



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

Rome, Italy, 23-24 October, 2014

FAO Headquarters, Sheikh Zayed Centre

### AGENDA

Day 1 – Thursday 23 October	
COMMUNICATION FOR DEVELOPMENT & FAMILY FARMING: CONTRIBUTIONS, EVIDENCES & PERSPECTIVES	
8.00-9.00	Registration of participants
9.00-9.20	<b>Opening Session</b>
9.00-9.20	<p>Welcoming remarks by:</p> <ul style="list-style-type: none"> <li>▪ <b>Marcela Villarreal</b>, Director FAO Office of Partnerships, Advocacy and Capacity Development</li> <li>▪ <b>Mario Lubetkin</b>, Director FAO Office of Corporate Communication</li> <li>▪ <b>Maria Pia Matta</b>, President World Association of Community Radio Broadcasters (AMARC)</li> </ul> <p>Introduction to the FCCM by <b>Mario Acunzo</b>, FAO Communication for Development Officer</p>
9.20-9.50	<b>Session 1 - The contribution of Communication for Development to family farming and rural development</b>
9.20-9.50	<p><b>Chair:</b> Rico Lie, Wageningen University <b>Rapporteur:</b> Loes Witteveen, Van Hall Larenstein University</p> <p>Opening remarks by <b>Rico Lie</b>, Wageningen University</p> <p>Presentation by <b>Bruce Girard</b>, Comunica – <a href="#">Farming for the future: communication services for family farming</a></p> <p>Presentation by <b>Francesco Diasio</b>, AMARC and <b>Alice VanderElstraeten</b>, e-Agriculture – <a href="#">Perspectives on ComDev, community media and ICTs for family farming</a></p> <p>Q&amp;A discussion</p>
09.50-10.00	Coffee break
10.00-15.30	<b>Session 2 - The appropriation of communication by rural actors: experiences and evidences</b>
10.00-12.00	<p><b>Chair:</b> Ajit Maru, GFAR <b>Rapporteur:</b> Sarah Cardey, University of Reading</p> <p>Presentation by <b>Elske van de Fliert</b>, IAMCR - <a href="#">Communication as an asset for agriculture and rural development: key issues and players</a></p> <p><b>PANEL 1. Farmer-led communication and community media</b> with Q&amp;A</p> <p><b>PANEL 2. Communication and development practice</b> with Q&amp;A</p>
12.00-12.30	Video display with Q&A - contributions by <b>AMARC &amp; Digital Green</b>
12.30-14.00	LUNCH
14.00-15.30	<b>PANEL 3. Institutional ComDev efforts</b> with Q&A Highlights of the session, facilitated Q&A discussion and wrap up
15.30-15.45	Coffee break
15.45-17.00	<b>Session 3 - Reconciling the priorities: the need for communication policies to advance family farming</b>
15.45-17.00	<p><b>Moderator:</b> Bruce Girard, Comunica <b>Rapporteur:</b> Alice Van der Elstraeten, FAO</p> <p>Panel discussion. <b>How to address the communication needs of family farmers? Policy perspectives of different rural stakeholders</b></p> <p>Facilitated Q&amp;A discussion, highlights of the session and wrap-up</p>
18.00-19.00	<b>Cocktail Reception (Aventino Room, Main Cafeteria 8<sup>th</sup> Floor, Building B)</b>

<b>Day 2 – Friday 24 October</b> <b>TOWARDS INCLUSIVE RURAL COMMUNICATION SERVICES</b>	
9.00-9.30	Opening remarks by <b>Francesco Pierri, FAO</b> Keynote address by <b>Mirna Cunningham</b> , Special Ambassador International Year of Family Farming Summary of Day 1, agenda and methodology for Day 2
<b>9.30-12.30 Session 4 - Challenges, opportunities and options for rural communication services</b>	
9.30-10.30	<b>Chair:</b> Venus Jennings, UNESCO <b>Rapporteur:</b> Rico Lie, Wageningen University  Presentation by <b>Toby Mendel, UNESCO</b> – <a href="#">Comparative study of community broadcasting regulations</a> Panel discussion with Q&A <b>Enabling policy &amp; institutional frameworks for rural communication services</b>
10.30-10.40	Coffee break
10.40-12.00	Presentation by <b>Mike Jensen, APC</b> – <a href="#">Universal Access: financial mechanisms and rural infrastructure policies</a> Panel discussion with Q&A <b>Investments, funding opportunities and partnerships</b>  Presentation by <b>Cleofe Torres, UPLB</b> – <a href="#">Learning and sharing in communication for rural development</a> Panel discussion with Q&A <b>Enhancing communication capacities of rural actors</b>
12.00-12.45	<b>3 Working Groups</b> to process the inputs given by the panels and come up with recommendations
12.45-14.00	LUNCH
14.00-14.30	Interactive reporting in plenary of the recommendations produced by the 3 break-out groups
<b>14.30-15.45 Session 5 - Joint initiatives for promoting rural communication services</b>	
14.30-15.45	<b>Chair:</b> Francesco Diasio, AMARC <b>Rapporteur:</b> Cleofe Torres, UPLB  Priority lines of action for follow-up and proposal for strategic initiatives presented by FCCM Advisory Group Facilitated Q&A discussion
15.45-16.00	Coffee break
<b>16.00-17.00 Closing Session</b>	
16.00-16.40	<b>Chair:</b> James Deane, BBC Media Action <b>Rapporteur:</b> Marzia Pafumi, FAO  Recap of conclusions (from Sessions 1-3), recommendations (from Session 4) and follow-up proposal (from Session 5) Facilitated discussion and wrap up
16.40-17.00	<b>Final statement</b> of the FCCM Closing remarks by: <ul style="list-style-type: none"> <li>▪ <b>Florence Buchholzer</b>, Vice-chair IYFF International Steering Committee</li> <li>▪ <b>Marcela Villarreal</b>, Director FAO Office of Partnerships, Advocacy and Capacity Development</li> </ul>

\* Interpretation will be available in English, French and Spanish