A POPULATION-CENTRIC MODEL
to INTERNATIONAL DEVELOPMENT

Communication technologies empower people, accelerate changes in perceptions and beliefs, and increase competition for diminishing resources. Organizations responsible for providing services cannot keep pace and are ill-equipped to address rapidly evolving beliefs, social tensions, or basic needs. When grievances and basic needs are not addressed, underlying tensions that drive ethnic, religious, or other social conflicts manifest in the form of protests, litigation, and violence.

INTERNATIONAL DEVELOPMENT MODEL

- Top-down, state-centric

- Designed to address the objectives of sponsors, governments, and private sector organizations

- Imposes the will of the state / institution on the people

- Diverts resources to host nation and sponsor organizations

- Exacerbates underlying social tensions between competing stakeholders over resource distribution

- Focuses on Western goals (i.e., women's rights, rule of law, governance)

POPULATION-CENTRIC MODEL

- Bottom-up, population-centric

- Designed to address specific needs of individuals, communities and societies

- Represents ideas and beliefs of the people

- Delivers resources directly to individuals and communities

- Mitigates social tension through culturally attuned development initiatives and tailored narratives

- Focuses on basic needs (i.e., food, water, electricity, medical services)

POPULATION-CENTRIC MODEL

A scientific approach that maximizes resource allocation and impact by aligning the population's identity and needs with development objectives. ENODO's Social Alignment (SA3) operating platform and population-centric methodology deliver:

- Baseline assessments that uncover identity layers, competing narratives, and world views embedded in historical traditions and contemporary culture

- <u>Outlook Reports</u> that forecast social risks emanating from individuals, communities, and activist networks

- Engagement strategies that provide a roadmap for clients to navigate complex social environments and stakeholder relationships

- Culturally attuned, sustainable economic development programs that identify and fulfill basic needs

- Tailored narratives that reinforce development initiatives, address underlying grievances, and align stakeholder objectives

A scientific method to re-conceptualize the way populations, political systems, and industry intersect

ENODO'S MULTI-DISCIPLINARY APPROACH

- Pinpoints, forecasts, and mitigates social risks that negatively impact development initiatives

- Fosters enduring relationships between the public sector, implementers, and the community

- Accelerates organic growth, sustained development, and social resilience by tapping into communal identities

Empower communities through identity to create enduring economic development and optimize social resiliency