



**OAS | CICAD**



**INTER-AMERICAN DRUG ABUSE  
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**DRAFT FINAL REPORT  
GROUP OF EXPERTS ON COMPREHENSIVE AND SUSTAINABLE ALTERNATIVE DEVELOPMENT**

## **REPORT OF THE CHAIR OF CICAD'S GROUP OF EXPERTS ON COMPREHENSIVE AND SUSTAINABLE ALTERNATIVE DEVELOPMENT**

1. The Chair of the CICAD/OAS Group of Experts on Comprehensive and Sustainable Alternative Development presents its Report of Activities corresponding to the development of the Work Plan for the period 2020-2021.
2. In the framework of the Sixty-Eighth Regular Session of the Inter-American Drug Abuse Control Commission of the Organization of American States (68th CICAD), the meeting was held in a hybrid virtual and in-person format on December 9, 10, and 11, 2020, and Peru was elected as Chair of the Group of Experts on Comprehensive and Sustainable Alternative Development (GE-DAIS) for the period 2020-2021.
3. Considering the emergency health measures and limitations worldwide due to the COVID-19 pandemic, Peru, in its role as chair, proposed a Work Plan aimed at promoting a space for dialogue and coordination for the exchange of opinions and experiences on policies, strategies, best practices in alternative development, as well as on regional realities. The purpose of this Work Plan was to strengthen the capabilities, skills, and technical knowledge of experts in alternative development of CICAD member states.
4. As part of the development of Peru's Work Plan as Chair of the GE-DAIS for 2020-2021, and with the support of the Executive Secretariat of CICAD, three virtual meetings (webinar-dialogues) were held with the participation of representatives of member states and international organizations, in which the following topics were discussed:
  - a) First Dialogue (25 May 2021): Successful experiences concerning changes generated by comprehensive and sustainable alternative development in areas affected by illicit crops. Causes and determining factors.
  - b) Second Dialogue (25 June 2021): Presentation of a successful case of comprehensive and sustainable alternative development in the San Martin Region;
  - c) Third Dialogue (10 September 2021): Strategies for strengthening production chains and commercial promotion of alternative development products.

An average of 86 participants from 16 countries participated in each of these virtual events. These included government representatives, experts of different nationalities and backgrounds, representatives of other international organizations, and the CICAD Executive Secretariat itself.

The Annual Meeting of the Group of Experts was again held virtually on October 20, 2021. The following topics were addressed, opening spaces for dialogue for the representatives of the participating countries:

- Presentation of the Report of the Chair of the GE-DAIS Group of Experts on the activities carried out in the development of the 2020-2021 Work Plan;
- Discussion of strategies for the positioning of alternative development products in national and international markets, particularly promotion of consumption, creation of brand of origin, differentiation by quality, certifications, and design;

## **Conclusions of the Webinar-Dialogues:**

5. Comprehensive and Sustainable Alternative Development focuses on rural areas to address both the need to control and/or reduce the economic dependence and vulnerability of poor populations as well as for the recovery and sustainable use of ecosystems affected by crops aimed at the production of illicit drugs.
6. It is important to develop innovative policies to promote alternatives to illicit crops in rural areas, considering the successful experiences of countries both within the hemisphere and beyond in the generation of alternative crops, technical and food assistance, land titling, community negotiation, investment, and the sustained presence of the State.
7. The San Martín model of alternative development in Peru, beyond the results achieved, represents the commitment of the different levels of government and international cooperation to a long-term process. In that sense, San Martín is an alternative development model that can be emulated taking into account the following key factors:
  - Fulfillment of the expectations of communities and families, not only with respect to the generation of a sustainable alternative economy, but also regarding the well-being of individuals and their communities;
  - Improvement of infrastructure to support production and assurance of the functioning of roads for connection to markets;
  - Improved access to basic services for the population;
  - Technical assistance and field schools for farmers and strengthening of associations and other producer organizations;
  - Diversification of produce to reduce the economic risks of production in general and of market fluctuations in particular;
  - Strengthening of the value chains of each alternative product;
  - Support from the international community to complement national efforts.
8. When implementing alternative development strategies and programs both a high component of institutional commitment and leadership and excellent coordination between public institutional actors, private entities, and non-governmental actors is always required.
9. The commercialization of alternative products is a key task in generating stable income for communities and to improving people's wellbeing. In doing so, the following factors must be considered:
  - Transparency from the beginning on how the alternative product is going to be sold and how it will be promoted;
  - Offering attractive products for consumers, differentiated by quality and with better designs;
  - Brand creation;
  - Promotion of research and development programs for the scaling up of new high-value alternative products.