



# Voices of Mokaná: First Indigenous Podcast for Climate Action and Environmental Awareness



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## SUMMARY

The Andina Foundation, in collaboration with the Mokane indigenous community in Pioj6, developed a transformative project for the creation of the first indigenous podcast led by five Mokane women; which is called "Nuestra Tierra Podcast". This innovative medium seeks to raise awareness about climate change and its devastating effects, promoting environmental education and discussing rural issues from a local and culturally relevant perspective. The project included a comprehensive program that included 25 training sessions in communication and 35 in environmental education for 50 members of the community, prioritizing the inclusion of women. Through theoretical and practical workshops, five outstanding women were selected as project leaders. They received basic equipment, including portable recorders, notebooks and additional materials, to produce episodes focused on critical issues in their environment. Andina provided ongoing technical support and a digital space to host the content. The results highlighted the positive impact on the community, establishing a model that can be replicated for other regions.

## INTRODUCTION

Pioj6, an indigenous cabildo located in the Mokane territory, is characterized by its rich cultural heritage and an economy that revolves around subsistence agriculture and Handicrafts for the creation of looms. However, this community faces multiple shortcomings, including limited access to basic services such as drinking water, stable electricity, and quality education. These difficulties, compounded by a lack of government support, have perpetuated a cycle of poverty that hinders the sustainable development of the cabildo. The Pioj6 Indigenous Council, whose history is closely linked to the Mokane culture, is a living reflection of the resilience and adaptability of this indigenous community. Nonetheless, the community faces significant challenges due to limited infrastructure and lack of investment in essential services. The impact of climate change has exacerbated existing vulnerabilities in Pioj6. Changes in rainfall patterns have led to prolonged droughts, decreased agricultural productivity, and scarcity of water

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resources. These conditions not only affect the local economy, but also food security and the quality of life of the inhabitants. Unpredictable weather affects the planting and harvesting season, resulting in economic losses and increased food insecurity.



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However, the Mokaá have shown remarkable resilience, organizing to find collective solutions that allow them to adapt and mitigate the effects of climate change. The community has developed local strategies to address these challenges, such as implementing sustainable irrigation systems and diversifying crops to ensure food security. In addition, they have strengthened their community ties through collective initiatives that promote environmental education and the sustainable management of natural resources. In this context, the project of the first Mokaá indigenous podcast emerges as an innovative response to amplify the voices of the community and raise awareness about environmental challenges. Led by the Andina Foundation in collaboration with local leaders, this project combines community communication and environmental education to empower women and strengthen the community's capacity to proactively address their issues. This podcast is not only a platform to share knowledge and experiences, but also a resilience tool that allows the community to stay informed and connected. The podcast creation process included training workshops in communication techniques, audio production, and storytelling, where community members, especially women, gained valuable skills. These workshops not only encouraged active community participation, but also strengthened social cohesion by providing a space for dialogue and collaboration. The project has had a positive impact on the community of Piojó. Participating women have reported an increase in confidence and the ability to express their ideas and concerns. The podcast has served as a channel to convey critical information about sustainable practices, community events, and relevant news. In addition, it has facilitated the creation of support networks between neighboring indigenous communities, strengthening solidarity and regional cooperation. The lessons learned from this initiative highlight the importance of community participation at all stages of the project, from planning to implementation and evaluation. The community-centered approach has ensured that solutions are relevant and sustainable. Ongoing training and technical support have also been crucial to the success of the project. To replicate the success of this project in other vulnerable communities, it is recommended to: encourage active community participation from the beginning of the project, provide adequate



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training and resources to develop technical and communication skills, establish partnerships with local and regional organizations to strengthen the support and sustainability of the project, create evaluation and feedback mechanisms to adjust and improve strategies according to the needs of the project, community needs, and promote gender equality and empower women as leaders and agents of change in their communities. In conclusion, the first Mokaaná indigenous podcast project in Piojó has proven to be an effective tool to address environmental challenges and strengthen community resilience. The combination of community communication and environmental education has empowered the community, especially women, to face the impacts of climate change and improve their quality of life. This innovative approach can serve as a model for other vulnerable communities seeking sustainable and participatory solutions to environmental challenges.



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## METHODOLOGY

### Identification of Needs

The process of identifying needs in Piojó began with the organization of community meetings. These meetings were spaces for open dialogue where community leaders, young people and women participated, who contributed their perspective on the main environmental and social challenges they face. During these meetings, problems such as the scarcity of drinking water, deforestation, loss of biodiversity, and lack of access to education and job opportunities were highlighted. Collaboration and exchange of experiences among community members allowed for a deeper and broader understanding of the specific needs of the cabildo.

A crucial aspect of these meetings was the holding of participatory workshops, in which community diagnosis methodologies were used. Through group dynamics and participatory mapping tools, attendees were able to visualize the problems in their environment and prioritize them according to their severity and impact on daily life. These activities not only encouraged active participation, but also strengthened the sense of belonging and social cohesion among the members of Piojó.

Subsequently, the selection of participants for the project was carried out. 50 people interested in being part of this initiative were summoned, with a focus on the inclusion of women and young people. This group was chosen because of its pivotal role in passing on

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knowledge and leadership within the community. Women, in particular, are recognized for their role in household management and the preservation of traditional practices, while young people bring an innovative perspective and energy to drive positive change.

The selection of participants also considered the diversity of skills and knowledge present in the community. This ensured balanced representation and fostered an integrative approach that valued the different abilities and experiences of the inhabitants of Piojó. This inclusive and participatory process laid the foundation for a successful implementation of the project, aimed at meeting the real needs of the community.

### Training





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The training process was one of the cornerstones of the project, which was designed to empower community members and equip them with essential skills in both communication and environmental education.

Verbal and Cultural Communication: 25 specialized workshops were held with the aim of improving skills in narration, verbal expression, interviews, and content production. During these workshops, participants immersed themselves in advanced techniques to structure stories and convey messages effectively. A distinctive element of these trainings was the incorporation of the rich Mokańá oral tradition, which allowed participants not only to learn modern communication techniques, but also to reinforce their cultural identity. The workshops included hands-on exercises such as scripting, conducting mock interviews, and producing short audio segments. This hands-on approach not only improved participants' confidence in their ability to communicate, but also strengthened their technical skills in content production.

Environmental Education: In addition to communication training, 35 workshops focused on environmental education were held. These workshops addressed crucial topics such as climate change, conservation of local ecosystems, and sustainable natural resource management practices. Participants received theoretical training on the impacts of climate change and the importance of environmental conservation, complemented by practical sessions that included simulations, case analysis and tours of affected areas. These activities allowed participants to identify specific environmental problems in their community and explore possible solutions. For example, during the tours, participants were able to observe first-hand the effects of deforestation and soil erosion, which facilitated a deeper understanding of local environmental challenges.

One of the most valuable aspects of these trainings was the participatory and practical approach. Simulations and case analyses allowed participants to apply the knowledge gained in real-world situations, while tours of affected areas provided a tangible insight into environmental issues. This



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integrative approach not only improved participants' understanding of environmental challenges, but also motivated them to adopt sustainable practices in their daily lives and to share this knowledge with other community members.

Trainings in verbal and cultural communication, along with environmental education, played a crucial role in strengthening the community of Piojó. By providing participants with practical tools and knowledge, these trainings not only enhanced their individual skills, but also fostered a sense of collective responsibility towards environmental conservation and the preservation of the Mokaá culture.

### **Leader Selection**

During the trainings, a thorough process of evaluation of the individual skills of each participant was carried out, with the aim of identifying those who showed exceptional potential in terms of leadership, creativity and technical competencies. This evaluation process was not only based on performance during the workshops, but also on observing the participants' ability to collaborate, inspire others and propose innovative solutions to the challenges posed.

As a result of this evaluation, five women were selected who stood out for their outstanding skills and commitment to the community. These women demonstrated a remarkable ability to lead, both in terms of coordinating activities and motivating other community members to actively participate in the project. Their creativity was reflected in the way they approached problems, proposing original and effective approaches to content production and message communication.

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In addition, their technical skills were evidenced in the quality of the work produced during the practical sessions, where they showed skill in the use of audio production and storytelling tools. The selection of these leaders not only recognizes their individual capabilities, but also reinforces the fundamental role of women in the transmission of knowledge and in the promotion of sustainable development within the community of Piojó.



### Resource Endowment

The endowment of resources is an essential component for the success of the first indigenous podcast project in Piojó. The Andina Foundation, in its commitment to empower the community and facilitate the production of content, provided two portable recorders, notebooks, markers and a

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variety of additional materials. These resources were carefully selected to cover the basic needs of the participants and ensure that they had the necessary tools to develop the project effectively.

Portable recorders are a key tool in the production of audio content. These recorders allow participants to capture interviews, narrations, and ambient sounds with high quality, which is critical for the creation of engaging and professional episodes. Notebooks and markers, on the other hand, are useful for planning and organizing ideas, as well as for taking notes during interviews and production meetings. Providing these basic materials helps participants stay organized and structure their episodes in a coherent and logical way.

In addition to the delivery of these resources, specific training was provided in the use of the equipment. Participants were trained on how to operate the portable recorders, from initial setup to capturing and storing audio files. This technical training was supplemented by guidance on episode planning, which included scripting, interview preparation, and basic audio editing. The training workshops not only improved participants' technical skills, but also built confidence in their ability to produce high-quality content autonomously.

The combination of resourcing and targeted training has allowed the Piojó community to make the most of the tools provided and develop their podcast project effectively. By having access to the right equipment and having the skills to use it, participants are better prepared to create content that reflects their voices and experiences, and to address their community's environmental and social challenges proactively and creatively.

### **Content Production and Publishing**

The women leaders selected for this project demonstrated extraordinary commitment by creating episodes that addressed local environmental issues of utmost importance to the community of Piojó. These episodes were designed using a narrative approach that combined personal and collective

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stories with relevant data on environmental challenges. Interviews with community members were a central part of each episode, providing a platform for local voices to be heard and recognized.

During the production of these episodes, the leaders applied the skills acquired in the communication and content production workshops. Each episode began with the identification of a relevant issue, such as water scarcity, deforestation or biodiversity loss. Then, scripts were developed that structured the narrative in a coherent and engaging way, ensuring that the messages were clear and effective. The interviews were meticulously planned, selecting community members with valuable experiences and knowledge on each topic. These interviews not only enriched the content of the episodes, but also strengthened the sense of community and collaboration.

The recording of the episodes was done using the portable recorders provided by Andina, which allowed high-quality audio to be captured in various environments. The women leaders showed great skill in the use of this equipment, ensuring that each recording reflected the authenticity and richness of the stories shared. Editing the episodes was another crucial stage in the process, where the leaders applied audio editing techniques to improve the clarity and cohesion of the narratives.

Andina, in its continuous support of the project, created a specific section on its website to host the episodes produced. This online platform was designed to be accessible and easy to navigate, allowing both local and external audiences to access episodes with ease. The inclusion of transcripts and additional educational materials on the website further enriched the user experience, providing complementary contexts and resources that facilitated a deeper understanding of the topics addressed.



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The availability of the online episodes not only expanded the scope of the project, but also promoted the creation of support and collaboration networks. The stories and knowledge shared through the podcast resonated beyond , inspiring other communities and organizations to adopt similar approaches to addressing their own environmental and social challenges. The impact of this project transcended local borders, contributing to global awareness and action in favor of sustainability and cultural preservation.

### Monitoring and Evaluation

To ensure the success and sustainability of the Mokaná indigenous podcast project, a rigorous monitoring and evaluation system was implemented. This system included the organization of periodic meetings between the Andina Foundation and the group of women leaders of the project. These meetings were held with the aim of assessing the progress of the project, identifying emerging challenges, and adjusting strategies as necessary to ensure compliance with the stated objectives.

During these meetings, the achievements were reviewed and the aspects that needed improvement were analyzed. The women leaders presented detailed reports on the activities carried out, the episodes produced and the impact of the content on the community. This review process allowed Andina to provide constructive feedback and additional support to overcome obstacles and improve the quality of the project.

In addition, participatory evaluation tools were used to gather feedback and suggestions from community members, ensuring that the project remained aligned with El Piojó's needs and expectations. This collaborative approach not only strengthened the management capacity of the women's group, but also fostered a sense of shared responsibility and commitment to the success of the project. In summary, the monitoring and evaluation system was instrumental in continuously adapting and improving the project, ensuring its relevance and effectiveness in the long term.

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### RESULTS

The project of the first Mokaaná indigenous podcast has generated very positive results in the community of Piojó, significantly impacting several key aspects such as active participation, women's empowerment, episode production, podcast reach and environmental awareness.

Active Participation: The project had the initial participation of 50 people, of which 80% completed the training offered. These workshops, designed to improve communication and environmental education skills, reported a significant increase in participants' communication skills and environmental knowledge. The community meetings and practical workshops not only provided theoretical knowledge, but also encouraged active and collaborative participation, making the participants feel an integral part of the project. The high completion rate of the trainings demonstrates the commitment and motivation of community members to address their challenges and contribute to the success of the project.



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Women's Empowerment: One of the most outstanding results has been the empowerment of the selected women leaders. These five women established themselves as environmental spokespersons for the community, developing confidence and technical skills to lead future initiatives. Specific training in communication techniques, content production and technical equipment management has allowed these women to become leadership references inside and outside the community. Their active and outstanding participation has demonstrated the importance of including and empowering women in community development projects, strengthening their role as agents of change and promoters of sustainable practices.

Episode Production: In the first three months of the project, 15 episodes of the podcast were produced and published. These episodes addressed crucial issues for the community, such as deforestation, water scarcity, and sustainable agricultural practices. Each episode was characterized by a narrative approach, incorporating interviews with community members who shared their experiences and knowledge about local environmental challenges. The quality of the content produced reflects the commitment and skills acquired by women leaders during the trainings, and has been positively received by both the local community and external audiences.

Podcast Reach: The podcast's impact has been significant, reaching an estimated audience of 3,500 listeners in its first month. This outreach includes not only the community of Piojó, but also neighboring communities and regional actors interested in environmental conservation and sustainable development issues. The online platform created by the Andina Foundation to host the episodes has facilitated access to the content, allowing the stories and knowledge shared to reach a wider audience. This broad reach has generated a multiplier effect, inspiring other communities to adopt similar approaches and promoting the creation of networks of support and collaboration.

Environmental Awareness: Surveys carried out on podcast listeners have shown very encouraging results in terms of environmental awareness. 75% of respondents reported becoming more aware of climate change and the environmental challenges faced by the community of Piojó. In addition, a

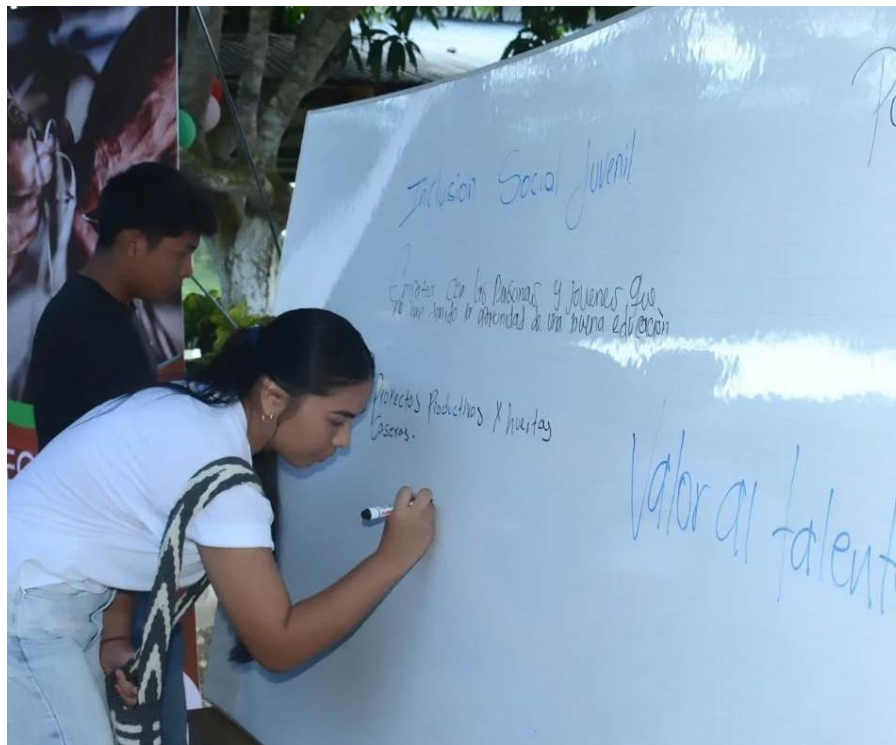
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large majority expressed their willingness to adopt sustainable practices in their daily lives, inspired by the stories and knowledge shared through the podcast. These results demonstrate the power of the podcast as an educational and awareness-raising tool, capable of generating positive changes in the attitudes and behaviors of the audience.

The Mokaná indigenous podcast project has achieved significant results in terms of active participation, women's empowerment, high-quality content production, broad reach, and environmental awareness. These achievements not only reflect the success of the project itself, but also highlight the potential of community communication and environmental education as tools for sustainable development and community resilience. Piojó's experience can serve as a model for other vulnerable communities seeking innovative and participatory solutions to address their own environmental and social challenges.





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## RECOMMENDATIONS

1. Strengthen the digital infrastructure in Piojó to improve connectivity and expand the reach of the podcast.
2. Incorporate additional modules into training, focused on advanced digital editing and social media marketing strategies.
3. Establish strategic alliances with academic institutions and environmental organizations to ensure the long-term sustainability of the project.
4. Replicate this initiative in other indigenous councils and communities, adapting the approach to the specific needs and contexts of each region.

## CONCLUSION

The project of the first Mokaaná indigenous podcast developed in Piojó stands as a milestone in the use of community communication for environmental awareness. Not only has this initiative had a profound impact on the community of Piojó, but it has also established a role model for other indigenous communities facing similar challenges. By empowering women leaders and strengthening local capacities, the project has succeeded in amplifying community voices and positioning their concerns on the regional agenda, highlighting the importance of the active participation of communities in the search for solutions to their problems.

The inclusion of women as leaders has been a strategic and transformative decision. Not only have these women gained technical and communication skills, but they have also developed a confidence and leadership capacity that will enable them to continue to play a crucial role in the development

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of their community. By having a group of trained and empowered women, the community of Piojó has taken an important step towards gender equality and inclusion, laying the foundations for a more just and sustainable society.

The project's focus on community communication has allowed the stories, concerns, and solutions of the Mokaná community to be shared not only locally, but also regionally and beyond. The creation of podcast episodes that address local environmental issues, using a narrative approach and interviews with community members, has allowed Piojó's voices to resonate beyond their territory. Not only do these episodes inform and educate listeners about environmental challenges, but they also inspire other communities to take similar action and seek innovative solutions to their own problems. The collaboration with the Andina Foundation has been fundamental to the success of the project. Andina has not only provided the necessary resources, such as portable recorders and additional materials, but has also provided technical training and guidance in the planning and production of the episodes. This collaboration has allowed the project to develop efficiently and effectively, ensuring that the episodes produced are of high quality and have a significant impact.

The project has also laid the groundwork for the creation of an indigenous communication network that can contribute to sustainable development in vulnerable territories. By establishing connections with other indigenous communities and regional actors, Piojó has begun to build a network of support and collaboration that will strengthen its capacity to address environmental and social challenges more effectively. This network will not only allow for the exchange of knowledge and experiences, but will also facilitate resource mobilization and mutual support between communities.

However, to ensure the sustainability of the project, it will be critical to continue providing technical support and expanding the capacities of participants. Trainings should be ongoing and tailored to the changing needs of the community, ensuring that participants continue to develop their

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skills and are prepared to face new challenges. In addition, it is crucial to establish collaborative networks with key actors, such as non-governmental organizations, academic institutions, and government entities, who can provide additional support and resources for the project.

Pioj3's experience highlights the potential of indigenous communities to lead innovative solutions to global challenges. By combining traditional knowledge with modern communication and education techniques, the Mokań community has shown that it is possible to find sustainable and effective solutions to environmental problems. This integrative and participatory approach not only strengthens the resilience of the community, but also reaffirms Andina' commitment to promoting sustainable development and environmental justice in the Mokań territory.

In conclusion, the project of the first Mokań indigenous podcast in Pioj3 represents a significant advance in the use of community communication as a tool for environmental awareness. By empowering women leaders, strengthening local capacities, and establishing collaborative networks, this initiative has succeeded in amplifying community voices and positioning their concerns on the regional agenda. To ensure its sustainability, it will be essential to continue providing technical support and expanding the capacities of participants, as well as to establish collaboration networks with key actors. Pioj3's experience highlights the potential of indigenous communities to lead innovative solutions to global challenges, reaffirming Andina' commitment to promoting sustainable development and environmental justice in the Mokań territory.

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### ANNEXES

#### Podcast logo



#### Highlights from the podcast



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Transkriptor

*"In my grandparents' time, the rains came when they were expected, and the land was always ready to plant. Now, the summers are longer and the rains come with force, taking away the little we sow. It's as if the earth no longer knows how to take care of us."*

**-Ana Marcela Trujillo (guest of the program)**



Transkriptor

*"When my grandparents were young, everything was different. The land was fertile, the river always had water, and there were many animals. Now the weather is strange, it doesn't rain when it should rain, and everything is changing. I'm worried that my grandchildren won't be able to enjoy what we had. A green future seems like a distant dream."*

**-María del Carmen Suárez (podcast host)**



Transkriptor

*"My crops don't grow like they used to. Sometimes it rains too much and other times it doesn't rain at all. But we continue to fight to take care of what little we have left."*

**-Rosa Pérez (Guest of the program)**



Transkriptor

*"Before, everything was easier. We knew when to sow and when to harvest. Now, the weather is fooling us, and we never know what to expect. Everything is changing, and it affects us a lot."*

**-Luz Marina Gómez (podcast presenter)**



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