# ACTION POINT / Unit 9: Community Mobilisation



EMG Training of Trainers, July-September 2024 *Got questions? Reach out: OasisToT@outlook.com* 



**Background:** Community mobilization is a vital approach to fostering sustainable development and environmental stewardship, particularly in the context of climate adaptation. A key aspect of this process is the incorporation of indigenous knowledge, which involves integrating traditional practices and local wisdom into modern strategies. By promoting sustainable land use practices that have been historically employed by communities, alongside introducing new climate-resilient methods, communities can better adapt to changing environmental conditions. Another crucial element is the engagement of traditional and local leaders. Elders, tribal leaders, and other influential figures play a significant role in gaining community trust and support for environmental initiatives. When these leaders endorse and participate in efforts, it helps to align modern environmental actions with the community's cultural values and practices that emphasize stewardship and resource protection. Empowering women and youth is also essential in community mobilization. Women, who are often central to managing natural resources, should be supported through targeted programs that enhance their roles in sustainable agriculture and climate adaptation. Additionally, involving youth as key drivers of change ensures the sustainability of these efforts. Initiatives that focus on leadership and entrepreneurship in green jobs can empower young people to take active roles in their communities. Raising community awareness and education is another pillar of effective mobilization. By addressing local environmental issues such as droughts and food insecurity in local languages and through accessible media platforms, communities can be better informed and engaged. Collaborating with schools, religious leaders, and other community institutions helps to integrate environmental education into everyday discussions, ensuring that awareness



#### Your task:

leads to action.

Make a community mobilisation plan and determine the indicators that would help you measure the success of the plan.



### Duration: 2h in the peer group, 2-5h with the EMG members



**Purpose of the task:** This task will help you make sure you are reaching all parts of the community and also help you see the progress you are making. It will help you ensure the efforts are long-term through identifying community spokespeople. All of this can then be connected to your environmental indicators and will help answer the question: are community-related indicators connected to environmental ones?



Implementation steps: all the boxes should be checked by the end of the exercise!

## 1) Peer Group

- □ Analyse the existing EMGs and determine which need most help with community mobilisation. That means you order them in ranks 1 being the least mobilised and engaged and 7 (or whatever number of EMGs you have in total) being the most engaged at the moment.
- □ Look at the EMG you ranked as the most engaged. Write down all the activities you have done to engage the community (meetings, clean-up campaigns, workshops, etc).
- $\Box$  Look at the EMG you ranked as the least engaged. Write down the factors you think led to them not being as active as other EMGs.
- □ Who were the most active individuals in these communities? Think about who could you nominate as the 'Spokesperson' and as the 'Mobilizer'. What are these two roles?

A spokesperson should be a trusted individual who acts as a point of reference and announces accurate and timely information about the project (it can be the EMG lead for example). Spokespeople can also work with the media or any other type of communication that the community uses. Spokespeople should be loyal to the issue being addressed and act as role models for what is being promoted - restoration project, environmental activities. Their role is basically to keep everyone up to date!

A mobilizer is a person who can act as a catalyst (for example, the Community Officer if you have one in the EMG). Mobilizers tend to work more directly with the community than spokespeople, providing information and support, engaging with community members in dialogue, monitoring how they respond to implementing steps of the projects. They are making sure that the set activities are completed.

You can read how SBCC chooses these people, through a short manual and check list <u>here</u>.

- □ How will you measure the success of your mobilisation, what are the indicators relevant for your EMG (examples: social dynamics in EMGs, do people bring up ideas on their own, do people volunteer for responsible roles, do you see any leaders arising from the community, attendance, collaboration within teams, shared decision-making, behavioural changes)
- ☐ Based on this discussion, make the main notes and key points and take them to the EMG members, where you can discuss and finalise them.

## 2)With your EMG members

- ☐ Finalise the roles of spokesperson and mobilizer. Explain the roles to the members.
- □ Equip the EMGs to execute those roles. For example, the spokesperson should make sure that every 2 weeks everyone in the village gets an update on the activities. The mobilizer should encourage 2 people a week to join in a smaller task of the project, etc. Agree to concrete follow-up activities that make sense for the village and the project.



**Materials needed** (these are suggestions; not all might be needed!): General recommendations for meetings can be found in <u>Unit 2.</u>

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