



**STRENGTHENING MEDIA ENGAGEMENT WITH THE AFRICAP PROGRAMME'S
RESEARCH TO INFLUENCE POLICY**

TANZANIA TRAINING REPORT

November 2019



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1. Introduction

The Economic and Social Research Foundation (ESRF) in collaboration with Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN) and the University of Leeds (UK) organized a one day media workshop on November 29, 2019 at Seashells Hotel in Dar es Salaam - Tanzania. The workshop was a supplementary media support intervention for Global Challenges Research Fund - Agricultural and Food-system Resilience: Increasing Capacity and Advising Policy (GCRF-AFRICAP) programme.

The training workshop brought together journalists from both the Government and Private owned media houses. Participants were drawn from print media, television and radio. They had an opportunity to get familiar with GCRF-AFRICAP project as well as its research objectives and outcomes. Generally, the training intended to support the Tanzanian to profile the GCRF-AFRICAP programme intervention outputs to a broader audience, creating awareness and promoting adoption of lessons learnt.

2. Background

The agriculture sector in Sub Saharan Africa plays an important role in providing the continent with food to feed the rising population, direct employment to about 175 million people as well as income by contributing to about 15 percent of the continent's GDP. Despite the agriculture sector's role, the continent is constantly exposed to food deficits as result of mainly adverse climatic changes, limited use of modern farming inputs and implements, unimproved agricultural productivity and value addition as well as limited accessibility to regional and global crop markets.

In response to the above situation, AFRICAP research programme worth £9.2million is currently being implemented, among others with a focus on improving evidence-based policy making to develop sustainable, productive, agricultural systems, resilient to climate change. It is led by the University of Leeds, a leading Russell Group university in the north of England, in partnership with the FANRPAN, a pan-African multi-stakeholder policy network whose regional secretariat is in Pretoria, South Africa.

GCRF-AFRICAP program aims at the following: make agriculture and food production in Sub-Saharan

Africa (SSA) more productive, sustainable and resilient to climate change; generate evidence-based policy to transform agriculture and food systems in Africa; improve productivity of farming systems and resilience to shocks emanating from climate change impacts; assess how food, agriculture and natural resources policies can be developed so that they support the United Nations' Sustainable Development Goals (SDGs 2 and 13 on hunger and climate action respectively); and establish and develop academic partnerships between United Kingdom and African research and policy institutions.

GCRF-AFRICAP is a four year program designed into four themes namely: Farming Systems; Climate-Smart Development Pathways; Policy Design and Implementation; and Training and Capacity building. The program has a number of work packages including the following: evidence-based policy analysis; climate smart agriculture innovation transition and livelihoods; household vulnerability, food security and nutrition; quality of livestock feed and milk rates; agro-ecological monitoring and modelling ecosystem; and climate smart agriculture and soil health.

It conducts its research activities in Africa (South Africa, Tanzania, Zambia, and Malawi) and the UK. In Tanzania the project is implemented in Tanga agro-climatWic region (East Usambara-Muheza, West Usambara-Lushoto, Coastal low lands-Pangani, and between East and West Usambara-Korogwe). The funding for the programme is from GCRF, a £1.5billion UK Government programme to support research that addresses critical problems in developing countries across the world. It is administered by the UK's Biotechnology and Biological Sciences Research Council.

Besides the University of Leeds and FANRPAN, other partners in the programme include– the University of Aberdeen, the UK Met Office and Chatham House, the Royal Institute of International Affairs, the Civil Society Agriculture Network (CISANET), Malawi; National Agriculture Marketing Council (NAMC), South Africa; Economic and Social Research Foundation (ESRF), Tanzania and the Agriculture Consultative Forum (Zambia).

3. Engagement of Media in the GDRF AFRICAP Programme

The media's potential to play a vital role in international development has long been acknowledged, being capable of providing a powerful platform for debate, discussion, information sharing and collective problem-solving. Whilst the AFRICAP programme has a Policy Advocacy and Engagement Plan, there is need for supplementary media support aimed at amplifying programme activities and their impacts beyond the limited geographical implementation sites. The media has a critical role of supporting and profiling developmental interventions to a broader audience, creating awareness and promoting adoption of lessons by people in similar circumstances.

The rationale for supplementary media support is premised on the understanding that research conducted on development issues is not an end in itself. If knowledge created by research interventions such as AFRICAP is shared and debated publicly, it is more likely to be adopted by policymakers and practitioners. Policymakers often use multi-media sources such as newspapers, radio and television as sources of information. They also rely on feedback to publications and radio phone-ins to gauge public opinion. Media debates can fuel public interest and concern over particular issues, adding to existing pressure on governments to change policy.

The media profiles developmental interventions to a broader audience, creates awareness, shares and promotes the adoption of new innovations and lessons learnt. That is why the media is prioritised in the GDRF-AFRICAP programme through capacity building for journalists to report on climate change and agriculture.

4. Workshop Objectives

The training workshop's aim was to enhance journalists' knowledge about the AFRICAP programme, climate change and agriculture issues, how research influences policies. More specifically the workshop had the following objectives:

- i. Gain an understanding on the nexus of climate change and agriculture;
- ii. Gain an understanding on how (and if) the media can communicate agriculture, climate change and

interventions by the GCRF-AFRICAP to help audiences understand the role of research in influencing policies to help the countries improve food security;

- iii. Enhance skills as a journalist on how to report agriculture and climate change issues;
- iv. Interact and share ideas with other journalists and experts in climate change and agriculture to gain further insight on the subject; and
- v. Develop skills to articulate clearly policy issues on agriculture and climate change.

5. Workshop Proceedings

The training workshop was attended by 16 journalists (7 men and 9 women) from across different media platforms; print, broadcast and online. Mr. Abel Songole, the Research Assistant from the Economic and Social Research Foundation (ESRF) welcomed the participants to the workshop and explained the relationship between the ESRF, University of Leeds and FANRPAN. He also highlighted the objectives of GCRF-AFRICAP and the role the media is expected to play.

Participants were then asked to state their expectations in order to help meet some of them through presentations and discussions during the training. They also outlined their challenges which make it difficult for them to report effectively on climate change and agriculture.

5.1. Expectations

- i. Learning new journalistic techniques on reporting climate change and agriculture;
- ii. Reporting on solutions to climate change and how journalists can report effectively on them; and
- iii. A better understanding of Climate-Smart Agriculture (CSA) concept.

5.2. Challenges

- i. Research results take too long to materialise yet most of the participants were working for daily media outlets which is why journalists end up reporting based on incomplete information.

In other instances, journalists find themselves relying on politicians and other sources because of the inaccessibility of research information and sometimes the researchers themselves;

ii. Research is not regularly shared and journalists tend to rely on outdated information yet climate change and agriculture are dynamic fields and there is something new every day;

iii. Research institutions are very poor when it comes to disseminating information once. Some of them are still stuck in traditional media platforms and they do not have digital archiving systems so that journalists could access the information whenever they want;

iv. Journalists generally do not have time to read because they are always rushing to meet deadlines. It gets worse when it comes to research information because it is often difficult to understand and needs more time to process. They simply browse through the summary and end up not getting the true picture which negatively impacts the credibility of stories; and

v. Translating the information from English to Swahili is a challenge because some words are not available in the local language making it difficult to tell stories.

5.3. Presentations

Ms. Sithembile Mwamakamba, the GCRF-AFRICAP Programme Manager provided a presentation about the FANRPAN's work in 17 African countries. She explained that FANRPAN is helping African governments meet their obligations in agriculture and climate change in terms of the Sustainable Development Goals; SDG 1, 2 and 13 and Paris Agreement. Countries are also supported to meet commitments under the African Union (AU) such as the Malabo Declaration and CADDP.

Dr Harriet Smith a Research Fellow from the University of Leeds presented the AFRICAP programme overview. She then presented specific work that is currently being done in Tanzania. She explained how researchers were interacting with other stakeholders through workshops as a way of influencing policy through evidence. The participants wanted to know what role they were expected to play in helping the programme meet its objectives.

Thereafter, FANRPAN media consultant, Mr. Busani Bafana, dealt with what makes it difficult for reporters to tell the agriculture and climate change story. He further took the participants through techniques they can use to ensure that they stay on top of the game despite the challenges.

Ms. Mantoe Phakathi, a FANRPAN media consultant, shared with participants how they can still make agriculture and climate change appeal to audiences despite the challenges they present. Through the solutions journalism approach, she emphasised the need for reporters to balance the negative with the positive so that agriculture and climate change is not only about gloom and doom.

One of the participants, Mr Daniel Semberya, a veteran journalist who reports on agriculture and climate change, shared his experiences in telling the agriculture and climate change story. He encouraged his colleagues to form partnerships with one another and also join the Tanzania Agriculture Journalists Forum to share experiences.

5.4. Discussion

Some of the key points that emerged during the discussion that followed the presentations include the following:

i. It was observed that while FANRPAN is advocating for the production of evidence-based policies, the real test is in the implementation of the policies. It was noted that there is a need to invest in the implementation of policies so that they do not remain on paper/ in shelves.

ii. It was pointed out that very few countries, if any, are complying with the Malabo Declaration by investing 10 percent of their total national budgets in agriculture. It was, however, noted that while other countries have failed to meet the target, others have and that it was a matter of sharing experiences so that those who are still lagging behind could learn from those who are already investing enough in agriculture.

The media was urged to hold policymakers accountable in terms of ensuring that they implement regional and international policies that they commit to.

iii. There was an observation that governments are interested in meeting food security targets as opposed to nutrition security and wanted to find out the role that FANRPAN is playing to ensure that both are prioritised. In response, it was mentioned that governments are encouraged to ensure that their citizens get access to good nutrition as much as food because they will be faced with a huge health bill owing to the rising number of noncommunicable diseases in African countries.

iv. It was noted that as the global population was rising to 9 billion in 2050 and 3 billion in Africa during the same period, climate-smart agriculture is the best technique of producing adequate food in a sustainable way. The media is supposed to write the story in an appealing way to sell this idea to farmers and policymakers.

v. Climate projections are uncertain, and this poses a challenge to journalists when telling the story. How can they effectively influence policymakers and farmers to act when the climate information is uncertain, this is always a big challenge.

vi. There was concerns that while research institutions produce the evidence, governments tend to overlook the information provided. However, it was observed that institutions like ESRF engage with the government to influence policymakers to take research into account when formulating policies. Research institutions were also urged to make the information accessible by using digital platforms and making infographics.

vii. African governments generally invest in research and development activities by allocating about 0.1 percent to research and that is why it is important to form collaborations just like it is the case with the GCRF-AFRICAP where there is collaboration between University of Leeds and local institutions in Tanzania.

5.5. Recommendations

i. Journalists should focus on the solutions rather than only the problem when reporting on agriculture and climate change issues.

ii. FANRPAN could assist journalists with media fellowships to support journalists with grants to cover stories in remote areas and spend more time focusing on a story. This also goes for opportunities to cover the UNFCCC's Conference of the Parties which happens every year.

iii. ESRF should try to create opportunities for journalists and researchers to come together and learn from one another on packaging and sharing research information.

iv. Journalists should make use of their association, Tanzania Agriculture Journalists Forum (TAJF) to share ideas and opportunities for capacity building.

v. Journalists identified social media as one space that needs to be effectively used to disseminate stories on agriculture and climate change.

vi. Since nutrition is not much paid attention from agriculture perspectives, the media stands an opportunity to raise mass awareness on nutrition security as it is to food security issues.

6. Workshop Closing and Wayforward

Finally, Mr. Abel Songole expressed his gratitude to all presenters, applauded participants for their participation and productive inputs. He assured participants that the workshop training is the beginning of GCRF-AFRICAP and media engagement in reporting AFRICAP research activities at the country and regional levels. The training workshop was officially brought to its conclusion around 1700 hours.

ANNEXES

6.1. Workshop Programme

Time	Activity	Responsible
08:00 – 08:30	Session 1	ESRF
08:30 – 09:00	Arrivals and registration Welcome and introductions Input(s): • Workshop objectives • Expectations • House rules • Overview of workshop	Mr Abel Songole Mantoe Phakathi and Busani Busani – Media Consultants
09:00 - 09:30	Session 2 Agriculture and the Climate change nexus • What is FANRPAN all about? • Why the partnership with the University of Leeds? • How is climate change affecting or affected by agriculture?	Sithembile Mwamakamba – GCFAFRICAP programme manager, FANRPAN Regional Secretariat
09:30 – 10:00	Session 3 General overview of GCRF-AFRICAP programme	Dr Harriet Smith, University of Leeds
10:00 – 10:30	Tea Break	
10:30 – 12:30	Session 4 General Overview of Climate Change Impact and Response in Tanzania	
12:30 – 13:30	Lunch	
13:30 – 14.00	Session 5 Climate Change and Agriculture – the story of the day.	Mr. Busani Bafana – Media Consultant
14:00 – 15:00	Session 6 Reporting Climate Change – The Solutions Journalism Approach	Ms. Mantoe Phakathi – Media Consultant
15.00 – 16:00	Session 7 - Experiences of local journalists - Tips on Reporting on Agriculture and Climate Change Opportunities for building networks	Mr Daniel Semberya

6.2. List of Participants

	Name	Institution
1	Said Powa	Tanzania Daima
2	Zuhura Hussein	Freelance
3	Faraja Masinde	Mtanzania
4	Rifat Jumanne	Pambazuko FM
5	Daniel Semberya	Business Times
6	Adam Hussein	E FM
7	Elizabeth Edward	Mwananchi
8	Gracie Shitundu	Mtanzania
9	Penina Malundo	Majira
10	Janeth Jovin	TZ Daima
11	Rose Mirondo	The Citizen
12	Mary Geoffrey	Mipashe
13	Aveline Kitomary	Mtanzania
14	Tatu Mohamed	TZ Daima
15	Amana Nyembo	Mwamanchi
16	Bernard Lugongo	Daily News
17	Mantoe Phakathi	Media Consultant
18	Libena Seniorine	ESRF
19	Abel Songole	ESRF

6.3. Media Story on the Training Workshop

Reporting climate change in Kiswahili Challenging for Tanzanian Reporters

Written by Busani Bafana and Mantoe Phakathi

Dar es Salaam, Nov. 29 – The language barrier remains one of the major challenges for journalists reporting on climate change and agriculture in Tanzania. Climate change and agriculture reporters revealed this during a media training held in the capital, Dar es Salaam, recently. “Most of us report in Kiswahili and translating the complex scientific language which characterises the information on climate change and agriculture to our language is a challenge,” said Daniel Semberya, who writes for The Guardian newspaper. His colleagues concurred. It is difficult to unpack scientific jargon but understanding the phenomena of climate change and compiling simple yet factual stories for public dissemination is a hurdle too.

The intense one-day training exposed the journalists to the nexus between scientific research and policy, through the GCRF-AFRICAP, a programme focused on generating evidence-based policy to transform agriculture and food systems in Africa. GCRF-AFRICAP also aims to improve the productivity of farming systems and their resilience to shocks as a result of climate change.

The programme, funded by the Global Challenges Research Fund (GCRF) is being implemented in four countries – Malawi, South Africa, Tanzania and Zambia. Policy think-tank, The Food Agriculture Natural Resources and Policy Analysis Network (FANRPAN) in partnership with Leeds University in the United Kingdom are leading the implementation of the GCRF/AFRICAP project. The Economic and Social Research Foundation (ESRF) is a local partner in Tanzania supporting the project.

As demonstrated during the training attended by 16 participants across all media platforms – print, broadcast and online – journalists have a role to play in ensuring that policymakers produce policies that are based on research evidence. Addressing the participants, GCRF/AFRICAP programme manager, Sithembile Mwamakamba, said African governments have committed to a number of regional and international instruments aimed at the sustainable development of agriculture in the face of climate change.

These include the Sustainable Development Goals and the Malabo Declaration on Accelerated Agricultural Growth. She noted though that while some countries have made progress in meeting the targets outlined in these treaties, some have lagged behind. “As journalists, you have the responsibility to hold policymakers to account to the things that they commit to,” Mwamakamba said. While acknowledging that working in the policy space is tough, Mwamakamba said FANRPAN was part of the coalition that put agriculture at the top of the global agenda. Journalists also got to understand better the science behind climate change and how this global phenomenon was impacting their country.

Harriet Smith, a researcher from Leeds University explained that rising temperatures pose a threat to the production of maize and rice in Tanzania. “Extremes of drought and intense precipitation are expected to increase, although there is less confidence about how average rainfall will change and how different regions will be affected,” Smith said. Through research, therefore, GCRF/AFRICAP is promoting the acceleration of Climate-Smart Agriculture (CSA) practices and crop diversification. Smith noted that while models show a decrease in maize production between 2000 and 2050, an increase in yield of soybean is recorded under the same period. Researchers are working closely with policymakers in Tanzania to understand the policy interventions going forward.

“Although there are uncertainties in the projections, journalists need to communicate in such a way that helps policymakers to come up with the most robust decisions despite the uncertainties,” said Steward Jennings, another researcher from Leeds University working on the project. AFRICAP is also supporting researchers and journalists with training. Through this workshop, the journalists were also supported with tools to improve their reporting on climate change and agriculture.

This report was prepared by: Mantoe Phakathi – Media Consultant. The training workshop was coordinated by the Agriculture Consultative Forum (ACF)

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About the Agricultural and Food-system Resilience: Increasing Capacity and Advising Policy (AFRICAP) Programme

The Agricultural and Food-system Resilience: Increasing Capacity and Advising Policy (AFRICAP) programme is a four-year research programme focused on improving evidence-based policy making to develop sustainable, productive, agricultural systems, resilient to climate change. The programme is being implemented in Malawi, South Africa, Tanzania, Zambia, and the UK led by the University of Leeds, a leading Russell Group university in the north of England, in partnership with the Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN), a pan-African multi-stakeholder policy network. The programme is funded by the UK Government from the Global Challenges Research Fund (GCRF), which aims to support research that addresses critical problems in developing countries across the world. It is administered by the UK's Biotechnology and Biological Sciences Research Council (BBSRC) - UK Research and Innovation (UKRI).

Implementing Partners: FANRPAN; University of Leeds; University of Aberdeen; the UK Met Office; Chatham House - Royal Institute of International Affairs; the Civil Society Agriculture Network (CISANET), Malawi; Department of Agriculture Research Services (DARS), Malawi; National Agricultural Marketing Council (NAMC), South Africa; Economic and Social Research Foundation (ESRF), Tanzania; and the Agricultural Consultative Forum (ACF), Zambia.

For More Information

Website: <https://africap.info/>

Twitter: @gcrfafricap

Email: contact@africap.info

