

# Communication for Development. The potential of local communities

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# We can't eat communication!



The communication tools are usually used for backing the development initiatives.



# Promoting Development Initiatives



Diffusion Model



Participatory Model

# Practicing Participatory Communication

- ▶ Participation in implementation
- ▶ Participation in evaluation
- ▶ Participation in benefit
- ▶ Participation in decision-making

**Different ways of participation**




# *Working at the Community Level*

- ▶ *Main challenge: entering the community !*



- ▶ *Main question: why? Because of their potential*

# *Social Capital of Civil Society Organizations: a Resource and an Opportunity for DevCom*

- ▶ *Definition of ‘social capital’*
  - ▶ *The public–NGO partnership based on social capital*
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# Strategic alliances – the potential of local communities!





*Thank  
you*

