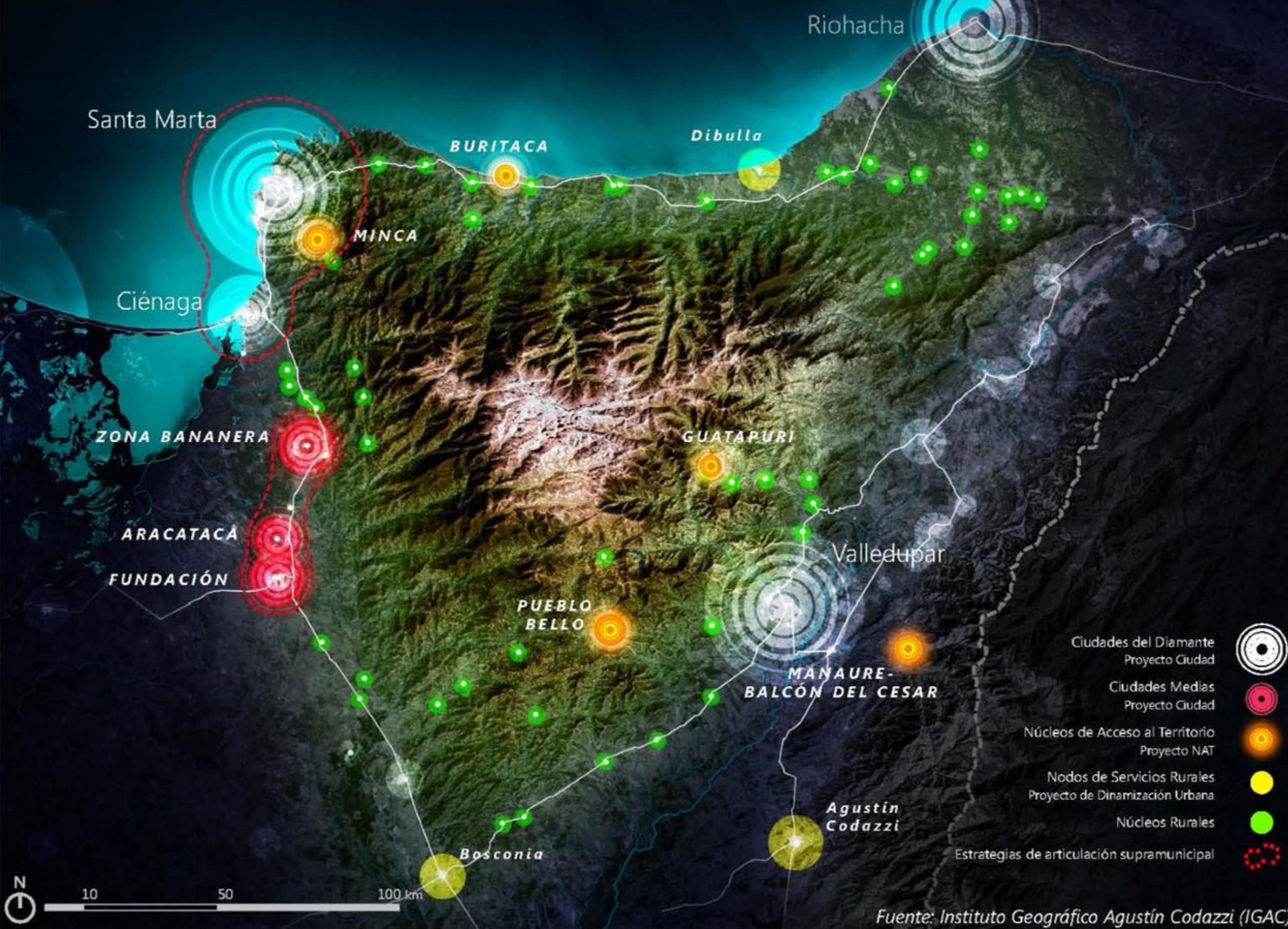


Desierto de La Guajira



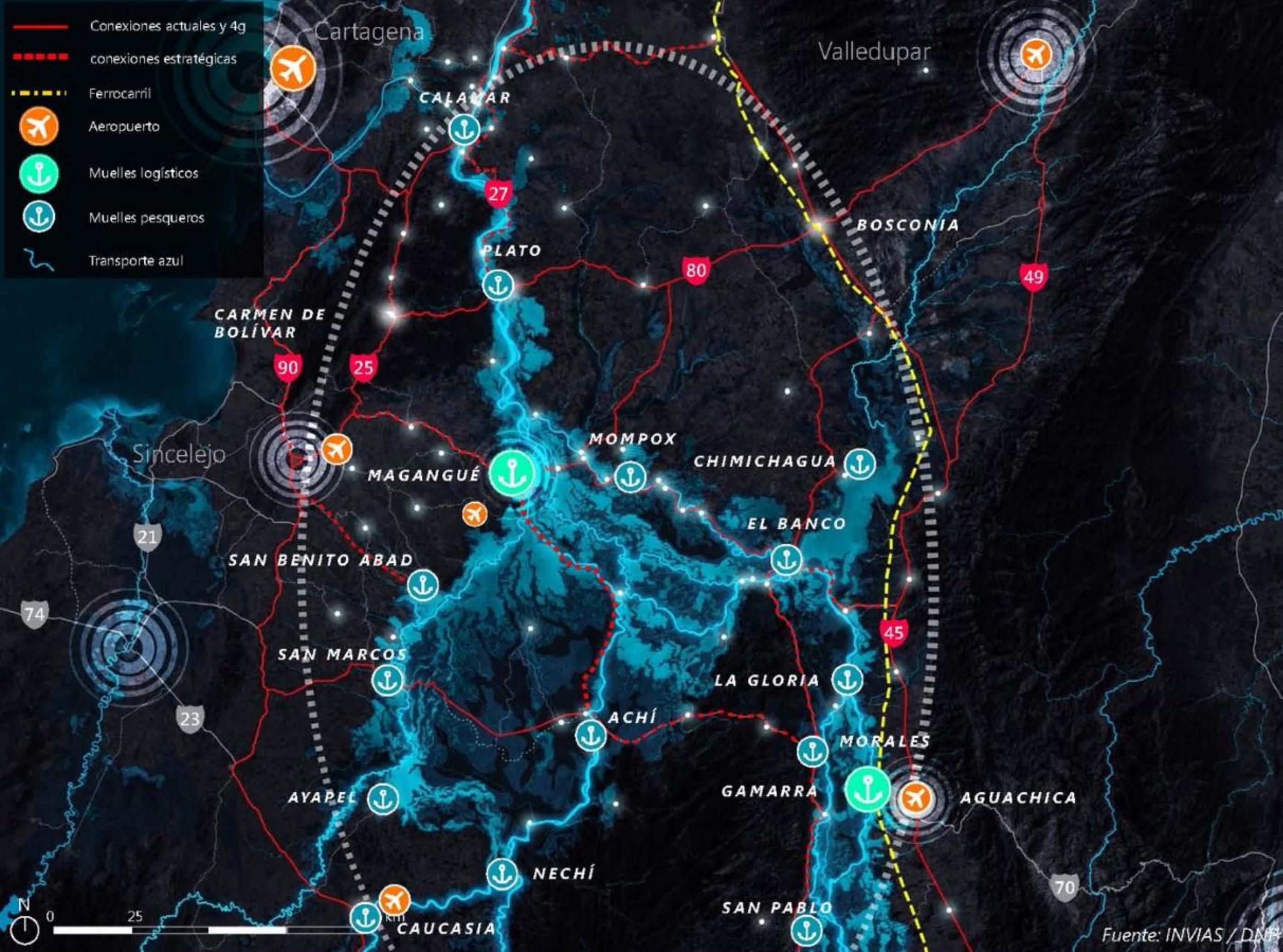
Fuente: Instituto Geográfico Agustín Codazzi (IGAC)

Triángulo de la Sierra Nevada



Fuente: Instituto Geográfico Agustín Codazzi (IGAC)

Paisajes del Agua



Norte de Santander Binacional



Fuente: Instituto Geográfico Agustín Codazzi

SISTEMA AGROPECUARIO

- Distrito de riego
- Extensión de cultivos
- Agrópolis
- Muelles pesqueros
- Espacios agroindustriales y logísticos
- Piscicultura



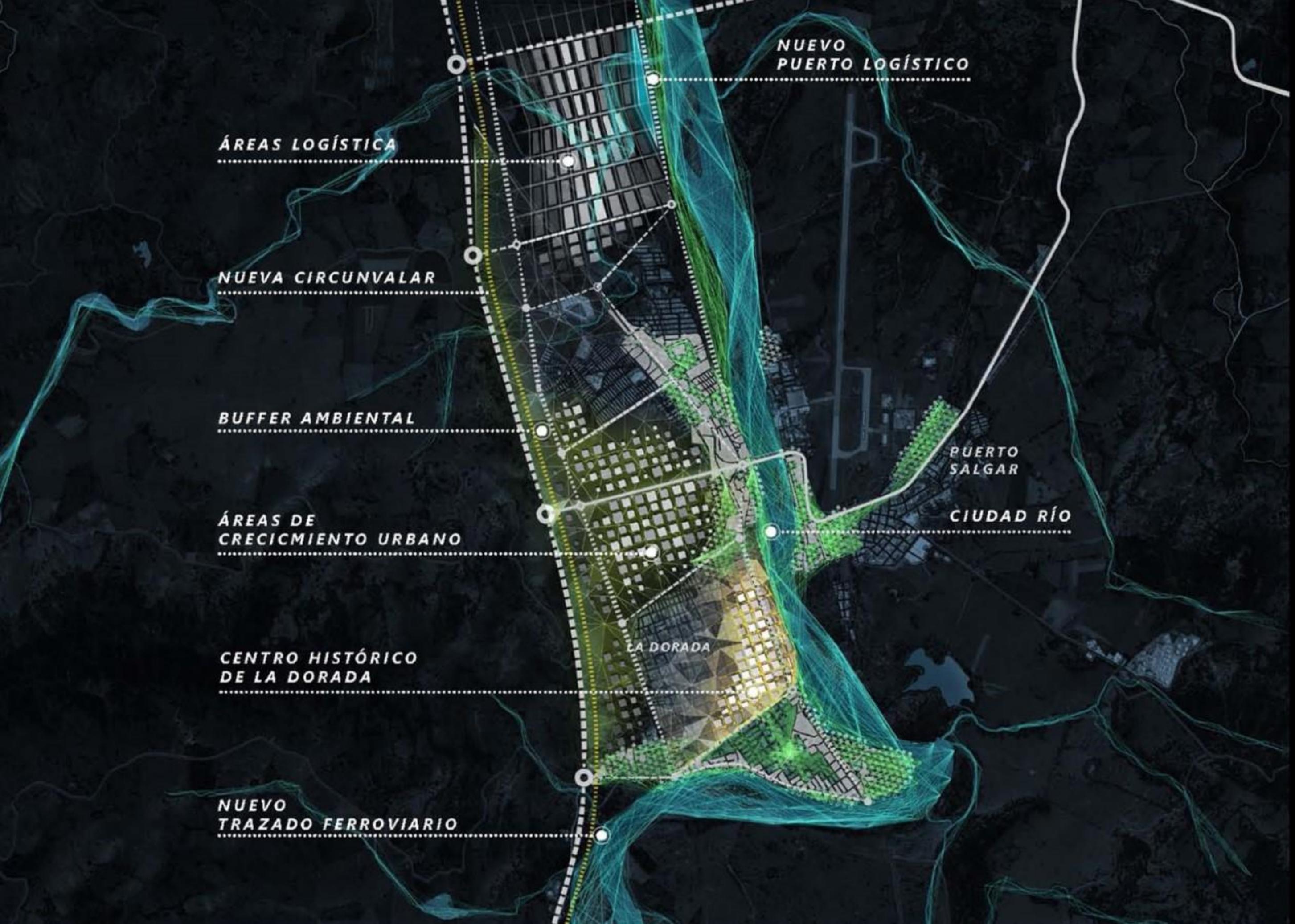
Golfo de
Morrosquillo &
Montes de
María

Parque regional del Sinú



Fuente: Unidad de Planificación Rural Agropecuaria (UPRA)

La Dorada PLUS



San Andrés Ecoisla



Digital Platforms for the Configuration of the Territories

The Digital Diamond

Academic Partners:



The concept of the Digital Diamond symbolizes a generational effort to achieve one of the most advanced territory in the world in advancing the digital economy and fulfilling the objectives of development and social balance.

Unlike traditional projects related to Smart Cities, the Digital Diamond addressed the introduction of digital solutions on the scale of a whole region, which is a major challenge and also a key opportunity.

Digital Cloud based infrastructure will partially compensate for deficiencies in the physical infrastructure connectivity within the territory and generate new options of competitiveness for the region.

Digital Diamond

Symbiosis between High Impact Projects based on unique Strengths & Digital Technology

The Diamond Alliance

Urban Intelligence

- Creative Leadership
- Intelligent Shared Vision
- Catalytic Projects
- Emergent Economic Clusters
- Strategic Networks
- Magnetism

Digital Accelerator

- Broadband Connectivity
- Cloud Services & Big Data
- DEEP
- New Apps
- Digital Ecosystem of Innovation
- Intelligent Digital Solutions

Confluence

Different Levels of Administration

Sectorial Policy

Public & Private

National & International

Universities & Companies

Big Corporations & Small Companies

Organizations & Individuals

Socio Economic Development & Competitiveness

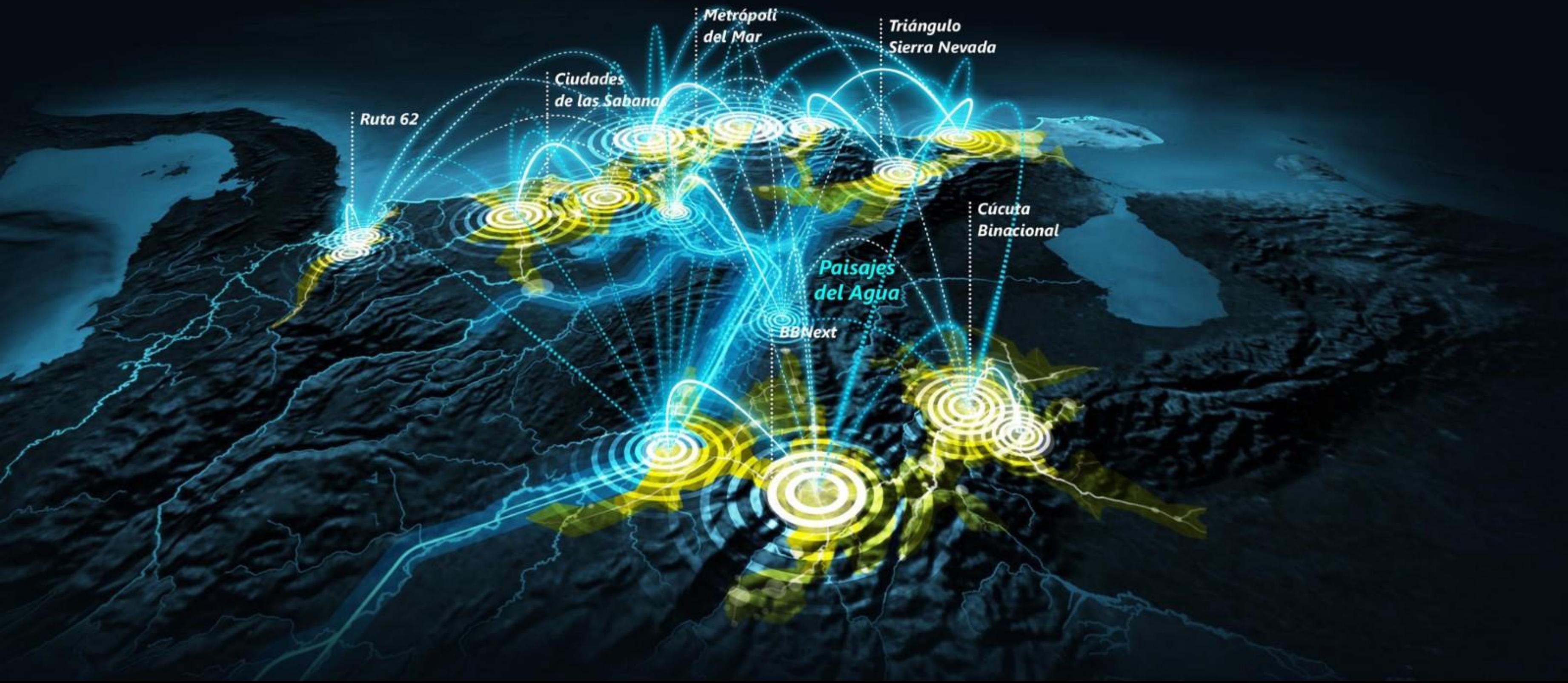
Impact
New Initiative

- Innovative initiative, without precedent in Colombia, to structure a new region
- Great impact on cities and also on isolated areas,
- responding to objectives of competitiveness, environmental sustainability and social inclusion
- Incorporation of state of the art digital technologies into a regional strategy

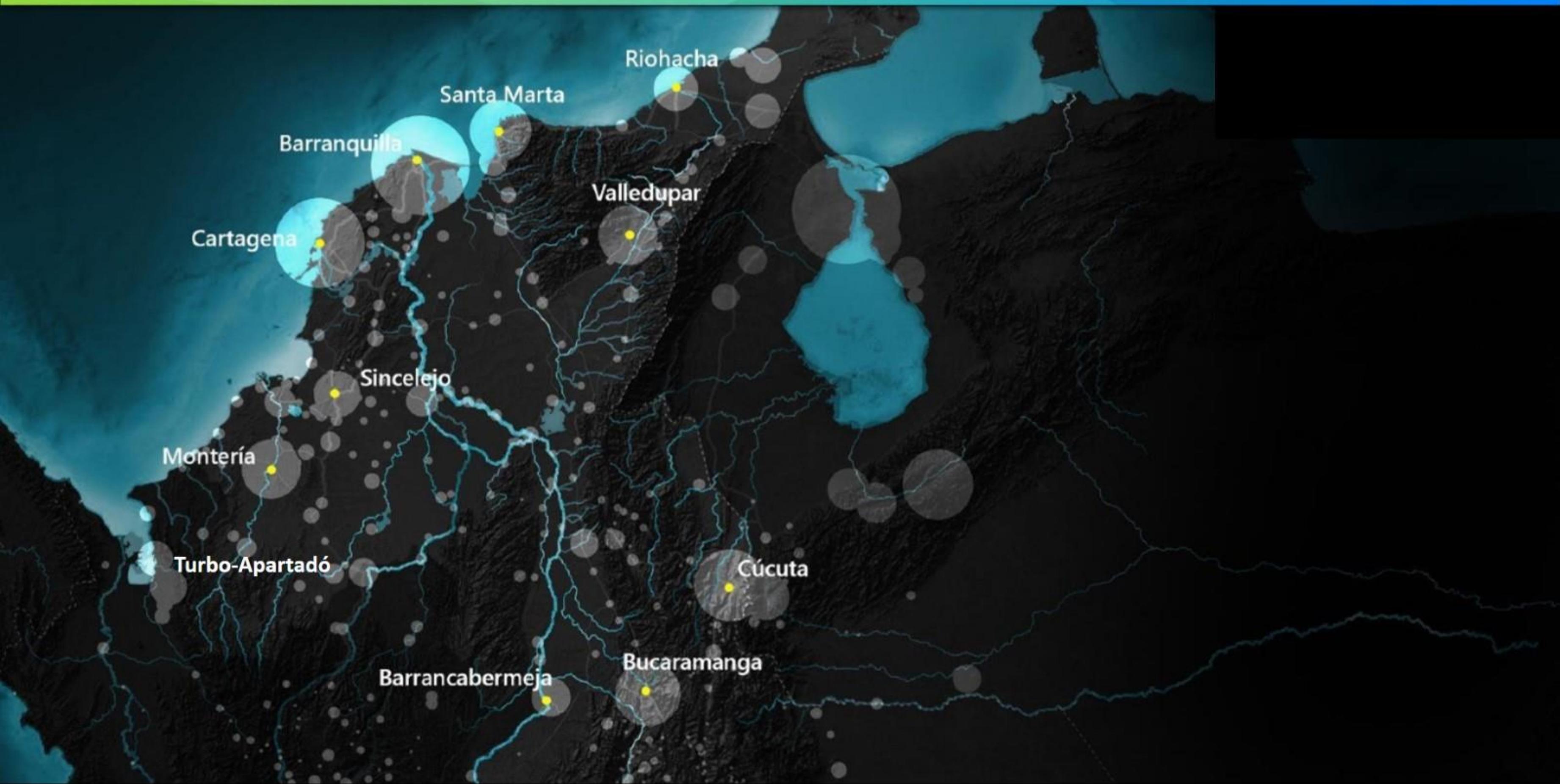


Hacia un Modelo Territorial Policéntrico

Diamante Digital
Diamante Cloud



67 Urban Scale Projects



BARRANCABERMEJA

Proyecto Ciudad-Territorio



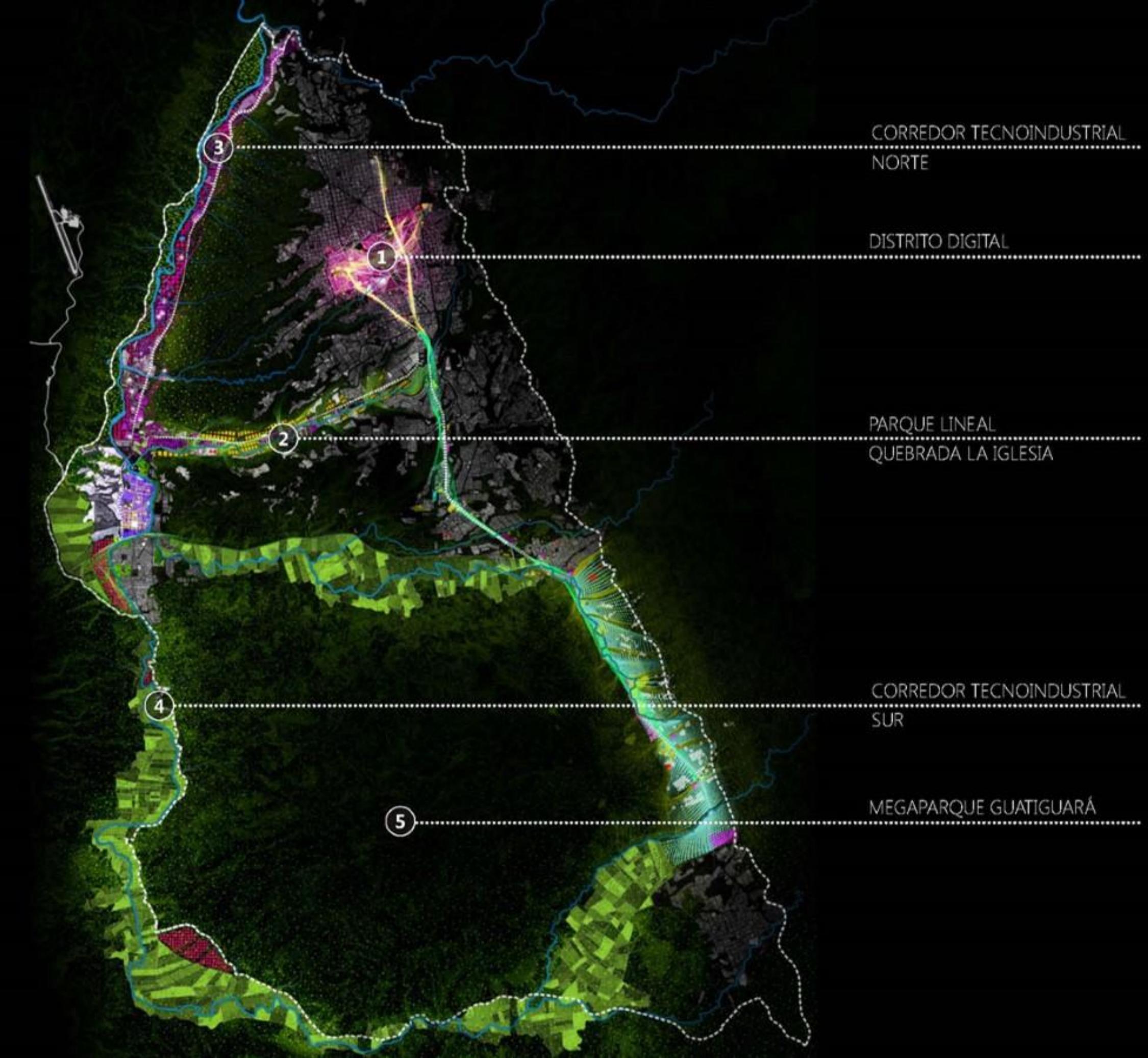
BARRANQUILLA-ATLÁNTICO

Proyecto Ciudad-Territorio



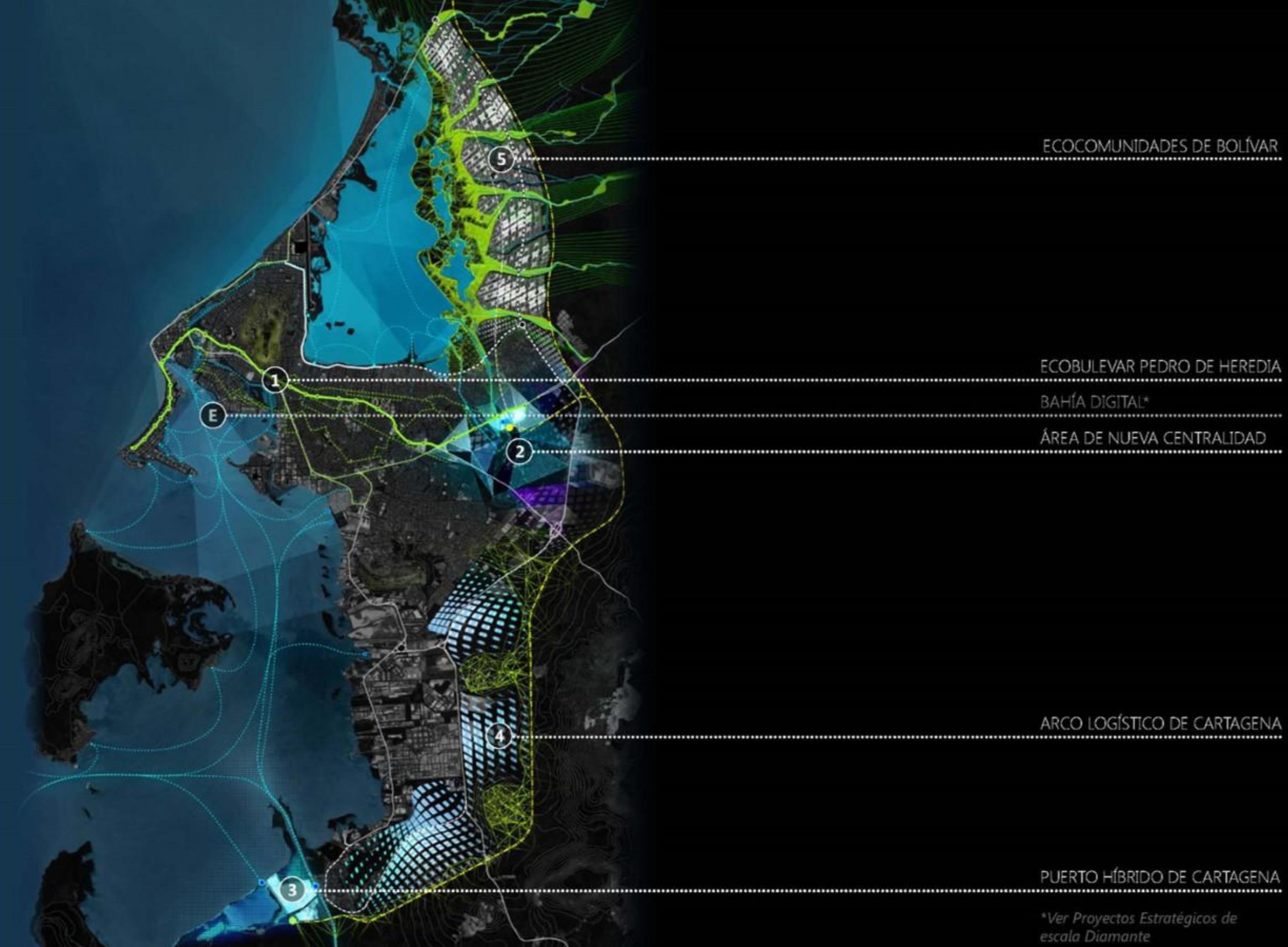
BUCARAMANGA-SANTANDER

Proyecto Ciudad-Territorio



CARTAGENA-BOLÍVAR

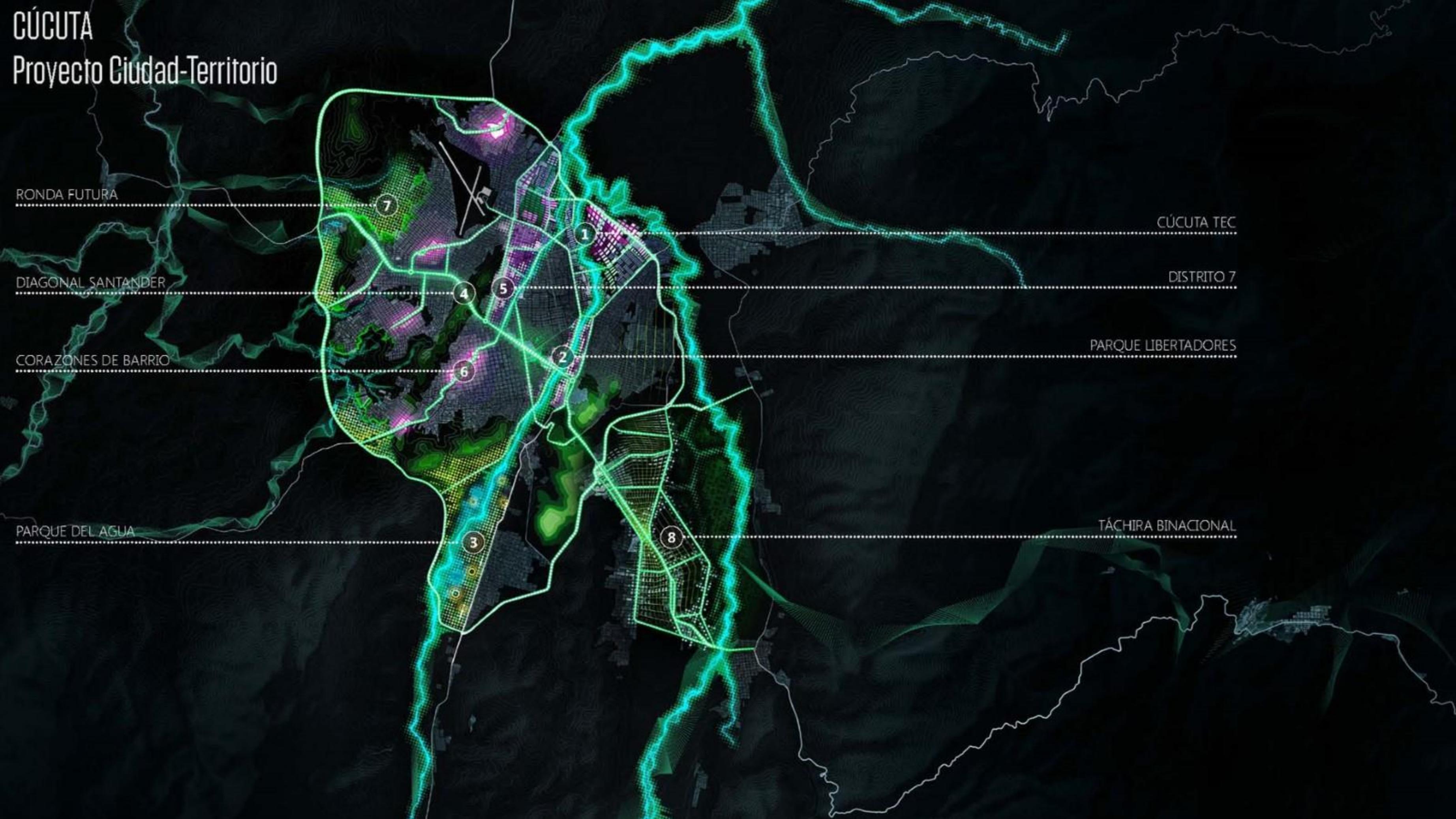
Proyecto Ciudad-Territorio



*Ver Proyectos Estratégicos de
escala Diamante

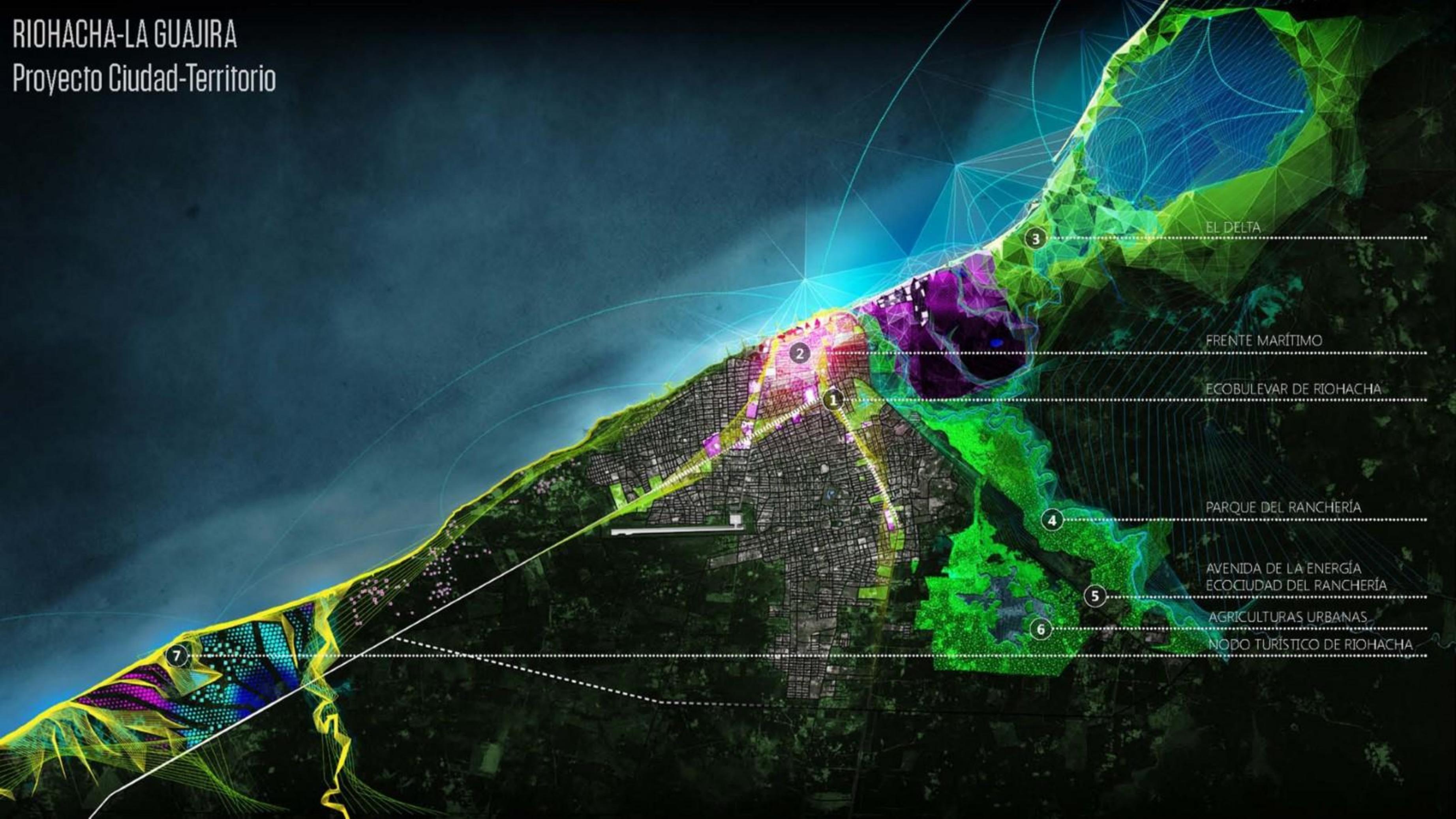
CÚCUTA

Proyecto Ciudad-Territorio



RIOHACHA-LA GUAJIRA

Proyecto Ciudad-Territorio



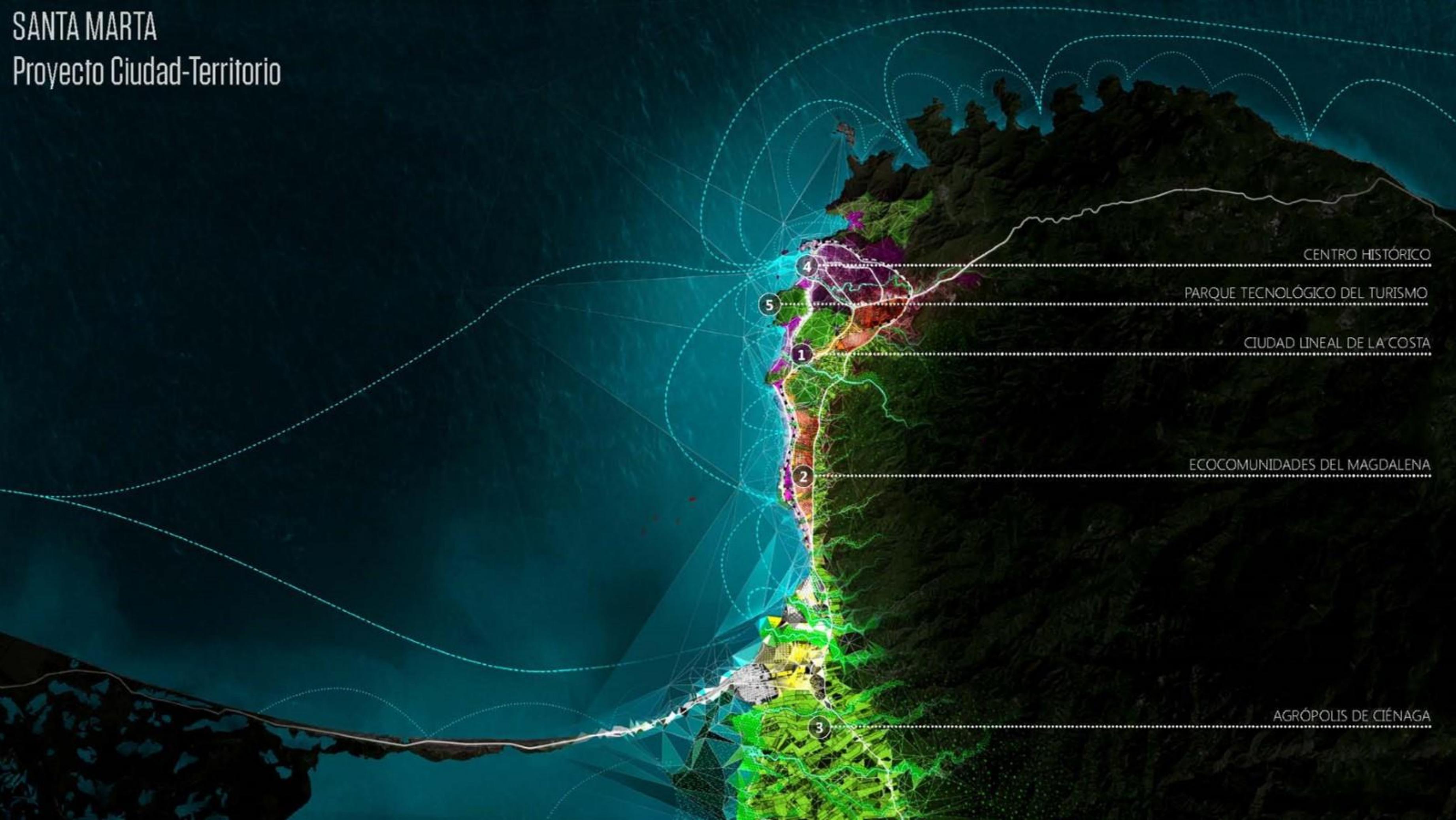
MONTERÍA

Proyecto Ciudad-Territorio



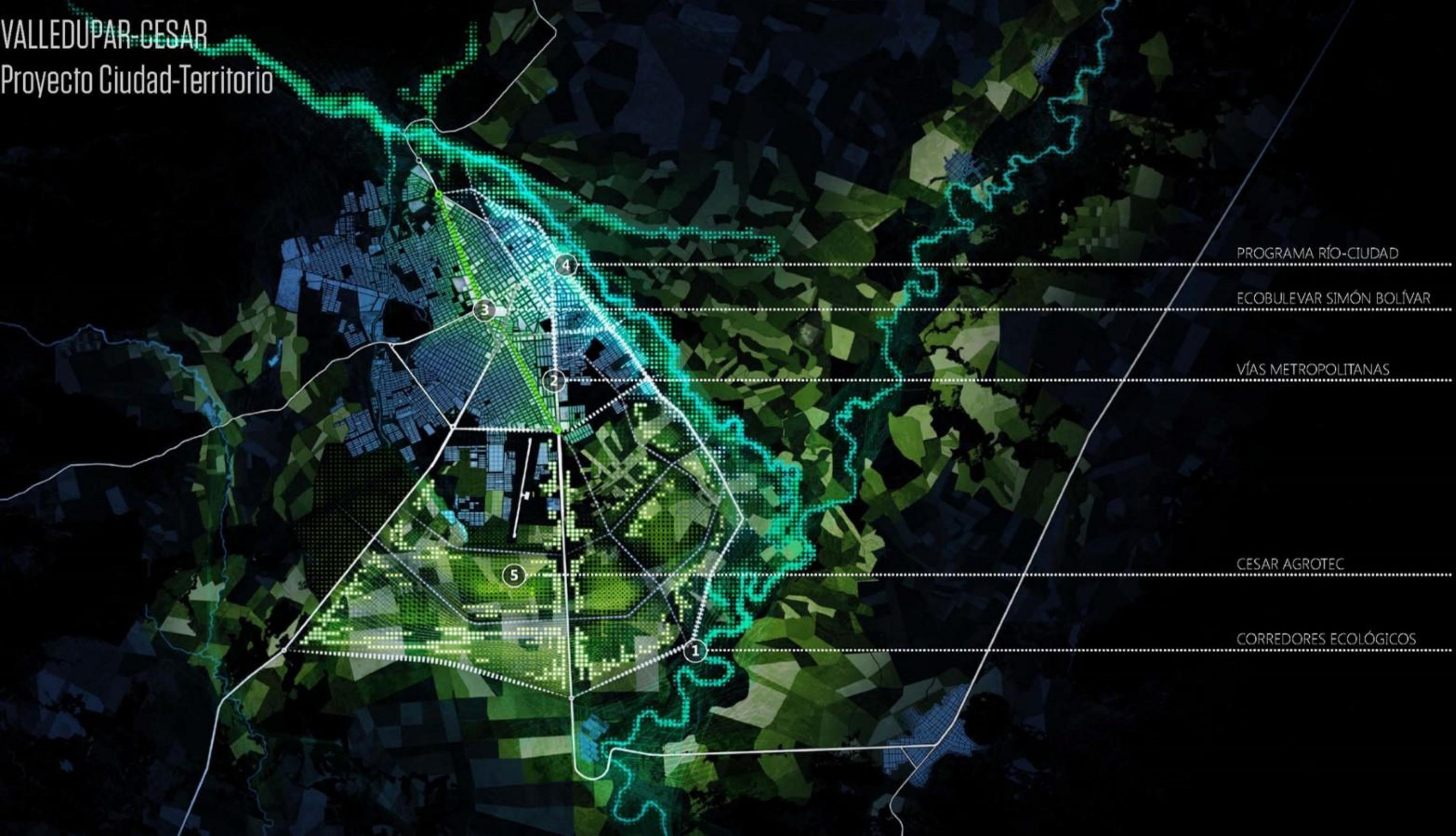
SANTA MARTA

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VALLEDUPAR-CESAR

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