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SCALE UP CYCLING

COMMUNITY DEVELOPMENT AND INNOVATIVE PRACTICES

PR3: Community building through upcycling training modules

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GLOSSARY OF TERMS

Community development	A set of values and practices that plays a special role in overcoming poverty and disadvantage, knitting society together at the grass roots, and deepening democracy.
Community development strategy	The process of increasing the strength and effectiveness of communities, improving people's quality of life, and enabling people to participate in decision-making and to achieve greater long-term control over their lives.
Innovation	Can refer to something new or a change made to an existing product, idea, or field.
Innovative practice	The practice with a new mindset or new way with value in it.
Stakeholder	A stakeholder is a group of people or agencies who are directly or indirectly interested in or concerned about something. They may include local agencies, leaders, funders, employees, customers, or citizens who are involved with an organization, society, etc., and therefore have responsibilities towards it and interest in its success.
Strategy	A plan of action designed to achieve a long-term or overall aim.

INTRODUCTION

Welcome to the second module of the European project "ScaleUpcycling".



The development of sustainable practices such as recycling and upcycling requires community participation and development.

In this module, we will explore the understanding of community development and its relevance to the development of green practices. In the first two parts, we will introduce and analyze the broader concept of community development, and in the second part, we will describe in detail innovative practices and how they can contribute to the awareness and adoption of recycling practices.

The main objective of this module is to create a thorough understanding of community development and how different strategies and practices can contribute to the expansion of recycling.

Let's kick off with some terms!

1.COMMUNITY BUILDING DEVELOPMENT



What is community?

"Community is something we do together. It's not just a container," said sociologist David Brain (Brain, 2004). Being part of a community is an essential aspect of our lives. In other words, a community is often a geographical area; for example, an area of a local government or a specific town. The community can also be defined based on shared interests, identity, or characteristics. Community in the context of community development refers to the citizens of an area and does not usually refer to service providers or organizations.

The term community development is a more holistic approach grounded in principles of empowerment, human rights, inclusion, social justice, self-determination, and collective action (Kenny & Connors, 2017).

It is an organized effort to increase the capacity of residents to improve life quality.

The Community Development Foundation definition is "a set of values and practices which plays a special role in overcoming poverty and disadvantage, knitting society together at the grass roots and deepening democracy".

The value of youth in the community building

Community development is important because it provides the foundation to improve the lives of its citizens, especially young people.

Specifically:

- ✓ It creates strong, diverse communities.
- ✓ Less crime.
- ✓ Gaps among citizens.
- ✓ Better job availability.
- ✓ More growth opportunities.
- ✓ Community participation paves the way for self-development and contribution. A sense of contribution, for example taking part in a project that contributes to society, can give a sense of satisfaction and meaning.

Community participation helps youth to become empathetic citizens who can continue similar work when they become adults. Also, youth who give back to their communities develop leadership skills, learn the importance of helping, and gain work experience. Imhabekhai (2009) asserted that citizen participation as a process is an opportunity for people to learn from each other, unlearn bad habits, and learn new ways of advocating for human rights and improving living conditions in our communities.

Community development process



Own cretion
Source: Brown & Hannis, 2012

Community development begins by working with the community to identify current problems and resources.
It is not a simple step-by-step process, but rather a circular process.

Step 1: Defining the professional's role

Community workers may act as organizers, educators, coaches, facilitators, advocates, negotiators, managers, researchers, and communicators (Brown & Hannis, 2012).

Step 2: Researching the Community

Community workers should learn about the community by gathering information from secondary (statistics, Government and non-government agencies reports, etc) and primary sources (interacting with the community).

How to document the process?

- ✓ Community surveys
- ✓ Minutes of community meetings
- ✓ Research and interviews
- ✓ Questionnaires and surveys
- ✓ Focus groups
- ✓ Forums

Step 3: Entering the Community

This step is important because a community worker needs to understand the community dynamics, history, culture, social capital, and power relations, and gradually approach the community.

Step 4: Consciousness-raising

In this step, community workers may utilize adult education to encourage dialogue and learning. This process builds a sense of belonging among the community members, helping them to understand and challenge oppression (Brown & Hannis, 2012).

Step 5: Assessment of Needs and assets

At this stage, you can complete a couple of tasks:

- ✓ Identify the community/affected people. This group/people will be the focus of the community work.
- ✓ Identify the issues, capacities, and needs of the community by engaging the local community, and agencies/institutions working/affiliated with the community.

The first and most crucial step is to identify the problem and the issues impacting the community members.

You may conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to understand the key challenges, threats, and opportunities.

More for SWOT analysis: https://onstrategyhq.com/resources/swot-analysis/

Identify the stakeholders for the community project/initiative.
These resources and assets can be:

- ✓ People. Lawmakers, volunteers, community leaders, activists, and simply anyone can contribute to the community and your organization's efforts.
- ✓ Organizations and Associations. Other non-profit organizations, local businesses, governing institutions, cultural societies, schools, and all programs that contribute to improving the quality of life for residents are community assets.
- ✓ Locations. Any place, building, or landscape can be a resource. Libraries, shelters, health centers, and public gardens make communities better places to live.
- ✓ Equipment and Tools. Objects like books, food, safety equipment, transportation, or free internet access are all tools that can improve people's lives.

Step 6: Setting Goals

Mission and vision statements play a significant role and help to define the purpose of the action plan. This may further help in the development of measurable goals for the community development program. A community worker can facilitate this process through a brainstorming with community members and agency staff working locally. Using the information collected, determine what goals and objectives you seek to achieve through community development.

Some things to consider when setting goals:

- ✓ Practicality
- ✓ Time-Goals
- ✓ Resources
- ✓ Commitment



Community development principles



Respect local culture: Each community has a rich culture and heritage. Community development must respect local culture, norms, and practices.

Promoting active and representative citizen participation: so that community members can meaningfully influence decisions that affect their situation. This decision-making includes issue identification, planning, implementation, and resource mobilization to solve agreed-upon problems by emphasizing shared leadership and active citizen participation.

Community involvement: in problem diagnosis so that those affected may understand the causes of their situation.

Sustainability: As Roseland (2012) suggests, sustainable development requires fundamental economic and social changes to improve human well-being while protecting the environment.

Check out this Community building video:



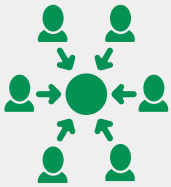
Issues impacting community building development

Swanepoel and De Beer (1997) list four challenges to participation:

- ✓ Operational: issues such as too much-limited capacity, limited co-ordination, and inappropriate technology;
- ✓ Culture of poverty
- ✓ Lack of structural support for participation
- ✓ Securing the resources to help bring about the changes necessary to implement the programs that will bring about renewal or even new development within an area

Understanding the challenges impacting community building development is important for young minds like you because it helps to see how working together to overcome issues like limited resources, cultural barriers, and lack of support can lead to stronger, more vibrant communities where everyone can thrive.

2. THE IMPORTANCE OF STAKEHOLDERS



A "stakeholder" can be defined as:

> A group of people or agencies who are directly or indirectly interested in or concerned about something. They may include local agencies, leaders, funders, employees, customers, or citizens who are involved with an organization, society, etc., and therefore have responsibilities towards it and interest in its success.

In community building and upcycling, stakeholders play a crucial role, just like superheroes teaming up for a mission! Imagine a community as a big, awesome puzzle, and stakeholders are the puzzle pieces.

Each piece, whether it's residents, local businesses, or schools, brings something unique to make the community strong and vibrant. When everyone works together like a superhero team, sharing ideas and helping out, amazing things are created, like turning old stuff into cool new treasures through upcycling.

So, young superheroes, remember, when all the stakeholders join forces, incredible things happen in our communities, and the world is becoming better!

What is the role of stakeholders in community development?

The stakeholders' role in community development is essential because it:

- ✓ Gives people some say over how projects or policies may affect their lives.
- ✓ It is essential for the program's sustainability.
- ✓ Generates a sense of ownership over the programs.
- ✓ Provides opportunities for learning for the project team as well as communities.
- ✓ Builds capacity and enhances responsibility.

Types of stakeholders

Stakeholders usually fit into the following categories:

Institutional and public actors	Civil society	Private actors
• Local (municipalities, municipal agencies, towns, cities, metropolitan cities, etc.) and regional authorities (regions, provinces, counties, etc.) for procedures concerning the local level of decision-making; • National authorities and national agencies, such as government departments, ministries, etc. for decision-making processes implying the need to consult at national level; • Cross-border institutions (EGTC, Euroregions, etc.) for decision-making processes impacting at transnational level. • Public institutions such us schools, social services, youth and cultural centers, museums.	• Associations representing the interests of minority groups • Associations representing the interests of disadvantaged groups • Volunteering associations • Awareness-raising associations • Consumers' associations • NGOs	• Trade associations (chambers of commerce, etc.) • Professional associations • Private investors (foundations, trusts, etc.) • Entrepreneurs • Waste management companies • Youth associations • Women associations

Stakeholders engagement strategies

A community strategy ('CDS') is a detailed, long-range plan for how to support and evolve a healthy community in order to achieve the organization's business objectives.

In community development, reaching out to diverse stakeholders is crucial, as their unique perspectives and collaboration foster inclusive solutions, ensuring that the development process aligns with the needs and aspirations of the entire community.

Why do we need strategies for community-building development?

Developing a community strategy is essential because:

- ✓ It promotes **tactical determination.**
- ✓ It ensures the **de-prioritization of out-of-scope ideas.**
- ✓ It ensures that community **actions align with the organization's goals.**
- ✓ It considers **best practices in context,** instead of relying on generic tactics that may not work for the community.

Three steps to stakeholder involvement in communities:



3. INNOVATIVE PRACTICES



There are literally hundreds, if not thousands, of different definitions for the word "innovation" out there, so just getting to the root of what the term means, can be challenging.

Innovation is a word that is derived from the Latin word innovare, which means "into new".

What are the best community practices and why are these important for upcycling?

In this part of the module, we will explore some of the emerging trends and opportunities for recycling and upcycling in smart cities and how you can get involved.

Community development requires a plan that involves the residents of the community. The first of the practices of community development is to put together a committee of team members. This committee of team members will be the representatives of the entire community. This team will also be responsible for putting together the community development plan.

Involvement of educational institutions

Education plays a vital role in community development. The better the educational institutions in a community, the more likely the children in the community will earn an education and go on to become educated adults.

Waste data and analytics

One of the key aspects of smart cities is the use of data and analytics to monitor, manage, and optimize various urban systems and services. This can enable smart cities to track and reduce waste generation, optimize waste collection and transportation, identify waste hotspots and sources, and improve waste sorting and recycling rates.

Community-based initiatives

These initiatives can take various forms, such as community composting, recycling cooperatives, repair cafes, swap shops, upcycling workshops, or zero-waste campaigns. Community-based initiatives can help smart cities foster a culture of waste reduction, reuse, and recycling, strengthen social cohesion and inclusion, and leverage local knowledge and resources.

Green jobs and skills

Green jobs are jobs that contribute to preserving or restoring the environment, while green skills are the competencies needed to perform these jobs. Recycling and upcycling can generate green jobs and skills across various sectors and levels, such as waste collection and sorting, recycling, and upcycling processing, product design and development, marketing and sales, education and training, or policy and advocacy.

Here's a general guide on where to read further about green jobs and skills development:

International Labour Organization (ILO): The ILO often publishes reports and articles on green jobs. Visit their website and use their search function to find relevant publications.

United Nations Environment Programme (UNEP):UNEP provides valuable insights into environmental topics, including green jobs. Check their publications section on their website.

World Economic Forum (WEF): Explore its website for reports and articles on the circular economy, green jobs, and sustainability.

Circular Economy News Outlets: Websites dedicated to circular economy news often cover topics related to green jobs and skills. Consider checking platforms like Circulate News.

Academic Journals and Research Papers

Academic sources can provide in-depth studies on the correlation between green jobs and recycling/upcycling. Websites like ResearchGate (researchgate.net) may have relevant papers.

Other Practices

Citizens advisory board
Citizen representatives on policy-making bodies
Community surveys
Community training
Drop-in centers
Focus groups
Meetings, community sponsored and neighborhood
Neighborhood planning council
Conferences
Task forces
Workshops
Social activities: Some of the social activities the community can plan will depend on the demographics of the community

CONCLUSION

Sustainable practices such as upcycling require not only the support of the community but also the active participation of citizens. This module analyses the importance of community development and presents strategies for implementation.
One of the main goals of this module is to emphasize the importance of stakeholder engagement and how the right stakeholders can empower upcycling practices and their expansion to the youth community. In addition, innovative practices are also considered an important part of this module as they influence community development, especially in the youth context.



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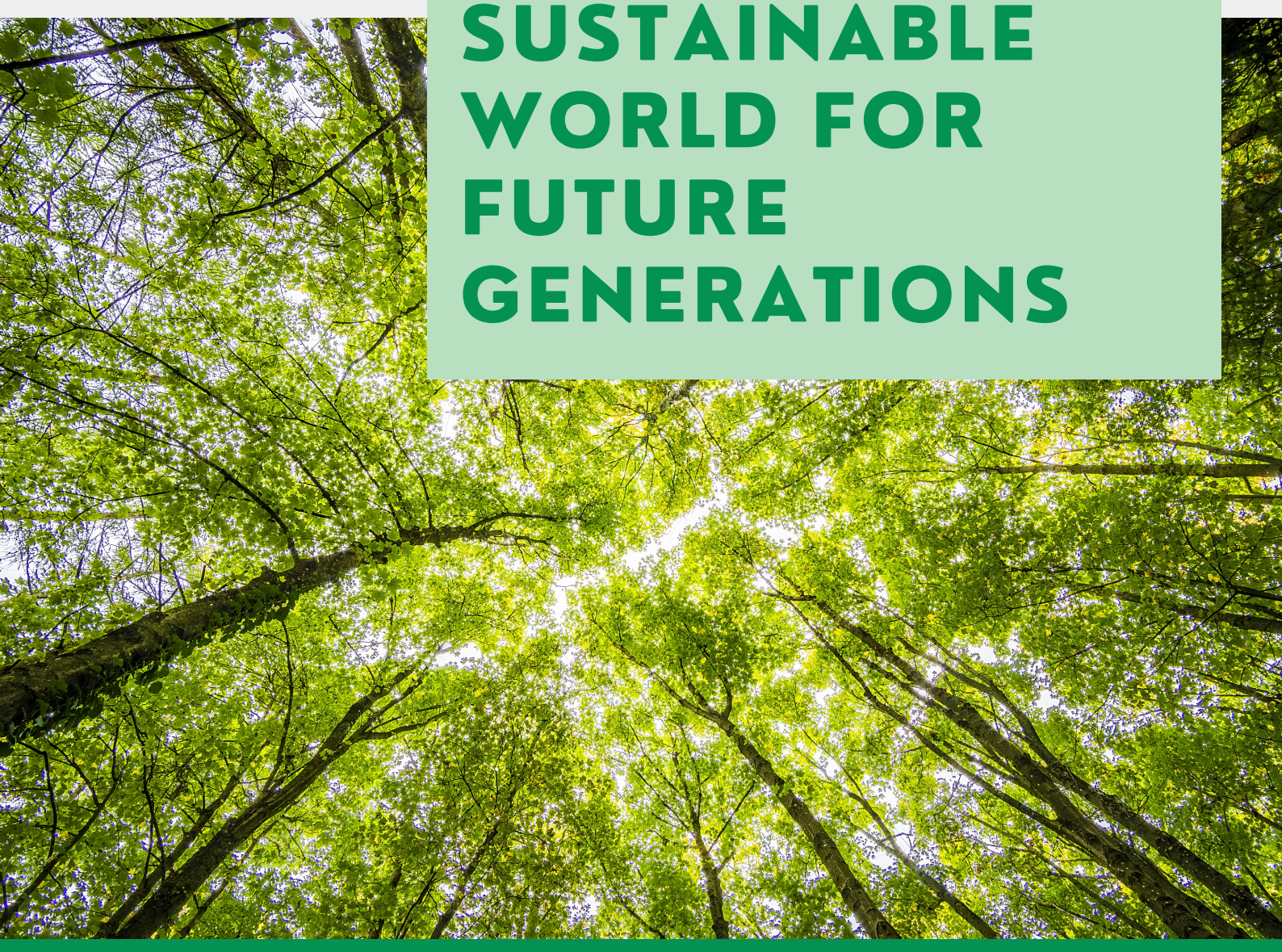
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