

BORDERS TO CROSS

Title:	3.3
Name workshop:	Development of local communities
Projects presented:	1. Ik Geef om de Jan Eef. - 'I Care About Jan Eef' 2. Kwanda
Workshop director(s):	Jasper Boesvledt
Name rapporteur(s):	Yiqing Zhang (Emily)
Date and time of workshop:	30/10/13 14:30-16:00

Heading: three lines leading the reader into the topic:

Living in a globalized world, both developed and developing countries demonstrated the need to empower local communities and the challenge of how to stimulate citizens to participate. This workshop offers two cases happened in the Netherlands and South Africa respectively to compare and contrast similarities and differences while offering chances to learn from each other.

What triggered me: 5 lines:

The introduction of reality show to community building in South Africa was innovative and entertaining, which can easily attract participants as well as record incremental changes that took place in the community. It is a creative combination of media and democracy that attracted developed countries' attention, and can be replicated to community building programme in those countries as well.

Description and elaboration of observations and reflections of projects and/or things that happened and/or were discussed during the workshop: 10-20 lines:

1. Ik Geef om de Jan Eef. - 'I Care About Jan Eef' project:
As an immigrant-dominated shopping street, Jan Eef street suffered from doom economy and a

murder case that hurt every resident's feeling. To boom the economic development as well as reconstruct the community tie among residents, a well represented association has been established which involves store owners, customers, real-estates, and normal residents. By arranging meetings with local citizens, a blueprint of what the street can develop into in the future was generated, and residents' financial independency was cultivated as well.

2. South Africa Kwanda project:

Kwanda is a community building and development reality show set up by NGO, which invites 5 communities each time to participate in the show for 6 weeks and compete for the title of "most improved community". The programme involves the process of "community mapping", which is to figure out who lives in the community and what is going on. It encourages active participation of every resident and promotes cooperation within the community. Community enterprises are created as well, whose revenues will be reimbursed to benefit the development of the community. The show is a success in a way that it not only learned citizens on how to become self-organized and take responsibility, but also trained people to prepare them for jobs.

Reflection, possibly linking up to the leading questions and threads: 5-10 lines:

There was concern regarding how to keep people motivated to continue community-improving activities after the 6-week show, for being observed by a camera may change individual's behavior pattern (such as trying to show a more positive image of oneself) that can shift back once the outside observation stopped. Questions on how to prevent bureaucracy penetrating into the NGO programme was raised as well.

Extra information: