UNDFF Forum:  
Inclusive Rural Communication Services for Family Farming  

Rome, 11 July 2022  
12:00 - 3:00 pm CET  

Register [here](#).
COMMUNICATION, A KEY TO FAMILY FARMING

The United Nations Decade of Family Farming (UNDFF, 2019-2028) aims at unleashing the potential of family farmers as key agents of change to transform food systems. Communication is a key factor and an asset in today's transformations affecting family farming and rural communities. The UNFF calls for Rural Communication Services to be part of family farming policies and programmes and to be delivered sustainably. Rural Communication Services (RCS) is a working definition that includes a wide range of demand-led communication processes, activities, media applications, and institutional arrangements to respond in a sustained and inclusive manner to the communication needs of family farmers and the rural population at large.

ADVANCING RURAL COMMUNICATION SERVICES

As part of the UNDFF, Participatory Communication Plans (PCPs) have been launched in Asia, Africa and Latin America through three regional communication initiatives, namely ComDev Asia, YenKasa Africa and Onda Rural. In each region, a common goal is to contribute to the design and implementation of farmer-centred RCS, and to promote enhanced capacities and conducive policies for RCS. The implementation and institutionalisation of inclusive RCS as part of family farming policies and programmes is an important dimension of the UNDFF. Building on the regional communication initiatives and the partnership between community media, rural institutions and family farmer organizations, efforts are being made to mainstream RCS as part of the family farming policies and of the UNDFF National Action Plans.

FORUM ON INCLUSIVE RURAL COMMUNICATION SERVICES

The UNDFF Forum on Inclusive Rural Communication Services will take place on 11 July 2022 from 12:00 - 3:00 pm CET. The Forum aims at sharing insights on trends, experiences and appropriation of media and Information and Communication Technologies (ICTs) for family farming, and to engage key stakeholders to promote RCS as part of the UNDFF process.

OBJECTIVES

The specific objectives of the Forum are:

- Share the findings and lessons learned of regional consultations regarding the implementation and institutionalisation of inclusive RCS.
- Define opportunities, priorities and recommendations for advancing RCS in the context of family farming policies and the UNDFF National Action Plans.
- Agree about activities and next steps to support RCS, to foster collaboration and to enhance capacities in this field.

Register here.

Webcasting available on Facebook: YenKasa Africa, ComDevAsia, Onda Rural.

For additional information, contact us at ComDev@fao.org.


We look forward to seeing you at the UNDFF Forum on Rural Communication Services for Family Farming on 11 July, 2022 from 12:00 - 3:00 pm CET.