

More information on the Farmers' Forum and IFAD web 2.0 can be found at

**Farmers' Forum:** <http://www.ifad.org/farmer/index.htm>

**IFAD social reporting blog:** <http://ifad-un.blogspot.com>

**Follow IFAD on Twitter:** <http://www.twitter.com/IFADNews>

#### **WHAT?**

- The third global meeting of the Farmers' Forum will use social reporting methodology. Social reporting is an emerging philosophy which mixes journalism, facilitation and social media. It goes beyond posting agendas, papers, presentations and speeches on corporate websites. It is based on collaboration and live reporting from events by involving those "not in the room" to follow and contribute to the event. Social reporting uses a variety of techniques and tools such as story-telling, interviews, videos, photography, blogs, twitter, podcasts, posting documents to slideshare to tell the story..
- Social reporting in the Farmers' Forum will offer an opportunity for people who are not present in the meeting to pose questions in advance using Twitter or posting a comment on an introductory blogpost about the Farmers' Forum. The questions will be posted and discussed during the meeting, Questions on Twitter should be sent to @ifadnews.
- The social reporters will report live from the various sessions, allowing colleagues who cannot attend to comment and participate virtually. This is done in near-real time, through a moderator who receives all contributions and posts them. Pictures will be also posted on PICASA
- Please see IFAD's social reporting can be found at <http://ifad-un.blogspot.com/>

#### **WHY?**

- To make the Forum more participatory – the social reporting blog is public
- To enable people who cannot participate in the discussion to pose their questions and provide comments during the Plenary sessions and regional working groups meetings
- To improve the conversation among all participants – both present and not

#### **WHO?**

- Members of Farmers' Organisations
  - o People whose organization is represented in the meeting in Rome
  - o Farmers' Organizations (FO) who are not represented in the meeting but who are IFAD's partners in country programmes or in other collaboration
- IFAD Country Programme Managers, Country Officers and other staff on the field
- IFAD-supported Project Managers
- Any interested public

#### **WHEN?**

- The questions and inputs could be posted from 8 February until the final session of the Farmers Forum - 16 February.
- Live interaction with the participants to the Farmers' Forum will be during the Global Meeting , 15 – 16 February 2010

#### **WHAT IS THE FARMERS' FORUM?**

The Farmers' Forum process was born in 2005. It is an on-going, bottom-up process of consultation and dialogue between small farmers' and rural producers' organizations (FOs), IFAD and governments, focused on rural development and poverty reduction. The Forum is rooted in concrete partnership and collaboration at the country and regional levels. The Forum meets every two years for a global consultation, in conjunction with the Governing Council of IFAD.

This year's edition to be held in Rome on 15 and 16 February 2010 will be the third one and will bring together 70 farmers' leaders, representing millions of small farmers and rural producers from Africa, Asia, Europe, Latin America, the Caribbean, and the Near East to interact with IFAD staff and selected partners. It will be opened by the President of IFAD, Mr Kanayo Nwanze. Its closing session, in the afternoon of Tuesday 16 February, will be open to the members of IFAD's governing bodies.

The 2010 edition will be focusing more on operational matters. To that end, two sessions will be organised by IFAD operational divisions :

- the first one Monday afternoon on operational collaboration between IFAD and farmers' organisations at country and regional levels;
- the second one Tuesday morning on the themes of (a) food security in a context of growing competition on access to land, (b) roles of farmers' organisations in empowering small farmers in value chains, and (c) differentiated policies and investment programmes in support of smallholder agriculture.