



Briefing Note | October 2018

Sharing good practices on sustainable land and water use with Tanzanian farmers

Project summary	
Project name	Experience Capitalization for analyzing, documenting and sharing SUSTAIN Africa learnings - EC4S
Partner(s)	AWF - African Wildlife Foundation, CTA - Technical Centre for Agricultural and Rural Co-operation ACP-EU
Funder(s)	IUCN
Location	Tanzania, SAGCOT region (Kilombero valley)
Date	2017 - 2018
Radio station(s)	<ul style="list-style-type: none"> • Pambazuko FM • Abood FM

Key results	
Coverage	Broadcast area reaches 3,500,000 rural working-age audience
Stations	20 new interactive radio programs aired in total (plus repeats)
Registered listeners	7740 farmers interacted with their mobile phones

The value of reflection and sharing

The effectiveness and wider outreach of many Inclusive Green Growth (IGG) and rural development interventions is often limited because project teams rarely take time to reflect on, write down, or share the learnings, best practices, and knowledge developed through implementing projects and programs. Many of these valuable learnings therefore remain largely unknown. "Experience capitalization" refers to the process by which project teams aim to understand the reasons behind success or failure (and all grey areas in between) of specific projects, programs, or "an experience" in general. A key part of the Experience Capitalization process is sharing these learnings and key practices with a wider audience.

IUCN's SUSTAIN-Africa project in Tanzania aimed to share and reinforce many useful farmer-tested climate smart land and water management practices, learnings and technologies among the primary project groups, but also reach out and share with farmers beyond the project area. IUCN, AWF, FRI and CTA worked together to analyse and document a selected number of IGG practices from the SUSTAIN program, which were being used by farmers. Together with two local radio stations, FRI developed radio programs to share these practices

farmradio.org



and learnings through interactive radio, thereby promoting widespread sustainable land and water use techniques to millions of listeners in the Kilombero valley.

The challenge

In consultation with IUCN/SUSTAIN, AWF, FRI and CTA listed and reviewed all key implementing partners of SUSTAIN Africa in the Kilombero Cluster of the SAGCOT region of Tanzania. We then developed key criteria for identifying a “long list” of themes, projects and practices for the experience capitalization process. Using these criteria, African Wildlife Foundation (AWF) - SUSTAIN-Africa’s implementing partner for the Kilombero Cluster - assisted in selecting key projects within each theme and identifying personnel to invite to an experience capitalization workshop.

During the workshop led by CTA, seven key practices were identified and analysed. From this list, three were selected as being the most appropriate to share via radio: **beehive fencing, clean seed cane multiplication** and **cocoa nursery management practices**. These were selected because:

- they are easy to understand over the radio
- they are simple to replicate
- they require few or easily available inputs
- they offer benefit to women and youth as well as men
- they were tested and proven to be effective in the region, and;
- they show short-term results.



Our solution

After the workshop, FRI took the lead in transforming the information gathered into radio programs. First, the FRI team travelled to Kilombero and Kilosa districts to conduct audience research. The team wanted to understand how much the audience already knew about the SUSTAIN-Africa project, and the selected practices. We also asked potential audience members questions such as: What were their preferred stations? When were they most likely to listen? Did men and women both have access to radios? Did they listen at the same time? Indeed, some of the question were even more basic – did they own a radio? All these details helped FRI to develop effective radio programs.

The two stations selected were Abood FM for the listeners in Kilosa, and Pambazuko FM for the listeners from Kilombero. We visited the radio stations, discussed our plans, and talked to the broadcasters about the plans for the next step: the design workshop.

Station	Live program	Repeat
Abood FM	Wednesday 8.30pm to 9.00pm	Sunday 8.30pm to 9pm
Pambazuko FM	Saturday 8.30pm to 9.00pm	Sunday 8.30pm to 9pm

Radio broadcasters, FRI staff and SUSTAIN-Africa project representatives gathered for three days to plan out the series of episodes. The gender-balanced group of 20 participants established a plan for ten episodes. The Radio Craft Development Team at Farm Radio used their capacity-building skills to offer training to the broadcasters. The first episode introduced the project, followed by three programs each on the three practices selected for inclusion in the programs.



<http://bit.ly/FRIsoundcloudEC4S>

ICT approach



Beep2Vote

Radio polls are a great way for broadcasters to learn more about their listeners, and to discover what they already know and what they have yet to learn. Beep2Vote allows listeners to vote on a poll question by calling a designated number and hanging up, then receiving a callback free of charge. They can then vote on a poll question for free using any kind of mobile phone.

Results

Changing the lives of smallholder farmers is the business of Farm Radio International – and radio is how we do it!

This project provided **millions of listeners** with access to interactive radio programs, highlighting three key practices from the SUSTAIN-Africa program – cocoa growing, clean seed cane, and beekeeping as an elephant deterrent.



Our qualitative evaluation showed that the programs were valued by the majority of respondents, who requested that they continue. Some respondents noted that they were pleased to be involved in the programs by speaking as experts and sharing their experiences. They appreciated the fact that all farmers were given the chance to call in and give their views. Farmers also said that the radio programs had done a great job

promoting the best practices and that the programs were interesting and inspirational.

Respondents who were already aware of the practices said that the programs reinforced their knowledge. Awareness of the practices increased among people who did not know about them previously, including those who were not covered directly by the SUSTAIN-Africa program. Listeners from beyond the SUSTAIN-Africa program gave some examples of how they learned and benefitted from the radio series:

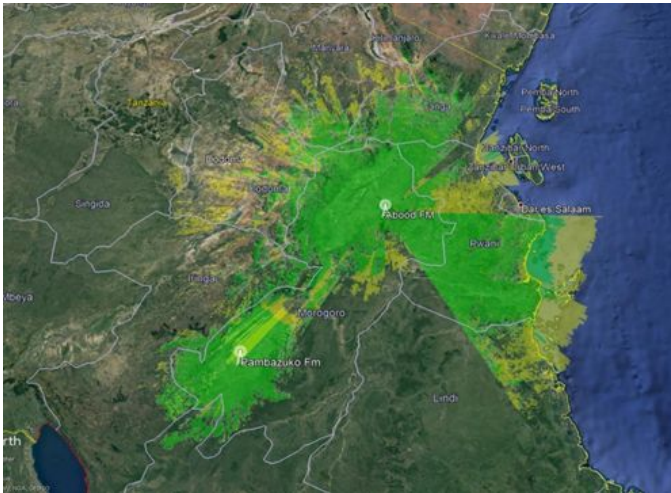
Village	Change in attitude	Details
Mkula	Desire to use treated cane seeds	Most people use untreated cane seeds, but most now want to use treated seeds.
Iwemba	People are calling to ask how to use fertilizers	In the past, farmers were not interested in using fertilizers.
Sonjo	Interest in cocoa growing	Most farmers were not previously interested in cocoa.

Extension workers applauded the project. They said that there are too few of them to visit many farmers in a short time period. Through the radio programs, they understood that their work has been simplified – and amplified – by reaching many farmers. The extension officer from Ichonde said:

"I was privileged to be a guest to talk on the radio ... it was a great experience and honour because farmers were interested and happy to hear me. Even my friends called me from outside Kilombero and asked me to train them how to grow sugarcane".

The radio stations benefited from the capacity-building efforts. In particular, they highlighted the value of the Uliza mobile phone interaction system in enabling them to interact with the audience, saying this was a key factor in the success of the radio programs.

The image below shows a radio coverage map developed by FRI, showing the reach of Abood FM and Pambazuko FM:



Conclusions

The process of analysing and documenting development projects and programs to share their lessons through radio is a cost-effective and time-efficient endeavour. **In this project, we broadcast farmer-tested IGG practices to millions of farmers over a six-month period.** The impacts of this knowledge-sharing are visible in communities who learned from the radio programs and are now trying new practices on their farms.

Most evaluation processes share the results only with funders or other project partners. Using interactive radio to capitalize experiences means that knowledge and lessons are shared with and come from hundreds of thousands to farmers.

Acknowledgements

This project is made possible by the generous support of the IUCN and its SUSTAIN-Africa Partners. The contents of this report are the responsibility of Farm Radio International.



Tanzania office

PO Box 16604,
Arusha,
Tanzania
+255 732 978 997
rchapota@farmradio.org

Headquarters

1404 Scott Street, Ottawa,
Ontario
K1Y 4M8, Canada
+1-888-773-7717 (toll free)
or +1 613-761-3650
info@farmradio.org

farmradio.org

