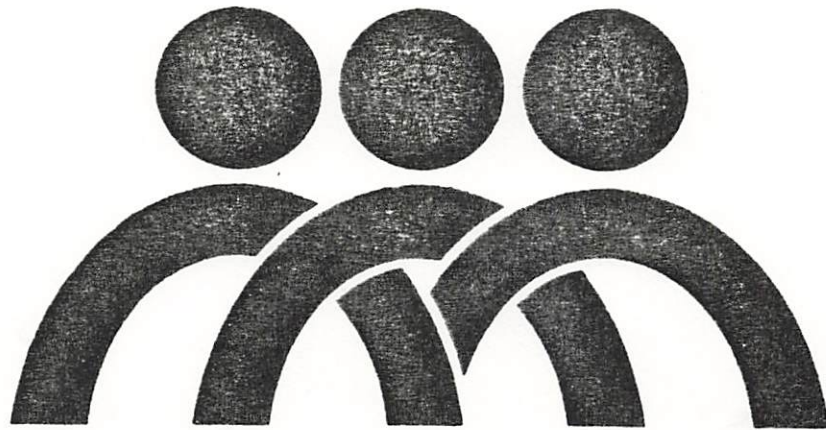


*file
RDS
files*

INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT



SHARING APPROACHES THAT WORK

INTERNATIONAL
RURAL
DEVELOPMENT
SYMPOSIUM

GENEVA - DECEMBER 7, 1983

I N T E R I M R E P O R T

P U B L I S H E D 4 : 3 0 p m

INTERNATIONAL RURAL DEVELOPMENT SYMPOSIUM
GENEVA, SWITZERLAND
DECEMBER 7, 1983

CONTENTS

DECEMBER 7 AGENDA

DISCUSSION

TRENDS IN RURAL DEVELOPMENT

WORKSHOPS

- A. WHAT IS THE BEST FORM FOR REPORTING THE INSIGHTS OF THE IERD?
- B. WHAT ARE THE BEST STRATEGIES TO INTRODUCE THE RESULTS TO DECISION MAKERS AND IMPLEMENTERS?
- C. HOW TO DEVELOP TRADITIONAL MEDIA AND OTHER COMMUNICATION NETWORK SUPPORT

* * * * *

The following document is a compendium of participant products from an International Rural Development Symposium involving over 35 people from the international development community, and private/voluntary organizations. The group gathered at the Palais des Nations facility in Geneva, Switzerland, to discern the trends in rural development globally, and participate in preparing the Implementation Phase of the International Exposition Process.

A G E N D A

- | | |
|---------------|------------------------------------------------------------------------------------------|
| 8:30 - 9:00 | REGISTRATION |
| 9:00 - 9:45 | WELCOME AND
PARTICIPANT INTRODUCTIONS |
| 9:45 - 10:45 | OPENING REMARKS
MR. DHARAM GHAI
CHIEF, RURAL EMPLOYMENT POLICIES
BRANCH, I.L.O. |
| 10:45 - 12:00 | TRENDS IN RURAL DEVELOPMENT WORKSHOP |
| 12:00 - 1:30 | LUNCH AND BRIEFING ON
THE INTERNATIONAL EXPOSITION OF
RURAL DEVELOPMENT (IERD) |
| 1:30 - 3:30 | IERD IMPLEMENTATION WORKSHOPS |
| 3:30 - 4:30 | PLENARY - WORKSHOP REPORTS |
| 4:30 - 5:00 | PRESENTATION OF THE
SYMPOSIUM RESULTS AND
REFLECTION ON THE DAY |

<u>Participants</u>	<u>Organization</u>	<u>Telephone</u>
Jack Ling	World Health Organization	33 24 19
Elizabeth Brechet	Institute of Cultural Affairs, Paris - Volunteer	
Cheryl Ann Baker	United Nations Development Programme	
Malte Jonsson	International Co-operative Alliance	98 41 21
Nedd Willard	World Health Organization	33 24 19
Klaus Wulff	World University Service	98 87 11
Theo Buss	World Council of Churches	90 94 00
Anthony Murdoch	International Public Relations Association	98 57 50
Judith Turner-Crowson	World Health Organization	52 51 20
Jules Nicolas	Journaliste Internationaliste/Haiti (021)	74 30 64
Mary Ellen Lowe	UN Volunteer	98 58 50
Ercan Murat	UN Volunteer	98 58 50
Rolande Gaillard	International Council of Women	
Florence Bruce	International Catholic Child Bureau	31 32 48
Anne Dupuis	Inter-NGO on Street Children and Street Youth	31 32 48
Georges Lambert-Lamond	Institute Pan Africain pour le Developpement	33 60 16
John Shannon	International Telecommunications Union	99 54 14
John Taylor	World Conference on Religion and Peace International	98 51 62
Waclaw Micuta	Bellerive Foundation	33 74 22
Raoul Tusamba	World Scout Bureau	20 42 30
Solange-Deirka de Marignac	Centre for Cross-Cultural Communications	76 23 57
Tom Sansby Bavin	International Federation of Plantation, Agriculture and Allied Workers	31 31 05
Jeanne Hrdina	Planetary Initiative	
Fernand Vincent	Innovation et Réseaux pour le Developpement	34 17 16
Elly Cantor	Hunger Project	31 21 19
Douglas Deane	Pathfinder Fund	49 10 01
Susanne Eissele	Experience Rural Alternative	45 68 93
Roger Michel	Experience Rural Alternative	45 68 93
Anne-Marie Hofer	International Union of Family Org.	51 21 09
Renate Meier	Remineralization Project-Hamaker	93 17 23
Cyril Ritchie	Environment Liaison Centre	33 67 17
Rudolph Schneider	Institute for Planetary Synthesis	32 07 19
Jean-Pierre Gontard	Institut Universitaire d'Etudes du Developpement	32 59 82
Francois Deriar	Institut Universitaire d'Etudes du Developpement	32 59 82

ORGANIZATIONS

World Health Organization
Institute of Cultural Affairs
United Nations Development Program
International Co-operative Alliance
World University Service
World Council of Churches
International Public Relations Association
Journaliste Internationaliste/Haiti
United Nations
International Council of Women
International Catholic Child Bureau
Inter-NGO on Street Children & Street Youth
Institute Panafricain Pour le Developpement
International Telecommunications Union
World Conference on Religion & Peace International
Bellerive Foundation
World Scout Bureau
Center for Cross-Cultural Communications
International Federation of Plantation, Agriculture & Allied Workers
Planetary Initiative
Innovation et Réseaux pour le Développement (Devel. Innov. Network)
Hunger Project
Pathfinder Fund
Experience Rural Alternative
International Union of Family Organization
Remineralization Project - Hamaker
Environment Liaison Center
Institute for Planetary Synthesis
Institut Universitaire d'Etudes du Developpement

FACILITATORS

Claire Bonnell ICA - London
Jon Jenkins ICA - Rome
Desmond Avery ICA - Paris
Richard Kitney ICA - Brussels

Morning Workshop I

INVOLVEMENT THROUGH GROUPS

Awareness of power
Effective use of services made available through organizations
Local Participation
Self financing organizations related to larger structures to keep healthy balance

DO IT YOURSELF DEVELOPMENT

Let it be "their baby"
Improving sense of initiative
Involve women, youth and elders
Start where the people are
Solidarity among the rural peoples of the world

RELIANCE ON MORE APPROPRIATE TECHNOLOGIES

Technological development is cheaper and more available
Increasing confidence in using local technology
Technical co-operation among developing nations
Need to inject appropriate technology at local level

POLITICAL RESPONSIBILITY NEEDED

Demonstration
Interest and commitment political level
Increasing impoverishment will force change
More follow up
More evaluation of projects

NEED FOR APPROPRIATE USE OF RESOURCES

Disarmament and development are linked
Self-financing organization

EDUCATION FOR THE NEW AGE

For training
Educate sense of personal responsibility
Soil-consciousness
Service based on need
Awareness of imbalances

MORNING WORKSHOP II

COMMUNICATION - PARTICIPATION - CO-OPERATION

More knowledge leads to more possibilities (power)

Better communication among those concerned with development

Recognition of importance of rural development co-operation - NGOs

INCREASING AWARENESS

Transformation of consciousness

Recognition that population explosion must be controlled

Increased awareness of nuclear threat

Local awareness

SR local potential

Respect for indigenous cultures

Positive education

The "Spiritual Dimension" W.H.O. resolution

RECOGNITION OF WORKABLE SIMPLE METHODS

Some simple techniques work

Trees planted and growing in dry areas

Alternative development

Women aware of possibilities

Efforts to control smoking epidemic

Better health leads to better development P.H.C. (Inc. AW)

Low-cost life-saving techniques

The forms of communicating the I.E.R.D. product will include video, print and film which will be used primarily by trainers. Examples of these are teachers development education.

The steps it would take to produce this are:

1. Meeting with interested groups, feasibility studies.
2. Designation of responsible groups.
3. Production and publishing work.

The forms of communicating the I.E.R.D. product will include sending representatives and papers to international and national meetings, which will be used primarily by groups promoting appropriate technology. Examples of these are World Neighbours, VITA, AHRTAG, ITDG.

The steps it would take to produce this are:

1. Designation and briefing of representatives.
2. I.D. of appropriate meetings or journal.

The forms of communicating the I.E.R.D. product will include agency briefings and study format which will be used primarily by national and international governmental bodies. Examples of these are 2 day seminars - 3 steps (a) objective data, (b) comparison with existing practice, (c) implications and next steps.

The steps it would take to produce this are:

1. Do initial brainstorm of possible implications for governmental organizations.
2. Target appropriate level, arena of personnel.
3. Through co-sponsors and public sector National Steering Committee members schedule briefings.

The forms of communicating the I.E.R.D. product will include briefings, print and film material which will be used primarily by NGOs. Examples of these are publication coverage, briefing/workshops, documentation focused on subject matter of interest to particular organisations.

The steps it would take to produce this are:

1. Divide organisations into sectoral or interest groups
2. Produce materials
3. Organize briefings

The forms of communicating the I.E.R.D. product will include T.V. and Radio spots which will be used primarily by local people telling the story to local people. Examples of these are Local community Leaders and IERD delegates.

The steps it would take to produce this are:

1. Arranging interviews with producers
2. Finding the 'angle' that interests TV and Radio
3. Briefing the spokesperson

The forms of communicating the I.E.R.D. product will include popular local magazines, which will be used primarily by local people. Examples of these are local Swahili or Marati news/"sensational" magazines. The steps it would take to produce this are:

1. Brief the Editors
2. Interview local delegates
3. Serialise their personal experience story

The forms of communicating the I.E.R.D. product will include village "teaching" posters, which will be used primarily at local level. Examples of these are standard nutrition posters.

The steps it would take to produce this are:

1. Distill essence of results
2. Artists create images
3. Test and publish. Distribute through all networks, e.g. extension workers, NGOs, etc.

The forms of communicating the I.E.R.D. product will include informal follow-up workshops, delegate interviews on TV, unstructured approaches through creativity and dialogue by dedicated people as a service to humanity, which will be used primarily by information networks. Examples of these are New Age Networks. The steps it would take to produce this form are:

1. Raise general level of consciousness
2. Review preconceived values
3. Change individual to change world

MEDIA CAMPAIGN FOR DONOR AND RECIPIENT COUNTRIES

Radio programmes, interviewing local people
Video film to TV channel of project with interview
Donor Governments, press campaigns

MULTI-SECTOR NETWORK OF PEOPLE WHO CAN INFLUENCE ORGANIZATION

Create a network of people across agencies

JOINT MULTI-SECTOR PROJECTS

Bringing together international NGO's and private groups to develop
joint programmes
Multi-sectoral projects

CREATE DEMONSTRATION VILLAGE

Organize site visits of elites to village
Create demonstration village as examples (teaching good Government people)
Small expositions at village level with elite

SELECT KEY PEOPLE TO DISSEMINATE INFORMATION TO

Local people presenting results to key Government/private people
Establish list of key people at national levels to disseminate information
(methods of success)

FILMS OF EUROPEAN FARMS

Films of local European farms taken to third world