



17th St. & Constitution Avenue N.W.  
Washington, D.C. 20006  
United States of America

Organization of American States

P. 202.458.3000  
[www.oas.org](http://www.oas.org)

**INTER-AMERICAN DRUG ABUSE  
CONTROL COMMISSION  
CICAD**

Secretariat for Multidimensional Security

**FIFTY-EIGHTH REGULAR SESSION  
November 11 - 13, 2015  
Trujillo, Perú**

**OEA/Ser.L/XIV.2.58  
CICAD/doc.2217/15  
10 November 2015  
Original: Español**

**THE PERUVIAN ALTERNATIVE DEVELOPMENT MODEL**



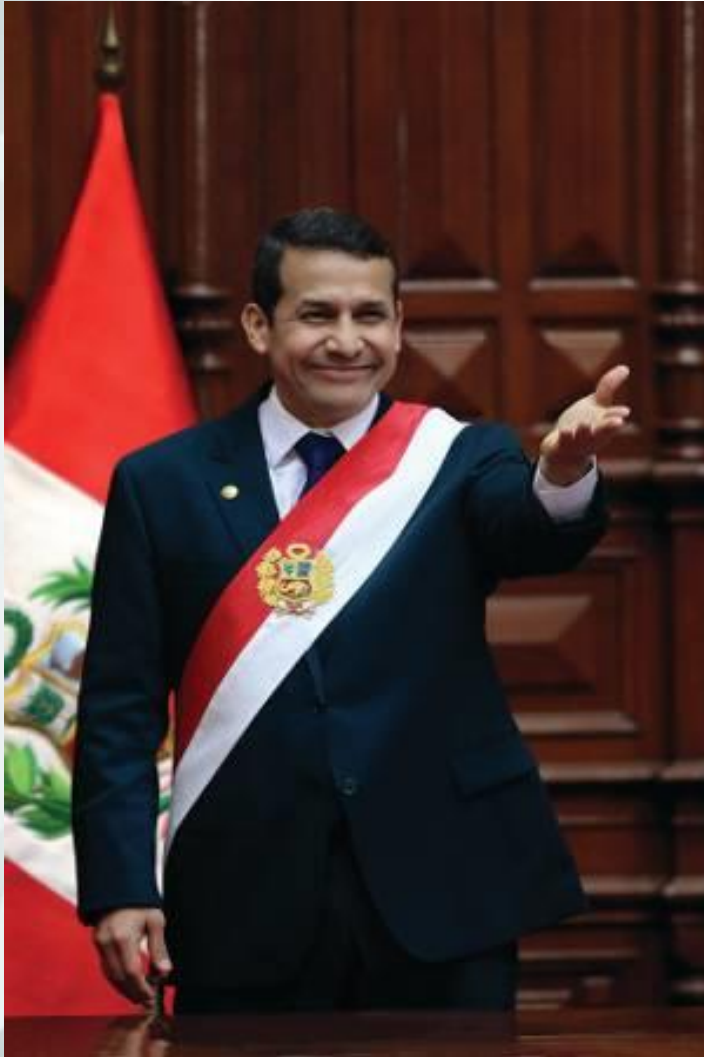
# DEVIDA

## The Peruvian Alternative Development Model



November, 2015

# Política Nacional



“We will execute an anti-drug policy to consolidate the Peruvian model of comprehensive and sustainable alternative development to convert today’s illicit producers to agents in a legal economy. We will not be indifferent to the alarming increase in drug use among adolescents and youth. We will respect the debate on this issue that has opened in recent years, inside and outside the country, but we will not legalize any drug, nor illicit cultivation; on the contrary will fight.

Our anti-drug policy will be sovereign and will affirm the reality of a shared responsibility with consumer countries. We will be inflexible in controlling chemical precursors and the fight against drug trafficking gangs. We will reduce the area of illicit coca cultivation, we will not allow the expansion of illegal crops, especially in our national parks and ecological zones.”

**Presidente Ollanta Humala Tasso, Inauguration speech: July 28, 2011**

# Government of Peru: National Anti-drug Strategy 2012-2016

The Peruvian government promotes a national multi-sectoral anti-drug strategy

In this context, DEVIDA's function is to design, articulate, and implement the National Anti-drug Strategy in a coordinated manner with all sectors.

The policy reflects the responsibility and the commitment of the institutions involved in the framework of the National Anti-drug Strategy.

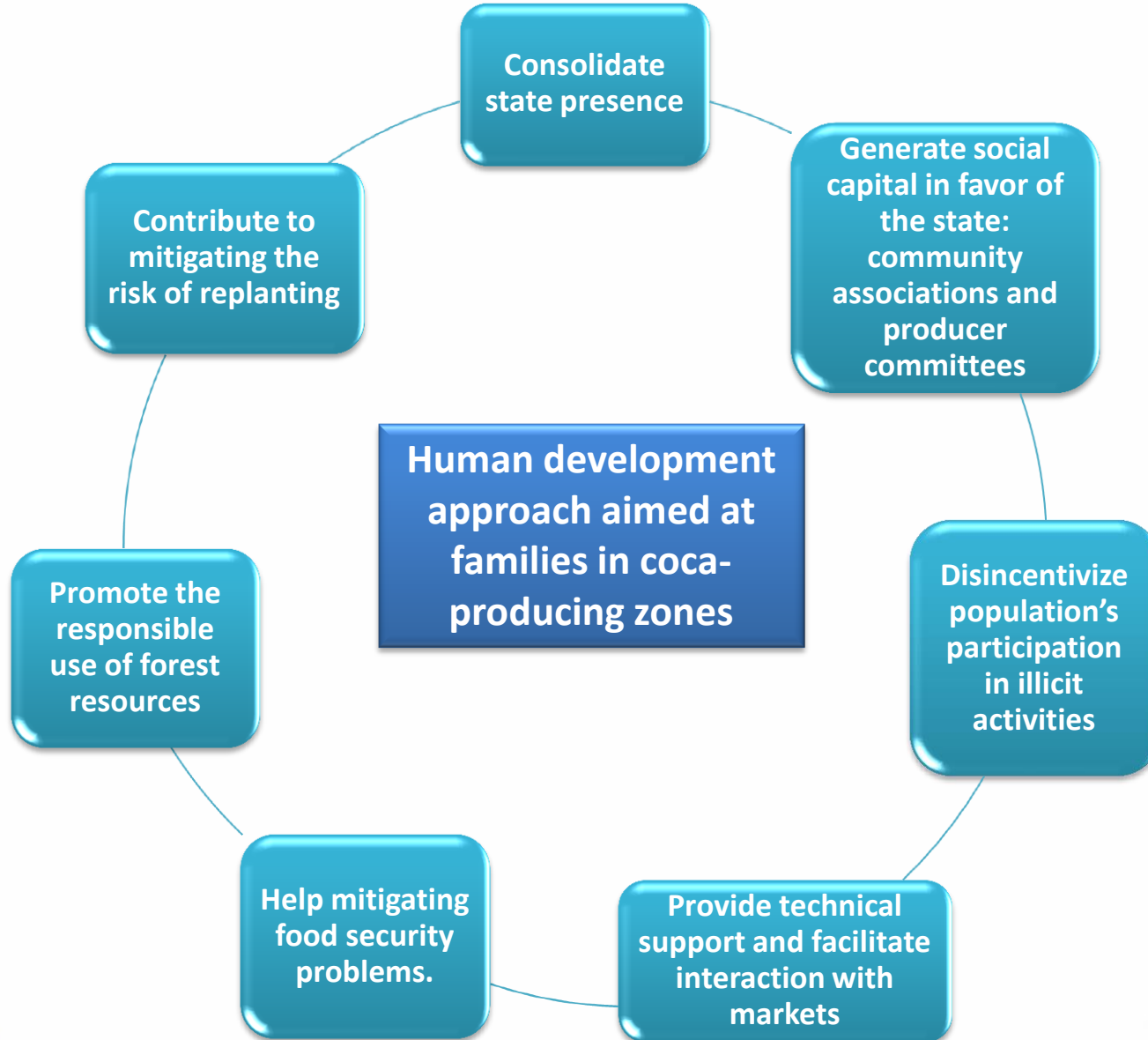


# Comprehensive and Sustainable Alternative Development The Peruvian Model

Oriented to improving the economic, political, social, and environmental conditions in zones of illicit drug trafficking, with the aim of separate the population from the cultivation of coca and foster the development of a productive licit economy. To achieve this from a human development perspective, we seek to have an impact on the opportunities of rural families and improve their living conditions.



# Comprehensive and Sustainable Alternative Development (CSAD)



# Peru's Model for Successful Interventions to Reduce Areas of Coca Production

The sustainability of reductions of coca-producing areas is achieved through the synergy of eradication and alternative development, consolidating the expansion of the area of licit agriculture connected to the market (agricultural frontier).

## PRE-ERADICATION

Early and strategic intervention by the state through programs and projects, state presence prior to eradication

## ERADICATION

Effective elimination of illicit coca cultivation

69,162 ha  
eradicated between  
2012-2014  
30% effective  
reduction

## POST-ERADICATION

Consists of a set of processes and activities aimed at mitigating the impact of eradication and establish bases for the implementation of comprehensive and sustainable alternative development

# Typology of CSAD Interventions

1. Productive projects

2. Post-eradication

3. Neighboring road infrastructure projects

4. Formalization and allocation of titles for allotments of rural land

5. Reforestation and soil restoration projects

6. Promotion of associations

Families incorporated into comprehensive and sustainable development

Expanding licit agricultural frontier

Sustainability of the reduction of coca-producing area

Intervention

Results

Specific result

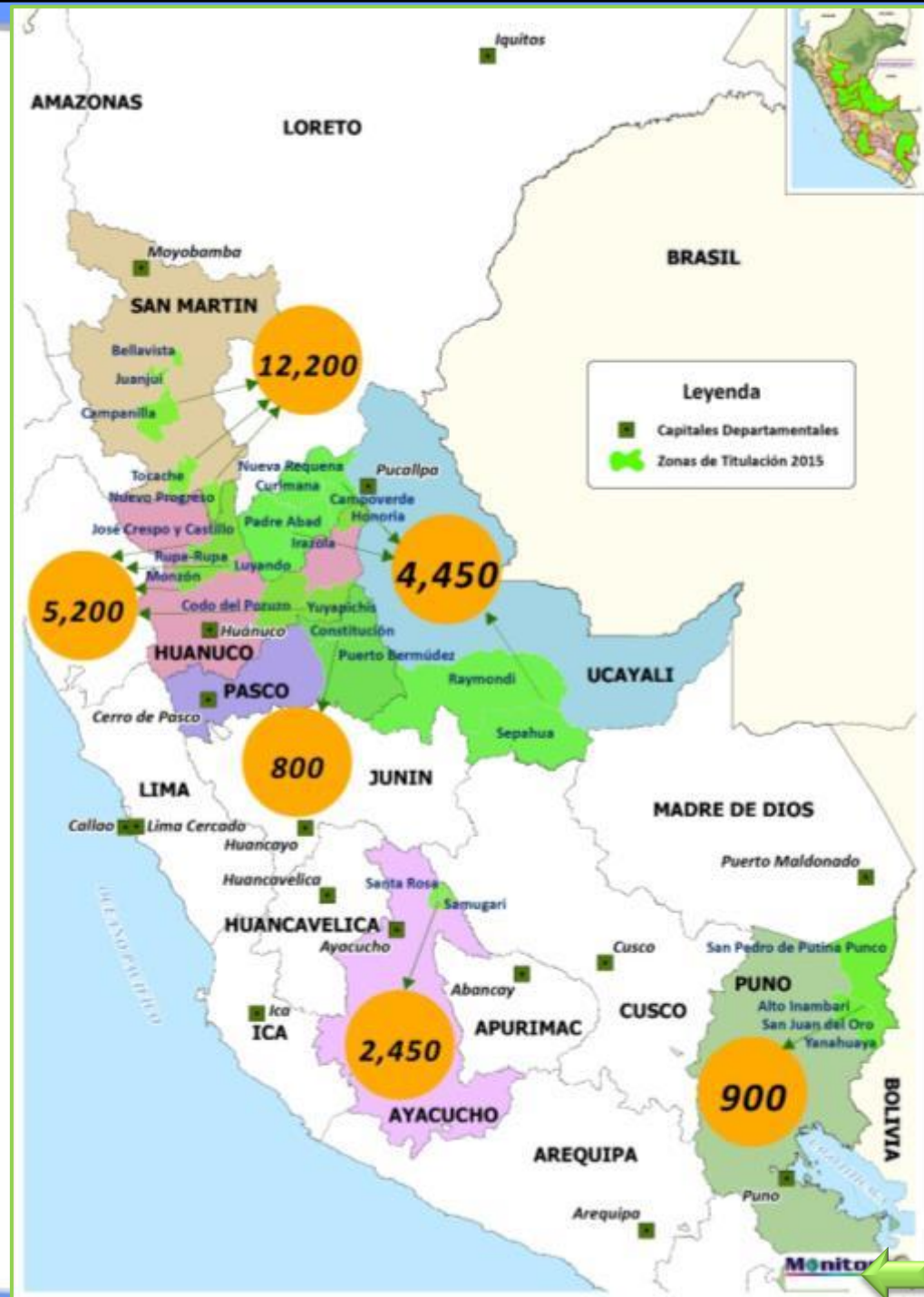
Final result



# Allocation of Titles for Social Inclusion 2015

Region	Budget (S/.)	Metric (Titles)
San Martín	6,100,000	12,200
Huánuco	5,000,000	5,200
Ucayali	3,738,950	4,450
Ayacucho	2,573,433	2,450
Pasco	1,000,000	800
Puno	1,000,000	900
<b>Total</b>	<b>19,412,383</b>	<b>26,000</b>

**In June, 2016 titles for 50,000 allotments will have been given**



# POST-ERADICATION

Short-term Actions

Medium-term Action

Farming

Infrastructure

Local  
Development

- Temporary cultivation for food security and basic economy dynamic

- Communal, educational, health, sporting infrastructure

- State presence and consolidation of social fabric

Farming

Forestal

Local  
Development

- Permanent cultivation
- Fish farms
- Models for adding value

- Reforestation
- Soil restoration
- Production models for organic fertilizers

- Healthy communities
- Promotion of associations
- Community Development Plans

Socialization, environment, and communications

Environment and communications

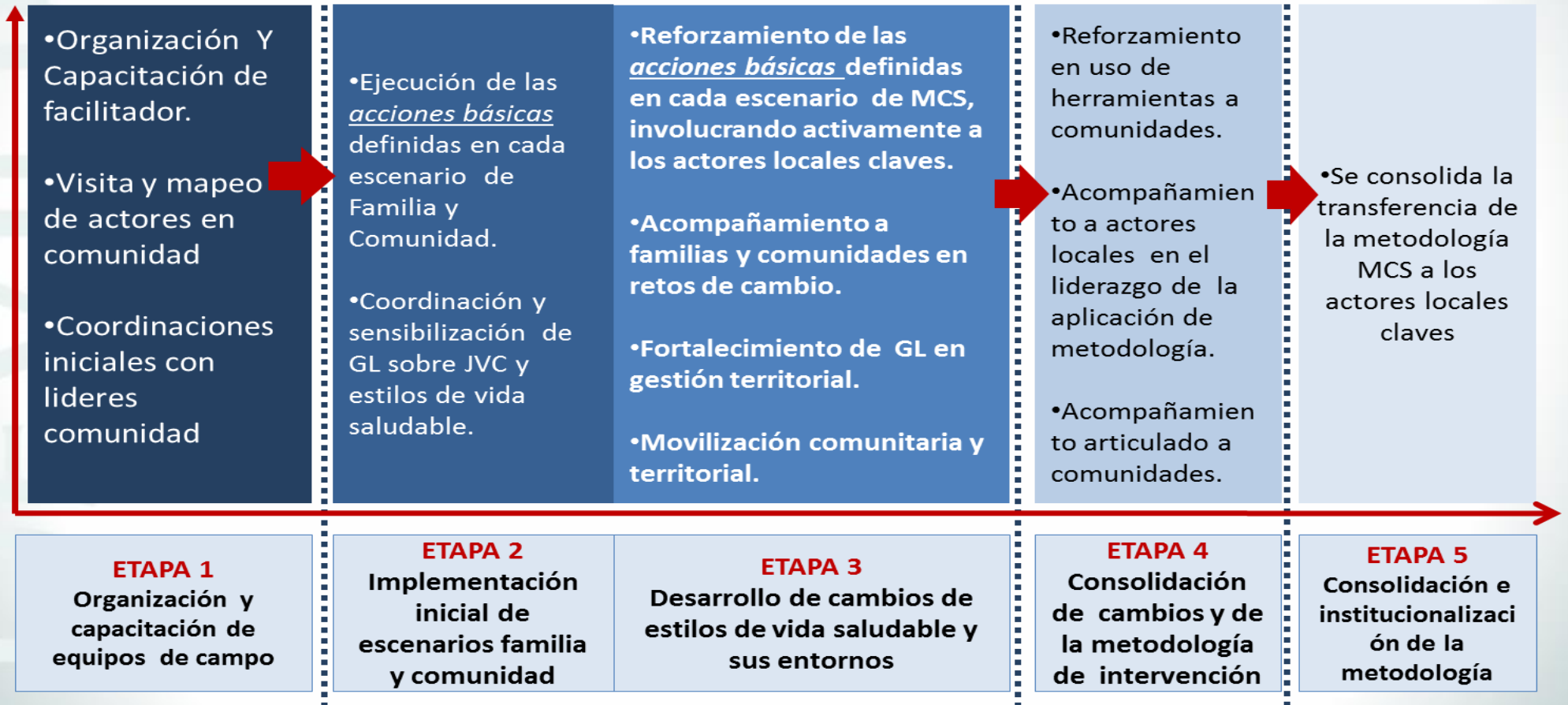
Incorporation of the territory with regional and local governments

INTERNATIONAL COOPERATION

# Comprehensive and Sustainable Alternative Development - CSAD

## Post-Eradication

### Healthy Communities





## Familia Saludable

Instrumentos para tener Familias Saludables:

- Guía de Familia.
- Tablero de Diagnóstico de Familia Saludable.
- Tablero de Visión de Familia Saludable.
- Tablero de Compromisos de familia Saludable.
- Tablero de Normas de Convivencia de Familia Saludable.
- Spots de Radio.

## Comunidad Saludable

Instrumentos para tener Comunidades Saludables:

- Guía de Comunidad
- Diagnóstico y Plan de Desarrollo Comunal.
- Ficha de vigilancia comunal a salud madre niño
- Tablero de vigilancia comunal a salud madre niño
- Ficha de vigilancia comunal a Familias Saludables.
- Spots de Radio.
- Spots de Escuelas Saludables.

## Municipio Saludable

Instrumentos para tener Municipios Saludables:

- Guía de Municipio
- Empaque de la Caja de herramientas.
- Spots de Radio.



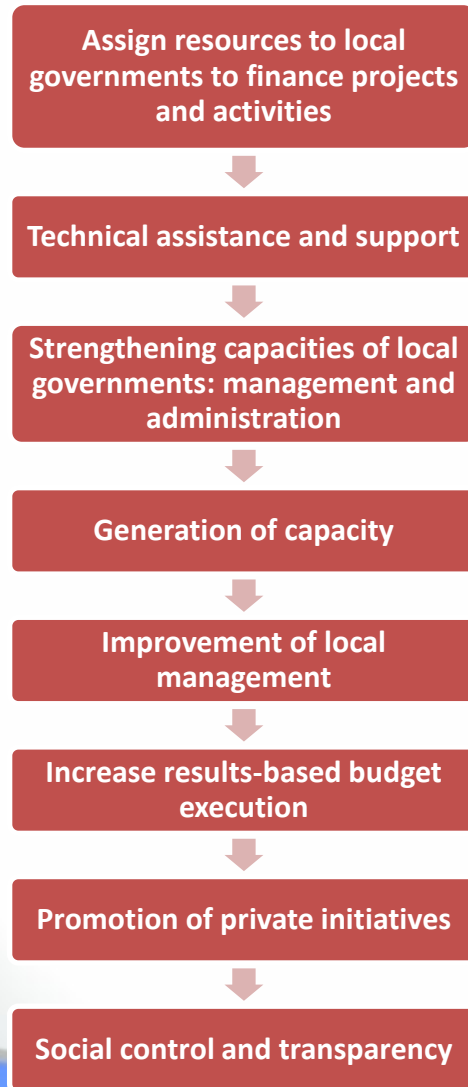
# Incorporation of Territory

## OBJECTIVES OF INCORPORATION

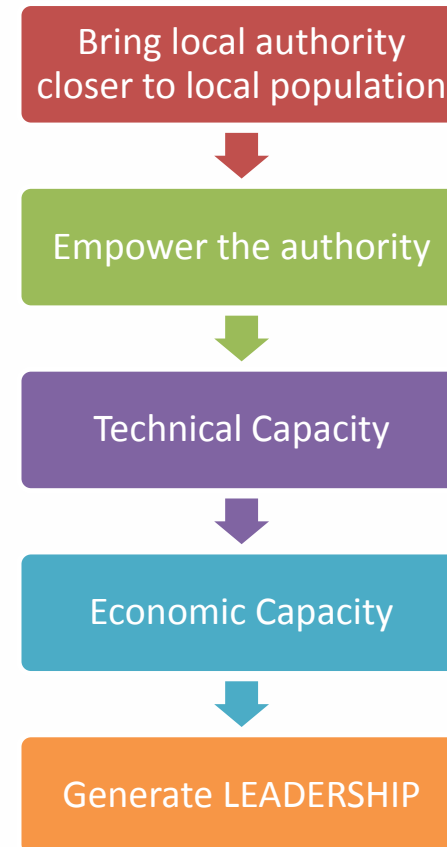


# Incorporation of Territory

## OBJECTIVES OF INCORPORATION

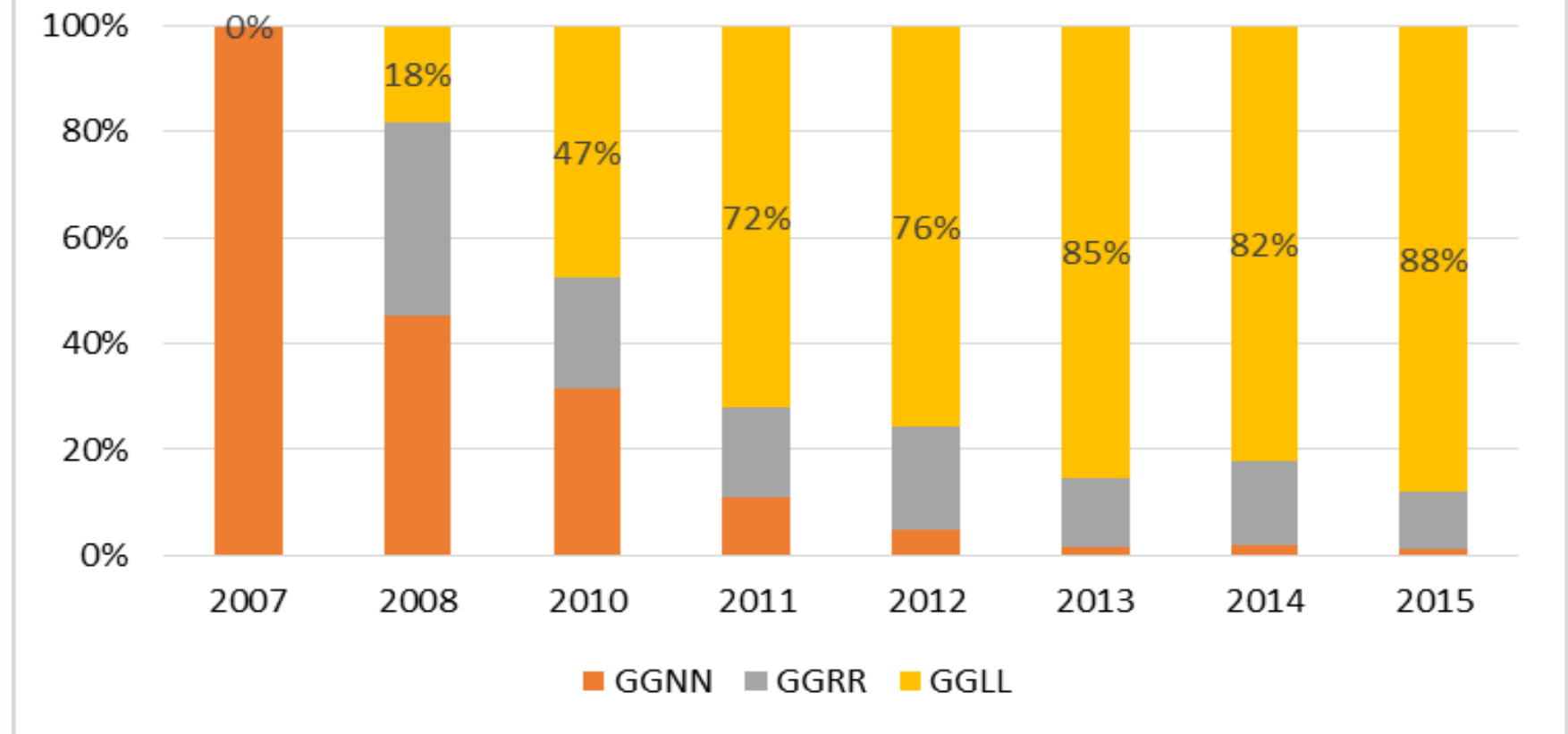


## STRATEGY FOR INCORPORATION



# Distribution of Budget

## Ejecutores del Programa



GGNN: National Government  
GGRR: Regional Government  
GGLL: Local Government

# Coordination of Institutions Linked to Comprehensive and Sustainable Alternative Development





## Coordination Mechanisms in Different Phases

### Program Design

- Validation of intervention models
- Dissemination of intervention models

### Programming

- Definition of prioritization criteria
- Proposal of metrics for results and performance

National

Regional

Local

# Coordination Mechanisms in Different Phases

**Execution**

- Technical assistance
- Follow-up

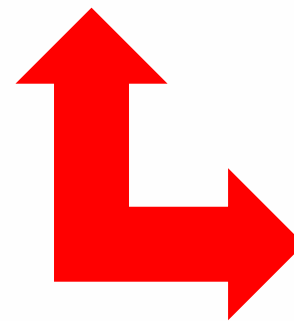
**National**

**Regional**

**Local**

**Participative  
Evaluation  
Workshops**

**Participative Committee**



## **Our commitment to comprehensive and sustainable alternative development**

Improve economic, political, social, and environmental conditions to reduce the vulnerability that pushes families towards illicit cultivation.  
Expansion of agricultural frontier.

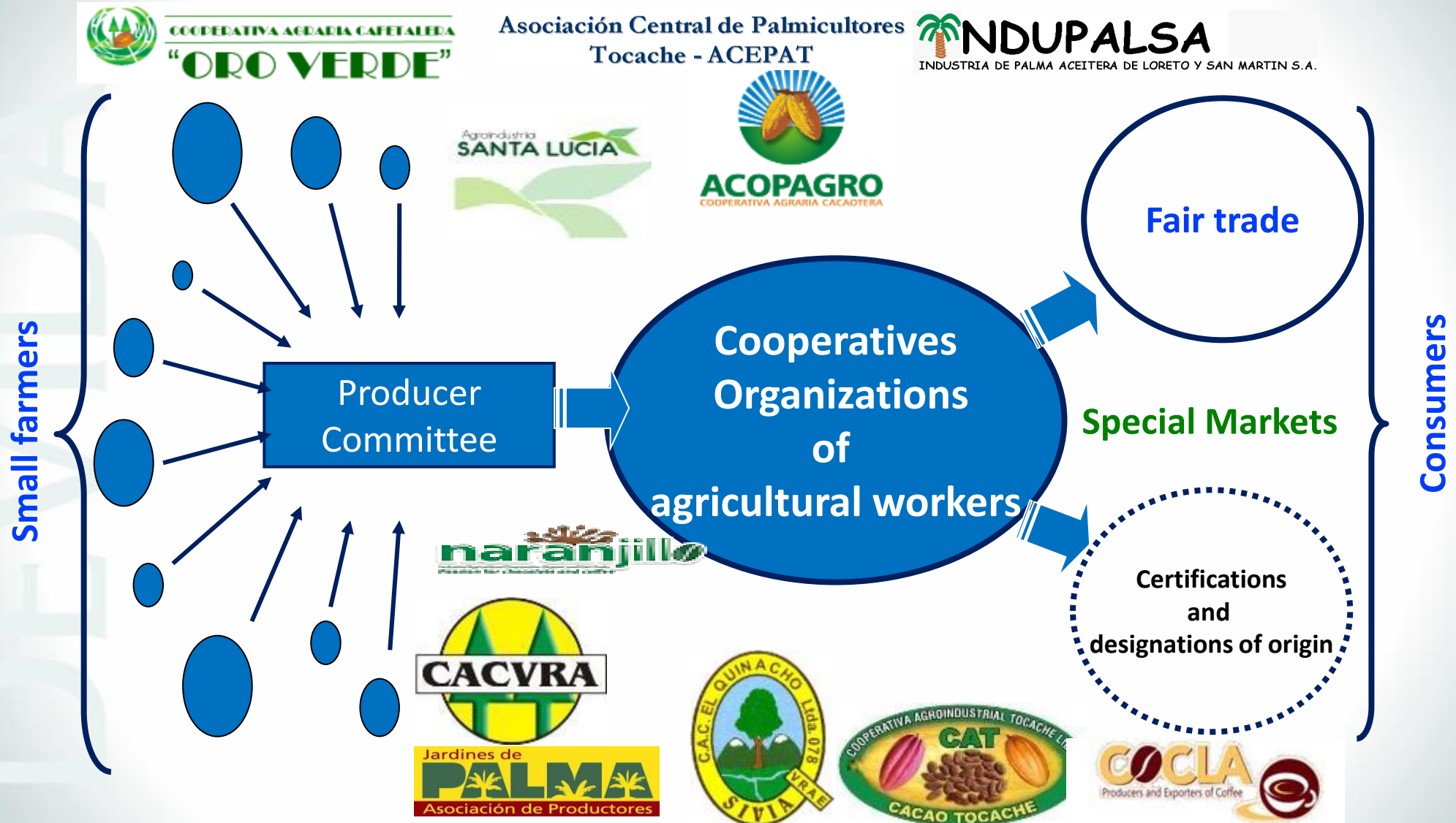
More than  
**50 thousand**  
hectares  
aided with  
licit  
cultivation  
on average  
per year

More than  
**50 thousand**  
titles for  
rural  
property  
given by  
2106

More than  
**12 thousand**  
hectares  
reforested  
and aided on  
average per  
year

More than  
**1,100**  
kilometers of  
neighboring  
roads rebuilt,  
improved, or  
maintained

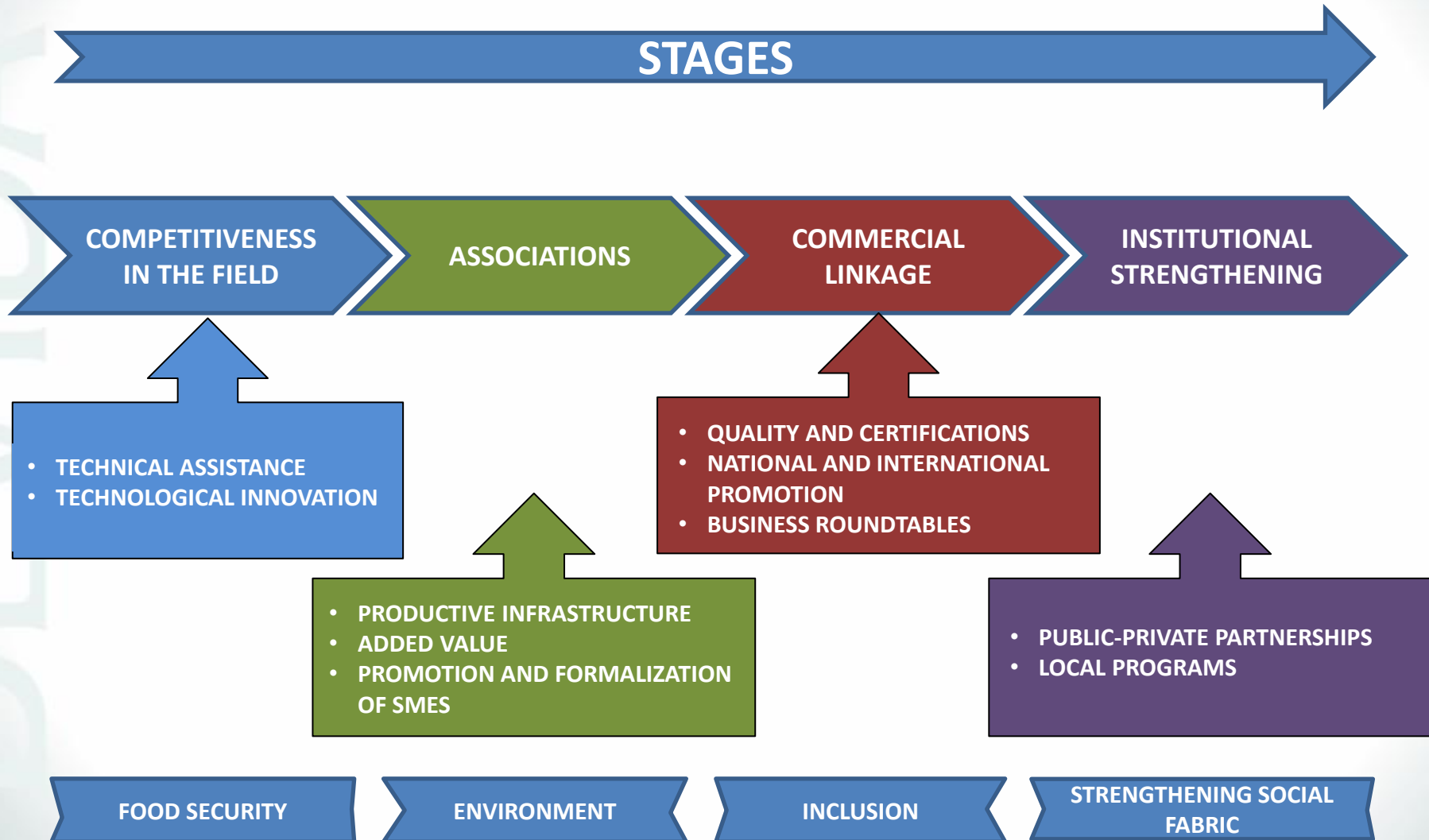
# Asociatividad



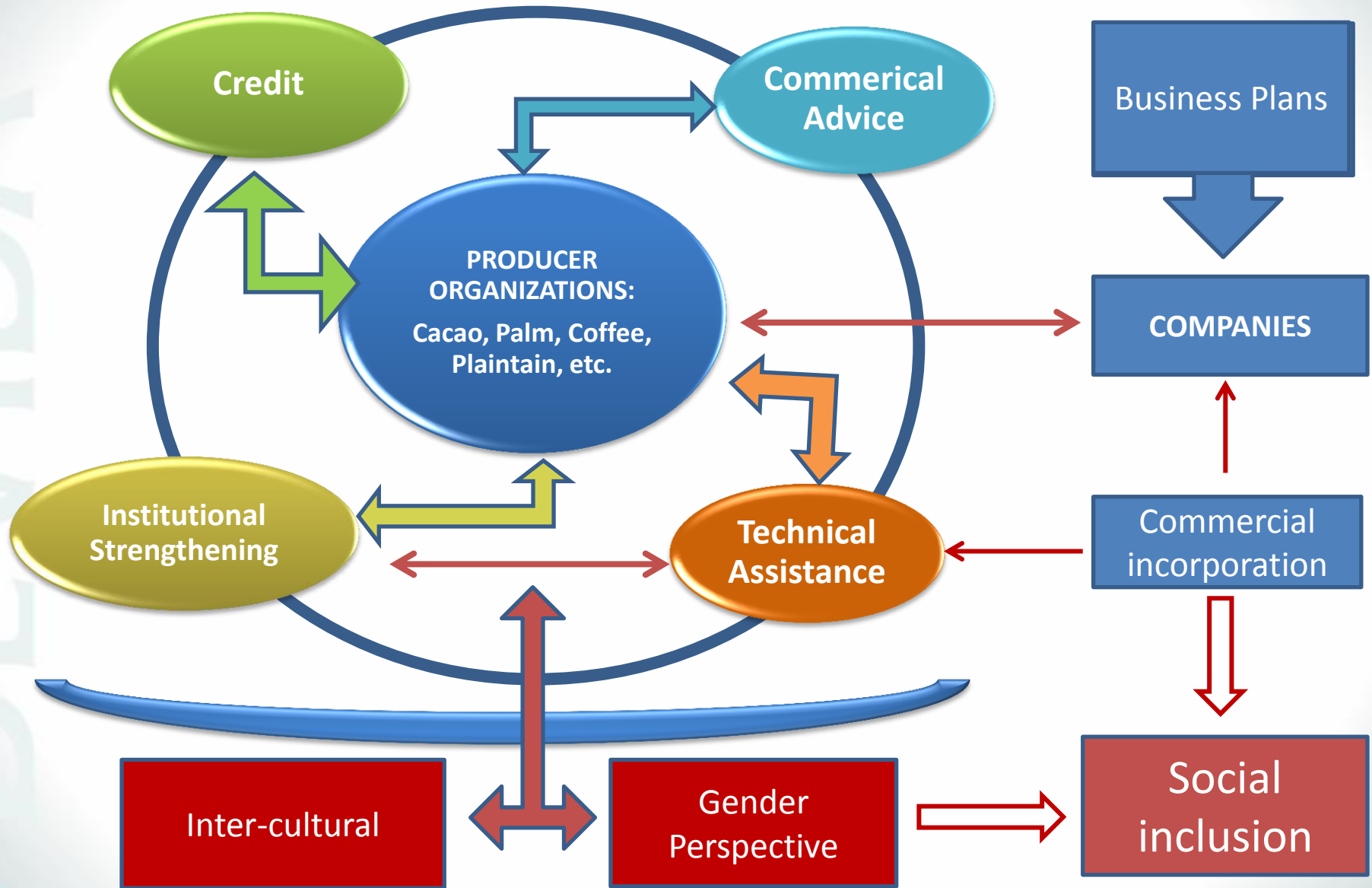
126 producer associations

# Incorporation into Markets

## STAGES



# Promotion: Interinstitutional Coordination



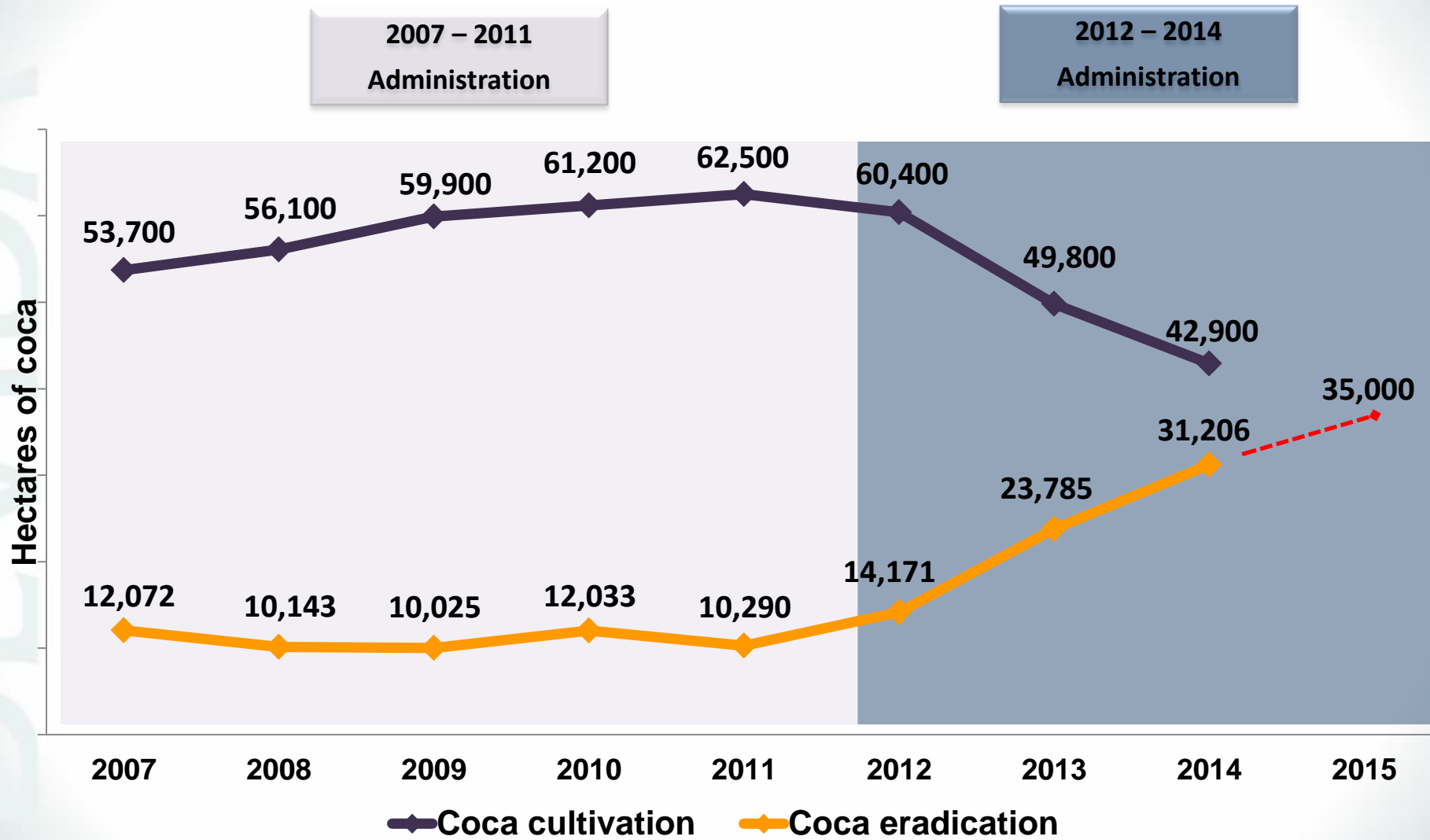
# Monitoreo y Evaluación

El monitoreo y la evaluación son dos componentes o subsistemas que se articulan y constituyen una función de la gestión de proyectos. Permite observar y analizar la ejecución de un proyecto en cuanto a los avances y logros de objetivos.

- Mejorar la toma de decisiones
- Obtener aprendizajes relevantes
- Enfoque participativo
- Acciones de recolección, procesamiento y análisis
- Información oportuna, confiable y de calidad
- Información que sea utilizada a todo nivel
- Potenciar los espacios de análisis
- Asegurar sostenibilidad del uso de la información



# Consolidating the reduction of coca producing areas in Peru



Progress in eradication as of November 2 **31,379 ha**



# Mechanisms for dialogue , agreement, and coordination

## *Results*

- Involvement of the population in a process of progressive change towards the licit economy, through strengthening of participative management.
- Empowerment of local authority closer to the population.
- Prevention of social conflicts caused by unions of coca growers or radical groups.
- Strengthening of ability to govern, state presence.
- Change the investment matrix to strengthen processes of participative development.
- Facilitate the change of sectoral approach to a territorial approach.
- Formation of Participative Committees has generated more trust in executing agencies and DEVIDA among population, as these constitute an instrument which allows for the transparent distribution of resources and the execution of the project in general.

## **Thanks**

**Carlos Figueroa Henostroza**  
**Advisor to the Executive President - DEVIDA**  
**[cfigueroa@devida.gob.pe](mailto:cfigueroa@devida.gob.pe)**