The Consortium holds a seat on the steering committee for the World Congress on Communication for Development to be held in Rome, Italy in March 2006. Below is a Call for Proposals and Abstracts for this Congress. We strongly encourage people working with community-based communication initiatives to submit proposals or abstracts – especially for initiatives that demonstrate the effectiveness of communication for social change and of participatory methods in general.

World Congress on Communication for Development (WCCD) Rome, October 2006

Organized by the World Bank's Development Communication Division, The Food and Agriculture Organization of the United Nations and the Communication Initiative

Call for Abstracts and Proposals

Background

Through the support of the Government of Italy, the World Bank's Development Communication Division, FAO, and the Communication Initiative are organizing the first World Congress on Communication for Development (WCCD) in March 2006 in Rome, Italy.

This first WCCD will focus on demonstrating the value of communication for a variety of development initiatives and the need to increase investment in communication for development as an essential ingredient for meeting developmental challenges.

This 3-day Congress will bring together communication professionals engaged in development initiatives, policymakers, development practitioners, donor and NGO representatives, community representatives, and academics from around the world to share experiences and best practices in this growing field for a common understanding of what works, what doesn't, why and how best to measure impact.

An overarching goal of the congress is to promote the incorporation and use of communication in development policy and practise. Papers and other forms of presenting knowledge and experience should focus on this goal.

Objectives

- The WCCD aims to analyse and evaluate new developments in the field of Communication for Development, and to develop recommendations for consideration to policy and decision-makers, practitioners and researchers.
- Abstracts and proposals for papers and other innovative ways to present relevant knowledge and experiences in this field are invited on the following broad topic areas:
    o Poverty Reduction
    o Health
    o Education
    o Governance
    o Security and Emergencies
    o ICT, Communication and Media
    o Marginalised and Vulnerable Groups
    o Environment and Sustainable Development
- In order to support the goals of the Congress we encourage submissions dealing with the above topics to be developed covering the following four key areas:

- **The Value-added of Communication for Development - Cases and Perspectives from Around the World**. This area will include presentations about trends experiences, and lessons learned.

- **Theory, Principles and Approaches of Communication for Development**. This area aims to showcase the theoretical foundations of the field and present some methodological approaches as applied in practise.

- **Evaluating the Impact of Communication for Development: Why? What? Who? How?** This area addresses the role and the importance of assessing the impact of communication in development projects and programs. The focus on this area is not on the process of evaluation but rather on the data and evidence coming out of the evaluation process.

- **Mainstreaming Communication in Development Policies and Practice.** This area, which can be considered as the backbone of the Congress focuses on suggestions as to how to incorporate communication into policy and development.

Abstracts must be submitted in two copies to:

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The World Bank
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Last modified: July 1

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Deadline for the submission of abstracts and proposals:
September 30, 2005.
Early abstracts will be given priority. All submissions should include a short
biography, full address and e-mail.

Format and style

Abstracts of 150-500 words may be submitted by regular mail (typed in double-spacing)
or by email (in MS Word or rtf.format).

Authors of abstracts intended for publication are requested to use the Harvard system of
referencing with author's name and date in the text and a full reference in alphabetical
order at the end of the article.

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