



INSTITUTO DE ASUNTOS CULTURALES

THE INSTITUTE OF CULTURAL AFFAIRS

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August 30, 1979

To Latin American Projects
Operations Centrum, Chicago

Dear Ray,

Area Caracas has completed a research foray into Columbia which includes the Bogotá, Medellín, and Baranquilla regions with an all expenses paid invitation to be present at a conference of Community Development Agencies in Bogotá, August 11-15. The invitation was issued by Catholic Relief Services, Rolando Acosta, director, who had heard about Caño Negro through a presentation made by R. Dávila in February.

Our initial objectives in making the trip to Bogotá were the following:

1. Exposure of I. C. A. methods and programs.
2. Obtain contacts, possible colleagues.
3. Explore with Citibank the possibility of an in-house LENS
4. Begin the framing process.

These objectives were met and the initial frame scheme is enclosed.

The conference itself was planned and hosted by an umbrella coordination agency, OCIT, in order to bring together Columbian groups working mostly in the areas of rural community development. The theme centered around the Spanish word "PROMOCION". The actual work of the conference was in defining the process and product of "promoción" and specifying the common elements shared by the agencies. The leadership was provided by the Latin American Field Rep from PACT, N.Y., Ricardo Puerta, and the director of Inst. Inv. y Form. Cooperativa (Honduras), Aldo A. Cardona. The methods used were meant to invite group participation but were heavy on the "free-form" and therefore lacked structure and direction. Catholic Relief Service funded the Conference; all expenses of lodging and food as well as some travel expenses were paid by them. They were also part of the coordinating group. The best product of the conference was a compendium of agencies, their directors and a summary of their individual tasks.

There were 32 agencies represented at the conference and only I. C. A. and C. R. S. were international, the others being Columbian. About 26 of the agencies were focused on rural development and about 20 were staffed by priests and nuns at the leadership level. Most of the agencies had sent their directors. I believe that this group was impacted by my presence there representing a global organization working at a very local level in Venezuela. The nature of the seminar finally did not allow individual presentations but we worked out a slide show of Caño Negro which along with the two year report was a context for a discussion of evaluation - especially related to the question of measuring social change. There was a lot of talking about social change - what does that look like, etc. The group was definitely not in agreement and the intellectual experience far exceeded practical experience. I did a lot of indirect talking in terms of human transformation as my criteria for "Promoción".

Since each agency was quite protective of its own program and agenda, I did

not directly market impact programs, however we can now go back to individual directors for authorization and introductions. Besides CRS which seems ready to support us either in funds or authorization and contacts (Rolando Acosta is a great friend), there are two groups which interested me and would be helpful in terms of future contacts. SERVIVIENDA is a not-for-profit housing corporation which aims to provide marginal populations with low cost pre-fab housing and is most interested at this time coordinating with other agencies in order to use housing as a catalyst for comprehensive community development. The houses are made of pre-fab cement panels, were very inexpensive and could be constructed in less than six days by local people. Their latest project was to build a whole village and they set up a local factory with local employees to make the panels. The director, R.P. Alberto Jimenez, is very innovative and looking for appropriate ways to improve the houses and and has actually lowered their cost over the past two years. The other agency, CECIL, has audiovisual teaching aids for literacy and community courses really aimed at all levels of education and created from local input.

Colombia is a nation of varying geography and life styles. The nation's economic and social life does not center around Bogotá; in fact the two other main cities, Cali and Medellin are considered to be more attractive places to live. Cali is booming as the economic center. Most of the rural work being done is located around Bogotá and the forgotten area seems to be the Pacific Coast villages, black and indian in cultural make-up and accessible through Cali. Rolando suggested ~~the~~ this area (Southeast Colombia) as a target for future project site selection.

LENS
I had a fine conversation on Thursday, August 12, with Mike Jensen, president of Banco Internacional, Bogotá (subsidiary of Citibank) and Alan Williams of the Citibank branch office. Mike come latest from Tokyo, has had LENS and donated \$5,000. to TM in Area Tokyo. Alan had been in India and came to our defence in Parliament. They also said that Cali had as many multinational headquarters as Bogotá. Mike was interested in setting up a demo LENS but has not made the external business contacts to do it himself. It will probably be easiest to work from Caracas toward Bogotá or Cali.

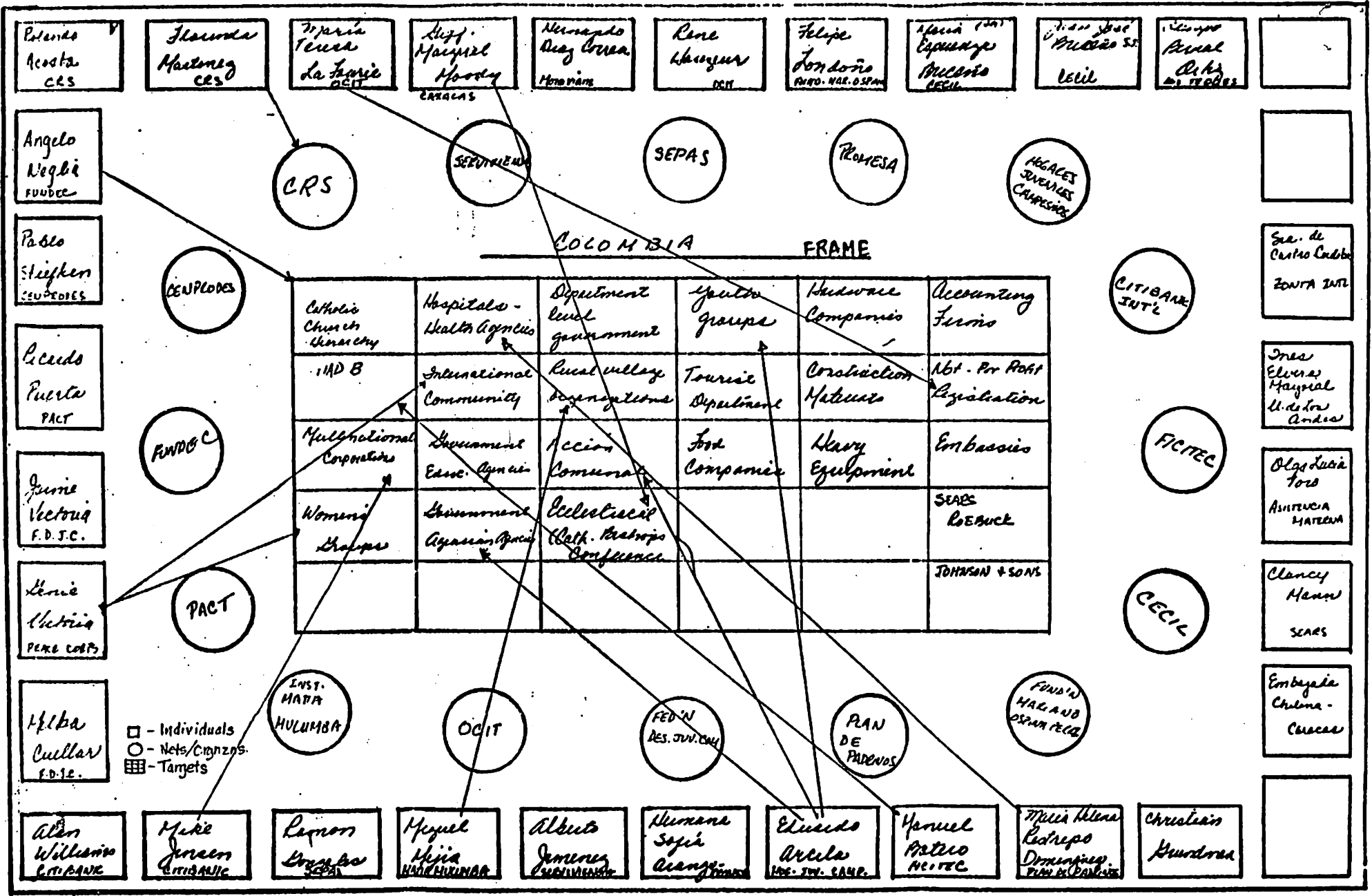
I am enclosing a copy of the Quarter II design created at the Area Council. As you can see we are projecting at least 50 Foros in Venezuela and looking forward to strike force POWER! The methodology of the Council pushed contradictional analysis and we believe this model deals with some of the unresolved issues of communication.

We are looking forward to hearing from you all this quarter and especially to the Continental Council.

GRACE AND PEACE

The Wardens

Rod and Rose



AREA CARACAS
 AREA COUNCIL

"RELEASE NEW DESTINY"
 QUARTER II MANEUVERS

September 1, 1979
 Caracas, Venezuela

AWAKENING THE HUMAN VISION

LOCAL PASSION BURSTS FORTH IN POWER

PROCLAIMING
 LIFE'S ABUNDANCE

MOVEMENT EXPANSION	CAÑO NEGRO INVOLVEMENT	PUBLIC RELATIONS	SKILLS TRAINING	IMPACT PROGRAMS
1. Recruiting through Corporation contacts, advertising, & extra-national contact. 2. Leadership training through Foros. 3. Spanish RS-1 - Nov. 4. Continental Council- December.	1. Assembly 2. Weekly meetings - Board of Directos/ Guild meetings 3. Multiple community publications 4. Regular home visits.	<p>Funds Development</p> 1.8 Corporations Proposals. 2. Office Search 3. Government Agencies Coordination w. Project. 4. Site Visits	1. English classes for Caño Negro. 2. Spanish classes for auxiliary. 3. Intensified Spanish through home sojourn. 4. Technical skills training.	1.1 Corporation LENS 2.3 GWF, 1 CYF 3.50 Foros in Venezuela 4. Foro leadership training & recruitment.
		<p>Public Relations</p> 1. Name P. R. Team 2. New Board of Advisors 3. Audio-Visuals 4.4 Ministry Visits		