



# Community mobilisation

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## Card Exercise (Individual)

- What is meant by community mobilisation?
- Why is it relevant/important to EAS?
- How community mobilisation can be achieved?



## What is community mobilisation?

- A process where local groups are helped to clarify and express their needs and objectives
- It emphasises the involvement of the people themselves in determining and meeting their own needs
- It recognises that the problems the local population may face cannot always be solved on an individual basis



## Study Units

Study unit 1: Culture and diversity including gender and youth

Study unit 2: Livelihood assets assessment

Study unit 3: Problem solving approaches

Study unit 4: Leadership development

Study unit 5: Resource mobilisation



## **Study unit 1: Culture and diversity including gender and youth**

### **Overview:**

The relevance of culture and diversity in guiding a local community to develop a vision  
The components involved in building a diverse and inclusive community that recognises women and youth

### **Sessions:**

1. Understanding culture and diversity
2. Vision for inclusive local community
3. Building diverse and inclusive community
4. Enhancing women and youth participation and productivity

# Vision for inclusive local community

You need to be aware of diversity in a community so that you understand:

- Relationships between cultural groups;
- Building alliances and coalitions within cultural groups;
- Common issues that different cultural groups have.





## **Study unit 2: Livelihood assets assessment**

### **Overview:**

The sampling and assessment planning process; and

The core components of livelihood assets assessment and analysing the results

### **Sessions:**

1. Gathering information
2. Information needed for a livelihoods assets assessment
3. Sampling and assessment planning
4. Core components of livelihood assets assessments
5. Analysing results

# Core components of livelihood assets assessments

- Context analysis will help you understand the factors that influence livelihood systems
- Food security determined by food availability and how easily and regularly people have access to food
- Coping strategies are the actions that people take at a household level to manage their resources in times of hardship





## Study unit 3: Problem solving approaches

### Overview:

Describing community decision making based on data;

Explaining the root causes of problems; and

Devising sustainable community solutions in a participatory manner

### Sessions:

1. Defining problems and their root causes
2. Participatory development of a basket of options
3. Participatory selection of an appropriate solution
4. Participatory implementation
5. Participatory monitoring and evaluation



## Study unit 4: Leadership development

### Overview:

Developing effective leadership in a community using talent development and management programmes  
Identifying, attracting and mentoring community leadership talent

### Sessions:

1. Leadership styles
2. Communication skills
3. Characteristics of effective communication
4. Leading and motivating community co-workers
5. Mentoring
6. Time management
7. Participatory goal setting and accountability
8. Characteristics of different goal types
9. Teamwork
10. Stages of team development

# Participatory implementation





## Study unit 5: Resource mobilisation

### Overview:

Planning resource mobilisation

The relevance of written proposals

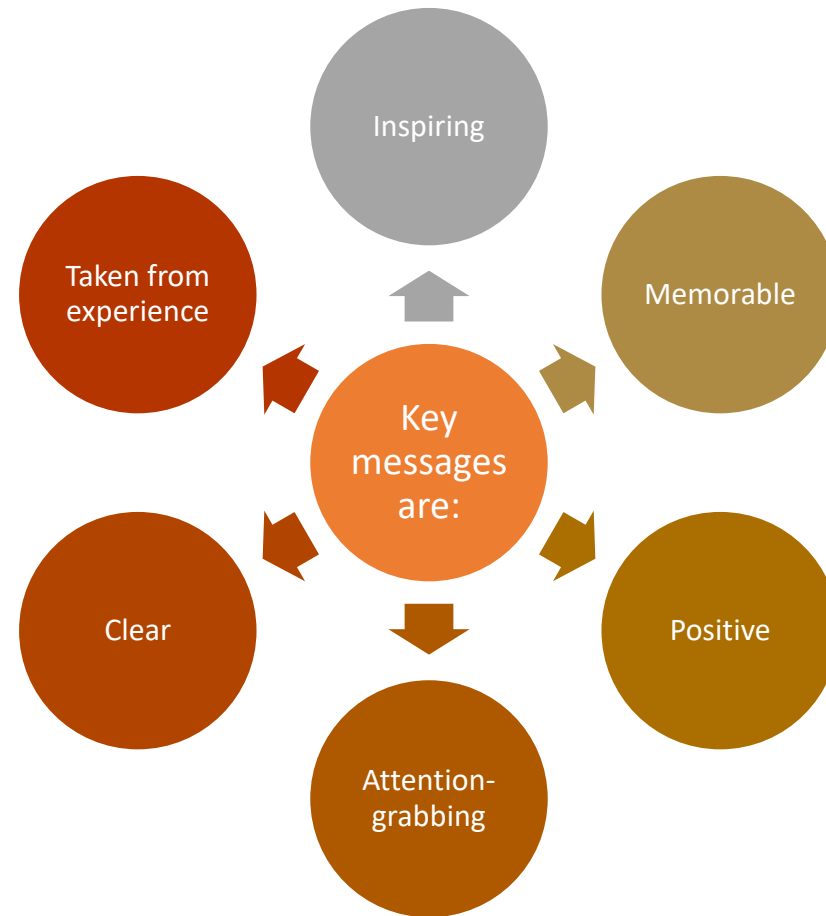
The value of an effective communication strategy

Designing, implementing and monitoring resource mobilisation strategies

### Sessions:

1. Understanding local resource mobilisation
2. Reviewing the community strategic plan
3. SWOT analysis
4. Determining resource mobilisation targets
5. Identifying stakeholder group
6. Stakeholder mapping tool
7. Developing key messages
8. Selecting resource mobilisation vehicles
9. Monitoring resource mobilisation activities

# Developing key messages





**Thank You!**