



**Communication Toolkit for Launch of GFAR Collective Action on
Participatory Research**
Bilbao, Spain
20-21 February 2018

In Derio, Spain, on 20 and 21 February 2018, the World Rural Forum, with other Partners in GFAR, will launch a GFAR Collective Action for “Enhancing participatory processes between Family Farmers, Civil Society/Rural Communities, Research Institutes”, to continue to strengthen the participation of family farmers, civil society organizations, rural communities and their small and medium enterprises in research processes – an agenda long championed through GFAR’s collective actions. To demonstrate the effectiveness of real collaboration in the field and the impacts for rural communities, it is also essential to be able to monitor and measure the impacts of these partnerships between farmers and research for innovation.

A full design and action plan for this Collective Action will be agreed among participating Partners in GFAR as a basis for joint collaboration. The Collective Action will create a learning space grounded in fostering bottom-up processes, mutual learning, open sharing and breaking down institutional barriers. Through dialogue, with farmers themselves at the center, this Collective Action will bolster and demonstrate the crucial links between research and society, between science and the people who use it to bring food to our tables.

Key Messages

- Workshop will launch the GFAR Collective Action: Empowering rural communities as drivers of agricultural innovation
- There are more than 500 million family farms in the world; they produce more than 80% of the world’s food.
- Partners in GFAR wish to promote the role of family farmers, including their role in the research and innovation processes
- Partners aim to enable agricultural research and innovation to better meet the demands and realities of Family Farming and of rural communities
- We are empowering farmers to determine the research agenda
- Rural communities can determine their own agricultural futures by driving the research agenda
- Farmers and rural communities themselves can become active, recognized and valued agents of change
- Farmers should be recognized as service and knowledge providers by research centers
- Participatory research is a working line of IYFF+10. This Collective Action is part of the working line.
- Three lines of action: the promotion of equitable participatory processes; the promotion of public research and innovation grounded in co-creation and co-responsibility; and the strengthening of capacities for local Agricultural Organizations.
- Institutional change is needed through bottom-up processes that value all partners
- Action on governance will be taken at three different levels: global, regional, and local
- Better North-South and South-South exchange is a goal at the global level

- In line with SDG2.3: contribute to “doubling the agricultural productivity and incomes of small-scale food producers, particularly women, indigenous peoples, family farmers, pastoralists and fishers...”
- In line with SDG2.5: “...ensure access to and fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge”
- In line with SDG 2.a: “Increase investment... in order to enhance agricultural productive capacity in developing countries, in particular least developed countries”
- It is *essential* to be able to monitor and measure impacts

Twitter

- Hashtags: #CollectiveAction #PartnersinGFAR #GFAR #farmers #FamilyFarmers #FamilyFarming #IYFF10 #FamilyFarmingDecade #DecenioAgriculturaFamiliar #agriculture #participatory #research #innovation #SDGs #SDG2 #Global Goals #zerohunger
- Handles: @GFARforum @GFARlive @WorldRuralForum (primary)
@Cirad @PROPACinfos @AsianFarmers @COPROFAM @FFP_AgriCord
@UCLouvain_be @CGIAR (participating?) @Prolinnova_WCA @EUAgri,
#UNFAO, @IFADnews, @Agropolis
- Tweets:
 - Next week in #Bilbao: Launch of the @GFARforum #CollectiveAction on Empowering #rural #communities as drivers of agricultural #innovation
<http://bit.ly/CAempowerfarmers> @WorldRuralForum (attach image #1)
 - Happening now: #PartnersinGFAR design #CollectiveAction on Empowering #rural #communities as drivers of agricultural #innovation <http://bit.ly/CAempowerfarmers> @WorldRuralForum (attach image #2)
 - How can we better meet the demands and realities of #FamilyFarming through #agricultural #innovation? <http://bit.ly/CAempowerfarmers> (attach image #2)
 - We are empowering #farmers to determine the agricultural #research agenda <http://bit.ly/CAempowerfarmers> #CollectiveAction #PartnersinGFAR #innovation (attach image #2)
 - #DYK an International Decade of #FamilyFarming has been declared by @UN General Assembly? <http://bit.ly/IYFF10> #IYFF10 #FamilyFarmingDecade @WorldRuralForum (attach image #3)
 - #PartnersinGFAR are promoting the role of #FamilyFarmers in #research and #innovation processes <http://bit.ly/IYFF10> #IYFF10 #CollectiveAction #agriculture @WorldRuralForum (attach image #1)
 - #DYK #Participatory #Research is a working line of #IYFF+10? <http://bit.ly/participatoryresearch> #FamilyFarmingDecade #CollectiveAction @WorldRuralForum (attach image #2)
 - We are changing institutions through bottom-up processes that value all partners, especially #farmers! <http://bit.ly/participatoryresearch> #agriculture #participatory #research #innovation (attach image #2)
 - @GFARforum values #farmers & #rural communities as agents of change! #CollectiveAction #PartnersinGFAR (attach image #2)
 - We need #CollectiveAction to double the agricultural productivity and incomes of small-scale food producers, particularly #women, #indigenous peoples, #FamilyFarmers,

pastoralists & fishers <http://bit.ly/2o3Hb1E> #SDGs #SDG2 #zerohunger (attach image #4)

- #FamilyFarmers must be able to use and conserve their #genetic resources and #traditional #knowledge <http://bit.ly/2o3Hb1E> #SDGs #SDG2 #Global Goals #zerohunger #IYFF10 #FarmersRights (attach image #4)
- #PartnersinGFAR aim to “increase #investment...to enhance #agricultural productive #capacity in developing countries” <http://bit.ly/2o3Hb1E> #SDGs #SDG2 #Global Goals #zerohunger (attach image #4)
- “Farmers should be considered as researchers.” –Esther Penunia, @AsianFarmers #agriculture #participatory #research #innovation #IYFF10 (attach image #1)

Facebook

- *(For today, 16 February)*

Next week GFAR Partners are launching a Collective Action on Empowering Rural Communities as Drivers of Agricultural Innovation!

Along with @WorldRuralForum and other partners, participants will design the Collective Action with a view to making research truly participatory, responding to the needs of farmers and rural communities. The initiative will be part of the working line on participatory research for the International Decade on Family Farming 2019-2028 - IYFF+10. <http://bit.ly/CAempowerfarmers>

#CollectiveAction #PartnersinGFAR #farmers #research #innovation #IYFF #FamilyFarming

(attach image #1 or #2)

- How can we better meet the demands and realities of Family Farming through agricultural innovation?

By involving the farmers themselves!

This week, 20-21 February in Bilbao, Spain, farmers, representatives from Farmers' Organizations, researchers, and others are coming together to design a GFAR Collective Action that makes research a participatory process with farmers at the center!

<http://bit.ly/CAempowerfarmers>

@WorldRuralForum #CollectiveAction #PartnersinGFAR #farmers #research #innovation #IYFF #FamilyFarming

(attach image #2)

- The key to making progress towards achieving the Sustainable Development Goals is knowing what progress we've made!

That's why Partners in GFAR are designing a Collective Action contributing to the goal of Zero Hunger (SDG2) with built in measures to track our impact. It's happening this week in

collaboration with @WorldRuralForum and Family Farmers, Civil Society, research institutes and donors.

<http://bit.ly/CAempowerfarmers>

#farmers #innovation #SDGs #SDG2 #Global Goals #zerohunger #CollectiveAction
#PartnersinGFAR

(attach image #4)

Links

- GFAR Blog post: *Collective Action on Family Farming that Values All Partners*
<https://blog.gfar.net/2018/01/31/collective-action-on-family-farming-that-values-all-partners/>
(<http://bit.ly/CAempowerfarmers>)
- Articles on IYFF+10
<http://www.familyfarmingcampaign.org/en/news/2017/12/the-decade-of-family-farming-2019-2028-officially-adopted-by-the-united-nations-general-assembly> (<http://bit.ly/IYFF10>)
<http://www.familyfarmingcampaign.net/en/news/2017/10/participatory-research-connecting-family-farming-organizations-with-farming-research-centers>
(<http://bit.ly/participatoryresearch>)
- *A video about Family Farming produced by Agro et Sac à Dos for the International Year of Family Farming (IYFF) 2014.* (<https://ceuxquiseiment.tumblr.com/>)
- Google Drive folder with social media visuals:
<https://drive.google.com/open?id=1IGzizEqrONCKF6Zojci3vLjLsFcdAbhd>