



Food and Agriculture  
Organization of the  
United Nations

COMDEV  
ASIA



## United Nations Decade of Family Farming – UNFFF COMDEV Asia Communication Campaign 2021

### Family Farming at the Heart of Sustainable Food Systems

#### ADVANCING FAMILY FARMING IN ASIA & THE PACIFIC: A COMMUNICATION CAMPAIGN

The United Nations Decade of Family Farming (UNFFF 2019-2028) aims to unleash the potential of family farmers as key agents of change in transforming food systems based on the Sustainable Development Goals (SDGs). Within the UNFFF Global Action Plan (GAP), Pillar 4 seeks to strengthen the capacity of farmers' organizations to generate knowledge, represent their members, and deliver inclusive services. In particular, the GAP recognizes the role of communication as a driver to advance family farming and emphasizes improved communication, ICT capacities, and increased awareness of family farmers' roles and challenges.

As part of its contribution to the UN Decade of Family Farming initiatives, ComDev Asia (CDA), a regional initiative promoted by the Food Agriculture Organization (FAO) in partnership with the University of the Philippines Los Baños College of Development Communication (UPLB-CDC), Asian Farmers' Association (AFA), World Association of Community Radio Broadcasters (AMARC), Digital Green, and the Self-Employed Women's Association (SEWA) conducts a communication campaign addressed to family farmers and the general public to raise awareness on the UNFFF and the role that family farming plays in achieving sustainable food systems and the 2030 Agenda.

The main theme of the campaign is "Family farming at the heart of sustainable food systems." It focuses on three key aspects: progress in the implementation of the UNFFF; regional policy dialogues and parliamentary initiatives; and experiences of farmers' organizations and projects in the field of family farming. The campaign is deployed at the regional level (Asia and the Pacific) as well as in the following countries: Philippines, Indonesia, Nepal, India, Bangladesh, Vietnam, and Lao PDR targeting both family farmers and the general public.



#### OBJECTIVES OF THE CAMPAIGN

The campaign pursues the twofold goal of sensitizing and disseminating information about the role of family farming in creating sustainable food systems and the progress of the UNFFF in the Asia and the Pacific region, while giving a voice to farmers and their organizations. Specifically, the campaign aims to:

- raise awareness on Family Farming National Action Plans (NAPs);
- raise awareness on policy dialogues, development opportunities, programs, parliamentarians' activities; and
- raise awareness on the contribution of family farmers and their organizations to sustainable food systems, food security, adaptation to climate change, access to services and inclusive value chains and markets, sustainable landscape, women and youth empowerment, and inclusive rural communication services to advance family farming.

## CAMPAIGN MATERIALS

### A. Campaign materials for the general public

The primary stakeholders include consumers, government, private sectors, nongovernment organizations, and media organizations, among others. These materials aim to raise awareness on the role of family farmers in ensuring food security and sustainable development. In addition, these materials also seek to inform different stakeholder groups on how they can support family farmers. The campaign materials for the general public are:

- **Social media cards:** These are 21 Twitter cards with key messages related to the following: the NAPs' progress in the different countries; policy dialogues on family farming including the voices of farmers' organizations; parliamentary action for gender equality and resilient food systems for family farmers; family farmers fostering inclusive value chains, adaptation to climate change, and innovation; role of women and youth in family farming.
- **Campaign Video:** An introductory video talking about the campaign including how to access the campaign materials
- **Regional Video:** *Family Farmers: The Future of Asia and the Pacific* (<https://bit.ly/34SovZc>)
- **Human interest stories:** These are at least 4 human interest stories focusing on the experiences of farmers and farmers' organizations in Asia and the Pacific.

### B. Radio programs and campaign materials for the family farmers

The radio campaign has two layers of intervention: regional/international and local. Radio magazines are produced in local languages and translated into English for wider dissemination (e.g., Signis, FRI network, WACC network, AMARC network, UN radio, BBC, and others). An introductory radio feature for the English series is also produced. Radio programs are disseminated through the use of national radio federations and through allied partners and networks.

- **Radio Magazines:** These are 8 magazines in local languages and 8 magazines in English plus an introductory radio feature for the English series.
- **Country factsheets:** These are 8 factsheets focusing on the status of family farming in the 7 selected countries, plus one factsheet regarding the Sub-regional Action Plan for the South Asia region.

## HOW TO PARTICIPATE IN THE CAMPAIGN

All the campaign products will be available and downloadable on the ComDev Asia [website](#). The materials can be shared on Twitter (tagging @FAOComdev, @FAORAP, @ComDevAsia2019) and Facebook (tagging @ComDev Asia).

