

News You Can Use!!!

Improving communication among local stakeholders, stimulating collaboration and change

Developmental initiatives at both the grass-roots and institutional levels are often hindered by a lack of communication and collaboration among local interest groups and businesses.

Local NGOs and authorities in Bandiagara, Mali participated in a meeting introducing the idea of a newsletter. During the meeting volunteers offered their time and efforts to work and develop the concept; a committee was established consisting of five local NGOs and the Cultural Mission of Bandiagara (MCB) representing various local interest groups. This committee established a rotation system among its six members for the preparation and dissemination of each newsletter edition. The regional bi-monthly newsletter, Dogoquine Kibel, is developed and published through a participatory stakeholder process.

The newsletter features local events, cultural stories and major community trends, as well as promotes responsible environmental practices and sustainable development initiatives. A planned expansion of the committee will include representation by women's groups and the addition of activities from other cercles (regions) in Dogon country to ensure more comprehensive information and representation of the region.



Since its inception in 2008, committee members have collaborated closely on content collection, formatting and preparation of the regular publication. The newsletter is highly regarded by the OMATHO staff, a regional tourism office in Mopti. It has improved communication and relations among local NGOs and the MCB and fosters greater interaction with other Bandiagara-based institutions and cercles. The bi-monthly newsletter has inspired the establishment of a quarterly newsletter by local authorities in Bandiagara.

The United States Agency for International Development-funded Global Sustainable Tourism Alliance's Pays Dogon program (USAID-GSTA/PD) helps facilitate participatory and collaborative actions for change through various social development and networking tools