

Description of the project

Reimaginemos is an engaged research project in Colombia. We create opportunities for citizens to challenge inequality and reimagine the future of our country through improbable conversations that bring together voices from a diversity of knowledges and life experiences. Based on these conversations, we produce research-based journalism, art, and media content. Since 2020, we have worked to build a network of 150 people from 35 different professions, we have carried out over 300 dialogue sessions, published 30 articles in 14 different newspapers and carried out an exhibition in a museum, reaching an audience of over 100.000 people. We believe that peace building in Colombia requires a joint effort to make visible, challenge and reimagine the structural inequalities that are the root causes of 60 years of internal armed conflict. By bringing together diverse voices and by opening research processes to a broader spectrum of knowledges, we bridge gaps between disconnected and often opposing realities that need to be reconciled to reimagine a common humanity and a more just future.

As the founding director of Reimaginemos, I am applying to the Davis Peace Project seeking to launch the expansion phase of our project. More specifically, we propose to launch a pilot of our next agenda: a set of 32 territorial improbable dialogues (one in each state of Colombia) to characterize, question and reimagine inequalities from a territorial perspective. We also seek to carry out a short documentary to tell the story of the project and the essence and uniqueness of our approach. We believe this audiovisual content, complemented by a strengthened strategic communications strategy, will allow us to be more visible and reach a broader and more diverse audience. We expect this to allow our methodology to be replicated by other actors, nationally and internationally.

Description of activities

1. Carry out two pilots of the territorial Improbable Dialogues

We will carry out two territorial improbable dialogues in two areas of Colombia (Buenaventura and La Guajira). These areas are characterized by historical racism, poverty, and violence, as well as for being hubs of social leadership. To conduct the dialogues, we will carry out the following sub-activities:

- 1.1 Definition of discussants. We will invite a diverse set of local voices from academia, social leaders, public officials, artists, and private actors.
- 1.2 Invitation of participants (audience), through the networks of the discussants, universities, local governments, and targeted social media.
- 1.3 Planning of the event (venue, schedule, logistics)
- 1.4 Strategic communications strategy (invitations, live transmission, hashtags and posts, short videos of the conversation, testimonials)
- 1.5 Written summary of the discussion (input for the written pieces and the artistic interventions)

2. Produce a short Documentary

With the purpose of documenting and sharing the story of Reimaginemos and our proposal of territorial improbable dialogues, we will make a short documentary film. The film will capture the essence and uniqueness of our engaged research methodology, the knowledge and diversity of voices in our network, and the questions, answers, and ideas we have already developed around inequalities. We will carry out the following sub-activities to produce the documentary:

- 2.1 Hire a film maker
- 2.2 Travel with the film maker to the pilot sites to document the territorial improbable dialogues
- 2.3 Coordinate interviews with a diverse set of participants to share their perspectives on the project
- 2.4 Select existing footage from the original dialogues that can be used for the documentary
- 2.5 Edit the audiovisual product
- 2.6 Publish the documentary in alliance with El Espectador newspaper
- 2.7 Publish the documentary through social media

Reimagining Inequalities: Improbable Dialogues in Colombia

Colombia

International House NYC

Allison Benson-Hernández

3. Develop our Strategic Communications Strategy

One of the goals of our project is to enable conversation across different actors talking about inequalities. In a context as Colombia, where these conversations do not occur, it is important to have a robust outreach strategy to share the conversations and invite different actors to think, question and reimagine inequalities. To this end, we require clear tactics, actions, and indicators that orients our work using different communication channels (traditional national media, local media, social media). We will carry out the following sub-activities:

- 3.1 Hire a communications expert
- 3.2 Co-develop the communications strategy
- 3.3 Pilot and adjust the communications strategy

Goals

Short term

- Pilot the improbable dialogues methodology as an in-person discussion (our previous ones have been online)
- Pilot the improbable dialogues as a discussion space with a territorial perspective
- Systematize the improbable dialogue methodology
- Through the documentary, tell the story of the project, the goals of the improbable dialogues and the value and uniqueness of our engaged research methodology
- Improve our strategic communications strategy, to allow us increase the engagement of the audience with our content, with an emphasis on social media
- Reach new audiences, through digital and analogue channels
- Increase the number of collaborations and potential alliances working together with Reimaginemos

Long term

- Showcase the value of dialogue and research that include a diversity of knowledges and life experiences
- Strengthen the methodology, territorial presence, and visibility of the project
- Contribute to dialogue and reconciliation processes in Colombia, with an emphasis on the most affected regions
- Replicate the engaged research methodology in other countries, working in alliance with international actors

Sustainability

With the refining and systematization of our engaged research methodology, we seek to make the approach openly available so that it can be used, scaled, and replicated by different actors in different contexts. The audiovisual material will be valuable to document the experience so that other actors can review it. This content will also allow us to make our methodology, project and results visible to a diversity of audiences.

Indicators of success

Indicator	Target
Acceptance rate of invited discussants	60%
Assistance rate of invited public	60%
Number of new alliances/collaborations stablished	3
Number of views of the short documentary and other audiovisual content produced	30.000
Number of engagements (likes, comments) of the published content in social media	2.000
Number of new followers on social media	1.000
Strategic Communications strategy written	1