

# **Experiences of communication and development about environment: Case-study and life stories of Colombian Andean Region**

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The book is based on the research entitled 'Experiences of communication and development about environment'. Colombian Andean Region which was developed in the years 2009 and 2010 under an inter-institutional agreement between the Open and Distance National University, the University Corporation Minuto de Dios and Santo Tomas University whose emphasis on their social communication programs are oriented to social problems: peace (USTA), social-communitarian problem (UNAD) and participation and citizenship (Uniminuto). The three institutions possess a solid interest in studying the way how communication is fulfilling its role as manager and driver of social changes processes, that is, improving of life conditions from communities causing their own social transformations.

The research work is oriented to answer the question about: How is the relationship communication-development understood from experiences implemented by communities looking for the management and social transformation of problems related to Colombian Andean Region environment?

The proposal was thought from two processes involving, both quantitative and qualitative methodologies, and the additional reflection between an empirical analytical

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process and a historical hermeneutic process.

At an early stage, experiences are mapped in order to identify which, how much and where they are located into the Andean Region; finally, 250 experiences are detected of which 112 responded to a survey designed by the research team.

At a second stage, 10 of those experiences were selected and managed as case-study, each with meant and emotional life stories for leaders.

1. Agrosolidaria Confederation Colombia, Central made in Tibasosa (Boyacá).
2. Sibaté Twelve thousand years of history, Sibaté (Cundinamarca).
3. Community radio station Montenegro st, Montenegro (Quindío).
4. Communication school Minga del Sol , Neiva (Huila).
5. Foundation sciene house, Guadalajara of Buga (Valle).
6. Magazin environmental Agenda, Raadio Sation La Ponderosa, Pitalito (Huila).
7. Blue planet and life foundation, Popayan and neighboring municipalities (Cauca).
8. Community radio station "Nuestra Señora de las Mercedes", Mutiscua (Norte de Santander).
9. Community radio station San Vicente st, San Vicente de Chucurí (Santander).
10. Ecological and Cultural Corporation, Country City, San Antonio de Prado, Medellín (Antioquia).

The document travels through the concepts driven by experiences about communication, development and environment; by the way these concepts are interrelated; besides, through its actors, context in which they are developed, environmental issues affecting them, media and alternative, which are used to give visibility to their work, incidence on the public sphere and its impact on the region among others.

From the conclusions drawn by the authors, it is important to emphasize that communication is a driving force of human relationships, convivence and social community organization for the communities integrating the experiences, besides it is useful because it allows the transmission of knowledge, the formation of citizen, the construction of social web and it contributes to enhance and strengthen the process are being developed by the communities in order to improve their quality of live and solve their problematic.

## **Reference**

Herrera, E., Noreña, M., Guerrero, A., Parra, Y., Sotelo, A., Sáenz, G., López, P., Rugeles, M., Muñoz, C. (2011). *Experiencias de Comunicación y Desarrollo Sobre Medio Ambiente: Estudios de Caso e Historias de Vida en la Región Andina de Colombia*. Bogotá, Colombia: Alianza interinstitucional.