Participatory community engagement
Facilitation of effective community mobilization
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Derivation of goal and objectives
Choosing a community

- History
- Observations
- Listening
Overall approach

- Statement of purpose
- Definition of goal
  - Define the desired quality of life
  - Identify future resource base
- How does government fit in?
  - Decide on form of production
- How does the local leadership fit in?
Stakeholder identification

- Who are you?
- Who is the “community”?
- Who is the community leadership
  - Authorities?
  - Loud mouths?
Method of engagement
Defining the process

Orientation with community leadership:
- Broad identification of issues and brief on previous experiences.
- Community protocol and orientation on entering the community.
- Culture and values including dress, traditions, religion beliefs, language.

Enter the community:
- Reasons behind choosing them;
- How well do you know them;
- Introduction and broad introduction of the issues (discussion);
- Brief on program goals;
- Likely benefits;
- Timeframes;
- Nature of cooperation and participation desired.

Invite community participation:
- Decide together the best approach for optimal participation;
- Set criteria for selection of small core group who will motivate and guide the community to action;
- Identify the key personalities of the role players who will lead the community towards attainment of the stated program goals.

Are they buying?

Ask for help!!
Summary of engagement process

Planning activities
(Consultation - structures, information sharing and feedback)

Implementation
(Community involvement, information flow, cooperation, partnerships)

Evaluation
(Collaboration - strengthening partnerships, information sharing for mutual benefit)

Capacity building
(Building strong leadership, bilateral relationships, strong partnerships)

Issues identification
(Outreach - establishment of communication channels, information sharing between and among interest groups)
At a minimum to attain success...

- Improving access to clean adequate water throughout the year
- Resource management skills
- Sustainable production (methods) and consumption of resources
- Accountability
- Securing adequate supplies of food and water
- Sustained land productivity
- Governance for proper land management
- Community capacity building through education and skills development
- Strengthening the social, environmental and economic links
- Effective community partnerships
Participatory community engagement
Strategies

- Wattle management – payment of wages
- Information gathering
- Capacity building
- Demarcation of grazing areas
- Land and livestock management
  - managed grazing
  - herding together
  - kraaling together
- Improved incomes from land and livestock husbandry
Training local young people as ecorangers

- Landscape management support
- Livestock management
- Integration of local knowledge into capacity building and community action plans
- Land and livestock data collection
- Paravet service
Training of livestock owners and young local people as ecorangers

- Veld assessment/ ecological monitoring
- Animal health
Initially 27, from August will be 87...
Livestock auction: bringing sellers and buyers together
Essential components of a community engagement process

- Not a precise process, but has to maintain a high level of consistency being flexible
- Have specific measurable components to be able to determine if progress is being made
- Build trust,
- Open communication
- Timing is also very important so that specific components of the intervention can be related to specific events on the community calendar.