



Food and Agriculture
Organization of the
United Nations



UNDIFF 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** (UNFFF, 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 **UNFFF** 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 UNFFF, 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 UNFFF. 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 UNFFF National Action Plans.

FORUM ON INCLUSIVE RURAL COMMUNICATION SERVICES

The UNFFF 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 UNFFF 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 UNFFF 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.

Useful links: [ComDev Asia](#), [YenKasa Africa](#), [Onda Rural](#), [CCComDev](#), [FAO ComDev](#).

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



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