

ABCD

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**International Centers Week 1997
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**Research Impact: Yesterday's Achievements,
Tomorrow's Challenges**

**Report of the Public Awareness and Resource
Mobilization Committee (PARC)**

Attached for information is the report of the PARC.

**Meeting of the Public Awareness and Resources Committee
(PARC)
21 October 1997**

The global Public Awareness Campaign for agriculture (PAC) became a reality on 1 October with the appointment of the Director of Operations, Barbara Rose. Barbara's appointment came 18 months after Australian journalist Julian Cribb proposed a strategy at the Jakarta MTM to raise awareness of the importance of agriculture and agricultural research to the lives of everyday people. PAC was approved by the Group at ICW 1996. The Campaign is a joint effort of the international research community and donors to develop broad support for agricultural research in general and the CGIAR in particular. PAC will commission a series of studies highlighting the relationship between agriculture and key issues such as peace and stability, sustainability, economic growth, health and population. The Campaign will use influential people from around the world as 'ambassadors' to focus media attention on the results of these studies and to raise awareness of the work of the CGIAR.

Barbara's most immediate task will be to raise funds for the campaign in addition to those which are being provided by the Centres for its implementation. The Public Awareness and Resources Committee (PARC) emphasizes the importance of this initiative to the entire agricultural research community. The Committee urges CGIAR members to lend their support to PAC, both as donors to the effort and through the identification of influential individuals who can help to disseminate the messages it seeks to promote.

The Public Awareness Association (PM) has developed the framework for a CGIAR system-wide Public Awareness Strategy, taking PAC as its central element. The Strategy was considered at length by PARC at its meeting on 21 October. The goal of the Strategy is to create an environment conducive to public and political support for the CGIAR system and its many partners and, as a result, to promote sufficient and stable funding for the work of the system. Like PAC, the Strategy will seek to create broad public and political recognition of the importance of critical issues involved in feeding the world, reducing poverty and protecting the Earth, and of the CGIAR's efforts to address them. A further objective of the Strategy is to raise the capacities of the IARCs to meet and exceed basic standards for public awareness operations and products.

The Strategy identifies the various entities that undertake public awareness on behalf of the system and describes their roles and responsibilities. These entities include the CGIAR Chairman, Centre Directors, donors, the CGIAR Secretariat, the PM, PAC, Centre public awareness staff, and National Support Organizations. After consideration by the Centre Directors, the draft Strategy will be circulated to representatives of all of these groups for their comments.

- For the third year running, the Centres have supported a World Bank/Disney initiative by sending scientists to Orlando to participate in the Epcot festival, 'Gardening for Food Around the World'. After being trained in communications skills by Disney, the scientists will staff a major exhibition depicting scenes of agriculture and rural development in each of four regions. Several hundred thousand people from the US and overseas have visited similar exhibitions at the Epcot festival over the past two years. PARC is providing some funds to underwrite the costs of sending the international communicators to Epcot in 1998.

In April 1998, the Crawford Fund will host a conference at the Bellagio Centre in Italy. The purpose of the conference is to explore possibilities for establishing national support

organizations in a number of other countries. PARC is providing some funds to help support the cost of the Bellagio conference.

Early in October 1997, the CGIAR participated in Japan's Day of International Cooperation. Led by IPGRI in collaboration with the Economic Cooperation Bureau of the Ministry of Foreign Affairs and Foreign Agriculture, Forestry and Fisheries, the Centres and the CGIAR Secretariat mounted a large scale exhibit at Tokyo's Hibiya Park. The two day exhibition received over 200 000 visitors, representing the general public, national, international and intergovernmental organizations. PARC intends to continue its public awareness programme for Japan in 1998.

- The CGIAR was one of 25 organizations asked to participate in an exhibition at UN headquarters which was held in conjunction with the UN General Assembly Special Session on Sustainable Development ('Rio + 5') last June. It was the only organization working in the field of food security that was represented at the exhibition. The CGIAR display highlighted the role of the Centres in the field of sustainable development and linked Centre activities explicitly to Agenda 21. The CGIAR display was centrally located and attracted many of the high level participants to the Special Session, among others, UN Secretary General Kofi Annan.
- The first of four regionally-based training courses in media relations for Centre Directors General and their senior information officers took place in Orlando for the Americas group. The Asian course is scheduled to take place in the Philippines in December.

The four part video documentary series on plant genetic resources 'Trail of Seed' is scheduled for completion on 1 May 1998. The series, which has been filmed in over 30 countries and covers the work of the CGIAR Centres extensively, is being carried out under the auspices of PARC. Principal funding for the series has been provided by Japan. Further support comes from Canada's International Development Research Centre, the UK's Department for International Development, and the Danish Ministry of Foreign Affairs. The series will air first on BBC World Television and NHK -the world's two largest public service networks. Thereafter it will be available to television stations throughout the world.