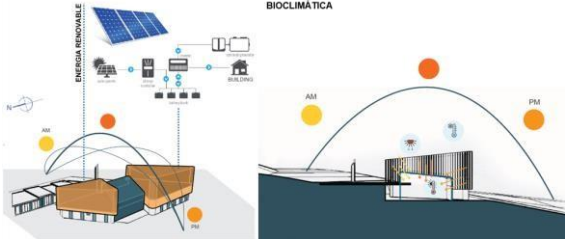

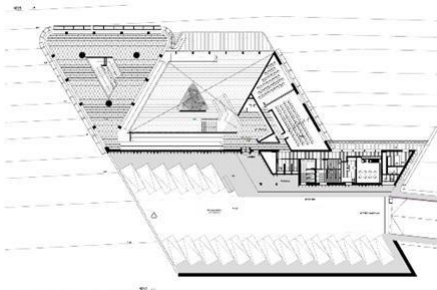
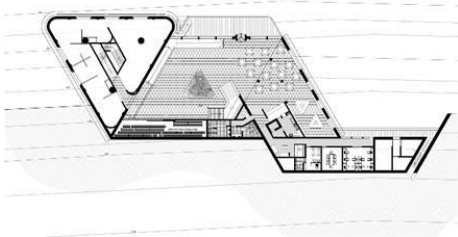


**STUDIES, COMPLEMENTARY DESIGNS
AND CONSTRUCTION OF TOURISM
INFRASTRUCTURE WORKS FOR PNN-
LOS NEVADOS**

Sector	Ministry of Commerce, Industry and Tourism.	
Thematic area/sub-sector	Tourism, hotel and tourism infrastructure.	
Entities/Areas	National Natural Parks (PNN), Ministry of Commerce, Industry and Tourism (MINCIT).	
Strategy of the National Development Plan to which it is aimed at	Strategy for the global and regional positioning of Colombia as a World Power of Life.	
Target SDGs	7. Affordable and non-polluting energy. 8. Decent work and economic growth. 9. Industry, Innovation and Infrastructure.	
Description of the Project	Purpose of the project	Design and construction of an interpretation center and the network of trails and access infrastructure that will allow visitors to learn about and enjoy the natural resources of Los Nevados National Natural Park as a nature tourism destination, through the improvement of infrastructure that will serve to provide quality services to its visitors, contributing to the conservation strategy of the protected area.
	Objectives	1. Guarantee the quality and stability of the tourism infrastructure. 2. To guarantee the quality of tourist services, ensuring the integrity of visitors. 3. Improve the experience of tourism activities through the construction of infrastructure in the NNP. 4. Promote sustainable tourism as an economic alternative for the communities located in the territory. 5. Develop environmentally friendly infrastructures that generate the minimum impact on ecosystems. 6. To conserve the landscape quality, geological features and historical values as spaces for research, education, recreation and leisure.

		<div>7. Design the Romerales environmental interpretation center, trails and access points required for greater enjoyment and control of the PA.</div> <div>8. Build the Romerales environmental interpretation center, trails and access points required for greater enjoyment and control of the PA.</div>
	Geographic Area of Influence	Los Nevados National Natural Park Departments of Caldas and Tolima.
	It is included in the NDP goals:	Yes___No_x_ Yes___No_x_ Yes___No_x_ Yes___No_x_ Yes ___No
	Structuring Phase	In formulation.
	Goal: (km), (panels etc)	<div>The project is structured around an Environmental Interpretation Center in the Romerales sector, designed as an educational and enjoyable scenario for the knowledge of the environment, the territory and the culture.</div> <div>The two main themes focus on: - Glaciarium/Climate Change -Geology/Vulcanism, both themes with a focus on the uniqueness of the territory and its conservation.</div> <div>The Interpretation Center is the central node of an intervention that articulates the entire northern sector, which is complemented with interpretation and awareness trails for tourists, as well as natural viewpoints that allow views of the wetlands, valleys and in general of the attractions (hills, snow-capped mountains, paramillos, etc.) and ecosystem that characterize this sector of the country.</div> <div>INTERPRETATION CENTER</div> <div></div>

		 <p>FLOOR 1 Constructed Area 870 M2 Parking Area 850 M2</p>  <p>FLOOR -1 Constructed Area 1,100 M2 Outdoor Deck Area 105 M2</p>
	Located in a protected area or with indigenous/ Afro-descendant communities:	<u>Yes_x_No__Which__ National Park Protected Area</u> <u>Yes_x</u> <u>No__Which__ National Park Protected Area</u> <u>Yes_x_No</u> <u>Which__ National Park Protected Area</u>
Duration by Phases	<ul style="list-style-type: none"> • Pre-feasibility Phase - 3 Months • Feasibility Phase - 2 Months • Design Phase - 7 Months • Construction Phase - 18 Months. 	
Contributions	Total Value	\$ 130.140.000.000,00
	National Contribution	\$ 130.140.000.000,00
	Contribution from Territorial Entities	\$ 0
	Private Contribution	\$ 0

Opportunity to Investment	<p>The area represents a significant opportunity for investment and economic, social and environmental development for the departments of Caldas, Tolima, Quindío and Risaralda. With 25,884 visitors per year, Nevados National Park has become one of the main tourist attractions in the region and the country.</p> <p>Likewise, and with the aforementioned intervention, it is projected to expand both the installed capacity, service infrastructure and the arrival of tourists to this area (estimated growth of 400%), turning the park into an Ecotourism Landmark in the country.</p>
Market Analysis	<p>International investment in sectors crucial to the Sustainable Development Goals (SDGs) in developing countries has increased in recent years, including infrastructure development, renewable energy, drinking water, basic sanitation, agri-food systems, health and education.</p> <p>In response to the above, sustainable investment funds become relevant and employ a variety of different strategies to incorporate criteria when constructing their portfolios. Some use a positive analysis and actively seek companies with strong performance and good medium and long-term growth prospects such as renewable energies or sustainable economic activities, others use a negative assessment to exclude companies involved in activities that are less attractive to investors and have little long-term growth prospects,</p> <p>As a result of the growing demand for sustainable investment in the planet, low environmental impact or sustainable projects have become highly attractive to the world market. In the case of the Nevados National Park, it is an area of environmental protection in charge of the state, of 58,300 hectares that has access through three (3) departments and recently has a new national access road (Murillo - Manizales).</p>
Financial Projections	<p>The economic and financial model of the area includes access to the protected area, and for this reason and taking into account the projected increase once the intervention is completed, it is possible to estimate gross income for the operation of the area in excess of 2.2 billion pesos (COP) per year, of which a percentage would be allocated for maintenance, operation and sustainability, which is not considered relevant considering that most of the area's attractions are natural and its tourist value lies in ecosystem conservation.</p>
Sustainability and ESG considerations	<p>The growing tourist demand for nature destinations and their importance in the world's ecosystems have led to an increase in environmental awareness and the added value of these places, especially in the periods following the Covid-19 pandemic.</p> <p>This has generated an opportunity for social, economic and environmental development for the territories and their inhabitants, who in most cases and taking into account their environmental, social, ethnic, cultural, connectivity and accessibility conditions that contributed to the conservation of their territory, have not had the same opportunities generated by the dynamics of massive and/or industrialized development, typical of the large central cities.</p> <p>To this end, and in order to reduce the gaps between the two (2) types of territories described above, government policies have redirected their efforts in territorial</p>

	investment and environmental, cultural and social conservation, in order to implement more sustainable and socioeconomically balanced governance policies throughout the national territory.
Risk Assessment and Mitigation	<p>The preferences of tourist destinations in the world have been reoriented towards environmentally friendly alternatives, socially committed and less and less massive, which provides a competitive advantage not only to the country but also to the areas of environmental protection with tourist vocation that we have in Colombia.</p> <p>However, and taking into account that trends are variable and not exclusive to the country's tourism sector, it is necessary to strive for a comprehensive improvement in the provision of services in order to maintain and improve tourism results. To this end, it is necessary to foresee and mitigate the possible risks that a change in trends or an exponential increase in the number of visitors to nature tourism areas may imply.</p> <p>To this end, we propose the strengthening of human talent in terms of training, safety and conservation of destinations, quality and accessibility to services in each of the destinations and, of course, the improvement of tourism infrastructure.</p>
Project Team and Experience	<ul style="list-style-type: none"> • National Natural Parks (PNN). <p>It is a Special Administrative Unit of the national order in charge of the administration and management of the National Parks System and the coordination of the National System of Protected Areas of Colombia, with 60 years of experience in the management of this type of territories, conservation and restoration of ecologically strategic ecosystems.</p> <ul style="list-style-type: none"> • Ministry of Commerce, Industry and Tourism. <p>It is a national entity in charge of business growth, foreign investment, foreign trade, economic, industrial and tourism development of the country to improve the quality of life of citizens and entrepreneurs, through the formulation, adoption, leadership and coordination of policies and programs.</p>
Contact information	<p>Tourism Infrastructure Area - Vice-Ministry of Tourism. wmartinez@mincit.gov.co</p> <p>National Natural Parks. direccion.general@parquesnacionales.gov.co</p>
Additional Information	<p>Within the framework of its National Development Plan 2022 - 2026, Colombia based the country's importance on tourism as a privileged sector that supports its management, among others, in the goods and services of the country's protected areas. The Ministry of Commerce, Industry and Trade promoted the Country Brand, 'Colombia, the country of beauty', which highlights the natural, cultural and historical attractions that make this a unique destination for business and tourism. This value proposition focuses on promoting and boosting social, environmental and economic justice in the territories, based on tourism, both domestic and international travelers,</p>

foreign direct investment and non-mining energy exports, all under the umbrella of sustainability.

It is expected that by 2026 Colombia will have 7.5 million non-resident visitors, of which more than 2 million will be entering Colombia's National Natural Parks in 2024, and projected to 2026 will be more than 3 million, aware and being honorary park rangers in the exercise of conservation. This commitment is the ultimate goal of the investments associated with the different lines of work that strengthen the National Natural Parks of Colombia.

Within the Tourism sector plan are framed the projects In National Natural Parks, in accordance with the PND "Colombia World Power of Life" the MinCIT will generate a collaborative commitment with the National Natural Parks of Colombia to strengthen its infrastructure and inclusive tourism programs developed for the benefit of its protected areas" in coordination with the territorial entities and National Natural Parks of Colombia will promote the adaptation of the main tourist attractions of nature and culture, to the Braille system and other technological, digital, and informative media available for visually impaired people".

Los Nevados National Natural Park is located in the heart of the Eje Cafetero, in the northern volcanic complex formed by the Nevado del Ruíz volcano, La Olleta and La Piraña craters, the Nevado de Santa Isabel volcano, the Nevado del Tolima volcano, and the Paramillos del Cisne, Santa Rosa and Quindío. The Protected Area was created in 1974 to contribute to the conservation of globally important ecosystems such as three of the country's remaining glaciers, super-paramo ecosystems, páramo, high Andean wetlands, and high Andean forests. The park is an articulating axis of biological connectivity in the regional context, interacting with regional, departmental and local environmental entities such as SIRAP Eje Cafetero, SIDAP Risaralda, SIDAP Quindío, SIDAP Caldas, SIDAP Tolima, SIMAP Murillo, SIMAP Santa Rosa and SIMAP Manizales. The water sources that originate in the protected area contribute to the productive and human development of the center of the country. The Otún wetlands complex (Laguna del Otún), located in the park, was declared a wetland of international importance by the RAMSAR Convention. Conserving the water and biological wealth, in harmony with the communities settled in the area of influence and visitors, allows us to have a vision of a better future for all.