CoP – Co- Production – Community Mobilization

Solid Ground:
Access to Secure Land and Safe Homes Project, Makululu, Kabwe - Zambia

Albert Chibuye – Project Manager - Habitat for Humanity Zambia

Why community Mobilisation is important for Co-Production

❑ *Community is empowered and participate in identifying their own challenges, own and initiate appropriate change*

Why community Mobilisation is important for Co-Production

❑ *Community Consultation process – their needs and concerns are reflected in Community Action Plans*

❑ *Initiate Dialogue to with the council to find solutions to their problems*

Why community Mobilisation important for Co-Production

❑ *Community members address their challenges individually through Individual Action Plans to reduce homelessness*

❑ *Helps the project to be more cost-effective – more resources are channelled to project intervention*

Practical tips/Approach to Community Mobilization (3 level approach)

❑ District level stakeholders meeting is called. The meeting included among others Kabwe Municipal Council, Mayor, Ward Councilors and MEDEEM Zambia for them to understand and appreciate what the project is all about and create synergies and collaborations

❑ Followed by meetings with all community-based leadership structures under local government and Community Development

Project awareness raising at community level

- Community awareness meetings conducted in all wards with the help of the community leaders for the community members to know what project is all about and the role of the community in project implementation

Project awareness raising at community level

- Live Radio programs to reach out to a wide audience - over 60,000 People are reached annually through radio

Capacity Building of community leadership structures

- Frontline workers are engagement in consultation with the local leadership. The frontline workers role is to mobilize the community into groups and train them in a more cost-effective way

- Training and support to Makululu Advocacy committee to advocate for various issues affecting the community

- Identification and support to Community Security of tenure champions whose function is to encourage community members during community engagement meetings and Radio Programs to acquire security of tenure documents

Community Members trained in PASSA to identify Disaster Risks and solutions to mitigation against such risks

Community Mobilization approaches or models for effective project delivery

Saving Groups to raise finances for occupancy licenses and improved shelter

Sports as development tool to create awareness and demand

Kabwe Mayor Listening to Football3 pre-discussion session

Community mobilization approaches

Community mobilized into Study circles to increased knowledge in Land and Housing rights

Project awareness meetings to increase community participation in the project

Community mobilization approaches

Community Members trained in PASSA to identify Disaster Risks and solutions for mitigations

How to recognize and avoid conflict

- Each partner or stakeholder on the project should know its mandate

- Appreciate and compliment partners and community expertise and skills in project delivery

- Dialogue with key external stakeholders in addressing the issues affecting the community than be confrontational

How to maintain participation over time.

- Quarterly Joint project monitoring visit to the project - with all project partners and community leaders
- Community engagement meetings to Interact with project beneficiaries and community to assess their appreciation of the interventions
- Quarterly review, reflective and feedback meetings with frontline workers to assess project implementation
- Dialogue meetings with political and civic leaders to addresses issues affecting the community and ensure sustainability
- Payment of Frontline workers quarterly incentives

What to avoid

- Creating relationship with political leadership structures at community levels (ruling or opposition parties)
- Antagonistic approach to resolving community issues

Thank You

Comic Relief

Safe Place to Be