

DM2009 Project Summary

Project Number: 4291 Booth Number: 52

Fishers of the Future: Interactive Radio Drama for Climate Change Adaptation

COUNTRY: Tanzania

ORGANIZATION: Sand County

Foundation Tanzania

FUNDING REQUEST: \$200,000

OBJECTIVE: To strengthen the resilience of coastal ecosystems and communities in Tanzania, using new communication tools to build community knowledge and capacity for livelihood development and sustainable management of coastal resources in the face of environmental perturbations brought about by global climate changes. The project aims for a minimum 40 percent increase in coastal communities' understanding of climate change issues and adaptive livelihood strategies.

RATIONALE: More than 8 million people depend on the ecosystem services of Tanzania's coastal region. This area was highly impacted by the climate change-induced coral bleaching event of 1998. Coral reef decline, rising sea levels, and increased storm frequency are observed results of climate change, with alarming consequences for coastal peoples dependent on marine resources for food, coastal protection, building materials, and income from tourism. Knowledge and its communication are essential to build capacity at both individual and community levels, to enable people to seek alternative livelihoods, engage positively in national marine management policy processes, to be well informed about weather events and disaster mitigation, and to provide strength, self-determination, and resilience to deal with environmental change.

INNOVATION: The potential to use new and emerging communications processes in this context of the coastal impacts of climate change has global application. This project aims to test and demonstrate the means by which improved knowledge and communication approaches using combined radio and mobile phone technology can be applied to deliver effective and long-lasting social, economic, and ecosystem benefits.

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