

Acciones Estratégicas Socio culturales Comunitarias para el mejoramiento ambiental del Consejo Popular “Cuba Libre”

Socio Cultural Community Strategically Actions for the Environmental Improvement in the Popular Counsel “Cuba Libre”

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Resumen

El presente trabajo fue realizado en el Consejo Popular “Cuba Libre” del municipio de Pinar del Río, con el objetivo de diseñar un conjunto de acciones estratégicas socio cultural comunitario que contribuyan a su mejoramiento ambiental. Las mismas se construyen con la participación de un equipo del Grupo Gestor del Proyecto Socio cultural comunitario “FAESDA” y estudiantes de la carrera de Gestión Socio cultural para el Desarrollo, constituyendo el trabajo un ejemplo de cómo la Universidad, a través de su labor extensionista, apoya y participa en proyectos socio culturales comunitarios aportando soluciones a algunos de sus problemas.

Palabras clave: Mejoramiento ambiental; Desarrollo sostenible; Labor extensionista; Comunidad

Abstract

The present work was carried out in the Popular Council "Cuba Libre" of Pinar del Río municipality, with the objective of designing a set of strategic socio-cultural community actions that contribute to its

environmental improvement. These are built with the participation of a team of the Community Socio Cultural Project Management Group "FAESDA" and students of the Socio-Cultural Management for Development career, being the work an example of how the University, through its extension work, supports and participates in community socio-cultural projects providing solutions to some of their problems.

Keywords: Environmental improvement; Sustainable Development; Enlargement Labour; Community

Introduction

Achieving the Sustainable and Prosperous Development of today's Cuban society constitutes one of the essential objectives of the country's and government's policies. In this regard the General of the Army, First Secretary of the Central Committee of the Party and President of the Councils of State and Ministers (Díaz-Canel. 2013) poses:

All we would do in the future would be to develop or improve our socialist society, based on looking for a sustainable and prosperous society and I believe that when we approach the work of community development to seek that community development the first thing to see is how we contribute to this community being socialist, sustainable and prosperous.

The concept of sustainable development and its articulation in three dimensions was developed in the second half of the 1980s. The three dimensions or pillars were based on economic growth, social inclusion and environmental balance. The 1987 Our Common Future Report, known as the Brundtland Report, enshrined these principles as a guideline for local, national and global development strategies. The Earth Summit, held in Rio de Janeiro in 1992, strengthened these three pillars as the paradigm of sustainable development. However, the general opinion was that these dimensions are not sufficient to reflect the intrinsic complexity of contemporary society. Researchers and institutions such as UNESCO and the World Summit on Sustainable Development called for culture to be included in this development model, asserting how culture ultimately shapes what we understand by development and determines the way people act in the world.

This new perspective points to the relationship between culture and sustainable development through a double approach: developing their own cultural sectors and advocating that culture be duly recognized

in all public policies, particularly those related to education, economy, science, communication, social cohesion, international cooperation and environment as transversal axis of sustainable community development.

The community sociocultural strategy that is proposed is based on the recognition of the role of culture in the transformation of society.

Through the community social practices carried out by the students of the Sociocultural Management for Development in the FAESDA Community (Sustainable Agro-Ecological Farm "Doña Amalia"), located in the Popular Council "Cuba Libre", context in which the research is being carried out, it was possible to verify the existence of serious environmental problems, which although most of them respond to the socioeconomic conditions existing in the place, these are also a reflection of the insufficient environmental culture of the population living in this area, Therefore, it is considered the need to develop a Community Sociocultural Strategy that allows to mitigate to some extent the unfavorable environmental conditions of this Popular Council in order to improve the quality of life of this community.

This strategy is validated through a reflection workshop in which students from the Sociocultural Management for Development career, the FAESDA community sociocultural project management group and community members participate, as well as representatives of the main entities located in the Popular Council, with the technical advice and collaboration of the Center for Studies of Generation, Local Development and Tourism (GEDELTUR), of the University of Pinar del Río.

Taking into account the dimension of the existing environmental problems, and the high vulnerability indexes present in the Popular Council, the following scientific problem is formulated: How to contribute to the environmental improvement of the Popular Council "Cuba Libre" of the Municipality of Pinar del Río, that involves the whole community? The object of study is the environmental improvement of the Popular Council "Cuba Libre".

To respond to the research problem, the following general objective is proposed: Design a set of community sociocultural strategic actions that contribute to the environmental improvement of the Popular Council "Cuba Libre". For the achievement of the same the following specific objectives were established:

- Analyze the theoretical foundations of the environmental dimension of community socio-cultural development.
- Diagnose the current status of the Popular Council "Cuba Libre" in relation to existing environmental conditions and its impact on the sustainable and prosperous development of the community.
- Define the components of the socio-cultural community strategic actions to be applied in the Popular Council "Cuba Libre" based on their environmental improvement.

Development

Culture can contribute to development in several ways. The community gains space, it is an essential context in the formation of the subject as a social being, it is responsible in personal formation from the relational to the emotional. It has a system character within society, since it is composed of different subsystems. The community approach is characterized by its vision and action in the community as a system that groups different subsystems such as the family, groups, leaders or organizations that characterize each of them. In this distinction, their characteristics usually coincide in two essential types: the urban community, within the city and the rural community, characterized by the roots to the land as a value and as work in cultivation or livestock, families are more numerous and denser social relations and, therefore, more intense social control is exercised.

The community object of the present research is characterized by being semi-urban, it is located in the urban perimeter, however, it retains a cultural and relational character similar to that of rural communities because of its surroundings, which allows to carry out a semi-economic activity -rural, which enhance its development from economic, social, cultural, natural and technological capabilities that contribute to the improvement of people's quality of life through the rational use of local resources, self-management, sustainability and self development.

The sociocultural development based on the environmental improvement of the Popular Council "Cuba Libre", through the community-based cultural FAESDA Project

This project, the research scenario, allows to know the physical characteristics that influence the culture of the community and understand the meaning of the relationship among four fundamental dimensions (family, educational, labor and socio-cultural), observing in a very visible way the environmental problems, in the first order, to then see the social and cultural problems related to the existing economic

base, so that the population adequately harmonizes their daily practices with the environment consciously.

Based on global thinking and local actions, it is necessary to promote projects dedicated to the integral development of the community. FAESDA, is an example of a community sociocultural project focused on four dimensions related to the concept of sustainable development: the economic-productive dimension, guided by the principles of social and solidarity economy, trying to find a productive culture in order to promote self-management typical of the social agents with whom it interacts, the dimension of food-nutritional security, promoting the creation of a food culture, energy-environmental, through the use and promotion of renewable energies, developing energy awareness and environmental respect, and the cultural partner, aimed at the rescue of socio-cultural peasant traditions.

Methodological aspects and strategic actions

For the elaboration of this strategy, we start from the results of the participatory socio-environmental diagnosis and the identification of a group of indicators ordered from the different dimensions mentioned above.

Regularities of participatory socio-environmental diagnosis.

- Proliferation of micro-dumps.
- Insufficient culture and environmental education.
- Deterioration of hygienic-sanitary conditions.
- Demotivation of the community to carry out community actions.
- Insufficient culture of self-consumption.
- Insufficient sense of belonging to the community.

The instruments used are summarized in: participant observation, surveys, in-depth interviews, discussion groups and reflection workshops. Based on the analysis of the results obtained, three work subdimensions are established in which a group of strategic actions are identified, each with its fundamental thematic objectives and axes to be developed.

Acciones estratégicas socioculturales comunitarias para el mejoramiento ambiental del Consejo Popular “Cuba Libre”

Subdimension I	Training for community socio-environmental and socio-cultural management	Responsible	Partakers
Objective	Strengthen the theoretical and practical knowledge of the community for proper socio-environmental management.		
Actions	1. Conduct of reflection workshops: problem identification.	FAESDA - UPR	Community
	2. Training workshops in socio-cultural management for the environmental management of the community	FAESDA - UPR	Community leaders
	3. Talk about the correct management of residuals in the community	FAESDA - UPR	Community
	4. Children's workshop on the environment and culture.	FAESDA - UPR	Children and teenagers
	5. Children's workshop on disease prevention	Public Health Promoter	Children and youth
	6. Workshop: “The History of my community”	FAESDA – UPR- Council	Community
Subdimension II	6. Sociocultural promotion for environmental management.	Responsible	Partakers

Objective	7. Contribute to community socio-environmental management using the tools provided by socio-cultural promotion.		
Actions	8. Painting Contest "The dream and its offspring"	UPR -FAESDA	Children and youth
	9. Development of the 2017 FAESDA Festival in greeting of the World Environment Day.	UPR -FAESDA	Community
	10. Creation of the Community Environmental Brigade.	UPR -FAESDA	Community
	11. Community Initiative Fair: promote ideas of community sociocultural projects.	UPR -FAESDA	Community
	12. "Eco-cultural" container contest.	UPR -FAESDA	Community
	13. Concurso "Muraleando con los artistas de mi barrio"	UPR -FAESDA	Community
Subdimension III	Socio-environmental management for community development.	Responsible	Partakers
Objective	Contribute to the socio-environmental transformation of the community.		
Actions	1. Creation of a Martian forest where there is currently a micro-landfill.	UPR- FAESDA	Community
	2. Creation of community download spaces.	UPR- FAESDA	Community

	3. Creation of small spaces for food production (Patios and Plots).	UPR- FAESDA	Community
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Main impacts achieved

- Performed the Community Socio-Environmental Diagnosis, identifying the main socio-environmental problems of the community and its hierarchization.
- Established the Community Environmental Brigade, made up of 10 students from the Sociocultural Management for Development career, the FAESDA Community Sociocultural Project Management Group and formal and informal community leaders.
- 50 community leaders trained and 83 community members from the training workshops in socio-cultural negotiation for the environmental management of the community, which has allowed articulating knowledge management with Community practices.
- 25 community leaders of adjoining Popular Councils trained.
- The “Festival of Traditions FAESDA 2017” takes place with the participation of more than 200 members of the community, with the prominence of its schools and wide dissemination through the provincial media.
- Developed a community artistic movement that has managed to involve members of three Popular Councils.
- The second exhibition of collective painting “The dream and its offspring” was inaugurated, with the participation of 10 new young talents from the community.
- Achieved two audiovisual products where the actions and fundamental results of the research in its socio-environmental dimension are visualized.
- The proposed strategic actions are inserted into the Integrated Community Development Program of the Cuba Libre People's Council, involving two neighboring popular councils.

Conclusions

The main problems affecting the sustainable and prosperous development of the community object of study are determined through participatory socio-environmental diagnosis. The proposed strategic actions are developed through the environmental management of socio-cultural community projects. The link between knowledge management processes and community practices is achieved.

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