

# The click

between North and South

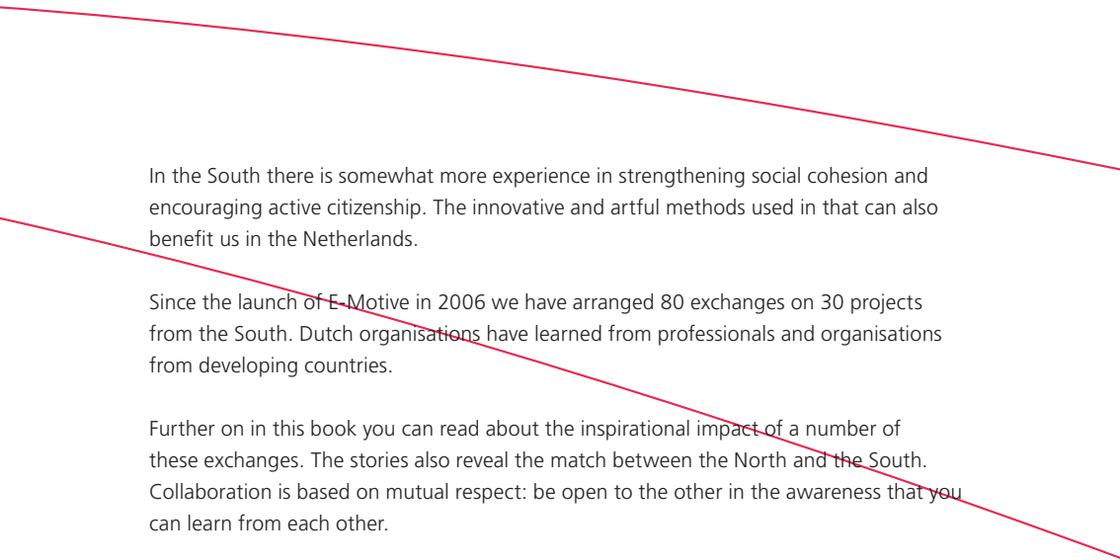


# *Introduction*

A man getting up from his wheelchair to help build goal posts. A nine-year old boy daring to ask Rotterdam's mayor what he is doing to improve the situation in Gaza. Twenty five truck drivers suddenly aware that they must, can and want to take charge.

An E-Motive exchange can arouse much in people. This book records several moments that touched and inspired participants. Personal moments, of people from the Netherlands, Brazil, South Africa and Ghana.

The moments not only reveal that people make a difference, but also that there is more to unite 'over here' with 'over there' than to divide. People around the world want a safe environment and a good contact with their neighbours.



In the South there is somewhat more experience in strengthening social cohesion and encouraging active citizenship. The innovative and artful methods used in that can also benefit us in the Netherlands.

Since the launch of E-Motive in 2006 we have arranged 80 exchanges on 30 projects from the South. Dutch organisations have learned from professionals and organisations from developing countries.

Further on in this book you can read about the inspirational impact of a number of these exchanges. The stories also reveal the match between the North and the South. Collaboration is based on mutual respect: be open to the other in the awareness that you can learn from each other.

E-Motive creates reciprocity between the South and the North, based on equality. It brings professionals together, each using his or her specific knowledge and experience to help the other. A relationship in which both parties can develop each other. Free from any preconception and open to any inspiring idea.

Tom van der Lee director Campaigns Oxfam Novib

Carin Boersma project leader E-motive

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Niels Koldewijn FairGround

Rodrigo Alonso Instituto Elos

Charlie Ortega Importante

Abigail Ogunro Yorke Sankofa

Annemieke Vervoort Intro dans Interactie

Marijn Swarte Kunstbedrijf Arnhem

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Jabu Mashinini Phaphama Initiatives

Michiel van Buuren Foundation Paper Hat and Mano

Jacqueline van Loon Amsterdams Steunpunt Wonen

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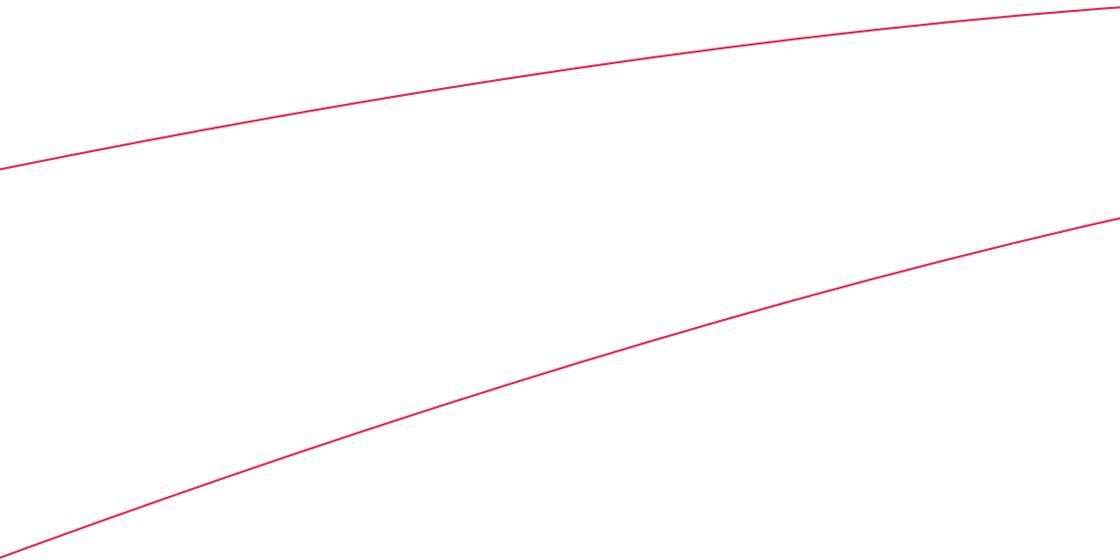
Fatima Noordien Positive Muslims

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# Foreword

Oxfam Novib founded E-Motive in 2006 in the belief that borders are fading and certain social issues no longer remain within national borders. All over the world people are looking for solutions to these issues. We can therefore learn much from each other by exchanging knowledge. In this regard our network of partners in developing countries has a wealth of information and hands-on knowledge, sometimes acquired out of necessity.

E-Motive does not only give the Netherlands an eye for the power of developing countries, but also reveals practical cases showing us how all kinds of problems can be resolved effectively, such as those related to social cohesion. In this sense our partners in developing countries are a huge source of inspiration for professionals in the Netherlands. And in reverse we help these partners with our knowledge and networks.

Each time I believe it is fabulous to see a project from Brazil or South Africa being applied in an area in Rotterdam or The Hague. All E-Motive partners – Movisie, Amsterdam University of Applied Science, NCDO and Oxfam Novib – have their own role. We would like to fulfil the role of matchmaker, by linking our network to interested organisations in the Netherlands.

*Tom van der Lee, director Campaigns Oxfam Novib*



*‘The exchange with  
the South is a meeting  
between professionals’*

*Carin Boersma*

**I**n the Netherlands people now view development co-operation with scepticism. Does it help and should we not first solve our own problems? E-Motive is a programme that supplies in both needs and is low-budget too. Besides, at E-Motive the sword cuts on both sides. Because our problems around integration and community building also exist in developing countries, only the professionals there are often much further ahead in finding solutions because they have had to work without a government and do it themselves for longer. In this sense Dutch professionals can learn much from the South. But the collaboration with 'us' is also of value to the professionals in the South. Because our appreciation not only builds their self-confidence, but also delivers new contacts, funds and knowledge. An organisation like Phaphama in South Africa has quadrupled in size since E-Motive has been supporting it. And an institute like Elos from Brazil is advertising its Oasis Game internationally quite nicely.

South and North come ever closer. The background of the people visiting one of our E-Motive Days, also revealed that to me. Many knew both worlds. They have had jobs in the South and are now working on community building and issues of multiculturalism in the Netherlands, or already have gained such experience



in the Netherlands and want to do something international with their knowledge and experience. For them the exchange with the South is a meeting between professionals. Their professions raise their interest in others. For them the South is an important source of information and inspiration.

The energy this releases! I witnessed that at Garage Notweg in Amsterdam in October 2010. Several people had gathered: community policemen, youth and social workers, council officials and representatives of housing associations. They listened to the stories told by Lebo Remafoko and Gavin Andersson from Kwanda in South Africa, about how to work with citizens in a community. Everybody was impressed, not just by the results achieved in their profession in South Africa, but also by the passion and power these people exuded. For me: E-Motive in peak performance. An exchange that releases energy that touches emotions and is then able to start movement towards more equality. It was touching to see such an energy flow start. In Amsterdam this happened quite naturally, without big gestures, close to people, especially focussed on doing. And that is what it is all about at E-Motive: doing.'

*Carin Boersma, project leader E-motive*

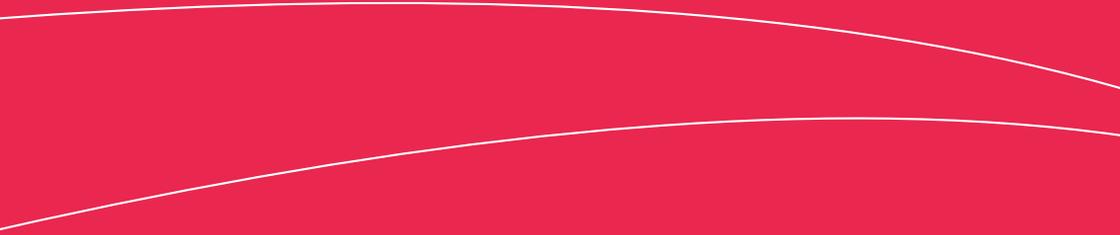


## **The exchange between FairGround and Instituto Elos**

was around the Oasis Game, a methodology for building communities, social cohesion and participation. Community members playfully get the chance to realise their dreams for the area, to participate in deciding, in designing and in implementing. Oasis is a game whereby inhabitants not just talk, but act above all. The method was developed by the Brazilian organisation Elos.

### **More information:**

[www.fairground.nl](http://www.fairground.nl), [www.oasisholland.ning.com](http://www.oasisholland.ning.com),  
[www.institutoelos.org](http://www.institutoelos.org)



*‘People really do have  
an eye for the  
common interest’*

Niels Koldewijn



**Y**ou get dynamics all around when you give people the chance to work on their dream. I've seen it in Brazil, during a training session by Elos. People let go of themselves using paper, wood, clay and all kinds of other materials. Incredible the brilliant ideas and creative solutions that delivers. I saw the same happen in North Amsterdam. When you approach people positively and ask what they want, and let them think and decide with you about the answer, instead of putting the problem at the centre and decide for them, the creative solutions emerge on their own. From children too. I thought it was crazy to hear from a boy's mouth, not someone known for easy handling, how important it is for people to be able to meet. That made me feel confident, on the one hand, that people really do have an eye for the common interest, and, on the other hand, that our approach works. When these moments come together, that gives a huge amount of positive energy.'

*Niels Koldewijn, FairGround*



More information:  
[www.institutoelos.org](http://www.institutoelos.org)



*‘Nice to see the amount  
of passion with which  
people commit’*

Rodrigo Alonso



**A** Dutch woman complains she wasn't welcome in the mosque, but in the end she strikes up a friendship with the mosque's imam and helps to maintain the vegetable plot. Or a man who rises from his wheelchair to help to build goal posts. He used to be a carpenter. For me all very special moments during our workshop in an Amsterdam neighbourhood in June 2010. Remarkable to see the passion people commit with. Certainly because I had been told in advance that few people would turn up. In Brazil it is usually no problem to invite people to something like this, but when they arrive they are usually less involved. In this Amsterdam neighbourhood it proved that people left their homes less readily, but once they did, they went for it. I even had to guard against people starting too seriously and working with such concentration that they would be fixed on what they were doing and forget to build relationships. Because that was our goal: we wanted people in this neighbourhood to meet and make friends. Nice to see that at the end of the workshop they danced across the street in a circle, together.'

*Rodrigo Alonso, Instituto Elos*



**The exchange  
between Importante and Sankofa Ghana**  
was about reaching isolated and oppressed or dependent women,  
and about tabling taboo-laden subject. Late March 2010 three  
trainers from Ghana were in the Netherlands and shared their  
knowledge with professionals and women's organisation in The  
Hague. These organisations could then start giving gender training  
that is better attuned with the target group.

**More information:**  
[www.importante.nl](http://www.importante.nl),  
[www.sankofa.nl](http://www.sankofa.nl)



*‘Money is not always  
necessary to achieve good  
results with women’*

*Charlie Ortega*



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**A**s an emancipation centre we've had to absorb cuts in resources in recent years. We'll have to be creative if we want to continue reaching our target group. The three ladies from Ghana, who visited us in March 2010, had a few golden tips. As organisers we can elaborate on that by telling at other meetings that it does not always have to cost money to achieve good results with women. I thought it was very special the way in which a project on political participation had been set up in Ghana. To prevent the risk of failure materialising women were made co-owners of the project right from its start. They were approached house-to-house with the question what they would want to get out of such a project and what they could put in. In a project of this kind a link is sought explicitly between the needs and interests of women and the talents and qualities they could contribute to improving their overall position. In this regard the Ghanaian women's visit was quite a confrontation for the Dutch professionals who have to start working demand-focussed. They did see it is possible.'

*Charlie Ortega, Importante*



More information:  
[www.sankofa.nl](http://www.sankofa.nl)



*‘Cooking helps people  
to live together’*

*Abigail Ogunro Yorke*



**I**t was an honour for Sarah, Rosemary and myself to be able to share with Dutch women and men our knowledge and experiences with mobilising women. But we have also learned a lot from this visit. At the Mothers' Centre the Coffee Pot, in a neighbourhood in The Hague, we got to see how women from various cultural backgrounds were reached by getting people to cook together. We ourselves work with women from different tribes. We now ask them regularly to prepare a dish for each other that is specific to their tribe. Specific dishes are part of someone's culture. Eating them is fun and shows your interest in the other, and that helps living together with others. At the Coffee Pot it also became clear to us how important language is in coaching women towards a paid job. In our training sessions we taught women to greet each other in the other's language. Now we also teach them how to sing songs in each other's languages. It gives them the sense of belonging, of being part of a group, of wanting to stay. When you are alone nobody sees you. In a group you are stronger and together you can ensure that people get to see you.'

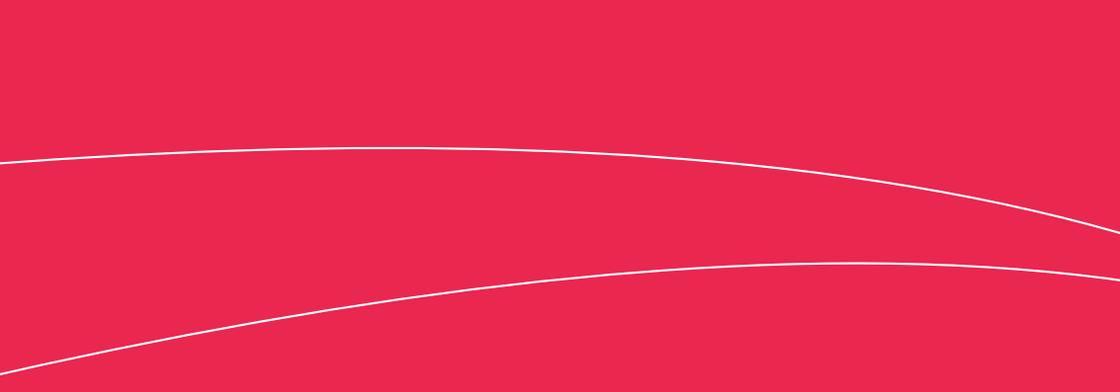
*Abigail Ogunro Yorke, Sankofa*



## **The exchange between Introdans Interactie, Kunstbedrijf Arnhem and the Flatfoot Dance Company**

In September 2011 the ten-day dance festival Swing on South happened in Arnhem. Goal: to show that dance can be an engine for involving people with each other and their neighbourhood in Arnhem's redevelopment area of Malburgen. The Flatfoot Dance Company works in Durban's townships and in rural areas in South Africa, using methods that lead to the empowerment and emancipation of the participants.

**More information:**  
[www.swingonsouth.nl](http://www.swingonsouth.nl)



*'Dance  
enhances'*

*Annemieke Vervoort*



**T**he Flatfoot Dance Company has stolen my heart at different moments. It all began in 2009 when we were invited to Durban in South Africa. I saw the eagerness with which township kids followed Flatfoot's dance lessons. Dancing always elicits fun, but these kids literally and figuratively laid down their backpacks of daily life and totally focussed on dance. For them Flatfoot was not merely a nice dance school, but a kind of home too: Flatfoot's teachers help to raise the children and teach them that discipline and commitment are necessary to achieve something. Flatfoot's teachers themselves are from the townships and serve as role models for the children. Which is precisely what Flatfoot demonstrated during the Swing on South Festival in Arnhem. In this way they not only gave residents of the town area of Malburgen an unforgettable, educational experience. Our dance teachers too looked with fresh eyes at their work at Introdans Interactie. Namely, that dance enhances, it lets you get people to walk the extra mile and to be more tolerant of each other. Flatfoot taught us that expressing that attitude with enthusiasm, it is amply reciprocated.'

*Annemieke Vervoort, Introdans Interactie*



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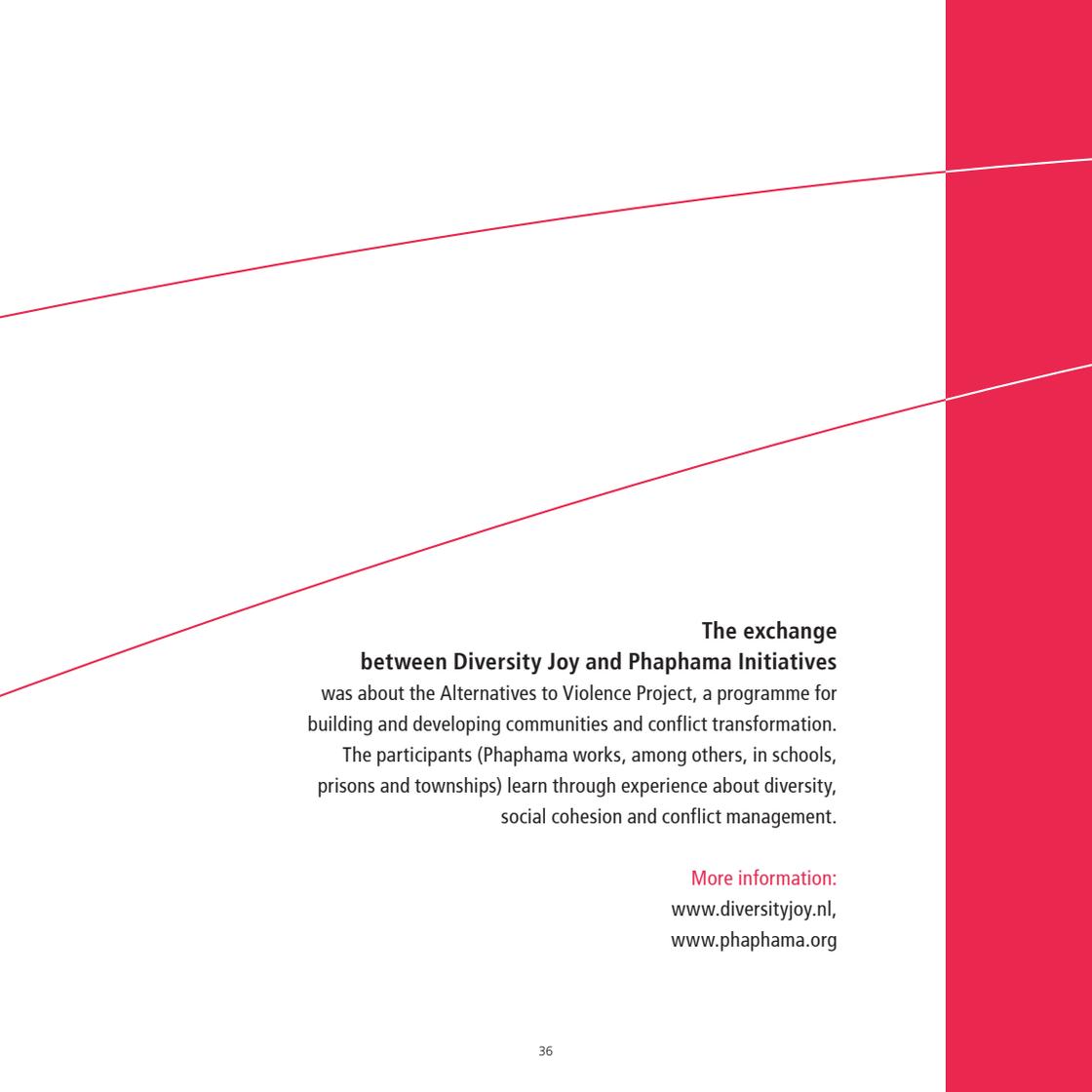
*‘Well beyond everybody’s  
individual limits  
something was created  
that connected people’*

*Marijn Swarte*



**F**latfoot Dance Company's physical presence and presentation exuded an energy that lifted the spirits and enthused. The way in which they made contact during the Swing on South festival in the Arnhem neighbourhood of Malburgen revealed that they are used to working in difficult circumstances. They were not afraid to walk up to people and communicate very directly via dance. They were clearly inspired by the atmosphere and art and skills of the very different population segments, of which some never do anything with dance. They integrated that into a choreography expressive of all. They thus achieved that six older line-dancers shed their shame, jumped from their chairs and danced. They were not as perfect as Introdans' dancers, but were able to be really there and present without people expecting some achievement. Small and intimate. A beautiful opening of the gala evening. 'This is real life', I overheard someone say. Flatfoot gets the people you see on Malburgen's streets to sparkle every day. Far beyond individual limits something was created that connected people and also had artistic value. A nice example of what you can achieve through dance in a neighbourhood.'

*Marijn Swarte, Kunstbedrijf Arnhem*



## **The exchange between Diversity Joy and Phaphama Initiatives**

was about the Alternatives to Violence Project, a programme for building and developing communities and conflict transformation.

The participants (Phaphama works, among others, in schools, prisons and townships) learn through experience about diversity, social cohesion and conflict management.

**More information:**  
[www.diversityjoy.nl](http://www.diversityjoy.nl),  
[www.phaphama.org](http://www.phaphama.org)



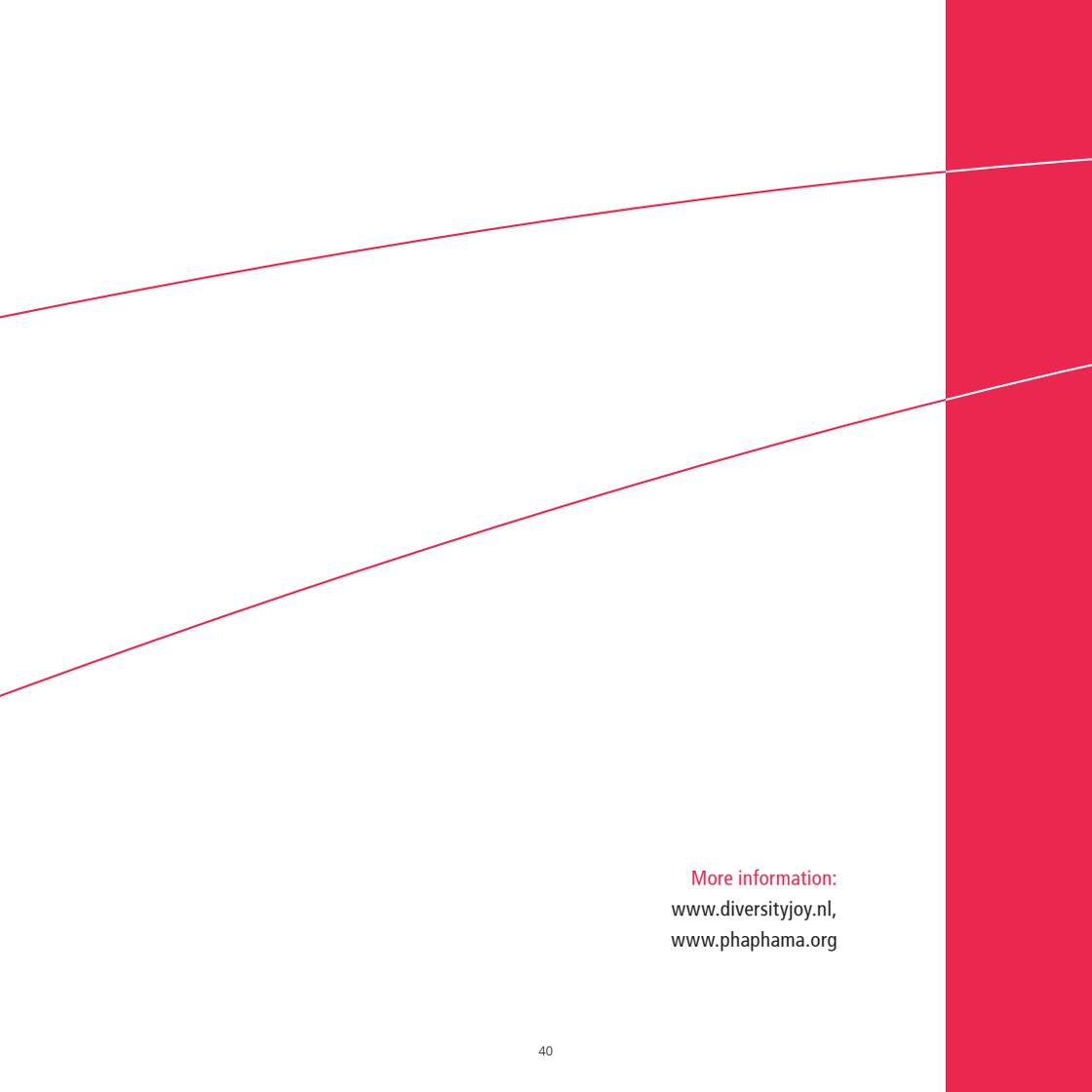
*‘The development work  
I was looking for!  
I found it around the corner’*

*Tom Schram*



**A** mega click at the personal level. That is how I experienced meeting Jabu Mashinini of Phaphama. That was in 2004. I was on a sabbatical, because I really wanted to do something with development co-operation. In Soweto I met Jabu. His life story fascinated me: raised during apartheid he developed himself with Phaphama's help into one of South Africa's top trainers, and could now make a lot of money if willing to ignore his heart's calling. His methodology also appealed to me: working on your personal development but always in relation to the other. I felt so at home with that approach that I thought that if possible in the South it should be possible in the Netherlands. I first applied Phaphama's methodology in the Transvaal Area of Amsterdam, say 500 metres from where I live. So I found around the corner the development work I had been looking for. It still makes me happy to see how someone achieves the insight that it is important to say what you're thinking, and that communication helps you to change fundamentally your relationship with your environment.'

*Tom Schram, Diversity Joy*



**More information:**  
[www.diversityjoy.nl](http://www.diversityjoy.nl),  
[www.phaphama.org](http://www.phaphama.org)



*‘In every kind of  
development co-operation  
it is about partnership  
based on conviction’*

*Jabu Mashinini*



**T**he collaboration project with Diversity Joy was our first big project in Europe. Its success confirmed for me that every kind of development co-operation must be about partnerships based on conviction and mutual respect. The mere fact that Tom shadowed us for six weeks in Soweto when he was still no trainer, encouraged us to believe more in what we are doing. His working with our Alternative to Violence project shortly afterwards, really signals that we are on the right track. Because by adopting such a programme, he also took a risk. Within a year Tom was able to mobilise twenty trainers with different backgrounds. Already during my third visit to the Netherlands I was impressed by his ability to manage by himself. It is very special to see that others not only share your ideas, but also adopt your approach in the interest of their own communities. That experience fires me up to inspire yet more my own team in Soweto and believe in their work. The examples from the Netherlands helped me to make clear the value of people investing their time in creating good relations between people and in preventing conflicts.'

*Jabu Mashinini, Phaphama Initiatives*



## **The exchange between Paper Hat and Pasa la Voz**

was on Paper Hat's media projects. It enables children and youths to have a say, to develop social competences, and it motivates them to act as active citizens. This enables them to exercise more influence over their own lives and environment.

**More information:**

[www.stichtinghoedjevanpapier.nl](http://www.stichtinghoedjevanpapier.nl)  
and [www.pasalavoz.nl](http://www.pasalavoz.nl)



*‘Giving children a voice  
is the nicest thing there is’*

*Michiel van Buuren*



**W**e have taken the methodology behind our children's media projects over from Pasa la Voz. This organisation works in the Peruvian town of Cusco, where it is often still a fact of life that born a shoeshine boy, you also die a shoeshine boy. Pasa la Voz does not accept that and tries to get the maximum out of children. It does this by getting children to make newspapers and short films. I had never heard of such an approach, but was sold the moment I heard about the initiative. I fervently believe that media projects that incorporate pedagogic elements can release quite a lot of creativity and self-confidence in children. A nice example of the power children have inside them was witnessed by me at a primary school in Rotterdam. Mayor Aboutaleb dropped by and a somewhat shy Moroccan kid of nine would be posing the questions for our report. We thought he would clam up on seeing the mayor. Nothing was further from the truth, and the boy even dared to ask why Aboutaleb was getting such a lot of criticism at the time, and what he was going to do about the situation in Gaza. Giving children a voice is the nicest thing there is.'

*Michiel van Buuren, Foundation Paper Hat and Mano, agency for social development*



**The exchange  
between the Amsterdams Steunpunt Wonen,  
Soul City and Seriti Institute**

was on Kwanda, a community make-over programme on television. Several selected communities change their living environments by themselves. Within ten weeks groups of inhabitants and coaches get going to improve the quality of life in their neighbourhood. A jury judges progress weekly. The process is put on film and afterwards aired as reality television. And finally viewers designate a winner.

**More information:**

[www.steunpuntwonen.nl](http://www.steunpuntwonen.nl), [www.soulcity.org.za](http://www.soulcity.org.za), [www.seriti.org.za](http://www.seriti.org.za),  
[www.wijkaanpak.amsterdam.nl](http://www.wijkaanpak.amsterdam.nl)



*‘We shouldn’t be afraid  
that things go wrong’*

*Jacqueline van Loon*



**F**ine-tuning with the inhabitants. It's possible. Soul City showed us. In October 2010 Lebo Ramafoko and Gavin Andersson used the Kwanda methodology to show us how township dwellers in South Africa get both the social and economic development of their townships off the ground. In the Netherlands too we have our problems in the neighbourhoods. The installation of a new government has raised the chance that we'll soon have to work with less budget on tackling these problems. That means that you're going to have to be creative in finding solutions. Kwanda is a methodology that teaches people to take charge themselves of development in their neighbourhood, whilst the professionals stay on the sidelines for a while. In the presentation Lebo and Gavin also got us to reflect on our role as professionals. It revealed how we fear to let go and transfer our responsibilities, because we are stuck in our conflict-avoiding yes-but culture. An important insight for everybody was that the Kwanda methodology too creates conflict between neighbours, but that it is up to the professionals to coach them, so the people learn to deal with conflict. Kwanda challenged us to hand over power to the neighbourhood and let it happen.'

*Jacqueline van Loon, Amsterdams Steunpunt Wonen*



**More information:**

[www.steunpuntwonen.nl](http://www.steunpuntwonen.nl), [www.soulcity.org.za](http://www.soulcity.org.za), [www.seriti.org.za](http://www.seriti.org.za),  
[www.wijkaanpak.amsterdam.nl](http://www.wijkaanpak.amsterdam.nl)



*‘As professionals we’d love to  
contribute to the work of other  
professionals’*

Lebo Ramafoko



**I**t was nice to see the amount of interest in Amsterdam in our workshop in Kwanda. Very impressive such a company of 150 professionals working in the communities! It was a unique experience to us, because the Netherlands is the first country that wants to learn from us. Being able to share the results of our work at the international level is very important to us, not only because we depend on funding from outside, but also because we get the opportunity to show the sense of our work. We are proud of the interest shown in the Netherlands, but we also see it as an opportunity for contributing to the work of other professionals. During my visit to the Netherlands I experienced an important difference between the North and South Africa. In South Africa you see inequality and poverty everywhere on the streets. In the Netherlands you don't get to see it, but it exists, inside people's homes. That is why professionals have to go to the people to understand their problems. I noticed however that many professionals work for the community, but not with the community. You have to ask people much more about what they want and then support them with resources and training, so they can realise these wishes by themselves.'

*Lebo Ramafoko, Soul City*



## **The exchange between Formaat and Jana Sanskriti**

was on the Theatre of the Oppressed, a form of theatre whereby the audience is activated to use the stage to intervene in reality. In India it has been successful for over 25 years, with an outreach of millions among landless farmers. The audience is rehearsing for reality, according Augusto Boal, the man who invented it.

**More information:**  
[info@formaat.org](mailto:info@formaat.org)



*‘E-Motive  
is an engine for change  
inside organisations’*

*Ronald Matthijssen*



**E**-Motive is to me more an engine for change inside organisations than a programme for creating a support-base for development co-operation. Wondrous things have really happened at the organisational level. Jana Sanskritit of the Theatre of the Oppressed gave us a master class, using the technique of Image Theatre. Whereby we try to clarify, not in words, but in images, how education in our countries works. Very fascinating: at that moment you get a deep insight in a culture and understand why both cultures place different emphases. They concluded: we work too little on the role of students. We saw: we do too little on the role of teachers. That shared learning moment, undirected, has had a big impact on both organisations. In our Forum Theatre we are now no longer only looking at the oppression of the most vulnerable, but also pay much more attention to the position of the people apparently with power. In the community everybody matters. In the past, for instance, the shopkeeper opposed youths causing trouble. Now we also show his dilemmas. As a result more people feel listened to, and our work gets a bigger outreach.'

*Ronald Matthijssen,  
Formaat – Workshop for Participatory Drama*



## **The exchange between SOA Aids Netherlands and Positive Muslims**

was on the appropriateness of using Positive Muslims' manual in the Netherlands, written for the situation in South Africa. The exchange of knowledge has enabled SOA Aids Netherlands to break through the taboo on HIV and AIDS in the Dutch Muslim community.

**More information:**  
[www.life2live.nl](http://www.life2live.nl)  
and [www.soaaids.nl](http://www.soaaids.nl)



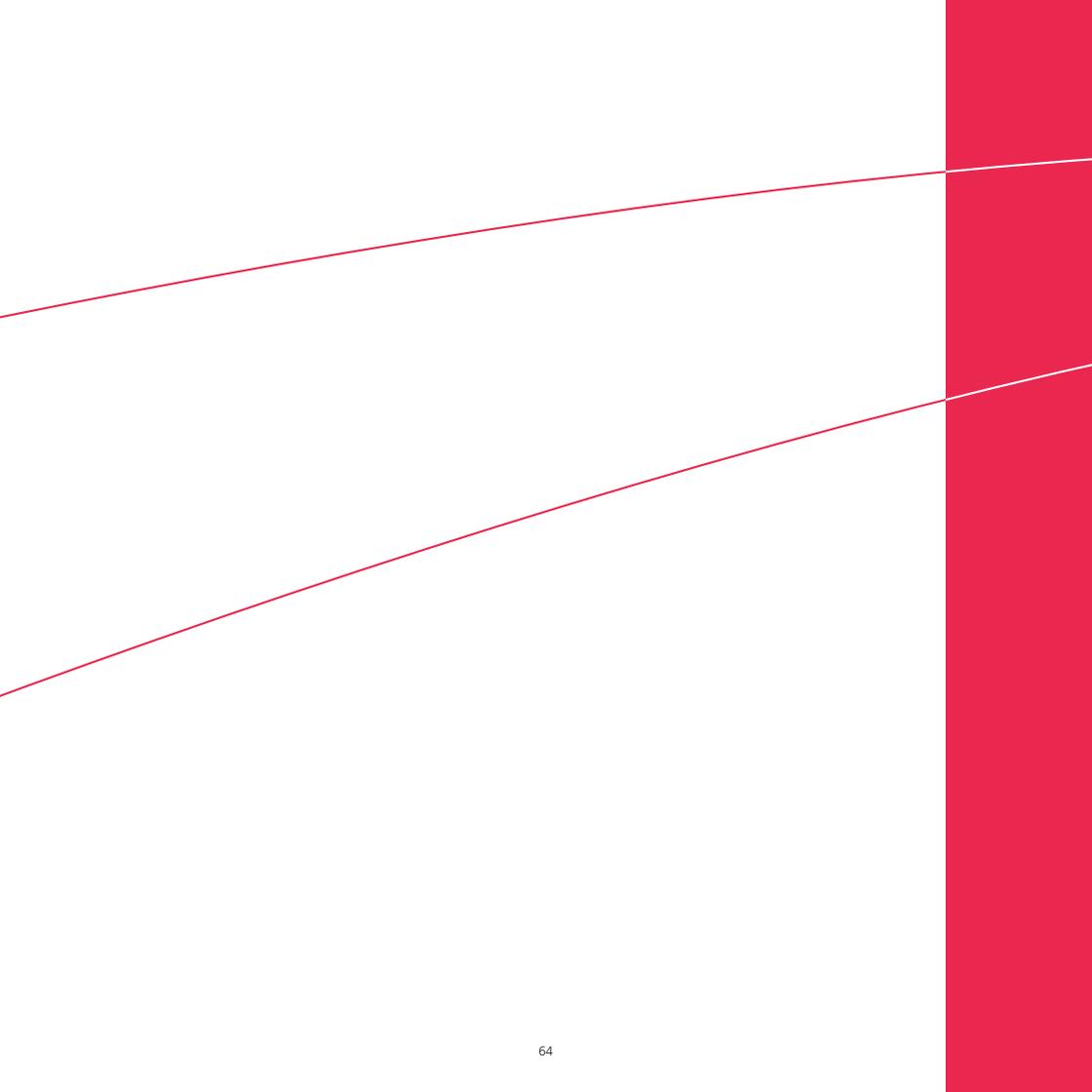
*‘Discussing HIV prevention  
doesn’t always fit  
within office hours’*

*Iris Shiripinda*



**I**t was a very simple meal: a little rice with meat and vegetables. Nothing special. But the gusto people showed while eating, that conveyed such a lot of appreciation. Watching that bitter poverty moved me to tears. During my visit to Positive Muslims I wondered if Oxfam Novib, which supports the organisation, is aware of what they mean in these people's lives. Positive Muslims is a boon to people in Capetown living with HIV. Great to see how they are help from people who care about them, who do not stigmatise and treat them like a brother or sister. I was more than impressed by the professionalism with which this happened. Especially with director Fatima Noordien. She worked twelve hours a day, with such a lot of commitment, compassion, expertise on HIV and AIDS and knowledge of medicines. It has inspired our own organisation to opt for a more holistic approach. Myself, I've begun to work more flexibly. Because discussing sexuality and HIV prevention doesn't always fit within regular office hours.'

*Iris Shiripinda, SOA Aids Netherlands*





*‘Armed with a smile and  
affection we can lift people  
to great heights’*

*Fatima Noordien*



**T**he day Iris, from SOA Aids Netherlands, visited our office we celebrated the return of a group member. She had been away for two months due to tuberculosis. With the support of others she can now walk. Good nutrition is essential for HIV positive people. That is why I have asked a volunteer to prepare a simple but wholesome meal for us all. She had added salads and juices on her own. The appreciation the meal received totally surprised Iris, as if she saw for the first time the genuine gratitude hunger and poverty can release, and the amount of hope and warmth you can offer others by sharing and persisting, even under the most difficult of circumstances. This event made me realise the unimaginably big impact a small gesture and goodwill can have on the people we work with. We must remain sincere in our intentions and approach people without prejudice, but armed with a smile and affection. When we succeed in doing this people can literally reach great heights.'

*Fatima Noordien, Positive Muslims*



## **The exchange between FNV Bondgenoten, Central Única dos Trabalhadores (CÚT) and TIE Brasil**

was on production mapping, a method for organising youths in the workplace. They learn to build knowledge about the production process and their role in that process. In Brazil this method has achieved good results. Representatives of CUT and TIE Brasil conducted a workshop for young professionals and cadres of FNV Bondgenoten.

**More information:**  
[www.tie-netherlands.nl](http://www.tie-netherlands.nl)



*‘We’ll be our  
members’ ears’*

*Edwin Atema*



Sterker door strijd

**Y**ou never know the outcome in advance, but the workshop on production mapping given by the Brazilian trade union CUT and TIE Brasil to truck drivers, hit the bull's-eye. The workshop took place on a Saturday morning, and started at eight o'clock. But by eleven o'clock people were still there without a murmur. Especially Fabio's comment, from CUT: I get the impression that in the Netherlands the trade union is its members' mouthpiece, with us it is their ears. It caught on. An outsider is showing us that you can approach trade union work in an entirely different manner. You have to start in the workplace. You're not only people's ears, but you also make them responsible for the solution. That insight provides totally new dynamics. Production mapping is the ultimate form of emancipation. It is about the collective use of information by sharing information with each other. The trade union facilitates this process, but the people themselves are the key to success. The truck drivers were mesmerised by the Brazilians and infected with the mapping virus. The cadres also want to continue this work, which is a beautiful result.'

*Edwin Atema, FNV Bondgenoten*

# Colophon

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