

Participatory Research, Communication and Learning

Towards Inclusive and Sustainable
Agricultural and Rural Development

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Farmers “participate”



But who decides?
And what happens after the project?

- I -

CONCEPTS

PARTICIPATORY DEVELOPMENT COMMUNICATION

LEARNING



PARTICIPATORY
COMMUNICATION

PARTICIPATORY
ACTION RESEARCH

PARTICIPATORY
DEVELOPMENT

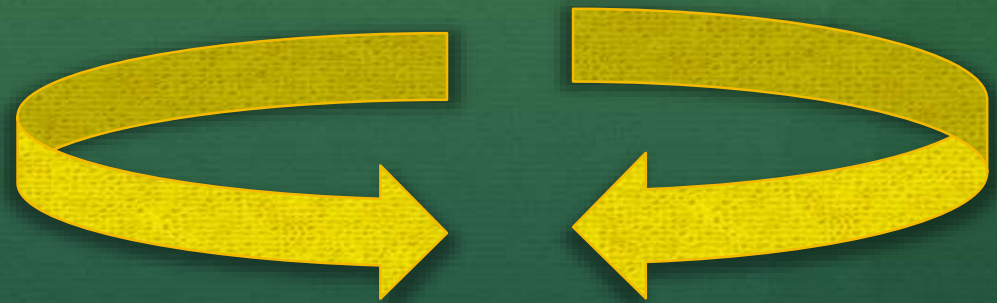
ACTION

LEARNING

PARTICIPATORY COMMUNICATION

Moving from information dissemination

to participatory communication and decision-making



PARTICIPATORY ACTION RESEARCH

- Researchers, community members and other stakeholders participate in the design, planning, implementation and evaluation of the research.
- The research is based on a problem identified by the community
- Learning is reinvested into action

SOCIAL AND ADAPTIVE LEARNING

- Learning takes place in collective processes
- The emphasis is on experiential learning
- Knowledge sharing between community members, researchers and other stakeholders, coming from different contexts, produce new knowledge that can then be adapted to solving development problems

- II -

THE PDC STRATEGY

INVOLVING THE LOCAL COMMUNITY

Involving the community in the identification of a problem, its potential solutions, and the decision to carry out a concrete initiative (**experimenting, observing, assessing, learning and taking a decision**)

USING A COMMUNICATION STRATEGY

- Identify the role of communication to support the initiative and contribute to the production of knowledge
- Develop and implement a communication strategy

PDC's planned process

Phase 1 - Understanding and relating

Phase 2 - Formulating

Phase 3 - Developing

Phase 4 - Validating and organizing

Phase 1- Relating and understanding

- ◆ Clarifying the mandate and the intervention
- ◆ Developing a prior understanding of the local setting
- ◆ Establishing a **relationship** and negotiate a mandate with the local community
- ◆ **Setting the goal with the community**

- **Identifying the key stakeholders and their communication needs (Knowledge, attitudes, skills, practices)**
- **Identifying other stakeholders concerned by the identified problem and initiative**

Phase 2 Formulating

- ◆ Formulating communication objectives
- ◆ Identifying key messages, content and communication activities
- ◆ Selecting appropriate communication tools and media

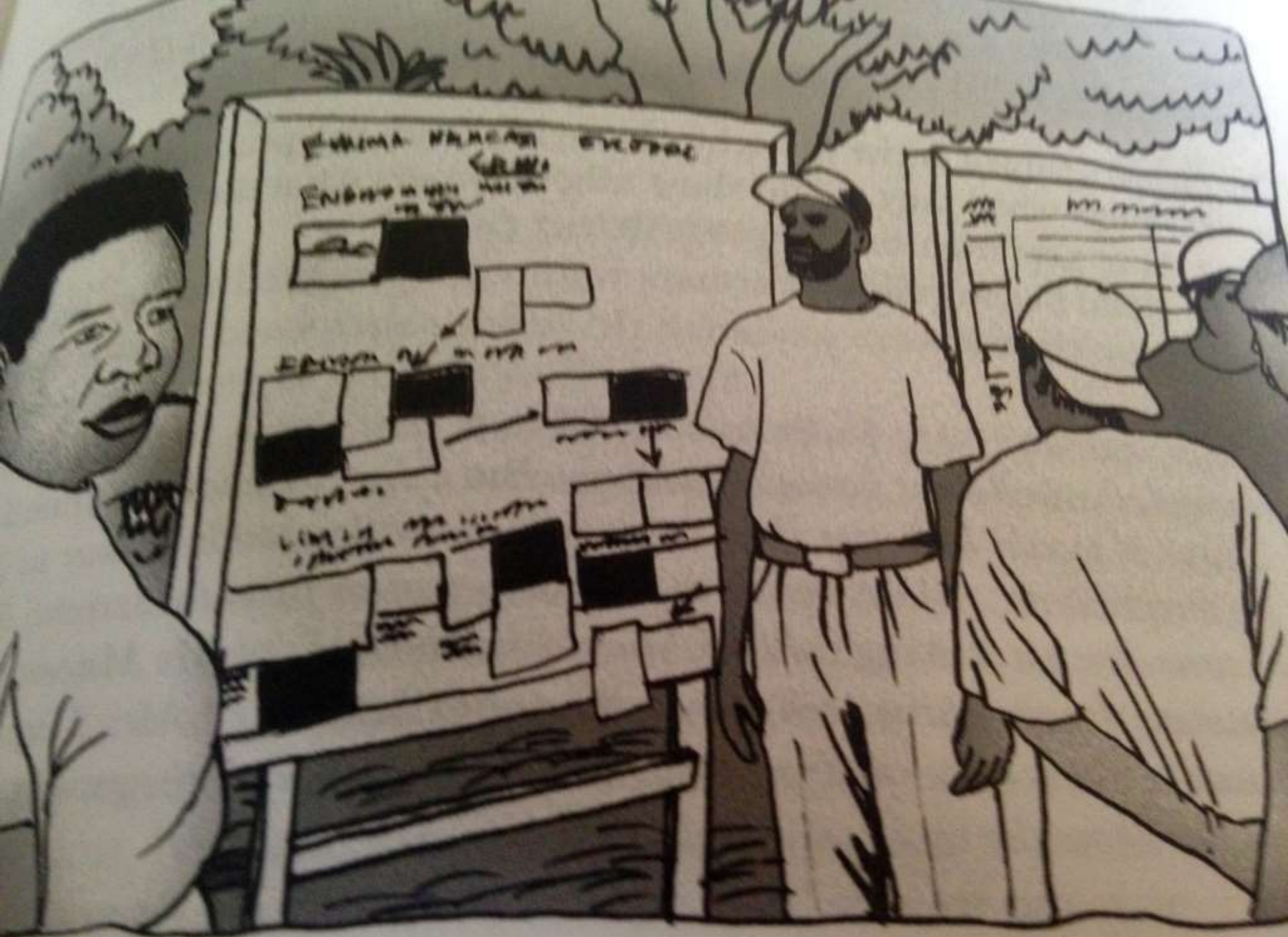
Phase 3 – Developing

- ◆ Facilitating partnerships and establishing agreements
- ◆ Identifying the communication materials and activities to develop
- ◆ Planning the pre-testing of materials
- ◆ Planning participatory monitoring and evaluation and documentation
- ◆ Defining participation modalities at each step
- ◆ Planning the sharing and utilization of results

Phase 4 - Validating and organizing

- ◆ Validating the strategy with the community
- ◆ Producing an implementation plan





-III-

Policy issues in agriculture

POLICY MAKING (1)

- Access to information
- Languages and level of understanding
- Appropriate communication tools and approaches
- The “against the tide” factor
 - Means and time
 - Champions

POLICY MAKING (2)

- Opening the policy dialogue to all stakeholders: the participatory communication strategy
- Putting pre-conceived ideas on the discussion table
- The visibility danger
- The “against the tide” factor
 - Means and time
 - Champions

POLICY MAKING (3)

- Who needs another policy?
- Conflicts between different government departments such as agriculture and environment
- Lack of harmonization between different laws and regulations.
- Lack of mechanisms, capacity-building and budget allocation for policy implementation

Thank you for your attention!

