WG2 on Scale up options for the Great Unconnected

Highlights from the Discussion:

Good Practices for theme identified:

1. Good practices cut across. Taking advantage of technology especially for cell phone a game changer making a difference. Cell phone and other technologies

2. Use of local language stands out as a good practice as it helps connect with local community

3. Information that is relevant and timely so that it is actionable

4. School children make very good communicators

6. Working with communities at grassroots level also very important

7. Integration of end users in the engagement process for instance introduction of rain gauges. Creating sustainability

8. Focus on individuals in scaling up so that face to face interaction at end user level

9. Building capacity of stakeholders

10. Using religious leaders in the

11. Combining cell phone technology and farm radios

12. Situation based advisories

13. Local channels- village level- in addition to technologies public address systems at least twice a day

14. Value addition to Agromet info- Converting climate information requires additional information to make it easy to put into action

15. Feedback mechanism is critical as can measure the impact

16. Engaging capacity building through engaging end users of Climate information in interpretation and engaging users

17. FM radios

18. Radio and cell phone integration

19. Varieties mix of channels to communicate is good way to work. Two way communication is critical in completing the communication loop

20. The three practices are good and success can be achieved in scaling up

21. Using internet to penetrate the

22. Champions to be able to carry the message forward. Community identified champions

23. Evaluation for accuracy and outcome should be multi dimensional

24. Link agro met advisory formulation to Met Services more closely- less disjoined

25. Partnerships very important to include ministries and other NGOs and institutions. Include all stakeholders and public private sectors

26. Roving seminars to include water harvesting and flooding

27. Sensitization good component for scaling up

28. Scaling up cannot be funded internationally always and a combination of local and International funding mechanism may be sought. Making the activities cost effective is also important

29. Packaging the climate information beyond just the basic information make it to include seed, health, inputs, value addition…making the information more informative, entertaining and time sensitive

30. Communicating uncertainties remains a challenge. Farmers do understand uncertainties to an extent

31. Production limitations of agro meteorological information as most National Hydrological and Meteorological Services have no agro meteorological units. Capacity required

32. Local or micro level variability

33. Data absence at the local level

34. Business plan to ensure local advisory services to be funded in the scaling up of the projects

35. Simplification of information to suit farmers literacy levels and language barriers

36. Improve accuracy of forecast through improving observation networks within countries. Advocate for action through the WMO and the Ministerial conference of Ministers (AMCOMET) as well as policy makers within countries and the region.

37. Sensitization and advocacy of Met Services with Policy Makers- pilot projects to go up to nation level

38. For scale up need to include political participation

39. Challenge of farmers getting detailed information about rainfall amounts, distribution and start or end of the season.

Recommendations

1. Technology will play a big role in scaling up. Using a combination of Cell telephone, radio and Interactive Voice Radio as well as GPS will move scaling up forward. We do agree that there have been challenges that constrain technology-centric approaches.

2. Local language communication is important; must be communicated in local language and farmers' idiom within good time to give lead time for action

3. Monitoring and evaluation for accuracy and outcome are essential for the scaling up

4. Enhance utilization of institutional structures where available in the scaling up process

5. Training farmers through well packaged agro meteorological information to include technologies such as water harvesting and conservation;

6. Enhance the meteorology observation systems; needed both in SA and SSA

7. Enhance relationship between meteorology and farmer organizations. Include the important sectors at the grassroots operationalisation

8. Build capability at various levels within meteorological services, farmers, communicators and other stakeholders

9. Involve multiple stakeholders such as faith based groups, women groups, schools, farmer groups in the general development of communication strategy

10. Include sector specialists at the formation of the communication products

11. Data collection is still lacking requires to be urgently addressed. These include replacement of equipment and installation of new standardized tools

12. Capacity to produce tailored information for farmers should be enhanced

13. Partnerships required as the task too big to be handled by single organizations

14. Policy-level participation as various levels should be built in the scaling up process and products to appeal to them should be developed such as disaster warnings

15. Develop business plans and scenarios for national level scale up