



PRESS RELEASE

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CTA SPONSORS TCC TRAINERS IN WEB 2.0 AND SOCIAL MEDIA FOR DEVELOPMENT TRAINING

The Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) has sponsored Training Centre in Communication (TCC) trainers for a 9 week interactive tutor-facilitated e-learning course in **Web 2.0 and Social Media for Development**". The course is jointly developed by United Nations Institute for Training and Research (UNITAR), the Food and Agricultural Organization of the United Nations (FAO) and Innovative Collaboration for Development (ICfD).

The overall objective of the course is 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 will be able to recognize the role of social media in changing the way that information is created, organized, shared and accessed. They will have opportunities to use some popular social media tools, analyze their utility, identify their adaptability to specific contexts at the workplace and compare the utility of various applications after analyzing the context of usage. Participants will also be able to recognize the importance of issues such as security, privacy, and intellectual property rights while using social media applications.

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.

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