

Medellín



THE FACTS

City: Medellín

Major Cities: Barbosa, Gigardota, Copacabana, Bello, Itagui, La Estrella, Sabaneta, Envigato, Caldas

Country: Colombia

Population: 3,694,000 (2011)

Population Density: 50,500/m²; 19,500/km² (2011)

Sex Profile: 46.7% Male/53.3% Female; 87.6M:100F

Governance Structure: Medellín is the major metropolitan region of the Antioquia Department. Colombia has 32 departments and a capital district which serves as country subdivisions. Each department is headed by an elected Governor and Department Assembly. Departments are groupings of municipalities which are led by a mayor and Municipal Council, elected for four-year terms. Medellín is led by a mayor (elected by popular vote) and 22-member Municipal Council.

ECONOMY AND LABOUR FORCE

Occupational Typology (C/S/W): 23.5% / 47.6% / 28.0%

Top Employers: Medellín is home to regional offices for multinationals like Philip Morris, Toyota, and Renault.

Businesses Headquartered in Medellín include:

Company
Almacenes Éxito
Grupo Nal. de Chocolates
EEPPM E.S.P.
Cementos Argos
ISA
Alkosto-Corbeta
Epm Telco S.A. E.S.P.
Postobon
Sofasa
Colanta
Solia

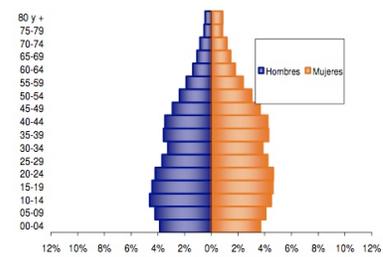
Age Profile:

(Estimated from pyramid)

Years	Share
0-14	24.5%
15-64	67.35%
65+	8.15%

Medellín Population by Age and Sex

(orange=female, blue=male)



Labour Force Distribution by Sector (2010):

Medellín Labour Force by Industry	Share
Agriculture, fishing, hunting and forestry	0.84%
Mining and quarrying	0.13%
Manufacturing	21.19%
Electricity gas and water	0.65%
Construction	6.03%
Trade, hotels and restaurants	29.49%
Transport, storage and communications	8.81%
Financial services	1.88%
Real estate activities	9.33%
Community, social and personal	21.65%

Source: El Departamento Administrativo Nacional de Estadística 2010

GDP: US\$16.9 Million

Economic Growth Rate:

Colombia (2000–2010) -4.1% real GDP growth on 2005 prices

Medellín projected growth rate (2010–16) -5.4%

Medellín MetroCable

Since starting operation in 2004, this project has become a world famous success story as an affordable way to provide transit to the masses in challenging geographic circumstances.

The MetroCable is an aerial gondola system that services the city's poorest regions on the sides of 'the bowl' in which Medellín sits. Approximately 25,000 passengers per day use the MetroCable to access the city core and neighbouring areas and connect to the Medellín Metro network.

The spatial variation in Medellín is mirrored by considerable socio-economic variation, where the city's poorest sprawl up the sides of the bowl. The MetroCable is responsible for integrating these poor residents with the economic hub of the region and giving access to jobs, education, and more. This is achieved through safe, affordable, and quick transportation from barrio to city core, which was formerly an onerous and far more expensive journey. Working in concert against the steep slopes of the barrio, in this case the notorious Comuna 13 neighbourhood, a giant outdoor escalator has also been installed. The public escalator gives the community's 12,000 residents a free ride up a gruelling hill from the city centre, effectively freeing the elderly from the isolation formerly posed by steep and exhausting stairs.



Source: http://farm5.staticflickr.com/4111/4969045382_f469249d9d_z.jpg

While the MetroCable is a major innovation in public transit, its function and success is much thanks to an integrated transit system that also includes the Metro de Medellín, Metroplus (the bus network of Metro de Medellín), and an independent bus service. The MetroCable has even become a tourist attraction in itself as a great way to see the city from above. As a result, this project is a source of revenue, local pride, and countless positive externalities from the integration of the population.

TALENT SCORECARD

Talent	Score	Justification
Educated Population: K–8 (Primary) 89.9%	B	Education in Medellín is free and required for the first five years, yet the illiteracy rate for the population over 5 years old is 5.2% and drops to 4.1% beyond age 15. In 2009, 90% of children were enrolled in primary school and in 2005, 85.8% of the population of Medellín had achieved a primary level of education. Those with no education represented 6.3% of the population.
Educated Population: 9–12 (Secondary) 58.5%	C+	The population of Medellín with a secondary education is 68.7%. The enrollment rate of children in secondary school is 74% (2009).
Educated Population: Post-secondary 22.2%	C	Medellín reports 17.1% of the population with post-secondary education.
Educational Institutions: Colleges and Universities	C	Medellín is home to 33 universities and polytechnics, none of which are among the Times Higher Education World University Rankings' top 400 institutions.
Education Spending	B-	The first five years of education are fully publicly funded and the Medellín municipal government has increased education spending in the past decade to build new schools, improve old ones, create libraries in poor areas, and generally increase quality of space for education. The Colombian government spent an average of 4.3% of GDP on education from 2006–2010 which is considerably lower than the top OECD education spenders, but near the global average.
Creative Class Share	B-	Medellín has a Creative Class Share of 23.5%, which is seen to be an average score. This share is greater than the proportion of the population with a post-secondary education which may indicate that Medellín's Creative Class is not exclusively the most educated in the population.
Overall score for talent	C+	Despite being home to 33 universities and polytechnics, educational attainment continues to be a challenge in Medellín. While education funding has increased in recent years, investments continue to fall short of many OECD education spenders, and as a result the city continues to face challenges in expanding its educated population.

TECHNOLOGY SCORECARD

Technology	Score	Justification
Patents	C+	WIPO recorded 1,872 (2011) patents by the Colombia office. Patent filing is disproportionately concentrated in a few mega-regions. Colombia's comparatively low overall patent rate sits in the middle of the pack for countries globally.
Innovation	C+	<p>Medellín displays many forms of innovation in governance, infrastructure, and social programs to encourage political participation and entrepreneurship. Among the list of improvements made in Medellín over the past decade are the construction of schools and fully networked libraries in the poorest regions to instill a sense of community pride and engagement, as well as providing resources like Internet, computers, books, and public space. These buildings were financed by the Empresas Públicas de Medellín (EPM), the city-owned primary utilities provider. EPM directs about 30% of its net revenue to the city budget, and public ownership has been advantageous because locals feel proud of the company's community investments in economic development and culture.</p> <p>Medellín has been referred to as, "a laboratory for heterodox local economic development policies paying very real economic and social development dividends, especially for the poor." Through the EPM, Banco de los Oportunidades (which provides small-scale loans for growth-oriented enterprises), a network of business development agencies (called centres of zonal development of companies), and co-operative enterprise development, Medellín has reduced poverty 22.5% from 2002–2008.</p>
Job Growth	B	The employment rate increased 1.5 percentage points in 2010 to 55.1%, while the overall participation rate climbed 0.4 percentage points to 64.0%. Unemployment fell 1.8 percentage points from 2009 to 2010 and the total number of people employed increased by 68,000.
Creative Class Share	B-	The city is making an effort to develop a more information-based work force, but much of the population is still employed in industries like mining, oil, textiles, and agribusiness, or services like hotels and restaurants. The Creative Class Share is 23.5% which is a low to average score.
High-Tech Index	C+	<p>Starting in 2007, the local government developed <i>Medellín Digital</i> and <i>Ruta N</i> as programs to increase the population's digital literacy, build IT capabilities, and foster innovation and entrepreneurship.</p> <p>Despite these efforts, Medellín is not recognized for high-tech companies, industries, or innovation.</p>

Technology	Score	Justification
Sustainability/ Green Economy	B	Medellín received an average score in Siemen's Green City Index, performing best in the sanitation category (due to good access, wastewater treatment, and sanitation policy). Medellín also scores well in regards to air quality due to a relatively small number of motor vehicles and strong clean air policy. Medellín has made use of the Kyoto Protocol's Clean Development Mechanism to attract investment from developed nations like Japan to develop clean energy and infrastructure projects.
Entrepreneurship	B+	The local government's interest in fostering a knowledge-based workforce and increasing innovation has led to the creation of entrepreneurial training and booster programs. More than 730 entrepreneurs have been trained through <i>Medellín Digital</i> and <i>Ruta N</i> works to connect Medellín entrepreneurs with global markets and local networks. The city established Centers of Zonal Development of Companies (Cedezo) as hubs to strengthen employment, entrepreneurship, and development of small companies in seven strategic clusters: electrical energy, fashion design, construction, specialized health services, tourism, forestry, and food. The goal of Cedezo is to support entrepreneurship (through training, mentorship, incubation, and credit access) and strengthen existing business.
Overall score for technology	B	Local government initiatives designed to spur both entrepreneurship and innovation such as <i>Medellín Digital</i> are increasing the regions capacity for high-tech industry development and steps are being taken to expand the share of the work force employed in information-based, creative industries.

TOLERANCE SCORECARD

Tolerance	Score	Justification
Diversity	B	Colombians are comprised of a variety of different ethnic groups and origins reflecting the indigenous, European (namely Spanish), and African heritage of inhabitants. The population is 58% Mestizo, 20% White, 14% Mulatto, and 10% Afro-Colombian and indigenous groups (reportedly).
Immigration	D	Medellín experiences extremely low immigration. Approximately 0.4% of the population is foreign-born.
Visible Minority	B	At the national level, the official reported presence of Afro-Colombians and indigenous groups is 10%. However, NGOs and human rights groups estimate that in reality, the number could actually be as high as 25%. According to the 2005 census of Medellín, a reported 6.5% of the city's population self-identifies as Black, Mulatto, Afro-Colombian or of African descent. Other visible minorities were too few to report.
Integration	C	Despite poverty reduction programs, vast inequality is still prevalent in Medellín, as typified in many Latin American countries. In particular, Afro-Colombians face challenges integrating into mainstream society and display significantly higher incidence of poverty and illiteracy. This poor integration and discrimination may be why only 6.5% in Medellín self-identify as having African heritage, yet civil society groups estimate the number is actually much higher. According to the Department Government, "ethnic groups in Antioquia 'are victims of violations of their civil and political rights ... because issues such as racial discrimination, intolerance and social exclusion persist'" (Immigration and Refugee Board of Canada, 2011).
Multiculturalism	B+	Over the past two decades, Colombia has been undergoing a process of <i>reindigenización</i> , or reindianization, in accordance with the global trend toward revalorization of indigenous things. In Colombia, this shift sprung into action with the signing of the new constitution in 1991 and subsequent laws that defined Afro-Colombians as ethnic groups and outline their rights as Black communities. Since signing, over a quarter of Colombian territory has been legally granted and labeled indigenous collective territory. An additional 3.4 million hectares have been granted to Black communities. Indigenous and Black populations have also gained the right to a culturally specific education and ability to run for congress as an ethnic jurisdiction. Colombia performs well among Latin American countries in terms of political, economic, and cultural rights for minorities.

Tolerance	Score	Justification
Gay and Lesbian Population	B-	According to Spartacus' 'International Gay Guide,' Medellín has 12 LGBT friendly businesses, which places the city higher than most developing nation cities, but lower than Latin American counterparts like Montevideo, Quito, Buenos Aires, etc.
Religious Diversity	C	Colombia's religious breakdown is as follows: 80% Catholic; 13.5% non-Catholic Christian; 4.5% other religious groups; 2% no religion. There is very little religious heterogeneity, but also little religiously motivated discrimination reported.
Openness	B+	Colombia has displayed a willingness to achieve multi-stakeholder community engagement in a wide range of public policy arenas. This has translated into tolerance measures as well. For example, indigenous groups have the right to govern their own territory, use their native languages in the public domain, access free health services, and promote the use of their own medical practices.
Civil Rights	C+	Freedom House's Freedom in the World 2012 report assigns numerical ratings from 1–7 (with 7 being the least free) on political rights and civil liberties. Colombia received a rating of 3 in political rights and 4 in civil liberties, earning it the label, "Partly Free." The political rights rating is determined by evaluations of electoral process, political pluralism and participation, and functioning of government. Civil liberties ratings are based on freedom of expression and belief, associational and organizational rights, rule of law, and personal autonomy and individual rights.
Bohemians	A	Medellín is a city with a relaxed and often grungy bohemian culture, partially due to the city's historical drug prevalence. The city is decorated with public art of the famous Fernando Botero, and defined by different public spaces where people gather to drink, smoke, and play music together. The most famous bohemian hangout in Medellín is Parque Periodista downtown, where a mish-mash of youth mingle with intellectuals and musicians. For the most part, the police are known to let this area be a 'free zone,' so as not to interrupt the fun.
Overall score for tolerance	C	Despite being a bohemian haven with a diverse cultural atmosphere and openness, in addition to reaffirming multiculturalism policies, Medellín is described by Freedom House (2012) as only "partly free". Medellín also struggles to attract newcomers, with only 0.4% of the population being foreign born, with exceptionally low levels of immigration. If the city continues to fail to attract newcomers, it will face steep challenges in the creative economy.

AMENITIES AND QUALITY OF PLACE SCORECARD

Amenities and Quality of Place	Score	Justification
The SOBs (Symphony, Opera, Ballet)	B+	Medellín's Teatro Metropolitano attracts national and international opera and ballet performances. The theatre is also home to the Medellín Philharmonic Orchestra.
Museums	B+	Medellín has 22 major museums, including a Planetarium and Museum of Modern Art. The city also offers historical tours of the Pablo Escobar drug days and plays host to dozens of tourist attractions.
Entertainment and Nightlife	A-	<p>The bohemian culture of Medellín is a definitive aspect of the entertainment and nightlife. Bars surround downtown neighbourhood squares and attract an artistic crowd with an underground music scene.</p> <p>National Geographic also named Medellín one of the 'Top 10 places to see Holiday Lights,' where the warm weather and abundant decoration is the backdrop to sidewalks lined with food stalls and filled with people.</p> <p>The Lido Theatre is a cultural centre for Medellín because it hosts conferences, concerts, and plays for the public, all free of charge (due to cultural spending from the Office of the Mayor).</p> <p>The city is also responsible for a 'Safe Partying' initiative that has led many establishments to adopt an all-age-access policy.</p>
Crime Rate	D+	In the 1980s days of druglord Pablo Escobar, Medellín was once the murder capital of the world. The crime rate has dropped 40% from 2000 to 2009. Today, Medellín's murder rate is lower than Baltimore or Detroit (admittedly, two of the USA's most dangerous cities), at 28 per 100,000. Still, Medellín is often featured uncomfortably high on a variety of lists that rank the world's most dangerous cities.
Recreation Facilities	B+	Medellín is equipped with sports complexes, recreational parks, pedestrian walkways, and dynamic public spaces. The city also prides itself in the availability of nature and adventure activities on the rivers and mountain trails. The region has a long agricultural history and rich biodiversity, which attracts those looking for outdoor recreation. The city's effort to build structurally beautiful libraries and parks in the poorest neighbourhoods has made recreation more accessible to all.

Amenities and Quality of Place	Score	Justification
Neighbourhoods	A	Medellín has 249 official urban neighbourhoods, which claim to have distinct personalities and cultural offerings. Often, these neighbourhoods identify with a particular 'parque' or 'plaza.' The bowl-like geography of the city adds spatial definition between districts.
Scenes	B+	The fashion scene in Medellín is among the most notable. In fact, Medellín provides 53% of Colombia's textile production. The fashion sector is an important part of Medellín culture and the Colombian economy, profiling haute couture photography and models that reach international fashion magazine covers. A related scene is that of medical tourism, since Medellín is famous for talented plastic surgeons and aesthetic centres.
Public Transit	A-	Medellín was named the 2012 Sustainable Transport Award Winner by the Institute for Transportation and Development Policy for the innovative slate of transportation investments that have transformed the region. An affordable MetroCable installation connecting the poorest areas of the city to the commercial centre has become world-renowned. Medellín physically integrates the MetroCable with a network of buses and a subway system in the core, although fare integration has not yet been achieved. Some projects developed in 2011 include: the <i>Urban Integral Project</i> which improves public space and pedestrian connectivity; an integrated Bus Rapid Transit (BRT) <i>Metroplús</i> project modeled after the successful installation in Bogotá (with natural-gas powered buses); a ridesharing program with 171 institutions already signed up; and Web 2.0 feedback and information on mobility systems.
Bike Paths	B+	<p>Biking in Medellín can be very dangerous but the city has been investing in more bike infrastructure. Several major streets are closed to cars on Sundays for Ciclovía (where non-motorized transit takes over and the streets are lined with vendors).</p> <p>A public bicycle program called EnCicla has launched to integrate key destinations in the city and universities with mass transit. Most importantly, the city has a strong and growing bike culture. For example, in January of 2012, over 1200 cyclists took over the streets to promote cycling as a form of sustainable transportation and to appropriate more road space. Year-long, a group called SiClas forms a weekly critical mass ride to explore the city and encourage, "Mas amor! Menos motor! Por la carretera!" (More love! Less cars! Take to the streets!).</p>

Amenities and Quality of Place	Score	Justification
<p>Civic Capital (NGOs, Non-Profits)</p>	<p>A-</p>	<p>Colombia as a country has the highest score in Latin America for e-Governance. Furthermore, Colombia scores well above the global average, indicating that the country provides accessible government information and interaction online.</p> <p>As part of Medellín Digital, the local government is encouraging citizens to get involved in the political process through the Citizen Perception Survey. The program allows more transparent governance, citizen participation and interactive feedback.</p> <p>The Medellín government can transfer information easily to more than 40% of the local population through the network of 34 public libraries in the metropolitan area. The local government has tried to work with civilian groups to collaboratively implement environmental governance. In this way, citizens can help police and report polluting companies that do not comply with laws.</p> <p>On WiserEarth's network of civic sustainability organizations, 31 were headquartered in Medellín versus 208 registered in Bogotá and over a thousand in New York City. However, there is something to be said for the size and breadth of the EPM public utility provider, which has implemented several collaborative and poverty-reducing programs under one umbrella.</p>
<p>Built Form Investment</p>	<p>B-</p>	<p>Medellín's Integral Urban Project (PUI) is guiding the city's urban land use development. Situated in a geographic bowl, with the commercial centre at the bottom, Medellín has low-income areas rife with squatter settlements rising up the sides of the bowl. As part of the PUI, the city is bringing these areas in line with building codes, providing quality public spaces, and improving transportation connectivity.</p> <p>A great number of high-rises are under construction in Medellín as well. The number of motor vehicles in Medellín per capita (0.07 vehicles per person) is lower than Latin American counterparts. This fact could be both cause and effect for the investment in a broad public transit network to avoid suffocating traffic.</p> <p>An interesting element of Medellín's built form culture is that every building over 2,000 square meters must incorporate a work of art.</p>

Amenities and Quality of Place	Score	Justification
<p>Infrastructure (Utilities, Roads, etc.)</p>	<p>B-</p>	<p>Nearly all households (98.8%) in Medellín have electric connection and 22.2% are connected to natural gas. Medellín has high rates of sanitation and wastewater treatment. The main airport (Jose Maria Cordova International Airport) is a 40-minute drive from downtown. A domestic airport and two bus terminals connect the city to the rest of Colombia. The streets of Medellín are often described as crowded and deteriorating in poorer areas, which has created greater impetus for the recent public transit investments.</p>
<p>Overall score for amenities and quality of place</p>	<p>B-</p>	<p>Despite strong scores on amenities such as entertainment and nightlife and neighbourhoods, Medellín's crime rate draws cause for concern. While there have been recent improvements in this category, more must be done to support the positive attributes associated with other quality of place variables in Medellín, such as strong civic capital and cultural facilities.</p>

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