

DM2009 Project Summary

Project Number: 4556 Booth Number: 57

African Pastoralists to Play Out Climate Drama on the Airwaves

COUNTRY: Nigeria

ORGANIZATION: The Smallholders
Foundation

FUNDING REQUEST: \$135,198

OBJECTIVE: Smallholders in southeastern Nigeria can prepare for and adapt to the negative effects of climate change only when they understand it and recognize its impacts. The objective of this project is to empower smallholders to produce and broadcast a 20-episode climate-change radio drama featuring a series of climate risk management strategies with multiple benefits in the local Igbo language. This will be aired on five statewide radio stations over a one-year period, reaching more than 15 million listeners.

RATIONALE: The most serious constraint to climate-change mitigation and adaptation facing more than 10 million smallholders in the five Igbo language-speaking states of southeastern Nigeria is the limited access to information. These small farmers know little about the risks associated with climate change, or its impact on their agricultural productivity and income. Ironically they are presently facing visible changes in weather patterns. These include late rainfalls in an area where food and cash crops are dependent on rainfall, heat waves that destroy valuable crops, storms that increase in frequency and intensity, which washes off topsoil, losing acres of farmland to unchecked soil erosion.

INNOVATION: For the first time, small farmers at the base of the pyramid will be transformed from mere receivers to participants and managers of an information system. The project prides itself on an effective two-way feedback system in which feedback is generated immediately after radio broadcasts by smallholder listeners' clubs, using solar-powered radios and Advancement through Interactive Radio (AIR) devices. These are solar-powered, user-recorded voice inputs that asynchronously forward voice feedback to the radio station via an ad hoc, delay-tolerant network.

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