

John Cabot University

"Communicating to Inspire Change: Food Security and Sustainability"
In collaboration with the Food and Agriculture Organization (FAO)-Academia Partnership



Course Program Summer 2015

"Communicating to Inspire Change: Food Security and Sustainability"
An English-language short course"
Summer 2015: July 13th – July 17th

MONDAY, JULY 13th: *An empirical overview of the extent of world hunger and data visualization, and communication*

Welcome and Opening Remarks: 9:30-10:00

Dr. Mary Merva, CFA
Vice President and Dean of Academics
John Cabot University, Rome, Italy

Farhana Haque Rahman
Senior Advisor
Office for Corporate Communication
Food and Agriculture Organization of the United Nations (FAO)

Morning Academic Session 10:00-12:30

Carlo Cafiero
Project Manager, Statistics Division, FAO

- Review the historic and country trends of world hunger by familiarizing oneself with the empirical data – its construction, measurement, format and uses–by FAO and other agencies addressing the issue of world hunger
- Developments in the area of Big Data and world hunger

Networking Lunch 12:30-2:00

Afternoon Academic Session: 2:00-5:00

Professor Antonio Lopez
Department of Communications
John Cabot University

- Effective writing while respecting key data and informing the public How to document and write effectively about empirical information to summarize its key points
- Interpreting and creating info-graphics

TUESDAY, JULY 14th: *Why hunger in an age of plenty? Is there plenty? Scientific Review of global agricultural production and systems: Ted X talk format*

Morning Academic Session: 9:30 – 12:30
Chiara Deligia
Communication expert, Nutrition Division, FAO

- Fundamentals of Nutrition
 - Food losses and waste in the context of sustainable food systems
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Networking Lunch 12:30-2:00

Afternoon Academic Session: 2:00-5:00
Professor Margaret Kneller
Department of Mathematics, Natural and Computer Sciences
John Cabot University
Food, agriculture and global warming expert

- Plant crops of the major producing and exporting countries Food security and climate change
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WEDNESDAY, JULY 15th: *The economics of food security and the communication and community of Food Security*

Morning Academic Session: 9:30 – 12:30
Eva Galvez Nogales
Agribusiness Economist, FAO
Rural Infrastructure and Agro-industries Division of FAO

- Agribusiness development and food security
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Networking Lunch 12:30-2:00

Afternoon Academic Session: 2:00-5:00
Professor Tema Milstein
Department of Communications and Journalism
University of New Mexico

- Transforming eco-culture to counter climate disruption: Communicating the global small-scale food growing movement, from farmers to community gardens
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THURSDAY, JULY 16th : *Social and cultural issues surrounding food security*

Morning Academic Session: 9:30 – 12:30
Ms. Natalia Winder
Senior Social Protection Officer, FAO
And Ms. Monika Percic
Gender and rural employment specialist
ESP, FAO

- Social protection of food security
 - Gender and food security
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Networking Lunch 12:30-2:00

Afternoon Academic Session: 2:00-5:00 –JCU

Professor Margaret Kneller
Department of Mathematics, Natural and Computer Sciences
John Cabot University
Food, agriculture and global warming expert

- Agro-terrorism and food security
 - Do vegetarians promote food security?
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FRIDAY, JULY 17TH: *Communicating to Inspire Change: Communicating the issue of world hunger: claims-making, agenda setting, social marketing, and public relations*

Morning Academic Session: 9:30 – 12:30

Professor Antonio Lopez
Department of Communications
John Cabot University

- In this final session, students will review case studies of different methods used to strategically communicate the information covered in the course. This session will be held in the Computer Lab

Presentations and Closing Lunch 12:30-2:00