



EMS Annual Meeting 2022
4-9 September 2022 | Bonn, Germany



SCREENCAPTURE
WELCOME

EFFECTIVE COMMUNICATION OF
AGROMETEOROLOGICAL SERVICES

WORKSHOP



Communicating Agrometeorological Services in Rural Africa

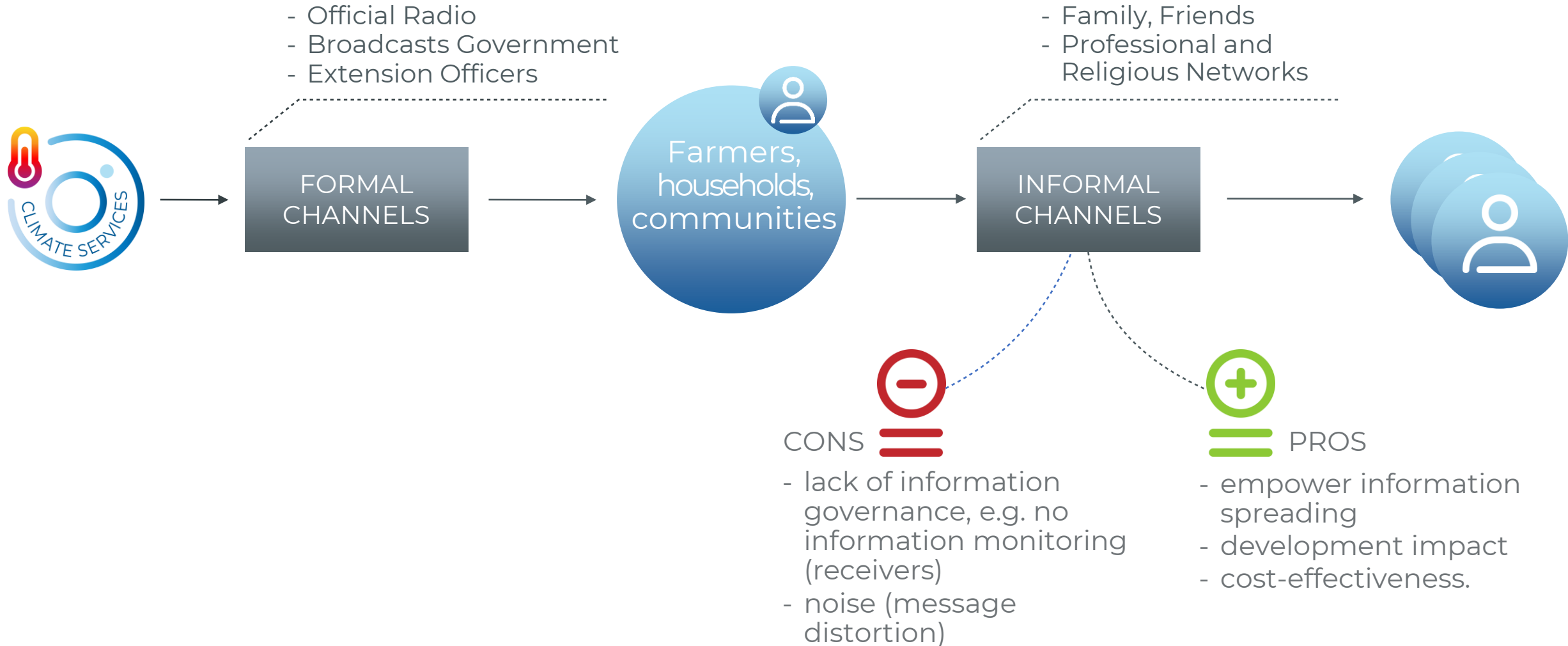
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Contents

1. Communicating climate services
2. The logic model of agrometeorological services
3. The circular process for the co-development of climate services
4. Decision-making context
5. Actors
6. Information flow - Niger
7. Communication plan - Niger
8. Assessing communication channels for farmers
9. Conclusions

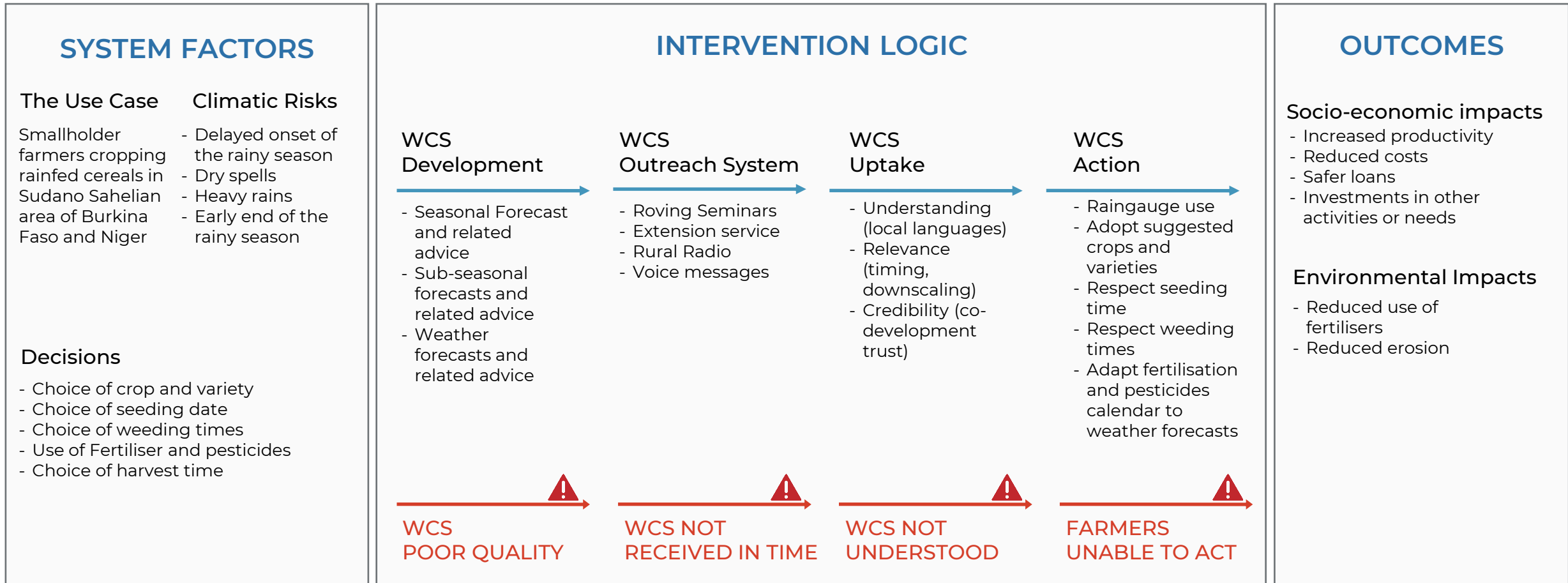


Communicating Climate Services

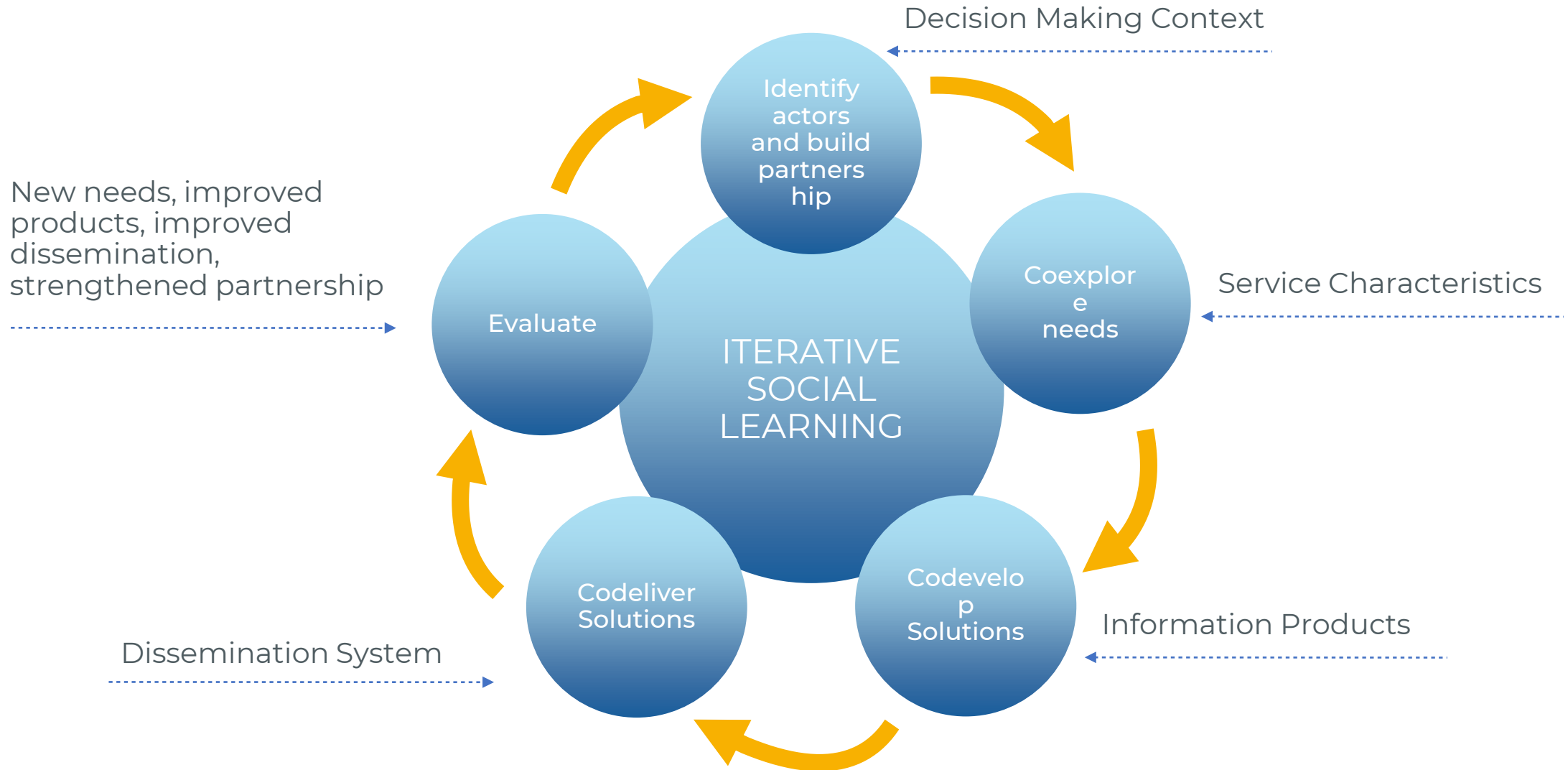


The logic model of agrometeorological services in Niger and Burkina Faso

Adapted from Vogel et al. (2017)



The circular process for the co-development of climate services



Decision making context

AGROMETEOROLOGICAL SERVICE

INFORMATION



- Seasonal forecasts and advice
- 10 days agrometeo forecasts and advice
- 1-2 days weather forecasts and advice
- 10-days agrometeo reports

DECISION MAKERS

MUNICIPALITIES

LOCAL EXTENSIONISTS

PILOT FARMERS

FARMERS

DECISION

Activating mitigation measures

Advising Farmers

Own crop management and advising community

Crops management

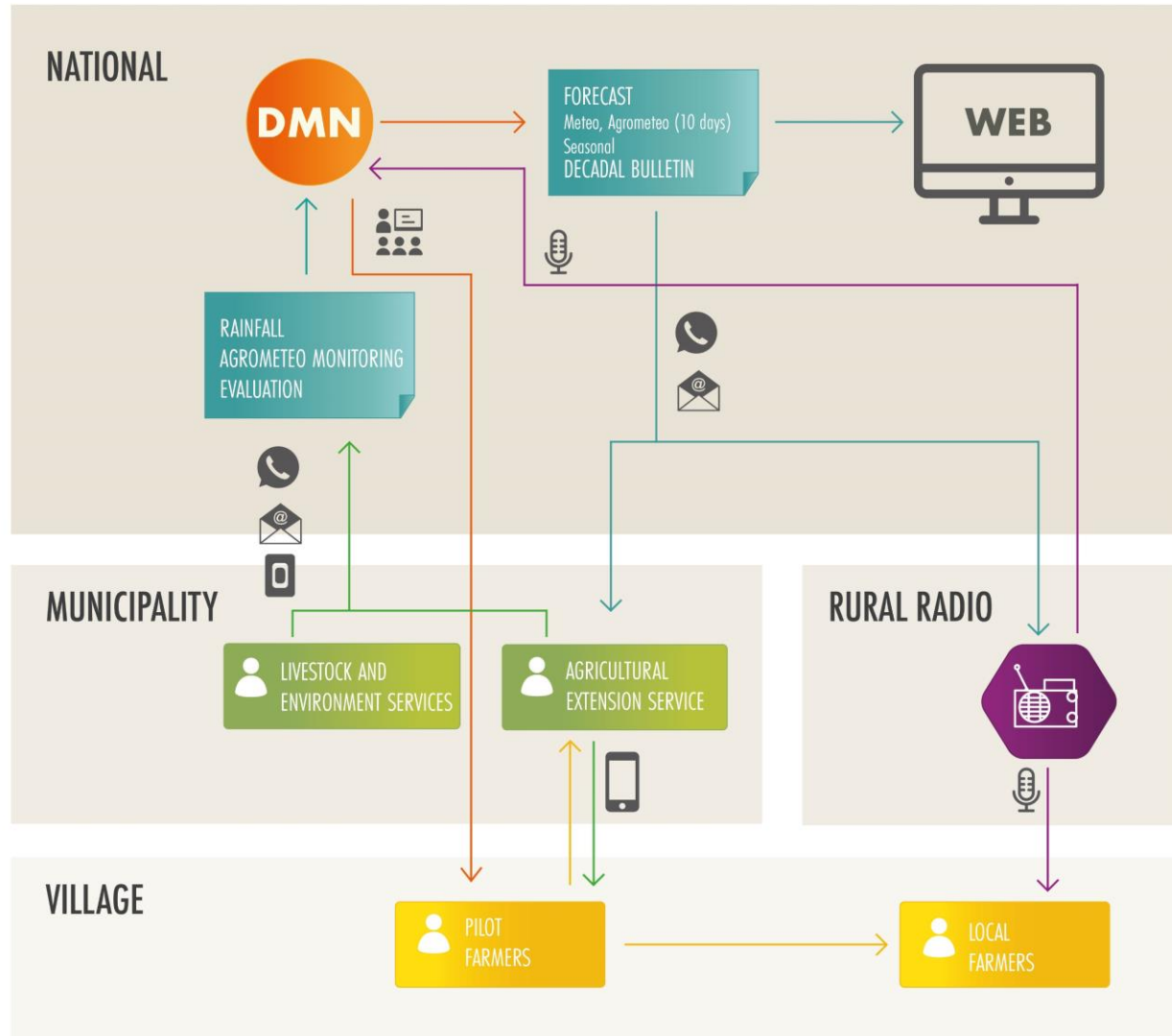
Actors Ecosystem

Set up in the pilot communes, based on strict interaction among various actors:

- ▶ **NMS** Development of the AS and coordination of the system;
- ▶ **Mayors**: Coordination of the system at the communal level;
- ▶ **Municipal Agriculture Services**: Focal points of the system at the communal level, dissemination of the SMC to farmers, concentration and feedback of rainfall data to pilot farmers, collection and feedback of agrometeorological monitoring data, evaluation of the AS, collection and feedback;
- ▶ **Municipal livestock and environmental services**: support to focal points in their specific sectors for the dissemination of AS, agrometeorological monitoring and evaluation of AS;
- ▶ **Rural Radios**: dissemination of AS;
- ▶ **Pilot farmers**: collection of rainfall data, dissemination of AS at the village level.
- ▶ **Farmers**: use of AS



Information flow - Niger



-  WHATSAPP
-  EMAIL
-  KOBOCOLLECT FORM
-  PODCAST BROADCAST
-  ROVING SEMINARS
-  PHONE



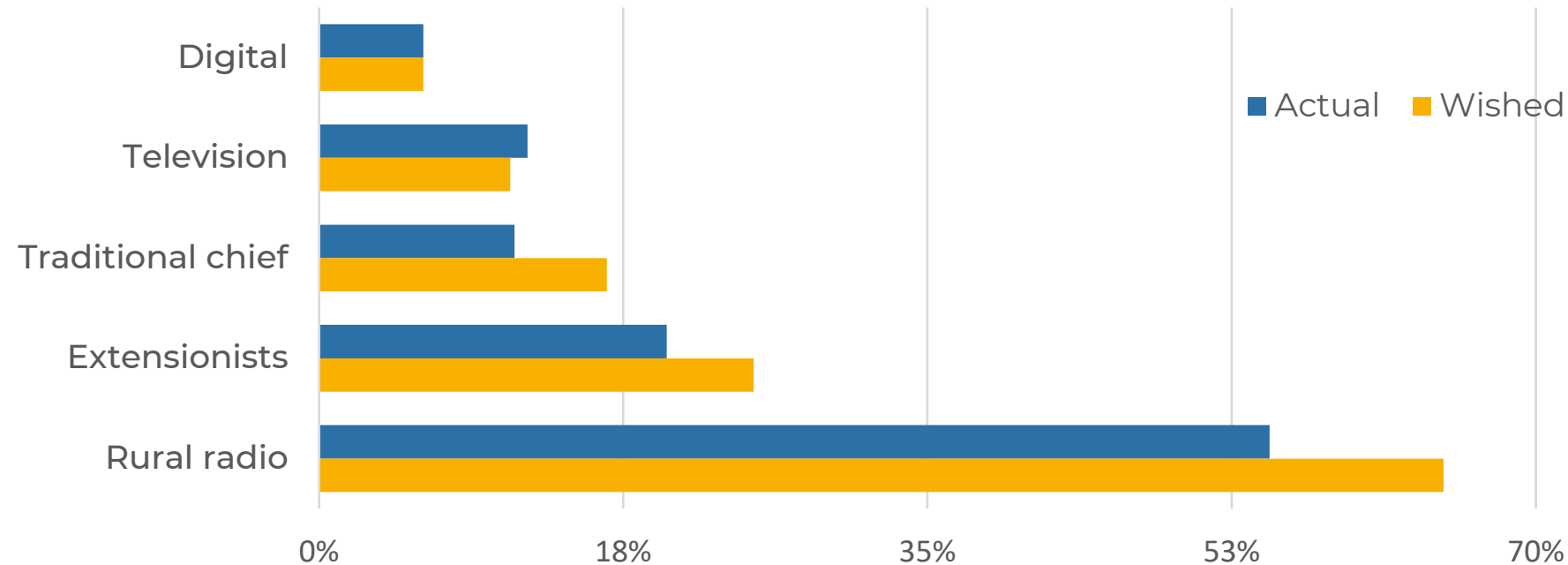
Communication Plan - Niger

	Deliverable	Delivery method	Frequency	Audience
SERVICES	Seasonal forecasts and advises	Local seminars, rural radios, podcasts, voice/text messages, emails, website	Twice a year	Extensionists, farmers
	10-days agrometeorological forecasts and advises	Rural radios, voice and text messages, emails, website	Cropping Season: Every 10 days	Extensionists, farmers
	24-72-hour weather forecasts	Radios, TV, website	Daily	Extensionists, farmers
	10-days agrometeorological reports	Rural radios, voice and text messages, emails, website	Cropping Season: Every 10 days	Extensionists, farmers
NETWORKING	Campaign preparation	Seminar	Yearly	NMS, Extensionists, Radio operators
	Mid-campaign follow-up	Field visit	Yearly	Extensionists, farmers
	Campaign Evaluation Seminar	Seminar	Yearly	NMS, Extensionists
TRAINING	Information production	Training courses	One-shot per topic	NMS experts
	Information use and dissemination, and data collection	Training seminars	Yearly	Extensionists
	Information communication and translation	Training seminars	One-shot	Radio operators
	Information use and data collection	Roving Seminars	Yearly	Farmers

Assessing Communication Channels for Farmers

SURVEY 2020 ANADIA 2.0 NIGER - 320 INTERVIEWS

Channels used by farmers to receive information and channels wished to receive information | Percentage of farmers



Conclusions

Communication and information sharing is the core of AS co-development

Rural radios are still the heart of the last mile communication of AS in Africa

Digital Technology is gaining momentum even in rural remote areas

Smartphone Apps enhance interaction among actors and change the relations among information providers, extension officers, and farmers

Digital technology empowers communities to contribute to the service co-production (observed data and local conditions) and evaluation (feedbacks)

The effective use of digital technologies requires specific training initiatives

Thank you

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<https://climateservices.it/progetto/anadia/>

- ▶ *Tarchiani, V., et al. "Smallholder Farmers Facing Climate Change in West Africa: Decision-Making between Innovation and Tradition." Journal of Innovation Economics & Management (2017): art13_1-art13_XXVI.*
- ▶ *Tarchiani, V., et al. "Agrometeorological services for smallholder farmers in West Africa." Adv. Sci. Res. (2018): 15, 15–20. doi:10.5194/asr-15-15-2018*
- ▶ *Bacci, M., et al. "Agrometeorological Forecast for Smallholder Farmers: A Powerful Tool for Weather-Informed Crops Management in the Sahel." Sustainability (2020), 12, 3246. <https://doi.org/10.3390/su12083246>*
- ▶ *Tarchiani, V. et al. "Access, Uptake, Use and Impacts of Agrometeorological Services in Sahelian Rural Areas: The Case of Burkina Faso." Agronomy (2021), 11, 2431. <https://doi.org/10.3390/agr11072431>*