

Developing capacity in the Ecosystem Approach to Aquaculture Management (EAAM)

Practical tools
Community mobilization



What is community mobilization?

Community mobilization is a process of **empowerment**, building awareness, **promoting new values and behaviors**, establishing self-reliance, building relationships, developing organizations and leadership, and enabling communities to take action through co-management



How to undertake community mobilization (1)

1. Preparation

- Create a core group(s) and core leaders;
- Assess the situation (research);
- Hold visioning exercises
- Decide on a mission for the organization/community group.



How to undertake community mobilization (2)

2. Mobilization

- Seek out community support among community members;
- Hold meeting(s) to discuss the vision or mission, reach consensus and agree on developing an organization or join an existing organization
- Develop organizational goals and objectives, organizational structure, leadership/membership and action plan;
- Appoint a representative of the organization



How to undertake community mobilization (3)

3. Strengthening

- **Environmental education and social communication** (promoting critical understanding of messages and acceptance in society)
- Building alliances and networking
- Organizational sustainability to keep members and funding;
- Capacity building



How to undertake community mobilization (4)

4. Evaluation

Assess what has been achieved



When to use

- Startup B stakeholder engagement
- planning
- implementation process



Essential EAAM

To download all materials please see

