



An example of Civic Driven Change?

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This presentation...

- Why did Soul City & Seriti create Kwanda?
- What is Kwanda?
- What did Kwanda teach us?



Why Kwanda?



- ◆ 'Development' issues are interrelated and poverty underpins and compounds all of them. They must be tackled together, we must constantly look at the whole...
- ◆ Interventions aimed at the individual or small group are useful but limited; some solutions to 'individual' problems require shifts in culture
- ◆ Policy makers can leave out the most important insights – those from 'the community', the people most affected.
- ◆ Change process needs all civic actors

What is Kwanda?...



Television that communicates a powerful social message ...and a Reality TV show that entertains

A major community development project that impacts on hundreds of thousands of lives....and tackles core 'social challenges'

A tool for the television audience to participate in a network of people who work to improve their own 'communities of place'

Kwanda partners



Government	Department of Social Development, Department of Health, 6 municipalities
Professional expertise	Crew of development practitioners from Seriti Institute, Soul City training partners, media professionals, other specialists
Participants	Teams of community members working together to make a difference, 100 from each community
Community actors – drawn by activity	Up to 2000 people working for some days a week at each site on a variety of projects decided by the community. Local councilors and local govt, business allies....
Media	Partnership with SABC1, 5 ALS Radio stations, Daily Sun and 5 Community Radio stations to create engaging television and radio that aims at encouraging citizens to improve their lives



Kwanda objectives



Project Objective Increase social capital to enable communities to address their own challenges, and engage with government more effectively

Project Message 'We can transform our communities to look better, feel better and work better'

Television Objective Inspire audience to take action in their own localities and connect active audience to each other, to resources that can help them and to those who they can help



What sparks people to organize on their own behalf – to ‘drive change’?

How do we re-imagine our lives?

How does change come about?

How do civic actors contribute at a meaningful scale?



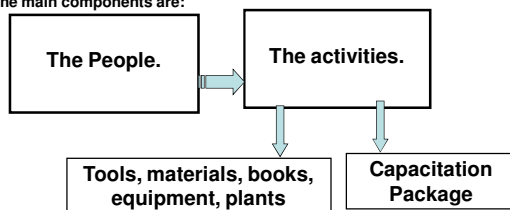
The Learning Camp

- Organization Workshop (de Morais) – Practical method to learn complex organization
- Activity-based (learning by doing), tackling issues beyond the reach of an individual working alone
- Developed through Kwanda to bring learning around ‘social challenges’ like HIV epidemic, alcohol abuse, care of vulnerable children



Organization Workshop

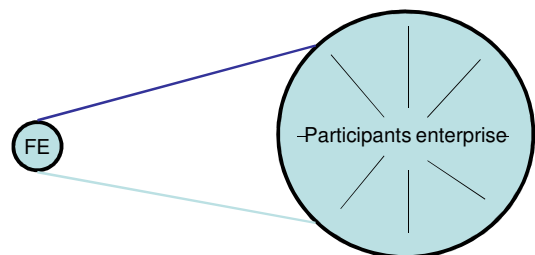
The main components are:



- Lectures on Theory of Organisation
- Freedom of organisation.



How it works



Organisation is not “taught”, nor is it “given” to a social group by any external agency or professional

The group **achieves organisation**

as a result of having all the tools and equipment needed to act, together with **freedom of organisation**



Kwanda Learning Camp

- 400 people worked together for 1 month
- Participants learned new repertoires of organization:
 - ✓ Door to door campaign: vulnerable children, HIV education
 - ✓ Campaign on community radio
 - ✓ 3 ha orange trees, 2 ha vegetable farm (irrigated & fenced)
 - ✓ Dump turned into park for children
 - ✓ ‘Jamboree’: brought government depts to community
 - ✓ Chicken farm + orchard
 - ✓ Crèche for 120 children
 - ✓ Community campaign against alcohol abuse
- and they earned some money.....

So those involved have:

- An enhanced imagination of possibilities and their own capability
- New repertoires of organization
- A common 'language' (concepts, descriptions of future, critical understanding)



Activities back home: 'local policy' decisions

- Alcohol Abuse
 - Implement laws: no alcohol for children, alcohol-free schools.
 - Change practice: Form alliance with taverners about earlier closing times, food at taverns. Create safe drinking places.
- Violence
 - Gangs dispersed and leaders brought to community service.
 - Dense bush 'hotspots' cut down and lit
 - Crime 'hotline' established; agreement with SAPS to introduce street patrols as part of team's crime prevention strategy
 - All communities: away with xenophobia, celebrate difference...
- HIV Prevention Educate people and make health services deliver
- Children and the Elderly - Individual support (link with social services and police); vegetable gardens; feeding schemes, crèches

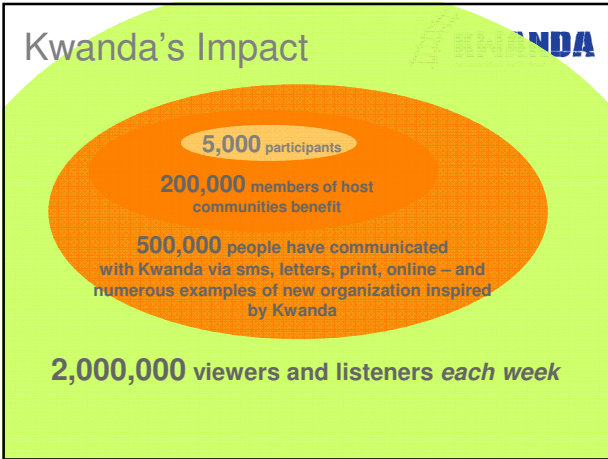
Impacts

- New economic initiatives
- Awareness that **working as a team** opens doors to local government
- Links with neighbouring communities and 'done policy' changes (e.g. around rapes)
- Dramatic **Crime reduction**
- **Reduced violence** (clinic records)
- Others are inspired to become 'Kwanda Communities'

A new practice

- Community coaching; applying insights from team and executive coaching





- ### What have we learnt?
- When people organize on their own behalf, it is easier for government to 'deliver'.
 - The condition for beneficial changes is autonomous (community-driven) organization, and the confidence of people to act - and confidence comes from doing rather than from planning
 - This in turn draws in other actors - from ALL 'sectors';
 - Social Inequality can be reduced by people tackling the politics of their situation to improve their economic possibilities and income.