

## ***Our Commitment to Social Development***

Associated flower growers aim to improve the quality of life workers and strengthen relations with their surroundings based on gender equality principles, recognition of the family as the nucleus of welfare and development of housing, health and education programs.



## **School of Floriculture**

Asocolflores created the school of floriculture program in 2003, to provide assistance to Colombian families who have been forcefully displaced from their homeland and also for people vulnerable to violence in the countryside. This initiative promotes the creation of new jobs and allows participants to earn an income and reclaim their dignity. Beneficiaries begin with their training process and later they can join our company as apprentices and receive a salary while they keep on training themselves in flower production techniques. After one year, apprentices may choose to get a permanent job in the company.

With a high investment, the school of floriculture has benefited many families to date. The program counts on financial and technical support from the Pan American Development Foundation (PADF), and financial resources from the United States Agency for International Development (USAID).



## **Cultivating Peace in the Family**

Through this initiative, Asocolflores aims to contribute to the achievement of long lasting peace in Colombia. This program focuses on training flower workers and their families in the techniques to work out conflicts in a non-violent way. This way, Asocolflores demonstrates that private sector can certainly contribute to the country's peace-building efforts.



## **Children Centers**

Asocolflores makes particular emphasis on supporting workers with young children through health and education programs. The Childcare Centers program is carried out with the support of the Colombian Institute of Family Welfare (ICBF) to look after flower worker's children while their parents are at work.



## **Flowers are Home (ASOCOLFLORES-HOGAR)**

Since 2002, Asocolflores and its member companies have mobilized important financial resources to help workers meet their housing needs through the flowers are home (Asocolflores-Hogar) program. This program focuses on new housing, renovations and/or land titling.



## **School Reinforcement and Oral Health**

Through the school reinforcement program, established by Asocolflores in 1997, many children's of workers received a school kit to complement their education. The association also carried out oral health brigades that benefited children's between four and twelve years old.



## **Continued Education Program**

Asocolflores has set itself the goal to improve flower worker's level of education by encouraging them to complete their elementary and secondary studies. In addition, training opportunities in floriculture related areas are offered, together with management skills and pest management.

