

CED WORKSHOP – April 27th, 2006
Community Mobilization and Community Development

Name:	John Wojciechowski	Institution:	WFT/PPA
Participant's Role:	Participant and support	Date of Report:	April 30 th , 2006

Activity/Event:	CED Workshop: Community Mobilization and Community Development – Sharing Experiences among Santo André, Tres Marias and São Gonçalo de Abaeté
Location:	ADETRES Sala #2
Dates:	April 27 th , 2006

Event Summary:

Within the Sustainable Livelihood Sub-Project, the PPA project has implemented a number of community development and community economic development initiatives. Although all the initiatives have shown some positive results, PPA coordinators have noticed a need to re-inforce some of the pivotal elements of successful community development, focusing especially on development of positive group dynamics, techniques on building consensus, mobilization of group members, ability to divide tasks and responsibilities and hints on general group coexistence.

The participants of the workshop can be subdivided into three distinctive groups representing three ongoing community development initiatives supported by the PPA project including:

- 1) The Artisan Fish Smoking Group
- 2) 3-D Watershed model Youth Group (with also representatives of community reporters and the Beira Rio Youth Association)
- 3) The “Leisure for All Youth Group” of Tres Marias

Although the above community development initiatives that are currently being developed and supported by the PPA project, encompass a wide array of objectives and focus groups as well as exhibit characteristics pertaining to various stages of the development cycle, they share similar challenges regarding group mobilization.

This workshop has significantly helped bridge the participants’ knowledge gap and expand their horizons in their arduous process of implementing community development activities. The workshop was conducted by Elena Rezende, a social worker with more than 20 years of experience in community development, who currently works with communities in peripheral communities (Favelas) in the Greater São Paulo Region (Santo André). Elena was one of the key champions in a previous CIDA funded project (GEPAM) that was implemented in the Municipality of Santo André.

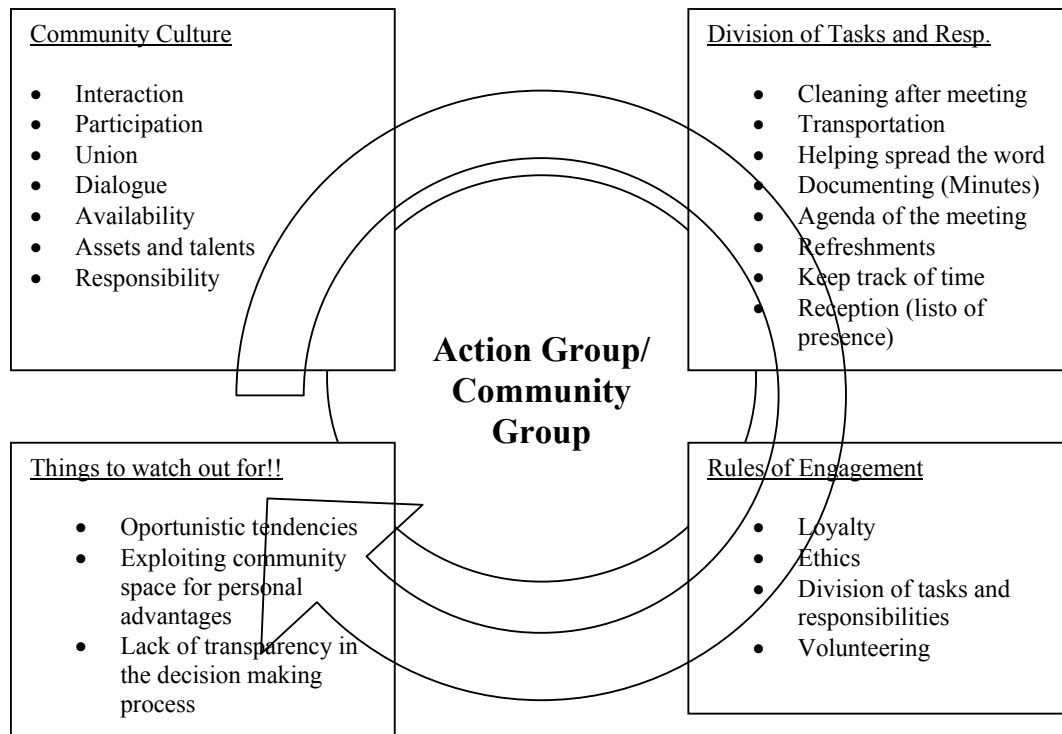
The intent of the workshop was to share experiences of community development among the various community development groups within the PPA project and the Santo André experience (especially with regards to the community development initiatives that were implemented in the Community of Pintassilgo). The workshop gave the space and opportunity to reflect on both the positive and negative experiences, learn about the steps/phases of community development and appreciate the other groups’ struggles and successes.

The Workshop started with a short group dynamic where all the participants drew on a huge piece of paper a representation of their community. Following the completion of the picture each member had to draw how their picture interacts with the others’ picture thus focusing on the interactivity of community building.

Following the group dynamic Elena conducted a brief presentation on citizenship and solidarity economy. The group members were engaged in discussion throughout the presentation especially with regards to the process of defining what is citizenship. During the presentation the group assessed the basic characteristics and role of an active citizen in the process of community development.

After the formal presentation, the various group members were asked to describe a practice within their group that they define as positive and one that is negative. The group members wrote down their thoughts and later the papers were exposed and presented by group representatives to all the participants. Through this exercise the participants had the opportunity to learn about each others’ positive aspects and challenges. The participants soon realized that they share similar challenges and began to exchange ideas and suggestions on how to overcome these difficulties.

The above described exercise paved the road to a more structured discussion on what is a community group and an action group. The following diagram illustrates the finality of the discussion which greatly helped the participants in understanding the various facets of group dynamics and functioning:



After a quick lunch break the second part of the workshop began with a 30 minute video of the results achieved in the GEPAM project in Santo André. Specific emphasis was placed on the Pintassilgo experience in community development and the Talent Fair as a means/tool of identifying local talents and using them as assets in community and economic development.

Serious questions of community representations were also addressed and the experience of building a community garden was also explored as a means of generating revenue and sustainable livelihoods with the participation of Andrea, a resident of the Community of Pintassilgo. Andrea described in detail her experience with the community development projects in her community and gave insights on how the PPA community development groups could overcome their challenges.

The workshop was concluded with an oral evaluation session performed by the participants of both the workshop and their own community group. Each community group representative was given a plant as a symbol of growth which is only possible through continuous nourishment.

Report on Event Participation:

Total # of Men	Total # of Women	Women Participation (%)	Men Participation (%)
5	11	31%	69%

Total # of Youth (15-25)	Total # of Adult (26-55)	Total # of Elder (55+)
13	3	0

Total # of Youth (15-25)	
Women	Man
9	4
70%	30%

Specific contribution given in the name of Projeto PPÁgua:

The workshop was beneficial to the project outcomes specifically related to the community development component, and development of sustainable livelihoods sub-project. The opportunity to exchange experiences and lessons learned between the PPA project and GEPAM further strengthened the community groups. In addition the workshop provided a space for the community development groups to share successes and examine in a participatory manner the best way to approach challenges, especially related to consensus building, participatory decision making, and other facets of group dynamics

Personal Impact

The workshop content and structure gave ample time to reflect on the community group's dynamics which I am currently coordinating. The material presented at the workshop also shed light on how to improve the group's ability to divide tasks and responsibilities.

Personal Evaluation

The workshop had a great dynamic with ample participation and interaction between the presenter, the PPA coordinators and the community group members. All the community development groups were represented at the workshop which increases the probability of diffusion of information and sharing of new knowledge.

Unfortunately the workshop date coincided with another project event. Although the workshop had a good number of participants, the majority of the groups' members were absent. These group members expressed regret in not being able to participate in the CED workshop. The coordinators of the event acknowledge that it was detrimental to book the workshop during the same day. However this was the only day possible for the presenter. Certainly the scheduling of events and workshops must be improved and taken into consideration when planning future workshops.

Existing plans/suggestions for follow-up:

All the groups committed themselves in implementing the suggestions that were discussed during the workshop. Elena made a personal commitment to follow up on the development of the individual groups and made herself available to assist the groups (over email) when needed.

Expenditures by PPÁgua:

Type of expenditure	Value
Formal Invitations	R\$ 20,00
Lunch	R\$ 160,00
Transportation (of participants)	R\$ 50,00
Refreshments	R\$ 25,00
Transportation (of presenter X 2)	R\$ 800,00
Accommodation fees of presenter	R\$ 120,00
TOTAL	R\$ 1175,00

Counterpart contributions (in-kind goods or services):

Type of expenditure	Value
Breakfast (coffee, cookies and biscuits)	R\$ 60,00
Meeting Room (full day)	R\$ 120,00
TOTAL	R\$ 180,00
Markers, pencils, flip chart sheets	R\$ 25,00
TOTAL	R\$ 385,00

Attendance Sheet

Name	Group	Telefone, email
Rosimar Alves dos Santos	Smoked Fish Group	3563-0421
Warley Cicero de Lima	Leisure for All	3754-3556
Arnaldino	Leisure for All	3754-3144
Rosa Carvalho	Prefeitura de Tres Marias	3754-3952
Raimundo Alves	Smoked Fish Group	038 8873 0789

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Livia	Smoked Fish Group	9115-4519
Jaqueline	Youth Watershed Model Group	8801-1999
Marcelo Nascimento	Youth Watershed Model Group	9943-0693
Sergio Jadin Ribeiro	Youth Watershed Model Group	8403-1295
Auria das Mercedes Silva	Youth Watershed Model Group	8809-2911
Junia Ribeiro	Youth Watershed Model Group	8801-1999
Ozana Alves Costa	Smoked Fish Group	-
Lea Cristina Barbosa	Leisure for All	8816-1926
Dona Zeze Alves Costa	Smoked Fish Group	-
John Wojciechowski	PPA	9757-3809
Sarah Bryce	PPA	-
Andrea Jesus de Souza	Santo Andre	-