

# Communication for Social Change Consortium

## Knowledge, innovation, communication and real help for the communities



Â The Communication for Social Change Consortium (the Consortium) (USA/UK) is a nonprofit organization (more than 200 practitioners all over the world) working in four fundamental ways: 1. Building Knowledge. Developing curricula and training approaches in order to spread CFSC conceptual framework, methods and principles more widely throughout development initiatives, while building local capacity of poor and marginalized communities to use communication in sustainable ways. 2. Innovation Watch. Researching, analyzing, gathering best practices, monitoring and evaluation the potential, effectiveness and conditions for change in partner communities when CFSC methods and principles are introduced. 3. Communication Incubator. Nurturing innovation, research and scholarship in communication, based on CFSC principles. Focus on uncovering new ideas, new scholars, innovative practice and process measurements that derive from the communities. 4. Applied Principles. Supporting and using CFSC methods to solve critical issues facing marginalized communities. Applying CFSC methods to real-life situations involving critical global issues such as HIV-AIDS, gender imbalance, inadequate education, childhood immunization, tuberculosis, environmental issues, food security and poverty eradication. Within marginalized communities, there is tremendous untapped potential to use communication for collective good. When people most affected by social inequity have the confidence and abilities to access, manage and control the processes, tools and content of communication, development efforts are more sustainable and effective. In other words, investing in communication pays off when donors also invest in building the communication capacities of the communities and people they're trying to reach.

Project author or developer:  
**Communication for Social Change Consortium**

Where:  
**US / United States / Essex**

Website:  
**[www.communicationforsocialchange.org](http://www.communicationforsocialchange.org)**

