



March 2016 **WRITTEN BY**
DESARROLLO CERRO DE SAN PEDRO PROJECT GROUP

Cerro De San Pedro, Mexico

Preamble and conclusion by SEF Canada

“ New Gold believes in ensuring that communities benefit from our activities to the greatest extent possible. While we ensure we act responsibly in attending to the environmental aspects of closure, it is important to our company that we make sure that our neighboring communities are left with a bright future. By supporting entrepreneurship within the communities around CSP, we can see that future. Congratulations to the community.”

Dennis Wilson
Director Environmental & Social Responsibility

“ The driving force of passion, injected into a disciplined methodology, will take entrepreneurs take towards the paths of success with fullness, therefore their work will be their reason for living, and their reason for living will be their work.”

Flor Cárdenas, 2016
Tecnológico de Monterrey, University, San Luis Potosi

“ What's behind this report is a dedicated project management team, and a very inspired and excited support group that continues to grow and attract others through that enthusiasm for what is happening in this project.”

Susan Joyce
President On Common Ground Consultants

“ The biggest achievements a group like this can boast are team work, overcoming obstacles, growing, moving forward, arising and helping each other out to rise too. It is not easy, but the simple methodology has outstanding outcomes.”

Marc Davila Harris
Human Management / Sustainable Development
New Gold Inc. Minera San Xavier, S.A de C.V.

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SEF CANADA'S PREAMBLE

With the mine's closure not only will jobs be lost, but many of the programs will be stopped. New Gold is seeking several solutions to enhance discussions regarding post-mining activities. All parties have expressed their concerns towards the socio-economic future of the region when mining is no longer feasible as an economic activity.

The objective of the Entrepreneurial Development Program is to reduce the dependency of the community on mining. By inspiring the community to support its own entrepreneurs, to diversify its economy by developing business ideas and expanding existing business, that continue after the mine is gone.

It was also expected that the introduction of the Entrepreneurial Development Program in the community would also help in bringing together multi-stakeholders collaboration to create a positive pathway for development.

Summary

The entrepreneurial Development program; The Desarrollo Cerro San Pedro project is an on-going, community-based economic development initiative that officially began February 2015. The program supports local entrepreneurs in realizing their business dreams. The program is a free and confidential service that is offered to all residents, or to anyone who wishes to open or operate a business region surrounding the mine of Minera San Xavier (MSX); particularly the municipality of Cerro de San Pedro and the 3 adjacent municipalities of San Luis Potosí.

The Facilitator started in April 2015. A locally trained person, assists clients in conducting building strong teams, as a liaison with community and mining company. Individual entrepreneur assistance includes market research, developing business plans, securing financing, locating commercial or retail space, and obtaining permits and approvals from appropriate government entities.

In its first nine months of operation, the Desarrollo Cerro San Pedro is showing great success:

- **1** New Businesses, **4** expanded
- **17** Jobs Created
- Directly responsible for generating sales of **360,600** pesos per year.
- **102** Clients Assisted
- **270** Personal Contacts made

Other achievements include:

- **16** Project Management Volunteers are engaged in running the project along with **2** mining staff
- **78** Volunteers are engaged as resource team members and provide outreach and resources. The group cover a wide diverse cross section of the community
- Community members bring their own food and beverages and not reliant on outside sources
- Resource team meetings are business and social. Christmas there was a raffle with two gifts and festivities were included such as a piñata, tamales and hot chocolate.

The Project team members are dedicated to ensuring that the success of this valuable community economic development initiative continues. Several of the project team members undertook the initiative to write this report.

General summary: ANA ROSA ROCHA and MARTIN MARTINEZ

ED Program general information: JOSE SANTOS LOREDO and OSCAR LOREDO LOREDO

Municipality's statistics: JOSE SOCORRO ESCALANTE and CIRINA DE ESCALANTE

Success Cases: JOSE GONZALEZ and ELVIA VILLEGAS NAVA

Pictures with phrases and testimonies: ROSALBA GOMEZ MTZ and MARIBEL ALONSO LOREDO

Qualitative and quantitative statistic data about the evaluations: ISELA ORTIZ MENDOZA and JUANA GUTIERREZ MARQUEZ

COMMUNITY REPORT GENERAL SUMMARY

When did it start?

It all started with an invitation to the "Local Economic Development Workshop", which was held on August 20th 2014 from 9:00 to 17:00. *Minera San Xavier* Company organized the workshop, Eng. Ze Ferreira, Project Implementation Director, and Suzette McFaul, Master Enterprise Facilitator and SEF Canada Managing Director, were the instructors.

Why?

It was born with the sole purpose of introducing local economic diversification programs and proposals for Cerro de San Pedro municipality. Its objective is to positively boost community development, and therefore help entrepreneurs and owners of micro and small businesses within the municipality.

Sponsors

Minera San Xavier has been working and supporting the group from the beginning of the program, they are currently supporting with the program's facilitator.

Group's Integration

We have been working with the project: "*Desarrollo San Pedro*" for one year and 6 months with the following roles:

Directive Committee:

President: JOSE SANTOS LOREDO

Secretary: ANA ROSA ROCHA

Treasurer: ISELA ORTIZ MENDOZA

Trainers for new members: MARTIN MARTINEZ, JOSE VENTURA

Communication: ISELA ORTIZ MENDOZA

Project Management Team:

JOSE VENTURA

ANA ROSA ROCHA

MARTIN MARTINEZ

JOSE GONZALEZ

CIRINA DE ESCALANTE

JOSE SOCORRO ESCALANTE

ISELA ORTIZ MENDOZA

JUANA GUTIERREZ MARQUEZ

OSCAR LOREDO LOREDO

ROSALBA GOMEZ MTZ

MARIBEL ALONSO LOREDO

JOSE SANTOS LOREDO

PETRA MONSIVAS

HILARIO RANGEL

ELVIA VILLEGAS NAVA

Facilitator:

GISELA MONREAL

Training

After sending a letter to SEF Canada in which we asked them to continue with the counselling, we had our first training from February 23rd to 27th 2015. During these days, the first members of the Resource Team from the communities of Cerro de San Pedro, Calderón and Portezuelo were trained.

Prior to this visit, we had a conference call with Christopher from New Mexico on October 1st, another one in November with Dennis from Australia and one with Circe Cox from USA; we talked to them and asked them to share their experience in projects similar to ours, we got really good advice and a great feedback.

SEF's second visit was one week long in the month of April; during this visit we had the facilitator's training. SEF's third visit was in June and they joined us for that month's Resource Meeting.

Our Resource Meetings are the last Thursday of each month at 5:00p.m., half an hour earlier we always hold training for new members of the Resource Team.

We are now waiting for SEF Canada's coming visit in March of this year.

Formation of the Civil Association

From the beginning, during our meetings, the concern of formalizing the group as a non-profit Civil Association came. On January 11th 2016 the group was legally constituted as "Desarrollo Cerro de San Pedro".

We continue working with the required formalities, for example the registration in the Secretary of Finances.

PROGRAM OVERVIEW

The Sustainable Development Project started in Cerro de San Pedro Municipality, because of the concern of a lack of jobs and the announced closure of the mining company Minera San Xavier. Minera San Xavier contacted and hired the Canadian company SEF Canada, in order to benefit and support the inhabitants of the municipality through the implementation of a methodology that would help and provide ideas for the community.

This methodology has been accepted in several countries around the world. We are currently working with this method and it has been successfully accepted in the municipality. It is composed of three groups: The Project Management Team, the Resource Team and a Facilitator, who aids entrepreneurs who have business ideas or who have existing businesses (who are known as the Clients).

The Resource Meetings are held the last Thursday of each month from 5:00pm to 7:00pm. The group invites people who want or could participate in generating some kind of resource that would benefit the clients who are presented during the meeting.



“ Hello, I just wanted to tell you an anecdote since you are part of this project. Yesterday I went to Portezuelo in the morning. Some days when I don't have many clients, I go there so that when people see me they remember to do their homework or introductions. When I got there were some clients sitting waiting for me, when I came closer they started clapping and I felt strange since I didn't understand why they were clapping. Then a woman came to me and told me that this project is the best thing that has happened in San Pedro, that she was glad they hired me, that I am very good at my work and then others started coming closer to me and sharing very positive words. I wanted to share this with you, because this encourages me to move forward, and now I understand that the moral pay cannot be replaced with anything in the world.”

Gisela
CSP project 2015

MUNICIPALITY'S STATISTICS

Location

Cerro de San Pedro municipality is located in the central micro-region from the state of San Luis Potosí. Its municipal boundaries are: Soledad de Graciano Sánchez in the North and West, Armadillo in the East, and San Luis Potosí in the South. Cerro de San Pedro's (CSP) mining district is located in the municipality with the same name.

According to the Integral System of Geographical and Statistic Information from the INEGI, in the year 2010, the total area of CSP municipality is of 122.871 Km² and it represents 0.21 percent of the state's territory.

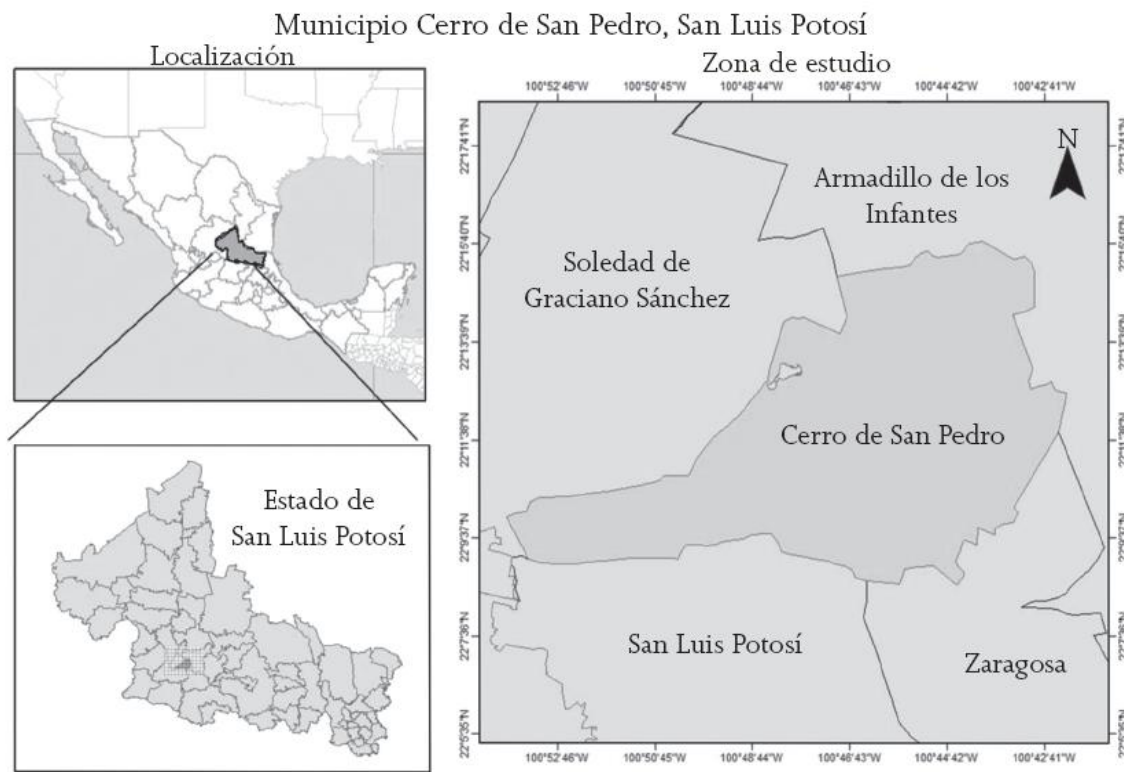


Figure translation:

- *Municipio Cerro de San Pedro, San Luis Potosí- Cerro de San Pedro Municipality, San Luis Potosí*
- *Localización- Location*
- *Zona de estudio- Study area*
- *Estado de San Luis Potosí- San Luis Potosí State*

Territorial Distribution of the Population

In the matter of territorial integration, CSP municipality witnessed an elevated dispersion of its population. The municipality is integrated by 18 locations: the municipal head Cerro de San Pedro, Portezuelo which has the largest population density, Jesús María, Ejido de Calderón, Cuesta de Campa, Divisadero, Monte Caldera and Joyita de la Cruz. Most of these locations have a larger population than the municipal head.

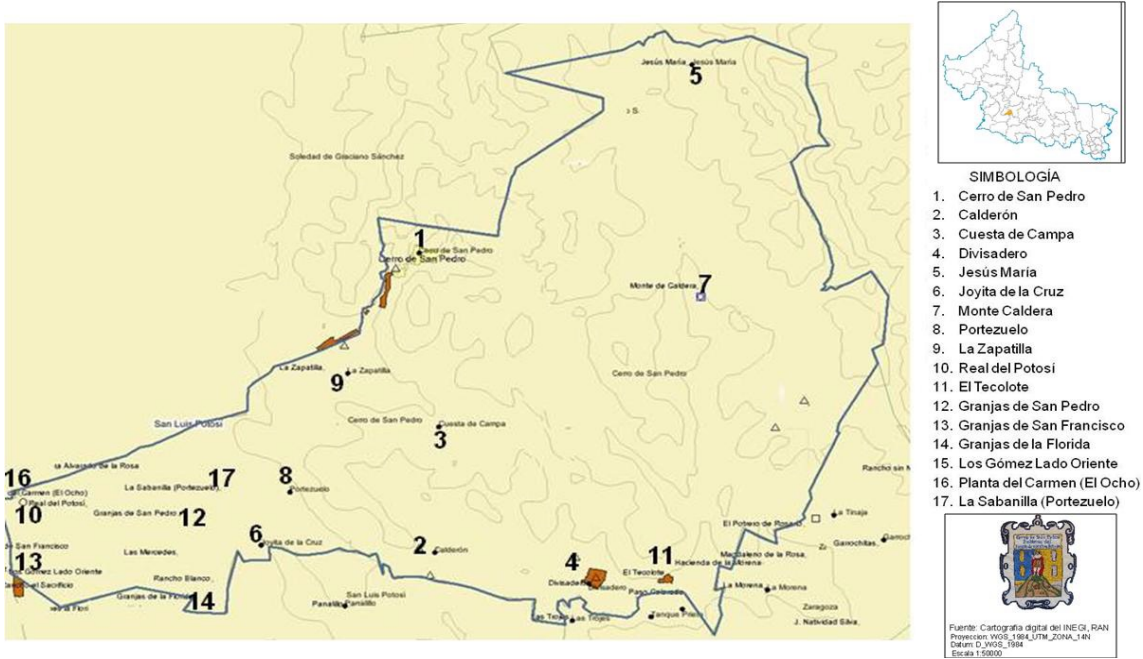


Figure translation

- SIMBOLOGÍA- SYMBOLOGY

Population

The total population is of 4,021 inhabitants, which represents a 0.2% of the entity's population and is distributed through the locations in the following way:

LOCATION	POPULATION
CERRO DE SAN PEDRO	97
Portezuelo	1353
Jesus Maria	74
Monte Caldera	218
Cuesta de Campa	60
Divisadero	120
Nueva Zapatilla	146
Tecolote	47
Joyita de la Cruz	312
Calderon	142
Granjas San Pedro	102
Planta del Carmen	324
Ganjas de San Francisco	109
Granjas de la Florida	121
Los Gomez (Ladooriente)	389
Real del Potosi	397
TOTAL	4021

ECONOMICAL ACTIVITIES

Agriculture

The importance of this activity lies in its role as a permanent productive activity that supplies families and local consumption. In addition, the population is persistent on maintaining farming areas, despite the microclimatic conditions of the site and the water scarcity. The inhabitants show an interest for maintaining a link with their immediate surroundings, even when the benefits are random and depend on global climatic cycles, incidents in the behaviour of the local seasons of drought or rain.

This area's main crops are corn and beans; while alfalfa, along with some other forage species, is a perennial crop of great importance in the region.

Cattle

According to the agricultural census of 2007, there is a total population of: 1151 cattle heads, intended for the production of milk, meat and work; 1848 pig heads; 1799 sheep heads; 4913 goats; 1300 horse heads and 500 birds.

Mining

Cerro de San Pedro Municipality has mining activities including the extraction of copper, lead, silver and gold; this is a very important activity in economic terms.

Trade

The municipality's commercial activity is carried through different establishments' types and sizes from private property.

POPULATION

Population's distribution by age groups, 2010

	Municipal
Total Population	4,021
0 to 14 years Population	1,219
15 to 64 years Population	2,451
65 years and more Population	307

Source: INEGI. Censo de Población y Vivienda 2010.

Demographic indicators, 2010
Population's distribution by age and sex groups, 2010

Age Groups	Total	Men	Women
0 to 4 years	404	219	185
5 to 9 years	401	201	200
10 to 14 years	414	223	191
15 to 19 years	368	176	192
20 to 24 years	327	152	175
25 to 29 years	326	167	159
30 to 34 years	287	138	149
35 to 39 years	306	145	161
40 to 44 years	230	115	115
45 to 49 years	213	98	115
50 to 54 years	166	90	76
55 to 59 years	129	74	55
60 to 64 years	99	48	51
65 to 69 years	103	53	50
70 to 74 years	88	46	42
75 to 79 years	54	30	24
80 to 84 years	33	19	14
85 to 89 years	22	10	12
90 to 94 years	4	3	1
95 to 99 years	3	2	1
100 and more	0	0	0
Not specified	44	22	22
Total	4,021	2,031	1,990

Source: INEGI. Censo de Población y Vivienda 2010.

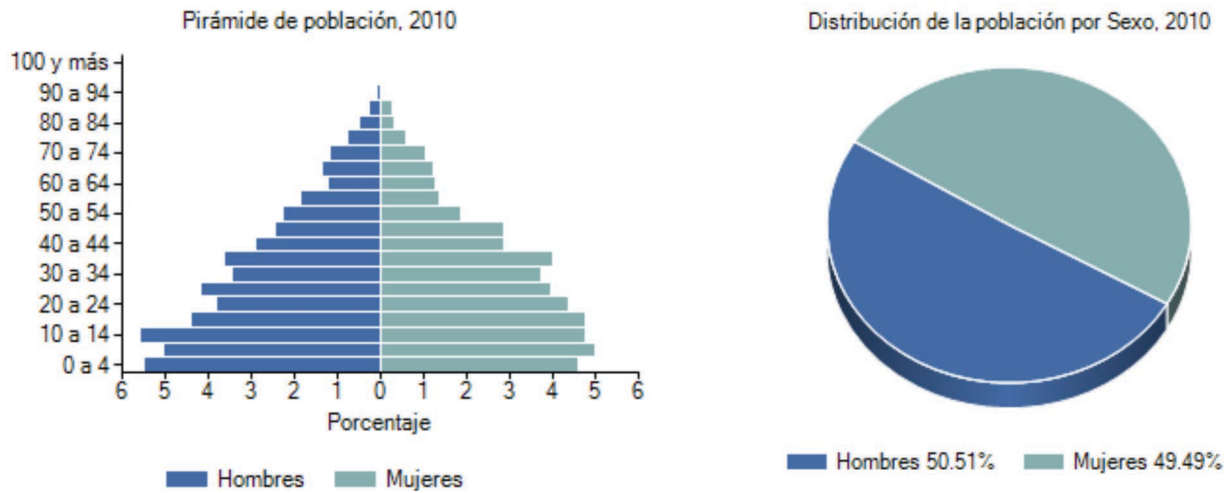


Figure translation

- Pirámide de la población, 2010- Population pyramid, 2010
- 100 y más- 100 and more
- a - to (in all of the numbers in the left graph)
- Porcentaje- Percentage
- Hombres- Male
- Mujeres- Female
- Distribución de la población por Sexo, 2010- Population distribution by Sex, 2010
- Hombres 50.51%- Male 50.51%
- Mujeres 49.49%- Female 49.49%

Migration indicators, 2000

Municipal Migration Category [1]	Attraction
Migration Intensity to the United States Index [2]	-0.0763
Migration Intensity to the United States Degree [2]	Low
Source: [1] CONAPO. Migración intermunicipal 1995-2000.	

SUCCESS CASES

The start of the Local Economic Development program in Cerro de San Pedro municipality represents a great opportunity to open markets to the handcrafts, local products and services. This represents both a challenge and an opportunity to recognize the effort of our people, who work with heart and dedication to offer their products and services.

The promotion of this program allows for fostering the competitive advantages and unique characteristics of our municipality's locations with the purpose of strengthening the local economy and the creation of jobs. Strengthening an environment conducive to entrepreneurship: our group "Desarrollo Cerro de San Pedro" promotes the entrepreneurs' inclusion and formalization, and the development of value chains and enterprise initiative. After this program there were immediate cases of success, they will be described in this section.

TACOS AND TORTAS "EL CHEKO"

This success case is about an existing business that started operation in the end of the year 2008; Mr. Sergio Villagrán Rodríguez is the owner of it, he is from Joyita de la Cruz. This client's passion is already proven, since he has been in contact with the facilitator very often, showing a lot of interest in his business development. Thanks to the ideas and advice from the Resource Team he has significantly improved his sales.

Sergio has a good team in place; he has been able to find support from his relatives and the appropriate people to be able to develop his business according to the following:

UNIVERSAL MANAGEMENT PRINCIPLES



The client has been applying the advice and ideas from the members of the Resource Team, he has also made some changes in how he organizes his employees and he has implemented better financial control practices. Because of his sales improvements and the possibility to widen the products he offers, he is now considering renewing his furniture and equipment (taco cart, chairs, tables, utensils, etc.).

Mr. Sergio Villagrán is fully convinced that the local economic development program implemented in Cerro de San Pedro municipality is a tool with which entrepreneurs are able to find motivation to give a step forward and start independent economic activity that everyone is looking for.



“ With the group, TACOS AND TORTAS "EL CHEKO" will grow for sure”

Mr. Sergio Villagrán

CAJETA "LA TÍA QUINA"

This existing business is considered a success case because since the beginning it has been looking to consolidate as a microenterprise, giving the members who participate in it a development opportunity. This is why it joined the local economic development program, to look for new ideas that would help optimize their production processes, their image development, and their market expansion.

Mr. Felipe Segura, native of Portezuelo and leader of this project, has set his team in place with relatives. He has proven his passion with the production of different caramel candies, such as natural cow milk caramel, wined caramel, caramel with vanilla, burnt caramel and caramel with sugar substitute, always with the purpose of keeping the family tradition alive.

The caramel sales have improved thanks to the ideas and advice provided by the resource team, and this business is currently in an expansion phase. They are considering the acquisition of machinery and equipment to increase their production to fulfill the existing local market (municipality's families, grocery stores, handcrafts and local products stores) and their projection towards regional markets. They now sell their products to a distributor in San Luis, the nearest city

Some of the actions that this producer wants to make are the creation of a nutritional table for all of their products and the use of bar codes in their labels. For 2016, Mr. Felipe Segura projects an annual sales increase of \$31,200.00, which represents a 20% increase compared to 2015.

“ Thanks to the Desarrollo group I have believed, explored and worked with my own potential to do incredible things. ”

Mr. Felipe Segura

"GRAN VILLA" BAKERY

Gran Villa is an existing family business that was started by Mrs. Guadalupe Villagrán; she has always been skilled with pastries and baked goods, and she has moulded this skill through diverse training. Doña Lupe's (her nickname) passion has been proven, since she has always offered the inhabitants of Cerro de San Pedro good bakery and pastry products, with good flavour, in a hygienic environment, with a competitive cost and it's close to their homes.

Doña Lupe has diversified their products, which have been promoted thanks to the diffusion of the Resource Team members. The client has received advice and training in financial and organizational aspects, which has helped her understand the people's profile to consolidate her work team:



The client has increased her sales thanks to the advice of the Resource Team; she has an estimate sales increase projection for 2016 of \$108,000.00 This business is in an expansion phase, so the client is looking for a way to finance machinery and equipment (for an oven and an industrial mixer).

“ We have received help that we hadn't been able to get in other places; we have been advised in a great way. I think that if we continue working, every person and project will get very good results.”

María Guadalupe Villagrán Alonso



"REAL DE SAN PEDRO" PRODUCTS

Mrs. Cosiío is the project leader; she has demonstrated great passion for her business. Since she contacted the facilitator she has shown a great will to develop her activity. She was already selling her products from person to person without a commercial presentation or image design, but she had good results because she has a lot of experience in the production of different flavoured liquors, regional fruit marmalades, and seasonal preserved fruits.

From the moment she started implementing the economic development methodology, she witnessed positive changes in her business. This is because she set a solid team that has supported her at any time, commercial names for her products, several presentations and contents, a label design, a wide products range, and she has participated in different fairs, expositions and sales spaces; all of this has brought great results to her.

Real de San Pedro Products has established a sales strategy for 2016, which focuses on the sale of their liquors, preserved fruits and marmalades in organic and gourmet shops in San Luis Potosí (Econatural, Cuesco, La Gourmetería), in commercial spaces of Cerro de San Pedro (La Descubridora CSP), and in local and regional fairs, with the purpose of promoting their products.

Some of the challenges proposed by the client include the development of a new gourmet salt line that incorporates salty products such as the mushrooms, peppers, cabuches, prickly pears, and others.

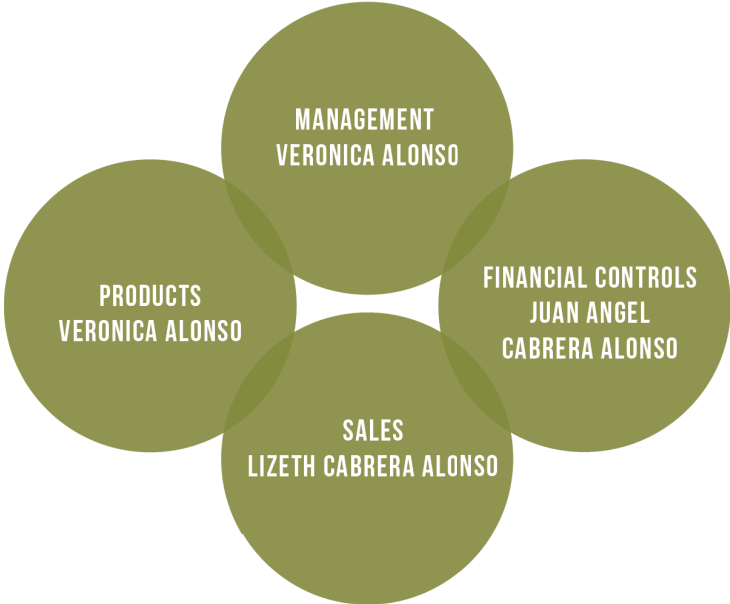
The client considers a 30% increase in monthly sales for the second semester, with a total sales projection of \$69,000.00 for 2016.



VICTORIA'S GARDEN

This client discovered her passion for handcrafts while she was in contact with the facilitator; she is currently working in another type of economical activity, but as she was looking to satisfy the need of working in what she likes the most, she started making handcrafts with her own particular style. These handcrafts are flower arrangements in dead nature (dead foliage, synthetic flowers, crystals and paintings).

The entrepreneur Veronica Alonso has demonstrated a great enthusiasm for her new project. Because of this, her case has already been presented in a Resource Meeting, where she received a lot of advice of how to style her products. She was able to start selling thanks to a resource from the meeting. She already has a team in place:



This entrepreneur started selling at the end of 2015 with an entry of \$1,000, for 2016 she has a sales projection of \$15,000.

Veronica has already started working on her products logo, as well as a sales strategy in which her products will be used for cake decoration. Her products are already on sale in the store: La Descubridora de Cerro de San Pedro.



“With the Desarrollo group, it is never late to do what you are really passionate about.”

Veronica Alonso

QUOTES FROM THE GROUP'S MEMBERS

“ Let's not forget that there is always a day to learn something new, and a tomorrow to be able to teach it.”

José Santos Loredo Tenorio
President of the Project Management Team



“ Getting prepared every day will always make us better.”



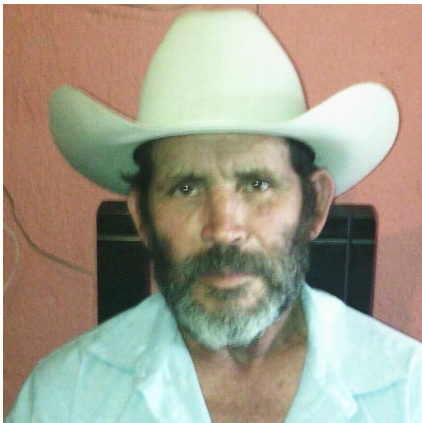
“ Education is part of our daily life, let's take and seize it.”





“ We shouldn't drop out... I always think on what to do tomorrow. I hope that this project helps me succeed.

Guadalupe Tapia Cadena
Member of the Entrepreneurs' Group



“ It's never late to start over.”

Cayetano Colorado
Member of the Entrepreneurs' Group



“ As an entrepreneur, my wealth are my ideas and the gift that God placed in my hands. ”

Maribel Alonso Loredo
Member of the Entrepreneurs' Group



“ I believe that everyone is able to grow on their own means, if they have the skills and courage to face the obstacles on the road... And when walking alone you can go faster, but together there is a possibility to go further.”

Rosalba Gómez
Team Member



“ I think that this is a very interesting project; being able to contribute with your resources, economic or not, to a community different than yours is very enriching. The facilitator makes a great job; what she does with the clients and the resource team in order to help them is remarkable... I think that all of her work is very well done.”

Mario Morales Martínez
Team Member



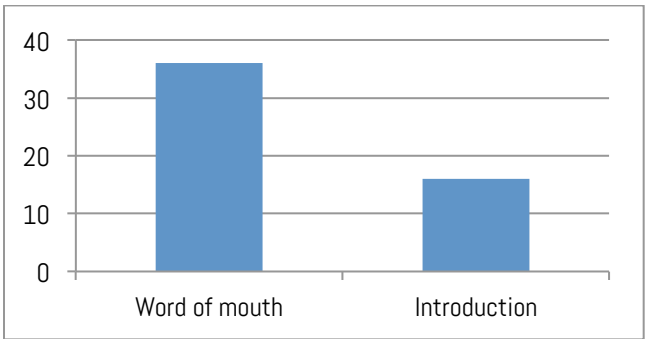
“ In my opinion everything has been perfect, it all has worked very well, we have continued working with our work plan and I feel that we are moving forward.”

Juana Gutiérrez Márquez
Team Member

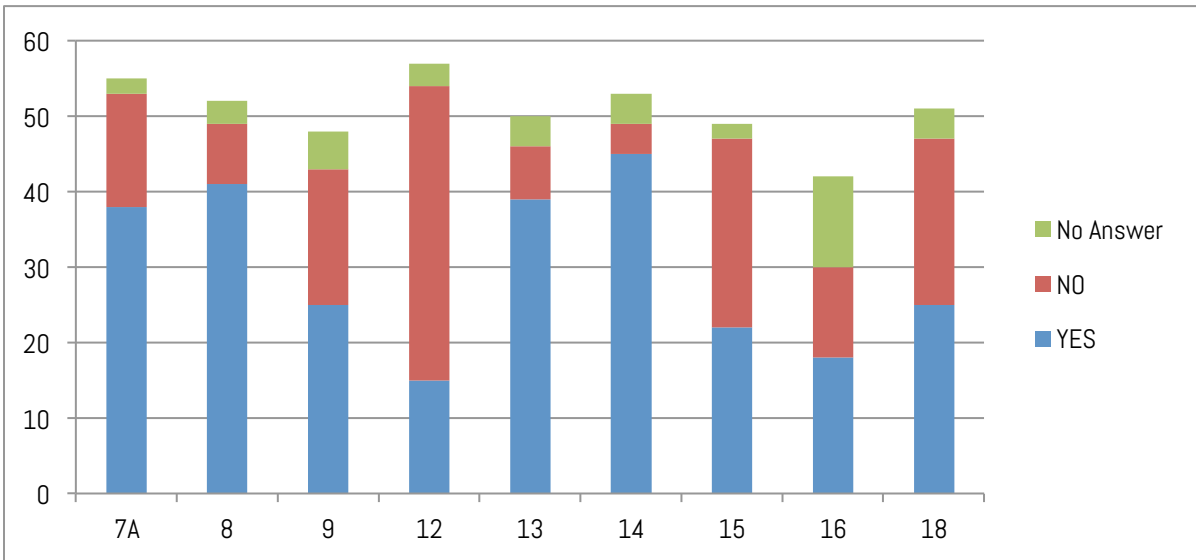
QUALITATIVE AND QUANTITATIVE STATISTICS FROM THE SURVEYS

CONFIDENTIAL CLIENT'S SURVEY OF THE FACILITATOR AND PROGRAM

1. How did you hear about your Facilitator?



Concentration of **yes** or **no** questions:

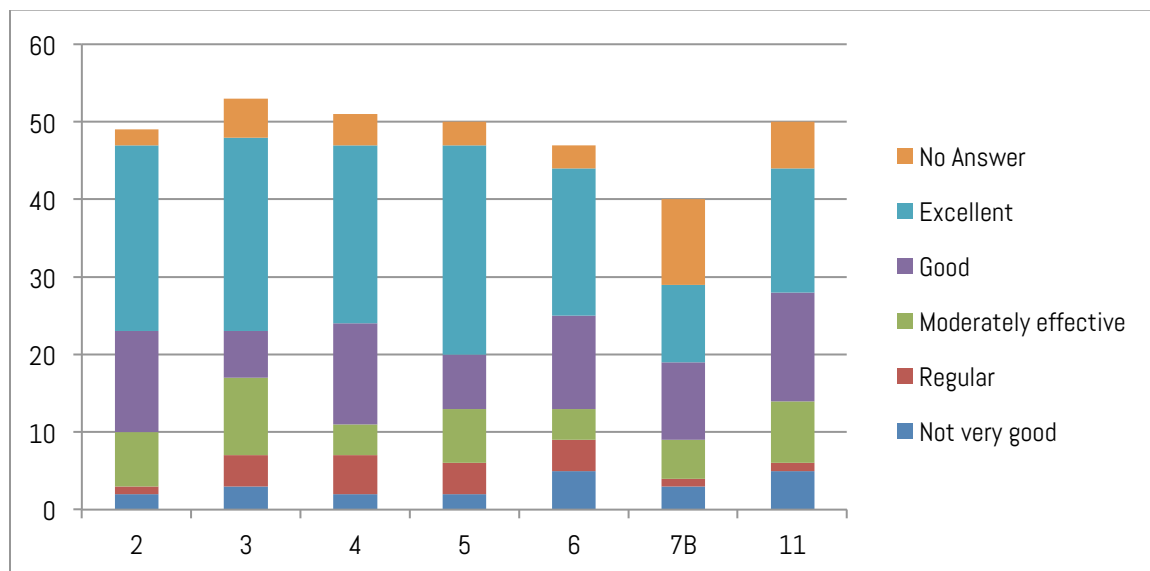


Questions:

- 7A. Did the Facilitator offer any suggestion on other resources, which may be able to assist you with your issues?
- 8. Did the Facilitator offer any insight on how to proceed with your business?
- 9. Did the Facilitator meet your needs in developing your business?
- 12. Have you sought assistance from other programs in the area?

- 13. Would you recommend the Entrepreneurial Development Program to other Entrepreneurs?
- 14. Do you feel that this program would be helpful in other cities or countries?
- 15. As a result of the assistance you were provided, have you established a business in the area?
- 16. If the answer is "No" to the previous question, have you established a business in any case?
- 18. Did the Facilitators provide you with information you believe would be unavailable without their assistance?

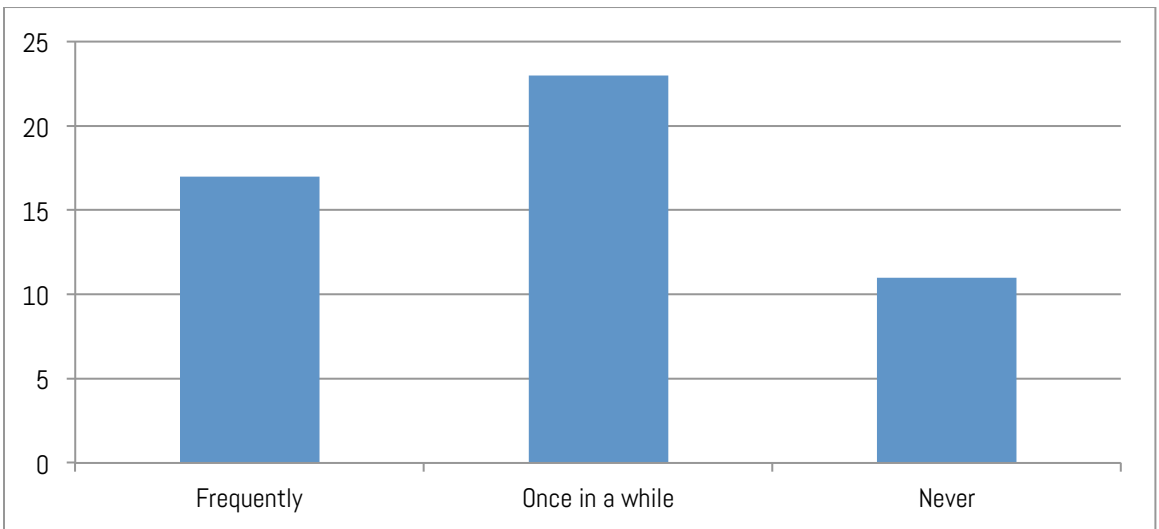
Concentration of **performance effectiveness ranking** questions:



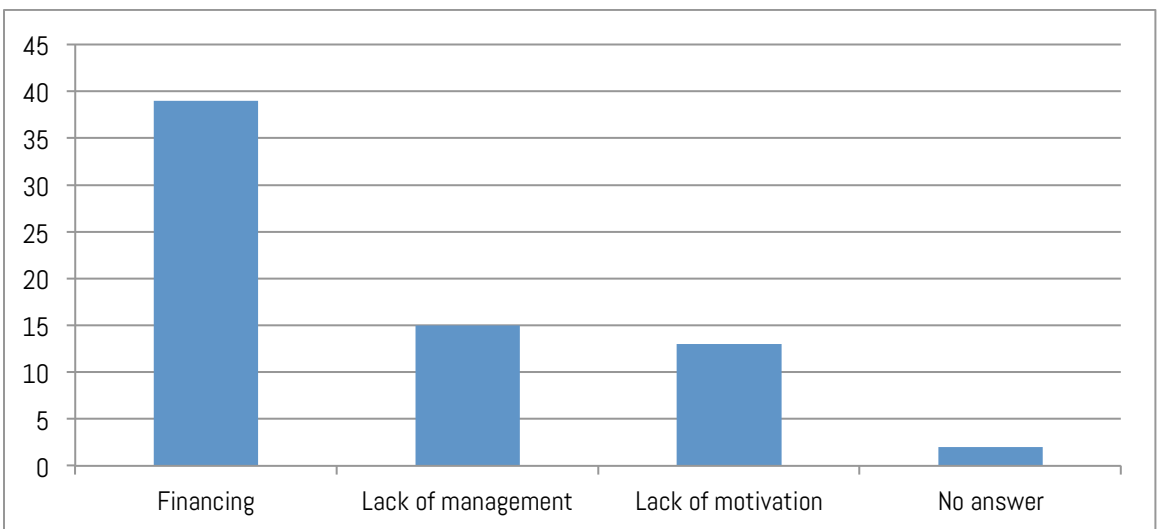
Questions:

- 2. How Accessible is your Facilitator?
- 3. Is the Facilitator easy to communicate with?
- 4. Is the Facilitator easy to work with?
- 5. Did the Facilitator spend the necessary amount of time you needed with them?
- 6. Is the Facilitator prompt with their follow-ups?
- 7B. If the Facilitator offered suggestions on other resources, how helpful were they?
- 11. The Entrepreneurial Development Program provides quality service.

10. Do you frequently contact the Facilitator for assistance (and do you feel comfortable contacting them in the future)?

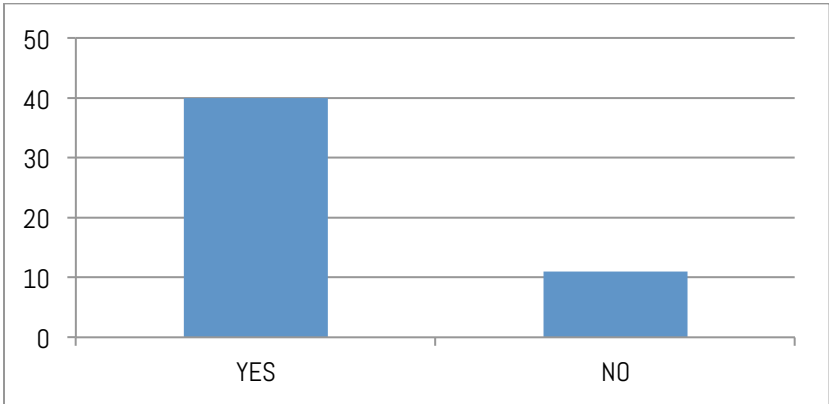


19. What according to you are the major impediments to people establishing new ventures?

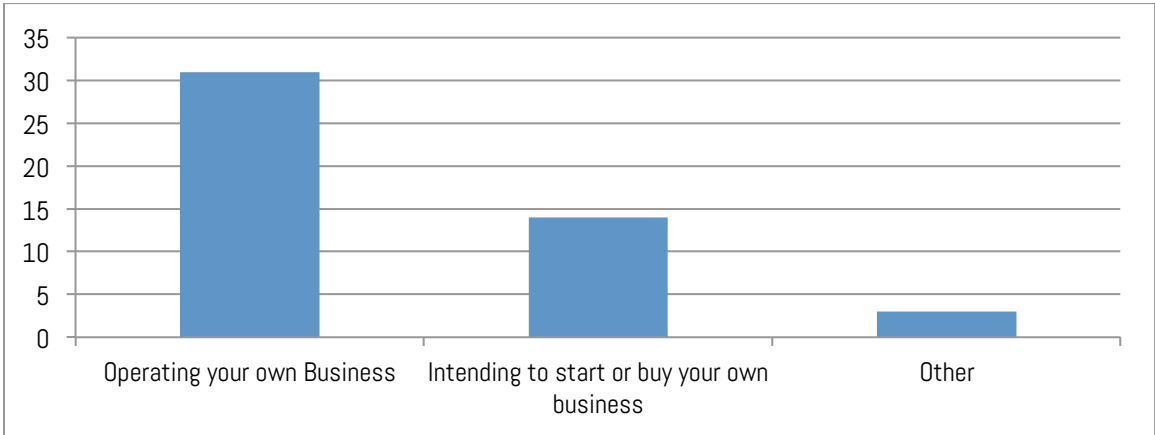


Entrepreneurial Development Program Client Evaluation

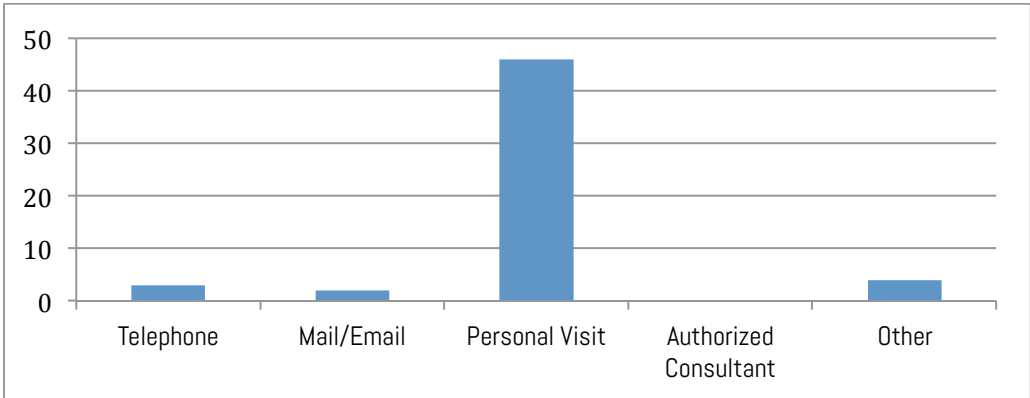
1. Have you made contact with or visited the Facilitator in the last 12 months?



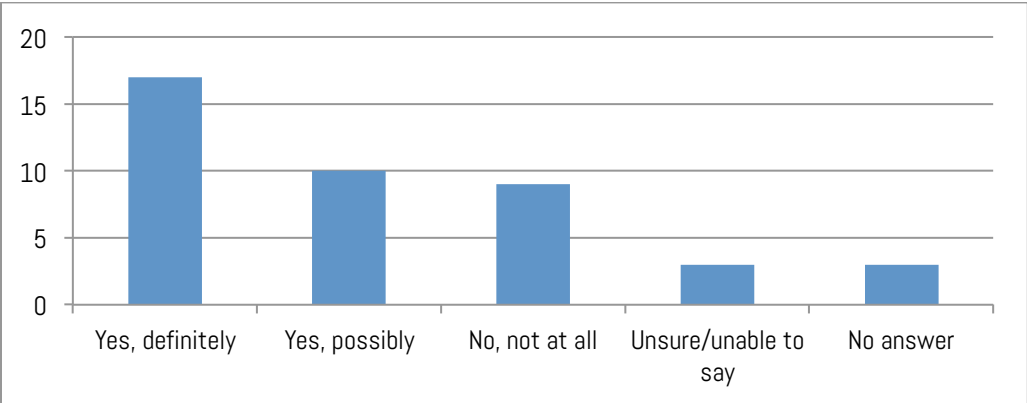
2. When you contacted the Entrepreneurial Development Program, were you:



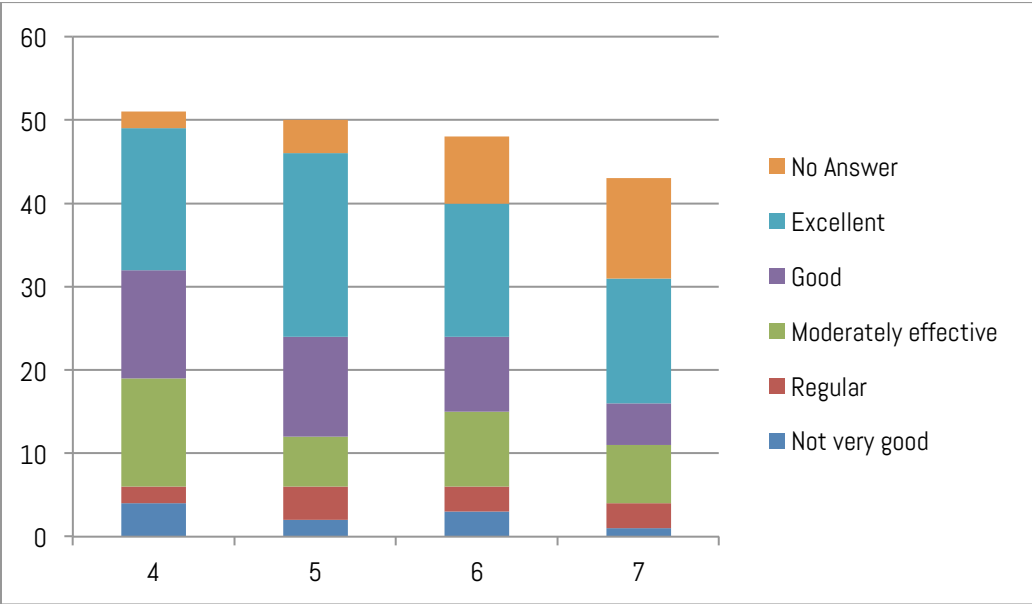
3. How did you make contact with the Entrepreneurial Development Program?



8. Has your contact with the Entrepreneurial Development Program contributed to you making an informed decision about starting or buying your business?



Concentration of **performance effectiveness** ranking questions:



Questions:

- 4. How useful is the information/advice provided to you by the Program?
- 5. To what extent would you agree that the advice or information you received contributed either directly or indirectly to an improvement in your decision-making?
- 6. Has the advice or information you received contributed to the stability of your business?
- 7. Has the advice or information you received contributed to your ability to maintain or increase staffing levels?

78 RESOURCE MEMBERS

JOSE VENTURA	CERRO DE SAN PEDRO
ANA ROSA ROCHA	CALDERON CERRO DE SAN PEDRO
MARTIN MARTINEZ	CALDERON CERRO DE SAN PEDRO
JOSE GONZALEZ	SAN LUIS POTOSI ZONA CENTRO
CIRINA DE ESCALANTE	CERRO DE SAN PEDRO
JOSE SOCORRO ESCALANTE	CERRO DE SAN PEDRO
ISELA ORTIZ MENDOZA	CERRO DE SAN PEDRO
JUANA GUTIERREZ MARQUEZ	CERRO DE SAN PEDRO
OSCAR LOREDO LOREDO	PORTEZUELO
ROSALBA GOMEZ MTZ	PORTEZUELO
MARIBEL ALONSO LOREDO	PORTEZUELO
JOSE SANTOS LOREDO	PORTEZUELO
PETRA MONSIVAS	PLANTA DEL CARMEN
HILARIO RANGEL	PLANTA DEL CARMEN
J.CARLOS ESCALANTE	CERRO DE SAN PEDRO
JUAN CARLOS OJEDA	PORTEZUELO
LUIS TORRES	SAN LUIS POTOSI ZONA CENTRO
MA. TERESA LEDEZMA	SAN LUIS POTOSI ZONA CENTRO
ANGELICA CHAVEZ RAMIREZ	CUESTA DE CAMPA
ALEJANDRA ELIZABETH SEGURA	PORTEZUELO
EDGARDO VAZQUEZ HERNANDEZ	CALDERON CERRO DE SAN PEDRO
JOSE ALFREDO MARTINEZ NAVA	LOS GOMEZ
MANUEL ALMENDAREZ	SANTA RITA
MARC DAVILA HARRIS	MINERA SAN XAVIER
MA. CARMEN MTZ BLAS	LA ZAPATILLA
RICARDO BRIONES BRAVO	TECOLOTE
GUADALUPE ESQUIVEL	CALDERON CERRO DE SAN PEDRO
RAMON SANCHEZ	CALDERON CERRO DE SAN PEDRO
GLORIA SUSANA LOREDO	PORTEZUELO
J.SANTOS NAVA	PORTEZUELO
CESAR OJEDA OROZCO	PORTEZUELO
MOISES ALVARADO	PORTEZUELO
VICTOR GTZ MAZ	CERRO DE SAN PEDRO
BRENDA S. ESCALANTE	CERRO DE SAN PEDRO
ARIANA ESCALANTE	CERRO DE SAN PEDRO
MA.REYNA VARELA IBARRA	CERRO DE SAN PEDRO
MARIA VERONICA SANCHEZ RODRIGUEZ	CERRO DE SAN PEDRO
MA. ELENA ZAVALA MUÑOZ	CERRO DE SAN PEDRO

LAURA I. SANCHEZ MARIN	MINERA SAN XAVIER
ELVIA VILLEGAS NAVA	MINERA SAN XAVIER
ALAN CANEK MARQUEZ GUTIERREZ	CERRO DE SAN PEDRO
LETICIA MARTINEZ RODRIGUEZ	TECOLOTE
DANIEL VEGA R.	MINERA SAN XAVIER
KARLA LIZETH GONZALEZ	CALDERON CERRO DE SAN PEDRO
CESAR OCTAVIO ORTIZ	CALDERON CERRO DE SAN PEDRO
MARIA ENRIQUETA	CALDERON CERRO DE SAN PEDRO
IRMA VERONICA ALONSO	PORTEZUELO
CAYETANO COLORADO	DIVISADERO
J.IZARDO SOLIS	PORTEZUELO
JENNIFER OJEDA MONTEALVO	PORTEZUELO
CANDY OJEDA MONTALVO	PORTEZUELO
MARIA CRISTINA RUIZ M.	PORTEZUELO
MA. LOURDES O.	PORTEZUELO
FELIX ALBERTO LOREDO	PORTEZUELO
JESUS OSWALDO	PORTEZUELO
JOSE LEONARDO ALONSO	PORTEZUELO
ROSA MARIA ALONSO VILLANUEVA	PORTEZUELO
MARIA TENORIO VIÑA	LOS GOMEZ
LAURA ALHELI MTZ	LOS GOMEZ
ESMERALDA MARTINEZ	LOS GOMEZ
MARIA GABRIELA PONCE ALONSO	PORTEZUELO
JAIME LOREDO	PORTEZUELO
CUITLAHUAC MARTINEZ TENORIO	LOS GOMEZ
SALVADOR ALVAREZ	PORTEZUELO
WENDY OJEDA MONTALVO	PORTEZUELO
JUANA KARINA MTZ	PORTEZUELO
ROBERTO RODRIGUEZ JURADO	PORTEZUELO
MA. ISABEL HERNANDEZ	PORTEZUELO
MARIANA HERRERA S.	PORTEZUELO
JUAN ANTONIO AVILA	PORTEZUELO
GUADALUPE VILLAGRAN	PORTEZUELO
LUCIA MONTIEL COSSIO	REAL DEL POTOSI
RICARDO GONZALEZ HDZ	SOLEDAD DE GRACIANO SANCHEZ
MARIO GRAFHOR	MORALES
FANNY DE HANUN	REAL DEL POTOSI
ALMA ISELA COLORADO	DIVISADERO
FLOR CARDENAS	TECNOLOGICO DE MONTERREY
ANGELICA GOMEZ	DIVISADERO
CRISTINA CASTRO	ZONA CENTRO

CONCLUSIONS FROM THE OPINIONS

About the project

"The program has given us a lot; we have learned a lot of new concepts, and we have learned how to treat people and how to talk to them. The opinion is favourable; the acceptance percentage is greater than 80%. We have received great support from the company New Gold; thanks to them we have the facilitator, spaces, and support to go to other places. It must be remarked that everyone has made a great effort. I would like to thank SEF Canada and all of the people who are part of this, because they help that everything gets done in a better way. I always wonder prior to each meeting if enough people will come, but we have always had a good response".

About RT

"It is of great satisfaction to see the community gets together to help themselves. Before every meeting I am nervous and afraid no one will show up for the meeting, but the community always responds positively. New and different people are coming every month; they are willing to help the clients and be resources"

About the PMT

"I believe the project is running about at 80%. There is always a way to improve. There are some people that come and ask for economic resources and we need to explain why they do not give money to clients. The team understands the methodology; however, one day we would like enough money to help them".

Feedback from some clients

"Certain clients have come to us to thank for the project- they have been able to move forward with their businesses"

PROJECT SUMMARY TO DATE

CERRO DE SAN PEDRO			Resumen de Estadísticas acumulativas desde						hasta February 26, 2016	
Cientes por municipio	#	%	Industrias básicas	#	%	Tipos de asistencia	#	%	Categoría	
Cerro de San Pedro	12	12%	Agricultura	2	2%	Concepción del negocio	97	95%	Nuevo negocio	1
Portezuelo	44	43%	Arte	13	13%	Trabajo en Equipo	48	47%	Expansión	4
La joyita	6	6%	Bienes Raíces			Producto	19	19%	Diversificación	
Monte Caldera	5	5%	Educación	1	1%	Mercadeo	11	11%	Retención	
Calderon	8	8%	Edición / publicación	1	1%	Finanzas	2	2%	Adquisición	
Planta del Carmen	7	7%	Explotación Forestal	1	1%	Operaciones en general	1	1%	En Espera	
Real del Potosi	9	9%	Hospitalidad			Salida			Abandonado	
La zapatilla	2	2%	Salud	1	1%	Investigación o Referencia	2	2%	Cerrado	
Jesus Maria			Manufactura/ Fabrica	3	3%				Mejoras	
Los Gomez	1	1%	Publicidad							
Divisadero	4	4%	Recreación							
Tecolote			Sin fines de lucro	1	1%					
Cuesta de Campa			Servicios	72	71%					
El Gallito	1	1%	Transporte	1	1%					
Granjas de San Pedro	2	2%	Ventas	4	4%					
La Florida	1	1%	Otro	2	2%					
Total	102	100%	Total	102	100%	Total	180		Total	5
Nuevos negocios vs Existentes:	#	%	Contactos por cliente	#		Creación de Negocios			Creación de trabajos	
Nuevos negocios	47	46%	Promedio de contactos por cliente	3.9		Nuevos negocios		1	Trabajos creados	9
Existentes negocios	55	54%				Expansión de negocios		4	Trabajos manteni	8
						Empresas retenidas				
Total Nuevos vs Existentes	102	100%	Total Contactos	393		Total Creación de Negocios	5		Total Trabajos	17
Cientes por género	#	%	Cientes Activos/Inactivos:*	#	%	Enterprise Type	#	%	Aprox. Ventas nuevas	
Mujeres clientes	43	42%	Activo	33	32%	Privado	100	98%		321,600
Hombres clientes	35	34%	Inactivo	69	68%	Social	2	2%		
Sin especificación de género	24	24%							Nuevo Capital	
Total de clientes por género	102	100%	Total de clientes activos /	102	100%	Total por tipo de	102	100%		

SEF CONCLUSION

In just 9 months, the project has seen 4 business expansions, 1 new business, and 17 new jobs created. We've welcomed 78 community volunteers and created a strong diverse Project management team. Their facilitator is working with over 102 clients and over 350 times to provide assistance in different areas. At this point of the ED project in CSP, the clients are moving fast and are inspired by the implemented methodology. The evaluations that were self conducted show the program gaining traction and growing in popularity.

The wins don't stop there: the community is taking ownership, responsibility, and pride in their successes. This report, undertaken by the community, is an important and incredibly wonderful representation of the people and their passion and their own ability to progress. SEF and the team is extremely proud to work with CSP and would like to extend our gratitude to New Gold for the opportunity. We are insuring the capacity of the community is being built to create a long term sustainable project.

This demonstrates that the Entrepreneurial Development Project has and will continue to impact the people. This inclusive group of community citizens has the power for successful implementation.

Desarrollo Cerro de San Pedro Project Group undertook a form stakeholder mapping process on their own. Stakeholder analysis is a term that refers to the action of analyzing the attitudes of the stakeholders towards something. Some definitions suggest that stakeholders are those who have the power to impact an organization or project in some way. Therefore, stakeholder analysis has the goal of developing cooperation between the stakeholder and the project team. Ultimately, successful implementation is assured.