

Relaunch Workshop

Dimitra Project

October 2002

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The Dimitra team sincerely thanks the Gender Unit of the Belgian Development Cooperation and the King Baudouin Foundation for their valued support.

FOREWORD

The Dimitra project is an information and communication project of the Food and Agriculture Organization of the United Nations (FAO). Its objective is to highlight rural women's contribution to food security and sustainable development. The project also aims to raise awareness on gender issues amongst development actors so as to promote gender equality and achieve equal development for all. The project is implemented by the Gender and Development Service (SDWW) of FAO. The King Baudouin Foundation hosts the project and the Belgian Development Cooperation provides financial support.

This project is unique in that it is implemented by 10 local partners in Africa and the Near East. By encouraging synergies between existing networks, and by exchanging experiences, knowledge, and skills, a strong dynamic has arisen directly from the demands and needs expressed by the grassroots members of these networks. These members are essentially composed of local organisations representing rural populations, especially women.

One of the project's characteristics is channelling information from populations at grassroots level up to decision-makers and vice-versa. Access to information is a fundamental tool in the fight against hunger and poverty and this is why the Relaunch Workshop of October 2002 was dedicated to Dimitra partners' best practices in terms of information and communication.

Marie Randriamamonjy,
Chief, Gender and Development Service
FAO

Agenda of the Workshop

Welcome of the Dimitra partners from Africa and the Near East



Groupwork (1st session) –
presentation of the partners and definition of the expectations and objectives of the group



Groupwork (2nd session) –
exchange of ideas and experiences for leading a successful information and communication campaign



The partners produce an overview of their best practices in information and communication
The partners draft the outline of the project's future priorities



Creation of synergies with representatives from the Belgian Cooperation



The partners present the results of their work and share their experiences with representatives from civil society, and national and international NGOs



Workshop self-evaluation by the Dimitra partners



21-24 October 2002 – Brussels, Belgium



Sunday 20 October 2002 – *Bellevue Museums & Palace of Charles V*

- Guided tour of the Bellevue Museums (Museum of the Belgian Dynasty and Memorial King Baudouin) and the remnants of the Palace of Charles V, followed by a dinner in the Atrium of the Bellevue Hotel.

Monday 21 October 2002 – *Amazonie*

- Presentations and discussions of the partners' strategies for good communication and dissemination of information in view to prepare a guide on 'The Dimitra Partners' Best Practices in Information and Communication'.

Tuesday 22 October 2002 – *Amazonie*

- Continuation of session on 'Information and Communication: Dimitra's Best Practices'.
- Development of the project's future priorities and joint preparation of a short project document for donors.

Wednesday 23 October 2002 – *Federal Public Service, Foreign Affairs, Foreign Trade and Development Co-operation*

- "Education for all in Niger: ongoing challenges and efforts" by Ali Abdoulaye, Coordinator, ONG-VIE Kande Ni Bayra, Niger, Dimitra partner for the Sahel.
- "Enda-Pronat's experience in communication for rural women in the Niayes area" by Mariam Sow, Coordinator, Enda-Pronat, Senegal, Dimitra partner for West Africa.
- "ICTs for rural women: an African perspective" by Natasha Primo, Coordinator, Women'sNet, South Africa, Dimitra partner for Southern Africa.
- "FAO experience in rural radios and ICTs: lessons learnt and methodologies" by Jean-Pierre Ilboudo, Communication Specialist, Research, Extension and Training Division, FAO, Rome.
- Groupwork in preparation for the presentation of results during the closing session.

Thursday 24 October 2002 – *King Baudouin Foundation*

- Public presentations of the results of the work carried out over the previous days by the Dimitra Partners, FAO, the 'Commission Femmes et Développement' (Women and Development Commission), and the King Baudouin Foundation.
- Closing speech by Mr Eddy Boutmans, State Secretary for Development Cooperation.
- Self-evaluation of the Workshop by the participants



WHO ARE THE DIMITRA PARTNERS ?



The horseman

Mr Ali Abdoulaye

ONG-VIE, Kande Ni Bayra, *Volontaires pour l'Intégration Éducative, (Volunteers for Educational Integration) Niger*

ONG VIE's philosophy is basic education integrated into development using the educational approach of teaching by text.

Its objectives are to:

- fight against illiteracy in the country, with a view to creating conditions for responsible and efficient participation in development;
- to help to gather and reinforce grassroots development organisations;
- to research, highlight, test and popularise appropriate technologies in the areas of environment, food security, craftwork, human and animal health and conservation of cultural and historical heritage.



Richness through diversity

Ms Dorothy Asare,

POSDEV - *Pan-African Organisation for Sustainable Development, Ghana*

The objectives of POSDEV are to:

- support and advocate a local autonomous and participative movement able to assume its own development needs;
- to encourage and advocate collaboration between member organisations with a view to promoting an autonomous Africa thanks to local organizations;
- mobilise member organisations and put the necessary resources at their disposal to implement and strengthen programmes working for global and sustainable development;
- within each member organisation, consolidate and maintain a desire for autonomy based on a high level of professionalism and efficiency.



ICTs

Ms Aso Balan

SANGONeT, *(Southern African NGO Network), South Africa*

SANGONeT is a facilitator in the effective and empowering use of information and communication technology (ICT) tools by development and social justice actors in Africa. SANGONeT's aim is to share information, build capacity and link people and organisations through the use of ICTs.





Consolidation of acquisitions

Ms Mabrouka Gasmî

CREDIF, Centre De Recherche, d'Etudes, de Documentation et d'Information sur la Femme (Centre for research, studies, documentation and information on women), Tunisia

The main objective of CREDIF is to participate in the empowerment of women by accomplishing the following missions:

- better integration of women's rights into human rights;
- a greater taking into account of women in the democratic process;
- greater visibility of women's contribution to national production in all areas.



Training

Ms Sameera Kayed Al-Majali

CARDNE, Regional Centre on Agrarian Reform and Rural Development for the Near East, Jordan

The mission and objectives of CARDNE are to:

- support national actions and encourage and promote regional cooperation in terms of agrarian reform and rural development;
- improve the production, incomes and living conditions of small farmers, nomadic shepherds and other destitute rural groups ;
- integrate the inhabitants of rural areas into the development process and promote their participation in the social, economic and cultural life of their community.;
- assist Member States in these areas by giving advice, providing technical support, encouraging and exchanging ideas and experiences and promoting cooperative activities for the benefit of the people from one or several Member States.



Tropical forest

Ms Rose Masese

FAN, Forest Action Network, Kenya

In order to produce and share information on sustainable natural resource management, FAN works together with several stakeholders in the natural resources sector. Among them are NGOs, government services, grassroots community organisations, research and training institutes, intergovernmental organisations, the media, the private sector and individuals interested in finding ways to involve all stakeholders in decision-making on natural resource management, particularly as regards trees and forests.





WHO ARE THE DIMITRA PARTNERS ?



Solidarity

Mr Issam Moussaoui

AMSED - Association Marocaine de Solidarité et de Développement
(The Moroccan Association for Solidarity and Development), Morocco

The Moroccan Association for Solidarity and Development (AMSED), is a non profit-making and non governmental organisation which works to fight against poverty by carrying out socio-economic development projects and programmes.



Ms Fatou N'Diaye Sow and Ms Mariam Sow,

Enda-Pronat - Protection Naturelle des Ressources
(Natural Protection of Resources), Senegal

The objectives of ENDA-PRONAT are to:

- enhance the value of farmers skills and promote research into new techniques used by farmers for the natural protection of arable land;
- disseminate clear information on protection and natural production methods;
- build the capacities of grassroots groups;
- highlight farmer's knowledge in promoting sustainable agriculture;
- promote the production and consumption of natural products which are more respectful of the human being and the environment.



Producing without destroying

Ms Natasha Primo

Women'sNet, South Africa

Women'sNet is a vibrant and innovative networking support program designed to enable South African women to use the Internet to find the people, issues, resources and tools needed for women's social activism.



Rising sun

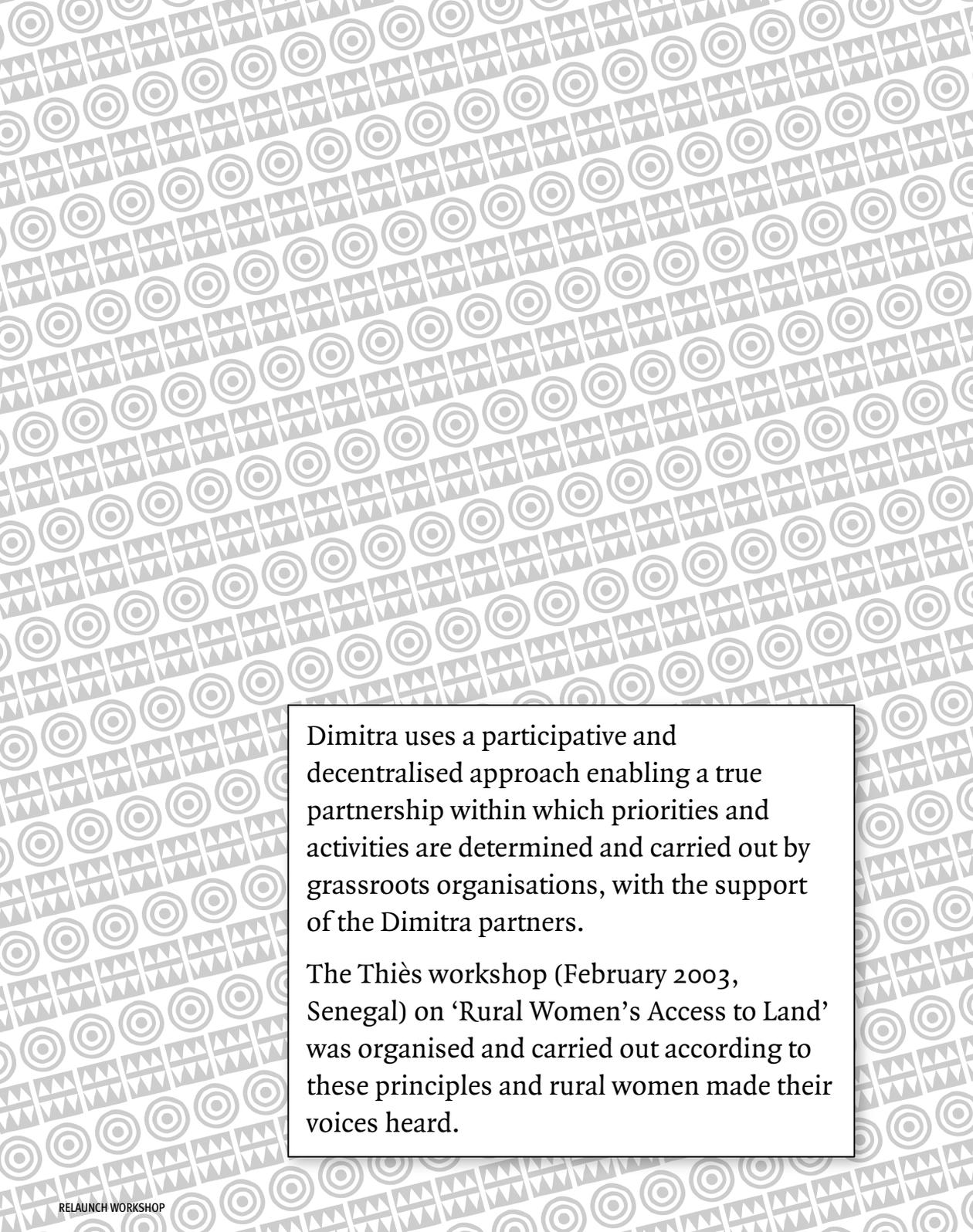
Ms Vololomihaja Rasamimanana

ONE - Office National pour l'Environnement
(National Office for the Environment), Madagascar

ONE is the main organisation in Madagascar for environment management. The mandate of ONE can be divided into several axis: the development of tools and policies for environment management; management of these tools; and management of environmental information. Furthermore, ONE also coordinates projects and activities related to management of the Malagasy environment and has set up a gender network across the country.



Biodiversity



Dimitra uses a participative and decentralised approach enabling a true partnership within which priorities and activities are determined and carried out by grassroots organisations, with the support of the Dimitra partners.

The Thiès workshop (February 2003, Senegal) on ‘Rural Women’s Access to Land’ was organised and carried out according to these principles and rural women made their voices heard.



“Sharing the knowledge becomes knowing

Over a period of four days, from October 21 to 24, a workshop was organised in Brussels with the Dimitra partners from Africa and the Near East. The participants came together in a spirit of sharing knowledge, experiences and of mutual enrichment.

This workshop gave the partners the chance to strengthen their links and to reflect on the best information and communication techniques to use so as rural women can have access to information and make their voices heard in order to achieve sustainable development.

The partners worked together to:

- ⊙ *examine the various information and communication techniques, both traditional and modern, they use;*
- ⊙ *jointly produce a guide on their best practices in information and communication;*
- ⊙ *define the future priorities of the project together and draft the outline of a document destined for funding agencies;*
- ⊙ *create synergies with interested representatives from Ministries and civil society involved in development issues.*

⊙ **Exchange experience in information and communication to empower rural women**

The group of 11 Dimitra partners was composed of 5 English speakers and 6 French speakers. Simultaneous English-French translation was provided throughout the workshop, except when the group split into two linguistic groups.

With the help of a facilitator, Cynthia de Windt, the partners launched straight into a spirit of teamwork, and participated enthusiastically in the groupwork activities.

By sharing their goals, strategies and success stories with each other during animated discussions, brainstorming and games, the Dimitra partners began to form the outline of their ‘best practices’ for collecting and diffusing information and the appropriate communication techniques to use.

The Dimitra partner organisations work in many different sectors, ranging from forestry to education, and differing objectives and target groups require different approaches. This often means combining traditional methods (rural radio, posters, field visits, etc.) with new information and communication technologies (e.g., CD-ROMs, videos, internet, etc.) in order to reach the target groups as effectively as possible. Local customs, language barriers, illiteracy and lack of infrastructures are some of the important factors to take into account when organising an information and communication campaign.

⊙ **Discuss the best information and communication tools and methods to reach grassroots organisations**

The partners focused on defining appropriate information and communication tools and methods to suit different levels of operation: regional, national and local. They then identified the results and impacts that their actions can have.

The activities demonstrated how the individual organisations in the Dimitra network can grow stronger by networking and combining their expertise to reach common goals. These discussions also laid the basis for

how to share”



Reflecting and working together

what the partners considered should be the future priorities of the project and the network as a whole. Making information more widely available at grassroots level, and in particular to rural women, is singled out as the main priority for assuring the sustainability of development projects.

Points identified for future action include aiming to integrate a gender approach into all projects and identifying effective ways of reaching rural women so as to put them in contact with each other and with other support organisations so they can make their voices heard.

The experience of the Dimitra network is shifting from an emphasis on specific groups to a focus on the art of networking and the definition of priorities by the partners and the grassroots organisations.

◎ Create synergies

The Dimitra partners were welcomed to the premises of the Belgian Directorate General for International Cooperation. This session enabled many representatives from the Belgian Cooperation to speak with the Dimitra partners about their goals, plans, experiences and ideas. The following presentations were made by Dimitra partners:

- “Education for all in Niger: challenges and on-going efforts”, by Ali Abdoulaye, ONG-VIE Kande Ni Bayra, Niger.
- “Enda PRONAT’s experience in communication for rural women in the Niayes zone in Senegal”, by Mariam Sow, Enda-Pronat, Senegal.
- “ICTs for rural women: in Africa”, by Natasha Primo, Women’sNet, South Africa.
- “FAO experience in rural radio and ICTs: lessons learnt and methodologies” by Jean-Pierre Ilboudo, Communication Specialist, FAO Rome.

◎ Closure and summing up of the workshop

The workshop’s closing session at the King Baudouin Foundation gave the partners the opportunity to present the results of their work and discussions of the previous days, i.e.:

- ◎ ‘The Dimitra partners’ best practices in information and communication, and
- ◎ ‘The outlook and future directions for the Dimitra network.’

This was also an opportunity to share some real experiences on information and communication technologies for rural women (examples from Senegal, South Africa and Tunisia) with many civil society representatives based in Belgium. Representatives from FAO, the Women and Development Commission, the King Baudouin Foundation, the Belgian Development Cooperation, UNFPA, IFAD, the European Commission and numerous NGOs also shared their views on the work of the Dimitra network and the outlook for the future.

◎ Self-Evaluation by the Dimitra Partners

After the official closing of the workshop the participants took part in an evaluation exercise to see whether or not they had achieved the objectives they had set themselves at the outset. The results of this evaluation were very positive with the consensus that the ‘Dimitra spirit’ is more alive than ever. All the participants felt strengthened and motivated by the Workshop.



The Dimitra partners define their best practices in information

© INFORMATION AND COMMUNICATION STRATEGIES

“We need to work at different levels – international, regional, national and local – to involve actors from all strata of society.

We can encourage more synergies between the existing infrastructures at each level to forge stronger and more interactive links between the needs and the voices of rural women and decision-makers.”

Working at international and regional levels to strengthen networks and empower grassroots organisations

- At international and regional level, it is necessary to **mobilise** regional and sub-regional networks to **exploit the links** between the various levels of society.
- This encourages regional cooperation, partnership creation and helps **coordinate the diverse expertise of resource people** working in organisations, ministries, NGOs etc. A further positive result can be the establishment of independent regional associations.
- The creation of regional databases on resource persons and **increased cooperation between experts in different organisations** should be encouraged.

Example of work in progress at international and regional level to make rural women's voices heard.



WOUNET – online conference for rural women

WOUNET (Women of Uganda Network) organised a conference on rural women's access to information in June 2002. This event was the occasion for the participants to work together in a network in Africa and across the world.

In total, 264 people participated in this conference (among whom 210 women) coming from 53 countries. In order to extend the discussion and the lessons learnt, a report on the conference was presented at the Know-How Conference in Kampala in July 2002. The Know How Conference was the fifth international conference of specialists in the collection and dissemination of information for women.

Working for raising awareness at national level to build up the capacities of civil society organisations, based on the needs expressed by local organisations

- At national level, civil society organisations, NGOs, ministries and training and research centres must **strive for greater complementarities** in their work and create and make more use of synergies.
- Actions at national level can **create a dynamism** which enables women's associations to become **development agents**, build up their capacities and to influence decision-makers.
- Working in partnership can help to **gather together ideas and strengths** in conferences, seminars and training workshops and to undertake studies and research so as to **document key problems which women are facing** (e.g. women's access to land).



and communication

- Women's access to the control and management of natural resources is an important factor for the reduction of poverty and for food security and must involve all the actors across the country and at every level of society.

An illustration of this dynamic at national level:



CREDEF – Tunisia: governmental impact

In Tunisia, CREDEF has succeeded in integrating Dimitra into the Plan for the Promotion of Rural Women for the period 2002-2006. This plan foresees strengthening the tools and mechanisms which must contribute to the promotion of rural women and their better integration into the development process.

Working at local level to strengthen support organisations in their sensitisation work, and the economic and legal literacy training of women and men in rural areas.

- The majority of this work is carried out by agents through **field visits**. The information is often diffused using **traditional methods**.
- Nevertheless, it has been observed that thanks to **networking and information exchange** there are more and more **new users of ICTs**. This in turn leads to **skills development at local level**. Information can be collected and disseminated by the organisation of **workshops and training sessions** in villages, with the support of local organizations.
- These actions can make an important impact in rural areas: the **literacy level** amongst women has increased and the acquisition of **knowledge and skills** in legal and economic matters helps to **empower them**.
- Local populations and women in particular, have to be able to **make their voices heard** and are demanding the necessary **changes for development** in which they are **fully involved**.

An example which illustrates this work starting from the local level and rising up to the national and regional levels:



Enda-Pronat – Senegal: Creation of the Rural Women National Network of Senegal

Enda Pronat, with the support of the Dimitra project, has contributed to setting up a network of rural women. This network strengthens grassroots organisations through training and information and produces detailed information on the experiences of projects led with, and for, rural and peri-urban women, as well as on the methods used by development organisations.

The network involves development actors from every level, and ensures that the voices of rural women are heard up to Ministerial level.

At present the network has 130 women association members, which are grassroots organisations, and NGOs and other associations, which are support organisations, bringing together more than 2000 members spread across the national territory.



© INFORMATION AND COMMUNICATION CHANNELS AND TOOLS

“The methods and channels used to collect and disseminate information must be appropriate, flexible and interactive. They should encourage bottom-up exchanges and vice-versa.”

Collecting and diffusing information

Radio is the favourite tool of Dimitra partners for information dissemination. Information can be broadcast by radio to every level of society and in local languages. It is considered particularly effective for rural information campaigns. Thanks to the expansion of private radio, the airwaves can reach out to the most isolated areas of the countries.

However, one should not overlook the fact that numerous women cannot have access to radio because of **heavy domestic workload, illiteracy, isolation, lack of financial resources** and local **traditions and customs** that exclude women’s participation.

Traditional communication methods continue to be widely and successfully used amongst

rural populations, and these may differ from one locality to another (e.g. griots, public criers, use of riding animals, song, dance and theatre, etc.). The time and place for the activity are carefully chosen, for example market days, in public places etc. Traditional **village leaders** can also be valuable sources of information collection and dissemination.

Poster campaigns and audio-visual tools also are popular ways of informing in areas with low literacy rates. These methods are particularly effective in overcoming language and cultural barriers.



Raising awareness

Field visits and awareness-raising campaigns are commonly used to gather and spread information and to try and encourage women to speak out and become more involved in the public debate. This information dissemination work is often carried out very effectively in community centres and medical centres.

Networking

Many women’s organisations and other NGOs **network** and take it upon themselves to **inform women** on different development and public policy issues and to work towards **increasing their participation** in public life. Networks such as these play an important role, whether at a local level or national/international level.

In general, networking functions well between and within organisations and a variety of methods are used to



share information depending on the circumstances, e.g., ICTs (**Information and Communication Technologies**), **regular meetings, telephone, newsletters and reports**, etc.

Combining modern and traditional methods

We need to explore ways in which ICTs can **complement traditional communication** channels, for example, the way in which computers can promote access to radio programmes being broadcast by 'World Space'.

ICTs can help **reduce the isolation of women and rural communities** by giving them the chance to participate in networks and giving more visibility to the work of marginalised people, especially women.

Unfortunately **infrastructure problems**, such as unavailability or high costs of telephone lines, computer equipment and electricity, or alternative resources such as solar panels, can seriously hamper information and communication campaigns.

In conclusion ICTs and traditional means of information and communication must be used together so as to maximise their impact and allow rural populations, especially women, to **participate fully** in the life of their community and country.

Summary of Dimitra's partners strategies

Level of operation	Strategies	Outputs	Impact
Regional / International	Regional Network	Regional databases	Coordinate diverse expertise
	Sub-Regional Network	Regional Cooperation and Partnerships	Experts working together across organisations
		Independent regional Associations	
National	Civil Society Organisations	Conferences/Seminars/Workshops	Capacity building and reinforcement of networks
	NGOs	Training and awareness raising of women's associations as development agents	Poverty reduction through Sustainable Development in National Resource Management
	Ministries	Establishment of gender units in Ministries, (e.g. Tunisia and Jordan)	Lobby policy makers
	Training and Research Institutions	Research and Training Workshops	Link between research and NGOs
Local	Grassroots organisations	New ICT users	Acquisition of skills/knowledge leading to empowerment
	Rural women's organisations	Increased literacy levels among women	Skills acquisition at local level
	Field officers/visits	Workshops and training	Changes in approaches to sustainable development
		New grassroots organisations	



Outlook and future directions for the Dimitra project

The common goal of the project throughout all its activities is to enhance women's status and highlight their contributions, and in particular to empower rural women. By working together at every level with women and men we can try to balance powers. The integration of a "gender approach" into projects is essential to raise awareness amongst all development actors.

In order to reach out to rural women, appropriate communication methods and tools need to be used

- **Direct contact with rural women** (field visits) remains the most effective way to collect and diffuse information which concerns them. Awareness-raising and training activities can have a greater impact if local languages and appropriate communication channels are used – whether modern and/or traditional.
- The most effective strategies are often those which combine **modern methods** (for example CD-ROM, video) with traditional communication methods (for example, in Niger, someone arriving on horseback into the village signifies the arrival of news). To ensure the widest coverage possible of information and communication campaigns rural women need to have increased access to ICTs as well as to the use of rural radios. All these methods and tools can also contribute to inter-community exchange and to the sharing of local, regional and international knowledge and experience.



“ We want to make information accessible at grassroots level (to rural populations and particularly to women) to ensure the sustainability of development projects. Rural women must speak out and make themselves heard ”

Networking must be promoted amongst grassroots organisations

Community organisations contain a wealth of information and **local knowledge** on which future actions and strategies should be built. Women's voices are even stronger when they join forces to work together. It is therefore important to encourage networking between rural women's organisations at grassroots level and to develop the federative spirit of these organisations.



Grassroots organisations need to see their efforts supported

The influence of grassroots organisations must be increased through capacity building. For example, by organising gender-training by working together with other agencies, e.g., UNIFEM, and with Dimitra partners who show interest in gender training.

Information and communication experts at FAO can strengthen the network links by contributing their expertise in participating in training courses on communication for development (NICTs and traditional communication methods).

Widening the partnership in the near future and extending the network to another geographical zone

The Dimitra network is going to extend its coverage to the **Great Lakes Region**. There are many very active organisations in this area which could benefit from partnership and exchange with the Dimitra network in other regions.

Another potential direction, to explore in greater depth, is partnership with research institutes. We must continue to **develop the network's knowledge and expertise** and build on experiences to enrich the Dimitra database and produce Dimitra working documents.

Advocacy is a very important factor for increased impact at decision-making level

Our objective as a network is to **raise awareness on gender issues** within the ministries. It is important to **get more associations, and especially women's organisations, involved in the area of decision making**. This might mean the creation of gender units in ministries and establishing partnerships with the ministries concerned.

Much work remains to be done at policy level in order to integrate 'gender' into natural resource management and to work together with policy-makers in strategy planning.

The partners and the grassroots organisations together define their own priorities which will be supported by the network

The organisation of workshops and training seminars on issues determined by the grassroots organisations, together with the largest number possible of development stakeholders and Dimitra partners, is one of the future directions that will be developed by the Project.

We must see and evaluate the impact of our actions

We must be able to measure the success of information techniques and campaigns in order to be able to adapt and refine the strategies if necessary. There are several ways to measure impact, among which:

- the degree of ownership by rural women;
- the impact of ICTs on gender issues at every level – regional, national and local, and
- the establishment of follow-up and evaluation indicators.



Cynthia de Windt

Methodology of the Workshop: a participatory methodology

Reflecting the philosophy of the project, which is itself participatory by nature, the methodology used was also participatory.

The methodology was based on the following key concepts:

- experiential learning: using the head and heart
- participants own contributions
- joint course correction on the basis of shared feedback
- increasing involvement of participants in handling and conducting meeting procedures



This methodology assumes that participants will learn from each others' experiences as much if not more than from the organisers; the participants are the "experts". The facilitators design the sequence of activities in such a way that participants increasingly take over responsibility and authority for their own learning. The expected outcome is, that within the context of jointly agreed upon objectives, the group decides together on new directions for the meeting when required and can insert different procedures – activities/exercises – suggested and conducted by the participants themselves.

The provisional planning sheet for the animation activities foreseen by the facilitators is available in annex 3.



Cynthia, the facilitator



First session: Definition of the expectations and objectives

The first morning of the workshop was the opportunity for everyone to introduce themselves and to find out more about the other partners involved in the Dimitra network. It also gave everyone an opportunity to speak about their personal expectations for the Dimitra workshop and what its outcomes should be.

“

The responses to the question “What ideas do you hope to take away with you?” were as follows:

- New contacts and partnerships
- Ideas for networking
- Strategies for making ICTs accessible
- Get to know the members of the Dimitra network
- Better knowledge of information exchange methods
- A Dimitra Charter
- Easier access to information within the network
- Tips on how modern ICTs can be used to complement traditional means of information exchange
- Tips on networking
- New ideas about how to work
- How to overcome obstacles that keep women away from access to information
- Contacts for regional visits

”

These ideas formed the ground for a more in-depth reflection on the future priorities of the project.

Prior to the meeting, all the Dimitra partners completed questionnaires with a view to preparing an overview of their best practices in information and communication. The questionnaires provided the foundations for discussions and exercises within the group (See Annex 4).

The responses of the partners were divided into two broad categories:

‘Information Campaigns’

and

‘Information Collection & Dissemination’



The partners shared unusual or interesting examples of their own experiences with the rest of the group. This helped everyone to:

- ⊙ develop strategies for successful information campaigns
- ⊙ consider different ways to combine information and communication methods to maximise their impact.

Below are some of the highlights of this discussion:

1. Information Campaigns

- **Traditional methods** are still effective in many countries: town criers, mobile information vans, drums, local resource centres, and traditional and religious leaders.
- **Modern and traditional methods** can be combined, e.g. using traditional leaders to organise community meetings, if they have been sensitised to the issues at stake.
- **Posters campaigns** are very useful in putting across a strong visual message in areas with high illiteracy levels.
- A **combination** of several methods can be very effective in rural areas: images, slides, posters, group discussions, etc. People need to be able to express their needs, doubts and questions in their own languages.
- **Radio** is a very important political tool and can help information which is circulating locally to rise to the level of decision-makers. Rural radio enables local people to discuss and share knowledge on issues of particular relevance to them and to their community.
- While we know that many women's support organisations do not have **Internet access**, we can assume that they will be in contact with other organisations that do and can share information and repackage it for local use.
- By working together with development stakeholders, women and men in support organisations can be trained in ways to publish their own information on the Internet.
- There is a distinction to be made between methods used for working directly with rural women and methods used by communication service providers. Service providers (such as Women'sNet) can learn a lot from organisations that work directly with rural women, especially to assist them in developing methodologies. The **appropriate technology** can therefore be used in the appropriate context.



“ We want to exchange ideas to overcome the obstacles preventing women from accessing information ”

2. Information Collection and Dissemination

- Information which is published on the Internet can be repackaged according to needs. People can pick information up from the Internet and repackage it for onward downstream dissemination by translating it into local languages and simplifying the content (e.g. in the case of a legal text).
- A series of grassroots discussions were organised in Senegal enabling rural women to participate in an e-forum and make their voices heard on the Internet. This example is to be repeated.
- Farmers can use mobile telephones to know the price of goods and to communicate with producers without



- having to go through a middleman. The distribution of mobile telephones should be increased.
- Exchanges (e.g. by letter) can take place between people in different villages thanks to increased levels of literacy. This can facilitate many types of transactions and knowledge sharing.
 - As well as networking with other similar-minded organisations, it is useful to work at different levels, e.g. at an intermediary level, through networks working with grassroots organisations; and at an international level, through collaboration with international aid organisations.
 - The visibility of rural women can be increased at institutional level.
 - Within grassroots organisations, women and men can share the power equally by encouraging the strengthening of decision-making procedures at village level. Women must be able to, and dare to, present themselves to be elected in the various decision-making institutions.
 - Informal networks are freer to act as they want. The establishment of an informal gender network with focal points avoids coming up against administrative barriers and facilitates information collection, sharing and dissemination.
 - Organisations can use their existing networks to enhance the objectives of Dimitra and vice-versa.
 - We must continue to strive to reinforce the capacities of rural women – by providing them with access to technology we are giving them access to knowledge.

By sharing their favourite working methods, the difficulties they face and their objectives, the partners in the Dimitra network have begun to draw up a common action plan based on the experiences, hopes and best practices of each of them.



Second session: Exchanging ideas and experiences

The second day of groupwork focused on the partners' experiences and ideas for carrying out a successful information and communication campaign. Each Partner had ten minutes to share the essence of their "Successful Campaign" upon which the rest of the group interacted. A certain number of examples were particularly illustrative.

Information by word of mouth

One of the methods that caught everyone's imagination was the example given by ONG-Vie Kande Ni Bayra in Niger. In rural areas of Niger, information still passes mainly by word of mouth and the appearance of someone on horseback arriving in the village immediately gives the signal that information is arriving and so people naturally gather around to hear the news. However, the work that ONG-Vie is carrying out in the education sector is helping contribute to more exchanges between villages and communities and encourages them to work together for mutual benefit. ONG-VIE has made a huge impact in increasing literacy levels to 46% in the villages where they have worked, compared to 19% literacy level in other villages. Moreover, 58% of the 46% mentioned are women.

Empowerment through training

Posdev in Ghana helps to empower rural women through seminars and workshops, particularly in the areas of health, education, water/sanitation, literacy and good governance. Through efficient members they feel that they can broaden the sphere of information in rural areas and help the women to work more effectively and take advantage of micro-financing opportunities.

“ Empowering women through useful information ”

Increased visibility at decision-making levels

In Tunisia, CREDIF has succeeded in integrating Dimitra into the Plan for Rural Women for the period 2002-2006. Doors are already opening for the project as a result, e.g. they were invited to present the Dimitra project during Rural Women's Day 2002. They were the only organisation at this event to make a presentation by Internet. The Dimitra guidebooks and newsletters help to give small organisations international exposure and therefore enable funding possibilities.



Listening and exchanging



☉ Strengthening each other in a network

In Senegal women are participating more at every decision-making level. This trend is backed up by legislation as Article 15 of the new Constitution, voted in 2002, focuses on equality between men and women regarding access to, control and ownership of land. The partners from ENDA-PRONAT in Senegal have also seen the fruits of their work. Changes are coming about in mentality and behaviour. Women are at the centre of numerous political activities and they are empowered by access to new technologies, information and knowledge thanks to being part of a network.

☉ Maximising the benefit of informal links

In Madagascar, ONE hopes to use its existing networks to complement the objectives of the Dimitra project. In particular, they will be encouraging interaction between other gender focal points in their informal networks.

☉ Getting the right information to the right people with ICTs

Women'sNet publishes relevant information for women on the Internet, such as existing legislation on women's rights, the places where women can go to find the information they need, etc. They also work extensively on how gender impacts on ICT policies and on how to evaluate ICT projects from a gender perspective. Different groups are targeted (such as teenage girls) and themes important to them are treated. Their work has an important impact on the empowerment of women by channelling the right information to the right people and by better understanding how gender shapes decisions and technological choices.

☉ Being present at every level of activity

CARDNE works at various levels through focal points, NGOs and at grassroots level and also strives for the empowerment of women through conferences, workshops and seminars.

“ Highlight and promote local women's initiatives. ”

☉ Working to include a gender perspective in legislation

FAN takes the gender perspective into the area of natural resource management and works for poverty reduction through sustainable development.

A major victory for the organisation recently has been the inclusion of a section on community participation in forestry management in the new Forestry Bill.

☉ Creating synergies

AMSED works to create synergies between various organisations by organising seminars and workshops at national level on themes such as environment, and sustainable development. The emphasis is on encouraging associations to become independent, create their own structures and put them in contact with different funding agencies. Exchange visits are also encouraged and help local initiatives to gain importance.

AMSED is also working on the setting up of a development 'gateway' which will link around 180 associations. The database will contain information on development initiatives undertaken in Morocco. The Dimitra project is a good example of how NGO information can be well and clearly organised, which is often not the case.

“ Exchanging information and networking. ”

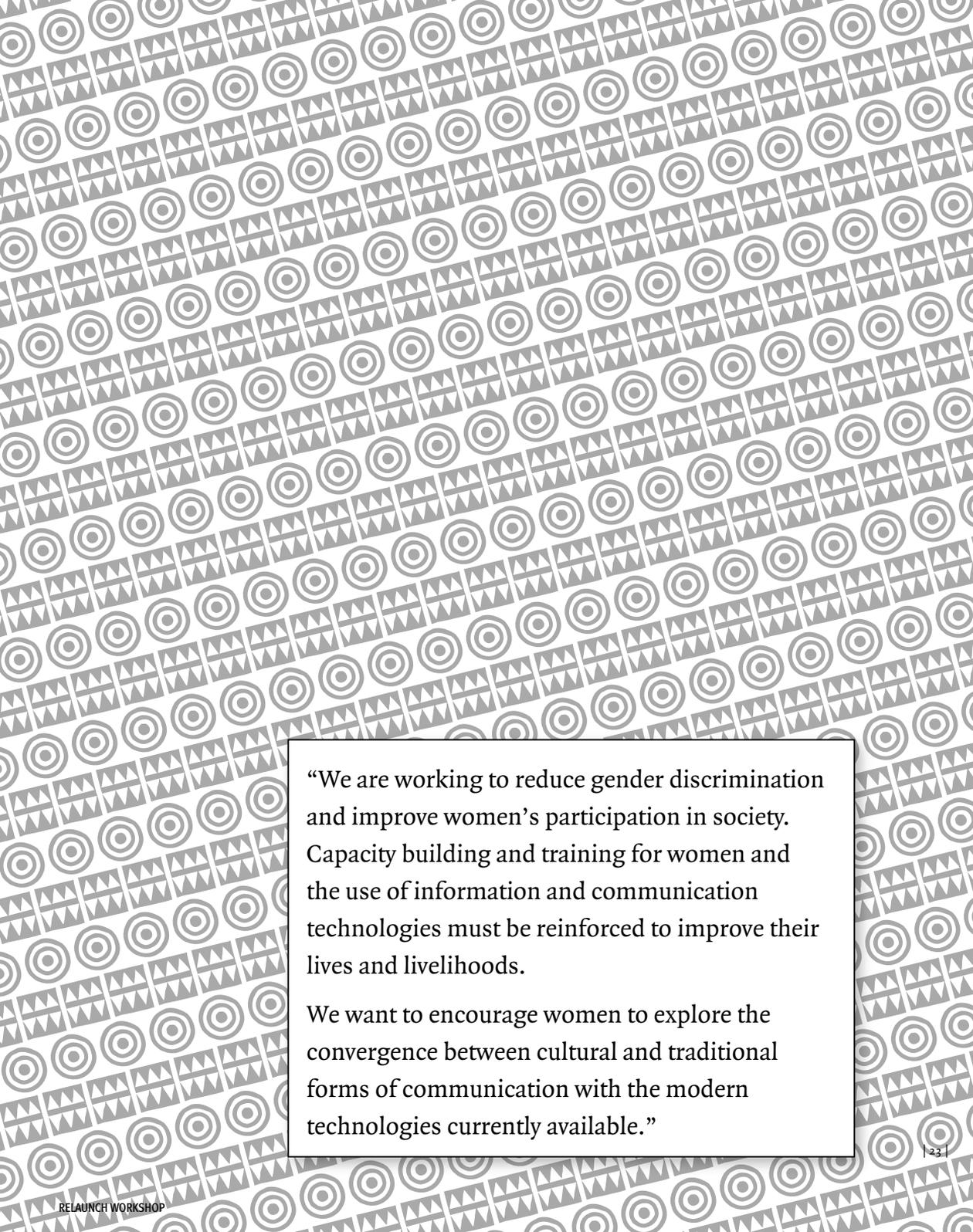


© **Making use of resource people to reach rural populations**

SANGONeT works at national and local level. While the organisation does not have direct links with rural groups, it uses resource people to transmit information to them.

At the end of the day the group split into two groups according to language:

- The English speaking group used all the materials discussed in previous sessions to draw together the joint group expertise in an overview of: **Best Practices of the Dimitra partners in Information and Communication.**
- The French speaking participants worked together on the **Outlook and Future Priorities for the Dimitra Project.**



“We are working to reduce gender discrimination and improve women’s participation in society. Capacity building and training for women and the use of information and communication technologies must be reinforced to improve their lives and livelihoods.

We want to encourage women to explore the convergence between cultural and traditional forms of communication with the modern technologies currently available.”

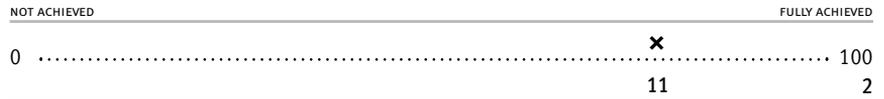


SELF-EVALUATION

The self-evaluation was carried out with a ballot system to allow participants to rate the objectives and other aspects that the organisers wanted feedback on: i.e. expectations, participants' contributions, overall arrangements for the meeting, venue and facilitation. The list – written on a large flipchart sheet was posted with a possible range from 0 - 100 against each aspect. Each participant was given a strip of stickers to cast a vote on each aspect. The procedure for voting was to place a sticker on that point of the range that represented the rate of achievement, satisfaction or effectiveness perceived by each participant for each aspect. We then sat down in a circle to review the results and participants had the opportunity to comment their choice.

Objective 1:

Examine various information and communication techniques used by the partners



The majority gives a 80 and 100% achievement rate for this objective because the meeting offered extensive opportunities to talk and exchange experiences with each other. The reason for not voting 100% is because we are aware that we always want to learn even more!

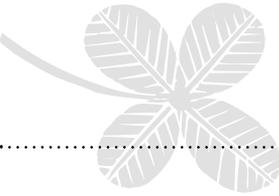
Objective 2:

Jointly produce the Dimitra Partners best practices in information and communication based on partners' experiences



Again the total of votes is around 80% achievement. Now we need to carry out horizontal exchanges i.e. between countries of the south directly. This could be done by creating a discussion group between Dimitra members so that ideas can be shared and diffused more broadly and not just one way from each organisation to Dimitra and back. We need to establish a forum or an e-forum for discussing and sharing our experiences.

OF THE WORKSHOP



Objective 3:

Jointly determine the future priorities of the project and draft a project proposal

	NOT ACHIEVED			FULLY ACHIEVED	
0	x	x	x	x	x
	3	5	3	1	1

These results show between a 50-75% achievement rate. Our experience is shifting from an emphasis on specific groups to a focus on the art of networking and the definition of their own priorities by the partners and the grassroots organisations. The commitment on this networking aspect has come across very strongly throughout the meeting.

Objective 4:

Create synergies with representatives from Ministries and Civil Society interested in Development

	NOT ACHIEVED			FULLY ACHIEVED	
0	x	x	x		
	5	4	4		100

The bulk of the votes is between 50 - 75%; but one participant said: "It is 100% because I have been inundated with questions about and attention to my project!" It is essential to make more contacts, to develop the database and build on what we already have. We must establish links with research institutions.

Your expectations

Networking, sharing case studies and success stories, learning, planning, refreshing motivation, new partners, access to ICTs

	NOT MET AT ALL		COMPLETELY MET	
0			x	x
			10	3

"This meeting more than exceeds my expectations"; "I feel rejuvenated"; "I have acquired new energy"; "I have been inspired by the team spirit of everyone here".



SELF-EVALUATION

The **contributions** that you pledged to make: new ideas, enthusiasm, lively discussions, openness, commitment to strengthen links & networking, strategic planning and suggesting new ways forward.

	NOT SATISFACTORY			VERY SATISFACTORY
0			✕	✕
			2	11
				100

No comments: the bulk of votes being over 90 %.

Overall arrangements organized by Dimitra Brussels: e.g. travel and transportation, office back-up and support services, get-togethers, translation, museum visit, workshop venues, etc.

	NOT SATISFACTORY			VERY SATISFACTORY
0			✕	
			1	12
				100

Overall arrangements: “The diversity of people was great”; “The hotel is so close to the Dimitra office, very central in Brussels with nearby transportation”; “The Dimitra Brussels colleagues are very attentive to the needs of the partners, especially regarding issues of money, etc”. “It was a chance to connect with people in a way that you cannot do on-line”; “Bravo for Tiziana and Judith for excellent assistance, great to have the back-up and involvement of Alan with his ICT expertise”.

Venue

	NOT SATISFACTORY			VERY SATISFACTORY
0			✕	
			1	12
				100

“I liked moving around”; “Changing to various locations was nice!”

Facilitation

	NOT EFFECTIVE			VERY EFFECTIVE
0				
				13
				100

Bravo for the Facilitator!

“ The enthusiasm of all the partners gave me a lot of energy.”





Self-Evaluation – continuation and end

For the last component of the evaluation, we used a technique called: network/spider's web. The aim of this was to have all the participants speak about what they had experienced during the workshop.

Procedure used: standing in a circle. Start: one participant holds a big ball of cord. They are asked to complete the sentence: "In this meeting this is what I learnt..." and tell about her/his own experiences and discoveries. After completing this phrase she/he holds on to the length of cord and throws the ball towards another participant. This person now tells of their experience, holds on to her/his piece of cord and throws the ball to another person in the circle who catches the cord, unrolls one piece and expresses his/her new experiences and discoveries. This continues until everybody has had their turn and they are all connected by the web made from the cord and by the network of their common experiences.

Below are some of the quotes of the participants on their experiences during the Workshop:



- **Joy** at meeting and having the opportunity to work together; amplification of network;
- **Enthusiasm** of everyone in the Dimitra spirit, meeting people with new knowledge;
- Although I expected to find resourceful people, I was surprised by the pervading **dynamism**;
- Strength comes from the diversity of people, language, and expertise, this **enriches** the project;
- A chance to see the world beyond the Dimitra spirit, we are ready **to build things together**;
- Unlike lots of previous network meetings, I enjoyed meeting everyone and **connecting** with this special group of people working with so much joy;
- The group is **full of resources**, and I was surprised by the diversity of cultures and experiences;
- **I was impressed** by reports about the traditional methods of communications like the moving vans, town criers;
- The group **atmosphere** was excellent, superb work;
- I was impressed by the organisation of the meeting, which was more successful than the last self-evaluation, which already showed a **richness of experience**. This time the working methods were very good, and we didn't feel the time passing. We didn't realise how hard we worked. The direct contacts have led to new ways of working;
- Surprised by the **Dimitra spirit**, great to meet every one in person after all the e-mail contacts. This meeting gives new motivation for work, greater enthusiasm and creates stronger links;
- I came in concerned because I didn't know any one and had travelled on short notice. I am so surprised how every one worked together from day one. We are the newest partner of Dimitra and are



SELF-EVALUATION

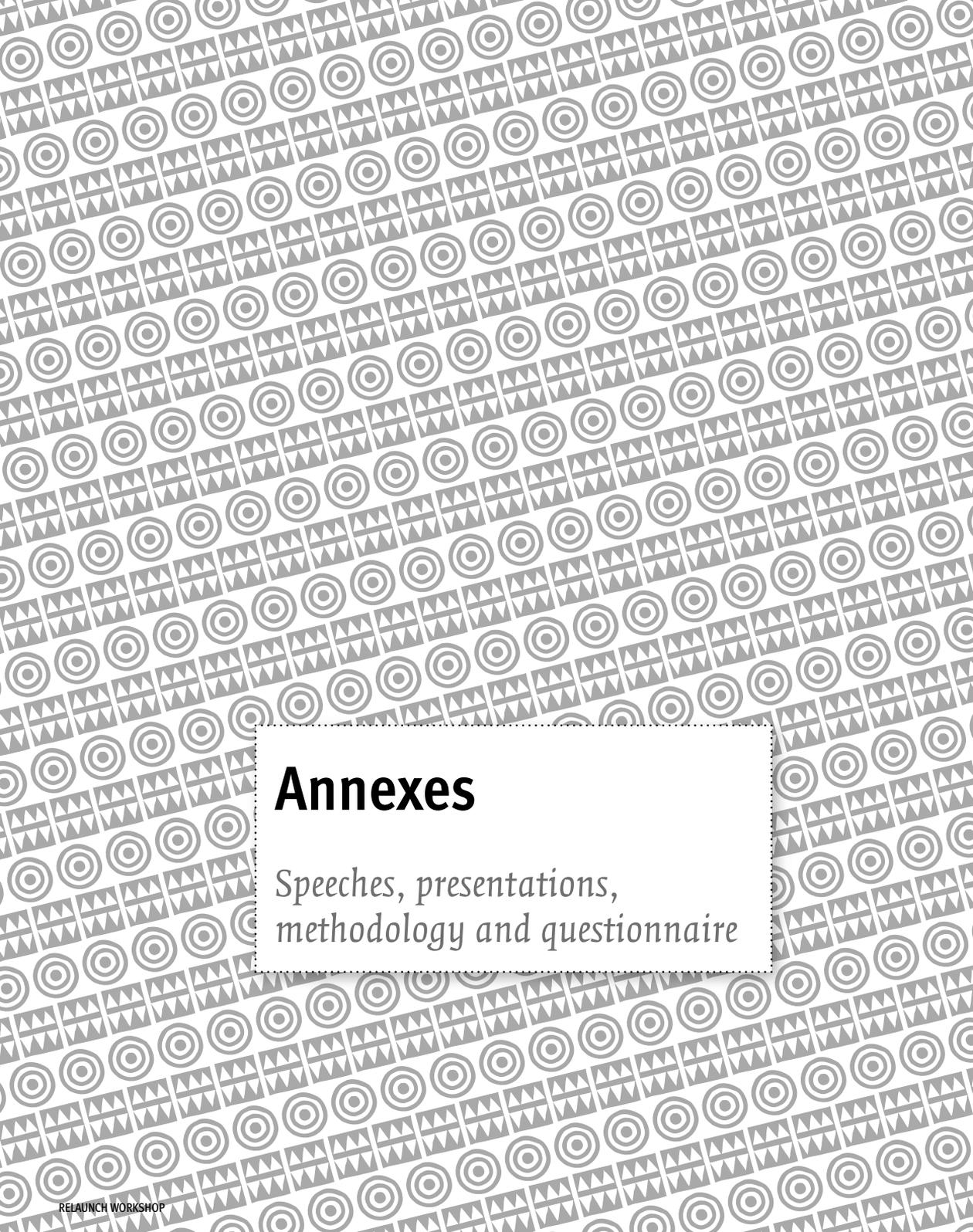
looking for resources. I found a **strong and dynamic network**, willing to back up new members, a dream in the process of becoming reality;

- I am so **happy to work** on this project, I learned so much from everybody, new knowledge, exposure to languages and new communication methods;
- The **enthusiasm** of others makes me feel **energised**, determined to make a success out of it, we are learning from each other;
- First phase engagement, second phase, I am glad to find even more **commitment**. It is important to see people's faces; contact is important: it strengthens us all;
- All the **African wisdom** coming out through African proverbs and sayings.
- There is a new breath of life into the project in Tunisia where a new staff member will join us.

”



“ A strong and dynamic network ”



Annexes

Speeches, presentations,
methodology and questionnaire



Dimitra Relaunch Workshop with the partners from Africa and the Near East

Directorate General for International Cooperation (DGIC)

List of Participants Wednesday 23 October 2002

ABDOULAYE Ali	Coordinator [ONG-VIE Kande Ni Bayra, Niger]
ABOU-OÜAKIL Mohamed	Head of the Family Planning Division [Ministry of Health, Morocco]
ASARE Dorothy	Coordinator [POSDEV, Pan-African Organisation for Sustainable Development, Ghana]
BADJI Moussa	Lead Specialist Water Management [DGIC]
BALAN Aso	Coordinator [SANGONE T, South Africa]
CAREME Claude	Food Aid [DGIC]
DAVIS Angella	Associate Professional Officer [Dimitra Project (Accra)]
DEVOS Etienne	Rural Engineer
DE MOOR Peter	Student [Univers]
DE BACKER Harry	Principal Administrator [EC-DG Development]
DE BECKER Leen	Gender Expert, Directorate Strategies [DGIC]
DE TEMMERMAN Nicole	Project Manager Belgian Survival Fund [DGIC]
DE WINDT Cynthia	Facilitator [Dimitra Project]
DEKERCK Philippe	Programme Manager [Fonds Ingrid Renard ONG dév. Belg.]
DESCHUYTENER Florence	Niger-Mali-Burkina Faso Desk [DGIC]
DESCHUYTENER Guy	Head of Service, United Nations Cooperation [DGIC]
DUSEPULCHRE Nadine	Assistant Adviser [DGIC]
ERDMANTS Martha	Assistant Adviser - emergency aid [DGIC]
FRANCESCHELLI Tiziana	Assistant [Dimitra Project]
GASMI Mabrouka	Coordinator [CREDIF, Tunisia]
GRACEY Judith	Project Officer [Dimitra Project]
HOSNA Fadila	Strategy Direction [DGIC]
ILBOUDO Jean-Pierre	Communication Specialist [FAO/SDRE, Rome]
KAYED AL-MAJALI Samira	Coordinator [CARDNE, Jordan]
KRGYZENOWSKI Jacqueline	Secretary [DGIC]
LEMEIRE Gaby	Deputy Adviser West Africa Service [DGIC]
MALPAS Nicole	Gender Adviser [BTC]
MAQUESTIAN Pascale	International Relations Officer [FLCPF, Fédération Laïque de Centres de Planning Familial (Federation of Family Planning Centres)]
MASESE Rose	Coordinator [FAN, Forest Action Network, Kenya]
MOUSSAOUI Issam	Coordinator [AMSED, Association Marocaine de Solidarité et de Développement (Moroccan Association for Solidarity and Development), Morocco]
MAJCHRZAK Alysse	Temporary Administrative Assistance [Dimitra Project]
NAJROS Eliane	Project Coordinator [Dimitra Project]
NDIAYE SOW Fatou	Coordinator [Enda-Pronat, Senegal]
NIAMEOGO Françoise	President [National Federation of rural women of Burkina Faso]
NYANGE Françoise	Rural Extension Worker [NGOD Copromor Kasaïoee, RDC]
PARFONRY Roland	Deputy Adviser, Manager of FAO Programme [DGIC]
PRIMO Natasha	Coordinator [Women'sNet, South Africa]
RASAMIMANANA Vololomihaja	Coordinator [Office National pour l'Environnement (ONE), Madagascar]
RENARD Antoine	Assistant Councillor Food Aid Department [DGIC]
REYES SANCHEZ Leticia	Nutritionist
SOW Mariam	Coordinator [Enda-Pronat, Senegal]
STANFELD Alan	Temporary Technical Assistance [Dimitra Project]
TREINEN Sophie	Information Officer [FAO/SDWW - Rome]
VAN DOOREN Martine	General Adviser, Directorate Strategies [DGIC]
VAN OFFELEN Marion	Gender Expert, Directorate Strategies [DGIC]
VANDE VEEGAETE Michel	Information Officer [Le Monde selon les Femmes]
VAN THOURNOUT Frank	Deputy Adviser [DGIC]



DIMITRA Relaunch Workshop – 23 October 2002
Directorate-General for International Cooperation (DGIC), Brussels

Speech of Ms **Martine Van Dooren**
General Adviser DGIC, Belgium

THE IMPORTANCE OF NETWORKING FOR RURAL WOMEN'S ORGANISATIONS

Dear colleagues and friends,

I am happy to welcome you here today and I would particularly like to thank the Dimitra partners and our colleagues at the FAO as well as Eliane Najros and her team for having accepted to share their knowledge and experience in the domain of information and communication in rural areas.

Since 1998, the Belgian Cooperation has financed the Dimitra project in the framework of its partnership with FAO. This year Dimitra entered a new three-year phase. We are all convinced of the crucial importance of networking for rural women's organisations in order to fight poverty and in a broader perspective to meet the Millennium Development Goals and we would like to congratulate you on the work accomplished so far.

In the light of the World Information Society Summit, the Dimitra project holds a particular place, as access to information should be considered as a universal right and information technology an essential tool for sustainable development.

Recently the President of IFAD reminded us that of the 1.2 billion people living in extreme poverty, around three-quarters, i.e. 900 million live in rural areas and depend on agriculture, markets and services for their subsistence. Among these are farmers, stockbreeders and especially women, who are the principal food producers and who nonetheless have limited access to resources. However, even if international attention focuses on poverty reduction and sustainable development, support to agriculture and to rural areas has drastically diminished over recent years. If we want to meet the Millennium Development Goals we must concentrate our efforts on these zones and strengthen the capacity of civil society (especially women's organisations) so that they can influence the political agenda and the allocation of resources according to its needs and expectations.

As a recent DAC¹ report attests, poverty is multi-dimensional. It conveys the impossibility of reaching adequate living standards and covers the essential areas in which men and women experience deprivation. This is expressed in economic, human, political, and socio-cultural terms but especially by a feeling of powerlessness and exclusion, particularly amongst women. Taking gender into consideration is therefore essential for fighting poverty in all its dimensions. Women's access to information and communication and their ownership as well as networking, act as a powerful lever to help women make their voices and interests heard so they can claim their rights, including those to land, and strengthen their capacities in the interests of their families, their communities and their country.

DIMITRA is an innovative project that is looking to the future and we are happy to support it. Its impact can be felt as much in the South as in the North. Colleagues from the Ministry of Foreign Affairs, from the DGIC and from the BTC (Belgian Technical Cooperation) can attest to this. Just recently a DGIC mission to Morocco called on the Dimitra network to enable them to meet women's organisations and benefit from their experience and advice. This project also highlights the importance of the culture of knowledge sharing. This should inspire us to draw inspiration from the organisations with which we work.

So what outlook for the future? In Africa the network is limited for the moment to a certain number of countries. The Great Lake Region countries are not part of it, but efforts should be made to bridge this gap in order for rural women to come out of their isolation and give them the means to play a more active role in decisions taken at local, national or international levels.

Thank you.

1 DAC Guidelines – The reduction of poverty, OECD, 2001



DIMITRA Relaunch Workshop – 23 October 2002
Directorate-General for International Cooperation (DGIC), Brussels

Speech of Mr Ali Abdoulaye
Coordinator of ONG-VIE Kande Ni Bayra, Niger

EDUCATION FOR ALL IN NIGER: CHALLENGES AND ON-GOING EFFORTS

It is a real pleasure for me to speak to you on behalf of my country about the education situation in Niger.

This is quite a broad and exciting subject that I will try to explain to you in as succinct a manner as possible.

My country, Niger, is located in the very heart of Africa with a population estimated at around 10 million inhabitants, 51% of whom are female. The population is young and the population increase rate is one of the highest in the world, at around 3,3% per year. Health coverage is precarious and lies in the region of 48% with the number of health workers is still insufficient with one doctor for 32.432 inhabitants and one midwife for 6.393 women of reproductive age. Food security is still a constant preoccupation with a drought cycle every ten years. Niger is also a country with a hostile and widely varying climate. The various UNDP reports on human development reveal a strong intensity of poverty amongst the population with 64,31 in 1997, 66,73 in 1998 and 62,16 in 1999. These ratios show that poverty affects 66% of people among which 36% are extremely poor. In 2002, the schooling rate did not rise above 41,7% and the literacy rate only reached 19,9%. Added to this are significant disparities between rural and urban areas and between sexes. Niger ranks definitively amongst the poorest countries from the point of view of the human development index.

As you are almost certainly aware, Niger is well-known for its legendary hospitality. It is a country in which the various communities live in harmony and where it is common to be multi-lingual. It is also a country known for tourism and craftsmanship. Niger is one of the rare countries in the world in which education was financed almost exclusively by the State until recently.

Finally Niger is mostly a country with an education system which is still under construction.

This is in spite of the fact that education promotion has been a priority of every government since its political independence in 1960. At this time, Niger was the least schooled country in West Africa in terms of formal educa-

tion with a total of 21.054 pupils, or 3% of the population having schooling. In the adult education sector, the rate was only 1%.

In spite of the Addis Ababa Plan's implementation which advocates extending primary education over the entire African continent within twenty years and in spite of the concerted efforts in education by the State of Niger, with budget allocations in the region of 20% of its general budget, the quantitative and qualitative improvements of the education offer will fall short of hopes. To take an example, for the period 1990 to 2000, the numbers in formal education have increased on average by around 4,4% while in the literacy domain numbers rose by only 1,8%. This tendency for stagnation and deterioration of results in education was due in part to the misunderstanding and confusion between the concepts of "basic education" and that of "schooling". This situation created an imbalance which translated into greater financing for formal education to the detriment of non-formal education, over a very long period of time.

At present the Niger education system is characterised on the one hand by a low schooling rate at the formal sector level, high levels of drop-outs and repeats, internal and external inefficiencies and a very high unit-cost per pupil. On the other hand, in the non-formal sector, one finds a very low literacy level, standardised programmes, a lack of visibility of actions and an absence of a framework for dialogue.

At the beginning of the nineties, Niger took part in the emergence of civil society organisations demanding to play a greater role in development actions.

At the end of the nineties, the country undertook a sweeping reform of its education system with the promulgation by the Government of law 98-12 of 1 June 1998 giving direction to the Niger education system. This law which opts for a bilingual society, with French as the national language, has bridged a legal vacuum by defining both the limits of basic education as well as the charges attributable to all the partners involved in the education process.



In April 2000, Niger took part in the International Conference on Education for All (la Conférence Internationale sur l'Éducation Pour Tous' in Dakar–EPT) and undertook to equip itself with an action plan for the EPT. The country then went on to develop its Ten-year Education Programme (PDDE-2002-2012) in a consensual way implying all the education partners. This action plan marks the beginning of a new era of partnership between the State, the development partners, civil society and the grassroots communities. This situation is conveyed in the non-formal education sector by the government's option for a 'push strategy', which confers on the State a role for impetus, coordination and action and an executive role on operators through contractual agreements.

As a result, the ten-year Education Development Plan in Niger reinforces the objectives of the EPT, by helping in the exponential recovery of the schooling rate to 84 and the literacy rate to 44 by 2015. Hence, amongst the strategic choices of PDDE one can retain: the improvement in access to basic education, especially for young girls, the correction of the disparities between rural and urban areas, the overhaul of curricula, and institutional and human capacity building.

The Poverty Reduction Strategy (Stratégie de Réduction de la Pauvreté–SRP), of which the Ten-year Development Plan is an intrinsic element was adopted by the Niger government in January 2002. This bears witness to its openly expressed wishes for the necessary conditions to combine in order to begin sustainable development, taking health, and in particular, education into account.

The production of regulatory texts and laws governs the working of the education system and reveals shortcomings such as: not taking specialised education into account; the lack of an integrated approach, or of taking nursery education in hand; the lack of diversity of the education on offer for adolescents and adults; the weakness of partnership in the spirit of Jomtien; the lack of ambition of the strategies and objectives in the programmes towards achieving socio-economic development objectives; the absence of a study on education demand; the lack of acknowledgement of new information and communication technologies; the unavailability of a reference curriculum for basic education; and especially the lack of acknowledgement of the capacity building of all the people involved.

Conscious of the fact that the proposed actions do not help attain the fixed objectives, civil society organisations grouped together in October 2001 in a leading network named: 'Réseau des Opérateurs du Secteur Éducatif du Niger' (ROSEN) (Network of Operators in the Educational Sector of Niger), in order to campaign and develop synergy between the Ten-Year Education Development Programme and the National Action Plan for EPT, to which Niger subscribed during the World Education Forum held in April 2000 in Dakar.

In summary this network must ensure the democratic progress of education in order to offer equal opportunities to all women, all girls, all men and all boys in Niger.

Several activities leading to partnership between the State and civil society are already underway, such as:

- The mobilisation of civil society for the implementation of a national coalition in favour of the EPT;
- The completion of a case study under the aegis of the regional coalition ANCEFA;
- Investigations on budgetary resources in favour of education in Niger mainly concerning the PPTE initiative;
- The organisation and recent commemoration of the world EPT week across all Niger.

This is a summarised profile of the education situation in Niger. I am sure you have been able to grasp its broad outline.

I cannot end this presentation without confirming to you that education in Niger is currently being overhauled and that everyone involved in this domain is of the opinion that its success depends on the mobilisation of everyone's energy, hence requiring capacity building for all the actors.

This depends on a sincere and lasting partnership between the different parties, i.e. the State, the technical and financial partners, civil society and the local communities. This impetus must lead to a harmonious bond between the educational supply and demand in such a way as to take everyone's fundamental educational needs into account.

To finish I would simply like to say that this short speech should serve as an appeal to all the partners of Niger.

Thank you



DIMITRA Relaunch Workshop – 23 October 2002
Directorate-General for International Cooperation (DGIC), Brussels

Presentation of Ms **Mariam SOW**
Coordinator Enda PRONAT, Senegal



EXPERIENCE IN COMMUNICATION FOR RURAL WOMEN IN THE NIAYES AREA IN SENEGAL

The importance of circulating information and knowledge throughout society has long been recognised. The communication process of sharing information is often called the web of society because it unites the different individuals, groups and institutions which make it up.

Communication is an important social process incorporating several essential roles: informing, persuading, teaching and entertaining. This is the definition given by the communication scientists.

It is a definition that is wholly shared in rural communities and some local proverbs illustrate this:

1. “Rero amoul, niak waxtan mo am”: there is no conflict, only a lack of communication;
2. Once upon a time, an old man wanted to test how intelligent his son was. He gave him some money and told him—go and buy me the best product on the market. The son left and brought back only tongues. He shouted at him saying: “I asked you to buy me the best produce on the market, you bring me back only tongues, now go and buy me the worst you can find”. The son came back again with tongues. The father screamed and the son replied to him: “Father, everything that goes well in the world is due to good tongues and everything

that destroys the world is also due to tongues, but bad tongues”.

The important role of communication is acknowledged and traditionally practised in different ways and is progressively evolving in parallel to socio-economic development in the different regions.

Communication is relevant to the development of all societies but we feel that this is especially the case for women, bearing in mind their role in household economics, as mother/educator, and as the guardians of culture and traditions. Their position has enabled them to develop several communication methods tailored to meet these different targets. Some women involved in the National Rural Women Network of Senegal have worked on this issue extensively during the day of reflection on “Rural women and access to information” that was organised on 27 May 2002 with the support of Enda PRONAT, as it will be developed below. This meeting was organised in order to allow rural women to participate in an online conference on rural women’s access to information.

I. Traditional communication places

Place/method	Objectives	Targets
Town Crier, child messenger	Receive, disseminate information (griot)	Families, communities
Horse (according to its colour, its look)	Diffuse information (to initiated people)	Surroundings in the same area/ from the same culture
Instruments (tam-tam, bell, flute/whistle, deer horn, long marrow, mortar and pestle) according to the notes played	Receive, transmit/ disseminate information	The community/initiated people



Hairstyles/appearance (shaving, tresses, jewellery) *signals, fire	Idem	Community belonging to the same culture
* Ceremonies (marriage, baptism, death, fights)	Inform	Idem
Public places (market, discussion tree , wells, fields, health centres,	Idem	Villagers (women, men)
Social groups (Women's associations, * healer's associations)	Idem	Idem

Difficulties/challenges:

- Ignorance, lack of openness, isolation. Retention and distortion of information. Useful information is not often shared with vulnerable groups (women, youth). Information is partial and confined to a particular area. Inaccessibility of women to decision-making.
- Strengthening inter-village solidarity; internal conflict management.

II. Modern communication places

Place/method	Objective	Target
Public place, field, well, market, daara, health centre, mosque, church, sacred wood, village bank	Receive and disseminate	Villagers (women, men)
Social groups, association headquarters, community centre, rural council, village library, literacy centre, rural family home, school, support organisation, network, group president	Disseminate, enlarge, reinforce capacities/train	The community (men, women, children)
Tam-tam, mortar and pestle, flute, horse	Receive, transmit/disseminate	The community
Letter, fax, telephone (fixed line, portable)	Idem	The community, the country
Seminar, exchange visit, oral presentation, poster, newspapers, slide show, film, radio, television, computer, information network, savings and credit bank, technical service, internet	Popularise, raise awareness, educate, receive information, reinforce capacities, broaden contacts	Idem

Difficulties/challenges:

- Holding back information, difficulties in accessing the mass media, high installation costs, isolation, transport means, socio-cultural constraints, work overload, non-involvement of women in decision-making.

Methods used to supply equipment:

Wood fire, candle, oil lamp, electricity, solar energy, battery, generator.

Personnel

Reward, volunteer service, compensation, service purchase (telecentre, cyber café)



The evolution of communication systems in rural areas:

Since independence progress has been made with these different communication systems. It should nevertheless be borne in mind that certain practices still persist.

Therefore after independence the government drew up development programmes for rural areas with planning and popularisation systems aimed both at women and men. All the training and information programmes on agriculture targeted men, although women are core to the carrying out of these tasks (from seeding to harvesting), while all the health and family finance programmes were aimed at women. The State had implemented a rural expansion centre (Centre d'Expansion Rurale, CERPR) in each district composed of a multi-disciplinary team within each of which there was a family finances monitor responsible for promoting training and information activities for women. There have also been educational broadcasts in local languages on national radio with backing from the regional channels.

A weekly broadcast, called rural education "disso ak beyka yi ak samakay" which means: 'dialogue with farmers, breeders and fishermen', caught our attention.

The producers went out into the field and asked questions at every level. However, not every family had a radio and moreover in certain areas the geographical position meant they did not have access to all the broadcasts.

Stretching beyond the CERPR trainers are a multitude of local and international NGO initiatives and of farmers' associations where the gender dimension is largely taken into account. These NGOs, and even the State, are now well aware that women not only need training in home economics and household health, but that they are holding the balance of the nation in every way. As a result, several sectors of training and information activities were opened to women, i.e. literacy, agriculture, cattle rearing, savings and credit. In order to rise to this challenge, the women, who were organised by age traditionally in each village, strengthened their organisational systems by integrating all the women into one group and by forming federations at the rural community, area, county and regional levels.

It is within this framework that our programme, PRONAT, which works with farmers' organisations to promote healthy and sustainable agriculture by cutting down on pesticide use, was approached by the Maison Familiale Rurale (MFR) of Bayakh located in the Niayes area where pesticides are widely used on market vegetable land. Two associations (men and women) cohabit within this MFR, with the aim of training youth and adults to improve their living conditions. PRONAT therefore held its first workshop on the dangers of pesticides in the area. The female trainers were immediately excluded from the information

on the pretext that pesticides are used in agriculture and as it is a male activity it was not their concern. In spite of everything, women provided all the basic information on local practices, on the preparation of pesticides.

All of this is justified by the fact that women support the actions of the MFR and are always more available and more receptive to innovations. They are also much more affected by the pesticide problem. The following true stories clearly demonstrate this:

"In the Potou zone of the Louga region, a woman killed her daughter using thimul 35 to destroy her daughter's head lice. Within the same zone, two children died from drinking parathion contained in a bottle that their father had hidden in his field following pest treatment."

"In Kaffrine, 19 people died. A woman bought oil and put it in a bottle, which had contained parathion and had not been washed. After the meal 18 people who had eaten were dead. The woman had not eaten but she felt so responsible for the drama that she committed suicide."

This is one of the main reasons for my presence at Enda and I continued developing awareness and information workshops with the PRONAT team at national and international level on the dangers of pesticides. Of course, now women are present at these workshops on an equal footing with men.

It was in 1986 that we tried out alternatives to chemical products. Once again, the women were the first to take the plunge to test such a theory with ENDA PRONAT, while the men said, "Better go to sleep rather than try to cultivate in the Niayes without using chemical fertilisers and pesticides". These are the experiments on pesticide alternatives with women from Bayakh, Mbaouane, and from Sinthiou Dara that were initiated by research activities in the rural commune of Kayar and the rural community of Diender. Today, 24 villages have now a farmers federation where women and men equitably share power and responsibility for better land management through the promotion of healthy and sustainable agriculture centred on three main axes:

1. Strengthening technical capacity of male and female producers by relying on local knowledge to create harmony between local know-how and scientific knowledge based on the actual situations and needs of the local people.
2. Strengthening organisational capacity and the empowerment of the populations. It is also necessary at this level that people can organise their land within the community, to be able to better manage their resources (land, water, trees, etc.) which justify their existence in this land inherited from their ancestors. All the consequences of resource degradation concern women.



3. Capacity building in communication skills means that the two first axes can only be effective, regardless of the pertinence of the training, if the actors manage to develop equal exchange at family level, amongst themselves in their own area with policy-makers.

ENDA PRONAT therefore leads four programmes on promoting sustainable development in three ecological zones of Senegal. Communication is a cross-disciplinary axis.

Among these programmes is the Dimitra project, which is also coordinated by PRONAT. At the end of its first phase, the support organisations and the grassroots organisations held an evaluation meeting. One of the outcomes of this evaluation was the need to set up a National Rural Women Network of Senegal which today groups together around 150 women associations from grassroots organisations, NGOs and other associations with a total of more than 2000 members spread across the national territory.

This network has several objectives:

General objectives

- To strengthen the status and the living conditions of the rural and peri-urban women.
- To capitalise on the skills and experiences of these women.
- To highlight the contribution of rural and peri-urban women as responsible actors in human development.

Specific objectives

- To reinforce the capacities of grassroots female organisations by training and information provision.
- To value local skills and knowledge by re-visiting history and tradition, by exchange visits (information and methodology and procedural exchanges experienced through organisations and women's projects).
- To help promote information exchange between grassroots organisations, NGOs, and all development actors in general.
- To strengthen the networking of the organisations and promote exchanges, solidarity and partnership.

- To set up and strengthen integrated projects by supporting to income generating activities.

At first, several meetings were organised to discuss how to implement an action plan. The main preoccupation of the network is to strengthen contacts at grassroots level and to develop a concrete programme for empowering women in terms of communication as well as to capitalise on women's experiences with the support organisations.

This communication will be based on themes illustrating women's problems at the levels of agriculture, decentralisation policies, education and health.

In fact it is in this line of thought that an international workshop will be organised on rural women's access to natural resources, notably land, in February 2003. These issues will be the subject of a training and information workshop animated by rural women themselves with the help of support organisations and resource people.

The problem blocking the evolution of rural women today is the lack of information as well as a lack of follow-up and of initiatives. The commitment, the desire and the associative movements are already there.

In reality this means that in most of their surroundings, women can evolve in terms of communication and can really benefit from the new Information and Communication Technologies (ICTs).

The organisational framework to enable this already exists. Today in the majority of the groups or federations most of the women are literate in the local language. Increasingly there is quite a high level of school drop-outs who return to the village and who have a lot of potential value.

Rural electrification is taking on more and more importance. All of this means that beyond the traditional communication systems, women can use mobile telephones, the internet and other audio-visual tools to become better informed and participate fully in the whole development process.



Dimitra Relaunch Workshop – 23 October 2002
Directorate-General for International Cooperation (DGIC), Brussels

Presentation of Ms Natasha Primo
Coordinator Women'sNet, South Africa

ICTs FOR RURAL WOMEN IN AFRICA

Summary of a PowerPoint presentation

Gender lessons from projects

- Technology empowers women, but also alters gender relations within which they are located;
- Every project is gendered in some way ... none are gender neutral
- Women emerge from project participation with greater knowledge and self-esteem;
- Need to be pro-active to ensure women's participation;
- If you don't ask for it, you don't get a gender perspective/analysis

How to ensure women's inclusion?

- Technology will take care of some access problems
- Training for women in non-traditional fields
- Develop role models
- Inclusion of ICT training in training and education projects for girls and women
- Train young women from communities at community centers
- Improve girl's and women's education in Africa

Engendering ICT policy

- must be done to ensure women included, women-friendly access alternatives exist
- also, gender and development policy needs to include possibilities offered by ICT

Strategies for including gender in ICT policy

- Including gender analysis in technology policy, and ensure that resulting policies include the needs, requirements and aspirations of women
- Target financial and technical resources specifically to reduce gender inequality in electronic communications technology (e.g. MPCCs a vehicle) and develop gender-disaggregated statistics to measure impact
- Make network and equipment choices so equipment and services are cost effective and appropriate solutions for women's needs e.g. by linking access to profitable urban markets to universal service obligations in regulatory frameworks
- Build technological capacity through employment policies and women-friendly work practices that encourage women's active participation in ICT related fields
- Facilitate involvement of African women in technological innovation, product design and technology
- Facilitate the production of culturally resonant content
- Design and deliver appropriate training programmes
- Facilitate hands-on training, motivational training materials, user friendly materials, involving local user support
- Increase effective demand for these goods and services



Dimitra Relaunch Workshop – 23 October 2002
Directorate-General for International Cooperation (DGIC), Brussels

Presentation of Mr. **Jean-Pierre Ilboudo**
Extension, Education and Communication Service FAO (SDRE)

**FAO'S EXPERIENCE IN THE FIELD OF RURAL RADIO:
LESSONS LEARNED AND METHODOLOGIES**
Summary of a PowerPoint presentation

Why Rural Radio?

It is a privileged media belonging to the rural communities to:

- Facilitate the access of useful knowledge and information
- Enhance the value of local expertise
- Familiarise with local social, economic and health programmes
- Foster dialogue between the communities and their partners
- Share experiences, knowledge and techniques.

The role of rural radio is no longer limited to sensitising local populations. Nowadays, it also allows communities to express themselves, to present actual experiences and to share social and cultural values.

It is no longer a matter of education, but of interaction and exchange.

FAO's Contributions: Milestones

- 1966 Organized Giseyni & Moshi meetings which led to the creation of radio clubs & farm radios in Africa
- 1976 Created rural radio station in Congo
- 1986 Strengthened rural radio in Mauritania
- 1986 Created rural radio in Guinea
- 1986 Trained rural radio staff in the Central African Republic
- 1986-88 Set-up rural radio in Chad
- 1993 Re-launched rural radio activities in Mali
- 1994-95 Introduced rural radio methodology in Niger & Guinea-Bissau
- 1995 Developed & tested multimedia kits to train trainers
- 1996 International meetings on rural radio in 27 countries in Africa
- 1997-2001 Set-up 4 local community radio stations in Southern Mali

- 1998-1999 Assessed trainers' training needs in more than 15 countries
- 1997-2002 Reflected on ICTs and on how to link radio to the Internet
- 1996 Developed a participatory & interactive methodology for radio
- 2000 Methodology for content analysis
- 2000 Methodology to monitor & evaluate the impact of programmes

These activities were carried out in collaboration with CIERRO, CRDI, CTA, FORD Foundation, GTZ, UNESCO, UNICEF, and with the Netherlands, Switzerland and France Cooperation

Concept and Strategy

Three operating levels

FAO's support to rural radio considers three kinds of radio:

- National
- Regional
- Local

Four principles

- Integration
- Interdisciplinary action
- Interaction
- Sustainability

Three operating areas

- Human Resources
- Legal and administrative status and operating mode
- Infrastructures

Rural Radio Participatory Methodology

In the 80's, radio became more participatory and more interactive, with the emergence of the MARP–Méthode accélérée de recherche participative (Accelerated Method for Participatory Research).



The two tools were developed simultaneously, taking from the same disciplines, and borrowing various techniques from each other.

The participatory approach is used in:

- Diagnostic activities (information, knowledge, etc.)
- Evaluation of activities.

Rural Radio: A tool for Social Enquiry

- Public radio programmes give a voice to villagers and collect their opinions on the themes presented.
- All social levels in the village or rural community participate spontaneously in the public radio programme.
- Discussion-debate and interviews (open or closed questions) resulting in diagnosis and evaluation.

FAO's Areas of Intervention in Rural Radio

Support in 7 areas:

1. Training/human resources
2. Set-up of rural radio facilities
3. Definition of a communication for development strategy including radio and other media
4. Production of radio programmes based on a participatory methodology
5. Definition of technical standards for radio equipment
6. Deliberation and dialogue on rural radio
7. Research in the field of rural radio.

Rural Radio Workshops

June 1996

International congress on the development of rural radio in Africa

- 27 participating countries of which 17 were French-speaking
- 9 English-speaking and 1 Portuguese-speaking
- 31 partners (bi- & multi-lateral Cooperation)

February 2001

First international workshop on rural radio

September 2001

Workshop on "Linking radio to the Internet"

November 2001

Workshop on "Rural radio and food security"

Lessons Learned: The 15 methodological steps for the installation of community radios

1. Sensitise the local populations
2. Set-up the administrative committees
3. Build the premises
4. Develop the status & temporary terms and conditions
5. Recruit the staff (broadcasters, producers & technicians) on the basis of oral & written tests
6. Choose and order the equipment

7. Set-up the equipment
8. Train technical staff & administrative committees
9. Assess the information-communication needs of the people
10. Open the radio station
11. Study the electromagnetic field
12. Set-up the tools for sustainability
13. Assess the operating costs of a radio station
14. Create a listening and feedback system
15. Develop a system to monitor and evaluate impact of radio programmes

Other Lessons Learned

- The administrative committees should be more involved in income generation for operating the radio stations
- Regarding technical equipment:
 - Ensure the availability of spare parts as soon as the equipment is installed
 - Know the signal facilities
 - Reorient if necessary the antennae of the transmitters to improve coverage
- Monitoring and Evaluation of the impact of radio programmes is based on:
 - Mail from listeners
 - Field visits
 - Fact sheets - Level I - Listening and comprehension of the programme content
 - Fact sheets - Level II - Contribution (in terms of information, knowledge and awareness) of the programme for the listener
 - Fact sheets - Level III - Attitude changes of the listeners or socio-economic changes in the community/village/region
 - Qualitative techniques, such as focus groups or in-depth interviews

Mali: Women's Testimonies

Tenimba Samake from Sido village: "We, as women, listen a lot to the radio – morning, noon and night –, because when we have no information and knowledge on a given topic, and somebody else does and tells it to you in a direct manner as radio does, it is a pleasure to listen to. We like listening to programmes on marriage, family life, cooking and hygiene. When you have a good understanding of all these subjects, it brings something positive to your life."

Woman from Kolondièba: "Radio has brought independence and freedom to women, because it develops awareness amongst men who deep-down remain old-fashioned and closed in regard to women. Radio says loud and clear what we feel inside. We respect the lucidity of the broadcasters and we hope that all radio programmes aimed at women will continue"



The Specific Requests from Young People:

- That radio programmes should be dedicated to them
“48 hours per day”
- Introduction of specific topics
- Increased broadcasting time
- Strengthening of programmes on: AIDS, retailing, family planning, nutrition, radio dramas, sports and information on the village.



Dimitra Relaunch Workshop with the partners from Africa and the Near East

King Baudouin Foundation

List of Participants Thursday 24 October 2002

ABDOULAYE Ali	Coordinator [ONG-VIE Kande Ni Bayra, Niger]
ADE Adegite	[European Commission]
ASARE Dorothy	Coordinator [POSDEV, Ghana]
BALAN Aso	Coordinator [SANGONeT, South Africa]
BENSAH Emmanuel - K	Internal Programme/Webmaster [International Coalition for Development Action (ICDA)]
COLLETTE Jean-Paul	Communication Officer [King Baudouin Foundation]
DAVIS Angella	Associate Professional Officer [Dimitra Project (Accra, Ghana)]
DE BACKER Harry	Principal Administrator [EC-DG Development]
DE BECKER Leen	Gender Expert [DGIC, FPS Foreign Affairs]
DE BUCK Patrick	General Secretary [Bevrijde Wereld, Belgium]
DE GROOTE Sophie	Deputy Adviser [DGIC, FPS Foreign Affairs]
DE TEMMERMAN Nicole	Project Manager Belgian Survival Fund [DGIC, FPS Foreign Affairs]
DE WANDELER Cecile	Documentalist [Amazone]
DE WINDT Cynthia	Facilitator [Dimitra Project]
DENEER Mark	Adviser [Cabinet of the Secretary of State for Development Cooperation]
DEVOS Etienne	Rural Engineer
DURIEUX Natacha	Deputy Adviser [DGIC, FPS Foreign Affairs]
EKAAS Sissel	Director [FAO/SDW, Rome]
FRANCESCHELLI Tiziana	Assistant [Dimitra Project]
FRISO Siham	Project Coordinator [CISL]
GASMI Mabrouka	Coordinator [CREDIF, Tunisia]
GODEAUX Hélène	Assistant/Secretary [FAO LOBR, Brussels]
GOOR Jean-Pierre	Project Manager [King Baudouin Foundation]
GRACEY Judith	Project Officer [Dimitra Project]
HUBIN Claudine	Project Manager [Women and Development Commission]
ILBOUDO Jean-Pierre	Communication Specialist [FAO/SDRE, Rome]
KAYED AL-MAJALI Samira	Coordinator [CARDNE, Jordan]
LEEMPUT Kim	Project Manager [CDI Bwamanda-Belgium]
LINDAU Manfred	Director [FAO LOBR, Brussels]
LOUANT Benoît-Pascal	Managing Director [NGO GENAGRO]
MAJCHRZAK Alysse	Temporary Administrative Assistance [Dimitra Project]
MAKILUTILA MASSAMUNA Yvette	Expert [Women and Development Commission]
MALPAS Nicole	Gender Adviser, Belgian Technical Cooperation
MASESE Rose	Coordinator [FAN, Kenya]
MATTON André	Liaison Officer [FAO LOBR, Brussels]
MAZOUZ Mohammed	Head of Liaison Office [UNFPA, Brussels]
MESCHINELLI Alessandro	Research Analyst [IFAD, Rome]
MINNE Betty	Gender Adviser [Cabinet of the Secretary of State for Development Cooperation]
MOUSSAOUI Issam	Coordinator [Amsed, Morocco]
NAJROS Eliane	Project Coordinator [Dimitra Project]
NDIAYE SOW Fatou	Coordinator [Enda-Pronat, Senegal]
PARFONRY Roland	Deputy Adviser, Manager FAO Programme [DGIC, FPS Foreign Affairs]
POPPE Maggi	Member [Nederlandstalige Vrouwenraad]
PRIMO Natasha	Coordinator [Women'sNet, South Africa]
RASAMIMANANA Vololomihaja	Coordinator [ONE, Madagascar]
REYES SANCHEZ Leticia	Nutritionist
REZZIN Marzia	Coordinator Brussels Office [COCIS]
RYCKMANS Hélène	Le Monde selon les Femmes and President of the Women and Development Commission
SAMMUT Melita	Internal Programme [International Coalition for Development Action (ICDA)]
SOW Mariam	Coordinator [Enda-Pronat, Senegal]
STANFELD Alan	Temporary Technical Assistance [Dimitra Project]
TAYART de BORMS Luc	Managing Director [King Baudouin Foundation]
TREINEN Sophie	Information Officer [FAO/SDWW - Rome]
VAN CRAEN Marc	Ambassador, Special Adviser to the President of the Board of Directors [Federal Public service Foreign Affairs, Foreign Trade and Development Cooperation]
VAN DER HEYDEN Ivan	Education Officer [Partenaire asbl]
VAN OFFELEN Marion	Gender Expert [Directorate Strategies DGIC, FPS Foreign Affairs]
VANDEN BERGHE Herman	Chairman of the Board [King Baudouin Foundation]
WIESNER Jan	Assistant to Ms.Karin Junker [European Parliament]





DIMITRA Relaunch Workshop – 24 October 2002
King Baudouin Foundation, Brussels

Speech of Dr. Manfred Lindau
Director, FAO Liaison Office with the EU and Belgium

HUNGER IN THE WORLD AND THE WORLD FOOD DAY IN 2002

Madam President,
Ladies, Gentlemen,
Dear colleagues,

I am very happy to be present amongst this essentially feminine gathering because FAO has always paid sustained attention to women's causes and to the essential role they play to ensure food security in numerous countries. During the World Food Summit in 1996, the Director General of FAO, Jacques Diouf, evoked the 'formidable potential' of women to help meet the food challenge of the 21st century. Yet the work of women often remains misunderstood and underestimated. Women are too often invisible actors in development. FAO studies show that in most developing countries, women are the pillars of the agricultural sector, food systems, and the daily sustenance of families, and also represent the major part of the agricultural workforce. The decision-makers, the development planners and the agricultural service providers unfortunately do not take sufficient account of the importance of women in the agricultural production process. As a result, women have more difficulties than men to access production factors, like land, credit and agricultural inputs, technology, extension work, training and other services which strengthen their production capacity.

FAO recognises that it is crucial to give women the means to raise nutrition levels, improve production and distribution of food and agricultural products as well as the living conditions of rural populations. FAO has developed a new Plan of Action for women. This is the 2002-2007 Gender and Development Plan of Action which aims in particular to ensure the fair distribution of the benefits of change and their joint management between men and women, whether in matters of resources, agricultural services or jobs.

Agricultural production which depends largely on women's work can only be increased if their social position is ensured and their legal status fully recognised. It will only be in this

way that they will have unrestricted access to credit and other production factors. These fundamental conditions must accompany the extended schooling of women and of their education. In this perspective, new technologies are increasingly indispensable to overcome the deficiencies of training and FAO intends making good use of them.

In fact it is in this way that the Dimitra project has been able to extend its network of rural women and enabled the circulation of information. My presence before you here today also gives me the opportunity to remind you that last Wednesday, 16 October we celebrated World Food Day. The cruel irony of today is that while the world produces enough food globally to feed its six billion inhabitants, hunger still persists in most of the developing countries. The fight against poverty cannot be won without eliminating hunger. Hunger is the most critical manifestation of poverty. Hunger and malnutrition are both the causes and effects of poverty. As up to this time actions have not reflected words, there is an urgent need to intensify our fight against poverty and hunger.

The international community has repeatedly affirmed its commitment to fighting hunger. In particular at the 1996 World Food Summit (WFS) in Rome representatives of 185 nations and the European Community set a goal of cutting the number of hungry people by half by 2015. Unfortunately in spite of this commitment too little purposeful action has been taken towards eradicating hunger. The number of hungry people in the world is not falling fast enough to meet the ambitious goal of the 1996 WFS Plan of Action.

The latest figures of FAO show that to meet the target of the 1996 WFS the number of hungry will have to fall by 22 million every year, compared with the six million a year attained on average over the last years of the 1990s. This is also the reason why the Director General of FAO assembled the leaders and representatives of 179 nations and the European Community in Rome from 10 to 13 June this year, at the World Food Summit: five years later (WFS: fjl), in



order to give new impetus to world wide efforts on behalf of hungry people and to raise political will and financial resources.

The mobilisation of an “International Alliance against hunger” will help to regain centre stage in the concern and priorities of governments, parliaments, local authorities and civil society.

The Anti Hunger Programme was released, serving as a basis for work and dialogue among partners to mobilize the resources that are needed today.

The necessity of empowering women remains undisputed and a central objective in view of poverty alleviation and the eradication of hunger.

The Director General of FAO said in his statement at the Inauguration of the World Food Summit: five years later:

“The societies of abundance of this millennium have the resources and the technology to eliminate the insufferable spectre of cyclical famine and the inexorable deprivation of chronic hunger”.

If we agree on the goal to make a world free from hunger a reality, we should less discuss small differences in actions but strengthen partnership to tackle the challenge together.

Last Wednesday 16 October we have celebrated World Food Day. Every year at this date World Food Day is observed, marking the founding of FAO on 16 October 1945.

The celebration of World Food Day aims to heighten public awareness about FAO’s mandate to raise the levels of nutrition and to promote better understanding of measures that need to be taken in order to alleviate poverty and to eradicate hunger.

This year’s World Food Day theme is “Water: Source of Food Security”.

FAO is convinced that improved agricultural techniques and better water efficiency are key to feeding a growing population.

In his message for World Food Day 2002 the Director General of FAO points out

Quote:

“Water is central to the survival of humanity. It is a matter of great concern to all, because a limited resource shared by a growing population.

Water has political, economic, social and ecological implications. But it is above all linked to food, for 70 percent of the world’s water resources are used for agriculture.

In a world with diminishing supplies of drinking water, how are we to ensure that all have the water they need to feed themselves without harming other sectors, without destroying our environment?

This is first and foremost a challenge for agriculture. The

production chain must produce more with less water, and small farmers need to play a part. They must therefore be trained and actively involved. A new water policy is needed, with priority to solutions that avoid waste.

More effective solidarity should call on the cooperation of all development partners in resolving potential conflicts and mobilising financial resources. The conditions are also needed for the economic management and fair distribution of water. Greater mobilisation of civil society and farmers’ organisations is fundamental if we are to tackle the water crisis and finally achieve our objective of ‘Food for All’.

Closer monitoring is needed, especially in countries and regions that are affected by drought, so that famine and conflict can be avoided. Tomorrow’s world will have enough water if we start managing it prudently today”.

Unquote

We are approaching the end of a year which was characterised by important international conferences such as the WTO Ministerial Conference in Doha, the Monterrey Conference on Financing of Development, the World Summit on Sustainable Development in Johannesburg and last but not least the World Food Summit *five years later* (WFS *5yl*) in June in Rome.

Resolutions, declarations, agreements, plans of action and protocols have been adopted and we all hope that the results of these world conferences will help to build a better future for our world.

For your further deliberations and exchange of views I wish you a great success and I hope that the results of this conference will contribute to a better understanding and appreciation of the important role women play in agricultural production and in achieving Food Security.

Before bringing my statement to a close I have the pleasure to introduce the next speaker, my esteemed colleague from Headquarters, Ms. Sissel Ekaas.

Sissel Ekaas is the Director of the Gender and Population Division at FAO Headquarters in Rome. Mrs. Ekaas has held her current function since January 1998. Among her many initiatives, she has spearheaded the development of a new—as already mentioned above—, organisation-wide Gender and Development Plan of Action for the period 2002-2007, which was endorsed by the FAO conference in November 2001. In 1999 she organised a high level Consultation on Rural Women and Information at Ministerial level, and during the World Food Summit: *five years later* she was responsible for the holding of a well-attended side-event on Rural Women as crucial partners in the fight against hunger and poverty. Sissel Ekaas was educated in Norway, the United States and Canada in International Relations, Business Administration, and Languages. Before



joining FAO she worked in various different functions for the United Nations Development Programme and other United Nations Organizations, for the Norwegian Ministry of Foreign Affairs as well as for the Norwegian Ministry of Development Co-operation and the Norwegian Agency for

International Development (NORAD).

Her experience in international affairs and development as well as in gender policies is a great asset for FAO.

Thank you for your attention.



DIMITRA Relaunch Workshop- 24 October 2002
King Baudouin Foundation, Brussels

Speech of Ms Sissel Ekaas
Director, Gender and Population Division
Food and Agriculture Organization of the United Nations (FAO), Rome

GENDER AND INFORMATION FOR RURAL DEVELOPMENT: BUILDING ON THE DIMITRA EXPERIENCE

Your Excellency,
Ladies and gentlemen representatives of civil society and
NGOs of Belgium,
Dear friends, partners of Dimitra,

It is a real pleasure to be here with you today on the official United Nations and World information day, surrounded by those people without whom the Dimitra project could never have seen the light. I would especially like to thank the Belgian Government, and in particular the Direction of International Cooperation of the Federal Public Service for Foreign Affairs, Foreign Trade and Development Cooperation, The King Baudouin Foundation, our partners in the field, the coordination team in Brussels and our colleagues at FAO in Rome and Accra.

Information is a crucial tool in the fight against hunger and poverty. Information is power. But too often women do not have access to it, particularly in rural areas. Rural women have limited access to the new information and communication technologies. FAO denounced this situation during the Know How Conference 2002 on information for women which was held in Kampala last July.

The limited access of rural population's, and particularly women to information can be explained by insufficient infrastructures and financial resources, high levels of illiteracy amongst rural women, lack of training in the use of technologies and the low percentage of women working in the media.

Yet new information technologies offer a unique opportunity for women from developing countries to speak out, be more visible and less isolated. Moreover they help broaden political, social and economic participation because they promote access to and sharing of knowledge, the creation of networks and the strengthening of decision-making processes.

New information technologies are not a luxury but an essential instrument for sustainable development. It is necessary to implement adapted and sustainable telecommunication infrastructures and to develop messages meeting the needs identified by the rural communities themselves, while respecting the social and cultural diversity of these communities.

The ability to dispose of appropriate information technologies, both modern (computer, Internet, e-mail) as well as traditional (rural radio, printed press, posters, etc.) and to develop creative messages are essential conditions for successful communication strategies.

We are confronted by the problem of a digital divide in the rural areas, but to bridge it, it is not enough to have the technology and to provide more computers, radios or mobile phones. Making information more accessible demands political determination, education and funds.

The Dimitra project has been working for several years towards resolving these problems. I would like to recapitulate with you some events, which were highlights of the last workshop in October 2000, the evolution of the project and its role within FAO. They demonstrate to what extent Dimitra has progressed.

Dimitra's first phase gave us good information and communication products: Dimitra guidebooks on Europe, Africa and Near East, the online database, the self-evaluation reports, the newsletters and numerous exchanges, which have shown that Dimitra was unique and should continue its activities. The success of the guidebooks can be measured by the number of requests received for such data on organisations, projects and publications concerning rural women to also extend to other parts of the world.

Moreover, the project evaluation has confirmed the results obtained during the self-evaluation in October 2000



and led Dimitra to strengthen the network. It is in this spirit that the second phase of the project was built. Beginning in January 2002 this new three-year phase allows the former project partners to come together, but also welcomes newcomers who, over the last days have shown to what extent their expertise were complementary. I am thinking in particular of Women'sNet and SANGONeT, in South Africa who use information to ease the work of civil society organisations and thus aim to bridge the digital divide. ONG VIE, Volunteers for Educational Integration in Niger which is fighting poverty through literacy, ONE, Office National de l'Environnement (National Environment Office), in Madagascar, which brings its expertise in the gender approach in environment and in natural resource management. AMSED, Association Marocaine de Solidarité et de Développement (Moroccan Association Solidarity and Development), which strengthens the management capacity of Moroccan associations.

Our previous partners have also been very efficient. I would like to quote the example of Enda-Pronat which has acted as a relay for rural Senegalese women so that they made their voices heard on Internet during the on-line conference on rural women's access to new information technologies.

It is also Enda-Pronat who next February will organise a meeting in Senegal on the theme of "Women and access to land". This conference will enable the follow-up of the debate launched by FAO in 1999 already during the high-level consultation on information and rural women, and during the seminar last March on the occasion of International Women's Day. The technical fact sheet on women and land rights is in fact available in this room and an article on this subject can be found in the last Dimitra newsletter.

CREDEF, in Tunisia, has enabled the integration of Dimitra into the National Plan of Action for rural women, drawn up with the support of FAO.

The Dimitra network collects, disseminates and shares information. It is growing, transforming, acting as a catalyst and as a facilitator so that rural women may be truly recognised as stakeholders in rural development and in a sustainable manner. Dimitra has advanced matters in quite a unique way, to quote Ms Randriamamonjy, FAO representative at the workshop in 2000. In fact, Dimitra remains unique, because at FAO, it is the only network of this extent to deal with the role of women in food security and rural development. Unique also, because it has promoted an interface between three partners: NGOs, rural

women and governmental institutions. Unique finally, because it has allowed the "obscurer actors" in development to be pushed to the front of the development stage. "Partnership" and "participation" are two key words which have enabled Dimitra to highlight the grassroots organisations which conceive and carry out the projects. The use of this proactive method has therefore helped secure visibility at national, regional and international level for all the participating organisations, even the most modest.

FAO recognises the positive evolution of the project and has been promoting it on numerous occasions. As for example in October 2001 during the World Food Day and conjointly at the celebration of World Rural Women's Day, FAO presented Queen Fabiola with the CERES medal for her work for rural women and her support for the Dimitra project.

Also during the FAO conference in November, a conference which I should like to stress, has ratified the Gender and Development Action Plan. This plan takes up the Millennium Goals of the United Nations on the importance of gender equality and of women's empowerment, and the action plan on the role of information. During the Conference, our Division has organised an information session for representatives to present the new Gender Action Plan and to highlight projects promoting equal opportunities such as Dimitra.

'The World Food Summit, five years later', in June this year was the opportunity to repeat the commitment of all to fighting against world hunger. It helped draw attention to the fact that rural women are essential actors in the food sector from production to the table. They are crucial partners in the fight against hunger and poverty. The message from rural women 'from Rome to Johannesburg', which linked the two summits: for food and for sustainable development, underlined the importance of building partnerships and using networks. A copy of this message is also available on our site and in this room.

Dimitra was once more quoted as an example this month in Madrid, during the Third World Congress on rural women in my opening presentation entitled "Rural women and globalisation—from Rome to Johannesburg and beyond". The complete text of this presentation can currently be found on the website of the Sustainable Development department. The Dimitra database was a mine of information for the host country, Spain, in order to identify the representatives of rural associations.

If FAO likes to promote Dimitra, at an international



level, the project also promotes cooperation between the services of FAO. As you will have heard at yesterday's presentation by my colleague from FAO's communication group, FAO has been working with rural radio for more than 30 years. For billions of inhabitants in rural areas, where illiteracy rates are high and there is a lack of electricity, telephone and Internet access, the radio remains the most accessible, economic and widespread means of communication. Dimitra, as an information and communication project, sees to it that all media are used to attain rural women and make their voices heard. Rural radio is a totally appropriate medium, together with other technologies whether new or traditional.

Yesterday, and also in July in Kampala, cooperation between the services enabled FAO's work on gender and new information and communication technologies to be presented.

Increased and ongoing cooperation with the World Agricultural Information Centre (WAICENT), last month during the Consultation on Agricultural Information Management (COAIM). This second two-yearly meeting brought together high level representatives from the Member Countries of the FAO. The main goal of this year's meeting was to promote more active efforts from the countries to bridge the digital divide. It is also important to encourage international organisations to work together on this problem. During the COAIM, a seminar was organised on gender and information where the Dimitra project was once more presented as a concrete example of information exchange and networking. The main message from Kampala was echoed there. Information is a universal right and an essential means with which to fight poverty. Technologies are at the service of the people and not vice versa. New and traditional technologies must be combined. The content must be easily accessible and in local languages. Alone we will not make it, that is why we are counting on our partnerships and networks to strengthen the different interdependent levels, the macro, the meso and the micro, in other words, the policies, the decision-makers, the institutions and rural populations.

Dimitra is also a mine of information for the FAO's decentralised offices. Notably in the case of multi-party talks where NGOs and civil society organisations meet and discuss regional problems with the FAO. It is important that these consultations should be as representative for women as for men. Thanks to its database and contacts, Dimitra can help to identify organisations which are

most representative of gender-specific interests of rural populations.

In its reports to the United Nations Committee for the Convention on the Elimination of all Forms of Discrimination against Women (and more specifically Article 14 concerning rural women), FAO relays the information available in the Dimitra database as often as possible. Therefore Dimitra is becoming known and used by all as a research tool.

As far as future perspectives and directions are concerned, at FAO we envisage many more roles that Dimitra could play. We think particularly of Dimitra for identifying beneficiaries and partners for distance learning in order to reproduce in other regions our experiences in Latin America on gender analysis.

We would also like to work more closely with the Special Programme for Food Security so that the gender angle may be taken more into account and the organisations listed in Dimitra can work with FAO and that those who work already with FAO may be included in the Dimitra database.

As you know, FAO is not a financing agency, however "Telefood" funds exist which generally support small projects implemented by grassroots organisations 40% of which are women's organisations. Dimitra can disseminate information related to this small fund as well as guidelines to follow in order to submit requests.

We also envisage the possibility of strengthening links with civil society and with other organisations which participate in other projects within the Gender and Population Division such as LinKS. This project deals with local and traditional knowledge on agrobiodiversity in a gender perspective in East and Southern Africa.

Finally, I would like to add that Dimitra has certainly a role to play in the preparations for the World Summit on the Information Society which will take place in two parts in 2003 and 2005. FAO and other agencies are making sure that gender questions are at the centre of the debate. Dimitra and its partners are working in the same direction and it is joining our forces that change can come about.

Your Excellency, ladies, gentlemen,

Dimitra can offer a wide experience on which it is still necessary to build. Dimitra is certainly an essential tool to enable questions of gender, information and communication to be integral parts of development policies and strategies. All the same, I would like to conclude by reminding you that making information more accessible is



not only a question of technology but a political question. At FAO, we use technology but we put the emphasis mainly on content and how to make it useful for farmers, and other actors in rural areas, as well as for the decision-makers in our Member Countries. Information exchange is essential for everyone, and more accessible informa-

tion signifies broader participation and better decision making at every level.

I am counting on your continued support and on the best exchanges possible to reach our common goals.

Thank you



DIMITRA Relaunch Workshop – 24 October 2002
King Baudouin Foundation, Brussels

Speech of Ms Hélène Ryckmans

Representative of the Network “Palabras” of the organisation “Le Monde selon les Femmes”
and President of the Women and Development Commission, Belgium

THE IMPORTANCE OF NORTH-SOUTH-SOUTH NETWORKING

I would like to thank the Dimitra project for having invited me to this meeting of its network and ask all the participants to accept my apologies for not having been a more active participant this year as I was two years ago. The culprit is my workload.

I would like to focus my contribution on the fundamental necessity to network in order to develop partnerships.

Networking has some specific characteristics:

- interactivity
 - a) between actors: from North and South, NGOs and officials;
 - b) between levels of intervention macro-meso or micro.
- Flexibility of functioning
- And ideally a non-hierarchical system.

Women’s networks

Furthermore, I think there are elements of the feminist working methods that are specific to feminist networks, like commitment and everyday experiences, and highlighting the common stakes for South/North and South/South.

These specificities are

- visibility
- social and political recognition
- women’s rights
- the will for change for equality between women and men
- taking gender into account systematically and cross-sectorally.

Why are people showing interest in these networks today?

In a global society, where information circulates in many different ways and very fast we are aware of the urgent need to increase not only the amount of exchanges but also the relevance of these exchanges.

It means that information circulates on the most crucial issues: respect for the physical integrity of women, ending the denial of social justice which unfortunately is still a daily reality for women, in the South and the North.

Networks against one-track thinking

This necessity is, on the contrary, the fruit of globalisation, of the furious acceleration of economic and goods exchange. It pushes us to increase exchanges between people and ideas to fight against the one-track thinking which is currently dominating the planet.

The networks are there to give sense to the commitment. They help define:

- lobbying, common arguments for North and South, precise lines of argument, relayed from the South towards the North and from the North towards the South.
- citizen’s action, lobby, which suggests lines of action for changing mentalities and policies.

These South/South and North/South networks are particularly lively amongst women, I am thinking of course of the Dimitra network and of the network of the world women’s march in 2000, against poverty and violence against women which work at the local, national and international levels.

Two networks: the Women and Development Commission (Commission Femmes et Développement) and the Palabras network

The Women and Development Commission (WDC), implemented in 1994, is a consultative body to the Belgian Secretary of State at the Development Cooperation. Its objective is to promote gender in the projects and cooperation policies of the Belgian international cooperation.

The mission of the WDC is to develop opinions on the development and creation of an international cooperation policy concerning women and development, to emit advice on its own initiative on any question related to the Women and Development sector, to support initiatives and activities in this sector through coordination, concertation and exchange of information and promoting public awareness-raising activities on the women and development issues.

The WDC is in some ways a Belgian North/South network, it offers a unique place for exchanging views and dialogue



between experts, development NGOs, women's NGOs, Universities, the DGIC and the Cabinet for Development Cooperation.

The WDC plays a triple role:

- An advisory role on cooperation policy for taking gender into account. It gives legally required advice on the political and strategic directions of the Belgian Cooperation.
- A role of interpellation, reflection and advocacy, to strengthen (notably by training) gender and the inclusion of gender equality in the projects and programmes of the cooperation.
- A role as public awareness raiser, from the reflections and struggles of the women of the South. Hence the WDC has recently focused on the role of Afghan women in the reconstruction of their country, on the World March and its follow-up at the level of the Belgian Parliament (by organising the Women's Parliament on 8 March), by raising engendered awareness amongst decision-makers on sustainable development or children in war.

The WDC is presently concerned with creating a base of

people and women's associations from the South, able to contribute to and develop cooperation strategies in Belgium's partner countries so that no one can say "there are no women".

The Palabras network is an initiative of *le Monde selon les Femmes (M/F)*, it comes from the journal of the same name.

The Palabras journal proposes positive experience exchanges led by women's groups from French-speaking Africa, Latin America and Southern Europe. Each time sharing the same theme the lives of the women's groups are presented by the women themselves. It involves visualising the positive, strategies and innovation. To ensure internal strengthening through an external view and to allow for an understanding of the central and identical stakes that all the women come up against: discrimination, difficulties in controlling resources, resistance to inequality, mechanisms of social change.

The informal network is involved in a partnership process:

- getting to know ourselves (we organise annual meetings)

Palabras

- Number 0 "Quand une femme dit non c'est non" ("When a woman says no it's no") summarises stories from Argentina and Belgium.
- Number 1 "Cultiver l'égalité aux champs" ("Cultivating equality in the field") includes stories from Brazil, Senegal, the Dominican Republic and presentations of French and Belgian associations.
- Number 2 "Sans travail, pas d'argent; sans argent pas d'indépendance" ("Without work, no money, without money no independence") including stories from Belgium, Burkina Faso and Uruguay, with the presentation of an association from Peru.
- Number 3 "La liberté prend corps" ("Freedom takes shape") includes stories from Morocco, France, from Ecuador, with presentations of associations from Belgium, Congo, Bolivia and Burkina Faso
- Number 4 "Le droit d'avoir des droits" ("The right to have rights") stories from Chili, Portugal, Burkina Faso, Bolivia and Mali.
- Number 5 "Les femmes dans la ville – De l'oppression à l'expression" ("Women in the city – from oppression to expression") stories from Spain, Mexico, Burkina Faso and Cameroon.
- Number 6 "Organisations et réseaux d'appui aux femmes" ("Support organisations and networks for women") includes stories from Colombia and from Burkina Faso
- Number 7 "Marche mondiale des femmes" ("World women's march") presents in a short and incisive format the mobilisations against violence and poverty that took place in various of Palabras' partner groups.
- Number 8 "L'art au féminin" ("Feminine art") presents different associations active in the domain of art and creates the link with equality (Portugal, Haïti, Nicaragua, Senegal).
- Number 9 "Formations: des portes s'ouvrent" ("Training: opening doors") describes training for women and gender equality training (Chile, Spain, Democratic Republic of Congo).
- Number 10 "Femmes en migration" ("Women in migration") proposes stories of migrant women: in the South and towards the North (with stories of migrant women from the Dominican Republic and Niger to Belgium).



- getting to know ourselves again in the same process and in the desire for a common policy
- fix the terms of the cooperation: where do we want to go together and how?

From this network 'le Monde selon les femmes' intends to create a learning and community action network. The apprenticeship comes through the sharing of information and training. The action comes about through the implementation of common actions and campaigns to go beyond words and create another world, a world according to women.

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DIMITRA Relaunch Workshop – 24 October 2002
Baudouin Foundation, Brussels

Speech of Mr. Luc Tayart de Borms
Managing Director of the King Baudouin Foundation, Belgium

EXCHANGING KNOWLEDGE AND BUILDING ON THE EXPERIENCE OF THE DIMITRA NETWORK

Mr. Chairman of the Board of the Foundation, Ladies,
Gentlemen, Dear friends,

It gives me great pleasure to participate for a second time in a meeting organized by the Dimitra project with its partners from Africa and the Near East and I am delighted to see that the number of participants and invitees increases each time. I am always pleasantly surprised by the enthusiasm and the vitality of the project and by the unique way it has of doing so much with little means. The Foundation is proud to host within its walls a project which has been able to start up a dynamic network around a subject which is of fundamental interest to human progress and development: the promotion of equality between women and men.

Firstly, a few words to help define the place of the Foundation. The Foundation has celebrated its 25th birthday and for a quarter of a century, it has been proposing forums for the organization of debates and launching initiatives to help improve the quality of life in Belgium and elsewhere. The King Baudouin Foundation intends to play a pioneering role and seeks out answers to questions which are of concern to citizens. It regularly revises and redefines its domains of activity but all the while retains the improvement of the living conditions of the population as its main objective. The fight against poverty and social injustice constitutes a red line which cuts across all its activities.

The King Baudouin Foundation is working in the general interest and independently decides how to use the means at its disposal to reach this objective. As it entered the 21st century, the Foundation undertook a process of reflection which led to the drafting of a new strategic plan around four main axes:

- Social Justice
- Civil Society
- Governance
- Funds and Contemporary Philanthropy

In the international area, the King Baudouin Foundation supports the following activities:

1. In the Balkans
 - In South-East Europe, the Foundation supports students with the capability to participate in the process of civil society emancipation in the Balkans;
 - It encourages the practice of debating;
 - It supports local associations which provide assistance to vulnerable children;
 - It encourages the development of inter-ethnic relations between minorities .
2. Strengthening the foundations sector in Europe and in the United States
 - The Foundation wants to strengthen institutional and operational cooperation between foundations in Europe and in the United States. The King Baudouin Foundation, United States, was set up to help increase understanding between the United States and Europe by enabling talented people from both sides of the Atlantic to learn from their respective experiences and approaches through study trips or exchange visits.
 - Furthermore, the Foundation wishes to facilitate trans-Atlantic philanthropy by taking care of administrative procedures for individuals based in the United States who wish to support projects in Europe.
3. The King Baudouin International Prize for Development

The aim of the Prize is to raise awareness of projects that have made an important contribution to the development of countries in the South or to solidarity between industrialised countries and those in development.
4. Finally, the Foundation is taking a totally new direction and is going to contribute to the campaign against AIDS in Africa. The Foundation is going to invest one million euros over two budgetary years in response to an appeal from the Secretary-General of the United Nations, Mr. Koffi Annan.



The Foundation will carry out this work together with other European foundations, so as to make a more significant European impact and to help locate projects in Central Africa. It may also cooperate with the Institute for Tropical Medicine in Antwerp and will aim to complement the actions of the Belgian Government.

In this context, it is clear that the networking and exchange of knowledge and experiences within the Dimitra project are important elements that the Foundation can use to enhance its own knowledge. Exchange of knowledge and sharing of experiences and of names of resource people

are key elements for the future activities of the Foundation and of the Dimitra Project, which is also going to extend its activities to the Great Lakes Region.

To conclude, I am very happy that the Foundation is hosting a structure such as the Dimitra Project which is implemented by FAO and financed by the Belgian Cooperation, and the continuation and sustainability of which seem assured for some time to come.

Good luck to the Project and to all of its partners!



DIMITRA Relaunch Workshop – 24 October 2002
King Baudouin Foundation, Brussels

Closing Speech by Ms **Betty Minne**
Gender adviser, Cabinet of the Secretary of State for Development Cooperation,
Belgium

FOR A TRUE PARTNERSHIP FOR DEVELOPMENT

Ladies and Gentlemen, colleagues and friends

It is an honour for me to be amongst you to close the second Dimitra project workshop with the Dimitra partners.

However, I am sorry to have to pass on the apologies of the Secretary of State, Mr. Boutmans who is not able to be here with you today. He asked me to represent him and to tell you how supportive he is of the Dimitra project. I myself am a gender adviser in his Cabinet.

I find myself standing here in front of development, communication and information and gender experts, who know better than I do the importance, as well as the evolution of the theme at the international level, thanks precisely to their access to the appropriate information and communication methods.

Therefore in the midst of such an audience, I am not going to venture into a discussion of all the themes linked to the subject and which have been, or will be the subject of many reports (I quote the 2001 UNDP Human Development Report) and conferences such as the recent Know-How Conference in Kampala as well as the large preparatory conferences for the World Information Society Summit which will be held in Geneva in December 2003 and in Tunis in 2005.

Nevertheless I would like to underline some points in which the Belgian Cooperation takes a particular interest:

1. the importance of information in all its forms
 2. the necessity of a partnership for development on this subject.
 3. the place of the Dimitra project and its partners
1. As regards the importance of information I will begin by summarising a conversation which took place a little over 3 years ago between myself, as a former civil servant at the Development Cooperation after two months of working for the present Secretary of State, and a Cabinet Adviser in from the previous term of office who had just joined the administration. She asked what I considered to be the most important aspect of my current work.

I thought carefully and then listed off some advantages of working in politics. She interrupted me in a very resolute and determined way and said “for me the biggest motivation was the access to information. Thanks to this ongoing and global access I felt equipped to do my work with the correct tools”. It took me perhaps several days more to realise just how true her words were. This short anecdote serves to demonstrate how convinced I am of the importance of information in all its aspects. And if it is true that for ourselves, professionals in the North, this access is crucial at a professional level, then what about those people, rural men and women whose survival can depend on whether or not they have access to information?

I would like to add two points on this subject:

- Any discussion on the theme must depart from the principle that information is an universal right and an essential means to fight poverty. A fight against poverty which is the task of everyone who has adopted the Millennium Declaration and who is pursuing the Millennium Goals. In fact, Goal 8 mentions the need to give everyone access to new technologies in particular information and communication technologies.
 - And if access to traditional information is characterised by inequalities between North and South, between men and women, between towns and rural areas, between people in power and populations; access to new information and communication technologies is all the more (the famous digital divide). The 2001 United Nations report tells us that “Without innovative public policy, these technologies could become a source of exclusion, not a tool of progress”. There is therefore a task for you, for your countries and governments, but also for us, Belgian Government representatives in charge of development cooperation.
2. Having said this, I reach my second point, which is the necessity for a real partnership for development, building on the reality and needs of men and women in the South.



As described in our policy paper “Quality in Solidarity”, the Belgian Development Cooperation is above all an instrument, a specific domain at the service of the countries and people of the South and not at the service of our country.

During the African Regional Conference in Bamako in preparation for the 2003 World Summit, Mr. Walter Fust, President of Global Knowledge Partnership and General Director of the Swiss Development and Cooperation Agency stressed this aspect, saying “it seems very important to me that the Africans lead the debate about their vision of an information society”. He went on “Yes, it is true, there is a digital divide, not only between the north and the south, but in almost all the countries of the world, in all societies, etc. But, bridging this divide by facilitating access to the Internet may create a new divide, for example, if the countries of the south simply become consumers of the information offered by the north... Development is therefore, not a transfer of knowledge but rather a transformation of it”.

There are again specific tasks there for you, representatives of the African continent and for us so that we are in a position to support your efforts to develop your own vision of the information society and moreover the application of this vision.

3. Without women’s voices in the African vision of the information society, this vision will by definition be wobbly, incomplete and invalid. Therefore the question arises as to how to introduce, listen to, disseminate, visualise women’s voices. And there, as I am sure you imagine, I reach my third point: the place of the Dimitra project and its partners in the theme.

The Dimitra project has—amongst other things—helped to raise women’s voices and especially rural women’s voices by networking these organisations so that these voices carry more weight, gain more visibility and more power. The project’s participatory and decentralised approach is innovative and meets the criteria of a true partnership which ensures the sustainability and longevity of the initiatives undertaken. By seeking a careful balance between the

diverse traditional and modern communication and information techniques the project can be seen as truly embedded in the African reality while avoiding a false reasoning which theoretically excludes this continent from improved access to new information technologies. Also the search for social and technological solutions in order to benefit rural women—for example with information shops in Burkina Faso—and approaching women as actors for change in their own lives and as models for society proves that the adopted approach works.

On behalf of the Secretary of State I would like to congratulate the Dimitra project on its results and its working method: firstly, I congratulate those who are absent, the rural women, then the Dimitra partners and their representatives, and of course the coordination team in Brussels and FAO for their commitment, their enthusiasm and their know-how. The Belgian Cooperation supports this initiative—together with the King Baudouin Foundation and FAO—which through its international work concentrates on changing a theoretical pessimism into an optimistic pragmatism amongst others thanks to the inclusion of rural women’s voices.

We know, as you do, that we are privileged in having access to and being a partner in this network of solidarity that Dimitra is. And we dare to hope that this partnership will be sustainable and will continue by consolidating its experiences and enhancing them by extending to other countries and other rural women.

I repeat once again the congratulations of the Secretary of State and will not forget to pass on to him the results and recommendations of this workshop.

I will already tell him what a woman representative of Africa said this morning when defining the concept of ‘poverty’. ‘A poor’ she said ‘is someone who is alone’. So I believe, no I am convinced, that you are rich. And us... that is for you to judge.

I congratulate you on your richness.

Thank you for your attention.



DIMITRA Relaunch Workshop – 24 October 2002
King Baudouin Foundation, Brussels

Presentation of Ms **Mabrouka Gasmî**
Dimitra Coordinator at the CREDIF, Tunisia

THE DIMITRA PROJECT WITHIN THE PLAN OF ACTION FOR RURAL WOMEN IN TUNISIA

As an example of successful partnership, I would like to give the case of Tunisia, where our contacts with the Ministry of Agriculture and the person in charge of rural women's issues have greatly eased the Dimitra team's contacts with those structures working with and for rural women. Within the Ministry for Women, the Family and Childhood, the Dimitra Project has been cited in the Plan of Action for Rural Women, drawn up within the framework of the 10th Development Plan (2002-2006). This plan foresees a reinforcement of the tools and mechanisms that should help promote rural women and their better integration in the

development process. The Plan of Action for Rural Women highlights the importance of implementing information and communication mechanisms that promote synergies between the contribution of NGOs and of the various development actors working for rural women. The Dimitra Project is cited as a tool to use in order to increase the visibility of the contributions of rural women, to promote information exchange and the networking of development actors. It also provides a better knowledge of the grassroots associations that work to improve the living conditions of rural women.



DIMITRA Relaunch Workshop – 24 October 2002
King Baudouin Foundation, Brussels

Presentation of Ms **Natasha Primo**
Coordinator of Women'sNet, South Africa

CASE STUDY: RURAL WOMEN'S ACCESS TO ICTS

Natasha Primo used the example of a small pilot project initiated by Women'sNet in the Limpopo province, one of the poorest in South Africa. The pilot was initiated to develop a methodology of working with rural women, in providing access to ICTs, with a longer term view to starting a process of content development with, and for, rural South African Women.

The pilot illustrated some of the difficulties of working in rural communities in South Africa: the competition for scarce resources (which includes access to training), the interruptions to the training schedule brought by frequent

absenteeism as community members attend funerals resulting from HIV/AIDS complications.

Nevertheless the pilot project illustrated the absolute need for training of rural women, and to link them with existing resources—like telecentres and community radios stations—from which they always were historically excluded. Women'sNet is planning a more detailed evaluation of the pilot project to inform future strategies for working with rural women in South Africa.

The project lasted 6 months.



DIMITRA Relaunch Workshop – 24 October 2002
King Baudouin Foundation, Brussels

Presentation of Ms Fatou Sow
Dimitra Coordinator ENDA-PRONAT, Senegal

RURAL WOMEN'S ACCESS TO INFORMATION

Introduction

Efforts that aim to reduce the information deficit in rural areas focus on direct access to information and communication. Information is the most realistic way to open up access to communication technology to all developing countries, particularly in rural areas.

A diverse range of communication organisations, NGOs, governments and institutions have started up various pilot projects to try to find viable models for community information centres and for information access in rural areas (such as content, language, technology, financing, management, coverage, integration into the community structure, communication methods available, as well as other ways to meet the needs of the community). All of these attempts provide an enriching basis of experiences and lessons learnt.

However, we should not forget that community information centres aim to satisfy information needs at grassroots level. While there is much scope for sharing experiences and common lessons, much attention should be paid to the great diversity within the reality and specificity of each community for rural development that favours women; where women meet opportunists and face difficulties associated to social, cultural and religious traditions.

Needs, priorities, (daily, social and economic, protection, etc.) contributions and potential may also vary within a community. This is also true as regards their information needs. Moreover, other communication methods exist within and even beyond the community and various levels of access to information are already available for women. However, with the arrival of information centres, the range of options for rural women has changed.

Some lessons learnt in Senegal

a) Example of the rural women's association of Mbadiène
Through the National Rural Women's Network of Senegal, ADEF/Afrique, a support organisation for the creation of a rural information centre in Mbadiène (a group of 50 women

in the Kaolack area), gives its opinion:

In order to set up an information centre in Mbadiène it was necessary to :

- request a telephone extension attributed by SONATEL (Société Nationale des Télécommunications – National Telecommunications Company)
- purchase a generator

The centre was created in partnership with the IRDC, the University of Ottawa, l'Ecole Normale Supérieure de Dakar, and ADEF/Afrique. Local people participate by providing premises and equipment, and the project provides support through the implementation of accompanying measures, notably the installation of a private telecentre.

Training in New Information and Communication Technologies (NICTs) is indispensable, and from now on adult literacy must be strengthened. As well as rural people's access to information (rapid, broad, dependable and direct), the centre is used for functional literacy, for communication (external exchange and use of rural telephone network).

At the founding of the centre, the trained personnel were brought in from the surrounding area. Along with school drop-outs, the integration of young girls is favoured. This group of women from Mbadiène have strengthened their skills: functional literacy (improved standard of living).

b) The experience of the Fédération des Agro-pasteurs de Diender (Agro-Pastoral federation of Diender)

In the rural community of Diender, the founding of a savings and credit society constitutes an information exchange centre for the Agri-shepherds of Diender, which groups together 1500 women. The group has a mutual aid aspect that is supported by ENDA-PRONAT. There is an organisational dynamic, of an agricultural nature, which has grown up around the group.

Through this group, SONATEL – Société Nationale des Télécommunications du Sénégal (the National Telecommunications Company of Senegal), together with a French company, has helped ease access to information and communication for



producers, both male and female (knowledge of the current market prices). How? Mobile telephones are provided by SONATEL; the producers subscribe monthly and undergo a three-month training period. Following this training, everyone who is interested will be connected to the network.

By using mobile telephones combined with internet, a password allows producers to

- Have the opportunity to link up to the internet
- Exchange information on production rates
- Share information on their harvest forecasts
- Find information on current prices in other areas
- Propose their products to other producers in the network
- Communicate with partners and also amongst themselves throughout Senegal.

Conclusions/Recommendations

Often the problem holding back women's empowerment is the low level of literacy amongst them in rural areas. How can this challenge of adult education and literacy be met in rural areas?

The National Network of Rural Women is launching an appeal to build capacity in grassroots organisations and governments must also contribute to the schooling of girls and ensure that they can remain in school.

The National Network of Rural Women in Senegal through the channel of its 'Comité Directeur Permanent' – CDP (Permanent Board) composed of 33 grassroots organisations, and which brings together more than 1000 rural women, reacted with the following testimonies:

"Information centres in our villages give us local information without having to go through an intermediary. Fast and dependable information helps us to waken from our long sleep (ignorance, illiteracy, obscurity)."

The President of the National Network of Rural Women, a municipal councillor, proclaims: "**Communication** is fundamental for us in the rural world, it enables us to prove our

existence as independent persons, to exchange with other horizons, to awaken our consciences."

"In my rural community of Diender, which is presently divided into a commune and a rural community, women are actively involved in politics (at present four women from the federation are municipal councillors and four others rural councillors) this raises our status and progressively women leaders see the light, which gives us the opportunity to make our sisters' voices heard."

Access to ICTs saves us time and allows us to exchange beyond borders. As producers, we can access specific information thanks to ICTs. Also, our reflections are no longer solely verbal but are increasingly going on record (paper, cassette, video). There is considerable strengthening of inter-village solidarity. The world is evolving, the rural world must not be left behind, to ensure this we rural women must benefit in the same way from ICTs as our sisters in the towns. Of course we have other priorities, but development must be comprehensive, otherwise we will remain scorned and ignorant."

The network recommends

- the opening up of rural communication channels;
- governments must equip rural areas (infrastructures, electricity);
- governments and support organisations must reinforce the capacities of grassroots organisations (training, functional literacy, promoting the schooling of girls and keeping them in school);
- give rural people the benefit of useful and undistorted information and share them with vulnerable groups (women, youth);
- promote women's access to decision-making.

Rural women must be integrated in the sustainable development process in its entirety. From the moment that ICTs are part of the process, they must access fast, direct and undistorted information.



Methodology planning sheet for Dimitra Workshop, 21-24 October, 2002

When Date/time	What objective	How Step-by-step	Who	Support materials Requirements / notes
Monday 21/10 Day 1 9:00	Good Morning Dimitra! Welcome warming-up 30 min	<ul style="list-style-type: none"> › On the flipchart a design with the sun coming up behind a fluffy cloud, “Good Morning, Dimitra” as a speech balloon! › Cynthia writes greeting in her language, says it out loud; <ul style="list-style-type: none"> - Invites each person to - come up and write and say the greeting in their own language › Eliane goes last and says brief words of welcome –Setting the tone! 	Cynthia & Eliane	Flipchart with drawing of sun peeping from behind cloud Colour markers, pastel crayons Judith or Tiziana could at this point use a Polaroid Camera to take a photo of each person as they come forward If we can't borrow a Polaroid camera we could ask participants to bring along a photo of themselves?
9:30	*Daybreak Broadcasting! Introduction of Participants by interviewing each other 75 min	<ul style="list-style-type: none"> › Describe the exercise and how we will proceed –5min › Each participant chooses another person who they know the least, so that we will have – 7 duos; same language pairs › Each person takes 10 min to tell the other a series of essential info about her/himself which are noted down as a warrant notice possibly with a Polaroid picture –see note 20min › In plenary each person presents his/her partner using warrant; the other may amplify with more details –7min each, –50 min › all warrants are pinned on a large board gallery style which can be visited together in the coffee break 	Cynthia & Eliane	We could also ask each participant to bring along one small object that symbolizes the spirit of Dimitra in their work Flipchart sheet with areas for exchange: -Name, Country, How long with the Network -Most proud accomplishment in Network, -What symbol for Dimitra in your work at home -How would someone recognise you if they needed to pick you up at the airport A3 size paper or poster board Colour Markers Polaroid pictures taken earlier Large pin-board for display of “warrants”
10:45	Tea/coffee-break		Caterers	



11:00	Expectations, Objectives and Intentions: – Travel Destination – Stops along the way 85 min	<ul style="list-style-type: none"> › Describe exercise and explain how we will proceed –5 min › Give each participants 3 cards and a colour marker › Explain rules for filling VIIP card; › Use a different colour card to answer each question: –10 min › Each person comes to the board and places their cards on the relevant board for each questions; › Ask participants to regroup the answers for each question in categories (eliminate any duplicate card), › Name the categories –30min › Eliane reviews the categories of answers under each question › Eliane links these expectations to objectives of the meeting › Highlight the expected products › Mention Dimitra Spirit › Point out how we have created the agenda to respond to reach these objectives. –30 min › Cynthia explains the agenda in more detail; introduces the idea of self-management –10min 	Eliane, Sophie & Cynthia	<ul style="list-style-type: none"> – Colour cards in pink, white, green & Markers – 3 pin-boards each with one question written in large letters: Pink: A - What would you like to see happen in this meeting? White: B - What ideas do you hope to take away with you? Green: C - What contributions are you prepared to make here? – masking tape or push pins to stick up the cards with answers – long strips of cartoline to write the title of each category – handouts: – Rules for VIIP. Also presented on a flipchart for explaining the approach – Tips for self-management – Daily schedule with time blocks
12:30-14:00	Lunch break		Caterers	
14:00-15:45	Questionnaire: (No 1 – 12) A: Information Collection and Dissemination 90 min	<ul style="list-style-type: none"> › Intro/animation: Video from Kenya –5 min › Explain the rationale and procedure for the session › Presentation of compiled data on Information Collection & Dissemination from Question 1 – 12; › Illustrate any outstanding features that came up during compilation, ask any from the group to share any unusual example; –20 min › Break into 3 small groups for discussions & work on products: –35 min › Come up with X1: List of features considered successful › Make Y1: Recommendations for future approaches/methodologies › Present to plenary –30 min 	Judith, Sophie & Cynthia	Video tape, VCR & Screen NOTE: Small working groups should have same language so that discussions can flow freely; when they report to the plenary we have the benefit of the translators.
15:45-16:00	Tea/coffee break		Caterers	



ANNEX 3

16-17:30	Questionnaire: (No 13 – 21) B: Organisational Management of Information 90 min	Intro/animation: CD-Rom of group in Uganda? Note! –5min › Explain the rationale and procedure for the session › Presentation of compiled data on Organisational Management of information from Question 13 – 21; › Illustrate any outstanding features, ask the group to share any unusual example; –20 min › Break into 3 small groups for discussions & work on products: –35 min › Come up with X2: Strategies for successful Management of Information within your Organization and with other organizations/ networks › Make Y2: Recommendations for Future intra-inter- organisational Networking › Present to plenary – 30 min.	Eliane, Judith & Cynthia	Computer with CD-Rom for Playback Should this be left in a corner where participants can browse freely in it during breaks? Note: since this is the afternoon session we could also start with a game called the “Fruit Salad of CAMPAIGNS!” See separate description for the game. NOTE: Small working groups should have same language so that discussions can flow freely; when they report to the plenary we have the benefit of the translators
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When Date/time	What objective	How Step-by-step	Who	Support materials Requirements / notes
Tuesday 22/10 Day 2 9:00-10:30	C: Campaigns with indication of Best Practices 90 min	Intro/animation: "Networking Wave" – 5 min <ul style="list-style-type: none"> › Explain the rationale and procedure for the session – 5 min › Brief overview with salient features observed from compilation of Questions 22, 23, 24 – 20 min › For Question 25, each Partner gets 10 min to share the essence of their "Successful Campaign" upon which the group can interact for 5 min. › While listening to these presentations, participants should already note down what they consider the essence or key for making that campaign effective and successful. – 75 min 	Eliane, Sophie & Cynthia	We can have 5 presentations before and 3 after the tea break, which leaves 45 min. in the next session for doing the cards with essences
10:45 -11:00	Tea/coffee-break		caterers	
	C: Select the essential components of a successful Information Campaign 90 min	Remaining 3 partners present their campaign and the group interacts with that. – 45 min <ul style="list-style-type: none"> › Ask the group to reflect on the notes they wrote down as the essence of each campaign; › Give each participant 5 cards; Please write on each card a word that describes an essential Component of a Successful Information Campaign; › the cards are then put in a basket in the middle of the room & shuffled › each participant then picks out 5 cards, from which she selects only the 3 most essential and puts them in the basket; the other 2 are put in a bag › the basket gets shuffled again; each participant now picks out 3 cards from which she selects only 1 that describes the most essential component and returns this to the basket; put the other 2 in a 2nd bag; › Z: Everybody now picks out a card from the basket and reads it out loud and this final list gets pinned up on the flipchart. When there are duplicates, we can pick out an item from the 2nd bag. – 45 min › Time permitting, review this list in light of Social Mobilisation continuum 	Sophie, Eliane & Cynthia	Colour markers, A5 size cards 150x Pin board A basket or box and 2 bags for the discarded items Hand-out: Social Mobilisation Diagram



ANNEX 3

12:30-14:00	Lunch break		caterers	
	Distill Best Practices 90 min	FAO: Rural Radio, Lessons learned, Methodologies for future application Dimitra's Recipes "Guidelines for Effective Communication" Given the outcomes from the previous sessions please combine the results: - X1, Y1, Z- and come up with a resume of the BEST PRACTICES from Dimitra's current experience	J.P. Ilboudo; Small working groups	Att: Eliane, Can we use mind-mapping technique for this?
15:45-16:00	Coffee break		caterers	
	Make an Action Plan that determines future priorities and formulate short project document destined for various donors 90min	Think together about a Proposal for the next phase of Dimitra Project "Priorities and Guidelines for the Future"		Given the Recipes for best practices what can you recommend as proposals for a future project?



When Date/time	What objective	How Step-by-step	Who	Support materials Requirements / notes
Wednesday 23/10 Day 3 9:00-10:30	Welcome “Hear our Voices!”	Introductory Comments and welcome by Martine Van Dooren Niger: ONG VIE “Education for all guaranteed in Niger?” South Africa: Women’s NET “ICTs to empower women, improve governance and strengthen democracy	Martine Van Dooren, Eliane Najros, Ali Abdoulaye & Natasha Primo	Ministry of Foreign Affairs Do we need time on Friday 18/10 to check on the arrangement of the room?
10:45 -11:00	Tea/coffee-break		Caterers	
		Senegal: ENDA-PRONAT “No Sustainable Development without Information for Rural Women in Senegal”	Mariam Sow	
		FAO: Rural Radios	Jean Pierre Ilboudo	
12:30-14:00	Lunch break	After Lunch we return to the meeting room to continue the work in preparation for Thursday...	Caterers	Check if we still have the use of the meeting room at Amazone
	Prepare summary of this workshop	Small Groups work on: “Talking Postcards” – Outcomes of this 4-day journey – Action plan for the Future	Eliane, Sophie & Cynthia	Do we allow the group to self select or do we assign the members?
15:45-16:00	Tea/coffee break		Caterers	
	Prepare presentations for Thursday’s Session	Continuation of group work and prepare Presentations for the closing session	Eliane, Sophie & Cynthia	Do we have computers available in case participants want to prepare the presentation in Power Point?



ANNEX 3

When Date/time	What objective	How Step-by-step	Who	Support materials Requirements / notes
Thursday 24/10 Day 4 9:00-10:30	Summary of work accomplished in the workshop; Presentations by Representatives of the various Partners and Funding Organizations	<ul style="list-style-type: none"> – Talking Postcards › Progress report and Recommendations – Action plan for future – Reading of poem – Experiences of the Dimitra Network (Senegal, Tunisia, South Africa, Uganda) – FAO: Sissel Ekaas › SDW and Dimitra – Dr. Manfred Lindau › FAO World Food Day Celebration – H�el�ene Rijckmans › Networks – KBF: Luc Tayart › Promotion of new Partnerships 	Delegate from Small Group and others	King Baudouin Foundation Who is master of ceremony for this session? Someone from KBF and/or Dimitra?
10:45 -11:00	Tea/coffee-break		Caterers	Do we need to have the room rearranged for the actual closing?
	Closing of the Workshop	Hon. State Secretary for Development Cooperation Mr. Eddy Boutmans		Att. Protocol: Who is responsible to receive Mr. Boutmans at the door and bring him in? Who introduces Mr. Boutmans?
12:30-14:00	Power Lunch	Networking	Caterers	
14:00-16:00	Group Closure	Evaluation and Spider web on Networking	Facilitator	Stickers for voting; Ball of yarn

Additional animation activities for Dimitra Workshop

21-24 October, Brussels

When Date/time	What objective	How Step-by-step	Who	Support materials Requirements / notes
Day 1 14:30	Fruit salad Campaign Energiser Popularise use of terminology	<ol style="list-style-type: none"> 1. Have participants sit in a circle 2. Explain that, similar to when we make a fruit salad, and need a variety of fruit, we will now make a “Information Campaign” salad and need various ingredients; e.g. <ul style="list-style-type: none"> – Griots – Visits – Posters – Internet. 3. Going around the circle, point at each person and give them the name of one of these items and ask them to remember which ingredient they are. 4. Inform them that when you call out the item, the persons that are that ingredient have to get up and exchange places with each other. 5. However, when you call out: “CAMPAIGN!” everybody has to get up and get a different seat, as far away as possible from their original seat. 6. To make it more exciting and if the group is large, when saying Campaign, the facilitators take a seat belonging to the participants so that some participants will not find a place to sit anymore. 7. Play a couple of rounds depending on time available and to get the energy level of the group high enough to go into the next session 	Facilitator	Large space Chairs put in a circle Participants come empty handed; they don’t need their notepad and/or any writing equipment



When Date/time	What objective	How Step-by-step	Who	Support materials Requirements / notes
Day 2	What rural women want... Animation Spirit of fun Competition	<ol style="list-style-type: none"> 1. Ask participants to divide into 2 groups. 2. Verify that they all agree to be working for the benefit of rural women. 3. Say to them that you are going to test how efficient they are in looking after the needs of rural women. 4. Any time you mention an item that rural women want, each group has to look for that item and bring it and put it on the table in front. 5. The group that manages to deliver the item first can keep the item there; the item of the group that delivers late is not left on top, but under the table. 5. Have a list of items that you can reasonably find in the room and start by saying: 6. “Rural Women want – a glass of water...” 7. Then stand back so that you can see which group brings it first. 8. Continue like that for the following items until you have completed the list. 9. Check the items against your list and if the item on the table does not comply the other group can take up their equivalent item from under the table. 10. Count which group has most items on top of the table and announce them as the winner of “Providers for Rural Women!” 	Facilitator	Large space Two tables in front where each group can put down the items they are requested to bring. A list of 10-15 items that can possibly be found in and around the room: <ul style="list-style-type: none"> – glass of water – something to eat – a 2 Euro coin – a book to read – a pair of brown shoes – a watch – a shopping bag – a red copy book – a green pen – a bus ticket – a hat against the sun – cloth to carry her baby in – map to find her way to the market – a pleasant surprise gift



When Date/ time	What objective	How Step-by-step	Who	Support materials Requirements / notes
Day 4 10:45	Networking Wave Animation after the tea-break, bridge between 2 sessions on effective Information Campaigns	<ol style="list-style-type: none"> 1. Ask participants to sit in a large circle. 2. Explain that we need them to remember the following components of “NETWORKING” <ul style="list-style-type: none"> – Information – Communication – Participation – Dimitra 3. Give a small number of persons, 2, 3 or 4 together the same item. e.g. <ul style="list-style-type: none"> 3 persons > information; 2 persons > communication; 4 persons > participation; 2 persons > Dimitra; 3 persons > communication; etc. etc. 4. Explain that you will tell a story and every time they hear their term mentioned the persons given that term, have to get up with their arms in the air and sit down quickly. 5. Practice calling out the various terms to get participants used to getting up and sitting down – like the wave at football games. 6. Now tell the “Dimitra Networking story” in which you have interwoven as many times as possible all these terms. Start slowly at first and speed it up as people get more and more animated... 	Facilitator	<p>Large space Chairs put in a semi circle Participants are empty handed; they can put their writing equipment under their chairs.</p> <p>STORY: “Dimitra Networking Wave” Once upon a time Information was very scarce, few people practiced communication and therefore participation suffered. Then an information officer from Dimitra came to visit and Dimitra partners asked questions about information, Dimitra observed the local communication styles yet people did not trust them. So participation was still weak. Women told their kids not to give any information, Men told their wives not to do any communication and the authorities were suspicious of popular participation. But FAO information officer persisted. Dimitra found a couple of communication partners and they exchanged information to improve their participation. Dimitra also gave information about participation to improve communication activities with rural women. Dimitra partners became networking agents to support local participation and improve communication. The more information they got, the better their communication and soon with Dimitra’s help, rural women set up communication with Ministers of information. Youth informed their communication networks that they wanted participation in the internet. Men wanted information about communication for participation in international markets. And Dimitra encouraged more participation...</p>



This questionnaire was sent to all Dimitra partners in preparation for the October 2002 Workshop

Information and Communication: Dimitra's Best Practices

Dimitra's partners all have their own particular areas of expertise and a great deal of experience in the field of information and communication within their region and country. By completing this questionnaire each partner organisation can document their own experiences and create a basis for exchanging ideas and best practices to enrich the network as a whole. Please give as detailed answers as possible to the questions and do not hesitate to attach additional sheets of paper if you do not have sufficient writing space here. Your answers will be used as working documents during our October meeting and will serve as the foundation of a future publication.

1. In your country what are the most common ways of disseminating information?
 - Printed media
 - Radio
 - TV
 - Drama
 - Poster campaigns
 - Leaders (political, traditional, religious)
 - Networks (tontines, clubs, community meetings, etc.)
 - Networks (national & international NGOs)
 - Local resource centres (libraries, telecentres, etc.)
 - Internet
 - Other
2. In your country, what are the main methods used for:
 - collection of information
 - information dissemination
 - information repackaging
 - information campaigns
 - advocacy
 - training in information & communication
3. In your country, what are the best communication methods for overcoming local language/cultural differences?
4. In your country what are the methods used to increase women's participation in public debate? (e.g. new laws, education, health issues).
5. Are these methods effective? Please explain.
6. Have these methods enabled rural women to have their voices heard in public debates? Please illustrate with an example.
7. In your country, how are information campaigns organised in rural areas?
8. What are the main difficulties encountered?
9. In rural areas of your country, please classify by order of importance and availability, the following communication means: Internet & e-mail, video camera recorder, CD ROM, mobile phone, radio, television, printed media, etc.
10. To which of the above-mentioned communication tools would rural populations like better access?
11. What are the major obstacles that prevent rural populations from having access to these means of communication?
12. Do rural women face additional difficulties in accessing these means of communication? If yes, please specify.



13. Within your organisation, what methods do you commonly use for information dissemination?
14. Do you meet regularly with your colleagues from other departments/members of your network, or others?
15. Please specify the frequency and purpose of these meetings.
16. Do you share the results of your work with all the colleagues of your organisation/network and, if so, how?
17. Outside your organisation, how do you collect information?
18. What are the obstacles that you can face?
19. Outside your organisation, what methods do you use to disseminate information?
20. What languages do you use for your communication materials?
21. What are your target groups – beneficiaries, partners?
22. What communication techniques do you use to target illiterate people?
23. How can new information & communication technologies be complementary to traditional methods used by your organisation to disseminate information at the grassroots level?
24. According to you, what is the recipe for a successful information campaign?
25. Please describe in detail an example of a successful information collection/dissemination/awareness-raising campaign that your organisation has undertaken.

