

International Workshop on Economic Integration and Social Participation of Rural Youth in Latin America and the Caribbean

San Salvador, El Salvador, November 17-19, 2013

The International Fund for Agricultural Development (IFAD)'s Latin America and Caribbean Division and the Rural Youth Entrepreneurship Program from Procasur Corporation are organizing the International Workshop on Economic Integration and Social Participation of Rural Youth in Latin America and The Caribbean.

For IFAD's LAC Division, systematic work and investments in favor of young rural populations has been a permanent priority in order to strengthen the capacity of inhabitants of poor rural territories to improve their living conditions within a very effective South-South Cooperation work frame.

The workshop is the starting point of a support and backstopping system to facilitate putting cardinal concepts into practice and deliver both actions and products for Latin American and Caribbean rural youth within the framework of IFAD projects and other rural development efforts.

"Putting young rural people first is not an option, it is an obligation," observed Mr. Kanayo F. Nwanze, IFAD's President, in 2011. And he added: "We need to listen to them. But we also need to do more—we need to respond to the issues they are voicing."

Young women and men taking part in IFAD's funded projects; development project managers and practitioners; local authorities; public and private institutions with interest and/or experience in working with rural youth; implementers of rural development initiatives in the region, and representatives of the IFAD's LAC Division, are the six strategic groups that will share their knowledge and skills in El Salvador, in order to deliver key ideas to set strategies and operational tools to promote concrete actions within productive projects aimed specifically at young people.

During three days, the participants will gather to identify and analyze strategies; approaches and tools that can foster inclusion and participation of rural youth in both development projects financed by IFAD as well as other rural development initiatives.

By going from online networking to off-line action, IFAD's LAC Division and Procasur aim to improve young rural women's and men's livelihoods and to encourage and enable them to reach economic autonomy to support the development of their territories, and to remain in their communities contributing to society and to the efforts against hunger, poverty, environmental degradation and climate change.

Finally, the event will serve as an empowering gathering for young women and men to make their voices heard regarding key issues like business development, access to assets, participation, organization, and an Experiences Fair to showcase the value of integrating young people in development productive projects.

poverty, environmental degradation and climate change.

Finally, the event will serve as an empowering gathering for young women and men to make their voices heard regarding key issues like business development, access to assets, participation, organization, and an Experiences Fair to showcase the value of integrating young people in development productive projects.

Background

The Rural Youth Entrepreneurship Program from Procasur Corporation has been a key partner to deliver clear evidence of IFAD's LAC Division permanent priority on young people. During 2009, supported by IFAD's Innovation Mainstreaming Initiative (IMI), Procasur executed the project "Young Rural Talents" to identify successful experiences of Latin American young rural entrepreneurs and offer lessons learned, good practices and recommendations to improve and enhance their livelihood strategies.

Later, in 2010, IFAD's LAC Division and Procasur joined again to organize two International Youth Gatherings in Colombia. The first one, in Bogota, had some 190 participants from Latin America and the Caribbean. The second one, in Cartagena, assembled 40 youngsters from 12 nationalities in order to identify their perceptions and needs and to establish key challenges for rural youth.

Also, in 2011, on occasion of the 34th Session of the Governing Council of IFAD, IFAD's LAC Division and Procasur organized a Latin American meeting in order to establish innovative strategies to support and finance microenterprises from rural youth entrepreneurs in the region, while publicizing the main demands originated from the young participants of the Cartagena Gathering.

As a result, Procasur developed the "Rural Youth Entrepreneurship", an IFAD supported program aiming to promote innovations that enable youth to increase their knowledge, access assets and make their living in rural areas.

During 2012 Procasur trained some 630 young rural entrepreneurs in Latin America and the Caribbean, offered development practitioners working with rural youth straightforward guidance on how to get tangible results, and worked closely with several governments to include rural youth issues in public policies.

As one of the main outcomes of that effort, Procasur developed the Latin American and Caribbean Regional Network of Rural Youth Entrepreneurship (<http://juventudruralemprendedora.procasur.org/red-de-jovenes-rurales/>).

In 2013, as a continuation of this priority, and based on the aforementioned experiences, IFAD's LAC Division and Procasur are organizing the International Workshop on Economic Integration and Social Participation of Rural Youth In Latin America and The Caribbean.

Communications Plan

The purpose of this communication plan is to support the strategic objectives of the workshop and provide action items for the organizational communication of the organizers.

The general objective of the workshop is to promote a space of dialogue and reflection among rural youth and technical teams of rural development projects, and decision makers, in order to identify and analyze strategies, approaches and tools that can foster inclusion and participation in both development projects financed by IFAD as well as other rural development initiatives.

And the specific objectives of the gathering are:

- To know the context in which rural youth in Latin America and the Caribbean are living, as well as some experiences on public policy

and reflection among rural youth and technical teams of rural development projects, and decision makers, in order to identify and analyze strategies, approaches and tools that can foster inclusion and participation in both development projects financed by IFAD as well as other rural development initiatives.

And the specific objectives of the gathering are:

- To know the context in which rural youth in Latin America and the Caribbean are living, as well as some experiences on public policy linked to rural youth.
- To disseminate learning, lessons, best practices and recommendations arising from development projects to make use of them in order to promote new economic development experiences and civic engagement.
- To know and share experiences on rural youth entrepreneurship in the region.
- To listen to rural youngsters as well as other stakeholders in local rural development initiatives accomplishing the involvement of young women and men as agents of those initiatives.
- To discuss and identify—with the development project managers and practitioners—activities, strategies and tools to facilitate the inclusion of rural youth within their operating frameworks as well as their support requirements for such kind of implementation.

Strategic Communications Action Items

Derived from those objectives, the following are the main communications action items:

- To enhance the social perception of the importance of fostering inclusion and participation of rural youth in development projects, in order to improve their livelihoods, via research reports, information pieces and web, social media and traditional media coverage of the event.
- To highlight IFAD's LAC Division decision to prioritize systematic work and investments in favor of young rural populations through public and client relations based on the dissemination of research reports, information pieces and coverage of the workshop before, during and after the event.
- To reinforce IFAD's LAC Division and Procasur's Rural Youth Entrepreneurship Program outreach through public and client relations based on electronic and printed pieces showing the sustained building and sharing effort to disseminate lessons learned, good practices and recommendations since 2009.
- To develop IFAD's LAC Division and Procasur's standing with the appropriate Salvadoran authorities by means of government relations.
- To enrich IFAD's LAC Division and Procasur's profile in the communities linked to the "Rural Youth Entrepreneurship" program via community relations.
- To increase IFAD's LAC Division and Procasur's relationship and reputation with local, national, regional and corporate media through media relations.

2. Target Interlocutors

This plan highlights relations with seven groups of interlocutors:

- Young women and men taking part in IFAD's funded projects;
- Development project managers and practitioners;
- Local authorities;
- Public and private institutions with interest and/or experience in working with rural youth;

This plan highlights relations with seven groups of interlocutors:

- Young women and men taking part in IFAD's funded projects;
- Development project managers and practitioners;
- Local authorities;
- Public and private institutions with interest and/or experience in working with rural youth;
- Implementers of rural development initiatives in the region;
- Representatives of the IFAD's LAC Division;
- Local media.

3. Communications Tasks and Responsibilities

See attached Excel File.