

Invitation to group 'Audio files on climate change and agricultural information for community radios in Africa'

You are hereby invited to participate in an electronic group discussion of 10 days (20/10-30/10/2009). This discussion is to create a forum of interested parties in the topic "the creation of audio files on climate change and agricultural information for community radios in Africa" (CAFCCAICRA). This platform (like You Tube) is to share radio programmes in Africa on agricultural issues. It follows the discussions held at the CTA 2009 annual meeting, on the Role of Media in Agriculture: 12 - 17th October <http://annualseminar2009.cta.int/>

Background: The FARA Inventory on Innovative Farmer Advisory Services (June 2009 : 66 pages) concluded that systems which use a voice-platform or audio files provide an innovative and promising entry point to farmer information. http://www.fara-africa.org/media/uploads/File/NSF2/RAILS/InnovativeFarmerAdvisory_Systems.pdf

Other platforms (SMS and web-based platforms) remain essential to provide a back-end offering more detailed information. But there are two major elements that hinder the wider use of audio files among farmers and farmers' organizations. These are local & scientific content and adoptable technology.

Beneficiaries: First beneficiaries: community radios can download pre-recorded audio files (initially in English and French) on a large number of themes related to agriculture and climate adaptation. • It is essential to involve with community-based FM Radio Stations and their agricultural programme producers to create question and answer service radio programmes in local languages. • Community radio stands out among information and communication technologies (ICTs) in reach and accessibility and is helpful in reducing barriers to price information, etc

Secondary beneficiaries: rural actors and farmers need easy and timely information on a large number of themes related to agriculture and climate adaptation. The discussion proper will be held from 25/10 onwards to allow interested participants to register. It will be followed by 2 face to face meetings (participation is self-sponsored):

1. Consortium creation + Write shop in **Accra 2-3/11** on a Food Security Thematic Programme (FSTP) proposal. (Most likely the European Commission will postpone their deadline with 2 months (instead of the initial 06/11).
2. Consortium creation + Write shop (continued) in **Nairobi on 4-6/11** (TBC).

I WOULD BE GRATEFUL IF YOU COULD DISSEMINATE THIS INFORMATION AMONG YOUR NETWORKS AND PERSONS WHO MAY BE INTERESTED IN THIS TOPIC.