

# TERRITORIAL MARKETING STRATEGY FOR THE DEPARTMENT OF MORAZAN IN EL SALVADOR SHARED BY THE LOCAL ACTORS

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In the framework of the European Union project *Strengthening small agricultural producers of the Morazán Department*, the Morazán LEDA, supported by ILS LEDA and EURADA, has shared the territorial marketing strategy with the actors of the Department and with the main national partners.

The work, supported by the ILS LEDA technical assistance and realized from May 29 to June 3, has been articulated in a conference for the presentation and the discussion of the proposed strategy, several meetings and a final workshop to share the plan for follow up.

The conference, organized by the LEDA Morazán and attended by 60 participants, was opened and closed by the Governor of the Department Luis Enrique Salamanca Martinez, involved the Governorate and representatives of many institutions, including Ministry of Economy, Ministry of Agriculture, Ministry of Education, Conamype, Catholic University, National Council of coffee, National Council of women, Oxfam and other NGOs, farmers' associations and cooperatives, departmental consultation table.

The strategy of Morazán Territorial Marketing is the result of three stages:

- Shared definition of the *personality* of the department to identify its "5 stars" that are the excellent resources, based on the analysis of the tangible and intangible factors that characterize the territory;
- Identification of the *image* of the department.
- Definition of the *communication* tools for the territorial promotion.

In particular, the five-star personality Morazán identified by the local actors are:

- The natural habitat with fresh and pleasant climate throughout the year, along with an uncontaminated nature, rich forests, clean air, streams and crystal springs, hot springs, rivers and natural waterfalls. A safe place.
- The character of the people, which is reliable, friendly, cooperative, and entrepreneur.
- A strong ability to build social and relational capital,



rich of associative forms and collective organizations, including the financial services and non-financial propitiated in excellently way by the LEDA. |

- An important economic potential, above all in agriculture (coffee, sisal, forest fruits, vegetables, beekeeping, tourism (natural, historical), handicrafts (black pottery, hammocks, rigging, tissue tulle (petates), rockets rod and straw hats), and based on a fuzzy production capacity.
- An important historical and cultural heritage for the country and the Central American region, for the paleo Indian and pre-colonial traces, the presence of indigenous ancestral culture, and the memories of the Salvadoran revolution.

At the end of the work, it was shared in a workshop the action plan to follow up the initiative, which provides for immediate action until December and draft plan for 2017-2018. This plan includes:

- The production of *advertising campaigns* (web, brochures, advertising spaces, etc.)
- *Propaganda* through agreements with media, selection of ambassadors of the department, etc.
- *Public relations* (the opening of a press office at the governance, strengthening relationships with government, leaders, etc.)
- *Direct marketing* (operational relationships with tourist agencies, investors, etc.)
- Performing at least three annual *big events* (such as the winter festival of peace, the feast of nature, the summit of music, the congress of the micro business and finance, the summer festival food fury)
- The realization of the *Territorial Brand*.

The LEDA of the Department of Morazán in El Salvador was established in 1993. It has a significant impact on territorial development from the occupational, social, technological and economic points of view. In the past 10 years the LEDA has executed more than 63 projects, with a total budget of \$ 10 million dollars, generating more than 2,000 new jobs, 250 micro and small business, supporting the growth of 2200 existing enterprises, in cooperation with 25 national and international organizations (IADB, EU, UNOPS, UN WOMEN, UNDP, Ministry of Economy, Technical Secretariat of External Financing.

The LEDA has also created an agro-industry company with 200 small dairy producers that contribute to long-term strengthening of associated partners. The LEDA devotes part of their income to social initiatives, such as providing scholarships to 203 local students, to facilitate their university studies and vocational training

### To know more

#### [Summary of the Strategy of Territorial Marketing](#)

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

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

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