

Survey results - Biodanza in the World (July 2012) - Stefano Brumat Translation by PJ (May 2014)

I. Dissemination of Biodanza

Most teachers (80%) considered it to be insufficient, and only 2% found it OK. In contrast, 70% see the need for a network and cooperation among peers, and 42% call for more connection with the IBF.

Further feedback from 34 biodanza teachers on how to promote biodanza

The needs for connection, integrity and commitment stand out.

What can we do to make Biodanza more widely known?

1. Less esotericism and more science.
2. Review our regulations, make a SWOT analysis, analyse our internal characteristics (strengths and weaknesses) and the external situation (opportunities and threats). We find regulations that restrict the functioning of the system, such as distance between schools, maximum number per city, etc.
3. We need to make Biodanza accessible to more people, including those who are resource poor.
4. Consistency between theory and practice.
5. I believe that there is a huge lack of a sense of unity; if every teacher, director and the IBF conceived of the system as an affective network biodanza would expand to every corner of the planet.
6. Biodanza teachers need to be able to explain what they're doing in a simple way.
7. In Buenos Aires there are many different alternative disciplines available for free. People are always looking for these alternatives although not necessarily making a commitment. Most are engaging in emotional, mental and spiritual zapping.
8. I think we need to go back to an organization like the Latin American Association of Biodanza. I think the intention was there but I do not know what came of it.
9. At the level of school directors and didactic teachers, I think there is a lack of connection with big institutions, i.e. taking Biodanza into universities, to professors, and offer workshops to the community like we see done with art therapy, dance therapy, and other activities.
10. To promote the dissemination of Biodanza in associations, seminars, conferences and events related to education, social work, physical and mental health, in short, in all areas where Biodanza can play a role. To disseminate with the help of flyers, presentations, discussions, etc.
11. Teachers need to stop competing for students.
12. I think it's important to use entrepreneurial methods of promoting; not making Biodanza into big business but using business tools to promote it.
13. I believe that those who make good personal progress have greater chances to create and sustain a Biodanza group. I do not think that the system always works by itself. I think it is a valuable tool and more commitment is needed to its delivery. I also believe that we need to persevere and to know that that's what we really want to do. I think there's a lack of affective development; we need less ego and more inner wisdom. Affective intelligence can be developed in the

simpler aspects of life, and the more teachers work towards it the more we will spread biodanza.

14. Regarding the business focus, I don't like it. I think Biodanza is a "construction of equals," with important references, and people that fulfil special functions. For me, it's good to understand the importance of cooperation between peers, to maintain the connection and participation with the IBF, to create and maintain a good network, to be capable to create and recreate a true circle, from the mother-cell Roland Araneda Toro to the other cells, which are continuously recreating themselves, generating a single Biodanza body. It is vital that we recreate this from real connection, not from mere appearance. I love life, and I love biodanza above all as a system of affective integration.

15. I believe we could do more social action to promote biodanza.

16. Biodanza cannot be approached from a "business perspective" as its essential meaning would be lost. Biodanza is a system of personal development that helps us to recover the connection to what we really are. To make it into a company and talk about marketing is to ignore its true meaning and shows that we are not mature enough to assume the responsibility of guiding people away from the alienation they have been subjected to by culture. Obviously this implies an existential commitment that every teacher needs to make. We cannot live in pretence, "as if."

17. Advertising is very expensive. United, the teachers could do much more advertising of biodanza in general for very little money each, and the result would then come by people's increased awareness of this system.

18. The teachers of our regional school promote their classes together, so people who are interested can choose which day and which teacher they want.

19. The growth of Biodanza depends on the quality of our work, therefore everyone has the obligation to develop and improve its own work.

20. To sustain our work in an ethical and authentic way, coming from the vivencial, in a slow, deep and precise process. Biodanza is not a fashion or a product for the consumer market.

21. I think it's a good idea to professionalize different areas (children, patients, older people, social action, corporations, aquatic, etc.) and that each working group is more united so that our efforts are not dispersed.

22. I think there is a lack of clarity about how to invite people into biodanza and how to portray biodanza; there are colleagues who have made huge marketing efforts, but others, wanting to generate enthusiasm, actually boycott the system by portraying it in an inappropriate way, with unsuitable images, posting videos that look terrible out of context and scare people off, and the same with posters, which are done with little care. I think it would be good, although it might not be the typical business approach, if there was guidance, coherence and coordination on how to publish promotional material. This is a crucial issue because the public at large is impacted, for better or worse, by the way biodanza is portrayed.

23. That the meaning of biodanza expresses not only the methodology of a tool for human advancement, but also a movement of meeting human needs. This must be shared according to the new signs of the times, with an ecological and integrated perspective of life, based on teamwork, online publishing, and volunteer work for its expansion in the media.

24. To be committed to the methodology, to not transform the Biodanza class into an entertaining party, but use it always as a proposal of human evolution

and social transformation, such as it was created from the start. With a strong biodanza, based on the teachers' confidence in their tool.

25. The growth of biodanza is part of the personal and individual growth of each facilitator; when one learns and grows this shows and is reflected in the group; publicity is pointless if there is no personal development in the participants; then there's just people coming and going; lots of people circulating with good publicity, but there is no group, and without group there is no process...

26. Entrepreneurship should be read carefully. We need focus and organization, but with more respect than shown in the business world.

27. To open and sustain a group demands affective dedication from the part of the facilitator; the cooperation between school directors is essential, remembering Rolando's letter, making sure that we are not here to compete with each other but to support one another. However, this remains to be seen, at least in my country.

28. The workshops and supervisions are not very accessible to many people, I think this makes it harder for Biodanza to expand and become more widely known.

29. I consider it necessary to reach the community in an open and generous way with an inclusive attitude. Biodanza is developing mainly within an "elite" middle class group.

30. Lately there has been more dissemination of biodanza and I also think that it depends on each participating and being present in the network. In my case I keep on-going communication with teachers I know that live nearby and sometimes we facilitate workshops together.

31. I believe that the people at the top are after money and only concerned about events and conferences for people who are already familiar with biodanza. I don't see them participating effectively with the big pro-life movements. It seems to me a circle turned inwards, towards itself. We need to open this circle outwards, to get away from this self-absorption and move together towards life out there! I've only seen the little ones striving for this....

32. There needs to be a commitment from all biodanza teachers to take biodanza into all the environments in which they work in.

33. Having common goals means to break away from individualism and learn to be together in equality without competing between our selves, incorporating the principles of Biodanza in our personal lives.

34. Until now there was a only one teacher in my town, and 2 under supervision facilitating classes since last year – plus another facilitator who stopped teaching because s/he didn't have enough students. For that reason, we are trying to offer a monthly class in each neighbourhood. The intention is to disseminate biodanza between those who are already attending but also to attract more people into it; it is a pilot project and I do not know what will happen.