

GLOSSARY:

Conflict Transformation is a long-term process that engages a society on multiple levels to develop the knowledge, understanding and skills that empower people to coexist peacefully.

Conflict Resolution seeks to recognize and address the underlying issues, finding a mutually acceptable process and establishing relatively harmonious relationships and outcomes.

Cooperative Approach is a model of interaction that allows the parties to focus on the issue rather than each other and facilitates their working together to resolve issues in a way that meets their fundamental interests.

Adversarial Approach is a model of interaction that pitches one side against the other, where the source of the problem is seen as “the other side” and where escalation into violence is quick.

Mediation: A neutral third party supports the disputing sides to help them reach a balanced solution through dialogue.

Negotiation: Disputing parties attempt to reach a mutually satisfying solution by exploring their respective needs, concerns and interests.

Conciliation: A third party takes steps to reduce tension with the aim of creating an environment where negotiations can take place.

HOW DO WE APPLY the Common Ground Approach?

1. **Integrate** the five levels of transformation into one overarching intervention.
2. **Take** the intervention to scale.
3. **Commit** for the long-term.
4. **Engage** all sides with equal respect and compassion.
5. **Ground** our work into the local culture.
6. **Be** social entrepreneurs.

OUR TOOLS:

1. Practical Cooperation Projects
2. Radio and Television
3. Common Ground Journalism
4. Arts and Culture
5. Sports
6. Policy Forums
7. Polling
8. Awards

ABOUT US: Founded in 1982, Search for Common Ground works to transform the way the world deals with conflict, employing media initiatives and working with local partners in government and civil society, to find culturally appropriate means to strengthen societies' capacity to deal with conflicts constructively: to understand the differences and act on the commonalities.



Cordy Tindell Vivian and Dr. Dorothy Cotton at the *Remember Them: Champions for Humanity* exhibit.

Understanding
Conflict Using
*The Common
Ground Approach*
Search for Common Ground



1601 Connecticut Avenue, NW
Washington, DC 20009
202-265-4300ph
www.sfcg.org

What is the Common Ground Approach?

OUR MISSION AS AN ORGANIZATION is to shift the way the world deals with conflict: away from adversarial approaches toward cooperative solutions.

The **Common Ground Approach** is a set of broad operating principles that guide and support SFCG's work within the United States and in countries around the world. These principles are a foundation upon which further innovations can be pursued.

IN ORDER TO TRANSFORM the way we deal with conflicts, changes must take place at **five different levels**:

Change the perception of the self.

Change the perception of "the other."

Change perception of the issues.

Transform the relationship.

Transform the process.

PAST PROJECTS:

➤ **Congressional Conversations on Race**

(CCR): A 3-year program designed to support Members of Congress promote racial healing in their districts (2009-2012).

➤ **The Leadership Group on U.S.-Muslim**

Engagement: A comprehensive approach to improving U.S.-Muslim relations through consensus building dialogue (2008), which resulted in a published report "Changing Course: A New Direction for U.S. Relations with the Muslim World."

➤ **Philadelphia Consensus Group on Reentry**

and Reintegration: A diverse group of public and private sector organizations, agencies and individuals who met to discuss the issue of increasing rates of recidivism in Philadelphia prisons.

IMPACT:

➤ A 2012 evaluation of **CCR** in New Orleans found increased interest from participants in addressing race-related challenges in their communities.

➤ After its release in 2008, the "**Changing Course**" report was echoed in President Obama's 2009 inaugural address. It has generated widespread conversation and action around the world.

➤ SFCG created the **Ready4Work** program (2004) in Philadelphia and provided supportive services for over 400 men and women returning to the Philadelphia area from prison.

A CONVERSATION ABOUT CONFLICT: A framework for creating a new awareness about conflict in our lives.

Introduction: To prepare the participants for conversation by creating a safe space and allowing the participants to understand what the purpose of the conversation is.

Conflict Questionnaire: To get the conversation going by sharing personal experiences and to urge participants to reflect on how they deal with conflict in family and work situations.

Exploring Conflict: Exploring conflict further using five discussion topics and helping the participants gain a better understanding of how they act in a conflict situation and better understand their options.

Conclusion: Close the conversation and help participants find further engagement.

