



Food and Agriculture
Organization of the
United Nations



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

Rural communication services for family farming

Results of a global forum



Rural communication services for family farming

Results of a global forum

Required citation:

FAO. 2024. *Rural communication services for family farming – Results of a global forum*. Rome. <https://doi.org/10.4060/cc9520en>

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ISBN 978-92-5-138572-2

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Preface

The United Nations Decade of Family Farming (UNDF) 2019–2028 aims to highlight the potential of family farmers to be key agents of change in the transformation of food systems in the context of the Sustainable Development Goals (SDGs). The UNDF Global Action Plan calls for rural communication services (RCS) to be mainstreamed into family farming policies and programmes, and to be delivered in a sustained and inclusive manner. UNDF recognizes that communication is a key factor and asset in the rural transformations currently affecting family farming and food systems.

RCS encompass a wide range of demand-led communication processes, activities, media applications and institutional arrangements that are used to respond to the communication needs of family farmers and rural populations at large. To promote RCS, the Food and Agriculture Organization of the United Nations (FAO) has launched three regional communication initiatives and a global ComDev initiative, Collaborative Change Communication. The three regional initiatives – Onda Rural in Latin America, Yenkasa Africa in Africa, and ComDev Asia in Asia – bring together farmer organizations, communication agencies and development institutions. The ComDev initiatives are implementing participatory communication plans (PCPs) that include: i) participatory communication, awareness raising and engagement in family farming; ii) enhancing the communication capacity of farmer organizations and rural institutions; and iii) promoting rural communication services.

This report focuses on the UNDF Forum on Inclusive Rural Communication Services for Family Farming (UNDF Forum on RCS), an event that took place on 11 July 2022. The Forum was the global culmination of a consultative and interactive process that included a series of regional fora in Asia, Africa and Latin America. With a clear focus on promoting farmer-centred communication services as a strategic element of sustainable agrifood systems, this report aims to provide a comprehensive account of the discussions and outcomes of the Forum.

The UNDF Forum on RCS was followed by, and contributed to, the first Global Forum on Family Farming in September 2022. Co-organized by FAO and the International Fund for Agricultural Development (IFAD), the Global Forum on Family Farming assessed the achievements and challenges of the first three years of UNDF implementation, leading it to identify priority policy and technical areas that will shape the UNDF agenda for the next implementation period, and to include recommendations in the area of communication and RCS for family farming.

Acknowledgements

The UNDF Forum on Inclusive Rural Communication Services for Family Farming was organized by FAO's Communication for Development (ComDev) team in collaboration with partner institutions and communication specialized entities. The Forum was the culmination of a consultative process that included a series of regional webinars and fora, conducted in collaboration with the regional initiatives Onda Rural, Yenkasa Africa and ComDev Asia. We extend our gratitude to those who organized and facilitated these fora, which led to the global forum.

The UNDF Forum on RCS and the preparation of this report were developed with the technical guidance and supervision of Mario Acunzo (FAO). A special thanks goes to FAO ComDev team members Sophie Treinen, Francesco Diasio, Uloma Mezie Osuocha and Elena Cerrai for the preparing and facilitating the Forum, and to Sylvia San Marco and Danielle Girard-Mahan for their contribution to this report.

Abbreviations

AFA	Asian Farmers' Association for Sustainable Rural Development
AFA	Asian Farmers' Association for Sustainable Rural Development
ALER	Asociación Latinoamericana de Educación Radiofónica (Latin American Association of Radio Education)
AMARC	World Association of Community Radio Broadcasters
APC	Association for Progressive Communications
ATA	Agricultural Transformation Agency
CCComDev	Collaborative Change Communication
CDC-UPLB	College of Development Communication, University of the Philippines Los Baños
CIESPAL	the International Center for Higher Communication studies for Latin America
CLOC	Latin American Coordinator of Rural Organizations
ComDev	Communication for Development
COPROFAM	Confederation of Family Producers Expanded MERCOSUR
FAO	Food and Agriculture Organization of the United Nations
ICT	information and communication technology
IFAD	International Fund for Agricultural Development
INTA	National Institute of Agricultural Innovation and Technology Transfer
NAP	national action plans
MERCOSUR	Southern Common Market
PAFO	Pan-African Farmers' Organization
PCP	participatory communication plans
PLATICAR	Plataforma de Tecnología, Información y Comunicación Agropecuaria y Rural (Technological Platform for Agricultural and Rural Information Communication)
PROPAC	Subregional Platform of Peasant Organizations of Central Africa
RCS	rural communication services
REAF	Specialized Meeting on Family Farming of MERCOSUR
REDES	Redes por la Diversidad, Equidad y Sustentabilidad (Association for Diversity, Equity and Sustainability)
ROPPA	Network of Peasant Farmers' and Agricultural Producers' Organizations of West Africa
SDG	Sustainable Development Goals
SEWA	Self-Employed Women's Association (India)
UNDF	United Nations Decade of Family Farming
UNDF-GAP	UNDF Global Action Plan
WACC	World Association for Christian Communication
WRF	World Rural Forum



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Executive summary

In the context of the United Nations Decade of Family Farming's (UNFFF) Global Action Plan (GAP), Outcome 4.4 highlights the need for improved communication and information and communication technology (ICT) capacities and services, as well as increased awareness of the vital role of family farmers and the challenges they face.

Recognizing UNFFF's call for the integration of sustained and inclusive rural communication services (RCS) into family farming policies, programmes and national action plans (NAPs), a consultative and interactive process was undertaken to promote insight and consensus in this field. This process involved a wide range of stakeholders, including communication specialists, farmer organizations, rural institutions and governments in Africa, Asia and Latin America. As part of this comprehensive approach, regional fora on RCS were held in each of the three regions, and the reports from these forums are now available. These productive discussions resulted in region-specific recommendations aimed at advancing and promoting RCS.

To consolidate these findings and dialogues, the **UNFFF Forum on Inclusive Rural Communication Services for Family Farming** (UNFFF Forum on RCS) was held virtually on 11 July 2022. The Forum commenced with an introduction to the concept of RCS, followed by a presentation of the findings regarding policy trends in this area. It also highlighted the practical use of RCS for family farming, showcasing case studies from each of the three regions.

Through extensive deliberations, examinations of case studies and panel presentations, a consensus emerged around the following recommendations to promote inclusive RCS:

- Map the availability, access and gaps in rural communication services for family farmers through participatory needs assessments.
- Integrate effective communication strategies and programmes as part of national action plans and family farming policies.
- Promote knowledge sharing and capacity development, particularly in improving agricultural practices and digital literacy among marginalized groups.
- Build the capacity of farmers' organizations, regional institutions, and extension workers in providing rural communication services.
- Document and use lessons learned to institutionalize RCS and advocate for their wider use and scaling-up.

Furthermore, the conclusions drawn from the regional fora and the recommendations agreed upon at the UNFFF Forum on RCS collectively shaped a roadmap for collaborative action in this field.



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Chapter 1

Introduction

1.1 Communication and the United Nations Decade of Family Farming

Family farmers are at the heart of global efforts to transform food systems and achieve the Sustainable Development Goals (SDGs). The **United Nations Decade of Family Farming (UNDF)** 2019–2028 aims to highlight the potential of family farmers and position them as central agents of change. The UNDF serves as a framework for countries to promote integrated actions and cross-sectoral policies. These policies and actions aim not only to address environmental, economic and social challenges, but also to put family farmers and their organizations at the forefront of agricultural innovation and sustainability.

Communication is a central element and asset in today's transformations affecting family farmers and rural communities, and it is essential for meeting the objectives of the UNDF and the Sustainable development Goals (SDGs). This dimension was addressed by Jorge Federico Zamora Cordero, Ambassador of the Republic of Costa Rica to the Food and Agriculture Organization of the United Nations (FAO), in his opening statement at the **UNDF Forum on Inclusive Rural Communication Services for Family Farming** (UNDF Forum on RCS), on 11 July 2022.

He also stated that, to be able to improve their livelihoods and to respond and adapt to new challenges, farmers need access to relevant and reliable information, in languages and formats they can use easily. At the same time, the use of appropriate media and information and communication technologies (ICTs) can enhance the capacity of family farmer organizations to deliver new services, articulate their demands and make the dialogue with policy makers more effective through two-way communication processes.

Building on these observations, Marcela Villarreal, Director of the Partnerships and United Nations Collaboration Division at FAO, highlighted how the **UNDF Global Action Plan (UNDF-GAP)** focuses on strengthening the capacities of farmer organizations to generate knowledge, represent their members and deliver inclusive services across the urban-rural continuum. She specifically referred to the **UNDF-GAP Outcome 4.4.**, which calls for inclusive rural communication services (RCS) in support of family farming policies and programmes, and in particular to “assess trends, needs and priorities to promote access to inclusive rural information and communication services (media, channels, ICTs, content, etc.) in the context of family farming policies and programmes, including through policy dialogue involving family farming organizations” (FAO and IFAD, 2019, p. 50).

Dr Villarreal also pointed to the need to bridge the information and technological divide that limits family farmers' access to appropriate media as well as relevant information and content. This affects their ability to take advantage of economic and employment opportunities, to adapt to climate variability, to respond to threats and crises, and to be actively engaged in policy dialogue and in development efforts.

All these messages underpin some of the core concepts and principles of rural communication services, further defined in the following section. The rural communication initiatives associated with UNDFP contribute to overcoming the "access" barriers, not only in terms of available infrastructure and telecommunications services, or the economic capacity to purchase and use media outlets and services, but also in connection with other key determinants. These include: the lack of institutional and policy frameworks to enable dedicated RCS for family farming; the availability of content suitable for family farmers in their local languages; the need to adopt participatory and evidence-based communication approaches to orient the use of media and ICTs; and the institutionalization of inclusive RCS, among others.

1.1.1 **Mainstreaming rural communication services for family farming**

Rural communication services include a wide range of demand-led communication processes, activities, media applications and institutional arrangements to respond in a sustained and inclusive manner to the communication needs of family farmers and the rural population at large. FAO defines Rural communication services as "sustained, two-way processes delivered regularly to the rural population. They are intended to enhance rural livelihoods by facilitating equitable access to knowledge and information, social inclusion in decision-making and stronger links between rural institutions and local communities" (FAO, 2017, p.2).

Recognized as a key factor in strengthening family farmer organizations and their capacity for generating knowledge, the concept of RCS has evolved to become an integrated communication approach serving rural development processes.

The institutionalization of RCS as part of family farming policies and programmes is a key element within UNDFP. It requires close collaboration with farmer organizations in the design and the implementation of farmer-centred RCS as part of family farming policies and programmes. This also entails, among other conditions, the recognition of a) the role of community media and other local service providers; b) the need to enhance the communication capacities of farmer organizations and rural institutions; and c) evidence for mainstreaming RCS in family farming policies and programmes.

An important dimension of this work is the documentation of experiences and the appropriation of RCS by family farmers and their organizations, including local media and ICTs, and the assessment of options for scaling up local initiatives. Promoting a favourable policy environment for inclusive RCS is key to advancing family farming and to achieving UNDF's goals and the SDGs.

In line with the UNDF GAP, and with a participatory and adaptive learning approach at their core, three regional Communication for Development (ComDev) initiatives have been established to facilitate the collaboration between farmer organizations, development institutions and communication entities: ComDev Asia (Asia), Yenkasa Africa (Africa), and Onda Rural (Latin America). These share the common goal of promoting the RCS agenda, developing capacity, and raising awareness on RCS in their respective regions, facilitating knowledge and sharing experiences while engaging key stakeholders in promoting the role family farmers play in feeding the world and ensuring a sustainable planet.

1.2 Rural communication services: A framework

As part of their contribution to the UNDF 2019–2028, each ComDev initiative implements a regional participatory communication plan (PCP) for family farming agreed among member partners (farmer organizations, development institutions and communication entities) that includes three lines of action: i) participatory communication and awareness raising on family farming; ii) enhancing the communication capacities of farmer organizations; and iii) promoting rural communication services. The PCP encourages the use of communication strategies and services, and the local appropriation of ICTs to advance family farming, natural resources management, climate change adaptation, agricultural innovation and development options for rural women and youth. It also operationalizes in each region an agenda to advance RCS and provides a common framework for farmer organizations, institutions and practitioners to advocate for more inclusive communication services at the country, regional and global levels.

In his intervention at the UNDF Forum, Mario Acunzo, Head of the FAO ComDev Team, presented the RCS framework and the characteristics that make it a rights-based approach to promote equitable access to information, gender equity, inclusion and the generation of local content based on farmers' needs. This participatory approach involves the integrated use of a variety of communication processes and the convergence of appropriate media, ranging from community media to digital technologies.

RCS provide a framework for mainstreaming communication activities to advance and strengthen family farming, through which stakeholders become involved in designing and using priority communication services.

Figure 1. **Rural communication services framework**



Source: FAO. (forthcoming). *Transforming rural Africa: Trends and experiences in rural communication services*. Rome.



1.3 UNDF Forum on Inclusive Rural Communication Services for Family Farming: A consultative process

The UNDF Forum on Inclusive Rural Communication Services for Family Farming was an interactive one-day event designed to encourage discussion on the contribution of communication and community media to family farming (see agenda in Annex I). Held on 11 July 2022 on Zoom, the Forum was attended by more than 90 participants (see list of participants in Annex II) from four continents. Interpretation was provided in Arabic, Chinese, English, French, Russian and Spanish. Sophie Treinen, Communication for Development Officer at FAO, was the main moderator of the event.

The Forum followed a series of regional consultations on the experiences and perspectives of family farming organizations on RCS. Building on these regional perspectives, the main objectives of the global forum were to:

1. highlight current trends, policy frameworks, key milestones and evidence related to RCS for family farming;
2. share approaches, experiences and lessons learned by farmer organizations and rural institutions regarding the implementation, appropriation and institutionalization of inclusive RCS;
3. define criteria, opportunities and priorities for mainstreaming RCS in family farming national action plans, policies and programmes, and agree on mechanisms to foster collaboration and knowledge sharing on RCS; and
4. contribute to the first UNDF Global Forum on Family Farming held in September 2022.

More concretely, the UNDF Forum on RCS was the result of a consultative and interactive process based on a series of regional webinars and consultations facilitated by Onda Rural, Yenkasa Africa and ComDev Asia. Each of these regional ComDev initiatives carried out regional studies and surveys and organized technical meetings to engage key stakeholders in the analysis and discussion of trends, experiences and appropriation of media and ICTs in the different regions.

In each region, there were virtual consultations and one webinar to exchange findings and lessons learned on RCS among communication practitioners, academia, rural institutions and farmer organizations. These webinars also helped to validate and complement the conclusions of regional studies on trends in policies and in the appropriation of RCS by family farmers.

Each process culminated in its own regional forum on RCS, which provided recommendations that fed into the UNDF Forum on Inclusive Rural Communication Services for Family Farming. The results of this comprehensive process and the UNDF Forum on RCS are reflected in this report.



Below is a snapshot of the process in each region.

Advancing rural communication services – regional studies and technical webinars	
Purpose	<ul style="list-style-type: none"> ■ Share and validate the main findings and conclusions from the study and use elements for policy recommendations ■ Collect inputs in relation to other priorities and needs ■ Identify mechanisms and actions to steer exchange, collaboration and evidence to advance inclusive RCS (e.g. communities of practice)
Expected results	<ul style="list-style-type: none"> ■ Validate the conclusions of the regional studies ■ Produce elements for policy recommendations ■ Create mechanisms and proposals for knowledge sharing and collaboration



Regional fora (three) on rural communication services	
Purpose	<ul style="list-style-type: none"> ■ Share findings of the relevant regional RCS study ■ Share and agree on recommendations for advancing RCS ■ Promote mechanisms for knowledge sharing and collaboration on RCS ■ Promote the RCS agenda as part of the UNDF process in each region
Expected results	<ul style="list-style-type: none"> ■ Produce regional findings, conclusions and recommendations on RCS ■ Create mechanisms for collaboration and sharing consolidated in the ComDev initiatives ■ Provide entry points for RCS in the UNDF processes identified and promoted in each region



UNDF Forum on Inclusive Rural Communication Services for Family Farming	
Purpose	<ul style="list-style-type: none"> ■ Share the results of the regional RCS processes, including findings and evidence ■ Define opportunities and priorities to advance RCS in the context of UNDF ■ Agree on mechanisms and steps to mainstream RCS and to foster collaboration
Expected results	<ul style="list-style-type: none"> ■ Acknowledge RCS as a dimension of family farming ■ Establish mechanisms for collaboration ■ Contribute to the Global Forum on Family Farming

The regional fora and sessions on RCS (e.g. in the context of UNDF regional dialogues) offered an opportunity to share the results of the processes with a wider audience, and to agree on recommendations and priorities for the follow-up (e.g. communities of practice) in each region. The regional studies on RCS that informed the technical webinars and regional fora are made available by FAO and the regional ComDev initiatives.



Chapter 2

Regional studies, consultations and initiatives on rural communication services

2.1 Rural communication services for family farming: Experiences and ongoing initiatives

As mentioned above, the UNDF Forum on Inclusive Rural Communication Services for Family Farming provided an opportunity for a collective review of the results of regional studies, surveys and consultations, as well as an opportunity to present new findings, experiences and case studies. The consultative processes allowed for key stakeholders to participate in conversations that brought to light trends and experiences in RCS.

To ensure that RCS for family farming and rural development are adequately tailored to the needs of the family farmers, each region was represented by a context specific communication initiative: ComDev Asia, Onda Rural Latin America and Yenkasa Africa.

A panel discussion on the relevant case studies and ongoing initiatives in RCS was facilitated by Ankita Singh, Senior Officer for Knowledge Management at Digital Green.

2.1.1 Regional ComDev initiatives

The first part of the discussion focused on the presentation of the three regional ComDev initiatives. These included farmer organizations, communication entities/networks and development institutions, and produce a yearly participatory communication plan linked to UNDF, along the following lines of work: i) participatory communication and awareness raising; ii) enhancing the communications capacities of farmer organizations; and iii) promoting rural communication services.

In each region, the common goal of the ComDev initiatives is to contribute to the design and implementation of farmer-centred RCS, and to promote improved policies. This also entails the need to generate evidence on the role of RCS. Another important dimension is the documentation and sharing of experiences of the use and appropriation of rural communication services and ICTs by family farmers and their organizations, to identify options for scaling up local initiatives. Special attention is also devoted to enhancing local capacities to deliver communication services through regional and national training programmes, communities of practice, methodologies and tools to foster knowledge and experience, sharing and collaboration.

Each initiative was presented by its implementing partner: Farm Radio International for YenKasa Africa, the College of Development Communication, University of the Philippines Los Baños (CDC-UPLB) for ComDev Asia, and the International Center for Higher Communication studies for Latin America (CIESPAL) for Onda Rural.

Yenkasa Africa

PRESENTER: Rex Chapota, Senior Advisor, Strategy and Growth at Farm Radio International

KEY PARTNERS: FAO, FRI, AMARC, Digital Green, La Via Campesina, PAFO, PROPAC, ROPPA, (WACC).

MAIN RCS ACTIVITIES:

- Virtual launch of a new **RCS initiative and community of practice** in Africa
- **Online survey/interview consultation**
- **Regional study** on trends in policies and RCS appropriation
- **Case studies** capitalized
- **Technical webinar** on advancing RC for family farming
- **Regional forum** on RCS for family farming in Africa
- Participation in the **UNFFF Regional Dialogue for Family Farming in Africa**
- **Technical support** to design and implement communication for development strategies for national action plans, family farmer organizations and family farming projects (Ghana, Kenya, Madagascar, Togo, United Republic of Tanzania and Zambia)
- **Mapping** of community media, ICT applications, policies and programmes on family farming

AVAILABLE PLATFORMS: [Yenkasa Africa Website](#), [YenKasa Africa - Facilitating Dialogue Facebook Group](#), [Yenkasa Africa Email](#)

ComDev Asia

PRESENTER: Maria Stella Tirol, Dean, University of the Philippines Los Baños

KEY PARTNERS: FAO, CDC-UPLB, AMARC, AFA, Digital Green, SEWA.

MAIN RCS ACTIVITIES:

- Virtual launch of a new **RCS initiative and community of practice** in the Asia-Pacific region
- **Online survey/interview consultation** conducted with **46 organizations** comprised of Asian Farmers' Association for Sustainable Rural Development (AFA) member organizations, community radio stations, and national and local government agencies in Asia
- **Regional study** on trends in policies and RCS appropriation
- **Technical webinar on advancing RCS for family farming**
- **Regional forum on RCS for family farming in Asia-Pacific**
- **Participation in the UNDF Regional Dialogue for Family Farming in Asia and the Pacific**
- **Technical support** to design and implement communication for development strategies for national action plans, family farmer organizations and family farming projects (AFA, Forest and Farm Facility, Nepal and Viet Nam)
- **Mapping** of community media, ICT applications, policies and programmes on family farming

AVAILABLE PLATFORMS: [ComDev Asia Website](#), [ComDev Asia Facebook page](#), [ComDev Asia Twitter page](#), [ComDev Asia Email](#)

Onda Rural

PRESENTER: Gissela Dávila, Director, CIESPAL

KEY PARTNERS: FAO, CIESPAL, AMARC, REAF, REDES A.C., ALER, WACC, CLOC, COPROFAM, APC, DRR.

MAIN RCS ACTIVITIES:

- Virtual launch of a new **RCS initiative and community of practice** in the Latin America and the Caribbean (LAC) region
- **Online survey/interview consultation** among different types of organizations/institutions, community radio stations, and national and local government agencies in Latin America
- **Regional study** on trends in policies and RCS appropriation
- **Technical webinar** on advancing RCS for family farming
- **Regional forum** on RCS for family farming in the LAC region
- Participation in the **UNDF Regional Dialogue for Family Farming in LAC**
- **Technical support** to design and implement communication for development strategies for national action plans, family farmer organizations and family farmer projects
- **Mapping** of community media, ICT applications, policies and programmes on family farming

AVAILABLE PLATFORMS: [Onda Rural Website](#), [Onda Rural Facebook page](#), [Onda Rural Titter page](#), [Onda Rural Email](#), [Onda Rural YouTube channel](#)

2.1.2 Case studies on RCS for family farming: Lessons learned in different regions

The second part of the discussion focused on the presentation of selected experiences showing RCS at work. For each region, a relevant case study was presented, illustrating the lessons learned.

Several initiatives across the regions are adopting farmer-led knowledge sharing and two-way communication approaches with farming communities, prioritizing reaching the most marginalized, and ensuring that community voices are heard. It is important to build on and consolidate the experiences gained in implementing these services to identify inclusive and effective services.

The selected case studies were MVIWATA FM Radio in the United Republic of Tanzania, the Self-Employed Women's Association (SEWA) in India, and Redes A.C. in Mexico.

For more information on the case studies, please visit the relevant regional ComDev initiative platform: ComDev Asia, <http://comdevasia.org>, Onda Rural, <https://ondarural.org/>, Yenkasa Africa, <https://yenkasa.org/>

MVIWATA FM RADIO - Tanzania

MVIWATA is a national farmer organization that brings together smallholder farmers from all regions of the United Republic of Tanzania. Theodora Pius, Head of Programmes at MVIWATA joined the Forum to offer insight into the RCS work being carried out in the United Republic of Tanzania through MVIWATA FM Radio. MVIWATA FM Radio consists of a network of smallholder farmer groups in the United Republic of Tanzania aimed at amplifying advocacy and providing an alternative media source to family farmers. Since it was established in 1993, MVIWATA FM Radio has noticed a significant shift in the level of influence farmers are able to have on pushing their agendas at decision-making levels, as well as regional increases in agricultural budgets. They broadcast 24 hours a day, hosting programmes that focus on sustainable agriculture, land rights and other educational topics. Farmers are responsible for choosing the topics to be discussed. They also host their own shows, contribute towards open discussions and provide testimonies for the benefit of other listeners.

The key lessons from this RCS application have been:

- The defenders of the peasants are the peasants themselves.
- Community radio is key to information dissemination in rural areas.
- Communication should be people-centred and begin at the grassroots.
- To have effective interventions, support should be given to community radios and producer organizations.

SELF-EMPLOYED WOMEN'S ASSOCIATION – India

Meghaben Desaim, Senior Coordinator at Self Employed Women's Association (SEWA), offered the Forum a glimpse into inclusive RCS work being carried out in the Asia-Pacific region. Representing 2.5 million women from farming families across 18 states in India, SEWA has adopted an integrated approach aimed at fighting both poverty and female employment vulnerabilities, treating farms as enterprises and farmers as entrepreneurs. Using participatory tools that are specifically tailored to cultural and language variations, SEWA provides their members with agricultural and market led communications as a means of encouraging more women to be involved in agricultural practices and helping to reduce the numbers of those going hungry.

The key lessons from this RCS application have been:

- Women cooperatives are enablers of meaningful digital interventions.
- The process of design of any digital initiative must include the women workers.
- Development efforts must be holistic in their approach.

REDES A.C. – Mexico

Erick Huerta, General Coordinator of the community communication organization, Redes A.C. Mexico, gave an overview of the initiative. Redes A.C. is a civil association created to promote the formation of support networks and to facilitate processes for organizations, groups and communities. Mr Huerta outlined four key aspects that make up RCS for Onda Rural – media operation, application development, capacity building and creation and maintenance of infrastructure.

The key lessons from this RCS application have been:

- Strengthening of the peasant identity. Communication services have to become an integral part of the life processes of the territories, generating meeting spaces and strengthening the community tissue.
- Systemization, knowledge sharing and training. An important element in the implementation of RCS is the capacity development of communities, in particular women and young people who can also find options for life and stability in the community.
- Overcoming isolation through networking. For these processes to be effective, the articulation of communities with other actors is required, including other communities, civil society, private companies and governments, based on bonds of trust and knowledge sharing.

Following the presentation of the case studies, Ankita Singh, summarized the key lessons learned on RCS across the regions as follows:

- Inclusiveness through equitable access to media and ICTs (by gender, age and social status) is essential.
- Appropriation of media and ICTs by farmer organizations is key for RCS, as this promotes the inclusion of rural youth and women.
- Lack of adequate connectivity and infrastructure is a constraint that can be overcome using local media.
- Bridging the information divide by blending local media and ICTs and building on local communication processes should orient the work of RCS.
- Participatory communication is an asset for creating local content and generating knowledge.
- Communication for social mobilization strengthens stakeholder engagement, especially at the community level.
- Partnerships between community media and farmer organizations are instrumental.
- Institutionalizing RCS is necessary for sustainability and integration into family farming programmes and policies.
- Documenting RCS experiences and evidence is essential to advocate for supportive policies.
- Local capacity development is needed for improved services (e.g. farmer organizations and advisory services).
- There is a need for continuous and targeted awareness-raising among family farmers, policymakers and the media.

2.2 Trends and perspectives on rural communication services

The following session was dedicated to the results of the regional studies and consultations. In each region, the implementing partner organization undertook a study on trends in policy and the appropriation of RCS by family farmers, that also informed the technical webinars and regional fora.

Policy and regulatory frameworks are key to enabling farmers' access to information and communication. They influence how inclusive and participatory the communication services are, and whether they promote equitable access, enable collaboration among different stakeholders, provide required financial resources, and enhance local capacities to sustain and scale up inclusive rural communication initiatives.

Trends show that across the three regions, there are several policies and frameworks in place that consider the need for rural communication and reaching family farmers with the right information. However, not all policies are farmer-centred, inclusive and participatory. Some policies acknowledge the digital divide and aim to address it while reducing inequalities. Some consider ICTs for development as a relevant policy dimension and institutionalize it, emphasizing the need to build appropriate systems and infrastructure at the ground level to support family farmers and improve their livelihood.

2.2.1 Results of regional studies and consultations

Sarah Cardey, Associate Professor at the University of Reading (United Kingdom of Great Britain and Northern Ireland), presented the main trend emerging from the regional studies and consultations across the three regions as follows:

- Initially top-down, government-driven, there has been an evolution towards more inclusive, demand-driven and farmer-centred approaches in rural communication, as well as a shift towards more pluralistic service provision.
- Expansion of telecommunications in rural areas (e.g. mobile phone, radio, TV) and infrastructure (e.g. telephone lines and internet access).
- Gender inequalities in access to and control of communication: issues such as ownership of a mobile phone, ability to use it for financial purposes, or lack of digital literacy remain at the core of this inequality.
- Social elements (e.g. younger vs older) and geographical location (e.g. mountains vs flat areas), also create inequalities in access, control and use of communications.
- Convergence of ICTs and mobile telephony with community media and face-to-face communication: the integration of media allows for more innovative and inclusive communication services.

- Communication processes are as important as communication technologies and outputs and contribute to the success of rural communication.
- Increased digitalization has allowed for better and more diverse services to be provided to farmers.
- Increased urbanization and a certain amount of disinvestment in agriculture led to many young people leaving rural areas also affecting the future of sustainable agriculture.



2.2.2 Perspectives on rural communication services: main conclusions

RCS are crucial to support family farmers. However, important gaps and limitations affect the possibility of advancing RCS, hampering their potential to benefit family farmers and relevant stakeholders. Following the regional studies and consultations, several conclusions on trends and perspectives for RCS were drawn and elaborated on according to different criteria in each region.

Africa

Important findings for the Africa region are summarized below and include the importance of context-driven and inclusive RCS.

1 Timely and context-driven information – The consultations across Africa highlighted the importance of localized information to ensure that RCS meet the needs of the farmers. In addition to making information accessible by considering language variations, the findings also highlight the importance of delivering relevant content at the right time. For example, adapting content to align with seasonal changes ensures that information is immediately relevant and applicable for farmers in their specific agricultural contexts.

2 Advocacy towards policy makers – To influence policy and decision-makers, it is vital to create an environment for farmers that is not only enabling but also empowering. This involves establishing a suitable telecommunications infrastructure to support stakeholder dialogue and networking. Considering the challenges around funding, sustainability and affordability of infrastructure, these aspects need to be closely monitored to ensure that the appropriate communication channels are provided.

3 Knowledge sharing and training – The regional consultations revealed a desire for greater capacity development in communication, highlighting the ongoing importance of literacy improvement in RCS initiatives. Improving literacy levels will act as a facilitator for greater farmer engagement, but also aid in the adoption and innovative use of communication technologies.

4 Networking, partnership and social mobilization – The emphasis on inclusive communication methods developed by and for rural farming communities is in line with the participatory practices central to RCS initiatives. This approach not only encourages greater community mobilization, it also opens up new avenues for partnership development.

Asia

The consultative process in the Asia-Pacific region resulted in the findings detailed below and have some similarities to other regions.

1 Institutional frameworks and policies for RCS – The findings of the Asia-Pacific region consultations echoed the need for stronger institutional frameworks and policies directly related to RCS. Continued and increased efforts to develop clear policy frameworks, both in Asia and elsewhere, will help to guide not only development partnerships but also funding mechanisms. Similarly, a focus in this area will further strengthen the voices of rural family farmers in policy-making processes.

2 Evidence-based services – To ensure RCS are meeting the specific needs of farmers, a key step is to implement a robust evaluation methodology. This methodology is critical for assessing the effectiveness of RCS in different settings. It should be consistently monitored and reported on to ensure that RCS strategies are effectively tailored to the target region, taking into account factors such as infrastructure, accessibility and social influences. Lessons learned from these participatory evaluations and outcomes will then enable the formulation of more precise guidelines for farmer participation and collaboration methods.

3 Ownership and inclusion – The consultations also underscored the importance of enhancing inclusivity within RCS in the region. It is critical to identify the needs of groups that are often marginalized in rural farming communities, particularly women and youth. Ensuring digital literacy is key to making information accessible to all and must continue to be a priority.

4 Potential for the future – While the conclusions outlined above show that there is still work to be done for RCS in the Asia-Pacific region, they also reveal significant opportunities for future progress, particularly through the further institutionalization of these services. An increased focus on developing ICT-related skills would open up a wider selection of knowledge holders who could be involved in the process of family farmer education. Similarly, a greater understanding of RCS in the region would enhance advisory services for farmers and help improve farming practices. Education on entrepreneurial strategies and improved marketing practices could also lead to substantial financial gains for farmers.

Latin America

Finally, several key conclusions were drawn from Latin America and the Caribbean, with some similar themes around inclusion and institutionalization. They are summarized as follows:

- 1 Training and knowledge sharing** – RCS work in the region revealed a steady rise in the number of young farmers leaving agricultural work for other lifestyles. Additionally, there continues to be a lack of appreciation for women in agriculture. This leads to a reduction in the agricultural workforce and a dilution of rural identity. To counter this, it is vital to continue to promote appropriate training techniques and develop a systematic approach to knowledge sharing.
- 2 Infrastructure improvements and market information** – The region's inadequate infrastructure hinders family farmers' access to crucial agricultural information to enhance RCS. Improving distribution channels and product exchange in the region would facilitate better market information and network development among family farming stakeholders.
- 3 Displacement issues** – A trend in this region is how displacement affects the implementation of effective RCS. Predominantly driven by industrial practices, it is important for RCS actors to interact with these industries, advocating for the importance of family farming and the consequences of large-scale commercial projects. Climate change is also contributing to displacement, requiring improved information on emergency preparedness for family farmers to increase their resilience and adaptability.
- 4 Telecommunication and rural development policies** – In Latin America, regulation and policies for local connectivity initiatives are often limited, with most legislation primarily addressing the practices of major traditional or mainstream network operators. Recognizing the fundamental right to communication, it becomes crucial to integrate RCS into public plans and policies. This integration should ensure that rural development policies are articulated with communication and ICT policies, considering the diverse and unique realities of different territories.



Chapter 3

Recommendations and the way forward

3.1 Advancing rural communication services for family farming: recommendations and the way forward

The UNDF Forum on Inclusive Rural Communication Services for Family Farming provided a suitable framework and a path to advance RCS for family farming in connection with UNDF. Strategies on how to further improve RCS initiatives and to define a strategic framework and a common pathway across the regions were discussed by a panel with Mario Acunzo, Head of FAO ComDev, serving as chair.

The panel was composed of:

- **Temesgen Gebeyehu**, Agricultural Transformation Agency (ATA), Ethiopia
- **Pamela G. Mappala**, Officer in Charge (OIC) Division Chief of the Information Services Division, Department of Agriculture – Agricultural Training Institute, The Philippines
- **Lautaro Viscay**, Technical Secretary, Specialized Meeting on Family Farming of MERCOSUR (REAF)
- **Laura Ramirez**, Head of Technology Transfer Department of the National Institute of Agricultural Innovation and Technology Transfer (INTA), Costa Rica
- **Laura Lorenzo**, Director, World Rural Forum
- **Ankita Singh**, Senior Officer for Knowledge Management, Digital Green
- **Gissela Davila**, Director International Centre for Social Communication (CIESPAL)
- **Maria Stella Tirol**, Dean, University of the Philippines Los Baños

The Regional Fora on RCS for Family Farmers, held earlier in the year, provided recommendations for promoting the RCS agenda as part of the UNDF process in each region. These recommendations were then clustered and presented according to three focus areas and discussed by the panel: 1) mainstreaming RCS into policies; 2) supporting national action plans for family farming; and 3) the way forward.

3.1.1 Needs and opportunities to support family farming in policies and programmes through rural communication services

During the panel discussion, Dr Acunzo presented each category for discussion, and asked that the panellists provide their insights regarding needs and opportunities to advance RCS for family farming, considering the role of their organization or institution.

a) Mainstreaming rural communication services into policies

The focus on policy in the context of RCS reveals opportunities that can be used to change legal frameworks and to create a general societal consensus. However, variations in how RCS are approached in different regions and according to the type of initiative can make it difficult to conduct effective comparative performance analyses.

The panel identified several key gaps in the mainstreaming of RCS and relevant conditions that require attention.

■ Legal and policy frameworks:

- promotion of enabling legal frameworks to guarantee accessible and sustainable RCS, and adequate communication infrastructures and funding in rural areas;
- convergence between agricultural policies and media and telecommunications policies, like universal access funds, to further advance RCS; and
- establish policies that simplify the registration and accessibility of radio licences for family farming organizations.

■ Mapping and documentation efforts:

- undertaking a detailed mapping system of the RCS available to family farmers, as well as analyzing legal frameworks; and
- greater advancement in documenting territorial evidence of appropriation and farmer-led RCS.

■ Community NETWORKS AND PARTNERSHIPS:

- ENCOURAGE FARMER ORGANIZATIONS TO ESTABLISH COMMUNITY MEDIA NETWORKS AND RURAL INSTITUTION partnerships; and
- push for the wider establishment of radio networks focusing specifically on family farming and agricultural practices.

■ Access and connectivity:

- advocacy to encourage policy changes as a means of providing more accessible and faster broadband connectivity; and
- dedication to advance the access of vulnerable groups and communities, particularly women and youth, to appropriate digital devices.

In his intervention, Mr Gexbeyehu said that the Agricultural Transformation Agency (ATA) in Ethiopia is currently developing the *Agriculture Extension, Advisory Services Roadmap 2030*, in collaboration with the Ministry of Agriculture of Ethiopia and other development partners, including private sector and nonprofit organizations (e.g. Digital Green, The Bill & Melinda Gates Foundation). This roadmap aims to ensure productive, inclusive and sustainable agrifood systems through the collaborative delivery of customized digital services to all farmers.

Ms Mappala added that the Government of the Philippines has adopted the National Action Plan for Family Farming, which contains a section dedicated to rural communication. This section revolves around the use of radio, still the most powerful and cheapest means of communication in the country, while maximizing the use of social media thanks to the widespread use of mobile phones, even in rural areas. This action goes hand in hand with the intention of increasing digital agricultural-related activities, particularly for training purposes.

With regard to the MERCOSUR region, Mr Viscay, Technical Secretary of the Specialized Meeting on Family Farming (Reunión Especializada sobre la Agricultura Familiar – REAF), highlighted the need for a regulatory framework adapted to the challenge of reaching rural communities. This reflection was not only relevant to the COVID-19 pandemic, which required the rapid transmission of health information, but also pertains to the role that communication plays in climate change adaptation and the management of natural disasters (e.g. droughts, earthquakes, flooding, etc.). There is a pressing need for collective political effort aimed at developing a strategic communication approach that focuses more on preparedness and proactive measures rather than emergency response.

b) Support national action plans on family farming

RCS strategies need to be further mainstreamed to support the development of national action plans, considering that there should be a systematic and organized approach to the implementation of activities and plans for family farming. The idea is to fully integrate RCS into NAPs through a demand-driven set of activities, reflecting the needs of family farmers and fostering their appropriation of ICTs, so that this can also be formalized into a policy at the community level.

Key recommendations for integrating RCS into NAPs include:

■ ComDev strategies and awareness raising

- Use appropriate channels such as radio and social networks to promote awareness-raising campaigns. This will help to encourage greater stakeholder engagement in NAPs and collective action for family farming.
- Ensure that NAPs have integrated ComDev strategies to promote family farming (as in the case of Costa Rica, India, Nepal, the Philippines, the Plurinational State of Bolivia, the United Republic of Tanzania, Madagascar, etc.). ComDev strategies can support the implementation of NAPs for family farming to be scaled-up later and institutionalized as RCS.

- Leverage ComDev to facilitate support for family farming organizations and national committees, i.e. improve the social media presence and functionality of other online platforms such as Collaborative Change Communication (CCComDev), to ensure they become information access points for family farmers, academics and researchers.

■ Strengthening partnerships

- Sustain and encourage partnerships among the key stakeholders in RCS. This includes community media and communication networks, family farmer organizations and rural institutions.

Laura Lorenzo, representing the World Rural Forum (WRF), which is responsible for monitoring the status of NAPs for family farming at the global level, stressed the need for comprehensive and consistent NAPs. These plans should encompass various critical topics such as youth, gender, participatory research, and climate change adaptation and mitigation, all while integrating RCS as a cross-cutting dimension. She recognized the complexity of this task, as it requires countries to understand the strong link between communication and family farming. Ms Lorenzo also stressed the importance of communication in the broader implementation of UNDF, and to facilitate farmers' access to reliable information regarding market prices, weather forecasts, media and other issues they may find relevant to their livelihoods.

Laura Ramirez, Head of INTA's Technology Transfer Department, said that Costa Rica's NAP includes a communication strategy for family farming, which has been developed taking into account the needs of rural communities. Furthermore, she underlined that the NAP coordinator is a member of a producer organization, which makes the participatory approach adopted effective. She also described INTA's PLATICAR platform, a knowledge system developed collaboratively by Costa Rican farmers, extensionists and researchers, using a Communication for Development approach for co-creating knowledge and sharing it. It offers farmers services and tools to improve agricultural production, learn climate change related practices, and a community of practice based on mobile telephony. The emphasis is on ensuring that the content is reliable, accessible and appropriate.

c) Rural communication services: Way forward

The last part of the discussion focused on the way forward in RCS for supporting family farming, gathering the views of the different participants, including rural institutions, farmer organizations, academia, etc. The priorities and recommendations identified will also be integrated into the participatory communication plans of the three regional ComDev platforms.

Ankita Singh, Gissela Dávila and Maria Stella Tirol underlined the role Yenkasa Africa, Onda Rural and ComDev Asia will play in advancing RCS according to the main recommendations of the sessions presented below.

■ Data collection and RCS design:

- mapping existing RCS in each region by collecting primary and secondary data that is already available; and
- supporting the design of specific RCS and fostering collaboration among stakeholders (e.g. farmer organizations and advisory services).

■ Knowledge sharing and institutionalization:

- facilitate knowledge sharing in communication approaches to improve farmer practices, social innovation and digital literacy, focusing on women, youth and vulnerable communities;
- promotion of communities of practice in each region for bottom-up and horizontal knowledge sharing; and
- capitalize on collected knowledge to promote the institutionalization of RCS for family farming, by documenting experiences, lessons learned and advocating for their scaling up.

■ Capacity development and learning programmes:

- capacity development on RCS for family farmer organizations and rural institutions;
- capacity development for community media and farmer organizations to act as RCS providers; and
- implement non-formal, short-term RCS learning programmes by academic institutions, in agreement with farmer organizations and rural institutions, in the context of NAPs.

Alongside the three regional ComDev initiatives, a video was shown to illustrate how the global ComDev platform, Collaborative Change Communication (CCComDev), can also contribute to promoting the RCS approach across the world. CCComDev aims at sharing knowledge and increasing learning opportunities and collaboration in the area of ComDev and RCS, promoting a global community of practice and partnerships in these field among a variety of rural actors. The platform is currently facilitated by the College of Development Communication, University of the Philippines Los Baños (CDC-UPLB) and is supported by and operated in collaboration with FAO.

3.2 Towards inclusive rural communication services: A roadmap

The consolidated information shared throughout the UNDF Forum on RCS, the regional fora and the technical discussions held earlier, was key to outlining a roadmap for future progress in promoting RCS.

Guilherme Brady, Head of the Family Farming Engagement, Parliamentary Networks and ComDev Initiatives Unit at FAO, presented the next steps for each of the three key areas of focus in connection with the implementation of the UNDF, and with a view to the first UNDF Global Forum on Family Farming held subsequently in September 2022.

Key roadmap steps

<p>Mainstream RCS into policy</p>	<ul style="list-style-type: none"> ■ Deepen and expand the work on evidence collection, analysis of regulatory frameworks and policy options for RCS through the following: <ul style="list-style-type: none"> ■ present the conclusions and recommendations on the forum on RCS at the Global UNDF Forum; ■ publish and share regional studies on RCS; and ■ develop biannual regional reports on RCS trends and perspectives, and implement national studies. ■ Assist selected countries interested in mainstreaming RCS through the following: <ul style="list-style-type: none"> ■ support policy dialogue between agriculture and telecommunication entities to enable RCS; ■ deepen and adapt the RCS framework; and ■ provide assistance to operationalize Universal Access Funds for infrastructure and investments needed to support RCS.
<p>Support to NAPs</p>	<ul style="list-style-type: none"> ■ provide technical assistance to selected NAPs in Communication for Development strategies, including gender differentiated approaches and equity issues; ■ adapt guidelines to mainstream ComDev components into NAPs for family farming; ■ capacity development activities for family farmer organizations and rural institutions; ■ provide trainings on participatory communication, approaches and tools (e.g. participatory video, digital literacy, radio); and ■ support NAPs through rural radio initiatives for stakeholder engagement and NAP implementation in Asia, Africa and Latin America.
<p>Enhance RCS initiatives</p>	<ul style="list-style-type: none"> ■ consolidate and expand the work on RCS within the regional ComDev initiatives; ■ enhance capacity for evidence generation and sharing on RCS; ■ improve the community of practice on RCS; ■ promote documentation and sharing of lessons learned on RCS and their appropriation by farmers and farmer organizations; ■ implement a communication component in the modular training on public policy in family farming; ■ facilitate cross-regional exchanges on RCS through appropriate platforms (e.g. CComDev); and ■ enhance partnerships with research institutions and academia.

As an immediate follow-up to the event, the first Global Forum on Family Farming, which was held in September 2022, provided an opportunity to present RCS and to have them endorsed as part of the implementation of the UNDF.

In fact, the Global Forum leveraged the experiences of different stakeholders to take stock of the achievements and challenges faced so far. It led to the identification of priority policies and technical areas that would shape the UNDF agenda for the next period of implementation, to accelerate a transition to context-specific, diversified, resilient and sustainable agrifood systems, for a better environment and a better life for rural communities.

Within this context, the ComDev initiatives CComDev, ComDev Asia, Yenka Africa and Onda Rural are committed to implementing RCS-related activities along the lines of the recommendations issued by the UNDF Forum on Inclusive Rural Communication Services for Family Farming and the priorities set by the Global Forum on Family Farming.

The Global Forum on Family Farming is also interconnected with the Coalition on Family Farming, a multistakeholder initiative (promoted by Costa Rica, the Dominican Republic, Spain and Switzerland), which encourages actors at all levels to be involved at all levels, with the aim of building awareness and ownership of the processes and promoting better coordination and coherence, as well as strengthening actions in support of the UNDF.

3.2.1 Follow-up and next steps

At the end of the event, the floor was given to Alice Van der Elstraeten, Knowledge Management and M&E Analyst at the International Fund for Agricultural Development (IFAD), which, together with FAO, supports the joint secretariat of the International Steering Committee of the United Nations Decade of Family Farming.

Ms Van der Elstraeten thanked all the participants for their engagement and contributions in the attempt to bring RCS forward in accelerating the implementation of the UNDF. She also underscored the importance of the roadmap outlined, which sets the foundations for concrete action. She emphasized that ComDev, which is at the core of RCS, is a key asset in transforming the lives of family farmers. She advocated for making ComDev a more explicit component of the UNDF through the institutionalization of farmer-led RCS as part of family farming policies and programmes.

Finally, the closing remarks were delivered by Javier Sánchez, UNDF focal point at La Via Campesina. Mr Sánchez expressed La Via Campesina's appreciation for this way of doing participatory communication, which is focused on people, content and collective action, rather than on vertical, digital or analogue technology transfer processes. He emphasized how this vision proposes inclusive rural communication services based on the appropriation of media, content and meanings by rural actors. This is a rights-based approach to communication, and focuses on creating new opportunities for family farmers, while bridging the digital and information gaps that create more inequality every day.

Mr Sánchez closed the UNDF Forum on Inclusive Rural Communication Services for Family Farming by urging participants to remain engaged and contribute to the next steps of this promising initiative.

3.3 Conclusion

The discussions and insights from the UNDF Forum on RCS underscore the continued need, as well as the opportunities, to expand on these themes in the context of the UNDF and its Global Action Plan. The framework provides a unique opportunity to bring attention to regional and global challenges that are central to advancing RCS for family farmers.

The dialogues provide support for, and align with, the overarching objective of strengthening family farmer organizations and their capacity to generate knowledge, represent farmers and provide inclusive services across the urban-rural continuum (UNDF-GAP, Outcome 4.4). Such efforts are critical to ensuring that family farmers are not only heard, but are actively involved in shaping policies and practices that affect their livelihoods and communities. Promoting RCS through the UNDF is not just a strategic initiative, it is a necessary step towards more inclusive, informed, resilient and sustainable food systems with family farmers actively engaged at the centre.

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Annex I

Agenda of the UNDIFF Forum on Inclusive Rural Communication Services for Family Farming

UNDFF Forum: Inclusive Rural Communication Services for Family Farming

11 July 2022
12:00 - 3:00 pm CET



AGENDA

- ▶ **UNDFF FORUM ON RCS CONSULTATIVE PROCESS**
Opening remarks
- ▶ **RCS: A KEY TO FAMILY FARMING**
A framework
- ▶ **RCS FOR FF: EXPERIENCES AND ONGOING INITIATIVES**
Interactive panel
- ▶ **TRENDS AND PERSPECTIVES ON RCS**
Conclusions from a regional study and consultations
- ▶ **ADVANCING RCS FOR FAMILY FARMING: RECOMMENDATIONS AND WAY FORWARD**
Interactive panel discussions
- ▶ **TOWARDS INCLUSIVE RCS: A ROADMAP**
Follow-up and next steps



Food and Agriculture
Organization of the
United Nations



Annex II

List of participants

No	Name	Country/Organization
1	Francesco Diasio	FAO
2	Ami Mumbere Tuku	RDC
3	André Le Doux Wamba	Cameroon
4	Karim Diarra	Burkina Faso
5	Sonny Pasiona	SEARCA
6	Pamela Mariquita Mappala	Philippines / Agricultural Training Institute
7	Nazia Aman	Pakistan
8	Phillip Chinkhokwe	Malawi / Acts Media Factory
9	Linda Austin	Malmö university
10	Mohammad Hassan	Bangladesh/WEDO
11	Noor Chasanah	Indonesia/JRKDem
12	Benedict Medina	Batangas State University
13	Maxwell Oduol	Kenya
14	Ankita Singh	Digital Green
15	Erick Huerta	REDES AC
16	Sophie Treinen	FAO
17	Sansan Mathias NOUFE	Côte d’Ivoire / APSA
18	Traore Aïssatou	ADD-Mali
19	ADAMA SANGARE	ESF-MALI
20	Laura Ramírez	Costa Rica
21	Rosa Francisco	UPLB- College of Development Communication
22	Zane Andrei Cortez	Philippines
23	Uloma Mezie-Osuocho	Nigeria
24	Silvia San Marco	FAO
25	Elvis Kuudaar	FAO
26	Nelly Françoise Comte	Congo
27	megha desai	India / SEWA
28	Fabrice Rwanamiza	RDC/Radio communautaire masisi
29	Bawanam Barnabé KAO ABALO	Bénin
30	Joseph Mwongela Munywoki	Kenya
31	Federico Zamora	Embajada de Costa Rica

No	Name	Country/Organization
32	Alberto Troilo	Fundación Comunica
33	carla sierra	Costa Rica
34	Amarilli Villegas Cordero	Misión Permanente de Costa Rica ante ONU-Roma
35	Lautaro Viscay	REAF-Uruguay
36	Jim Caro	FAO
37	Ian Kennedy	Fiji/PIFON
38	Dedek Hendry	Indonesia/Lembaga Kajian, Advokasi dan Edukasi
39	Melina Panta	Nepal
40	Charlene Esteban	Philippines - UPLB CDC
41	AHM Bazlur Bazlur	Bangladesh
42	Maria Stella Tirol	Philippines
43	Pierre Negaud Dupenor	Canada
44	Rex Chapota	Malawi
45	D PUTHIRA PRATHAP	India/ICAR
46	Mark Kebo Akparibo	Tele-Bere Green Agrofarms
47	Franklin Huizies	AMARC
48	Jules BIEM	Inades-Formation Togo
49	Gordon Nikoi	Esoko Ltd
50	Thierno DIALLO	AGRI-MIDI
51	LEON CIZUNGU M	DRC
52	Kebba Ngumbo Sima	Gambia/EbA project
53	Philip Ifejika	Nigeria
54	Brighton Govha	Zimbabwe
55	Mamadou Aliou Diallo	Sénégal/CAOPA
56	Ella Vourbobe	Tchad
57	HUBERT NDOLO KAPINDU	COPACO-PRP
58	Alaa Megahed	Egypt, Desert Research Center
59	Isaac Gyebir - Ampah	Wassa East Cocoa
60	Akpofure Omose	Nigeria
61	Kato Devis	OKEBA U LTD
62	Antoine Kantiza	Burundi
63	Milie Lionelle TSOUGA MANGA	Institute of Agricultural Research for Development (IRAD)
64	Freddy Mumba Mukuba	RDC/CONAPAC
65	KO TETTEH	Togo/CTOP
66	Anas Teasier	Nigeria / BBCWP
67	Hannah Tellier	Canada/Farm Radio International
68	Okanlade Lawal-Adebowale	Federal University of Agriculture Abeokuta

No	Name	Country/Organization
69	Ibrahim SIDIBE	Mali / IDAR
70	Ijeoma Ladele	Nigeria/ Environmental Conflict Mediation and Women Development Initiative
71	Douglas Annor	Partners in Sustainable Development
72	Dinkinesh Abera	Ministry of Agriculture
73	Mohamed Yassin	University of Udine
74	François NGONGO NDJIKE	RTC117_Kibombo
75	Sunday Ogunjimi	Federal University Oye-Ekiti, Ekiti State, Nigeria
76	Sosthene Mayoukou	CONGO
77	Alima Sagito	Savannah Women Integrated Development Agency, Ghana
78	Charlene Mwangi	Kenya
79	LILIANA MEJIA	Costa Rica
80	Pheladi Chiloane	African Agricultural Solutions
81	Moses Provabs	Kenya
82	Odile Karekezi	AFAAS/EAFS-HUB
83	Patrick Egessa	PE CONSULT
84	Gideon Muya	BIBA-Kenya
85	Kendi Kainyu	BIBA Kenya
86	Theodora Pius	Tanzania/MVIWATA
87	Evodia Mkangala	Tanzania-MVIWATA
88	Heriniaina FANJANIRINA	Madagascar/FIFATA
89	Omar Kayess	Bangladesh
90	Stefania Fumo	FAO
91	Elena Cerrai	FAO
92	Victoria Banda	Ministry of Green Economy and Environment Government
93	Nathan Felix	Philippines
94	Chrispinus Ekise	Kenya
95	Lydia Miyella	Ghana, Maaltaba Peasant Women Farmer Cooperative
96	Prince Justin Ajinga Tanyi	UNION FARMS OF AFRICA
97	SAHAM JACQUES BEMADJIBAYE NGARASSAL	Tchad
98	Mario Acunzo	FAO
99	Joshua Baba Madaki	Nigeria, NENZIT Community Radio
100	Platini MABELA	Congo-Kinshasa
101	Geoffrey Wanyama	Farm Forestry Smallholders Producers Association of Kenya
102	Giasinta Livia	University of Reading

No	Name	Country/Organization
103	Kpatouma Achille Ouattara	Côte d'Ivoire/ SCEADCI SCOOPS
104	Janu Bhandari	Nepal/AMARC-AP
105	Rajesh Ramtel	AMARC-AP
106	Rachana Mukhia	Nepal/AMARC-AP
107	Delmah Ndhlovu	Zimbabwe Smallholder Organic Farmers Forum
108	Anna Mae Restauro	University of Reading
109	Ximena Lainfiesta	Erasmus Mundus
110	Ruchika Hirna	Denmark
111	Fabrice LESSA TCHOHOU	J2D-Afrique
112	Saulo Arias Hernandez	Mexico / Paris Lodron University of Salzburg
113	reginald Kyere	International Institute of Tropical Agriculture
114	Seydou Ndiaye	Sénégal Réseau Africain Pour le Droit à l'alimentation
115	Assane Dieng	UGPM
116	Sarah Cardey	University of Reading
117	Temesgen Gebeyehu	Ethiopia
118	TESHOME HAILEGEBREAL	Ethiopia
119	Fatouma Seid	FAO
120	Tala KHRAIS	Jordan
121	Blondine BINDJENDJ BENGA	REFACOF-Cameroun
122	Plácido Silva	Colombia
123	Mélanie Lasom'Ekutchu	COPACO-PRP
124	Aide Atupaña	Otros
125	Mario Juárez	MSPAFFEC FAUSAC
126	Revilla Ramos Ana Rosa	Sua
127	Catia Marinheiro	Angola/FAO
128	David Youngs	FAO
129	Alice Van der Elstraeten	IFAD
130	Muguro David Ngige	Dajopen Waste Management Project
131	Adalbert Diouf	SÉNÉGAL / YEESAL Agrihub
132	Edward S. Miaway	Jungle Beekeeper Association (JBA)
133	Susan Marongere	FEET, Zimbabwe
134	José guillermo Ángulo argote	Centro de formación C-INNOVA
135	Lilian Chamorro	Colombia-Mexico/Rhizomatica-Redes AC
136	Charlie Seaton-Reid	University of Reading
137	Judith Mulinge	FAO
138	Binza Binza	University of Reading
139	GRACE NYENYEZI	United Kingdom of Great Britain and Northern Ireland

No	Name	Country/Organization
140	Jazmín Gualotuña	Ecuador
141	Tanya Birkbeck	FAO in South Sudan
142	Augustin KINDUVUYIRA	Congo-Kinshasa
143	Guilherme Brady	HQ FAO
144	Dick Olela	KPL
145	Greys Otiniano Mego	Perú/Senamhi
146	Shua Jackson	Tanzania
147	Michael Neligwa	MVIWATA
148	Laura Lorenzo	España
149	Hina Bashir	Belgium
150	Carlos Enrique Moreno Medina	Red de Productores Libres y Asociados Delta
151	sreeram vishnu	India
152	Anastasia Astuti	Indonesia
153	Paoloregel Samonte	Netherlands (Kingdom of the)
154	Thawab Hilal	Netherlands (Kingdom of the)
155	Meenakshi Choudhary	India/SEWA
156	Anthony Wanyoto	NOPP Uganda
157	Jamalludin Yousufi	Denmark
158	doris alago	Kenya
159	Salamatu Sakara	Ghana/SWFA
160	Basing Patience	SWFA
161	Abdul-Hakeem Issah	Ghana
162	Mohamed Cissé	FAO Mali
163	WINFRED NALYONGO	FAO
164	Ryan Harnell	University of Reading
165	Omar Diaw	Acprcg
166	Gissela Davila Cobo	Ecuador
167	Timothy Salomon	Philippines
168	Daniel Nwaeze	University of Reading
169	Marcela Villarreal	FAO
170	Victor Quezada	FAO
171	Bianka Laskovics	FAO
172	Joseph Roble	Philippines / UPLB
173	Teodor DOSA	FAO
174	Javier Sanchez	España/COAG-La Via Campesina
175	Victoria Taylor	United Kingdom of Great Britain and Northern Ireland
176	Charles Tumuhe	AFSA

No	Name	Country/Organization
177	Tobi Awolope	Federal University of Agriculture, Abeokuta.
178	Samir ElGwely	Egypt
179	Vanda Ferreira dos Santos	FAO
180	Gunsham Seeborun	F.A.L.C.O.N association
181	Bhaskar Padul	India
182	JAISON J JEROME	India
183	Nuraddeen Haruna	Nigeria/ Glamide Limited
184	kudanai mashingaidze	South Africa
185	Justine Oursaire	France
186	Mateus Santos	LVC Africa
187	Daniel T Mulbah	Ministry of Youths and Sports
188	Francesco Diasio	FAO
189	Remigius Mdetele	TANZANIA-RIEFP
190	Phil Malone	Access Agriculture
191	Olufemi Adesope	University of Portharcourt/Nigeria
192	Louis A. Agbokou	Bénin/ ATDA7
193	insaf Boughdiri	Rwanda
194	Gimena Mario	Argentina
195	Mariana Estrada	FAO
196	DANIEL KUSI-AGYEI	Nova Cocoa Farmers Cooperative
197	Brighton Govha	BeeHive Holdings
198	LINA ANDREW	La Via Campesina
199	Josephine Rodgers	Access Agriculture
200	FATOU SOCK	FAO
201	ROSE ANN LEONOR	Philippines / Agricultural Training Institute
202	Rym Ben Zid	FAO Somalia
203	CSGL - Interpretation Group	FAO
204	Olusola Ojo	Nigeria/Action Against Hunger
205	Ragueh Abdi Ragueh	Djibouti coopérative agro-élevage d'ambouli
206	Lizzy Igbine	NIWAAFA, Nigeria
207	Arley Crismel MIAYOUCKOU	Congo
208	Benard Ekongu	Uganda
209	Amadou TOURÉ	FAO
210	SEKPA CHARLES DEKOULA	Côte d'Ivoire/ Indépendant
211	Diane FILA	REPUBLIC OF CONGO
212	Kiapi Frederick	Uganda

Rural communication services for family farming

Results of a global forum

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Results of a global forum

The Global Action Plan of the United Nations Decade of Family Farming 2019–2028 (UNDF) recognizes the need to promote rural communication services (RCS) to advance sustainable food systems. RCS comprise demand-led communication processes, media applications and institutional arrangements to respond to the needs of family farmers and rural populations in a sustained and inclusive manner.

This report presents a comprehensive summary of the virtual UNDF Forum on Inclusive Rural Communication Services for Family Farming, which took place on 11 July 2022. Organized by FAO's Communication for Development (ComDev) team, in collaboration with specialized communication entities, the Forum marked the global culmination of an extensive consultative process. The report captures the key outcomes, insights, and strategic recommendations from these global and regional processes, offering guidance for promoting and advancing RCS for family farmers.

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For more information:

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www.ccomdev.org

**Food and Agriculture Organization of
the United Nations**
Rome, Italy

ISBN 978-92-5-138572-2



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CC9520EN/1/03.24