



United Nations
Educational, Scientific and
Cultural Organization



Member of the UNESCO
Creative Cities Network
since 2015



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Eloy Alfaro - Durán, is a small town in the province of Guayas in Ecuador. It is located on the eastern margin of the Guayas River. Located opposite the city of Guayaquil, capital of the province, to which it is connected by the bridge of Unidad Nacional.

The small town has approximately 500,000 inhabitants. Duran has a historical past that starts when it was a rural parish in Guayaquil. Implementation of the railway marks this city becoming the main point of connection between the mountains and the coast of Ecuador.



A handwritten signature in blue ink, which appears to be 'A. Arce Plúas', written in a cursive style.

Alexandra Arce Plúas
Mayoress of Durán

I have the honour of presenting the progress report made by Durán as Creative city in folk arts and crafts of Ecuador, during the period 2015-2019, showing commitment and contribution to the objectives of the network.

Durán has managed to continue with this mission, replicating artistic activities that have been generated with the support of the Department of tourism, culture and heritage of the Mayor and the local cultural managers who promote the traditions and history that exists in Durán; promoting its tourist, cultural, natural and property resources in order to develop the arts and culture in all its forms.

The main reason for the participation of Durán within the network, is to inform the country the multiculturalism that exists in the city, through the promotion of representative and historical activities for the benefit of the community, since it is recognized that through the railroad settled hundreds of families from all over Ecuador could generate an exchange of artistic and cultural knowledge.



PRESENTATION OF REASONS

During the year 2015, Durán was named part of the 47 new creative cities in the category of crafts and folk arts, by the decentralized autonomous government (G.A.D) becoming part of a network which currently consists of more than 180 cities Global I . UNESCO network raises as a commitment to collaboration and partnership development "to promote creativity and cultural industries, to share best practices, strengthen participation in cultural life and to integrate culture in their Economic and social development plans ", according to the organisation. DURAN is the first city in South America which is integrated to this network in the category of folk arts and crafts and has generated some expectation in the sectors dedicated to culture.

The cultural management of Duran is associated with the lifting of its history, this series of stories which are fragmented in the books and that revolve around the engine construction which united the country railway. The duraneños (people from Duran) have references for the characters who inhabited the canton in their dialect and have become legend. The murals, crafts, movies, sculptures, dance, heritage, speech and travel making Duran is tied to its rail lines, its geography and in search of his identity through history.

Durán, boasts cultural resources that have allowed its people to participate in the creative cities network, and which at the same time also show the richness of their property, artistic and tourist resources, which own and foreign invited to learn about the diversity and Railway tradition of this beautiful city.

GENERAL INFORMATION

PROFILE OF DURAN AND THE INDEPENDENT DECENTRALIZED COUNTY GOVERNMENT

Canton Durán, since the dawn of the homeland, boasts a powerful historical past that in the beginning can be traced back since when was rural parish in Guayaquil and where the revolution that initiated the Gral. Eloy Alfaro with the implementation of the first railway of the Ecuador, was marked for perpetuity as the milestone that allows us to be the main point of connection between the mountains and coast of our country today. Since then, the railroad brought not only load; but thousands of stories, hundreds of aspirations with thousands of wishes of Ecuador and Ecuadorians who were settled in this land prosperous and rich; all this is part of our intangible cultural heritage, which have managed to keep through the different generations that have retained the railway and industrial legacy today.

This railway legacy which we have also been able to meet in the sport, with our legendary railway basketball team made known Duran as a hotbed of athletes and will continue growing in diverse disciplines such as basketball, football, canoeing, Judo, among other sports that we have given Pan American champions and taken away the name of the Eloy Alfaro Durán Canton.

Currently, Duran emerges as one of the main industrial poles of the country and the main logistics point of multimodal transport that Ecuador can aspire: ports, airports, roads and railway, all with first infrastructure world, opens a world of opportunity that so far had been elusive for Duranenos and Duranenas who were witnesses of watching the progress on our roads, without finding new alternative employment worthy, safe, and well recognized.

We are an Industrial canton, so it is a nonsense the deep lack of opportunities for our people, the only explanation may be the bad planning and structural disorder in which our city was developed decade after decade. Therefore, it is here where is our biggest challenge, to take advantage of our great potential to achieve more and new opportunities of life for our people, facilitate comprehensive human development, "Good life" through a planning structured and integrated to allow address all aspects that will make Durán, a territory developed, worthy, even and above all, sustainable to ensure the future of our families.

In Durán, we know that economic growth must be always with "Good living", which we can ensure only by promoting and supporting a socially responsible company, which invest socially in the future than it has been until now, a territory that the has welcomed with open arms and for those wishing to reach Duran, they can also find thousands of opportunities, with clear rules that go with the territory in mutual benefit.





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An industry committed, responsible and sustainable operations, generate jobs equally efficient to convert to Duran, in a competitive, international city and where he lives with quality.

"MUNICIPAL GAD Durán" aims to meet the needs of the local community, providing social and cultural economic development of its territory; among their goals is strengthen the links with the community and to contribute to the academic character, always for the benefit of the human being.

"The MUNICIPAL GAD of the DURÁN CANTON" is a Municipal autonomous body of public law, with legal status established by the organic code of decentralization and Territorial Planning (COOTAD); whose stealthy cantonization was given by the National Congress on December 18, 1985, posted in the registry official No. 352 of date 10 January 1986 with the name of Durán canton. He works on the relationship between civil society and municipality, all related to citizen participation and the model of local management, committed to the tourist, human and social development of the country. Improving the quality of services, enhance the capacities of participation of stakeholders in the sector; defend the interests of its citizens.

El Gobierno Autónomo Descentralizado (G.A.D.) Municipal del Cantón Durán, which is its translation in spanish, is located in Ciudadela Abel Gilbert III, Blocks C31 and C32 of cantón Durán

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e-mail: decoin@duran.gob.ec ; municipio@duran.gob.ec

Web: www.duran.gob.ec ; www.produran.com

A red toy fire truck with a white ladder and a black and white fire hose, sitting on a black track. The background is a blurred indoor setting.

STRATEGY AND GOVERNMENT

For decision making, as well as to facilitate the free participation; the municipality of Duran, permanently performs citizen assemblies and has an Ordinance of competitive grants to citizens exercising their stewardship and they can present their own community and associative projects.

In this way you capture permanently all aspects that allow to improve the management of the city.

The Durán Canton, is governed by the municipality, as established by the national Constitution. The municipality is represented by the Mayor, Eng. Alexandra Arce Pluas, as Executive power; Cantonal Legislative Council. The municipality is divided into 4 coordination arising from the taking of decisions and actions for the development of the city.

From the General Coordination of human economic, cooperation, tourism and culture development, it was recognized as Produran, managed the participation of Duran as a creative city of the network of the Unesco, who with the support of the work of the organizations and cultural managers is responsible for promoting the culture and art of the city.



SYSTEM OF HUMAN, ECONOMIC, COOPERATION AND TOURISM DEVELOPMENT SERVICES

CARTERA DE SERVICIOS Y PRODUCTOS PARA EL DESARROLLO



<p>PROGRAMA UNIVERSIDAD DE LOS NIÑOS - PUN</p> <ul style="list-style-type: none"> • Proyecto Semillero Universidad Politécnica del Litoral- Parque AJAI (Niños y Jóvenes) • Proyecto Semillero Universidad Laica Vicente Rocafuerte (Infancia, Niños y Jóvenes) • Proyecto Semillero Universidad de Guayaquil (Niños y Jóvenes) • Proyecto Puertas Abiertas al Desarrollo Industrial • Proyecto de Animación a la Lectura • Proyecto Bibliotecas Activas -BAC • Proyecto Centros Infantiles Municipales – CIM 	<p>PROGRAMA DE FORTALECIMIENTO DE CAPACIDADES – FOCAP</p> <ul style="list-style-type: none"> • Proyecto Fábrica de las Oportunidades • Proyecto Idiomas para Todos - Componente Universidad de Guayaquil - Componente Universidad Laica Vicente Rocafuerte • Proyecto de Asesorías al Comercio y Mipymes • Proyecto de Consejos Bariales • Proyecto de Familias Fuertes • Proyecto Fondos Concursables • Proyecto Escuelas de Formación Ciudadana • Proyecto Preventivo de Promoción de Salud
<p>PROGRAMA JÓVENES AGENTES DEL DESARROLLO – JAD</p> <ul style="list-style-type: none"> • Proyecto Escuelas Deportivas - PED (Remo, Volley, Basket, Lucha Olímpica, Karate, CheerLeader etc) • Proyecto Escuelas de Artes Recreativas y Tradicionales - ESMART (Teatro, Pintura, Juegos Tradicionales, TV Digital) • Proyecto Escuelas de Fútbol - PEF (10 categorías mixtas) • Club de Jóvenes • Proyecto de Vacacionales Deportivos • Proyecto de Vacacionales de arte y cultura 	<p>PROGRAMA CIUDAD CREATIVA ARTES POPULARES Y CULTURA</p> <ul style="list-style-type: none"> • Proyecto Historias en Fachada • Proyecto Festival Itinerante de Artes Populares - Componente Casting local - Componente Noches Culturales • Proyecto de Activación de Espacios Públicos • Proyecto de Exposiciones y Ferias de promoción • Proyecto de capacitación de artesanos
<p>PROGRAMA UNIVERSIDAD DEL ADULTO MAYOR – PUDAM</p> <ul style="list-style-type: none"> • Proyecto Terapias Alternativas • Proyecto Arte y Cultura Intergeneracional (Recreación) • Proyecto de Estimulación Funcional de Adultos Mayores (Capacitación Activa) 	<p>PROGRAMA PRODURÁN DE PROMOCIÓN DE LA PRODUCCIÓN Y ATRACCIÓN DE INVERSIONES</p> <ul style="list-style-type: none"> • Proyecto de Boletín Sectorial: Piersa Global, Actúa en Durán • Proyecto Marca Local: Bien Hecho en Durán • Proyecto de Asesoría y apoyo a las nuevas inversiones • Proyecto Bolsa de Trabajo • Proyecto de Promoción Comercial de la producción industrial • Proyecto de Fortalecimiento de Gremios
<p>PROGRAMA DE ATENCIÓN INTEGRAL DE DISCAPACIDADES - PAID</p> <ul style="list-style-type: none"> • Proyecto CEMATID Anexo Estadio Sandiford • Proyecto CEMATID + Inclusión (2018) • Proyecto Hidroterapia • Proyecto Hipoterapia 	<p>JUNTA CANTONAL DE PROTECCIÓN DE DERECHOS</p> <ul style="list-style-type: none"> • Restitución de derechos a la ciudadanía
<p>PROGRAMA VITAMINA De! (Durán Emprende e Innova)</p> <ul style="list-style-type: none"> • Proyecto de Capacitación Emprendedor Durandefío • Proyecto de Promoción Comercial (Ferias y Bazares Comerciales) • Proyecto de Seminarios, Foros y Talleres especializados • Proyecto Intercolegial de Emprendimiento • Proyecto Ruta del Emprendedor • Proyecto de Mentoring (2018) • Proyecto de Emprendimiento Cultural y Creativo (2018) • Proyecto de Fortalecimiento para el sector Agrícola • Proyecto de Fortalecimiento para el sector textil 	<p>MESAS DEL COMITÉ DE GESTIÓN DE RIESGOS</p> <ul style="list-style-type: none"> • Gestión de la Mesa N° 4 de Riesgos: Atención integral a la ciudadanía • Gestión de la Mesa N° 6 de Riesgos: Productividad y Medios de Vida

In addition, Durán in his remarkable commitment to assume the ODS and the 2030 Global Agenda, is the only municipality of the country that is reporting to the UN Global Compact.



<https://bit.ly/2D5pwyp>



Management programs and community service projects, largely involve cultural and related popular arts, but oriented activities to build capacities and therefore strongly encourages the artisanal enterprise with different disciplines that allow capturing the hotbed of the city and supported by incipient tourism which also demand all the historical cultural aspects of the city, linked to the railroad and the blending of cultures living in Durán.





PROGRESS REPORT

Duran, through its program as a creative city of folk art and culture, has developed various initiatives anchored to the art; music festivals, concerts, exhibitions, photographic and painting, Film Forum, among others, where the cultural managers include the railway history of the canton, which is linked intrinsically to their lives and the events that take place, as most of them are children or grandchildren of former workers of the railway system that marked the development of the canton.



Additionally, if the activities are involved in economic development and entrepreneurship, beneficiaries per year, more than 6000 participants in capacity-building.

**TOURISM, CULTURE AND HERITAGE
ACTIVITIES DEVELOPED IN 2015**

TOURISM, CULTURE AND HERITAGE		
Program or Project	N° projected grantees	N° attended grantees
TOURISTIC TRAINING PROGRAM	50	50
Capacitación Cocinero Polivalente	50	50
LIBERAL ARTS PROGRAM	500	500
RAILWAY FILMS PROGRAM	48	48
PARTICIPATION AND TERRITORIAL CULTURAL EVENTS OF DURÁN AS CITY OF ARTS, CULTURE AND TOURISM..	8.550,00	10.700,00
EVENTO CIVICO CULTURAL EL RECREO	2000	3500
SESIÓN CONMEMORATIVA ELOY ALFARO	250	300
SESIÓN CONMEMORATIVA PARROQUIALIZACIÓN DE EL RECREO	300	400
FESTIVAL CIVICO CULTURAL PARROQUIALIZACIÓN DE EL RECREO	3000	3500
FESTIVAL INTERNACIONAL DE ARTES POPULARES CANTONIZACIÓN DE DURÁN	3000	3000
TOTAL TOURISM	9.148,00	11.298,00



TOURISM, CULTURE AND HERITAGE ACTIVITIES DEVELOPED IN 2016

TOURISM, CULTURE AND HERITAGE		
PROGRAM OR PROJECT	PROJECTED GRANTEES	ATTENDED GRANTEES
TRAVELING FESTIVAL OF POPULAR ARTS PROGRAM- CULTURAL EVENINGS	1500	1800
Noche Cultural 1	250	300
Noche Cultural 2	250	300
Noche Cultural 3	250	300
Noche Cultural 4	250	300
Noche Cultural 5	250	300
Noche Cultural 6	250	300
Noche Cultural 7	250	300
TOURISTIC TRAINING PROGRAM	150	290
Capacitación Seguridad Alimentaria	50	90
Foro de Turismo Urbano	100	200
LIBERAL ARTS PROGRAM	3000	3000
PROMOTION AND PARTICIPATION IN FAIRS PROGRAM	4100	5500
FESTIVAL DEL CABALLO	500	700
FESTIVAL DE LA ESPATULA	300	600
FERIA GASTRONOMICA	1000	1200
FERIA GANADERA	900	1200
FERIA APORTANDO A UN DURÁN RESILIENTE	600	900
FERIA DIA DEL TURISMO	800	900
PARTICIPATION AND TERRITORIAL CULTURAL EVENTS OF DURÁN AS CITY OF ARTS, CULTURE AND TOURISM.	10050	12300
EVENTO CIVICO CULTURAL EL RECREO	2000	3500
SESIÓN CONMEMORATIVA ELOY ALFARO	250	400
SESIÓN CONMEMORATIVA PARROQUIALIZACIÓN DE EL RECREO	300	400
FESTIVAL CIVICO CULTURAL PARROQUIALIZACIÓN DE EL RECREO	3000	3500
FESTIVAL CULTURAL 288 HÉCTAREAS	1500	1500
FESTIVAL INTERNACIONAL DE ARTES POPULARES CANTONIZACIÓN DE DURÁN	3000	3000
TOTAL TOURISM	18800	22890

TOURISM, CULTURE AND HERITAGE ACTIVITIES DEVELOPED IN 2017



TOURISM, CULTURE AND HERITAGE		
PROGRAM OR PROJECT	PROJECTED GRANTEES	ATTENDED GRANTEES
TRAVELING FESTIVAL OF POPULAR ARTS PROGRAM- CULTURAL EVENINGS	1500	1800
Noche Cultural 1	250	300
Noche Cultural 2	250	300
Noche Cultural 3	250	300
Noche Cultural 4	250	300
Noche Cultural 5	250	300
Noche Cultural 6	250	300
Noche Cultural 7	250	300
TOURISTIC TRAINING PROGRAM	150	300
Capacitación Seguridad Alimentaria	50	100
Foro de Turismo Urbano	100	200
LIBERAL ARTS PROGRAM	3000	3000
PROMOTION AND PARTICIPIATION IN FAIRS PROGRAM	4100	5500
FESTIVAL DEL CABALLO	500	700
FESTIVAL DE LA ESPATULA	300	600
FERIA GASTRONOMICA	1000	1200
FERIA GANADERA	900	1200
FERIA APORTANDO A UN DURÁN RESILIENTE	600	900
FERIA DIA DEL TURISMO	800	900
PARTICIPATION AND TERRITORIAL CULTURAL EVENTS OF DURÁN AS CITY OF ARTS, CULTURE AND TOURISM.	10550	13300
EVENTO CIVICO CULTURAL EL RECREO	2000	4000
SESIÓN CONMEMORATIVA ELOY ALFARO	250	400
SESIÓN CONMEMORATIVA PARROQUIALIZACIÓN DE EL RECREO	300	400
FESTIVAL CIVICO CULTURAL PARROQUIALIZACIÓN DE EL RECREO	3000	3500
FESTIVAL CULTURAL 288 HÉCTAREAS	1500	1500
FESTIVAL INTERNACIONAL DE ARTES POPULARES CANTONIZACIÓN DE DURÁN	3500	3500
TOTAL TOURISM	19300	23900

TOURISM, CULTURE AND HERITAGE ACTIVITIES DEVELOPED IN 2018

TOURISM, CULTURE AND HERITAGE		
PROGRAM OR PROJECT	PROJECTED GRANTEES	N° ATTENDEE GRANTEES
YO CULTURA PROGRAM	12125	15798
ACTIVACIONES CULTURALES Y ARTÍSTICAS	8000	9363
MARQUESINAS CULTURALES	1000	1060
CONVERSATORIO CÉSAR DÁVILA "SU VIDA"	150	200
FERIA DE CÓMICS	600	750
FESTIVAL MÚSICA ANDINA	1000	1200
CONCURSO DE ORATORIA "ORGULLO POR LO TUYO"	200	200
DURÁN TALENT'S	1000	1500
EVENTO SOMOS DURÁN	150	1500
Taller de capacitación para Docentes, Instructores y Empíricas de Bandas Musicales y Orquestas	25	25
TRAVELING FESTIVAL OF POPULAR ARTS PROGRAM– CULTURAL EVENINGS	3500	4080
Noche Cultural 1	300	380
Noche Cultural 2	500	600
Noche Cultural 3	700	800
Noche Cultural 4	700	800
Noche Cultural 5	600	700
Noche Cultural 6	700	800
LIBERAL ARTS PROGRAM	5000	5000
PROMOTION AND FAIR PARTICIPATION PROGRAM	2000	3000
FERIA GASTRONÓMICA	2000	3000
YO HISTORIA PROGRAM	200	262
TALLERES	200	262
YO PATRIMONIO PROGRAM	250	400
DÍA DEL PASILLO ECUATORIANO	100	200
TALLER	150	200
PARTICIPATION AND TERRITORIAL CULTURAL EVENTS OF DURÁN AS CITY OF ARTS, CULTURE AND TOURISM..	5450	7800
SESIÓN CONMEMORATIVA ELOY ALFARO	250	400
FESTIVAL INTERNACIONAL DE ARTES POPULARES CANTONIZACIÓN DE DURÁN	2000	3000
DURÁN UN LUGAR PARA TODOS	3000	4100
CONCURSO DE FOTOGRAFÍA	200	300
TOTAL TOURISM	28525	36340

TOURISM, CULTURE AND HERITAGE:
Photographic documents.



Embajador Duraneño

Si eres de Durán y vives en el extranjero
¡Regístrate YA!

Durán
Ciudad Creativa



Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura

Designada CIUDAD CREATIVA UNESCO desde 2015

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GASTRONOMÍA DURANEÑA | EXPOSICIÓN Y VENTA DE PRODUCTOS | ARTISTAS EN VIVO | Y MÁS

PARQUE LINEAL CDLA. PRIMAVERA 2

Ven y disfruta el arte, la cultura, los productos y servicios BIEN HECHOS EN DURÁN.

Fecha: Sábado 17 de noviembre • Hora: 16h00 a 23h00




Alcaldía de Durán

CAPACITACIÓN DE 3ER. NIVEL EN

ELABORACIÓN DE BOCADITOS GOURMET DE SAL Y DULCE

Incluye: Emprendimiento, Marketing, Educación Financiera y Servicio al Cliente

CENTRO DE CONVENCIONES LUIS SÁNCHEZ BORJA
Dirección: Calle Loja y Yaguachi.

Días: Lunes, Miércoles y Viernes • Horario: 14h00 a 17h30

Participantes: Propietarios de Pastelería, panadería y público en general que hayan participado en las capacitaciones de Nivel Avanzado 2 que dio el GAD de Durán.



Información e inscripciones: GAD Durán – Bloque F – Jefatura de Desarrollo Económico, Productivo y Cooperación. Teléfono 2592280 ext. 322. Correo: capacitacion@duran.gob.ec



NOCHE CULTURAL



Alcaldía de Durán

OCTUBRE 26

LUGAR: COOP. LOS HELECHOS SECTOR 3



ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP ACTIVITIES IN 2015



ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP		
PROGRAM OR PROJECT	PROJECTED GRANTEES	ATTENDED GRANTEES
COMPANY OF OPPORTUNITIES PROGRAM	719	719
PROYECTO EMPRESA 1. PLASTIGAMA	21	21
PROYECTO EMPRESA 5. ROOFTEC	29	29
PROYECTO EMPRESA 9. S. W. PINTURAS CONDOR	23	23
PROYECTO EMPRESA 10. MASISA	193	193
PROYECTO EMPRESA 12. BANCO DE MIRO	96	96
PROYECTO 17. CORPORACIÓN FINANCIERA NACIONAL	133	133
PROYECTO 18. SURPAPEL	96	96
PROYECTO 19. INIAP	13	13
PROYECTO 20. 3M	61	61
PROYECTO 21. CRISFE	54	54
RETAIL BUSINESS – PLAN PADRINOPROGRAM	155	155
PROYECTO CERVECERÍA NACIONAL	90	90
PROYECTO AJE ECUADOR	65	65
DURANEÑO ENTREPRENEURIAL PROGRAM	100	100
PROYECTO CAPACITACIÓN ARTESANAL	100	100
FOROS	200	200
IDIOMAS PARA TODOS PROGRAM	400	409
PROYECTO IDIOMA 1 U. DE GUAYAQUIL	400	409
BUSINESS COUNSELLING PROGRAM	40	40
PROYECTO ASESORÍAS SECTOR CENTRO	40	40
TOTAL ECONOMIC DEVELOPMENT	1614	1623



ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP ACTIVITIES IN 2016

ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP		
PROGRAM OR PROJECT	PROJECTED GRANTEES	ATTENDED GRANTEES
COMPANY OF OPPORTUNITIES PROGRAM	1320	1577
PROYECTO EMPRESA 1. PLASTIGAMA	40	48
PROYECTO EMPRESA 2. AGRIPAC	80	101
PROYECTO EMPRESA 3. SRI	40	55
PROYECTO EMPRESA 4. FUNDACIÓN CRISFE	200	294
PROYECTO EMPRESA 5. ROOFTEC	80	86
PROYECTO EMPRESA 6. IEEPS	100	102
PROYECTO EMPRESA 7. GESTIÓN GASTRONÓMICA (U. Guayaquil)	130	178
PROYECTO EMPRESA 8. MIPRO	70	70
PROYECTO EMPRESA 9. S. W. PINTURAS CONDOR	100	120
PROYECTO EMPRESA 10. MASISA	80	86
PROYECTO EMPRESA 11. GIULIANA VILLAVICENCIA-REPRESENTANTE YAMBAL	30	35
PROYECTO EMPRESA 12. BANCO DE MIRO	70	70
PROYECTO EMPRESA 13. PLAN PADRINO	30	30
PROYECTO EMPRESA 14. TIGRE	70	70
PROYECTO EMPRESA 15. SECAP	50	60
PROYECTO EMPRESA 16. 3M	50	52
PROYECTO EMPRESA. 17.CORPORACIÓN FINANCIERA NACIONAL	100	120
DURANEÑO ENTREPRENEURIAL PROGRAM	2290	2406
PROYECTO FERIAS	90	90
PROYECTO CAPACITACIÓN ARTESANAL	2000	1996
FOROS	200	320
IDIOMAS PARA TODOS PROGRAM	900	966
PROYECTO IDIOMA 1 U. DE GUAYAQUIL	600	612
PROYECTO IDIOMA 2 U. DE GUAYAQUIL	300	354
UNIVERSITY OF CHILDREN PROGRAM	400	459
PROYECTO ESPOL AJA	300	322
PROYECTO U. DE GUAYAQUIL	100	137
RETAIL BUSINESS- PLAN PADRINO PROGRAM	30	30
PROYECTO ARCA CONTINENTAL	30	30
BUSINESS COUNSELLING PROGRAM	105	105
PROYECTO ASESORÍAS SECTOR CENTRO, SAMUEL CISNEROS Y EL RECREO	105	105
TOTAL ECONOMIC AND ENTREPRENEURSHIP PROGRAM	5245	5863

ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP ACTIVITIES IN 2017

ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP		
PROGRAM OR PROJECT	PROJECTED GRANTEES	ATTENDED GRANTEES
COMPANY OF OPPORTUNITIES PROGRAM	893	893
PROYECTO EMPRESA 1. AGRIPAC	30	30
PROYECTO 2. SRI	102	102
PROYECTO EMPRESA 3. ROOFTEC	29	29
PROYECTO 4. MIPRO	54	54
PROYECTO EMPRESA 5. S. W. PINTURAS CONDOR	40	40
PROYECTO EMPRESA 6. MASISA	72	72
PROYECTO EMPRESA 7. BANCO DE MIRO	20	20
PROYECTO 8. CORPORACIÓN FINANCIERA NACIONAL	97	97
PROYECTO 9. ARCSA	60	60
PROYECTO 10. SENAE	40	40
PROYECTO 11. INDURA	15	15
PROYECTO PLAN PADRINO 12. (U. DE GUAYAQUIL)	228	228
PROYECTO PLAN PADRINO 13. (U. LAICA VICENTE ROCAFUERTE)	99	99
PROYECTO 14. UNIVERSIDAD UTPL	7	7
DURANEÑO ENTREPRENEURIAL PROGRAM	2990	3386
PROYECTO FERIAS (6 FERIAS - N° EXPOSITORES)	100	100
PROYECTO CAPACITACIÓN ARTESANAL (94 CURSOS)	2500	2896
PROYECTO FORTALECIMIENTO AL SECTOR TEXTIL	50	50
PROYECTO PUNTO LIMPIO	50	50
PROYECTO FORTALECIMIENTO AL SECTOR AGRICOLA	50	50
PROYECTO RUTA DEL EMPRENDEDOR DURANEÑO	20	20
RUEDA DE NEGOCIOS	20	20
PROYECTO DE ASESORIAS	200	200
FOROS	100	120
TOTAL ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP	3983	4399



ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP ACTIVITIES IN 2018

ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP		
PROGRAM OR PROJECT	PROJECTED GRANTEES	ATTENDED GRANTEES
COMPANY OF OPPORTUNITIES PROGRAM	870	977
Capacitación Empresa Agripac	30	35
Asesorías Instituto Tecnológico Bolivariano	50	60
Asesorías de la Universidad Laica Vicente Rocafuerte	100	123
Capacitación Empresa PLASTIGAMA Instalación Eléctrica y Telefónica	50	70
Capacitación MIPRO	25	25
Capacitación de PINTURAS CONDOR	40	40
Capacitación de MASISA	150	170
Capacitación CRISFE	50	50
Capacitación INDURA	70	70
Capacitación Alternativas de Financiamiento (FELCODE)	60	64
Capacitación sobre ASOCIATIVIDAD Y COOPERATIVISMO (ASOCAINDE)	120	140
Capacitación sobre BUENAS PRÁCTICAS Y MANUFACTURA - ACADEMIA CULINARIA DEL PACÍFICO	40	45
Capacitación de la SUPER INTENDENCIA DE CONTROL Y MERCADO	60	60
Capacitación del IEPS - ASOCIATIVIDAD Y COOPERATIVISMO	25	25
DURANEÑO ENTREPRENEURIAL PROGRAM	12020	13902
PROYECTO DE PROMOCIÓN COMECIAL FERIAS (13 FERIAS - N° EXPOSITORES)	90	96
PROYECTO CAPACITACIÓN ARTESANAL Y ADMINISTRATIVA (150 CURSOS)	10000	11762
PROYECTO FORTALECIMIENTO AL SECTOR TEXTIL	200	230
PROYECTO RUTA DEL EMPRENDEDOR DURANEÑO (CRISFE)	1500	1575
RUEDA DE NEGOCIOS	30	39
PROYECTO DE ASESORIAS	200	200
TOTAL ECONOMIC DEVELOPMENT	12890	14879



Alcaldía de Durán

CAPACITACIÓN DE 1ER. NIVEL EN ELABORACIÓN DE VELAS, JABONES, CREMAS Y EXFOLIANTES
 Incluye: Emprendimiento, Marketing, Educación Financiera y Servicio al Cliente

CERRO LAS CABRAS
 Dirección: Coop. Mirador 2 m2 D solar 18.

Días: Lunes, miércoles y viernes • **Horario:** 14h00 a 17h30

Participantes: Personas vinculadas al ámbito artesanal, bazares que requieran mejorar su productividad, mediante el conocimiento y manejo de conceptos y técnicas que facilite una adecuada administración de sus emprendimientos.

Logos: Durán, PRO DURÁN, etc.

Información e inscripciones: GAD Durán – Bloque F – Jefatura de Desarrollo Económico, Productivo y Cooperación. Teléfono 2592280 ext. 322. Correo: capacitacion@duran.gob.ec



PRIMER FESTIVAL DE MÚSICA FOLKLORICA LATINOAMERICANA "DURÁN ANDES FEST"

¡TE ESPERAMOS! 17h00

OCTUBRE 27 LUGAR : PARQUE GUILLERMO DAVIS FRENTE A LA ESTACIÓN DE FERROCARRILES

Participantes: **SAMKA KUYAY**, **PROYECCIÓN DURÁN**, **FUERZA ANDINA**, **KUNTARY**, **HUAYRA MARKA**

Logos: Alcaldía de Durán, El Nuevo Durán 100 años 2018, etc.

CAPACITACIÓN FÁBRICA DE OPORTUNIDADES ACADEMIA DEL PINTOR

CDLA. ABEL GILBERT
 Dirección: 1era etapa, mz 16 solar 7, Iglesia cristiana (Edificio de vidrios)

Fecha: Miércoles 03 y Jueves 04 de Octubre
Hora: 15h00 - 18h00

Logos: Durán, SHERWIN WILLIAMS, etc.

Información e inscripciones: GAD Durán – Bloque F – Jefatura de Desarrollo Económico, Productivo y Cooperación. Teléfono 2592280 ext. 322. Correo: capacitacion@duran.gob.ec



FESTIVAL GASTRONÓMICO SABORES DURANEÑOS

11h00

OCTUBRE 16 LUGAR : MALECÓN ALFREDO PALACIOS

Logos: Durán, El Nuevo Durán 100 años 2018, etc.

PARTICIPATION OF DURAN AS CREATIVE CITY IN CRAFTS AND FOLK ARTS

The annual meetings of the network of the UNESCO creative cities offer a unique opportunity to strengthen the links between cities in different regions of the world and are a platform to define the strategic objectives of a network wide and equitable, and have as main objectives:

- Exchange up-to-date information on activities carried out by the cities to implement the objectives of the network at local and international level and formulate new initiatives of agreements between cities.
- Determine the strategy and operations of the network and reach agreements on matters relating to future developments, such as the priorities of the network for years to come.
- Provide a platform for dialogue between creative cities and UNESCO in regard to the priorities of the Organization for culture and development, as well as other issues of common concern.



United Nations
Educational, Scientific and
Cultural Organization



Durán
City of Crafts and Folk Art

Member of the UNESCO
Creative Cities Network
since 2015

YEAR 2016

Durán participated in the second World Summit of cities creative of the Organization of the United Nations education, scientific and Cultural Organization (UNESCO), being held in Beijing (China) from 6 to 8 June, where was reaffirmed at the international level the importance of the culture and the arts, as well as their influence on sustainable development, particularly in urban development.

Durán was invited as Rapporteur of the event to present "Stories in facades", aligned initiative 11.4 ODS to retrieve the history and local heritage, allowing its transformation into crafts.



YEAR 2017

The 11th annual meeting of the UNESCO creative cities was developed between June 30 and July 2, 2017, in Enghien-les-Bains, town near Paris which was designated by the UNESCO City of digital arts in 2013. The event brought together some 300 participants, including a large number of mayors and representatives from more than 100 creative cities around the world.



YEAR 2018



The XII annual meeting of creative cities of Unesco in Krakow and Katowice, which was held from 12 to 15 June 2016, brought together more than 300 delegates, including 40 mayors, representing cities 180 members of the creative cities network. This took place in the Polish cities of Krakow and Katowice. The event was held under the theme "Creative crossroads", and served for the cities that form the network can share experiences and create new opportunities for themselves and for other cities, especially in the context of creative tourism.





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since 2015



*Is a pleasure to me,
invite to you to know Durán,
a place for everyone.*

Greetings,

Alexandra Arce Plúas
Mayoress of Durán
2014 – 2019

