



IFAD
INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT
Executive Board – Seventy-Sixth Session
Rome, 4-5 September 2002

TWENTY-FIFTH ANNIVERSARY OF IFAD

1. The year 2003 marks IFAD's 25th Anniversary. It is felt that this is an opportune time to launch a process to reflect further on and to articulate more clearly how rural poor people – if empowered and given opportunities – can overcome their poverty and become agents of change in their environments.

A. Purpose and Expectation

2. This anniversary year is an opportunity to communicate, to reflect on the Fund's achievements over the last quarter century and to advocate IFAD's mission – "*Enabling the Rural Poor to Overcome their Poverty*". It is also a time to look to the future and the challenge posed by the Millennium Development Goal (MDG) of halving extreme poverty by 2015.

3. It is expected that this anniversary year will result in a *deeper understanding of IFAD's catalytic role in the reduction of rural poverty*.

B. Audience

4. In order to strengthen commitment and support for IFAD and at the same time influence thinking and policies on poverty issues, the Fund will continue to dialogue with existing partners and reach out for new ones. Thus, the proposed audience for anniversary activities will be IFAD's Member States, the host country, the development community at large – bilaterals and multilaterals, and non-governmental organizations (NGOs) – the private sector, academics, religious leaders and the rural poor people. While IFAD has a close relationship with the proposed audience, it will seek to strengthen partnerships and build a stronger pro-poor coalition during this anniversary year.

C. 25th Anniversary Governing Council Format

5. The forthcoming Governing Council (February 2003) will be the occasion of official launching of IFAD's 25th Anniversary. The President of the Italian Republic, His Excellency Carlo Azeglio Ciampi, the United Nations Secretary-General, Mr Kofi Annan, and IFAD's President will jointly open the work of the session and mark the official opening of the one-year anniversary period. To



underscore the importance of IFAD's 25th Anniversary and to avoid confusion, the Fund will refer to this session of the Governing Council as the Anniversary Session rather than the 26th Session.

6. The Governing Council welcomed the new format launched last year for its sessions; therefore, this format will be replicated for the Anniversary Session of the Council.

7. The opening session will feature an inaugural speech by the President of the Italian Republic, a keynote address by the United Nations Secretary-General and a statement by the President of IFAD. An interactive panel discussion will follow on "*IFAD's Strategy: Achieving the Millennium Development Goals by Enabling the Rural Poor*". The purpose of the panel discussion will be to focus on how IFAD can more effectively enable the rural poor to overcome their poverty and how it can contribute in the coming years to the achievement of the MDGs.

8. The morning of the second day will feature six roundtables on the following themes:

- indigenous people and sustainable development;
- women as agents of change;
- access to financial services for the rural poor;
- pro-poor institutions for rural development;
- market linkages for the rural poor; and
- strengthening partnerships: building on 25 years of experience.

D. Activities and Products Supporting the 25th Anniversary

9. **The 25th Anniversary publication.** This publication will be a compilation of IFAD's 'greatest achievements' over the last 25 years. It will capture the Fund's impact over the years, advocate IFAD's role and provide an outline of IFAD's role for the future. The topics of "*partnership, resources, knowledge and policies*" (linked to the *Strategic Framework for IFAD 2002-2006*) will be both the central themes and the driving force of the publication.

10. **Videos and documentary.** The 25th Anniversary publication will have a multilingual video companion featuring IFAD's achievements. Furthermore, a 90-second video entitled "The IFAD Difference" and containing a message from the President will be prepared for IFAD's website.

11. The well-known Indian film director and producer, Ms Mira Nair (the director of *Monsoon Wedding*) has agreed to produce a documentary on indigenous peoples based on IFAD's work. If funding can be found, this advocacy documentary should be ready by September 2003.

12. **Exhibitions.** A mobile multimedia exhibition focusing on stories from the 25th Anniversary publication and accompanied by photographs and a video will be launched in Italy to mark IFAD's anniversary year.

13. A photo exhibition will be prepared highlighting the IFAD/ Food and Agriculture Organization of the United Nations (FAO) and World Food Programme (WFP) partnership. The exhibition will be placed in the three Rome-based agencies.

14. **Host country.** To strengthen its partnership with Italy and to build on the positive feedback received concerning the host country's willingness to participate in 25th Anniversary events, IFAD will organize a series of joint events and activities.



E. Beyond the Governing Council

15. To obtain the maximum 'mileage' from this anniversary year, the Fund will organize a number of regional workshops and conferences and use international fora to build greater awareness of its work. The following regional workshops/conferences/events are anticipated:

- A conference will be held in India on women as agents of change.
- A conference will be held in Rome entitled "Listening and Learning from the Indigenous People".
- It is proposed that a conference be organized in the Gulf States on IFAD's partnership with the Organisation for Economic Co-operation and Development (OECD) and the Organization of the Petroleum Exporting Countries (OPEC). It could be organized as a side event at the annual meeting of the World Bank Group and the International Monetary Fund to be held in Dubai, United Arab Emirates. The conference would provide a forum to discuss past, present and future collaboration. A publication highlighting IFAD initiatives in all OPEC countries could be prepared to support this event.
- Other events focusing on areas of the Strategic Framework (such as market access and rural financial services) are in the planning stages. In Western and Central Africa, individual IFAD projects will organize activities on a specific day, to be decided by the countries concerned.
- It would be desirable to hold a workshop/conference in an OECD country on "Capacity-Building – The Human Resource Dimension".

16. **Economic and Social Council (ECOSOC).** The possibility of having an ECOSOC session in 2003 adopt 'rural development' as a theme is also being explored. The Fund will also look into similar possibilities at other United Nations fora.

F. Cost and Financing

17. IFAD will use the occasion of its 25th Anniversary to highlight its current activities. Therefore, the cost of some of the activities will be covered through its regular budget. Activities and events specific to the 25th Anniversary will be financed through additional resources, and voluntary contributions from the Member States and the private sector will also be sought. The table below shows tentative estimated costs.

Activity/Event	Estimated Cost (USD)
Anniversary products (25 th Anniversary publications, companion video, documentary, exhibitions, dissemination of new logo and corporate image)	954 000
Governing Council activities (participation of panel and roundtable facilitators, preparation of thematic paper and webcasting)	285 000 (of which USD 150 000 from regular budget)
Host-country activities (exhibitions, etc.)	185 000
Regional workshops	1 485 000 (of which USD 600 000 from regular budget)