

An ICDP at a glance

What?

is an ICDP?

An Intra-Cultural Development Program is a uniquely structured and collaborative approach to improving the quality of social, economic, political and security standards of life in all societies. An ICDP positively informs, manipulates and expands the cultural images and identities which people use to identify themselves in the world. In doing so, an ICDP acts to affect change at the very genesis of socio-cultural identity, affecting how people link themselves to their cultural and national story, and thus how they behave and act towards others in their societies and beyond.

Why?

is an ICDP necessary?

Socio-cultural identities are under constant manipulation in all world regions by a variety of groups and individuals seeking to fulfill a range of aims and agendas. This manipulation requires that key cultural symbols, images and information be rearranged, reinterpreted, reinvented or destroyed. As socio-cultural identities are at the heart of solidarity and solidarity is the key determinant in a range of human activity (social, economic, political, militant), this unmonitored and unregulated manipulation can contribute significantly to a lack of social cohesion, stunted economic activity, political conflict, and small or large scale sectarianism and/or militancy.

How?

does an ICDP operate to achieve its aims?

An ICDP brings a sustainable, responsible and standardized set of practices to the monitoring and management of socio-cultural identities based upon accurate and social, cultural and historical information. As part of its operating strategy, an ICDP disseminates historical and cultural information in a format which allows individuals to begin to forge new relationships with their wider cultural and community groups. An ICDP thus seeks to compete with divisive symbolism, utilizing a variety of integrative images and narrative practices to effect positive change. Applying a highly structured four-stage approach of Mapping, Production, Broadcast and Maintenance (see below), an ICDP follows a methodology strictly monitored and informed by the Organization for Intra-Cultural Development (OICD).

Who?

does an ICDP involve?

A team of approximately 15 people are involved in the core management of a typical ICDP, although many more people are brought into contact with the program through its various research, training and liaison activities. In addition, the broadcast and modification phases of a successful ICDP program may reach a majority of the client population and can inspire a range of people to utilize the program's support services. ICDP programs are also highly variable depending on the size and complexity of the client population. An ICDP will also involve various stakeholders in the Program, individuals and organizations who have given resources to support its implementation. Lastly, as its administrative body, the Organization for Intra-Cultural Development's (OICD) various Research, Education and Applied Projects divisions consult regularly with the core team.

When?

and for how long does an ICDP last?

An ICDP is implemented when enough resources have been secured for a two-year term of operation amongst the client population. An ICDP is split into four phases. Phase One is known as **Mapping** and is a period where local social-cultural identities are surveyed and plotted in relation to others around them. This intensive phase can last from six months to one year depending on the complexity of the population. The second phase, **Production**, overlaps the mid-to-final stages of Mapping and it is here where a comprehensive strategy countering divisive symbolism is developed. Once Mapping and Production are completed, the **Broadcast** phase implements the media campaigns, educational and training initiatives which have been conceived in the Production phase. The Broadcast phase then lasts for up to six months, blending into the final phase. The final phase—**Maintenance**—the least intensive, ideally runs indefinitely, monitoring modifying and improving the effectiveness of the ICDP while continuing to Broadcast.