



United Nations Development Programme
Communications Office

MEDIA ADVISORY



UNDP, Ministry of Information and Communications and Media Council of Kenya launch Communication for Development C4D

20 June 2008- At the 10th UN Inter-Agency Round Table on Communication for Development in Addis Ababa February 2007, a consensus emerged that communication for development means a broader canvas of tools and strategies to ensure stronger governance and participation, and that this should be promoted as an important part of development effort. Communication for Development practiced through use of processes, strategies, and principles and tools of communication to bring about positive social change and to improve opportunities for access to information for development.

Against this background and against the lessons learnt concerning the role of the communications during the post election crisis in Kenya, the Ministry of Information and Communications, Government of Kenya in collaboration with the United Nations Development Programme (UNDP) and key stakeholders have developed a four year project whose long-term objective is to build national capacity to put into practice communication for development. More specifically, the project aims to increase capacity and professionalism within the media, promote dialogue and advocacy on matters affecting development and to gradually develop and entrench the culture of communicating for development. The project will also support development of policy and regulatory framework.

It is with great pleasure that I invite you to the launch and signing ceremony of the Communication for Development (C4D) project on 20th June 2008 beginning 7.30 a.m at Stanley Sarova hotel.

For Further Information contact

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