

## Concept Note

# A Climate Conversation on "Last-Mile" Climate Services in the Greater Horn of Africa

## 1. Background and Rationale

The Greater Horn of Africa is highly vulnerable to the impacts of climate change, with frequent and severe droughts, floods, and other extreme weather events. These events disproportionately affect the most vulnerable communities, including smallholder farmers, pastoralists, and fishing communities. While significant progress has been made in weather and climate prediction and information generation, a critical gap remains in the effective communication and dissemination of these services to the "last mile"—the remote and underserved communities who need them most to make informed decisions for their livelihoods and safety.

Governments, organizations, and communities lose significant resources when climate services are not effectively used. For example, a lack of timely and accurate climate information can lead to crop failure, livestock loss, and damage to property, resulting in economic losses that could have been avoided. Bridging this communication gap requires innovative approaches and strong partnerships between climate information providers, technology companies, local communities, and media.

This event, organized as part of the Network of Climate Journalists in the Greater Horn of Africa (NECJOGHA) Climate Conversation Series, will highlight successful models and innovative technologies being used by intermediaries to cascade climate services to last-mile communities. We will explore how partners are leveraging Artificial Intelligence (AI), mobile applications, and other digital platforms to overcome geographical, linguistic, and financial barriers. The conversation will feature real-world examples from across the region, including the DARAJA project in Sudan, M-Omulimisa in Uganda, and the HUSIKA App used by ICPAC in the Karamoja cluster.

## 2. Objectives of the Conversation

The primary objectives of this virtual conversation are to:

- **Showcase Innovative Models:** Bring together key intermediaries and technology partners to share their experiences and lessons learned in disseminating weather and climate information to last-mile communities.
- **Highlight the Role of Technology:** Discuss how technologies like AI, mobile applications, and SMS platforms are being used to make climate services more accessible, understandable, and actionable for vulnerable populations.
- **Promote Best Practices:** Identify and discuss best practices in communicating climate information, including the use of local languages, creating user-friendly interfaces, and ensuring the information is context-specific.

- **Foster Partnerships and Collaboration:** Create a platform for knowledge exchange and networking among climate journalists, civil society organizations, technology companies, and policymakers to strengthen collaborative efforts in climate communication.
- **Demonstrate the Value of Climate Services:** Illustrate the tangible benefits and economic value of using climate services for improved decision-making in sectors such as agriculture and pastoralism.

### 3. Expected Outcomes

The "Last-Mile Climate Services" conversation aims to achieve the following outcomes:

- **Increased User Engagement:** Aggregate and identify a network of users of weather and climate services in the region, including representatives from farmer, pastoralist, and fishing communities.
- **Knowledge Transfer:** Equip climate journalists and communicators with the knowledge and case studies to report on last-mile climate service delivery, thereby raising public awareness and demand.
- **Improved Usability and feedback:** Generate suggestions and recommendations for improving the usability and accessibility of climate products and services based on user feedback and intermediary experiences.
- **Enhanced Decision-Making:** Ultimately, contribute to a greater understanding of how climate information services can empower last-mile communities to make improved and informed decisions, leading to enhanced resilience and reduced losses.

### 4. Target Audience

The event will bring together:

The event will bring together a diverse range of stakeholders including climate experts, media, communicators, meteorologists, journalists, policymakers, and users from last-mile communities who are all key players in the climate information value chain.

## Agenda

**Theme:** Innovating "Last-Mile" Climate Services: Bridging the Communication Gap in the Greater Horn of Africa

| Time              | Session                                                                                                                                                                                                                                                                        | Speaker/Presenter                                                                                   |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| 2:00 PM - 2:10 PM | <b>Opening Remarks and Context Setting</b><br><i>Welcome address, introduction of the theme and objectives, and acknowledgment of partners.</i>                                                                                                                                | Representative, NECJOGHA                                                                            |
| 2:10 PM - 2:30 PM | Climate services end user Voices: Stories of Overcoming Climate Challenges with Actionable Weather Information                                                                                                                                                                 | <b>Climate Services End user from Local community.</b>                                              |
| 2:30 PM - 2:45 PM | <b>DARAJA Project:</b> How they use AI and partnerships with telecom companies to disseminate climate information in conflict-affected Sudan.                                                                                                                                  | Esraa Elgadi - Program Manager DARAJA Sudan Emergency Forecasting and Early Warning Service program |
| 2:45 PM - 3:00 PM | <b>M-Omulimisa:</b> Their work with smallholder farmers in Uganda, leveraging mobile technology to provide tailored weather and market information, especially for women farmers.<br>M-Omulimisa a phone-based platform for delivering extension services to farmers in Uganda | Mr. Daniel Ninsiima is the Managing Director and Co-founder of M-Omulimisa                          |
| 3:00 PM - 3:20 PM | <b>The HUSIKA App and Reaching Pastoralist Communities</b><br><i>A presentation on the HUSIKA App's: The HUSIKA App and Actionable Early Warnings for</i>                                                                                                                      | IGAD Climate Prediction & Applications Centre (ICPAC)                                               |

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|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
|                          | <i>Pastoralists in the Karamoja Cluster</i>                                                                                                                                                                                                                        |                               |
| <b>3:20 PM - 3:45 PM</b> | <b>Q&amp;A Session with Speakers and Panelists</b><br><i>An interactive session where participants can pose questions to the speakers and panelists, fostering a direct dialogue on the challenges and opportunities discussed.</i>                                | All Speakers and Participants |
| <b>3:45 PM - 4:00 PM</b> | <b>Way Forward and Closing Remarks</b><br><i>Summary of key takeaways, and a call to action for media, organizations, and communities to collaborate on improving climate communication.</i><br><i>Announcement of the next Climate Conversation Series event.</i> | Representative, NECJOGHA      |