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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.
I have the honour of presenting the progress report made by Duran 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.

Duran 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 l. 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 duranenos (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 it was a 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 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.
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.

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.
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.
In addition, Duran 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.

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.
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<th>Nº attended grantees</th>
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TOURISM, CULTURE AND HERITAGE
ACTIVITIES DEVELOPED IN 2017

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### TOURISM, CULTURE AND HERITAGE

**Activities Developed in 2018**

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TOURISM, CULTURE AND HERITAGE:
Photographic documents.

https://www.facebook.com/AlcaldiaDuran/
http://www.duran.gob.ec/municipio/alexandra/
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# Economic Development and Entrepreneurship Activities in 2017

## Economic Development and Entrepreneurship Program or Project

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## Economic Development and Entrepreneurship Activities in 2018

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ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP: Photographic documents.

https://www.facebook.com/AlcaldiaDuran/
http://www.duran.gob.ec/municipio/alexandra/
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.

PARTICIPATION OF DURAN AS CREATIVE CITY IN CRAFTS AND FOLK ARTS

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• 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.
YEAR 2016

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

Greetings,

Alexandra Arce Plúas
Mayoress of Durán
2014 – 2019