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)
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 UNDFF 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
Session 1
Rural communication services
trends and experiences
<table>
<thead>
<tr>
<th>Trends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initially top-down, driven primarily by governments</td>
</tr>
<tr>
<td>Move towards more inclusive and farmer-centric approaches</td>
</tr>
<tr>
<td>From nationally controlled to local – multiple rural service providers</td>
</tr>
<tr>
<td>Expansion of telecommunication in rural areas</td>
</tr>
<tr>
<td>Expansion of national telecommunication infrastructure</td>
</tr>
<tr>
<td>Expansion of individual ICT capacities</td>
</tr>
<tr>
<td>Gender inequalities in access and control of communication</td>
</tr>
<tr>
<td>Social and geographic inequalities in access, control and use of communication</td>
</tr>
<tr>
<td>Disparity between rural and urban areas (digital rural divide)</td>
</tr>
<tr>
<td>Media diversity in types of media channels and uses of media</td>
</tr>
<tr>
<td>Communication processes are as important as communication technologies and outputs</td>
</tr>
</tbody>
</table>
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
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

Veuillez poser vos questions dans la chat
8028 Farmers Hotline is a digital advisory service used for improving access to information of smallholder farmers across Ethiopia since February 2014.

Key issues:
- Farmers do not receive up-to-date information and knowledge in a timely manner.

Solutions through 8028:
- Developed an automated hotline platform to deliver extension information directly to farmers through cell phones.

Training/information on extension package:
- Farmers do not receive up-to-date information and knowledge in a timely manner.

Helpdesk:
- Lack of enough physical support to smallholder farmers by DAs.
- Launched a Helpdesk system that enables farmers & DAs to ask questions and report issues to experts.

Awareness via alerts:
- Early warning (EW) information takes long time to reach the beneficiaries.
- IVR/SMS based early warning alerts can be sent to SMFs to warn or inform them about unexpected circumstances, crop disease, weather information, etc within minutes.

Information flow through extension system:
- EiAR / RARI
- Zonal
- Woreda
- DAs
- Smallholder farmers

Information flow through ICT solution:
- EiAR / RARI
- ICT platform
- Immediate
- Zonal and Woreda SMS
- Targeted info for farmer based on crop, location, method, prior experience
- Smallholder farmers
8028 Farmer’s Hotline contents can be accessed via any phone in 6 local languages across the country with Ethio-Telecom network.

1. Dial 8028 from any phone to launch the service

   Choose Amharic, Oromiffa, Sidamigna, Tigrinya, Wolaitigna, Somali.

2. Tell us about yourself and what you are looking for

   We will ask about your zone, and Woreda

3. Choose your topic of interest

   (1) Pre-planting
   (2) Planting
   (4) Fertilizer Application
   (7) Pre-Irrigation
   (*) Go to the main menu

   (3) Crop Protection
   (5) Post-Harvest
   (6) Processing
   (8) Adding irrigation water
       By specific agro-ecology and soil type
   (#) Repeat last recording

4. The system will provide tailored information from national agronomic experts on

   **Cereal Crops**
   (1) Maize
   (2) Bread Wheat
   (3) Sorghum
   (4) Rice
   (5) Sesame

   **High-value horticulture crops**
   (1) Potato
   (2) Onion
   (3) Tomato
   (4) Carrot
   (5) pepper

   **Livestock**
   (1) Fattening
   (2) Dairy
   (3) Small Scale Poultry
   (4) Household Poultry
   (5) Apiculture
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 H

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

**Surveys**
Digitize surveys and track field activities

**Content**
Deliver e-extension information to farmers

**Messaging**
Send information through various mobile channels

**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...

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
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

Support them operate within their means

When no connectivity, no electricity
- Dimitra listeners’ clubs
- Talking Books

When some connectivity but no access (gender, incomes)
- 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?

1. A global community of practice on FFS
2. Reference tools & documents
3. Capacity development, project formulation & support
4. FFS institutionalization & evidence-based policies

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

→ http://dgroups.org/fao/fieldschools
Regional Forum on Rural Communication Services for Family Farming in Africa

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
RURAL COMMUNICATION SERVICES

A FRAMEWORK

by Mario Acunzo, Team Leader, FAO Communication for Development Team
COMMUNICATION: AN ASSET IN FAMILY FARMING

• Communication is a driver of the rural transformation - Global Action Plan of the UN Decade of Family Farming (UNDFF 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**

**GUIDING PRINCIPLES**
- Right to information – Demand driven
- Gender equitable – Fostering social inclusion – Local context driven

**APPROACHES**
- ComDev - Participation – Appropriation – Critical self-reflection, by all at all stages

**STRATEGY**
- Pluralistic use of communication processes, media, ICTs – Deliberate, planned actions – Flexibly designed

**FACILITATION**
- Access to information – Exchange/dialogue/negotiation – Inter-stakeholder linkages – Networking

**GOAL**
- *Enhanced capacity for informed decision making and collective action by rural people*

**INSTITUTIONALISATION:** Laws, policies, organisational structures, norms, responsibilities, activities, power relations – Coordination for effective resource use – Capacity for inclusive service provision

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**Advancing Rural Communication Service in Africa**

FAO - PARTNERSHIPS AND UN COLLABORATION DIVISION -PSU
Forum on Advancing Rural Communication Service in Africa

**RCS: Key Features**

- Convergence and appropriation of media and technologies
- Starting with people’s needs to enhance local communication processes and capacities
- Fostering dialogue, mediation and knowledge sharing

*Linkage map prepared with the farmers of barangay Mamala, Region IV, the Philippines*
UNDFF 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
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
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
Let’s have a break with some videos

Pause vidéos

https://youtu.be/wdtIcQcvvrCA - English
https://youtu.be/8pNEWti98-4 - French
Session 2
Recommendations for advancing rural communication services for family farming
Panel discussion

Regional Forum on Rural Communication Services for Family Farming in Africa
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)
Question 1 - Panelists

How to mainstream Rural Communication Services for Family Farmers in National policies?
Question 1 – Participants

What are your needs in terms of support to Family Farming polices 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 ?
Question 2 - Panelists

What are your needs in terms of support to Family Farming polices and UNDFF 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?
Question 2 - Participants

What are your main / priority needs in participatory communication?

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

## Awareness Raising
- **Awareness Campaign**
  - Radio initiative (AMARC)
  - UNDFF 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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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.
Question 3 - Participants

How do you wish to collaborate to advance RCS?

Comment souhaiteriez-vous collaborer pour faire avancer les services de communication rurale?
Regional Forum on Rural Communication Services for Family Farming in Africa

Next steps

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

UNDDF Forum: Inclusive RCS for Family Farming
11 July 2022

Regional Dialogue on Family Farming in Africa
14 July 2022

UNDDF Global Dialogue
19-22 Sept 2022
Knowledge Sharing Platforms

ComDev@fao.org

https://yenkasa.org/contact/

https://yenkasa.org/

YenKasa Africa - Facilitating Dialogue
https://www.facebook.com/groups/2293828083988941

@FAOComDev
#ComDev #C4D #FamilyFarming #UNDFFF
Knowledge Sharing Platforms

Working Groups
• Communication - awareness raising
• Capacity development
• Rural communication services

Discussion Groups
• Dgroup
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 préparation, le partage de vos connaissances et votre expertise, l’évaluation de ce forum.