

# PUTTING THE “ART” AND “CULTURE” IN COMMUNITY DRIVEN DEVELOPMENT

**CULTURE** is how people make meaning together, through their shared intellectual, spiritual, emotional, and material traditions and features.

**ART** (or “cultural work”) is a deliberately crafted expression of culture.

Art and culture play **THREE KEY ROLES** in community driven development:



**PROCESS** is the starting point...

Grassroots cultural work—story circles, community plays, and more—creates the conditions where communities work across differences and learn to speak and act for themselves.



**...PEOPLE** nourish the work and make it grow...

As communities start speaking and acting for themselves, they begin to re-imagine and re-define themselves —by telling their own stories, building their own power, and recognizing the value inherent in their culture.



**...and soon PRODUCTS** sprout up.

Once communities can speak and act for themselves, build collective power, and recognize their own value, they can start turning that value into community-owned wealth of all kinds.