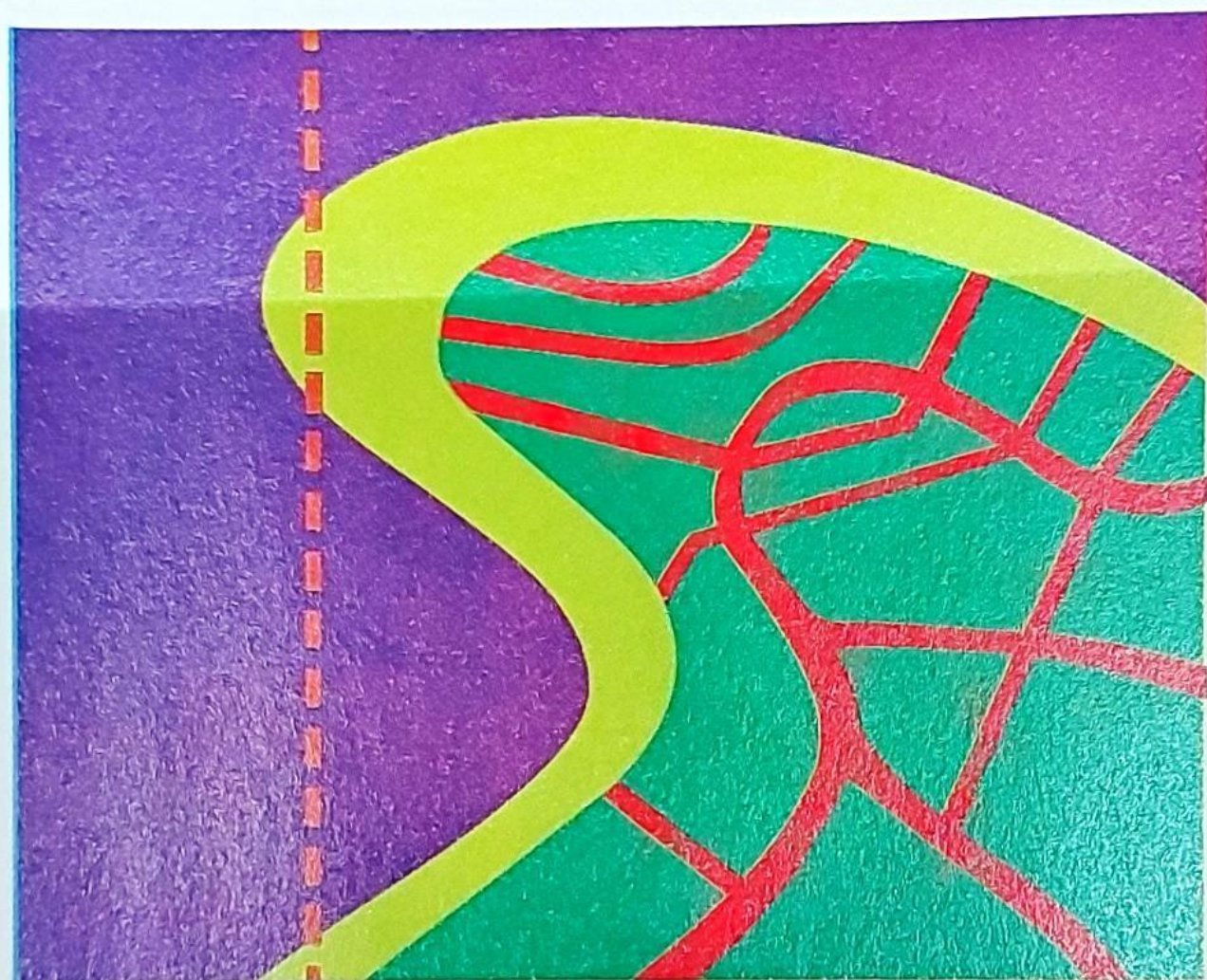


INTER-AMERICAN PRESS AWARD

1993



ENVIRONMENT,
DEVELOPMENT
AND AGRICULTURE,
in the framework
of Agenda 21

IICA



IFAD
INTERNATIONAL
FUND FOR
AGRICULTURAL
DEVELOPMENT



Deutsche Gesellschaft für
Technische Zusammenarbeit
(GTZ) GmbH

1993 IICA/IFAD/GTZ INTER-AMERICAN PRESS AWARD

Rules

I. OBJECTIVES

One. The objectives of the Inter-American Press Award, sponsored by the Inter-American Institute for Cooperation on Agriculture (IICA) and the International Fund for Agricultural Development (IFAD), and Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH, are:

1. To promote the use of the media in fostering the analysis of and reflection on the proposals and contents on Agenda 21, approved by the United Nations Conference on Environment and Development (UNCED, Brazil, June 1992), on sustainable development, and on the close relationship between agriculture and the use of natural resources in Latin America and the Caribbean.

2. To encourage discussion on the environment and development and to increase the public's awareness of attitudes, values and measures that are compatible with sustainable development, as proposed in Agenda 21.

3. To promote journalistic research on the environment and sustainable development, and on the link between agriculture and the environment, taking into account the concept of responsibility between generations.

II. THEME

Two. The general theme is "Environment, development and agriculture in the framework of Agenda 21," which may be addressed from different perspectives.

III. PARTICIPANTS

Three. This contest is open to all journalists and correspondents of international news agencies in Latin America, the Caribbean, the United States of America

and Canada, who, in the written press, take a creative approach in addressing the issue of sustainable development and contribute to promoting a new view of agriculture and the sound use of natural resources.

Four. Two types of articles may be submitted: those distributed in daily newspapers or through international press agencies, and those appearing in weekly magazines.

Reports, interviews, editorials, etc. will be accepted. Commentaries, technical or scientific articles, and short news items will not be accepted.

Five. Articles should be clipped and submitted to the IICA Office in the respective country and identified as follows: author, media and date of publication. Also, each participant must fill in and submit the registration form provided by the IICA Office.

Six. Each journalist may submit a maximum of 3 articles.

Seven. Only articles published between January 1 and July 16, 1993 will be considered

Eight. The deadline for submission of articles is July 23, 1993.

IV. CRITERIA FOR EVALUATION

Nine. The articles submitted will be judged on the basis of:

1. Impact: generating social concern and interest
2. Originality: style and personal approach in treatment of topic
3. Quality:
 - a) handling of content
 - b) form
 - c) use of graphic resources (photographs, tables, graphs, etc.) to reinforce the importance of the topic.

V. PRIZES

Ten. Prizes will be awarded in two categories: Daily newspapers and international agencies, and weekly

magazines. In each category, three prizes will be awarded: First place -US\$4,000, second place - US\$2,000, and third place -US\$1,000.

Eleven. Journalists who win first, second and third place will receive a certificate of honor. Also, honorable mentions will be awarded to the best works selected by the international panel of judges. Journalists whose works are selected by the national panels will receive a certificate recognizing them as national winners.

VI. JUDGES

Twelve. National panels: In each IICA member country, a panel of judges will be appointed to select the two best works, which will compete in the inter-American contest. Each three-member panel will be made up of an agricultural or environmental specialist, an educator in the field of journalism, and a professional journalist. These panels will meet from August 2-6, 1993.

Thirteen. The sponsoring institutions will designate an international panel of judges to select the winning journalists, using the criteria established in these rules. The panel will be made up of three well-known professionals of prestige in the fields of agriculture, environment and communications. This panel will meet from August 30 to September 3, 1993.

Fourteen. The decisions of the national and international panels of judges are final.

Fifteen. The international and national panels may declare these awards void.

Sixteen. Participation in this contest implies full acceptance of these rules.

Seventeen. Issues not considered in these rules will be resolved by IICA, IFAD and GTZ, in consultation with the panel.

Eighteen. The sponsoring institutions may use the works submitted for purposes of non-commercial public information, crediting the author and media in which the article was published.

THE INTER-AMERICAN INSTITUTE FOR COOPERATION ON AGRICULTURE (IICA)

IICA is the specialized agency for agricultural cooperation of the inter-American system. It was founded in 1942. The aims of the Institute are to encourage, promote and support cooperative activities among its 33 Member States on behalf of agricultural development and rural well-being.

IICA focuses its activities in five main areas: Agricultural Policy Analysis and Planning, Technology Generation and Transfer, Organization and Management for Rural Development, Trade and Agroindustry, and Agricultural Health.

Its Member States are: Antigua and Barbuda, Argentina, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Dominica, Dominican Republic, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago, the United States of America, Uruguay and Venezuela.

IICA also has 16 Permanent Observers: the Arab Republic of Egypt, Austria, Belgium, the European Communities (EC), the Republic of Germany, France, Hungary, Israel, Italy, Japan, the Kingdom of the Netherlands, Portugal, the Republic of Korea, the Russian Federation, Spain and Romania.

INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT (IFAD)

The International Fund for Agricultural Development (IFAD), created in 1977 as the result of the 1974 World Food Conference, is a specialized agency of the United Nations. Its mandate is to provide assistance to the poorest members of the rural population in developing countries—small farmers, landless farmworkers, nomadic shepherds, women and other poor sectors of the rural population. IFAD's fundamental task is to increase food production, improve nutrition and alleviate poverty among these groups by designing and funding projects that increase their incomes. Lending operations began in January 1978.

IFAD currently has 147 member countries, divided into three categories, each of which has the right to vote in the governing bodies of the Fund: Category I consists of 22 developed countries (OECD); Category II includes 12 developing countries that export petroleum; and Category III is made up of the remaining 113 developing countries. The countries in Categories I and II provide the bulk of the Fund's resources.

Projects are executed in ten principal areas: agricultural development, rural development, irrigation credit, livestock development, fisheries, settlements, product marketing/storage/preparation, lending programs, and research/extension/training.

GTZ

The "Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH," headquartered in Eschborn/Ts., is a non-profit organization of the Republic of Germany, responsible for technical aspects of planning and implementing official technical cooperation projects in developing countries.

Its most important duties include:

- To plan, execute, direct and supervise technical aspects of the projects and programs of German Technical Cooperation.
- To advise other agencies involved in development activities (for example, national and foreign public and private organizations).
- To appoint and fund specialists for projects agreed upon, as well as advisors, instructors, technicians and experts for short-term missions.
- To select, purchase and ship materials and equipment for projects in developing countries.
- To coordinate the professional training and upgrading of experts and senior officials in counterpart countries, in the other developing countries, in the Republic of Germany or in other industrialized countries.
- To fund projects and programs organized by competent and efficient agencies in developing countries.

These public duties are carried out primarily at the request of the German government, on the basis of agreements subject to international law, signed between the government and the counterpart countries.

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Nota:

* The Representative of this Office is headquartered
in the IICA Office in St. Lucia.