FARM RADIO INTERNATIONAL

ABOUT US
We are an international non-governmental organization uniquely focused on improving the lives of rural Africans through the world’s most accessible communications tools: radio and mobile phones. We work with governments, civil society organizations and private sector sponsors to ensure the sustainability of radio programs that benefit millions of rural Africans.

RADIO PROJECTS
We implement targeted development projects that get results, improving the lives of tens of millions of people through the power of radio.

RADIO INNOVATIONS
We pioneer digital solutions using mobile phone technology and develop new radio approaches to make radio more entertaining, effective and interactive than ever before.

RADIO NETWORK
We provide resources, training and learning opportunities to help our network of rural radio broadcasters create programs that better serve their listeners.

Our work in ZAMBIA
We began working in Zambia in 2020 for our project about economic and agricultural recovery from the COVID-19 pandemic, funded by the German development agency, GIZ. We continued on the health theme by broadcasting radio programs about COVID-19 prevention measures and vaccination. Zambia is also one of the six countries participating in our project about Nature-based Solutions to climate change. Since we do not have an office in Zambia, we work with operational partners like MISA Zambia to implement our projects. MISA Zambia is a like-minded Communication for Development organization that promotes media freedom and freedom of expression to strengthen democracy and good governance in Zambia.

2020 FIRST RADIO PROJECT
43 BROADCASTING PARTNERS
3 PROJECTS (CURRENT AND PAST)
40 LISTENING GROUPS
779,173 POTENTIAL LISTENERS
61,839 YEARLY MOBILE INTERACTIONS
**OUR PARTNERSHIPS**

Farm Radio Zambia fosters partnerships with key partners in the public, private and non-profit sector, offering unprecedented means to reach farmers across the country.

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**OUR RESULTS**

Quality Interactive Radio Supporting Farmers During the COVID-19 Pandemic (RECOVER), 2020-22

This project, funded by GIZ, was designed to promote agriculture and economic recovery, safely, in the face of the COVID-19 pandemic. Farm Radio International used interactive radio to reach women and men from rural communities in seven countries with gender-responsive information on 16 value chains including soybean, cassava and groundnut. Using distance learning and remote technologies to ensure the safety of everyone involved, the project also addressed hygiene, nutrition, gender equality and climate change through radio programs.

Our results in Zambia:

<table>
<thead>
<tr>
<th>Radio Stations</th>
<th>Potential Listeners</th>
<th>Interactions over Mobile Phones</th>
<th>Episodes Per Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>779,173</td>
<td>37,385</td>
<td>32</td>
</tr>
</tbody>
</table>

In a post-project survey, **93% of respondents** showed an increase in knowledge of good agricultural practices. **Over 87% of farmers surveyed** indicated the adoption of or intent to adopt at least one good agricultural practice. **More than 80% of respondents** – mostly women – reported increased knowledge about gender equality actions.

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