

YenKasa Africa Initiative

Participatory communication for family farming in Africa

Who we are

YenKasa Africa is a regional initiative that promotes Communication for Development (ComDev), also called participatory communication, in agriculture and rural development in Africa. It aims at strengthening participatory communication capacities and support rural communication policies and services in the region.

What we do

As part of its contribution to the United Nations Decade of Family Farming (UNDF 2019-2028), YenKasa Africa supports a regional Participatory Communication Plan (PCP) for family farming that includes three lines of action:

- UNDF regional awareness campaigns on family farming
- Capacity development and communities of practice; and
- Advancing Rural Communication Services (RCS) for family farming.

This initiative encourages communication strategies and services as well as the local appropriation of information and communication technologies (ICTs) to advance family farming, natural resources management, climate change adaptation, agricultural innovation and development options for rural women and youth.



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Our Partners

YenKasa Africa is promoted by the Food and Agriculture Organization of the United Nations (FAO) and managed by Farm Radio International (FRI).

Its governance is based on a Steering Committee comprising communication entities and networks, academic institutions, family farming organizations, among which:

- World Association of Community Radio Broadcasters (AMARC)
- Food and Agriculture Organization (FAO)
- Farm Radio International (FRI)
- International Fund for Agricultural Development (IFAD)
- La Via Campesina (LVC)
- Pan-African Farmers' Organization (PAFO)
- Plateforme régionale des organisations paysannes d'Afrique centrale (PROPAC)
- Réseau des organisations paysannes et de producteurs de l'Afrique de l'Ouest (ROPPE)

Be part of the Initiative

Visit our website: www.yenkasa.org.

Learn more about our initiatives, read inspiring stories from farmers, and access valuable resources. The YenKasa Africa website reaches about 2000 users per month and offers a variety of publications, resources and learning opportunities related to ComDev and family farming in Africa.

Scan the QR Code
to access the
YenKasa Africa
Website



Connect with us on [YenKasa Africa Facebook Group](#).

Join our vibrant community of farmers, communication professionals, and supporters to interact on priority issues, share ideas, ask questions, and stay updated on the latest developments.

Scan the QR Code to
join the YenKasa
Africa Facebook
Group



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YenKasa Africa in Action

UNDIFF REGIONAL AWARENESS CAMPAIGNS ON FAMILY FARMING

Since 2020, YenKasa Africa has launched annual awareness-raising campaigns associated with the UNDIFF. These are instrumental in informing family farmers about new policies and UNDIFF National Action Plans. The campaigns are produced and shared through the community radio network of AMARC and FRI in Africa.

The main theme of the campaign is “Family farming at the heart of sustainable food systems”.

The campaign focuses on three key aspects:

- ❖ progress in implementing the UNDIFF,
- ❖ regional policy dialogues and parliamentary initiatives,
- ❖ and experiences of farmers’ organizations and projects in achieving sustainable food systems.

Targeting family farmers and the public, the campaign covers several African countries; The Gambia, Ghana, Kenya, Liberia, Madagascar, Sierra Leone, Tanzania, Togo, and Zambia.

The communication efforts include producing and broadcasting radio magazines in local languages. In order to reach a wider international audience, some radio features have been produced in English or French to enable broadcasting at the regional level.



CAPACITY DEVELOPMENT AND COMMUNITIES OF PRACTICE

YenKasa Africa carries out various training programmes (either virtual or face-to-face) to enhance the communication capacities of farmers’ organizations, rural institutions, and other relevant stakeholders.

YenKasa Africa promotes a network of communication focal points of farmers’ organizations and independent media outlets to strengthen collaborations in communication for rural development.

Special attention is provided to establishing online communities of practice for knowledge sharing in communication and family farming. E-learning courses on ComDev and participatory methodologies are available on the YenKasa Africa website, as well as training modules on experience capitalization and participatory video.

ADVANCING RURAL COMMUNICATION SERVICES FOR FAMILY FARMING

YenKasa Africa is undertaking research and consultative processes among communication specialists, farmer organizations, rural institutions, and governments to promote Rural Communications Services (RCS) as part of family farming policies and national action plans. It includes an assessment of current trends and experiences in applying rural communications services in Africa and a series of seminars, and an online community of practice.

The activities cover two primary dimensions:

- ❖ evidence collection on communication and ICTs appropriation by producer organizations in the region for the institutionalization of inclusive rural communications services RCS; and
- ❖ support communication strategies for rural communications services in selected countries jointly with capacity development of farmer organizations, community media and rural institutions.

Useful links

[YenKasa Africa](#)



[YenKasa Africa
Facebook Group](#)



[Communication for Rural
Development Courses](#)



[UNDIFF Campaign materials](#)

