



FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

NEAR EAST REGIONAL OFFICE

NEWS RELEASE

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FAO Organizes a Regional Workshop on

Communication for Development in the Near East;

Experiences, Issues and Perspectives

**Member States
of the Region**

Cairo, June 2006

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The Food and Agriculture Organization of the United Nations (FAO), in collaboration with the World Bank, is organizing a regional workshop on "Communication for Development in the Near East: experiences, issues and perspectives".

The workshop is to be held in Cairo-Egypt, from 12 to 14 June, 2006 at the library of the Faculty of Agriculture, Cairo University.

The main objective of the workshop is to identify key experiences, trends, needs and opportunities for advancing Communication for Development in the Near East.

This workshop is part of a global initiative led by FAO and the World Bank in preparation for the World Congress on Communication for Development (WCCD) that will be held from 25 to 27 October 2006, Rome - Italy. A series of regional consultations, including the Near East, are being organized as front runners to the WCCD. Findings of the regional consultations will be consolidated to reflect regional perspectives for presentation at the WCCD.

This workshop has been preceded by an E-forum that took place from 27 April to 07 May 2006 with the aim of providing a venue for interested experts and practitioners of communication for development, representatives of related government institutions, development agencies and NGOs to identify the main issues one has to consider for the advancement of communication for development in the region.

The workshop is organized with the support of the Faculty of Agriculture – Cairo University, Geo-Media, and financial contribution of the German Agency for International Cooperation (GTZ) and the Italian Development Cooperation.

Communication for Development, according to FAO, is the systematic and participatory use of communication methods and tools to reach consensus and achieve common goals among the stakeholders of a given development initiative.

Communication for development is considered as a social process, emphasizing the role communication plays at all levels facilitating information sharing, training and participation of rural people in policy/programme formulation, planning and implementation. In this way communication for development clearly contributes to the building of local ownership in development processes that is generally seen as a pre-requisite for sustainable development and achieving of the UN Millennium Development Goals.

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