



Community development: A methodology for enabling the Green Transition through the Green Activators

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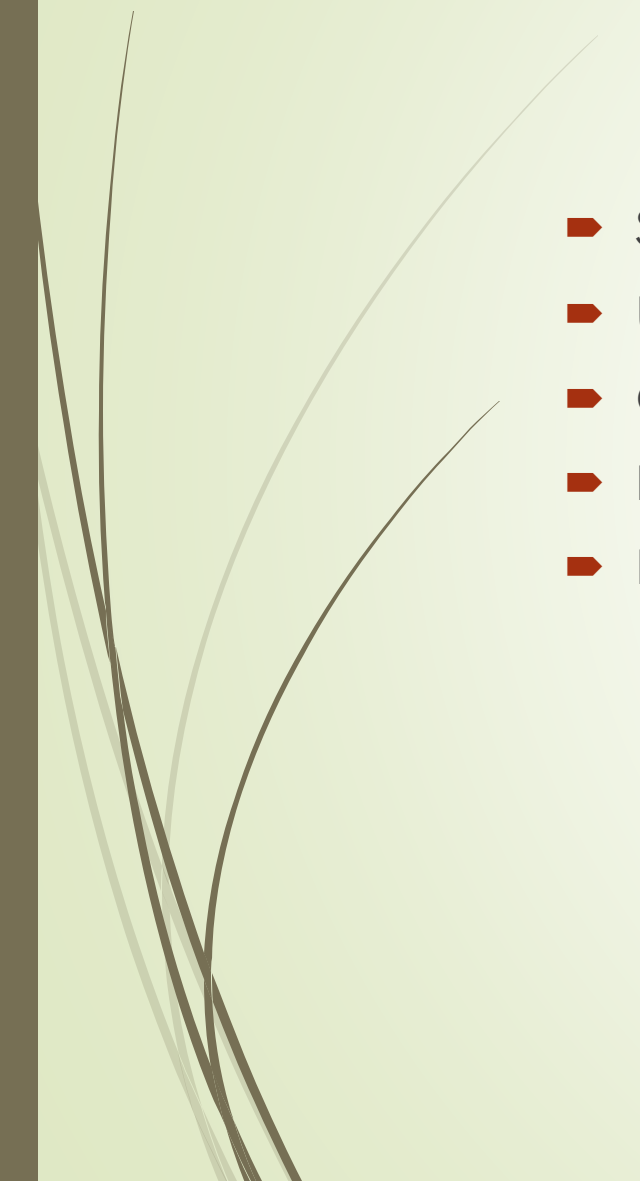



What we will talk about

- The problems
 - Community approach
 - Community social development
 - Meaningful participatory processes
 - Hybrid participatory processes
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The problems

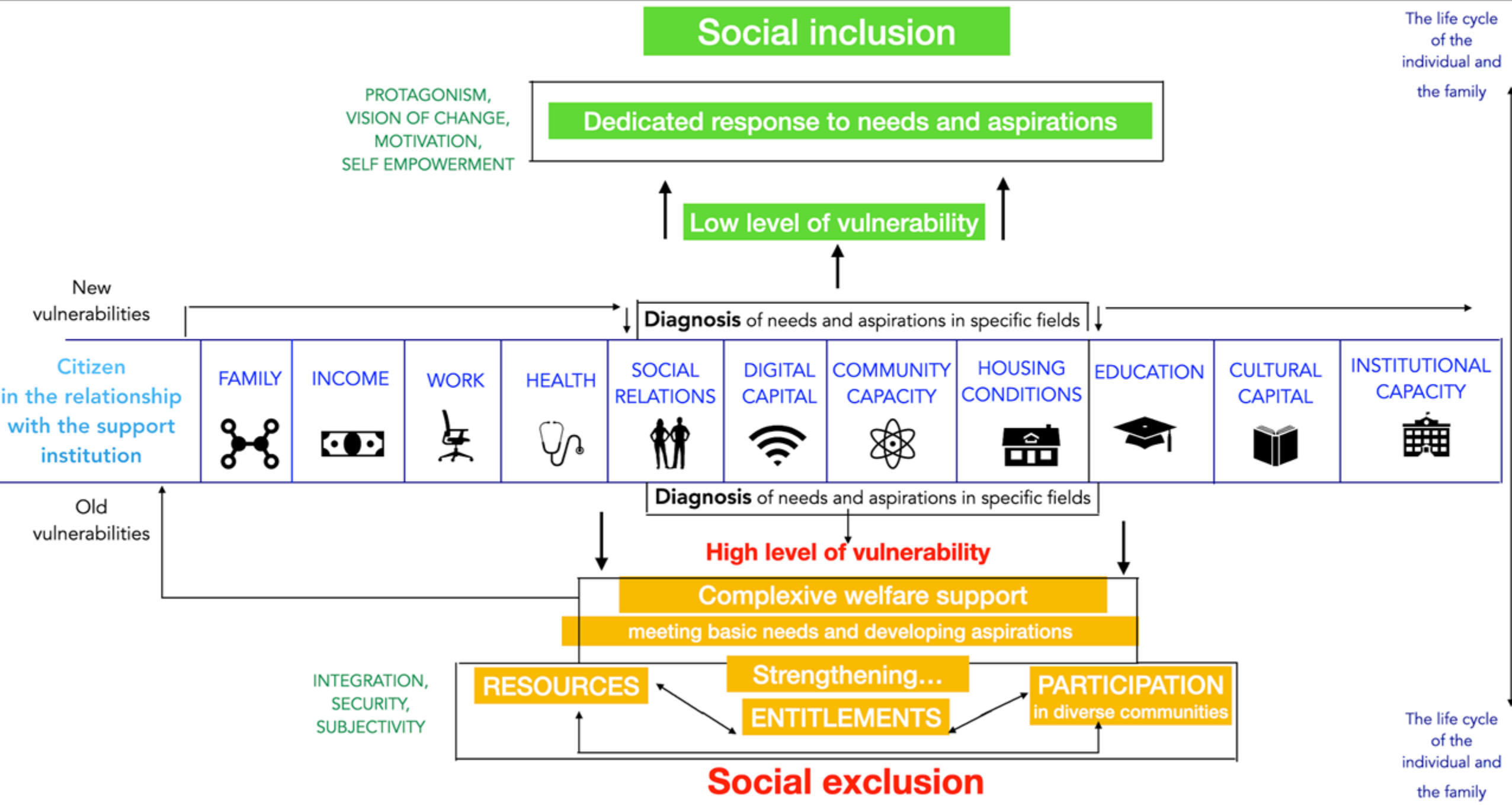
- ▶ Strong individualism in local communities
 - ▶ Universal vulnerability
 - ▶ Green transition problems perceived as distant
 - ▶ Low relationship density between people
 - ▶ Real participatory processes almost completely absent
- 



We are all
vulnerable....




The universal dimension of vulnerability as a challenge for "civic" social policy





Communities today

Contemporary communities are real and digital plural places where people share relationships, social and participatory practices, symbols and values



an idea of community as a fundamentally liquid structure, with relationships not necessarily lasting in time, in which the most important aspect is the relationship with the territory. In other words, the spatial dimension has come to prevail over the temporal one. This change of perspective has made it possible to consider territorial communities from social practices and, in particular, urban practices in spaces of sharing. At this level, it has become possible to study hybrid 'social bodies', in which, however, the participatory dimension constitutes one of the qualifying elements of the social relationship

Michele Sorice, Democratic Participation, 2019:121



They are central...

SOCIAL
PRACTICES

MEDIA
PRACTICES

In public
and private
spaces....



IMAGINED
COMMUNITIES



ASPIRATIONS



POPULAR CIVIC
IMAGINATION

The community social development approach

In our perspective, territories and communities are, first of all, neither objects nor subjects of business. They are not objects because territories and communities are places deeply intertwined with relationships between people.

Social development of communities is the ability to increase the social capital and social cohesion of a community in the direction of increasing relational density on the one hand and making the community a resource for citizens on the other.

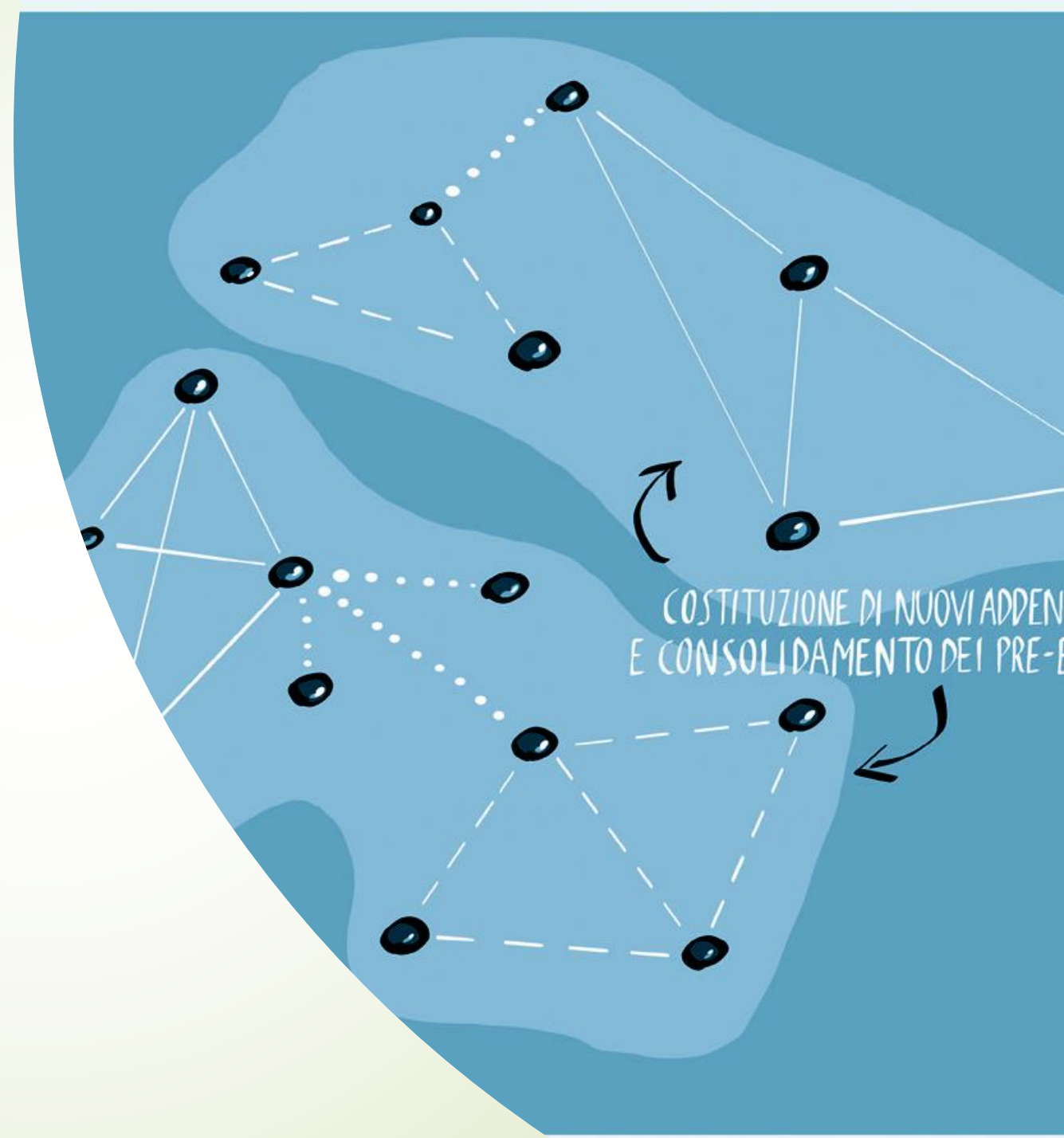




**Working with the
community and not on
or for the community**

A possible process

- ▶ Participatory observation and active listening
- ▶ Empowerment of groups and individuals
 - ▶ (conscientisation; educommunication - Paulo Freire)
 - ▶ Facilitating participation and communication in the community
- ▶ Building simple links and relationships (real and digital)
- ▶ Building complex links (informal groups, groups, associations)
- ▶ Involving institutions to co-programme



The role of communication



- 5 types of communication
 - Proximity Communication
 - Communication of trust
 - Connective communication
 - Communication with the territory
 - Mutual communication
- Digital inclusion
- Community digital platforms



Participatory processes

- Moving from **inclusive participation** to **meaningful participation**



Liminal communities...

characterised by:

- ▶ Processes of refiguration (Knoublach and Löw 2017)
- ▶ polycontextualisation
- ▶ Deep mediatisation (Hepp, 2020)
- ▶ Translocalisation (Hepp, 2015)
- ▶ De-familisation (Blokland, 2017; 2022)
- ▶ Widespread presence of vulnerabilities

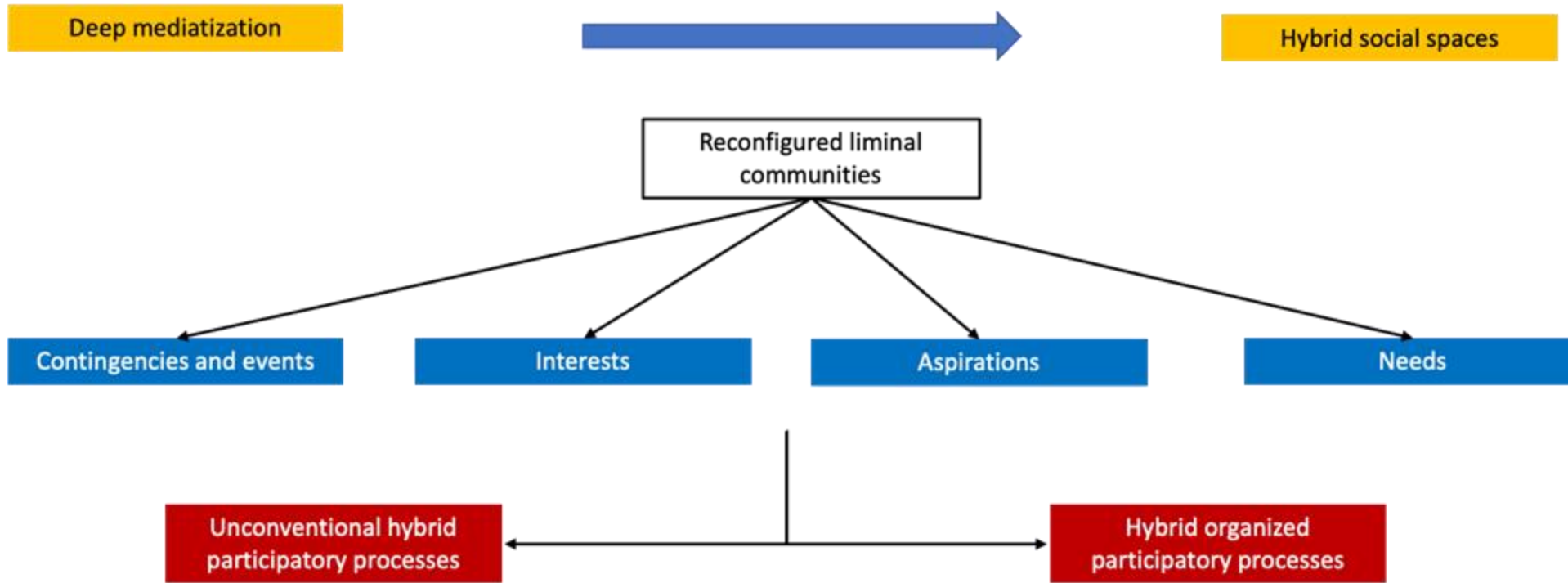


Liminal communities and processes of participation

How are these spaces reconfigured by
profound mediatisation?

What relationships are possible
between hybrid participatory
processes and social and cultural
change in these spaces?





A PROPOSED OUTLINE FOR ANALYSIS AND REFLECTION

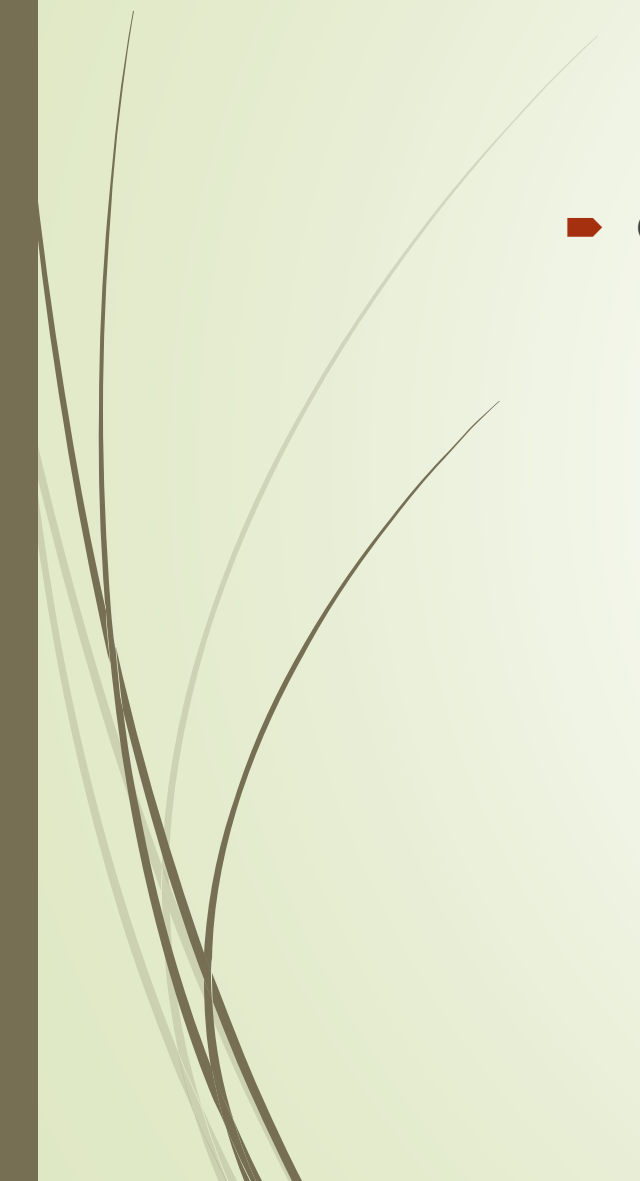



Participatory processes

- Moving from **inclusive participation** to **meaningful participation**
- **Hybrid participation processes**
 - www.decidim.org



How? Community activators

- ▶ Green community activators are people who:
 - ▶ They contribute to increasing the density of relationships in communities
 - ▶ They construct spaces and use methods to facilitate the participation and protagonism of the people living in their communities
 - ▶ Contribute to increasing the co-construction of communication tools and activities with and in communities
- 



How? Some tools to facilitate participation

- ▶ Open space technology
 - ▶ World café
 - ▶ Co-design thinking
 - ▶ Urban co-co-planning
 - ▶ Cooperative hackathon
- 