

## FCCM ACTION POINTS

### Promoting joint initiatives to advance rural communication services

In the framework of the International Year of Family Farming 2014 (IYFF), FAO Office for Partnerships, Advocacy and Capacity Development convened a **Forum on Communication for Development & Community Media for Family Farming (FCCM)** in Rome, Italy, on **23-24 October 2014**. The Forum provided the opportunity to share experiences and showcase evidence of the contribution of Communication for Development (ComDev), ICTs and community media to family farming as drivers for innovation and social change in rural areas. It addressed opportunities for promoting *rural communication services* as sustained, inclusive and demand-led communication processes involving family farmers and the rural population.

*“Rural communication services is a working concept that seeks to frame a wide range of processes, activities, media applications and institutional arrangements that respond in a sustained and inclusive manner to the communication needs of rural populations.”*

FCCM, Rome 2014

Over 100 participants represented farmer organizations, rural institutions, international agencies, governments, research organizations, development and human rights NGOs, academia, community media and communication networks.

Major achievements of the FCCM include:

1. Multi-stakeholder policy dialogue on:
  - Contribution of communication for development and community media to family farming
  - Experiences, evidences and constraints in the appropriation of communication by farmers and rural actors
  - Need and priorities for rural communication policies
2. Production of policy recommendations for rural communication services (see FCCM Final Statement in Annex 1) particularly in terms of:
  - Enabling policy and institutional frameworks
  - Investments and partnership opportunities
  - Enhancing communication capacities of rural stakeholders
3. Identification of joint initiatives and road map to promote rural communication policies and services
4. Establishment of a working group to strengthen ComDev networks and steer collaboration among relevant partners at the regional and global level

The FCCM was organized in collaboration with the World Association of Community Radio Broadcasters (AMARC). Other relevant organizations joined FAO in the **Advisory Group** that actively supported the preparatory process and the accomplishment of FCCM objectives (see the full list in Annex 2).

One of the main tasks of the Advisory Group was to **identify strategic initiatives and opportunities for collaboration to promote rural communication services**, as a follow up to the FCCM. The aim is to maximize already existing efforts through better coordination and more explicit partnerships.

To facilitate this process, priority areas of work were preliminary defined as follows:

- **Areas of Work** (see details in the Table attached)
  1. FCCM FACILITATION and ADVOCACY
  2. KNOWLEDGE SHARING and NETWORKING
  3. RESEARCH
  4. CAPACITY DEVELOPMENT
  5. SUPPORT TO PROGRAMMES and COUNTRIES

Members of the Advisory Group were invited to share ongoing and planned activities that would be relevant as contributions under each particular cluster. These were included in a draft proposal that was presented during the FCCM event (Session5, Day2) for participants to discuss and complement it with additional inputs and suggestions.

The FCCM Advisory Group had the chance to further discuss the priority action points during the half-day Follow-up Meeting on Saturday 25 October, 2014. In this occasion it was agreed that an informal coordination mechanism would be consolidated - the **FCCM Working Group** - with a common vision and a shared strategy to advocate for and promote inclusive rural communication services.

AREA OF WORK	JOINT INITIATIVES	PARTNERS (please specify what kind of contribution)	ONGOING ACTIVITIES through which each organization can contribute	PLANNED/PIPELINE (please indicate timeframe)
<p><b>1. FCCM FACILITATION and ADVOCACY</b></p> <p><u>GOAL:</u> Steer coordinated action and advocacy for rural communication services</p>	<p><b>1.1 Facilitate partnerships through an informal coordination mechanism</b></p> <p><u>PRIORITY ACTION</u></p> <ul style="list-style-type: none"> <li>Facilitate sharing of information and updates on ongoing and planned activities</li> <li>Consolidate the FCCM working group and steer action on agreed priorities</li> </ul> <p><u>RELATED PROPOSALS</u></p> <ul style="list-style-type: none"> <li>Online discussion group</li> <li>Periodic face-to-face meetings</li> <li>Identification of convenors for each area of work/ initiative</li> </ul>	<p><b>FAO</b> (support the kick-off phase, facilitate information exchange, collect and consolidate inputs, draft and circulate proposals)</p> <p><b>UPLB</b></p> <p><b>GFAR</b></p> <p><b>UNESCO</b></p> <p><b>AMARC</b></p> <p><b>WACC</b></p> <p><b>BBC Media Action</b></p> <p><b>FRI</b></p> <p><b>WRF</b> (info exchange, participation in online discussions, contact with national/international farmers' organizations)</p> <p><b>CGIAR (Bioversity)</b> (participate in meetings)</p> <p><b>IAMCR</b></p> <p><b>GFRAS</b></p>	<ul style="list-style-type: none"> <li><b>FAO &amp; UPLB:</b> Dedicated FCCM webpage (hosted by CCComDev)</li> </ul>	<ul style="list-style-type: none"> <li><b>IAMCR:</b> Strategic partnership with IAMCR 2015 (possible parallel workshop of partners in FCCM)</li> </ul>

	<p><b>1.2 Steer joint advocacy efforts</b></p> <p><u>PRIORITY ACTION</u></p> <p>Joint advocacy initiatives to link relevant actors and raise awareness of rural communication services in the global agenda (including social media strategies)<u>RELATED PROPOSALS</u></p> <ul style="list-style-type: none"> <li>• Advocacy within FCCM members' organizations and promotion with donors</li> </ul>	<p><b>FAO</b></p> <p><b>AMARC</b></p> <p><b>UPLB</b></p> <p><b>UNESCO</b></p> <p><b>WACC</b></p> <p><b>COL</b></p> <p><b>WRF</b> (advocacy initiatives, participation in social media strategies)</p> <p><b>GFRAS</b></p> <p><b>CTA</b></p>	<ul style="list-style-type: none"> <li>• <b>FAO &amp; UPLB:</b> Dedicated FCCM webpage and blog (hosted by CCComDev)</li> <li>• <b>FAO:</b> wider distribution of FCCM discussion paper</li> <li>• <b>UNESCO:</b> Advocacy and support for strengthened community media policies and regulation</li> <li>• <b>WACC:</b> Research and advocacy for better and more national media coverage of rural concerns</li> <li>• <b>FAO:</b> Advocacy for use of gender sensitive, social mobilization approaches such as community listeners' clubs</li> <li>• <b>GFRAS and its regional networks:</b> use of social media (especially facebook) to engage with extension and advisory service professionals and other stakeholders of family farming</li> </ul>	<ul style="list-style-type: none"> <li>• <b>FAO &amp; AMARC:</b> preparation/ distribution FCCM final report</li> <li>• <b>COL:</b> Introductory courses on ComDev for policy makers</li> <li>• <b>WRF:</b> Inclusion of ComDev in the work of national platforms and the 2015 campaign to promote Family farming policies</li> <li>• <b>CTA:</b> Brussels and Regional Briefings on key development topics (a forum for farmer organizations to engage with policy-makers)</li> </ul>
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<p><b>2. KNOWLEDGE SHARING &amp; NETWORKING</b></p> <p><u>GOAL:</u> Facilitate knowledge sharing on rural communication services and networking at the global, regional and country level</p>	<p><b>2.1 Support global, regional and national platforms and communities of practice related to rural communication services</b></p> <p><u>PRIORITY ACTION</u></p> <ul style="list-style-type: none"> <li>Enhance linkages and information sharing among the different platforms to promote collaboration across regions</li> </ul> <p><u>RELATED PROPOSALS</u></p> <ul style="list-style-type: none"> <li>Strengthen selected in-country networks</li> <li>Support access to knowledge on agricultural practices by farmers</li> <li>Partner for enhanced knowledge sharing through consultations and conferences</li> </ul>	<p><b>AMARC</b> <b>FAO</b> <b>C4D Network</b> <b>UPLB</b> <b>FRI</b> <b>CTA</b> <b>APC</b> <b>IICD</b> <b>GFRAS</b> <b>IAMCR</b> <b>UNESCO</b> <b>WACC</b> <b>CGIAR</b></p>	<ul style="list-style-type: none"> <li><b>FAO &amp; AMARC:</b> Regional ComDev platforms (<b>Onda Rural, Yenkasa Africa, ComDev Asia</b>)</li> <li><b>FRI:</b> Barza FM online community for rural broadcasters in Africa</li> <li><b>FAO &amp; UPLB:</b> CComDev platform for promoting learning &amp; policy dialogue</li> <li><b>C4D network:</b> Network building and support to ComDev professionals</li> <li><b>e-Agriculture:</b> Social media to share good ICT4D practices</li> <li><b>AgchatOz:</b> Social media training platform for up skilling community farmers in Australia</li> <li><b>CTA:</b> Knowledge platforms for: <ul style="list-style-type: none"> <li>Melanesian Spearhead Group</li> <li>Caribbean Regional Fisheries Mechanism</li> <li>farmer/fisher folk organisations business groups (e.g. Women in Business Development Inc.)</li> </ul> </li> <li><b>APC:</b> <ul style="list-style-type: none"> <li>Regional and national Internet Governance Forums</li> <li>Internet affordability national working groups (reducing costs of international internet connectivity)</li> </ul> </li> <li><b>IICD:</b> Local ICT4D networks in countries</li> </ul>	<ul style="list-style-type: none"> <li><b>FRI:</b> Link Barza FM with the Yenkasa Platform</li> <li><b>FRI:</b> Partnership with Farm Radio Trust- Malawi promotes radio and ICTs as key mediums of communication in agriculture and rural development</li> <li><b>FAO (Teca):</b> Promoting access to agricultural technologies databases by community radios</li> <li><b>FAO:</b> International, national and local networking of Dimitra listeners' clubs on experiences related to gender and transformative change in FF</li> <li><b>SAMWAKI DRC:</b> Use of existing community radio network to facilitate exchange among stakeholders</li> <li><b>FAO:</b> E-discussions through FAO/AMARC platforms on agricultural topics (e.g. Voluntary Guidelines of Responsible Governance of Tenure (VGGTs), sustainable use of soil, food &amp; nutrition security)</li> <li><b>CTA:</b> E-discussions linked to agricultural events/topics (e.g. Capacity4Dev, blue economy, green growth, resilience) - see also FAO/AMARC platforms</li> <li><b>EMBRAPA + CGIAR + GFAR + GFRAS + IICA + IFAD:</b> Virtual</li> </ul>

			<ul style="list-style-type: none"> <li>• <b>FAO (Teca):</b> Knowledge database and exchange groups on technical agricultural knowledge and practices</li> <li>• <b>GFRAS:</b> <ul style="list-style-type: none"> <li>▪ Interest Group on ICT4RAS (with a dedicated page hosted by GFRAS web portal)</li> <li>▪ Social media page on e-Extension to share and exchange on ICT4D issues</li> <li>▪ GFRAS' and its Regional networks' social media pages to engage with the RAS community</li> </ul> </li> <li>• <b>CTA:</b> <ul style="list-style-type: none"> <li>▪ ICT4Ag conference</li> <li>▪ ICT Observatory (expert consultation series)</li> <li>▪ YoBloCo (young bloggers' competition) award</li> <li>▪ Expert consultations involving farmer organisations</li> <li>▪ Communications campaigns, including giving farmers a voice at the COP meetings</li> <li>▪ Practical guides series</li> </ul> </li> </ul>	<p>Forum on research and ComDev</p> <ul style="list-style-type: none"> <li>• <b>GFRAS:</b> <ul style="list-style-type: none"> <li>▪ Separate web portal for ICT4RAS (proposed for 2015)</li> <li>▪ Creating a global network of e-Extension champions/enthusiasts via social media</li> <li>▪ GFRAS South-South Alliance (Africa (AFAAS)-Asia (AESAs)) for ICT4RAS</li> </ul> </li> </ul>
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<p><b>3. RESEARCH</b></p> <p><u>GOAL:</u> Generate a solid evidence-base and policy analysis for rural communication services</p>	<p><b>3.1 Review evaluation methods and collect evidence of the impact of communication, community media and ICTs in the agricultural sector</b></p> <p><u>PRIORITY ACTION</u> Scoping study on existing evaluation methods and impact of rural communication services</p> <p><u>RELATED PROPOSALS</u></p> <ul style="list-style-type: none"> <li>• Establish a <i>Rural Communication</i> research group (within IAMCR)</li> <li>• Exchange of scientists and researchers, PhD students between institutions (e.g. FAO and academia) for applied research on rural communication services</li> </ul>	<p><b>CGIAR</b> <b>CTA</b> <b>GFAR</b> <b>GFRAS</b> <b>FAO</b> <b>EMBRAPA</b> <b>IICA</b> <b>IFAD</b> <b>BBC Media</b> <b>IAMCR</b> <b>Uni Queensland</b> <b>Uni Reading</b> <b>Uni Los Baños (UPLB)</b> <b>Uni Wageningen</b> <b>Uni Guelph</b> <b>UNESCO</b> <b>CLD</b> <b>CABI</b> <b>SAMWAKI</b></p>	<ul style="list-style-type: none"> <li>• <b>IAMCR:</b> Participatory Communication Research Section</li> <li>• <b>University of Queensland:</b> PhD and Master Program in Communication for Social Change; book series CSC; research projects in Asia</li> <li>• <b>University of Reading:</b> Livelihoods PhD and innovative systems project. Policy relevant findings shaped with actors/others</li> <li>• <b>BBC Media Action:</b> Audience and other research</li> <li>• <b>FRI:</b> <ul style="list-style-type: none"> <li>▪ Outcome evaluations of projects that use interactive radio to inform, educate and mobilize for improved farming practices.</li> <li>▪ Further refinement of research methods for estimating total number of farmers served by an interactive radio program, cost per farmer served and return on investment.</li> <li>▪ Completing and distributing “African Rural Radio Program Analysis” studies.</li> </ul> </li> <li>• <b>APC:</b> Alliance for Affordable Internet (A4AI) - national multi-stakeholder processes to improve affordability in selected countries</li> <li>• <b>We-Rate:</b> Good practice facilitating technology test, data collection,</li> </ul>	<ul style="list-style-type: none"> <li>• <b>FAO + Universities + CTA + GFAR + BBC Media Action + FRI:</b> Scoping study on evaluation approaches and impact of rural communication services</li> <li>• <b>IAMCR:</b> Establishment of a new Working Group “Rural Communication” in 2015 with associated conference sessions as of 2016</li> <li>• <b>Universities of Reading, Queensland &amp; Wageningen:</b> Research methods: qualitative and quantitative, interpretative, anthropological, transdisciplinary</li> <li>• <b>UPLB:</b> Qualitative research on ComDev impacts/contribution</li> <li>• <b>University of Wageningen:</b> PhD courses on Rural ComDev</li> <li>• <b>University of Guelph:</b> ComDev/FCCM related PhD and post-doctoral studies (funding applications required)</li> <li>• <b>FRI:</b> outcome evaluations and “return on investment” studies of reach and impact of interactive radio initiatives in Ghana, Ethiopia, Uganda, Tanzania, Malawi, Burkina Faso. Over the next 6-12 months.</li> <li>• <b>CGIAR:</b> (led by Bioversity &amp; IITA): gather and share</li> </ul>

			<p>bottom up feedback</p> <ul style="list-style-type: none"> <li>• <b>CTA:</b> Practical Guides series</li> </ul>	<p>promising practices and lessons-learned</p> <ul style="list-style-type: none"> <li>• <b>IITA (CGIAR):</b> Cross-CGIAR ComDev working group drawing from Centers and CGIAR's Research Programs (CRPs) to collect evidence and provide policy recommendations for inclusion in future projects</li> <li>• <b>Africa soil health consortium (CABI):</b> Research on communication to increase production/ behaviour change</li> <li>• <b>FAO &amp; SAMWAKI:</b> Research-action at community level on ComDev impact on gender equality and empowerment</li> <li>• <b>National Farmers Federation Australia:</b> Research on indigenous farming, capacity building and training</li> <li>• <b>GFRAS ICT4RAS interest group:</b> <ul style="list-style-type: none"> <li>▪ Proceedings &amp; follow-up on side event on ICT for Capacity development (Buenos Aires)</li> <li>▪ Global survey/ scoping study on social media for agricultural extension and advisory services (EAS)</li> <li>▪ Global good practice notes on communication, ICTs, etc. (<a href="http://www.betterextension.org">www.betterextension.org</a>)</li> </ul> </li> </ul>
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	<p><b>3.2 Create a Policy Monitor on rural communication services</b></p> <p><u>PRIORITY ACTION</u></p> <ul style="list-style-type: none"> <li>Review and analysis of existing experiences and good practices</li> </ul> <p><u>RELATED PROPOSALS</u></p> <ul style="list-style-type: none"> <li>General policy template for affordable access</li> </ul>	<p><b>FAO</b> <b>UNESCO</b> <b>APC</b> <b>GFRAS</b></p>	<ul style="list-style-type: none"> <li><b>FAO:</b> Case study on good practices in ComDev in Latin America; case study on RCS in Bangladesh</li> <li><b>Centre for Law and Democracy:</b> Comparative research on laws/policy/implementation in different areas</li> </ul>	<ul style="list-style-type: none"> <li><b>UNESCO + AMARC + WACC + Centre for Law and Democracy:</b> Legislative policy guidelines for enabling rural community radio (WACC: not yet in workplan, can be added for 2015)</li> <li><b>APC:</b> Collect evidence of the urban/rural divide in ICT infrastructure access, and costs</li> <li><b>UNESCO:</b> Case studies on rural community media good practice, plus successful funding models</li> <li><b>GFRAS ICT4RAS interest group:</b> <ul style="list-style-type: none"> <li>Policy briefs on ICT4RAS</li> <li>Proceedings &amp; follow-up on side event on ICT for Capacity development (Buenos Aires) <ul style="list-style-type: none"> <li>Review or meta-analysis of existing experiences;</li> <li>Identify research gaps;</li> <li>Undertake evaluation of experiences with ICT for EAS;</li> <li>Conduct/Commission scoping studies in this area</li> </ul> </li> <li>Global survey/ scoping study on social media for agricultural extension and advisory services (EAS)</li> <li>Global good practice notes on communication, ICTs, etc. (<a href="http://www.betterextension.org">www.betterextension.org</a>)</li> </ul> </li> </ul>
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<p><b>4. CAPACITY DEVELOPMENT</b></p> <p><u>GOAL:</u> Strengthen capacities in communication for rural development</p>	<p><b>4.1 Improve access to training opportunities in communication for rural development by rural institutions, community media and farmer organizations</b></p> <p><u>PRIORITY ACTIONS</u></p> <ul style="list-style-type: none"> <li>• E-learning on communication for rural development</li> <li>• Regional/national trainings in communication for rural development (targeting community media practitioners and farmer organizations) in: <ul style="list-style-type: none"> <li>▪ Asia</li> <li>▪ Africa</li> <li>▪ Latin America</li> </ul> </li> <li>• Curricula development at university level</li> </ul> <p><u>RELATED PROPOSALS</u></p> <ul style="list-style-type: none"> <li>• Training and awareness building on rural access technologies among farmer groups</li> <li>• Capacity development opportunities for women</li> </ul>	<p><b>FAO</b> (pool ComDev resources for training, link up with field projects and regional networks, facilitate opportunities for collaboration with farmer organizations)</p> <p><b>CTA</b> <b>COL</b> <b>AMARC</b> <b>FRI</b> <b>IAMCR</b> <b>Uni Los Baños (UPLB)</b> <b>Uni Queensland</b> <b>Uni Reading</b> <b>Uni Wageningen</b> <b>Uni Guelph</b> <b>CABI</b> <b>CGIAR</b> <b>GFRAS</b></p>	<ul style="list-style-type: none"> <li>• <b>FAO &amp; UPLB (with other agricultural universities):</b> Collaborative Change Communication platform (CCComDev)</li> <li>• <b>Univ. Reading:</b> Massive Open Online Courses (MOOC)</li> <li>• <b>University of Guelph:</b> integrating FCCM content (case studies; video lectures from FCCM partners; resource materials, etc.) into grad and undergrad course modules</li> <li>• <b>VHL/Wageningen Universities:</b> 2 weeks course on media design for social change</li> <li>• <b>Universities of Reading, VHL, Wageningen and University of Guelph:</b> Applied masters in Rural development and communication</li> <li>• <b>University of Guelph:</b> Glocal Classroom partnership with Malmö University</li> <li>• <b>University of Queensland:</b> Master of Communication for Social Change; professional tailor-made courses Communication for Development and Social Change</li> <li>• <b>FRI + COL:</b> eLearning course on “how to design an interactive farm radio program”. 80 broadcasters participating across Africa. E-mentoring is being provided by &gt;20 mentors</li> </ul>	<ul style="list-style-type: none"> <li>• <b>FAO + AMARC + IICA:</b> Regional trainings and workshops for FAO staff, partner institutions and farmer organizations in Africa, Asia and Latin America based on the <i>Communication for Rural Development Sourcebook</i></li> <li>• <b>FAO:</b> Proposal to develop an e-learning course based on the <i>Communication for Rural Development Sourcebook</i></li> <li>• <b>CTA + ITU + FAO Asia-Pacific:</b> Project to develop a toolkit on e-agriculture strategies</li> <li>• <b>COL + AMARC + FRI:</b> Training/mentoring course in ComDev for community radio practitioners and program managers</li> <li>• <b>UPLB:</b> Sandwich program in formal graduate degrees in ComDev with other universities (Masters and PhD levels)</li> <li>• <b>University of Guelph:</b> could collaborate with UPLB and other FCCM partners to co-advise ComDev students or on OpenEd/DE/video lectures in undergrad and grad courses</li> <li>• <b>University of Queensland:</b> distance learning master courses CSC</li> <li>• <b>FRI + COL:</b> will evaluate the eLearning course and look at</li> </ul>

			<ul style="list-style-type: none"> <li>• <b>CTA:</b> Training courses on use of ICTs for farmers             <ul style="list-style-type: none"> <li>▪ Web 2.0 and Social Media</li> <li>▪ Participatory GIS/Participatory 3-D Mapping</li> <li>▪ APPs4Ag -- learning opportunities on how to use apps to support development of value chains</li> </ul> </li> <li>• <b>CTA + FAO:</b> Development of iMark training courses (e.g. on KM, capitalisation of good practices, mobiles for development)</li> <li>• <b>IICD:</b> On-The-Job training in Mali, Burkina Faso, Ghana, Kenya, Ethiopia, Peru, Bolivia</li> </ul>	<p>how to offer it annually. Over the next 4-6 months.</p> <ul style="list-style-type: none"> <li>• <b>CABI:</b> Audit communication capacity and gaps to identify training needs of staff; develop joint workshops/mentoring</li> <li>• <b>CGIAR:</b> Work through CGIAR Capacity Development group, and its collaboration with FAO on TAP and other initiatives</li> <li>• <b>FAO:</b> Dimitra community listeners' clubs: gender, youth, action for rural transformation – synergies with Farmer Field and Life Schools</li> <li>• <b>GFRAS ICT4RAS interest group:</b> <ul style="list-style-type: none"> <li>▪ Developing training/ learning modules for EAS providers;</li> <li>▪ Using ICTs for capacity dev of EAS providers through Open and Distance Learning (webinars, Skype lessons, online courses, MOOCs);</li> <li>▪ Developing national/ organisational strategies for using ICTs for EAS, Toolkits, and sharing best practices</li> <li>▪ Organising consultations</li> </ul> </li> <li>• <b>Media Arts Institute:</b> <ul style="list-style-type: none"> <li>▪ Experimenting with creative processes</li> <li>▪ Build technology capacity</li> <li>▪ Agency among women</li> <li>▪ Media for Social Change</li> </ul> </li> </ul>
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<p><b>5. SUPPORT TO PROGRAMMES &amp; COUNTRIES</b></p> <p><u>GOAL:</u> Collaborate with selected institutions, organizations and countries for the promotion of rural communication services (RCS)</p>	<p><b>5.1 Partner to provide technical assistance to countries, projects, rural institutions and farmer organizations</b></p> <p><u>PRIORITY ACTIONS</u></p> <ul style="list-style-type: none"> <li>Map ongoing initiatives and promote synergies at country level</li> <li>Support selected countries in developing RCS policies (facility)</li> </ul> <p><u>RELATED PROPOSALS</u></p> <ul style="list-style-type: none"> <li>Collect/assess the demand for assistance by member countries and by national/regional farmer organizations</li> <li>Engage with existing national/regional structures working to improve rural access (e.g. Universal Service Funds, national ICT strategy planning groups, Regional Economic Communities)</li> </ul>	<p><b>FAO</b> <b>GFAR</b> <b>BBC Media</b> <b>CABI</b> <b>IICD</b> <b>CLD</b></p>	<ul style="list-style-type: none"> <li><b>FAO + GFAR:</b> Exploratory talks for establishing a Facility for policy/programme support</li> <li><b>BBC Media Action:</b> <ul style="list-style-type: none"> <li>Supporting NGOs in <b>Bangladesh</b> to communicate more effectively with rural communities using mass media and 'Climate Asia' research data</li> <li>Supporting national, regional and local broadcasting in <b>Vietnam, Indonesia and Nepal</b> to use 'Climate Asia' data to produce a media programming for communities</li> </ul> </li> <li><b>CTA:</b> <ul style="list-style-type: none"> <li>Learning journey around key value chains</li> <li>Project on Scaling up ICTs (with private sector)</li> <li>Intra-ACP Agriculture Policy Programme</li> </ul> </li> <li><b>IICD:</b> <ul style="list-style-type: none"> <li>M-Farm programs in <b>Ethiopia, Mali, Burkina Faso, Kenya and Peru and Bolivia</b></li> <li>Develop Farm Management Information Systems, and Market Information Systems (Ethiopia, Mali, Burkina Faso, Kenya, Peru, Bolivia)</li> <li>Participatory methodologies for integrating ICT in agriculture</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>CABI:</b> <ul style="list-style-type: none"> <li>Communication training for MoA/Extension involved in plant wise program</li> <li>Africa soil health consortium participatory workshops + "How to" guides</li> </ul> </li> <li><b>FRI+ CABI:</b> ICTs for farmer extension</li> <li><b>FRI:</b> making plans to foster the formation of "integrated platforms" for promotion and development of interactive rural radio communication services in multiple countries of <b>East and West Africa</b>.</li> <li><b>APC:</b> Engage with Universal Service Provision Fund (USPF) <b>Nigeria</b>, Ministry of ICTs, Economic Community of <b>West African States</b> (ECOWAS), West African Telecomm Regulators Association (WATRA)</li> <li><b>CLD:</b> Provide legal and policy advice to governments that are genuinely interested in reform</li> </ul>

## **Annex 1. FCCM Final Statement**

# **Forum on Communication for Development and Community Media for Family Farming (FCCM)**

FAO, Rome, Italy, 23-24 October 2014

## **Final Statement**

### **COMMUNICATION: KEY TO FAMILY FARMING**

By proclaiming 2014 the International Year of Family Farming, the UN has put family farmers at the centre of the international development agenda and has underlined the need to collectively move toward more inclusive and sustainable approaches and policies in the agricultural sector.

Today most family farmers live in disadvantaged rural areas and face several social, economic and environmental challenges, from access to market to climate change. These challenges are making agriculture extremely knowledge-intensive and family farmers' livelihoods are increasingly dependent on timely access to relevant information.

However, frequently family farmers and rural communities are not only resource poor but also information poor. Their self-reliance is significantly affected by limited access to information and to communication services. There is a need to support knowledge, dialogue and communication processes that "allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development"<sup>1</sup>.

All of the above implies the key role of communication as an asset for farmers and the need to integrate it into family farming policies.

### **THE FORUM ON COMMUNICATION FOR DEVELOPMENT AND COMMUNITY MEDIA FOR FAMILY FARMING (FCCM)**

Over the past years, participatory communication processes and community media have proven to be essential for the livelihoods of millions of family farmers worldwide. For example, the use of mobile phones and rural radio to provide innovative market information and communication services, is improving agricultural extension work and helping family farmers worldwide to save time and negotiate better rates, often resulting in significant income increases.

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<sup>1</sup> United Nations General Assembly (1997). *Communication for development programmes in the United Nations system* (No. 51/172). New York: The United Nations.

The challenge now is to promote institutional and policy frameworks that will allow equitable access to information and communication services, and that will ensure the active participation of family farmers in development processes.

To raise awareness on the role of communication and community media as drivers for innovation and social change in rural areas, an international *Forum on Communication for Development and Community Media for Family Farming (FCCM)* was held in Rome on 23 and 24 October, 2014 as part of the International Year of Family Farming.

The Forum provided the opportunity to share experiences and showcase evidence of the contribution of communication, ICTs and community media to family farming. It addressed opportunities for promoting *rural communication services*<sup>2</sup> as sustained, inclusive and demand-led communication processes involving family farmers and the rural population.

More than one hundred participants representing farmer organizations, rural institutions, international agencies, governments, research organizations, development and human rights NGOs, academia, community media and communication networks discussed issues related to:

- *The contribution of communication to family farming*
- *The appropriation of communication by farmers and rural actors*
- *Need and priorities for communication policies*
- *Enabling policy and institutional frameworks*
- *Investments and partnership opportunities*
- *Enhancing communication capacities of rural stakeholders*

The participants of the FCCM agreed that sustainable social and economic development begins when farmers, communities and people are empowered to make decisions for their own lives.

They agreed that communication is key to advance family farming and rural development, and recalled the definition<sup>3</sup> and recommendations of the World Congress on Communication for Development (WCCD 2006), especially the need to move towards a rights-based approach.

In order to move the policy agenda in communication for family farming and rural development forward, the participants of the FCCM endorsed and committed to act on the following recommendations.

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<sup>2</sup> “Rural communication services is a working concept that seeks to frame a wide range of processes, activities, media applications and institutional arrangements that respond in a sustained and inclusive manner to the communication needs of rural populations”. FCCM, Rome 2014.

<sup>3</sup> “Communication for Development (ComDev) is a *social process* based on dialogue using a broad range of tools and methods. ComDev is about seeking change at different levels including listening, establishing trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change”. WCCD, Rome 2006.

## RECOMMENDATIONS

- In relation to enabling policy and institutional frameworks it was recommended to:
  - Build cross-sectoral alliances to promote and implement law and policy reforms in respect to communication and family farming.
  - Bring national law and policy on rural communication services in line with agreed international standards.
  - Provide formal legal recognition to create a regulatory environment for independent and pluralistic community radios including simple licensing processes, equitable reservation of frequencies and robust funding possibilities.
  - Integrate critical analysis of women's and men's specific needs and priorities into efforts to develop rural communication services including aspects such as tools, content, implementation and impact.
  
- In relation to investments and partnership opportunities it was recommended to:
  - Work in partnership to build the evidence base for rural communication services.
  - Urge governments to invest in reinforcing community-based communication services and up scaling good practices.
  - Engage in multi-stakeholder partnerships, to embed communication in development initiatives/programmes.
  - Ensure that access to infrastructure and services is affordable to rural communities, particularly to women and youth.
  
- In relation to capacity development it was recommended to:
  - Develop the capacity of rural actors at all levels, applying a diversity approach, to engage effectively in rural communication processes.
    - At the level of farmers: facilitate knowledge, confidence and agency of women and men farmers to voice their needs and concerns, claim their rights, interact and organize themselves
    - At the level of development professionals<sup>4</sup>: develop collaborative learning strategies that link directly to and are inspired by rural realities with special attention to gender, class, age and socio-cultural issues
  - Develop mechanisms and tools for coordination and partnerships ensuring that communication for development principles are evident and operational, and that there is support for independent and pluralistic media.

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<sup>4</sup> Organizations, NGOs, consultants, extension workers, private companies and other mediators including farmers and farmer organizations as well.

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The participants also agreed to establish the FCCM as an informal mechanism to advocate for rural communication policies and services and to steer collaboration among relevant actors. The FCCM will be supported by a working group consisting of research and development institutions, farmer organizations, community media, NGOs and universities who commit to putting this agenda forward.

Rome, 24 October 2014



## **Annex 2. Members of the FCCM Advisory Group**

<b>#</b>	<b>NAME</b>	<b>ORGANIZATION</b>
1	<b>Mario Acunzo</b>	Food and Agriculture Organization (FAO)
2	<b>Francesco Diasio</b>	World Association of Community Radio Broadcasters (AMARC)
3	<b>Venus Jennings</b>	UN Educational, Scientific and Cultural Organization (UNESCO)
4	<b>Ian Pringle</b>	Commonwealth of Learning (COL)
5	<b>James Deane</b>	BBC Media Action
6	<b>Mike Jensen</b>	Association of Progressive Communication (APC)
7	<b>Caroline Figueres/ Francois Laureys</b>	International Institute for Communication and Development (IICD)
8	<b>Roxanna Samii</b>	International Fund for Agricultural Development (IFAD)
9	<b>Kristin Davies</b>	Global Forum for Rural Advisory Services (GFRAS)
10	<b>Ajit Maru</b>	Global Forum on Agricultural Research (GFAR)
11	<b>Elske van de Fliert</b>	International Association on Media and Communication Research (IAMCR)
12	<b>Paul Neate</b>	Technical Centre for Agricultural and Rural Cooperation (CTA)
13	<b>Bruce Girard</b>	Fundación Comunica
14	<b>Isabelle Delforge</b>	La Via Campesina (LVC)
15	<b>Joseba Imaz</b>	World Rural Forum (WRF)
16	<b>Luisa Volpe</b>	World Farmer Organization (WFO)
17	<b>Mauro Conti</b>	International Planning Committee on Food Sovereignty (IPC)
18	<b>Mohammed Mukhier</b>	International Federation of Red Cross and Red Crescent Societies (IFRC)
19	<b>Lavinia Mohr</b>	World Association of Christian Communication (WACC)
20	<b>Piers Boccock/ Charlotte Masiello</b>	Consortium of International Agricultural Research Centers (CGIAR)
21	<b>Andrea Gros</b>	International Institute of Tropical Agriculture (IITA)

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<b>22</b>	<b>Kevin Perkins</b>	Farm Radio International (FRI)
<b>23</b>	<b>Federico Sancho</b>	Inter-American Institute for Cooperation in Agriculture (IICA)
<b>24</b>	<b>Rico Lie</b>	Wageningen University
<b>25</b>	<b>Loes Witteveen</b>	Van Hall Larenstein University
<b>26</b>	<b>Cleofe Torres</b>	University of the Philippines Los Baños
<b>27</b>	<b>Sarah Cardey</b>	University of Reading
<b>28</b>	<b>Helen Hambly</b>	University of Guelph