



Israel's Agency for International
Development Cooperation
Ministry of Foreign Affairs



State of Israel
Ministry of Social
Affairs and Services



International Course on Leveraging Local Assets for Community and Economic Development January 10 – February 3, 2011

Introduction

The concept of local economic development (LED) has shifted in the last decades, from focus on growth and expansion of firms and jobs to create local well being. LED must emphasize the full use of existing human and natural resources to build employment and create wealth for the local community (Blakely and Bradshaw, "Planning Local Economic development – Theory and Practice", SAGE Publications, 2002). In other words, it is well recognized today that economic growth in the local area is only one component, and local economic development should simultaneously benefit the local community through decent income opportunities, improved infrastructure, better services etc. This requires a participatory process in which local organization and institution and members of the community are involved.



This concept is reflected in the definition of and in the approach to LED adopted by leading international development institutions. According to the World bank, LED offers local government, the private sector, the not-for-profit sectors and the local community the opportunity to work together to improve the local economy. It aims to enhance competitiveness and thus encourage sustainable growth that is inclusive. Dr. Anna Kajumulo Tibaijuka, the former Executive Director

of UN-HABITAT wrote in the forward to the manual "Promoting LED through Strategic Planning" published by UN-Habitat: *"...Achieving economic growth and staying competitive is a serious challenge in itself. Ensuring the benefits of growth spread widely such that development becomes inclusive and impacting on the quality of life of all citizens is even more challenging. The question therefore is not only how we can make economic growth a reality in our communities, but how we can make sure that the growth benefits the marginalized and the poor... It also demands harnessing and mobilizing the local human, social, financial and natural capital towards the common vision, goals and objectives that the community aspires to achieve. This is possible only when the various stakeholders and actors join forces to make a difference in quality of life in their cities, towns and settlements."*

Yet, in many cases it is not the local community to enjoy the fruits of such growth. This phenomenon is known today as "The Leaky Bucket": financial and other resources flows

into the local area with none or little local presence and immediately leaves the area. For example – an enterprise established by foreign corporation in a local area but business services are procured out of the local area, the revenues invested elsewhere, the executives and their family live outside the local area, etc.

Plugging the leaks in the local economy requires local communities and institutions (and their development partners) to identify and harness local assets into the development process and better understanding of the linkages between community and economic development. These linkages are critical especially, but not only, in poor communities. The scope and volume of economic activities in poor communities are limited. Poor communities hardly enjoy the fruits of economic growth; they are unattractive to private sector activities; and lack support systems for community and economic development. These factors lead to poverty and to disempowered and disintegrated communities.

Since the early days of statehood, Israel has given high priority to adopting policies, establishing support structures, and encouraging initiatives aimed at generating economic growth and community building simultaneously. In response to decentralization, globalization and socio-economic changes in the last few decades, the development of local communities in spatial and socio-economic peripheries in Israel emphasized development from within the community. Through these processes, Israeli experts, communities and institutions gained experience in leveraging local assets (such as people's skills and talents, institutional capacities, civil society organizations existing infrastructure and natural resources) to collaboratively promote local economic development for the benefit of the local community. Within this framework, new tools were developed and implemented to integrate socially excluded groups in the development process.

This seminar is based on the recognition that each and every community have assets and resources that can be leveraged for community economic development, and that a resilient and inclusive community can better meet the challenges of fighting poverty and managing crisis.



Israel's Ministry of Social Affairs and Services is a leading partner in the design and delivery of this seminar. Through this partnership participants will benefit from the knowledge and experience Israel gained in the field of community economic development. The seminar will include lectures and meetings with decision makers and top professionals in the field.

Objectives

The seminar is aimed at:

- Providing an analytical perspective on the links between community economic development;
- Emphasizing community assets and social networks as keys for development;
- Providing tools for promoting local community and economic development;
- Sharing Israeli experience and best practice in poverty alleviation and community economic development;
- Training participants in utilizing approaches and tools for local community economic development.

Program Scope and themes

- **Local assets for community and economic development**
 - Assets Based Community Development (ABCD) Approach
 - Uncovering and mapping community assets
 - Leveraging local assets and opportunities for development – the role of local management mechanisms and central government support tools
- **Social networks and social capital**
 - Building social capital through social networks
 - Social networks for economic development and job-generation
 - Interventions for families coping with a changing economy
 - Job programs (or options) for the handicapped - improving social capital
- **Community resilience and crisis management**
 - Building community resilience
 - Coping with community crises
 - Effects of a crisis on individuals, families and communities
 - What to do for a community in an emergency
 - Managing conflicts in coalitions
- **Local economic development**
 - LED through strategic planning
 - Support systems for LED
 - Local assets for rural tourism development
- **Leadership partnerships and participation**
 - How to build and sustain local coalition of services
 - Community – business sector relations
 - Working with local leadership
 - Community participation in planning and development
 - Skills in negotiations
 - Building communication and marketing skills for community projects

Presentations of the seminar

- Presentations and discussions
- Israeli and international cases
- Field visits
- Small groups assignments

Pre course requirements

- Preparation of a presentation on community economic development policies and strategies
- Presentation of case/project on community economic development the participant is involved in

Guidelines will be sent to participants in advance.



Admission requirements

The seminar is designed for professionals, decision makers and local leaders; from central and local governments, representatives of local organizations and institutions involved in local policy making, planning, projects and programs; in the field of social, community and economic development. Practical experience in the field is required.

Application Process

Candidates must complete the appropriate application forms (including health certificate, declaration etc.) available at the Israeli diplomatic mission in their country, or through the Internet <http://mashav.mfa.gov.il>, www.weitz-center.org. The completed forms should be submitted at the Israeli mission in your area not later than December 1, 2010.

Arrival and transportation

*A Taxi Company called "MONI SITON TOURS" will transport the participants to "Reisfeld Residence" of the Faculty of Agriculture, Rehovot, Israel, where the students will stay during the seminar. Transportation will **be free of charge only by this company**.*

The MONI SITON TOURS counter is located after the customs, at the gallery of floor 1 of Arriving Passengers' hall near "TRAKLIN ARBEL", (left staircase near gate 2).

Responsibilities during the stay

MASHAV will assume responsibility of the participants (medical insurance) for the duration of the seminar.

Insurance of personal belongings

MASHAV, Weitz Center and the "Reisfeld Residence" are not responsible in case of lost or stolen personal belongings.

Medical Insurance

The participants will have a medical insurance for the duration of their stay in Israel, except for dental treatments, pregnancy, eyeglasses, and chronic illnesses.

Additional Information

Any additional information is available at:

