

"Building Community Through the Lens of Asset Based Community Driven (ABCD) Development"



Goa International ABCD Festival

Presenter: Peter Kenyon



I am a Community Enthusiast and Social Capitalist!



**John Kania, Co creator of Collective
Impact**



"Community has the power to change everything. No amount of innovation, individual brilliance, or money can transform our broken society as effectively and sustainably as building community"

Margaret Wheatley



'I work from the belief that "whatever the issue, community is the answer."'

Amanda Abrams

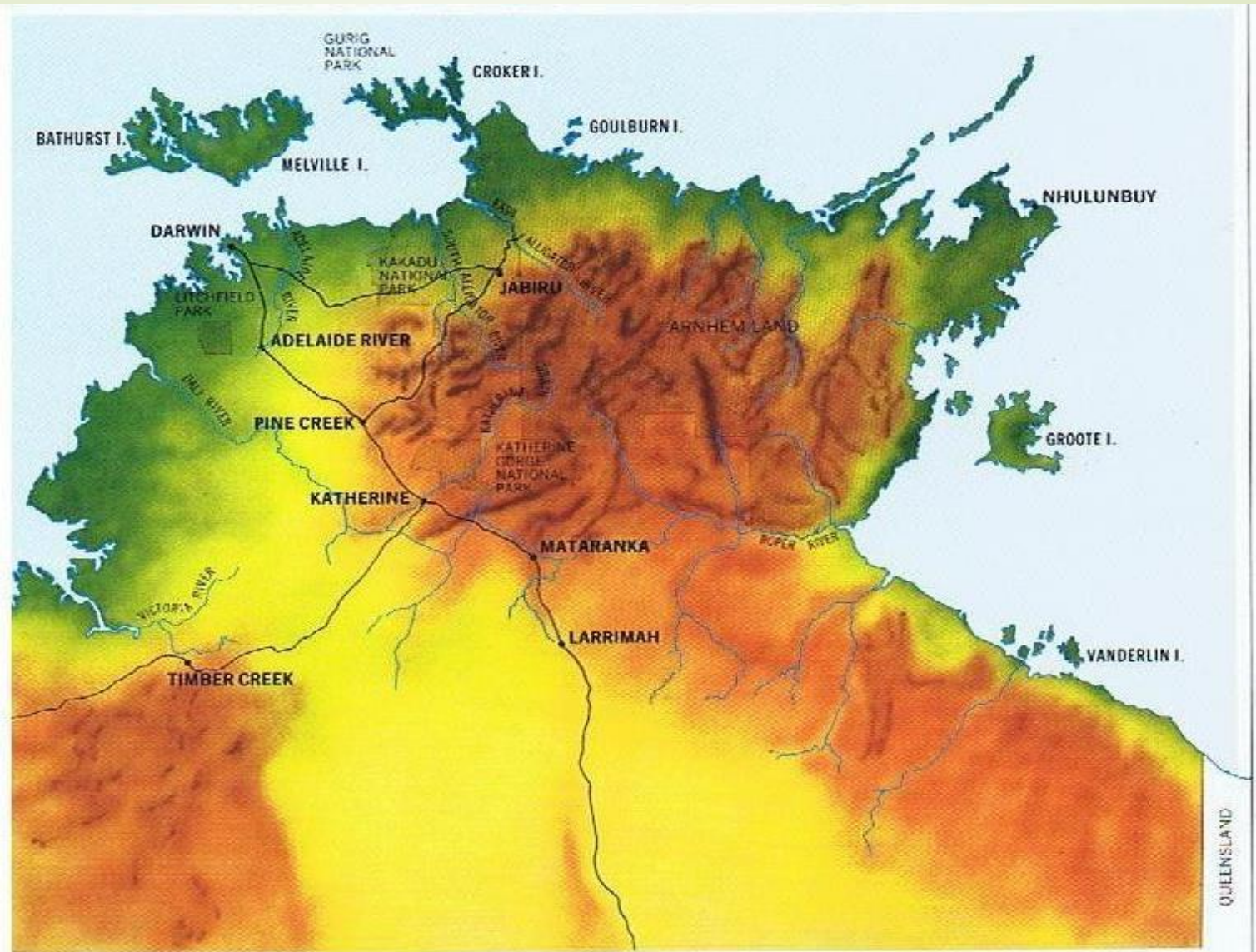


"In a world where the social fabric seems to be rapidly fraying, the economy is uncertain, and the future of the planet is at risk, is there a better way to hit the reset button than to come back to the community level and begin to genuinely rely on one another again"

Advice of Tully Telenta, Youth Education Officer in City of Melville, 1970

Your purpose-

- ❖ **Make everybody feel a somebody**
- ❖ **Don't do anything for anyone that they can do for themselves**



Mudginbadi, Kakadu



It's all about these guys
and their futures







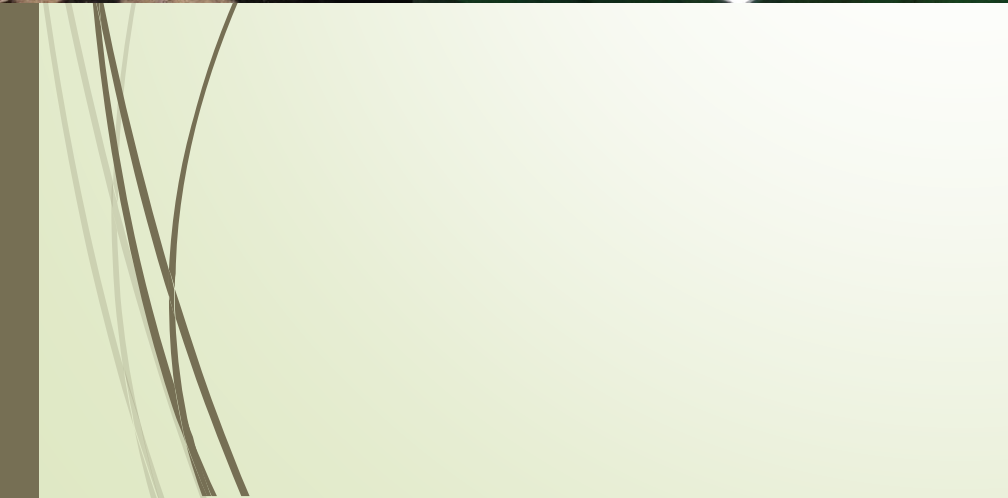
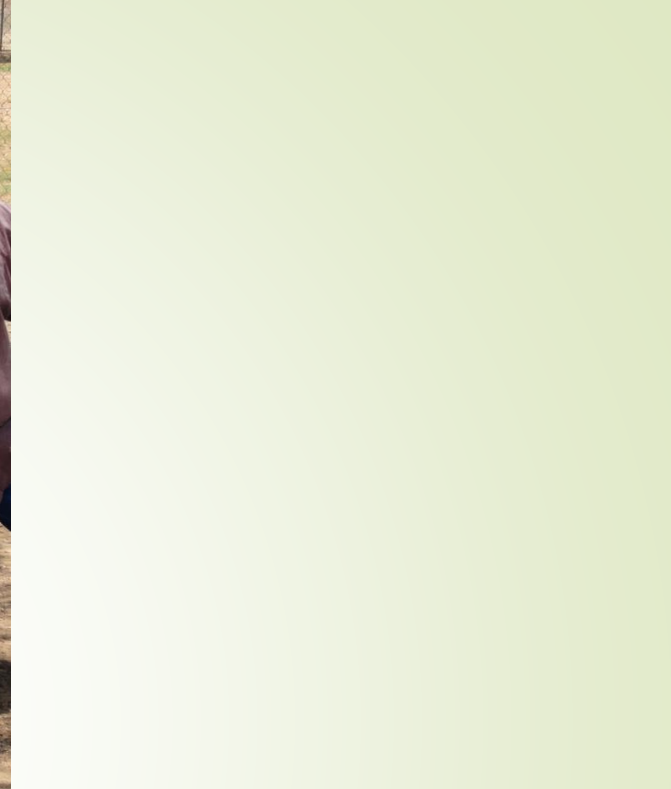










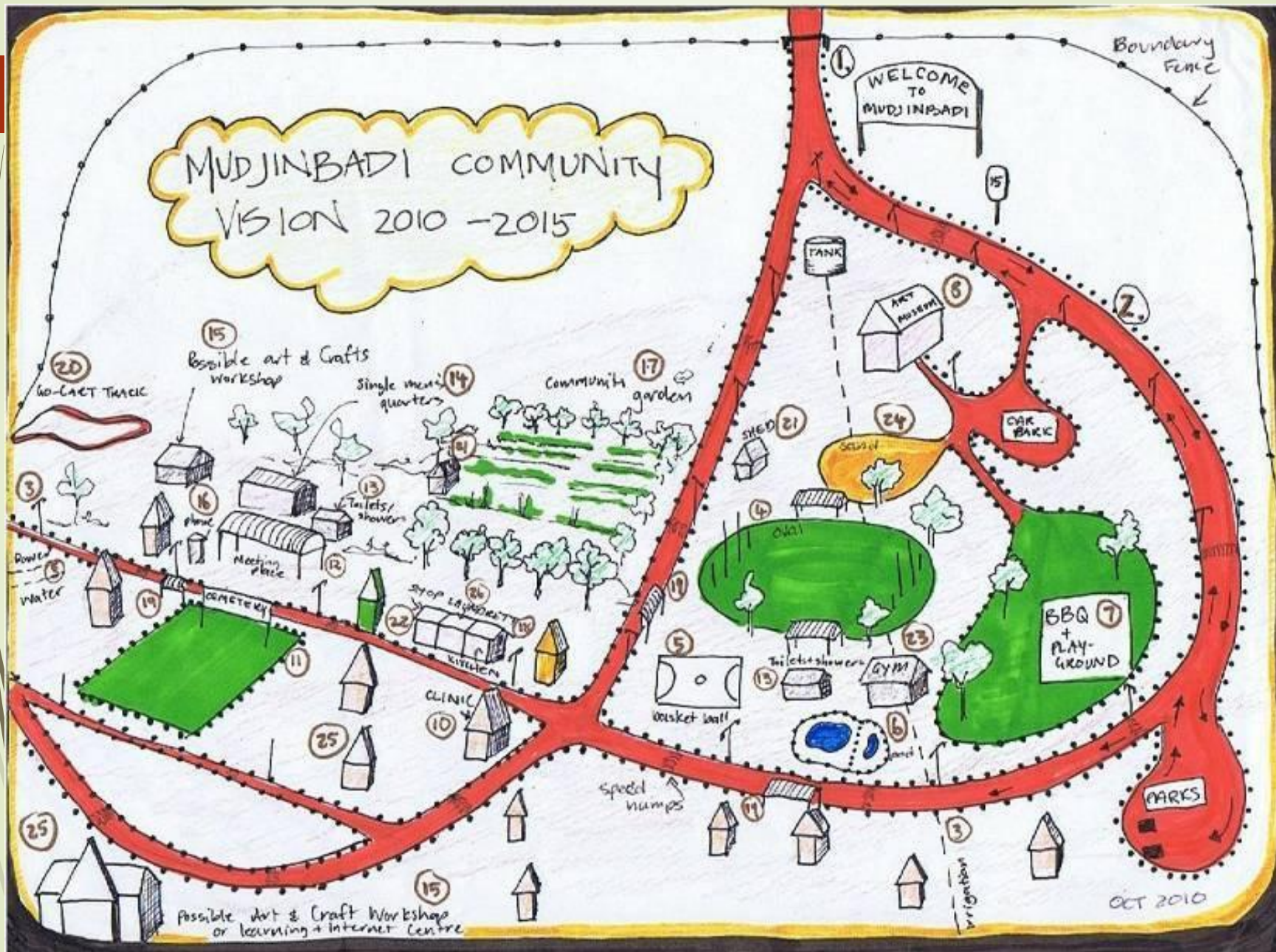








MUDJINBADI COMMUNITY VISION 2010 - 2015



Mudjinbadi Community Vision 2010 - 2015



Kate Bestwick



Key Learnings:

- ❖ Start with what is strong, not wrong.
- ❖ Don't do anything for someone that they can do for themselves.
- ❖ Many community assets remain hidden- need to make the invisible, visible.
- ❖ Everyone cares about something and it's their motivation to act.



Key Learnings:

- ❖ **More conversations, less meetings!**
- ❖ **Less services, more community.**
- ❖ **Communities are untapped reservoirs of possibility.**



**If you've come to help me,
you're wasting your time.
But if you've come
because your liberation
is bound up with mine,
then let us work together.**

**Lilla Watson, Aboriginal
educator & activist, Australia**



Key Learnings:

- ❖ Don't underestimate the power of the "helping industry" to maintain the traditional model of doing "TO " and "FOR" community.



Traditional Community Development Model

"Top down, outside in"

Focus on weaknesses, deficiencies, needs and disabilities

Services and programs are the answer to community needs

Consumers/clients/customers/patients

Silo provision

Focus on servicing of community

Dependence on outside professionals



TO

FOR

“Most communities can often be compared to a football game where 30,000 people who need the exercise, turn up to watch 36 players who don’t.”

(Peter Kenyon)





Decline in community wellbeing indicators

- ❖ Community connection
- ❖ Community engagement/Citizenship
- ❖ Mental health
- ❖ Loneliness
- ❖ Homelessness
- ❖ Poverty
- ❖ Kindness
- ❖ Hopefulness



**Jody
Kretzmann**

**John
McKnight**

Tell us a story.....

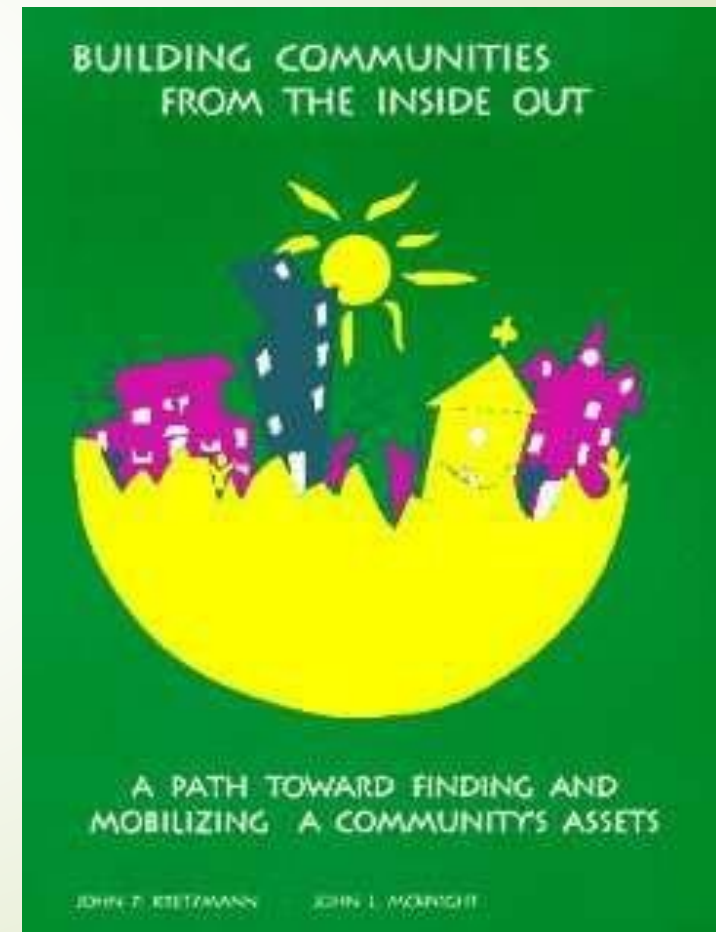
**‘Can you tell us a story about a time
when you and your neighbours came
together to make things better?’**



Jody Kretzmann

John McKnight

**Asset Based Community
Development Institute.
Chicago, USA**



Traditional Community Development

'Top down, outside in'

Weaknesses
deficiencies, needs

Disabilities

Consumers/clients/customers
of services and programs

Silo provision

Servicing of community

Dependence on outside
professionals

Asset Based Community Development

'Inside out'

Strengths
assets, opportunities

Abilities, capacities

Citizens/co-producers/co-
owners of local initiatives

Collaboration, relationships,
networking
Strengthening of community

Importance of community
relationships
Leadership by 'stepping back'



TO

FOR

WITH

OF / BY

Consumers

Clients

Customers

Service Users

Producers

Co-Designers

Citizens

Contributors



TWO PATHS - TWO SOLUTIONS

NEEDS

(what is not there)

Services to meet needs

Clients/Consumers

Programs are the answer

ASSETS

(what is there)

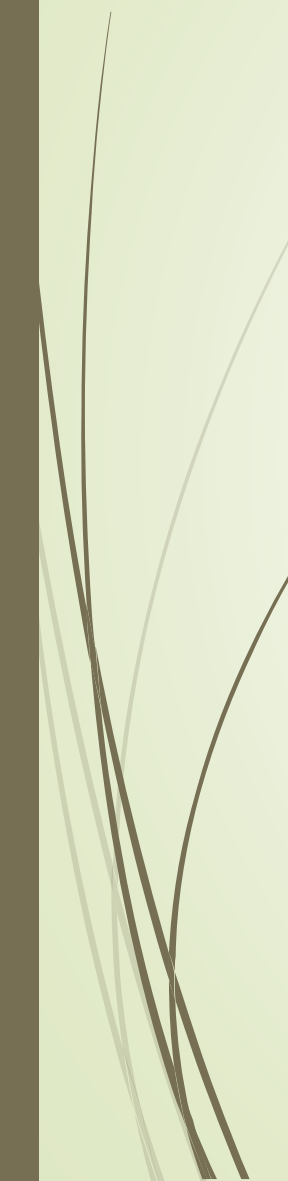
Connections and contributions

Citizens

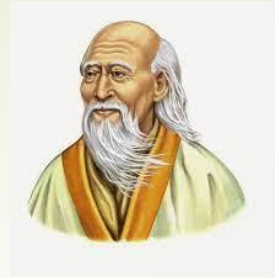
Local people are the answer

Asset Based Community Development (ABCD) Framework

- ❖ Discovering the power of focusing on their assets, capacities and opportunities, as opposed to their needs, deficiencies and limitations.
- ❖ Mapping, connecting and celebrating the diverse range of community assets, and harnessing the connected assets for actions that strengthens caring, inclusive and engaged communities.

- 
- 
- ❖ Acting as citizens, rather than accepting the passive roles of clients, customers and consumers of someone else's development solutions and services.
 - ❖ Growing community connection and trust through relationships, conversations, reciprocity, collaboration and activation of shared potential.

Lao Tze



'Go to the people
Live among them
Learn from them
Love them

Start with what they know
Build on what they have
But of the best leaders when their task
is done

The people will remark
“We have it done it ourselves” .

**"If we are wise,
we will help the
people everywhere
to get the good
and abundant
life...to become
masters of
their own destiny"**

(Rev Dr Moses Coady)



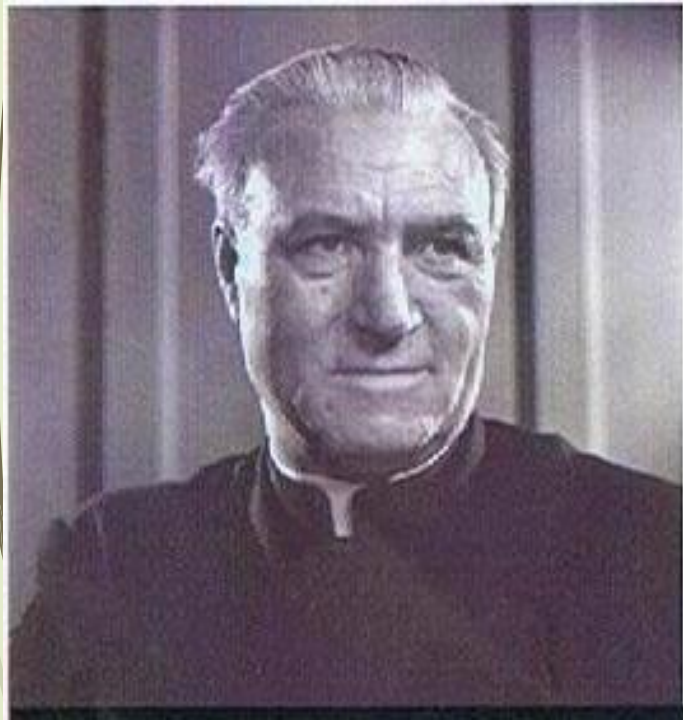
MASTERS OF THEIR OWN DESTINY

The Story of the Antigonish
Movement of Adult Education
through Economic Cooperation

By M. M. COADY

The Director of Extension of St. Francis
Xavier University in Nova Scotia here tells
the heartening story of a successful effort
to educate the people by assisting them
to become masters of their own destiny
through cooperation in the economic field.

HARPER & BROTHERS • EST. 1817



**"We are motivated
by what we don't
have, to use what
we do have,
to get
what we want"**

(Rev Dr Moses Coody)

What Matters?

The What and Why of ABCD

**"ABCD is a set of principles,
rather than a recipe"**

-Mike Green



Key Elements of the ABCD Approach

➤ **Asset-focussed**

➤ **Citizen-driven**

➤ **Gift- obsessive**

➤ **Relationship-orientated**

➤ **Conversation- initiated**

➤ **Fun-grounded**



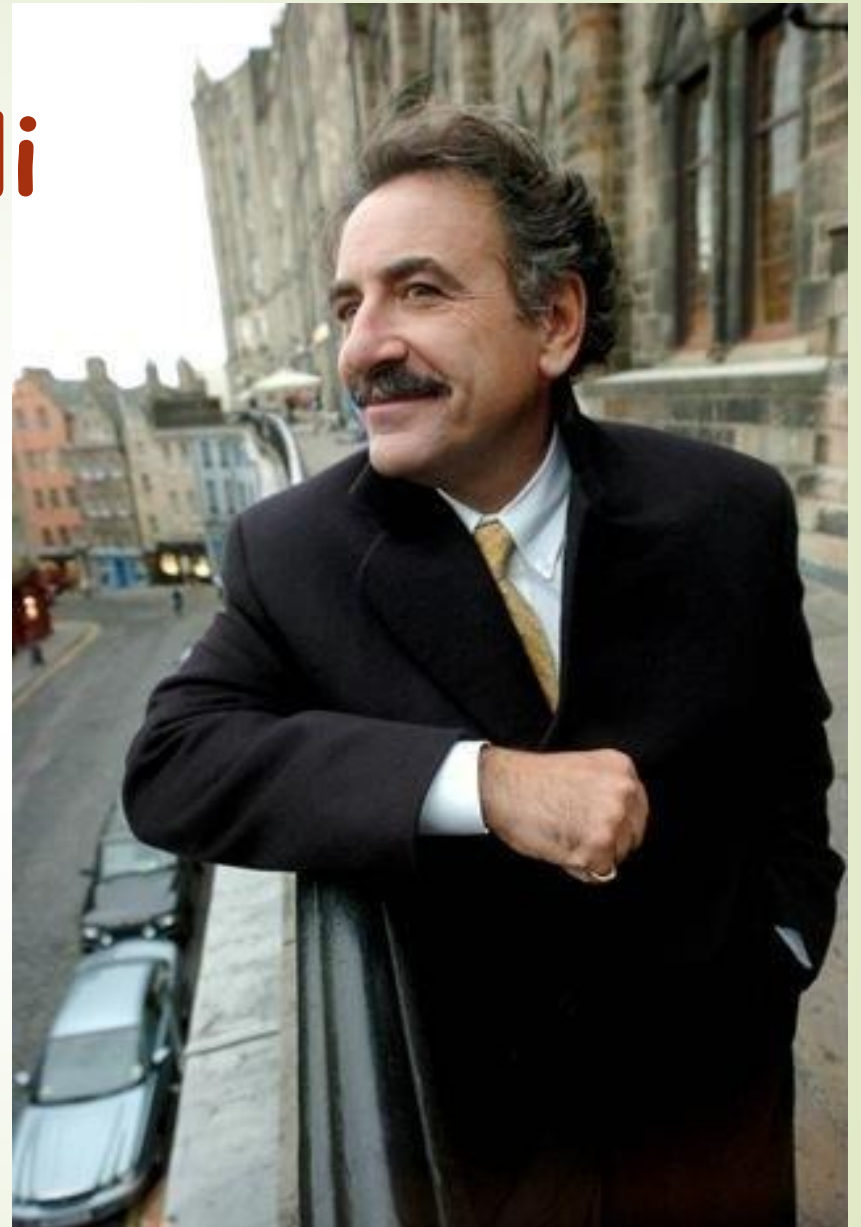
TO

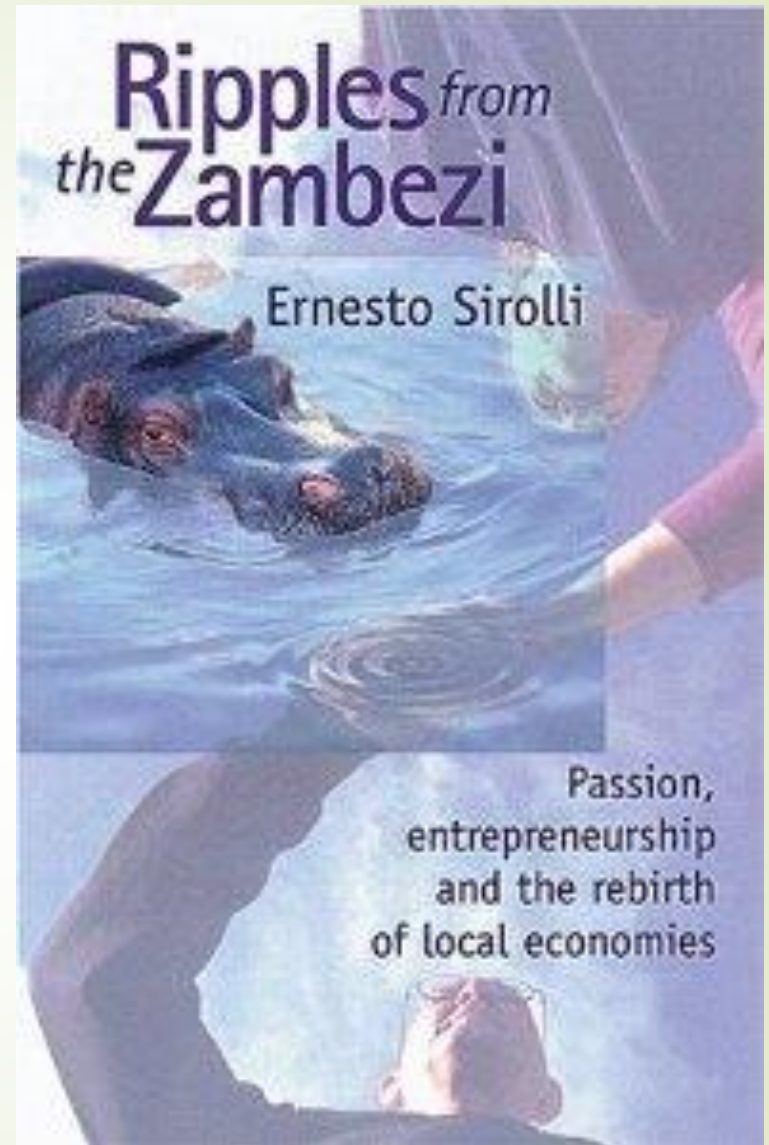
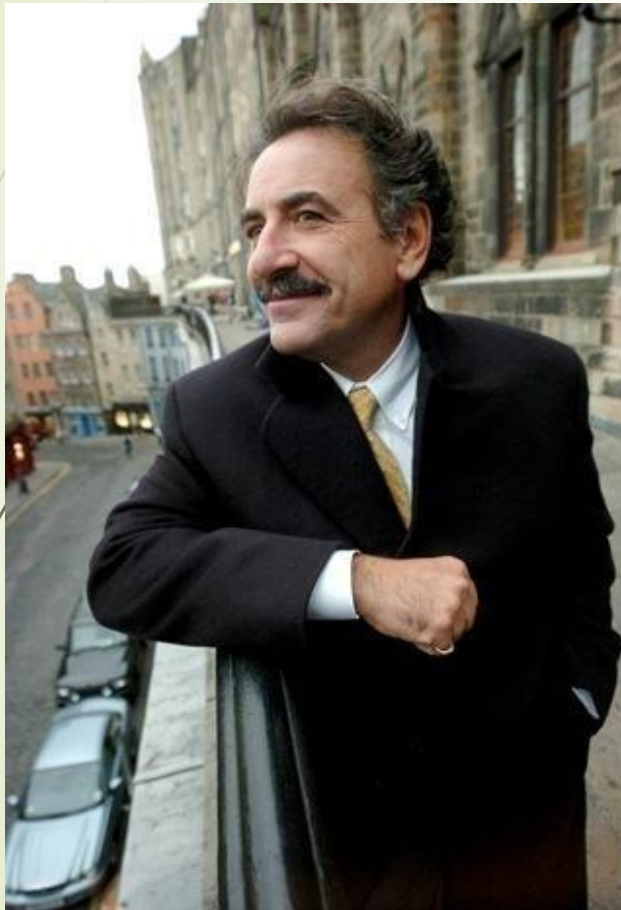
FOR

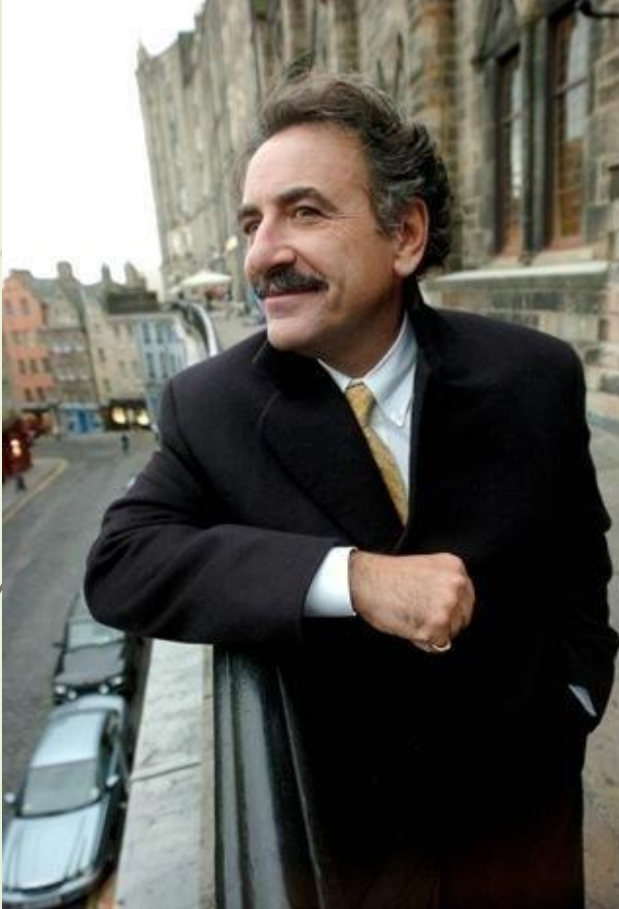
WITH

OF / BY

Ernesto Sirolli

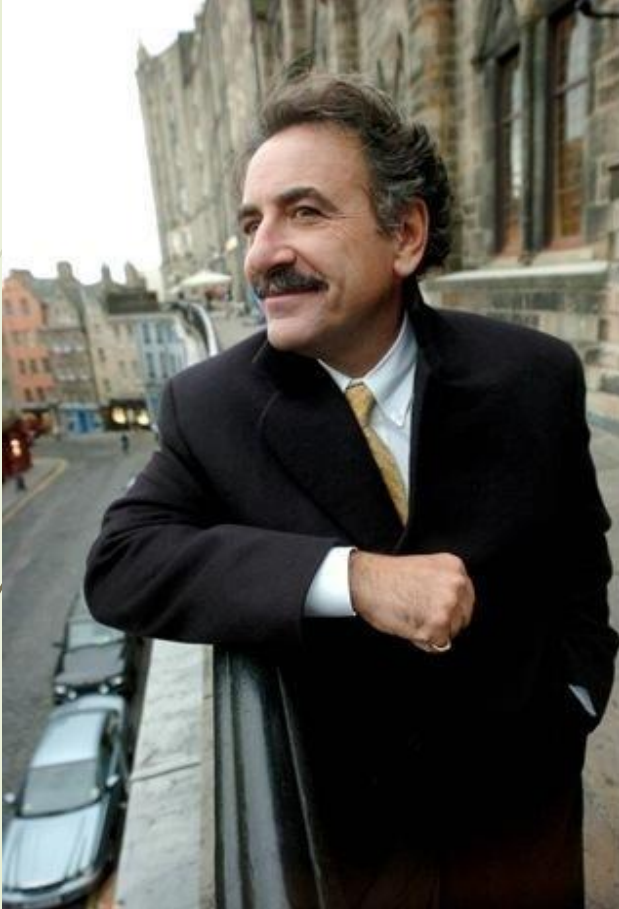






**"The future of
every community
lies in capturing
the passion,
imagination, and
resources of its
people"**

(Ernesto Sirolli)

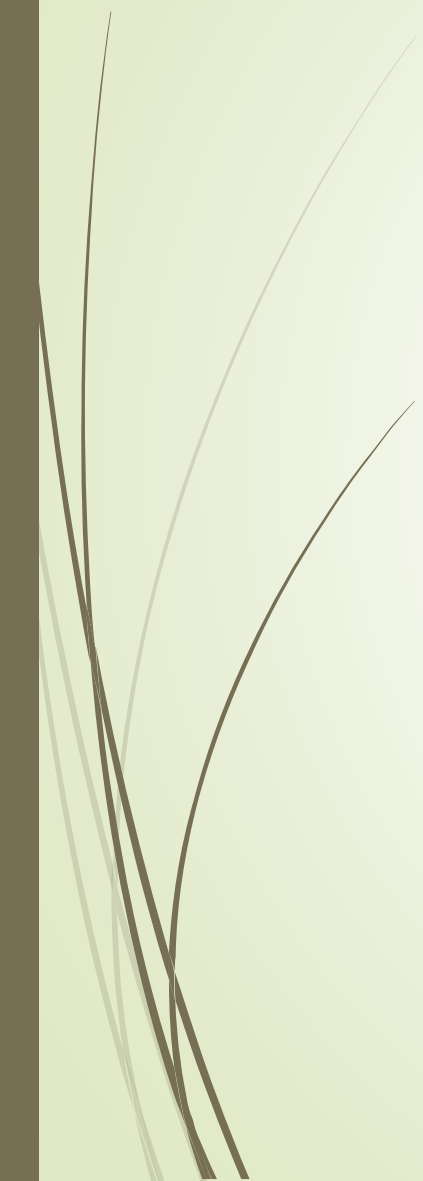


**"I suggest that
prosperous communities
are the ones that
nurture, treasure and
allow the maximum
number of people to
do beautifully what
they love to do"**

(Ernesto Sirolli)



Susan Rans



**'Our purpose is not to
help people. Our
purpose is to build a
different kind of
community for us all.'**



**THANK
YOU!**