

## PRESS RELEASE

28 September 2014

### **TCC and CTA facilitate Web 2.0 and social media for development training in Somalia**

The Nairobi-based Training Centre in Communication (TCC) trained Somali Research Network(SomaliREN) members from Somalia in ***Web 2.0 and Social Media for Development*** from 22-26 September 2014 at Simad University in Mogadishu. The deployment of the trainers was sponsored by the Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) while the cost of hosting the event was borne by Simad University. Participants included delegates from from Kismayu University, Simad University, Mogadishu University and Benadir University.

The overall objective of the course was to empower development professionals to recognize the potential of social media and to make innovative use of these tools to improve the efficiency and effectiveness of their work. Participants were able to recognize the role of social media in changing the way information is created, organized, shared and accessed. They had opportunities to use some popular social media tools, analyze their usefulness, identify their adaptability to specific contexts at their workplace and compare the effectiveness of different applications depending on the context and purpose. Participants were also able to recognize the importance of issues such as security, privacy, and intellectual property rights while using social media.

This is the first of a series of three events , that will take place in Somalia. The next sessions will take place in Hargeisa, Somaliland and Garowe Puntland.

#### **More on CTA**

CTA was established in 1983 under the [Lomé Convention](#) between the African, Caribbean and Pacific Group of States and EU member states. Since 2000 CTA has operated within the framework of the ACP-EU Cotonou Agreement with a mission to “strengthen policy and institutional capacity development and information and communication management capacities of ACP agricultural and rural development organisations. It assists such organisations in formulating and implementing policies and programmes to reduce poverty, promote sustainable food security, preserve the natural resource base and thus contribute to building self-reliance in ACP rural and agricultural development.”





### **MORE ON TCC**

TCC is a not for profit organization set up in 2006 and is in partnership with the University of Nairobi and is the first African-based Training Centre to teach effective communication skills. TCC has its headquarters at the University of Nairobi, Gecaga Institute, Chiromo Campus, and Nairobi, Kenya.

The centre's mission is to contribute to the increase in profile, locally, and internationally, of African science, and its impact on the life of Africans, by improving skills in technical communication in all forms, at academia and other relevant forums, in African countries.

TCC has also partnered with Kenyatta University, Kenya, in training scientists in communication and publishing. TCC has opened a satellite office in Nigeria in partnership with Obafemi Awolowo University, Ile-Ife, Nigeria (OAU), through the Directorate of Linkages and Sponsored Research. The new office trains research scientists and postgraduate students from the Western Africa sub Saharan region. TCC has also opened an office in South Africa in partnership with The Innovation Hub.

### **For more information contact:**

TCC Public Relations Team

Training Centre in Communication  
(Through the School of Biological Sciences Linkage)  
Gecaga Institute Bldg.,  
Chiromo Campus, University of Nairobi, Kenya  
Landline: +254 (0)20 8086820  
Cell: +254 (0)733 792316 ,+254 (0)702 926288  
Email: [pr@tcc-africa.org](mailto:pr@tcc-africa.org), [info@tcc-africa.org](mailto:info@tcc-africa.org)  
Website: [www.tcc-africa.org](http://www.tcc-africa.org)  
FACEBOOK: Training Centre in Communication  
TWITTER: @Tccafrica

Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA)  
P.O. Box 380  
6700AJ Wageningen  
[www.cta.int](http://www.cta.int)  
[www.web2fordev.net](http://www.web2fordev.net)  
[Web2forDev on LinkedIn](#)  
[Web2forDev on Facebook](#)  
[We2forDev on Twitter](#)



