



2024 PCP

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Food and Agriculture
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United Nations



Digital
Green



2024 PCP Objective

The 2024 ComDev Asia participatory communication plan (CDA-PCP) for family farming aims to:

Promote United Nations Decade of Family Farming 2019-2028 (UNDIFF) National Action plans involving family farmers' organizations and relevant stakeholders by:

- engaging in policy dialogues
- enhancing communication capacities, and
- supporting rural communication services in the context of family farming.

2024 PCP Specific Objectives

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

- Share experiences and knowledge resources on participatory communication for family farming
- Share information and news about the UN Decade for Family Farming (UNDFF) and comdev activities
- Document and share stories of family farming and its organizations
- Facilitate partnerships among organizations, community media, and institutions of family farming at the regional and country levels

2024 PCP Specific Objectives (cont.)

- Engage family farmers in dialogue on policies and programs
- Promote inclusive rural communication services as integral part of policies and programs on family farming; and
- Improve the communication capacities of family farmers and their organizations.

**Line of Action 1:
Participatory Communication and Awareness**



Line of Action	Results	Activities	Products	Indicators	Timeline	Responsible Entity	Remarks
Participatory Communication and Awareness	Information and knowledge sharing on UNDF National Action Plans and Comdev activities	Production, update and sharing of content related to UNDF National Action Plans on CDA digital platform and ComDev activities (website and social media): a. Produce a monthly newsletter on CDA activities and events; b. Implement awareness campaigns (e.g. Rural Radio Initiative), including monitoring of Radio Initiative	a. News articles, short videos, photos, radio magazines, monthly newsletters , and other communication materials b. Radio programs; monitoring report	a. Number of uploaded content on website; Number of social media posts; Number of newsletters produced and other communication materials b. Number of participatory radio programs uploaded in CDA website, compiled, and shared; data analytics on participatory radio program	Feb.-Dec	a.CDA Platform Working Group: RJGalang- CDC FP; SSanMarco-FAO; Comdev FP; AMARC Asia (for radio); AFA; SEWA; DG; Regional Office b.AMARC Asia-Radio Initiative; CDC-assistance in monitoring	

Line of Action	Results	Activities	Products	Indicators	Timeline	Responsible Entity	Remarks
Participatory Communication and Awareness	Strengthening the network of CDA	Engage local community media and other relevant stakeholders to support the UNDFP National Action Plans through the dissemination of existing communication materials	a. CDA website and social media data analytics report b. Highlights of SC meetings and consultations	Number of downloads (CDA data analytics)	Feb-Dec	UPLB-CDC AFA AMARC-AP Digital Green SEWA Network of POs' focal points Network of communication practitioners and community media Other partners	
		Invite other institutions to share stories on UNDFP, NAP, ComDev, and news on their FF activities	News articles and other types of stories	Number of news articles and other stories	Feb-Dec	Institutions in the Philippines, Indonesia, Nepal	
		Support CDA SC members' priorities as well as FAO-RAP UNDFP activities	AFA's Strategic ComDev plan 2023 linked with CDA plan	Number of communication materials produced in support of AFA's strategic ComDev plan	Feb-Dec	UPLB-CDC, FAO ComDev, AFA	

Line of Action 2: Rural Communication Services

Line of Action	Results	Activities	Products	Indicators	Timeline	Responsible Entity	Remarks
Rural Communication Services	Communication for Development strategies granted to farmers organizations and projects	Provide technical assistance in communication for development to projects and family farming NAPs, e.g.: <ul style="list-style-type: none"> a. FFF project in Vietnam b. AFA (PO) c. NAPs: Philippines, Nepal, Indonesia 	Comdev strategies and workplans; support in the implementation of comdev strategies; systematization of lessons learned	Strategy documents and workplans completed;	Feb-Dec	UPLB-CDC FAO ComDev Team Network of POs' focal points & communication practitioners AMARC-AP	

Line of Action	Results	Activities	Products	Indicators	Timeline	Responsible Entity	Remarks
Rural Communication Services	RCS promoted as part of national policies and programs of POs	<ul style="list-style-type: none"> a. Needs assessment for NAPs and their validation b. Provide assistance in developing communication plan for NAPs of Ph, and Indonesia c. Mapping/desk study of digital tools in RCS d. Launching of publications on RCS studies and reports on consultations 	<ul style="list-style-type: none"> a. Validation report b. Report on desk study Publications 	Number of reports, desk study, publications	Feb-Dec	UPLB-CDC, FAO ComDev Team	
		Create methodology for participatory design of RCS to be applied in Asia	Highlights of meetings, report	Number of discussion/ meetings, report on methodology	Feb-Dec	CDC, FAO, IAMCR-RCWG AMARC, Francesco D., CDA	

Line of Action 3: Capacity Development in ComDev

Line of Action	Results	Activities	Products	Indicators	Timeline	Responsible Entity	Remarks
Capacity Development in ComDev	Communities of practice (CoP) to share knowledge on ComDev	<ul style="list-style-type: none"> a. Implement PV communities of practice b. Support a network of communication focal points and facilitate experience sharing of PV through the CDA PV WhatsApp Group 	<ul style="list-style-type: none"> a. Facilitation of discussion themes and experience sharing b. Webinars on PV experience sharing 	<ul style="list-style-type: none"> a. Number of posts on discussion themes and experience sharing b. Number of webinars 	Feb- Dec	UPLB-CDC FAO ComDev Team FAO-RAP Network of POs' focal points	
	Virtual trainings to enhance communication capacities of practitioners, FFOs, rural institutions and projects	<ul style="list-style-type: none"> a. Training of trainers (ToT) on participatory video 	Training sessions	Training report	Feb-Dec	Digital Green, UPLB-CDC, FAO ComDev Team	

Roles and Responsibilities of the Steering Committee

Main Tasks:

- Identify key deliverables for ComDev Asia
- Attend online meetings
- Give updates about the activities of the initiative
- Provide technical assistance to partner organizations
- Share relevant content for posting in the ComDev Asia online platforms (website, Facebook, Twitter, Youtube)
- Serve also as members of the ComDev Asia Working Group in various capacities

Thank you!
