

**UNITED REPUBLIC OF TANZANIA
VICE PRESIDENT'S OFFICE**



**ANNUAL COMMUNICATION REPORT
(JULY 2021 - JANUARY 2023)**

FOR

**CONTRACT NO: ME 002/2019-2020/VPO/C/01-2 FOR CONSULTING FIRM IN
CHARGE OF THE COMMUNICATION UNDER ECOSYSTEM BASED ADAPTATION FOR
RURAL RESILIENCE IN TANZANIA PROJECT**

**FUNDED BY GLOBAL ENVIRONMENTAL FACILITY (GEF) THROUGH THE UN -
ENVIRONMENT**

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LIST OF ABBREVIATION

EbA	Ecosystem based Adaptation
EBARR	Ecosystem based Adaptation for Rural Resilience
GEF	Global Environmental Facility
PSC	Project Steering Committee
TV	Television
VPO	Vice Presidents' Office
UNEP	United Nations Environmental Programme

1.0 BACKGROUND

This is a second annual communication report which is among the deliverables of Pronet communications Ltd, the communications in charge for the “Ecosystem-Based Adaptation for Rural Resilience in Tanzania” (EBARR) Project. It includes progress of communication related activities within EBARR project sites/districts undertaken since July 2021 to January 2023.

The EBARR project aims to increase resilience to climate change in rural communities of Tanzania by strengthening ecosystem resilience and diversifying livelihoods. The project has three main components:

- To improve stakeholders’ capacity to adapt to climate change through Ecosystem-Based Adaptation (EbA) approaches and undertake resilience building responses.
- To increase resilience in project sites through demonstration of EbA practices and improved livelihoods.
- To strengthen information base on EbA and support an up-scaling strategy.

In general, the project adopts a multi-regional focus in order to cover multiple agro-ecological zones and livelihood zones and support several up-scaling strategies tailored to each zone. In order to achieve intended project aims in all these three components, communication plays a key role, as stipulated in the project communication strategy. In so doing, the project annual communication reports are important in operationalizing the strategy.

This report is divided into four main sections: The background is followed by the Approach used in information collection, the achievements and challenges encountered during year two of implementation and finally the way forward.

2.0 APPROACH USED IN INFORMATION COLLECTION

2.1 Project sites and beneficiaries

The communication team visited four project sites in this reporting period. These sites include three districts in mainland (Mpwapwa, Mvomero and Kishapu) and one (Kaskazini-A) in Zanzibar. Mpwapwa and Kaskazini A districts were visited in April 2022 where documentation of progress in project activities were done. Mvomero and Kishapu was visited in June 2022 during EBARR training sessions done by the EBARR trainer consultant. The trainings were done to guide the communities and programme stakeholders in EbA villages on the basic issues related to the general concept of climate change, the EbA approach to tackle negative effects, causes and impacts, analyse mitigation measures taken by communities, how to report, monitor and evaluate the initiated projects.



Plate 1: Participants following a group presentation from Melela village project during EBARR training in June 2022

2.2. Methods used in Information collection

Both primary and secondary information were used in preparation of this report. The primary information was collected during the field visits in April to July 2022 while the secondary information was collected by review of written project materials throughout the reporting phase.



Plate 2: Interview with key informant in Kaskazini-A, Zanzibar

2.3 Primary Information

Primary information collection involved collection of communication information through field visits (Table 1). The aim of the field visits was to document/record EBARR progress and achievement in the form of audio and audio visual in order to produce contents for radio and television programs as well as social media platforms which are Facebook, Instagram, Twitter and YouTube as part of communication and awareness raising materials. A total of 240 participants including district officials, key informants and community groups were consulted in Kaskazini A, Mpwapwa, Mvomero and Kishapu districts as shown in Table 1.



Plate 3: Information collection in EBARR Project sites (Mpwapwa District) during April 2022

During the visits both information for preparation of communication and awareness rising materials were collected. This was done by interviews and documenting activities done by project beneficiaries and stakeholders including the review of training materials for the EBARR trainer and the discussions made during training. Both photographs and video clips were made with community groups, district technicians, EBARR trainers, District officials and project leaders from VPO office.

TABLE 1: RESPONDENTS IN INFORMATION COLLECTION

Sno	District	Participants	Total Number (No of Female)
1	Kaskazini A	Mbuyutende, Kijini, Jugakuu	38 (20 F)
2	Mvomero	District technicians, Officials	19 (08 F)
3	Mvomero	Lubungo, Magali, Melela, Lukenge	81 (32 F)
4	Mpwapwa	Nghambi, Mbugani	18 (06 F)
5	Kishapu	District officials	16 (05 F)
		Project beneficiaries	58 (16 F)
6	All	Key informants	10 (02F)
		Total	240 (90 F)

Communication issues from respondents were captured through key informant interviews, focus group discussions and discussions during training sessions by the EBARR Consultant.

2.4 Secondary Information

Secondary information was collected through desktop review of information relevant for project communication activities. Project documents reviewed include the EBARR training manuals, comprehensive progress report, vulnerability and impact assessment report, communication strategy, and other related communication materials. Social media review was also done to find out which media are appropriate to EBARR project audience for effective awareness rising.









3.0 ACHIEVEMENTS AND CHALLENGES OF IMPLEMENTATION


3.1 Achievements in relation to communication activities

3.1.1 Awareness materials

A total of thirteen feature articles were produced (in Kiswahili and English) which were printed in Newspapers for Tanzania mainland and Zanzibar to create awareness on the project activities and progress of implementation including achievements and challenges as summarized in Table 2.

TABLE 2: FEATURE ARTICLES PUBLISHED FOR CREATING PUBLIC AWARENESS ON EBARR PROJECT

Sno	Newspaper	Date	Article	Link
1		1st February, 2022	Fast track well construction projects – Jaffo	https://www.africa-press.net/tanzania/all-news/fast-track-well-construction-projects-jaffo
2		13th September 2022	EBARRR Project brings better life to villagers in Mpwapwa District	https://www.ippmedia.com/en/features/ebarr-project-brings-better-lives%2%A0-villagers-mpwapwa-district
3		14th September 2022	New hope as EBARR project offers fishing Boats to Zanzibar Fishermen	https://www.ippmedia.com/en/features/new-hope-ebarr-project-offers%2%A0fishing-boats-zanzibar-fishermen
4		24th September 2022	Mradi wa EBARR waboresha maisha ya jamii Mpwapwa	https://www.mwananchi.co.tz/mw/habari/kitaifa/mradi-wa-ebarr-waboresha-maisha-ya-jamii-mpwapwa-3960958
5		25th September 2022	Mradi wa EBARR wakabidhi boti kwa wavuvi Zanzibar	https://www.mwananchi.co.tz/mw/habari/kitaifa/mradi-wa-ebarr-wakabidhi-boti-kwa-wavuvi-zanzibar-3961984
6		28th September 2022	Wanufaika EBARR kupanda miti 8000	Hard copy attached as Annex 1a
7		30th December 2022	EBARR project becomes ‘game changer’ in Mvomero District	https://www.ippmedia.com/en/features/ebarr-project-becomes-%E2%80%98game-changer%E2%80%99-mvomero-district
8		16th January 2023	Mradi wa EBARR ulivyowatoa kimaisha wananchi Mvomero	Hard copy attached as Annex 1b

9	Zanzibar Leo	19 th January 2023	Mradi wakabidhi boti kwa wavuvi	Hard copy attached as Annex 1c
10	Zanzibar Leo	26 th January 2023	EBARR kukabili Mabadiliko ya Tabianchi	Hard copy attached as Annex 1d
11		28 th January 2023	Mradi wa EBARR na fursa za kijamii na kiuchumi Kishapu	https://www.mwananchi.co.tz/mw/habari/kitaifa/mradi-wa-ebarr-na-fursa-za-kijamii-na-kiuchumi-kishapu-4102196

Among the five planned EBARR TV documentaries, two were broadcasted several times at TBC1 and Channel 10. Before the airing of the documentary, key stakeholders were informed in advance to watch the programmes. The documentaries are also in the EBARR you tube channel (user name: *vpo ebarr project*). The documentary covers project activities in all five districts of Tanzania mainland and Zanzibar. The documentaries were broadcasted in Kiswahili to suit target audience of general public. The content of the same was channelled to an English target audience by splitting the same messages in ten social media clips and shared on social media channels to reach the intended audience.

Seven radio programmes aired on TBC Taifa, TBC FM and Anour FM starting from 23rd September 2022 until 20th January 2023. These had contents specific to each project district. These will also be aired in local FM Radios in respective districts.

Although 10 electronic news were planned to be aired as per EBARR Communication Strategy, so far about 19 electronic news have been aired surpassing the target. Among those, 15 were radio news in TBC Taifa, TBC FM, Radio Free Africa, Clouds FM, Zanzibar Broadcasting Corporation (ZBC) and Anour FM. Four TV news were aired on Millard Ayo TV, KTV and Channel 10. Scripts of the news aired are attached in this report as Annex 2.

During the reporting period, 7 TV programmes were aired in both news media (Online TV) and traditional media channels (Offline TV stations), For online TV Stations alone, as of 28th January 2023, a total of 1,489 people are recorded to view the programmes. While table 3 below outlines the TV stations that aired the RBBAR programmes, table 4 summarizes a number of dissemination materials and channels used for dissemination of EBARR news.

TABLE 3: EBARR TV PROGRAMME ON AIR

S/n	TV Station	Date	Title	Link
1	 Michuzi TV	7 th January 2023	Mradi wa EBARR watekelezwa wilayani Mpwapwa	https://youtu.be/plYusizm9lk
2	 Millard Ayo TV	7 th January 2023	Kilichofanyika Siamanjiro kuhusiana na mabadiliko ya tabianchi	https://youtu.be/Uuf8ksKA1Y
3	Kitenge TV	7 th January 2023	Jamii wilayani Kishapu wanufaika na mradi wa EBARR	https://youtu.be/8GFia9dHhE0
4	 WASAFI TV	8 th January 2023	Utekelezaji wa mradi wa EBARR Mvomero	https://youtu.be/2Gsy3UCLcpg
5	 KTV	9 th January 2023	Wananchi wanufaika na EBARR Zanzibar	https://youtu.be/5Yr3ZZ3Ovjg
6	 Clouds TV	23 rd January 2023	EBARR Kishapu	Shared on MP4
7	 Clouds TV	25 th January 2023	EBARR Simanjiro	Shared on MP4

TABLE 4: EBARR MEDIA DISSEMINATION DURING THE REPORTED PERIOD

Project site	Radio programmes	Electronic (radio/TV) news	TV programmes	Feature articles
Kishapu	1	4	2	2
Mpwapwa	1	4	1	3
Mvomero	2	4	1	3
Simanjiro	2	3	2	2
Kaskazini A	1	4	1	3
Total	7	19	7	13

3.1.2 Posters and rollup banners

Project posters with 12 different sets of EBARR messages in Kiswahili and English have been developed and presented in higher EBARR project meetings and authorities including PSC and UNEP for comments. Improved versions were submitted to and approved by UNEP. A total of 250 posters were printed for dissemination and also posted on social media channels of the project.

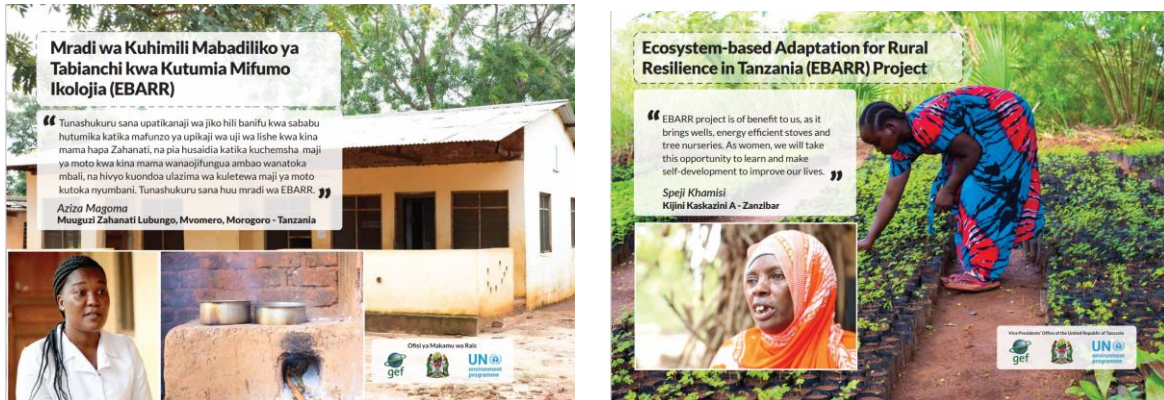


Plate 4: Examples of produced posters currently shared on the project social media channels

Pronet communications also produced two sets English and Kiswahili rollup banners which were handed over to the project secretariat for display in their front offices, meetings, training and workshop sessions.


 United Republic of Tanzania
 Vice Presidents' Office

ECOSYSTEM-BASED ADAPTATION FOR RURAL RESILIENCE IN TANZANIA (EBARR) PROJECT

Objective:

To increase resilience to climate change in rural communities by strengthening ecosystem resilience and diversifying livelihoods. This will contribute to the overarching goal of reducing the vulnerability of rural populations.

Kaskazini-A, Zanzibar



Mpwapwa, Dodoma



Kishapu, Shinyanga



Mvomero, Morogoro



Simanjiro, Manyara






For more information contact:
 Permanent Secretary,
 Vice President's Office,
 P.O.Box 2502,
 Government City - Mtumba,
 Dodoma, Tanzania


 Jamhuri ya Muungano wa Tanzania
 Ofisi ya Makamu wa Rais

Mradi wa Kuhimili Mabadiliko ya Tabianchi kwa Kutumia Mifumo Ikolojia Vijijini (EBARR)

Lengo la mradi:

Lengo la Mradi ni kuongeza uwezo wa kuhimili mabadiliko ya tabianchi katika jamii za vijijini kwa kuimarisha mifumo ikolojia na shughuli mbadala za kujiongezea kipato.

Kaskazini-A, Zanzibar



Mpwapwa, Dodoma



Kishapu, Shinyanga



Mvomero, Morogoro










Kwa mawasiliano:
 Katibu Mkuu,
 Ofisi ya Makamu wa Rais,
 S.L.P 2502,
 Mji wa Serikali - Mtumba,
 Dodoma, Tanzania

Plate 5: English and Kiswahili rollup banners

3.1.3 Social media channels

Four social media channels which are Instagram, Facebook, Twitter and YouTube were opened for use targeting Tanzanian youth and many other stakeholders. The accounts were opened by the information and communication unit of the Vice President's Office in collaboration with Pronet. Members of VPO and Pronet have administrative access to the accounts and can make a post any time. The developed accounts are:

Social Media	User name
 Instagram	vpo_ebarr
 facebook	vpo_ebarr
 YouTube	vpo ebarr project
 twitter	vpo_ebarr

Review has shown that people are developing interests to visit EBARR social media channels due to number of followers, likes and tweets. Several activities including the visit of Hon. President of Zanzibar Dr. Hussein Ali Mwinyi and the Hon. Minister Selemani Jafo to project sites, training events, project meetings and many more events have been posted in these channels. Since the channels were created (June 12th, 2022, up to January 22nd, 2023), a total of 206 posts were posted in the social media channels which reached 79,601 people. Table 5 shows the detailed number of posts, likes, comments, engagements, subscriptions, followers, and friends of all the social media for the reporting period.

TABLE 5: STATISTICS AND STATUS OF EBARR SOCIAL MEDIA (JUNE 2022 – JANUARY 2023)

Instagram Platforms						Twitter Platforms					
handle; @vpo_ebarr						handle; @vpo_ebarr					
DATE	No. Post	Likes	Engagement	Profile Activity	Acc Reached	Date	No. Post	Retweets	Likes	Engagement	Impression
26 May - 28 June	12	101	119	52	327	1 June - 19 June	1	1	3	6	37
3 July - 30 July	15	131	135	48	364	3 July - 29 July	8	89	264	1,481	22,732
1 Aug - 31 Aug	8	34	34	14	261	2 Aug - 15 Aug	3	6	8	30	454
7 Sept - 28 Sept	5	24	24	13	180	2 Sept - 30 Sept	6	20	34	97	1,405
5 Oct - 29 Oct	8	37	38	13	259	7 Oct - 29 Oct	7	18	30	67	1,008
2 Nov - 30 Nov	7	39	40	11	207	4 Nov - 25 Nov	6	26	49	131	3,322
7 Dec - 31 Dec	4	39	51	18	400	3 Dec - 31 Dec	5	37	66	243	5,852
1 Jan - 22 Jan	11	131	196	67	614	1 Jan - Jan 22	11	159	332	2,196	41,116
TOTAL	70	536	637	236	2,612	TOTAL	47	356	786	4,251	75,926
Facebook Platform					Youtube Platform						
handle; @VpoEbarr					handle; VpoEbarr						
DATE	No. Post	Likes	Engt	Acc Reached	DATE	No. Post	Likes & Comment	Subscriber	Views		
18 Jun - 28 Jun	7	18	17	67	17 Jun	1	2	10	33		
3 Jul - 29 Jul	11	25	24	91	13 Sept - 23 Sept	3	6	11	56		
1 Aug - 29 Aug	11	18	10	86	9 Oct - 28 Oct	6	5	12	26		
5 Sept - 28 Sept	9	19	12	94	4 Nov - 11 Nov	2	6	12	12		
1 Oct - 31 Oct	11	31	21	103							
5 Nov - 28 Nov	7	27	31	87							
5 Dec - 31 Dec	7	23	24	123							
1 Jan - 22 Jan	14	62	84	285							
TOTAL	77	223	223	936	TOTAL	12	19	45	127		

3.1.4 Translation of communication materials

Due to a wide range of EBARR stakeholders and in response to the comments of project mid-term evaluation, it was important to translate or make English subtitles to the

communication and awareness rising materials which targets non Swahili speakers. In the project second phase, a total of 12 posters were translated into English and all ten social media clips were edited to include English subtitles. This was done to make EBARR communication materials more useful and understood to a wide range of stakeholders. These materials were submitted to VPO for further processing and approved by UNEP for public use.

3.1.5 Booklets and Brochures

During this reporting phase, a number of written materials including project booklet of achievements with facts and figures for the project (Kiswahili and English) and Brochures (Kiswahili) were produced. A total of 3200 copies of the booklets and 2000 copies of brochures were printed and submitted to EBARR coordination office for dissemination during 2022 World Environmental Day, EBARR training sessions and other relevant events.



Plate 6: Achievements Booklet (English and Kiswahili) containing EBARR Facts and Figures



Plate 7: EBARR Project Brochure

3.1.6 Communication kit with communication materials

About 50 folders (Plate 8) carrying the print communication materials have been produced and disseminated through the Project Steering Committee (PSC) meeting and round table discussion meeting conducted in Dodoma during May 2022. The folders included EBARR branded USB stick (flash disk) carrying communication materials in electronic format.



Plate 8: EBARR Communication kit (Folder) with electronic materials

3.1.7 Inputs to EBARR communication and awareness materials

During this reporting period, Pronet communications managed to present progress of their work to a number of EBARR meetings including one Project Steering Committee (PSC) meeting, two Project Technical Committee meetings (Plate 9) and a round table meeting with senior communication officers (sector ministries). In all these meetings, the produced communication materials were presented for inputs. A number of comments and inputs were raised for improvement before distribution of the materials

(Table 6). However, approval for dissemination for some of the materials were given. All the comments raised by these stakeholders were addressed and the improved versions have been approved by UNEP and distribution is going on.



Plate 9: Project Steering Committee and Round Table Meetings in Dodoma May, 2022

TABLE 6: COMMENTS ON COMMUNICATION MATERIALS AND HOW THEY WERE ADDRESSED

Sno	Comment	How it was addressed
Project Steering Committee Meeting		
1	Enlarge font sizes (too small)	Font size enlarged
2	Put photo on the cover page of achievement booklet	Photo in achievement booklet inserted
3	The foreword in the communication strategy should be signed	Submitted to EBARR coordinator for signature
4	Check carefully cutting of words	The problem rectified throughout the documents
5	The EBARR song is not appealing	Song changed with more appealing beats
UNEP		
1	The pictures reflect mainly IGA/Livelihoods activities. UNEP would have recommended to include some pictures of the restoration activities, eg. Tree nurseries, tree planting as well to showcase the EBA approach	Photos of the restoration activities, eg. Tree nurseries, tree planting to showcase the EBA approach included in the publications
2	Would suggest increasing the size of the GEF and UNEP logos as there is sufficient space at the bottom left	Size of the GEF and UNEP logos increased in publications
3	GEF and UNEP logos are a bit blurry and have a squared frame. Please use the attached high resolution official logos. Logos can be slightly bigger in the cover than what they are now. GEF and UNEP logos need to be the same size	Logos replaced in all EBARR publications and put in same size
4	<u>Background page:</u> Please check sentence: is not clear To strengthen information base on EbA supporting an up-scaling strategy.	The sentence was changed in the booklet to read: To strengthen knowledge management on EbA and support an up-scaling strategy.
5	On the Key achievements section of the booklet at least	All the figures and facts

	<p>the following key figures could be included to showcase the EbA approach of the project beyond livelihoods</p> <ul style="list-style-type: none"> • 76 policy-makers and technical staff, (x women) trained to be trainers on ecosystem-based adaptation (EbA) approach • 2,954 hectares Ex-closure and no-take zones for natural regeneration established in the Land Use Plans of 13 villages (to update with Zanzibar VLUPS) • 78,000 hectares demarcated for rangeland and watershed rehabilitation in the Land Use Plans of 13 villages (to update with Zanzibar VLUPS) • XX tree nurseries established and xx seedlings raised 	recommended already included in the booklets
6	<p><u>On District pages</u></p> <p>Zanzibar page</p> <p>I don't see the picture of chemical detergents as the most appropriate for a communication brief. It even raises concern about potential pollution associated to this activity. It does not communicate much. I would recommend either:</p> <ul style="list-style-type: none"> - picture of soap making with women participants. - pictures of the tree nursery in KASKAZINI A (ideally with people in the picture) or - Picture of VLUP preparation/meetings <p>On the fishing boats picture, please mention the boats are to support sustainable fishing</p>	<p>The comments worked on by</p> <ul style="list-style-type: none"> - Replacing the current photo with the photo of soap making with women participants. - On the fishing boats photo, it is mentioned that the boats are to support sustainable fishing
7	<p>Simanjiro page</p> <p>I don't think you need two pictures of the chicken house, also without any project participants. If you have a picture of the chicken house with the women group in the picture it would be much better.</p>	Comment worked on by adding a tree nursery photo with a beneficiary working in the nursery
Round table meeting of Senior Communication Officers from sector Ministries		
1	All the communication materials to contain Permanent Secretary contacts and not individuals as per the Government policy	All the communication materials have contacts of the Permanent Secretary
2	Produce more roll up banners for all sector ministries for awareness and publicity	Pronet is currently working on this and it will be included in the third phase of project activities
3	TV documentaries to have sign language translation	To be implemented in the third phase of the project activities
4	<p>The use of district communication officers in the project sites. This includes participating in the EBARR field visits and activities to enable them report EBARR progress.</p> <p>Senior communication officers to participate in EBARR</p>	<p>All these stakeholders are now engaged e.g.</p> <ul style="list-style-type: none"> • Invitation forwarded to Mvomero District Information Officer to participate in information collection during EBARR

	<p>field visits for them to have first-hand information about the project communications.</p>	<p>trainings in Mvomero</p> <ul style="list-style-type: none"> • Ministry of Water, Livestock and fisheries has welcomed EBARR to send content for airing in their radio and TV programmes • Ministry of Livestock and Fisheries to record programmes on small scall leather products industry in Kishapu. This is to be implemented in July 2022.
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3.1.8 Gender consideration in communication activities

As stipulated in the communication strategy, all the communication materials are implemented with a gender lens. Information collection, recording and reporting has involved males, females, youth and elders. In specific areas depending on the culture e.g in Zanzibar, information collection was gender specific where males were separated from females (Plate 10). This approach helped obtaining in-depth and detailed information on subject matter.



Plate 10: Gender equality in EBARR communication activities

In Summary Pronet communication has produced the following materials/documents during this reporting period;

- i. Communication strategy signed by the Permanent Secretary in the Vice Presidents' Office and printed 50 copies for use
- ii. Posters, 250 copies
- iii. Roll up banners 4 (banners)
- iv. Brochures 2,000 copies
- v. Achievements booklet with EBARR Facts and Figures 3200 copies
- vi. TV programmes (7 programmes)
- vii. TV documentaries (2 documentaries)
- viii. Radio programmes (7 Radio programmes)
- ix. Electronic news (15 Radio & 4 TV news)

- x. Feature and news articles (13 news and features)
- xi. Social media accounts and clips (4 accounts, 12 clips)
- xii. Social media posts (206 posts)
- xiii. WhatsApp group EBARR COMMUNICATIONS with 287 posts
- xiv. Community outreach with five project site visits meeting 240 EBARR stakeholders
- xv. EBARR branded flash discs with all electronic materials (50 flash disks)
- xvi. EBARR folders (50 folders) to carry EBARR produced materials (information kit)

Table 7 below presents the communication strategy matrix and its status of implementation by figures and percentages:

STATUS OF IMPLEMENTATION OF THE EBARR COMMUNICATION STRATEGY AFTER APPROVAL TO START
DISSEMINATION BY PSC IN MAY 2022
SEVEN MONTHS IMPLEMENTATION (JUNE 2022 -JANUARY 2023)

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator	Implementation status June 2022 – Jan 2023	% Implementation
<p>Objective 1: To document and disseminate a number of relevant project lessons on CCA, EbA and resilient livelihoods to all project stakeholders by November 2023.</p> <p>Objective 2: To develop awareness raising materials and disseminate through print, audio/audio-visual and social media to different target audience in the country by November 2023.</p>						
1. Conduct field visits with Journalists to beneficiaries of EBARR to document success stories for dissemination to a wider public.	1) Select Journalists to participate 2) Arrange the visit and conduct the field visit	Project beneficiaries and non-project beneficiaries in the project sites Policy decision-makers, planning, agricultural advisory services at national and local level General public	Number of Feature and news articles written (English and Kiswahili) in local newspapers. Number of stories in electronic media prepared in Kiswahili language	A total of 10 stories in electronic media published by September 2023	15 radio news aired on TBC Taifa, Radio Free Africa, Clouds FM, TBC FM, ZBC Radio, and Anour Radio 4 TV news aired on Millard Ayo TV, Channel 10 and KTV	190%

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator	Implementation status June 2022 – Jan 2023	% Implementation
			Number of Radio programmes prepared in Kiswahili language Number of TV documentaries prepared in Kiswahili language	A total of 50 stories in print media published by September 2023	13 Stories published in Nipashe, The Guardian, Mwananchi, Zanzibar Leo and Africa Press.	26%
				A total of 15 Radio programmes aired by Radio stations by September 2023	7 radio programmes aired on TBC Taifa, TBC FM and Anour FM	47%

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator	Implementation status June 2022 – Jan 2023	% Implementation
				A total of 5 documentaries aired by TV stations by September 2023	2 TV documentaries aired on TBC1 and Channel 10	40%
2. Prepare mailing list to share relevant project information which is regularly updated.	1) Prepare the mailing list 2) Differentiate mailing lists according to the group categories 3) Use the different lists to disseminate information on monthly basis to each group	Project beneficiaries and non-project beneficiaries in the project sites Policy decision-makers, planning, agricultural advisory services at national and local level	Number of recipients receiving E-mails	At least 50 recipients of emails recorded on quarterly basis by September 2023	Collection of relevant email addresses is in progress	10%
3. Support video van	Coordinate VPO, LGAs, NGOs and CBOs to run the	Project and non-project beneficiaries	Number of shows conducted	At least 10 shows by	This activity will be conducted in	10%

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator	Implementation status June 2022 – Jan 2023	% Implem entation
shows in project sites	shows			September 2023	Feb – June 2023 together with journalists’ field visits in the five sites.	
4. Compile TV programmes and broadcast on local televisions in the country to create awareness and inform on EBARR activities and success stories to enhance scaling up of the practises to the rest of the country	1) Identify existing TV programmes which can be used 2) Use the programmes to include adaptation and other EBARR issues	Project beneficiaries and non-project beneficiaries in the project sites Policy decision-makers, planning, agricultural advisory services at national and local level General Public	Number of TV programmes aired	At least 12 programmes aired by September 2023	8 TV programmes were aired on Millard Ayo TV, Wasafi TV, Michuzi TV, Kitenge TV, KTV and Clouds TV	67%

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator	Implementation status June 2022 – Jan 2023	% Implementation
5. Establish project written materials with attractive illustrations including cartoons and photos of project beneficiaries at work to share information about EBARR to communities in the country	Collect information, edit, design and print the materials including posters, leaflets, newsletters and policy briefs	Project beneficiaries and non-project beneficiaries in the project sites	Number of copies of project written materials produced and disseminated	At least 10,000 copies of written materials produced and disseminated by September 2023	5500 copies produced and handed over to the RBBAR coordination unit for dissemination	55%
6. Coordinate with the EbA trainers working on Output 1.2 to	1) Link with the trainers to disseminate her publications to our channels; 2) Extract relevant	Project beneficiaries and non-project beneficiaries in the project sites	Number of communication materials produced from the training reports	Communication materials produced by September 2023	6 success stories developed from the trainings and shared on Facebook,	50%

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator	Implementation status June 2022 – Jan 2023	% Implementation
encourage further communication and dissemination of products developed by the trainers.	information for communication and dissemination and use the information extracted to develop communication materials as per needs.	Policy decision-makers, planning, agricultural advisory services at national and local level General Public			Instagram and Twitter accounts	
7. Coordinate with the EBARR monitoring and evaluation team to disseminate EBARR results and stories throughout project implementation.	1) Link with the team 2) Extract relevant information for dissemination	Project beneficiaries and non-project beneficiaries in the project sites Policy decision-makers, planning, agricultural advisory services at national and local level General Public	Number of communication materials produced from the monitoring and evaluation reports	Communication materials produced by September 2023	22 communication materials were produced as per recommendations of the reports and shared on Youtube, Facebook, Instagram and Twitter accounts	50%

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator	Implementation status June 2022 – Jan 2023	% Implementation
8. Open Twitter, Instagram account and YouTube channels for information sharing	Work with IT expert to open the channels and update the pages regularly	Development Partners, other international organisations/individuals with interest to Ecosystem Adaptation, general public	Twitter, Instagram and youtube channels opened	Existence of Twitter, Instagram and youtube channels	Posts 47 Retweets 356 Likes 786 Engagement 4,251 Impression 75,926	84%
				Twitter: 2 post per week (56 posts June 2022 – Jan 2023)		
				Instagram: 2 posts per week (56 posts June 2022 – Jan 2023)	Posts 70 Likes 536 Engagement 637 Profile activity 236 People reached 2612	125%
				YouTube: 2 posts per week (56 posts June 2022 – Jan 2023)	Posts 12 Likes 6 comment 19 Subscribers 45 Views 127	21.4%
				Facebook: 2 posts per week (56 posts June 2022 – Jan 2023)	Posts 77 Likes 223 Engagement 223 People reached 936	137.5%

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator	Implementation status June 2022 – Jan 2023	% Implementation
9. Support respected and trusted individuals/institutions to be centre of published information and dissemination to enhance ecosystem adaptation and livelihood diversification.	Support religious leaders, and schoolteachers on basic adaptation and EBARR information for dissemination at the community and school levels.	Villagers, individuals, the general public and schools	Number of published information disseminated at the village level by teachers and religious leaders	At least 5000 publications disseminated through such centres by September 2023.	Next phase activity Publications in place, pending for dissemination	50%
10. Conduct meetings with EBARR technical teams at the district level and package them with updated project information for wider information sharing to the	Plan and hold meetings	EBARR technical team at the district level	Number of meetings conducted	At least 2 meetings conducted by September 2023	1 meeting conducted in each site	50%

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator	Implementation status June 2022 – Jan 2023	% Implementation
communities they serve						
11. Prepare information kit (folder) about project responsibilities and the role it plays in the development and well being of local communities in the country and climate adaptation in general. Information kit to include brochures, leaflets, newsletters, fact sheets, flash disks, DVDs etc.	1) Identify relevant information 2) Pack the publications in a folder and disseminate	Relevant government ministries, agencies, Development Partners, Members of Parliament and private sector	Number of information kits produced once in each year and disseminated	At least 2 information kits produced and disseminated by September 2023	1 information kit prepared and disseminated	50%
12. Conduct a round table discussion with media	Identify media partners	Journalists	Number of round tables conducted	At least 2 round table meetings conducted by	Next phase activity	20%

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator	Implementation status June 2022 – Jan 2023	% Implementation
partners/community radio on produced communication materials and appropriate way to disseminate them				September 2023	Media partners already contacted and initial preparations for the meetings done.	
13. Conduct roundtable discussion with communication officers of relevant ministries participating in the project on how to disseminate the communication materials produced	Identify the communications officers	Relevant sector ministries	Number of meetings conducted	At least 1 meeting conducted by September 2023	1 meeting conducted	100%
14. Disseminate produced materials in	1) Identify the relevant events and mark the dates 2) Participate in the events and disseminate	Project beneficiaries and non-project beneficiaries in the project sites	Number of events and materials disseminated	At least 6 events by September 2023	Next phase activity	20%

Activity	Strategy to undertake the activity	Target audience	Expected results	Key performance indicator	Implementation status June 2022 – Jan 2023	% Implementation
events like World Environment Days, Nane Nane Exhibitions and other events in the districts/project locations	materials	Policy decision-makers, planning, agricultural advisory services at national and local level General Public			Events already identified, pending for implementation	
15. Develop the project policy brief to inform development initiatives in the Country	1) Extract information from the EBARR sources of information 2) Develop and disseminate the policy briefs	Policy makers	Number of policy briefs developed and disseminated	At least 1 policy brief produced and disseminated by September 2023	Next phase activity Information collection is going on	20%
				OVERALL % IMPLEMENTATION		58.23%

3.2 Challenges encountered in the implementation

- ✚ Delay of disbursement of funds led to a delay of implementation of many communication activities for the second phase. This led to a fear of having unaccomplished communication activities by end of scheduled project time.
- ✚ Comments to take long time before feedback and hence affecting the timely dissemination of information as some becomes not news anymore.
- ✚ Threat of elephants invading villages in Mvomero makes villagers not settled during interviews.
- ✚ Distortion of information by journalists who didn't capture well the concepts from beneficiaries
- ✚ Beneficiaries with low level of understanding about EBARR, ending up in delivering wrong information about their projects.

4.0 WAY FORWARD

4.1 Implementation of communication strategy

Pronet communications is looking forward to continue with implementation of the communication strategy in collaboration with VPO communication unit and communication officers of the sector ministries. Furthermore, Pronet communications will continue to produce more communication and awareness rising materials as per the project workplan and as per the EBARR Communication Strategy document. The produced materials will be disseminated widely in the project and non-project sites to enhance branding of EBARR activities in Tanzania mainland and Zanzibar.

4.2 Collaboration and sustainability of EBARR communication activities

To improve the pace and quality of communication activities in the project, Pronet Communications will continue working closely with EBARR coordination unit in the VPO, District coordinators, Information desk of the VPO, information units of sector ministries which are directly involved in EBARR implementation and project beneficiaries to make the communication and awareness objective yield expected results.

For sustainability of communication activities beyond project lifetime, Pronet Communications is looking forward to collaborate with the following:

- i. District communication officers in the project sites. This will be coordinated by TAMISEMI information and communication unit and it will include their participation in EBARR field visits and activities to enable them report EBARR progress in district reports.
- ii. Senior communication officers in sector ministries and at VPO to participate in EBARR field visits for them to have first-hand information about the project communications.

- iii. To share EBARR documentaries and contents to all sector ministries for airing in their Radio and TV programmes.

LIST OF ANNEXES

Annex 1 – Hard copies of feature articles published on print media

Annex 2- Electronic news aired on radio and TV stations