



**The Communication Initiative**  
**FAO**  
**The World Bank**

**The Steering Committee:**

AMARC

Asian Media Information and  
 Communication Centre

Calandria

CECIP

Communication for Social  
 Change Consortium

DFID

European Commission,  
 DG Development

Global Communication  
 Research Association

Healthlink Worldwide

Italian Development  
 Cooperation

SADC - Center of  
 Communication for Development

Soul City - IHDC

Swiss Agency for Development  
 and Cooperation

UNDP

UNESCO

UNICEF

USAID

**The Scientific Committee:**

University of Queensland

American University of Beirut

CODESRIA

Florida State University

International Development  
 Research Center

Johns Hopkins Bloomberg School  
 of Public Health

North Dakota State University

Ohio University

Roskilde Universitetscenter

Temple University

Trinity University

University of Amsterdam

University of Guelph

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University of Tanzania

University of the  
 Philippines - Los Baños

University of Texas at Austin

Wageningen University

**Under the auspices of:**

Italian Ministry  
 of Foreign Affairs

**In collaboration with:**

Gruppo Poste Italiane

Inter Press Service

Rai

## MEDIA ADVISORY

## MEDIA CONTACTS:

### Christian Hofer

World Bank

Telephone: (+1) 202 458-0936

E-mail: chofer@worldbank.org

### Germán Rojas

FAO

Telephone: (+ 39) 06 57053963

E-mail: german.rojas@fao.org

### Warren Feek

The Communication Initiative

Telephone: (+1) 250 588-8795

E-mail: wfeek@cominit.com

**WASHINGTON/ROME/VICTORIA, September 27, 2006:** The World Bank, the Food and Agriculture Organisation of the United Nations (FAO) and The Communication Initiative are jointly organizing the World Congress on Communication for Development (WCCD). Hosted by the Ministry of Foreign Affairs of the Government of Italy, the event will take place in the headquarters of the FAO in the ancient city of Rome. Key topics on the agenda include communications challenges related to Health, Governance and Sustainable Development (see full agenda at [www.devcomm.org/agenda](http://www.devcomm.org/agenda)).

For the first time on such a large scale, many of the world's most influential development and communications leaders will gather in Rome, Italy, to discuss how to increase the success rates of development programs through more effective and widespread use of Communication for Development.

All sessions are open to the media. If you are interested in attending the congress as a media professional, please visit our website at [www.devcomm.org](http://www.devcomm.org), and request your accreditation by sending an email as soon as possible to: [iride.boffardi@fao.org](mailto:iride.boffardi@fao.org). Due to limited space, not all interested parties will be granted complete access; however, plenary sessions will be broadcast live on our website ([www.devcomm.org](http://www.devcomm.org)).

**WHEN: Wednesday, October 25 - Friday, October 27, 2006**

**WHERE: Headquarters of the United Nations Food and Agriculture Organization (FAO), Viale delle Terme di Caracalla, Rome, Italy.**



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There will be two press conferences. The first press conference will take place on Wednesday, October 18, 2006, 11:00 am, at the Foreign Press Association in Rome, and the closing press conference will be held on Friday, October 27, 2006, 10:30 am in the FAO in Rome. Separate media advisories will be sent out for each event.

## Background

Communication professionals engaged in development initiatives, senior policymakers, development practitioners, donor and civil society organization representatives, community representatives, and academics from around the world will meet to share knowledge and ideas pertaining to Communication for Development. Discussions and presentations will focus on what works, why it works, and how Communication for Development contributes to more effective and successful development.

The WCCD will demonstrate the value of Communication for Development and supply evidence of its central role in increasing the impact and sustainability of development initiatives. It will provide a platform to convincingly argue that Communication for Development should become an integral part of the planning and implementation of development initiatives if the world is to achieve the Millennium Development Goals and other promises made in the past years to the billions of people living in poverty.

The world has committed itself to an ambitious agenda that seeks to end extreme poverty, grapple with the intertwined issues of poverty and sustainability, ensure wide access to health and education, and strengthen the institutions and policies that form the basis of government accountability to their citizens. Effective communication is at the heart of this agenda. Communication that leads to successful and sustainable development places the people who are most affected at the centre of the discussions and decisions that will ultimately have an impact on their livelihoods.