

**9<sup>th</sup> United Nations Communication  
for Development Roundtable**  
***“Communication for Sustainable  
Development”***

*‘the success or failure of development is based on  
two factors: communication and people’s involvement’*

***Clare O’Farrell (FAO)***  
***Communication for Development Group***  
***Food and Agriculture Organization***  
***of the United Nations***

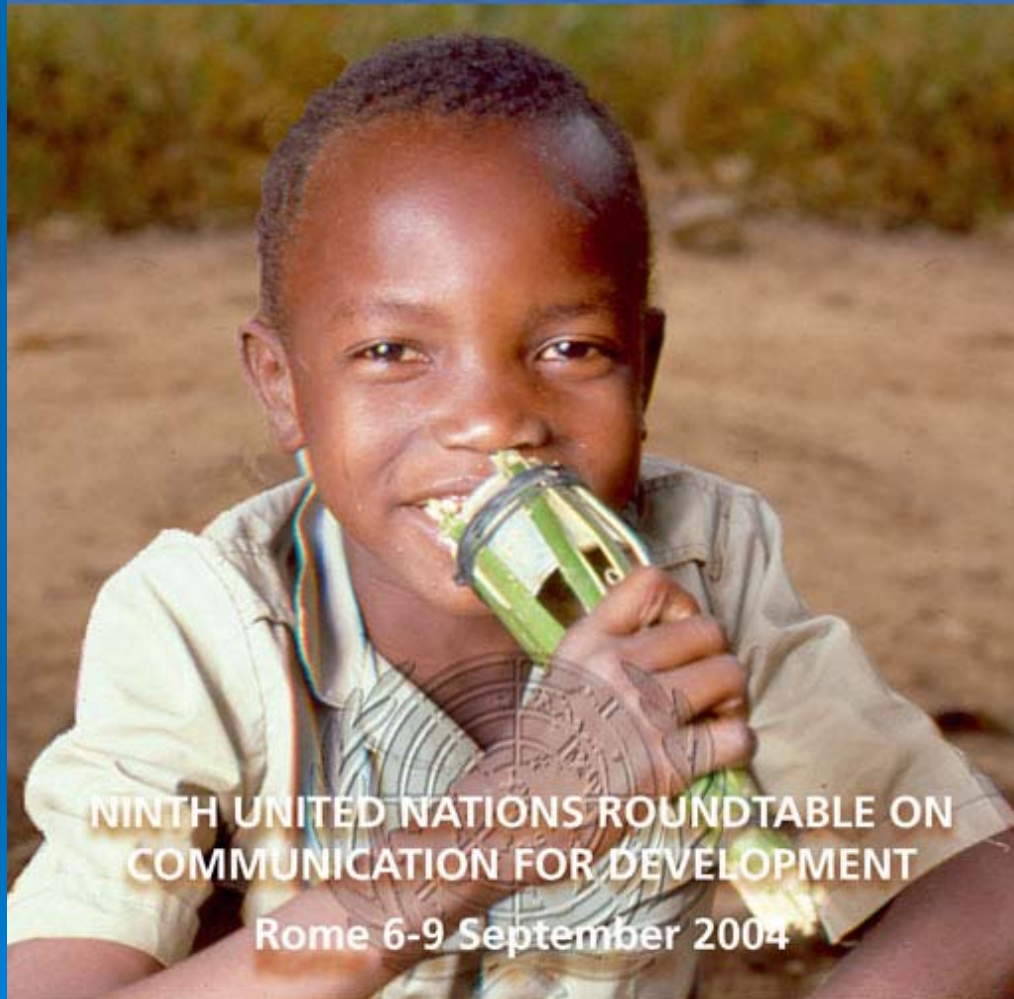


## *Communication for Sustainable Development*

The Roundtable brought together some 150 participants including:  
9 United Nations agencies,  
bilateral and multilateral donors,  
foundations, development agencies,  
non-governmental organizations, scholars, and  
practitioners in development communication  
throughout the world.



# Communication and Sustainable Development



NINTH UNITED NATIONS ROUNDTABLE ON  
COMMUNICATION FOR DEVELOPMENT

Rome 6-9 September 2004



IDRC  CRDI



# *Communication for Sustainable Development*


Keynote papers:

- Context of Communication in 2004
- Communication and Sustainable Development

Thematic areas:

- Dialogue, learning and participation in NRM
- Communication with isolated and marginal groups
- Communication in support of research, extension and education

# Since the last Roundtable, 2001:

- the increasing globalization
  - the spread of ICTs
  - the divide between rich and poor
  - the changing nature of the nation-state
  - the changing role of the private sector
  - ecological pressure
  - the explosion of public and private media
  - the emergence of new social actors
- 

# What we confirmed...

Communication for Sustainable Development is:

- A two way process – it is about people coming together to identify problems, create solutions, the poorest being empowered about the co-creation and sharing of knowledge
- Involves all stakeholders who are identified by mapping the local context from the beginning
- Indigenous knowledge plays a key role and should be given profile, Local context is key.

# more agreement...

- Move from information dissemination to communication for development
- Communication contributes to sustainable change for the benefit of the poorest
- Focus on agriculture, central for rural development, as part of livelihoods approach
- Effective linkages are needed which give voice to the poorest and ability to engage with policy, influence decision-making
- Comm for Dev takes money and time in the short term but pays off in the longer term

# Recommendations [1] :

1. compile evidence to convince policy makers and development planners
2. scaling up and better resourcing of communication for development
3. building a communication component into development projects from inception
4. ensuring that national frameworks support free and pluralistic information systems and community media



## Recommendations [2] :

5. improving both research and training for communication practitioners;
6. developing new tools and skills for evaluation and impact assessments;
7. building alliances, and fostering local, national and regional communication for development processes.

# Plan of Action

1. ADVOCACY

2. LEARNING & CAPACITY BUILDING

3. BUILDING ALLIANCES

4. INFORMATION SHARING

5. RESEARCH M&E



# Follow up of the Roundtable:

- Roundtable Report published Jan 2005
- Follow up on the recommendations of the 9th Roundtable will be coordinated jointly by FAO and UNESCO.
- UN Organizations agreed that one or two of the MDGs would be selected as a focus for the development of a joint communication proposal
- The Report of the Roundtable will be presented to the General Assembly of the UN by UNESCO

# The 10<sup>th</sup> UN Roundtable on ComDev: September 2006

- UNESCO will consult other agencies and incorporate their contributions in order to enrich the theme of the Roundtable and to include the specific perspective of each agency.
- UNESCO will undertake the task of coordinating the interagency exchange related to Roundtables, as part of its mandate.
- UNESCO offered to host the next Roundtable - However, any agency wishing to host the next Roundtable should inform UNESCO by **15 November 2004**.

# Rome, Bellagio and beyond...

- Both meetings would agree that: Communication for Development lies at the heart of the Sustainable development, That Communication for Development is a powerful tool to mitigate poverty and hunger, for learning and empowerment, to advocate and stimulate debate about important issues at local and international levels and to promote democratic processes and social change in many countries.
- Both events also recognize importance of developing appropriate Communication Strategies to achieve multi-partner involvement to promote active participation of all stakeholders.
- Repeating the process during this meeting will not be helpful, lets further develop relevant issues already outlined during the Roundtable and move on to action from Bellagio.

End of presentation



# Conclusion of 8th Roundtable, Nicaragua, 2001:

## HIV/AIDS Communication

- Specific focus of 2001 Roundtable in Nicaragua;
- Conclusion that communication strategies had been insufficient, despite being the most important component of the response to the pandemic. Strategies often failed because:
  - *treated people as objects of change rather than the agents of their own change;*
  - *Focused too exclusively on individual behaviours rather than also addressing social norms, policies, culture and supportive environments;*
  - *tried to persuade people to do something, rather than negotiate the best way forward in a partnership process.*
  - *Progress in slowing the epidemic will require a multi-sectoral response and use of communication to tackle the behaviours related to the spread of the epidemic and to address its causes (inequality, prejudice, poverty, social and political exclusion, discrimination, particularly against women)."*

# *Communication for Development*

- The planned use of communication techniques, activities and media gives people powerful tools both to experience change and actually to guide it. An intensified exchange of ideas among all sectors of society can lead to the greater involvement of people in a common cause. This is a fundamental requirement for appropriate and sustainable development.'

*Communication: a key to human development,*  
Colin Fraser and Jonathan Villet, FAO, 1994

