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YenKasa Africa
Facilitating Dialogue



United Nations
Decade of
**FAMILY
FARMING**
2019-2028

Regional Forum on Rural Communication Services for Family Farming in Africa

| | | | | | | |
|--------------------------|------------------------------|--------------------------------------|------------------------|--------------------------------------|--------------------------|----------------------------|
| Francesco Diasio | Sophie Treinen (FAO) | omar DIAW | Tanya Birkbeck | Alaa Megahed | Hannah Tellier (FRI) | WINFRED NALYONGO |
| Uloma Mezie-Osuocha | John Regan | mario acunzo | Gelsey Bennett | Sarah Cardey | Aboudoul Diarra | krishjournal@yahoo.com |
| Alima Sagito | Alice Van der Elstraeten | Traductrice - Clementina Sanchez | | Peter Anaadumba FAO-RAF | Stefania Fumo | GRACE NYENYEZI |
| Ankita Singh | Pierre Negaud Dupenor | Emmerance TUYISHIME | Janetta Carlucci | Binza Joel-University of Reading | Uloma Mezie-Osuocha | Daniel Nwaeze |
| Mamadou Aliou Diallo | Blondine BINDJ... | Fausta Nansambu | Mateus Santos | Banaou Djibo | Michael Neligwa | Blessings Flao |
| Franco H | Mateus Santos | Elena Cerrai | Heriniaina FANJ... | FR recording | reginald Kyere | Yrgens JEAN PIE... |
| Silvia San Marco | Chrispinus Ekise | ABDIWAHAB A... | Fernando Sousa | Mauro Conti | Patrick Egessa | Mohamed Ali At... |



« Our talk » in Akan of Ghana
« Notre parole »



Partnership in communication for rural development
between family farmer organizations
community media
communication entities
and institutions

World Association of Community Radio Broadcasters (AMARC);

Digital Green

Food and Agriculture Organization of the United Nations (FAO)

Farm Radio International (FRI)

La Via Campesina (LVC)

Pan African Farmers Organization (PAFO)

Réseau des Organisations Paysannes de Producteurs de l'Afrique de l'Ouest (ROPPA)

Plateforme Régionale des Organisations Paysannes d'Afrique Centrale (PROPAC)

World Association Christian Communication (WACC)

Rural Communication Services and UNDIFF

Technical Webinar on
Advancing RCS
in Africa
9 June 2022

Regional Forum on RCS
for Family Farming
in Africa
30 June 2022

UNDFF Forum:
Inclusive RCS for
Family Farming
11 July 2022

Regional
Dialogue on
Family Farming
in Africa
14 July 2022

UNDFF Global
Dialogue
19-22 Sept 2022





Objectives of the regional forum

- Share the findings and lessons learned of the regional study on RCS
- Make recommendations for promoting mechanisms for policy dialogue, knowledge sharing and collaboration on RCS
- Promote the Rural Communication Services agenda as part of the African region's UNDFP process
- Define activities to support RCS as part of family farming national action plans



Process

- Opening
- Session 1 : Rural communication services trends and experiences
- Session 2 : Recommendations for advancing rural communication services for family farming
- Way forward
- Closing



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Session 1 Rural communication services trends and experiences



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Trends in policies and appropriation of RCS by family farmers in Africa

Dr. Sarah Cardey, University of Reading - UK

Trends

Initially top-down, driven primarily by governments

Move towards more inclusive and farmer-centric approaches

From nationally controlled to local – multiple rural service providers

Expansion of telecommunications in rural areas

Expansion of national telecommunication infrastructure

Expansion of individual ICT capacities

Gender inequalities in access and control of communication

Social and geographic inequalities in access, control and use of communication

Disparity between rural and urban areas (digital rural divide)

Media diversity in types of media channels and uses of media

Communication processes are as important as communication technologies and outputs

Main elements & conditions for inclusive RCS

Awareness raising and information

- Right content at the right time
- Adapted to context

Knowledge sharing and training

- Empowerment
- Developing communication capacities including ICTs
- Appropriate channels

Advocacy towards policy makers

- Policies
- People centred

Networking, partnerships and social mobilization

- Inclusiveness
- Equitable access to information and communication

Priorities

How to promote and implement inclusive RCS?

Awareness raising and Information

- Access
- Literacy
- Timing (right information at the right time)

Knowledge sharing and training

- Adaptation
- Innovation
- Inclusiveness
- Capitalization

Networking, partnership and social mobilization

- Participation
- Equity

Advocacy towards policy makers

- Accessibility
- Infrastructure
- Policies
- Sustainability
- Affordability



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Lessons learned from selected case studies

- **Ethiopia:** Temesgen Gebeyehu, Agricultural Transformation Agency (ATA)
- **Ghana:** Gordon Nikoi, Esoko
- **Tanzania:** Michael Neligwa, La Via Campesina at MVIWATA FM radio
- **Africa:** Hannah Tellier, Farm Radio International
- **Global Farmers Field Schools:** Winfred Nalyongo, FAO

Please put your questions in the chat

Veillez poser vos questions dans la chat

Ethiopian ATA

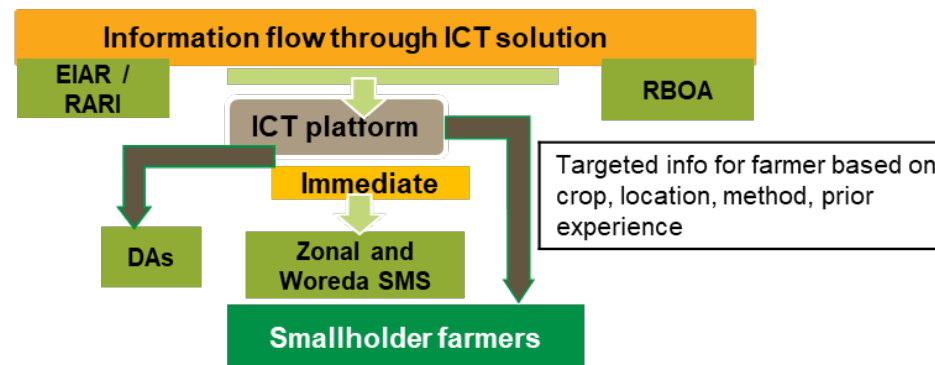
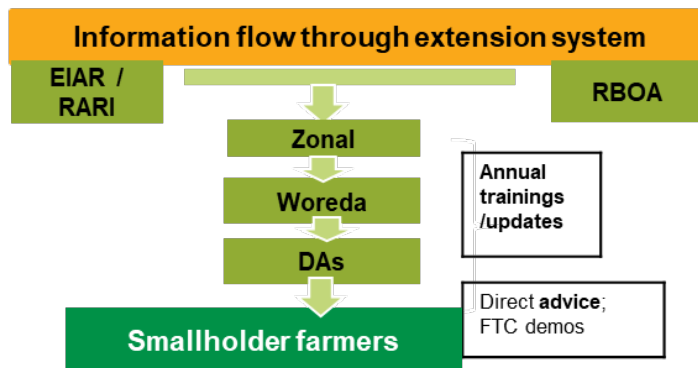
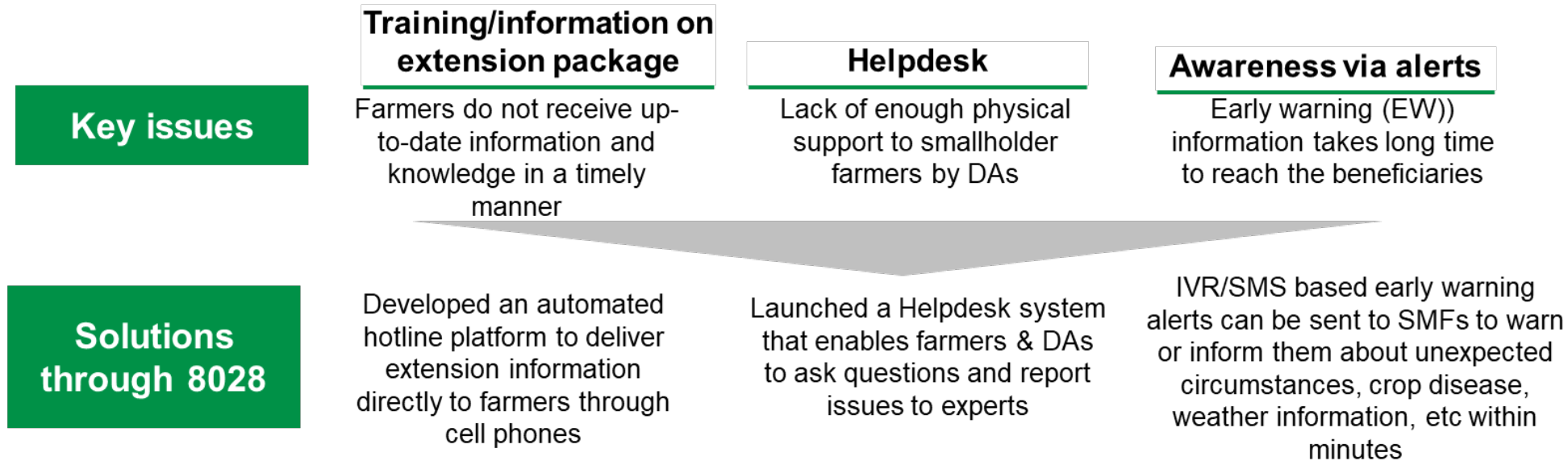
Agricultural Transformation Agency

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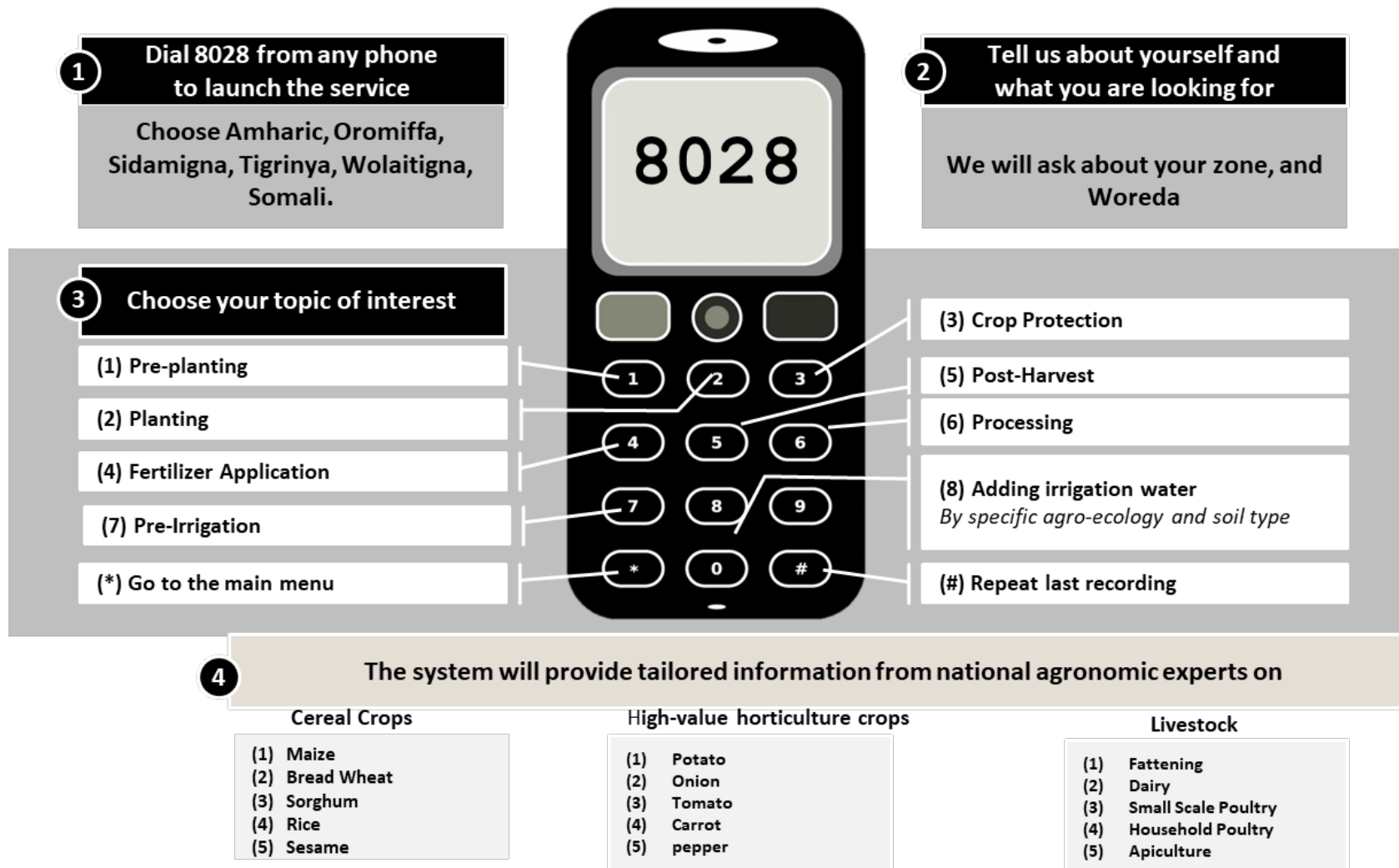


8028 Farmers Hotline is digital advisory service

used for improving access to information of smallholder farmers across Ethiopia since February 2014



8028 Farmer's Hotline contents can be accessed via any phone in 6 local languages across the country with Ethio-Telecom network



Lessons learned

- **VR = good extension tool for improvement of farmers knowledge about new agricultural practices**
- **IVR improves participation of females comparing to other channels such as Video.**
- **public-private partnership required**
- **Making content participatory**
- **Awareness creation must be a continuous exercise**

Outlook

The Project's N

Simplified Access

- ❖ Artificial Intelligence/Machine Learning Engine
- ❖ Development of Voice Recognition Engine
- ❖ Implementing menu rotation feature

Localized Content

- ❖ Develop and integrate meteorology components to the existing IVR/SMS system to support IVR PULL application
- ❖ Integrate the geospatial tool to localize and contextualize the content

Additional Channels

- ❖ Web Portal
- ❖ Mobile application which can be accessed on and offline and pull and push disease related information

Ghana - Esoko



esoko



Our solutions enable organizations to profile, engage and service unconnected communities...

Surveys

Digitize surveys and track field activities

Messaging

Send information through various mobile channels



Content

Deliver e-extension information to farmers

Deployment

Deploy enumerators to the field

Worldwide impact over the decades...

Over **1.2 million farmers across Africa** reached with digital agric services - resulting in 10% increase in farmer incomes in Ghana.

Over **6 million individuals in underserved communities** registered onto intervention and social protection programs.

Technology and services deployed in **18+ countries**, across **150 agriculture and rural development projects**.

Agric organizations who work with us...



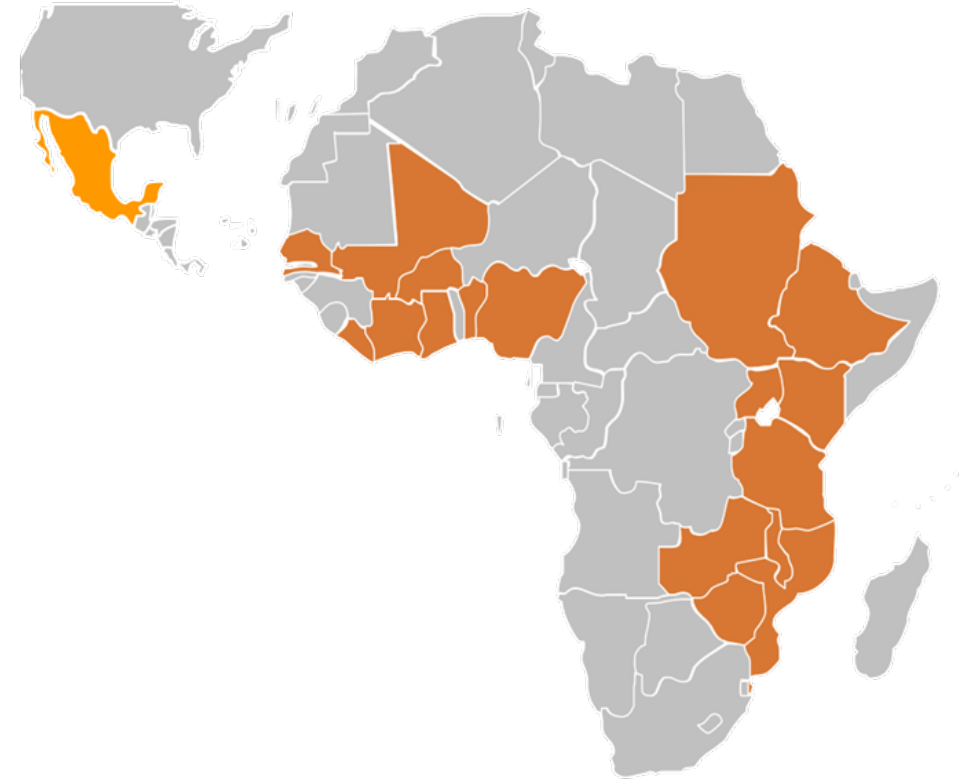
giz



PRESTAT



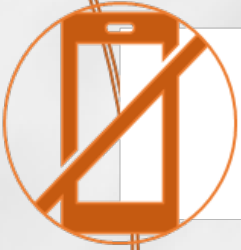
Geographical footprints:



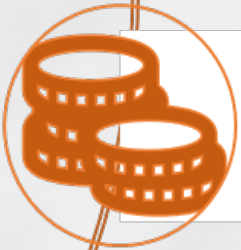
Ghana, Zimbabwe, Zambia, Tanzania, Kenya, Ethiopia, Sudan, Nigeria, Burkina Faso, Benin, Liberia, Senegal, Gambia, Malawi, Mozambique, Mali, Ivory coast, Mexico.



Illiteracy



Poor network Coverage



Unsustainable business models



Reaching last mile communities



MVIWATA FM Radio 106.7 MHz Tanzania

What for?

- Amplifying voices from the grassroots in numerous aspects of peasants struggles
- Disseminating information to rural communities that are rarely covered by mainstream media
- Facilitating dialogues between intellectuals and rural communities through numerous radio programmes.



So what? = Result or impact

- Farmers' agendas are increasingly becoming at the center of discussion at different decision making levels.
- Agricultural budget increased in Mvomero district, thanks to the role of MVIWATA FM radio programmes.



Then what? = lessons learned, tips to share

- The defender of the peasants are the peasants themselves.
- Communication should be people's centered and it begins at the grassroots.
- To have impactful interventions, support should be directed more to community radios and producer organizations.



Farm Radio International – On-Air Dialogue

What? = why and how

Quoi? = comment et pourquoi

- **Goal:** Get the voices of rural people into the UN FSS 2021
- **How:** A short series of radio programmes on climate change, prompting listeners to share their own ideas, knowledge, needs, and experiences using an Interactive Voice Response System (close-ended using the keypad, open-ended using recordings)
- **Why:** Rural people know best the issues facing them and the solutions they want / need, must play an essential role in informing policy, programmes, projects



So what? = Result or impact

Et alors? = Résultat et impact



- **Result**

We heard from 3,494 people in four countries. They provided 11,854 total response, of which 2,648 were recordings. Data analyzed, report created and submitted to UNFSS

A website now features the real voices of respondents.

- **Impact**

Through radio, it is possible to consult rural people **directly**;

run participatory processes to inform climate solutions

Then what? = lessons learned, tips to share

Et après = enseignements et conseils

- **Gender**

Better to have women-only phone lines

Training to use keypads

(literacy skills can be an issue)

Women doing the voice recordings for women

Promotion within women's groups / listening groups.

- **Language:**

Information **MUST** be in the language of the user

At minimum, translate your materials into 1-2 local languages outside of English/French

Familiarize audiences with outside terms, concepts



Farmer Field Schools and ICTs

Winfred NALYONGO
The Global FFS Platform



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Farmer Field Schools and ICTs - What for ?

FFS – participatory learning processes- research thru experimentation validation to understand the **HOW** and **WHY** of a given phenomenon



FFS Objectives:

- Empower with knowledge, skills
- Make farmers experts in their fields
- Informed decisions, in a timely manner

To address challenges - more intense widespread, frequent

- Disease/pest infestations
- Environmental deterioration
- Soils and water

PLUS need for other services – market information, ...

The need for ICTs

- Adapt to context
- Innovate
- New techniques/ technologies
- New knowledge /information



E-tips Manual

Empower the facilitators and farmers to embrace ICTs

*When
no connectivity,
no electricity*

**Support them operate
within their means**



Dimitra listeners' clubs



Talking Books

*When Some
connectivity
but no access
(gender, incomes)*

Bring ICTs to the farmer



**Access Agriculture
farmer to farmer videos**

*When
connectivity and
access*

**Give knowledge/information
Sensitize, train, recommend, support ...
Show them how to download/use apps to connect,
to diagnose field problems, find services/ information, learn ...**



Therefore: work “outside of the box”

- **Demystify ICTs** – ICT space is wide enough to accommodate all levels basic radio/phone to high tech drones
- **Be creative** – make ICTs usable by the rural population
- **Support** them to evaluate their situation and **to decide** what can work in their setting

*ICTs should not be regarded as rocket science that requires high tech and high literacy levels; I acknowledge these are relevant, but farmers should “**cut their coat according to the cloth.**”*

... find their level in the ICT space, fit in, learn and grow with time ...



The Global Farmer Field School Platform

Sharing tools & knowledge globally

Facilitate the implementation of quality FFS: how?

A global
community of
practice on FFS

Reference
tools &
documents

Capacity
development, project
formulation & support

FFS
institutionalization
& evidence-based
policies

1

2

3

4

→ <https://www.fao.org/farmer-field-schools/home/en/>

→ <http://dgroups.org/fao/fieldschools>

- > 300 experts
- 1600 members in the D-Group from 135 countries
- > 520 documents available in the Library



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Lessons learned from case studies



Lessons Learned from case studies

Information

Right information at right time
Content adapted to context
Diverse info sources
Co-creation & participation
Voice messages and SMS

Technology & infrastructure

Communications infrastructure
Digital infrastructure
Communication devices

Knowledge sharing & training

Peer-to-peer learning
Adapting experiences
Local knowledge

Continuous awareness raising

Family farmers
Policy makers
Media

Capacity development

Peer-to-peer learning
Digital skills
E-learning

**Participatory methodology for building networks and partnerships
for social mobilization**



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RURAL COMMUNICATION SERVICES

A FRAMEWORK

by **Mario Acunzo**, Team Leader, FAO Communication for Development Team



**Forum on Advancing
Rural Communication
Service in Africa**

COMMUNICATION: AN ASSET IN FAMILY FARMING



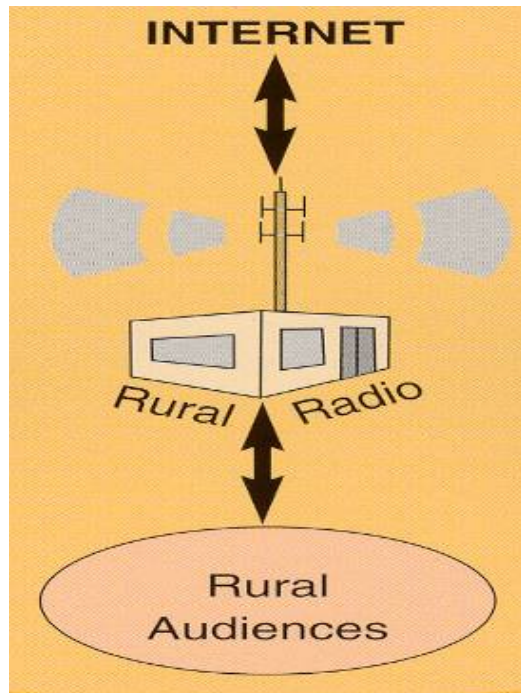
- **Communication** is a driver of the **rural transformation** - Global Action Plan of the *UN Decade of Family Farming* (UNDF 2019-28) recognizes the need to *give voice to family farmers, to enhance their communication capacities and to institutionalize rural communication services*
- **Rural Communication Services” (RCS)** facilitate informed decisions and collective action
- **RCS** focus on delivering **relevant content**, suitable communication processes, media and ICTs applications

RCS FRAMEWORK

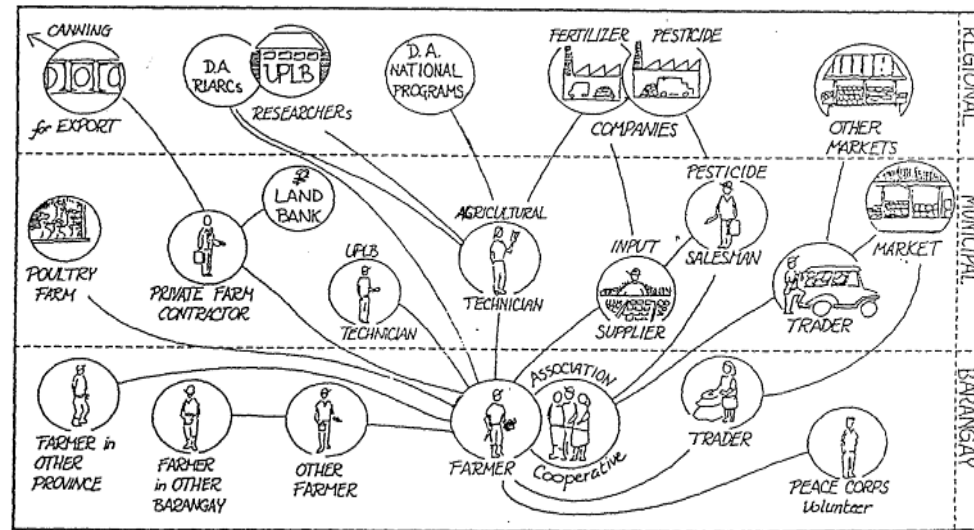


RCS: KEY FEATURES

Convergence and appropriation of media and technologies

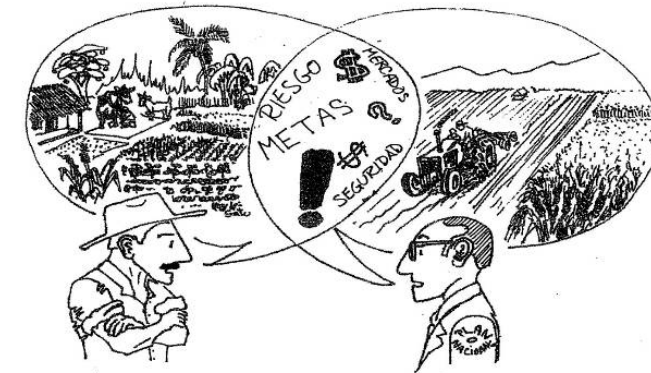


Starting with people's needs to enhance local communication processes and capacities



Linkage map prepared with the farmers of barangay Mamala, Region IV, the Philippines

Fostering dialogue, mediation and knowledge sharing



PERSPECTIVES IN RCS



UNDF process requires **communication support** at different levels:

- awareness raising
- communication strategies and capacities;
- institutionalization of inclusive rural communications service

RCS to promote inclusive communication services by **mapping and scaling up** existing initiatives and strengthening linkages between rural institutions, Farmers' organizations and rural communities.

Yenkasa Africa = space for **knowledge sharing**
advocacy and collaboration



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Main Conclusions

Francesco Diasio

Priorities to advance RCS for Family Farming in the Africa

PROCESS

Fostering the development of inclusive and sustainable Rural Communication Services

Support to NAPs and family farmers' organizations' through communication and RCS

Support to the institutionalization of Rural Communication Services

1. Fostering the development of inclusive and sustainable Rural Communication Services

Collection of evidence, needs and priorities

- Mapping the existing Rural Communication Services at the regional level through the collection of primary and secondary data already available

Advocacy towards policy makers

To support farmers reaching their own capacity and owning the process to advocate for an enabling farmers-centered policy
Support the promotion of an enabling legal framework for communication infrastructures in rural areas to guarantee accessible and sustainable rural communication services

RCS participatory design

- Support the design phase of rural communication services, fostering among stakeholders a clear and shared concept of rural communication services to increase outreach in communities in their local languages.

2. Support to NAPs and family farmers' organizations' through communication and RCS

Awareness raising and Information

- Promote regular awareness raising campaigns through appropriate channels (i.e. radio and social networks) for stakeholder's engagement in NAPs and collective action for family farming

Knowledge sharing and training

- Adapt knowledge sharing in farming practices through communication approaches, social innovation and digital literacy, focusing on women, youth and vulnerable communities.
- Promotion of Community of Practices for bottom up and horizontal knowledge sharing

ComDev strategies

- Support to the implementation of the National Action Plans for family farming, through ComDev strategies, mainstreaming Rural Communication Services in selected countries



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3. Support to the institutionalization of Rural Communication Services

Evidence of impact

- Capitalize knowledge to promote the institutionalization of rural communication services for family farming by documenting experiences, lessons learned and advocating for their upscaling

Policy dialogue

Mainstreaming Rural Communication Services as part of Family Farming policies and National Action Plans



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Let's have a break with some videos

Pause vidéos

<https://youtu.be/wdtIQcvvrCA> - English

<https://youtu.be/8pnEWti98-4> - French



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Session 2 Recommendations for advancing rural communication services for family farming



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Panel discussion



Panelists



Temesgen Gebeyehu
Program Director
Digital Agriculture at
Ethiopian Agricultural
Transformation Agency
(ATA)



Alice Van der Elstraeten
Knowledge Management
and M&E Analyst
IFAD



Peter Anaadumba
South-South Cooperation
Officer
FAO Regional Office
for Africa



Omar Diaw
Président l'Association des
communicateurs en pêche
des radios communautaires
et généralistes (ACPRCG)



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Question 1 - Panelists

How to mainstream Rural Communication Services for Family Farmers in National policies?

How to mainstream Rural Communication Services for Family Farmers in National policies?



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Question 1 - Participants

What are your needs in terms of support to Family Farming policies and UNDFF in relation to Rural Communication Services?

Quels sont vos besoins en termes de soutien aux politiques en faveur de l'agriculture familiale et au DNUAF en ce qui concerne les services de communication rurale ?



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Question 2 - Panelists

What are your needs in terms of support to Family Farming policies and UNDFP with RCS ?

Quels sont vos besoins en termes de soutien aux politiques de l'agriculture familiale et de la DNUAF par apport au services de communication rurale?



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Question 2 - Participants

What are your main / priority needs in participatory communication?

Quels sont vos besoins principaux / prioritaires en matière de communication participative ?



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Way forward - Roadmap Feuille de route





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Recommendations for global forum
on Rural Communication Services
11 July 2022 – 12.00 – 15.00 CAT

- Priorities
- Needs and opportunities
- Roadmap

Participation Communication Plan of YenKasa

Cross-cutting : YenKasa coordination (Steering Committee and working groups on Editorial, capacity dev and RCS) + Collaboration with partners (PAFO MoU, ...), update the contact lists, statistics for monitoring of activities

Awareness Raising

- Awareness Campaign
 - Radio initiative (AMARC)
 - UNDF factsheet
 - Social media cards
 - NAP progress (Parliamentarian documenting progress in Africa)
- YenKasa Website
 - Update multimedia material
- YenKasa Facebook
- YneKasa Dgroup
- ComDev Twitter

Enhancing Communication Capacities

- Training workshops on participatory video
 - Training material
 - Guidelines
- Community of practice on participatory videos + RCS
- Audiovideo and ICTs
- Experience capitalization

Rural Communication Services

- Events :
 - Webinar
 - Regional dialogue
 - RCS forum
 - Global forum
- Policy brief and survey
- Mapping community media, ICT applications, policies and programmes on Family Farm
- Capitalized case studies
- Technical support for Communication for development strategies



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Question 3 - Participants

How do you wish to collaborate to advance RCS?

Comment souhaiteriez-vous collaborer pour faire avancer les services de communication rurale?



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Next steps

Regional Forum on RCS
for Family Farming
in Africa
30 June 2022

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Regional
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UNDF Global
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Knowledge Sharing Platforms



ComDev@fao.org



<https://yenkasa.org/contact/>



<https://yenkasa.org/>



[YenKasa Africa - Facilitating Dialogue](https://www.facebook.com/groups/2293828083988941)

<https://www.facebook.com/groups/2293828083988941>



[@FAOComDev](https://twitter.com/FAOComDev)
#ComDev #C4D
#FamilyFarming
#UNDFFF

Knowledge Sharing Platforms



Working Groups

- Communication - awareness raising
- Capacity development
- Rural communication services

Discussion Groups

- Dgroup



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Thanks to all of you for attending
supporting us in the preparation
sharing your knowledge and expertise
evaluating this forum

Merci à toutes et tous pour
votre participation
votre soutien à la preparation
le partage de vos connaissance et votre experise
l'évaluation de ce fourm



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Recording **LIVE** Facebook

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