

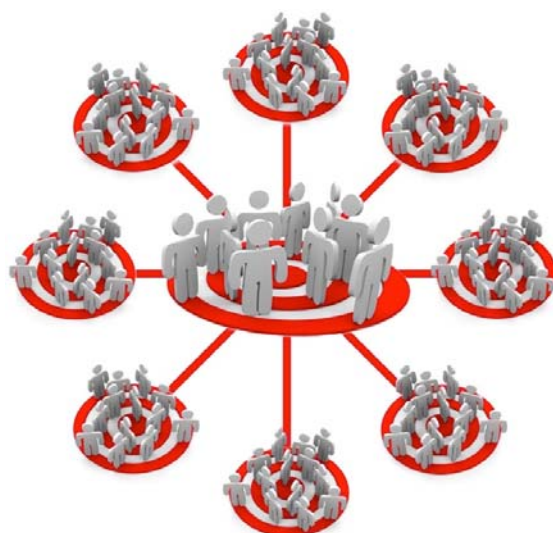
Regional Training Course on Communication and Advocacy for Agriculture and Rural Statistics

27 June – 1 July 2016
Daejeon, Republic of Korea

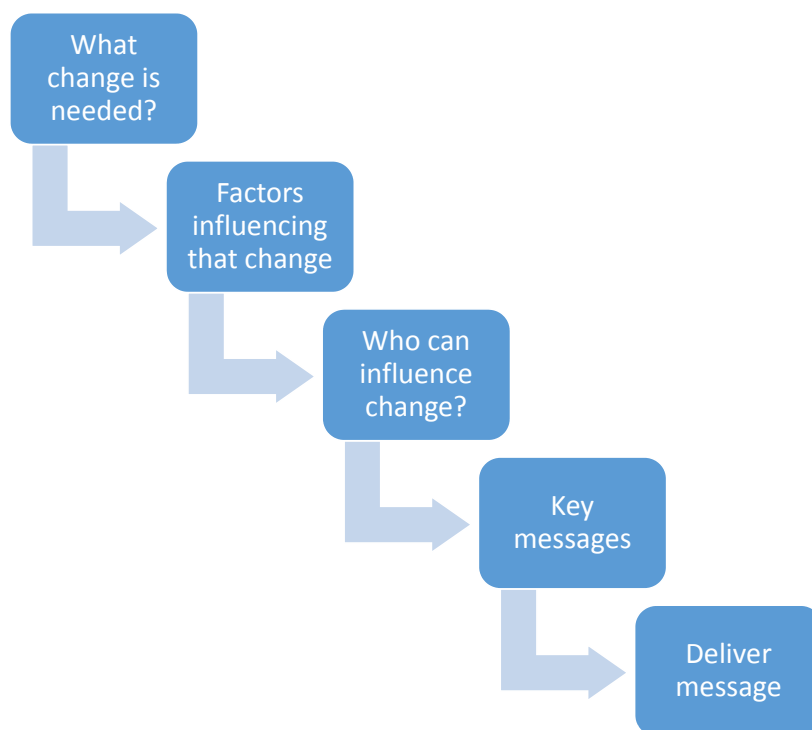
Session 1.3 Identifying and describing target audiences



Identifying target audiences



How do you advocate for change?





Discussion:

- | | | |
|---|---|---|
| <ol style="list-style-type: none"> 1. Minimum set of core data 2. Integrate agriculture into NSS 3. Sustainable agriculture statistics | } | <ul style="list-style-type: none"> • What changes are needed to achieve this goal? Identify 2-3 priorities • What factors influence the change? • Who needs to be involved in making those changes? |
|---|---|---|

Summary of target audiences identified during group discussions

| | |
|---|---|
| <p>ESTABLISH A MINIMUM CORE SET OF DATA</p> | <p>POLICYMAKERS DEPARTMENTS IN MINISTRY OF AGRICULTURE FARMERS FAO / DONORS OTHER MINISTRIES</p> <ul style="list-style-type: none"> FINANCE ENVIRONMENT INFRASTRUCTURE RURAL DEVELOPMENT |
| <p>INTEGRATE AGRICULTURE AND RURAL STATS INTO THE NATIONAL STATS SYSTEM</p> | <p>GOVERNMENT OFFICIALS (STAFF) POLITICAL LEADER DEVELOPMENT PARTNERS (FAO, UNDP, ETC) POLICYMAKERS FARMERS / FARMER ASSOCIATIONS NGOS PRIVATE SECTOR IMPORTERS / EXPORTERS STUDENTS RESEARCHERS MINISTRIES</p> <ul style="list-style-type: none"> FINANCE NATURAL RESOURCES ENVIRONMENT PLANNING / PRES/PM OFFICE <p>STATISTICAL COMMUNITY</p> |
| <p>SUSTAINABLE AGRICULTURE & RURAL STATISTICS</p> | <p>CHIEF STATISTICIAN PROVINCE LEVEL STAFF STATISTICIANS MINISTERS / PARLIAMENT</p> |