



**“Experiences of mass media
communicating climate change in
Africa”**

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| – Greenradio-world concept



- **Promote adaptation to climate change**
- **Contribute to the spread of good practices in sustainable land management considering climates changes**
- **Promote an appropriate environment for work etc.**

II - The Use of Media to Disseminate Market Information

- The basics of good communication to attract rural audiences;
- Identifying the nature and composition of rural audiences
- Programme planning for rural radio that corresponds with listener's needs;
- Translating programmes into local languages.



III - The dissemination of information at local level



- The training of rural radio producers and presenters on Adaptation to climate change;
- The support to rural radios in accessing information sources on agriculture and rural development ;
- The development of tools and methods for audience needs assessment.

IV - To date (2009 – 2016), Greenradio has:

- Organised 10 radio training workshops for (125) journalists and broadcasters;
- Designed and produced more than 150 Reports packs, in English and French and distributed them to more than 65 beneficiaries (radios);
- Provided support to rural radio stations in the countries in the form of documents on Best practices on Adaptation and Land management
- Look for sponsors for African journalists to cover important events on climate and sustainable land management
- Covered conferences and meetings on climate change and sustainable land managements (Interviews and Reports are available to the African Farm Radio)

V - The provision of these services enabled rural radio broadcasters to:

- Provide the opportunity, where appropriate, for broadcasters to use the material provided in English/French or to translate it into local languages in the form of radio talks;
- **Provide broadcasters in access to interviewees in other countries with whom they might not otherwise have access, and therefore foster information exchange among, and from experts to listeners in Africa;**
- Offer, through the interview transcripts, suggested questions on the same topic that rural broadcasters might want to put to national experts but with a national focus and in a local language.



VI – The way forward

- Organize cooproductions between journalists from different countries;
- Training of Trainers (Training Needs for Trainers in the Field of Rural Radio in Africa)
- Cover conferences and meetings on climate change and sustainable land managements
- Organize Greenradio-award

Thank you! Merci! Danke!

