

Deliverable 4.2

Increased capacity to produce media content on climate adaptation (Kenya) (Task 4.1)

BBC Media Action was a member of the consortium implementing the Down2Earth project. Under Task 4.1 'Enhance future preparedness and social resilience to climatic shocks through media communication', BBC Media Action worked with local radio stations in the Drylands of Kenya to strengthen their capacity to produce relevant, accurate and culturally sensitive local media content with a focus on water scarcity, food insecurity and climatic adaptation for rural communities.

Specifically, BBC Media Action was committed to the following activities:

- Develop an understanding of media consumption, knowledge and attitudes of target rural communities – falling under the overarching Task 1.1 'Research with rural communities to understand gendered decision-making for climate adaptation'.
- Build the capacity of local radio station partners through training, mentoring and equipment donation, this involved supporting local radio stations to produce media content focusing on water scarcity, food insecurity and climatic adaptation.

The project started in September 2020 and BBC Media Action's work with the radio stations ended in August 2022.

A full internal endline research report has been created by BBC-MA and shared within the Down2Earth consortium.