

# RURAL DEVELOPMENT *through* DECENT WORK

FOR GROWTH, PRODUCTIVE JOBS, INCOME, GOOD WORKING CONDITIONS, EQUITABLE OPPORTUNITIES, RIGHTS, VOICE, SUSTAINED DEVELOPMENT, CRISIS RESILIENCE, FOOD SECURITY

## Report

### **Expert and Inter-agency Technical Meeting on BROADENING COHERENCE AND COLLABORATION FOR RURAL DEVELOPMENT THROUGH EMPLOYMENT AND DECENT WORK**

**14 – 15 November 2011**





**RURAL DEVELOPMENT**  
*through* **DECENT WORK**

FOR GROWTH, PRODUCTIVITY, INCOME, FOOD SECURITY, GOOD WORKING CONDITIONS, RURAL OPPORTUNITIES, RIGHTS, VOICE, SUSTAINABLE DEVELOPMENT, CREDIT ACCESS, RISK

**Expert and Inter-agency Technical Meeting**  
**Broadening Coherence**  
**and Collaboration for**  
**Rural Development**  
**through Employment**  
**and Decent Work**

**14-15 November 2011**  
**Rome, IFAD Premises**



International  
Labour  
Office



UN DESA



Enabling poor rural people  
to overcome poverty



Copyright © International Labour Organization 2011

First published 2011

Publications of the International Labour Office enjoy copyright under Protocol 2 of the Universal Copyright Convention. Nevertheless, short excerpts from them may be reproduced without authorization, on condition that the source is indicated. For rights of reproduction or translation, application should be made to ILO Publications (Rights and Permissions), International Labour Office, CH-1211 Geneva 22, Switzerland, or by email: [pubdroit@ilo.org](mailto:pubdroit@ilo.org). The International Labour Office welcomes such applications.

Libraries, institutions and other users registered with reproduction rights organizations may make copies in accordance with the licences issued to them for this purpose. Visit [www.ifro.org](http://www.ifro.org) to find the reproduction rights organization in your country.

---

#### ILO Cataloguing in Publication Data

Expert and Inter-agency Technical Meeting on Broadening Coherence and Collaboration for Rural Development through Employment and Decent Work, 14 - 15 November 2011 / International Labour Office.- Rome: ILO, 2011  
59 p.

ISBN: 9789221258377; 9789221258384 (web pdf)

International Labour Office; Expert and Inter-agency Technical Meeting on Broadening Coherence and Collaboration for Rural Development through Employment and Decent Work (2011)

rural development / rural employment / promotion of employment / decent work

07.01.4

*ILO Cataloguing in Publication Data*

---

The designations employed in ILO publications, which are in conformity with United Nations practice, and the presentation of material therein do not imply the expression of any opinion whatsoever on the part of the International Labour Office concerning the legal status of any country, area or territory or of its authorities, or concerning the delimitation of its frontiers.

The responsibility for opinions expressed in signed articles, studies and other contributions rests solely with their authors, and publication does not constitute an endorsement by the International Labour Office of the opinions expressed in them.

Reference to names of firms and commercial products and processes does not imply their endorsement by the International Labour Office, and any failure to mention a particular firm, commercial product or process is not a sign of disapproval.

ILO publications and electronic products can be obtained through major booksellers or ILO local offices in many countries, or direct from ILO Publications, International Labour Office, CH-1211 Geneva 22, Switzerland. Catalogues or lists of new publications are available free of charge from the above address, or by email: [pubvente@ilo.org](mailto:pubvente@ilo.org)

Visit our web site: [www.ilo.org/publns](http://www.ilo.org/publns)

---

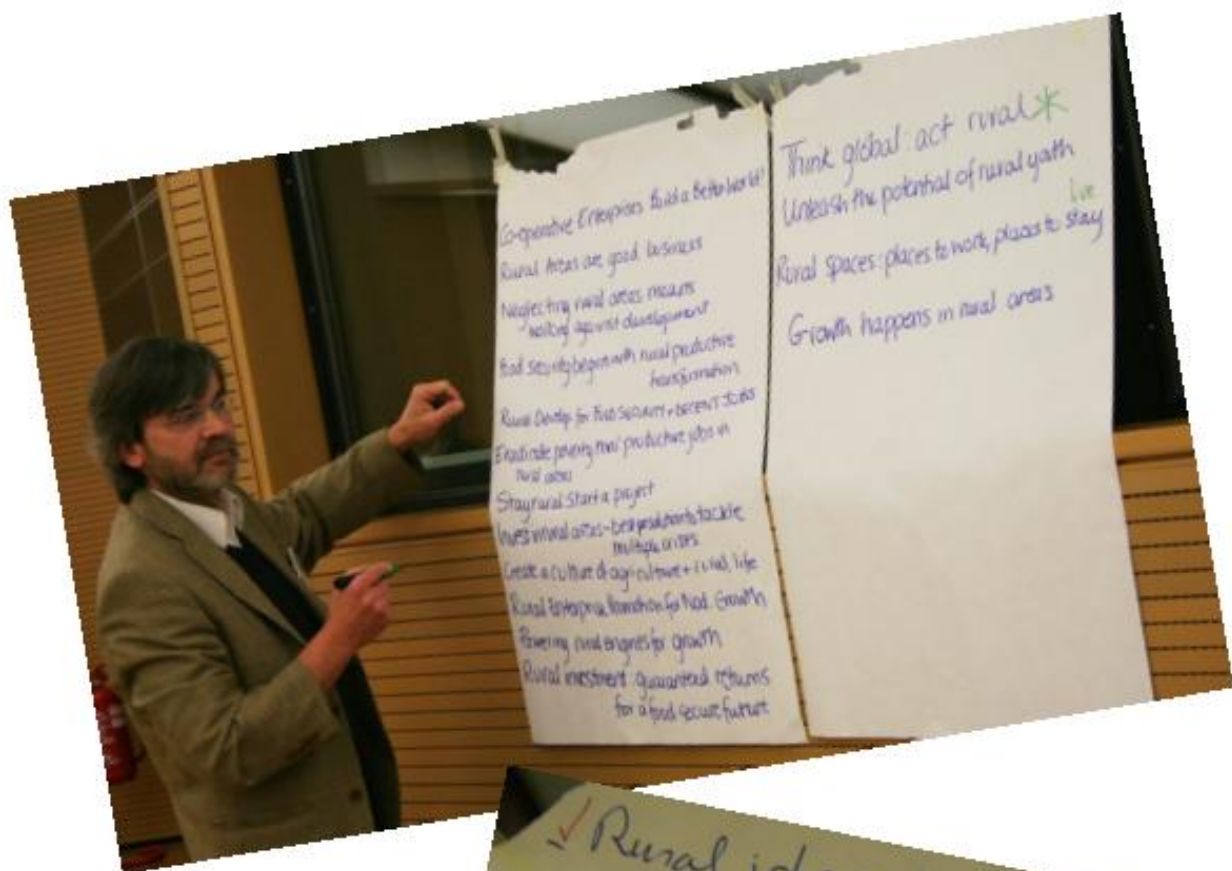
Printed in Switzerland





Ready for  
you to  
grow  
and  
excel!





- ✓ Rural jobs, national peace!
- Rural growth, national growth.
- Rural development / or quality of life(s) lives
- Invest in rural! Invest in the future.
- Connect with rural, connect with the reality!

## Contents

	Page
Executive Summary .....	1
Opening Session .....	3
Session 1: Opportunities and challenges for promoting rural Development.....	6
Session 2: Creating an enabling environment for investment, employment and decent work in rural areas .....	10
Session 3: Giving a voice to rural stakeholders .....	15
Session 4: Youth as engines for rural development .....	18
Session 5: Promoting integrated approaches .....	23
Session 6: Reaching strategic policy decision-making .....	24
Session 7: Assembling concrete proposals for joint action .....	25
Topic I: Rural cooperative enterprises as engines of rural development, employment and decent work .....	26
Topic II: Knowledge Sharing .....	29
Topic III: Rural data/statistics .....	30
Topic IV: Decent work in rural areas .....	32
Topic V: Promoting rural youth in Africa .....	34
Topic VI: Media for rural development .....	36
Topic VII: Capabilities and productive capacities for rural Transformation .....	38
Closing Statements .....	41
Annex A: Concept note .....	42
Annex B: Programme .....	45
Annex C: List of participants .....	49





## Executive Summary

This meeting, co-organized by ILO and UN DESA and in cooperation with FAO and IFAD, aimed to agree on coordination and joint work among international and national actors for “unleashing rural development through employment and decent work”; and for making such unleashing of rural potential a core element of national and international growth and development strategies.

Participation was broad, including representatives from a dozen agencies; six NGOs, academia and the media.<sup>1</sup> Others had to withdraw at last minute,<sup>2</sup> but indicated their keenness to be part of this initiative.

A variety of innovative methodologies, used by a professional facilitator from the ILO International Training Centre – Turin, allowed maximizing exchanges, achieving consensus on strategic approaches and priorities, and agreeing on specific joint initiatives.

The first half of the meeting consisted of presentations, group work and consensus-building on a set of core themes: “Opportunities and challenges for promoting rural development”; “Creating an enabling environment for investment, employment and decent work in rural areas”; “Giving a voice to rural stakeholders”; “Youth as engines of rural development”; “Promoting integrated approaches”; and “Reaching strategic decision-making”.

Convergence occurred around specific priority approaches, particularly: seizing opportunities such as accrued interest in agriculture and rural areas, and emerging sectors and processes such as rural tourism, ITC, local energy production, agribusiness value chains, green activities; building local capabilities (at the individual, enterprise and institutional level); strengthening rural data; disseminating good practice; supporting entrepreneurship, particularly micro- and small enterprises, including cooperatives; tackling still widespread decent work-related challenges that impede realization of rural potential; appreciating, developing and using well the capacities of disadvantaged groups, particularly youth, women, disabled persons and indigenous populations; giving disadvantaged groups and employers’ and workers’ organizations a “voice”, and a place in policy-making and projects; using multi-dimensional, integrated approaches; considering rural-urban linkages; linking up knowledge building, technical cooperation, policy advice, media messages; working in partnership, based on respective comparative advantages; adopting a more positive/dynamic vision of rural areas and communities, so that investing in them is considered “good business” and working in them, attractive; building tight links with the media to develop and convey a positive vision, and giving a voice to rural stakeholders; partnering with key actors who can champion/drive rural development nationally and internationally; prioritizing decent work-based rural development/transformation, into core national decision-making and international events; and moving decisively from words to concrete (joint) action.

In the second half of the meeting, participants agreed on a set of priority topics for joint work. For each of them they identified specific concrete initiatives to be undertaken over the coming year, established commitments and a division of labour on them, as synthesized in the table below.

---

<sup>1</sup> Participating agencies: AU- NEPAD, FAO, IFAD, ILO, UNCTAD, UN DESA, UNDP, UNIDO, UNWTO (UN World Tourism Organization), WFP, YEN (Youth Employment Network, composed of ILO, UN, WB); NGOs: COSPE (Cooperation for the Development of Emerging Countries), CTA-EU (The Technical Centre for Agricultural and Rural Cooperation), IOE (International Organization of Employers), IUF (International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers’ Associations), Oxfam, Terra Madre/Slow Food, IMCARY (International Movement of Catholic Agricultural Youth); academia (University of Helsinki - Ruralia Institute), media (Panos Network).

<sup>2</sup> Institutions who had to withdraw (owing mainly to visa procedure and major events occurring simultaneously) include: the Asian Development Bank, ICA (International Cooperative Alliance), Global Donor Platform for Rural Development, University of Sussex . Institute of Development Studies, IPS (Inter-Press Service International Association), NASFAM (National Smallholder Farmers’ Association of Malawi, National Agency for Youth Employment of Senegal, Self Employed Women’s Association, UNEP, UNESCO.

## Conclusion and way forward

The overall objective of fostering cooperation among different rural development actors was achieved as all participants confirmed their will to promote partnership and contribute according to their mandate.

The meeting also helped in defining different areas of work and enabled all participants to present their added value to improve collective work and avoid overlap.

Some of the follow up initiatives can start immediately, and others in the next months. While certain ones will use a pooling of UN resources, others will require support from bilateral or multilateral partners.

<b>Agreements on forthcoming joint work</b>			
<b>Topics</b>	<b>(main) Joint initiatives</b>	<b>Participants (NB: open to others)</b>	<b>Lead</b>
I. Rural cooperative enterprises as engines of rural development, employment and decent work	<ol style="list-style-type: none"> <li>1. Linking with the International Year on Cooperatives and Rio + 20, through a series of activities</li> <li>2. Strengthening data on cooperatives</li> <li>3. Disseminating good practices on cooperatives and their role in socio-economic development</li> <li>4. Developing capacity building tools on cooperatives, as components of education, training and projects</li> </ol>	COSPE, ILO, Ruralia Institute, UN-DESA	UN DESA
II. Knowledge sharing	<ol style="list-style-type: none"> <li>1. Creating a webpage, linking to each of participating institutions' rural programme</li> <li>2. Creating a listserv including all meeting participants, as a platform for keeping in touch and collaborating</li> </ol>	FAO, IFAD, ILO, Panos, UN-DESA	UN DESA
III. Rural data	<ol style="list-style-type: none"> <li>1. Mapping which rural data are available, and where</li> <li>2. Gathering good practice on rural data collection</li> <li>3. Including rural-urban data disaggregation in capacity building of national statisticians</li> <li>4. Establishing rural decent work indicators</li> <li>5. Identifying "champions" advocating stronger rural data</li> </ol>	FAO, IFAD, ILO, Panos, UN-DESA	ILO
IV. Decent work in rural areas	<ol style="list-style-type: none"> <li>1. Researching minimum wages in agriculture</li> <li>2. Enhancing coherence and collaboration on rural occupational safety and health (e.g. a data base on good practices; modules to be included in education, training, projects; advocating decent work as "good business"; engaging with the media on OSH and rural decent work messages)</li> </ol>	COSPE, IFAD, ILO, IUF, UNCTAD, UN-DESA, WFP	TBD
V. Promoting rural youth in Africa	<ol style="list-style-type: none"> <li>1. Developing a youth employment intervention relying on a holistic approach (including macro, meso and micro components) to support African rural youth</li> </ol>	FAO, IFAD, ILO, IMCARY, NEPAD, UN-DESA, UNIDO, YEN	YEN
VI. Media for rural development	<ol style="list-style-type: none"> <li>1. Working on "Media for rural development as a key theme at NEPAD Rural Futures conference (late 2012-early 2013)</li> <li>2. Using media in Egypt to generate informed, inclusive and sustained coverage of rural development, with focus on youth and employment</li> </ol>	CTA, ILO, NEPAD, Panos, UNDP, UNCTAD, UN-DESA, UNWTO	Panos
VII. Capabilities and productive capacities for rural transformation	<ol style="list-style-type: none"> <li>1. Undertaking a joint research projects and issuing publications</li> <li>2. Designing and implementing of pilot projects</li> <li>3. Organizing a side event at Rio + 20</li> </ol>	CTA, FAO, ILO, NEPAD, UNCTAD, UN-DESA, UNIDO, UNWTO	ILO

### Opening remarks

**Presenters: Mr. Thomas Elhaut (IFAD), Ms. Eve Crowley (FAO), Mr. Luigi Cal (ILO - Rome), Ms. Loretta de Luca (ILO - Geneva), Ms. Daniela Bas (UN DESA)**

**Mr. Elhaut** noted that rural employment is receiving increasing attention in development debates, especially rural women and youth. The forthcoming World Bank World Development Report (2013) on employment is an opportunity to move forward on it. At the same time, we must build the capacities of smallholders to become more productive, more sustainable and more resilient to climate change. IFAD's 2011 Rural Poverty Report gives a comprehensive outlook, taking a sustainable rural livelihoods perspective. He pointed out that IFAD's 2011 Governing Council was centred on the vision of youth in a productive agriculture sector, and resources have been allocated to this prioritisation of youth. The key challenges to this vision are: making agriculture attractive to young people; enabling young women to contribute to rural development and share in the rewards; and leveraging rural education and training to create productive livelihood opportunities for the young generation.

He stressed that decent work is a prerequisite for IFAD to achieve its goals, and concluded by stating that interagency co-operation is indispensable. Recent examples include the FAO-IFAD-ILO publications on "Gender dimensions of agricultural and rural employment: Differentiated pathways out of poverty", and the ILO-IFAD review of youth programmes through decent work lenses in Egypt, Madagascar, Nepal, Nicaragua, and Senegal.

**Ms. Crowley** called for a major focus on rural areas, as poverty is concentrated there and ultimately the fight against poverty and hunger will be fought on the rural battlefield. Nowadays, a variety of disparities between rural and urban areas prevent rural women and men from contributing fully to the development of national economies. Taking an employment and decent work-centred approach to rural and agricultural development is crucial to fight poverty in a sustainable way. There is also a clear link between decent work and food security, and FAO is finalising a document that conceptualises this nexus.

Many decent work deficits persist in rural areas, which make it important to integrate the decent work agenda into agriculture and rural employment, always bearing in mind key issues such as gender equity, youth and child labour. FAO attaches particular importance to all these aspects, and to promoting decent rural employment.

Interagency co-operation is vital to make progress and it has already begun. In addition to the examples indicated by Mr. Elhaut, she mentioned collaboration on the International Year of Cooperatives with IFAD, FAO, ILO, and the International Cooperative Alliance (ICA); as well as the International Partnership for Cooperation on Child Labour in Agriculture (IPCLA). Ms. Crowley noted that there is scope for greater action and for coherent approaches, building on the complementarities and respective comparative advantages of the agencies. Joint actions should be supported at the country level.

**Mr. Cal** emphasized how investing in rural women and men is in the interests of all and is the responsibility of all. The four, mutually reinforcing decent work pillars are drivers of rural development. The fact that decent work is at the core of the UN's Second Decade for the Eradication of Poverty, and that it is already part of the UN language, augurs well for broad collaboration on decent work-based rural development.

He was pleased that the objective of the meeting was to agree on concrete initiatives for joint action, with commitment for follow-up. This calls for participants to be creative, active listeners, and to build on the respective advantages of partner agencies.

**Ms. de Luca** reiterated the threefold objectives of the meeting:

- Converging around major axes of action to achieve human resource-based rural transformation
- Agreeing on a number of joint initiatives that can make a difference
- Expressing commitment for follow-up on these agreed initiatives.

The objective of this meeting is also reflected in its participants, who include representatives of international agencies, rural stakeholders, youth, employers' and workers' organizations, NGOs, academia, and the media, from both Headquarters and field levels.

Guiding principles for the meeting include: creativity, thinking outside the box, active listening, and openness to grasp and combine effectively the concrete respective advantages of various institutions. She reminded participants to make their interventions concise, aimed at launching discussions, and proposing ideas for new joint practical interventions.

**Ms. Bas** highlighted the importance of remembering that we work for the poor and disadvantaged in rural areas, and that they are our constituents. She noted that rural workers face particular disadvantages and that within the rural sphere we must not neglect to pay particular attention to people with disabilities, youth, indigenous peoples and the elderly. Speaking from personal experience, she noted that the difficulties facing people with disabilities in rural areas are particularly stark.

She called for a people-centred approach, and stated that sustainable and equitable development should be the priority. She also stated that development must be inclusive and must allow everyone access to food, nutrition, water and sanitation.

She concluded by pointing out that now is the time to move for action: We must move from debates to identifying specific areas and modalities for action. We need to work on how to better coordinate joint UN work. She indicated that the International Year of Cooperatives (IYC) and United Nations Conference on Sustainable Development (Rio+20) are crucial global processes for the coming year, and suggested working jointly to integrate rural employment and decent work elements into them.

\*\*\*\*\*

The introductory remarks were followed by a brief ice-breaker activity that allowed participants to introduce themselves in an informal and interactive way.

Ms. Johanne Lortie (ILO – International Training Centre, Turin) facilitated this activity and all other group activities at this meeting, through a set of methodologies (socio-metric ice-breaking, round-robin, fishbowl and open space methodologies in particular) practiced at ILO – ITC.

\*\*\*\*\*



## Presentations

### **Ms. Loretta de Luca (ILO)**

#### ***Unleashing rural employment and decent work: Seizing opportunities and tackling challenges***

Ms. de Luca pointed out the necessity to “ride” on the current momentum favouring rural development, linked in particular to the MDGs, food security, environmental and job creation concerns.

She highlighted the importance of empowering rural women and youth, and seizing emerging opportunities, such as value chains, local energy production, tourism and cost-effective information and communications technology (ICT). She called for integrated approaches, focusing on rural transformation, and putting human resources at its centre.

Seizing opportunities requires tackling major challenges, such as important decent work deficits (from insufficient and inadequate skills to poor working conditions and social dialogue, and disregard for basic labour standards), lack of economic and social infrastructure, a negative and passive vision of rural areas, and the weak voice of rural stakeholders and communities. It also requires stimulating political will, and reaching international and national actors, as well as decision makers in order to put (decent work-based) rural transformation at the centre of economic growth and development strategies. There is, in particular, a need to move from words to action.

Ms. de Luca presented some concrete proposals:

- Include the various decent work elements into projects supporting entrepreneurship, as elements of productivity.
- Add sensitisation to entrepreneurship, including cooperatives, in education and training curricula.
- Mainstream employment-intensive technologies.
- Establish strategic alliances to induce national and international decision-makers to “invest” in rural areas.
- Develop multimedia campaigns to create a pro-active vision of rural areas, disseminate success stories, and attract investments.

### **Ms. Estherine Fotabong (NEPAD)**

#### ***NEPAD-Rural Futures***

Ms. Fotabong stressed the importance of collaboration with UN agencies and other institutions, and the necessity to expand partnerships. The issue of rural transformation is critical for the African continent. What happened recently in North Africa made it clear to politicians that employment and food security are central in the development agenda of their countries, and if not attended to, in certain cases they may also become a security issue. As 70 percent of the African population lives in rural areas, and most of them engage in agriculture, it is important for the continent to increase agricultural productivity, but also to explore the whole value chain in order to create jobs, in particular for women and youth.

The NEPAD Agency launched the Rural Futures initiative as an integrated / multi-sectoral approach to promote development and create jobs. The idea of the programme is to include rural stakeholders, particularly women and youth, bringing employment at the

centre and fully addressing rural sectors' needs. The challenge is to develop the capacity of rural stakeholders, understanding the drivers of rural development, and unlocking the potential of the rural space in creating jobs.

Ms. Fotabong pointed out 7 areas in which to invest: well defined planning processes, national capacity, budget allocation, skills creation, the green economy, infrastructure, and linkages to promote trade. Key functional issues to be considered are: capacity development, technologies to boost economic growth, inclusive partnerships, moving from top-down policy making to more inclusive processes, institutional and policy reforms, attention to value chains, and the necessity to strengthen partnerships with the UN system to promote flagship programmes.

#### **Ms. Aurelia Patrizia Calabro (UNIDO)**

##### ***Enhancing Africa's competitiveness through agribusiness and agro-industries development***

Ms. Calabro briefly presented the UNIDO Agribusiness Development branch, the services delivered, the project portfolio, and the partnerships with UN agencies, such as FAO and IFAD, and with other institutions. She then indicated that since the majority of people live in rural areas, there is a need to focus on rural transformation, from growth in agricultural output to value addition in agribusiness, in order to create jobs and raise income in rural areas, expand domestic markets, reduce food insecurity, and expand growth in other sectors. Value chains play a key role, and Ms. Calabro presented the UNIDO-FAO-IFAD 3ADI African Agribusiness and agro-industries development initiative implemented in 13 countries, pointing out its contribution to poverty and hunger reduction. This initiative is to promote a critical mass of large-scale agribusiness development programmes based on value chain analysis and investment plans to achieve a sustainable reduction of poverty.

The experience of this initiative in Ghana offers examples of different value chains, and shows their contribution to regional integration and the promotion of food security. Future challenges include: expanding to other countries and establishing links to the process of regional integration; cooperation with other partners; exploring innovative financial mechanisms; and fostering the greening of value chains.

#### **Ms. Laura Ciacchi (Terra Madre)**

##### ***Establishing an international network for local sustainable food production and community development, and creating efficient models of social economy***

Ms. Ciacchi explained that Terra Madre is an international network that aims to preserve sustainable food production methods. Its approach is based on engaging people as part of a food community. The future of agriculture lies in the hands of many people with diverse but interconnected competences: cooks, farmers, fishermen, wild food gatherers, breeders, etc. The vision of Terra Madre is to demonstrate the importance of individual and collective behaviours in the fight against hunger, pointing out people's responsibilities in ensuring a sustainable future for their communities.

She highlighted the importance of focusing on sustainable food production methods, to ensure also food sovereignty. The idea is to assess and disseminate models of cooperation with (local) rural communities for the protection of biodiversity, and the support to small-scale agriculture.

Ms. Ciacci pointed out the importance of the concept of co-producers, based on a new relationship between urban and rural areas. This concept highlights the participation of various stakeholders to the production system, expanding the responsibility of producers and consumers as members of the food community. There is a need to raise awareness about food communities, looking at their social and economic aspects. The challenge is also to strengthen the idea of green economy and develop engagement modalities in view of the next Rio + 20 meeting in particular.

**Ms. Zoritsa Urosevic (UN World Tourism Organization)**

***Tourism and rural development***

Ms. Urosevic indicated that the UN World Tourism Organization (UNWTO) is a small UN agency, created in 2003, focusing on international tourism and exports in the service sector. Tourism, she stressed, is a key driver of socio-economic development, and it is one of the fastest growing sectors in the world. It also represents an engine of employment creation, particularly in developing countries. Today, one in every 12 jobs is in tourism. Rural tourism has considerable potential to promote growth and create employment opportunities, also for women and non-skilled workers, yet the issue of human and financial resources has not been always recognised, and it is often difficult to mobilise resources for tourism.

Benefits of tourism in rural communities would be enhanced if linkages between local producers and the touristic sector are emphasised; and if a series of challenges are addressed, in particular: infrastructure, quality standards, skilled management, linkages to the poor, seasonality, access to water, energy and other primary commodities, and investment in tourism in general.

She concluded by highlighting the need for alliances and partnerships, such as public-private partnerships (PPPs), and collaboration among UN agencies, and for mobilizing resources. The UNWTO supports the development of technical cooperation programmes, mechanisms such as the Sustainable Tourism to Eliminate Poverty (ST-EP) Initiative, and the mobilization of resources to mainstream tourism. In May 2011 UNWTO launched an innovative framework with seven other UN agencies (ILO, ITC, UNDP, UNESCO, UNEP, UNIDO and World Trade Organization): the Steering Committee on Tourism for Development, aimed at mainstreaming tourism in the global development agenda, as well as promoting tourism for developing and LDC countries, with an integrated approach.

## **Group Work**

Participants were divided into groups and asked to identify 3 opportunities, 3 challenges, and 3 solutions to achieve rural development. Participants' responses are listed below.

### **Challenges**

- Lack of:
  - Recognition of rural people as engines of growth
  - Ownership and management of natural resources
  - Investments and infrastructure
  - Political will and governance
  - Organization at producer level
  - Policies for rural development
  - A common understanding of the concepts of rural development
  - Region-specific approaches to policies and development
  - Inter-agency communication, coordination and cooperation

### **Opportunities**

- Considerable potential of rural people, particularly youth and women, as yet undervalued, under-developed, and under-used
- Rural urban linkages
- Farm/non-farm linkages
- Easier transportation
- Rural tourism
- The green economy
- Renewable energies, such as solar energy
- Payment schemes for ecosystem services<sup>3</sup>
- Higher commitment today to invest in rural development
- Engaging with the private sector
- Rural development within the mandate of many organizations
- Working together out of the sectoral/compartmentalized approach; that is, considering development in a holistic way, creating synergies and putting knowledge together from different organizations

### **Solutions**

- Find strategic partners/"champions" at national and international level to promote human resource-based rural development
- Mainstream capacity development, education and training for rural people, and human resource-based rural development, into key events (such as Rio+20 meetings) and documents
- Empower women and young people
- Develop capacities of rural people through education and training
- Consult systematically with local communities
- Foster public-private partnerships

---

<sup>3</sup> Also referred to as Payments for Environmental Services, they seek to create positive economic incentives to change human behaviour in ways that increase or maintain environmental services such as watershed protection, the sequestration of carbon, and the provision of habitat for endangered species.

- Conceive original and balanced development approaches
- Attract the attention of consumers and producers to green rural opportunities
- Collect and disseminate success stories and good practices
- Encourage country commitments

## Session 2: Creating an enabling environment for investment, employment and decent work in rural areas

### Presentations

#### **Ms. Claudia Vinay (UNDP)**

#### ***Integrating partners and sectors for sustained poverty reduction in rural areas***

Ms. Vinay stressed the importance of rural development, employment, and decent work as instruments for inclusive growth and for achieving the MDGs, particularly poverty reduction and gender equality.

She acknowledged the multidimensional nature of poverty, composed not only of income, but also health, education, living standards, and aspects of gender equality. As such, any work to reduce poverty requires a multisectoral approach that promotes policy coherence and coordination and involves multiple relevant partners. Working across multiple sectors and involving multiple partners also ensure greater project sustainability, diversification and stronger productivity.

Ms. Vinay cited work in the Nariño province in Colombia as an on-going example of such multiple partner collaboration, where under the auspices of the UN MDG Acceleration framework various agencies and national and local partners are working together to accelerate women's empowerment (MDG 3) in rural areas by identifying and addressing hurdles to the successful inclusion of women in the labour market.

She highlighted the importance of developing social protection, such as through employment guarantee schemes that enable rural stakeholders to undertake productive/riskier investments and human capital investments, while supporting resilience and sustainability.

In conclusion, Ms. Vinay pointed to a set of UNDP "strengths" related to rural development and employment: Supporting South-South cooperation, learning/knowledge networks, global and country-level coherence and coordination; working on private sector development, inclusive markets, and value chain development; and promoting multisectoral capacities (including governance, land tenure aspects, legal empowerment of the poor, and access to information).



**Ms. Isolina Boto (CTA-EU)**

***Rural Empowering rural actors and rural communities in ACP region***

Ms. Boto explained that CTA works to improve access to information and exchange of experiences, and mentioned as an example the regional Briefing on Rural Futures held in May 2011 in Addis Ababa (Ethiopia) and the Brussels Briefing on Rural Transformation and employment in Africa held in September 2011, which highlighted the importance of rural employment and brought together a number of UN organizations working in this area. She highlighted the difficult context in which farmers operate, particularly regarding climate change, the growing scarcity of land and fresh water, the triple impact of the food, energy, and the financial crises, which entail considerable risk and vulnerability for rural people.

Some pressing needs among farmers (particularly small farmers) include, access to: markets and involvement in value chains; efficient and sustainable financial services; innovation, research and development; and social support schemes. Equally crucial are investments in irrigation and water resource management; channelling the human and financial benefits of migration into productive rural investments; and refocusing on agriculture after decades of neglect.

She indicated that rural transformation is of critical importance, and rural employment is central to it. Rural transformation needs to go beyond the rural/urban dichotomy, to take into account those communities that exist in between. Also, farm and non-farm initiatives need to be combined in order to avoid segmented approaches; and opportunities offered by ICT (such as mobile services and banking), tourism, renewable sources of energy, and leveraging a green agenda for new jobs, need to be seized.

Ms. Boto provided a number of areas for collaboration: strengthening the knowledge base, in particular achieving more accurate data on rural (farm and non-farm) employment; enabling South-South learning exchanges; promoting learning exchange platforms (e-learning); identifying and up-scaling good practices; advocating for investment in rural areas (including the use of migrant remittances for productive rural investments); and rural employment.

**Ms. Lavinia Gasperini (FAO)**

***The role of education, training and capacity development in food security and poverty reduction***

Ms. Gasperini's underlying premise was that investments in education, training, and capacity development are essential to reduce poverty, develop resources, and increase food security. She cited a high correlation between undernourished people and rates of illiteracy.

She explained the objectives of the Education for Rural People's partnership: setting ERP high in the national and international agendas; fostering public private partnership to advocate for ERP to be included in the plan of action of Rio+20; and strengthening national capacity to implement education and training programmes to address learning needs of rural people, and thus overcome the urban-rural education gap.

She highlighted ten main challenges worth tackling to ensure rural people will have the capacities to engage in knowledge-based economies and will be prepared to learn how to adapt and cope with globalization and market forces, climate change, food crises and other shocks:

- Effective pro-rural policies, allocating resources to education in rural areas
- Organizational and institutional efficiency, through coordination among Ministries of Education, of Agriculture, extension, schools, NGOs and the private sector
- Broader access to education and training (e.g. school feeding programmes and removal of school fees)
- Improved quality of education and training (that depends on facilities, teachers, materials, curricula, evaluation, leadership, and community links)
- Decentralization and community involvement
- Gender-responsive learning environment (e.g. girl-friendly schools and safe accommodation for girls and women)
- Accommodating non-traditional learners (e.g. refugees, displaced people, disabled persons, out-of-school youth, and ethnic minorities)
- Redefining agricultural education-Fundamental changes needed in how agricultural education is conceptualized
- Skills training for rural people, including life skills, food production, self-employment, and information technology skills
- Recruitment and retention of extension and education/school staff

#### **Ms. Irmgard Nübler (ILO)**

##### ***Capabilities for rural productive transformation***

Ms. Nübler stressed that in many countries economic growth has not translated into poverty reduction and economic development, and sketched the outline of an ILO research project on the dynamics of productive transformation and “catching up” that assesses patterns of growth and structural change. Successful countries present a high dynamism in terms of accumulation of “capabilities”, which are therefore identified as a major driver of the dynamics of economic development.

This research puts forward a vision of dynamic rural development through three interrelated processes: (i) productive transformation in the rural economy (which includes increasing productivity, new technologies and diversification of product mix in agriculture, the craft sector, industry and the service sector); (ii) transformation of employment patterns towards decent work achievement; and (iii) transformation of domestic capacities in the rural economy to expand options and opportunities for productive transformation.

She clarified that capabilities shape the dynamics as they define the options for diversification and employment as well as the competence needed to take advantage of opportunities. Capabilities exist at the individual level (among entrepreneurs, craftspeople, farmers, etc.) and at the collective level (in enterprises, farm households, the labour force and societies). They are embodied in knowledge structures and in procedures (i.e. knowing how to do), routines and institutions. Capabilities are both the driver and the outcome of productive transformation and employment.

Ms. Nübler suggested “Building capabilities in rural areas” as a proposal for cooperation. This would be a research project analyzing interesting examples of rural productive transformation to learn lessons and gain insights on the role of policies and institutions in building capabilities for rural development. The studies would cover the following areas: the role of investment, trade and technology policies in creating diverse learning

opportunities; the role of educational policies in preparing the labour force in rural areas for productive transformation; upgrading enterprise-based training systems to enhance the capabilities of apprentices, entrepreneurs, and to upgrade technological capabilities at the enterprise level.

She also called for collaboration with the social partners and agencies in selected countries, to design and implement strategies for the development of capabilities in rural areas. These strategies should aim at building domestic capabilities that allow a more rapid expansion of productive capacities and productive employment. They should also ensure policy coherence, to trigger and sustain a dynamic process of rural development.

#### **Mr. Luca Chinotti (Oxfam)**

##### ***Investing in small-scale producers to achieve food justice in a resource constraint world***

Mr. Chinotti focused on the existence nowadays of a broken food system and a changing rural landscape, as a result of climate change, food and energy prices shocks, and the accelerated depletion of natural resources. To fix the world food system, tackle the equity, production and resilience challenges that are upon us, we would need to build a new agricultural future. Increasing investment in small-scale agriculture and small-scale food producers' productivity, sustainability and resilience is crucial; and investing in women is even more crucial given the feminization of agriculture, and the existing gender gap in that sector. Only a massive shift in public and private investment could allow sustainably tackling hunger and poverty in rural areas.

He called for advocacy and action, particularly:

- Effective policy dialogue engaging informed rural actors
- Strengthened assets and resource rights, especially for women
- Coordinated investment in physical and social infrastructure
- Strengthened governance of private investment
- Improved practices in supply chain contracting

Mr. Chinotti noted that the above may be achieved through:

- Improved natural resource management, adapting to climate change
- Tackling food price volatility, and increasing resilience of smallholders
- Increasing incomes
- Going beyond the market system (considering for instance complementary interventions in environmental and household systems)
- Building on catalytic events to intervene and rebalance power
- Intervening directly in the market when simply facilitating a solution is not an option
- Using intervention points to rebalance power (e.g. supporting and establishing smallholder-focused enterprises and providing assets)
- Promoting women's collective action and rural enterprise development

### Group Work

Participants were asked to discuss, "How does one create an enabling environment for investment, employment and decent work in rural areas?" Below are highlights from the discussion.

- Holistic approaches are key, including ensuring coherence among projects and cooperation among agencies working in rural development.
- The upcoming Rio+20 Conference is an important opportunity to bring together social, economic and environmental perspectives.
- Governments need to tackle the challenge of weak rural market structures and regulatory environments; as well as ensure proper credit facilities in rural areas.
- Since migrants' remittances can have a large impact in development, and they are considered to be more important in many countries than Foreign Direct Investment (FDI), we need to explore the potential of matching funds and other innovative mechanisms, building on what has been tested to date. Enriching the now scant data on remittances is a complementary line of work, to facilitate putting the issue on the forefront and tackling it.
- Developing the green economy is an important contribution to job creation.
- The role of the media should be emphasized to raise awareness, and to make use of global knowledge on rural development. This includes strengthening the links between researchers and the media, to communicate research results more effectively.
- Energy is crucial for rural development, especially from a productivity perspective, as without energy, rural areas cannot industrialize and get to scale.
- In the key area of infrastructure works, it is also important to focus on their modalities. Participants debated the issue of using foreign versus local companies, and their respective potential for capacity development. It is important to consider both skills availability at the moment of undertaking an infrastructure project, and skills development at the local level, as an investment for the future, namely what capacities remain when the foreign company has concluded the project; and whether local capacities have been developed for the maintenance of the project.
- Developing skills is pivotal, starting with education and training of rural people.
- Rural job creation and job losses are important elements when assessing the impact of policies.
- Rural data are key to build evidence, guide investment, policies and other decisions related to rural growth and transformation. The current shortage of such information requires specific efforts to develop capacities for rural data collection, processing and use.

### Session 3: Giving a voice to rural stakeholders

**This session used the “Fishbowl” methodology to induce participants to actively listen to the perspectives of a group of speakers, and in turn reflect on the issues and present their views during a controlled period for questions and comments.**

**Speakers: Ms. Simel Esim (ILO), Mr. Phil O’Reilly (BusinessNZ and IOE), Ms. Sue Longley (IUF), Ms. Siobhan Warrington (Panos)**

- **Ms. Simel Esim** (standing in for Hagen Henry, Ruralia Institute), focused on the role of cooperatives in rural areas, especially where private businesses hesitate to go or public authorities do not provide basic services. In times of crisis they also seem to be more resilient, as it has been shown in the case of saving and credit cooperatives around the world.

Cooperatives are often envisioned as small, modest efforts in marketing, housing, saving and credit. However, some of world’s largest enterprises are cooperatives. Globally, cooperatives have one billion members, and create 100 million jobs. Most are in rural areas, where they play a critical role in providing opportunities for productive employment, health care, education, potable water, electricity, improved sanitation, roads, schools and market access, while being socially responsible and giving a stronger “voice” to rural groups.

Agricultural cooperatives for instance, the most numerous, provide strong economic benefits to farmers, through sharing and pooling of resources, improved access to markets, higher returns for their products, and strengthened bargaining position. Cooperatives developing infrastructure, generate employment, while helping provide an enabling environment for other enterprises, as well as an attractive setting for workers and their families.

She provided several examples worldwide, such as the extensive income generation of agriculture cooperatives in Ethiopia; the not-for-profit health cooperatives in Brazil, Colombia, and Japan; Benin’s savings and credit cooperative federation providing affordable services; and most of Argentina’s rural electricity made available by cooperatives.

Ms. Esim also mentioned rural tourism cooperatives that are rapidly increasing worldwide, giving as an example, agri-tourism cooperatives in Italy that provide lodging and home-made, locally produced foods for tourists that seek a specifically rural or farm experience.

She highlighted the role that governments need to play in supporting cooperative development, improving their status and helping build their capacities.

- **Mr. Phil O’Reilly** warned that we should not work on cooperatives just because they are socially responsible; we should use them where they deliver results, and “make business”. This led him to point to the need to have a broader approach, going beyond focusing on cooperatives and small-holders. The core question is, “What does it take for an enterprise to succeed?” since it is enterprises that employ people and create wealth.



He then explained that the IOE's role is that of "translation". People in small business struggle to understand policy debates as they are rightfully occupied with trying to make a living. What employers' organizations can do is to translate policies and debates to employers, and provide feedback to policy makers about what might work best.

He stressed that we need to do "everything" to succeed, and that employers' organizations are an ideal interlocutor.

On the issue of representation, Mr. Mina (COSPE) pointed out the key role of cooperatives in enhancing the representation of rural groups and responding to the needs of people. Nonetheless, we also should ask what mechanisms are available to ensure that all groups are represented, as cooperatives alone are not sufficient to ensure representation and promote development.

Ms. de Luca (ILO) highlighted the urban bias among national employers' and workers' federations, and asked how to get them to "reach" rural areas and existing or potential affiliates.

Mr. O'Reilly agreed that, while employers' organizations are effective in the industrial sector and in urban areas, getting them to effectively address rural employers' concerns is more challenging. However, they can play an important role in supporting entrepreneurship in rural areas, especially among disadvantaged groups.

- **Ms. Sue Longley** (IUF) agreed too that building representation for rural workers is a key challenge. Representing workers in agriculture is difficult but essential. This was recognized very early by the ILO with one of the first Conventions, No. 11, about freedom of association in agriculture. A number of practical issues, like geographical isolation, constitute hurdles. She pointed out that it was however a mistake to think that agricultural workers' unions do not exist (for example, both Brazil and Kenya have large agricultural workers' unions). She concluded highlighting the need to work with trade unions to build their capacities to promote decent work and food security in rural areas.

Ms. Morrison (UN DESA) asked what employers' organizations "look like" in the case of family farming/farming businesses? How can we adapt employers' organizations to fit the rural dimension?

Ms. Esim indicated that members of co-operatives can also become members of workers' and employers' organizations.

Ms. Boto (CTA) pointed out that even farmers' organizations with no support on capacity building have helped agricultural workers significantly. We thus need to work with farmers' organizations and build their capacities.

- On the issue of media and communication, **Ms. Siobhan Warrington** (Panos) stated that "communication is at the heart of rural development". She pointed out the need for an integrated approach that includes giving "voice" to rural stakeholders; reaching the hardest to reach; creating links between different actors; working with media organizations to increase the volume and diversity of the coverage of rural issues; and increasing the access of the poor in rural areas to ICTs.

She reiterated the need to establish stronger linkages between researchers and the media, and to think about how we can use media more effectively to facilitate rural people to tell their stories, and to give them a voice in debates. Visual methods could be particularly appropriate for these purposes. For example, we can use participatory video or digital storytelling to enable poor rural people to effectively communicate what “decent work” means to them.

On the issue of decent work, Ms. Longley stressed that it must play a prominent role in these discussions. The agricultural sector is beset with decent work deficits. She noted that governments tend to exclude agriculture from labour legislation, and thus the need to ensure that agriculture is brought in, and ensure a level playing field. She also highlighted the importance of capacity building, which is key to benefiting from value chains for instance, and improving the productivity and quality of agricultural jobs.

The moderator then posed as discussion question, whether it is better to build infrastructure using local or external human resources.

Mr. O'Reilly, who was invited to reply first, remarked that the question we need to ask ourselves is, “Who is best to do what?” The issue can be viewed from two ends of a spectrum: the first is where multi-national corporations (MNCs) come in to build infrastructure on a turnkey basis, using government money, and leave at the end of the project no legacy for the local people. The other end of the spectrum, which is just as dangerous, is the mind-set that, “We will only ever use local companies”. This is dangerous as local companies may not have capabilities at present, infrastructure can be more expensive, building it may take longer, and it might not be as useful or as good.

Mr. O'Reilly stressed that the point is not *who* builds it, but rather what local capabilities are left behind. He used the example of a German company coming into a developing country to build a road. He explained that the question should be: In the future, will a local company be able to bid for parts of that road network, or to build a smaller road? Or will the local company build capability to subcontract to the German company in a third country where they might both go and do business? He concluded by saying that this is the complexity of the debate we need to have, rather than whether infrastructure investment needs to be local or foreign.

Ms. Longley identified with the concerns voiced by Mr. O'Reilly; but noted that IUF experiences with some of the larger Chinese construction companies, who fly in their own workers, demonstrate how foreign companies can provide little or no spill over into the local community, as they take back capabilities when they leave at the end of a project. Her other concern was that these sorts of schemes should not be used to undercut wages. The IUF has experience of big construction firms bringing in migrant workers to undercut local negotiations for instance.

Ms. Longley noted that employment guarantee schemes, such as NREGA in India, should be monitored to gauge effectiveness, as they do build local capacity and provide jobs locally. From the IUF's experience, these schemes strengthen the capacity of workers to bargain for better wages because they provide a floor, rather than undercutting wages.

Ms. Esim added that when we talk of migrant workers, we must remember that they too are often rural people who are pushed out from their settings under conditions of poverty and unemployment. In fact, cooperatives of return migrants, or migrant workers in destination countries are quite common, such as domestic worker cooperatives in Brooklyn, New York.

Ms. Morrison suggested that we consider the maintenance of projects and take a whole life cycle approach rather than an upfront cost approach. She recommended that when international companies invest, there should be requirements about hiring local apprentices and providing maintenance training for locals.

Ms. Warrington was invited to provide the closing remarks of the session. She underscored the importance of systematically asking ourselves the following in all our rural-related work: "Are we using the capacities (knowledge, networks, expertise) of rural stakeholders?" and "Are we giving voice to rural men and women?", to ensure that it is their experiences, needs, priorities and knowledge that drive rural development initiatives.

#### Session 4: Youth as engines of rural development

##### Presentations

##### **Ms. Susana Puerto Gonzalez (YEN)**

##### ***The Youth Employment Network – A partnership for youth employment***

Ms. Puerto presented three areas for possible collaboration: policy advice, evaluation, and the Idea Lab (Youth-to-Youth Fund).

In the policy area, YEN works with the governments and Ministries of Youth of about 20 countries, mostly in Africa, through a "lead country network", on a benchmarking exercise of labour market indicators for youth; an exercise to better understand the labour market conditions for youth in their own countries. Their exercise looks at youth unemployment rates as well as other information that provides measures of the quality for youth employment, for example whether youth are employed by other people, or are employers themselves. Ms. Puerto noted that this would be an area where YEN could contribute to gathering more information on the status of rural youth.

The second area for collaboration is impact evaluation, since we all implement projects, and thus have a responsibility to make good use of scarce resources. Impact evaluations tell us, "whether we are doing the right programme, and whether we are doing the programme right". The YEN is promoting impact evaluations to understand what works to support the transition of youth towards employment, and as this information is currently limited for rural youth, it could be another opportunity for collaboration.

On the issue of "youth as engines for rural development", Ms. Puerto mentioned the Youth-to-Youth Fund, a fund/grant scheme that also provides capacity building for youth-led organizations, who then present innovative proposals to promote youth employment. The scheme uses the concept of youth working for youth, i.e. youth contributing their ideas on how to promote youth employment. It has launched activities in East and West Africa, specifically in Guinea, Liberia, Sierra Leone, Cote d'Ivoire, Uganda, Tanzania, and Kenya, about 60 percent of them in rural areas.

Ms. Puerto concluded by pointing to a number of factors of success in YEN's approach, namely: innovation, green micro-businesses, youth-led development, comprehensive training, pro-poor products and services, and a support/monitoring network on the ground.

**Mr. Peter Wobst (FAO)**

***Integrated approaches towards youth employment creation: An engine for rural growth***

Mr. Wobst highlighted the centrality of youth employment, noting that with around 45 million new entrants to the global job market, creating jobs for young workers is a priority, particularly in rural areas. Youth are twice as likely to be unemployed than adults, and account for almost 40 per cent of global unemployment.

He noted that young people face many decent work deficits, for example temporary and insecure occupations, informal contracts, and lack of access to and control over productive resources. Additionally, youth in many developing countries, especially in rural areas, have low levels of education and inadequate skills, translating into low employability and lack of entrepreneurship skills

He indicated that youth employment is a key area for joint action in the system-wide Plan of Action under the 2<sup>nd</sup> UN Decade for the Eradication of Poverty (2008-2017). He pointed to the UN system contribution to raising awareness of the critical role of full employment and decent work for all, including social protection mechanisms, in poverty eradication; to its being well-equipped for maximizing poverty eradication through employment and decent work approaches, policies and programmes, helping exchange good practices and gender-sensitive information, experiences, training programmes, with specific attention to youth and other vulnerable segments of the workforce; and to its supporting the integration of decent work for poverty eradication into national and international policies and programmes.

Mr. Wobst called in particular for integrated approaches to support global, regional and national processes; mainstream rural employment and decent work through technical assistance to develop the capacity of local authorities and national governments; and undertake specific joint actions targeting youth, especially in training, employability and entrepreneurship skills, and facilitating access to input and output markets. These actions should build on existing UN agencies' approaches and tools, and link up with national policy processes promoting employment-centred rural development.

He pointed to a few principles of intervention. Besides integrated approaches to rural transformation, setting priorities and defining focus, then moving to action; mapping opportunities, challenges, and solutions; linking existing activities and further ideas for collaboration with funding mechanisms; linking to existing national and regional processes and intervention mechanisms (e.g. NEPAD/CAADP); starting small (in select countries, sectors), and thinking big (by identifying opportunities for up-scaling); and ensuring communication and coordination mechanisms among UN agencies, national and regional organizations.

**Ms. Rosemary Vargas-Lundius (IFAD)**

***Making agriculture more attractive for rural youth***

Ms. Vargas-Lundius illustrated the challenges facing the rural youth by showing an IFAD documentary on, "Enabling poor rural people to overcome poverty".

She indicated that young people are more numerous nowadays than in all of human history, making up between 20 and 60 percent of the population in developing countries. While they present great labour potential, young people are three times more likely to be unemployed than adults, and 300 million youth are classified today as working poor. Moreover, young people do not see a future for themselves in agriculture. Consequently, rural youth opt to migrate to already congested urban areas, where living conditions may be worse, in search of livelihood opportunities.

Ms. Vargas-Lundius remarked that this trend is occurring at a time when youth are needed more than ever in rural areas. By 2050, the global population of 9 billion will need 70 percent more food, which will be difficult to achieve without young farmers. Great efforts are thus to be exerted to make agriculture more attractive for youth. Often, young people view agricultural work as non-remunerative or undignified employment.

Development agencies and financial institutions should partner with private sector and governments to provide opportunities for young rural people to develop their skills and become entrepreneurs by:

- Providing access for rural youth to markets
- Creating sustainable employment opportunities
- Ensuring decent work conditions
- Adopting a corridor approach linking urban and rural sector development to promote youth unemployment
- Creating an enabling environment that encourages young people to choose agriculture as a career path
- Supporting dynamic, innovative, modern business approaches to smallholder farming
- Encouraging the formation of cooperatives to ease access to information, technologies and inputs

Policy makers could promote a more active participation of rural youth in agriculture by:

- Mainstreaming agriculture in education and training programmes
- Promoting employment in agriculture among the young rural generation as an attractive alternative and concrete economic opportunity
- Creating opportunities and building capacities of young women farmers
- Empowering women through the provision of agricultural technologies, land and credit



- Giving young rural women and men a voice in decisions affecting their future and allowing a more active role in public policy debates
- Encouraging the young generation to get more involved in institutions, to enable greater inclusiveness of young people

### **Mr. Bassem Saroufim Mina (COSPE)**

#### ***Youth and rural development***

Mr. Mina presented the work of COSPE, which aims to overcome poverty and social injustice through international cooperation and solidarity. In Egypt, COSPE works to support vulnerable groups, women, youth and local associations in rural and semi-urban communities. Over 62 percent of the Egyptian population is 29 years and under, and some two-thirds of youth live in rural areas. Nearly 7 percent of young people aged 10-29 are illiterate; and only 15 percent can read and write. At 11 percent, illiteracy among women is almost four times higher than for men (3 percent). The employment gender gap is also important, with about a third of men, compared to only 6 percent of women, engaged in waged employment.

In response to these shortcomings Mr. Mina indicated the potential of youth as agents of change as they are more open to innovation, full of energy, dreams and enthusiasm, and could thus move society from the bottom up.

He noted however, that national policies at different levels lack a holistic vision, collaboration and integration, which prevents youth from contributing to the development of their rural communities.

He also noted a variety of challenges faced by youth in rural areas, such as: lack of participation, acknowledgement, representation and organization; limited access to information; insufficient community services and infrastructure (e.g. health services, ICT, agri-business, etc.); lack of social protection and interaction; and a negative mentality/mindset about rural areas.

Mr. Mina formulated a set of recommendations for action that included: strengthening country-level diagnostic and policy advisory capacity on rural development; enhancing country capacity to produce and use information related to rural development; boosting community services and infrastructure; facilitating rural youth alliances and their real and effective participation; promoting equal opportunity and gender-based approaches; piloting a "village model" (a holistic development approach to address all the problems poor families in one specific community face, from lack of proper living conditions to inadequate health and education systems, to chronic work problems) requiring coordination of efforts among all relevant actors, such as donors, government, the private sector and national and international organizations. This should be done in a comprehensive national and international framework; and taking into account best practices when devising approaches.

He concluded by stating that today's "exceptional moment", especially in the Arab world, calls for a new vision and new formula.

**Mr. George Fernandez (IMCARY)**

***Continuing population growth in poorest countries and slowing agricultural production growth***

Mr. Fernandez too warned that while the world population will increase to 9.4 billion by 2050, agricultural output (except for dairy) is expected to fall to 1.5 percent per year over the next three decades, and further to 0.9 percent per year in the remaining years to 2050. Some 60 million people (mainly youth) move into cities each year in developing countries, a rate that is expected to continue for the next 30 years.

He remarked on how youth are one of the most vulnerable and disadvantaged rural groups, both in terms of access to assets (such as land and other productive resources, as well as lack of agricultural education) and services, and in terms of ability to engage in decision-making processes that determine their livelihood prospects. As a result, youth are three times more likely to be unemployed than adults, and young women even more disadvantaged.

In most rural areas, decent employment is even more of an issue than unemployment. Rural youth and women often experience worse conditions than adults. They are more often employed under informal and casual contracts, earn less, and work longer hours. For example, in Latin America, 84 percent of rural youth work without a contract.

Mr. Fernandez called for sound rural youth policies and programmes. For instance, youth have been rarely considered in the World Bank's (WB) Poverty Reduction Strategy Papers (PRSPs). The WB admitted that youth is a neglected constituency in their analytical and operational work. Where specific youth policies do exist, they often do not cater to poor rural youth. In fact, only 10 percent of the WB's youth-supportive interventions were directed towards rural youth. New approaches and tools are needed to ensure that development programmes support rural youth, through enhanced access to productive assets and income.

He mentioned two specific initiatives by MIJARC in terms of encouraging youth people to sustain their lives and livelihoods in rural areas and in agriculture:

- MIJARC's pilot project on access of young people in farming activities, undertaken in collaboration with IFAD and FAO
- MIJARC's food sovereignty challenge badge, an initiative linking with youth groups, students, etc., to give them new perspectives and a good image of agriculture

Also key to securing income is rural diversification, through development of an agriculture-based non-farm economy, niche markets, information and communication technologies (ICTs), "agripreneurship", as well as investing in capacity building, particularly education and training in agricultural and rural employment-relevant skills.

He concluded stressing the need to promote rural youth political participation, which is currently limited. Lack of good organizations to represent youth creates exclusion, which in turn creates risks and social evils. Young rural people also need to be involved in the formulation and implementation of agricultural and rural development policies and programmes, so as to ensure these address the real needs and concerns of rural youth.

## Session 5: Promoting integrated approaches

Participants grouped off to debate the two following questions:

1. What are the essential elements that would enable a truly multi-disciplinary, multi-stakeholder approach to sustainable rural development?
2. How can institutions not only be involved but act as catalysts for change?

The main recommendations that emerged were related to four areas:

### *Policy level*

- Governments must take leadership and must have the “space” to implement policies.
- Approaches must target micro-, meso- and macro-levels; and complement each other.
- Coherence between international, national and local policies is vital.
- Rural-urban linkages must be taken into account.

### *Knowledge generation and setting priorities*

- Theoretical and knowledge generation work is important and needs to be action-oriented. In turn, actions need to constantly interact with research.
- Knowledge generation must include quantitative aspects, and priorities must be based on data to accurately take into account the need of rural people.
- The voices (experience, knowledge and priorities) of disadvantaged groups, including youth, women, people with disabilities and indigenous people must be heard in debates and taken into account when generating knowledge and setting priorities.

### *Programme/project approaches*

- Dynamic approaches are essential; agencies, donors and other practitioners need to include an appropriate evaluation of their strategies and adaptation mechanisms, and *joint* monitoring and evaluation indicators would help avoid overlaps and miscommunication.
- Capacity development through education and skills training is key.
- Local participation and ownership are indispensable.
- Involvement of all stakeholders, albeit at times a challenge, is also indispensable.
- UN interventions need to be co-ordinated, with agencies working together, delivering as one and being more effective on the ground.
- We need to abandon sectoral/compartimentalized approaches.
- The current crises should be seen as an opportunity to do things differently.

### *Communication*

- Involving the media and communicating success stories are matters of priority.
- Rural areas are often not among country or donor priorities. We thus have to ensure that what we present is appealing, and linked to their priorities. We should, for example, link rural work with migration issues, which are a key concern of governments and donors.

## Session 6: Reaching strategic policy decision-making

Participants tackled this challenge through three key aspects that they discussed in small groups. Below are highlights of the areas of agreement.

### **1. Means to drive the message of investing in rural transformation to core national decision-makers**

- First identify a country's key decision-makers. These are usually governments, particularly Ministers of Finance, Ministers of Planning, and the business community.
- Evaluate and carry out an economic analysis of rural development programmes, to concretely demonstrate their benefits.
- Connect rural development to national priority areas (for example, food security, rural-urban migration, unemployment, education).
- Find "champions" to get the message to policy makers.
- Empower and build relationships with the media, sharing with them information, including on research results and successful initiatives.
- Build the capacities of rural organizations and individuals to take part in social dialogue and build pressure on policy makers to prioritize rural development.

### **2. Slogans to convince core decision-makers to invest in rural areas/stakeholders**

- "Rural areas are good business!"
- "Powering rural engines for national growth"
- "Rural investment: guaranteed returns for a food-secure future"
- "Think global: act rural!"
- "Connect with rural, connect with reality!"
- "Rural jobs, national peace!"
- "Invest in rural, invest in the future!"

### **3. Opportunities in the next 12 months to set rural transformation at the core of the international agenda, and ways to co-ordinate**

#### *A) Key strategic events*

- World Conference on Vocational and Technical Agricultural Education and Skills Training, Beijing, May 2012
- United Nations Conference on Sustainable Development (Rio+20), Brazil, June 2012
- International Year of Cooperatives, 2012
- Preparations for World Bank's World Development Report, 2013, with focus on employment
- ECOSOC Ministerial Meeting, Geneva, July 2012, with focus on employment
- Terra Madre/Slow Food Conference, Turin, October 2012

*B) Ways to coordinate*

- Joint statements of different agencies, for example to the UN's Chief Executive Board (CEB), on rural transformation, employment and decent work, education and training for rural people and the need for joint plans of action on this matter; and to the World Bank on substantially addressing rural transformation, employment and decent work in their World Development Report 2013 focused on employment.
- Refer to the Division for Social Policy and Development at UN DESA (to develop more joint statements and circulate them among various agencies for feedback) as it is the focal point for building bridges between organizations and strategic political processes/institutions, including the General Assembly.
- Organize joint events, in particular a joint side event at Rio+20.

**Session 7: Assembling concrete proposals for joint action**

Participants identified seven areas in which to develop specific joint initiatives: rural cooperatives; decent work in rural areas; rural youth employment in Africa; capabilities and social and productive capacities in rural areas; media for rural development; knowledge sharing and rural data. They then divided into groups to discuss each topic.

The following pages present a synthesis of the issues raised and consensus for joint work.

## TOPIC I: RURAL COOPERATIVE ENTERPRISES AS ENGINES OF RURAL DEVELOPMENT, EMPLOYMENT AND DECENT WORK

### Group Members:

- Esim, Simel (ILO) – group representative
- Mina, Bassem Saroufim (COSPE)
- Le Guevel, Audrey (ILO)
- Henry, Hagen (Ruralia Institute)
- Erdembileg, Sarangerel (UN DESA) – lead in follow-up

### MAIN DISCUSSION

- The role of cooperatives (autonomous associations of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise) was emphasized, as well as the seven cooperative principles adopted by the International Cooperative Alliance (ICA) in 1995 and their role to drive sustainable rural development.
- Rural cooperative promotion needs to bring together UN agencies (UN DESA, FAO, ILO), as well as workers' and employers' organizations, and ICA, as well as other international NGOs that work to support and strengthen rural cooperatives.
- It was suggested to use the International Year of Cooperatives (IYC) and mobilize the IYC Inter-Agency Network as a catalyst to trigger activities that strengthen Rural Cooperatives through increased training and capacity building initiatives independently or jointly organized by UN Agencies, Member States and civil society organizations; and to support Farmers' Cooperatives and Farmer's Associations by identifying ways of providing them access to financial services, agricultural inputs, markets, as well as information, knowledge and other extension services.
- The IYC already has a draft Plan of Action that needs to be implemented. This PoA specifies international and national level activities for the IYC and beyond. The PoA will receive inputs from stakeholders until mid-2012. It will then be adopted by stakeholders. Implementation of proposed activities will be part of the IYC PoA. All UN Agencies are encouraged to take the initiative in proposing joint work. Initiatives agreed at this meeting should fall within it.

### About the IYC...

- The UN General Assembly resolution 64/136 declared 2012 the International Year of Cooperatives (IYC) in recognition of cooperatives' contribution to social development.
- Its communication strategy is to:
  - Increase public awareness about cooperatives and their contributions to socio-economic development, job creation, income generation, local empowerment, linking local populations to local and global markets, and achieving internationally agreed development goals, including the MDGs;
  - Promote the formation and growth of independent and sustainable

cooperatives for socio-economic empowerment; and

- Encourage Member States to establish policies, laws and regulations conducive to the formation, growth and stability of cooperatives.
- Its communication strategy is meant to:
  - Raise the profile of cooperatives as development agents and highlight their real and possible contributions to achieving internationally agreed upon development goals, including the MDGs;
  - Promote the value of cooperatives as engines for creating jobs and achieving decent-work goals;
  - Encourage increased membership in, or establishment of cooperatives;
  - Raise the profile of cooperatives as a research topic, particularly with regard to research on social development; and,
  - Encourage improved capacity and professionalism within established cooperatives.

### **JOINT INITIATIVES**

- The IYC and Rio+20 need to be linked. As both are the responsibilities of UN DESA, it agreed to take the lead on follow up action on the various joint initiatives identified.
1. Concerning Rio+20:
    - Include cooperatives into Rio+20
    - Organize a side panel session on cooperatives during Rio+20
    - Integrate cooperatives into the political outcome document emerging from Rio+20
    - Approach government delegates who can be champions for cooperatives (the 16 governments that were at the launch of the IYC could be approached)
    - Include cooperatives into the Rio+20 documents of regional position statements issued prior to Rio (namely that of Europe): The best way would be through having a presentation at the European Parliament prior to the Rio+20 event in June.
  - Other issues on which collaboration is needed:
  2. Data – given the importance of having data on cooperative membership, employment, income generated, and GDP contribution of cooperatives, an expert group meeting with relevant UN Agencies could be held to address building a database through coordinated efforts and guided by recommendations from the IYC Plan of Action.
  3. Research – to disseminate good practices on cooperatives and their contributions to socio-economic development through linkages in existing compendia of studies and research on cooperatives within each UN agency, cooperative and national databases; conduct joint research/studies to address identified information gaps which will build on available information to avoid duplication of work.



4. Training and capacity building – partnerships among relevant UN agencies, Governments, cooperatives, educational and training institutions, to develop a set of tailored methodologies and tools for capacity building in various sectors to promote the formation and growth of cooperatives, including the following activities.
  - Establish an exchange of knowledge and sharing of good practices and bad practices
  - Build cooperative education and training as a part of enterprise development, and local economic development projects and educational training curricula
  - Translate existing curricula (available for example in Finnish from the Ruralia institute, with some modules in English) on cooperative education for universities through distance education, into relevant languages and pilot test in a number of countries
5. Regulatory framework (emphasis on law and practice) – establish a coordinated system of compilation of existing national regulatory reforms, and effective means of dissemination.

## TOPIC II: KNOWLEDGE SHARING

### Group Members:

- Morrison, Lisa (UN DESA) – group representative, lead in follow-up
- Vargas-Lundius, Rosemary (IFAD)
- Estruch Puertas, Elisenda (FAO)
- De Luca, Loretta (ILO)
- Warrington, Siobhan (Panos)

## MAIN DISCUSSION

- This topic arose out of concern on how to continue to share knowledge and research on rural development, for the moment among those agencies and other institutions present at this meeting.
- Sharing a common webpage seemed an appealing solution. It would include:
  - Links to relevant rural development pages at UN agencies
  - Information about the meetings in Rome and Turin, and their follow-up
  - News on new research and initiatives
- A second type of instrument discussed was a Listserv, to share among meeting participants:
  - Events
  - Initiatives
  - Research reports
  - Policies
  - Concrete examples
  - Lessons learned

## JOINT INITIATIVES

- Two main initiatives were agreed:
  1. Create a webpage <[social.un.org/ruraldevelopment](http://social.un.org/ruraldevelopment)> that would link to each of the agencies' (and other relevant institutions') programmes on rural development. This would provide one place (one UN page) in which to find research/initiatives on rural development.
  2. Create a listserv that would include all participants in this expert and inter-agency meeting, to provide a platform for keeping in touch and collaborating on issues and initiatives.
    - To subscribe, send an e-mail to: [rural-dev+subscribe@googlegroups.com](mailto:rural-dev+subscribe@googlegroups.com)
    - To send an e-mail to the list: [rural-dev@googlegroups.com](mailto:rural-dev@googlegroups.com)
- UN DESA, which volunteered to lead on this initiative, would send invitations for listserv shortly after this meeting.

### TOPIC III: RURAL DATA/STATISTICS

#### Group Members:

- De Luca, Loretta (ILO) – group representative, lead in follow-up
- Morrison, Lisa (UN DESA)
- Vargas-Lundius, Rosemary (IFAD)
- Estruch Puertas, Elisenda (FAO)
- Warrington, Siobhan (Panos)

### MAIN DISCUSSION

The group began by discussing opportunities for arriving at an international definition of “rural”, but soon realized that this needed further discussion and information about what other groups (such as the WYE Group<sup>4</sup>) have already developed/discussed in this regard. It agreed that in the meantime national definitions could be used, provided that when presenting data the actual (national) definition is indicated.

The group agreed to focus work in the coming months on five areas:

1. Mapping WHAT is available and WHERE
  - ILO started working on it about a year ago (at the request of the ILO Director-General) as urban/rural disaggregated data had been scant. It indicated that it looks forward to continuing with this mapping activity jointly, with the help of UN DESA, IFAD, FAO, and others who would like to join.
2. Gathering good practices on rural data collection
  - We need to look at good practices in data collection in terms of rural-urban disaggregation. There seem to be a number of countries that have a good culture of rural-urban data disaggregation, such as Australia and Canada. We could look at their practices, and how they do it in their work.
3. Using capacity building of national statisticians
  - We could take advantage of the capacity building of national statisticians that respective organizations undertake regularly, to “inject” in it the rural dimension (i.e. rural-urban disaggregation of data), including age and gender disaggregation.
  - The WB, OECD and EU should also have good experiences, besides ILO, FAO, and IFAD.
4. Establishing Decent work indicators
  - We should establish a list of decent work (DW) indicators particularly relevant for rural areas, on which we need to gather information. This could build on what has been achieved thus far by the ILO in developing decent work indicators, and indicators for monitoring progress of DWCP; and also refer to methodologies to measure informal employment (e.g. the Delhi Group).
  - The group sketched a tentative list of important dimensions, like employment,

<sup>4</sup> See for example, “Report of the Wye Group on Statistics on Rural Development and Agricultural Household Income”, <http://unstats.un.org/unsd/statcom/doc11/BG-WyeGroupReport.pdf>.

unemployment, education, training, contribution of rural activities to GDP, contribution of rural to national employment, child labour, income, work accidents and diseases, labour inspection, informal employment, multi-job holding and seasonality of work, information on businesses operating in rural areas, and information on public institutions available in rural areas. Also important is considering data disaggregated by sex and age groups.

5. Identifying “Champions” for rural data

- We have to be strategic, and identify champions for rural data collection; champions to push countries to collect data disaggregated by urban-rural, to lobby at meetings of international statisticians, etc. China, Australia, Brazil, India, South Africa for instance, which are quite vocal on rural matters at the ILO, could perhaps be persuaded to also be advocates for rural-urban disaggregation in data collection.
- We can also undertake some piloting in those developing countries with the greatest achievements in gathering rural data. Building on that work we can further develop the indicators that better capture the specificities of employment in rural areas.
- We also need to identify and use big entry points, such as the International Conference of Labour Statisticians, and meetings of statisticians on other dimensions of rural development (e.g. the Wye Group).

### **JOINT INITIATIVES**

1. Mapping of which rural data are available, and where
  - ILO takes the lead and will ask its Department of Statistics to get in touch with corresponding units at IFAD, FAO, etc.
2. Gathering good practices on rural data collection
  - ILO can start working on this issue, with help from UN DESA, IFAD and FAO.
3. Including rural-urban data disaggregation in capacity building of national statisticians
  - ILO’s Department of Statistics could start the process, and get in touch with the statistical divisions of the other agencies on this to establish collaboration.
4. Establishing Decent Work rural indicators
  - ILO could propose a set of indicators, and will get in touch with the statistical divisions of various agencies to discuss them.
5. Identifying “champions” for rural data
  - UN DESA could take the lead on identifying and contacting particularly rural-sensitive countries to be champions, or good advocates; probably China, Australia, Brazil, India, South Africa.
  - ILO could lobby at the International Conference of Labour Statisticians, with support from other agencies. Statistical Departments of UN DESA and ILO should contact counterparts at other agencies to coordinate.

#### TOPIC IV: DECENT WORK IN RURAL AREAS

##### Group Members:

- Longley, Sue (IUF) – group representative
- De Luca, Loretta (ILO)
- Mina, Bassem (COSPE)
- Morrison, Lisa (UN DESA)
- Peters, Ralf (UNCTAD)
- Vargas-Lundius, Rosemary (IFAD)

#### MAIN DISCUSSION

- The group discussed key decent work deficits: lack of freedom of association and collective bargaining, widespread use of child labour, poor OHS, widespread use of migrant, seasonal, and casual work; women excluded from maternity protection/often subject to sexual harassment; and low wages in agriculture and rural areas.
- Group participants acknowledged the broad scope of rural work, which ranges from casual labour in the informal economy, to permanent work in commercial agriculture plantations.
- There is little understanding of the situation of waged workers in rural areas – they need specific policy measures addressing their situation as workers.
- There was agreement that decent work in agriculture helps to “sell” agriculture to young people/ future generations.
- The group also highlighted the now common view that decent work contributes to rural development.
- It was agreed that not enough was known about effective measures to increase wages in rural areas.

#### JOINT INITIATIVES

1. Research on minimum wages in agriculture, particularly:
  - What are “living wages” in agriculture? What mechanisms assist with moving from minimum wages to living wages? How can collective bargaining be strengthened?
  - Where the added value is in value chains: and How it can be more equitably distributed?
  - Price volatility and its impacts on rural wages; including proposals for regulation on commodity speculation.
2. Coherence and Collaboration on occupational safety and health (OSH).
  - Setting up a data base of good practices; developing training modules that are easily accessible, visual, and present among others, successful models in similar enterprises; sending out clear messages that decent work is good

business and good OHS contributes to productivity.

- Include OSH in existing training tools and approaches for rural development, such as Farmer Field Schools (FFS), Junior Farmer Field and Life Schools (JFFLS), and Start and Improve Your Business (SIYB).
- Engage with Rural Media to get decent work and OHS messages to a wide audience.

Other initiatives that need further discussion include:

- ILO linking OSH and other decent work dimensions in entrepreneurship capacity building.
- IFAD using the event due to take place in early 2012 to present ILO-IFAD findings on IFAD youth programmes reviewed in five selected countries as a platform to sensitize IFAD staff to mainstreaming DW into its operations.
- UNCTAD encouraging its Commodities unit to link up on regulation about commodity speculation.
- Panos producing visual outputs to represent concepts and the voices of the rural poor as a vehicle to catalyze and frame discussions at events.
- IUF collecting data based on good practices.

## TOPIC V: PROMOTING RURAL YOUTH IN AFRICA

### Group Members:

- Puerto Gonzalez, Susana (YEN) – group representative, lead in follow-up
- Estruch Puertas, Elisenda (FAO)
- Nübler, Irmgard (ILO)
- Wobst, Peter (FAO)
- Fernandez, Dixon (IMCARY)
- Gasperini, Lavinia (FAO)
- Fotabong, Estherine (NEPAD)
- Benoit, Horemans (FAO)
- Calabro, Aurelia (UNIDO)
- Vargas-Lundius, Rosemary (IFAD)
- Morrison, Lisa (UN DESA)

### MAIN DISCUSSION

- The group started by trying to find common ground, i.e. an area of work that could bring the organizations in this group together to implement a specific rural youth employment initiative in Africa.
- The important role of policies and institutions in promoting youth employment in rural areas was highlighted by NEPAD and ILO, as well as the need to build on existing institutions.
- Each organization in the group presented its function, and from this discussion emerged the following set of common topics:
  - Business development services (BDS)
  - Entrepreneurship development, including entrepreneurship education and training
  - Value chain development
- Participants highlighted the importance of sustainability and of involving local partners (such as governments) in identifying programme areas.
- It was agreed to work on existing initiatives. IFAD stressed its current work with the ILO on reviewing IFAD projects and their impact on youth through the decent work lenses in five countries around the world. It was agreed that the findings from such studies will serve to guide joint initiatives for rural youth employment.



## JOINT INITIATIVES

1. A youth employment intervention relying on a holistic approach to support rural African youth and incorporating the ideas and action of youth organizations.
- The holistic approach includes three levels:
  - Macro: Review and ensure that there is an enabling environment for the promotion of rural youth employment. This implies the existence of policies and action plans on youth employment, agriculture and rural development, small business development, and others that will facilitate the implementation of the proposed youth employment intervention.
  - Meso: Strengthen institutions using existing tools of organizations represented in the group, including on education and BDS.
  - Micro: This level describes the intervention to be implemented in the field:
    - The intervention is a grant and capacity building scheme for youth-led organizations to promote the development of value chains, linking rural products to internal markets. Youth will come up with innovative ideas to support rural economic development in their country by incorporating ideas on value addition and networks.
    - The intervention builds strongly on the experience of the Youth Employment Network with the Youth-to-Youth Fund in West and East Africa.
    - Joint work on this initiative will be piloted in two African countries.
- Responsibilities:
  - The YEN agreed to prepare a concept note
  - The FAO and UNIDO agreed to cooperate also within on-going initiatives, such as the 3ADI, based on the feed-back to be received from YEN, as well as other tools applied for youth programmes where cooperation is already on-going with the YEN programmes.
  - FAO and UNIDO also agreed to link up with NEPAD and take part in conceptual design with a view to applying for joint funding.
  - IFAD and ILO agreed to share the lessons learned from their review of IFAD projects with the other agencies and to apply such lessons in the joint initiative in which they could also participate.

## TOPIC VI: MEDIA FOR RURAL DEVELOPMENT

### Group Members:

- Warrington, Siobhan (Panos) – group representative, lead on follow-up
- De Luca, Loretta (ILO)
- Boto, Isolina (CTA)
- Bas, Daniela (UN DESA)
- Fotabong, Estherine (NEPAD)
- Peters, Ralf (UNCTAD)
- Urosevic, Zoritsa (UNWTO)
- Vinay, Claudia (UNDP)

### MAIN DISCUSSION

The group agreed on the fundamental role that local and national media can play in rural development and on the importance of working with them. In particular:

- The potential of local and national media as development actors needs recognition.
- A skilled and inclusive media can generate public dialogue and awareness of issues, and generate engagement in rural issues.
- An informed media can hold national decision makers to account about rural realities.
- Media as a business can provide skills and employment for rural youth.
- Media should be involved as early as possible in rural development initiatives.
- A long term relationship with media is needed, going beyond the press release approach.
- The voices of rural producers and processors need to reach international decision-making levels.
- Media work must be people-centered; voices must be central, which requires relationships and commitment.
- Networking, is essential, including working with media and building alliances between media, journalists, CSOs, trade unions, researchers.
- Potential themes around which to engage media include: fair trade, tourism, rural youth who “have made it”; rural issues that are of national concern, the 2012 International Year of Cooperatives, and family farming.

## JOINT INITIATIVES

1. Work on "Media for Rural Development" as a key theme at the NEPAD Rural Futures conference, late 2012/early 2013

- Preparatory work would involve:
  - identifying key media for rural development actors in different regions
  - gathering evidence/case stories of media as actors in rural development
  - identifying support from corporate media actors
  - focusing on south-south exchange and reframing the sites of expertise
  - developing a strong advocacy strategy to ensure we make the most of the platform
- Responsibility:
  - Panos to devise a framework with CTA and NEPAD support

2. Using media and communication approaches in Egypt to generate informed, inclusive, and sustained coverage of rural development, with a focus on youth and employment, building on the IFAD-ILO recent research, Panos approaches, and COSPE current activities.

- Responsibilities:
  - COSPE to assist Panos with the process and provide inputs
  - Panos/COSPE to share the initial concept with ILO and IFAD
  - ILO and EU offices in Cairo to link up with COSPE to facilitate
  - FAO Communications Service could potentially link up with this initiative

Other initiatives that need further discussions include:

- Participants at this meeting representing agencies with outreach and communications budgets, thinking of ways to use those budgets to finance ideas discussed in this group.
- Content analysis on rural coverage and audience research in select countries
- Travel and research funds for national journalists to spend time in rural communities
- Apprenticeships for rural correspondents to support media skills in rural areas
- Support for local media to deliver interactive programming to communicate young rural people's experiences and perspectives

## **TOPIC VII: CAPABILITIES AND PRODUCTIVE CAPACITIES FOR RURAL TRANSFORMATION**

### **Group Members:**

- Nübler, Irmgard (ILO) – group representative, lead on follow-up (along with UNWTO and UN DESA on select initiatives)
- Boto, Isolina (CTA)
- Bas, Daniela (UN DESA)
- Calabro, Aurelia (UNIDO)
- Fotabong, Estherine (NEPAD)
- Gasperini, Lavinia (FAO)
- Henry, Hagen (Ruralia Institute)
- Le Guével, Audrey (ILO)
- Peters, Ralf (UNCTAD)
- Urosevic, Zoritsa (UNWTO)

### **MAIN DISCUSSION**

- The group discussed collaboration in the area of policies and institutions for rural productive transformation.
- It stressed the importance of linking investment, trade, training, education, skills training and employment policies and institutions to development of capabilities and productive capacities in rural areas – with the aim of achieving economic, social and environmental development objectives. This research would analyze the positive and negative impact of policies on the evolution of dynamic capabilities in rural areas.
- The meaning of capabilities was discussed. It was clarified that capabilities define the options and the competences to create economic dynamics; that is, to transform the rural economy, including agricultural modernization and diversification into higher value added activities, higher quality levels, new goods and services, and to adopt advanced technologies. Capabilities need to be created at the level of workers, at the level of enterprises such as cooperatives, workshops in the craft and trade sector or family enterprises, in production networks and value chains, and in institutions.
- The group agreed that to that end it would be useful to analyze successful cases and best practices of rural development from different regions of the world, including Africa and Europe, and to identify the drivers of a dynamic rural development process. The research should be disseminated in joint publications and disseminated at international conferences, for example, at the NEPAD Conference for rural futures which will be organized at the end of 2012 in South Africa.

- The group also briefly discussed collaboration in the context of pilot projects to support the development and implementation of policies for the development of rural capabilities for productive transformation and employment. This project could not be discussed in depth due to time constraints. It will be further elaborated by the ILO in collaboration with the other group members. It was decided that the focus should be on rural development in African countries.
- UN DESA proposed an initiative at the Rio+20 meeting, namely a side event on rural development, and the role of capacity development, education and training. If this side event materializes, it was suggested to produce a working or discussion paper by May 2012 on Capabilities for rural transformation to achieve economic, social and environmental development objectives.

### **JOINT INITIATIVES**

#### **1. Undertake joint research projects and publications**

- Design and implement a joint research project to analyze the role of national trade, investment, and education policies in the creation of productive capacities, domestic capabilities and productive employment in rural areas. This research could be undertaken in collaboration with UNIDO, UNCTAD, FAO, and ILO. The University of Helsinki (Ruralia Institute), CTA and NEPAD were also ready to collaborate. ILO will take a lead in this joint activity in cooperation with UNIDO, especially in areas regarding industrial policies and their impact on rural development.

Suggested contributions include the following areas:

- A concept of dynamic capabilities for rural productive transformation and decent work (ILO and University of Helsinki, Ruralia Institute)
- Trade policies and the international trading system, and their impact on domestic capabilities (UNCTAD)
- Energy efficiency, cleaner production methods, technologies and systems, and benchmarking and impact of industrial policies on rural development (UNIDO)
- The dynamic capabilities embodied in cooperatives, and how they may contribute to organize value chains for rural transformation and employment (Ruralia Institute)
- Education for rural capabilities (FAO and ILO)
- Prepare a working paper that brings together the distinct concepts and approaches to rural development applied in the different agencies, which will be discussed in the Rio+20 submissions of the various agencies. This contribution should inform on the different core concepts, components and activities in the social, economic and environmental areas. This initiative was proposed by UNWTO and received support

by other participants who agreed to identify issues on rural development in their own submission. UNWTO will take a lead in this initiative.

- Prepare a paper analyzing successful cases and best practices of rural development from different regions of the world, including Africa and Europe, and to identify the drivers of a dynamic rural development process. NEPAD is already undertaking a mapping of sectoral policies and institutions to advance rural transformation. ILO is undertaking country studies. CTA suggested that the EU and ACP may also contribute in such an initiative.

## 2. Design and implement pilot projects

- Develop pilot projects in selected African countries as a follow up to the research undertaken on policies for the development of capabilities, employment and productive transformation in rural areas. This project will be further elaborated by the ILO in collaboration with UNIDO, especially on productive transformation, as well as with other organizations. The ILO will take a lead in this initiative.

## 3. Organize a side event at Rio+20

- Organize a side event or panel discussion during Rio+20, on rural productive transformation, based on research findings from the above research initiatives, which also integrates economic, social and environmental aspects into the concept of capabilities for rural productive transformation. UN DESA will take a lead in this initiative.

## Closing Statements

**Mr. Wobst** (FAO) pointed out the importance that participating agencies and individuals to keep the process initiated at this meeting going, and continue to service the community of rural development organizations. We must now transform the acquired knowledge into action. Working jointly on concrete initiatives will help participants get closer, which is a major step forward. We need to ensure a strong communication process among agencies and that we are all kept up-to-date about progress in all initiatives.

**Mr. Elhaut** (IFAD) reiterated IFAD's vision to bring young people back into rural areas through a productive rural farm and non-farm business sector and through improved living conditions. He called for research on the impact of price volatility and of rising food prices on rural wages, rural livelihoods and the economics of youth enterprises, and underscored the importance of having improved data on the topic. IFAD is building its capacity in this area and looks forward to collaborating with the ILO and other agencies on this matter.

**Ms. de Luca** (ILO) underscored the need to remember for whom we work: rural women and men, as this gives us a link and a common drive. This meeting has been an important step as it has enabled participating institutions to begin moving from words to specific, concrete joint activities; and to achieve together a framework to make a strategic, long-term impact. We now need to show, together, that we can make a difference; this will attract attention, resources and strategic visibility.

**Ms. Bas** (UN DESA) admitted that it is not always easy to find commonalities in the work of our different agencies as we are often under pressure to deliver on our respective mandates. This meeting has been productive in this respect, and in the identification of specific joint initiatives, such as building more and better data, which is fundamental to move forward. She stressed the need to take into account all the different disadvantaged groups, such as youth, indigenous peoples, people with disabilities and women in data gathering, as well as other initiatives. The voices and the needs of these groups must not be forgotten.

**Ms. Erdembileg** (UN DESA) also felt that this meeting had been productive on a number of grounds, and indicated that its results will feed into the Plan of Action of the UN Second Decade for the Eradication of Poverty.



**Expert and Inter- agency Technical Meeting on**  
**BROADENING COHERENCE AND COLLABORATION**  
**FOR RURAL DEVELOPMENT**  
**THROUGH EMPLOYMENT AND DECENT WORK**

**14-15 November 2011**  
**IFAD HQ, Rome, Italy**

**CONCEPT NOTE**

**I. Purpose of the meeting**

Rural areas are home to half the world population and some 75 percent of the world's poor. They are marred by several decent work deficits and challenges: higher rates of unemployment and underemployment, especially among youth and women; limited social protection; widespread informal activities, temporary or casual labour, and poor and dangerous working conditions; prevalence of child labour; exclusion from the scope of labour laws; and disadvantaged groups such as migrants, indigenous peoples, and particularly women have limited rights and lack voice. There are gaps in implementing standards and rights at work in agriculture and rural employment, especially those working under informal work arrangements.

Yet rural areas also hold considerable potential for economic growth, high returns, and productive jobs and livelihoods. Rural employment is strategic to food security and poverty reduction and is an engine for economic growth in many developing countries.

There are sizeable challenges to be tackled in order to unleash rural development potential. There is a strong need for coherence, coordination and collaboration among the national and international actors to have an important impact in interventions, and to make decisive advances in the socio-economic outlook of rural women and men, their communities and countries, and globally.

The United Nations system is at a particularly propitious conjuncture to jointly engage in rural development work:

- Rural development lies at the core of poverty eradication, a priority objective of the international community, including the 2nd United Nations Decade for the Eradication of Poverty (2008-2017) under a theme “Full employment and decent work for all” and the inter-agency Plan of action for the Decade. It is also central to a number of other pressing concerns shared by most agencies and their national constituents, from economic growth and crisis resilience, to food security and climate change, to youth

employment, empowerment of women, management of migration flows and socio-political stability.

- The national and global economic architecture are being redesigned following the ongoing economic crisis. Key components of the new architecture include redirecting investment to the sectors, areas and policies most likely to boost economic growth and strengthen resilience to future crises; making growth job-rich (and income-rich) and ensuring social inclusion. The recent upheavals in the Arab world are reinforcing the relevance of these components. There is a need to seek alternative investment targets and modalities, and move from the thus far predominant urban-based growth and development model, to rural-driven growth and development.
- Employment and decent work is becoming a “common language” in the UN and the development community at large, as well as at country level, facilitating joint activities.

## **II. Background**

The Inter-agency meeting is intended as a continuation and a follow up of the Inter-agency technical meeting on “Building employment and decent work into sustainable recovery and development – the UN contribution” held in Turin in November 2010, in two ways:

- By moving from research and debate on the need for job-rich and decent work-based growth, that was a main focus of that 2010 meeting, and from agreement on the relevance of coherence and coordination among agencies, that was one of its core conclusions, to identifying specific areas for action and modalities for collaboration, including a division of labour based on comparative advantages and complementarities a timetable and impact targets. (see Annex 1, to be filled by UN agencies and other institutions to allow a mapping of capacities).
- By focusing action on a dimension that attracted considerable attention in Turin meeting – rural development.

## **III. Objectives**

The Inter-agency meeting aims at establishing a broad coherence and collaboration to set “Unleashing of rural development through employment and decent work” as a core element of national and international development strategies.

The meeting will discuss a set of complementary themes (among others, issues emerged from the discussions at the Turin meeting). Each session would address the following three questions:

- (a) What are the relevance/potential and the challenges that needs to be addressed?
- (b) What are the options for action?
- (c) How to build coherence and collaboration among agencies (and other actors invited to the meeting), based on comparative advantages?

The outcome of each session will include an identification of specific areas of collaboration, as well as a set of concrete, practical and country-level initiatives to be undertaken jointly (by two or more agencies and other institutions, including donors, participating in the technical meeting). These could be new initiatives, or initiatives building on existing ones, to enrich them or increase their outreach.

#### **IV. Organizational Matters**

Rural development and rural employment are important components of the UN system-wide Plan of Action for the 2<sup>nd</sup> UN Decade for the Eradication of Poverty (2008-2017).

Participants include focal points of the 2<sup>nd</sup> UN Decade for the Eradication of Poverty; regional Programmes such as NEPAD; regional economic commissions such as ESCWA; key rural-relevant NGOs such as Oxfam, SEWA and Terra Madre; private sector representatives such as main employers' and workers' organizations; development partners; and select media.

The meeting is co-organized by the Rural Employment and Decent Work Programme, of ILO, and the Division for Social Policy and Development, of UN-DESA; in collaboration with the Office of the Strategy and Knowledge Management, of IFAD, and the Gender, Equity and Rural Employment Division, of FAO.

It is to be held on 14-15 November 2011, at IFAD premises, Rome, Italy.

**Expert and Inter- agency Technical Meeting on**  
**BROADENING COHERENCE AND COLLABORATION**  
**FOR RURAL DEVELOPMENT**  
**THROUGH EMPLOYMENT AND DECENT WORK**

**14-15 November 2011**  
**IFAD HQ, Rome, Italy**

**PROGRAMME**

**DAY 1 – 14 November 2011**

**Opening Session**

8:40 – 9:00

- **IFAD:** Welcoming remarks
- **FAO:** Opening statement
- **ILO:** Purpose and structure of the meeting
- **UN-DESA:** Background of the meeting

**Session 0**

**Introducing ourselves**

9:00-9:30

- **Facilitator:** Ms. Johanne Lortie
- **Structure:** Ice-breaker (Socio-metric methodology)

**Session 1**

**Opportunities and challenges for promoting rural development**

9:30-10:30

- **Facilitator:** Ms. Johanne Lortie
- **Structure:** Presentations; group work; plenary discussion
- **Presenters:**
  - **ILO:** Ms. Loretta de Luca (Coordinator, Rural Employment and Decent Work Programme) – *Unleashing rural employment and decent work: Seizing opportunities and tackling challenges*
  - **NEPAD:** Ms. Estherine Fotabong (Head, Directorate for Programme Implementation and Coordination)
  - **UNIDO:** Ms. Aurelia Patrizia Calabro (Chief, Rural Entrepreneurship and Human Security Unit, Agribusiness Development Branch) – *African agribusiness and agro-industry development*
  - **Terra Madre:** Ms. Laura Ciacchi (Institutional Relations, Slow Food)
  - **UNWTO (UN World Tourism Organization):** Ms. Zoritsa Urosevic (Programme Manager, Institutional and Corporate Relations)

10:30 - 10:45

COFFEE BREAK

## Session 2

### Creating an enabling environment for investment, employment and decent work in rural areas

*Developing a more positive and dynamic vision of rural areas. Improving economic and social infrastructure (physical infrastructure, education and training, basic social coverage, other basic services).*

10:45-12:15

- **Facilitator:** Ms. Johanne Lortie
- **Structure:** Presentations; group work; plenary discussion
- **Presenters:**
  - **UNDP:** Ms. Claudia Vinay (Policy specialist, Social Protection) – *Integrating partners and sectors for sustained poverty reduction in rural areas*
  - **CTA-EU (Technical Centre for Agriculture and Rural Cooperation):** Ms. Isolina Boto (Head, Brussels Office)
  - **FAO:** Ms. Lavinia Gasperini (Senior Officer, Agricultural Education, Office of Knowledge, Research and Extension) – *Education and training for rural people and capacity development for sustainable food systems*
  - **ILO:** Ms. Irmgard Nübler (Coordinator, Productive Transformation and Employment Programme) – *Capabilities for rural productive transformation*
  - **OXFAM:** Mr. Luca Chinotti (Policy advisor - Rome, GROW campaign)

## Session 3

### Giving a voice to rural stakeholders

*Employers' and workers' organizations, civil society organizations, cooperatives, producers' organizations, youth and women groups. Linking local and national actors. Community empowerment and participation.*

12:15-13:30

- **Facilitator:** Ms. Johanne Lortie
- **Structure:** Presentations; interventions by other participants (Fish-bowl methodology)
- **Presenters:**
  - **IUF** (International Union of Food, Agriculture, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Association): Ms. Sue Longley
  - **Business New Zealand:** Mr. Phil O'Reilly (Chief Executive)
  - **Cooperatives:** Mr. Hagen Henry (Adjunct Professor, Research Director, Ruralia Institute, University of Helsinki)
  - **Panos Network (media):** Ms. Siobham Warrington (Senior Advisor, Voice)

13:30 - 14:30

LUNCH BREAK

#### Session 4

##### Youth as engines of rural development

*The potential of youth (particularly young women) in rural areas is particularly undervalued, underused and underdeveloped).*

14:30 – 16:00

- **Facilitator:** Ms. Johanne Lortie
- **Structure:** Presentations; plenary discussion
- **Presenters:**
  - **YEN** (Youth Employment Network): Ms. Suzana Puerto Gonzales (Manager, Youth Employment Network)
  - **FAO:** Mr. Peter Wobst (Senior Economist, Gender, Equity and Rural Employment Division)
  - **IFAD:** Ms. Rosemary Vargas-Lundius (Senior Research Coordinator, Strategy and Knowledge Management Department)
  - **COSPE** (Cooperazione per lo Sviluppo dei Paesi Emergenti): Mr. Bassem Saroufin (Egyptiann Country Director)
  - **IMCARY** (International Movement of Catholic Agricultural Rural Youth):\_Mr. George Dixon Fernandez (Manager)

16:00– 16:15

COFFEE BREAK

#### Session 5

##### Promoting integrated approaches

*Developing comprehensive and multisectoral approaches/initiatives; Ensuring coherence among national institution.*

16:15 – 17:45

- **Facilitator:** Ms. Johanne Lortie
- **Structure:** Structured group discussions; plenary discussion

### DAY 2 – 15 November 2011

#### Session 6

##### Reaching strategic policy decision-making

*Setting up rural development as core element of national and international development strategies. Concrete strategic approaches for the UN system on how to jointly intervene at country level in order to better reflect and integrate rural employment and decent work concerns within the UNDAF/P environment*

8:45 – 10:15

- **Facilitator:** Ms. Johanne Lortie
- **Structure:** Brainstorming; plenary discussion  
(Round Robin methodology)

10:15– 10:30

COFFEE BREAK

#### Session 7

##### Assembling concrete proposals for joint action

- **Facilitator:** Ms. Johanne Lortie
- **Structure:** Selecting 8 initiatives (based on sessions 2-6); Group work on each selected initiative (Open Space methodology)

10:30 - 11:00

Identifying/agreeing on 8 possible initiatives

11:00 – 12:15	Round 1 group discussions, on initiatives 1-4
12:15 – 13:15	<b>LUNCH BREAK</b>
13:15– 14:30	Round 2 group discussions, on initiatives 5-8
	<b>COFFEE BREAK</b> (to be taken during Round 2)
14:30-15:30	<p><b>Agreeing on concrete proposals for joint action</b>  <i>Presentation of the 8 specific proposals for joint action, immediately followed by discussion to arrive at a consensus on select proposals, means to implement them, monitoring, etc. (about 8 min. each).</i></p> <p>▪ <b>Facilitator:</b> Ms. Johanne Lortie</p>
15:30 – 16:00	<p><b>Wrap up</b></p> <p>▪ Synthesis of agreed proposals and means of implementation</p>
16:00 – 16:20	<p><b>Closing of the meeting</b></p> <p>▪ <b>Concluding</b> remarks – FAO, IFAD, ILO, UNDESA</p>



## Annex C: List of participants

# Expert and Inter- agency Technical Meeting on BROADENING COHERENCE AND COLLABORATION FOR RURAL DEVELOPMENT THROUGH EMPLOYMENT AND DECENT WORK

14-15 November 2011  
IFAD HQ, Rome, Italy

## LIST OF PARTICIPANTS

**Ms. BAS, Daniela**

Director, Division for Social Policy and Development  
United Nations Department of Economic and Social Affairs (UNDESA)  
[Bas@un.org](mailto:Bas@un.org)

**Mr. BENOÎT, Thierry**

Country Program Manager, Nepal  
International Fund for Agricultural Development (IFAD)  
[b.thierry@ifad.org](mailto:b.thierry@ifad.org)

**Ms. BOTO, Isolina**

Head, Brussels Office  
The Technical Centre for Agricultural and Rural Cooperation (CTA)  
[boto@cta.int](mailto:boto@cta.int)

**Ms. BROWN, Lynn**

Chief Economist  
World Food Programme (WFP)  
[lynn.brown@wfp.org](mailto:lynn.brown@wfp.org)

**Ms. CALABRO, Aurelia Patrizia**

Chief, Agri-Business Development Branch,  
Rural Entrepreneurship and Human Security Unit,  
Vienna International Centre  
United Nations Industrial Development Organization (UNIDO)  
[A.Calabro@unido.org](mailto:A.Calabro@unido.org)

**Mr. CHINOTTI, Luca**

Policy Advisor, GROW Campaign, Rome  
Oxfam  
[luca.chinotti@oxfaminternational.org](mailto:luca.chinotti@oxfaminternational.org)

**Ms. CIACCI, Laura**

Institutional Relations, Slow Food  
Terra Madre  
[lauraciacci@gmail.com](mailto:lauraciacci@gmail.com)

**Ms. DE LUCA, Loretta**

Coordinator, Rural Employment and Decent Work Programme  
International Labour Organization (ILO)  
[deluca@ilo.org](mailto:deluca@ilo.org)

**Mr. ELHAUT, Thomas**

Director, Statistics and Studies for Development, Strategy and Knowledge Management Department  
International Fund for Agricultural Development (IFAD)  
[t.elhaut@ifad.org](mailto:t.elhaut@ifad.org)

**Ms. ERDEMBILEG, Sarangerel**

Senior Social Affairs Officer, Division for Social Policy and Development  
United Nations Department of Economic and Social Affairs (UNDESA)  
[Erdembileg@un.org](mailto:Erdembileg@un.org)

**Ms. ESIM, Simel**

Senior Regional Gender Advisor, Beirut  
International Labour Organization (ILO)  
[esim@ilo.org](mailto:esim@ilo.org)

**Ms. ESTRUCH PUERTAS, Elisenda**

Economist (Labour) Officer, Gender, Equity  
and Rural Employment Division  
Food and Agriculture Organization of the UN  
(FAO)  
[Elisenda.Estruch@fao.org](mailto:Elisenda.Estruch@fao.org)

**Mr. FERNANDEZ, George Dixon**

Manager  
International Movement of Catholic  
Agricultural Youth (IMCARY)  
[georgedixon72@yahoo.co.in](mailto:georgedixon72@yahoo.co.in)

**Ms. FERNANDO, Marian**

Research Assistant, Rural Employment and  
Decent Work Programme  
International Labour Organization (ILO)  
[fernando@ilo.org](mailto:fernando@ilo.org)

**Ms. FOTABONG, Estherine**

Head, Programme Implementation and  
Coordination Directorate  
The New Partnership for Africa's  
Development (NEPAD), African Union (AU)  
[EstherineF@nepad.org](mailto:EstherineF@nepad.org)

**Ms. GASPERINI, Lavinia**

Senior Officer, Extension, Education and  
Communication Service  
Food and Agriculture Organization of the UN  
(FAO)  
[Lavinia.Gasperini@fao.org](mailto:Lavinia.Gasperini@fao.org)

**Mr. HENRY, Hagen**

Adjunct Professor, Research Director,  
Ruralia Institute  
University of Helsinki  
[hagen.henry@helsinki.fi](mailto:hagen.henry@helsinki.fi)

**Mr. HOREMANS, Benoit**

Sub Regional Coordinator and FAO  
Representative for Sub Regional Office for  
North Africa  
Food and Agriculture Organization of the UN  
(FAO)  
[benoit.horemans@fao.org](mailto:benoit.horemans@fao.org)

**Ms. LE GUEVEL, Audrey**

Programme Officer, Brussels  
International Labour Organization (ILO)  
[leguevel@ilo.org](mailto:leguevel@ilo.org)

**Ms. LONGLEY, Sue**

Agriculture Policy  
The International Union of Food, Agricultural,  
Hotel, Restaurant, Catering, Tobacco and  
Allied Workers' Associations (IUF)  
[sue.longley@iuf.org](mailto:sue.longley@iuf.org)

**Ms. LORTIE, Johanne**

Gender and Non-Discrimination Programme  
International Training Centre of the  
International Labour Organization (ITCILO)  
[J.Lortie@itcilo.org](mailto:J.Lortie@itcilo.org)

**Ms. MENGESHA, Atsede**

Personal Assistant to the Director  
Division for Social Policy and Development  
[mengesha@un.org](mailto:mengesha@un.org)

**Mr. MESSER, Norman**

Country Program Manager for Seychelles and  
Madagascar  
International Fund for Agricultural  
Development (IFAD)  
[n.messer@ifad.org](mailto:n.messer@ifad.org)

**Mr. MINA, Bassem Saroufim**

Country Director, Egypt  
Cooperation for the Development of  
Emerging Countries (COSPE)  
[bassem@cospe-egypt.org](mailto:bassem@cospe-egypt.org)

**Ms. MORRISON, Lisa**

Social Affairs Officer, Division for Social  
Policy and Development  
United Nations Department of Economic  
and Social Affairs (UNDESA)  
[MorrisonL@un.org](mailto:MorrisonL@un.org)

**Mr. NETO, Frederico**

Chief, Social Development Division  
United Nations Economic and Social  
Commission for Western Asia (UN-ESCWA)  
[neto2@un.org](mailto:neto2@un.org)

**Ms. NÜBLER, Irmgard**

Coordinator  
Productive Transformation and Employment  
Programme  
International Labour Organization (ILO)  
[nubler@ilo.org](mailto:nubler@ilo.org)

**Mr. O'REILLY, Phil**

Chief Executive Officer  
Business New Zealand  
International Organisation of Employers  
(IOE)  
[poreilly@businessnz.nz](mailto:poreilly@businessnz.nz)

**Mr. PETERS, Ralf**

Economic Affairs Officer, International Trade  
in Goods and Services and Commodities  
Division  
United Nations Conference on Trade and  
Development (UNCTAD)  
[ralf.peters@unctad.org](mailto:ralf.peters@unctad.org)

**Ms. PUERTO GONZALEZ, Susana**

Acting Manager, Youth Employment  
Network  
International Labour Organization (ILO),  
United Nations (UN), World Bank (WB)  
[puerto-gonzalez@ilo.org](mailto:puerto-gonzalez@ilo.org)

**Mr. SCHARPFF, Henning**

Programme Advisor  
Prevention and Recovery  
World Food Programme (WFP)  
[henning.scharpff@wfp.org](mailto:henning.scharpff@wfp.org)

**Ms. UROSEVIC, Zoritsa**

Programme Manager, Institutional and  
Corporate Relations  
United Nations World Tourism Organization  
(UNWTO)  
[zurosevic@unwto.org](mailto:zurosevic@unwto.org)

**Ms. VARGAS-LUNDIUS, Rosemary**

Senior Research Coordinator, Office of the  
Strategy and Knowledge Management  
International Fund for Agricultural  
Development (IFAD)  
[r.vargaslundius@ifad.org](mailto:r.vargaslundius@ifad.org)

**Ms. VINAY, Claudia**

Policy Specialist, Social Protection, Bureau for  
Development Policy  
United Nations Development Programme  
(UNDP)  
Email: [claudia.vinay@undp.org](mailto:claudia.vinay@undp.org)

**Ms. WARRINGTON, Siobhan**

Senior Advisor, Voice  
Panos Network  
[siobhan.warrington@panos.org.uk](mailto:siobhan.warrington@panos.org.uk)

**Mr. WOBST, Peter**

Senior Officer, Gender, Equity and Rural  
Employment Division  
Food and Agriculture Organization of the UN  
(FAO)  
[Peter.Wobst@fao.org](mailto:Peter.Wobst@fao.org)

A meeting for stimulating and broadening collaboration among agencies, NGOs, academia, the media, and other key actors, to establish, “Unleashing rural development through employment and decent work” as a core element of national and international development strategies, and to move from words towards joint action.

Specific areas for collaboration were identified, as well as a set of concrete, practical, international and country-level initiatives to be undertaken jointly by agencies and institutions present at this meeting, as well as any others that may want to join.