

ComDev Asia
Communication for Development Initiative in Asia Pacific

Participatory Communication Plan 2022

**ComDev Asia Participatory Communication Plan for Family Farming
in Asia and the Pacific**

The UNDF Participatory Communication Plan (PCP) for Asia and the Pacific involves regional and local farmers' organizations (e.g. AFA and SEWA), FAO decentralized offices in the region, IFAD, networks of community media and specialized entities such as Digital Green, AMARC Asia-Pacific, and other partners. The PCP-AP is being implemented by ComDev Asia based on three lines of work: Participatory Communication and Outreach, Capacity Development and Rural Communication Services. In particular, the following activities are being developed: a communication campaign; rural communication study and consultation, ComDev capacity building, the establishment and implementation of a community of practice, among others. Moreover, the ComDev Asia web platform has been regularly updated through news, articles, and other relevant materials mainly from AFA and the Steering Committee members. Other materials are sourced through the Internet and other related websites.

Results of 2021 Participatory Communication Plan

1. Participatory Communication

1.a. Campaign

With the theme **“Family farming at the heart of sustainable food systems”**, the 2021 awareness campaign focused on three key aspects: progress in the implementation of the UNDF; 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.

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 UNDF in the Asia and the Pacific region, while giving a voice to farmers and their organizations. Specifically, the campaign aimed to:

1. raise awareness on Family Farming National Action Plans (NAPs);
2. raise awareness on policy dialogues, development opportunities, programs, parliamentarians' activities; and
3. 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 were developed for the general public and family farmers. Campaign materials for the general public (consumers, government, private sectors, nongovernment organizations, and media organizations, among others) aimed to raise awareness on the role of family farmers in ensuring food security and sustainable development. In addition, these materials also sought 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*
- 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

The radio campaign facilitated by AMARC-AP had two layers of intervention: regional/international and local. Radio magazines were 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 was also produced. Radio programs were disseminated through the use of national radio federations and through allied partners and networks. The campaign materials for the family farmers are:

- 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.

2. Rural Communication Services

2.a. Support to farmers organizations and field projects in ComDev

Direct assistance is being provided by CDC and FAO to farmer organizations in Vietnam (Vietnam National Farmer Union or VNFU) and Nepal (Federation of Community Forestry Users or FECOFUN). A ComDev Strategy Plan was drawn up for FECOFUN Nepal, focusing on its Outcome 4: Improved and equitable access to social and cultural services. Likewise, VNFU has been provided with assistance in drawing up its ComDev Strategy, in support of its Outcomes 1-4.

2.b. Webinars and online consultations

With Digital Green, a webinar was held last December 2021 to launch the RCS initiative and to share participants' experiences and lessons learned in their appropriation of RCS in the context of family farming. Likewise, an online survey has been deployed for representatives of farmer organizations, community media groups, agricultural advisory services and other rural institutions to map RCS providers and users to gather approaches and experiences on appropriation of community-based media and ICTs. The data from these consultations will be used to develop a policy brief on advancing RCS in the Asia and Pacific as well as case studies featuring an overview of good practices to be shared with other family farming stakeholders in the world.

3. Capacity Development

Building capacities of family farmers and their organizations in Communication for Development (ComDev) is one of the key lines of actions of the UNDF-GAP and the ComDevAsia PCP. The objectives were to:

1. Improve family farmers' capacity to use participatory communication processes and media for their own development in partnership with specialized entities (e.g., communication networks, community media, etc.).
2. Develop mechanisms, tools, and initiatives to support ComDev strategies/plans for family farming through documenting and sharing the results and lessons learned.
3. Facilitate a community of practice and a network of communication practitioners/focal points from farmers' organizations and specialized entities within ComDev Asia to share experiences and foster collaboration in ComDev for family farming.
4. Advocate for rural communication services as part of family farming policies and programmes.

3.a. ComDev Training

A training-workshop on Strategic Communication Planning for Strengthening Youth Engagement in Agriculture and Policy Advocacy was conducted with the FLAG-Youth Philippines, a platform for youth organizations to discuss legislations and to advocate for strengthening their roles in and contributions to agriculture, last Nov.22-24, 2021. The FLAG-Youth works collaboratively with ComDev Asia to encourage knowledge and information sharing on the contributions of farmers and their organizations to family farming through its web platform, promote UNDF activities, and build networks or partnerships with family farming organizations in the context of communication for development. One of the objectives of FLAG-Youth is to prepare a communication for development (ComDev) strategy strengthening the youth's role and contributions in family farming.

In this regard, the training workshop specifically aimed to enable the FLAG-Youth participants to:

1. Describe the definition, roles, and characteristics of communication for development
2. Identify the four phases of the ComDev planning process;
3. Explain the components, PCA tool, and process involved in each phase of ComDev planning;
4. Prepare communication objectives and key messages for the ComDev plan;
5. Select communication media, channels or materials and approach for the ComDev plan;
6. Develop the M&E matrix and sustainability plan for the ComDev plan;
7. Prepare the organizational chart, gantt chart, and budget for the ComDev plan; and
8. Submit the ComDev plan report.

The participants came from selected project sites of FLAG-Youth Philippines and were selected based on a set of criteria such as age, availability, geographic location represented, willingness to participate in the training-workshop, previous trainings attended, and ability to speak or understand basic English and/or Filipino. The participants were members of the

Kabataang Barangay or Barangay Youth Council, farmers' associations or producers' organizations, and representatives from local government units.

3.b. Community of Practice

A central element of the process has been the development of the community of practice within ComDev Asia that has allowed the sharing and interaction among participants, as well as their collaboration and active engagement as part of ComDev Asia. To create a community of practice among people interested in communication for development and rural development in Asia, a community of practice composed of farmers' organizations within the ComDev Asia network was created. The CoP intended to foster collaboration, sharing of experiences on family farming, and documenting best practices. It was facilitated via the ComDev Asia website wherein four forums were created to facilitate exchange of information among the said stakeholders.

2022 Participatory Communication Plan

Specific Objectives

The 2022 ComDev Asia participatory communication plan (CDA-PCP) for family farming aims to promote UNDF National Action plans involving family farmers' organizations and relevant stakeholders, engaging in policy dialogues, enhancing communication capacities, and supporting rural communication services in the context of family farming.

Specifically, the CDA-PCP through its web platform seeks to:

1. Share experiences and knowledge resources on participatory communication for family farming
2. Share information and news about the UN Decade for Family Farming (UNDF)
3. Document and share stories of family farming and its organizations

4. Facilitate partnerships among organizations, community media, and institutions of family farming at the regional and country levels
5. Engage family farmers in dialogue on policies and programs
6. Promote inclusive rural communication services as integral part of policies and programs on family farming
7. Improve the communication capacities of family farmers and their organizations.

Implementation

The PCP is facilitated by the UPLB-College of Development Communication in collaboration with the member partners and is supported by FAO through Letter of Agreements.

Tentative Schedule

The 2022 ComDev Asia PCP is aligned with the UN Decade of Family Farming and is intended for one-year implementation. The timeline of specific activities is shown in Table 2. The activities of each line of work will be further detailed by the different working groups of ComDev Asia, namely: 1) Participatory Communication/Editorial Working Group; 2) ComDev Capacity Development; and 3) Rural Communication Services.

PCP ComDev Asia 2022

The Participatory Communication Plan for ComDev Asia is presented below.

Table 2. ComDev Asia participatory communication plan 2022

No	Line of Action	Results	Activities	Products	Indicators	Timeline	Responsible Entity	Notes
	Consolidation of CDA	Ensure regular and accurate circulation of information and smooth carrying out of activities among CDA	Ensure regular SC meetings	3 or 4 SC meetings	SC meetings notes	Every 4 months	CDC	As per LoA
			Support the work of the working groups	Cap Dev WG = part video training and materials RCS WG = policy brief + case study publication Ed Committee = web/FB posts/newsletter + Community of Practice	WG meeting notes		CDC	
1	Participatory Communication and Awareness	Information and knowledge sharing on UNDF National Action Plans	a. Production, update and sharing of content related to UNDF National	News and feature articles, short videos, photos, radio magazines and other communication materials	Number of uploaded content on website; Number of social media posts; number of communication materials produced	March-Dec	CDA Platform Working Group: RJGalang-CDC FP	Regular update and maintenance of the CDA website and social media (including

			<p>Action Plans on CDA digital platform (website and social media):</p> <ul style="list-style-type: none"> i. Writing articles and factsheets on UNDF activities and national action plans; ii. Sharing of short videos, photos, and other comm materials from the network of FFOs, community media, etc. b. Present Comdev Asia in the FAO Regional Conference c. Produce a monthly newsletter on CDA activities and events; 				<p>ECerrai/SS anMarco-FAO Comdev FP; AMARC Asia (for radio); AFA</p>	<p>repository of resources)</p>
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		<p>d. Implement the new phase of the UNDIFF awareness campaign via radio</p> <p>e. Support to the Global Forum on RCS (Sept 2022) & Regional Dialogue on FF (date tbd)</p>					
	Strengthening the network of CDA	Engage local community media to support the UNDIFF National Action Plans through the dissemination of existing communication materials	Regional video (Family Farmers: The future of Asia and the Pacific); Human interest stories; Twitter cards; country factsheets, and radio magazines/programs/podcasts (thru AMARC-AP)	Number of downloads (CDA data analytics)/distributed videos and Twitter cards; Reach of radio programs; List of individuals/ organizations downloading the materials	March-Dec	UPLB-CD C AFA AMARC-AP Digital Green SEWA	Coordination with Editorial Working Group Coordination and facilitation of CDA activities including regular consultations

							<p>Network of POs' focal points</p> <p>Network of communication practitioners and community media</p> <p>Other partners</p>	with FAO and SC members
			Support CDA SC members' priorities	AFA's Strategic ComDev plan 2022 linked with CDA plan		March-Dec	UPLB, FAO ComDev, AFA	A part-time resource to collaborate with AFA and liaising with CDA activities
2	Rural Communication Services	Communication for Development strategies granted to farmers organizations and projects	<p>Provide technical assistance in communication for development to projects and family farming NAPs, e.g.:</p> <ol style="list-style-type: none"> 1. FFF project in Vietnam 2. FFF project in Nepal 3. AFA (PO) 	Comdev strategies and workplans; support in the implementation of comdev strategies; systematization of lessons learned	Strategy documents and workplans completed; technical assistance reports	March-Dec.	<p>UPLB-CDC</p> <p>FAO ComDev Team</p> <p>Network of POs' focal points & communication practitioners</p> <p>AMARC-APP</p>	<p>In collaboration with the in-country project focal point, FAO RAP and FAO ComDev Team</p> <p>Monitoring of the formulated strategies</p>

			4. NAPs, Philippines, Nepal, Indonesia					
		RCS promoted as part of national policies and programmes of POs	<ul style="list-style-type: none"> a. Mapping of relevant community media and ICT applications, policies and programmes (mapping of appropriation of community media and ICT applications, policies, and programmes b. Conduct of online consultations c. Conduct of webinars on RCS and policies for family farming d. Preparation of papers/publications on RCS trends and cases 	<ul style="list-style-type: none"> a. Map of community media and ICT applications and policies and programs b. Online consultations through surveys) c. Webinars' d. Papers/publications e. Virtual forum on RCS 	Documents/proposals promoting RCS completed and shared with partners	<ul style="list-style-type: none"> a. Mar-Dec. b. Mar-Aug. c. Mar. & July d. Mar 	UPLB-CDC, Digital Green, FAO ComDev Team	<p>For mapping exercise: greater involvement of AFA in disseminating our consultations through its membership</p> <p>For ICTs case studies: SEWA should be explored (check with DG)</p> <p>As a general approach GENDER should be more visible in the RCS work</p>

			e. Regional forum on RCS for family farming					
3	Capacity development in ComDev	Communities of practice (CoP) to share knowledge on ComDev	<p>a. Support a network of FFOs communication focal points through AFA</p> <p>b. Activate a list of contact of communication practitioners, family farmers organizations and community media in the Asia- Pacific region</p> <p>c. Implement communities of practice: improve the design and facilitate CoPs</p> <p>d. Facilitate seminars for experience sharing of trainees through CDA online</p>	<p>a. Network of FFOs established</p> <p>b. List of contact of communication practitioners, family farmers organizations and community media in the Asia and the Pacific region</p> <p>c. Facilitation of discussion themes</p> <p>d. Seminars on experience sharing</p>	<p>a. Network of FFOs established and supported</p> <p>b. Number of contacts of communication practitioners, family farmers organizations and community media</p> <p>c. Number of discussion themes facilitated</p> <p>d. Number of seminars conducted</p>	<p>a.-c. March-Dec.</p> <p>d. April, Aug. Nov.</p>	<p>UPLB-CDC</p> <p>FAO ComDev Team</p> <p>FAO-RAP</p> <p>Network of POs' focal points</p>	Improved existing CoPs

			community of practice					
			e. Develop a network of communication practitioners, family farming organizations and rural institutions					
		Virtual trainings to enhance communication capacities of practitioners, FFOs, rural institutions and projects	<ul style="list-style-type: none"> a. A regional training on comdev planning b. Training module on participatory video by Digital Green c. ToT on participatory video d. Online courses on participatory video e. Virtual coaching on comdev planning and RCS in the context of family farming 	ComDev capacity development modules delivered using FAO content and other tools	Virtual trainings and coaching on comdev planning and RCS	April, Aug., Nov.	UPLB-CDC, Digital Green, FAO ComDev Team	

			f. Introductory training on "Radio for Family Farming" for producers' organizations					
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