

## Intercontinental Learning Route

“Weaving connections between territories in Latin America and the Mediterranean to establish a network of innovative initiatives that valorise biocultural diversity”

-LATINAMERICAN COURSE-

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### Territory synopsis: The Chiloé Archipelago, Chile

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## ABRIVIATIONS

CET	Centre of Education and Technology
FAO	Food and Agriculture Organisation for United Nations
INDAP	Agricultural and Livestock Institute of Development
INIA	National Institute of Agrarian Investigation
NGO	Non Governmental Organisation
PROCASUR	Regional Program for South to South Learning
Rimisp	Latinamerican Center for Rural Development
RTD	Rural Territorial Development
RTD-CI	Rural Territorial Development with Cultural Identity
SENCE	National Service of Capacity Building and Employment
SEREMI	Regional Ministerial Secretariat
SIPAM	Ingenious Agricultural Heritage Systems Program
UACH	Austral University of Chile
UNESCO	United Nations Education, Scientific and Cultural Organisation

## 1. INTRODUCTION

This document includes a brief synopsis about the process of Rural Territorial Development with Cultural Identity (RTD-IC) in the archipelago of Chiloé aimed to guide the visit of the territory during the Latin-American Course of the Intercontinental Learning Route “Weaving connections between territories in Latin America and the Mediterranean to establish a network of innovative initiatives that valorise biocultural diversity”, organized by Rimisp (Latin-American centre for Rural Development), via the RTD-IC project and the cooperation of the PROCASUR (Regional Program for South to South Learning), with the support of the Centre of Education and Technology (CET-Chiloé), and the support of the Ingenious Agricultural Heritage Systems Program (SIPAM), among others.

The first part of the document will present the cultural aspects that characterize the territorial dynamics the archipelago, as well as a set of priority case studies which will be visited during the Learning Route, to then describe the analytic frameworks that were observed in each initiative/strategy that valorises biocultural diversity so that any pertinent questions may be discussed in order to attain the learning objectives of the Route. Finally, in the last section of the document, there will be an analysis of the potentialities and limitations related to the territorial experience followed by a bibliography and links of interest for those who wish to expand their knowledge of the territory.

With regards to this last point, it is important to mention that there exists a vast selection of documents related to the DTR-IC process in Chiloé which have been developed by local actors, investigation teams and public and private institutions. Participants who wish to expand their knowledge beyond this brief synopsis may refer to the links in the bibliography. Furthermore, our hosts in Chiloé are preparing the Interchange Fair, expected on the 10<sup>th</sup> of August, which will show this documentation.

## 2. THE TERRITORIAL CONTEXT AND ITS MAIN DYNAMICS

The province of Chiloé is an archipelago formed by one large island and more than thirty islands, located in the region of Los Lagos in the south of Chile. Its surface is of 9,181 Km<sup>2</sup>. The estimated population of 2012 is of 193,353 inhabitants, of which 44% live in rural areas. The inhabitants' ethnic origins are predominantly a result of the mix between Huilliches/Mapuches and Spaniards. In the 2002 Census a total of 16,762 people declared to belong to the huilliche ethnic group (Venegas, 2009).

Chiloé is recognised as a place of great territorial identity; its identity is based on an elevated cultural capital, which is an attribute that generates a sense of belonging and contributes to an external image which values its uniqueness (Ramírez et al. 2010). On the other hand, it is a territory with a well defined identity constituted by its: biodiversity, national parks, native forests, local customs and traditions, gastronomy, original architecture, artisanship, myths and legends and the churches which are of humanities heritage (Schejtman, 2009). In 2009, UNESCO declared 16 churches from Chiloé to be part of the World Heritage, which was a significant driving factor for the territories development, as it recognised its distinctive cultural composition (Venegas, 2009). The 16 churches are located in: Achao, Aldachildo, Caguach, Castro, Chelín, Chonchi, Colo, Dalcahue, Detif, Ichuac, Nercón, Quinchao, Rilán, San Juan, Tenaún y Vilupulli. All of the churches are built with wood. They are representative of an architectural tradition initiated by the Jesuits in the XVII and XVIII centuries; and then enriched by the Franciscans in the XIX century. The churches are a testimony to a fusion of indigenous and European cultural techniques (UNESCO).

Map 1.  
Archipelago of Chiloé



Contradictory dynamics of development coexist in Chiloé (Type 2 Territory, according to Typologies of territorial dynamics in relation to cultural identity dynamics - Ranaboldo y Schejtman, Eds, 2009)<sup>1</sup>.

**Firstly**, industrial and capitalist intervention, characterized by the salmon and mussel industry, has generated a profound transformation in the economic realm of the territory that has led to concomitant social and cultural transformations (Venegas 2011). During the 80's, in the south of Chile, particularly in Chiloé, began the development of the aquaculture industry. Between 1990 and 2008, the production of salmons increases from 29 thousand to 600 thousand tons, placing Chile as the second largest producer in the world. Towards the end of 2008, when production was at its peak, the system began to collapse due to sanitation problems caused by the ISA virus. Institutional failures, the uncontrolled expansion of sea cost exploitation and the overcharging of the waters, generated a vulnerable system (Ramírez et al. 2010).

**Secondly**, there exists a dynamic of development based on integrated systems of traditional production linked to the agriculture, livestock, and forestry and fishery sectors. The integration of different ecosystems - the field, the sea and the forests - in the same productive unit is one of the principle characteristics of the local system (Venegas, 2009). This dynamic is tied with an interesting multiplicity of micro, small and intermediate activities based on RTD-CI processes that have been developing in the archipelago for the past 6 years.

This second dynamic has mobilized a RTD-CI strategy, which has to adapt to the complexities of local processes, constantly rearranging actions, and programs that foster the consolidation of a paradigm that posits identity as a catalysing force for development, which mainly favours communities and local actors (Venegas, 2011).

The milestones of the RTD-CI strategy (Venegas, 2011; Venegas y Ranaboldo, 2012) in the territory are based upon:

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<sup>1</sup> In 2009, Type 2 Territories were defined as: "Territories with dynamics where the growth of territorial production is largely dependent on processes which are not linked to cultural identity, in a territory where there is a multiplicity of micro, small and intermediate activities based on this identity. The non-CI enterprises seek to accommodate the effects of the demand, the derivatives of its activity and its externalities (positive or negative). In this type of territorial dynamic, the agents of both parties (CI and non-CI) do not have common motivations or agendas, which make it difficult to bridge such differences and generally lead to a scenario of indifference and at times conflict."

- a) **Catalyzing initiatives of the territory**, that refer to transformative actions which include:
- Innovations in artisanship accompanied by a process of communitarian empowerment via mobilizing products (*positioning within the territory and attaining outside recognition*); certification of artefacts' with CI (*joint creations between external designers and local artisans*);
  - Valorising the local productive system field/forest/sea, via the transformation of fruits and other products of the forest, association of the agro-tourism farms, valorisation and recreation of the local gastronomy;
  - Development of heritage routes around the churches of Chiloé;
  - Strengthening of educational experiences, through the articulation with universities (*Dialogue among local actors and academics*)

The next box highlights the expectations of this course of the Route in Chiloé:

**BOX 1**  
**Learning objectives in the Territory: Archipelago of Chiloé**

1. Get to know, and analyse, the origin, trajectory and results of the RTD-CI proposal that has been driven in Chiloé, as a territory with marked contradictions in terms of the development models adopted.
2. Get to know the dynamics generated around the recognitions of World Heritage by UNESCO and as a SIPAM Pilot Site: potentialities, limitations, and risks.
3. Get to know the new perspectives related to the link between small-scale producers, local indigenous population (hulliche, mapuches), artisans and other local actors with large-intermediate companies, particularly in the Peninsulas of Rilán and Castro. Analyse the level of interest of large companies with important capitals related to the salmon industry. Useful lessons may be generated regarding a proposal to establish Corporate Territorial Responsibility (CTR).

Taking into consideration these objectives, the following table contains a selection of case studies that have been prioritized for the ends of this Learning Route. The case studies selected are organized according to analytic frameworks that constitute an opportunity to visualize the dynamics and strategies related to RTD-IC with an emphasis in the appropriation of local territorial actors and the strengthening of the local matrices

**Table 1**  
**Case studies visited in the Learning Route of Chiloé**

Analytic frameworks	Case studies presented in the Route	Location	Relevant aspects for learning
Tangible cultural heritage	Reception centre in the World Heritage churches for Humanity (UNESCO).	Ancud	<ul style="list-style-type: none"> <li>• Effects in the territory derived from the world declaration of tangible cultural heritage</li> <li>• Touristic Heritage Routes</li> </ul>
	Architectonic proposal of Chiloé for sustainable development with CI.	Castro	<ul style="list-style-type: none"> <li>• Innovation.</li> <li>• Territorial tensions.</li> </ul>
	Architectonic proposal of the Hotel Parque Quilquico.	Quilquico Park.	<ul style="list-style-type: none"> <li>• Business initiatives in harmony with nature.</li> <li>• Entrepreneur's commitment with culture, the rural society and territorial fisheries; institutional</li> </ul>

			and commercial arrangements among different actors.
<b>Management of natural resources/ Conservation biodiversity/ Agro-ecology and agricultural sceneries</b>	Experience of the Association of tourism Puñihuil	Ancud -Puñihuil community	<ul style="list-style-type: none"> <li>• Protection of the natural bases where CI enterprises operate.</li> <li>• Micro gastronomic enterprises.</li> <li>• Institutions for RTD-CI (generation of municipal ordinances).</li> <li>• Scaling up of experiences.</li> <li>• Commercialization.</li> </ul>
	Experience of the farmer who is a member of the directive committee of SIPAM and a traditional gastronomic display.	Coipomo	<ul style="list-style-type: none"> <li>• Leadership.</li> <li>• Organization.</li> <li>• Quality products</li> <li>• Territorial impact.</li> </ul>
	Visit to the Humedal Pullao	Bahía de Pullao	<ul style="list-style-type: none"> <li>• Bird watching enterprise</li> <li>• Agreement on good practices and use of territorial collective goods</li> <li>• Entrepreneurs' initiatives</li> </ul>
	National Institute of Agrarian Investigation (INIA) of Butalcura	Puerto Montt	<ul style="list-style-type: none"> <li>• Development of the Chiloé's sheep species</li> <li>• Contributions of the investigation engaging with development with identity.</li> </ul>
<b>Intangible cultural Heritage; knowledge, arts and trades<sup>2</sup></b>	Tastings and diner that show the local gastronomy	All along the Chiloé route.	<ul style="list-style-type: none"> <li>• Local tastes associated with Chiloé's culinary tradition enmeshed with gastronomic innovation.</li> </ul>
	Artisanal products and trades	In various points of the route such as: Mar y Canela Restaurant in Castro; and in the Interchange Faire in Castro.	<ul style="list-style-type: none"> <li>• Creative workshops with young artisans, joint innovation</li> <li>• Quality enhancement.</li> <li>• Certifications of origin and quality.</li> </ul>
	Practices linked to production in different ecosystems (field, forest, sea).	In various points of the route and in the Interchange Faire in Castro	<ul style="list-style-type: none"> <li>• Protagonism of small-scale farmers, stockbreeders, artisanal fishermen</li> <li>• Continuity between innovation and tradition</li> <li>• Engaged youth.</li> </ul>
	Musical Expressions	Choir of the children of Huilliches in the Interchange Faire of Castro; Music in the Hotel Parque Quilquico.	<ul style="list-style-type: none"> <li>• Children's awareness of the expressions of local culture.</li> <li>• Dialogue between musical expressions and trades with other products and services.</li> </ul>

<sup>2</sup> All the cases in the preceding analytic frameworks refer also to local knowledge, arts and craftsmanship's.

### 3. INITIATIVES/STRATEGIES TAKING PLACE WHICH VALORISE BIOCULTURAL DIVERSITY

In the past years, the RTD-CI strategy in Chiloé found an articulation axis in **SIPAM - Agricultural Heritage Systems Program** of the Food and Agriculture Organisation for United Nations (FAO).

In 2011, the archipelago of Chiloé was selected as one of seven SIPAM sites from around the world (along with China, Philippines, Japan, Kenya, Tanzania and Peru). SIPAM is a program that seeks to establish the bases for global recognition, dynamic conservation and the sustainable management of heritage agricultural systems of global importance.

Three pilot sites have been selected in Chiloé where activities aim to promote social, economic and environmental sustainability. These pilot areas correspond to the peninsula of Rilán, the commune of Queilén and the island of Quinchao. Nevertheless, the SIPAM “effect” is intended to be scaled up in the entire Archipelago.

The objectives of the program are to foment public recognition of Chiloé as a source of culture, traditions and genetic biodiversity; stimulate sustainable development and alert civil society about the importance of protecting and conserving biodiversity.

The work of SIPAM in Chiloé is mainly centered around: native potatoes, sheep, natural pastoral systems, biodiversity and wetlands, and migratory birds. There are two main challenges: i) maintain the conditions so that the archipelago remains a SIPAM site at an international level and ii) achieve a scenario in which the denomination delivers added value to products and services developed by local farmers.

There is an emphasis in SIPAM Chiloé to conserve world important cultivations, traditional planting systems and the fostering of capacities and associations. However, scaling up entails a convergence and articulation of SIPAM with diverse dimensions of the RTD-CI and its tangible and intangible cultural heritage aspects.

All of the case studies visited in the Archipelago refer to the SIPAM framework and the analytic axes discussed in Table 1. The initiatives that are not entirely linked to the SIPAM initiative, although reinforced by it, are those related to the tangible cultural heritage: architectonic proposal of Chiloé and the humanity heritage charges.

There are two aspects that will be examined in the workshops of the Route and in the seminar, open to the general public:

- a) The process of developing a public-private governance;
- b) The merging of knowledge and capacity building is marked in the work developed by the Austral University of Chile (UACH), one of the most prestigious of the country; and the initiative of the “Diplomado” in “Territorial Development with Cultural Identity. Dialogue among actors, knowledge and territory”, the same that involves the UACH, CET and Rimisp.

With reference to point a: the precedent RTD-CI council was integrated to a public-private directive committee (Venegas, 2012), in which different articulating actions were carried out. This council is composed by: i) the Governor of Chiloé; ii) the Regional Ministerial Secretariat (SEREMI) of Agriculture, Economics, Environment and Culture; iii) the Rilán Group of entrepreneurs, businessmen for rural development; iv) the Association of Municipalities; v) the Farmers Association of Chiloé; vi) the CET, which is the only non-governmental institution that coordinated SIPAM (in the other 6 sites the coordinating institutions are all public).

With reference to point b: Chiloé is functioning as a “live campus” for the UACH and has on the one hand driven an important process of qualifying local talents who “teach” university



students or develop “knowledge dialogues”; on the other hand they sell services with differentiated route rates for university students, investigators, professionals, etc. This provides a base - alongside with all that has been developed in the DTR-CI and SIPAM context - to make Chiloé a Laboratory Territory via the ‘Diplomado’ mentioned earlier.

#### Box 2

##### Referential questions addressing the learning objectives

- What are the main learnt lessons relevant for RTD-CI processes after having analysed the Chiloé experience being a complex territorial system?
- How does each case study contribute to the RTD-CI processes, and specifically, to the convergence of the objectives set by SIPAM?
- What aspects may be improved in the construction of synergies between the tangible cultural heritage, the intangible cultural heritage and biodiversity?
- What are the challenges for the strengthening of territorial governance based on the articulation of public/private actors and the “agency” of territorial actors with minor opportunities?
- What are the challenges and paths that could be taken to reach a plausible Corporate Territorial Responsibility (RTE)? Specifically, how is it possible to strengthen the articulation between the initiatives of small-scale producers, artisans, gastronomes and corporate initiatives (hotels, tourism agencies, restaurants, etc.)? Are there real opportunities to establish a relationship with transnational companies such as the Salmon companies, in a context of social, economic and environmental sustainable practices?
- In what ways can young people form part of the conservation of culture and biodiversity strategies?
- How can capacity building spaces improve for the scaling up of RTD-CI strategies?

#### 4. ANALYSIS OF THE POTENTIALITIES AND LIMITATIONS OF THE TERRITORIAL EXPERIENCE

In Chiloé there is a real potential to implement RTD-CI strategies, as there is an intense sense of culture in the communities, identifiable assets and a recognised territorial stamp. Even though there is a rapid industrialization, Salmon production, the RTD-CI strategies have persisted in the archipelago.

For there to be an equilibrated development of the RTD-IC strategy there must be an effective inclusion of business actors and institutions that support communities in the persistence of an effective dialogue which has to include all of the sectors involved.

The RTD-CI strategy requires permanent adjustments and a special attention towards the most fragile issues, which have to be continuously reinforced. Some examples include communitarian participation, the understanding of the strategy, and the business sectors openness to engage in sustainable practices (Venegas, 2011).

Another aspect to consider is the growing importance of tourism’s local economy which has generated an increasing demand for goods and services associated to the areas assets: gastronomy, artisanship, tangible material heritage, biodiversity, sceneries, archaeology, myths and legends. Nevertheless, these assets are threatened by the de-valorisation of traditional trades, alongside the erosion of cultural heritage (Montory, 2008). In response to these threats communities are working, via projects such as SIPAM, to maintain a production based on cultural and natural attributes that reflect the traditions, knowledge and existing techniques.

As long as a SIPAM label backs initiatives, such as a territorial brand, they will have a chance to enhance territories recognition. In order for this process to mirror the territorial dynamics ‘from below’ it will entail that: that external cultural intermediaries involved are need to adapt to the trajectory of local actors; consolidate the mix of different stakeholders involved, including the

participation of the university; strengthen the array of products and services of quality - among other key factors. Once these factors are accordingly calibrated, it may become a referential remodel that can be ready for the scaling up in different territories in Latin America and other regions.

Defining the challenges of this process and the paths to accomplish it may represent an occasion for Routers to contribute, in a constructive manner.

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*Dossier del Laboratorio realizado en Chiloé, que tuvo como objetivos: i) conocer y debatir las experiencias de DTR-IC que se están realizando en Chiloé, visibilizándolas y dialogando con iniciativas de otros países; ii) recoger insumos para el diseño de un método útil para impulsar estrategias DTR-IC en distintos territorios de ALC; iii) identificar pautas para el acompañamiento y la sistematización de la puesta en práctica de estrategias de DTR-IC en diferentes territorios de ALC; y iv) reforzar la plataforma DTR-IC, a través de contribuciones y alianzas entre entidades y personas a cargo de políticas e inversiones públicas, empresas privadas, organizaciones locales, programas de desarrollo, agencias de cooperación, centros de estudios y formación, entre otros.*

*Podrá encontrar documentos, artículos y videos.*

SIPAM - Programa de Sistemas Ingeniosos de Patrimonio Agrícola Mundial, Chiloé

Accesible en: <http://www.chiloe patrimonioagricola.cl/>

*Espacio dedicado a informar las diferentes actividades que el programa lleva a cabo. Podrá encontrar documentos, artículos y noticias.*

UNESCO

<http://whc.unesco.org/en/list/971/>

*Espacio en donde encontrará información sobre las 16 iglesias de Chiloé declaradas patrimonio cultural de la humanidad.*