



ORANGE ECONOMY
„Infinity Opportunities in the inclusive development of Santander”
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Summary: *The creative economy, known as the Orange economy, represents an enormous wealth based on talent, intellectual property, connectivity and of course, the cultural heritage of our region [1]. Orange economy, according to the IDB, is defined by the area in which combines three essential elements: first, the raw material comes from creativity, the arts and culture; second, has a close relationship with intellectual property rights, and third, is a direct function of a chain of creative value. This ability to view oriented productivity in reference to human, social and cultural aspect economy becomes analysis an infinite opportunity in the economic development of Santander.*

Keywords: *Development-Society- Orange economy - Policies IDB-Creativity-Innovation.*

The economy

It can be framed within the group social Sciences as it is dedicated to study of production and exchange procedures, and analysis of consumption goods (products) and services. The word comes from Greek and means „Management of a household or family” [2]. In the same vein Marshall shown to express the following definition of economy in 1930: „The economy is a study of mankind in the ordinary business of life and examines that part of individual and social action that may have closer connection with obtaining and use of material items for welfare” (Marshall, 1957, p. 1). However, this proposal Marshall on the content of the economy, Professor Castañeda (1968) opinion, does not consider the principle of scarcity and the choice of limited means susceptible of different uses, ie, an election to determine between several possibilities the most convenient Faced with the challenge to be taught herein.; the economy explains how humans interact with their peers and the environment to achieve a comprehensive balance to achieve not only growth but also economic development. So Robbins, is getting closer to the principles that form the economic activity, its definition, and classical, is: „The economy understands human behavior as a relationship between ends and scarce means with alternative uses” (Robbins, 1951).

Where should then address the problem unresolved concern in the story: ¿How to meet unlimited needs of human beings with the limited existing land resources?, since a vision over evolution, conceptual characterization of the economy has They have been the subject of controversy throughout the history of economic thought, although the different perspectives coexist on this discipline have led to different conceptualizations. Certainly any definition, to the extent that limits or puts boundaries to the concept of the meaning of

which responds, is subject to extension or restriction, which is accentuated in the case of a humanistic and social science, with ideological and historical links with a wide range of schools and incorporating certain that its conclusions are not exempt from a subsequent impact on reality. It is not just a matter of conceptual and ideological differences between authors, but also the fact that different definitions are linked, to a greater or lesser degree, the state in which the discipline was at the time of defining it. So we see how the subject matter of economics is „the nature and causes of the Wealth of Nations” (A. Smith), „the laws governing the distribution of the products of the earth” (D. Ricardo); „Lay bare the economic law of motion of modern society” (Marx); „Man's actions in the ordinary business of life” (A. Marshall); „prices and its causes and its corollaries” (Davenport); „Human behavior as a relationship between ends and means which have limited alternative ways” (L. Robbins) [3]. Gomez (2004), concludes that the economy ceases to be a social science to become a logic of rational activity equally applicable in medicine, physics or art. The study of the optimization of the behavior of individuals leads to regard them as rational decision makers, rather than as social beings. Devoid of its social character and disregarding the historical and institutional framework, economic laws passed thus acquire the character of universal [4]. Entranced with the approach of the classical school of study of the relations of production and distribution, definitions are given step „material” that give the economy the necessary autonomy within the social sciences. From this conception Lange points out as the object of the economy „... the systematic study of social laws governing the production and distribution of the material means that satisfy human needs” [5]. According to McConnell and Brue (1997), thus, the economy can give some explanation to events in the past and make forecasts on economic behavior in the future. This facilitates the design and implementation of economic policies in a country or region by the economic authorities, which, through these policies, direct the economy of that country or region with the primary objective to benefit their inhabitants and thus the overall economy, thanks to the satisfaction of their needs, „economists formulate useful economic principles in formulating policies designed to solve economic problems” [6].

Until now it is clear that the economy has always sought to solve the main problem of humanity: How to satisfy the unlimited needs with limited human being on earth existing resources? but only focus all efforts on achieving complicated theories, mathematical models impossible to achieve in reality, projections of situations that never were achieved and always maintain a principle that works in impossible imaginary as is the principle of *ceteris paribus* (originally *ceteris paribus*) which is a Latin term used in the economic analysis to vary a factor while the rest of them remain constant [7]. Still, Marshall claimed that this way of doing economic analysis has the considerable advantage to contemplate and define individual economic facts, which are vital in any economic system [8]. Current economic structures do not guarantee quality equal, equitable or fair life; quite the opposite, and it says economist economy is not only quantitative, it is qualitative and therefore everything should be aimed at improving the quality of life of people; Manfred Max-Neef: „First of all, economists need more educated, they know history, where they come from, how ideas originate, who did what and so on. The second is that an economist is perceived as a subsystem within a larger system that is finite: the biosphere. Also it understands that economic growth is impossible. Third, a system that understands the above knows he cannot work without taking seriously ecosystems” [9].

Then comes a new concept that seeks to integrate the talent, creativity, innovation, culture, education, academia and artistic skills of human beings to turn them into a form of inclusive development and why not think about applying it in Santander; however, you



must then review what this new approach Pedro Felipe Buitrago and Ivan Restrepo Duque Marquez of the Inter American Development Bank proposed as a possible different to rethink a different form of integration of the status quo existing alternative.

For the IDB (2013), the Economy Orange is the set of activities that allow shackled way to transform ideas into goods and services of cultural content based on intellectual property. What sectors we mean? A visual arts such as painting, sculpture, photography; performing arts such as theater, dance, circus, puppetry, opera, concerts or fashion shows; to ancestral sources such as festivals, carnivals, fairs, archaeological sites, libraries, museums and gastronomy; conventional cultural industries such as publishing, film, television, radio and video games and, finally, to functional creations such as architecture, advertising, design, jewelry and toy design [10]. For one of its creators, you should ask the following question: Buitrago (2014) Do they have economic power books, music, theater, carnivals, video games, design, radio, and television art? The answer is yes, but most people are unaware of the potential they represent for economic development. „For some time been discussing the concept of orange economy to refer to the set of activities that allow you to transform creative ideas into goods and services with high added value. Together they generate more than 177,000 million dollars annually to Latin America and employ more than 10 million people, many of them young. Only in Buenos Aires, one in 10 jobs and nine out of every 100 pesos are generated by companies in this sector, and in total for Argentina we are talking about 550,000 people, with their creativity and effort, contributing with 3.8% of national GDP. Today we talk about Orange Economy because we know that many of these companies have a great opportunity in the development of several initiatives open knowledge that explores new uses for the technology and we know that there are still many who are not familiar with the term”. [11]

This new approach has led to many positive comments the great majority, like Noguera (2014) „Orange economy, an endless opportunity” publication of the Inter - American Development Bank (IDB). The article shows how the model based on innovation and creativity gains prominence, to the point that today is the economy of the planet OURTH c. Orange economy, as defined by the book, is the set of activities that allow ideas into cultural goods and services, which transcend borders, blur the maps and generate value to society, sustained all in the competitiveness. But it also should be noted that innovation is a fundamental premise of this proposal, I as social sciences play a major role in shaping this paradigm. So there is extensive development and transformation in disciplines such as communication, advertising, marketing and many others. In fact, the law has always been so conservatism has transpired today and may become the first line of the vanguard [12].

But as achieved all these ideas are consolidated and can move from theory to practice, in the Orange economy leaves aside the mathematical orthodoxy of the traditional economy and passed to a real pragmatism, dynamic, participatory and inclusive, and thus must not rule out the ideals and assumptions that from education should be encouraged to motivate and promote the features of this model raised from the IDB; education then becomes protagonist, as they must be prosecuted to enhance educational models industries imagination and creativity, services and innovative products. The classroom becomes the center of this project. Today say that innovation is the engine of development is a truism. However, it never hurts to give the academy rightful place in society: progress revolves around knowledge, and the university must build bridges to ensure this process [13].

In the words of D UQUE (2014) „To transform ourselves into a society where ideas generate wealth is important that we value intellectual property and understand that the only way towards the knowledge society is not only related to research and scientific development.” in itself, it really should be identified is that to generate real possibilities for

development, governments must make strategic investments in education that guarantees a change not only in pedagogical models but on the way the whole educational structure must capitalize on its capital financial, human, economic, institutional to convert true nation-states guarantors of an orange economy and Santander should not be the exception. Regarding this situation, public policies to guide the future of cities and are embodied in government plans or development should be programmatic in all aspects of political, educational, human, culture social universe, among others, defining strategies in the short, medium and long term that allow consolidation over time and not become a simple scenarios shift, which only allow the case to be so a temporary improvement and in the worst cases a holistic rework for all stakeholders directly affected.

If the flow of goods and services is among the tradition economy to [14], in the Orange economy should rethink the factors set out in its conceptualization are also present in this diagram; is for this reason that the orange economy becomes an infinite opportunity in economic development, one must know that among the goods and services of orange economy can include a book, a play, a craft, a carnival, a campaign advertising, a movie, a video game or an application and other intangible creations. But also, you must know the dynamics and market failures of these goods and services, so that from there flourish new industries, and an appropriate distribution of the opportunities the market can offer society is achieved. In the words of coauthor Ivan Duque Marquez, the creative economy depends on a „virtuous tripod to take off, which should consist of state, market and civil society, " stressing the importance of social inclusion to involve all strata [15].

The so - called „Orange Economy” in Latin America and the Caribbean generates 175,000 million dollars of which 18.800 million circulating in world trade, and create 10 million jobs in the region. Cultural and entertainment industries are an opportunity to establish a new economy, but at the same time, social organizations that promote art and culture as a space for social inclusion, wonder how new businesses consolidate a new economic paradigm if not achieves a cultural disruption. Some reasons why Latin America can make a new course [16].

Orange Economy is a history in the Creative Economy concept developed by John Hawkins, author of „The Creative Economy: transform an idea into profit” published in 2001, comprising the sectors in which the value of their goods and services based on IP: architecture, visual and performing arts, crafts, film, design, publishing, research and development, games and toys, fashion, music, publishing, software, television, radio and video games. This sector, since 2005, generates 6% of the global economy [17]. While the Orange economy in the world annually produces 4,293,000 million, Latin America and the Caribbean only generate 175,000 billion of that totals. According to the United Nations Conference for Trade and Development (UNCTAD), between 2002 and 2011 exports of creative goods and services they grew 134%, reaching 2011 exchanges totaling 646,000 million sold- the fifth well on the planet of which only 18,800 million mobilized from Latin America and the Caribbean. At the same time, the region imported by the total sum of 28,694 million dollars, which generated a negative 9,993 million trade balance. But if we take the balance of payments - the difference between payments and net income for computer and information services, royalties and licensing intellectual property deficit amounted to 16,547 million dollars. An Orange Economy with red numbers [18]. In terms of job creation, in 2011, of 3,266 million workers worldwide, orange economy generated 144 million jobs, of which 10 million jobs corresponded to Latin America. If the applicability of the orange economy is made in the kreatópolis in Santander should start an expansion strategy to ensure that these creative cities begin to be recognized as an initiative



to orange development. Who has not heard in any sector of the economy say the department of Santander is constantly growing compared with others at national level; which it is a great livider and a spectacular site to create business but above all it is a unique competitive environment. To validate the above statement geopolitical conditions and know the reasons that may lead to be recognized as a kreatópolis under the concept of orange economy first. According to the study prepared for the Chamber of Commerce of Bucaramanga by the University of the Andes: „Santander is a pro-active on the trends of globalization, characterized by exploring alternatives that allow them to move up the global department” to suggest that c on its location in northeastern Colombia is considered one of the main economic centers of the country; It contributes about 7% to the national GDP and represents an important option in the marketing of production mainly northeastern Venezuela. The department maintains a dynamic and vibrant economy that positions it as the fourth nationwide department as DANE says [19].

Santander is one of the 32 departments of Colombia, located in the northeast of the country in the Andean region, its capital is Bucaramanga. It limits the north with the departments of Norte de Santander, Cesar and Bolivar, Antioquia west with the south with Boyacá and to the east with Boyacá and Norte de Santander. The official name is Department of Santander and is named in honor of the hero of the independence of New Granada Francisco de Paula Santander. It consists of 87 municipalities which are grouped in six provinces reorganized in eight centers of provincial development denominated as follows: Metropolitan Area with their capital in Bucaramanga, Comunero with its capital in El Socorro Garcia Rovira with their capital in Malaga, Guanentá with its capital in San Gil, Mares with its capital in Barrancabermeja, North Grove with their capital in Matanza and Velez with their capital in Velez. [20]

The geopolitical situation of Santander to determine their competitive advantage: The economic activities of the department of Santander are concentrated in the agricultural and livestock sector with the cultivation of oil palm, cassava, corn, bananas, sisal, snuff, sugar, cocoa, pineapple, beans etc. and poultry, goats and cattle farm with projection agro - industrialization of dairy and meat. [21] Additionally, it has the exploitation of mineral resources such as lead, uranium, phosphorus, gypsum, limestone, quartz, marble, coal, gold, copper and oil primarily in the first oil complex located in Barrancabermeja Colombia. Due to its geographical location becomes the backbone at the junction between the hinterland, the Caribbean ports and the exit of Venezuela to the Pacific Ocean. Possibly one of the regions of Colombia with greater historical wealth is the Department of Santander. When the Spanish conquerors arrived the region was inhabited by several towns, among them the Guane [22]. The economy of the department of Santander is determined by its historical vocation to agricultural production. However with economic development processes developed from Enrique Santos government in the thirties, is attempted in Santander generate a process of industrialization [23]. Among the Colombian regional economies, Santander is one that is growing at a faster pace. Their participation in total GDP National increased by more than one percentage point between 1990 and 2005, rising from 5.06% to 6.39%. Today, it ranks fourth place among Colombians by the size of its economy departments, beating Cundinamarca and Atlantic. It also has one of the highest per capita incomes in the country, greater than Antioquia and the Cauca's Valley and very close to that of Bogotá. [24]

The tourism industry has been driven in recent years with attractive as Panachi (Chicamocha National Park) located on the barrel of Chicamocha one of the natural wonders of Colombia, has the longest cable car in south America; under the slogan „Santander Land of Adventure” department promotes adventure sports like boating in the

Fonce, Suarez and Chicamocha, caving rivers in caves as Indian, gypsum, Nitro, canning, hiking, horseback riding through forests among others .

The department is the first national producer sugarcane, of tobacco black, tobacco Rubio, cocoa, lemon Tahiti and cassava. It ranks second in production poultry (eggs and chicken), after Cundinamarca, and is the sixth most populous department of cattle. [25] Also important crops coffee, palm, and fruit like watermelon, pineapple, tangerine and orange. Agribusiness has led in the Poultry sector Capricultura, apiculture and Cunicultura. Regarding the mining sector, Santander, to the east of the territory, there is an abundance of deposits (outcrop) of metallic minerals igneous-metamorphic origin (gold, silver), due to the type of rock. Of course there are also deposits of nonmetallic minerals (radioactive) because the geological strata are presented in a disorderly manner, but to a lesser extent. In the central and western non - metallic mineral deposits of sedimentary origin and also some outcrops of igneous rocks (Bolívar and Sucre municipalities) they are concentrated. In the Magdalena Valley, on sedimentarlos, tertiary and quaternary soils are the oil and carbon. Barrancabermeja It is the city that concentrates industry Petroleum refining and derivatives Colombia.

In the department there are several areas with gold deposits such as: veining, Suratá Y California, exploitation gold Santander is measured by the intervention of foreign companies, for extraction and exploitation. Historically exploitation gold Santander has formed expectations of wealth for the region but it has never been translated into real and tangible benefits for the community in general.

The industry has a pair of development zones located in the area covered by the axis Bucaramanga - Giron - Piedecuesta, Where the companies related to food, textiles, cement, automotive accessories, footwear, snuff and the poultry industry, and the area Barrancabermeja that is fully engaged in the refining of most of the oil consumed in Colombia, besides making derivatives of this natural fuel. It also has two large medical centers specialized as the Colombian Cardiovascular Foundation of Oriente, which is among the best in the country and Latin America Research in the development of treatments and vascular surgery.

As was evidenced with the geopolitical framework above, on Santander Cepeda (2010), states that dither regional successful experiences in Colombia in recent times, one of the most prominent cases is that of Santander. This department not only became the fourth economy [26], but this has resulted in improved quality of life for its inhabitants above the national average. In 2007 he took third place in the national GDP per inhabitant [27]. Their health coverage and public services are higher than the national average. In 2009, he had the lowest unemployment rate and the highest occupancy rate among departments. In addition, the department presents a more equitable distribution of ingr that the average Colombia [28]. Overall, indicators of quality of life of the department are better than the rest of the country because it has fewer people in poverty and extreme poverty and unmet basic needs. The level of human capital of its inhabitants also stands out as the best in the country. Santander, and its capital, Bucaramanga, has four intermediate cities that stand out for their high participation in industrial production department: Barrancabermeja, a city that hosts the oil refinery responsible for generating 75% of gasoline, fuel oil, diesel and other fuels in the country, as well as 70% of petrochemical products circulating in the domestic market, and Giron, Piedecuesta and Floridablanca concentrating other important sectors of the industry. The department has made even a pole of development for some areas of neighboring departments, such as southern Bolívar and Cesar [29].



It is important to note as in Colombia is preparing the way for the orange Santander economy and therefore must also be prepared to achieve more competitiveness in the path to full consolidation; as it stated in the article: „Orange Economy Wins positions in the country and abroad” of May 2, 2014 published in the newspaper Portafolio, where claims 1 to Colombian culture is making good progress in its goal to increase its share in the national economy. Bouquet Ministry data show that the sector’s contribution and equivalent to 3.3 percent of gross domestic product (GDP), and in recent years has presented an increasing trend.

In order to give further impetus to the so - called 'orange economy' the government is moving in different activities to make artistic expressions of the country are increasingly recognized internally and externally. According to UNCTAD (UN), the sector has part the set of knowledge - based acting transversely to the whole economy, with high potential for generating income, employment and social inclusion, cultural diversity and human development activities. Through this market, Colombia advances in its efforts to improve the weight of culture in the economy. Locally, the relevant ministry held every year wheels cultural businesses in several cities: Bogota, Medellin, Cartagena, San Andres, Cali, Pereira and Manizales. This has helped to strengthen the value chain of cultural and recreational industries, said Angel Eduardo Moreno, coordinator of cultural entrepreneurship Ministry.

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- [26] After Bogota, Antioquia and Valle
- [27] The 2007 is the last year for which figures are available departmental GDP, departmental accounts Dane.
- [28] The Gini coefficient measures inequality in the distribution of wealth and corresponds to 0 when perfectly equal distribution (everyone has the same income) and 1 when the perfectly unequal distribution (one person has all the income and the rest It has nothing). In 2000, Santander coefficient was 0.5 and 0.55 of Colombia.
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