

The Challenge Of The Cities

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Session 1 : The Challenge Of Asia's Urban Aggregations

This first presentation focuses on outlining the extent of the challenge ahead of us. Most statistics are taken from citymayors.com – a website where the mayors of cities worldwide discuss their urban situations. You will find an enormous variation in statistics depending on how a city is defined: if it is the 'area under a single mayor' then it is often smaller, if it is the MUR size (mega urban region) then the numbers can be truly gigantic. China has three or four different historical ways of defining city size and some countries have very infrequent or unreliable census data or have only the briefest summation available on the web (e.g. India). What should be observed are the trends - such as rate of urbanization, growth of slums etc.

Throughout Asia the movement from rural to urban has averaged about 3.5% per annum for the past couple of decades – which has led to an exponential growth in city size with most Asian cities doubling in size every 15-20 years. The infrastructure, government policy and economic opportunities have not caught up with this phenomenal growth and now some 500 million Asians live in urban slums. The movement from rural to urban has also affected the church. The parish church concept tends to break down in urban areas as people have a much greater range of options and tend to go to a church belonging to their personal spiritual preference, friendship network, ethnic group or one that will help them with their strong aspirational desires.

The high concentrations of people in Asia's cities and their increasing use of all forms of digital media make it very possible to reach them through various media strategies (more on that in talk no. 3). The 57 most strategic cities for this in Asia are listed later on in this paper.

World's 10 Largest Cities

- 1. **Tokyo/Yokohama** Japan **33,200,000**
- 2. **New York Metro** USA **17,800,000**
- 3 **Sao Paulo** Brazil **17,700,000**
- 4 **Seoul/Incheon** South Korea **17,500,000**
- 5 **Mexico City** Mexico **17,400,000**
- 6 **Osaka/Kobe/Kyoto** Japan **16,425,000**
- 7 **Manila** Philippines **14,750,000**
- 8 **Mumbai** India **14,350,000**
- 9 **Delhi** India **14,300,000**
- 10 **Jakarta** Indonesia **14,250,000**

Growth Of Cities

- **Rome** -the first settlement to reach 1 million
- Only in **1800** did London become the second city to reach this population size.
- In **1800**, only 2 per cent of the world's population was urbanised.
- By the year **1900** - only 15 percent of the population, about 250 million, lived and worked in urban areas
- By the year **1950** - 30 per cent
- By the year **2000**, 2.8 billion people lived in urban areas equaling approximately 49 percent of the world's population.
- 2030 – estimated urbanisation 60% (3.7 billion)
- Interactive map (from a BBC report)
http://news.bbc.co.uk/2/hi/in_depth/world/2006/urbanisation
- World's Megacities 2015

Asia's Explosive Growth!

- 61 per cent of the global population lives in Asia. Asia has more than half of the cities that have more than 10 million people
- Percentage of urban population: 9 per cent in 1920, 48 per cent in 2000 and projected to be 53 per cent by 2030.
- Many Asian cities double their population every 15 to 20 years. Whereas London took 130 years to grow from 1 to 8 million, Bangkok took 45 years, Dhaka 37 years and Seoul only 25 years.
- By 2015, Asian developing countries will hold three of the world's five largest urban agglomerations: Mumbai, Dhaka and Delhi.
- Dhaka, a mere 417,000 inhabitants in 1950, is now 12.5 million inhabitants. Within a decade - 22.8 million people.

Mega Urban Regions

- It is expected that, by 2020, two-thirds of the entire Association of East Asian States (ASEAN) urban population will live in only five Mega-Urban-Regions (MURs)
- **Bangkok-centred MUR** (30 million)
Kuala Lumpur–Klang MUR (6 million)
Singapore Triangle (10 million)
Java MUR (100 million)
Manila MUR (30 million).
- East Asia:
Tokyo–Osaka–Kyoto–Kobe–Nagoya MUR (60 million), **Hong Kong–Shenzen–Guangdong MUR** (120 million) and **Greater Shanghai MUR** (83 million).

Urban Growth In Jakarta

- NASA image –
light green areas = developed areas, red area = vegetation
- Top image – 1976 population = 6 million
- Center – 1989 population = 9 million
- Bottom – 2004 population = 13 million

Urban Growth In China

- • One quarter of the world's 500 largest urban areas are in China
- • 2050: China's urban population will increase by 300-700 mil.
- • 2002 urbanization : 36%
- • 2050 urbanization : 70%
- • US (2000): 77%
- • Japan (2000): 79%
- • Germany (2000): 88%

Slums

- About half of the world's 1 billion urban slum dwellers live in Asia and the Pacific.
- In 2001, 38 per cent of the region's 3.7 billion people were living in urban areas, with 43 per cent of its 1.2 billion urban residents living in slums.
- India and China alone accounted for 65 per cent of the overall Asian urban slum population.
- The region's group of least developed countries had an urban slum incidence of about 72 per cent, about 30 per cent more than the regional average.

Focus On Poverty

- *. that they have no time for the sophisticated constructs of economy and environment. . . on acid rain and water pollution and storage of radioactive waste and all of the classic western environmental issues from recycling on. . . . For them the crux of the debate is how you deal with poverty in human settlements and that's all there is to it. Everything is focused on the poor, whether it's water or sewage or disease or waste, or population growth. All of these are products of poverty. Everything else is academic, and I must say I agree completely*

(Stephen Lewis 1992)

Urban Migration

- Movement from rural areas to the cities is around 3.5% per year
- China alone is expected to see 300m-500m people move to cities by 2020 (greater than the population of Europe)
- Chongqing - 10 million new arrivals
- India tries to slow urban migration whereas China tends to accept it.

Changing Roles For Urban Migrants

- Women may lose their traditional roles as gardeners and as part of the village matrix
- Men may go to the city and be separated from their families, work can be uncertain and underpaid
- Young men may not have a clear role and can end up in crime
- Young women are vulnerable to violence and sexual exploitation
- The elderly may not feel comfortable in an urban setting
- Yet Asian cities are twice as safe as African or South American cities

A Young Population

- **Urban Population (India):**

Age structure:

0–14 years: 30.8%,

male: 188,208,196, female: 171,356,024

15–64 years: 64.3%,

male: 386,432,921, female: 364,215,759

65+ years: 4.9%,

male: 27,258,259, female: 30,031,289 (2007 est.)

The average age of Indians is **24.8 years**. (2001 Census Data)

Highly Aspirational

- People who move to cities tend to be young and highly aspirational
- They want to achieve
- They want to be 'modern'
- They want to connect to the West - and to their families at the same time.
- The cellphone, the car and the condo are part of the dream
- Many want to learn English and to join the global economy

Problems Of Urban Migration

- Inadequate Infrastructure – housing, roads, garbage disposal, sewage etc
- Pollution / Environmental
- Exploitation
- Unemployment
- Creation Of Slums
- Violence
- Lack Of Community
- Addiction
- Broken Family Structures

Opportunities Of Urban Migration

- Billions with TV, radio and cellphones
- Massive concentrations of people within a single broadcast area
- Increase in the use of major languages, less need to broadcast / translate into tribal languages
- Displacement can, in some circumstances, lead to greater spiritual openness.

Gateway Cities

- Asia has 57 of the top 100 Gateway Cities in the 10-40 Window (as identified by the AD2000 and Beyond movement)
- A 'gateway city' is a strategic city much like Ephesus in the NT, that when penetrated with the gospel will become a doorway to surrounding people groups
- See handout for list of gateway cities in Asia

Bye, Bye Parish Church

- As people use cars and public transport to select the church they will attend the rural parish church is often replaced by the mega-church, house church or the networked church.
- Denominational loyalty gives way to convenience, easy parking and child care facilities
- People come from a 'teardrop' shaped neighborhood within driving / taxi distance of the church
- Church neighborhood may change rapidly and so the church may move to keep its character

Sector-Based Ministries

- In the rural parish church the pastor ministered to whole families and would visit them at home
- In the urban church pastors minister to sectors – youth, singles, marriage ministry, the aged etc
- Visiting parishioners is relatively rare because of transport
- Email groups and web sites are, in some cases helping churches to partly develop a sense of lost community

Lost Sheep

- The 'sheep' tend to be less known as individual persons and to drop out between sectors e.g. changing from the singles to young married life or from school to university.
- The challenges of university and college life cause some middle-class Asians to lose their faith
- The violence of slums, gang warfare and drugs is also a very significant problem
- Personal discipleship ministries, apologetics ministries, and 'rescue missions' are more needed in the urban environment

Evangelizing Asia's Mega Cities

- Going door to door on a bicycle will not work
- Need mass communication to pre-evangelize the audience
- Personal communication to disciple them later
- Focus on the felt spiritual needs and aspirations of the target group
- Frequent, brief, highly relevant messages
- Homogenous Unit Principle – urban migrants seek out their own kind of people, food and culture

Media Ministries

- People may stay loyal to a media ministry while changing churches and even while having time away from a traditional church
- Loyalty to a brand
- Developing a 'brand' that speaks to the urban environment and which retains loyalty
- Complementary with the function of local churches where they do exist
- Pre-evangelistic where they do not exist.
- Some (of the worst) slums are media dark but many have extensive cellphone coverage and some have 90% TV and radio coverage.

10/40 WINDOW GATEWAY CITIES

57 of the top 100 Gateway Cities in the 10-40 Window are in Asia (AD 2000 and beyond)

Afghanistan Kabul 2,051,000C Asia Islam

Azerbaijan Baku 1,808,000C Asia Islam

Bangladesh Dhaka 9,105,000SC Asia Islam

Bhutan Thimphu 121,400SC Asia Buddhism

Brunei Bandar Seri Begawan 110,000SE Asia Islam

Cambodia Phnom Penh 2,827,000SE Asia Buddhism

China Beijing 12,332,000EC Asia Atheism

China Changchun 2,620,000EC Asia Atheism

China Chengdu 3,528,000EC Asia Atheism

China Chongqing 3,646,000EC Asia Atheism

China Guangzhou 4,184,000EC Asia Atheism

China Hohhot 1,312,000EC Asia Buddhism/Islam

China Jinan 3,208,000EC Asia Atheism

China Lanzhou 1,803,000EC Asia Islam

China Lhasa 120,000SC Asia Buddhism

China Nanjing 3,073,000EC Asia Atheism

China Shanghai 15,112,000EC Asia Atheism

China Shenyang 5,493,000EC Asia Atheism

China Taiyuan 2,596,000EC Asia Atheism

China Tianjin 10,995,000EC Asia Atheism

China Urumqi 1,724,000C Asia Islam

China Wuhan 4,556,000EC Asia Atheism

China Xian 3,417,000EC Asia Atheism

India Ahmedabad 4,396,000 SC Asia Hinduism

India Amritsar 837,000 SC Asia Sikhism

India Calcutta 13,604,000SC Asia Hinduism

India Delhi 10,857,000SC Asia Hinduism

India Hyderabad 4,208,000SC Asia Hinduism

India Jaipur 1,969,000SC Asia Hinduism

India Kanpur 2,378,000SC Asia Hinduism

India Lucknow 1,391,000SC Asia Hinduism/Islam

India Patna 2,209,000SC Asia Hinduism

India Pune 2,971,000SC Asia Hinduism

India Varanasi 1,193,000SC Asia Hinduism

Indonesia Jakarta 11,401,000SE Asia Islam

Japan Fukuoko-Kita-Kyushu 4,164,000E Asia Shintoism

Japan Osaka-Kobe-Kyoto 8,563,000E Asia Shintoism

Japan Sapporo 2,300,000 E Asia Shintoism

Japan Tokyo-Yokohama 18,527,000E Asia Shintoism

Kazakhstan Almaty 1,197,000C Asia Islam

Korea, North Pyongyang 2,471,000E Asia Atheism

Kyrgyzstan Bishkek 710,000C Asia Islam

Laos Vientiane 491,000SE Asia Buddhism

Malaysia Kuala Lumpur 2,183,000SE Asia Islam

Maldives Male 50,000SC Asia Islam

Mongolia Ulaanbaatar 600,000C Asia Animism/Buddhism

Myanmar (Burma) Yangon 3,905,000SE Asia Buddhism

Nepal Kathmandu 372,000SC Asia Hinduism

Pakistan Karachi 9,506,000SC Asia Islam

Pakistan Lahore 4,926,000SC Asia Islam

Sri Lanka Colombo 2,345,000SC Asia Buddhism

Taiwan Taipei 3,561,000E Asia Buddhism

Tajikistan Dushanbe 620,000C Asia Islam

Thailand Bangkok 8,627,000SE Asia Buddhism

Turkmenistan Ashkhabad 407,000C Asia Islam

Uzbekistan Tashkent 2,037,000C Asia Islam

Vietnam Hanoi 1,260,000SE Asia Buddhism

Session 2: Urban Solutions - Paradigms & Perspectives

This session represents a high speed literature review of the various approaches to urban ministry from Jacques Ellul to today. As with any literature review there may be theologies that you do not find to your liking or which do not suit your personal ministry approach, but they need to be covered as part of the process.

My hope is that by the end of this session you will have a set of cognitive and spiritual tools that will help you to evaluate how to approach building the church in each individual city and neighborhood in Asia. There is no one approach that will work in every urban context in Asia – from the slums of Manila to the high rise apartments of Singapore. As the last slide will show – each area may require a quite different approach.

Overview

- Many people have tried to reach whole cities for Christ (starting with Jesus and Jerusalem, Paul and Ephesus and so on)
- With the rise of the modern city in developing nations (since the 1970s) there has been an increased emphasis on ‘urban ministry’ and a wide variety of approaches - which have been quickly summarized in this presentation
- Some of these approaches will suit your particular city / context / theology while others might not
- This session will look at some of the major approaches and paradigms so you can be aware of what is going on and what you can “mix and match” for your own ministry

Paradigms...

- Urban ministry a Kingdom paradigm big enough to encompass the city as a whole
- The paradigm must be post-denominational
- The paradigm needs to acknowledge mustard-seed ministries
- The paradigm needs to be theologically adequate and visionary enough to drive the various ministries encompassed by it

Kingdom of God Paradigm

- The Kingdom of God is larger than any one church, denomination or ministry
- We should consider the good of the Church as a whole not just our own corner
- The city provides the location for inter-church cooperation
- Signs and wonders may accompany the arrival of the Kingdom of God
- The Kingdom of God is often viewed as a holistic community formed by the preaching of the gospel in a city

New Creation Paradigm

- The Kingdom of God starts in the heart of individuals who become New Creations
- They then join the Church which is a New Humanity where Jew and Greek, slave and free are one
- The Church then creates revival in the City (polis) such as Jerusalem, Antioch or Ephesus to evangelize the surrounding area. Renewal of the communities of the earth.
- This brings a renewed nation into being and, after the return of Christ, a renewal of that natural order, and the New Jerusalem

The Wicked City

- Jacques Ellul: The Meaning Of The City; Karl Barth
- The city is irredeemable and evil and is opposed to God by nature
- The City stands for alienation and is without a foundation “It is a city built for itself, without reference to God, as judge or savior.
- The city is “works” while rural life is “grace”

Appreciative Theology

- Harvey Cox, Roger Greenway, Ray Bakke
- Cities are significant
- Cities were the gifts of Yahweh. God gives “great and goodly cities” to his people(Deuteronomy 6:10-12). The city is the place where God dwells, a place of protection and a refuge (Psalm 48).
- Cities have a positive spiritual and sociological role
- We are to ‘pray for the peace of the city’ (Jeremiah 29:7), The New Jerusalem is a city

Incarnational Ministry

- Viv Grigg builds on the theology of Bakke, Greenway and Cox – cities are a dynamic mixture of good and evil
- God is ‘prior’ and owns the city and its structures
- Grigg (1996) defines transformation of a city as the “process of bringing God’s kingdom principles to bear on the life and decision-making in the structures and society of a city.”
- Missionaries live incarnationally in Asia’s urban slums
- Getting involved with the lives of the poor and in transforming grass-roots urban communities
- Focus on discipleship, church-planting and on establishing the Kingdom of God

Networked Neighborhoods

- Ray Bakke and various US based urban ministries, Theology As Big As The City
- Focuses on the inner city in the US context
- Racial reconciliation a big issue along with social justice & inner-city issues
- Networking, collaboration, tapping into programs and resources, finding solutions together

Social Justice Approach

- Focuses on the disparity between rich and poor in the city
- In Asia, works for land rights for squatters and matters of sexual exploitation, HIV/AIDS etc.
- Also deals with unfair legislation and banking practices
- Strong focus on empowerment and on holistic ministry
- Often incorporated in other approaches as well

The Rescue Mission

- William Booth & the Salvation Army
- The city is a sinful place with many temptations
- People need to be rescued from the power of sin by the greater power of the gospel
- This is done on an individual basis
- Basic human needs are also provided as well as programs to treat addictions

The Church In The City

- Works towards increased post-denominational unity of local congregations and pastors
- Sees the congregations in the city as part of one organic geographical unity that is highly networked and being brought into unity by the Holy Spirit.
- Partly based on the singular being used in Paul's greetings 'to the Church which is in Rome' etc.

The Spiritual City

- Ed Silvoso - That None Should Perish
- Brought about revival in Resistencia, Argentina by getting the pastors to pray together in unity, repent etc.
- City seen as a entity that must be battled for in prayer and which spiritual forces hold in captivity
- Pastors and other leaders such as mayors and police chiefs are spiritual gatekeepers to the city.

Spiritual Mapping

- George Otis Jr. and C. Peter Wagner
- Researching the history, culture and traumatic events of the city
- Trying to locate and bring down demonic strongholds and free the city / neighborhood from oppression, may include prayer walking the city

Church Planting

- Find a new fast-growing neighborhood and plant a church
- Analysis of growth areas and areas most responsive to the gospel and most likely to sustain a church
- Training and formation of church-planting teams
- In Asian slums it sometimes ends up with numerous small churches lacking a view of the city as a whole, can also result in mega-churches

House Churches

- Persecution on one hand and problems of getting land / building permits for churches in Asia has led to the rise of house or apartment based churches
- In the West disillusionment with the established church has also driven this movement
- The city is reached through a network of house churches overseen by an 'apostolic' or 'prophetic' leader
- House churches may even be linked through a web site for doctrine / teaching etc.

Sociological Approach

- Qualitative urban research, urban anthropology
- City is a collection of interlocked sociological and anthropological groups each with its own dynamic
- Nothing (or very little) is as it appears to be on the surface
- Requires participative observation techniques in order to understand the various sub-groups in the city

The "Polis"

- Max Weber: The City
- Polis is the NT Greek word for city and is also the root word for 'politics'
- The city as rooted in its political and cultural life and past history and as the marketplace of ideas
- Transformation is through political change and institutional and cultural reform and through the progressive exchange of ideas
- Ideas Have Consequences e.g. – cities transformed by the Reformer's Protestant work ethic
- Christians enter into the fray by praying for politicians and entering into public debate and political life.

Reaching The Leadership

- Student Christian Movement, Inter-Varsity, Navigators...
- Reach the leadership of the city while they are at university (which is normally located in a major city)
- Personal discipleship of those most likely to be influential
- In Asia's cities may include English lessons, cultural exchange programs etc

Summary

- Where there is **no church** – church planting, incarnational ministry, individual discipleship
- Where there are a **spiritually oppressed churches** – spiritual warfare, spiritual mapping,
- Where the church is **politically oppressed** – house churches
- Where there are **many divided churches** – networked churches, cooperation, Kingdom building
- Where the Church is **'missing' it** – the sociological approach
- Where there is **great injustice** – social justice and holistic ministry approaches
- Where there are high levels of **addiction and promiscuity** – the Rescue Mission approach
- Where there is **relative freedom** – the Church can also enter into the political and cultural life and discussions of the city

Session 3: How To Reach The Next One Billion People To Enter The Digital Age

The first age of the Internet was dial-up, and the second age of the Internet was broadband and both required a computer generally connected to a fixed landline or cable or in range of a wireless access point. The third age of the Internet will be mobile and the Internet will be received on a wide range of mobile devices such as mobile phones, PDAs, Blackberrys, and of course laptop computers. The change in technology will mean a change in 'barrier to entry' since a computer and fixed line will no longer be needed for good Internet access. The globe's 3 billion plus mobile phone subscribers (540 million of whom are in China) will soon be able to access email and the web – as their networks "go 3G" and as handsets rapidly improve. These new users will mainly have incomes in the \$2000 - \$5000 per annum range and many of them will be in Asia.

There are about 1.1 billion Internet users at the moment. These will soon be dwarfed by 'the next billion' who will arrive in the next 2-3 years. They will be new to cyberspace. They will be highly aspirational. They will speak dozens of different languages. And they will eventually challenge Western domination of cyberspace. They will also be a tremendous evangelistic opportunity. The mobile phone is, by some measures 'the world's most persuasive device' in that a message received on it is given more credibility than that of any other medium. If Christians can devise gospel presentations and discipleship material for the upcoming mobile phone platforms (e.g. Java, Apple iPhone or Google's Android platform) then we will be able to rapidly reach many people who have never heard the gospel before.

The following presentation will look at a) the changes in technology b) the change in users and c) how we can take advantage of this to reach Asia's cities and find synergies with radio ministries.

The First Billion

- ▶ About 1 billion plus people are digital citizens today – regularly using a wide range of digital devices
- ▶ Traditionally the centerpiece has been a desktop or laptop computer connected to the Internet by a landline or cable
- ▶ This has peaked. Landlines are now decreasing in number.
- ▶ The digital world is going mobile
- ▶ The digital world is also growing fastest in the developing world especially in Asia's mega-cities

The Next Billion Internet / Digital Users

- ▶ Average income will be \$2000 - \$5000 a year
- ▶ Many will live in urban slums
- ▶ They will mainly use cellphones and Internet cafes
- ▶ They will want HOPE
- ▶ They will want practical information as well as entertainment
- ▶ About 20 major languages will cover 95% of them....

The Mobile Internet

- ▶ In July 2007 global mobile phone subscribers surpassed the 3 billion mark.... 3.25 billion by years end...
- ▶ Feb 2008 – 565 million mobile phone users in China
- ▶ Soon many of these phones will be Internet capable – but will offer a different 'kind' of Internet – how can we reach them?
- ▶ In Japan, Korea and China mobile users regularly access the Internet
- ▶ **Google's CEO Eric Schmidt, says the future of the internet is mobile.... Matt Waddell – watershed moment.... Use of mobile Internet is accelerating**

Larger & More Flexible Screens

- ▶ Mobile screen technology is rapidly advancing
- ▶ A 7" x 5" mobile screen that rolls out was recently announced
- ▶ Large flexible screens that roll out (like a bible scroll)
- ▶ Some are like 'bricks' that click together to form a larger screen (Brix phone illustration)

Starting In Mobile Platform Evangelism

- ▶ www.gotzapp.com - make your own mobile presentation using free (and easy to use) downloadable Zirada software
- ▶ <http://ied.gospelcom.net/mobile-outreach.php> - the mobile evangelism page on the Internet Evangelism Day website
- ▶ <http://mobilev.pbwiki.com/FrontPage>
MobileEV - a mobile evangelism wiki
- ▶ <http://mobileministrymagazine.com/>
Mobile Ministry Magazine
- ▶ <http://christianmobiletech.net/>
Christian Mobile Tech

SMS

- ▶ In the Muslim world SMS messages are the PREFERRED method of responding to the gospel
- ▶ Text 2 Email gateways are now becoming a critical part of evangelism!
- ▶ Soon crusades will have a number you can text to indicate a decision to follow Jesus.
- ▶ A URL for follow-up can be sent by return SMS
- ▶ http://en.wikipedia.org/wiki/SMS_gateways

Podcasts & Audio Blogging

- ▶ <http://ied.gospelcom.net/podcasting.php> - outreach potential of podcasting
- ▶ www.itunes.com/podcasts/ - iTunes podcast directory
- ▶ <http://www.podcastalley.com/> - Podcast Alley - thousands of podcasts...
- ▶ <http://www.christiantuner.com/> - ChristianTuner.com - Christian Internet radio stations
- ▶ Short audio clips (under ten minutes, preferably under 3 minutes) can be a powerful witness
- ▶ Audio is personal and persuasive
- ▶ Audio better than video in low bandwidth areas.
- ▶ Can be streamed as Internet radio
- ▶ Testimonies, gospel presentations, music, prayers etc.

WebTV and IPTV

- ▶ Web TV - television delivered “YouTube’ style
- ▶ IPTV – ‘walled garden’ telco style
- ▶ Need good bandwidth e.g Seoul, Singapore, Tokyo etc
- ▶ Can have many “niche” channels e.g. a Christian ‘manga’ comic network in Tokyo.

“Slum Radio”

- ▶ Use a 300-500 watt FM transmitter to broadcast to a large, population dense, slum area with practical help, community information and the Good News
- ▶ Interview and invite community leaders to speak on air
- ▶ Run by local believers
- ▶ Can be set up for around \$5000 and does not have any special power requirements

Local Programming

- ▶ With large numbers of people in a compact geographical area highly targeted local programming is a possibility
- ▶ Classified advertising – Craigslist style
- ▶ Penpals
- ▶ Be a 'local reporter'
- ▶ Hints, help and information
- ▶ Organize local events

The Next Billion - Logistics

- ▶ They have cell phones, radios and TVs but not computers or telephone lines (landlines are decreasing in China!)
- ▶ The Internet will be on a cell phone or icafe
- ▶ They will probably want an SMS response
- ▶ They will be highly family centered and 80% will be under 30
- ▶ Many will be single

The Next Billion - Aspirational

- ▶ They will be highly aspirational & tech hungry
- ▶ Want employment and business opportunities (business as mission)
- ▶ Online business plans and online business mentoring as ministry?
- ▶ Online Christian franchises and micro-franchises and micro-finance?

The Next Billion - Holistic

- ▶ Holistic approach to life and ministry
- ▶ Want to know 'how to' do a wide range of community development tasks as part of ministry
- ▶ HIV / AIDS Education
- ▶ Water purification
- ▶ Simple church construction
- ▶ How to set up a Christian pre-school

The Next Billion - Independent

- ▶ Proud of their own culture and own way of doing things
- ▶ Will not appreciate our denominations, "Christian culture" or national politics
- ▶ Want equal partnership (not Western ownership)
- ▶ Want to make the on-the-ground decisions
- ▶ Have alternative church structures

The Next Billion - Ministry

- ▶ House church movements
- ▶ Will often be Pentecostal Christians
- ▶ Seekers from animistic backgrounds who need deliverance
- ▶ Extended families
- ▶ Shame based cultures
- ▶ Converts from Islam, Hinduism and Buddhism
- ▶ Pastors with little formal training needing mentoring
- ▶ Prosperity teaching very popular
- ▶ Questions about corruption, poverty, and injustice: 'why are we so poor'

Coping: Technology

- ▶ Interactive
- ▶ Participative
- ▶ Experiential
- ▶ Non-computer based (cellphones!!)
- ▶ Non-literate – verbal / audio
- ▶ Brief & Compressed
- ▶ Holistic
- ▶ Tagged / RSS
- ▶ Multiple languages & cultures
- ▶ Multiple bandwidth versions

Coping: Attitudes

- ▶ Scripture rather than culture
- ▶ Spirit rather than method
- ▶ Compassion rather than just content
- ▶ Trustful connection rather than just ‘customer service’
- ▶ ‘Come into our community’ rather than just ‘pray the prayer and go away please’
- ▶ Engaged with the whole of life rather than cerebral, engaged with a ‘bunch of concepts’

Coping: Love Newbies

- If the user is made to feel dumb they just go away
- If their problems are ignored they will resent you
- But if people feel they are helped quickly they will become loyal
- If the user feels empowered they build enthusiasm
- If a user feels “hey I am cool I can do this’ they build pride and tell others

Coping: WWJD

- ▶ What would Jesus do?
- ▶ Sure these changes are hard but how many people will they help us reach?
- ▶ Why can’t they just be like us?
- ▶ This is way too complicated?
- ▶ Get help
- ▶ Build teams
- ▶ Let God guide you

Coping: Local Networks

- ▶ Develop in-country networks
- ▶ Cultivate local leaders
- ▶ Pay for translation, use locals, use the translation process to build relationships
- ▶ Give people an aspirational career pathway within your ministry
- ▶ Volunteer – Senior Volunteer – Part-Time Paid – Full-Time Paid
- ▶ Delegate real authority and the right to contextualize your ministry

Coping: Be First To Market

- ▶ Be first to 'market' – be one of the first in a particular language group
- ▶ This gives you great prestige and influence
- ▶ It also introduces you to early adopters and to leaders in that culture
- ▶ Partner with missions agencies and churches overseas

Coping: Calling Home....

- ▶ There are huge international connections between migrants working overseas and their home communities
- ▶ They 'call home' for news and in return can share the gospel
- ▶ The next billion Internet users will have friends and relatives in the Western world.
- ▶ We can recruit these people as volunteers
- ▶ Ethne To Ethne – those people with the gospel reaching those without the gospel - via the Internet

Coping: Partnering

- ▶ Sharing translation resources
- ▶ Sharing follow-up systems
- ▶ Sharing strategic information on people groups
- ▶ Sharing good podcasts and other content
- ▶ Partnering for on-the-ground church planting and holistic ministry efforts resulting from cyber-ministry

Coping: Prayer

- ▶ The next billion will be in a spiritual warfare context
- ▶ Ministering to animists, Hindus, Muslims and Buddhists will require much prayer and intercession
- ▶ Your equipment will break down if you don't pray!
- ▶ You will break down if you don't pray!