

# Communications for Development

## WHAT IS C4D...more importantly...WHY?

- BEYOND JUST PROVIDING INFORMATION
- TWO-WAY EXCHANGE (DIALOGUE INVOLVING PEOPLE, COMMUNITIES.)



## Communications for Development serves 4 purposes

- **PROMOTION** - justification and promotion of development aid
- **IMPLEMENTATION** - accessibility of information on development programmes at all levels
- **EMPOWERMENT** - participatory communication at local level
- **TOOL for COORDINATION** - guidelines and tools for global aid coordination



## C4D and Agriculture

### Participatory Communication:

- People generate content - two way information exchange
- Media informs content of this two way exchange
- Face-to-face exchange -> decisions



## Planning for C4D

- Identify relevant development issue
- Who is your target audience?
- What are your audience's specific needs?
- Is there specific knowledge of the issue within your audience? -> analysis
- Which communication tools/media can be used to engage your audience - in developing solutions for the issue?
- Are there special considerations for gender/youth?



## Why? - the benefits

1. Centralised around people and their stories - humanised influence on communications process: taking into account needs, perspectives and goals
2. Capacity building: capitalises on available technology to build communications
3. Community stakeholders influence decisions through content development
4. Communications cultures are unique and C4D is tailored to address these behaviours



## GROUP ACTIVITY

- **BASED ON AGRICULTURE: POLICY INFORMATION ACCESS**
- **CHALLENGES:**
- 1. How can we make information more accessible?
- 2. How can we make information more relevant?
- 3. How can we make information more engaging?
- 4. How can we make information more actionable?
- 5. How can we make information more accessible to all?
- 6. How can we make information more accessible to all?
- 7. How can we make information more accessible to all?
- 8. How can we make information more accessible to all?
- 9. How can we make information more accessible to all?
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## GROUP ACTIVITY

1. Identify the development issue
2. Identify the target audience
3. Identify the specific needs of the audience
4. Identify the specific knowledge of the issue within the audience
5. Identify the specific knowledge of the issue within the audience
6. Identify the specific knowledge of the issue within the audience



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# YOUNG FARMERS START APPLYING ICTs

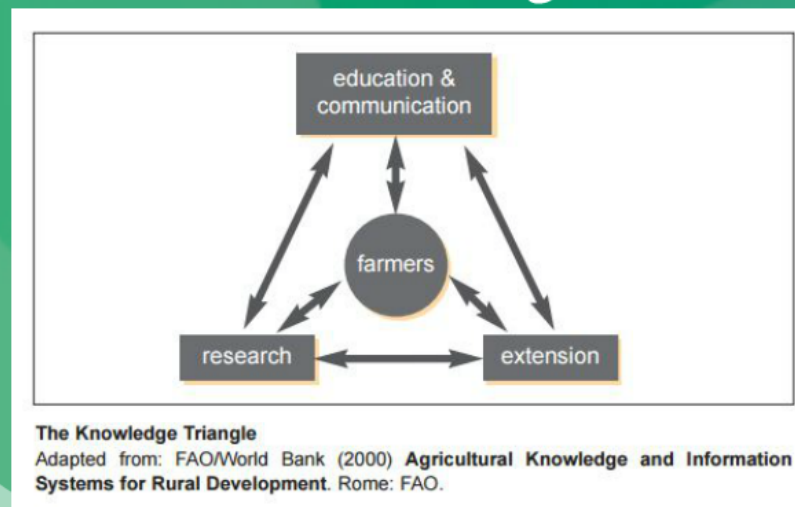


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# C4D and Agriculture

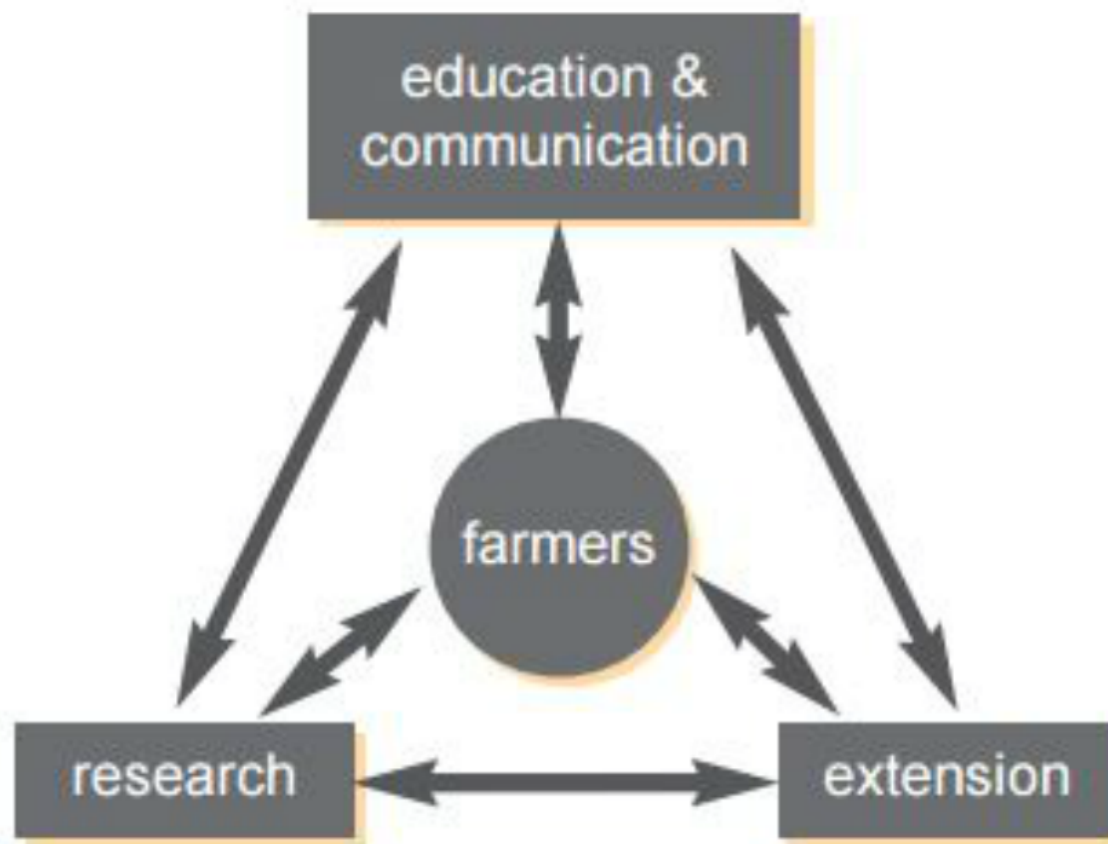
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# face-to-face exchange -> decision



## The Knowledge Triangle

Adapted from: FAO/World Bank (2000) **Agricultural Knowledge and Information Systems for Rural Development**. Rome: FAO.

# Planning for C4D

- Identify relevant development issue
- Who is your target audience?
- What are your audience's specific needs?
- Is there specific knowledge of the issue within your audience? - gap analysis
- Which communications tools/media can be used to engage your audience in developing solutions for the issue?
- Are there special considerations for gender/youth?



# GROUP ACTIVITY -

BASED ON AGRICULTURAL POLICY INFORMATION ACCESS CHALLENGES:

1. Choose one as a development issue
2. Using the target audience provided:
  - Discuss whether that group is aware of the issue - information gaps
  - Choose up to 3 specific needs
  - Each group represented to identify a way to address that need through your activities
3. Make special considerations for youth/gender in proposed C4D solution

TARGET AUDIENCE	Level of Awareness	Specific needs	Ways to address Ag Policy awareness	Consideration for Youth/Gender
Media				
Govt Comms: Environment/Health/Finance/ etc	-Little or no awareness, no exchange of information such as press releases etc.	- <u>Dev.partner</u> budget allocations to Agriculture that are separate from Govt. funding	- Representation of Finance on governance committees	- Gender balance to be considered in representation to <u>governance</u> committees eg/TASP
Agriculture sector				
Private sector				

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- Are there special considerations for gender/youth?



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## GROUP ACTIVITY

1. Identify the development issue
2. Identify the target audience
3. Identify the specific needs of the target audience
4. Identify the specific knowledge of the issue within the target audience
5. Identify the specific communication tools/media that can be used to engage the target audience
6. Identify the specific considerations for gender/youth



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