



Concept Note: Training on Mainstreaming of Climate Services into Radio Programming

Background

The Agricultural Climate Resilience Enhancement Initiative (ACREI), is a 3-year partnership program between the World Meteorological Organization (WMO), the Food and Agriculture Organization of the United Nations (FAO) and the IGAD Climate Prediction and Applications Center (ICPAC) funded by the Adaptation Fund. The program targets Ethiopia, Kenya and Uganda and supports community adaption practice, climate proofing of extension systems and climate informed decision making.

The goal of the ACREI project is to: “Develop and implement adaptation strategies and measures that will strengthen the resilience of vulnerable smallholder farmers, agro-pastoralists and pastoralists in the Horn of Africa to climate variability and change” in line with the IGAD Drought Disaster Resilience Sustainability Initiative (IDDRSI) programme, the National Adaptation Plans of Action (NAPAs) and Development Strategies/Visions of participating countries.” The overall objective of the project is: “Improved adaptive capacity and resilience to current climate variability and change among targeted farmers, agro-pastoralists and pastoralist communities.”

As part of project activities, there is need to strengthen the communication and feedback mechanisms that enables the flow of information from the producers of climate information to the end users. Results from ICPACs communication and feedback survey showed radio as the most preferred method for receiving climate information and giving feedback. In response, ICPAC has been carrying out trainings with the media to improve dissemination of climate information. The trainings have been conducted repeatedly in both Kenya and Uganda and is yet to be initiated in Ethiopia. The trainings will re-evaluate activities conducted by journalist at the project sites and train the media on how to improve activities.

Objective

The objective of assessment is to advocate for the use of climate information through the use of media.

Outcomes

The expected outcomes include:

1. Increased uptake of climate information;
2. Increased stakeholder engagement;
3. Increased support for climate action in GHA;

Methodology

1. Three online trainings, each day focused on each country.

