

Kētīkētā

ECOLOGY • PSYCHOLOGY • CONSULTANCY

ABOUT KETI KETA WHO ARE WE PORTFOLIO



ABOUT KETI KETA



OUR PURPOSE

~ (re) connect humans, small e grownup, with (their) nature ~

To regenerate human ecosystems, through a (re)connection of individuals with their inner nature, beginning with contact with the natural world. We employ proprietary methodologies inspired by a rich and diverse toolbox, adapting to each context.

We advocate for playfulness at any age and understand the positive impact that daily contact with nature can have on the healthy and holistic development of human beings. Therefore, we aim to disseminate this knowledge within civil society through experimentation and the promotion of spaces for sharing best practices.



OUR JOURNEY

What began as a dream, back in 2015 in Nepal, took shape and came to life in May 2019 — a **garden for childhood** that aimed to foster a healthy relationship between children and their surrounding environment, from green ecosystems to human ecosystems.

And so it was, daily, for two years: employing our **proprietary methodology** based on the **triad of Pedagogy, Emotional Intelligence, and Artistic Expression**, we engaged in play with children aged between 2 and 6 in natural environments. We've embraced a broad group of 30 families in two bio-regions — Aveiro and Monchique — through our Community Nests.



OUR JOURNEY

Since 2021, we have been engaged in a regenerative process of (re) creation — harvesting the lessons learned from fieldwork and dedicating ourselves to strengthening existing **synergies** while also developing new ones.

Today, our focus is on **supporting projects and teams** in various regions of the country through comprehensive **consultancy services** and **capacity building in community regeneration**.



OUR ACTION

We support **individuals and communities** in their journey towards the **transition to regenerative human systems**; from dreaming through getting hands-on — by designing, planning, and supporting the development of new programs or social ventures —, always culminating in conscious celebration.

Our toolbox includes:

**PERMACULTURE
SYSTEMS DESIGN**

**ACTIVE
LISTENING**

**WAY OF
COUNCIL**

**DESIGN
THINKING**

**DRAGON
DREAMING**

**NON-VIOLENT
COMMUNICATION**

ENTREPRENEURSHIP

IDGS — INNER DEVELOPMENTAL GOALS

SOCIOCRACY 3.0



WHO ARE WE



OUR MAIN CONSULTANT

Vanessa Aires is passionate about human potential and nature, having crafted a non-traditional educational path following her Master's in Educational & Developmental Psychology.

On her initial professional years, she has immersed in local communities worldwide, focusing on youth development. As a psychologist and NGO counsellor, she worked with diverse groups, from children to homeless adults. Her mission is to foster thriving communities by empowering individuals from an early age.

She currently collaborates with TORKE CC, a creative consultancy agency, for driving organisational transformation towards leveraging teams' potential.

Co-founding KETI KETA in 2018, she is now our main consultant, focusing on building capacity for ever resilient and regenerative communities.



PORTFOLIO



The background features a large, dark olive-green organic shape on the left side, filled with white topographic contour lines. To its right is a light beige organic shape. The rest of the background is white.

BUSINESS DEVELOPMENT

1&K

KETI KETA - NATURE-BASED KINDERGARTEN

CONTEXT:

The first nature-based kindergarten in Portugal rooted in Permaculture principles, promoting the community's emotional intelligence through arts in a natural environment. We worked with families having children aged between 1 and 7 years young.

APPROACH:

Designing the framework to bring to life a collective idea, including every stakeholder, parents and beneficiaries voices and needs to the loop, during a period of almost 4 years, from a very clear Theory of Change: to improve families' Mental Health through a daily contact with nature and peers.

PROCESS:

Together with a team that outgrow from 3 to 12 professionals, in two years, we've developed a participatory approach to all the phases of Project Management – incl. market research & scoping of the local context for three different locations in Portugal (Aveiro, Monchique, Palmela), focus groups with local communities, parents and educational professionals during all phases, and a continuous improving approach to M&E, side by side with the team, parents and the children, using digital surveys, focus groups, individual interviews, and integrating the feedback.





CONSULTANCY

1&K

Community Development



TUFO - NATURE-BASED LEARNING COMMUNITY

CONTEXT:

Four friends (and residents of Venda do Pinheiro, PT) dreamt of the possibility of providing their children and the ones of the region with a spacious and inclusive space that promotes healthy holistic development in a natural environment, where parents could find a community shelter.

APPROACH:

Thus was born TUFO - a Learning Community in the Forest that develops outdoor activities for children aged 3 to 6, grounded in an innovative psychopedagogical model. Families and the local community are actively involved, working towards the regeneration of both human and non-human ecosystems.

PROCESS:

In the role of Psychopedagogical Curator, I have accompanied the team's process over almost two years, from the shared vision to the implementation of their first MVP. This involved defining Values, Vision, Mission, Objectives, Business Model, Theory of Change, Pedagogical Management Strategy, as well as Team Training, Facilitation of Processes and dynamics, and the design of the Educational Project. Presently, we are still responsible for bi-weekly support of the pedagogical field team, focusing on Case Inter-vision, Psychosocial Support, and Community Management.



Capacity Building Journeys



WORLD VISION TIMOR-LESTE (WV-TL) - YOUTH LEADERSHIP TRAINING MODULE

CONTEXT:

World Vision Timor-Leste, a global NGO, was seeking a consultant to develop a Youth Leadership Training module that could be simple and dynamic enough to offer to their young beneficiaries residing in some of the most remote areas of Timor-Leste. We've then joined forces with TORKE CC, a Creative Consultancy Agency.

APPROACH:

Along three months, we've developed an integrated journey for the better understanding of the local communities and the social context of beneficiaries. In deep collaboration with WV-TL, we've listened to the voices from different stakeholders, both in-house and from other NGO's acting locally. We have developed a 24 hours' Training Module, divided in 12 sessions, along 4 main chapters: Self-awareness, Cooperation, Communication & Leadership Skills; through creativity and psychology tools, focused on their personal development.

PROCESS:

Desk and field research, including interviews and group sessions with 4 youth groups from rural contexts. Design and co-creation of a full module considering 4 main subjects and integrating the IDG's, for a 360° approach to the empowerment of youth living and evolving in such geographically isolated contexts. Once the design was completed, we facilitated the Training Module for the local facilitators' group from WV-TL across various districts. Simultaneously, we conducted a pilot test that allowed the integration of cultural feedback.

LEADERSHIP & THE YOUTH

BEING THE LEADER OF MY SELF

As human beings, individuals go through different stages of development as they grow. During each stage, we acquire new skills, knowledge, and perspectives that prepare us for the next stage of development. It is therefore important to recognise that young people are in a stage of development where they are transitioning from childhood to adulthood and that during this transition, they are developing a sense of identity and independence, as well as learning how to navigate complex social systems and relationships.

Understanding developmental stage theories can be useful for all of you who are working with young leaders, as it can help you to better tailor the support you provide in the development of opportunities to their specific needs and abilities according to each stage.

The theories used to base this Module, briefly explained below, were two: Erikson's 8 Stages Developmental Theory (link: <https://bit.ly/3y/CeQ3>) and Vygotsky's Sociocultural Theory (link: <https://bit.ly/3yL2okY>).



Training Module Structure				
TRAINING CHAPTERS	TO KNOW THE SELF	COOPERATION	COMMUNICATION	LEADERSHIP SKILLS
LEARNING OUTCOMES	<ul style="list-style-type: none"> We are all humans. [MY]self, [YOUR]self, [OUR]self Human and emotional skills, i.e. empathy, compassion, curiosity; To understand my personality, inclinations, coping mechanisms; Understanding that other people may have different personalities and have their own preferences and inclinations. 	<ul style="list-style-type: none"> The purpose of working in a team, regardless of the different personalities, is to achieve one goal; To promote safe learning spaces with a non-judgmental attitude; How to manage differences and overcome conflicts; Experiment w' Systems Design. 	<ul style="list-style-type: none"> The anatomy of communication; Active Listening; Co-create a group agreement, based on respect for each other's needs; Building clear statements/ sentences; Communication styles and tips; Feedback Culture. 	<ul style="list-style-type: none"> Analytical skills & Critical Thinking, Building clear rationale from a set of baseline leadership skills Collaborative Decision-Making processes Self-empowerment to become The Leader of My Life.
TRAINING TOPICS	1.1. WHO AM I NOW 1.2. WHAT IS YOUR STORY 1.3. WHERE ARE WE GOING TO	2.1. THE CONFLICT 2.2. SOLUTIONS IDEATION 2.3. CO-CREATE AN ACTION PLAN	3.1. COMMUNICATE W' MYSELF 3.2. COMMUNICATE W' OTHERS 3.3. PUBLIC SPEAKING	4.1. LEADERSHIP SKILLS 4.2. SOCIAL SUSTAINABILITY 4.3. ROLE MODELLING

SALEMA ECO CAMP - INNOVATION CULTURE & CREATIVE PROBLEM SOLVING

CHALLENGE

After the integration of a new Operational Manager — and following one of the busiest periods post-pandemic —, the Management Team was seeking to develop and test new methodologies that would promote a healthy and creative environment, both emotionally and physically, with the aim of retaining and attracting new talents.

Offering Salema Eco Camp, an innovative and pioneering concept in the Nature Tourism industry, the goal was to harmonize everyone's knowledge about existing sustainability practices by creating a spirit of community and distinctive collaboration.

PROCESS

We began by applying CREATIVE YOU® to the core team of 30 collaborators & management, and then developed a comprehensive report on the Organisational Environment, focusing on the 7 dimensions of a Creative Organisational System. From there, we designed and projected a complete journey to enhance the team's creative potential over 6 months, through group dynamics, training sessions, and immersive experiences. Key themes included: group identity, positive communication, collaboration, creative problem-solving, co-creation thinking, and relational marketing.



SALEMA ECO CAMP - INNOVATION CULTURE & CREATIVE PROBLEM SOLVING

RESULTS

A team that excels in utilising positive communication and collaboration when faced with interdepartmental challenges.
A team that is more cohesive, happier, and more aligned with the purpose of the Salema Eco Camp brand.
A management team that feels closer to the employees and has renewed energy when confronting daily challenges.

We contributed to the participatory construction of a solid group identity and promoted the process of (re)defining the Brand Values and Identity, with a tangible impact on the team's communication and presence, both internally and in contact with the customer.

We are happy to have promoted a greater sense of community in this way.



L.R.L.C. – LEADERSHIP IN REGENERATIVE LEARNING COMMUNITIES

CONTEXT:

LRLC is an educational project directed at youth and youth workers willing to deepen skills and practices within the scope of education for regeneration.

APPROACH:

In April '23, an immersive training course took place during 7 days in-residence, organised by Projecto Novas Descobertas and partners at Quinta Vale Da Lama, an organic regenerative farm in Lagos, Portugal. The training of youth workers implies the dissemination of key skills for regenerative development and adaptation to the emerging needs of today's world.

PROCESS:

This project resulted in the creation of a learning community of 26 youth workers, facilitators and animators of different educational areas that share a regenerative and environmental focus. The community maintains the connection, collaboration and desire to grow in experience, share resources, insights and actions. Main activities and themes: positive communication, deep collaboration, Project-Based Learning, regenerative ecosystems, Flow Learning, collaboration, improvisation, among others.



Parceiros:



Immersive Experiences



10/1

MY HAIR IDENTITY - CREATIVE RETREAT

CONTEXT

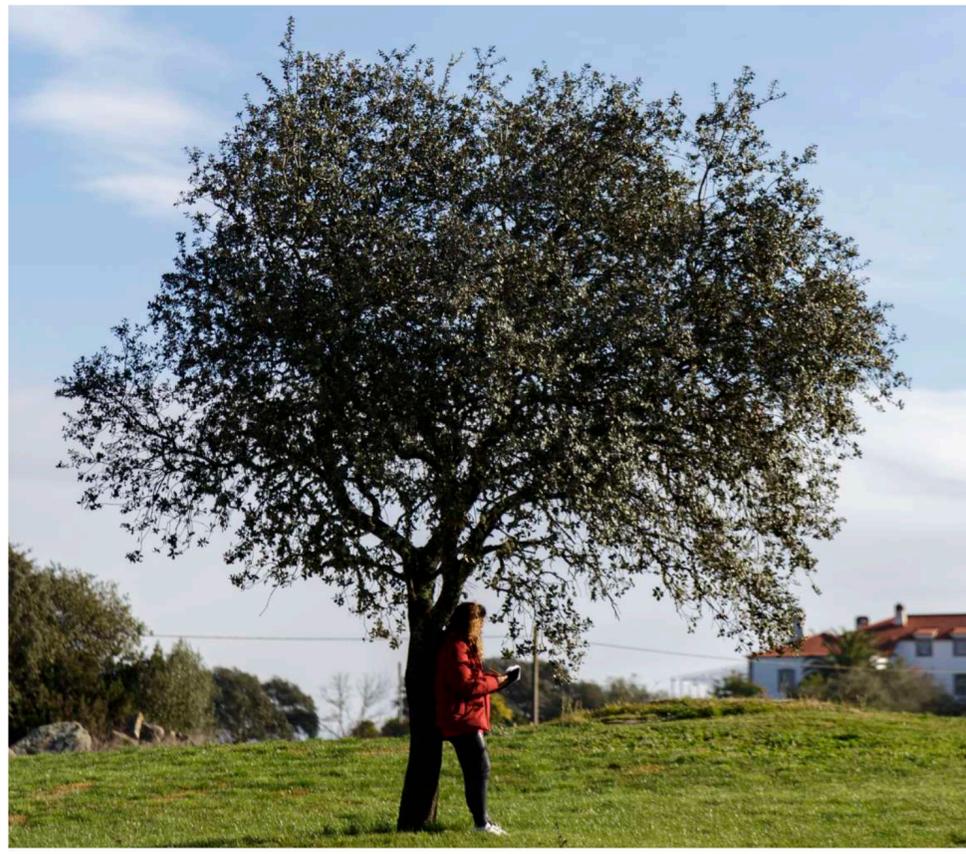
Hairstylists in Portugal have few opportunities to explore their true creative potential beyond events and training associated with brands. As a trainer and creative director of one of these brands, Alex Vasconcelos (HAIRTZ) challenged Vanessa to develop a new concept for Portuguese hairdressers to unleash their inner artist.

PROCESS

We designed and co-facilitated a Creative Retreat in a natural setting with the aim of reconnecting these professionals with their Artistic Selves - an innovation in that industry. Groups of up to 12 professionals gathered in venues that allowed for maximum time spent outdoors over 3 days, offering an immersive journey through creativity and self-discovery.

RESULTS

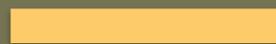
The hairdressers and barbers who participated reported having connected with their true purpose, managing to overcome fears associated with creation and judgment, affirming themselves in their artistic identity. The sense of belonging to a community of creative and "out-of-the-box" individuals contributes to their self-concept and performance. Between 2021 and 2022, three editions took place.



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THANK YOU.



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