



On Air



Innovative uses of Media and Technology- A case study of Smallholders Farmers rural radio.

Effects of Climate Change and abuse of our biodiversity

- Heavy Rains and Flooding



**In several areas poor soil because
low rain fall**



Increased crop Pest and Diseases (some of them are entire new and highly resistant) - Cocoyam disappearance.



Excessive heat from Sunlight.



Low Yield..Low Income



Information, Education and Communication are key to Mitigation and Adaptation

- Information opens the mind
- Informed people make better choices
- Climate change and biodiversity global...solutions local

Why Radio? The role of the Radio.

- ▶ Radio is a very popular and **ONLY EFFECTIVE** means for mass media communication in rural areas.
- ▶ It speaks the local language.
- ▶ Millions of rural farmers across Nigeria have 1-2 battery operated portable radio in their homes.
- ▶ With the support from UNESCO, we established in 2007, the **FIRST FARMERS RADIO IN NIGERIA.**
- ▶ Broadcasting to an estimated 250,000 small farmer audience in and around 10 communities densely populated by rural farmers.



Communicating information through drama: We entered World Bank Development Marketplace Competition.



**2009 GLOBAL
COMPETITION**
CLIMATE ADAPTATION

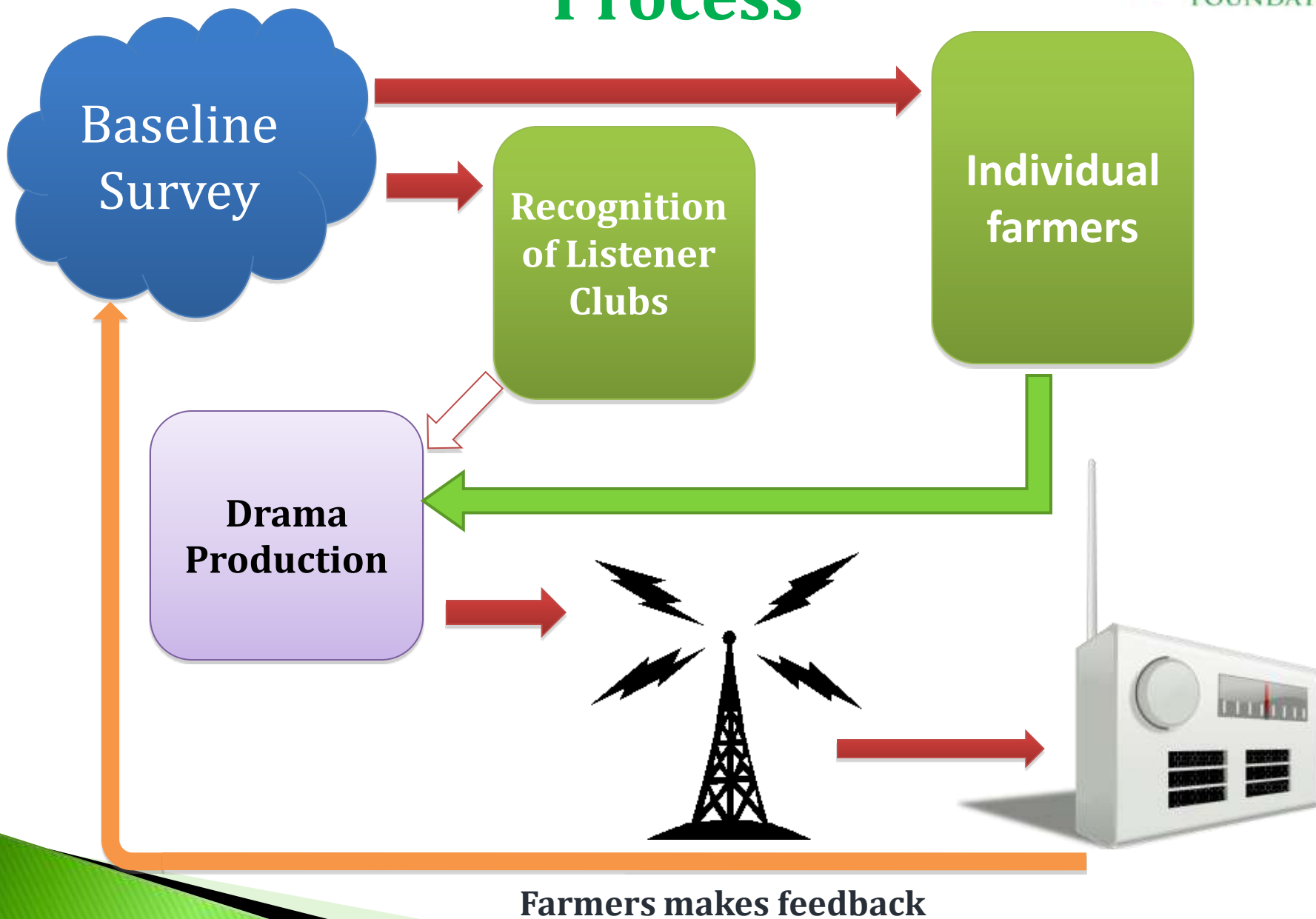
... And we won for our idea to produce

A 20 Episode Radio Serial Drama

&

**Establish 95 Smallholders
Farmer Listener Clubs**

Process







- **3 changes they have noticed in agricultural activities**
- **3 things they think drove these changes**
- **3 outcome of these changes**
- **3 things they think they should do to mitigate and adapt to these changes**

Recognition



On A  R

2009 World Bank Development Marketplace Project
DM NO. 14556 MDTF: TF 096917

Certificate of Recognition

THIS IS TO CERTIFY THAT

.....
FARMERS ASSOCIATION

IN

.....
LOCAL GOVERNMENT AREA
OF

..... STATE

Has been recognized as a Farmers Listener Club
for The Smallholders Foundation and World Bank
supported "Climate Change on Air" a 20 Episode
climate risk management radio serial drama.

.....
AUTHORIZING OFFICER

A PROJECT OF



SMALLHOLDERS
FOUNDATION

&



THE WORLD BANK

Working for a World
Free of Poverty

Solar powered radio we distributed to farmers



Generating Feedback from farmers



Mobile Phones & SIM Card

Feedback sheet to farmers



On Air A Project of

2009 World Bank Development Marketplace 4556- Project Number - MDTF TF 096917



RADIO DRAMA LISTENERS FEEDBACK SHEET

Name of Farmer Group/Listener Club: _____

Local Government Area: _____ State: _____

Episode: _____ Title of Episode: _____ No. of Listeners: _____

What have the listeners learnt from this episode of the radio drama?

1. _____
2. _____
3. _____

What do they remember from what they have learnt?

1. _____
2. _____
3. _____

How relevant do they think this is to them?

1. _____
2. _____
3. _____

Are the listeners going to do what the radio drama program has suggested?

Yes No

Why will they do it OR why will they not do it?

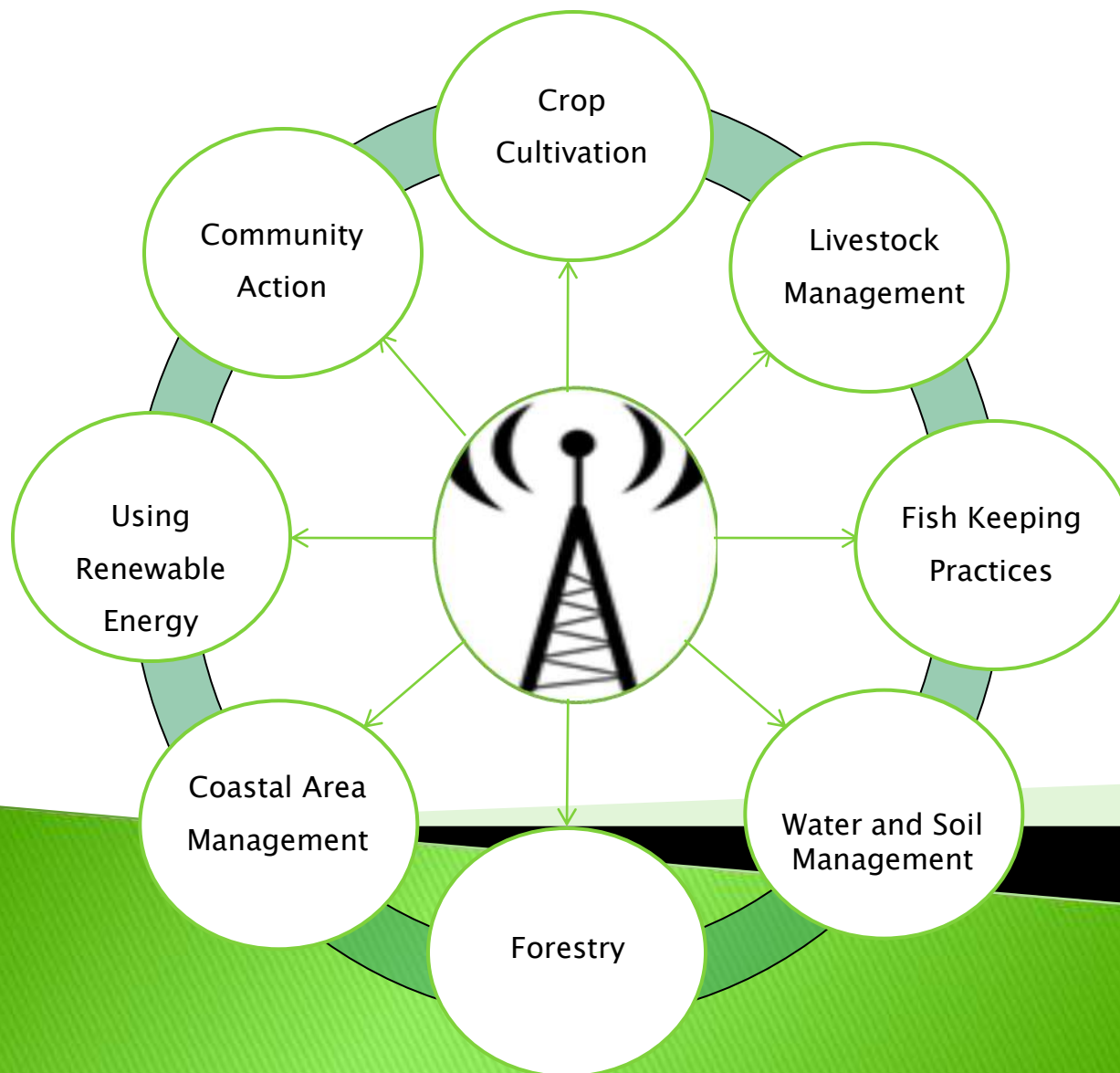
1. _____
2. _____
3. _____

Feedback Submitted By:

Name: _____ Position: _____

Signature: _____ Date: _____

Radio drama content....



Recording



Reaching the millions

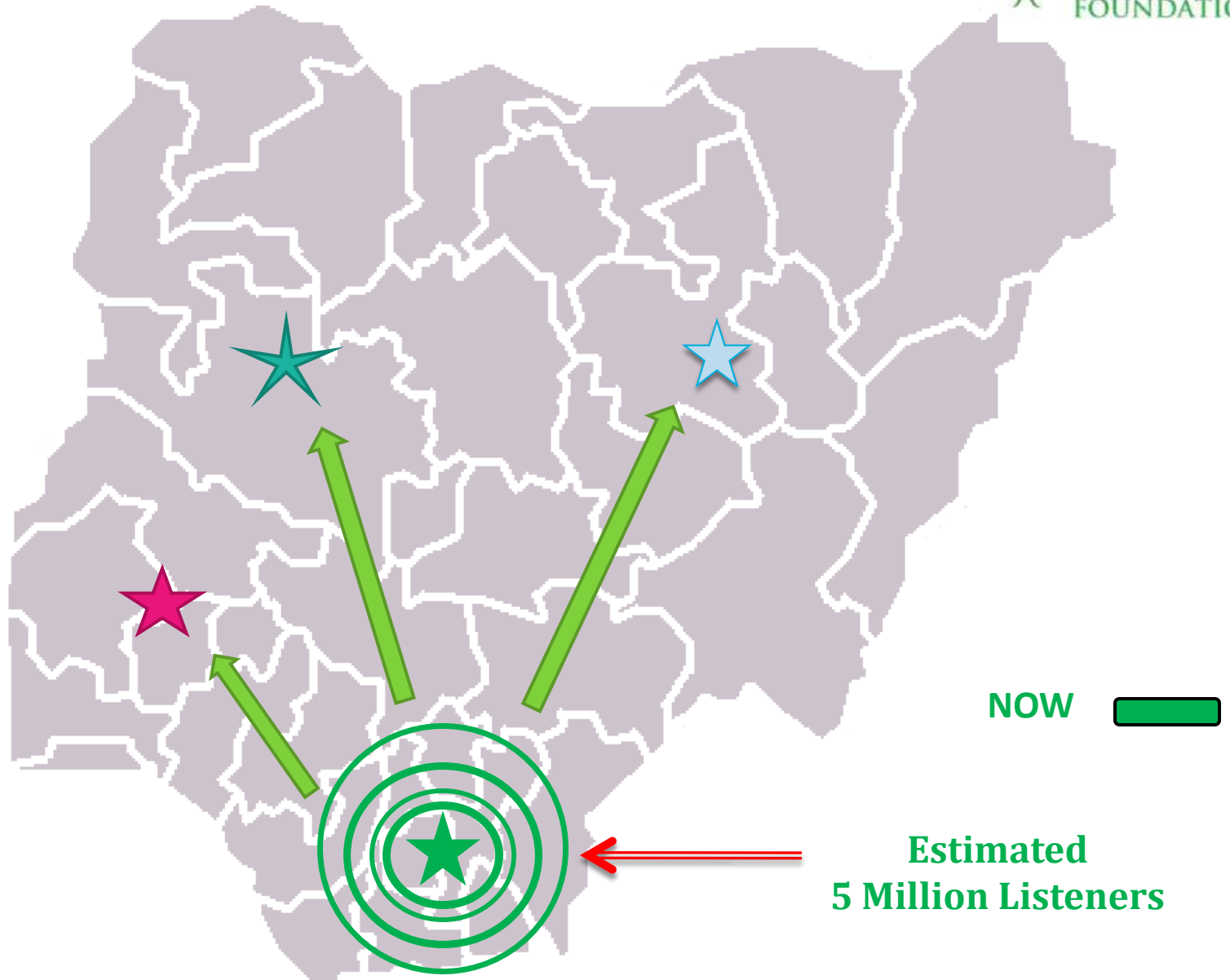
5 state
radio
stations



20 KW FM Transmitter



200-300 Feet Tower



Estimated
5 Million Listeners

Scale to other regions. We

Measuring Impact

- **9,500 Smallholder farmers in Listener's Clubs within the radio coverage area.**
- **Knowledge of climate change increased by 45%**
- **Indigenous mitigation strategies were developed by the farmers, eg planting of elephant grasses at erosion threatened areas**
- **Farmers output increased by 56% and so did their income. With the help of Esoko Nigeria, we empowered them with current prices and**

OUR CHALLENGES AT THE RADIO.

- ▶ **POWER.**
- ▶ This prevents us from being on air every hour.
- ▶ Solar panels.

THANK YOU.

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