

## FAO Communication for Development Team

**Supporting FFF ComDev strategies  
while enhancing FFPOs' capacities**



Food and Agriculture  
Organization of the  
United Nations



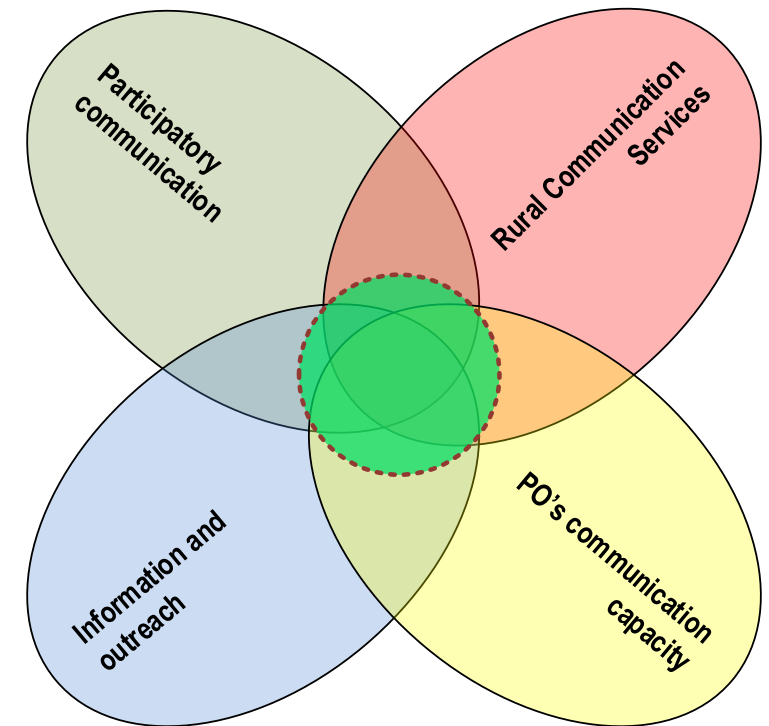
United Nations  
Decade of  
**FAMILY  
FARMING**  
2019-2028

# FAO ' Communication for Development (ComDev)

- ✓ **Communication is an asset** in agricultural and sustainable landscapes management. **Communication for Development (ComDev)**, a results-oriented communication process based on **dialogue** and **participation**, can maximize the impact and sustainability of development initiatives, facilitating knowledge sharing, informed decision-making and collective action.
- ✓ **FAO ComDev** activities aim at enabling rural people's access to relevant information and fostering social dialogue through appropriate ComDev strategies and plans, capacity development in ComDev and the promotion of inclusive rural communication services
- ✓ The **FAO ComDev Team** - Family Farming and Producer Organization Unit **PSU**, fulfill 3 main functions:
  - **Technical advice** to FAO partners, projects and FFPOs in the design and implementation of **ComDev strategies** and **rural communication services (RCS)**, blending local media and community-centered ICTs.
  - Enhance FFPOs capacities and partnerships to deliver ComDev plans and inclusive RCS
  - **Raise awareness** on the role of family farming and **give the voice** to FFPOs → **support to the UNDAF**

## UN Decade of Family Farming (2019-28): Participatory Communication Plans (PCP)

- ✓ The **UNDDF Global Action Plan** [Pillar 4] recognizes the need to promote the key role of communication along 3 main lines:
  - Promote **rural communication strategies and services** as part of family farming policies and programmes;
  - Strengthen producer organizations' **communication and ICT capacities**;
  - **Participatory communication campaigns** to raise awareness on the UNDDF and give voice to family farmers and their organizations.
- ✓ **Participatory Communication Plans (PCP)** are being implemented according the three lines of action involving family farmer organization, community media and communication networks
- ✓ **Information and outreach** activities at the global, regional and national level are also being implemented.



# Implementing the UNdff-PCP: Regional ComDev initiatives

## FAO promotes regional ComDev initiatives

**Stakeholders:** Family Farmers Organizations

**Approach/goals:** partnership for knowledge sharing, capacities development, advocacy and collaboration in ComDev for family farming

### Key elements/activities:

- ✓ Steering committees with FFPOs, community media and communication networks, institutions and FAO
- ✓ Support to PCP, FFPOs and field projects
- ✓ Facilitates knowledge sharing and collaboration on ComDev and Family Farming (network of comm. focal points)
- ✓ Advocacy for farmers' communication rights

### Channels & Materials:

- Regional ComDev sites/platforms
- Social Media (Facebook, Tweeter)
- Radio programmes and podcasts
- Participatory videos and documentaries
- Webinars, trainings, communities of practice
- Awareness Campaigns



FAO, CIESPAL, AMARC, ALER, WACC, LVC, COPROFAM, PDRR  
<https://ondarural.org>



FAO, CDC-UPLB The Philippines, AMARC, Digital Green, AFA, SEWA  
<http://comdevasia.org/>



FAO, ROPPA, PAFO, PROPAC, LVC, FRI, AMARC  
<https://yenkasa.org/>

# Awareness Campaigns



Yenkasa Africa launches a UN Decade of Family Farming radio campaign to tackle issues family farmers face during the COVID-19 pandemic and beyond.



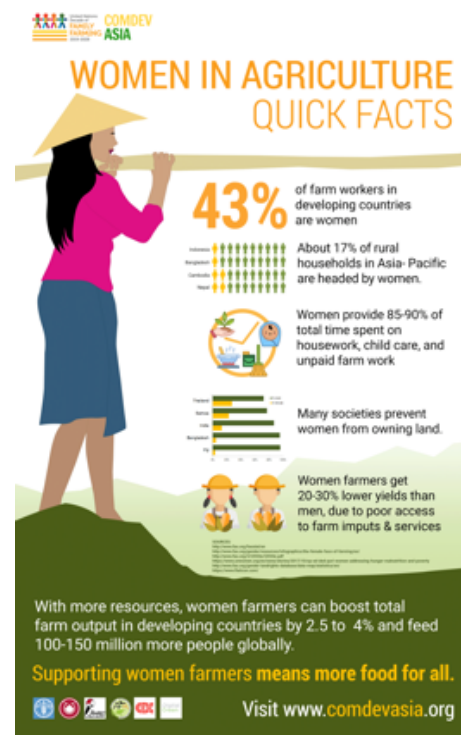
The COVID-19 pandemic has affected farming in Africa. Let's collaborate to improve the resilience of family farmers in Africa to withstand COVID-19 and other crises and achieve food security



## AGRI-CULTURES: A COMMON HERITAGE FOR A BETTER FUTURE

Recognizing the potentials and value of local and indigenous knowledge is the heart of a more resilient future.

visit [www.comdevasia.org](http://www.comdevasia.org)



## Agricultura Familiar, una gran oportunidad.

Bolivia: La agricultura familiar representa la mayor parte de las unidades productivas. Guatemala: Reforma a la ley de alimentación escolar. México: Financiamiento y certificación para productores



Programa  
28

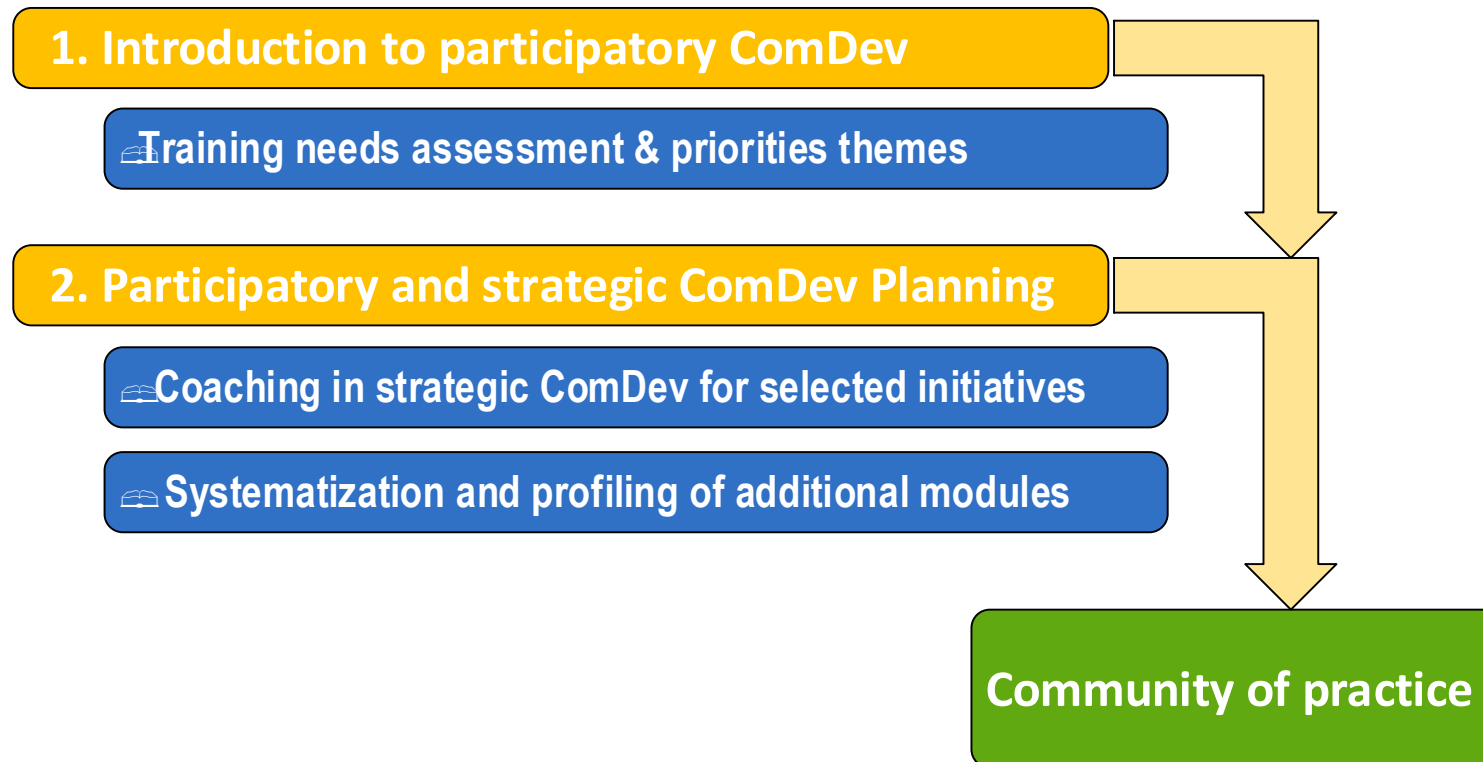


# Communication capacity development for POs

Trainings, needs assessments, coaching and communities of practice

1	<b>Module I: Introduction to participatory ComDev (webinar)</b> Introduction to the main features of ComDev.
2	<b>Communication training needs assessment and priorities themes</b> Assessing the communication needs and capacities of participants and their organizations, and identification of priority topics for ComDev strategy development.
3	<b>Module II: Participatory ComDev planning (webinar)</b> An introduction to the participatory ComDev strategic planning using existing resources.
4	<b>Coaching for the formulation of ComDev strategies/plans for selected initiatives</b> Technical support by the FAO ComDev team to selected organizations that will commit to the implementation of the ComDev strategy being developed.
5	<b>Community of practice: Systematization, networking and way forward</b> Assessment of results achieved, consolidation of a community of practice/network, identification of additional training needs and follow-up actions.

# Communication capacity development for POs



## ComDev support to the FFF: Africa

Country	Task	Activities/Issues	Actions/Timeline
AFRICA			
Zambia	support to ZNFCA	<ul style="list-style-type: none"> <li>New LoA with ZNFCA signed including a ComDev component</li> <li>roll out of the survey (technical+ComDev)</li> <li>ZNFCA attended [2] the ComDev training</li> <li>Project will handle the component with ComDev team backstopping</li> </ul>	<ul style="list-style-type: none"> <li>ComDev team to check activities</li> <li>Meeting with Musonda to check on survey roll out</li> <li>Coaching session and remote backstopping on the ComDev strategy in progress</li> <li>Meeting with FFF national coordinator needed</li> </ul>
Ghana	support to GhaFFap	<ul style="list-style-type: none"> <li>Needs assessment to be carried out</li> <li>Outreach activities ongoing?</li> <li>GhaFFap attended ComDev training (Module I only) – need for follow-up</li> </ul>	<ul style="list-style-type: none"> <li>ComDev needs assessment to be started</li> <li>1st coaching session yet to be set</li> <li>Meeting with FFF national coordinator needed</li> </ul>
Kenya	support to FF-SPAK	<ul style="list-style-type: none"> <li>some update communication activities carried out (mostly outreach)</li> <li>FF-SPAK attended the ComDev training</li> </ul>	<ul style="list-style-type: none"> <li>Coach in progress till mid-December</li> <li>Technical assistance for the strategy design beyond the training</li> <li>FF-SPAK's participation in the Yenka Community of practice</li> <li>Meeting with FFF national coordinator needed</li> </ul>



## ComDev support to the FFF: Africa

Country	Task	Activities/Issues	Actions/Timeline
<b>AFRICA</b>			
<b>Madagascar</b>	support to FIFATA, SOA, PNFDSSA	<ul style="list-style-type: none"> <li>ComDev offered to pay for a national consultant to support the ComDev strategy for FFF-MAG</li> <li>FIFATA and SOA attended the ComDev training</li> </ul>	<ul style="list-style-type: none"> <li>Consultant to be urgently hired if money still available</li> <li>Coaching in progress for drafting a ComDev strategy for both FFPOs</li> <li>Meeting with FFF national coordinator</li> </ul>
<b>Tanzania</b>		<ul style="list-style-type: none"> <li>ComDev component being developed</li> <li>Technical assistance provided by FRI through LoA with ComDev team</li> <li>ComDev activities in the LoA with TTGAU</li> <li>ComDev activities in the LoA with MVIWATA</li> <li>TTGAU and MVIWATA in the ComDev training</li> </ul>	<ul style="list-style-type: none"> <li>Active participation of TTGAU and MVIWATA urgently needed</li> <li>Coaching in progress to draft a ComDev strategy for the POs</li> <li>Meeting with FFF national coordinator needed</li> </ul>
<b>Togo</b>		<ul style="list-style-type: none"> <li>Agreement to carry out a ComDev needs assessment and support to a ComDev strategy</li> </ul>	<ul style="list-style-type: none"> <li>Participation of FFPO representative in the ComDev regional training</li> <li>Training and coaching for FFPO representatives</li> <li>Technical assistance for ComDev strategy design and identification of local partners for implementation</li> </ul>

## ComDev support to the FFF: Asia

Country	Task	Activities/Issues	Actions/Timeline
<b>ASIA</b>			
<b>Vietnam</b>	Support to VNFU	<ul style="list-style-type: none"> <li>• Communication strategy developed for Phase I</li> <li>• Strategy to be updated for phase II</li> </ul>	<ul style="list-style-type: none"> <li>• Technical assistance to be provided by CDC-Los Baños</li> <li>• Update ComDev strategy</li> <li>• Revise the assistance plan in the LoA</li> </ul>
<b>Nepal</b>	Support to FECOFUN	<ul style="list-style-type: none"> <li>• Support to strategy design requested</li> <li>• Participation in the ComDev Asia virtual training</li> </ul>	<ul style="list-style-type: none"> <li>• Assistance to be provided by CDC</li> <li>• Utilize resource available in LoA for assistance at distance</li> </ul>

## ComDev support to the FFF: America Latina

Country	Task	Activities/Issues	Actions/Timeline
LATIN AMERICA			
<b>Ecuador</b>	Apoyo FFF-CORAPE	<ul style="list-style-type: none"> <li>Asistencia a CORAPE y al FFF en el cumplimiento de los objetivos y logro de los resultados de la Carta de Acuerdo en Comunicación para el Desarrollo.</li> </ul>	<ul style="list-style-type: none"> <li>Asistencia al diseño de la Estrategia de comunicación participativa de las organizaciones de productores.</li> <li>Asistencia en el desarrollo y puesta en marcha de la Plataforma de capacitación.</li> <li>Asesoría en utilización y difusión de materiales comunicacionales.</li> <li>Capacitación de miembros de las organizaciones de productores involucradas y personal de CORAPE.</li> </ul>
<b>Bolivia</b>	Apoyo a CIOEC (ROPAF) FFF	<ul style="list-style-type: none"> <li>Asistencia a CIOEC (ROPAF) y al FFF en el desarrollo del componente de comunicación para el desarrollo de la Carta de Acuerdo.</li> </ul>	<ul style="list-style-type: none"> <li>Asistencia al diseño de la Estrategia de comunicación participativa para la ROPAF-CIOEC.</li> <li>Capacitación de miembros de la CIOEC vinculados al proyecto FFF.</li> </ul>

## ComDev support to FFF in 2021

1. Assess ComDev as an enabler and cross-cutting dimension for FFF programme implementation (to be reported under Outcome 4?)
2. Identification of ComDev components to support FFF country implementation
3. Design and implement of ComDev strategic plans for FFPOs
4. Assistance in the preparation of LoAs including:
  - identification of ComDev components in the LoA with POs
  - definition of a LoA for ComDev support (when prioritized and resources are available)
5. Establish linkages with the regional ComDev initiative and UNDIFF-PCP
6. Enhance communication capacities of FFPOs: trainings, coaching and communities of practice
7. Engage in the piloting of innovative rural communication services with FFPOs and partners

## ComDev support the FFF in 2021: Next Steps

- . Revision of the FFF Communication strategy and inputs into FFF plan for 2021
- . Collaboration with National coordinators to **design ComDev strategic components**
- . Design of **ComDev elements** in the LoAs and/or **ad-hoc LoAs in ComDev**
- . Assist FFPOs in developing their own **ComDev plans for 2021**
- . **ComDev coaching** for communication focal point of FFPOs and revision of ongoing and planned communication activities
- . FFPOs participation in the regional **ComDev initiatives** and **communities of practice**
- . Establish linkages with ongoing awareness campaigns and partnership with community radios and media

# Thank you for your attention!

## ComDev Team:

- . **Africa:** [silvia.sanmarco@fao.org](mailto:silvia.sanmarco@fao.org), [uloma.mezieosuocha@fao.org](mailto:uloma.mezieosuocha@fao.org), [francesco.Diasio@fao.org](mailto:francesco.Diasio@fao.org)
- . **Asia:** [elena.cerrai@fao.org](mailto:elena.cerrai@fao.org)
- . **Latin America:** [alberto.troilo@fao.org](mailto:alberto.troilo@fao.org)
- . **Outreach:** [elena.cerrai@fao.org](mailto:elena.cerrai@fao.org)
- . **Team Leader:** [mario.Acunzo@fao.org](mailto:mario.Acunzo@fao.org)