



TRAINING PTY LTD

CREATING SUSTAINABLE CHANGE

# INTERACTIVE COMMUNITY ENGAGEMENTS WORKSHOP



## CONTENT OVERVIEW

The ICE workshop facilitates community-led development by bringing together diverse social groups to co-create a shared development plan. It takes participants on a journey of self-discovery through systematic analysis of community realities, perspectives and data. The people- and community-centred approach fosters sustainable transformation, promoting collaborative work with local stakeholders to identify needs and prioritise plans.



### Workshop Outcomes

- Effective public participation.
- Reflect community realities in development planning.
- Foster community self-mobilisation.
- Enhance data-driven decision-making.
- Co-create a shared community development plan.



### Target Audience

- Community leaders
- Community members
- Various social groups within the community



### Course Structure

- 3 days in person workshop
- Interactive Activities
- 15-25 participants per group



### Certification

- Certificate of participation upon completion



[www.beulahafrica.co.za](http://www.beulahafrica.co.za)  
[beulah@beulahafrica.co.za](mailto:beulah@beulahafrica.co.za)  
+27 12 348 0682

ACTIVITY 1



### Key Resourceful People Interviews

Key Resourceful People (KRP) interviews involve structured engagement sessions with influential community stakeholders, including leaders, service providers, business owners, and officials. These in-depth discussions, conducted through face-to-face meetings, telephone calls, or online interactions, provide valuable insights into community dynamics, identifying strengths, opportunities, weaknesses, and challenges. Furthermore, these interviews verify and interpret primary data collected from other sources.

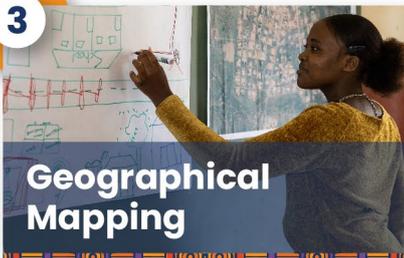
A key tool in our primary data collection involves conducting focus group interviews with diverse social groups (e.g. elderly, entrepreneurs, seasonal workers, unemployed youth, people with disabilities). This ensures inclusive community mapping and effective project planning, and furthermore provides a deeper understanding of marginalised groups' livelihood strategies, vulnerabilities, opportunities, development challenges and needs, and how best to address these.

ACTIVITY 2



### Social Group Interviews

ACTIVITY 3



### Geographical Mapping

Mapping is a method of gaining a community's perspective of the current spatial layout, issues which affect different parts of the area, and their available natural resources and urban environment. It also serves as a guide to identify possible future options to improve their living environment. It is not intended to get an exact picture of the area, but rather to capture community perceptions about issues and priorities within their spatial dimensions (e.g. crime hot spots, good soils, etc.)

A Service Analysis is conducted to identify the different organisations and service providers operating within the community and to understand how important the community perceives their services to be. Furthermore, satisfaction with the current service delivery is evaluated based on quality and accessibility. Through this activity, services such as health, safety, education, skills development, and social support are assessed to identify service gaps and strengths.

ACTIVITY 4



### Service Analysis

ACTIVITY 5



### Seasonality Analysis

Certain aspects of community life, like disease patterns, climate, food security, etc. exhibit strong seasonality. This exercise is valuable for comprehending the dynamic shifts that occur with changing seasons. It allows for targeted interventions and strategic planning, considering variations in disease prevalence, labor demands, agricultural cycles, and nutritional habits. Understanding these patterns is essential in addressing community needs to ensure they are better equipped to address seasonal challenges.

This analysis looks at long-term changes in the community, such as employment opportunities, food security, crime, and other factors that significantly impact the community. Through interactive discussions and thorough data analysis, the initiative explores the changing dynamics within the community over time. This comparative approach highlights community trends, emphasises the interconnected nature of social issues, and captures community perceptions related to these trends.

ACTIVITY 6



### Long-term Social Trends



ACTIVITY 7



One of the best ways to understand a community is to develop a timeline with its members. This joint exercise identifies key trends in development, reflects on past successes and failures, and explores prevailing mindsets and barriers to progress. By mapping out these historical milestones, timelines help to clarify the connections between past events, present challenges, and future possibilities, fostering a more comprehensive understanding of the community's journey and its path forward.

An economic analysis of the community economics is conducted to understand the economic inflows of the community, the economic activities occurring within the community, and how financial assets are lost. Income-generating opportunities are identified, and the importance of enhancing financial literacy within the community is emphasized. This empowers community members with the knowledge and skills needed to make informed financial decisions for improved economic well-being.

ACTIVITY 8



Community Economic Analysis

ACTIVITY 9



Community Based Needs Analysis

Based on the 'crossing the river' analogy, community members participate in analysing their current reality, desired future, and potential barriers. This analysis uses a systematic and structured process. The process identifies strengths, weaknesses, opportunities, and threats, informing community-driven development goals and plans. This approach is community-led and participatory, developing self-sustaining solutions that promote community ownership and self-reliance.

Following the community-based needs analysis, the project prioritisation activity involves a participatory process where community members rank their desired development outcomes and then vote for their top three priorities. This collaborative approach ensures community-driven decision-making, identifying and prioritising the most pressing needs, and aligning project implementation strategies accordingly. Additionally, it ensures local insights and voices shape prioritisation, rather than external perspectives.

ACTIVITY 10



Community Based Project Prioritisation

TESTIMONIAL

"Beulah Africa brought sunshine and light into our lives! The workshop gave us hope. We tend to be lazy and wait for others to come do things for us. It's time for us to stop just talking and start taking action. I'm grateful for the experience and excited to make a positive change. We've now identified plans and projects we can undertake ourselves."

TESTIMONIAL

"I really enjoyed the ICE workshop run by Beulah Africa. It brought together different views and ideas from various social groups. It helped us understand how the whole community thinks and the challenges each group faces. We were able to imagine our ideal future and start building a plan to develop our community that we can put into action."

