

# GROUND-UP DIALOGUES

Dialogues designed to inclusively and regeneratively incorporate the voices of local communities, addressing challenges and opportunities while fostering deeper engagement. These transparent dialogues pave the way for impactful social initiatives and promote the overall well-being of the community.

## CONCEPT

The Ground-Up Dialogues (Social Impact Dialogues) are an innovative initiative aimed at inclusively and regeneratively integrating the voices of local communities and/or stakeholder groups, focusing on their challenges and opportunities. Through transparent and systematic dialogues, community well-being is promoted, and the exchange of ideas and resources is facilitated. This methodology is grounded in active listening, allowing communities to share their perspectives from a neutral and academic standpoint, resulting in a comprehensive territorial assessment.

## OBJECTIVE

The objective of these dialogues is to foster collaboration and active participation, ensuring that the local social component remains at the heart of all initiatives. By systematizing the knowledge generated from local contributions, meaningful opportunities are created for the continuous development of territories. This approach not only helps identify trends and challenges but also provides transformative social impact recommendations tailored to the unique characteristics of each community.

## METHODOLOGY

Once the objective challenge of each 'Ground-Up Dialogue' is established (the challenge that the newly generated perspectives will help address), the following applied research methodology is implemented:



### STAGE 1

#### Stakeholder Mapping

Comprehensive identification of key actors within the ecosystem in the targeted territories.



### STAGE 2

#### Implementation

Development and execution of multistakeholder dialogues with a focus on social impact. These dialogues will address key topics within the sociocultural and economic context of the communities, employing facilitation techniques proven effective in academic settings.



### STAGE 3

#### Data Systematization

Analysis and systematization of the collected data. Identification of challenges, opportunities, and current community connections, with a focus on social impact.



### STAGE 4

#### Formulation of Recommendations

Development of recommendations to drive innovation and social impact within local communities.

## OUR CONTRIBUTION

The aim is to establish systematic and transparent dialogue groups within local communities to foster stronger engagement with their ecosystem. This is achieved through the implementation of a robust, academically grounded methodology specifically designed to address the unique needs and characteristics of each community.

Ultimately, transformative social impact recommendations are formulated, grounded in a deep understanding of local contexts.

## IMPACT

Generation of tailored diagnoses for local communities to identify trends, perspectives, and relevant data, significantly enhancing their engagement and connection.



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