



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

Rome, Italy, 23-24 October 2014

### **CONCLUSIONS AND FOLLOW-UP ACTIONS**

Today, with more than 500 million family farms out of 570 million farms worldwide, family farming is the predominant mode of agricultural production in both developing and developed countries and a major player in food production throughout the world. Family farmers tend to run crop-diversified agricultural systems and preserve traditional food products, contributing both to a balanced diet and the safeguarding of the world's agro-biodiversity. To recognize and celebrate the importance of family farming for eradicating poverty and improving global food security the United Nations proclaimed 2014 as the **International Year of Family Farming (IYFF)** and tasked FAO to facilitate its implementation in collaboration with Governments, UNDP, IFAD, the Consultative Group on International Agricultural Research (CGIAR) and other relevant organizations of the United Nations system, as well as relevant non-governmental organizations.

In the framework of the International Year of Family Farming 2014 (IYFF), FAO Office for Partnerships, Advocacy and Capacity Development convened a **Forum on Communication for Development & Community Media for Family Farming (FCCM)** in Rome, Italy, on **23-24 October 2014**. The Forum provided the opportunity to share experiences and showcase evidence of the contribution of Communication for Development (ComDev), ICTs and community media to family farming as drivers for innovation and social change in rural areas. It addressed opportunities for promoting **rural communication services** as sustained, inclusive and demand-led communication processes involving family farmers and the rural population.

Participants came up with a common definition of **rural communication services** as a framework for promoting sustained communication services in support of family farming:

*“Rural communication services (RCS) is a working concept that seeks to frame a wide range of processes, activities, media applications and institutional arrangements that respond in a sustained and inclusive manner to the communication needs of rural populations.”*

## **COMMUNICATION FOR DEVELOPMENT TO ADVANCE FAMILY FARMING**

In recent years, communication has proven to be crucial for family farmers dealing with development challenges such as new market and employment conditions, climate change and environmental degradation, growing world population and higher food demand. Successful family farming and resilient rural livelihoods are increasingly linked to:

- *Access to agricultural knowledge and information* - timely access to up-to-date and reliable information is fundamental for farmers as they try to better understand, adapt and respond to new challenges and changing conditions.
- *Social learning* - family farmers need communication resources and suitable channels to share experiences, learn from each other and coordinate strategies with their partners.
- *Engagement in policy dialogue* - family farmers must participate in policy-making processes to express their concerns, articulate their demands and make their voices count.

Communication for Development is a participatory approach that can bring different stakeholders and groups into conversation with each other and allow the more disadvantaged and most marginalized to participate in the decisions about sustainable agriculture and rural livelihoods.<sup>1</sup> Integrating community media and the ICTs, have a remarkable impact on family farmers' capacity to access and process relevant information, get organized and participate in decision making. New services providing agricultural marketing and finance information through community media, mobile phones and low-cost ICTs are helping family farmers worldwide to save time and negotiate better rates, resulting in income increases as high as 30 percent.

For instance, a recent study in Africa revealed that farmers using communication tools such as mobile phones have made steady incremental steps out of poverty, at a rate of 2.5 percent over 3 years. In India, participatory video was found 10 times more effective in promoting the adoption of sustainable farming practices than conventional extension approaches. Nevertheless, the emphasis should not be only on media and technologies but on the promotion of inclusive and demand driven **rural communication services** to meet the knowledge and information needs of various stakeholders in the agricultural sector, especially family farmers.

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<sup>1</sup> Food and Agriculture Organization of the United Nations (2014). *Farming for the Future: Communication efforts to advance Family Farming*. Rome, Italy: FAO (available at <http://www.fao.org/3/a-i4223e.pdf>).

## **FCCM CONCLUSIONS AND FOLLOW-UP ACTIONS**

Over 100 participants representing farmer organizations, rural institutions, international agencies, governments, research organizations, development and human rights NGOs, academia, community media and communication networks attended the FCCM. Through webcast on the [dedicated FCCM page](#) and [@FAOComDev](#) twitter updates, the wider audience was also able to follow the discussions and contribute their inputs. Information was then shared via FAO-AMARC regional platforms in Asia ([ComDev Asia](#)), Africa ([YenKasa Africa](#)) and Latin America ([Onda Rural](#)).

The Forum's first day focused on the contributions, evidences and perspectives of communication for rural development with regards to family farming, through experiences and evidences of appropriation by rural actors as well as discussions based on communication policy needs and priorities to advance family farming. The second day of the FCCM was dedicated to the adoption of rural communication services, with particular attention being paid to the challenges, opportunities, options and joint initiatives relating to rural communication services.

Participants came up with a set of firm recommendations for the way forward (see the **FCCM Final Statement** [EN-FR-SP] in Annex 1). Bringing national law and policy on rural communication services in line with agreed national standards, working in partnership to build the evidence base for rural communication service, as well as engaging in multi-stakeholder partnerships in order to embed communication in development programmes were all given ample attention. Developing the capacity of rural actors at all levels to engage effectively in rural communication processes was also decided upon.

The FCCM was supported by an Advisory Group (see Annex 2) consisting of research and development institutions, farmer organizations, community media, NGOs and universities who commit to putting this agenda forward. They had the chance to further discuss the priority action points emerged from the Forum during a half-day follow-up meeting. It was agreed to establish the FCCM as an informal mechanism to advocate for rural communication policies and to steer collaboration among relevant actors on strategic initiatives under the following priority areas of work:

1. FCCM Facilitation and Advocacy
2. Knowledge Sharing and Networking
3. Research
4. Capacity Development
5. Support to Programmes and Countries

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

FAO, Rome, 23-24 October 2014

### **Final Statement**

#### **COMMUNICATION: KEY TO FAMILY FARMING**

By proclaiming 2014 the International Year of Family Farming, the UN has put family farmers at the centre of the international development agenda and has underlined the need to collectively move toward more inclusive and sustainable approaches and policies in the agricultural sector.

Today most family farmers live in disadvantaged rural areas and face several social, economic and environmental challenges, from access to market to climate change. These challenges are making agriculture extremely knowledge-intensive and family farmers' livelihoods are increasingly dependent on timely access to relevant information.

However, frequently family farmers and rural communities are not only resource poor but also information poor. Their self-reliance is significantly affected by limited access to information and to communication services. There is a need to support knowledge, dialogue and communication processes that "allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development"<sup>2</sup>.

All of the above implies the key role of communication as an asset for farmers and the need to integrate it into family farming policies.

#### **THE FORUM ON COMMUNICATION FOR DEVELOPMENT AND COMMUNITY MEDIA FOR FAMILY FARMING (FCCM)**

Over the past years, participatory communication processes and community media have proven to be essential for the livelihoods of millions of family farmers worldwide. For example, the use of mobile phones and rural radio to provide innovative market information and communication services, is improving agricultural extension work and helping family farmers worldwide to save time and negotiate better rates, often resulting in significant income increases.

The challenge now is to promote institutional and policy frameworks that will allow equitable access to information and communication services and that will ensure the active participation of family farmers in development processes.

To raise awareness on the role of communication and community media as drivers for innovation and social change in rural areas, an international *Forum on Communication for Development and Community Media for Family Farming (FCCM)* was held in Rome on 23 and 24 October, 2014 as part of the International Year of Family Farming.

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<sup>2</sup> United Nations General Assembly (1997). *Communication for development programmes in the United Nations system* (No. 51/172). New York: The United Nations.

The Forum provided the opportunity to share experiences and showcase evidence of the contribution of communication, ICTs and community media to family farming. It addressed opportunities for promoting *rural communication services*<sup>3</sup> as sustained, inclusive and demand-led communication processes involving family farmers and the rural population.

More than one hundred participants representing farmer organizations, rural institutions, international agencies, governments, research organizations, development and human rights NGOs, academia, community media and communication networks discussed issues related to:

- *The contribution of communication to family farming*
- *The appropriation of communication by farmers and rural actors*
- *Need and priorities for communication policies*
- *Enabling policy and institutional frameworks*
- *Investments and partnership opportunities*
- *Enhancing communication capacities of rural stakeholders*

The participants of the FCCM agreed that sustainable social and economic development begins when farmers, communities and people are empowered to make decisions for their own lives. They agreed that communication is key to advance family farming and rural development, and recalled the definition<sup>4</sup> and recommendations of the World Congress on Communication for Development (WCCD 2006), especially the need to move towards a rights-based approach.

In order to move the policy agenda in communication for family farming and rural development forward, the participants of the FCCM endorsed and committed to act on the following recommendations

## **RECOMMENDATIONS**

- In relation to *enabling policy and institutional frameworks* it was recommended to:
  - Build cross-sectoral alliances to promote and implement law and policy reforms in respect to communication and family farming.
  - Bring national law and policy on rural communication services in line with agreed international standards.
  - Provide formal legal recognition to create a regulatory environment for independent and pluralistic community radios including simple licensing processes, equitable reservation of frequencies and robust funding possibilities.

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<sup>3</sup> “Rural communication services is a working concept that seeks to frame a wide range of processes, activities, media applications and institutional arrangements that respond in a sustained and inclusive manner to the communication needs of rural populations”. FCCM, Rome 2014.

<sup>4</sup> “Communication for Development (ComDev) is a *social process* based on dialogue using a broad range of tools and methods. ComDev is about seeking change at different levels including listening, establishing trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change”. WCCD, Rome 2006.

- Integrate critical analysis of women’s and men’s specific needs and priorities into efforts to develop rural communication services including aspects such as tools, content, implementation and impact.
  
- In relation to *investments and partnership opportunities* it was recommended to:
  - Work in partnership to build the evidence base for rural communication services.
  - Urge governments to invest in reinforcing community-based communication services and up scaling good practices.
  - Engage in multi-stakeholder partnerships, to embed communication in development initiatives/programmes.
  - Ensure that access to infrastructure and services is affordable to rural communities, particularly to women and youth.
  
- In relation to *capacity development* it was recommended to:
  - Develop the capacity of rural actors at all levels, applying a diversity approach, to engage effectively in rural communication processes.
    - At the level of farmers: facilitate knowledge, confidence and agency of women and men farmers to voice their needs and concerns, claim their rights, interact and organize themselves
    - At the level of development professionals<sup>5</sup>: develop collaborative learning strategies that link directly to and are inspired by rural realities with special attention to gender, class, age and socio-cultural issues
  - Develop mechanisms and tools for coordination and partnerships ensuring that communication for development principles are evident and operational, and that there is support for independent and pluralistic media.

The participants also agreed to establish the FCCM as an informal mechanism to advocate for rural communication policies and services and to steer collaboration among relevant actors. The FCCM will be supported by a working group consisting of research and development institutions, farmer organizations, community media, NGOs and universities who commit to putting this agenda forward.

Rome, 24 October 2014

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<sup>5</sup> Organizations, NGOs, consultants, extension workers, private companies and other mediators including farmers and farmer organizations as well.

## **Forum sur la communication pour le développement et les médias communautaires pour l'agriculture familiale (FCCM)**

FAO, Rome, 23-24 octobre 2014

### **Déclaration Finale**

#### **LA COMMUNICATION POUR L'AGRICULTURE FAMILIALE**

En proclamant 2014 l'année internationale de l'agriculture familiale (AIAF), l'ONU a placé les agriculteurs familiaux au centre de l'agenda international du développement et a souligné la nécessité d'agir collectivement vers des approches et des politiques plus inclusives et durables dans le secteur agricole.

Aujourd'hui, la plupart des agriculteurs familiaux vivent dans des zones rurales défavorisées et font face à plusieurs défis sociaux, économiques et environnementaux tels que l'accès aux marchés et le changement climatique. Ces défis font de l'agriculture une pratique qui est de plus en plus axée sur le savoir, causant les agriculteurs familiaux à devenir tributaires de l'accès rapide aux informations pertinentes.

Cependant, les agriculteurs familiaux et les communautés rurales sont non seulement pauvres en ressources, ils sont également limités par leur manque d'accès à l'information et aux services de communication.

Il est donc nécessaire de soutenir les apprentissages, le dialogue et les processus de communication afin de "permettre aux collectivités de prendre la parole, d'exprimer leurs aspirations et préoccupations ainsi que de participer aux décisions reliées à leur développement".

Les informations ci-dessus mettent en évidence l'importance de la communication comme atout pour les agriculteurs et soulignent la nécessité de l'intégrer dans les politiques d'agriculture familiale.

#### **FORUM SUR LA COMMUNICATION POUR LE DÉVELOPPEMENT ET LES MÉDIAS COMMUNAUTAIRES POUR L'AGRICULTURE FAMILIALE (FCCM)**

Au cours des dernières années, les processus de communication participative et les médias communautaires se sont avérés essentiels pour la majorité des agriculteurs familiaux dans le monde entier. Par exemple, l'usage des téléphones mobiles et de la radio rurale pour fournir des services d'information de marché a mené à l'amélioration des services de vulgarisation agricole. De plus, cela a pu aider les agriculteurs familiaux à travers le monde à gagner du temps et à négocier de meilleurs tarifs, ce qui entraîne souvent des augmentations de revenus considérables.

Le défi est maintenant de promouvoir des cadres institutionnels et politiques qui permettront un accès plus équitable aux services d'information et de la communication, et qui permettront d'assurer la participation active des agriculteurs familiaux dans les processus de développement.

Pour sensibiliser la population sur le rôle de la communication et les médias communautaires comme facteurs d'innovation et de changement social dans les zones rurales, un Forum sur la communication pour le développement et les médias communautaires pour l'agriculture familiale (FCCM) a eu lieu à Rome du 23 au 24 Octobre, 2014 dans le cadre de l'Année internationale de l'agriculture familiale (AIAF).

Le Forum a été l'occasion de partager diverses expériences et de présenter des preuves par rapport à la contribution de la communication, les TICs et les médias communautaires à l'agriculture familiale.

Plus d'une centaine de participants représentant des organisations paysannes, des institutions rurales, les agences internationales, les gouvernements, les organismes de recherche, de développement et de droits de l'homme, les ONG, les universités, les médias communautaires et les réseaux de communication ont discuté des questions relatives à:

- *La contribution de la communication pour l'agriculture familiale*
- *L'appropriation de la communication par les agriculteurs et les acteurs ruraux*
- *Nécessités et priorités pour les politiques de communication*
- *Cadres politiques et institutionnels*
- *Les investissements et les possibilités de partenariat*
- *Renforcement des capacités de communication pour les acteurs ruraux*

Les participants du FCCM ont convenu que le développement social et économique durable commence lorsque les agriculteurs, les communautés et les gens sont capables de prendre des décisions pour leur propre vie.

Ils ont convenu que la communication est essentielle pour faire progresser l'agriculture familiale et le développement rural, et ont rappelé la définition et les recommandations du Congrès mondial sur la communication pour le développement (WCCD 2006), en particulier la nécessité d'adopter une approche qui est fondée sur les droits.

Afin de faire avancer l'agenda de la politique de la communication pour l'agriculture familiale et le développement rural, les participants du FCCM ont approuvé et se sont engagés à agir sur les recommandations suivantes.



## RECOMMANDATIONS

- En ce qui concerne les cadres politiques et institutionnels, il a été recommandé de:
  - Créer des alliances intersectorielles pour promouvoir et mettre en œuvre des lois et politiques de réformes concernant la communication et l'agriculture familiale.
  - Assurer que la politique nationale sur les services de communication en milieu rural soit en conformité avec les normes internationales convenues.
  - Assurer la reconnaissance juridique formelle pour pouvoir créer un environnement réglementaire pour les radios communautaires indépendants et pluralistes, y compris les processus d'octroi de licences, la réservation équitable des fréquences et les possibilités de financement.
  - Intégrer une analyse critique des besoins spécifiques des hommes et des femmes ainsi que des priorités relatifs au développement des services de communication ruraux, y compris les outils, le contenu, la mise en œuvre et l'impact.
  
- En ce qui concerne les investissements et les possibilités de partenariat, il a été recommandé de:
  - Collaborer pour établir une base de données pour les services de communication en milieux ruraux.
  - Inciter les gouvernements à investir dans le renforcement des services de communication communautaires.
  - Engager des partenariats multi-parties prenantes, pour intégrer la communication dans le développement des initiatives / programmes.
  - Veiller à ce que l'accès aux infrastructures et services soit abordable pour les communautés rurales, en particulier pour les femmes et les jeunes.
  
- En ce qui concerne le renforcement des capacités, il a été recommandé de:
  - Développer les capacités des acteurs ruraux à tous les niveaux, par le biais d'une approche diversifiée, pour participer d'une manière davantage efficace aux processus de communication en milieux ruraux
  - Pour les agriculteurs: faciliter le partage des connaissances, la confiance et la capacité des femmes et des hommes pour pouvoir mieux exprimer leurs besoins et préoccupations, réclamer leurs droits, interagir et s'organiser.
  - Pour les professionnels du développement: développer des stratégies d'apprentissages collaboratifs liées directement aux situations rurales, avec un accent particulier sur le genre, la classe sociale et l'âge.
  - Développer des mécanismes, des outils de coordination et de partenariats qui garantissent que les principes de la communication sont évidentes et

opérationnelles, et qu'il existe un soutien aux médias indépendants et pluralistes.

Les participants sont d'accord sur l'établissement du FCCM comme mécanisme informel de défense des politiques et des services de communication en milieu rural et à orienter la collaboration entre les acteurs concernés. Le FCCM sera soutenu par un groupe de travail composé d'institutions de recherche et de développement, les organisations paysannes, les médias communautaires, des ONGs et les universités qui sont engagés à faire avancer ce programme.

Rome, 24 octobre 2014

## **Foro sobre Comunicación para el Desarrollo y Medios Comunitarios para la Agricultura Familiar (FCCM)**

FAO, Roma, 23-24 de Octubre, 2014

### **Declaración Final**

#### **COMUNICACIÓN: CLAVE PARA LA AGRICULTURA FAMILIAR**

La proclamación por parte de las Naciones Unidas del Año Internacional de la Agricultura Familiar ha situado a los agricultores familiares en el centro de la agenda internacional de desarrollo y ha destacado la necesidad de cambio hacia enfoques y políticas agrícolas más inclusivas y sostenibles.

Hoy en día, la mayoría de agricultores familiares viven en áreas rurales desfavorecidas y se enfrentan a diversos retos sociales, económicos y medioambientales, que engloban cuestiones como el acceso a mercados hasta el cambio climático. Estos desafíos hacen que la agricultura se base cada vez más en el conocimiento, y que de forma creciente los medios de vida de los agricultores familiares dependan del acceso a información pertinente a sus necesidades.

Sin embargo, de manera habitual, los agricultores familiares y las comunidades rurales no sólo carecen de recursos productivos, sino también de información. Su autosuficiencia se ve afectada significativamente por un acceso limitado a servicios de información y comunicación. Existe la necesidad de apoyar el conocimiento, el diálogo y los procesos de comunicación que “ permitan a las comunidades, pronunciarse, expresar sus aspiraciones y preocupaciones, y participar en decisiones relacionadas con su propio desarrollo”<sup>6</sup>.

Todo ello evidencia el papel central de la comunicación como un beneficio para los agricultores, y la necesidad de integrarla en las políticas de agricultura familiar.

#### **EL FORO SOBRE COMUNICACIÓN PARA EL DESARROLLO Y MEDIOS COMUNITARIOS PARA LA AGRICULTURA FAMILIAR (FCCM)**

En los últimos años, los procesos de comunicación participativa y los medios comunitarios han demostrado ser claves en su contribución a los medios de vida de millones de agricultores familiares en el mundo. Por ejemplo, el uso de la telefonía móvil y la radio rural para la provisión de un servicio de comunicación e información sobre los mercados ha servido para mejorar el trabajo agrícola y ha ayudado a los agricultores familiares en todo el mundo a ahorrar tiempo y negociar precios mejores, con la

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<sup>6</sup> United Nations General Assembly (1997). *Communication for development programmes in the United Nations system* (No. 51/172). New York: The United Nations.

consecuencia de un aumento significativo en sus ingresos.

Ahora, el reto es desarrollar marcos institucionales y políticos que permitan el acceso equitativo a servicios de información y comunicación, para asegurar la participación activa de los agricultores familiares en los procesos de desarrollo.

Para crear conciencia sobre el papel de la comunicación y los medios comunitarios como factores de innovación y cambio social en áreas rurales, se llevó a cabo el *Foro sobre Comunicación para el Desarrollo y Medios Comunitarios para la Agricultura Familiar* (Roma, 23 y 24 de Octubre del 2014) como parte del Año Internacional de la Agricultura Familiar.

El foro proporcionó una oportunidad para conocer las experiencias e impacto de la comunicación, las Tecnologías de la Información y la Comunicación (TICs) y los medios comunitarios en la agricultura familiar.

Más de 100 participantes representando a organizaciones campesinas, instituciones rurales, gobiernos, agencias de desarrollo, organizaciones de investigación, ONGs, academia, medios comunitarios y redes de comunicación discutieron los siguientes temas:

- *La contribución de la comunicación a la agricultura familiar*
- *Apropiación de la comunicación por los agricultores y actores rurales.*
- *Necesidades y prioridades para las políticas de comunicación.*
- *Marcos políticos e institucionales favorecedores*
- *Oportunidades de inversión y asociación*
- *Mejora de las capacidades de comunicación de los actores rurales.*

Los participantes del FCCM acordaron que el desarrollo sostenible social y económico comienza cuando los agricultores, las comunidades y las personas son los suficientemente empoderadas para tomar decisiones que afecten sus propias vidas.

Acordaron que la comunicación es clave para promover la agricultura familiar y el desarrollo rural, y evocaron la definición<sup>7</sup> y las recomendaciones del Congreso Mundial de Comunicación para el Desarrollo (WCCD 2006), especialmente la necesidad de avanzar hacia un enfoque basado en los derechos.

Con el objetivo de impulsar la agenda política en comunicación para la agricultura familiar y el desarrollo rural, los participantes del FCCM aprobaron y se comprometieron a actuar sobre las siguientes recomendaciones.

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<sup>7</sup> "Communication for Development (ComDev) is a *social process* based on dialogue using a broad range of tools and methods. ComDev is about seeking change at different levels including listening, establishing trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change". WCCD, Rome 2006.

## RECOMENDACIONES

- Con relación a los marcos políticos e institucionales propicios se recomienda:
  - Construir alianzas intersectoriales para la promoción e implementación de reformas legislativas y políticas con relación a la comunicación en el contexto de la agricultura familiar.
  - Adecuar las leyes y políticas nacionales en materia de servicios de comunicación rural de acuerdo a normas internacionales existentes.
  - Proporcionar el reconocimiento jurídico formal para crear un entorno normativo que promueva a las radios comunitarias independientes y pluralistas, incluyendo procesos simplificados para la concesión de licencias, reserva equitativa de frecuencias y la concreción de posibilidades de financiación.
  - Integrar el análisis crítico de las necesidades y prioridades específicas de hombre y mujeres en los esfuerzos para desarrollar servicios de comunicación rurales, considerando aspectos como herramientas, contenidos, implementación e impacto.
  
- En conexión a las oportunidades de inversión y asociación el foro recomendó:
  - Establecer asociaciones para construir la base de evidencia para los servicios de comunicaciones rurales.
  - Instar a los gobiernos a invertir en el fortalecimiento de los servicios de comunicación basados en la comunidad y expandir buenas prácticas.
  - Participar en asociaciones de múltiples partes interesadas, para integrar la comunicación en el desarrollo de iniciativas / programas.
  - Asegurar que el acceso a la infraestructura y los servicios sea asequible a las comunidades rurales, en particular las mujeres y los jóvenes.
  
- En lo referido al desarrollo de capacidades, se recomendó:
  - Desarrollar las capacidades de los actores rurales a todos los niveles, aplicando un enfoque de diversidad, para facilitar la participación efectiva de los actores en los procesos de comunicación rural.
    - A nivel de los agricultores: facilitar el conocimiento, la confianza y la capacidad de las mujeres y hombres agricultores a la hora de expresar sus preocupaciones y necesidades, reclamar sus derechos, interactuar y organizarse.

- A nivel de los profesionales del desarrollo<sup>8</sup>: Desarrollar estrategias de aprendizaje colaborativas que se enlacen e inspiren en las realidades rurales, con especial atención a las cuestiones culturales, de género, clase y edad.
- Desarrollar mecanismos e instrumentos de coordinación y asociación que aseguren que los principios de la comunicación para el desarrollo sean evidentes y operativos, y que brinden apoyo a medios de comunicación independientes y pluralistas.

Los participantes también acordaron establecer el FCCM como un mecanismo informal para abogar por políticas y servicios de comunicación rural y para guiar la colaboración entre los actores relevantes. El FCCM será apoyado por un grupo de trabajo conformado por instituciones de investigación y desarrollo, organizaciones de agricultores, medios comunitarios, ONGs y universidades comprometidos con impulsar esta agenda.

Roma, 24 de Octubre, 2014

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<sup>8</sup> Organizaciones, ONGs, consultores, extensionistas, empresas privadas y otros mediadores incluyendo también a agricultores y organizaciones de agricultores.

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

**MEMBERS OF THE ADVISORY GROUP**

<b>#</b>	<b>NAME</b>	<b>ORGANIZATION</b>
1	<b>Mario Acunzo</b>	Food and Agriculture Organization (FAO)
2	<b>Francesco Diasio</b>	World Association of Community Radio Broadcasters (AMARC)
3	<b>Venus Jennings</b>	UN Educational, Scientific and Cultural Organization (UNESCO)
4	<b>Ian Pringle</b>	Commonwealth of Learning (COL)
5	<b>James Deane</b>	BBC Media Action
6	<b>Mike Jensen</b>	Association of Progressive Communication (APC)
7	<b>Caroline Figueres</b>	International Institute for Communication and Development (IICD)
8	<b>Roxanna Samii</b>	International Fund for Agricultural Development (IFAD)
9	<b>Kristin Davies</b>	Global Forum for Rural Advisory Services (GFRAS)
10	<b>Ajit Maru</b>	Global Forum on Agricultural Research (GFAR)
11	<b>Elske van de Fliert</b>	International Association on Media and Communication Research (IAMCR)
12	<b>Paul Neate</b>	Technical Centre for Agricultural and Rural Cooperation (CTA)
13	<b>Bruce Girard</b>	Fundación Comunica
14	<b>Isabelle Delforge</b>	La Via Campesina (LVC)
15	<b>Joseba Imaz</b>	World Rural Forum (WRF)
16	<b>Luisa Volpe</b>	World Farmer Organization (WFO)
17	<b>Mauro Conti</b>	International Planning Committee on Food Sovereignty (IPC)
18	<b>Mohammed Mukhier</b>	International Federation of Red Cross and Red Crescent Societies (IFRC)
19	<b>Lavinia Mohr</b>	World Association of Christian Communication (WACC)
20	<b>Piers Bocoock/ Charlotte Masiello</b>	Consortium of International Agricultural Research Centers (CGIAR)
21	<b>Andrea Gros</b>	International Institute of Tropical Agriculture (IITA)
22	<b>Kevin Perkins</b>	Farm Radio International (FRI)
23	<b>Federico Sancho</b>	Inter-American Institute for Cooperation in Agriculture (IICA)
24	<b>Rico Lie</b>	Wageningen University
25	<b>Loes Witteveen</b>	Van Hall Larenstein University
26	<b>Cleofe Torres</b>	University of the Philippines Los Baños
27	<b>Sarah Cardey</b>	University of Reading
28	<b>Helen Hambly</b>	University of Guelph