

Tsiroti de paz: inclusive, intercultural communication for peace and the development of the VRAEM (Valley of the River Apurimac, Ene and Marañón).

LOCATION

Municipalities of Mazamari, Pangoa and Río Tambo (province of Satipo, Junín Region).

It should be noted that the VRAEM area of Peru is one of the most complex and conflictual areas of the country, given the presence of coca production linked to drug smuggling, remnants of a militia in the same vein as the 'Sendero Luminoso', widespread corruption, the presence of an indigenous population that is suffering from the fragmentation of its territories, as well as the concession of plots of land for oil and gas extraction and the pressure exerted by groups of 'settlers'.

AIM

The aim of the project is to make a collective contribution to a culture of peace, as a necessary starting point for democratic governability and development, through the strategic use of inclusive, intercultural communication and with a particular focus on gender issues, to prevent and manage conflict in the VRAEM. In particular, the intention is to strengthen the development of communication skills among the various institutional and social stakeholders, so that dialogue and mutual understanding reinforce the spaces where State and civil society can meet and negotiate, in a dynamic of social cohesion, interculturality, and gender and age equality.

Activities, therefore, focus on training for social partners, strengthening those organisations that already work on local level dialogue between the State and civil society, strengthening the role of journalists and other communication specialists as 'catalysts' for social dialogue, and ensuring that schools are spaces of tolerance and dialogue.

BENEFICIARIES

Leaders of social organisations (indigenous and non); civil servants working in various public institutions and in local government; journalists and social communicators; teachers, pupils and parents from three high schools: *Aldea del Niño Beato Junipero Serra* (Mazamari), *Colegio de la comunidad de Potsoteni* and *Colegio de la comunidad de Quempiri*.

DURATION

24 months (project started February 2015)

PROJECT PARTNER

Terra Nuova (project leader), *Coordinadora Nacional de Radio, Central Asháninka del Río Ene, Grupo Chaski Comunicaciones Audiovisuales*.

FINANCIAL SUPPORT

European Union

Key words: participative democracy, rights, social communication, intercultural.