



ComDev Asia

Communication for Development Initiative in Asia and the Pacific

Participatory Communication Plan 2020

Communication for Family Farming

The United Nations Decade of Family Farming (UNDF 2019-2028) aims at unleashing the potential of family farmers as key agents of change to transform food systems in the context of the Sustainable Development Goals (SDGs). The UNDF will serve as a framework for countries to promote integrated actions and cross-sectoral policies addressing environmental, economic and social issues that will place family farmers and their organizations on center stage.

Communication is essential to meet the UNDF objectives. It can raise public awareness of the important role of family farmers to achieve food security and the SDGs. It involves stakeholders to dialogue and take concerted action to improve policies and programs. It allows sharing of knowledge and information. It can increase access to development opportunities. Within the UNDF 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 the urban-rural continuum. GAP Outcome 4.4 emphasizes improved communication, ICT capacities, and services and increased awareness of family farmers' roles and challenges.

Within the framework of the UNDF, a fundamental role is recognized of the regional initiatives for communication for rural development (ComDev) that FAO promotes in consultation with regional and national actors, and among them ComDev Asia, as entities that allow the coordination of actions and strengthening local capacities and communication policies and services for family farming and the rural population in general. Therefore, according to the partners, each initiative will focus on implementing, as a priority, communication plans in 2020 associated with the UNDF, seeking efficient coordination between the actors involved in each initiative, as well as globally.

The UNDF framework recognizes the role of regional initiatives in communication for rural development (ComDev) that FAO promotes collaboratively with its regional and national partners. One of these is ComDev Asia (CDA). ComDev Asia facilitates and promotes activities that enhance communication services and policies as well as strengthen local capacities for family farming and for the whole rural populace. CDA operates with several partners. To efficiently

implement its various initiatives and coordinate with its partner-actors at the regional and global levels, ComDev Asia foresees the implementation of a participatory communication plan for 2020 within the framework of the UNDF.

ComDev Asia: Communication for Rural Development in Asia and the Pacific

ComDev Asia (CDA) is a regional initiative that steers a common agenda in communication for rural development in the Asia-Pacific region. It facilitates an interactive web-based community of practice that facilitates dialogue, strengthens collaboration, and advocates for communication policies and services in agriculture and rural development. It seeks to connect institutions, producers' organizations, and communication and community media practitioners; systematize and share lessons learned; document impact; and explore new partnerships or rekindle existing alliances in using communication to facilitate development.

ComDev Asia is in collaboration with its steering committee (SC) members. The SC members include the Asian Farmers' Association (AFA), World Association of Community Radio Broadcasters (AMARC), Digital Green, Self-Employed Women's Association (SEWA), U.P. Los Baños College of Development Communication (UPLB-CDC), and the Food and Agriculture Organization (FAO). The Steering Committee meets regularly to: a) coordinate activities foreseen in the PCP; b) ensure the update of the web content and priority agenda; c) provide updated progress reports; and d) assess the outcomes of ComDev Asia.

Besides the steering committee, CDA supports a network of communication practitioners from academia, government, non-government organizations and regional or local community media, as well as a network of producers' organizations with designated focal points who will contribute content to the web platform.

Communication Framework for Family Farming and the UNDF

As a regional initiative, ComDev Asia has adopted the communication framework for family farming and the UNDF (Figure 1). The framework emphasizes **three main lines of actions** directly linked to UNDF-GAP Outcome 4.4. These are: **1) participatory communication, 2) rural communication services, and 3) enhanced communication capacity of POs and other institutions**. Likewise, the communication framework adds a fourth element on awareness and outreach for the UNDF. Family farming organizations, community media, and FAO communication experts discussed and agreed on the communication framework for family

farming and UNDF during the “Inclusive Rural Communication Services for family farming and the UNDF” held in Rome in December 2019.

The three priority lines of action and mechanisms for implementation are presented next.

Participatory Communication

Participatory communication refers to **effective processes and means of communication** to report on communication experiences in family farming, development opportunities, innovations of POs, links with consumers and advisory services, improvement of access to information on key issues. Participatory communication activities focus on informing family farmers about opportunities and challenges for the sector, engaging them in policy dialogue, sharing experiences, documenting UNDF National Action Plans by making opinions and proposals from communities and family farming organizations visible and facilitating access to information and knowledge relevant to smallholders. Therefore, **communication strategies** will be used together with **ICTs and community media**, to inform and mobilize stakeholders and sensitize the public about the important role of agriculture and the measures to promote its resilience and sustainability.

Rural Communication Services (RCS)

As developed in the context of the International Year of Family Farming 2014, rural communication services pertain to “a wide range of demand-driven communication processes, activities, media applications and institutional arrangements, to respond in a sustained and inclusive way to the communication needs of family farmers and the rural population.” As a line of action, RCS will promote programs and policies for communication services within the framework of family farming. RCS also aims to: 1) provide technical assistance in communication for development to POs, institutions and governments; 2) promote policies, investments and alliances that allow communication services for family farmers through their organizations and community or local media; and 3) generate evidence and evaluate trends, needs and priorities to promote access to inclusive rural communication services.

Producer Organizations’ (POs’) and Family Farming Communication Capacity

Baseline information will be collected to identify and map the experiences, needs, and communication priorities of family farming organizations in the Asia-Pacific region as a basis to improve communication capacities of family farmers. The capacity development will enable POs and farming organizations to generate and share information and knowledge on priority issues using appropriate channels and formats; improve access to information and communication services for the youth and women in rural areas; and design communication services or improve those existing for family farming. This third line of action involves close collaboration between POs and specialized communication institutions in the context of ComDev regional initiatives, South-South collaboration, technical assistance, virtual training and in-service training.

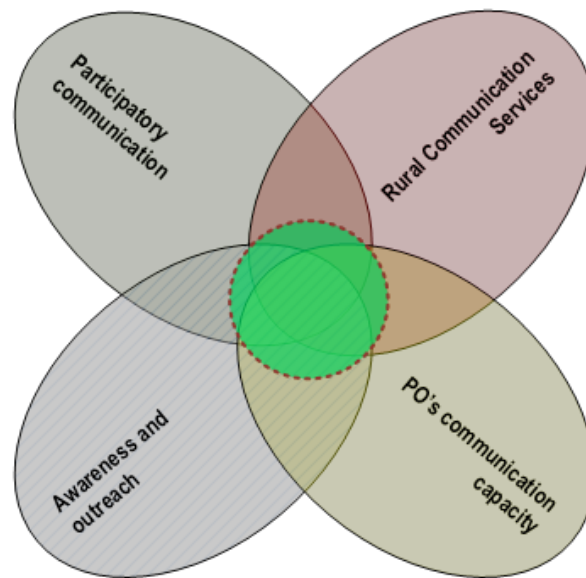


Figure 1: Communication framework for family farming and the UNDF

Participatory Communication Plan (PCP) for Family Farming

The Participatory Communication Plan (PCP) provides the framework for planning, reaching consensus and implementing the three lines of action (participatory communication, RCS and communication capacity of POs) in an integrated manner at regional and local levels (Figure 2). The PCP also serves as the operational guideline for implementation of the regional ComDev initiatives. It will be developed within the framework of communication initiatives and will be connected to information and awareness initiatives at the local, national and regional levels through synergies with FAO communication focal points for the UNDF and relevant partners in the Asia-Pacific region.

For the ComDev Asia PCP, the Steering Committee will review a PCP proposal based on the three lines of action as generated by the College of Development Communication (CDC) of the University of the Philippines Los Baños (UPLB) with the support of the FAO Communication for Development team. This proposal will focus on concrete initiatives or activities currently underway or prioritized by the SC members and on the availability of resources. CDA partners will establish synergies and alliances for the fulfillment of the planned goals.

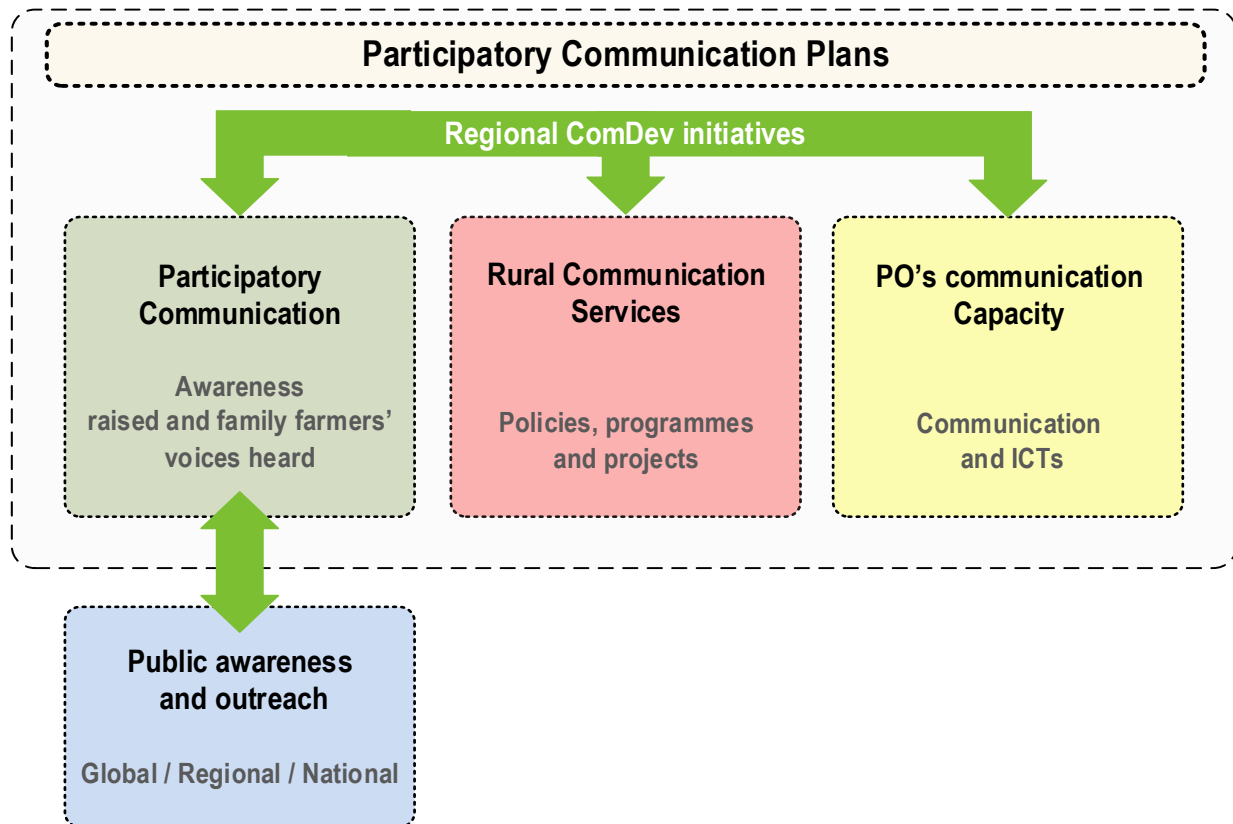


Figure 2. Participatory Communication Plan (PCP)

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

The PCP for Asia and the Pacific will involve global, regional and local farmers’ organizations (e.g. World Rural Forum, 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 allies. The plan will also be linked to awareness raising activities and global and national campaigns to be carried out within the framework of the UNDFP.

Specific Objectives

The 2020 ComDev Asia participatory communication plan (CDA-PCP) for family farming aims to promote the participation of family farmers in sharing knowledge and skills, engaging in policy dialogues, and enhancing communication capacities.

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)F)
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

Content or Topics

The ComDev Asia platform will involve its partners and networks of producer organizations (POs) and communication practitioners to contribute to its content. The main topics of the platform consist of the following:

1. Communication for development approaches, methodologies, and tools
2. Rural communication policies and services for family farmers in Asia
3. Importance of family farming and roles of family farmers in producing food for the world
4. Family farmers' safety, protection, resiliency, sustainability of production and other measures during crisis such as covid-19 outbreak
5. Family farmers' perspectives and experiences on key issues such as agricultural practices and innovations, climate change, environment, disaster risk management, etc.
6. News and updates from information campaigns on family farming and sustainable rural development
7. Family farmers' voices and involvement in policy dialogue
8. UNDF)F) activities or events in Asia-Pacific, global and national action plans for family farming
9. Participatory communication plans and ComDev strategies for POs and field projects
10. Knowledge sharing and virtual trainings in communication for development
11. Enhanced communication capacities of producers' organizations and other partners

Communication Activities and Products

The communication activities and products are linked to the objectives and lines of action of ComDev Asia. The PCP will include specific activities and products based on the local capacities, audience needs, and ongoing ComDev initiatives in the Asia Pacific region as well as region-specific priority issues in the context of the UNDF)F).

The CDA will utilize the web as its main communication platform. The ComDev Asia platform incorporates social media such as Facebook, Twitter and YouTube. Communication activities include community dialogues, storytelling or opinion sharing, virtual trainings, feedback

gathering, and monitoring and evaluation, among others. The communication products can be video clips, podcasts, recorded interviews, community radio broadcasts, posters, leaflets, e-learning modules, etc.

The POs, family farming organizations, and other CDA partners are considered as content contributors. Likewise, communication practitioners and regional or local community media professionals can add to the knowledge products for CDA.

Communication activities and knowledge products are uploaded every two weeks to ensure their production and delivery in the CDA web or community hub.

Budget and Implementation

The PCP will be implemented through a Letter of Agreement established between the UPLB-College of Development Communication and FAO as well as through additional resources and partnerships between participants in the CDA initiative.

Monitoring and Evaluation

A monitoring and evaluation (M&E) sheet (see Table 1) will be prepared to assess the impact of CDA activities and products on its users and on the communities of practice. The M&E sheet will be included as an annex once the PCP has been finalized.

Quantitative and qualitative indicators (e.g., lessons learned, successful experiences, new insights on CDA, etc.) will guide the evaluation of the CDA.

The methods for monitoring and evaluation will include online feedback, monitoring sheet, and online evaluation survey. Web analytics will also be collected, interpreted, and reported.

Table 1. Monitoring and evaluation sheet for CDA

Outcome and Communication Activity	Quantity/Coverage	Indicator/Product	Means of Verification/Evidence
Outcome 1			
Activity 1			
Activity 2			
Etc.			

Tentative Schedule

The ComDev Asia PCP is intended for one-year implementation. The timeline of specific activities is shown in Table 2.

PCP ComDev Asia 2020

The Participatory Communication Plan for ComDev Asia is presented below.

Table 2. ComDev Asia Participatory Communication Plan 2020 – Overall -

No.	Line of Action	Results	Activities	Products	Indicators	Timeline	Responsible Entity	Notes
1	Participatory Communication	ComDev Asia initiative fully operational and in continuous development	1. Update the ComDev Asia strategy	1.1. CDA strategy and workplan updated	1.1.1. Workplan document	Feb-March	Steering Committee (SC)	Coordinated and validated with FAO and SC members
			2. Create, edit, and update content for CDA web platform and social media – Facebook, Twitter, YouTube	2.1. Thematic information and content updated	2.1.1. Updated content in CDA web platform 2.1.2. Regular web analytics report	Mar-Dec	AFA AMARC-AP Digital Green SEWA UPLB-CDC CDA working groups Network of communication practitioners Network of POs' focal points Other partners	Content shared through relevant channels Regular maintenance of the CDA website and social media (FG, Twitter, YouTube)
			3. Design and implement an information campaign via web and community radio on family farming and the	3.1. Information campaign via web and community radio on family farming and covid-19 related issues	3.1.1. Campaign design approved in consultation with Steering Committee	April-Dec	UPLB-CDC AFA AMARC-AP Digital Green SEWA CDA working groups	Coordination with editorial committee Coordination and facilitation of CDA activities including

			UNDF NAPS including covid-19 outbreak	implemented and monitored	3.1.2. Campaign materials and products 3.1.3. Monitoring report on the campaign 3.1.4. Information on UNDF NAPS		Network of POs' focal points Network of communication practitioners Other partners	regular consultations with FAO and SC members
			4. Enhance existing network of community radio and practitioners in rural communication	4.1 Mapping of community radio, ICTs, and institutions involved in rural communication and in support of family farming organizations and programs in Asia 4.2. Regional network of communication practitioners strengthened	4.1.1 Mapping document completed and uploaded in CDA web 4.1.2. Network consolidated, operational, and contributing to CDA content	Apr-May		
			5. Set up and facilitate a network of POs' focal points in Asia	5.1 Structure and composition of network of POs' focal points 5.2 Mapping of community media and ICTS in support of FFF organizations & programs in Asia	5.1.1. Network of POs established to contribute to CDA content	Apr-Dec	UPLB-CDC FAO-RAP FAO-ComDev Team Network of POs' focal points & communication practitioners	
2	Rural Communication Services	Technical assistance and promotion to integrate RCS and ComDev strategies in programs and policies	6. Provide technical assistance and design participatory communication strategies for POs (AFA)	6.1. Participatory communication strategies designed for POs 6.2. Communication services enhanced for POs	6.1.1. Strategy document for POs 6.2.1. Monitoring report on communication strategies and services for POs	Apr-Jun	UPLB-CDC FAO ComDev Team Network of POs' focal points & communication practitioners AMARC-AP	Involve local rural radios and other community media for the production of short radio programs in local languages

								<p>In collaboration with the in-country project focal point, FAO RAF and FAO ComDev Team</p> <p>Undertake at least 2 field missions</p> <p>Monitoring of the formulated strategies</p>
			7. Provide technical assistance in ComDev to at least one FAO project in Asia (e.g., FFF program)	<p>7.1. Technical assistance provided</p> <p>7.2. At least one ComDev strategy for a FAO project in Asia (e.g., FFF program)</p>	<p>7.2.1. Technical reports</p> <p>7.2.2. Strategy documents</p> <p>7.2.3. Strategy validation report</p>	Oct-Dec	UPLB-CDC FAO ComDev Team	
			8. Write an updated document/proposal to promote rural communication services and policies for family farming in support of POs' activities in the region	8.1 Document/proposal promoting RCS and policies for family farming updated	9.1.1. RCS promotional document completed and shared with partners	Apr-Jun	UPLB-CDC FAO ComDev Team	Evaluate POs' perspectives and experiences with respect to the use of ICTs for FFF
3	Capacity development in ComDev	ComDev capacities developed	9. Assess the needs for ComDev capacities of POs, field projects, and FAO offices	10.1. Needs assessment of ComDev capacities	10.1.1. Needs assessment document	Apr-Jun	UPLB-CDC FAO ComDev Team FAO-RAP Network of POs' focal points	Use the resources database available on the CDA platform along with the new modules on the most relevant topics based on the needs assessed

			10. Design and conduct a regional capacity development (virtual) process to improve ComDev capacities of POs, field projects and other relevant stakeholders	11.1. ComDev capacity development modules delivered using FAO content and other tools	11.1.1. Capacity development program and schedule 11.1.2. Capacity development report	Jun-Dec	UPLB-CDC FAO ComDev Team	
4	CDA management, coordination and sustainability	Progress of PCP in Asia	11. Draft information plan to promote CDA	12.1. Regional plan for the promotion of CDA implemented	12.1.1. Report on the impact of the promotion	Apr-Dec	UPLB-CDC FAO ComDev Team	
		Proposal for continuity	12. Facilitate, monitor, and update the regional PCP for the UNDF	13.1. CDA-PCP updated for UNDF	13.1.1. Executive reports for the SC	Apr-Dec	UPLB-CDC FAO ComDev Team	
			13. CDA monthly newsletter providing visibility to results for wide distribution	14.1. Monthly CDA newsletter uploaded in C web platform	14.2.1. Monthly newsletter shared with FAO offices	Apr-Dec	UPLB-CDC FAO ComDev Team	
			14. Elaborate a proposal for the sustainability of the CDA initiative	15.1. Proposal for sustainability of CDA elaborated	15.1.1. Sustainability proposal/plan completed	Oct-Dec	UPLB-CDC FAO ComDev Team	
			15. Facilitate monitoring and evaluation services	16.1. M&E for CDA conducted	16.1.1. M&E report on CDA (mid-year and end of year)	Apr-Dec	UPLB-CDC FAO ComDev Team	

