

Communication for Development: a key to Climate Change Adaptation and Food Security.

Communication, Climate Change Adaptation and Food Security

Climate Change Adaptation and Food Security require multidisciplinary, multi-stakeholders action and a process of social learning for adaptive livelihoods. Within this framework, **communication** plays a key role.

Communication for Development, an approach that combines participatory communication methods and processes with a variety of tools ranging from rural radio to Information and Communication Technologies, is central to Climate Change Adaptation and Food Security. It enables rural people and institutions to:

- assess and agree on needs and priorities;
- improve negotiation and coordination;
- support good governance;
- share knowledge and information; and
- foster multistakeholder dialogue and action.

Communication for Development in Action

Several field projects have successfully applied Communication for Development systems and strategies that are relevant to support Climate Change Adaptation and Food Security in rural areas by:

- facilitating equitable access to knowledge and information;
- promoting peoples' participation and collaborative natural resources management;
- supporting research and advisory services for technology innovation;
- enhancing adaptation processes and disaster risk management;
- bridging the gap between global environment information, local knowledge and communities; and
- strengthening dialogue between institutions and small farmers.



Rural radio provides early warning messages to pastoralists on drought and pests that can affect their livestock



Video is effective for sharing knowledge on new farming methods helping people to adapt to Climate Change



Communication strategies include mobile phones to access market prices



New Information and Communication Technologies are appropriated by farmers organizations



Communication is essential for Early Warning and Disaster Risk Management in rural areas

A new initiative

FAO and the Italian Ministry of the Environment and Territory have launched a joint project called **Communication for Sustainable Development Initiative** (CSDI), to support the application of communication strategies and approaches to Climate Change Adaptation and Food Security. CSDI aims at strengthening and up scaling communication services in selected countries, and to make available suitable methods and tools at the international level through knowledge networks and partnerships. Activities are being launched in Africa, Asia, Latin America, the Caribbean, and the Near East. The project seeks partnerships in communication with international and national development programmes, NGOs and local organizations, to address Climate Change Adaptation and Food Security.



Communication for
Sustainable Development
Initiative

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