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A GEF Initiative

Report

Documentation of planetGOLD Programme: Communications Interventions in Colombia

Draft Report

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Abbreviations/Acronyms

Abbreviation/ Acronym	Definition
ANLA	Autoridad Nacional de Licencias Ambientales
ANM	Agencia Nacional Minera
ARM	Alianza por la Minería Responsable
ASGM	Minería Artesanal y de Pequeña Escala
BGI	Iniciativa de Oro Responsable
CAR	Corporaciones Autónomas Regionales
CPD	Country Programme Document
CEPAL	Comisión Económica para América Latina y el Caribe
CFA	Cooperativa Financiera de Antioquia
CORCRESER	Corporación de Estudios Regionales
CRC	Corporación Autónoma del Cauca
CSB	Corporación Autónoma del Bolívar
GACL	Grupos de Ahorro y Crédito Locales
GEF (FMAM)	Fondo para el Medio Ambiente Mundial
LEC	Minera Línea Especial de Crédito con Tasa Subsidiada
MADS	Ministerio de Ambiente y Desarrollo Sostenible
MIC	Ministerio de Industria y Comercio
MME	Ministerio de Minas y Energía
MSPS	Ministerio de Salud y Protección Social
SENA	Servicio Nacional de Aprendizaje
SGC	Servicio Geológico Colombiano

Executive Summary

The planetGOLD Colombia project successfully implemented two key communication interventions: the "Colombia Libre de Mercurio" campaign strategy, and broader knowledge dissemination and awareness efforts. These initiatives aimed to promote mercury-free mining, improve the visibility of miners and solutions for the ASGM sector, and foster knowledge of better practices.

The **"Colombia Libre de Mercurio" campaign intervention** played a crucial role in educating miners and their communities on the dangers of mercury use and the benefits of cleaner alternatives. Through workshops, digital campaigns, and territorial outreach, the initiative reached thousands, reinforcing key messages on health, safety, and sustainability. Community ambassadors were trained to continue spreading awareness beyond the project's duration, ensuring long-term impact.

The **Dissemination of Knowledge, Stories and Results intervention** supported knowledge-sharing and advocacy through digital platforms, media engagement, and educational tools. The project developed and distributed culturally relevant materials, integrated mercury-free mining messages into local education systems, and launched campaigns that engaged diverse audiences, including youth and community leaders. These efforts ensured sustained dialogue on the environmental and health risks of mercury use while fostering greater community participation in more responsible mining practices.

By integrating strategic communications with technical and policy initiatives, the project strengthened awareness, behavior change, and more responsible practices in Colombia's artisanal and small-scale gold mining sector.

1 Introduction

The planetGOLD Colombia project, supported by the Global Environment Facility (GEF), had the objective of protecting human health and the environment by reducing or eliminating mercury use in Colombia's artisanal and small-scale gold mining (ASGM) sector. It has strengthened government capacity to regulate the sector, supported miners in formalization and access to mercury-free technologies, facilitated innovative financing, and promoted mercury-free gold markets. Implemented in Antioquia, Cauca, and Bolívar, the project focused on four key components: institutional and regulatory strengthening, access to financing for mercury-free equipment, technical assistance and formalization, and monitoring and dissemination of best practices.

Approved by the GEF in 2018 as a five-year initiative, it was executed under UNDP's National Implementation Modality (NIM) in coordination with the Government of Colombia. The project was funded by the GEF, implemented by UNDP and executed with the Colombian Ministry of Mines and Energy. The Ministry of Environment and Sustainable Development and the Ministry of Health and Social Protection also participated in this initiative as technical partners.

This report focuses on the activities and outcomes under the project's component on dissemination of knowledge and best practices. The planetGOLD Colombia communication and knowledge management team developed and executed an effective communication strategy, implementing campaigns in project territories and online, workshops and capacity building for local community members trained as ambassadors, virtual courses, and pedagogical tools to enhance awareness and ensure clear, assertive communication with beneficiaries and stakeholders.

As part of its awareness and knowledge management efforts, the project spearheaded its flagship "Colombia Libre de Mercurio" communication campaign, conducted six territorial campaigns that engaged children, teenagers, youth, and women's groups, and reached 29,344 people (15,412 women and 13,932 men). Additionally, the project engaged in several multi-pronged communication activities to disseminate knowledge to key stakeholders, to produce high-quality stories to increase the visibility of miners and others in the ASGM supply chain aiming to take up more responsible mining practices, and to share the results of strategies piloted by the project.

2 Partners and Key Stakeholders

The planetGOLD Colombia communication interventions relied on the active participation of various partners and stakeholders. These entities played specific roles in the communications component of the project, helping to ensure stakeholder engagement, and knowledge-sharing among mining communities, government institutions, and the public.

Figure 1: Partners and Key Stakeholders for the Communication Interventions



Ministry of Mines and Energy – Lead Communicator on Formalization and Policy: As the executing partner, the Ministry of Mines and Energy facilitated communication efforts related to mining formalization and regulatory improvements. It worked closely with the project team to ensure that lessons learned and best practices were incorporated into public policies, such as the renewal of the Colombian Mining Code. Through workshops, public meetings, and digital outreach, the ministry disseminated key messages on mercury-free mining, engaging miners, local governments, and sectoral stakeholders.

Ministry of Environment and Sustainable Development – Public Awareness on Environmental Impact: The Ministry of Environment and Sustainable Development contributed to communications by documenting and sharing data on mercury use and its environmental impact. It collaborated with Regional Autonomous Corporations (CARs) to implement community awareness campaigns, distribute educational materials, and provide updates on environmental monitoring efforts. Additionally, it actively participated in technical and management committees, using these platforms to advocate for mercury-free policies and practices.


Ministry of Health and Social Protection – Health-Focused Communications: The Ministry of Health and Social Protection played a crucial role in raising awareness about the health risks of mercury exposure. It collaborated with the National University of Colombia to develop and disseminate healthcare protocols and awareness materials targeting mining communities. These efforts included three awareness tools specifically designed to educate communities about the effects of mercury on human health, maternal health, and food security.

Regional Autonomous Corporations (CorAntioquia, CSB, CRC) – Localized Awareness and Community Engagement: The Regional Autonomous Corporations were instrumental in communicating with mining communities at the local level. Through the "Colombia Libre de Mercurio" campaign, they conducted community outreach programs that directly engaged over 1,000 people. They also developed environmental protocols for mercury monitoring, organized educational events, and shared best practices with other environmental organizations across Colombia. Their efforts helped ensure that communication materials reached remote mining areas.

Departmental Governments (Antioquia, Cauca, Bolívar) – Regional Support and Information Sharing: The departmental governments of Antioquia, Cauca, and Bolívar supported the project by facilitating technical visits and ensuring that project communication efforts were aligned with regional development plans. They assisted in organizing community meetings, awareness campaigns, and knowledge-sharing events to promote mercury-free gold production and financial inclusion for miners. Additionally, they provided logistical and security information to enable field activities.

International NGOs – Strengthening Responsible Supply Chain Communication: The project collaborated with the Alliance for Responsible Mining (ARM) to raise awareness about due diligence, responsible gold supply chains, and mercury-free mining practices. Through this partnership, communication efforts targeted mining communities in Antioquia, Cauca, and Bolívar, emphasizing certification programs like CRAFT and the planetGOLD Criteria. ARM also supported communication around responsible gold commercialization and traceability.

UNDP Colombia – Strategic Communications and Knowledge Management: UNDP played a strategic role in designing and implementing the project's communication strategy. It provided technical guidance for outreach activities, including digital campaigns, knowledge-sharing events, and media engagement. UNDP also ensured that communication materials aligned with international best practices, facilitating the exchange of lessons learned between Colombia and other planetGOLD projects worldwide.



Media and Communication Agencies – Public Outreach and Digital Engagement: Media partners and communication agencies supported the design and dissemination of communication materials, including radio spots, social media campaigns, educational videos, and awareness posters. The project successfully conducted seven digital campaigns on mercury and its impacts, reaching a broad audience beyond mining communities.

Academic Institutions – Scientific Communication and Capacity Building: The National University of Colombia and other research institutions contributed to the scientific communication of the project by developing research-based materials, technical reports, and health guidelines. These institutions participated in educational campaigns and training workshops, ensuring that the project’s messages were scientifically accurate and accessible to different audiences.

The communications component of the planetGOLD Colombia project was strengthened by the collaborative efforts of government agencies, NGOs, academic institutions, media partners, and international organizations. Each stakeholder played a crucial role in designing, implementing, and amplifying awareness campaigns, ensuring that messages about mercury-free mining reached policymakers, miners, and the general public. Their combined efforts helped foster behavioral change, policy integration, and community engagement, contributing to the long-term sustainability of the project’s impact.

3 Background on Communication Interventions

Background and Context

The project's communication interventions included the flagship "Colombia Libre de Mercurio" ("Mercury-Free Colombia") strategy and broader knowledge dissemination and awareness-raising efforts. Through digital campaigns, video productions, territorial workshops, virtual courses, and educational materials, the project effectively engaged mining communities, promoting mercury-free practices and more responsible practices in the ASGM sector. Territorial campaigns targeted diverse groups, including children, youth, and women, fostering community involvement in responsible mining. Gender-focused communication ensured that women miners had access to information and resources while also addressing gender-based violence prevention. Digital campaigns, website updates, and strategic media engagement further amplified key messages, ensuring long-term impact and continued advocacy for responsible mining.

Communication Interventions

The communications strategy of the planetGOLD Colombia project entailed two broad, multi-faceted interventions, namely:

1. Intervention 1: The "Colombia Libre de Mercurio" Campaign
2. Intervention 2: Dissemination of Knowledge, Stories and Results

The following sections will provide detailed information on each of these interventions.

Intervention 1: “Colombia Libre de Mercurio” Campaign



The "Colombia Libre de Mercurio" (“Mercury-free Colombia”) campaign raised awareness about mercury-free mining through workshops, educational materials, and partnerships with local organizations. Through the campaign the planetGOLD Colombia project organized local and community campaign events, linking these awareness raising events with key messages related to the project’s key focus areas including clean technologies, health risks of mercury, gender inclusion, financial inclusion, and formalization, ensuring effective engagement with mining communities.

To sustain its impact, the project developed educational kits and trained community ambassadors to advocate for mercury-free practices. Creative territorial campaigns, such as storytelling contests and ecological initiatives, further encouraged community participation and knowledge-sharing.

The initiative also leveraged digital campaigns and media outreach to expand its reach, aligning with global awareness events. By training local organizations in communication and leadership, the project ensured that mercury-free awareness efforts would continue beyond its duration.

Description of the Intervention

The "Colombia Libre de Mercurio" intervention was a key awareness-raising and communication strategy within the planetGOLD Colombia project, designed to convince miners and mining communities to eliminate mercury use. Aligned with Colombia's National Mercury Plan, this initiative also facilitated institutional collaboration to strengthen awareness campaigns and drive social change. The intervention used a combination of workshops, educational materials, and digital campaigns to inform and engage stakeholders about the environmental and health risks of mercury, while promoting mercury-free alternatives. Through the "Colombia Libre de Mercurio" strategy, the project raised awareness among 12,652 people (8,103 women and 4,549 men). The breakdown of these activities by region is as follows: Antioquia: 6,436 participants (4,016 women and 2,420 men); Cauca: 4,711 participants (3,316 women and 1,395 men); Sur de Bolívar: 1,334 participants (671 women and 663 men); and other areas of Colombia: 171 participants (100 women and 71 men).

One of the primary activities under this intervention was the implementation of community workshops and partnerships with local organizations. These workshops provided training on clean technologies, the impacts of mercury, gender inclusion, and formalization processes. Strategic alliances with institutions and community organizations helped embed the project's messages within local mining regions, ensuring deeper engagement with miners and their families.

A key component of the strategy was the development of awareness-raising materials, including the "[Mercury-Free Colombia](#)" [pedagogical kit](#). This kit contained educational tools such as illustrated books, interactive games, notebooks, and campaign-branded items, all designed to make learning more engaging for communities. More than 2,000 of these educational kits were distributed during training sessions and awareness campaigns to reinforce key messages and encourage behavioral change.



Distribution of the "Colombia Libre de Mercurio" [pedagogical kit](#)



The project also launched a territorial implementation mechanism called the "Colombia Libre de Mercurio Ambassadors" strategy. This initiative trained community leaders, youth, and mining organizations to become local advocates for mercury-free practices. These ambassadors received training in environmental knowledge, health impacts, clean mining techniques, and gender equality. Once trained, they shared their knowledge with their communities using educational materials provided by the project, ensuring sustainability beyond the project's duration.

In addition to training and materials, the project carried out territorial campaigns, using creative methods to engage different audiences. The project adapted the sensitization strategies used in these territorial campaigns in order to utilize the best ways of communicating in each particular territory. These included activities such as the "Couplets and Verses for a Mercury-Free Colombia" contest, where children and teachers in Timbiquí expressed the importance of avoiding mercury through poetry, and an ecological campaign in Mindalá, Suárez, where children created an awareness mural to spread environmental messages within their community.



Community murals installed to convey messages about conservation and mercury-free activities

Another critical element of the intervention was the use of media and digital campaigns to amplify awareness efforts. The project launched targeted campaigns on social media platforms, radio, and educational websites, ensuring that messages about mercury-free mining reached a broader audience beyond the immediate mining communities. These campaigns aligned with global observances, such as World Environment Day and International Women's Day, to maximize engagement.

To ensure the long-term impact of the intervention, the project developed a sustainability strategy, reinforcing the role of community-based organizations in continuing awareness efforts. Various groups across Cauca, Antioquia, and Sur de Bolívar were trained in community communication and leadership, equipping them with the tools to educate their regions on mercury-free mining, environmental protection, and gender issues.

The intervention also prioritized intergenerational engagement, involving children, youth, and women in the awareness process. By integrating diverse community members, the project ensured that knowledge about mercury-free mining was passed down, creating a foundation for long-term environmental and social change.

Through its multi-channel approach, combining on-the-ground training, educational materials, community-led initiatives, and digital outreach, the "Colombia Libre de Mercurio" intervention successfully raised awareness, strengthened institutional collaboration, and empowered communities to sustain mercury-free mining practices beyond the project's scope.



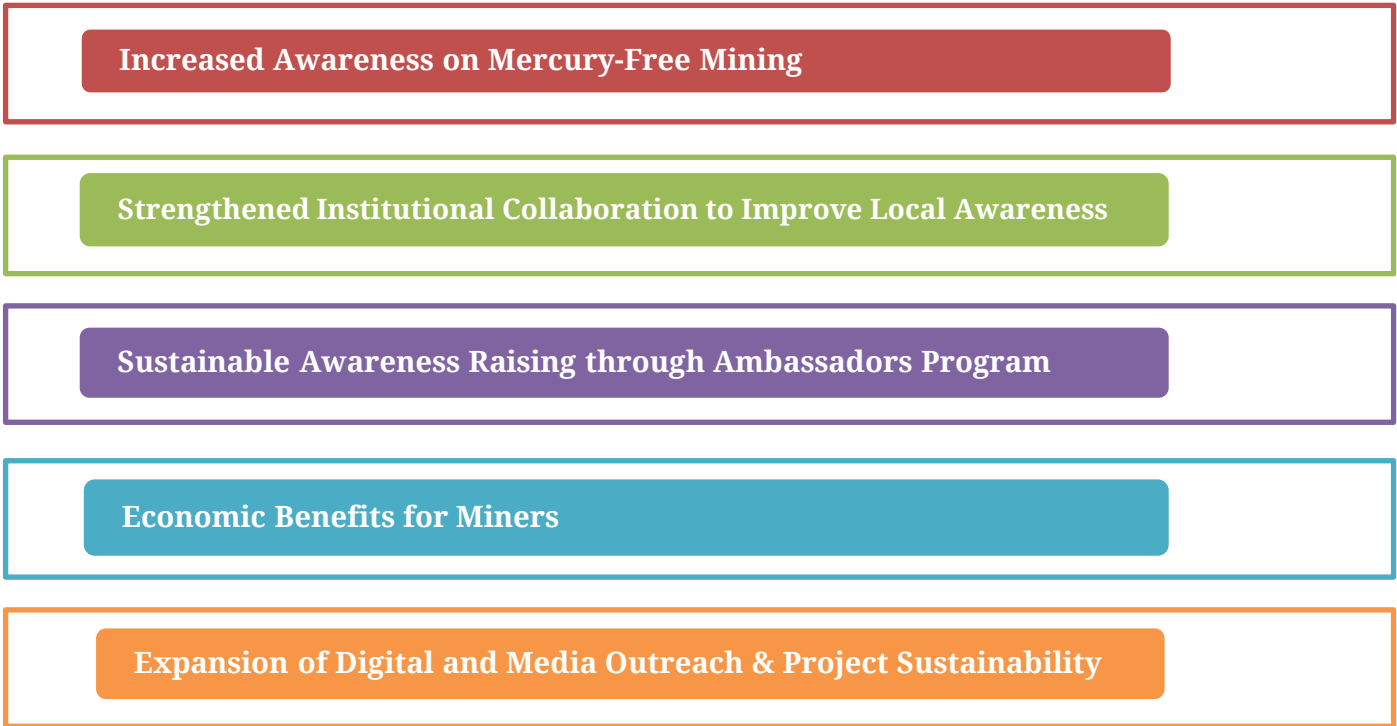
Music video, "Voices for a Mercury-Free Colombia," a song writing collaboration with communities in Guapi

Main Outcomes, Outputs and Impacts

Main Outcomes:

- **Increased Awareness on Mercury-Free Mining:** Educated mining communities through workshops, training sessions, and awareness campaigns on the dangers of mercury and the benefits of cleaner mining practices, reaching a total of 12,652 people (8,103 women and 4,549 men).
- **Strengthened Institutional Collaboration:** Facilitated partnerships with government agencies, local organizations, and community groups to enhance outreach and sustain awareness efforts.
- **Development of Educational Tools:** Created and distributed more than 2,000 "Mercury-Free Colombia" pedagogical kits, including books, interactive games, and campaign-branded materials to reinforce key messages.
- **Implementation of the "Ambassadors for a Mercury-Free Colombia" Strategy:** Trained community leaders, youth, and mining groups to become advocates for responsible mining practices and continue raising awareness beyond the project's duration.
- **Successful Territorial and Community Engagement Campaigns:** Launched interactive, culturally informed initiatives, such as storytelling contests, ecological campaigns, and cultural activities, to make awareness efforts more engaging and impactful.
- **Expansion of Digital and Media Outreach:** Conducted social media campaigns, radio broadcasts, and online awareness initiatives to reach a broader audience and align with international observances.
- **Sustainability and Long-Term Impact:** Strengthened community-based organizations with communication and leadership training, ensuring that mercury-free awareness efforts continued beyond the project's completion.

Figure 2: Main Impacts of the “Colombia Libre de Mercurio” Campaign Intervention



Intervention 2: Dissemination of Knowledge, Stories and Results

The planetGOLD Colombia project disseminated knowledge and stories about mercury-free mining through digital campaigns, video productions, workshops, training, and community engagements. The project engaged in several multi-pronged communication activities to disseminate knowledge to key stakeholders, to produce high-quality stories to increase the visibility of miners and others in the ASGM supply chain aiming to take up more responsible mining practices, and to share the results of strategies piloted by the project. Partnerships with relevant organizations and government agencies ensured effective outreach, while close collaboration with local communities in the project's territories strengthened the reception of awareness activities toward more responsible mining practices.

The project's theory on knowledge management and awareness raising in the territories was to build knowledge with the communities, rather than imposing knowledge. Community-driven initiatives, such as storytelling contests, culinary exhibitions, and music competitions, made awareness efforts more engaging. Video productions supported awareness raising through highlighting positive results from the project's interventions and through sharing stories of positive transformation among miners who undertook more responsible mining practices. Digital campaigns further amplified key messages, aligning with global environmental and social awareness events.

A gender-sensitive approach ensured that women had access to information on environmental and social challenges, including gender equality and violence prevention. The project also provided health and safety materials during the COVID-19 pandemic, reinforcing protective measures and responsible mining practices.

Description of the Intervention

The knowledge dissemination intervention of the planetGOLD Colombia project played a crucial role in educating artisanal and small-scale gold mining (ASGM) communities about the dangers of mercury use and the benefits of transitioning to mercury-free mining practices. The project implemented a comprehensive awareness and communication plan aimed at documenting best practices, lessons learned, and outreach activities. Through multiple channels, including workshops, virtual courses, technical training, video

productions and digital campaigns, the project successfully engaged thousands of individuals across different regions.

The project successfully raised awareness among 29,344 individuals (15,412 women and 13,932 men) through in-person and virtual activities. Among these, 7,336 people from 17 municipalities in Antioquia, Cauca, and Sur de Bolívar directly benefited from technical

training, knowledge transfer sessions, and awareness campaigns.¹ These efforts aimed to educate participants on mercury’s environmental and health impacts and promote the adoption of cleaner technologies.

Collaboration with key stakeholders, such as Corcreser, ARM, and the Autonomous Regional Corporations of Cauca and Sur de Bolívar, played a vital role in reaching mining communities. The project also partnered with the National Learning Service (SENA), the Comunica project of the Government of Canada, and the Ministry of Mines and Energy to provide structured training programs. In 2020, the planetGOLD Colombia project and these partners launched a [virtual training and awareness course](#) on the impacts of mercury on health and the environment, which ultimately benefited 581 direct apprentices (351 women and 230 men) and 2,324 indirect beneficiaries. Subsequently, in 2024 the project developed a full online learning platform published on the planetGOLD programme website at learn.planetgold.org.

The six courses on the learning platform were designed and developed by Comunica within the framework of an alliance between Alinea International and planetGOLD Colombia, together with the Ministry of Energy and Mines, the Ministry of Environment and Sustainable Development, and the Ministry of Health. The courses are also available on the official webpages of these three ministries.



Online virtual courses on mercury and related topics



¹ GEF GOLD Colombia (2023). Project Implementation Report. GEF GOLD Colombia project. Published by UNDP (UNDP PIMS ID 5931) and GEF (GEF ID 9709), 103 p., 2023.

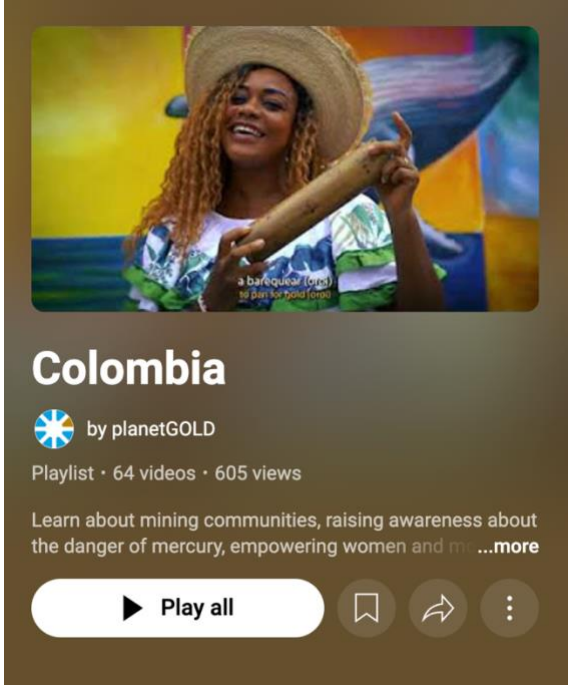
The project additionally leveraged the planetGOLD website to disseminate news, articles, and educational resources in Spanish and English, and to a lesser extent the communication channels of UNDP Colombia, making information accessible to a broader audience.

The knowledge management and awareness strategy included six major territorial campaigns, each tailored to engage communities through interactive and culturally relevant initiatives. Notable examples included: a children’s storytelling contest in Cauca, where young participants narrated the dangers of mercury, leading to the publication of a children’s book; a gastronomic exhibition in Guapi, encouraging youth to explore ways to prevent mercury contamination in food sources; a singing contest in Buenos Aires, Cauca, where women in mining and agriculture composed songs promoting mercury-free practices.

In addition to in-person activities, the project intensified its digital outreach efforts, particularly leveraging the creation of high-quality [video productions](#) to highlight project results, strategies, events, and testimonies from miners and community members. The project team observed that disseminating results of the project’s pilot initiatives on cleaner technologies, financial inclusion and formalization was seen as an effective strategy to raise awareness, while recording miners’ stories helped improve awareness among others in the community who see the positive changes in the lives of their acquaintances showcased. The project additionally launched seven awareness campaigns on social media platforms such as Twitter, Facebook, LinkedIn, and YouTube.



Children’s story book



Playlist of 64 videos published by planetGOLD Colombia on YouTube highlighting project results, strategies, and miner testimonials

These campaigns aligned with global observances like World Environment Day, International Women’s Day, and World Water Day, effectively reaching 186,613 users, generating 29,729 interactions, and publishing 292 posts.

To address gender-related challenges, the project integrated a gender-sensitive approach into its awareness-raising efforts. Initiatives such as the "[Yo Me Reconozco](#)" campaign focused on promoting gender empowerment and equality, while community workshops in Cauca educated women on pathways for gender-based violence prevention. During the pandemic period, the project also responded to the COVID-19 demands by creating a "[Minería sin COVID-19](#)" outreach strategy. Through this extensive campaign, the project and seven partner organizations working with the ASGM sector distributed a comprehensive biosecurity awareness kit to mining communities. This included safety protocols, self-care guidelines, and health education materials to protect ASGM workers during the health crisis. The strategy also included dissemination of radio ads, podcasts, and animated videos.

By combining territorial engagement, digital outreach, and capacity-building efforts, the knowledge dissemination intervention effectively sensitized thousands of individuals, fostering a stronger commitment to mercury-free practices and environmental sustainability in Colombia’s ASGM sector.



Main Outcomes, Outputs and Impacts

- **Increased Awareness on Mercury-Free Mining:** Educated mining communities on the dangers of mercury use and the benefits of mercury-free practices through workshops, training, and outreach campaigns, reaching 29,344 individuals (15,412 women and 13,932 men).
- **Broad Community Engagement and Participation:** Implemented territorial campaigns, including storytelling contests, culinary exhibitions, and music competitions, to engage miners, women, youth, and local communities in discussions about responsible mining.
- **Strategic Partnerships for Effective Outreach:** Collaborated with Corcreser, ARM, Comunica, Autonomous Regional Corporations, and national institutions like SENA and the Ministry of Mines and Energy to expand the reach of awareness activities and provide structured training.
- **Successful Digital Awareness Campaigns:** Published 64 video productions and launched seven digital campaigns on Twitter, Facebook, LinkedIn, and YouTube, amplifying messages on mercury-free practices and aligning with global events like World Environment Day and International Women’s Day.
- **Response to the COVID-19 Pandemic:** Distributed biosecurity awareness kits to mining communities, reinforcing health and safety measures during the pandemic.

Figure 4: Main Impacts of Dissemination of Knowledge, Stories and Results



4 Sustainability

The sustainability of the communication interventions in the planetGOLD is closely associated with the "Colombia Libre de Mercurio" strategy. This intervention plays a key role in ensuring the sustainability and long-term impact of mercury-free mining practices in Colombia. By integrating awareness, communication, and knowledge management strategies, the project fosters behavioral change among miners and mining communities, encouraging the elimination of mercury use. Through a combination of workshops, educational campaigns, and strategic alliances, the initiative strengthened institutional collaboration and built local capacity to maintain these efforts beyond the project's duration. The wide reach of sensitization activities—directly reaching over 12,600 individuals and indirectly influencing more than 29,000—demonstrates the project's effectiveness in mobilizing communities toward mercury-free practices.

A cornerstone of the sustainability strategy is the Colombia Libre de Mercurio Ambassador Program, which empowers community-based organizations, youth, and local leaders to champion the message of mercury-free mining. These ambassadors receive training on mercury's environmental and health impacts, clean mining techniques, formalization, gender perspectives, and communication strategies. Equipped with educational materials, they continue disseminating knowledge and best practices within their communities, ensuring a lasting and locally driven impact even after the project's conclusion.

Additionally, the project developed a pedagogical kit containing practical tools to reinforce awareness at the community level. The kit, adapted to regional contexts and languages, serves as a continuous learning resource for miners, families, and educators. Various community engagement activities—such as ecological campaigns, creative contests, and interactive media materials—have also strengthened public understanding of mercury-related risks and alternative solutions. These efforts contribute to a broader cultural shift toward sustainable, responsible mining.

By embedding mercury-free practices into local institutions and social structures, "Colombia Libre de Mercurio" ensures that its impact extends well beyond the project's lifespan. The intervention has laid the groundwork for a self-sustaining movement, where informed communities and empowered leaders drive the long-term elimination of mercury in Colombia's artisanal and small-scale mining sector.

5 Recommendations

The planetGOLD Colombia project emphasized the importance of communications and awareness raising to support ASGM miners in transitioning to formal markets and reducing mercury use, with the following recommendations for the long-term sustainability of the project outcomes:

- Strengthen community-led communication networks by empowering local ambassadors and organizations to continue spreading awareness about mercury-free mining.
- Develop culturally relevant materials tailored to different regions, languages, and community needs to ensure lasting engagement.
- Leverage digital platforms and media to sustain outreach efforts, including educational videos, podcasts, and interactive online courses.
- Integrate mercury-free mining messaging into school curricula to instill environmental awareness from an early age.
- Collaboratively build and share the same messages across all partners and stakeholders in an initiative.
- Foster partnerships with local and national media to maintain public attention on the importance of responsible mining.
- Encourage peer-to-peer learning through storytelling, testimonials, and community-led knowledge-sharing initiatives.
- Maintain periodic awareness campaigns on mercury risks, safe mining practices, and gender inclusion in the sector.
- Ensure continuous institutional support by integrating communication strategies into mining policies and regulatory frameworks.

Annex: Documents Reviewed

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