

## USAID RESILIENT WATERS RAISES AWARENESS FOR CLIMATE ADAPTATION IN SOUTH AFRICA, ZIMBABWE, ANGOLA, MOZAMBIQUE, AND BOTSWANA

**USAID Resilient Waters** is a five-year project implemented by Chemonics International. Its goal is to build more resilient and water secure Southern African communities and ecosystems through improved management of trans-boundary natural resources and increased access to safe drinking water and sanitation services.

### **Resilient Waters developed a climate change awareness campaign with its grantees to improve the absorptive and adaptive capacities of communities to climate change.**

A key objective of the Resilient Waters Program is to improve the resilience of communities to the effects of climate change. In the context of communities, there are three capacities of resilience. These are absorptive capacity, adaptive capacity, and transformative capacity:

- Absorptive capacity is the ability of households to respond effectively to shocks.
- Adaptive capacity is the ability of households to plan effectively to prevent negative results from climate-related shocks.
- Transformative capacity looks at shifting power relations to build new social dynamics that shift resilience and reduce vulnerability to shocks.

*One of the key mechanisms to improve absorptive and adaptive capacity is by raising awareness about climate change and what it means for the countries and communities that the Program works in.*



In designing its awareness activities, the Program drew on findings from its baseline study which showed that households across the Limpopo and Okavango River Basins make decisions about natural resource management and climate adaptation from a variety of sources. Women are more likely to rely on neighbors, community members, and trusted friends, and young people are likely to look to media to guide their decision-making. **What respondents overwhelming agreed on is that radio stations are the most important source of media information.** Nearly every household enumerated acknowledged that they regularly listen to the radio and take on board information received.

*Another key mechanism to improve absorptive and adaptive capacity is the work done through Resilient Waters' grants.*

Over the course of its implementation, the Resilient Waters Program has awarded grants to 18 organizations. The vast majority of these organizations are non-governmental and community-based organizations who work on the ground and seek to enhance the absorptive and adaptive capacities of communities.

*Resilient Waters successfully developed a climate change awareness campaign using the finding from the baseline study and drawing on the work of the grantees.*

Resilient Waters' climate awareness campaign was developed with four core principles in mind:


<b>1</b>	The campaign would be piloted before it was fully rolled out which gave the Program the opportunity to reflect and adapt where necessary.
<b>2</b>	The campaign would use the medium that was most relevant to the targeted audience.
<b>3</b>	The target audience would primarily be communities that the grantees work with. In this way, the content would be contextualized to the challenges faced in those particular communities.
<b>4</b>	The campaign would be aligned to global days of recognition that are relevant to the Program. In this way, the Program was able to highlight community-level experiences for these days of recognition.

### What have the key successes of the climate awareness campaign been?

*Piloting the campaign with one grantee allowed the Program to fully understand what was required for a radio campaign and how reach could be calculated. The approach used for the pilot (drawing on existing networks that the grantees have) and the methodology to calculate reach were used to roll out the remainder of the campaign.*

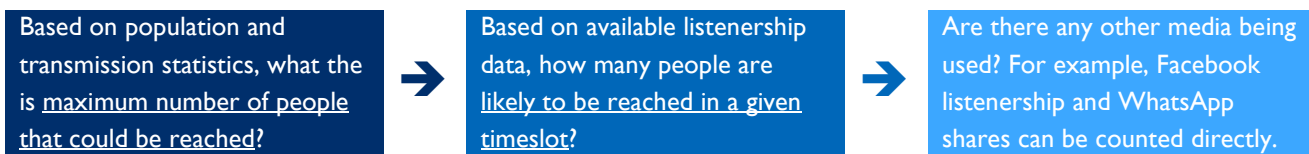
The Waterberg Biosphere Reserve (WBR) was selected for this pilot radio interview because their grant was completed, and a number of important lessons and results emerged from their activities. As one of the institutions that has improved capacity to assess or address climate change risks, they had valuable and relevant information to share with the community on how to adapt to the effects of climate variability and change.

WBR has a longstanding partnership with the Waterberg Wave community radio station (92.8 FM), so this was a natural choice to launch the awareness raising campaign and highlighted the importance of tapping into existing networks. The station is often used by the WBR and other partners to share climate / environment-related messages with the community. The broadcast outlined the concept of climate change in the context of WBR, and Resilient Waters' work in the area.



**1,632** People reached through the Waterberg Wave community radio station broadcast.

The pilot allowed the Program to develop and fine tune a methodology for counting the number of people reached, which is summarized below and was used for all radio and television campaigns.



*An integrated climate awareness media campaign amplifies the work of USAID Resilient Waters' grantees and the inclusion of beneficiaries in the campaign makes it more relevant to the areas that the Program works in.*

Resilient Waters worked with Delegação Provincial da AQUA (DPAQUA) to raise awareness of their work for International Day of Forests on March 21, 2022. DPAQUA brought together community members and government officials to listen to their team share information about the importance of mangroves, the negative impacts of deforestation, and how to support reforestation efforts. The awareness day included a live demonstration of mangrove planting and the planting of 514 seedlings.

## Live mangrove planting demonstration



Radio Mozambique interviewed community members at the event and shared their and DPAQUA's experiences on radio through a series of eleven broadcasts in three languages.



**537,527**

People reached through the International Day of the Forests campaign.

As part of Resilient Waters' ongoing climate change awareness campaign, the Program worked with a grantee, Pabalelo Trust, to develop an Earth Day event and television broadcast. Pabalelo Trust held an event in an old water-filled sand quarry which is used for recreational purposes by local communities, outside Samochima village, Botswana. The purpose of the event was to highlight the need for community participation in building common spaces (and included a clean-up), emphasize the importance of the ecosystem and surrounding environment in a community context, and share lessons from the impacts of climate change on the community. The event was attended by children from neighboring primary schools, village leaders, community members and Pabalelo Trust staff, and was broadcast on Botswana TV (BTV).



**72,662**

People reached through the Earth Day campaign.

*The use of established grantee and community networks was effective, particularly when radio or television were not used.*

Resilient Waters has used the opportunities of World Wetlands Day and World Bee Day, to circulate infographics to people who are working on wetlands restoration in Zimbabwe and beekeeping in Angola. The Program's experience has demonstrated that by using multiple approaches to communicate messages and reach different audiences, each individual intervention has a greater chance of having an impact.

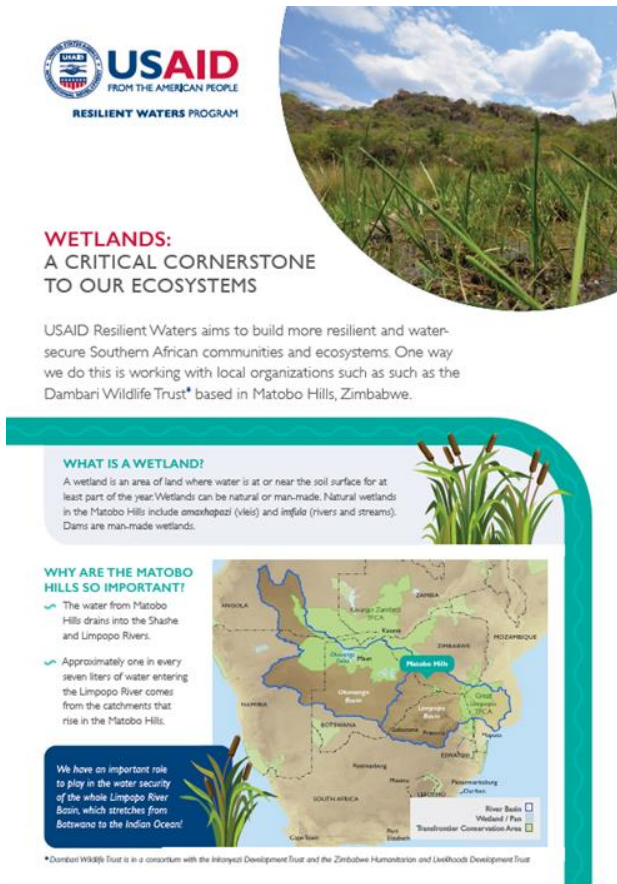
The Program worked with the Dambari Wildlife Trust, to develop an infographic for World Wetlands Day, which took place on February 2, 2022. The infographic was distributed to people in and around the Matobo Hills in Zimbabwe. This was done in three ways – as PDF or picture files through community WhatsApp groups, as hard copies during community meetings, and as posters at central community areas.



**5,289**

People reached through the World Wetlands Day campaign.

Extract from the World Wetlands Day infographic (left) and the World Bee Day infographic (right)



**USAID**  
FROM THE AMERICAN PEOPLE  
RESILIENT WATERS PROGRAM

**WETLANDS:  
A CRITICAL CORNERSTONE  
TO OUR ECOSYSTEMS**

USAID Resilient Waters aims to build more resilient and water-secure Southern African communities and ecosystems. One way we do this is working with local organizations such as such as the Dambari Wildlife Trust\* based in Matobo Hills, Zimbabwe.

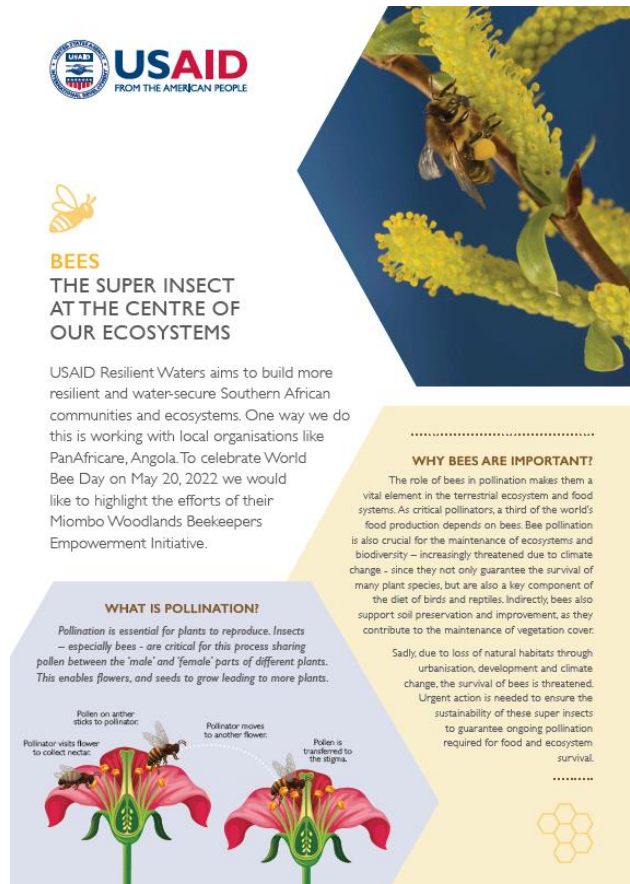
**WHAT IS A WETLAND?**  
A wetland is an area of land where water is at or near the soil surface for at least part of the year. Wetlands can be natural or man-made. Natural wetlands in the Matobo Hills include *amashapazi* (vleis) and *inefile* (rivers and streams). Dams are man-made wetlands.

**WHY ARE THE MATOBO HILLS SO IMPORTANT?**

- ✓ The water from Matobo Hills drains into the Shashe and Limpopo Rivers.
- ✓ Approximately one in every seven liters of water entering the Limpopo River comes from the catchments that rise in the Matobo Hills.

**We have an important role to play in the water security of the whole Limpopo River Basin, which stretches from Botswana to the Indian Ocean!**

\*Dambari Wildlife Trust is in a consortium with the Intinyazi Development Trust and the Zimbabwe Humanitarian and Livelihoods Development Trust



**USAID**  
FROM THE AMERICAN PEOPLE

**BEES  
THE SUPER INSECT  
AT THE CENTRE OF  
OUR ECOSYSTEMS**

USAID Resilient Waters aims to build more resilient and water-secure Southern African communities and ecosystems. One way we do this is working with local organisations like PanAfricare, Angola. To celebrate World Bee Day on May 20, 2022 we would like to highlight the efforts of their Miombo Woodlands Beekeepers Empowerment Initiative.

**WHAT IS POLLINATION?**  
Pollination is essential for plants to reproduce. Insects – especially bees – are critical for this process sharing pollen between the 'male' and 'female' parts of different plants. This enables flowers, and seeds to grow leading to more plants.

**WHY BEES ARE IMPORTANT?**  
The role of bees in pollination makes them a vital element in the terrestrial ecosystem and food systems. As critical pollinators, a third of the world's food production depends on bees. Bee pollination is also crucial for the maintenance of ecosystems and biodiversity – increasingly threatened due to climate change - since they not only guarantee the survival of many plant species, but are also a key component of the diet of birds and reptiles. Indirectly, bees also support soil preservation and improvement, as they contribute to the maintenance of vegetation cover.

Sadly, due to loss of natural habitats through urbanisation, development and climate change, the survival of bees is threatened. Urgent action is needed to ensure the sustainability of these super insects to guarantee ongoing pollination required for food and ecosystem survival.

Resilient Waters partnered with PanAfricare to develop a World Bee Day (May 20, 2022) infographic. The infographic outlined the importance of bees and the benefits of sustainable beekeeping to both people and the environment. The infographic was shared in two ways – as a softcopy and a hardcopy. 490 copies of the flyer and distributed them to the Mavingo and Rivungo municipalities, and to the Provincial Governor's office and Jornal de Angola. Jornal de Angola used the infographic to write an article highlighting PanAfricare's work in sustainable honey production.



**490**

People reached through the World Bee Day campaign.



## Conclusion

In its fourth year of implementation, Resilient Waters has worked with many organizations, whose work is bolstered by an increase in communication with the communities in which they work. The Program's communication campaign has been successful because it both lets individuals know what steps they can take in their own communities to adapt to climate change and improve their environment, and also which organizations are working in their own neighborhoods to support a range of livelihoods and biodiversity conservation initiatives.

As Resilient Waters looks towards demonstrating the sustainability of its impact in communities, the Program will be working with grantees to see how the organizations that have been central to the Program's effectiveness can continue to build a movement in their communities to adapt to climate change, and conserve biodiversity.