Day 2 – November 10, 2015, Tuesday

**8:30 - 10:00 a.m. - Approaches to
Community Development &
the "ABCD" Approach**

20-minute break

**10:20 - 12:00 noon -   Group Discussion:
The "A Successful Community
Development Story"
* Analysis applying the "ABCD" Approach**

The "ABCD": a Model for Capacity Building for People & Community Development

A METHOD for
DEVELOPMENT ACTION PROGRAMMING

Presentation by: Anselmo B. Mercado

The "ABCD" : An Overview

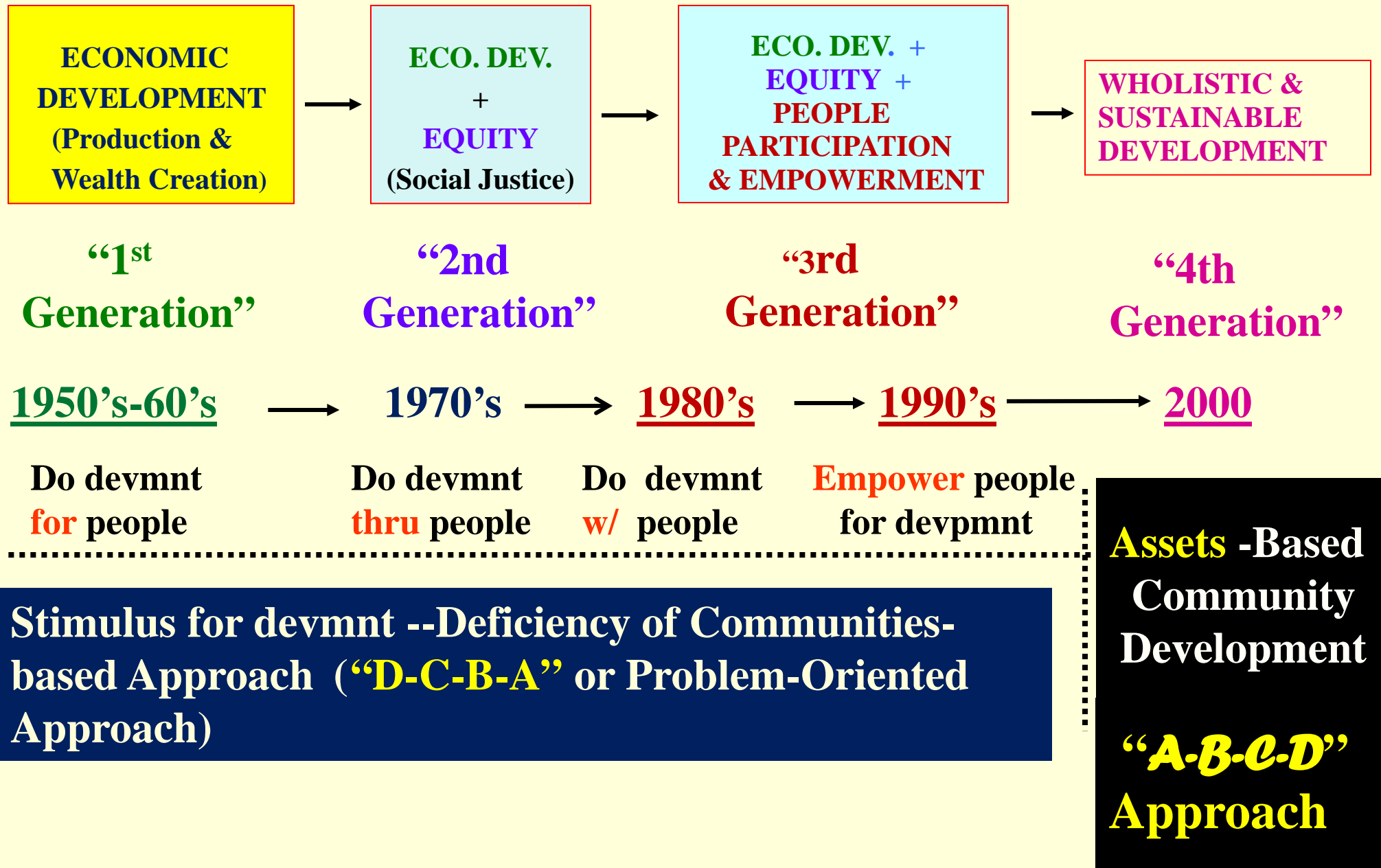I.   Community Development - The Earlier Approaches

II.   The "ABCD" as…

An APPROACH

a METHOD

a STRATEGY

* Some examples of ABCD in actual applications

EVOLVING "FORMULA of DEVELOPMENT"

ECONOMIC DEVELOPMENT (Production & Wealth Creation)	→	ECO. DEV. + EQUITY (Social Justice)	→	ECO. DEV. + EQUITY + PEOPLE PARTICIPATION & EMPOWERMENT	→	WHOLISTIC & SUSTAINABLE DEVELOPMENT

"1st Generation"   "2nd Generation"   "3rd Generation"   "4th Generation"

1950's-60's → 1970's → **1980's** → **1990's** → **2000**

Do devmnt for people	Do devmnt thru people	Do devmnt w/ people	Empower people for devpmnt

Stimulus for devmnt --Deficiency of Communities-based Approach ("D-C-B-A" or Problem-Oriented Approach)

Assets -Based Community Development

"A-B-C-D" Approach

CURRENT EXPERIENCES & THE "ABCD" MODEL

The New Millennium – ushered in new hopes & inspiration…

1. A re-awakening & renewed idealism/vision shared by poor & rich countries -- "a world without poverty". Pressed by urgency of the times, the UN has produced the "Millennium Declaration":

   Reduce by half the number of people on extreme poverty & hunger by 2015.

2. The "ABCD" Model – in a new millennium… a new paradigm, & a more positive outlook of our world searching for lasting peace & development.

The "ABCD" & "Traditional" Approaches to People/Community Development

"Traditional"   →   ABCD
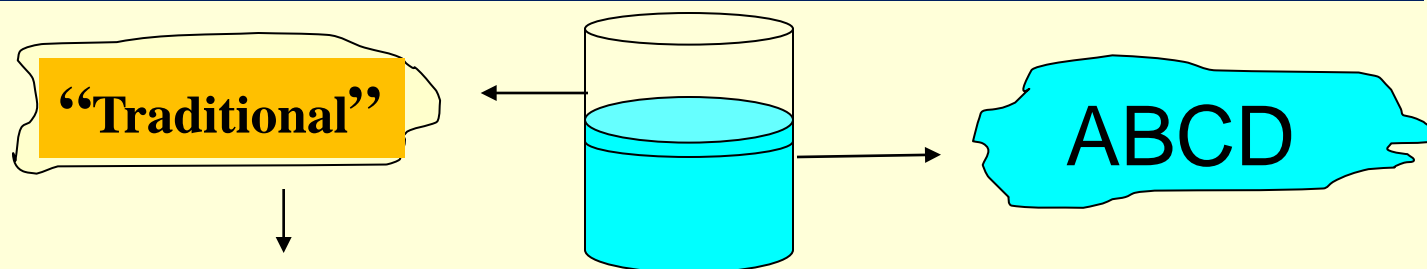
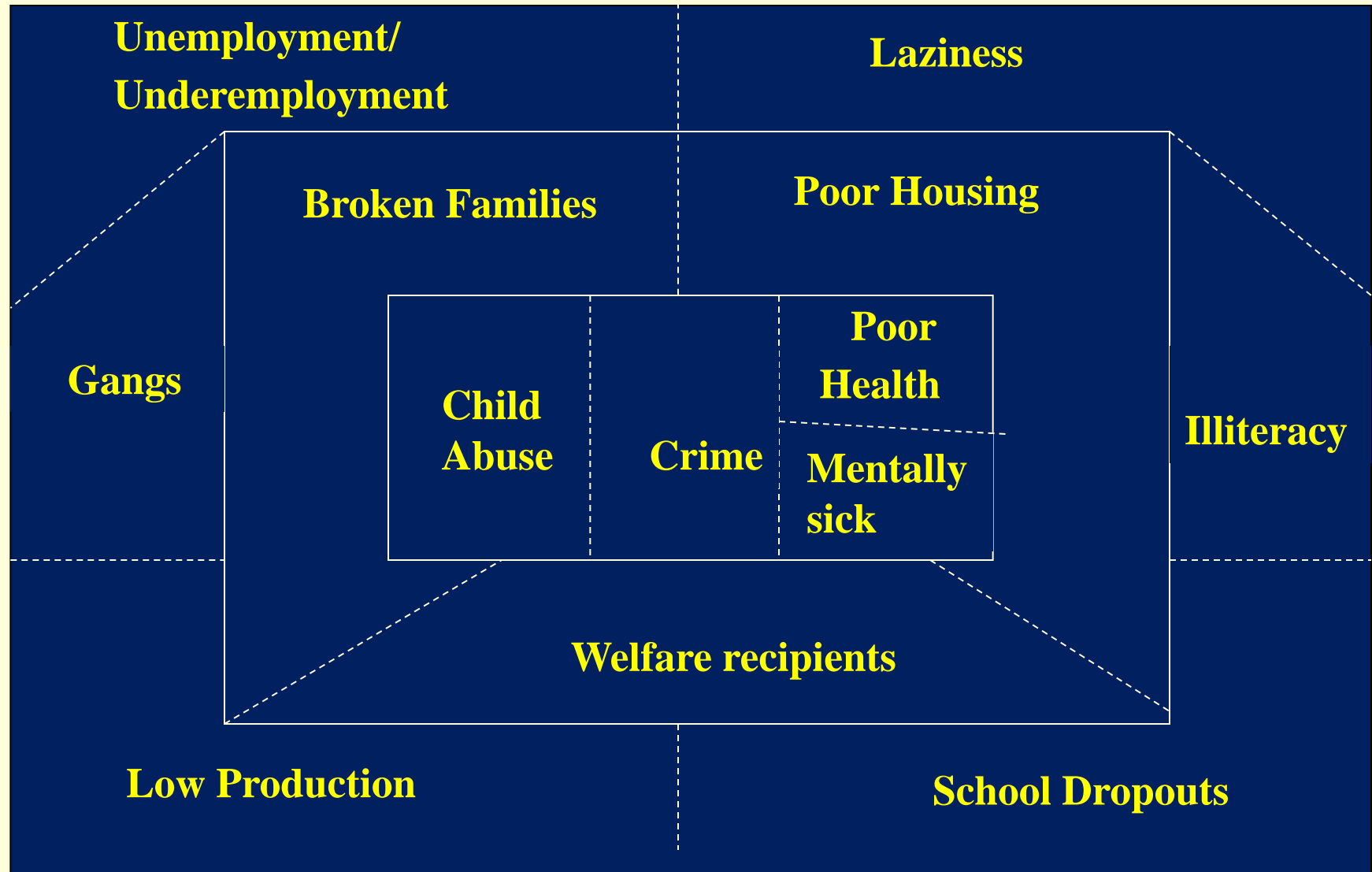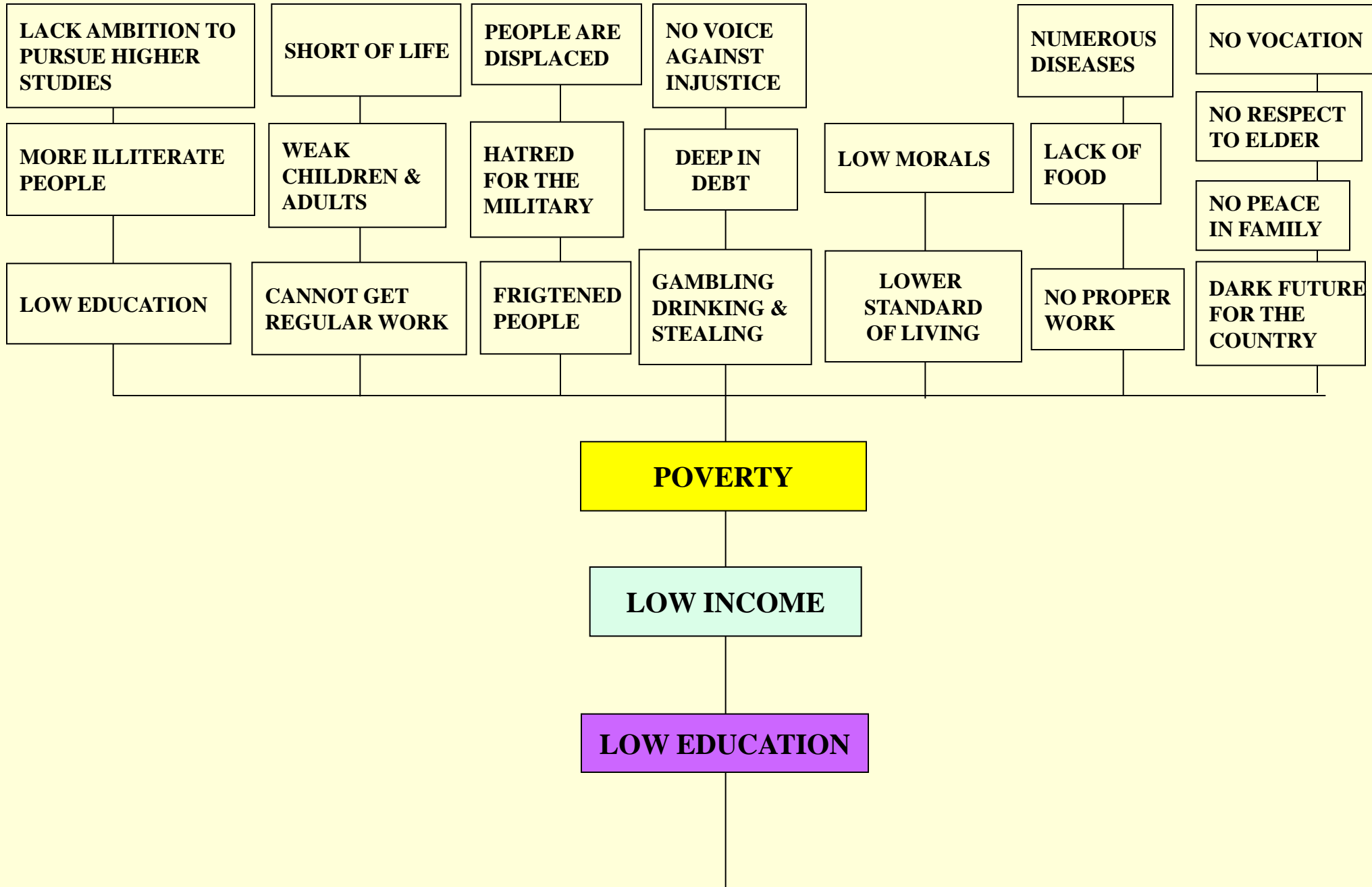|	
Focus	Needs, Deficiencies, Problems
Perspective of people/ community	Negative aspects (problematic, weak, "sick") overwhelm/overlook people's inner strengths - self-deprecating - dependency on "outside" help - selfish interests
Leaders/ Leadership	Influenced by "outside" resources (donations, grants)
Relationship w/ outside agencies	Donor-client relationship Doctor-Patient
Tools/Techniques Process	Participatory needs assessment or problem analysis ("Problem Tree" or Needs Map)

Community Needs or Problem-oriented Map ("Traditional" Approach)

Unemployment/
Underemployment

Laziness

Broken Families

Poor Housing

Gangs

Child Abuse

Crime

Poor Health

Mentally sick

Illiteracy

Welfare recipients

Low Production

School Dropouts

THE PROBLEM TREE of Mawlamyine Diocese, Mon State, Myanmar

EFFECTS

LACK AMBITION TO PURSUE HIGHER STUDIES	SHORT OF LIFE	PEOPLE ARE DISPLACED	NO VOICE AGAINST INJUSTICE		NUMEROUS DISEASES	NO VOCATION
MORE ILLITERATE PEOPLE	WEAK CHILDREN & ADULTS	HATRED FOR THE MILITARY	DEEP IN DEBT	LOW MORALS	LACK OF FOOD	NO RESPECT TO ELDER
						NO PEACE IN FAMILY
LOW EDUCATION	CANNOT GET REGULAR WORK	FRIGTENED PEOPLE	GAMBLING DRINKING & STEALING	LOWER STANDARD OF LIVING	NO PROPER WORK	DARK FUTURE FOR THE COUNTRY

POVERTY

LOW INCOME

LOW EDUCATION

POVERTY

LOW INCOME

LOW EDUCATION

PROBLEMS

CAUSES

UNEMPLOYMENT
- LACK OF JOB OPPORTUNITY

POOR HEALTH
- NO KNOWLEDGE ABOUT SANITATION
- CLOSE TO THE THAILAND BORDER
- USE OF DRUGS
- NO PROPER WATER SYSTEM

CONFLICT BETWEEN MILITARY & NON-SETTLER
- MILITARY WANT TO CONTROL AND STOP THE REBELS

POVERTY
- DIS-PLACEMENT
- NO ACCESS TO CAPITAL
- NO PROPER ECONOMIC POLICY

LACK OF TECHICAL SKILLS
- LACK OF EDUCATION
- LOW MOTIVATION FOR THE EDUCATION
- LOW ACCESS FOR THE EDUCATION

NO LANDS
- DISPALCED BECAUSE THEIR LAND BECOME BATTLE-FIELD
- FAMILY UN-SETTLEMENT
- LACK OF PEACE

LACK OF SPIRITUAL VALUES AMONG THE YOUTH
- LACK OF PROPER CATECHISM
- LACK OF PROPER GUIDANCE
- NO PEACE IN THE COMMUNITY
- GAMBLING IS PREVALENT IN SURROUNDING VILLAGES

The "ABCD" & "Traditional" Approaches to People/Community Development

"Traditional" ← | → "ABCD"

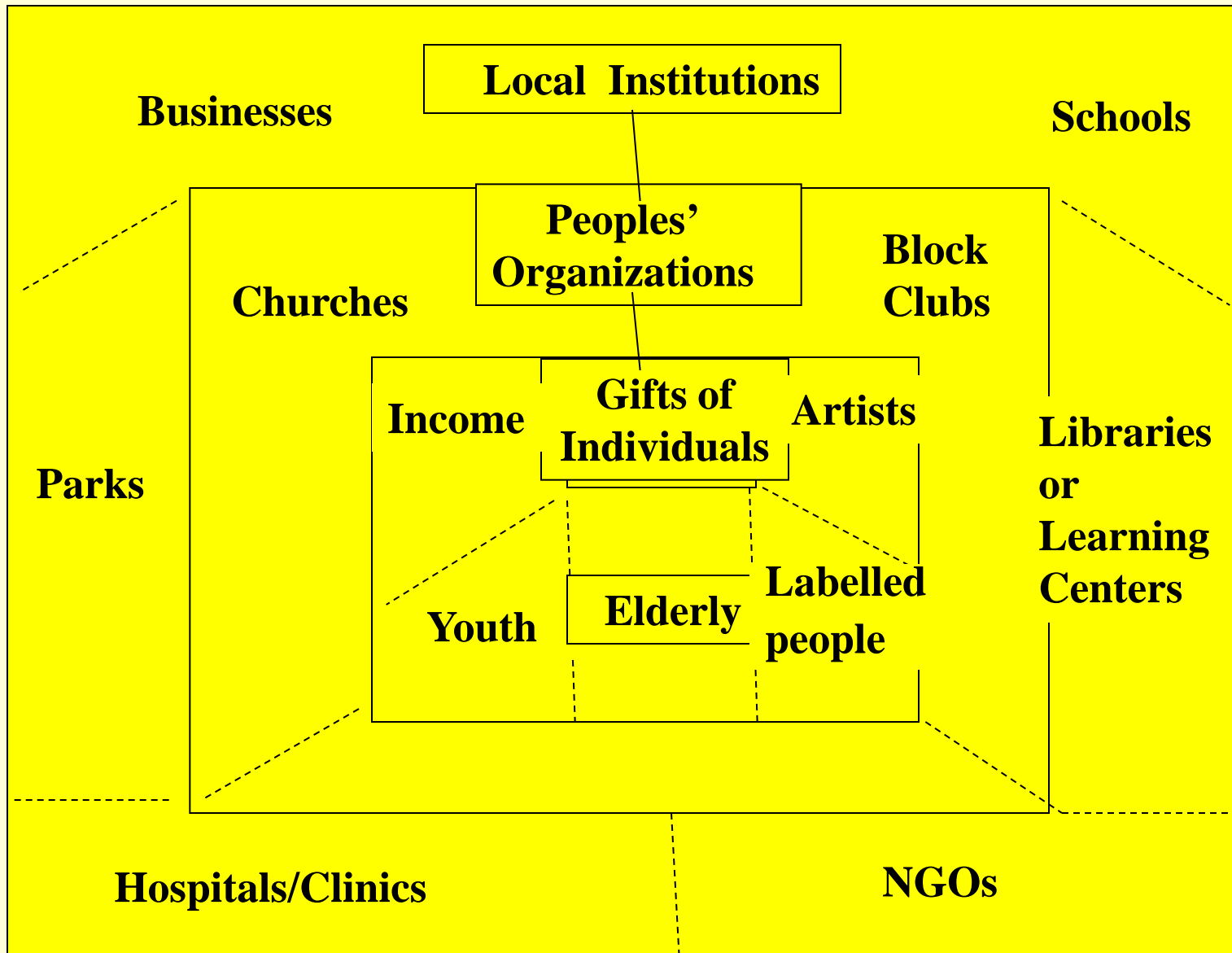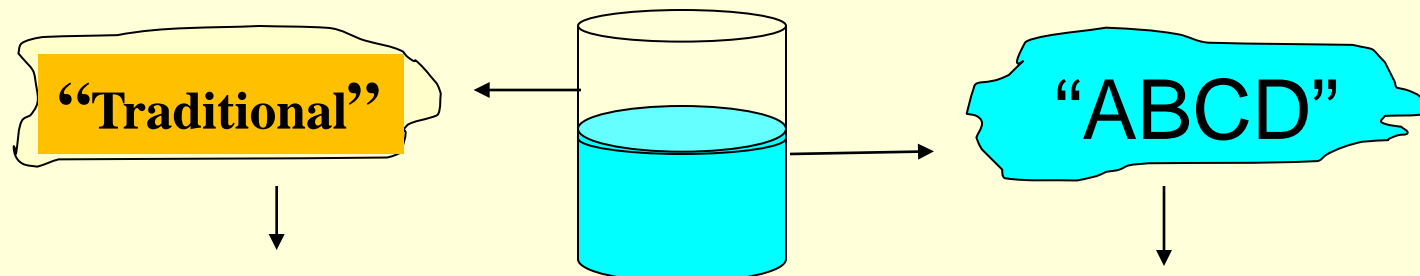|	Traditional	ABCD
Focus	Needs, Deficiencies, Problems	Assets, Capacities, Potentials
Perspective of people/ community	Negative aspects (problematic, weak, "sick") overwhelm/overlook people's inner strengths - self-deprecating - dependency on "outside" help - selfish interests	Positive aspects (assets) are good starting points & Stimuli for development - self-motivating - mobilize internal resources - mutual-help
Leaders/ Leadership	Influenced by "outside" resources (donations, grants)	Influence people & community to build up their inner strength & internal resources
Relationship w/ outside agencies	Donor-client relationship Doctor-Patient	Partners collaborate to strengthen community's inner capacities for empowerment
Tools/Techniques Process	Participatory needs assessment or problem analysis ("Problem Tree" or Needs Map)	Participatory Mapping of Assets or Resources

Community Assets Map ("ABCD" Approach)

Local Institutions

Businesses

Schools

Peoples' Organizations

Churches

Block Clubs

Income

Gifts of Individuals

Artists

Parks

Libraries or Learning Centers

Youth

Elderly

Labelled people

Hospitals/Clinics

NGOs

The "ABCD" & "Traditional" Approaches to People/Community Development

"Traditional"

"ABCD"

	"Traditional"	"ABCD"
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The ASSETS - BASED COMMUNITY DEVELOPMENT ("ABCD" Approach)

PEOPLE · PHYSICAL · ORGANIZATIONS · LIVELIHOOD (ECONOMICS)

→ process →

PEOPLE and COMMUNITY DEVELOPMENT
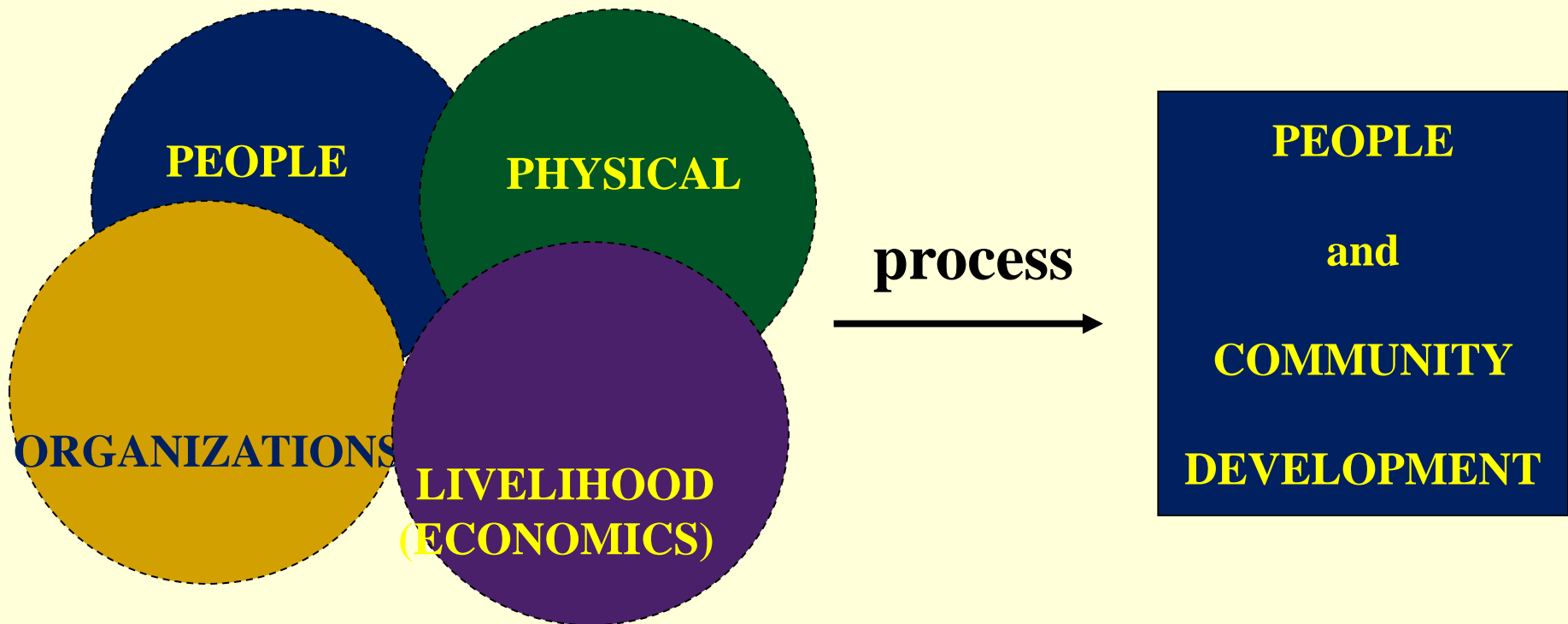
PEOPLE: knowledge, skills, attitudes, talents, education, etc.

PHYSICAL: household properties, other physical assets used to generate income (water, land, infrastructure, school, transportation, weather, etc)

ORGANIZATIONS: internal - based & external - based associations, agencies, organization; formal & non-formal; Government. and NGOs

LIVELIHOOD : income levels, sources of income. Credit, market, etc.

A Methodology of "ABCD"

1. Collecting stories of successes/accomplishments of the community (Appreciative Inquiry: discover, dream, design, deliver)

2. Organizing a Core Group (leaders) interested in discovering/mobilizing community assets.

3. Mapping completely the capacities & assets of individuals, citizen's associations, local institutions, physical assets & local economy.

4. Building relationships of local assets for mutually beneficial problem-solving w/in the community.

5. Convening as broadly representative a group as possible for the purposes of building a community vision & plan.

6. Mobilizing the community's assets fully for economic & development & information sharing purposes.

7. Leveraging activities, investments & resources from outside the community to support asset-based, locally defined development.

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APPLYING "ABCD" TO EMPOWER POOR COMMUNITIES

Let me share some experiences & case studies

APPLYING ABCD TO STRENGTHEN & EMPOWER POOR COMMUNITIES: SOME CASE STUDIES

- **Since March 2000, the College of Agriculture & South East Asia Rural Social Leadership Institute (SEARSOLIN) of Xavier U, Philippines decided to work w/ grassroots Civil Society to test, apply & study the ABCD Model in selected rural/urban communities of Northern Mindanao.**

- * **The ABCD Model has been incorporated into the SEARSOLIN Leadership Training Program for development leaders, particularly in their Development Action Programs.**

  Let me briefly share w/ you some of our experiences.

ASSETS MAP OF LAM VILLAGE, VIETNAM

LOCAL INSTITUTIONS
- Tho Lam II Agricultural Cooperative
- Kindergarten
- Health center
- Catholic Church, Pagodas
- Agriculture & Extension Dept.
- Market
- Social Association/Organization
- People's committee

NATURAL RESOURCES
- Forest
- River/ springs
- Land: Fertile paddy fields, high lands

INDIVIDUALS
- Farming skills
(poultry, plant, raising, fishing, etc.)
- Handicraft skills
(Carpentry, rattan making,…)
- Cashew nuts processing skills
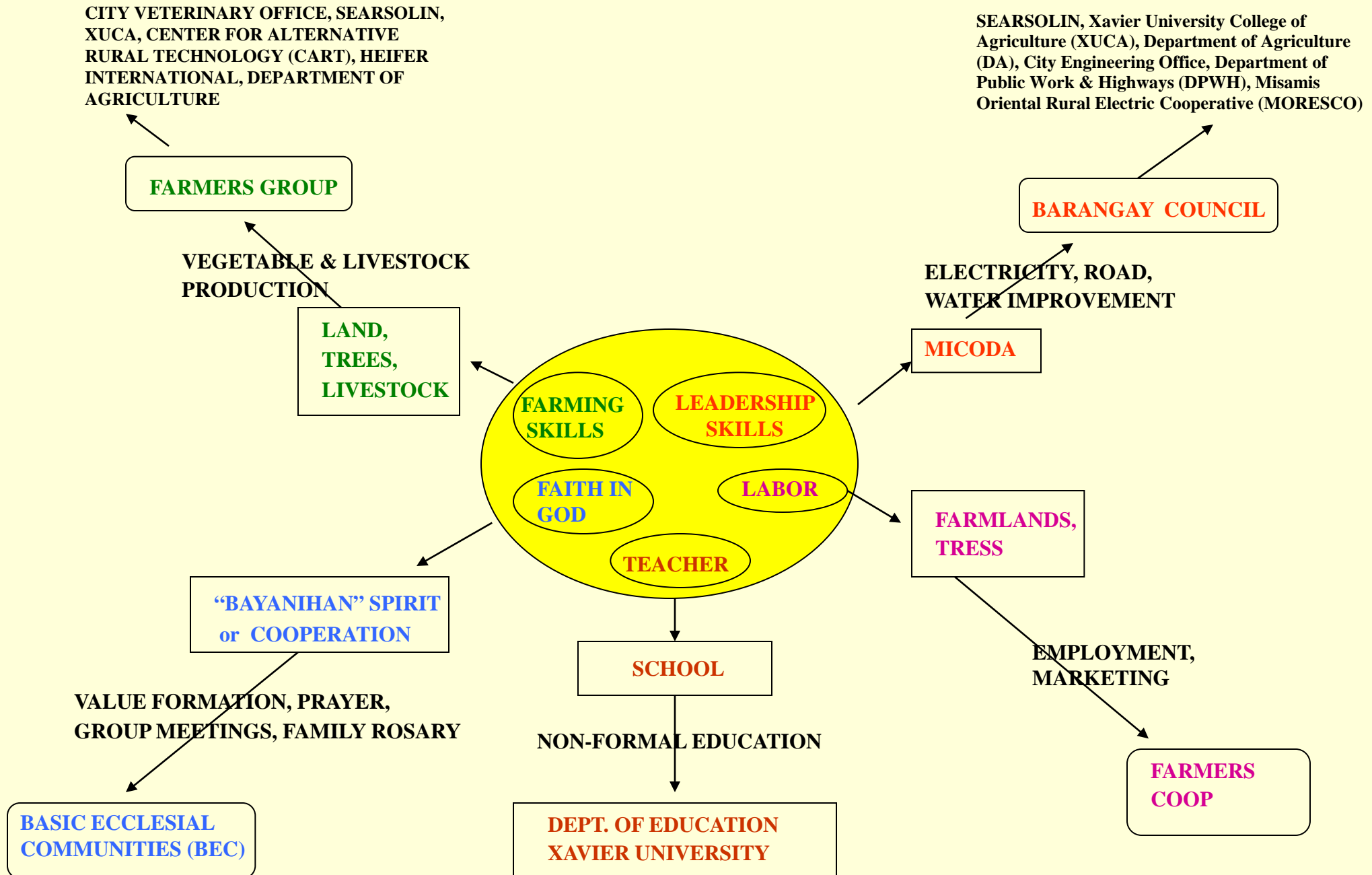- Marketing

EXTERNAL ORGANIZATIONS
- Dong Nai Department of Agriculture
- NIAPP
- Sub-NIAPP
- C. A.E.V.
- DN Food processing factory
- Cooperative Union
- C.C. A.
- A. W. C. F.
- SEARSOLIN

ECONOMIC ASSETS
- Cows, buffaloes
- Vegetables/crops
- Industrial trees
- Poultry, aqua-culture
- Trade stores
- Credit activities
- Means of production (Plough, harrow, sprayer, rice grinder, etc.)
- Irrigation and drainage system
- Etc.

ASSETS MAPPING - MIDKIWAN COMMUNITY
BARANGAY Bayanga, Cagayan de Oro City, Philippines, June 2002

CITY VETERINARY OFFICE, SEARSOLIN, XUCA, CENTER FOR ALTERNATIVE RURAL TECHNOLOGY (CART), HEIFER INTERNATIONAL, DEPARTMENT OF AGRICULTURE

SEARSOLIN, Xavier University College of Agriculture (XUCA), Department of Agriculture (DA), City Engineering Office, Department of Public Work & Highways (DPWH), Misamis Oriental Rural Electric Cooperative (MORESCO)

FARMERS GROUP

BARANGAY COUNCIL

VEGETABLE & LIVESTOCK PRODUCTION

ELECTRICITY, ROAD, WATER IMPROVEMENT

LAND, TREES, LIVESTOCK

MICODA

FARMING SKILLS

LEADERSHIP SKILLS

FAITH IN GOD

LABOR

TEACHER

FARMLANDS, TRESS

"BAYANIHAN" SPIRIT or COOPERATION

EMPLOYMENT, MARKETING

SCHOOL

VALUE FORMATION, PRAYER, GROUP MEETINGS, FAMILY ROSARY

NON-FORMAL EDUCATION

FARMERS COOP

BASIC ECCLESIAL COMMUNITIES (BEC)

DEPT. OF EDUCATION XAVIER UNIVERSITY

Case No. 1: The Midkiwan Experience

Poor tenant farmers organized their MICODA organization to use ABCD to deal w/ their issues (e.g., tenancy, water supply, road, school, electricity, a meeting center, health & farm livelihood projects, children's education, solving internal squabbles, partnering w/ outside agencies and government learning to negotiate w/ them,
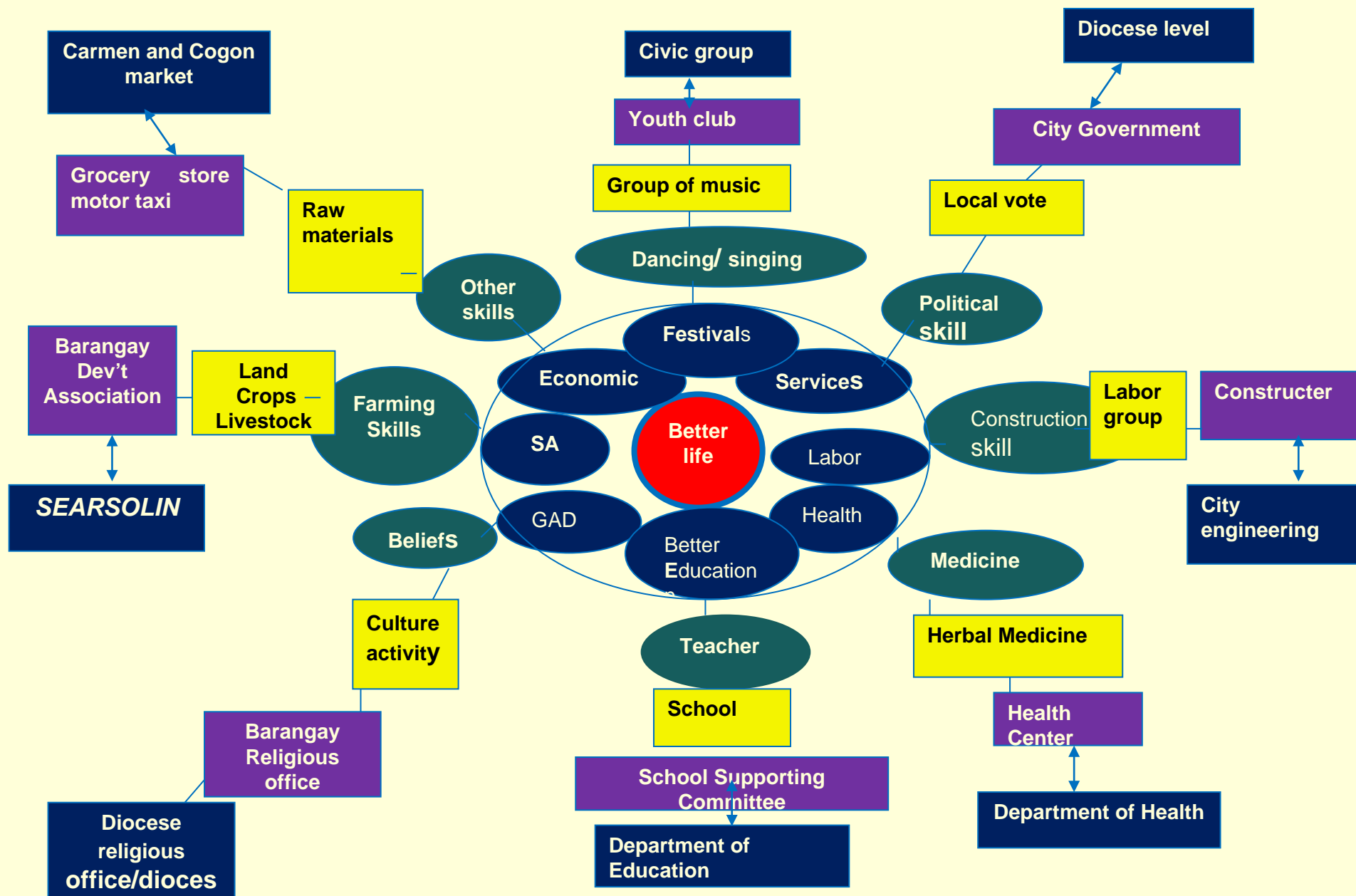

Tenant farm families in Midkiwan Barrio

PARTICIPATORY RURAL APPRAISAL (PRA)
w/ rural poor families (Midkiwan)

* GROUP WORK
* ASSETS MAPPING
* WEALTH RANKING
* DEMOGRAPHIC PROFILE
* SEASONAL CALENDARS
* ACCESS & CONTROL PROFILE
* VENN DIAGRAM

Linking of Assets in Midkiwan

Rural Poor Learning Skills on Leadership, Farming, Cooperatives (Midkiwan)

Projects in Midkiwan

Home Gardening

Farm Tools

Livestock

FOOD PROCESSING IN MIDKIWAN
OCTOBER 2, 2002
Food Processing

Leveraging Internal Assets for External Resources for Projects (Midkiwan)

Livestock Project with Heifer Project International

Educational Sponsorship with the Christian Children's Fund

CASE No. 2: KITAOTAO

Landless indigenous people organized to set-up communal garden -- giving them new perspective to improve their lives, upgrade farm & organization skills… in the process strengthening their communal spirit & confidence, accepting a more diffused non-traditional leadership structure, & learning to link-up w/ "external" agents (Gov't. & NGOs) for technical & material support.

PROJECTS IN KITAOTAO

Communal Garden of Indigenous People

CASE No. 3: URBAN COMMUNAL GARDENS IN CAGAYAN DE ORO

5 urban poor communities & 2 elementary schools organized to operate their communal gardens w/ ecological sanitation & basic hygiene practices promoting health, food security & environmental sustainability.

The process: 1) started w/ identifying community internal & external resources (e.g., local knowledge & skills, idle urban lands, academic & govt. institutions w/ technological expertise & social influence; &
2) linking w/ other partner-institutions (local & foreign) for material support.

COMMUNAL GARDENS in CAGAYAN DE ORO CITY

ECOSAN TOILET IN COMMUNAL GARDEN

COMMUNAL GARDEN in CAGAYAN DE ORO CITY

VISITORS GETTING A BRIEFING

PREPARING & PLANTING TIME

SHOWING the WORMS

CASE No. 4: SUSTAINABLE AGRICULTURE PROGRAM w/ SMALL FARMERS in TONGANTONGAN

Lowland rice & upland farmers, w/ local gov't. support, & following the principle "finding internal solutions to internal problems", have applied ABCD for community & farm development.

Developing social-human assets (i.e., strengthening their association, confidence building, reinforcing self-help-mutual-help spirit & link-up w/ outside agencies) & physical & tangible benefits, have led to active town "Stakeholders' Assembly".

TONGANTONGAN

UPLAND FARMING

LOWLAND FARMING

General Orientation on ABCD

- Planning workshops
- ABCD volunteers' training
- Assets- mapping Survey

Meeting w/ Tongantongan Barangay Development Council

Training of local researchers

Community Action Research (CAR)

- **Group discussion**

- **Interview**

- **Community validation**

Research-results validation during town General Assembly

IMPACTS (BENEFITS) FROM ABCD APPROACH

1. **Strengthened associations – more confidence in group action, more capable to deal w/social issues, more pro-active stance , more capable to deal w/ government & other agencies, learning organization/managerial skills, more open to link/work w/ other groups for bigger issues.**

2. Leadership development -- more democratic & diffused, w/ leaders relying more on community internal strengths to leverage for outside support.

3. **Members' attitude more positive – more sharing, more open to ideas, less suspicious of "outsiders", more articulate, more active & involved.**

4. Learn agricultural technologies & other livelihood skills.

5. **Learn to visualize & articulate (in meaningful symbols) aspirations, dreams, plans.**

6. Becoming more positive in outlook.

7. **"Outside resources" -- more receptive & supportive as partners**

ROLE of NGO & EXTERNAL INSTITUTIONS

- **Training & formation of leaders, extension agents, etc. on philosophy & genuine appropriate application of ABCD (i.e., ABCD not an end in itself, but a process towards making community become internally strong --"Masters of Their Own Destiny" (Coady).**

- **Facilitating linkages w/ other useful resources.**

- **Providing technical, material & moral support.**

ON-GOING ISSUES

- **Sustainability - a key issue. "Small is beautiful", a principle to keep in mind, each small step as important as subsequent gradual steps to tackle greater greater social issues.**

- Shift from "traditional" DCBA paradigm to a conscious, consistent application of ABCD Approach is quite challenging to facilitators & extension agents long schooled in DCBA w/ deeply-ingrained habits of its practice. The same w/ community people.

- **Poor communities look forward to & expect tangible/quick benefits from ABCD. The ABCD by itself does not guarantee this. Hence, the importance to leverage internal assets w/ outside support to obtain some positive results.**

- Leadership - The leader's credibility, integrity, capability, position power, w/ a pro-ABCD attitude (or lack of) can make or break the development process.

- **The strength of the organization (i.e., cohesion & loyalty of members & their integration to organization's vision & objective) -- an important factor.**

A "loaded" & Critical ISSUE --

HOW CAN PEOPLE APPRECIATE "ABCD" W/OUT BEING DISCOURAGED ABOUT THEIR POVER TY?"

"loaded" because the poor do hope & aspire for a better life… but they are actually discouraged & overwhelmed by complex problems of being poor.

* On this note lies the exciting, uplifting & challenging potentials of the "ABCD" approach to help people & communities pursue sustainable development.
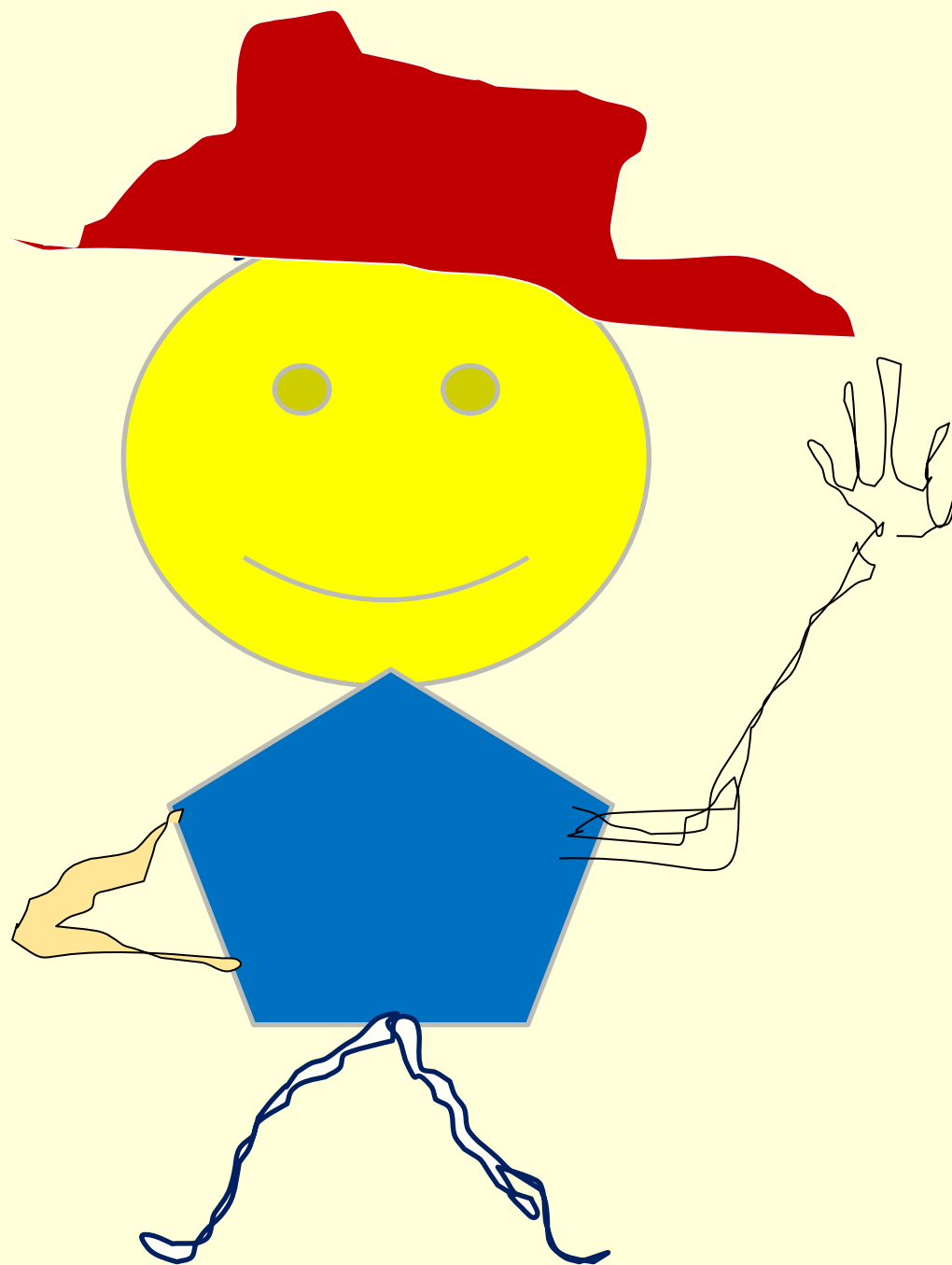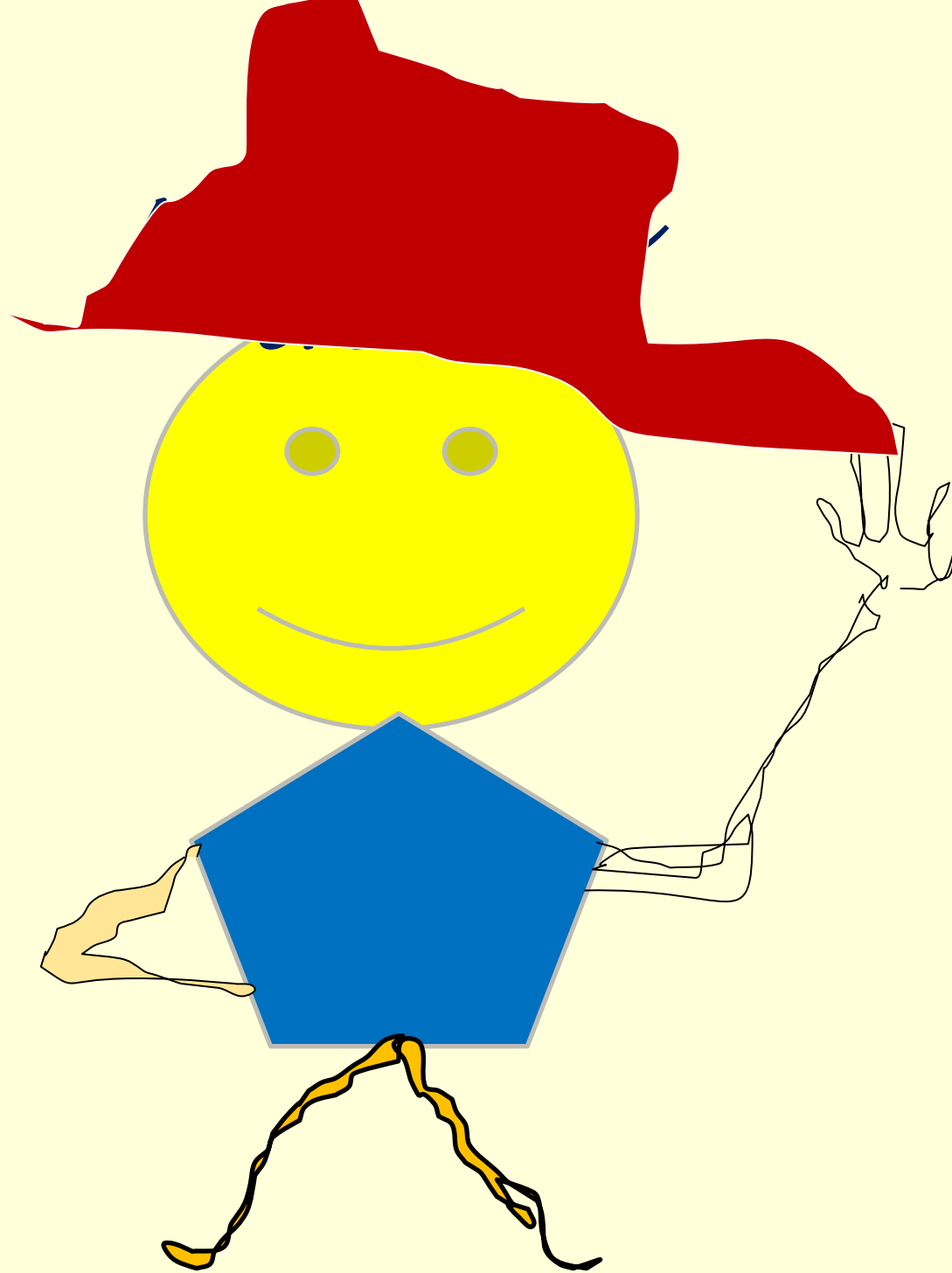
Group discussion

- **Most successful story of community development that happened in your place.**

- **What made the story successful. What factors contributed to the success.**
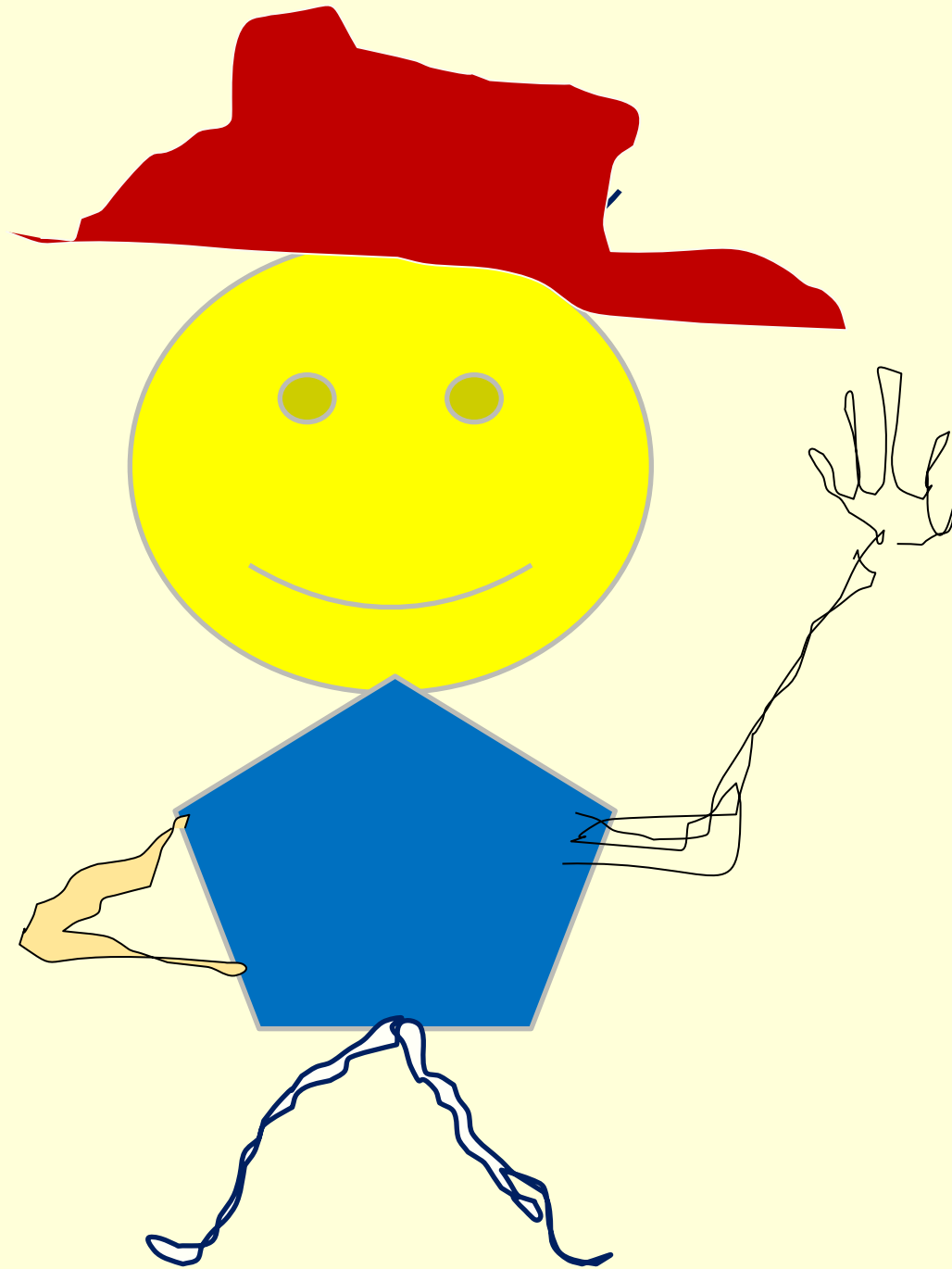
Daghan Salamat
Thank You
Vaya Con Dios

Most Significant Change (MSC)

Have 3 members share a __M S C__ that happened in a community.

Then, the group probes/analyzes…

  a. The common factors contributing to *MSC*

  b. The assets/resources mobilized & linked contributing to *MSC*

  c. What may other potential changes be undertaken in future for community development?

Thank you !

Workshop Exercises by Groups

1. Share your <u>personal impressions</u> of the ABCD?
2. <u>Contrast the ABCD from DCBA</u>:

   a. Think of a community situation & describe that situation in DCBA perspective;

   b. Given the same community, shift the description to ABCD perspective.
3. Have 3 members <u>share a successful story (successful experience)</u> of a community project

   Then the group probes/analyzes…

   a. What were common elements in the success?

   b. How were the assets/resources mobilized & linked contributing to the success?

   c. What may other potential initiatives be undertaken in future?

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HISTORICAL SKETCH OF DEVELOPMENT CONCEPTS, APPROACHES & STRATEGIES

| ECONOMIC DEVELOPMENT (Production & Wealth Creation) | → | ECO. DEV. + EQUITY (Social Justice) | → | ECO. DEV. + EQUITY + PEOPLE PARTICIPATION & EMPOWERMENT | → | WHOLISTIC & SUSTAINABLE DEVELOPMENT |

"1st Generation"   **"2nd Generation"**   **"3rd Generation"**   **"4th Generation"**

* The GNP Concepts (and its limitations)	* Wholistic people development	* Bottom-up model	* Multi-stakeholder partnership
* Top-down model or "Trickle-down theory" of economic growth	* More equitable distribution of the fruits of production	* People empowerment (participatory approaches/ methods (Grassroots Empowerment)	* Care for environment
	* More equitable access to resources (e.g.. Land reform, etc.)		* Sustainable Agriculture
* Green revolution	* CD approaches		* The Era of Globalization
	* Gender issues	* CO approaches	* Solidarity/Competitiveness
* Project-oriented	* Self-help-mutual-help systems (Coops)	* Local Gov't Code	* Culture of Peace & Dev't
	* NGO activism (curtailed & suppressed by highhanded Gov't decrees, etc.)	* NGO activism	* Culture of enterprise/ entrepreneurship
			* trade not aid

1950's-1960's	→	**1970's**	→	**1980's**	→	**1990's**	→	**2000**
Do development **for** the people		Do development **through** the people		Do development **with** the people		**Empower** the people for development		Assets -based for people development

Stimulus for development = Deficiency of Communities-based Approach ("DCBA" Approach or Problem-Oriented Approach)

"ABCD" Approach