C4D
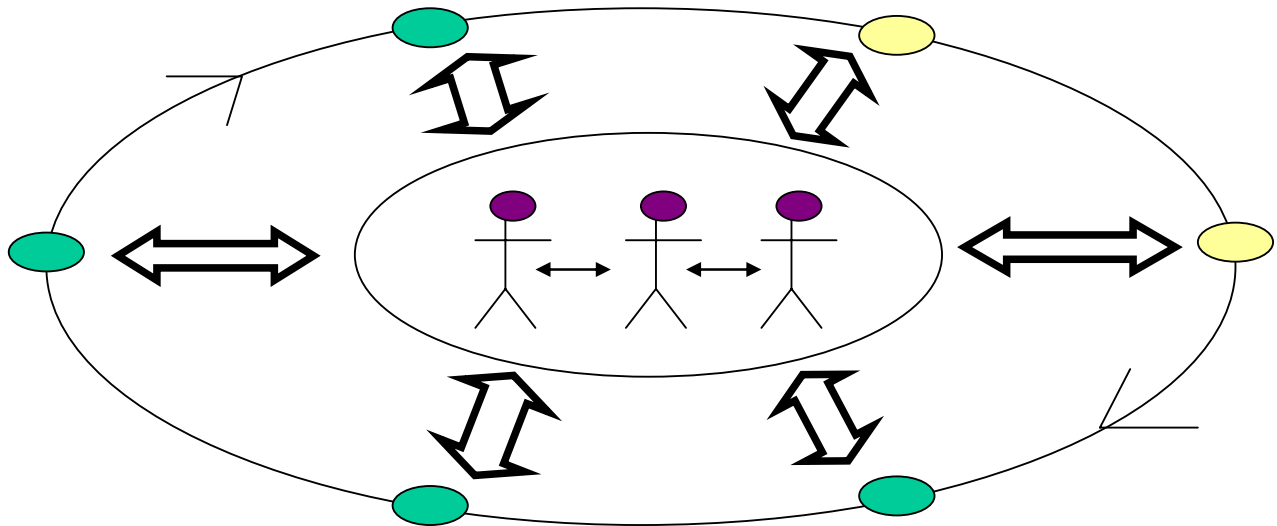# 'Communication for Development'
Concept

"People at the centre of the local and global development communication loop"
People-centred communication, utilizing old and new communication technologies

Consultancy Report prepared for SDC
by
The OneWorld Network
www.oneworld.net

Edited by Jackie Davies, OneWorld International
Jackie.davies@oneworld.net

May 2004

C4D
'Communication for Development' Concept

Contents

Executive summary

Introduction
The conceptual base for C4D

What is C4D?
Guiding principles for C4D
The aims of C4D
The practitioners of C4D
The target audiences for C4D
The C4D audience matrix
Communication tools and C4D
ICT tools – what is new?

The C4D Process Model
Illustration: C4D and Peace-building
C4D and the development dimension

C4D and the ICT4D Conceptual Framework
C4D and Access
C4D and Voice
C4D and Networking/Communication

Conclusion - Enabling C4D
An enabling C4D environment
Strategies for developing C4D

Appendix
1. OneWorld C4D Thinking
2. C4D Intermediaries and Practitioners
3. Bibliography and Acknowledgements
4. SDC / OneWorld South Asia 'C4D Brainstorm' Report
5. Terms of Reference: SDC-OWI Contribution to the SDC-ICT4D Concept
Component on Communication for Development [C4D]

C4D
'Communication for Development' Concept
Executive Summary

"People at the centre of the local and global development communication loop"

Purpose
SDC commissioned OneWorld to prepare a brief discussion paper with a conceptual framework for 'communication for development' or C4D, based on a review of and reflection on existing knowledge, approaches and trends. An early version of the discussion paper has been discussed in a small SDC / OneWorld South Asia brainstorming workshop with C4D participants from the region. Additional feedback came from consultations within the OneWorld Network and a small SDC-OWI-YATV steering committee. The main purpose of the discussion paper is

- To provide a substantial input into the broader SDC ICT4D conceptual development process and
- To enrich the ICT4D debate in general

In addition and as an unplanned 'side product' of the brainstorming workshop in Delhi, a range of concrete partnerships and initiatives emerged.

Findings
The poor and marginalized have always been at the centre of development communications, but arguably as the subject of this communication rather than the originators of communication itself. They have historically had poor access to communication tools and channels. But increasingly ICTs are enabling a wide range of communicators, including the poor and marginalized, to maximize their communication potential, and to become significant development communicators in their own right. This concept has been termed 'communications for development' or C4D.

C4D is a people-centred <u>way</u> of communicating development, which promotes and elaborates on people's own development needs, perspectives and aims. It is communication about the full range of social, cultural, economic and political themes within people's experience of development. It is communication that takes varied forms; text, audio, video, art and performance.

C4D is targeted at a wide range of audiences, including the dominant communicator nodes - namely government and policy makers, the mainstream media, private sector, and institutional civil society – to effect change and policy impact. It is also communication for expression and networking with other 'communities of interest' and the general public, especially on a global level.

C4D communicators are anyone in society who wants to communicate their own developmental perspective or message; they are the grassroots voice, the marginalized, the poor and the communicatively isolated. They may be individuals or groups, on any geographical level, who want to engage in development communication. For example they may be members of advocacy networks, youth, women, the 'voice' of children, refugees and many other rights based groups, local leaders or concerned citizens. C4D aims to articulate their 'voice' – because it is often unheard.
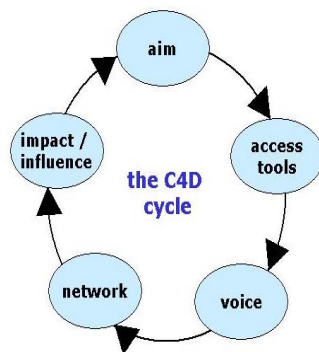
C4D is part of a broader framework for ICT4D developed by SDC - that includes three main aspects: access/knowledge, voice and networking/communication.

These aspects can be seen as a cycle, with C4D being a feature of each, and each developing for the other; from accessing tool for information delivery and production, to expression and voice

3

and finally to networking and dialogue for policy change and societal impact.

This communication cycle has as its outcome greater influences and impact by people on policy makers and dominant communicators - such as NGOs, media and the private sector - and greater expressive communication and networking between people around the world.

In the C4D & Access/Knowledge aspect the main communication is directed at information delivery to the people with the aim of economic empowerment and deepening citizen participation and rights. The role of local content in this aspect is growing, with more awareness that e-governance, welfare and economic information can be ably supplemented by locally produced content that is empowering. In this communication loop there has traditionally been weak feedback by people to the dominant communicator nodes, primarily to the NGO and private sector nodes, with very limited communication routes to media and government/policy. ICTs enable a growing potential to better balance information flows between the nodes and C4D communicators themselves, in order to have a broad range of content that is effective and relevant for economic empowerment.

In the C4D & Voice aspect there is stronger communication by people to the dominant nodes, with more varied localized people2people communication. It features expressive communication by people to and from all nodes, including 'communities of interest' and 'public' [all levels]. Voice is creative and innovative, in different languages and styles; using varied communication tools.

In the C4D & Networking/Communication aspect of the ICT4D framework the communication loop is completed; linking the C4D communicators with the other communicator nodes in various ways to advance developmental aims. It is expression/voice plus dialogue and engagement. C4D communicators do not solely express themselves - they also dialogue with others, engaging policy makers and dominant communicator nodes; they seek to impact on policy and have a say in decision making that affects their lives. They also network and communicate with others locally and globally in a way that gives expression to their cultural and social identify; in languages that are appropriate, and in ways that celebrate their diversity and cultural priorities. The role of ICTs in this aspect is significant in broadening the C4D communication potentials.

In the C4D process communicators identify their own communication aims and choose their own communication tools according to what is appropriate, available, known and easily used, affordable and effective in reaching the desired audiences. With these tools communicators produce content that is relevant in language and topic to their context; and which they themselves define, design and create. The distribution of C4D content is the next crucial and challenging step in the process, and this requires good access to communication channels, which have often not been open to grassroots communicators. By using a variety of tools C4D communicators are increasingly able to utilize more mediums and channels to make themselves heard.

C4D utilizes traditional, new and convergence communication tools; in a way that is interactive, innovative and increasingly fast. C4D communicators can choose to use traditional communication routes such as community newspapers and print, as well as increasingly ICT tools - such as websites, emails, online audio/video – and they also mix the technologies; utilizing 'convergent' tools and strategies; such as content distributed via email to newspapers, faxes and printouts for posting on community notice-boards, or broadcast of internet derived content via community radio.

In order to C4D to be effective in each context the societal and political environment needs to be enabling. The C4D process needs to be genuinely inclusive and fully participatory, and people need to be aware of their communication potential and rights. There needs to be some level of media freedoms – the more free the more enabling – and C4D also requires a 'listening society' whereby the communication will be received

and considered, not simply ignored and further isolated. To be effective C4D also needs to be credible and trustworthy.

Recommendations
Enabling and developing C4D requires the awareness and commitment of a growing range of C4D communicators themselves, it also required the support of intermediaries - who contribute essential capacity building, advocacy and assistance in content production and distribution – as well as the support of international donors and agencies.

Recommendations for the promotion and support of C4D include:
- ➢ coordinated **advocacy** for C4D through international and regional networking. sharing and highlighting C4D capacity building and production **resources**
- ➢ sharing of **best practice** for capacity development of the C4D communicators and for demonstration effect for C4D advocacy
- ➢ support for intermediary **facilitation** [advocacy, training, re-distribution]
- ➢ improving grassroots **access and connectivity**

C4D – Communication for Development Concept Consultancy Report
Prepared by OneWorld for SDC. May 2004 Edited by Jackie Davies, OneWorld International,
Jackie.davies@oneworld.net

/end.

Introduction

The aim of this paper is to present an elaboration of the C4D concept, in the context of a broader elaboration of a conceptual framework for ICT4D by the ICT4D Division of SDC. This paper is guided by the SDC-OW Terms of Reference document [1] and builds on the proceedings of the SDC / OneWorld South Asia 'Brainstorm on C4D', [C4D Workshop] held 14-16 April, 2004 in New Delhi, as well as on conceptual thinking within the OneWorld Network.

C4D is a concept that focuses on two core components of the SDC ICT4D conceptual framework; Voice and Networking/Communication, but also concerns to some extent the Access dimension. It is a way of communicating development that is relevant for all three components, and it is a philosophy of communication that emphasises participation and local content. The value of elaborating the C4D concept is to highlight its particular character – and the new opportunities that ICT4D presents for expanding this communication – and also to elaborate on what is required to support and enable such communication.

What is C4D?

People-centred communication, utilizing old and new communication technologies

The vision for C4D is for 'people centred communication that promotes and elaborates on peoples own development communication needs and aims'. C4D is communication by people who want to have their say about developmental issues and concerns that affect them, or about which they are interested.

Guiding principles for C4D

C4D is a broad ranging concept based on key principles; these are that C4D is participatory in all aspects of content production and dissemination, it is communication that originates from the 'subjects' of the communication itself, it is not at its inception mediated, translated or editorialised by external parties [such as the mass media or intermediaries], *in the process of distribution it may be repackaged by these parties, but only as a redistribution service*. It is bottom-up and inclusive. During the C4D workshop participants elaborated on the guiding principles for C4D.[2] These centred clearly on it being communication that is by 'ordinary' people; that is people-centred, that empowers the rural poor and the marginalized.

Aims of C4D

The overarching aim of C4D is for people to communicate for themselves, about themselves. The C4D communicators themselves determine the specific aims of their communication, within the broad goal of 'communication for development'; through communication that articulates their 'voice' and enables networking and engaging with others.

The crucial aim of impacting on policy was highlighted during the C4D workshop, with this being seen as one of the main aims of C4D. *'C4D should bring about positive change in the lives of people. It should be able to influence the politics of development. Voices of the poor and the marginalized should be brought into the mainstream and the development debate'.[3]* Aspects of policy that C4D communicators might want to influence, or have an impact on, include the issue of freedom of expression itself, as well as the whole gamut of development concerns: on peace-building and diversity, on livelihood issues; environment, pollution; on economic issues; on welfare issues; rights, legislation, and decision making at all levels of government and in all aspects of society.

The C4D workshop participants viewed the other central aim of C4D as personal or community expression - having a say, having a voice, being heard. This aim has at its heart

---

[1] Terms of Reference: OneWorld International [OWI] contribution to the SDC-ICT4D Concept Component on Communication for Development [C4D], G. Weigel. Jan 7, 2004.

[2] See SDC / OneWorld South Asia 'C4D Brainstorm' draft report, April , 2004. [Appendix]

[3] K. Pradhan, PANOS South Asia, quoted in SDC / OneWorld South Asia 'C4D Brainstorm' report.

cultural expression rather than a desire to effect a change in policy. It is about the ability of people to use all the available communication tools to make themselves visible, to break isolation and celebrate their cultural, philosophical, religious and social character within the context of local and international knowledge-sharing arena.

The practitioners of C4D

C4D communicators are 'people' who have not generally been part of the dominant communicator nodes. They are the grassroots voice, the marginalized, the poor and the communicatively isolated. They may be individuals or groups, on any geographical level, who want to engage in development communication. For example they may be members of advocacy networks, youth, women, the 'voice' of children, refugees and many other rights based groups. They may be local leaders or concerned citizens, or anyone in society who wants to communicate their own developmental message. C4D aims to articulate their 'voice' – because it is often unheard.

The C4D workshop participants' identified a wide range of potential voices in the South Asia context; this included 'the public', disabled, bonded labour, panchayats, local reporters, local leaders, teachers, religious leaders, students, children, women, refugees, youth, all castes and many other classifications of people – with the emphasis on those who do not generally have a significant voice in society. C4D is not focused on the articulation of the voices of the dominant or traditional 'communication nodes'; i.e. the media, the government/policy makers, the private sector, and civil society [in the form of institutions] – although aspects of these constituencies may be found in C4D on a grassroots basis.

The target audiences for C4D

C4D communicators define their own target audiences. These can include local, national, regional and international levels of the 'dominant' communicator nodes in society. as well as people who do not fit into a clearly defined category – from the 'public' to 'communities of interest' - individuals or collectives/groups networking by language or interest - social, political, advocacy, cultural or other networks and alliances of like-minded people.

The C4D audience matrix

The target audiences for C4D can be mapped horizontally and vertically according to the specific aims and nature of each C4D communication case study.

As an illustration please see matrix below for an example of a C4D scenario: a network of youth focusing on improving access to HIV/AIDS treatment in Malawi, with their main audience may be primarily health policy makers in their country and pharmaceutical companies based in the region, [aim to impact policy] but also NGOs and other activists – locally and regionally/internationally – to network with for advocacy and support.

	Local	National	Regional	International
Media	X	X		
Government/ policy makers	X			
Private sector	X	X	X	
Civil society [institutional]	X	X	X	X
Public	X			
Community of interest	X	X	X	X

Communication tools and C4D

C4D utilizes all available communication tools; including ICTs, 'traditional' tools, and the convergence of old and new technologies. In this way it is innovative and subversive. In its

use of ICTs it shares the characteristics of other ICT utilizing communications; i.e. speed, interactivity, local/global. C4D communicators choose their communication tools according to what is available to them within their context, and also what is accessible according to their capacity, confidence and utility. Increasingly ICTs are being included in the menu of C4D communication tool choices. For each aspect of the C4D process different tools may be chosen, the steps in this process – and some options – include:
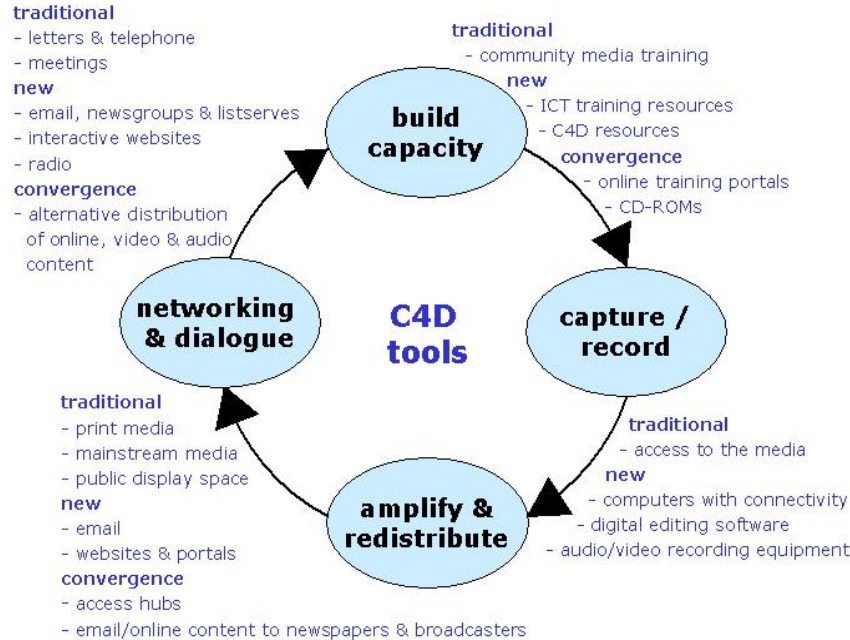
C4D utilizes all available communication tools; including ICTs, 'traditional' tools, and the convergence of old and new technologies. In this way it is innovative and subversive. In its use of ICTs it shares the characteristics of other ICT utilizing communications; i.e. speed, interactivity, local/global. C4D practitioners choose their communication tools according to their what is available to them within their context, and also what is accessible according to their capacity, confidence and utility. Increasingly ICTs are being included in the menu of C4D communication tool choices.

What is new?
While C4D emphasises the use of all tools for communication by people, it does have the central characteristic of being part of ICT4D, i.e. part of the process of using ICT tools for a development aim. Crucially C4D presents a new opportunity for communication that was not possible before the advent of ICTs. The isolation and lack of voice that so many people have experienced within development and politics has been determined in part by the lack of availability and access to communication tools, routes and opportunities. ICTs offer new ways of communicating, and new ways to converge old communication tools with new tools, in a way that amplifies communication. This is the power of C4D.

Participants at the SDC / OneWorld South Asia 'C4D Brainstorm' accentuated the very real connectivity and access challenges that exist in regard to C4D, but while acknowledging these constraints – and advocating for support in alleviating these challenges – the participants also agreed that ICTs had already played a role in improving their own communication processes, and can increasingly do the same for many C4D practitioners.[4]

C4D tools: views from the SDC /OneWorld workshop on C4D
- Access and connectivity a major challenge for C4D
- However a growing use of ICT tools and mixing old and new technology

---

[4] See SDC / OneWorld South Asia 'C4D Brainstorm' draft report, April , 2004. [Appendix]

- Optimal use of creativity - folk art, theatre and the visual media
- Need for ICT and other communication tools to be introduced sensitively to local communities; with the awareness that local culture, education and context means that there are varied paces in development communication

The group brainstormed some of these – focusing on radio, video/tv, web-based, print – while acknowledging that these did not represent the full range of tools – there are also satellite technologies, mobile/telephone, many routes to convergence of old and new technologies [radio+internet, print+internet for example].

Web-based [email, websites, listerves, databases etc]
- <u>Pros:</u> Freedom of access, unmitigated, multi-media capacity, two way flow, virtual networking and community, speedy communication, low entry barrier, reach and flexibility, cross language, wide variety of content, can be searched according to need
- <u>Cons:</u> Problems of access and capacity, cost of being online, language still difficult, lack of content on some issues, for some areas, relevance of content, perceived threats

Radio
- <u>Pros:</u> Cheap production of programmes, good for visually challenged people [participate and listen], cheap to access, does not need complete attention, portable
- <u>Cons:</u> there is a time constraint, radio not as attractive as TV, radio is not interactive, not easy to communicate back

Video/TV
- <u>Pros:</u> TV influential, video grabs attention
- <u>Cons:</u> Start up costs are very high, media monopoly as only certain people can take it on
- It is not as effective as radio in terms of feedback, there may not be many community TV initiatives like radio, the cable TV operator is very powerful these days, can choose to show anything he wants.

Print
- <u>Pros:</u> Community newspaper concept; where the community produces the news, mainstream: can write letter to the editor, cheap to buy, and share, print media is perceived to be more authentic, easy to retrieve / store, pictures / photo journalism, reflects opinions / in depth study
- <u>Cons:</u> Difficult to access mainstream press, owner-editors, not development aware, reliance on advertising, newspaper content sensational, buying paper is still difficult for the poor and/or illiterate, outreach is limited, limited life of content (can't get repeated as TV), very limited interactivity (only through letters to the editor), not easy to store online, local publications not available on the google

Visual – photography/ painting
- <u>Pros:</u> Painting as means of communicating – a rickshawallas can commission a painting for his rickshaw, power of photography, available in many ways, transcends language, digital opportunities now for visual [photoshop, web distribution]
- <u>Cons:</u> one off, and one place, needs distribution means, limited 'detail' in the communication

Examples of use of tools by participants' organizations, examples of
- ICT use in all participants' organizations for institutional communication
- use of old and new tools for social mobilization on environmental campaign in Pakistan
- use of ham radio in India for disaster relief information
- use of email for rural media in India; speeding up production process and improving quality

- distribution of voice via print and additionally online versions of publications; wider distribution and good archive feature
- local information distribution in India; cable, narrow-casting plus audio cassettes and village loud speakers

Participants' quotes:
Appropriate/Context:
- What is important is that it is people's technique. It is an appropriate technique. We are building a people's media. [A.Sen]
- We play with whoever is available, whenever is available. [S.Alam]
- Lessons from the success stories in C4D are that it takes time, patience and energy. Technology does not take much time. But grassroots communities' pace is different. One must invest to see that there is a matching of pace. [N.Bali[
- I need to develop a strategy as the scenario develops. I cannot work on a pre-decided strategy. I will have a fluid strategy, which changes as we work and things change. [S.Alam]

Changes in ICT use:
- We could not till now enter video production. Because it was expensive. Now we can because of digital tech. [S. Alam]
- Bolivian people used ICTs to fight for their rights. That does not mean that all people there have ICT access. [G. Weigel]
- The cultural shift is important; CHAT is an online space that is being used widely. [S.Alam]
- Even if a person has a computer, but not an Internet connection, one can spread info through CD Roms. [A.Sen]

Linking to mass media:
- 'We wanted to create awareness just before the census of India operations that women have to fill up important questions in the questionnaire. We had to go from village to village and create awareness. Just a day before the census, the state TV showed interest and gave us a slot'. [N.Bali]

Alternative distribution:
- 'We could not interest the mainstream media about a documentary on the burning of the Ahmedia sect in Bangladesh. So we are holding private viewings all over the country', [S.Alam]
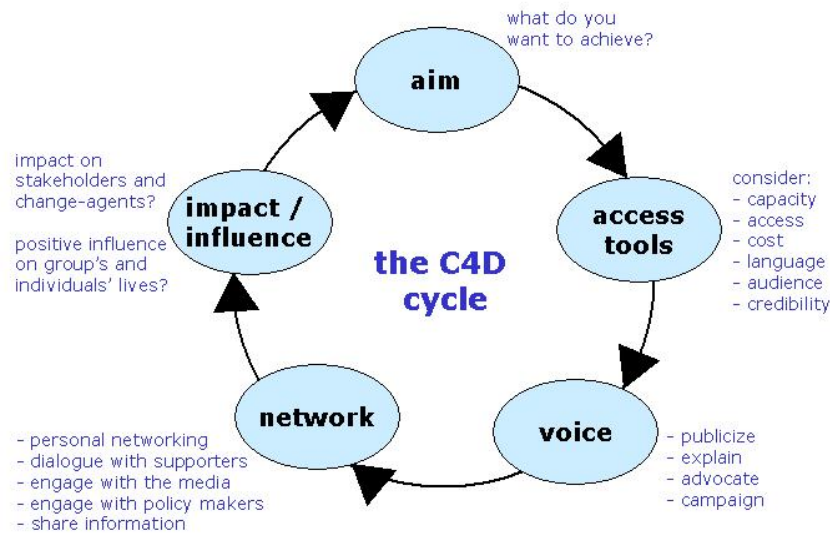
Radio:
- We still have countries where community radio still fights to have legitimacy. So, we cannot harness its potential. [A.Sen]
- 70 per cent people have access to it in Nepal. [K.Pradhan]
- example of innovative radio use - FM Taxis in Delhi [S.Shadrach]

Video/TV:
- Examples of community video projects in S.Asia: SEWA [A.Sen], Malaysia [S.Boyle], Tansen, Nepal, which is supported by UNESCO. [K.Pradhan], OKN in Pondicherry, cable linkup by MSSRF [S.Shadrach]
  TV influenced people in Nepal. People were influenced for democratic reforms by Korean news. [K.Predhan]
  The community acts as a producer of the programme, for example the SEWA organization; where they shoot, edit and make the programme. [A.Sen]

The C4D process model

C4D can be viewed as a communication process; whereby communicators move through a cycle of defining their aims, choosing their communication tools [traditional, ICTs and convergence options], giving expression to their communication, then networking and engaging in dialogue with others, in order to achieve an impact on their issue and/or have an influence, which in turn may influence future C4D aims.

the C4D cycle

aim — what do you want to achieve?

access tools — consider:
- capacity
- access
- cost
- language
- audience
- credibility

voice —
- publicize
- explain
- advocate
- campaign

network —
- personal networking
- dialogue with supporters
- engage with the media
- engage with policy makers
- share information

impact / influence — impact on stakeholders and change-agents? positive influence on group's and individuals' lives?

At each stage in the C4D process cycle communicators are asking questions; what is the **aim** of the proposed communication, which are the target audiences, and what is the anticipated achievement? The answers to this question will determine the next step; **choosing appropriate communication tools**. When choosing traditional, new or convergence tools communicators need to consider their capacity, their access and their needs in terms of cost, language and what will result in the most credible communication for their chosen audiences.

Their use of tools and their aims will inform how they **'voice'** their communication. They need to consider the need to distribute their story/issue to as many people as possible, to present their own perspective about the situation – via text, audio and other – in a way that is not mediated/censored by the dominant communicators. Also they should consider how best to put forward impartial views – to inform about the 'other' and other opinions, and to mobilize around the issue: reaching supporters/enablers, communities of interest and the general public about an issue that may needs national and international pressure to resolve. If the aim is primarily cultural expression the communicators will need to consider the best tools and approaches to best illustrate their identify, views and perspective.

In addition to voice/expression the C4D process cycle includes **networking** in order to influence policy or effect other developmental change. Communicators need to ask themselves 'who do I need to engage with, who can support and advance my developmental aims?' For example in a conflict scenario they may ask themselves whether there is a high priority need for personal networking, or between displaced persons, and people advocating for peace. There may be a need for dialogue with supporters – making contacts nationally and internationally, to develop strategies for conflict resolution actions and advocacy. They may have a networking need to engage the media – to reach them with alternative views and to encourage them to air these perspectives. There may also be an identified need to engage policy makers - nationally and internationally.

This networking leads to **impact and influence**. In this part of the cycle communicators are reaching people who can effect a change, communicating with them about the issues, highlighting the situation and solutions, they are sharing information and best practice, knowledge and strategy. The effectiveness of the C4D communication will feedback to the original aims of the communication. If the communication has resulted in greater awareness and networking then the original C4D aim may thereafter be modified, and new tools and strategies then chosen to further develop the advocacy and communication.

> *Illustration – the impact of effective C4D peace communication*
> *The impact of the communication might be: **Increased security** for the C4D communicators; as they are 'known' supporters might be contacting authorities, there may be a campaign running internationally. This might be the case for a story about journalists arrested, or a station closed down, or a community under siege. **Increased support**: locally, nationally and internationally: ability to move forward with peace building as there is less isolation. They can reach like-minded communities, diaspora communities and link with people beyond their immediate environment. They can link with fellow peace activists around the world.*
> ***Lessening of conflict***: *if the communication has resulted in linkages with link-minded peace advocates from the other side it could be the impetus for a network of youth, for e.g., against the conflict. **Increased networking** will deepen these linkages. **Policy change**: The communication might result in change within opinion makers, more pressure on politicians, lobbying for change in policy. They can reach supporters who can lobby for them in national and international arenas.*

Illustration: The process of C4D communications and peace-building

The C4D concept has great relevance within the context of conflict, post-conflict, disaster scenarios and diversity. As a <u>way</u> of communicating, by the people concerned, it has the potential for achieving increased peace and stability.

Context & Challenges

The problems facing communicators in the context of conflict or socially stressed situations is that historically there have been limited routes and channels to communicate an 'alternative' peace message and experience.

- Credible information often hard to distribute and hard for users to find
- Problem of censorship, and the prevalence of the dominant view
- Problem of isolation - due to geography and language

<u>Need/Aims</u>

- Presenting information: using C4D to gather and present core information [that may otherwise not be available] about the conflict situation
- Essential contact: contact family and friends, [especially relevant for displaced persons, and people in conflict areas]
- Localized networking: communicate on a local or regional level; with local NGOs or government, with dispersed community members
- Broader networking: make contact with supports and provide information: nationally or internationally; making contact with people who can advocate for them, and share their issues more widely
- Campaigning: building pressure of these policy makers by reaching a broad public and media and other groups [student groups for e.g.] about the conflict situation that needs international pressure to resolve.
- Impact on peace policy: reaching people who can effect a change, the policy makers and authorities, communicating with them about the issues, highlighting the situation and solutions

<u>Role of C4D tools in peace-building</u>

ICT4D and C4D tools present increasingly new ways to deliver information.

- Language – increasing opportunities to use web for same language information distribution and networking; also more chance for translation and presentation to reach new audiences
- New Channels - websites can be linked to thematic portals [emphasis on peace, emphasis on the regional location etc], listserves and newsgroups can channels the communication and the use of audio archives and video archives also channels the communication to potential re-broadcasters

- Using all tools - Peace activists might mix this up with other tools, such as the local media [if they have access] or they may send their content to media [newspapers, radio, tv] in other locations via email and the web.

Impact and Influence
It is hoped that this peace networking could lead to impact and influence.
- A result might be that the communicators achieve greater security as they are 'known', they are not isolated and increasingly numbers of supporters might be contacting authorities, there may be a campaign running internationally. This might be the case for a story about journalists arrested, or a station closed down, or a community under siege.
- Increased support: locally, nationally and internationally will give people the ability to move forward with peace-building as there is less isolation. They can reach like-minded communities, diaspora communities and link with people beyond their immediate environment.
- The communication might result in change within opinion makers and policy makers, due to more knowledge or more pressure on politicians who experience an increased national or international lobbying for policy change in the conflict situation.

C4D and peace building: views from the SDC /OneWorld workshop on C4D
- C4D can play a major role; when communities communicate for themselves about their desires for peace
- Journalists are trying to get facts from conflict situations itself
- C4D tools – new and old technologies – used in supporting communities in disaster situations
- Where there is a pressing need for information and the communities are enabled to communicate for themselves
- It is not the nature of the tools that determines the communication, but how they are used and with what intent
- Access to the tools may have resulted in increased lack of security and danger; sometimes communication can endanger the communicators
- People are using emails to network with people all over the world

Participants' quotes:
- *Today, YATV is one of few crews that regularly visits the former conflict areas. [S.Boyle]*
- *A Nepalese journalist was able to travel to conflict areas as he was allowed by the human rights organizations and he made a very good documentary on the conflict, which has been received well all over the world. [K.Pradhan]*
- *The Network of Women Journalists: In the wake of the Gujarat riots, a lot of misinformation was taking place. But this network of women journalists were able to filter a lot of info on the Gujarat riots. [A.Sen]*
- If the messages come from the people in their language, in their voice, from their sufferings, it is different and very effective. [N.Bali, SEWA]
- During the earthquake everything was destroyed in Gujarat. Only the HAM radios were working. It was the only thing, which allowed us to continue our work. Women and girls passed on community messages from camp to camp. These messages also were transmitted through the satellite. [N.Bali]

An example of a project using the web for broader presenting information / peace content would be the Technology for Peace project (www.tech4peace.org) from Cyprus. The TFP initiative provides a body of material and knowledge relevant to the peace efforts in Cyprus on which new initiatives can be built. It makes available online, an entire spectrum of information, which gives the broader profile of the Cyprus situation and the range of peace building efforts and related culture. It has become a vital reference point for all those interested in, and
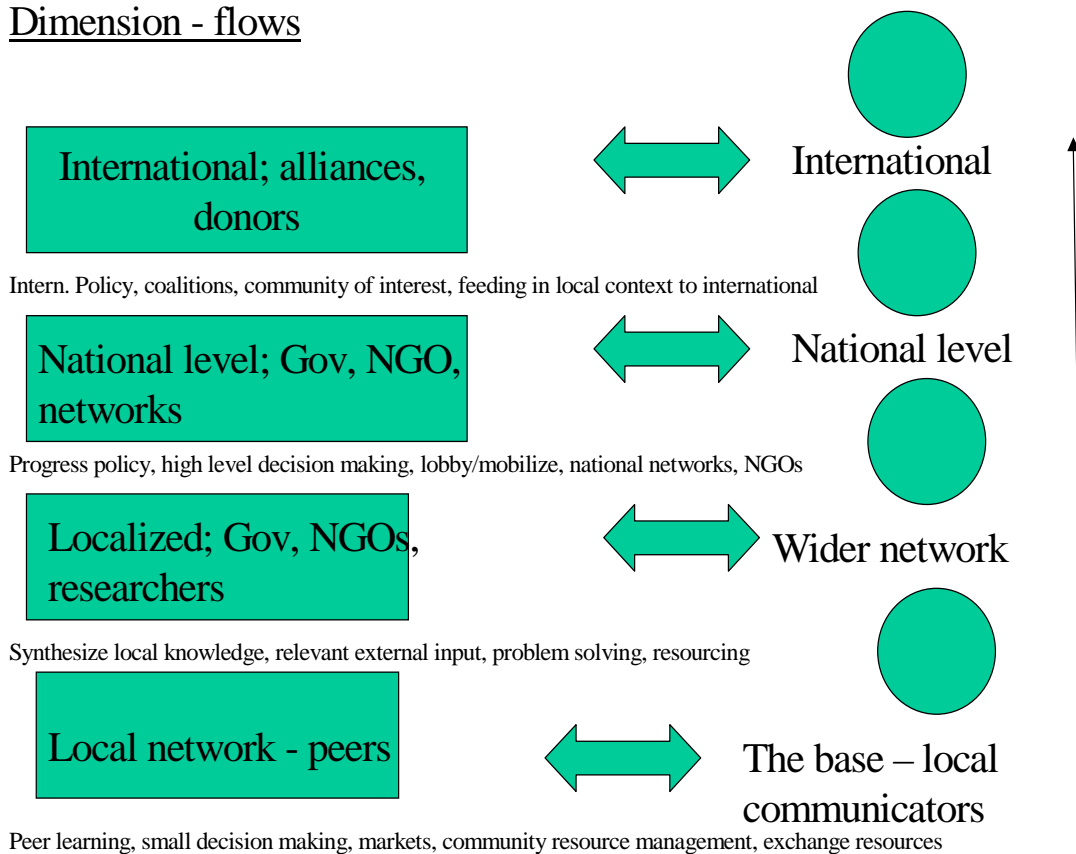
working with, the Cyprus problem ranging from Greek and Turkish-Cypriot citizens, professionals, academics, educators, students, policy makers, and third parties.[5]

An example of a policy-focused peace intervention is the Centre for Policy Alternatives (CPA) in Sri Lanka website (www.cpalanka.org), which functions as an important channel of disseminating policy papers and other documents to advocate issues that range from the Freedom of Information to conflict transformation in Sri Lanka. Recording an average of 1,800 hits a month, the website is visited by policy makers, government ministers, NGO and peace activists, civil society actors and bi-lateral and multi-lateral donor agencies. [6]

C4D & the Development Dimension

How does C4D improve lives and reduce poverty?

C4D & the Development Dimension - flows

International; alliances, donors ⟷ International

Intern. Policy, coalitions, community of interest, feeding in local context to international

National level; Gov, NGO, networks ⟷ National level

Progress policy, high level decision making, lobby/mobilize, national networks, NGOs

Localized; Gov, NGOs, researchers ⟷ Wider network

Synthesize local knowledge, relevant external input, problem solving, resourcing

Local network - peers ⟷ The base – local communicators

Peer learning, small decision making, markets, community resource management, exchange resources

Development impacts of C4D:
Income
- Greater access to economically empowering information
- Greater ability to produce and distribute own communication about value, resources and availability
- Greater connectedness to markets and sources
- Income generating aspect of ICTs [services to local]

---

[5] Quoted from Hattotuwa, Sanjana. "Online Advocacy Principles and Case Studies within the Context of ICT and Conflict Transformation." Discussion paper written for OneWorld South Asia Partners meeting : 3-4 February 2003, New Delhi, India.
Also see "Technology for Peace: Innovation used towards the Cyprus Problem", Dr. Yiannis Laouris and George Tziapouras http://www.tech4peace.org/nqcontent.cfm?a_id=719
[6] Hattotuwa, as above

Voice
- Breaking isolation [presence: national, regional and international]
- Reaching policy makers, media, NGOs, public
- Cultural expression, increasing value of IK, protection of identity

Build coalitions
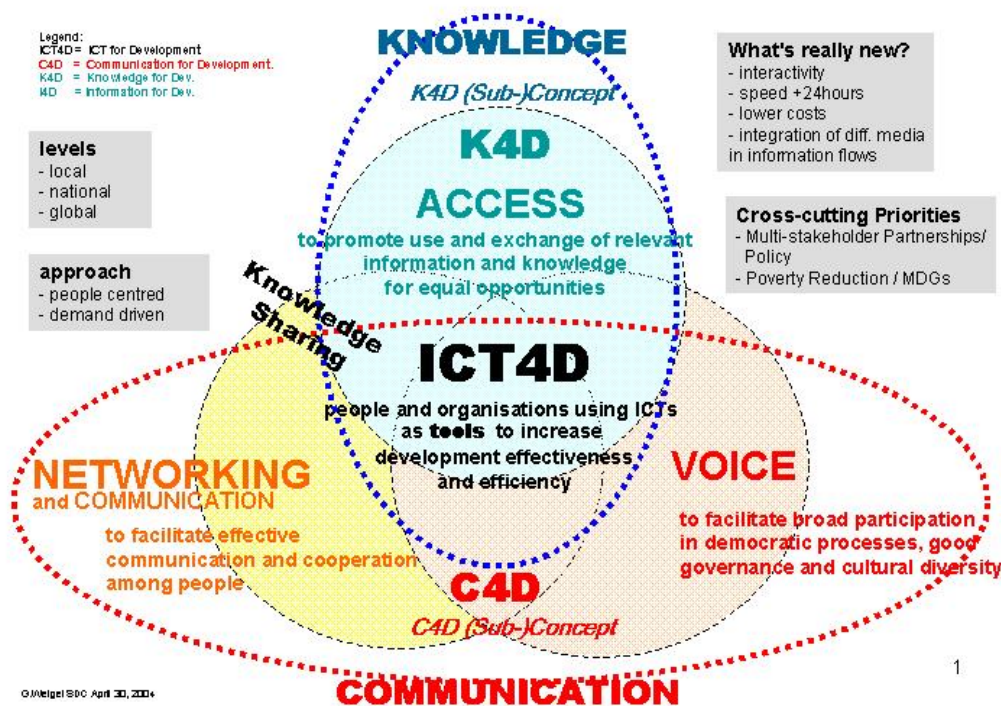- Solidarity building for development lobbying

Access benefits of knowledge sharing, improvements [agriculture for eg]

C4D and the ICT4D Conceptual Framework

The conceptual base for C4D

Each of the three components of the SDC ICT4D framework – Access, Voice, Networking /Communication – represent a wide range of strategies and ways of communicating.
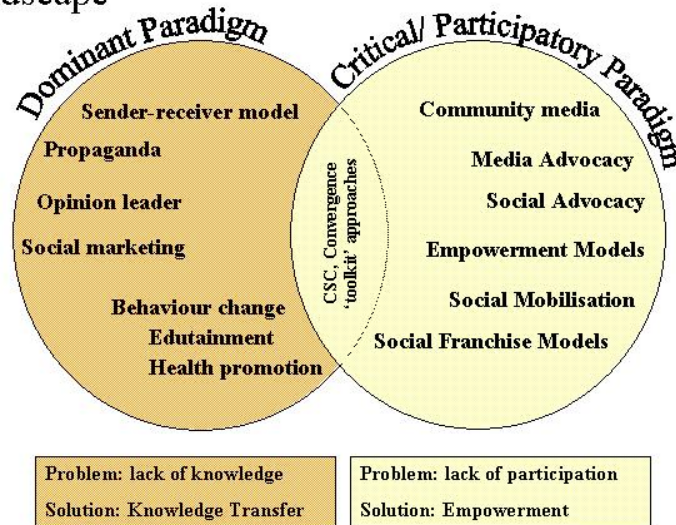

These can be understood with reference to development communications theories and methodologies. Historically development communications have been conceptualised as either within the dominant paradigm of message/information delivery[7], where effective communication is received with understanding; or within the critical/participatory paradigm of context and process; whereby communications is viewed as a route to increase participation in development, empowerment and increased articulation of social relations amongst people.[8]

---

[7] Dominant paradigm: modernization – knowledge transfer models such as sender-receiver, magic bullet; diffusion of innovation theories – opinion leader theory, participatory diffusion theories; social marketing approaches – social marketing, health promotion and education, behaviour change [specifically in health], entertainment education.
[8] Critical/participatory paradigm: community media, empowerment models/strategies, advocacy approaches: media advocacy, social advocacy, social mobilization, social franchise models.

Development Communications' Conceptual Landscape

Dominant Paradigm

Sender-receiver model
Propaganda
Opinion leader
Social marketing
Behaviour change
Edutainment
Health promotion

CSC, Convergence 'toolkit' approaches

Critical/ Participatory Paradigm

Community media
Media Advocacy
Social Advocacy
Empowerment Models
Social Mobilisation
Social Franchise Models

| Problem: lack of knowledge | Problem: lack of participation |
| Solution: Knowledge Transfer | Solution: Empowerment |

ICT4D itself is a developing concept that is within this same development communications framework; using ICTs for delivery of information as well as for participatory communications, empowerment and advocacy by the people concerned in the development issue.

Within both paradigms communicators are making use of the available ICT tools; such as: radio, telephony, computers, internet/web, databases, CDs, email, photocopy/print, mobile, digital, and others. There is also use of old or traditional information technologies such as print [newsletters, newspapers, publications, posters], theatre/drama, public meetings, visual arts. Communicators are also innovatively combining old and new technologies, creating their own communication strategies. C4D is concerned with how a broad range of people makes use of these communication tools, to further their own development communication aims.

C4D & Access/Knowledge
To promote the use and exchange of relevant information and knowledge to increase income

Within Access/Knowledge, as elaborated by SDC, the emphasis is on the delivery and use of economically and politically empowering information, using the opportunities that ICTs present. Within this component there is a small but significant aspect of C4D.

For more on development communication theories see 'Family Three of Theories, Methodologies and Strategies in Development Communications', Silvio Waisbord, and other readings in the bibliography [Appendix].

C4D & Access/Knowledge –

to promote the use and exchange of relevant information and knowledge to increase income
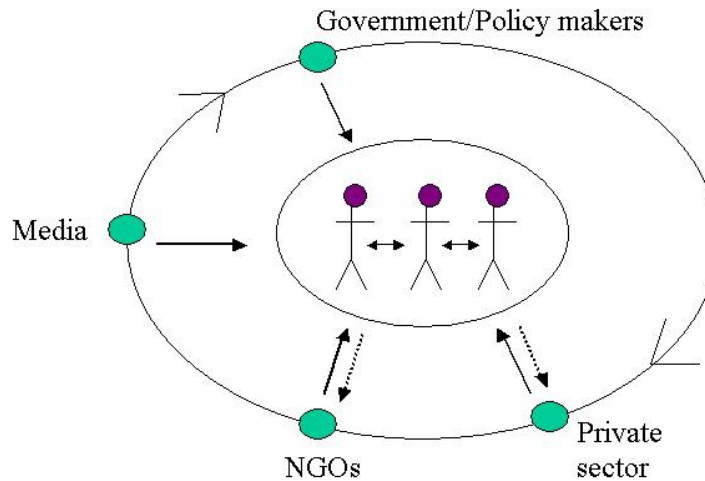
Foundation: old, new (ICTs) and convergent communications tools

The aim of this aspect is primarily the delivery of information by the dominant communicators [indicated above] in support of economic empowerment and citizen participation and knowledge. The communication from NGOs, government and policy makers, the media and also the private sector is increasingly enabled by ICTs; and access to this information – beit information about health, citizens rights and welfare, e-governance content and economic information – is highly valuable, and as such access/knowledge is an important aspect of the ICT4D concept.

However from a C4D perspective reciprocal communication from people to the main communicator nodes is weak; there is some to the NGO and private sector [e.g. via participatory feedback within developmental projects of information delivery and via consumer feedback to companies], but there appear to be very few opportunities for reciprocal communication from people to the media and government/policy makers.

Localize people 2 people communication is a secondary, but increasingly important aim in access/knowledge; and C4D plays an important role here. By generating and sharing information on a local level people can improve their access to employment and to advantageous economic opportunities. Local content production and sharing means that people do not have to solely wait for intermediaries to deliver all information, they have a role themselves in this communication. This is empowering and potentially a growing area of focus within development communications. This is why organisations such as SDC and OneWorld are focusing on local content development; viewing this content as valuable due to its local relevance.

ICTs are a powerful tool in both the dominant 'info delivery' from the nodes, and also in local content production and distribution. ICTs add a new dimension to this information generation and distribution. For example information creation could include local content about market prices, about jobs [offered and needed] and the whole range of content that one would find on a local level through for instance a community notice board. ICTs enhance this by enabling distribution of this information more widely or more quickly; via personal email, postings via collective websites, email lists, etc; as well as the convergence of old and new technologies: printouts of content then distributed in a village setting or via local radio or newsletters for example. This information enhances access by aiding knowledge about where to sell for the best price, where to find and seek labour. There is also the aspect of using ICTs as income generating tools themselves; people using franchise models, telecentres, CMCs, OKN access points etc for income generation.

C4D & Voice
To facilitate broad participation in democratic processes, governance and cultural diversity

The component of Voice is a significant base for C4D; as C4D is centrally about the expressing/voicing of communication <u>by</u> people about their own concerns and perspectives in development.

C4D & Voice –

to facilitate broad participation in democratic processes, governance and cultural diversity

Foundation: old, new (ICTs) and convergent communications tools
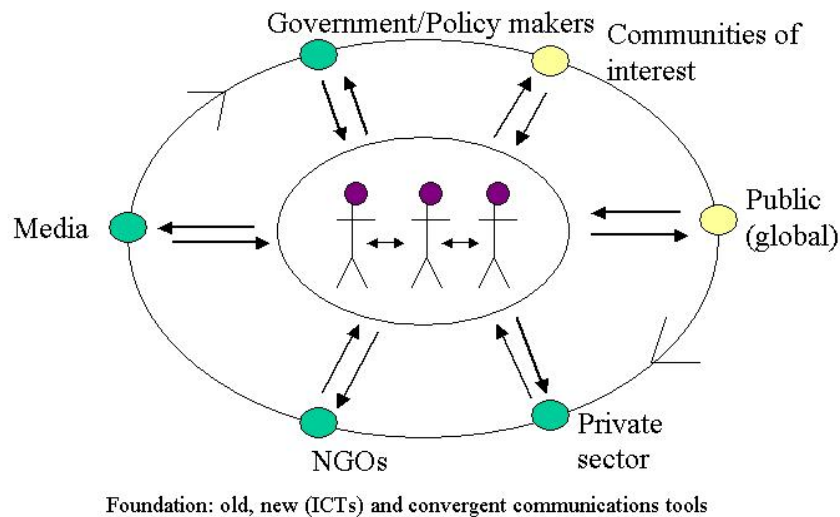
Within this area of communication people-centred expression can reach the dominant communicators as well as increasingly – due to the network affect of ICTs - to other previously less accessible communicator nodes; namely 'communities of interest' and the 'public' on a local, national and global level.

The foundation of C4D is the communicators themselves; who are generally on a local level [reaching out to audiences on all levels], but who may also be part of a community of interest on each geographical level who want to make themselves heard [for example: rights advocates, peace-activists, refugees, women, etc]. The essence is that they are people communicating – having a voice – for themselves.

On a local level this 'voice' may express people's opinions and desires about policies that affect them [environmental, local government, welfare, rights], with this communication being targeted to media and government/policy makers, but with the additional benefit of reaching supporters/enablers in civil society, the global public and communities of interest locally or internationally. Voice also includes giving expression to cultural and social perspectives and identities to audiences on all levels.

With the advent of ICTs there is now more opportunity for people to have their voice heard by other audiences/communicators.


C4D & Networking/Communication
To facilitate effective communication and cooperation amongst people

This component of the SDC ICT4D framework extends the utility and potential for C4D; beyond communication for economic empowerment [access/knowledge] and beyond

communication of personal/collective expression [voice] to the next logical level - communication for sharing, dialogue, networking, working together for development.
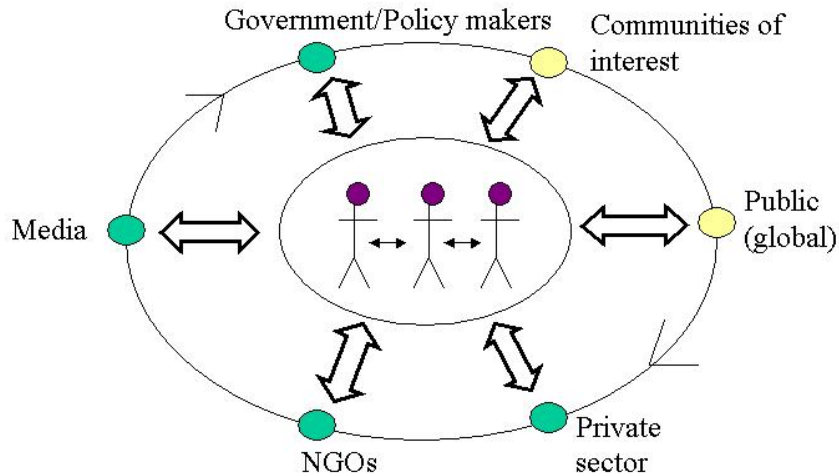
In this 'closing the loop' phase of the C4D process the communication lines between 'people' and other communicator nodes is <u>strong</u>, it is not – as previously in Voice – just parallel lines of communication that may or may not engage and have an impact; but it is a powerful communication to and from people; which has more potential to be effective as development communication. This is possibly the most powerful base for C4D activity because it is through sharing and interacting with the target audiences, and horizontally to other C4D communicators, that C4D communicators can deepen the effectiveness of their communication. It is about a flow of information and sharing that links all the communication nodes, while placing people in the centre of the communication loop.

The use of old and new technologies enables C4D communicators to network and dialogue with others and to ensure that they themselves become central to the communication process as both information providers and commentators; empowered to be as significant – if not more so – that each of the other communication nodes.

The process of C4D communications and peace-building
The C4D concept has great relevance within the context of conflict, post-conflict, disaster scenarios and diversity. As a <u>way</u> of communicating, by the people concerned, it has the potential for achieving increased peace and stability.

Context & Challenges
The problems facing communicators in the context of conflict or socially stressed situations is that historically there have been limited routes and channels to communicate an 'alternative' peace message and experience.
- Credible information often hard to distribute and hard for users to find
- Problem of censorship, and the prevalence of the dominant view
- Problem of isolation - due to geography and language

Need/Aims
- Presenting information: using C4D to gather and present core information [that may otherwise not be available] about the conflict situation

- Essential contact: contact family and friends, [especially relevant for displaced persons, and people in conflict areas]
- Localized networking: communicate on a local or regional level; with local NGOs or government, with dispersed community members
- Broader networking: make contact with supports and provide information: nationally or internationally; making contact with people who can advocate for them, and share their issues more widely
- Campaigning: building pressure of these policy makers by reaching a broad public and media and other groups [student groups for e.g.] about the conflict situation that needs international pressure to resolve.
- Impact on peace policy: reaching people who can effect a change, the policy makers and authorities, communicating with them about the issues, highlighting the situation and solutions

Role of C4D tools in peace-building
ICT4D and C4D tools present increasingly new ways to deliver information.
- Language – increasing opportunities to use web for same language information distribution and networking; also more chance for translation and presentation to reach new audiences
- New Channels - websites can be linked to thematic portals [emphasis on peace, emphasis on the regional location etc], listserves and newsgroups can channels the communication and the use of audio archives and video archives also channels the communication to potential re-broadcasters
- Using all tools - Peace activists might mix this up with other tools, such as the local media [if they have access] or they may send their content to media [newspapers, radio, tv] in other locations via email and the web.

Impact and Influence
It is hoped that this peace networking could lead to impact and influence.
- A result might be that the communicators achieve greater security as they are 'known', they are not isolated and increasingly numbers of supporters might be contacting authorities, there may be a campaign running internationally. This might be the case for a story about journalists arrested, or a station closed down, or a community under siege.
- Increased support: locally, nationally and internationally will give people the ability to move forward with peace-building as there is less isolation. They can reach like-minded communities, diaspora communities and link with people beyond their immediate environment.
- The communication might result in change within opinion makers and policy makers, due to more knowledge or more pressure on politicians who experience an increased national or international lobbying for policy change in the conflict situation.

C4D and peace building: views from the SDC /OneWorld workshop on C4D
- C4D can play a major role; when communities communicate for themselves about their desires for peace
- Journalists are trying to get facts from conflict situations itself
- C4D tools – new and old technologies – used in supporting communities in disaster situations
- Where there is a pressing need for information and the communities are enabled to communicate for themselves
- It is not the nature of the tools that determines the communication, but how they are used and with what intent
- Access to the tools may have resulted in increased lack of security and danger; sometimes communication can endanger the communicators
- People are using emails to network with people all over the world

Participants' quotes:
- *Today, YATV is one of few crews that regularly visits the former conflict areas. [S.Boyle]*

- *A Nepalese journalist was able to travel to conflict areas as he was allowed by the human rights organizations and he made a very good documentary on the conflict, which has been received well all over the world. [K.Pradhan]*
- *The Network of Women Journalists: In the wake of the Gujarat riots, a lot of misinformation was taking place. But this network of women journalists were able to filter a lot of info on the Gujarat riots. [A.Sen]*
- If the messages come from the people in their language, in their voice, from their sufferings, it is different and very effective. [N.Bali, SEWA]
- During the earthquake everything was destroyed in Gujarat. Only the HAM radios were working. It was the only thing, which allowed us to continue our work. Women and girls passed on community messages from camp to camp. These messages also were transmitted through the satellite. [N.Bali]

An example of a project using the web for broader presenting information / peace content would be the Technology for Peace project (www.tech4peace.org) from Cyprus. The TFP initiative provides a body of material and knowledge relevant to the peace efforts in Cyprus on which new initiatives can be built. It makes available online, an entire spectrum of information, which gives the broader profile of the Cyprus situation and the range of peace building efforts and related culture. It has become a vital reference point for all those interested in, and working with, the Cyprus problem ranging from Greek and Turkish-Cypriot citizens, professionals, academics, educators, students, policy makers, and third parties.[9]

An example of a policy-focused peace intervention is the Centre for Policy Alternatives (CPA) in Sri Lanka website (www.cpalanka.org), which functions as an important channel of disseminating policy papers and other documents to advocate issues that range from the Freedom of Information to conflict transformation in Sri Lanka. Recording an average of 1,800 hits a month, the website is visited by policy makers, government ministers, NGO and peace activists, civil society actors and bi-lateral and multi-lateral donor agencies. [10]

---

[9] Quoted from Hattotuwa, Sanjana. "Online Advocacy Principles and Case Studies within the Context of ICT and Conflict Transformation." Discussion paper written for OneWorld South Asia Partners meeting : 3-4 February 2003, New Delhi, India.
Also see "Technology for Peace: Innovation used towards the Cyprus Problem", Dr. Yiannis Laouris and George Tziapouras http://www.tech4peace.org/ngcontent.cfm?a_id=719
[10] Hattotuwa, as above

Conclusion - enabling C4D

An enabling C4D environment

C4D requires an enabling environment to make it effective. Participants at the C4D workshop identified a number of key issue that need to be taken into account in envisaging this enabling environment.[11]

It was identified that the C4D needs to be **inclusive and fully participatory**, it needs to truly be accessible by the poor and marginalized, rather than solely via intermediaries. Intermediaries [such as NGOs, community media, CBOs] can greatly assist in building the C4D capacity of people, and in redistributing the communication, but they should not be seen as the genesis of C4D.

It was also identified that there needs to be an improved **awareness by people about their communication potential**, people need to know that they have a voice and means to communicate, and to this end there is a need for awareness raising/ advocacy for C4D.

It was also identified that there needs to be an **enabling political climate** for C4D, one where there is media freedom and freedom of expression, the issue of media ownership is a challenge in this context.

Participants also identified the need for a **'listening society'** to receive the communication. There needs to be an incentive in communication, i.e. knowing that someone is listening. How can government be encouraged to listen more? How can society listen more? What is the follow-through from communication?

These questions speak to the issue of the **effectiveness of the communication**; there needs to be clear identification of the target audiences for the communication and clear strategies to reach them. C4D needs to be supported with sound mechanisms of monitoring of the communication – did it work, what can be improved?

Finally the issue of **credibility** and trust was emphasises by the participants in the C4D Workshop; C4D was only valuable if the communication is received as credible, C4D communicators needs to be accountable and accurate for the communication aims to be met.

Strategies for developing C4D

There is a need for supportive networking and shared learning about C4D advocacy strategies.

> ➤ In the C4D workshop it was agreed that there should be **strategic alliances** that include intermediaries [NGOs, CBOs, agencies] as well as government 'champions', and academics.

> ➤ There is a need for regional networking for **demonstration effect**, and strategic identification of the 'C4D strategy chinks' that need attention.

> ➤ There is a need for **awareness-raising to community level** communicators about the potential for C4D, and about their ability and right to communicate widely.

> ➤ There is also a need to **raise awareness amongst NGOs**, CBOs and other civil society organisations about the importance and potential of C4D.

> ➤ There is a need to map, gather and make available **C4D resources**, for communicators who will be supported in identifying and understanding

---

[11] See SDC / OneWorld South Asia 'C4D Brainstorm' report, April , 2004. [Appendix]

communication options and tools, and in developing quality C4D content that has maximum effectiveness.

➤ There is a need for more **affordable ICT tools**, improved connectivity and web access, and access to other mediums such as radio, video, and cable.

➤ There is a need to share knowledge about **online 'voice' amplifiers and networking channels**: e.g. website production, email use, online networking and exchange portals [audio, video, thematic, language], listserves, alliances, online campaigns strategies.

➤ Support for **online and offline distribution** is also necessary

/end.

Appendix
1. OneWorld C4D Thinking
2. C4D Intermediaries and Practitioners
3. Bibliography and Acknowledgements
4. SDC / OneWorld South Asia 'C4D Brainstorm' Report
5. Terms of Reference: SDC-OWI Contribution to the SDC-ICT4D Concept Component on Communication for Development [C4D]

APPENDIX 1

<u>Some Reflections from OneWorld on C4D</u>

OneWorld has, since 1995, been a part of the ICT4D movement in promoting appropriate tools, technologies and traditional means to empower people in decisions that affect their lives.

> **<u>Our Vision:</u>**
> **OneWorld has a vision of equitable and sustainable distribution of wealth amongst the world's population, underpinned by global attainment and protection of human rights and by governance structures that permit local communities control over their own affairs**

> **<u>*Our mission:*</u>**
> **_OneWorld is dedicated to harnessing the democratic potential of the Internet to promote human rights and sustainable development_**

This vision, coupled with the social changes brought about by the Information Society, the growth of the Internet, and the beliefs of staff, led to the specific mission of looking to new tools and technologies as appropriate responses to ICT4D challenges. One component of this ICT4D work has been in the Communications For Development (C4D) arena.

Thie OneWorld information flow diagram [see below] is an attempt to visualize how the dominant 'development communication' loop can be overcome and what role the OneWorld services, products and platforms play. Our aim is to get the voices from the grassroots ("excluded communities") up to the level of governments, media. NGOs and private sector and even to get a dialogue going. Necessary intermediaries in this chain are the local CBOs and NGOs that represent the grasroots communities, and who are using the OneWorld platforms to further distribute voice and network content of C4D communicators, and get access to the OneWorld audiences regionally and internationally.

From a recent audience survey [April 2004] we know that we do reach governements, media NGOs and private sector and that we create the communities of interest and the global public that enrich the development communication loop. Two examples of how this can work out in practice:

The "essence" of our collective experience in C4D has been as an facilitating intermediary organization, and as such this is reflected in our outputs – our programmes, platforms and tools that OW has helped create, develop, implement and pass on to local communities for their own participatory action to gain control over their own communication.

As a facilitatring intermediary, OneWorld has helped to improve the potential and delivery of C4D, (and provide valuable tools) for Access, Voice and Communication / Networking.

The essence of our experience has been in programmes that have provided C4D platforms that enable "voices" from local communities and from development groups to be communicated within their communities of practice, and then also to be "amplified" outwards to other audiences.

Imagine that OneWorld is a microphone plugged into the amplifier of C4D tools and technology, and we are encouraging C4D voices up onto the "platform" of the Internet.

What do we do in C4D?

Local Content
➢ We are working with southern NGOs on the development of local content [OKN]. Where tools have been developed in negotiation with the communities who will be using them, and where the content is unmediated, and explicitly by the local communities to whom it is most relevant

Multi-Media
➢ We help build the capacity of local broadcasters and participatory video producers through on the ground coordination and training [OWRadio and OWTV]

➢ We support broadcasters with online services; audio exchange, online training, funding and production help, ICT helpdesk, news and networking information [OWRadio]

Distribution
➢ We re-distribute and amplify southern partner content internationally; by language, region and theme. [OW.NET] - online gateway for human rights and development, including all of our channels, regional editions, and syndication programmes to mainstream media

➢ We build the capacity of southern partners to distribute their own content via websites and use of ICTs [OneWorld Centres]

Networking
➢ We facilitate networking and information sharing [OW.NET] - By being a portal, not a website, which offers a choice of points of view, few other organisation in the world are so well placed to present genuine global e-media debates:
  - debates that are inclusively South-North and poor-rich;
  - which are linked to real background papers;
  - in text, audio and video
  - conducted seriously: as real attempts to get to the heart of the most important matters there are for the majority of the world's people.

Case Study 1 – Enabling C4D to influence policy makers
The people of Garregul in Turkmenistan's Kara Kum desert are struggling to survive. The harsh way of life herding sheep with little support from the state, means people are leaving the village. But those who remain want to keep their way of life. Through a participatory video project the people of Garragul learnt to capture the problems of their daily lives which has strengthened the sense of community and helped them to find the means to solve some of the problems. In addition, the video was screened to policymakers and international donors which resulted in funding for the community to buy solar panels for electricity. OneWorld TV is featuring this and other 'participatory video' projects, thus amplifying the voices and messages of communities like the Garregul in Turkmenistan to a global audience.

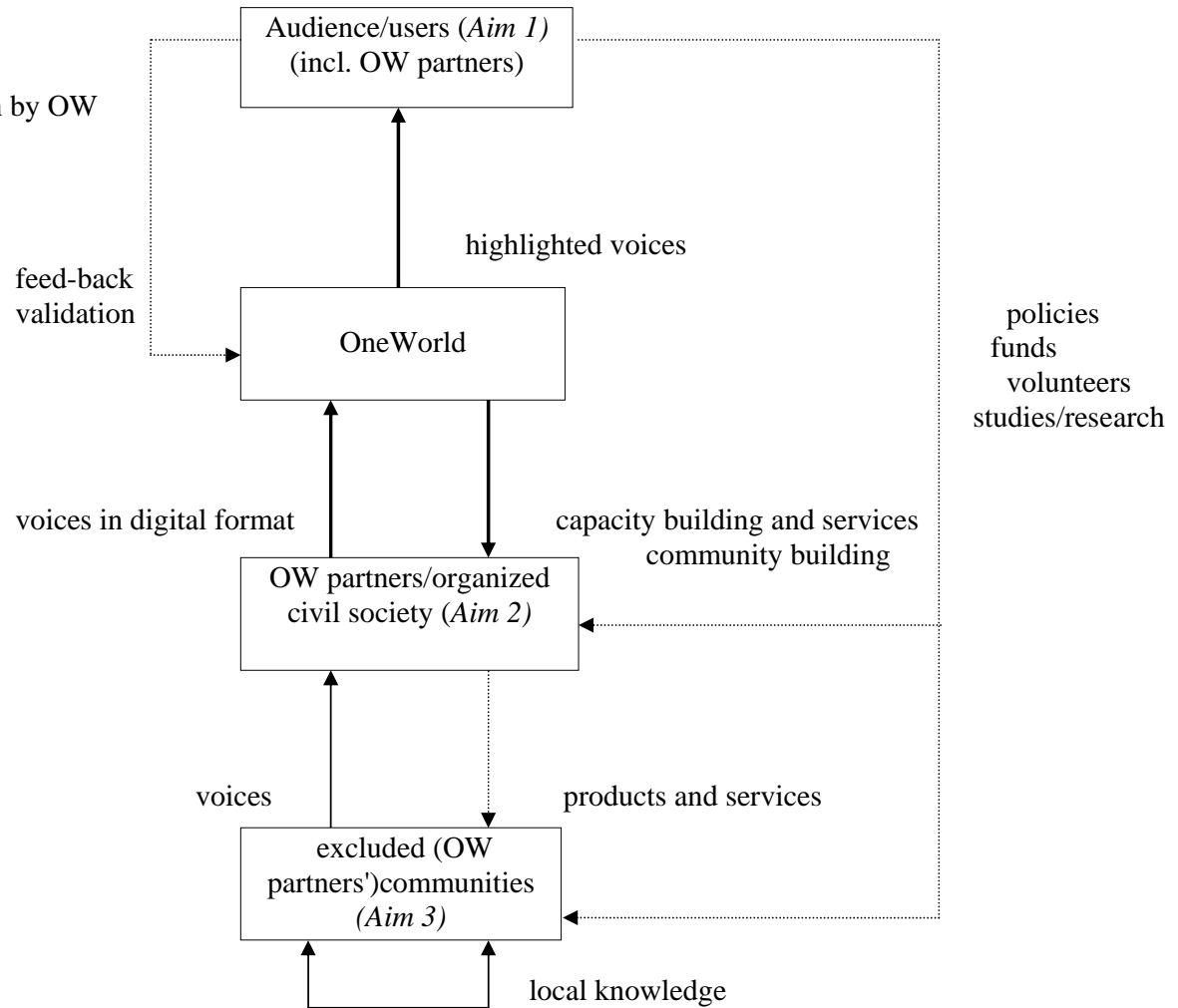**Case Study 2 – Enabling C4D to influence policy makers**
The Van Gujjars (a nomadic tribe living near Dehra Dun in the north of India) and their buffalo's live deep in the forests, away from human habitations and are normally cut off from any roads or telecommunication facilities. Therefore in case of any problem like accidents, poaching or harassment by the forest officials, the Gujjars feel very helpless. RLEK (Rural Litigation and Entitlement Kendra) has provided the community with wireless sets to address this issue. RLEK is a partner of OneWorld South Asia who published the story of the wireless sets on their Digital Opportunities Channel. Shortly after publication OneWorld was contacted by DFID, who wanted to invite a representative of the Van Gujjars to the World Summit of the Information Society (WSIS). Through their presence and the video they made especially for the occasion, the Van Gujjar community was able to directly address all policy and decision makers gathered in Geneva.
In all of these areas, the importance of the intermediary role we play has become clear to us. That is, that it is much harder to develop C4D without organisations that can help create the enabling environments for participatory communications to flourish.

The schedule below represents the information flows between OneWorld and its key stakeholders / target groups:

Audience/users (*Aim 1*)
(incl. OW partners)

The arrows indicate the level of effort taken by OW
in the particular information flow:
- primary priority
- secondary priority
- third priority

highlighted voices

feed-back
validation

policies
funds
volunteers
studies/research

OneWorld

voices in digital format

capacity building and services
community building

OW partners/organized
civil society (*Aim 2*)

voices

products and services

excluded (OW
partners')communities
(Aim 3)

local knowledge

APPENDIX 2

Key C4D organisations

Organisations in C4D include enabling intermediaries and networks – who support the C4D communicators with advocacy, training, access and networking – and the actual C4D communicators themselves; on a local, national, regional and international level. As the latter category potentially includes a vast array of players this list proposes a sample, as well as proposing some leading names in the intermediary category.

	Intermediaries / C4D Networks	Notes
	AMARC http://www.amarc.org	International non-governmental organization serving the community radio movement, with almost 3,000 members and associates in 106 countries. Its goal is to support and contribute to the development of community and participatory radio along the principals of solidarity and international cooperation.
	Asociación Latinoamericana de Educacion Radiofonica (ALER) http://www.aler.org	Network founded in 1972. It has a satellite transmission in Latin America, provides training for Latin American radio stations, can provide equipment, and produces its own programmes for distribution via its satellite to all its members.
	Communication Initiative http://www.comminit.com/	The Communication Initiative is a partnership of development organisations seeking to support advances in the effectiveness and scale of communication interventions for positive international development.
	Independent Media Centers (Indymedia) http://www.indymedia.org/	A collective of independent media organizations and hundreds of journalists offering grassroots, non-corporate coverage. Indymedia is a democratic media outlet for the creation of radical, accurate, and passionate tellings of truth. There are currently about over fifty Independent Media Centers around the world. Each IMC is an autonomous group that has its own mission statement, manages its own finances and makes its own decisions through its own processes.
	La Asociación de Comunicadores Sociales Calandria http://www.calandria.org.pe/	NGO promoting social development and capacity-building across Latin America and the Caribbean. Calandria helps to generate dialogue between different sectors of society using diverse people- and culture-sensitive communication methodologies. It works to improve women's leadership and civic journalism, to strengthen the local government sector, to promote social vigilance of mass media, and to build the communication skills of other institutions.
	OneWorld Network www.oneworld.net	Global, regional and thematic portals for distribution and networking of civil society content.
	OneWorld Radio http://radio.oneworld.net	OneWorld Radio offers services and networking for broadcasters and civil society organisations

		that use radio for human rights and sustainable development. It enables the exchange of radio programmes and provides the opportunity for broadcasters around the world to network and share information about their activities.
	Open Knowledge Network (OKN) http://www.openknowledge.net/	OKN aims to promote the creation and exchange of local digital content as widely as possible across the South. It links and supports existing knowledge-sharing projects at the grassroots level in Africa and Asia through shared standards and open-source software.
	Panos http://www.panos.org.uk/	Panos works to promote an enabling media and communications environment worldwide and to ensure that the perspective of the people whose lives are most affected by development are included in decision-making.
	UNESCO http://portal.uneso.org	Unesco is engaged in a number of C4D style projects around the world [please see Workshop input from UNESCO in South Asia for illustration]; particularly in the area of radio, access points [of various kinds] and particularly the CMC programme. CMCs integrate community radio stations with the infrastructure of community telecentres, such as computers linked to the internet, printers, faxes, photocopying machines, photo equipment, scanners, etc. At present, 30 CMCs are operating in 16 countries spread out over three continents, and development of significant 'scale up' in Mali, Mozambique and Senegal.
	FAO http://www.fao.org/	FAO have emphasised rural communication, and especially radio, in its communication focus. A search of the site by 'communication' has over 6,000 results. A good introduction can be found at: Communication for Development http://www.fao.org/sd/KN1_en.htm
	World Association for Christian Communication (WACC) http://www.wacc.org.uk/	WACC works for human dignity, justice and peace. It sees genuine communication as the basis of understanding and co-operation between peoples of different faiths and cultures. It promotes freedom of expression and information and the democratisation of communication.

C4D local organisations
Local organisations promote C4D within their communities. For examples of how local organisations are using C4D throughout the world, visit the OneWorld Radio website [below] which shows a list of nominees to the One World Broadcasting Trust's special achievement award for an outstanding community media project or organisation that has made a unique contribution to the communication of sustainable development or human rights.
http://radio.oneworld.net/section/competitions/media_awards

The list includes esteemed C4D organisations, such as:

- The Big Issue, Namibia
- Campaign Against Child Sexual Abuse, Nigeria

- Chikuni Community Radio Station, Zambia
- Cinemaya Independent Films, Pakistan
- Communication for Children and Women, Bangladesh
- Communications for Development, Palpa, Nepal
- DYMT-FM Community Radio, Philippines
- El Correo, USA
- The Gleaner news online, Nigeria
- Green Times Newspaper, Zambia
- Hatemalo Sanchar, Nepal
- ICT Focus Magazine, Ethiopia
- Sahil, Pakistan
- Migrant labourers, Indonesia
- Mother's day cancer awareness campaign, Ghana
- Ndizathuzomwe, Malawi
- NGO Connect, India
- Participatory Development and Training Centre, Lao
- Peace X Peace, USA
- Periodico 15, Colombia
- Periodismo Social Asociación Civil, Argentina
- Public Agenda, Ghana
- QUENUM Anicet Laurent, Senegal
- Radiophony, India
- Rare Radio, USA
- Radio Canal Revelation, Congo
- Radio Ujjas, India
- Revelados: Valores en Línea, Colombia
- Salju Bogor, Indonesia
- The Sidama Concern, Ethiopia
- Traditional Culturalist, Nigeria
- Video Sabou et Nafa, Guinea
- Well Women Media Project, Kenya
- Women's Media Centre, Cambodia
- Youth Media, Zambia

/end.

APPENDIX 3

Bibliography

Legend:	
C4D:	relating to the concept of Communications for Development, SDC.
Dev Com:	relating to the theories and methodologies in Development Communications [Dev Comm]
ICT:	relating to information and communications technologies; IT, ICT, and ICT4D
Local:	relating to local context and regional context, case studies and local content.
Media:	relating to media and c4d
Radio:	relating to radio for development

C4D	Workshop Report: SDC / OneWorld South Asia 'C4D Brainstorm', New Delhi, 14-16 April 2004	
C4D	SDC / OneWorld South Asia 'C4D Brainstorm' meeting Support paper 3: What is Communications for Development [C4D]?. Jackie Davies, OneWorld International	Preliminary discussion paper on C4D concept for workshop.
C4D	The essence of OneWorld C4D concepts	
Dev com	SDC / OneWorld South Asia 'C4D Brainstorm' meeting Support paper 1: Development Communications Thinking. Jackie Davies and Carolina Seward, OneWorld international	Summary of development of concepts and methodologies.
Dev com	'Family Tree of Theories, Methodologies and Strategies in Development Communications'. Silvio Waisbord. Rockerfeller Foundation. http://www.comminit.com/stsilviocomm/sld-2881.html	
Dev com	Toffler, Alvin, The Third Wave. New York: William Morrow and Company, Inc, 1980.	
Dev com	Communication for Social Change http://www.comminit.com/SocialChange/sld-2181.html	This very briefly lays out some of the concepts behind communication for Social change.
Dev com	COMMUNICATION / MEDIA Strategic Thinking http://www.comminit.com/strategic.html#communication	This is a section of the CI site that contains multiple strategic thinking pieces on communication and media.
Dev com	Background Paper for Communication for Development Roundtable, Nicaragua, November 2001 http://www.comminit.com/stcomdevround/sld-3440.html	The Roundtable looked at communication in the context of AIDS but this document is also very good for laying out some of the major concepts.
Dev com	Communication for Development, CI discussion on dev comm. Thinking - summary of discussion http://www.comminit.com/majordomo/faocomm/msg00083.html	Useful introduction.
Dev com	Common Principles Ricardo Ramirez http://www.comminit.com/majordomo/faocomm/msg00022.html	
Dev com	Guiding Principles for Communication for Development - Alfonso Gumucio http://www.comminit.com/majordomo/faocomm/msg00077.html	
Dev com	Essential Fundamentals of Dev Comm's Maria Protz http://www.comminit.com/majordomo/faocomm/msg00028.html	
Dev com	Principles for Dev Com Guy Bissette http://www.comminit.com/majordomo/faocomm/msg00037.html	
Ict	SDC / OneWorld South Asia 'C4D Brainstorm' meeting Support paper 2: IT and Development Thinking. Jackie Davies & Carolina Seward, OneWorld International	Summary of development of ICT and ICT4D thinking.
Ict	SDC / OneWorld South Asia 'C4D Brainstorm' meeting Support paper 4b: WACC Paper: Convergence, Networking and Development.	
ict	Information communications technologies, poverty and empowerment. Andrew Skuse, DFID. July 2001	
Ict	World Bank Report: ICT for Development [2003]	Useful overview about WB's perspective on ICT4D; classification of social empowerment, economic empowerment and political empowerment [akin to SDCs theme of 'giving a voice'.
Ict	Information and Communication Technology Sector Strategy Paper, World Bank Group.	

	http://info.worldbank.org/ict/ict_ssp.html	
Ict	The significance of information and communication technologies for reducing poverty. Phil Marker, Kerry McNamara, Lindsay Wallace, Jan 2002. DFID	DFID paper on ICD
Ict	Info Journal: WSIS Special Edition, Feb 04. Article by Dave Souter.	Very useful overview of WSIS, outlining some of the challenges of ICT4D.
Ict	Civil Society Response to WSIS: Shaping Information Societies for Human Needs. www.itu.int/wsis/documents/doc_single-en-1179.asp	
Ict	WSIS: Declaration of Principles and Plan of Action www.itu.int/wsis/documents/doc_multi-en-1161/1160.asp	
Ict	Public service applications of the internet in developing countries. UNESCO 2001.	
Ict	European Commission: Communication from the Commission to the Council and the European Parliament; Information and Communication Technologies in Development. The role of ICTs in EC development policy; Brussels 14.12.2001; COM(2001)	
Ict	SDC - The ICT4D Platform International Advisory Panel [IAP] 'Road Map'	
Ict	SDC - Paper / Brochure on the SDC ICT4D approach	
Ict	SDC - Output of the SDC/IAP Working Group Brainstorming in Geneva, Sept 3	
Ict	Results and conclusions of the ICT4D Forum at WSIS www.ict-4d.org and internal note/video	
Ict	Smith, Matthew. "ICT and Development: The Links" Working paper. London School of Economics and Political Science. February 2004.	
Ict	Appropriating the Internet for Social Change. Social Science Research Council. Nov 2003 http://www.ssrc/org/programs/itic/	
Ict	Chandrasekhar Vallath, "The Technologies of Convergence", in Electronic Communication Convergence: Policy Challenges in Asia, by Mark Hukill, Ryota Ono, Chandrasekhar Vallath, New Delhi: Sage, 2000.	
Ict	Appropriating the Internet for Social Change Towards the Strategic Use of Networked Technologies by Transnational Civil Society Organizations http://www.comminit.com/st2003/sld-9356.html	
local	Subhash Bhatnagar, "Information Technology and Development: Foundation and Key Issues" in Infomation and Communication Technology in Development - Cases from India, et al by Subhash Bhatagar and Robert Schware, New Delhi: Sage, 2000	
Local	Making Waves: Stories of Participatory Communications for Social Change www.comminit.com/making-waves.html	
Local	Communication for Development [c4d] National Consultation meeting, Bangladesh, April 2003. Proceedings of meeting.	Coordinated by ChangeMaker and BNNRC. Available from AHM Rahman bnnrc@bd.drik.net
Local	The State of Development Communications in Pakistan; Mohammad Shehzad, NGORC Journal, Oct 2003	Available from M.Shehzad mshehzad@lead.org.pak
Local	Open Knowledge Network [OKN] Documentation www.openknowledge.net	Especially the initial 2 reports [OW and IICD] about local content initiatives. [2002]
Local	Community Media Centres [CMCs], UNESCO http://portal.unesco.org	Report, case studies and evaluation. UNESCO.
Local	Report by the D-G on the consultation process and the revised draft recommendations on the promotion and use of multilingualism and universal access to cyberspace.	[adopted Nov 03] UNESCO General Conference, 32nd session, Paris 2003
Local	A.K Gupta, Brij Kothari and Krit Patel, Knowledge, Network for Recognising, Respecting and Rewarding Grassroots Innovation! – in Information and Communication Technology in Development - Cases from India, et al by Subhash Bhatagar and Robert Schware, New Delhi: Sage, 2000	
Media	SDC / OneWorld South Asia 'C4D Brainstorm' meeting Support paper 6: Bellagio Statement: Bellagio Symposium on Media, Freedom and Poverty.	
Peace	SDC / OneWorld South Asia 'C4D Brainstorm' meeting Support paper 5: Understanding Communications for Development [C4D] in the context of conflict resolution. Carolina Seward, OneWorld international	
Peace	Hattotuwa, Sanjana. "Online Advocacy Principles and Case Studies within the Context of ICT and Conflict Transformation." Discussion paper written for OneWorld South Asia Partners	

	meeting : 3-4 February 2003, New Delhi, India.	
Peace	Understanding Communications for Development [C4D] In the Context of Conflict Resolution. Written by Carolina Seward, OneWorld International. SDC/OneWorld South Asia 'C4D Brainstorm' Support Paper 5	
Peace	Marin, Noemi and Laura Lengel. <u>Impact of Media on Conflict Resolution and Education in the New Europe.</u>	
Radio	'The One to Watch – Radio, New ICTs and Interact. Alphonso Gumucio Dagron: Take 5: A handful of essentials for ICTs in Development. Download from www.comminit.org	
Radio	Guidelines for Applying licenses for Setting Up Community Radio Station, India, April 2004	Official release, example of restrictions on broadcasting. Available from S.Ghose charkha@bol.net.in
Radio	SDC / OneWorld South Asia 'C4D Brainstorm' meeting Support paper 4a: Radio for Development in South Asia Andy Phipps & Jackie Davies, OneWorld Radio www.oneworld.net/radio	Overview of radio for development landscape in South Asia, with useful links. Also sample of C4D practitioners, members of OneWorld Radio in region.

APPENDIX 4

SDC/ OneWorld South Asia
'Brainstorm' on Communications for Development [C4D]
April 15-16th, 2004, New Delhi, India

Content

Introduction
- Aim of the workshop
- The conceptual landscape for C4D

What is C4D
- Definitions
- examples of C4D activity
- key issues in C4D

The issue of voice
- who is communicating
- who is listening
- Issue of credibility of the communication

C4D and context
- Importance of media freedom
- C4D and peace building
- Appropriate communication, tools and strategies
- Connectivity and access

The communication tools
- pros and cons
- examples of use of tools by participants' organizations and other projects

Enabling C4D
- Matrix
- Need for C4D advocacy
- Networking
- Support for C4D

Appendix
- Participants & organizational profiles
- C4D projects
- C4D resources

Participants and participating organisations

Organisation	Name	Email
BNNRC	AHM Bazlur Rahman	bnnrc@bd.drik.net
Charkha	Shankar Ghose	shankar_ghose@hotmail.com
DRIK	Shahidhul Alam	shahidul@drik.net
I4D	Ravi Gupta	Ravi.gupta@i4donline.net
LEAD Pakistan	Mohammad Shehzad	mshehzad@lead.org.pk
OneWorld Radio	Jackie Davies	jackie.davies@oneworld.net
OneWorld South Asia	Basheerhamad Shadrach	basheerhamad.shadrach@oneworld.net
OneWorld South Asia	Rahul Kumar	rahul.kumar@oneworld.net
Panos, India	Mitu Varma	mitu@panosindia.org
Panos South Asia	Kishor	kishor@panos.org.np

	Pradhan	
SDC	Gerolf Weigel	Gerolf.weigel@deza.admin.ch
SEWA	Namrata Bali	mail@sewa.org
UNESCO	Tarja Virtanen	t.virtanen@unesco.org
Voices	Ashish Sen	voices@blr.vsnl.net.in
Young Asia TV	Sharmini Boyle	sharmini@yatv.net

Introduction

Aim of the workshop

The aim of the workshop was to look at the latest developments and changes in Communication for Development [C4D]. The rapid technological development spreading of ICTs have drastically changed key aspects of communication and information flow. ICTs allow for instance more interactivity and speed of information flows and communication at much lower costs. Also the socio-political environment has changed remarkably, considering e.g. the stronger role of civil society and media, more participatory approaches but also increasing intercultural tensions and conflict situations. Therefore, the Swiss Agency for Development and Cooperation [SDC], OneWorld International and OneWorld South Asia in cooperation with C4D specialists from South Asia organized a brainstorming event for reflection on an innovative 'New C4D' Concept. The workshop process did build on the existing knowledge and experience, but putting a strong emphasis on the latest practical lessons learnt and innovations in using ICTs to enhance communication for development.

> *A lot of innovation is taking place in Asia in communications. We would like to facilitate the existing initiatives rather than bring our own solutions. I hope that this 2-day brainstorming will inspire us. [G.Weigel, SDC]*
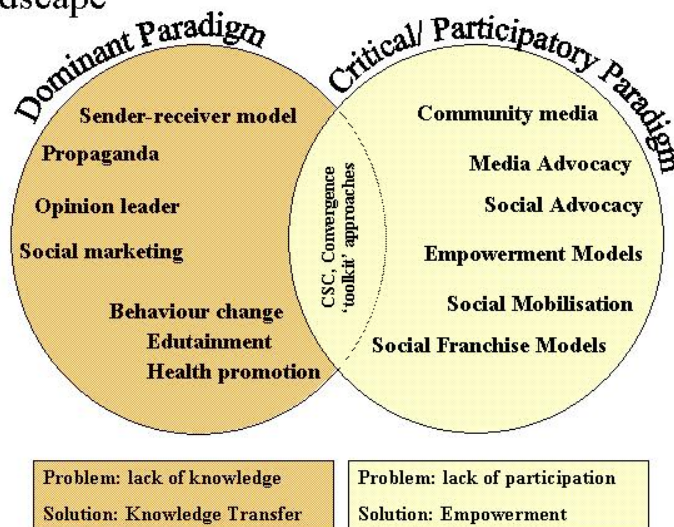
The workshop did not aim to interrogate the right or wrong of ICTs; but from the basis of understanding these as 'tools' to explore how they can be best used for people-centered communication. ICTs compared to a knife; it depends on how you use it, it is a tool not an end in itself. Putting the 'C' i.e. 'communications' into ICT4D [Information communication technologies for development], also need to integrate the ICTs with traditional tools.

> *We should redefine development communication as it has become a top-down approach and the content has become propagandist rather than participatory. [T. Virtanen, UNESCO]*

The conceptual landscape for C4D
The workshop began with a brief overview of development communications concepts, in order to contextualized C4D within the landscape of methodologies and theories. The use of ICTs were overlaid over this landscape; showing how they can be used in most, if not all, contexts regardless of the underlying theories. For example highly directional [dominant paradigm] development communications – delivering messages – can use the same tools as more participatory [critical paradigm] communications. This shows that it is not the tools that determine the communication, but rather it is the intention [and theory] of the communication that determines how it produced, delivered and received.

Development Communications' Conceptual Landscape

Dominant Paradigm

Sender-receiver model

Propaganda

Opinion leader

Social marketing

Behaviour change
Edutainment
Health promotion

CSC, Convergence 'toolkit' approaches

Critical/ Participatory Paradigm

Community media

Media Advocacy

Social Advocacy

Empowerment Models

Social Mobilisation

Social Franchise Models

| Problem: lack of knowledge | Problem: lack of participation |
| Solution: Knowledge Transfer | Solution: Empowerment |

What is C4D

Definitions
Workshop participants discussed the concept of C4D, exploring what it may be, and what definitions are appropriate. The aim was not to pin down a definitive label, but to explore what it means to do 'communications for development' C4D, and what some of the characteristics of C4D. These included:

Communication by 'ordinary' people
C4D means people-centered development. [A. Sen, VOICES]
C4D is to empower the rural poor and the marginalized through communication to give them their info and entitlements for social justice. [S. Ghose, Charkha]
It is people-friendly. [K.Pradhan, PANOS]
Communication has to be people-centered. It can be by anyone. [K.Pradhan]

Communication that impacts policy
C4D should bring about positive changes in the lives of people. Should be able to influence the policies on development. Voices of the poor and the marginalized should be brought into the mainstream and the development debate. [K. Pradhan]
Meaningful participation indecision making, managing info [T. Virtanen]
Sensitizing policy makers bottom up. [T. Virtanen]
C4D celebrates freedom, diversity and works towards influencing policy changes. [A. Sen]
Best practices being included in government plans. [T. Virtanen]
Some issues can be solved at the local level. For some others one has to go to the national level. [G.Weigel]
Communication that builds peace
Build peace [S. Boyle, YATV]
Reduce conflict, sharing views [S. Boyle]
Developing debate and consensus. [S. Boyle]
Using available ICT and other tools
By communication, I do not mean only ICT. I see a mix of media – traditional media – folk singers that attract huge crowds and are interactive. [S. Ghose]
Does not increase the digital divide. [T. Virtanen]
Impact evaluation be issue-driven and not technology driven. [T. Virtanen]

In summary it was said that - C4D is to empower the rural poor and marginalized through communication. Its not just ICTs but also traditional media, mixing old and new technologies, high and low tech: its what is appropriate and useful to the people who are communicating, and able to do this communicating in their own languages.

Examples of C4D activity
Workshop participants brainstormed examples of existing projects that are examples of C4D in practice, these included:
- Audio through cable at Boodikote. Production and dissemination of info is managed by farmers. [A. Sen]
- Bhoomi Project in Karnataka. [A. Sen]
- Bangalore Municipal Corporation project. [A. Sen]
- Computer classes in Madarssas in Sylhet district have been so successful that now children want to manage the programme. Even children from the Meghalya state in the north east of India cross over to learn computers here. There was a channel that has shut down now, in which children used to make programmes. They had the freedom to ask any kind of questions to anyone. [S. Alam, DRIK]
- Campaigning: A rape took place in the university in Dhaka. But the government did not want to take action because the culprits were connected to politicians. We started an online campaign, which became an international issue and the government was forced to take action. [S. Alam]
- Health organizations see a business model for all the parties involved in social change. This approach enables all the players to set up clinics at the rural level and they make profits also. Janani model in India. Could be a useful model for some C4D activity. [A. Sen]

Key issues in C4D
Discussion about C4D brought up the following key questions and points:
- Communication that is inclusive: It needs to be beyond the final mile, marginalized accessing communication means
- Awareness of communication potential: people need to know that they have a voice and means to communicate. Needs assistance in spreading this awareness
- Enabling political climate: where there is a situation of lack of media freedom what can communicators and facilitators do? Where no 'ownership' of communication outlets what can be done?
- A listening society: there needs to be an incentive in communication, i.e. knowing that someone is listening. How can government be encouraged to listen more? How can society listen more? What is the follow-through from communication?
- credibility and trust: what is the message? What is credible? Accountability is important -by media, grassroots and others
- Effectiveness of communication: need to clearly identify the target audience of the communication and reach them, needs to be relevant content, needs monitoring of the communication – did it work, what can be improved?

The issue of voice

Who is communicating?
When thinking about C4D it is necessary to have a solid understanding about who is communicating. In discussion it was said that C4D is about communication by a wide range of people; 'ordinary people', all people. This includes 'the public', disabled, bonded labour, Panchayats. local governments, local reporters, local leaders, prayer leaders, teachers, students, children, women, refugees, youth, all castes, and many other classifications of people - with an emphasis on the marginalized and those who do not generally have a significant voice in society.

> *Strength in communicating together:*
> *The voice of 10,000 poor cannot be ignored, that of one can be. ICT can help to facilitate networking and alliances through effective communication among the poor but also with other stakeholders. [G.Weigel]*

> *Dalit organizations in Nepal have their own licenses for radio. [K.Pradhan]*
>
> *The average person is not able to influence the decisions concerning their lives. Need participatory action. [S. Alam]*

Who is listening?
Participants discussed the issue of who is receiving C4D communication, who are the target? It was highlighted that for all communication it is vital to have a receptive listener, and that this can be a challenge for many grassroots communicators; the question of who is listening is a large one, and people need to know that their communication is going to be effectively or else they cannot have confidence in C4D.

> *Getting heard:*
> *If you want to communicate, you must be heard, you must be understood. It has to be effective. [S.Ghose]*
>
> *There is no culture of listening to dissenting views. Culture plays a very important role in C4D and it is related closely to religion. [M. Shehzad, LEAD]*
>
> *It is not only communication. It is effective communication. Communication should lead to concrete and measurable results. Reinforcement should take place. [S.Alam]*

It was discussed that for policy level change the target could be the judiciary, government, media, and private sector - corporate social responsibility. For peace-building and cultural expression the audiences are diverse and widespread; local, regional and international.

It was also said that marginalized and poor do not always know that there are communication opportunities that are available to them, and also that the burden of daily life can make the incentive to communicate a challenge.

> *People at the grassroots level do not have time to waste as they work 20 hours. They will not communicate for the sake of communicating. Will communicate only if they have a problem. [S.Ghose]*

Issue of credibility of the communication
It was discussed that 'credibility' is an important aspect of effective communication. For C4D the base is people-centered development-focused communication, which needs to be accurate and trustworthy in order to secure effective reception.

It has the power to present an alternative view, that together with other communication – mass media, government, other communities – can give a 'fuller picture' about a particular context or situation. For example K. Pradhan mentioned that in terms of newspapers 'I have to go through a number of newspapers to get to the truth of a matter.' By the same token more free and diverse communications can result in a much more multi-facetted knowledge base on an issue; for example water issues in South Asia; there would be different perspectives from India, Nepal and Bangladesh; as well as different perspectives within each country from the mass media, government and – significantly for C4D – from communities concerned.

Credibility also means that the information is relevant to the people concerned. [G. Weigel]

C4D and context

It was acknowledged in the workshop that the context of lack of media freedoms would have a highly restrictive effect on the development of C4D, but in these situations ICTs also bring some level of alternative distribution channels that should be more fully explored.

> *How there be development in the absence of media freedom and how can there be development in the absence of a parliament? Only one-sided version of affairs is put out and the media is controlled, so how can there be development. [M. Shehzad]*

There was a view that it is vital to sensitize policy makers on media freedoms, to advocate for C4D:

> *The government of India has given a lot of the broadcasting laws to TRAI (Telecom Regulatory Authority of India). Now we need to work / sensitize with them also. Donors – Aid – India has stopped aid from many countries. Broadcast Bill is there, but it will take years by the time it is implemented. [S.Ghose]*

Participants also discussed the fact that 'ownership' plays a vital role in communication, and for many mediums – radio, TV, mainstream press – the ownership is not in the hands of the public, but rather government or elites. Question of ownership and restrictions:

> *'It is really not a question of information access. Communication is only a tool for development. But who controls the button, which switches off and on the radio. Why is it that someone has these controls and for what reasons.' [S. Ghose]*

The present example of 'opening up the airwaves' in India for community broadcasting was examined, showing that there is a high level of restrictions for this supposedly free broadcasting. S. Ghose presented the 'guidelines for applying licenses for setting up a community radio station'
[*paper available*], which ably showed that while the spirit of the law may appear very open the letter of the law – and the difficult regulations and restrictions – makes receiving a license difficult.

There are 79 local radio stations in India, and in 1996 the Supreme Court said that ownership of airwaves lies with the people. Private radio stations have developed, with the emphasis on music, but recently educational institutions and universities have been given licenses, but not NGOs. The community radio license gives permission for the airing of programmes on education, health, environment, agriculture and rural and community development. While the development of licenses for community radio have some large benefits – for local content for example 'The content must be confined to social, cultural and local issues and the format, subject, presentation and language must reflect and exude the local flavour and fragrance', it is also highly restrictive in terms of political comment 'The licensee shall not be permitted to broadcast any news and current affairs programmes and shall not air election and political broadcasts' , nor is any income generation from advertising permitted which is a problem for sustainability.

It was discussed in the group that C4D communicators should both lobby government in situations where restrictions apply, and also at the same time explore other routes; for example cable radio and the internet.

The richness of experience amongst participants from different countries made it clear that there is much that we can learn from each other, in terms of engaging government about communication rights and about strategies for communicating. It was agreed that networking together and sharing this knowledge would be one way forward.

S.Alam spoke about how communicators in Bangladesh had overcome government restrictions to the Net. 'There was no legislation when we started ISP services. But we did give a letter to the government, which has not been replied to. But we have gone ahead with

the project and now it has found legitimacy. We need to utilize all possible resources,' he said. R. Gupta also spoke about his experience in India of progressing GIS mapping despite prohibitive laws; showing that sometimes communication advances can proceed legislation. 'Maps are still restricted in south Asia. Law says that you cannot export, send or digitize maps. GIS is all about digitization and usage of maps. When we started writing these articles on Maps, people were shocked. But eventually, the magazine went to government and people were sensitized. Our magazine which had been banned by the Survey of India, then they became a partner. And are lobbying together for policy changes', he said.

C4D and peace building
One of the aims of the workshop was to examine C4D in the context of peace building, and to this end K.Pradhan and S. Boyle gave brief presentations about their experience of C4D in Nepal and Sri Lanka respectively.

Today, YATV is one of few crews that regularly visits the former conflict areas. [S.Boyle]

A Nepalese journalist was able to travel to conflict areas as he was allowed by the human rights organizations and he made a very good documentary on the conflict, which has been received well all over the world. [K.Pradhan]

It was clear that in both contexts, and also other examples of conflict, post-conflict or areas in crisis, that C4D can play a major role; when communities communicate for themselves about their desires for peace. People are using emails to network with people all over the world, and journalists are trying to get facts from conflict situations itself.

The Network of Women Journalists: In the wake of the Gujarat riots, a lot of misinformation was taking place. But this network of women journalists were able to filter a lot of info on the Gujarat riots. [A.Sen]

If the messages come from the people in their language, in their voice, from their sufferings, it is different and very effective. [N.Bali, SEWA]

Participants also discussed the role of C4D tools – new and old technologies – in supporting communities in disaster situations, where there is a pressing need for information and the communities are enabled to communicate for themselves.

During the earthquake everything was destroyed in Gujarat. Only the HAM radios were working. It was the only thing, which allowed us to continue our work. Women and girls passed on community messages from camp to camp. These messages also were transmitted through the satellite. [N.Bali]

The issue of appropriate ICT tools came up in discussion; as it become clear that it is not the nature of the tools that determines the communication, but how they are used and with what intent. S. Ghose spoke about the tragic situation of his son's disappearance in Assam in the context of being an NGO worker working with communities in conflict. His information gathering, his laptop and access to the tools may have resulted in increased lack of security and danger; sometimes communication can endanger the communicators.

Appropriate communication, tools and strategies

Participants discussed the issue of appropriate communication and strategies, and the need to be highly flexible in C4D; with the context leading the communication rather than the tools leading.

I need to develop a strategy as the scenario develops. I cannot work on a pre-decided strategy. I will have a fluid strategy, which changes as we work and things change. [S.Alam] What is important is that it is people's technique. It is an appropriate technique. We are building a people's media. [A.Sen]

Participants highlighted the need to explore alternative distribution opportunities that ICTs and other tools now present. There was a call to be creative and also to focus on folk art, theatre and the visual media, which are often overlooked in consideration of more mainstream media interventions.

Examples of accessing alternative distribution for communication came from S Alam 'We could not interest the mainstream media about a documentary on the burning of the Ahmedia sect in Bangladesh. So we are holding private viewings all over the country', he said. N. Bali from the participatory video organisation SEWA also spoke of her experience of just going ahead and producing and distributing content, and then having official interest follow. 'We wanted to create awareness just before the census of India operations that women have to fill up important questions in the questionnaire, ' she said, 'We had to go from village to village and create awareness. Just a day before the census, the state TV showed interest and gave us a slot'.

Connectivity and access
The challenges of connectivity and access were not ignored in the brainstorm, but were an underlying reality in many participant's contributions; C4D as a concept was welcomed, but ICT access and costly or irregular connectivity were acknowledged as major impediments to C4D progress. But it was also acknowledged that while these remain huge challenges there are a growing number of examples of people and projects who have begun to overcome the challenges, using ICTs – and especially digital technologies – to further their communication aims.

The Council of Indigenous People in Bolivian used ICTs to fight for their rights. That does not necessarily mean that all people there have direct access to the internet. [G. Weigel]

Cost - We could not till now enter video production. Because it was expensive. Now we can because of digital tech. [S. Alam]

The communication tools
When discussing C4D it is important to examine the range of communication tools that are available, and the advantages and disadvantages that each present for C4D communicators. The group brainstormed some of these – focusing on radio, video/tv, web-based, print – while acknowledging that these did not represent the full range of tools – there are also satellite technologies, mobile/telephone, many routes to convergence of old and new technologies [radio+internet, print+internet for example]. But for the purposes of discussion only a few tools were examined:

pros and cons

	Pros	Cons
Radio	For the communicator[s]: Cheap production of programmes Radio is good for visually challenged people [participate and listen] For the receiver[s]: Radio is cheap to access Does not need complete attention. Portable. *70 per cent people have access to it in Nepal. [K.Pradhan]* *FM Taxis in Delhi [S.Shadrach]*	For the communicator[s]: there is a time constraint For the receiver[s]: radio not as attractive as TV. radio is not interactive, not easy to communicate back *We still have countries where community radio still fights to have legitimacy. So, we cannot harness its potential. [A.Sen]*
TV/Video	For the communicator[s]: TV influential Video grabs attention	For the communicator[s]: Start up costs are very high Media monopoly as only certain

	For the receiver[s]: TV influenced people in Nepal. People were influenced for democratic reforms by Korean news. [K.Predhan] The community acts as a producer of the programme, for example the SEWA organization; where they shoot, edit and make the programme. [A.Sen] Examples of community video projects in S.Asia: SEWA [A.Sen] Malaysia [S.Boyle] Tansen, Nepal, which is supported by UNESCO. [K.Pradhan] OKN in Pondicherry, cable linkup by MSSRF [S.Shadrach]	people can take it on It is not as effective as radio in terms of feedback. There may not be many community TV initiatives like radio. The cable TV operator is very powerful these days. Can choose to show anything he wants. For the receiver[s]:
Web-based [email, websites, listerves, databases etc]	For the communicator[s]: Freedom of access, unmitigated Multi-media capacity Two way flow Virtual networking and community Speedy communication Low entry barrier Reach and flexibility Cross language For the receiver[s]: Wide variety of content Can be searched according to need *The cultural shift is important; CHAT is an online space that is being used widely. [S.Alam]* *Even if a person has a computer, but not an Internet connection, one can spread info through CD Roms. [A.Sen]*	For the communicator[s]: Problems of access and capacity Cost of being online Language still difficult For the receiver[s]: Lack of content on some issues, for some areas Relevance of content Perceived threats
Print	For the communicator[s]: Community newspaper concept; where the community produces the news Mainstream: can write letter to the editor For the receiver[s]: Cheap to buy, and share Print media is perceived to be more authentic Easy to retrieve / store Pictures / photo journalism Reflects opinions / in depth study	For the communicator[s]: Difficult to access mainstream press Owner-editors, not development aware Reliance on advertising For the receiver[s]: Newspaper content sensational Buying paper is still difficult for the poor and/or illiterate Outreach is limited Limited life of content (can't get repeated as TV) Very limited interactivity (only through letters to the editor)

		Not easy to store online Not available on the Google Local publications not available on the google
Visual – photography/ painting	For the communicator[s]: Painting as means of communicating – a rickshawallas can commission a painting for his rickshaw Power of photography For the receiver[s]: Available in many ways Transcends language Digital opportunities now for visual [photoshop, web distribution]	For the communicator[s]: One off, and one place Needs distribution means For the receiver[s]: Limited 'detail' in the communication

Examples of use of tools by participants' organizations and other projects

In examining the use of ICT and traditional communication tools the group reflected on their own organisations' use of communication tools over the past few years, and how this might have changed with the introduction of ICTs.

M. Shehzad spoke about his experience of the use of ICTs and social mobilization for environmental campaigning in Pakistan. 'An advocacy campaign to resolve this issue [water pollution in a specific location] was launched. Raised a series of stakeholder dialogues between media and civil society. Government took action last year. The flood damages were mitigated, he said.

N. Bali from SEWA in India spoke about her organization's use of ham radio (band radio), as well as the development of community multimedia centres and participatory video. 'This has empowered women', she said.

K. Pradham spoke about Panos South Asia's changing use of ICT tools 'Tools used have changed. Previously telephone or face to face discussion happens. Now email / list serve / e-conferencing is in vogue, ' he said, 'The downside is that it makes the human dimension less and less', he added.

For Charkha in India S. Ghose highlighted the changes that email have brought to the rural news gathering activities. 'Charkha is a network of NGO activists. Charkha edits and article and also trains people. The entire process has changes as the articles come through email. Training workshops on writing skills / and also on IT usage skills'. He also mentioned that as an organisation they aim to move more strongly into radio and TV, and to pursuade media owners to dedicate space for development issues, that can now be more ably delivered. He also indicated however that ICT are simply a vehicle, a tool, 'They cannot replace human interaction', he said.

For VOICES in India, which is active in training and capacity building, production, and research the move to distributing their quarterly journal online has been a major development. 'This was manually done earlier but now we do it electronically and the journal is online now', said A. Sen. 'The hardcopy is still available' he said, but now there are multiple ways of archiving it and distributing it. A. Sen also mentioned other ICT related activities; Nammadhwani, narrow-casting; the use of audio cassettes and loud speakers to reach out to people, and now using cable. People reach it through TV or through cable compatible jack. Moving to new areas like networking and web designing. He reiterated that the availability of power infrastructure is a crucial bottleneck for spread of ICT, and that publicity – especially international – can be a great support for C4D practitioners in their own countries.

Ours is a small initiative. It has prompted the home minister to advocate for community radio after an article appeared in The Washington Post on laying down water pipes for the people. Also, we exposed a scandal related to handicapped. [A.Sen]

N. Bali spoke for many when she spoke about the need for ICT and other communication tools to be introduced sensitively to local communities; with the awareness that local culture, education and context means that there are varied paces in development communication.

> *Lessons from the success stories in C4D are that it takes time, patience and energy. Technology does not take much time. But grassroots communities' pace is different. One must invest to see that there is a matching of pace. [N.Bali[*

Enabling C4D
During the latter half of the brainstorm workshop discussion turned to how C4D could be further supported and enabled, by all levels of participation; from the grassroots communicators themselves, to the intermediary support organizations – of which most of the workshop participants were drawn – and to donors, agencies and facilitators on the international level. There was fruitful group work on identifying key elements to a C4D matrix.

C4D matrix

	Grassroots	Intermediary	International

Vision	ICT for the people by the people	ICT for bridging the gap between grassroots and policy	Capacity building and facilitating policy dialogue
'An enabling environment that short circuits the digital divide and ensures that technology developments are available to all'. *Crosscutting two way learning process – share learning at all levels* *Empowerment of the poor and marginalized through effective communication to secure social justice and equity*			
Guiding Principles Participatory [production, decision-making, evaluation and monitoring] Bottom-up Inclusive People-centered [by and through the concerned] Person on street being directly involved in decisions affecting them Empowerment Capacity building Systemize for sustainability Honesty and integrity for all levels, transparent and accountable	- Involve local participation in overall action - Accountability to the people - Demand driven and needs based [with supporting research] - Cultural context, relevant content, content driven - Link to policy, vertical links - Multi-facetted, cross media	- Partnerships, alliance building, collaborative - M&E and documentation, learning, knowledge-sharing through networking	- Long term commitment - Ensuring mechanisms for grassroots to be heard - Tri-partite forum [giving access to people for voice] - Need to be broad, accommodating and flexible
Priorities of action Infrastructure development Building capacity Information, development and resources for C4D Coalitions and collaboration, advocacy and	- Invest in grassroots in using ICTs - Need to sensitize people about their own communication possibilities and potentials	- Retaining capacity [brain drain] - Intermediaries have the structure and should build grassroots capacity - Need to also build own capacity	- Need to take risks - Speed of response - Need ICT support policies that are more people focused

lobbying for C4D Support mechanisms for sustainability			
Social aspect of ICT4D Tools	- Need to address superstition/taboos - Cultural integration - Need to allow reverse flow of communication - Technology used should be localized [e.g. appropriate language software] - Content localized - Sensitive to local norms and culture	- Problem of elitism, nepotism and language dominance of English - Needs to be more listening to people	- Can play an active role in south-south linkages - Support intermediaries with resources for networking - Broaden networking for C4D internationally - Facilitate peer learning - Supporting c4d in range of contexts

Can we by providing people a tool to communicate ensure that they will communicate. The question of sustainability will also come up. [S.Ghose]

Need for C4D advocacy
It became clear in discussion that there is a need for advocacy around C4D, both on the level of encouraging grassroots communicators that they do have access to expression – and to aid them in capacity building and identifying communication opportunities – and also advocacy directed at target listeners; policy makers and society generally; who need to listen.

The marginalized have a lack of awareness and c4d means to make them realize that they have a voice. The relationship between the poor and the government is very heavy [S. Shadrach]

Need a real paradigm shift that the poor also have a voice and the authorities that they are no longer the providers but the facilitators. [S. Shadrach]

Advocacy alliance for C4D /networking
There was a strong feeling within the workshop group that networking is a vital next step. Advocates for C4D should build alliances with groups from South Asia. Nepal, Bangladesh and Sri Lanka and other countries can provide valuable lessons in developing C4D and radio freedoms, lessons that need to be shared.

It was proposed that there should be strategic alliances; including government 'champions', and academics, in order to develop research, and also to link-up with mainstream media; who can include more C4D content. It was felt that there needs to be regional networking for demonstration effect, there needs to be strategic identification of the 'chinks' that need attention.

It was agreed that all C4D proponents should exchange learning and experience, that we need to leverage advantage and maneuver strategically in support of C4D in the region and internationally. Advocates should be practical in sharing – and highlighting – available

resources and in using the available ICT tools to be creative and effective in networking for C4D.

Support for C4D
What sort of support is required for C4D? This was the question that the group considered in the context of peace-building and more generally for C4D as a whole. Some of the answers included:
- Training
- Build capacity for content development
- Mainstream media intervention by NGOs, support community media; and assist bridging the two
- Support for grassroots involvement [their voice], through appropriate use of tools
- Cheaper tools: production [big investment in skills]
- Assistance for C4D communicators in effectively using the chosen tools; help desk and support
- Support for sustainability and revenue generation
- Reaching intermediaries that spread that voice
- Networking – South:South, North:South
- Support alternative distribution: festivals, village playback, web distribution, mobile / radio, cable etc
- Encourage cable use by communities
- Support the exchange of content via web, and other web distribution
- publicity leads to profile that can impact on policy makers, so need to ensure that C4D has publicity on all levels

Policy intervention in support of C4D
When considering policy intervention in support of C4D the group agreed that NGOs need support in engaging governments on this issue, and that there is a need for supportive networking and shared learning about advocacy strategies.

There was a perceived need amongst participants for collective action in support of C4D radio in the region, for supporting community radio in Indian and learning from one another about effective strategies that have been applied in other countries.

Participating organizations have resources that can be leveraged in support of C4D and in establishing an effective network of C4D advocates: Panos – radio listserve and activity, Oneworld – radio exchange and portal, Unesco – CMCs and activity in sector, AMARC – new Asia Pacific office [Suman Basnet]. Plus national players: BNNRC and DRIK - Bangladesh, VOICES and Charkha – India.

Support for C4D: resources
There is a need for intermediary organizations to share and highlight the available resources that are available for C4D communicators; for example grassroots media toolkits
Need to map available resources and map what is needed

Ideas for future collaboration in support of C4D in South Asia
A touring visual exhibition on ICT and social exclusion (DRIK)
A catalogue of video diaries on the visually handicapped (voices)
South-to-south capacity building on audio/video content development (MSSRF, Voices, SEWA, UNESCO? and others)
An online toolkit for women journalist (GKP, SDC and Panos South Asia)
Campaign for Community Radio (SEWA, Charkha and others)
Support or the campaign for CR (DRIK, Panos, BNNRC and others)
Content exchange of ICT4D (i4d?)
ICT Policy maker's workshop (MSSRF, SDC, CIDA, Hivos and others)
A C4D event in Bangladesh, linking with DRIK and BNNRC
/end.

Participating Organisations:

Name of organisation - Young Asia Television
713 D.P.Wijesinghe Mawatha, Pelawatte,
Sri Lanka
Tel: 94 11 2787041-3 or 94 11 4419100
Email: sharmini@yatv.net

Brief description
Young Asia Television is a pioneering venture that was initiated in 1995 to actively involve young people in discussing issues related to sustainable development, the environment, human rights and peaceful coexistence through the media. The effort of the organization has been two fold – while engaging a youth audience through its programming, it also sensitizes and provides training to its young production staff in using television to raise awareness on topics of social interest. Young Asia Television started making a serious commitment to ethnic reconciliation in Sri Lanka back in 1997 when a negotiated peace was not on the agendas of either of the two warring factions. Initially this took the form of two weekly television programmes. Sathi (produced in Sinhala), and Vilippu (produced in Tamil) was YA*TV's response to the critical lack of awareness in the country of the needs and experiences of the people who are most affected by the war. Since 2003 this programme is also being produced and broadcast in the English language, under the title The No War Zone. Providing in-depth analysis of significant issues related to coexistence, reconciliation and peace building in Sri Lanka… the programmes are broadcast at least 3 times a week on at least 2 terrestrial broadcasters and have gained an appreciative loyal audience base. Experience in communication for development [C4D]: Since 1998, Young Asia Television has been dedicated to fostering peace in Sri Lanka through its television programming. It enjoys a reputation for bringing quality, values-based social communication to Sri Lankan audiences. Through its years of experience in development and peace communication, YA*TV has developed and refined the skills to deal with complex social issues. In addition to the broadcast of regular programmes relating to conflict resolution in Sri Lanka, YATV has also supported the country's peace process through other media interventions such as: The Reconciliation Series – Six Half hour programmes on Reconciliation issues' The co-existence series – short video programmes on positive co-existence in Sri Lanka, Landmine Awareness Programme, Take this Road – 13 Episode Tele drama series on community reconciliation issues. Since 1996, YATV has also produced other television programme series, both at a regional and national level, focusing on issues of social justice and sustainable development. YATV has also been involved with several advocacy campaigns such as on Childrens Rights, Human Rights and Aids.

Interest in C4D
The vision and mandate of Young Asia Television (YA*TV) incorporate concepts of culture and multi-culturalism; identity and diversity; tradition and modernity. YA*TV is committed to local, regional and international representation and relevance in its programming. YA*TV recognises cross-cultural influences on the global entertainment industry. It is aware of the economic imperatives that underlie a media venture such as ours and are conscious of the need to be competitive in the media market without compromising on the basic principles of "development communication" and "public service broadcasting". YA*TV believes in an interactive approach in its programme development and implementation. It recognizes the potential of the media not just to transmit information but also to enhance the capacity of people to widen their horizons and respond to new challenges. YA*TV works in partnership with individuals, organizations and institutions to achieve common objectives.

Organization Name: Madhyam Communications ; *VOICES is a unit of Madhyam Communications*
FCRA No.: 094420653, dated 02.01.1992
Contact Details:
 Address: 165, First Floor, 9th Cross, 1st Stage, Indira Nagar, Bangalore-560 038
Phone: 91-80-5213902/03
Fax: 91-80-5213901
Email: voices@vsnl.com

Brief description
VOICES is a unit of Madhyam Communications, which was registered as a public charitable trust in late 1991. It was born out of a realisation that people's empowerment through different forms of communication plays a critical and vital role in the process of socio-economic and political change. The VOICES mandate includes democratisation of media, particularly low cost media, to empower less privileged communities and enable them to make considered choices. Within the gamut of the less privileged, we have found constituencies like farmers from rural areas, children, women, people with disabilities, and people with HIV/AIDS to be particularly vulnerable to poverty and marginalisation. These groups have assumed more focussed engagement in our efforts to develop and strengthen community communication mechanisms that not only enable information access, but also inclusion.
Within community media, radio constitutes a key work area. This is particularly because of its significant potential in terms of access, reach and ownership. Radio is accessible to virtually 98 per cent of the country, is more cost effective than other media and assumes additional significance when illiteracy stalks a substantial part of the landscape. Despite its potential, the Government has not as yet granted full legitimacy to community radio. As a media advocacy organisation, VOICES has organised consultations at the national and regional levels, been on expert groups, and used these experiences to popularise the cause of community radio. At the same time, we have worked to ground our advocacy efforts on terra firma by initiating, facilitating and supporting a variety of field level initiatives. We believe that work at the ground level will not only provide hands on skills to the relevant communities, but also provide a horizontal spread effect, enabling marginalised communities to articulate and demonstrate their rights. VOICES also advocates for community radio legislation and encourages the promotion of community media through consultations (at national and regional levels) and through VOICES for Change – a journal which is brought out tri-annually as a forum for development issues and the role of media and technology in development. The community plays a critical role, in terms of both representation and participation, at these fora. The VOICES mandate includes putting in place mechanisms for information dissemination and community involvement towards the empowerment of the poor and the marginalized

Interest in C4D
VOICES' forays into the realms of inclusive communication threw up a couple of significant learnings in the past year which have had considerable influence on our work . First, efforts at bridging the digital divide between the information rich and poor are unlikely to be sustained unless they address the critical path of building information . Secondly, the transformation of information as knowledge which impacts the lives of communities is itself a process that needs tracking if ICTs are to effectively engage with society – especially the poor and less privileged sections . While these learnings unravelled themselves from our experiences at the ground level , they underscored the relevance of integrating media research as a critical component of our work . At the same time, they emphasized the significance of strategic partnerships and alliances.

Name of Organisation: Drik Picture Library Ltd.
House 58, Road 15A (New)
Dhanmondi Residential Area
Dhaka 1209, Bangladesh
Tel: +880-2-9120125
Fax: + 880-2-9115044
Email: office@drik.net
Web: www.drik.net
Contact Person: Shahidul Alam/Tanvir Murad

Brief description:
Drik is part of a world wide network of organizations campaigning for human rights and social change through photography, ICT and media activism. It also provides support for creative individuals who challenge the hegemony of western media. Drik's mission is to challenge all forms of social inequalities and prejudice, whether based on class, gender, race, religion, sexuality, caste or adherence to norms of physical or mental ability. Drik's aim is to develop high standards of professionalism within majority world media, and provide a platform for media professionals so they may bring about a fundamental shift in the current exploitative global system. Experience in communication for development: Drik Learn Initiative: Distance Education and IT training in rural Bangladesh.
http://www.britishcouncil.org/education/conference/2001/saspeech.htm Online Activism:
http://www.zonezero.com/magazine/articles/shahidulinternet/shahidullifeline.html

interest in C4D
Bridging the digital divide: http://www.bytesforall.org/2nd/shahidul1.htm
We will be working mainly in the field of governance and human rights. We are currently setting up "Public Access Information Booths" in Bangladesh and maintain the Bangladesh Human Rights Portal. Our electronic newsletter has a subscriber base of over 10,500, and is an integral part of our on-line activism. Computer assisted research is part of the curriculum in our photography course. We have also conducted workshops on Wifi and Internet use. We are currently in the process of setting up a "Centre for Investigative Journalism" which will have a strong ICT component, both in terms of research methodology and dissemination.

Name of organization: Centre for Spatial Database Management and Solutions (CSDMS)
G – 4, Sector 39, NOIDA 201 301, India
Tel: +91-120-2502180-87
www.csdms.org, www.i4donline.net, info@csdms.org, info@i4donline.net

Brief description
 Centre for Spatial Database Management and Solutions (CSDMS), an NGO, was registered in 1997 with a vision to propagate and promote the usage of Geographic Information for the development sector. It organizes training programmes, workshops and conferences for NGOs, Government and the private sector on the tools, techniques, problems and opportunities for the usage of Geographic Information Systems (GIS), Remote Sensing and other ICT Technologies in rural development and related sectors. Over the years, CSDMS has executed many ICT4D related projects, which encompass the whole gamut of ICT applications such as Health, Disaster Management, rural land management, water and sanitation, natural resource management etc. The organization has also participated and contributed in the Linux movement with its Linux based GIS 'GramChitra'
.
interest in C4D
CSDMS envisions itself as providing a bridging role for promoting collaboration through effective adaptation and application of high-end digital technologies to service communities for development. ICT4D is a natural evolution for the Centre, which has played a leader's role in the field of GIS and mapping digital technologies. We not only have hands on experience in implementing field level i4d projects and developing some critical tools and software, but also have a number of year's hands-on project implementation experience. We have advocated and raised policy issues from this grassroots experience and learning. Our wide documentation and knowledge sharing experience over the last seven years is our inherent institutional strength.

.

Name of organization: Bangladesh NGOs Network *for* Radio & Communication (BNNRC)
House # 9/4, Road # 2, Shamoli,
Dhaka – 1207
Bangladesh
Phone : 88-02-8125181 Fax : 88-02-9129395
Email : bnnrc@bd.drtik.net URL : www.bnnrc.net

Brief description
The Bangladesh NGOs Network for Radio and Communication (BNNRC) was established during April 2000 and registered as trust in the Ministry of Law, Justice and Parliamentary Affairs with the auspicious of 9 coastal non-government organizations (NGO) with lead initiatives from COAST (Coastal Association for Social Transformation Trust). Those 9 organizations are COAST of Bhola and Coxsbazar, Dwip *Unnayan Sangsta* (DUS) of Hatiya, Young Powers Social Action (YPSA) of Chittagong, *Sangkalpa* Trust of Baraguna, *Pirojpur Gono Unnayn Samity* (PGUS) from Perojpur, BRIDGE) from Khulna, Integrated Social Development Effort (ISDE) of Chokoria, SPEED Trust of Barisal, and Community Development Center (CODEC) of Chittagong and Patuakhali. The vision of the network is 'to see the rural people has the easy, quick and low cost access to global communication so that they are enrich and updated by knowledge'.

Interest in C4D
The network emphasizes work in the ICT (information and communication technology) sub sectors of amateur radio, formation of radio listeners club, community radio and television, internet radio, telephone facilities, internet line in coastal and rural areas, power generation through solar and wind mill and citizen band radio. The organisation has some particular interest in the field of Community Radio, Aperture Radio, Citizen Band Radio & Community Multimedia Centres. However, the organisation takes interest & encourages any alternative communication for development that brings positive result for the community at large & replicable in rural disadvantaged localities. It is envisaged that the organisation's future involvement in C4D will include advocacy at both micro & macro level. It will reach the grassroot people through it's active network members & perform advocacy at community level involving the civil society, local government, community based organisations & the community at large. Will wishes to conduct action research & find out the existing gaps in micro level advocacy procedure & form action plan for successful future movements. At macro level it aims to reach the policy makers using it's present bilateral relation with the concerned policy makers as well as take initiatives to bring the policy makers, civil society & the development players to the same platform giving the advocacy issues a collective voice.

Name of Organisation: UNESCO Asia-Pacific Regional Bureau for Communication and Information
att: Tarja Virtanen, Adviser for Communication and Information
t.virtanen@unesco.org
Safdarjung Enclave B5-29, New Delhi

Brief description
United National Educational Scientific and Cultural Organization

Interest in C4D
Key programmes are:
-Fostering equitable access to information and knowledge for development -Promoting freedom of expression and communication development. Activities involve:
-Support to participatory communication in order to alleviate poverty, increase, transparency, good governance and democracy, including support to - community radios (helped to start the first community radios in many countries)
- community multimedia centres, and - multipurpose community telecentres.

Name of Organisation: OneWorld South Asia
C-2/6, Safdarjung Development Area,
New Delhi – 110016
India

Brief description
OneWorld South Asia is based in New Delhi, India. It plays a strong role in news production for the OneWorld network, including syndication. Its strength lies in its partners. It delivers technical and training services for building capacity in the use of information and communication technologies. It is focused on tackling poverty and ensuring people's rights. OneWorld South Asia has three streams of content activity – web sites, a news syndication service and a volunteer editor programme. The sites can be accessed at:
http://southasia.oneworld.net
http://www.learningchannel.org
http://www.digitalopportunity.org

Interest in C4D
Recognising the need for low-cost, appropriate IT solutions for civil society organisations, OneWorld South Asia has developed partnerships with many organisations. An example of the outcome of such relationships is the creation of "Ek Duniya", a content management system that enables grassroots NGOs to publish work on their web sites in all major Indian languages. One of the targets of the Millennium Development Goals is to bridge the digital divide with information technology. OKN is doing precisely that by facilitating and sharing knowledge between communities in the South. With more and more people in the South coming to community access centres, there's a great opportunity to share local knowledge in local languages on vital topics like health, agriculture and education. Recognising the diversity and richness of initiatives to collect and disseminate local content which exists in the South, OKN represents an attempt to 'join the dots', in order to increase capacity and impact. It is thought of as a flexible framework to link information initiatives among marginalised communities through shared standards and values for local content, local people and local languages.

The Development Communication (DC) team in OneWorld South Asia is concerned with the role of communication in enabling social change. Communication is a strong driver of advocacy for sustainable development, human rights and pro-poor policies. The DC team plays a key role in highlighting partners work and focuses strongly on the

Millennium Development Goals (MDGs). It works through three web sites, a news syndication service and a volunteer editor programme.

/end.

Edited by Jackie Davies, OneWorld International
Jackie.davies@oneworld.net

Attachment 5

Draft 1 - G. Weigel

Terms of Reference
One World International (OWI)
Contribution to the
SDC-ICT4D Concept Component on
Communication for Development (C4D)

1. Introduction and Background

   1.1. Context and Framework

In the year 2004, SDC will develop an SDC – ICT4D Concept. Communication for Development (C4D) will be a key component.

In mid 2002, SDC and OWI entered into a partnership. Within one component of this partnership agreement, OWI provides conceptual and organisational consultancy services to SDC.

Considering the outstanding expertise and network of OWI in C4D and the ongoing SDC – OWI cooperation in the ICT4D Platform, OWI will support SDC in elaborating a state-of-the art conceptual basis for a C4D concept.

The output of this consultancy and the C4D concept draft could also be part of a conceptual framework for a possible SDC-OWI Partnership Phase – 2 (mid 2004 to …?).

The Head of the SDC ICT4D Division is the main focal point and main contact for this study.

   1.2. Existing Conceptual Elements

The consultancy will build particularly on the existing elements:
   - Results and Conclusions of the ICT4D Forum at WSIS, December 2004 (see www.ict-4d.org and internal note / video tapes)
   - Output of the SDC / IAP Working Group Brainstorming in Geneva, September 3, 2003
   - Paper / Brochure on the SDC ICT4D Approach (key dimensions => access to information and knowledge, voice / expression and communication / networking)
   - The latest conclusions from the "Communication Initiative" (OWI is a key member)

The output of the SDC / IAP Working Group[12] Brainstorming in Geneva, September 3, 2003, includes the following key messages

Overall C4D Key Messages:
   • Communications for development enables people to use a broad range of technologies to improve their lives. In so doing, it can strengthen shared understanding and improve relationships between communities.

---

[12] Participants: Aida Opoku Mensah (UNECA), Daniele Waldburger (SDC Consultant), Gerolf Weigel (SDC), Sharmini Boyle (YATV), Paula Uimonen (SDC Consultant), Pete Cranston (OWI), Veronika Roos (SDC)

- Based on a people-centred approach, a mix of technologies, internet, mobile telephony, radio and TV, that support an interface between traditional ways of communicating among communities around the world demonstrate the importance of communication in the development process.
- Information is a critical factor for any development process. Local access can enhance livelihoods and provide vital knowledge for combating poverty. Recent developments in Information and Communication Technologies (ICT) drastically increase the technological tools for communication regarding interactivity, speed and affordability, independent of distance.
- The new intensity and scope of interactive communication catalyses new venues for networking, breaking barriers and building bridges at local and global levels. This increased sharing of knowledge and experience enhances greater participation and interaction. The benefits range from transparency and accountability to facilitating intercultural relationships and conflict prevention.

2nd Level Messages

- Media can play a key role in enhancing development and humanitarian aid
- ICT can be a powerful tool for facilitating effective intercultural communication, conflict prevention and resolution
- ICT have a great potential for improving the live of refugee populations with regard to their particular communication needs and job creation
- ICT could improve the efficiency and effectiveness of disaster prevention
- People subvert technologies to do what they want to do which is communicate with each other
- Appropriate technologies for different parts of the world depending on context an resources
- Interface between traditional ways of communicating and new technologies

2. Tasks and Activities

The scope of the task is a pragmatic low input and focussed activity, building on existing knowledge and networks. It is *not* an in-depth study.

The results of the OWI compilation, conceptual "digestion" and drafting work will be discussed and complemented in an electronic and face to face consultation with selected SDC-, BDO and OWI partners.

Tasks:

To review the
- Results and Conclusions of the ICT4D Forum at WSIS, December 2004 (see www.ict-4d.org and internal note / video tapes)
- Output of the SDC / IAP Working Group Brainstorming in Geneva, September 3, 2003
- Paper / Brochure on the SDC ICT4D Approach (key dimensions => access to information and knowledge, voice / expression and communication / networking)
- The latest conclusions from the "Communication Initiative" (OWI is a key member)
- The ICT4D Platform International Advisory Panel (IAP) "Road Map"
- The essence of OWI concepts, experience and knowledge (as far as easily / immediately available without further studies)

To draft a two page conceptual C4D framework (2 page discussion paper with annexes)

To draft a list of the C4D (top 10) key organisations after WSIS Geneva (getting update info from e.g. wsis-online, ICT4D Platform contacts etc.)