




GENEVA CHALLENGE 2022

THE BRIDGE WILL NO LONGER BE CALLED MY BACK

ADDRESSING URBAN POVERTY AND THE INEQUALITY OF CARE
RESPONSIBILITIES AMONG INTERNALLY DISPLACED PERSONS IN COLOMBIA

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The Bridge Poem by Donna Kate Rushin¹

I've had enough
I'm sick of seeing and touching
Both sides of things
Sick of being the damn bridge for everybody
Nobody
Can talk to anybody
Without me
Right?

I explain my mother to my father
my father to my little sister
My little sister to my brother
my brother to the white feminists
The white feminists to the Black church folks
the Black church folks to the ex-hippies
the ex-hippies to the Black separatists
the Black separatists to the artists
the artists to my friends' parents...

Then
I've got to explain myself
To everybody

I do more translating
Than the Gawdamn U.N.

Forget it
I'm sick of it.

I'm sick of filling in your gaps

Sick of being your insurance against
the isolation of your self-imposed limitations

Sick of being the crazy at your holiday dinners

Sick of being the odd one at your Sunday Brunches

Sick of being the sole Black friend to 34 individual white people

Find another connection to the rest of the world
Find something else to make you legitimate
Find some other way to be political and hip

¹ From *This Bridge Called My Back: Writings by Radical Women of Color* by Cherrie Moraga & Gloria Anzaldua, New York: Kitchen Table Press, 1983.

I will not be the bridge to your womanhood
Your manhood
Your humanness

I'm sick of reminding you not to
Close off too tight for too long

I'm sick of mediating with your worst self
On behalf of your better selves

I am sick
Of having to remind you
To breathe
Before you suffocate
Your own fool self

Forget it
Stretch or drown
Evolve or die

The bridge I must be
Is the bridge to my own power
I must translate
My own fears
Mediate
My own weaknesses

I must be the bridge to nowhere
But my true self
And then
I will be useful

This project is dedicated to all women who seek to be a bridge to their true selves and nothing else.

Abstract

Colombia has the second largest internally displaced population (IDP) in the world after Syria. 89% of these IDPs have been forcefully displaced from rural to urban areas due to conflict and violence. The impact of forced displacement on poverty is evident. In general, individuals affected by forced displacement experience loss of capital, livelihoods, and assets before, during, and after their migration away from their homes. Female headed households are particularly vulnerable due to the heavy patriarchal traditions and female domesticity across the country. Although women are able to find more employment opportunities than men, these are usually informal employment opportunities such as domestic work and large wage gaps continue to persist between men and women.

To help fuel economic integration and close gender wage gaps we propose Remunerando Trabajos de Cuidado e Hogar' (RTCH), an innovative Short Message Service (SMS) and app-based solution that intends to address the problem of urban poverty among female IDPs in the Municipality of Soacha and host community members compensating women for the unpaid domestic labor that they undertake in their daily lives. The average hourly pay for a housekeeper in Bogota is \$1.71. This is above the established minimum wage. Our solution will value unpaid domestic work at this hourly rate. For simplification of calculations, \$1=1point. Points will be redeemable at grocery stores and will help alleviate the economic gap between IDPs and other communities.

Table of Contents

1. Introduction

1.1 Problem: Urban Poverty Among Internally Displaced Women

2. Context Setting

2.1 Geographic Region Overview: Altos de la Florida, Soacha, Cundinamarca, Colombia

2.2 Needs Assessment: Internally Displaced Women in Altos de la Florida, Soacha.

2.3 Stakeholder Analysis

3. Solution

3.1 Context

3.2 Target population

3.2.1 Selection Approach

3.3 How it will work

3.3.1 Approach

3.3.2 Valuing work

3.3.3 Methodology

3.3.4 Important caveats

3.4 Implementation

3.4.1 Activity 1: Conducting a pre-pilot qualitative interview series

3.4.2 Activity 2: Setting up and activating the partnership networks

3.4.3 Activity 3: Activating the 'Organizadoras del cambio'

3.4.4 Activity 4: Setting up a verification system

3.4.5 Activity 5: Setting up the IT infrastructure

3.5 Funding

3.6 Limitations

3.7 Risks and Mitigation

3.8 Vision for the future

4. Conclusion

5. Works Cited

List of Figures

Figure 1: Soacha on a Map

Figure 2: The 4Rs Framework on Care

Figure 3: Process of participant selection

Figure 4: Our approach to stakeholder engagement: 4E4 Framework

Figure 5: Criteria for selecting Organizadora

List of Tables

Table 1: Stakeholder Mapping According to Interest and Influence

Table 2: Stakeholders and Description

Table 3: Spoilers among Stakeholders

Table 4: 4E4 Framework Implementation to RTCH

Table 5: Identified Risks and Mitigation

Table 6: Potential Areas of Expansion and Exploration

List of Abbreviations

CSO	Civil Society Organizations
FGD	Focus Group Discussions
FAO	Food and Agriculture Organization
FARC	Fuerzas Armadas Revolucionarias de Colombia
IDMC	Internal Displacement Monitoring Centre
IDPs	Internally Displaced Persons
IMF	International Monetary Fund
JAC	Juntas de Accion Comunal
MIT	Massachusetts Institute of Technology
PD	Positive Deviance
SMS	Short Message Service
SPS	Single Point of Contact
SME	Small and Medium Enterprises
TC	Theory of Change
UNHCR	United Nations High Commissioner for Refugees
USD	United States Dollars
WFP	World Food Programme

1. Introduction

1.1. Problem: Urban Poverty Among Internally Displaced Women

Poverty is a multidimensional problem that entails more than the lack of income and productive resources. It manifests also through malnutrition, hunger, limited access to education and other basic services, and discrimination from participation and decision-making. Although extreme poverty, defined as living on less than 1.90 USD a day,² has declined over the past decade, baseline projections indicated that 9.2 percent of the global population would still be living below the poverty line.³ It is important to note that various social groups bear a disproportionate burden of poverty; its impacts are far greater for the vulnerable: the forcibly displaced and women. The forcibly displaced often come from conflict prone and poverty stricken areas and move to poverty-stricken areas in developing countries. Gender inequality and poverty are intertwined against women. Women face unequal economic opportunities, limited access to quality education, limited access to health and nutrition, lack political representation, and experience gender-based violence.⁴ According to the United Nations, for every 100 men aged 25 to 34, there were 122 women living in poverty.⁵

Forced displacement is a traumatic rupture that has negative consequences for the displaced individuals and households. Forcibly displaced persons experience emotional and mental distress due to the loss of their homes and livelihoods and escaping from violence, conflict, and/or disasters. Forced displacement also affects the displaced by impacting group identity, being forced to change their customs and sense of community.⁶

The impact of forced displacement on poverty is evident. In general, people affected by forced displacement experience loss of capital, livelihoods, and assets before, during, and after their migration away from their homes.⁷ Forced displacement is also often coupled with the accumulation of debt, which further inhibits forcibly displaced persons to recover from the losses following the forced displacement. Even after settling into a new location, forced migrants are highly vulnerable to poverty. Forced migrants have overall low levels of education, which decreases their chances of livelihood survival, and stability in the new settlement areas.⁸ Studies comparing 'economic migrants' and 'forcibly displaced persons' indicate that the earning disadvantages are greater for the forcibly displaced and this disadvantage does not disappear over time,⁹ indicating that the displaced are vulnerable to the poverty trap, a complex mix of inhibitors which make it difficult to escape poverty.

Informality has a salient effect on poverty for the Internally Displaced Persons (IDPs) in Colombia. Research indicates most IDPs end up settling in urban slums as the result of their displacement from rural to urban areas.¹⁰ With promissory, yet unofficial, sales agreements of housing, IDPs are deprived from official proof of housing, followed by lack of basic water and sanitation services. IDPs in Colombia

² The World Bank, "The Near Future of Global Poverty," The Atlas of Sustainable Development Goals 2020, <https://datatopics.worldbank.org/sdgatlas/goal-1-no-poverty/#:~:text=SDG%20target%201.1%20aims%20to,rate%20fell%20below%209%20percent>.

³ Ibid.

⁴ Lucy Bloxham, "The Feminisation of Poverty: Why Gender Matters," Concern Worldwide, October 19, 2021. <https://www.concern.org.uk/news/feminisation-poverty-why-gender-matters>.

⁵ United Nations, "Global Issues: Ending Poverty," <https://www.un.org/development/desa/socialperspectiveondevelopment/issues/poverty-eradication.html>.

⁶ Chesmal Siriwardhana and Robert Stewart, "Forced Migration and Mental Health: Prolonged Internal Displacement, Return Migration and Resilience," *International health* 5, no. 1 (2013): 19–23.

⁷ Siddiqui, Tasneem. "Impact of Migration on Poverty and Development," September 1, 2012. <https://opendocs.ids.ac.uk/opendocs/handle/20.500.12413/14824>.

⁸ Maria Aysa-Lastra, "Integration of Internally Displaced Persons in Urban Labour Markets: A Case Study of the IDP Population in Soacha, Colombia," *Journal of refugee studies* 24, no. 2 (2011): 277–303.

⁹ Barry Chiswick, "Occupational Change Among U.S. Immigrants." *Monthly labor review* 101, no. 3 (1978): 29–31; Jacob Mincer, "Family migration decisions," *Journal of political Economy* 86.5(1978):749-773.

¹⁰ UNOCHA, "Breaking the Impasse: Reducing Protracted Internal Displacement as a Collective Outcome," 2017, https://www.unocha.org/sites/unocha/files/Breaking-the-impasse_0.pdf

experience informality in employment.¹¹ Research indicates that their labor is concentrated in the informal and secondary labor market, such as domestic work and construction, which are low-paying jobs lacking basic protection schemes for workers.¹²

The effects of forced displacement on poverty, compounded by informality, are gendered. The majority of IDPs from rural areas in Colombia were raised in a patriarchal tradition with a rigid feminine role around domesticity,¹³ which also translates into the kinds of labor opportunities and skills available for internally displaced women in the new settlements. Internally displaced women are more likely to be employed in the informal market as domestic workers and in other personal services than internally displaced men.¹⁴ Within the informal market, women find more employment opportunities than men and thus more likely to be household heads than their male counterparts. However, women in Colombia are not free from the gender differentials in the time devoted to household production. Women's contribution to household production, which is critical for the functioning of individuals and families as a whole, is not remunerated. In addition, the gendered role in housework production limits women from dedicating more hours in the work force, making them vulnerable to poverty with a lack of access to direct labor income and access to pensions and other employment benefits.¹⁵

2. Context Setting

2.1. Geographic Region Overview: Altos de la Florida, Soacha, Cundinamarca, Colombia.

The Municipality of Soacha in the Department of Cundinamarca is located on the southern outskirts of Bogota, Colombia. It has an area of 187 km² with a population density of 16,000 inhabitants per km².¹⁶ According to the Colombian National Census of Population and Households 2018, Soacha hosts a population of 645,205 inhabitants, of which 8.9 percent are IDPs.¹⁷

¹¹ IDMC, "From Aid to Empowerment: Addressing urban displacement in Colombia's informal settlements," Accessed July 13, 2022, 9, <https://www.internal-displacement.org/publications/from-aid-to-empowerment-addressing-urban-displacement-in-colombias-informal>.

¹² Lastra, "Integration of Internally Displaced," 278.

¹³ Ibid, 283.

¹⁴ Ibid, 298

¹⁵ Jeni Klugman, "The Gender Dimensions of Forced Displacement: A Synthesis of New Research," World Bank Group, 17-18, Retrieved from <https://policycommons.net/artifacts/2221547/the-gender-dimensions-of-forced-displacement/2978730/> on 13 Jul 2022. CID: 20.500.12592/458zgz.

¹⁶ UNHCR and UNDP, "Construyendo Soluciones Sostenibles," octubre 2013, https://www.acnur.org/fileadmin/Documentos/RefugiadosAmericas/Colombia/2013/TSI_Cundinamarca_Altos deF_Soacha_octubre2013.pdf

¹⁷ IDMC, "From Aid to Empowerment," 8.

Soacha is divided into 6 administrative sectors, called “Comunas”, and two townships. Informality is a prevalent characteristic of Soacha. Out of 368 neighborhoods, 152 of them are informal, characterized by uncertain legal tenure and supply of basic public services.¹⁸

Informality is most salient in Altos de la Florida, which is located to the southwest of the municipality of Soacha in Sector six. Unlike the neighborhoods in the rest of the five sectors in Soacha, Altos de la Florida has yet to be granted a legal status. Municipal authorities in Soacha do not consider this neighborhood as part of Soacha, which increases its vulnerability to poverty. According to the Internal Displacement Monitoring Centre (IDMC), around 73 percent of the residents (both host communities and IDPs) in Altos de la Florida are poor.¹⁹ There are approximately 1,400 IDPs in Altos de la Florida, which comprises 30 to 40 percent of the population.²⁰

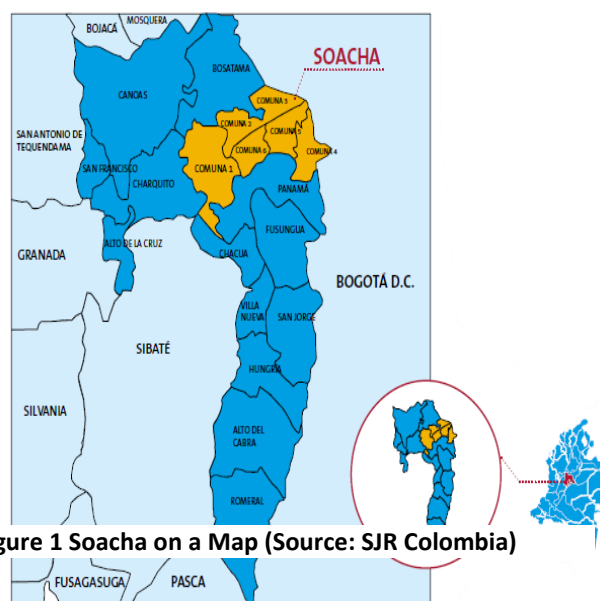


Figure 1 Soacha on a Map (Source: SJR Colombia)

2.2. Needs Assessment – Internally Displaced Women in Altos de la Florida, Soacha

The impact of forced displacement on poverty among IDPs in Altos de la Florida, Soacha is gendered. While internally displaced women in Altos de la Florida were able to find more employment opportunities than men, their labor is largely concentrated in the informal sector such as domestic work, street vendors, and maids.²¹ Internally displaced women are, overall, disadvantaged than their male counterparts as gender wage gaps and the informality of employment play a role. Studies indicate that among the IDP population, domestic workers who have a permanent job earn between 12.5 and 35 United States Dollars (USD) a month, while those in construction earn between 90 to 210 USD a month.²²

Forced internal displacement shifts the patriarchal gender roles in Colombia. Studies suggest that gender norms condoning violence against women relaxes for the displaced, while those concerning women’s economic opportunities become more rigid.²³ In Colombia overall, studies show that females are more engaged in unpaid household activities than men at all ages.²⁴ Unpaid care work includes “looking after children, elderly people and those with physical and mental illnesses or disabilities, as well as domestic work such as cooking, cleaning, washing, mending and fetching water and firewood.”²⁵ While this labor supports and sustains the continued participation of those who are engaged in the formal economy, unpaid domestic labor is not seen as real work. As a result, providers of unpaid

¹⁸ Ibid.

¹⁹ Ibid, 9.

²⁰ Ibid.

²¹ Ibid, 12.

²² Ibid.

²³ Eliana Rubiano-Matulevich, *Do Gender Norms Become Less Traditional with Displacement? The Case of Colombia*. Policy Research Working Papers. The World Bank, 2021. <https://doi.org/10.1596/1813-9450-9822>.

²³ CWW, “Time Use and Gender in Colombia,” July 2018, <https://static1.squarespace.com/static/5994a30fe4fcb5d90b6fbeb/t/5bac02a141920267b9e0c848/153799563966/CWW+WP5.pdf>

²⁴ CWW, 11,

<https://static1.squarespace.com/static/5994a30fe4fcb5d90b6fbeb/t/5bac02a141920267b9e0c848/1537999563966/CWW+WP5.pdf>

²⁵ Clare Coffey, Oxfam GB, and Oxfam, *Time to Care: Unpaid and Underpaid Care Work and the Global Inequality Crisis*, 2020.

domestic labor are seen as producing no economic output yet have limited time to engage in paid labor. This in turn, limits the resources available to them to break out of the cycle of poverty.

For displaced women in Altos de La Florida, while opportunities in the informal sector are available, owing to the domestic unpaid work to be done women may not have enough productive hours to engage in even the available, informal opportunities. This results in reduced direct labor income and relevant benefits, which not only means a material decrease in income, but also a restriction in women's freedom in making their own financial choices, making them vulnerable to further poverty.

2.3. Stakeholder Analysis

The following tables outline local and international partners we will be working with to work towards the economic integration of IDPs in Colombia. Each stakeholder is grouped based on how responsive we anticipate them to be and the degree of influence they have on improving conditions for IDPs in Colombia. Grouping stakeholders in this manner will help us identify how we can plan an individualized strategy to engage with each stakeholder. We will primarily be looking to engage the top grocery stores in Colombia to provide IDPs with economical options for basic goods and services. We will also be engaging with private sector organizations to explore the scope of helping train IDPs with the skills to develop their own Small and Medium Enterprises (SME), local non-profits, and Civil Society Organizations (CSO) to make sure IDPs have essential resources like shelter and clothing for themselves and their families.

Table 1: Stakeholder Mapping According to Interest and Influence

<p>High Interest / Low Influence</p> <p>Jovenes en Accion De Justicia APANOR ASPROQUEMA National Indigenous Organization of Colombia Fundación Compartir</p>	<p>High Influence / High Interest</p> <p>Olimpica Grocery Chain Carulla Grocery Chain Colanta Grocery Chain D1 Grocery Chain Surtifruver hypermarket AMMUAN National Protection Unit UNHCR Colombia WFP Juntas de Accion Comunal</p>
<p>Low Interest / Low Influence</p> <p>1) FARC & Other opposition groups 2) Special Administrative Unit for Land Restitution</p>	<p>High Influence / Low Interest</p> <p>1) Host Communities 2) City Dwellers (small shops/ tiendas) 3) Ministry of Education</p>

Table 2: Stakeholders and Description

Name	Description	Activity
Asociación de Fundaciones Empresariales (AFE)	Colombia-based association that works to promote accountability among corporate and family foundations in the country, encourage the sharing of best philanthropic practices, and act as a collective voice for its members in order to achieve greater impact and contribute to social equity and sustainable development.	
Olimpica	Chain of stores in Colombia. It is owned by the Char family, and they are originally from Syria. ²⁶	Engage with stores to adopt Grocery app so IDPs have access to economical food options and other daily resources
Carulla	Carulla is one of the oldest supermarket chains in Colombia. It was founded in 1905 and is owned by Grupo Exito. It has 98 stores nationwide ²⁷	
Colanta	Grocery store that focuses on producing dairy products. These include milk, cream, cheese, wine and oils ²⁸ .	Engage with stores to adopt Grocery app so IDPs have access to economical food options and other daily resources. Currently Colanta has a CRS program where it provides school kits to the most vulnerable children in Itagu municipality. It has also provided food during special festivals like Christmas to these communities.
D1	First discounted grocery store to arrive in Colombia ²⁹ .	Engage with stores to adopt Grocery app so IDPs have access to economical food options and other daily resources. Currently D1 stores focus on gender equity and work to resocialize individuals who have been deprived of their rights.
Justo y Bueno	Introduced in 2015 this is a hard discount grocery store that aims	Engage with Justo y Bueno to adopt grocery app so IDPs have access to economical food options and daily resources.

²⁶ Olímpica, "Ofertas Televisores, Aires acondicionados y mucho más," Accessed July 13, 2022, https://www.olimpica.com/?gclid=CjwKCAjw2rmWBhB4EiwAiJ0mtbvTT2ZMeFpEiK6RqjcAIEOZrsb3iEj2BXpfNUCENqCV4XsRF12_VBoCMkUQAvD_BwE.

²⁷ Carulla. "Carulla | Supermercado más fresco con la mejor calidad." Accessed July 13, 2022. <https://www.carulla.com/>.

²⁸ "Colanta Sabe Más." Accessed July 13, 2022. <https://colanta.com/sabe-mas/>.

²⁹ Tiendas D1. "Inicio." Accessed July 13, 2022. <https://d1.com.co/>.

	to provide fresh products at fair prices ³⁰ .	Owned by the same owner as D1- so we feel he would be responsive in supporting IDPs.
Surtifurver	Chain was started in 1997 and has 15 stores across the country. Considered the largest hypermarket in South America. 9 million people visit across stores ³¹ .	Engage with Surtifurver to adopt grocery app so IDPs have access to economical food options and daily resources. Currently Surtifruver supports Colombian farmers by providing them with training and guidance on harvesting and business techniques.
Juntas de Accion Comunal	Community Action Boards (JACs) are social and civil society organizations at the community and village level which give people a chance to influence change from a grassroots level. Currently there are “45,000 JACs throughout the country, from urban barrios to isolated rural areas. Each board has a president and a number of other officers called dignatarios, all elected for three-year terms, as well as many afiliados, often hundreds of people, who sign up to participate in JAC projects” ³² .	
Jovenes en Accion	Local grassroots organization that provides underrepresented youth and women with vocational training opportunities- to make them more marketable in the job market. Improve matches between employee and employer.	Engage with Jovenes en Accion to provide IDPs coming from rural areas vocational training so they are more employable in urban areas.
Dejusticia	Advocates for human rights in Colombia through research and community work. Have published reports on migrant women and under-represented populations like Yukpa people (one indigenous group facing forced displacement)	We will work with de Justicia to reach under-represented IDPs like indigenous, youth, Afro Colombian and women on the move. Conduct workshops with these groups to understand their needs and key business development gaps to design trainings that will help them reach individual goals and

³⁰ Mercadería Justo & Bueno. “Conozca Justo & Bueno - Productos de calidad a precios justos.” Accessed July 13, 2022. <https://somos.justoybueno.com/conozca-justo-bueno/>.

³¹ Global Agricultural Information Network, “Colombian Buyers Delegation to PMA ,” n.d. https://apps.fas.usda.gov/newgainapi/api/report/downloadreportbyfilename?filename=Colombian%20Buyers%20Delegation%20to%20PMA%20_Bogota_Colombia_10-28-2010.pdf.

³² Refugees, United Nations High Commissioner for. “Refworld | Colombia: Information on Juntas de Acción Comunal (JACs), Community Action Boards.” Refworld. Accessed July 13, 2022. <https://www.refworld.org/docid/3decd39f4.html>.

		increase their opportunities of getting formal employment.
APANOR	Small non-profit that trains and supports coffee planters.	Engage with APANOR to start a dialogue and explore scope for IDPs to be trained and hired as coffee planters. This would provide IDPs looking for a job with a skillset and employment.
ASPROQUEMA (cheese)	Small non-profit that produces cheese and provides under-represented populations in Colombia with economic opportunities- trains and recruits them to produce cheese.	Start a dialogue with ASPROQUEMA to explore job opportunities for IDPs in the cheese market.
AMMUAN	An association that advocates for women and girls and has over 800 beneficiaries. Has created an SME for Colombian sweets that employs women from underrepresented populations. Conducts historical memory workshops to develop awareness and resilience to the violence.	Engaging with AMMUAN will be extremely useful as we will be able to explore the scope of providing female headed households an opportunity for sustainable employment and leadership opportunities.
Fundación Compartir	Fundacion Compartir aims to work with underrepresented populations with little to no resources and focuses on connecting with private sector partners to provide populations with employment and education opportunities. They have a social innovation and education program for youth. They are partnered with United Nations High Commissioner for Refugees (UNHCR).	Great resource to connect IDPs with employment opportunities.
National Indigenous Organization of Colombia	Political platform for indigenous population in Colombia. Many groups have used the organization to fight for land rights.	Engage with the National Indigenous Organization of Colombia to understand challenges internally displaced indigenous communities are facing and how to better support them.
Special Administrative Unit for Land Restitution	Government aided initiative started to help IDPs secure land property registration and open up the possibility for IDPs to return to their hometowns.	Work with the Special Administrative Unit for Land Restitution to provide IDPs with a chance to secure land and be economically safeguarded in terms of housing.

Institute for Family Welfare	Government entity that focuses on the wellbeing of early childhood and families in Colombia. Provides marginalized families under threat with resources and economic support.	Engage with Institute for Family Welfare to provide IDPs with young children financial support until they can find employment.
Ministry of Education	Government entity that designs youth policy and schools in Colombia.	Work with Colombia Ministry of Education to make sure IDPs who are children and youth have access to equal education- school, university, scholarships. Build a foundation to make sure youth have skills to apply for a variety of jobs
National Unit for Protection	Government entity that guarantees to provide right to life, liberty, integrity and security to Colombian citizens.	Work closely with National Unit of Protection- to make sure the rights of IDPs are not abused- and they have equal access to opportunities.
UNHCR Colombia	Multiple projects and support dedicated to refugee and IDP populations in Colombia. Has great influence with the Government considering it's long presence in the country.	Engage with UNHCR to see how the app can fit into their programming and help IDPs- especially female headed households.
Colombian Catholic Church's Secretariat for Social Ministry,	Churches in Colombia provide IDPs with food, clothing and temporary economic support- also provide shelter.	Engage with churches in Colombia to provide IDPs with immediate essential resources like food, water and shelter.
Brookings Institution Project on internal displacement	Think tank- multiple reports on the situation of IDPs in Colombia	Engage with Brookings Institution to provide more visibility and research on economic integration of IDPs in Colombia and access to resources.
World Food Programme (WFP)	Providing IDPs and other migrants in Colombia access to employment opportunities in food and agriculture. Helping populations develop entrepreneurial opportunities in food and nutrition.	WFP will be a key partner for us to engage to help raise funds for food
Food and Agriculture Organization (FAO)		

Table 3: Spoilers among Stakeholders

Stakeholder	Description	Level of Interest	Activity
Host communities	Although host communities initially welcome IDPs this hospitality soon ends when hosts feel there is shortage of	This will be a difficult group to engage as they already feel IDPs are eating into resources and	Conduct workshops with host communities in Scuba, Ciudad Bolivar, Tibanica, Rincon, Tibabuyes and other pre-dominant

	resources after IDPs arrive. Another reason host communities discriminate against IDPs is that they feel the arrival IDPs in their neighborhoods has increased crime rates. There is racism against Afro Colombian IDPs. IDPs do not have any level of access to formal markets ³³	disrupting their livelihoods.	areas where IDPs live to understand their frustrations. Engage them in a dialogue to see how both communities might be able to work together.
City Dwellers (shop keepers)	Small shops across Bogota, Scuba, Ciudad Bolivar, Tibanica, Rincon, Tibabuyes and other areas where IDPs are situated do not sell to IDPs because there is a lack of trust. They do not add to the commercial market- so they are not considered and are not employed by business owners. They see IDPs as competition- as many IDPs enter informal street vendor business- due to lack of formal economic opportunities ³⁴	Difficult group to engage as they see IDPs as competition. However, if more formal economic opportunities are identified for IDPs- this will result in less informal street vendor businesses competing with city dweller shops	
Fuerzas Armadas Revolucionarias de Colombia (FARC)	Although an agreement has been reached with FARC in 2017- people continue to be displaced internally due to violence of small armed groups. Afro Colombian and Indigenous groups have been particularly affected.		

3. Solution

3.1. Context

³³ Vidal López , Roberto Carlos. "The Effects of Internal Displacement on Host Communities," 2011. <https://www.brookings.edu/wp-content/uploads/2016/06/Host-Communities-Colombia-English.pdf>.

³⁴ Ibid.

We propose ‘**Remunerando Trabajos de Cuidado e Hogar**’ (RTCH)³⁵, an innovative Short Message Service (SMS) and app-based solution that intends to address the problem of urban poverty among female IDPs and host community members compensating women for the unpaid domestic labor that they undertake in their daily lives.

While several interlinked types of resources are required for individuals to escape the poverty trap, our focus is **financial resources and literacy**. Through our solution, we seek to support female IDPs and host community members, by remunerating them for the unpaid domestic labor they are currently engaged in. We envision the creation of a **personal savings fund** for each participant, through the methods detailed later in the report. This personal savings fund would be created with the aim of each participant utilizing it to address the challenge they face with respect to engaging in paid and/or formal labor. In other words, the financial resources gained would be reinvested in creating personalized support structures that facilitate each participant’s entry and sustained participation in paid work.

While we acknowledge the merits of having a more open-ended approach to using the financial resources, research indicates that extra income, when earned, is more likely to be spent on healthcare, nutrition, and education by women as opposed to men.³⁶ While investment in families and broader communities is important, this cannot be at the cost of economic empowerment of women, and our goal is to work with those who are keen on engaging in paid work, but are unable to, owing to structural inequalities. These structural inequalities include but are not limited to access to care (for family members, assets) and easy access to resources (for instance, cooked food, firewood) among other contextual factors.

An influential piece of literature in this domain is Oxfam’s ‘Time to Care’ report.³⁷ A key contribution of this report is the 4Rs framework that builds on Diane Elson’s 3Rs Framework. Oxfam describes this as a “radical reprioritization in our economies and societies.” The framework is described in Figure 2 below.

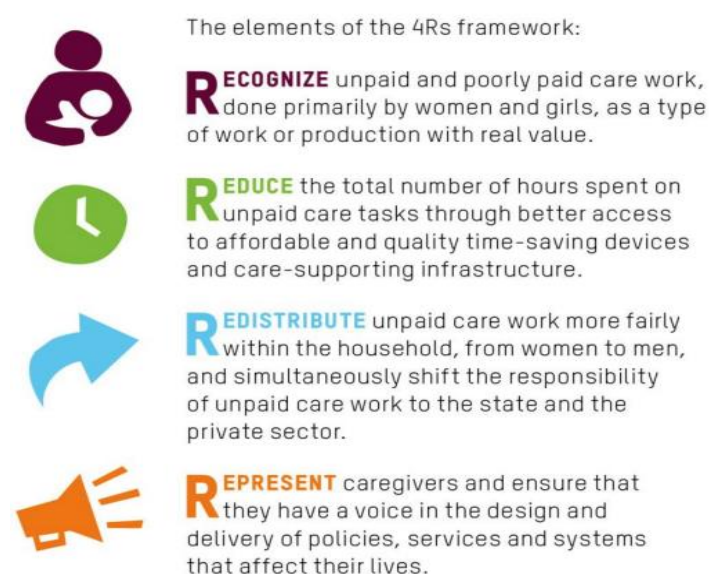


Figure 2 The 4Rs Framework on Care

Our project in its current form is strictly a **short-term initiative**. If one were to see it as part of Oxfam’s 4R framework, it is situated within the ambit of the first R: Recognize. We intend to use **temporary compensation for domestic unpaid labor** being performed by women as a **tool to mainstream the**

³⁵ This translates into ‘Remunerating Care and Housework’ in English.

³⁶ UN, “Investing in Women and Girls: A Key to Achieve the MDGs | DESANews - United Nations Department of Economic and Social Affairs,” Accessed July 13, 2022.

³⁷ Coffey et al. *Time to Care*.

recognition of unpaid domestic work as work that is integral to the functioning of an economy. The project is rooted in the vociferous affirmation of the following facts:

- There is a serious and **urgent inequality** in the amount of unpaid domestic work done by women when compared to men.
- Unpaid domestic work is a responsibility that should be **equitably shared** among members of the household without discrimination based on gender or sex.
- **Men** need to be incorporated into the process to facilitate the transition to a world where unpaid domestic work is shared more equitably.
- An overarching reason for the persistence of these inequalities is the design of **formal state structures and institutions** that take the unpaid domestic labor of women for granted, although their efficient functioning is dependent on it. It is not the responsibility of women to fill these service delivery gaps in order to access opportunities that are inherent to them.

While we strongly believe in the statements above, the following belief underscores our proposal:

Women should not bear the brunt of the fact that norms and institutions are designed to disadvantage them. Bringing about any change sustainably, behavior or otherwise, is a long-term activity. While it is important to not lose sight of that goal, it is unfair to expect women to struggle in the present for notional gains in the future.

- We envision that our solution will fill this temporal gap. We want to ensure that women are supported while we pursue broader/more systemic change ³⁸

3.2. Target population

The target population for our project pilot is female IDPs and host community members living in Altos de la Florida, Soacha. Female members of the host communities will also be included as the beneficiaries of this project. It is important to note that both the host community and urban IDPs in Altos de la Florida experience poverty, although there are subtle differences in vulnerabilities between these two groups. Given the nature of urban internal displacement, in which urban IDPs are not isolated from the local community,³⁹ there is a risk of potential hostility arising when IDPs are solely the beneficiaries of this project. By targeting both female IDPs and host community members in this area, we seek to mitigate potential risks of hostilities without damaging the social cohesion between these two groups.

3.2.1. Selection approach

The identification of participants from among this demographic will be done on the basis of a **semi-structured qualitative interview**. We expect to be able to conduct this interview between one to two months from project inception. The interview process will be designed to not only finalize the participants for the pilot, but also identify community leaders and collect context specific information that will be used to make small modifications to the project wherever applicable before its launch. **Figure 3** is an infographic that explains the criteria for participant selection. It is important to note that there are four questions specified in the infographic. When the interview is conducted, these questions will be broken down into sub questions or prompts that are easier to understand and culturally respectful. The questions identified at this stage are to indicate the criteria for population selection and are not representative of the actual interviews.

³⁸ Ibid.

³⁹ Anne Davies and Karen Jacobsen. "Profiling Urban IDPs." Forced migration review, no. 34 (2010): 13–15.

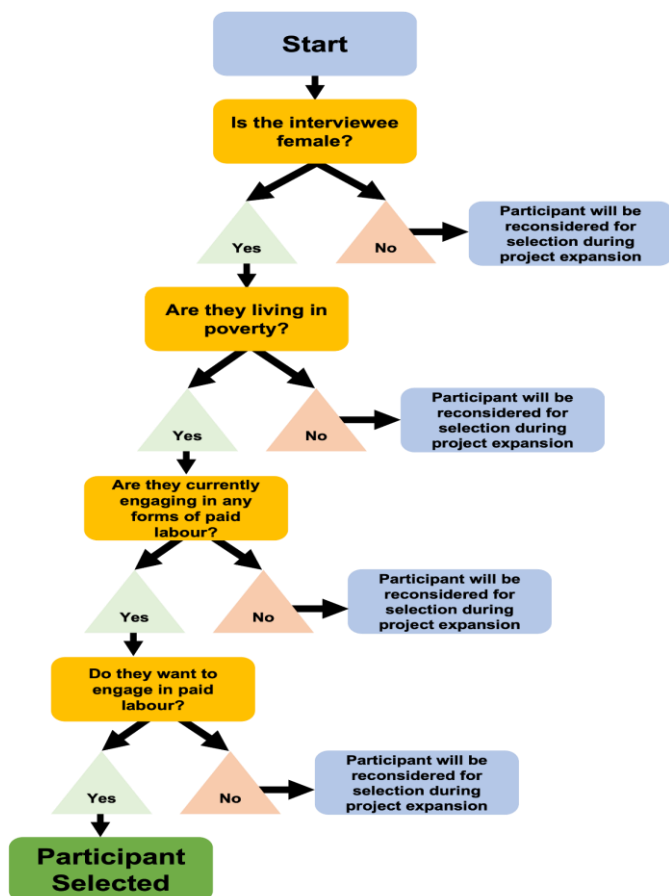


Figure 3: Process of participant selection

3.3. How it will work

3.3.1 Approach

There are two overarching valuation approaches when it comes to valuing unpaid domestic work: input-based and output-based valuation. As the names suggest, input-based valuation focuses on calculating compensation for the labor input, for instance the act of childcare quantified by the time-used on the activity. Output-based valuation on the other hand, focuses on calculating compensation for the market value of the outputs, for instance, a well-raised child. Our solution uses the **input-valuation approach** as outputs of unpaid domestic work are inherently more difficult to quantify.⁴⁰

Within the input-valuation approach, there are three broad methods that can be used:

Opportunity cost: Time is valued on the basis of the wages that could be earned by the person performing unpaid labor if they were engaged in wage labor

Generalist replacement cost: Time is valued on the basis of the wages that are earned by a generalist professional in the market, for instance a housekeeper that performs multiple care activities

Specialist replacement cost: Time is valued on the basis of the wages that are earned by a specialist professional in the market, for instance a nanny that only performs childcare responsibilities

Our solution does not use the opportunity cost method based on the assumption that if persons face barriers when attempting to access paid work opportunities despite wanting to, it is likely that these barriers are represented (usually) in their access to training or qualifications as well. As a result, their time would not be adequately valued through this approach. Our solution uses the **generalist**

⁴⁰ United Nations Economic Commission for Europe 2017

replacement cost approach as this facilitates the recognition of unpaid work done, while not compensating the work to a level that acts as a disincentive for transitioning to paid labor.

The participants will be awarded points for performing unpaid domestic labor. These points can then be used to purchase groceries. Participants are able to select items from a range that will be made available, based on agreements with our 'Core Partner.' The groceries can be picked up by the participants on a weekly basis from community aggregation centers, subject to submission of verification (the nature of which will be determined by the women themselves)

The entire process will be facilitated by a network of women community leaders, the 'organizadoras del cambio' who will act as the on-ground partners-crucial links between all relevant stakeholders.

It is important to note that the decision to award points instead of nominal money and the decision to provide groceries instead of a payout is an intentional one. The sudden inflow of money into pre-existing vulnerable personal situations may expose participants to physical insecurity (for instance, coercion in the form of intimate partner violence). Additionally, groceries are beneficial to the entire household and are likely to be less controversial.

3.3.2. Valuing work

The average hourly pay for a housekeeper in Bogota is \$1.71.^{41 42 43} This is above the established minimum wage. Our solution will value unpaid domestic work at this hourly rate, following the generalist approach described above. For simplification of calculations, \$1=1point. An upper limit will be set on the maximum claimable hours. This will be decided on the basis of the time-use information obtained from the preliminary interviews.

While we recognize that different forms of domestic care work are valued differently and work is also valued differently on the basis of whether it is direct, indirect, or supervisory, we chose to not follow the specialist or a hybrid approach. This, as mentioned above, was done to reflect the temporary and symbolic nature of the compensation and to mitigate the risk of participants developing deep dependencies on the program.

3.3.3. Methodology

This section focuses on how the solution would work in real-time. This is expected to be operationalized once the implementation activities (detailed below) have already been undertaken.

- Step 1:** Signing up for the service
- Step 2:** Recording hours daily
- Step 3:** Submitting verification material weekly (for both the work done, as well as the money saved)
- Step 4:** Choosing grocery
- Step 5:** Collecting the groceries from the designated community center (to be done at the same time as submitting verification)

3.3.4. Important caveats

⁴¹ "Maid Salary In Colombia" 2022

⁴²"Maid Salary Colombia" 2022

⁴³ "Cleaning And Housekeeping Average Salaries In Colombia 2022 - The Complete Guide" 2022

During participant recruitment, it will be made abundantly clear to them that their engagement with this service will be for the **duration of two years**. During this time, they would be expected to save money with the explicit goal of facilitating their participation in paid work through addressing a problem they currently face with respect to participation. Participants will be allowed to continue for a period longer than two years under extenuating circumstances only.

Following an initiation period of six months, one **training** a month will be conducted for them, as well as their spouses or other key household members who are able to share their unpaid domestic work burden. These training will focus on stressing the importance of sharing unpaid domestic work. Failing to attend this training will result in a **penalty** of 10% of total points earned per month.

Following the six month initiation period, the participants will also be required to submit a verification to demonstrate their own routine contributions to their **personal savings fund**. Failure to do so will also result in a **penalty** of 10% of total points earned per month.

An **upper limit** on the number of **hours** that can be claimed each week will be set. This cap will be decided on the basis of the time-use questions asked as part of the preliminary **interviews**.

3.4. Implementation

3.4.1. *Activity 1: Conducting a pre-pilot qualitative interview series*

We will undertake a series of semi-structured qualitative interviews in Soacha, shortly after the project inception. The interview design will borrow from the **Lean Research Framework**, a methodology that guides human-centered field research, developed by the Fletcher School in collaboration with the Massachusetts Institute of Technology (MIT).⁴⁴ The four key elements of Lean Research are Rigor, Respect, Relevance and Right-Size. These will be key considerations when designing the interviews.

The interviews will be conducted with members of the working-age population living in Soacha who are either IDPs or members of the host community. At this stage, we will be interviewing individuals irrespective of their sex. While at the pilot stage our project will only actively engage certain females of Soacha, thinking ahead in terms of project outcomes, it is important to involve all persons in the planning and execution, to be able to generate the sense of community ownership required for the success of the project.

Through the interviews, we seek to collect data for the following purposes:

- Verifying our Theory of Change (ToC)
- Identification of participants (based on the criteria defined above),
- Identification of community leaders,
- Understanding the time-use patterns among community members,
- Understanding the current financial habits of community members,
- Making initial contact with organizations (including government representatives) working in the area, and
- Understanding the landscape in which our supply chain will exist more intricately.

3.4.2. *Activity 2: Setting up and activating the partnership networks*

The initiation of change across contexts necessarily represents a real and perceived threat to the existing power dynamics. This may have a debilitating impact on the project outcomes if not managed efficiently and sensitively. Before the project is implemented, we intend to engage all relevant and receptive stakeholders with whom contact is established during the interviews. We intend to do this through our original **4E4 Engagement Framework**.

⁴⁴ (Massachusetts Institute of Technology and Tufts University 2015)

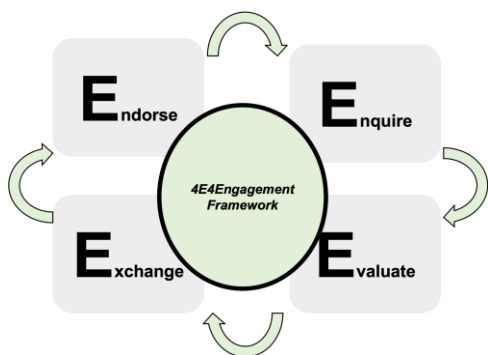


Figure 4 Our approach to stakeholder engagement: 4E4 Framework

Table 4. 4E4 Framework Implementation to RTCH

Endorse *their contribution and knowledge:* The first step in the process is acknowledging the contribution made by the stakeholders to Soacha through their work. It is important for the stakeholders to understand that we are not trying to undo their work, disrespect their authority or leave them out of change in any way. This stage is crucial as it sets the tone for the relationship.

Enquire *what their envisioned role in our project is:* While setting the tone for relationship, it is important to stress on the importance of collaboration. There are several actors whose involvement could significantly strengthen the project implementation. For instance, the American Women’s Club of Bogota has several charities they sponsor, many of whom work directly in Soacha and have established physical infrastructure. If we are able to ensure their support and willingness, we could use their community centers as distribution centers for the groceries.

Evaluate *the feasibility of facilitating those roles successfully:* The ideal outcome of these discussions would be if the stakeholders’ envisioned role matches with the role we have envisioned for them. There are three possible scenarios other than that which require negotiations. These are:

- Stakeholders want a different kind of involvement from what we envision, and we can facilitate it;
- Stakeholders want no involvement; and
- Stakeholders want a different kind of involvement from what we envision, and we cannot facilitate it.

Exchange *redundant elements in the project plan:* It is likely that the implementation arrangements for the project will be modified, based on input from stages one to three. Before the launch of the pilot, the old elements will need to be exchanged with these new elements that represent the collaborative developments.

3.4.3. **Activity 3: Activating the ‘Organizadoras del cambio’**

A key pillar of our implementation strategy is setting up the network of women we are calling ‘Organizadoras del Cambio’. They will act as our principal execution partners. During the interviews, we will identify these female community leaders who will serve as our organizadoras. This identification will be guided by the **Positive Deviance** (PD) approach.⁴⁵ The PD approach is a product of the nutrition sciences and attributed in large part to Professor Emeritus at Tufts University, Marian Zeitlin. It is a “problem solving, asset-based approach grounded in the fact that communities have assets or resources they haven’t tapped. It enables a community or organization to amplify uncommon behaviors or strategies discovered by community members among the least likely to succeed (positive deviants), develop some activities or initiatives based on these findings and measure outcomes. The PD approach brings about sustainable behavioral and social change by identifying solutions already existing in the system.”⁴⁶

⁴⁵ The Positive Deviance Initiative, Tufts University 2010

⁴⁶ Ibid.

Based on this, the organizadoras will be the “positive deviants” of Soacha who meet the criteria detailed in Figure 4. In addition to the women identified through the interview who meet the criteria, representatives from government will be adequately represented as ‘honorary members’ to ensure they feel included in the process and thereby invest in its success. These representatives will be selected from Bogota’s city central, regional, and local administrative bodies as well as Community Action Boards to adequately represent the decentralization that exists in Bogota.

The mayor of Soacha will be invited to preside over this network as both an acknowledgement of formal institutions, as well as for the purpose of making this role more desirable to prospective candidates.

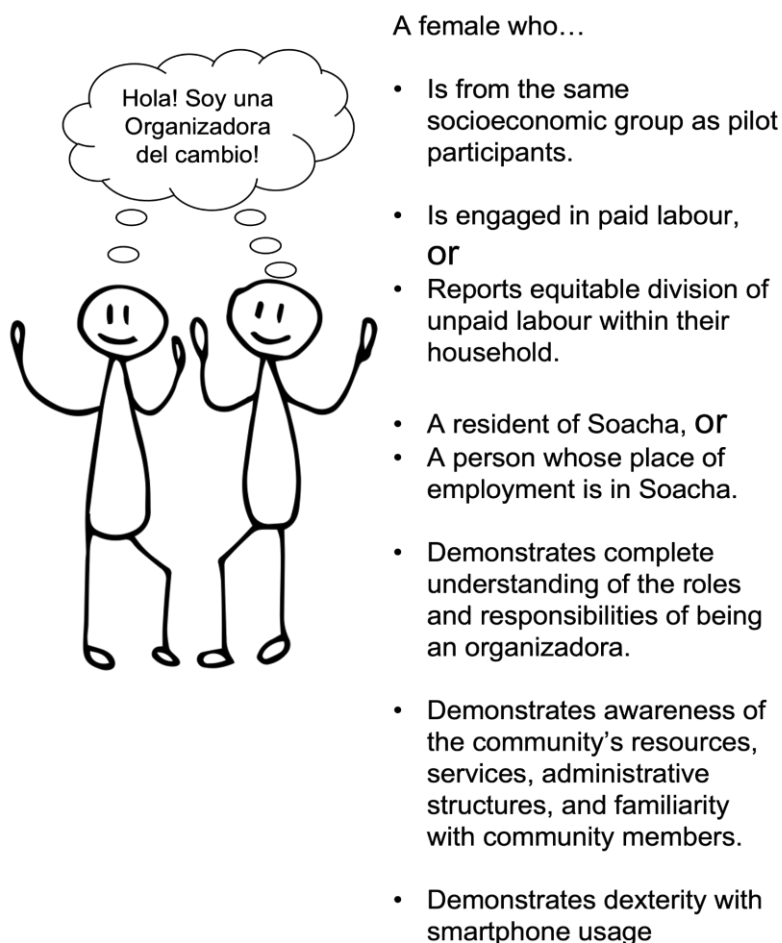


Figure 5 Criteria for selecting Organizadora⁴⁷

A maximum of five pilot participants will be assigned to each Organizadora, each of whom will be given a tablet. The Organizadora will serve as a Single Point of Contact (SPOC) for the participants and will be responsible for:

- Ensuring that each participant understand the programme adequately,
- Conducting the first level of verification on a weekly basis,
- Keeping the participants updated on their progress,
- Coordinating the distribution of the groceries,
- Coordinating the first level of grievance redressal (unless the grievance pertains to them),
- Identify capacity development needs for trainings to be designed, and

⁴⁷ The illustration in Figure 4 is credited to Tatyana from The Noun Project: www.thenounproject.com

- Providing regular updates to the project team.

We are sensitive to the fact that the Organizadoras, while they have managed to make the best of the resources at their disposal, are still likely to be among the ones with limited access to resources and opportunities. Their designation as Organizadora is a celebration of their work and should not feel punitive. Most of all, we are determined to **recognize the work they do and remunerate it**, so we do not replicate the unpaid labor dynamics at work in a different form. Therefore, as remuneration for their work they will receive groceries as part of the project, although they do not technically qualify for it as per the criteria. The number of points or groceries they receive will be proportional to the participation of the pilot participants assigned to them.

Once recruited, the Organizadoras will be trained to assist their performance of the role. The training provided will pertain to information about the project, its short- and long-term plans, building healthy interpersonal relationships, and app-usage.

3.4.4. **Activity 4: Setting up a verification system**

Verification system in this context refers to a set of practices and/or materials that will be considered as proof required for assigning points and disbursing groceries.

It is pertinent to note that while verification is necessary, it is also controversial. Not having a verification mechanism risk bringing the project administration into question, and disrespecting the efforts of those participants who engage with the project honestly and justly as a result of the ones who do not. However, setting up a verification mechanism could easily be construed as offensive or culturally insensitive. This is especially significant as unpaid domestic labor activities usually happen to be ones that are deeply personal, and therefore, any form of reporting or recording could be considered intrusive.

As a workaround, we propose that the verification system be set up by the project participants themselves. Following their identification and training, the Organizadoras will be tasked with the responsibility of conducting Focus Group Discussions (FGDs) with the assistance of the project team. "How would you like to verify your work?" is the broad question around which these FGDs will be structured. It is likely that if project participants come up with the verification system, they will not consider it offensive or intrusive. The concept of a self-reported timesheet used by many formal places of work will be used broadly to explain the importance of verification.

3.4.5. **Activity 5: Setting up the IT infrastructure**

The IT infrastructure has two key components:

- An SMS service for program participants,
- App-based service for Organizadoras, and the project team and the Core Partner.

Once the user signs up for the service using their phone number, there will be a PIN trigger to activate it (for instance *123#). Once this is entered a menu will be displayed that allows the user to either record their work, select the type of groceries they want to claim, select a time slot for grocery pick up and verification, lodge a complaint against an Organizadora, request a callback or opt-out of the programme. The first three options will trigger follow-up menus with either work types, grocery types or time slots. The next three options will notify project team members for further follow up.

The tablet app for the organizadoras will have a tracking dashboard that records the hours claimed by each of their assigned participants, the types of groceries claimed, a portal to claim their own groceries, and a portal to order the groceries to be delivered. They will also be able to contact the project team directly through a tab on the app.

The tablet app for the Core Partner will reflect the orders placed and other relevant information pertaining to it (such as location, delivery date, etc.). Finally, the tablet app for the project team will have tabs pertaining to each category of stakeholders mentioned above and have access to information entered by each party.

3.5. Funding

For our initial funding, we plan on applying for grants, donations and other similar types of funding sources. The Henry J. Leir Institute at the Fletcher School that focuses on advancing Human Security typically has funding opportunities for students to avail through the year. Similarly, the Fletcher D-Prize which is a Poverty Solutions Venture is open to Fletcher students and alumni to fund their social enterprise. These are opportunities we intend to participate in to fund the initial study (interview series), IT infrastructure development, and other activities necessary to activate the networks and partnerships. In addition to this, we intend to apply for external funding to be used for all facilitation activities during the initial years.

The programme is expected to run with extensive support from our 'Core Partner'. We envision that our core partner will be a retail grocery chain, responsible for the provision of the products to our participants. This is not only expected to generate social capital for the partner, which they can later transform into revenue, it is also an important market entry opportunity.

Additionally, in the case of organizations such as the Exito Group for instance, it fits directly into their market engagement strategy. Their foundation's established impact area is fighting chronic malnutrition and our solution can be provided to them as means to work towards their goal.

3.6. Limitations

The main limitation is that not everyone who is deserving of this assistance will be included in this project. This is not intentional, and upon their identification as someone that requires assistance, we will retain that information for their inclusion in future expansion plans. Once a verification system has been established, it will most likely not be watertight. This is unavoidable as every system has a work around. Our focus will be on building trust as an antidote to this.

Economic empowerment and financial literacy are key factors to address the specific problem in this proposal – urban poverty among internally displaced women. However, we recognize that this solution cannot address the myriad of constraints pushing urban displaced women.

3.7. Risks and Mitigation

Given in the table below are the most prominent risks and corresponding mitigation strategies that we have identified.

Table 5. Identified Risks and Mitigation

Risks	Mitigation
The project may act as an incentive to not engage in paid labor	The project is designed to involve a participant for a maximum of two years to prevent dependency Penalty for not saving Only those individuals who express a desire to engage in paid labor will be recruited as participants
The project may result in the further gendering of unpaid labor	Organizadoras will be responsible for explaining to participants the purpose of the compensation Penalty for not attending trainings pertaining to redistribution of unpaid labor along with relevant members of family
Organizadoras may misuse their position	Weekly check ins through data verification SMS option to report Organizadora

3.8. Vision for the Future

This project demonstrates significant expansion potential across the categories listed in **Table 6**. These are illustrative examples that will be refined based on feedback from project implementation.

Table 6. Potential Areas of Expansion and Exploration

Type of expansion	Details
Geographic	Other areas with high concentrations of IDPs in Bogota Other areas with high concentrations of IDPs in Colombia Other areas with high concentrations of IDPs in Latin America Other areas with high concentrations of IDPs in low and middle income countries Other areas with high concentrations of poverty in general
Service	Partnering with institutions for bill payment (water, electricity etc) Partnering with banks for special interest rates or other tools to further financial inclusion Partnering with foundations and government institutions to promote better nutrition
Participant	Female IDP populations who engage in paid and unpaid labor Male IDP populations who engage in unpaid labor

4. Conclusion

Forced displacement, poverty and gender are dynamics that are intertwined in a complex manner. For our project, we have identified the most vulnerable people affected by internal displacement – women. Our project ‘Remunerando Trabajos de Cuidado e Hogar’ (RTCH) seeks to address the gendered impact of forced displacement and poverty. Our methodology is oriented by participatory methods, seeking to bring the voices of those who are directly affected by forced displacement. This project is not free from limitations, as we do not include all people affected by poverty in Altos de la Florida. However, we believe that through participatory and pilot-based project, we will address the urban poverty among internally displaced women in Colombia.

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