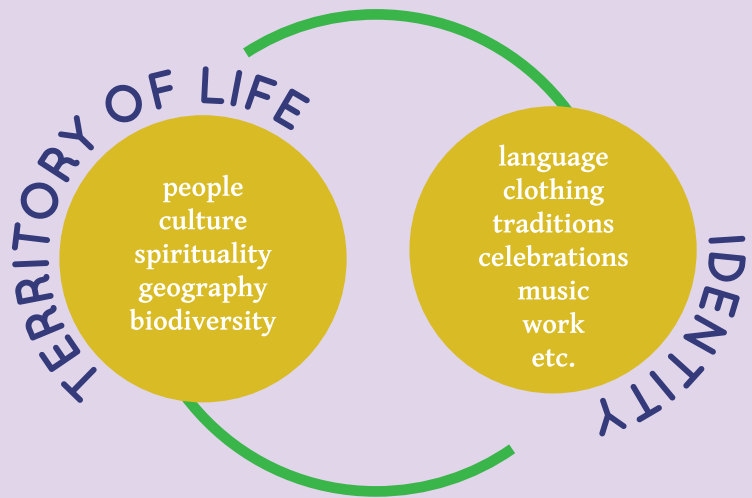
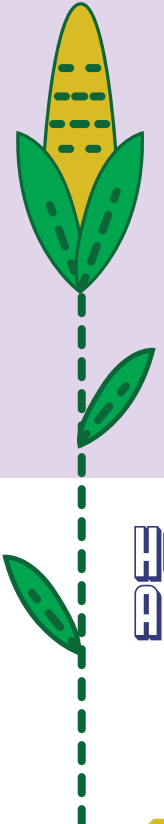


THE GROUND WE WALK ON



HOW DO WE ESTABLISH A COMMUNICATION STRATEGY?

WHAT ARE WE GOING THROUGH?
 What are our needs, problems, and weaknesses as a community?

WHAT ARE OUR DREAMS FOR THE COMMUNITY?

COMMUNICATION STRATEGY
 How will we achieve our collective dream?
 How are we going to organize ourselves to achieve it?

THE GROUND WE WALK ON
 What are our strengths?



COMMUNICATION PROJECT(S)
 What tools do we need?
 Which technologies can be useful?

REFLECTION/EVALUATION **ACHIEVEMENT/CELEBRATION** **EXECUTION/IMPLEMENTATION**

if an ICT is chosen



ICTS AS TOOLS FOR COMMUNICATION PROJECTS

1 ANALYZE TECHNOLOGY
 according to what we plan on doing.

3 USE AND APPROPRIATION
 User training and articulation.

5 ACHIEVEMENT/CELEBRATION

2 EXPLORE OUR OPTIONS
 For example: private or free use; equipment maintenance, weather conditions, etc.

4 APPLY/IMPLEMENT

6 EVALUATION/REFLECTION

7 TECHNOLOGICAL INNOVATION

PARTICIPATORY METHODOLOGY FOR THE CREATION OF COMMUNICATION PROJECTS