

Progress Report for the Renewal of a UNESCO Chair or UNITWIN Network

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| Title of the UNESCO Chair or UNITWIN Network as mentioned in the Agreement | UNESCO Chair on Community Radio for Agricultural Education. |
| Chair/Network ID (if known) | |
| Reporting period: YYYY-YYYY | 2019-2023 |

1. PROGRESS REPORT

a. Summary of Main Achievements

Please describe the overall progress of the Chair or Network as a member of the UNITWIN/UNESCO Chairs Programme and 3-5 main achievements relating to its Objectives, including one from the last four years. Illustrate how the Chair or Network and its activities have contributed to UNESCO’s mission, mandate and priorities, programme, and its impacts on intended beneficiaries. For this reporting period, highlight examples of publications, conferences, community engagement, collaborative research partnerships, international cooperation, and student/staff exchanges or a combination of these. [750 words max]

In the last years, the UNESCO Chair on community radio has achieved the following in relation to its objectives:

1. Established a radio station registered by the Communications Authority of Kenya as a community radio station and allocated a frequency (87.9 FM) in 2019. The radio station has so far provided practical training to 230 students of Rongo University on production and broadcasting agricultural content. In addition, the radio has hosted 18 agricultural experts, 23 researchers, 106 farmers who participated in live discussions on a variety of topics namely; sustainable farming, agroecology, traditional food systems that are resilient to the impacts of climate change, food value chains, agribusiness among others.
2. Established a media centre in the School of Information, Communication and Media Studies (INFOCOMS) at Rongo University. The facility is equipped with voice recording, editing and archiving tools and has supported students to learn practical radio production skills and co-creation of agricultural podcasts since 2020. To-date, the media centre has provided practical training to 225 students, 98 farmers, and at least 23 agricultural research experts from the local community of Migori, Kenya.
3. Initiated a successful curriculum development and improvement in the school of INFOCOMS at Rongo University to include “Community Radio” as a course unit within the department of

Communication, Journalism and Media Studies in 2021. Currently, at least 24 students have registered for a unit on community radio production for agricultural education.

4. Published a journal article in “Energy Humanities” Canada:
<https://www.energyhumanities.ca/news/making-climate-information-accessible-to-rural-farmers-in-kenya> in 2021.
5. Created a YOUTUBE Channel to support content creation and dissemination of agricultural education on agroecology, climate adaptation and mitigation with partners as per the following link: https://www.youtube.com/channel/UCQ3UNcrb-wbturoQRJa_Afg in 2022. The YOUTUBE channel will be officially launched later in 2023 but already has approximately 50 subscriptions and at least 100 likes.

b. Cooperation with UNESCO

Explain how the UNESCO Chair or UNITWIN Network has engaged with UNESCO’s mission and mandate, priorities and programme, UNESCO entities and networks, other UNESCO Chairs and/or UNITWIN Networks, Category II Centres and National Commissions for UNESCO. How do you plan to continue and/or deepen such engagement in the future? [200 words max]

1. The UNESCO Chair has engaged with the following mission and mandate of UNESCO: (i) building inclusive societies underpinned by universal access to information and innovative use of digital spaces (ii) promoting free-flow of ideas by word and image (information and communication) (iii) promoting public access to information (iv) eradicating poverty and promoting sustainable development and intercultural dialogues through education as described below:

2. The chair has established a community radio station at Rongo University. The radio station operates on an FM frequency (87.9 FM). This radio station provides approximately 260,000 smallholder farmers with information and education about climate change adaptation, mitigation and sustainable farming practices through recorded podcasts. In addition, the radio serves as a participatory platform for the exchange of knowledge, innovations, ideas and experiences about sustainable food systems among farmers, researchers, extension officers and other agricultural stakeholders.

3. The project has established a media Centre within the School of Information, communication and Media Studies which offers training to students, farmers and agricultural extension officers on co-creation, recording, editing and storage of agricultural podcasts.

4. We have created a dedicated YOUTUBE account for showcasing podcasts on sustainable food systems for youthful farmers who are keen on following Social -Media. In addition, the YOUTUBE account https://www.youtube.com/channel/UCQ3UNcrb-wbturoQRJa_Afg is a training platform for students, farmers, agricultural researchers and extension workers to produce useful content and upload for the wider community.

5. On 7th October 2022, the Chair submitted a short video to the UNESCO/UNITWIN coordinating office in Paris. The video was in compliance with a request by UNESCO Paris for Chairs to make short videos showcasing their work. The link is here <https://www.youtube.com/watch?v=2F1WOaEYYA>

c. Collaborations with higher education institutions and other partners

Explain how the UNESCO Chair or UNITWIN Network collaborated with research and higher education institutions, and other partners in different world regions, including South-South and South-South-North cooperation. How could such collaborations be strengthened and expanded? [200 words max]

1. The UNESCO Chair is a member of ORBICOM, see the link here <https://orbicom.ca/kenya-rongo/> , ORBICOM is a global network of UNESCO Chairs in the field of Communication and Media.
2. The Chair is a member of the Kenya network of UNESCO Chairs. This is a South-South partnership hosted by the Kenya National Commission for UNESCO. The network includes the following universities. The link is here <https://unesco.go.ke/kenya-unesco-unitwin-network/> .
3. The Chair has fostered north-south cooperation in research with the following UNESCO chairs (i) The UNESCO Chair on Food, Biodiversity, and Sustainability studies which is based at the Wilfrid Laurier University in Ontario Canada. The link to the partner chair is here <https://researchcentres.wlu.ca/unesco-chair/index.html?ref=centre-for-sustainable-food> The chair also hosts the Laurier Centre for Sustainable Food Systems with whom we are implementing a three-year project known as “Voicing Change”. This project has received generous funding from the Social Sciences and Humanities Research Council (SSHRC) of Canada in the amount of \$ 50,000 CAD, for implementation in North West Territories Canada, Southern Brazil and Migori, Kenya. Please see the publication about the same here <https://www.energyhumanities.ca/news/making-climate-information-accessible-to-rural-farmers-in-kenya>
4. In the above project, the Chair is partnering with Embrappa Floresta of Brazil, and is expecting new partners such as CUSO International.

d. Challenges and remedial actions

What were the main challenges and how were these addressed? [200 words max]

Even though the Chair has made significant progress over the years, these achievements did not come without challenges and setbacks. The biggest challenge so far is insufficient funds to effectively undertake projects that require collaboration with the local network of community radio stations, smallholder farmers organizations and students from the school of Media and Agriculture in Rongo. There is a perception that funds are available to support this large and diverse community of practice. Unfortunately, this is not the case. Despite many needy and deserving cases, especially in situations where we have co-created radio podcasts and partner radio stations require funding for regular broadcasts of the podcasts.

Some of the measures we have used to defuse pressure brought about by the demand for funding is to provide free training to members of the community of practice, and request for voluntarism in return. Also, we have strived to refer them to free course, trainings, webinars, funding, scholarships and grant opportunities that exist elsewhere and, where possible, provided them with guidance on the application process.

I. REQUEST FOR RENEWAL

The following section is to be completed if a request for renewal is being submitted.

a. Objectives

Summarize the proposed project/programme of work and its objectives for the renewal period, referring to the Objectives in Article II of the Agreement. Are you proposing any revisions to Article II? [200 words max]

The proposed project seeks to enhance an integrated system of research, training, information, communication and documentation of community media for agricultural and climate change education. The project will foster collaboration between high-level, internationally recognized researchers and

faculty from the host university and like-minded institutions in Kenya, Africa and the rest of the world.

The specific objectives for the renewed period are:

- Improve teaching and learning of community media/radio journalism studies at participating universities notably undergraduate, post-graduate training, visiting professorships, scholarships for PhDs and internships.
- Enhance community media/radio research in Migori, Kenya and undertake collaborative research involving all participating institutions.
- Promote the use of participatory radio programmes and podcasts to enhance adoption of innovative agricultural technologies in Migori, Kenya and the neighboring regions.
- Expand the reach/area coverage of Rongo University radio station (RUK FM 87.9) and expand the listener base and increase the number of radio programmes on sustainable agriculture and climate change adaptation the radio station menu and, enhance co-creation of radio podcasts for farmers education in collaboration with the local community of practice.
- Enhance capacity of local community radio staff to co-create and adopt more programmes and podcasts designed to educate farmers on resilient food systems and climate adaptation strategies and Launch the YOUTUBE channel and entrench it as a training point for students and agricultural extension officers to co-create and post short vides on climate adaptation and sustainable farming systems relevant to smallholder farmers in Migori, Kenya and the neighboring regions.
- Promote the use of the Chair’s YOUTUBE Channel as the choice platform for youthful farmers to share videos and information on sustainable farming in Kenya.
- Enhance cooperation with UNSECO and existing UNESCO Chairs and global UNESCO affiliates such as ORBICOM and intensify fundraising in order to implement the above stated objectives.

b. Workplan activities and expected outputs

Describe the expected outputs for the renewal period, and the associated activities or tasks. Specify the timeline and geographical scope of the activities, with particular attention to strengthening inter-university cooperation and international partnerships. Highlight interdisciplinary and/or future-oriented approaches to be used. Provide detail on the communication and outreach activities that are planned. The outputs and activities may be organized by type: (a) research and knowledge production; (b) publications; (c) websites and social media; (d) teaching and lecturing; (e) training and institutional capacity development; (f) student mobility and exchanges; (g) visiting professorships/fellowships; (h) conferences and events; (i) seminars and webinars; (j) networking and partnerships; (k) inter-university cooperation; (l) other.

[1500 words max]

Below are the expected outputs for the renewal period:

(a) Research and knowledge production: The Chair, in partnership with the Laurier Centre for Sustainable Food Systems is expecting CAD \$ 2.5 million from the Social Sciences and Humanities Research Council of Canada. This is for a project known as **“Food Learning and Growing (FLAGship) Partnership: Seeding sustainability”**. The project, will be implemented in North West Territories of Canada, Migori, Kenya, Brazil, Australia and Germany.

(b) Publications: The FLAGship project potentially provides the Chair with additional research experience to publish at least four (04) research papers and at least four (04) research conference articles. In addition, there will be funding for at least 1 Masters and 1 PhD student from Rongo University to conduct research about the project. Each student will be required to prepare their own conference papers and journal publications in relation to the project. Also, at least one (01) Research Assistant and one Intern will be employed by the project. Lastly, as an additional output for objective two, the Chair shall submit two reports during the renewal period.

(c) Websites, blogs and social media: The Chair seeks to promote the Chair's YOUTUBE Channel https://www.youtube.com/channel/UCQ3UNcrb-wbturoQRJa_Afg as the preferred platform for youthful farmers in Kenya to share videos and information about sustainable farming. Additionally, each project will have its own website and a BlogSpot to highlight, amplify and share achievements with UNESCO, our partners, networks and the wider global community. Some of the websites and bog spots will be hosted by our project partners. Examples is the ones hosted by ORBICOM and the Kenya National Commission for UNESCO, (already described elsewhere in this document).

(d) Teaching and lecturing: Increased number of electives (05) and core course units (05) covering topics on "radio production for agricultural education", "radio production for climate change education" "podcasting for agricultural education" and "podcasting for climate education". These units will be offered to students in the department of Communication, Journalism and Media Studies at Rongo University.

(e) Training and institutional capacity development: The chair intends to increase training opportunities for community radio staff on co-creation, archiving and broadcasting of programmes and podcasts for agricultural and climate change education. We seek to target additional 130 individuals from community radio stations, 50 agricultural extension officers, 160 media students, 60 agriculture students, 30 academic staff and 150 smallholder farmers over the next four years.

(f) Student mobility and exchanges: Three projects are already earmarked to foster student mobility and exchange in the next four years of renewal. The projects are: (i) the ongoing "Voicing Change" project, linked to the partnership between the chair and the Laurier Centre for Sustainable food systems, the ongoing networks of UNESCO Chairs in Kenya (iii) the upcoming project called FLAGship. The Chair seeks to increase student mobility and exchange to achieve/facilitate visits for 180 students over the next four years. Countries targeted for exchange and mobility visits are those we have ongoing projects or nations where we anticipate to have a partnership. The list includes Canada (The UNESCO Chair on Food Biodiversity and Sustainability Studies at Wilfrid Laurier University), Brazil (Embrappa Floresta), United Kingdom (University of Brighton School of Media), Germany (UNESCO Chair on Freedom of Communication and Information at the Hans Bredow Institute for Media Research, University of HAMBURG), Tanzania (CUSO International), Australia (FM 107.5, Community Radio – Orange and the Climate Change Communication and Education (MECCE) project at the University of MELBOURNE), and the Kenya National Commission for UNESCO.

(g) Visiting professorships and fellowships: The Chair will increase the number of visiting professorships and fellowships to 8 within the next four years. This activity will involve existing partners listed in section (f) above.

(h) Conferences, workshops and events: The Chair intends to provide training to at least 120 community radio journalists and 230 students over a period of four years. In addition, the chair intends to work with local radio stations, agricultural researchers and extension officers to co-create twenty new radio programmes and co-produce 50 new radio podcasts addressing issues related to sustainable farming, traditional food systems resilient to climate event and strategies for adaptation. Also, the Chair will seek approval to host the UNESCO's International Mother Language Day (IMLD) event of 2024. The aim of hosting IMLD is to create a forum to popularize mother language as an enabler of effective provision of agricultural and climate education to rural farmers through podcasts and radio programmes.

(i) Seminars and webinars: The Chair plans to attend and participate in UNESCO's annual webinars and seminars such as the International Radio Day, the International Mother Language Day where activities, mission and vision of UNESCO is discussed. Also, the Chair will organize and host at least 6 webinars/seminars in collaboration with ORBICOM and the Kenya Network of UNESCO Chairs.

(j) Networking and partnerships: Presently, the Chair works with two categories of networks and partnerships - viable and non-viable. Viable networks and partnerships are those the Chair is currently engaged with in active projects or projects that are about to kick off. On the other and, non-viable networks and partnerships are those that have not yielded any activity in the last two years. In view of this scenario, the Chair intends to maintain the following networks and partnerships in the renewal period: (i) the UNESCO Chair on Food, Biodiversity and Sustainability Studies based at the Wilfrid Laurier University, CANADA (ii) CUSO International (CANADA) (iii) Embrappa Floresta in BRAZIL (iv) the Department of Media and Communication Studies at the University of Brighton, UK (v) the UNESCO Chair on Freedom of Communication and Information based at the University of Hamburg, GERMANY (vi) ORBICOM (vii) the Kenya UNESCO Chairs Network with a total of eleven members (viii) CUSO International, TANZANIA.

In addition to furthering and growing the partnerships listed above, the chair seeks to foster new engagements with potential networks and partners during the renewal period. The Climate Change Education and Communication at the University of Melbourne and the 107.5 FM -Community Radio, Orange in Australia are some of the organizations already approached for a strategic partnership.

(k) Inter-university cooperation: In March 2023, the Chair participated in a grant writing process for the Horizon 2020 programme of the European Union/African Union (EU/AU). This was done under the auspices of inter-university cooperation. The proposal seeks to procure a grant for 800,000 Euros to improve ethics and integrity in research within the following participating Universities: (i) Rongo University, **KENYA** (ii) Kenyatta University, **KENYA** (iii) Kwame Nkrumah University of Technology, **GHANA** (iv) University of Zambia, **ZAMBIA** (v) Pan-African Institute of Research and Innovation, **ZAMBIA** (vi) Christian-Albrechts-Universität zu Kiel, **GERMANY** (vii) C.C Buchner GmbH & Co. KG, **GERMANY** (viii) Stichting VU, **NETHERLANDS** (ix) Kwame Nkrumah University, **ZAMBIA** (x) Copperbelt University, **ZAMBIA** (xi) University of Ghana, **GHANA**. Once the research grant is obtained, the Chair intends to craft a cooperation strategy with the universities listed here.

Other: Objective 4 (expand the reach/area coverage of RUC 87.9 FM): The radio station has an area coverage of 50 Kms radius. The Chair intends to double the coverage so as to reach 360,000 farmers in the provision of participatory education on sustainable farming and climate change adaptation.

c. Human and financial resources

Provide a breakdown of overall budget (in USD) for the renewal period, including detail on budget secured, contributions from the institution(s) and plans to raise additional funds (e.g.: donors, public/private sectors, and other UN agencies). The budget can be prepared by outputs/activity or by type of expenditure such as staffing, events, contracted services, external training and events, grants, equipment and maintenance, communications and other expenses.

| Budget item | Human resource | Cash/in-kind secured USD | Source | Total amount (USD) |
|---------------------------------------|--|---------------------------|--|--------------------|
| Project management and administration | 1. The Chair 2. The coordinator 3. Two interns 4. Three volunteers | 1. 20,444 2. 9,065 | 1. Rongo University 2. SSHRC, Canada | 29,509 |
| Research and knowledge production | 1. The Chair 2. The coordinator 3. Two interns 4. Three volunteers 5. Three Rongo University researchers | 7,000 per year x 5 years. | SSHRC Canada through the FLAGship project mentioned above. | 35,000 |

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| | 6. Five partners from the Laurier Centre for Sustainable Food Systems, CUSO International and the Kenya National Commission for UNESCO. | | | |
| Publications | Partners | 2,300 x four years | Rongo University. | 9,200 |
| Websites and social media | Rongo University webmasters (three people) | 2,450 | Rongo University and partners | 2,450 |
| Teaching and learning | Lecturers and Tutorial Fellows in the School of Information, communication and Media Studies (5 people) | In-kind contribution based on annual salary of five (05) faculty estimated at 76,744 per year x 4 years = 306,976 | | 306,976 (in-kind) |
| Training and institutional capacity development | As above | 6,000 per year x 5 years. | SSHRC Canada through the FLAGship project. | 30,000 |
| Student mobility and exchange | 1. Coordinator 2. Two interns 3. Three volunteers 4. Relevant staff from partner institutions for the mobility and exchange programme (number not yet known) | 5,500 per year x four years. | Rongo University. Additional support expected from partners but not yet determined. | 22,000 |
| Visiting professorships & fellowships | As above | 3,500 per year x four years. | Rongo University with additional funds from partners (not yet determined). | 14,000 |
| Conferences and events | As above | 3,000 per year x five years. | SSHRC Canada through the FLAGship project. | 15,000 |
| Seminars and webinars | As above | 3,400 per year x five years | SSHRC Canada through the FLAGship project. | 17,000 |
| Networking, partnerships and inter-university cooperations | 1. The Coordinator 2. Two interns 3. Three volunteers | | | |

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| | 4. Relevant staff from institutions taking part in networking, partnership and inter-university cooperation. | | | |
| Total cash | | | | 174,155 |
| Total in-kind | | | | 306,976 |
| Grand total | | | | 481,131 |

d. Reflections

Overall, why should this Chair or Network be renewed as a member of the UNITWIN/UNESCO Chairs Programme? Kindly also provide any additional reflections on how the Chair or Network might be further strengthened and how its activities and ways of working could be improved. [200 words max]

The Chair has achieved several milestones as outlined above. The most significant of all being the establishment of a community radio (RU FM 87.9) which will provide education and information to smallholder farmers on a continuous basis. In addition, there are two projects that have a direct connection to the radio. The first is the CAD \$ 5,000 “Voicing Change” project which is ongoing. The second is the CAD \$ 2.5 million project which is starting soon. Both are funded by the Social Sciences and Humanities Research Council of Canada. The funding is as a result of the Chair’s collaboration with the Laurier Centre for Sustainable Food Systems based at the Wilfrid Laurier University in Canada. Laurier also hosts the UNESCO Chair on Food, Biodiversity and Sustainability Studies.

The two projects intentionally seek to use the radio station for sharing research findings with the wider agricultural audience. This is a unique strategy aimed at responding the traditional, academic and “old-school-way” of publishing agricultural research findings in peer-reviewed academic journals and websites where farmers have limited or restricted access. The Chair believes that “Radio power” has the capacity to support and supplement traditional agricultural extension work, which involves officials riding bicycles to education farmers in far flung villages. Extension services have proved costly and ineffective, making access to agricultural information by rural based farmers a nightmare. A renewal will provide the Chair an opportunity to fully explore our innovative style of conducting research and sharing outcomes with an estimated 360,000 rural farmers over the next four years.