

Organized by



Workshop Process and Agenda for
Linking the last mile: best practices in rural communication for
agriculture and natural resource management
To be held at Lane Xang Hotel
July 31 – August 1, 2007

The workshop agenda has been organized in a way to allow for participants to learn from experiences in rural communication in Laos as well as develop concrete plans for how we can work more collaboratively in the future. The conference is built around the following elements:

1. Plenary presentations

The workshop framework has been used as a guide to develop the plenary presentations sessions. Presentations seek to highlight best practices and key issues around the three main areas:

1. Generating and developing relevant content
2. Establishing appropriate communication mechanisms
3. Developing community groups to ensure two way communication flows

Presentations will be for 20 minutes with 10 minute discussion after each presentation. ***Presentations do not necessarily have to be power point but should be interactive and use different types of media such as video, radio or theatre.***

2. Information Market

The Information market will be an opportunity to display and highlight best practices and activities that organizations are carrying out to improve rural communication. Displays should be interactive and allow participants to learn from the different experiences. Participants are encouraged to carry out participatory and interactive displays and bring costumes, carry out plays, use video, radio, web, etc.

We encourage all projects and organizations to display information and materials. If you would like to make a display please fill in the registration form and send back to us.

Current displays include:

Organization	Focus
NAFRI and NAFES Agriculture Information Management Working Group	<ul style="list-style-type: none"> ▪ Key activities of the group such as Lao Agriculture Database, NAFES Cooperation with Lao National TV, Uplands sourcebook, wisdom bag, Lao LINK ▪ Outcomes of the provincial and district workshops
Village Focus International	<ul style="list-style-type: none"> ▪ TV Youth group and Village Forest rights and responsibilities
Wildlife Conservation Society	<ul style="list-style-type: none"> ▪ Focused on conservation activities and will have costumes used in the village
AI Communication Group	<ul style="list-style-type: none"> ▪ Materials, information and super chicken
Sunlabob	<ul style="list-style-type: none"> ▪ Solar equipment and information on village electrification
First Voice International	<ul style="list-style-type: none"> ▪ Satellite Radio and experiences from around the world
Oudomxay Radio and department of culture	<ul style="list-style-type: none"> ▪ Radio programs in different ethnic languages and what they are doing
GAPE	<ul style="list-style-type: none"> ▪ Community mobilization activities

Organization	Focus
RRDTC/Kamkid	<ul style="list-style-type: none"> ▪ Theatre for Development; Charted information including pictorial language for the non literate; hands on workshops focus group discussions; local language presentations, Action Research on local knowledge, etc
Faculty of Forestry	<ul style="list-style-type: none"> ▪ Mobile conservation unit
ACF	<ul style="list-style-type: none"> ▪ Newsletter, materials, etc.

3. Panel Discussion

A panel discussion will be organized among key actors in the mass media (Radio, TV and print). The purpose of this panel discussion is to allow the mass media to present and discuss how it can link up to the agriculture and natural resource management sector more effectively. Some key questions will include:

- What are constraints and opportunities for using mass media to disseminate information?
- What information would they like from content providers (government agencies, NGOs, etc) and in what format?
- How to make partnerships between mass media and content providers?

4. Working Groups

Working groups focused on improving linkages and collaboration among different actors as well as developing concrete plans for future action at three different levels (national, provincial-district and village cluster level). Current topics identified in discussion with potential participants include:

1. **Development of consortium at national level to produce and share content in agriculture and natural resource management:** This working group would focus on mechanisms to improve sharing and development of content at the national level in order to disseminate information to farmers and extension staff and what support is needed from donors and/or projects.
2. **Role of PAFeC & Information Service Center at the Village Cluster Level:** the working group would focus on clarifying roles and responsibilities and improving linkages at the provincial and district levels for generating and disseminating content to districts and village cluster level. Projects are also encouraged to participate to find ways to support a systematic approach to information and communication.
3. **Community mobilization and mechanisms for sharing information at the village and village cluster level:** this working group is for village representatives, youth groups etc and focuses on identifying the appropriate ways to share information and create two-communication at the village and cluster level. It will also identify recommendations on the type of services and support the Technical Information Service Centers at the Village Cluster Level could provide.
4. **Developing a communication programme on legal and land rights:** VFI and the National Land Management Authority have been in discussions to improve the dissemination of information to villagers on land and legal rights and responsibilities. This working group would focus on key issues and topics that could be produced to improve villagers' awareness about land rights and responsibilities.
5. **Market Information System Development:** Improving farmers' understanding on markets and market issues is crucial if farmers are going to produce agricultural crops commercially. This working group would focus on identifying the type of market information needed at the village level and how this could disseminated effectively.

5. Farmer/village group participation

We encourage projects and organizations to support farmer groups, youth groups and other groups at the village level actively involved in information and communication processes. Time will be allotted in the workshop for them to actively participate and contribute to the discussions.

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Draft Workshop Agenda

Day 1: Tuesday, July 31, 2007

Time	Agenda Point	Facilitator/Presenter
8:00 – 8:30	Registration	
8:30 – 9:00	Welcome and introduction <ul style="list-style-type: none"> ▪ Opening speech by MAF ▪ Opening drama to illustrate difficulties in linking last mile 	MoC Somxay Sixanoh Permanent Sec. Office VFI Youth Group
9:00 – 9:15	Introduction into Information Market	Phoutthasinh
9:15 – 10:30	Information Market	
	Session 1: Overview of issues and opportunities in rural communication	
10:20 – 10:30	Overview of workshop process, objectives and outputs	Bandith Ramangkoun
10:30 – 11:00	Community Design of Hygiene Promotion IEC Materials	Nam Saat Central
11:00 – 11:30	Developing communication strategy for Avian influenza and understanding local perceptions and attitudes to AI	By AI communication working group
11:30 – 12:00	Global experiences in rural communication with a focus on use of satellite radio	By Sharon Smith, First Voice International
12:00 – 12:15	Discussion	
12:15 – 1:15	Lunch	
	Session 2: Experience in community mobilization and group based approaches	Chaired by Khamphay Manivong
1:15 – 1:45	Local Knowledge for Development: The example of CAMKID's participatory communication work in rural villages.	By KAMKID and RRDTC
1:45 – 2:15	Building rapport with communities for protected area management	By Wildlife Conservation Society
2:15 - 2:45	Electrifying the last mile	By Sunlabob and LIRE
2:45 – 3:15	Coffee Break	
	Session 3: Towards a network on communication and information	
3:15 – 3:45	Presentation by AIM on approach to link last mile focused network and ISCVC – issues and opportunities	NAFRI/NAFES
3:45 – 4:00	Overview of program on improving awareness on land and natural resource management rights and responsibilities	Village Focus International
4:00 – 4:30	Brainstorm session on: <ul style="list-style-type: none"> ▪ Lessons and issues raised in Day 1 ▪ How to develop a network of organizations to improve information and communication in agriculture and NRM 	Bandith/ Phoutthasinh

Day 2: Wednesday, August 1, 2007

Time	Agenda Point	Facilitator/Chairman
	Session 4: Developing relevant content	Chaired by Somxay Sisanoh
8:30 – 9:00	Experiences of the Ban Na Pasuk Radio Programme	National Rice Research Programme/Lao-IRRI
9:00 – 9:30	Tools to communicate with villagers	By Khankeo Ounpravanh, GTZ/RDMA
9:30 – 10:00	Development of Market information systems in Bokeo	By Stuart Ling, VECO
10:00 – 10:30	Experiences in Community Radio: The Khoun. Xieng Khouang Radio Project	Khoun Community Radio Team
10:30 – 11:00	Coffee Break	
	Session 5: Dissemination Mechanisms	Chaired by
11:00 – 12:00	Panel Discussion on use of mass media to disseminate information	By LNTV, LNR, Lao Star, Vientiane Times, Vientiane Mai, Oudomxay Provincial Info and Culture Depart.
12:00 – 1:00	Lunch	
	Working Group Session	
1:00 – 1:15	Introduction into working groups	Bandith Ramangkoun
1:15 – 3:00	Potential Working Groups 1. National: Development of national information network for agriculture and NRM 2. Provincial-district: Role of PAFeC, DAFEO and Information Service Center at Cluster Level 3. Village and cluster: Community mobilization and mechanisms to share at cluster level 4. Developing communication program on land and legal rights 5. Market information system development	
3:00 – 3:30	Coffee Break	
3:30 – 4:15	Presentation of results	
4:30 – 4:45	Closing ceremony <ul style="list-style-type: none"> ▪ VFI Youth group to act out play to show what has been learned in last two days ▪ Summary of key issues and recommendations 	VFI Youth Group Khamphay Manivong

If you are interested to participate, please fill in the registration form or contact the following:

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