

# COMMUNICATION FOR DEVELOPMENT: MEETING TODAY'S AGRICULTURE AND RURAL DEVELOPMENT CHALLENGES

FAO Expert Consultation

Rome· Italy, 14-16 September 2011

## Experts' Profiles




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## Expert Consultation on Communication for Rural Development

FAO, Rome -Italy, 14-16 September 2011

	<p><b>TITLE</b> Mr</p> <p><b>LAST NAME</b> ACUNZO</p> <p><b>FIRST NAME</b> Mario</p>
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<p><b>ORGANIZATION</b> Food and Agriculture Organization of the UN (FAO)</p>	<p><b>POSITION</b> Communication for Development Officer</p>
<p><b>FIELD OF EXPERTISE</b> Communication for development strategies for rural innovation, sustainable natural resources management, climate change adaptation and rural livelihoods</p>	<p><b>BIOGRAPHY</b> Trained as social anthropologist, he holds a MSc in Sociology of Communications and a PhD in Sustainable Rural Development.</p> <p>As Communication for Development Officer in the Research and Extension Branch of FAO, he is responsible for ComDev projects focussing on sustainable natural resources management and community-based climate change adaptation. He is the lead technical officer of the Communication for Sustainable Development Initiative.</p> <p>He has contributed to the organization of the World Congress on Communication for Development (WCCD – Rome, 2006) and is presently engaged in supporting ComDev platforms across regions to enhance capacities of rural institutions and grass-roots organizations. Prior to joining FAO he worked as social anthropologist in Latin America focussing on the appropriation of social media by indigenous peoples.</p>


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	<p><b>TITLE</b> Mr</p> <p><b>LAST NAME</b> AL GHANEM</p> <p><b>FIRST NAME</b> Taysir</p>
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<p><b>ORGANIZATION</b> International Fund for Agricultural Development (IFAD)</p>	<p><b>POSITION</b> Regional Communication Manager, Near East, North Africa and Europe Division / Communication Division</p>
<p><b>FIELD OF EXPERTISE</b> Journalism, media relations, public diplomacy and Communication for Development</p>	<p><b>BIOGRAPHY</b> Holds a High National Diploma in communication from the Polytechnic of Central London (1980), UK. He served as News Translator with Kuwait News Agency (KUNA); as News Editor with Dubai Television; as Senior News Editor with Al-Bayan Daily (UAE); as Rome-based Correspondent of Al-Bayan Daily, Dubai TV, Al-Watan newspaper (Kuwait) and MBC TV (Saudi Arabia). Since 1987 he served with IFAD initially as Information and Communication Officer, as Acting Director of the Information and Communication Division (1989-1990); as Media Relations Coordinator (1991-1998), as Coordinator, Communication and Public Affairs Unit (2001-2003) and as Manager, Media Relations Unit (2003-2004), as Information and Advocacy Manager (2004-2007) and as Regional Communication Manager (2007-present). He also served as Chief, Communication and Public Affairs Division and Spokesperson of the World Meteorological Organization (WMO) from 1998-2001.</p>

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	<b>TITLE</b> Ms <b>LAST NAME</b> BALIT <b>FIRST NAME</b> Silvia
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<b>ORGANIZATION</b> Former FAO and UN	<b>POSITION</b> Freelance consultant
<b>FIELD OF EXPERTISE</b> Comdev planning and policies, methodologies and media for participatory approaches with rural communities. Monitoring and evaluation methodologies	<b>BIOGRAPHY</b> Silvia Balit has over 30 years of experience in the development of communication policies, strategies, methods and technologies to promote rural development and social change. Silvia Balit's professional career has been devoted to working for the United Nations System, first with the United Nations in New York and then with the Food and Agriculture Organisation in Rome. From 1984 to 1997 she was responsible for the management of FAO's communication for development programme, recognised internationally as a leading and innovative programme in this field. She is presently a freelance consultant.


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	<p><b>TITLE</b> Mme</p> <p><b>LAST NAME</b> BAYEDILA</p> <p><b>FIRST NAME</b> Espérance</p>
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<p><b>ORGANIZATION</b> Institut Facultaire des Sciences de l'Information et de la Communication (IFASIC), Kinshasa.</p>	<p><b>POSITION</b> Professeur</p>
<p><b>FIELD OF EXPERTISE</b> Méthodes de recherche en sciences sociales et techniques de communication, approches participatives, techniques de Radio &amp; TV, gestion des conflits, approche genre, changement des mentalités pour le développement durable, pratiques de terrain, environnement.</p>	<p><b>BIOGRAPHY</b> Espérance Bayedila est PhD en Sciences de l'Information et de la Communication. Elle enseigne à l'IFASIC les cours de Radio-TV, Méthodes de recherche et Rédaction &amp; Evaluation des projets. Elle travaille actuellement comme consultante à la FAO/CSDI depuis 2007 dans le domaine du changement climatique et sécurité alimentaire notamment dans la production du manioc et la pratique de l'agroforesterie. Par le passé, elle a travaillé comme consultante auprès du Système des Nations Unies (PNUD, UNICEF), des ONG internationales (Search for Common Ground), le Centre Culturel Américain/RDC. Elle a une expérience des terrains difficiles, formatrice en résolution des conflits. Elle est auteur de plusieurs publications sur la problématique du statut de la femme dans la société congolaise, l'amélioration des conditions de travail de la femme rurale par les technologies de l'information et de la communication ; L'utilisation des technologies de l'information et de la communication dans les médias congolais.</p>


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	<p><b>TITLE</b> Ms</p> <p><b>LAST NAME</b> BOTHE-TEWS</p> <p><b>FIRST NAME</b> Carolin</p>
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<p><b>ORGANIZATION</b> Gesellschaft fuer Internationale Zusammenarbeit (GIZ)</p>	<p><b>POSITION</b> Knowledge and Information Manager</p>
<p><b>FIELD OF EXPERTISE</b></p> <p>Public relations, social media (blogging, twitter, facebook etc), internet, conservation of project knowledge, website design with special focus on userfriendly navigation, content management systems, design and support of knowledge networks / communities of practice, ICT4Dev</p> <p>Thematic areas : climate change, rural development, agriculture</p>	<p><b>BIOGRAPHY</b></p> <p>I am a development expert specialised on ICTs, networking, question &amp; answer services and information &amp; knowledge sharing. With a few interruptions I was with GIZ / GTZ since 1995. I worked as a project officer with various thematic focuses such as post-harvest systems, energy efficiency and agriculture. From 1998 to 2000 I was seconded to FAO to setup the <i>Information Network on Post-harvest Operations</i> (INPhO) which was just relaunched by FAO. 2005 to 2009 I worked for Bioversity International, IWMI and others as freelance web and network conceptor. My current position is coordinator in the headquarter based project « Networks and Knowledge Management for Rural Development ». Before getting into development aid in was working as a regional planning officer near Dresden/Germany. My academic background is geography.</p>

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<p><b>FIELD OF EXPERTISE</b> International Relations &amp; Diplomacy Development Cooperation</p>	<p><b>BIOGRAPHY</b> Born in Palermo (Italy), 13 January 1971 Degree in International Studies &amp; Diplomacy Entered the Italian Diplomatic Service in 2001 2001-2003: worked at the Southern Africa Desk and the Multilateral Cooperation Desk of the Italian MoFA 2003-2007: posted to the Italian Embassy in Pretoria (ZAR) as Head of the Economic Section 2007-2011: posted to the Italian Embassy in Lisbon (PT) as Head of the Economic Section and of the Consular Section July 2011 to present: back at the MoFA as Head of the Communication and Evaluation Desk at the Directorate General for Development Cooperation</p>

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	<p><b>TITLE</b> Professor</p> <p><b>LAST NAME</b> DAJANI</p> <p><b>FIRST NAME</b> Nabil</p>
<p><b>COUNTRY</b> Lebanon</p>	<p><b>ADDRESS</b> Dept. Of Social &amp; Behavioral Sciences, American University of Beirut, Beirut, Lebanon</p>
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<p><b>ORGANIZATION</b> American University of Beirut</p>	<p><b>POSITION</b> Professor &amp; Chair</p>
<p><b>FIELD OF EXPERTISE</b> Design and assessment of communication for development projects.</p>	<p><b>BIOGRAPHY</b></p> <p>Professor Dajani is Professor of Communication. He holds a Ph.D. degree in mass communication (communication theory and research) from the University of Iowa, USA Prof. Dajani was a Visiting Scholar at the Centre for Mass Communication Research at Leicester University, in England, and Fulbright Visiting Scholar at Georgetown University in the US. He served as Chairperson of the Department of Social and Behavioral Sciences, and as Assistant Dean of the Faculty of Arts and Sciences as well as Director of the Mass Communication Program at AUB.</p> <p>Professor Dajani did extensive consultations on Arab development projects for Arab governments, regional and international organizations (including FAO, UNESCO, UNEDBAS; UNDP; FAO, and BBC) His present research interest is on the role of the media in the Arab society. This interest developed from his long service as a member of UNESCO's International Panel of Experts on Communication Research (1971-75).</p>



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	<b>TITLE</b> Mr <b>LAST NAME</b> DEANE <b>FIRST NAME</b> James
<b>COUNTRY</b> United Kingdom	<b>ADDRESS</b> The BBC World Service Trust Room 301 NE PO Box 76 Bush House Strand London
<b>EMAIL</b> james.deane@bbc.co.uk	<b>SKYPE ID</b>
<b>ORGANIZATION</b> BBC World Service Trust	<b>POSITION</b> Head, Policy Development
<b>FIELD OF EXPERTISE</b> Media and communication (including communication technologies) in development. Current focus on media and democracy, especially in fragile states.	<b>BIOGRAPHY</b> James Deane is Head of Policy at the BBC World Service Trust in London since 2007. In addition, James directs the Trust's multi-year, DFID-funded Policy and Research Programme on the Role of Media and Communication in Development. Prior to joining the BBC WST James was a founding member and later Executive Director of the Panos Institute, London. James holds a Masters in International Communications and Development from City University. He is also member of the Steering Committee at the Global Forum for Media Development.

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	<p><b>TITLE</b> Mr</p> <p><b>LAST NAME</b> DEL CASTELLO</p> <p><b>FIRST NAME</b> Riccardo</p>
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<p><b>ORGANIZATION</b> Food and Agriculture Organization of the UN (FAO)</p>	<p><b>POSITION</b> Communication for Development Officer</p>
<p><b>FIELD OF EXPERTISE</b> Technical advice on communication for development strategies and methodologies, rural radio, media-mix, communication for research-extension linkages</p>	<p><b>BIOGRAPHY</b> As Communication for Development Officer in the Research and Extension Branch of FAO, he is responsible for projects dealing with multi-media applications to agricultural and rural development, particularly rural radio and new ICTs in rural networks, information and communication systems for agricultural research and extension, farmer information networks and training.</p> <p>Prior to joining FAO he worked as expert in broadcasting and telecommunication systems for developing countries and also as audiovisual production trainer for multicultural community television in Canada.</p>


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<p><b>ORGANIZATION</b></p> <p>International Support Group</p>	<p><b>POSITION</b></p> <p>Innovation, Gender &amp; Participation</p>
<p><b>FIELD OF EXPERTISE</b></p> <p>Participatory Research and communication</p> <p>Gender and empowerment</p> <p>Social Systems Analysis Methods</p>	<p><b>BIOGRAPHY</b></p> <p>A founding member of ISG, is an independent researcher and consultant. She holds a Master’s degree in Rural development and a PhD in Agricultural Systems focused on the organization of Andean Agropastoral farming. She served as a Senior Scientist in Participatory Research and Gender Analysis Program at the CIAT, and as Women in Agriculture Officer for Latin America and the Caribbean and Gender and Agrobiodiversity Specialist at FAO, Rome. She also worked as an Extension Development Advisor for the International Agricultural Center (IAC) and with the Information Center for Low External Input Agriculture (ILEIA) in The Netherlands. Maria has consulted widely, on social and gender analysis and participatory research for organizations such as ICARDA, FAO, The World Bank, IICD, in Bolivia, Brazil, Chile, Costa Rica, Ghana, Kenya, Peru, Morocco, Mozambique, Philippines and Uganda. She was a lead author n the International Assessment for Knowledge, Science and Technology for Agricultural Development (IIASTD).</p>

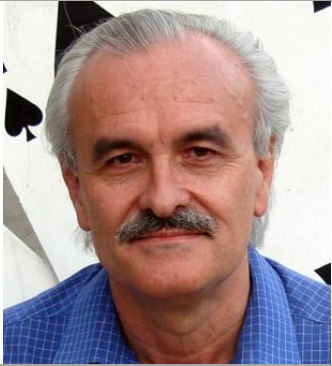
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	<p><b>TITLE</b> Mr</p> <p><b>LAST NAME</b> GIRARD</p> <p><b>FIRST NAME</b> Bruce</p>
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<p><b>ORGANIZATION</b> Fundación Comunica</p>	<p><b>POSITION</b> Director</p>
<p><b>FIELD OF EXPERTISE</b> Participatory communication, community radio, ICTs and telecommunications, communicating research for policy impact.</p>	<p><b>BIOGRAPHY</b> Girard is a researcher and communication strategist with experience in a broad range of areas including community media, participatory communication, new media, and media governance. He is a founder of AMARC, a member of the Executive Council of the International Association for Media and Communication Research (IAMCR) and founding director of <i>Fundación Comunica</i> in Uruguay.</p> <p>He has consulted for numerous international agencies and from 1998-2003 he was resident researcher at Delft University of Technology (The Netherlands).</p> <p>He has published widely on various aspects of media, communication rights and participatory communication. Among the books he has edited or co-authored are: <i>A Passion for Radio</i> (1992), <i>Global Media Governance</i> (2002), <i>The One to Watch: Radio ICTs and interactivity</i> (2003), <i>Communicating in the Information Society</i> (2003), <i>Community-based networks and Innovative Technologies</i> (2005) and <i>El Bit de la Cuestión: La radio popular y comunitaria en la era digital</i> (2010). Current research focuses on the use of Web 2.0 to link research and policy.</p>


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<p><b>ORGANIZATION</b></p> <p>Independent consultant</p>	<p><b>POSITION</b></p>
<p><b>FIELD OF EXPERTISE</b></p> <p>Design, implementation &amp; evaluation of strategies for communication for development, community media, participatory development. Thematic areas: human rights, environment &amp; sustainable development, health, indigenous cultures.</p>	<p><b>BIOGRAPHY</b></p> <p>Development communication specialist, filmmaker, and writer from Bolivia, with working experience in Africa, Asia, South Pacific, Latin America and The Caribbean.</p> <p>Author of various studies on film and communication, as Making Waves: Stories of Participatory Communication for Social Change (2001) and most recently the Anthology: Communication for Social Change Anthology (2006).</p> <p>He worked for three decades as development communication advisor and international consultant for the United Nations (UNICEF, UNDP, DTCD, UNESCO, FAO), bilateral organisations (AusAid, USAID), international NGOs and foundations (Conservation International, Fondo Indígena, WACC, The Rockefeller Foundation), and has been the Managing Director for Programmes at the Communication for Social Change Consortium (2004-2009).</p> <p>Currently coordinates the Communication and Social Change thematic group at the Latin American Association for Communication Research (ALAI) and is member of the International Advisory Board of PSO.</p>


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<p><b>ORGANIZATION</b> Academic</p>	<p><b>POSITION</b> Associate Professor</p>
<p><b>FIELD OF EXPERTISE</b> Communication and learning processes in agriculture, environment and rural development, both internationally and in Canada. Gender analysis has also been an important focus in my work.</p>	<p><b>BIOGRAPHY</b> I teach in the field of capacity development and rural extension, at the Ontario Agricultural College, University of Guelph. Systems thinking strongly influence our field of scholarship and specifically, the concept of systems of innovation to enhance agriculture and rural societies. Currently my research projects include enhancing rural radio in Africa, agroforestry extension (in Ghana) and more theoretical work on systems of innovation in Africa, including how intellectual property management affects access to knowledge and learning for agricultural value chains and rural development. In my research in Canada, I have mainly been interested in the development of rural broadband access and community media.</p>


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<p><b>FIELD OF EXPERTISE</b></p> <p>Communication and networking in agricultural innovation systems; research-extension linkages; institutional reform and capacity development for extension and rural advisory services, especially in the Near East region</p>	<p><b>BIOGRAPHY</b></p> <p>Before taking up her current position as ComDev officer at FAO Office of Knowledge Exchange, Research and Extension (OEK), she served as Regional Extension and Communication for Development Officer in FAO Regional Office for the Near East in Cairo, from 2001 to 2007.</p> <p>Before joining FAO, she enjoyed 17 years of field experience in areas of agricultural and rural advisory services, rural women development and project management, working with the public and private sectors in several countries.</p> <p>At an early stage in her professional life, she managed her small private agro-enterprise, which exposed her to the realities and concerns of small producers and deepened her interest in rural advisory services and pro-poor agricultural innovation.</p> <p>She holds a Master of Science degree in Agricultural Sciences from the University of Baghdad.</p>

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	<p><b>TITLE</b> Ms</p> <p><b>LAST NAME</b> JALLOV</p> <p><b>FIRST NAME</b> Birgitte</p>
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<p><b>EMAIL</b> Birgitte.jallov@mail.dk</p>	<p><b>SKYPE ID</b> birgittejallov</p>
<p><b>ORGANIZATION</b> EMPOWERHOUSE Communication Partners</p>	<p><b>POSITION</b> Director, Adviser, Coach, Facilitator (EMPOWERHOUSE) Senior Communication Specialist (Comm. Partners)</p>
<p><b>FIELD OF EXPERTISE</b></p> <ul style="list-style-type: none"> <li>* Overall analysis of media context, information and communication needs of target audiences. Identifying existing and ongoing initiatives for synergy.</li> <li>* Tools to strengthen community media for development with empowerment focus. Community Radio special area, but also extensive work with telecentres/ CMC/CIC/tele-innovation centres</li> <li>* Strategic communication planning</li> <li>* Participatory approaches (of course: at the core of it all)</li> <li>* Impact assessment and evaluation</li> <li>* M&amp;E, Project Planning (RBM, LFA etc)</li> <li>* Overall strategic media development</li> </ul>	<p><b>BIOGRAPHY</b></p> <p>25 years of experience in the area of media development, communication for development &amp; empowerment, press freedom and gender. Broad experience in analysing communication needs, developing and formulating communication strategies and development of programmes in close co-operation with target groups and other stakeholders.</p> <p>Since 1980 worked with community radio for development, empowerment and social change, including elaboration of a series of special tools, organisation forms and methodologies for community organisations to generate development and change.</p> <p>Experience with overall research and strategic planning, as well as hands-on facilitation of participatory processes at grass roots level. Design of sustainability strategies, including focus on community ownership, community research for impact assessment, and elaboration of partnership strategies. Media mapping and elaboration, analysis and presentation of media landscapes accompanied by recommendations on best way forward, has been an integral part of numerous assignments in more than 60 countries and 250 realities over the years.</p>




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<p><b>ORGANIZATION</b> UNESCO</p>	<p><b>POSITION</b> Programme Specialist - Media Development Section Freedom of Expression and Media Development Division</p>
<p><b>FIELD OF EXPERTISE</b> ComDev project design and supervision, budget monitoring and evaluation</p>	<p><b>BIOGRAPHY</b> Venus studied at the University of Delhi (Political Science, BA), the University of Leicester (Mass Communication, MA) and the London School of Journalism.</p> <p>She has been working on communication and development related issues since the early 90s with bilateral international development agencies and UN system organizations.</p> <p>She currently works as Programme Specialist for the Media Development Section of UNESCO's Communication and Information Sector.</p>

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<p><b>ORGANIZATION</b></p> <p>FAO, Rome</p>	<p><b>POSITION</b></p> <p>Information Officer</p>
<p><b>FIELD OF EXPERTISE</b></p> <p>Journalism, Multimedia production, International Relations Specialty</p> <p>Media Relations/ Communication strategies/Partnerships in communication/Feature articles/Radio and photo reportage/Audio online</p>	<p><b>BIOGRAPHY</b></p> <p>Liliane Kambirigi began working at FAO in 1991 as an Information Officer (Media Relations), where she specializes in radio production and media relations with broadcasters at the community, national and international level.</p> <p>She is responsible for overall radio activities, work and plans within the Corporate Communication Strategy. She travels to development and agricultural project sites in developing countries to collect media targeted-material for worldwide distribution and contributes FAO multimedia products tailored to traditional and modern/social media.</p> <p>Before working at FAO, she was the Director of the National Radio in Burundi.</p>


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<p><b>FIELD OF EXPERTISE</b> Media</p>	<p><b>BIOGRAPHY</b></p> <p>Joined IPS as a journalist in 1979 at the Headquarters in Rome; returned to his native Uruguay as a correspondent and served as Regional Director for Latin America for seven years before being appointed Director General in 2002.</p> <p>Correspondent for Italian and Latin American print media, communications adviser for several UN agencies and regional organizations. Coordinated communications projects with the Governments of Brazil, Finland, Italy, Spain and Uruguay, among others. Coordinated “Tierramérica”, a UNEP-UNDP-World Bank communication project on environment and sustainable development in Latin America. Supports communication efforts at UN and Civil Society major summits, also through publication of TerraViva conference papers. Recently focused in the new scenario of emerging countries, particularly IBSA. Lecturer at IULM University, Milan.</p> <p>Coordinated seminars about communication and development at UIMP University, Santander. Co-editor of two books on Communication and development with the Spanish cooperation. Vice-President of Media Watch Global, co-founder of Com+ Alliance of Communicators for sustainable development.</p>


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<b>ORGANIZATION</b> Farm Radio International	<b>POSITION</b> Manager, Training and Standards
<b>FIELD OF EXPERTISE</b> My areas are radio and television for development messages. Most work has been done in agriculture in Africa.	<b>BIOGRAPHY</b> I am a trained elementary particle physicist who turned to radio and television broadcasting. I have been a producer, writer, researcher, presenter and director for the Canadian Broadcasting Corporation. I own a video documentary company that specializes in telling development stories to the North and have been head of communications at two international agricultural research institutes (IITA based in Nigeria and CIMMYT based in Mexico). I was Africa Director for the BBC World Service Trust (and Sudan Country Director) and today head the training department of Farm Radio International.

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<p><b>ORGANIZATION</b></p> <p>Technical Centre for Agricultural and Rural Cooperation ACP/EU, CTA</p>	<p><b>POSITION</b></p> <p>Manager</p>
<p><b>FIELD OF EXPERTISE</b></p> <p>Communication for Development</p> <ul style="list-style-type: none"> <li>• Participatory methods</li> <li>• Communication strategies to support Agricultural policy processes</li> <li>• Gender Agriculture and ICTs</li> </ul>	<p><b>BIOGRAPHY</b></p> <p>National: Senegal</p> <p>Since 2003: Manager, Communication Services Department, Technical Centre for Agricultural and Rural Cooperation ACP/EU CTA</p> <p>Coordinator of the African Women Leader in Agriculture and the Environment (AWLAE), Winrock International/Senegal (2000-2002)</p> <p>Sociologist, Communication Expert and Gender specialist for the Forestry Department in Senegal (1981-2000)</p> <p>Member of teams for various programs:</p> <p>Communication PRECOBA (Senegal/FAO/Finland)</p> <p>Head of the Information, Training and Sensitisation Unit of the Forestry Department – Responsible of the project Rural Radio for Forestry Programs (Senegal/FAO/Netherlands)</p> <p>Gender adviser for PRODEFI (Senegal/ Japanese International Cooperation JICA)</p> <p>Communication and Gender expert Sustainable and Participative Management Program on Traditional and Substitution Energies (Senegal/World Bank/Netherlands/GEF)</p> <p>Trainer at Training Centre for Senegal Forestry Department (Senegal/FAO: UNDP/Netherlands)</p>


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<p><b>ORGANIZATION</b> United Nations Children’s Fund - UNICEF</p>	<p><b>POSITION</b> Chief, Communication for Development Unit</p>
<p><b>FIELD OF EXPERTISE</b> Development Communication; Health Communication; Capacity Development; Monitoring and Evaluation</p>	<p><b>BIOGRAPHY</b> Holds a Ph.D. in Communication, Pennsylvania State University (1999) and an M.A. in International Affairs (Communication and Development), Ohio University (1994). Has over 20 years of experience in communication for development work in Africa, Asia and Latin America.</p> <p>Prior to his appointment as Chief of the Communication for Development Unit at Unicef, was an associate professor in the School of Media Arts &amp; Studies and Director of the Communication and Development Studies Program at Ohio University (2005-2011). Worked for the Pan American Health Organization as a Regional Communication Advisor in the Maternal and Child Health Unit (2002-2005), and was professor and head of the Department of Social Communication at Universidad del Norte, Colombia (1997-2002).</p> <p>Has been a consultant for various international development agencies and organizations, and has published several peer-reviewed articles, and book chapters. Is currently co-editing the Handbook of Global Health Communication (with Silvio Waisbord) to be published in early 2012 (Wiley).</p>


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<p><b>ORGANIZATION</b></p> <p>United States Agency for International Development (USAID)</p>	<p><b>POSITION</b></p> <p>Food &amp; Nutrition Technical Advisor</p>
<p><b>FIELD OF EXPERTISE</b></p> <p>Nutrition program design and management; Behaviour change communication; Participatory research approaches; and, knowledge management</p>	<p><b>BIOGRAPHY</b></p> <p>Roshelle Payes is a Food and Nutrition Technical Advisor in the Nutrition Division, Office of Health, Infectious Disease and Nutrition at USAID. In that role, Roshelle provides technical assistance and support to the design, implementation, and monitoring of large scale nutrition programs in Latin America and Africa. As part of the team, she provides guidance on reaching USAID's long-term nutrition objectives and contributes to strategic planning for USAID on activities related to nutrition and food security.</p> <p>She leads communication efforts for the division including development of a GH/Nutrition Communication Strategy to guide and improve communication related to nutrition within Feed the Future and the Global Health Initiative.</p> <p>Prior to joining USAID, Roshelle was the Child Blindness Program Manager of the USAID-funded A2Z Micronutrient and Child Blindness Project at the Academy for Educational Development. She holds a BS in Foreign Service, with a regional focus on Latin America, from Georgetown University and an MPH in Global Health Policy from The George Washington University.</p>

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<p><b>ORGANIZATION</b> Caribbean Institute of Media and Communication (CARIMAC) University of the West Indies (UWI)</p>	<p><b>POSITION</b> Senior Associate Caribbean Centre of Communication for Development and Part-time Senior Lecturer</p>
<p><b>FIELD OF EXPERTISE</b> Strategic ComDev planning design, instructional media production, participatory media (print, video and radio) applications in agriculture and natural resource management, and training of Caribbean journalists for better coverage of biodiversity issues.</p>	<p><b>BIOGRAPHY</b> Maria Protz is ComDev practitioner and communication consultant based in Jamaica with more than 25 years of ComDev experience mostly throughout the wider, English speaking Caribbean.</p> <p>A member of the Association of Caribbean Media Workers, she has worked as a communication professional for a wide range of rural development and environmental projects including FAO, CIDA, UNEP, EU, the Organization of Eastern Caribbean States (OECS), UNDP, USAID, DIFD and others.</p> <p>Most recently, she has served as the Caribbean Coordinator for the Communication for Sustainable Development Initiative (CSDI) of the FAO. At CARIMAC, she teaches « Strategic Communication Planning and Analysis » as part of the Communication and Behaviour Change graduate programme.</p>




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	<p><b>TITLE</b></p> <p>Dr</p> <p><b>LAST NAME</b></p> <p>RAMIREZ</p> <p><b>FIRST NAME</b></p> <p>Ricardo</p>
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<p><b>ORGANIZATION</b></p> <p>Ricardo Ramirez Communication Consulting</p>	<p><b>POSITION</b></p> <p>Independent researcher - consultant</p>
<p><b>FIELD OF EXPERTISE</b></p> <ul style="list-style-type: none"> <li>•Communication for development: planning, capacity development and evaluation</li> <li>•Information and communication technology for rural development: social organization, participatory planning and evaluation</li> <li>•Multi-stakeholder and collaborative approaches for natural resource management</li> </ul>	<p><b>BIOGRAPHY</b></p> <ul style="list-style-type: none"> <li>•For the past 14 years, Ricardo has been registered as an independent researcher and consultant.</li> <li>•He was Associate Professor in capacity development and extension for two years with the School of Environmental Design and Rural Development, University of Guelph, Canada; and remains as Adjunct Professor.</li> <li>•From 1995-97 he was the Manager of the Information and Communication Unit of a Netherlands-based international sustainable agriculture project.</li> <li>•From 1989 to 1995 he was a Project Officer with the Food and Agriculture Organization of the UN in Rome developing the communication strategies for food and agricultural programs worldwide.</li> <li>•Between 1982 and 89 he worked in the field with non-governmental organizations in Latin America and the Caribbean with small-scale agriculture, rural development and training projects.</li> </ul>


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<p><b>FIELD OF EXPERTISE</b></p> <p>Participatory approaches</p>	<p><b>BIOGRAPHY</b></p> <p>I am RUCIBIBANGO Mary, born in 1971 in Rwanda, central Africa (currently Rwanda joined East Africa) and studied my primary, secondary and college education in Tanzania, East Africa. I am holder of a BSc in Agricultural Extension from Ethiopia and MOD (Master of Development) in Training in Rural Extension and Transformation "TREAT" from the Netherlands.</p> <p>I worked with national Agricultural research institution under MINAGRI "Ministry of Agriculture and Animal Resources" in technology transfer unit from 2002-2007 and later joined the Ministry (MINAGRI). At Ministry level I coordinated the National Agricultural extension Project "PASNVA" from 2007-2010. Currently I am coordinating CICA (Agricultural information Communication Centre) under MINAGRI.</p>


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<p><b>ORGANIZATION</b> Global Forum for Rural Advisory Systems GFRAS</p>	<p><b>POSITION</b> Communications Officer</p>
<p><b>FIELD OF EXPERTISE</b> Network development, creative M&amp;E, participatory M&amp;E</p>	<p><b>BIOGRAPHY</b></p> <p>I studied Geography (Physical &amp; Social) and worked some years as online editor and web producer for a communication agency that specialised in science and science policy. During that time I made a post-graduate formation as online journalist.</p> <p>After I was at the Swiss Academy for Development SAD, a private research institute that focuses on capacity building, monitoring &amp; evaluation (M&amp;E) and participatory approaches in social development. SAD works especially with children, teenagers and young adults.</p> <p>2008-2010, before joining GFRAS, I made a MSC in Science Communication and Marketing at the Technische Universität Berlin.</p>


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<p><b>ORGANIZATION</b></p> <p>AMARC</p>	<p><b>POSITION</b></p> <p>Secretary General</p>
<p><b>FIELD OF EXPERTISE</b></p> <p>Political analysis &amp; journalism; communication for development; communication rights; discourse analysis; evaluation methodologies; participatory processes &amp; project management.</p>	<p><b>BIOGRAPHY</b></p> <p>Marcelo Solervicens is from Chile. He has a PhD in political science at the Université du Québec à Montréal. He has been secretary General of AMARC since 2003.</p> <p>He was General Manager of Radio Centre-Ville in Montreal from 1995 to 2000. Free lance journalist for, among others, Radio Canada International.</p> <p>He has been project or communications officer and consultant for development organizations such as Oxfam Quebec, CEDAL, CUSO.</p> <p>He has several publications on development challenges and political analysis.</p>


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<p><b>FIELD OF EXPERTISE</b></p> <p>Community broadcasting; agricultural communication systems; participatory communication; pretesting, monitoring and evaluation; educational communication and technology</p>	<p><b>BIOGRAPHY</b></p> <p>Obtained MS and BS in Development Communication (minor in rural sociology and major in educational communication, respectively) from UP Los Baños; currently pursuing PhD in DevCom, also in UPLB, with cognate in strategic planning and policy studies.</p> <p>Has been engaged in teaching, research, and extension on development communication programs such as rural women’s participation in community broadcasting, adaptive learning and linkages for CBNRM, food security and safety, micro-insurance for the low income sector, rights of children and women, evaluating capacity development, and reproductive health; has served as public relations director, department chair, community broadcaster, and station coordinator of Radio Station at UPLB</p>

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<p><b>FIELD OF EXPERTISE</b> Communication Planning, M&amp;E Environmental/ Risk Communication</p>	<p><b>BIOGRAPHY</b></p> <p>Finished BS and MS in Development Communication and PhD in Extension Education from UP Los Baños with cognates in rural sociology and social forestry; had special training in Adult Education from USDA.</p> <p>Work experience includes having served as chief of the Forestry Training Office, Deputy Director of the Makiling Centre for Mountain Ecosystems, College Research and Extension Coordinator, and currently as professor and dean of the College of Development Communication.</p> <p>Has been involved in various projects focusing on social analysis and communication planning in the areas of environment and natural resources, agriculture, and biotechnology.</p>


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FAO, Rome -Italy, 14-16 September 2011

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<p><b>FIELD OF EXPERTISE</b></p> <p>Información y Comunicación para el Desarrollo</p> <p>Sistemas comunicacionales apoyados por TICs y otras herramientas metodológicas; gestión de la información y del conocimiento; comunicación participativa; apoyo a metodologías de capacitación y educación no-formal para los sectores agricultura, desarrollo rural, salud e industria</p>	<p><b>BIOGRAPHY</b></p> <p>Asesor técnico principal y experto internacional de proyectos de Información y Comunicación para el Desarrollo (actualmente para el Proyecto “Iniciativa de Comunicación para el Desarrollo Sostenible” FAO-Ministerio de Desarrollo Rural y Tierras en Bolivia). Consultor de corto y mediano plazo en gestión de la información y conocimientos y planificación de la comunicación.</p> <p>Diseño, desarrollo y evaluación de proyectos nacionales e internacionales para agencias del Sistema Naciones Unidas (FAO, UNESCO, UNDCCP, PNUD) y otras instituciones (USAID, AECID, CIESPAL, IICA) en India, Corea del Sur, Uganda, Namibia, Uzbekistán, Egipto, Barbados, Dominica, Santa Lucía, San Vicente, San Cristóbal, Antigua y Barbuda, Granada (países de la OECS), Brasil, Costa Rica, Cuba, Colombia, República Dominicana, El Salvador, Nicaragua, México, Argentina, Chile, Bolivia, Ecuador, Perú, Paraguay.</p> <p>Especial atención a líneas estratégicas tales como el calentamiento global, el manejo sustentable de los recursos naturales y el medio ambiente, la erradicación de la pobreza y la seguridad alimentaria, la gobernabilidad y el desarrollo humano en general.</p>

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FAO, Rome -Italy, 14-16 September 2011

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<p><b>FIELD OF EXPERTISE</b></p> <p>Participatory development communication</p> <p>Transdisciplinary R4D</p> <p>Social impact assessment of development</p>	<p><b>BIOGRAPHY</b></p> <p>Elske van de Fliert is Co-Director and Principal Research Fellow at the Centre for Communication and Social Change, The University of Queensland (UQ), Australia. She obtained a PhD in Communication and Innovation Studies from Wageningen University, The Netherlands.</p> <p>Prior to joining UQ in 2006, Elske worked for the Food and Agriculture Organisation, the International Potato Centre and as a freelance consultant in research, development and teaching assignments in Indonesia, Vietnam, China, Sri Lanka, Philippines, Kyrgyzstan, Kenya and Uganda, particularly in the field of participatory research and communication for rural development.</p> <p>She currently leads several research projects in Indonesia and Vietnam, and coordinates a Master's Program Communication for Social Changes in which she teaches Participatory Development Communication</p>



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<p><b>FIELD OF EXPERTISE</b> Development, ICT, Agriculture</p>	<p><b>BIOGRAPHY</b></p> <p>Dr. Stijn van der Krogt has a Ph.D. in international and development economics at the University of Amsterdam. After this he worked as a business consultant in the telecommunications sector.</p> <p>Since 1998, he works at the International Institute for Communication and Development where he has been responsible for initiating ICT for development programs in Ghana, Burkina Faso, Jamaica and Bolivia. Currently he is Director Country Programmes at IICD. There he supervises 130 ICT for development programmes in 8 countries in Africa and Latin America.</p> <p>Based on his extensive experience, he regularly advises international donor agencies and governments on ICT policies and strategies in the agriculture, health and education sector. Lately, he is specialising in ICT for education themes. He is a frequent speaker and facilitator of ICT4D workshops at international conferences.</p>