



Mobilisation: social and governance issues;

getting buy- in, building on what works

What we all want



Desired outcomes

Community

- Good grazing for livestock;
- Clean abundant water;
- Cohesive/cooperative community;
- Jobs/income;
- No disruptions to their cultural practices
- Healthy productive land;
- Infrastructure and markets;
- Good prices for their products;
- Committed leadership;
- Understanding of influences on animal production and landscape productivity.

Umzimbubu partnership

- Productive landscapes free of wattle;
- Clean abundant water
- Building the soil and improving moisture retention;
- Increased biodiversity;
- Better capacity at local levels to manage landscapes and biodiversity;
- Livestock farmers not livestock owners;
- Healthy and productive catchment.

Derivation of goals and objectives

Choosing a community

- History
- Observations
- Listening
- Engaging



Stakeholder identification

- Who are you?
- Who is the “community”?
- Who is the community leadership
 - Authorities?
 - Chiefs?
 - Councillors
 - Both?
 - Loud mouths?



Community Engagement and community participation

- Decide the best approach together
- Agree on goals
- Set criteria for election of small representative group(s)
- Agree reporting mechanisms
- Agree on essential groupings
- Identify necessary capacity to attain identified goals

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Essential components of a community engagement process

- Not a precise process, but has to maintain a high level of consistency and some flexibility
- Have specific measurable components to be able to determine if progress is being made
- Build trust,
- Open communication
- Timing is also very important so that specific components of the intervention can be related to specific events on the community calendar.

Method of engagement

- Inquiry/discussions
 - Broad identification of issues and brief on previous experiences;
 - Community protocols
 - Culture and values
- Engaging with different levels
 - How and how well you know each other
 - Communication strategy
 - Desired cooperation and participation
- Learning exchanges
 - Teach and learn



Challenges

- Poorly defined Chieftainship physical boundaries and chieftainship and ward boundaries
- Several communities sharing resources under one chief (neighbourhoods)
- Migrant workers not knowing the “new” rules
- Land ownership issue: individual farmers not willing to invest as they don't own the land
- Livestock farmers capacity to continue without outside intervention

Very important

- Know who to deal with on what issues
- Understand the different tiers of governance
- Educate self on relationship without getting too involved
- Distinguish between leaders and attention seekers
- Stay the course, very easy to get frustrated.
- Willingness to adjust your expectations.
- Ask for help!

