



# The Organization for Intra-Cultural Development

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*Preliminary Intra-Cultural Development  
Program (ICDP) Report **Sample***

## The Organization for Intra-Cultural Development's Intra-Cultural Development Program (ICDP)

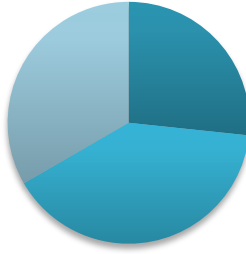
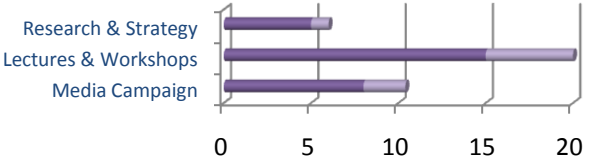
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The Organization for Intra-Cultural Development (OICD) brings a highly structured approach to improving social cohesion. The OICD approach focuses on positively affecting cultural and national identities. We seek to improve the quality of and access to cultural symbolism and cultural information that people use to represent themselves in the world. We also work to counteract the influence of divisive cultural myths and symbolism that cause conflict and restrict social, economic and/or political stability and growth. We believe that such work is vital component of combined efforts to bring stability, resolution and success to a wide range of regions and societal contexts.

*Intra-Cultural Development* is an approach that our organization has established. Our Intra-Cultural Development Programs (ICDPs) consist of a series of comprehensive methodological stages and a team, tailored to and sourced from each region, which skillfully blends the expertise of, amongst others: *anthropologists, historians, policy-makers, media experts and creative artists*

We implement the Intra-Cultural strategy that our team builds during the program through intensive workshops and lectures for local political and industry leaders, educationalists and media personnel. The strategy is also disseminated through wide-reaching high-impact media campaigns, information packs, educational institutions and various support services.

This document relates to a preliminary report on how an Intra-Cultural Development Program may be of use to the country of \*\*\*\*\*.

ICDP *****		SEP 20**						
<p><b>Impact Potential</b>  <i>The possible outcomes of the program from most to least effective.</i></p> <div style="border: 1px solid #ccc; padding: 5px; background-color: #e6f2ff;"> <p><b>How is Impact Measured?</b></p> <ul style="list-style-type: none"> <li>• Attitudinal Surveys &amp; Analysis</li> <li>• Social &amp; Economic Indicators</li> <li>• Media Monitoring</li> <li>• Ethnographic Research</li> </ul> </div>	High	Make a significant contribution to the building of trust, accountability and sense of shared cultural diversity across the social and political landscape.						
	Med	Represent a supportive set of ideas and images that some community leaders and politicians will find useful to incorporate in their efforts to build social and political cohesion.						
	Low or zero	Messages will be preceded and superseded by socio-political turmoil that will attempt to provide a “short-fix” to current insecurity and fear. ICDP will need to be rebuilt to deal with conciliation.						
<p><b>Priority Sectors</b>  <i>Proportion of ICDP resources to be delivered to its key activities.</i></p> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <ul style="list-style-type: none"> <li>■ Research &amp; Strategy Build</li> <li>■ Lectures &amp; Workshops</li> <li>■ Media Campaign</li> </ul> </div> </div>								
<p><b>Team &amp; Human Resources</b>  <i>An approximate breakdown of the number and type of paid staff on the ICDP program. est. total: 36</i></p> <div style="display: flex; align-items: center;"> <div style="margin-right: 20px;"> <p>Research &amp; Strategy</p> <p>Lectures &amp; Workshops</p> <p>Media Campaign</p> </div>  <div style="margin-left: 20px;"> <ul style="list-style-type: none"> <li>■ Experts</li> <li>■ Admin.</li> </ul> </div> </div>								
<p><b>Failure Mitigation</b>  <i>How the ICDP team hopes to limit the possibility of failure.</i></p>		<p>Ensure full ongoing consultation with all social, political and cultural organizations and key figures throughout the duration of the program.</p> <p>Integrate ***** and ***** experts into the ICDP management team and as key “front” members for lectures and workshops.</p> <p>Ensure program framework and strategy is readily adaptable to move from cultural building to reconciliation in the event of political turmoil.</p>						
<p><b>Budget (US dollars)</b>  <i>Total amount of funds needed for 2 years.</i></p>		<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">First Year</td> <td style="text-align: right;">541,500</td> </tr> <tr> <td>Second Year</td> <td style="text-align: right;">234,000</td> </tr> <tr> <td><b>Budget Total</b></td> <td style="text-align: right;"><b>775,500</b></td> </tr> </table>	First Year	541,500	Second Year	234,000	<b>Budget Total</b>	<b>775,500</b>
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## Preliminary Intra-Cultural Development Program

### Aims & Value Analysis

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It seems possible that the next 12-24 months will bring serious destabilization of the current political power structures in \*\*\*\*\* due to a variety of fears, actions and insecurities on several sides. The degree to which this destabilization can be managed peacefully alongside long-term sustainable good governance and social cohesion is unknown. A variety of factors will affect the ways in which this destabilization will be managed, many of which are subject to constant change in the decisions that a variety of individuals, political groups and organizations will make in the coming months.

Within this context, this report sees the value of a \*\*\*\*\* ICDP in its potential to:

- Contribute to the building of a local socio-political community which perceives itself connected to an international community of like-nations, issues, problems and solutions.
- Work towards the resolution of ethnically and culturally charged insecurities and fears that are, in turn, fueling a climate of mistrust, unaccountability and potential social and political disintegration.
- Help in the creation of images and narratives which celebrate an equal sense of national stakeholdership across \*\*\*\*\*'s many cultural communities.

## ICDP Implementation

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At the core of ICDP implementation is the Intra-Cultural Strategy. This Strategy, a set of population-specific approaches and ideas and priorities, is built from ethnographic and interdisciplinary research. Amongst other experts, field-experienced anthropologists combine with historians and creative artists to conduct an in-depth research project which “maps” the symbolic landscape of the population.

This team will use the findings of this research project—in combination with the information gleaned from advisors to the team—to create the OICD’s **Intra-Cultural Development Strategy** for \*\*\*\*\*. This strategy will come to inform all decisions on the conduct and content of the Lectures and Workshops, the scripting and images employed by the Media Campaign, and the content of support and educational services.

**Disclaimer: The ideas that follow are preliminary only. These ideas are to be treated as conceptual examples only. The following text does not represent the OICD’s Intra-Cultural Development Strategy for \*\*\*\*\*.**

## *Lectures and Workshops*

### *Key Aims*

- Emphasize the global interconnectedness of political realities, problems and solutions.
- Expand the understanding of the concepts of culture, heritage and individual and group diversity.
- Build an intellectual and emotional solidarity of professionalism through the participation in learning processes.

The current political situation in \*\*\*\*\* demonstrates an isolation in the political communities' sense of their own past, present and future. This preliminary report suggests a program of lectures and workshops, given by a variety of high profile speakers, which aim to reconnect contemporary \*\*\*\*\* to a world of like-nations, stimulating and informing debate on common problems and solutions.

In order to speak to the various cultural communities and encourage high attendance at these lectures and workshops, this report advises the use of \*\*\*\*\* speakers—potentially former high profile \*\*\*\*\* members of the \*\*\*\*\*—in combination with speakers involved in the \*\*\*\*\*. This program of lectures and workshops should be intensive in the first instance, with up to one speaker and workshop per month for the first 12 months.

Workshops will take up themes from the speakers' lectures and integrate them into themes on the nature of cultural and national identity. The combination of lecture and workshop will attempt to practically, intellectually, and emotionally stimulate the participants. Themes will be carefully selected and ordered for the purposes of building a systematic exploration of individual and group identity among the participants, encouraging the emergence of a sense of professional solidarity in the learning environment.

## Media Campaign

### Key Aims

- Represent and add legitimacy to the highly integrated nature of everyday \*\*\*\*\* life and its people.
- Position the moral voice and imagery of \*\*\*\*\* with its diverse peoples' sense of stakeholderhood, while working to stimulate and strengthen that sense.
- Ensure a careful reworking of the balance of all culture and heritage portrayal in the national imagery of \*\*\*\*\* as well as the accuracy of cultural imagery that has been employed.

ICDP media campaigns are primarily targeted to encourage positive expansive shifts in the cultural knowledge and identity of the general populace. In this case, however, the focus of the media campaign for \*\*\*\*\* attempts to build its message through *representing* the lives of the people to an anonymous “third party”. The campaign message thus attempts to build a sense of legitimacy and moral authority emanating from “the people”—to give the diverse cultural communities a sense of embedded and integrative citizenship that demands respect and good governance.

According to the findings of the initial Research and Strategy build phase as well as the extent of socio-political turmoil at the point of broadcast, the ICDP campaigns may also choose to blend these images with messages that aim to directly prevent further disintegration and encourage dialogue and conciliation. In the event of socio-political turmoil these efforts will need to be rebalanced in order to deal with ongoing instability. At such time it is expected that the Priority Sectors will alter (see ICDP Summary)—funds going to Lectures and Workshops may be distributed between Research & Strategy Development and Media Campaigning.

### *Examples of possible Campaign Strategy*

- Rotate imagery from each cultural community with a spoken and/or subtitled “Our stake in \*\*\*\*\*” in each case. These images should invoke the historical (timeframe can be variable depending on culture) ‘presence’ and contribution of each cultural community.
- Build a set of slogans in line with such advertising that emphasize cultural diversity and stakeholdership: e.g. “One Land, \*\* Cultures (and counting...), Our \*\*\*\*\*”.
- Take the phrases from key cultural groups in \*\*\*\*\* that express the notion of “\*\*\*\*\*” and interpose these on campaign posters and at the end of television advertisements.

## First Year Budget Projection

**Total US\$541,500**

Strategy Development	US Dollars		
<b>ICDP Team members (International)</b>			
Travel	6,000	3	18,000
Accommodation	7,500	3	22,500
Fees	5,000	3	15,000
<b>ICDP Team Members (Local)</b>			
Travel	2,000	2	4,000
Accommodation (During Research Phase)	6,000	2	12,000
Fees	3,000	2	6,000
ICDP Administrator (12 months salary, local)	30,000	1	30,000
ICDP Office Rental, Utilities & Expenses	24,000	1	24,000
Communication & Equipment	5,000	1	5,000
Advisor Fees and Hospitality Costs	5,000	1	5,000
	<b>SUBTOTAL</b>		<b>141,500</b>
<b>Lectures and Workshops</b>			
Co-ordination (inc. fees + travel + acco.)	20,000	2	40,000
Guest Speaker Fees (inc. travel + acco.)	12,000	12	134,000
Workshop Coordinators	1000	12	12,000
Intercultural Trainers	2,000	12	24,000
	<b>SUBTOTAL</b>		<b>210,000</b>
<b>Media Campaign</b>			
Storyboarding and pre-production costs	15,000	1	15,000
Production	50,000	1	50,000
Broadcast & Publication (est.)	125,000	1	125,000
	<b>SUBTOTAL</b>		<b>190,000</b>

## Second Year Budget Projection

**Total US\$234,000**

Strategy Development	US Dollars		
<b>ICDP Team members (International)</b>			
Travel	6,000	2	12,000
Accommodation	2,000	2	4,000
Fees	2,000	2	4,000
<b>ICDP Team Members (Local)</b>			
Travel	1,000	2	2,000
Accommodation (During Research Phase)	1,000	2	2,000
Fees	1,000	2	2,000
<b>ICDP Administrator (12 months salary, local)</b>	30,000	1	30,000
<b>ICDP Office Rental, Utilities &amp; Expenses</b>	24,000	1	24,000
<b>Communication &amp; Equipment</b>	1,000	1	1,000
<b>Advisor Fees and Hospitality Costs</b>	1,000	1	1,000
	<b>SUBTOTAL</b>		<b>82,000</b>
<b>Lectures and Workshops</b>			
Co-ordination (inc. fees + travel + acco.)	4,000	2	8,000
Guest Speaker Fees (inc. travel + acco.)	6,000	6	36,000
Workshop Coordinators	1000	6	6,000
Intercultural Trainers	2,000	6	12,000
	<b>SUBTOTAL</b>		<b>62,000</b>
<b>Media Campaign</b>			
Storyboarding and pre-production costs	5,000	1	5,000
Production	10,000	1	10,000
Broadcast & Publication (est.)	75,000	1	75,000
	<b>SUBTOTAL</b>		<b>90,000</b>

