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Section G

Five Criteria to Guide Direction

Keep Growing: Five Criteria to Guide Direction

- The process of change needs guidance
  - Whether to change in one direction or another, not prescriptive answers
- What must occur is perspective
  - Is the community headed in the direction it desires?
- Five perspectives, taken together, give a balanced understanding of direction

Criterion 1: Equity—All Moving Forward Together

- Equity creates momentum where all see value in the process
  - Lacking equity, a portion of the community will work against the change process

- Each member reinforces/supports the activities of each other
  - Relationships are strengthening, and with that community momentum

Criterion 2: Sustainability—Will Change Last?

- Three ways to assess sustainability
  1. **Economic:** are financial resources available?
  2. **Ecologic:** is change depleting natural resources?
  3. **Values:** is culture changing in ways not desired?

- Community change will ultimately stop unless all three forms of sustainability are being met

Criterion 3: Holism—Is Momentum Balanced?

- Is the change momentum balanced?
  - Education, health, income, leisure, food security, etc.

- Balanced change reinforces each other
  - Rising knowledge improves health
  - Health improves capacity to earn money
  - Rising income allows better housing
  - Housing improves leisure and family security

Criterion 4: Interdependence (Avoid Dependency)

- Ideal are community relations
  - Where both sides benefit and where there are multiple such relationships
  - Communities that lack options become dependent and see their change controlled by others

- Global forces are unpredictable and inevitably disrupt social linkages
  - Essential is to constantly develop new relationships

Criterion 5: Iteration (Get Job Done, Next Time Do Better)

- Do what can be completed, learn, then improve

- The objective is on-going growth
  - Tasks should not be simply repeated, but each time the task should improve

- What creates progress is completing the task
  - Partially completed tasks do not give returns, no matter how excellent that part was done

Resourcefulness (not Money): Base of Sustainable Change

- Money appears to be the best resource
  - But money causes people to seek it for themselves, not to act for the good of others
- Money appears to open options; can be used in many ways
  - But money requires accounting; it turns focus away from community needs and toward donor priorities
- Resourcefulness causes all resources to be used more fully

Community Is Operative Level

- Changes happens among people who share something in common
  - And have the potential for acting together

- Objective is to help such groups (which we term *communities*) direct that potential
  - So they can realize their objectives
  - Within context of their resources and values

Why SEED-SCALE?

- Of the world's people, ¼ live on the margin
- To this neglected 1,500,000,000 people, SEED-SCALE offers a process of social change
- What about the rest of us?
  - Is the economic growth that drives our change sustainable?
  - Is the natural environment robust enough to support our mode of change?

Is SEED-SCALE New?

- Allocating human energy is how people have advanced through history
  - There is nothing new about the core idea

- What is new is to state this advancement as a process
  - We can teach it to others
  - We have evidence it works
  - It can be done almost everywhere—and will look different each time it is applied

How Do I Get Started?

- Start with the seven tasks in your community—while working to integrate the four principles

- As your community grows in its successes and builds partnerships with government and outside-in organizations, the ideas will spread and be adapted by more communities

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- Work with partners to help set up the most successful community sites as regional learning and training centers (self-help centers for action learning and experimentation)