

# Briefing note

## Extension of geographical area covered by Western Kenya project

### Introduction

The purpose of the Western Kenya project is to decentralise climate information services for decision making in this region. The counties covered by the project are Kakamega, Kisumu, Siaya and Trans Nzoia.

Output two of the project is to develop and roll out communications channels identified for each county. In order to action this, an assessment was undertaken in each county to identify the most appropriate and cost effective means of disseminating any new weather and climate information to end users.

### Assessment outcomes

In undertaking the assessment of communication channels, an opportunity emerged to spread the broadcast of such information beyond the four original project counties for the following reasons:

1. In talking to the local and regional radio stations for the original four counties it became apparent that they tended to have sub-regional audiences spread over several counties. Their audiences are either concentrated in four Luo speaking counties, Kisumu, Siaya, Homa Bay and Migori, or in five counties which predominantly speak Luhya; Kakamega, Bungoma, Vihiga, Busia and Trans-

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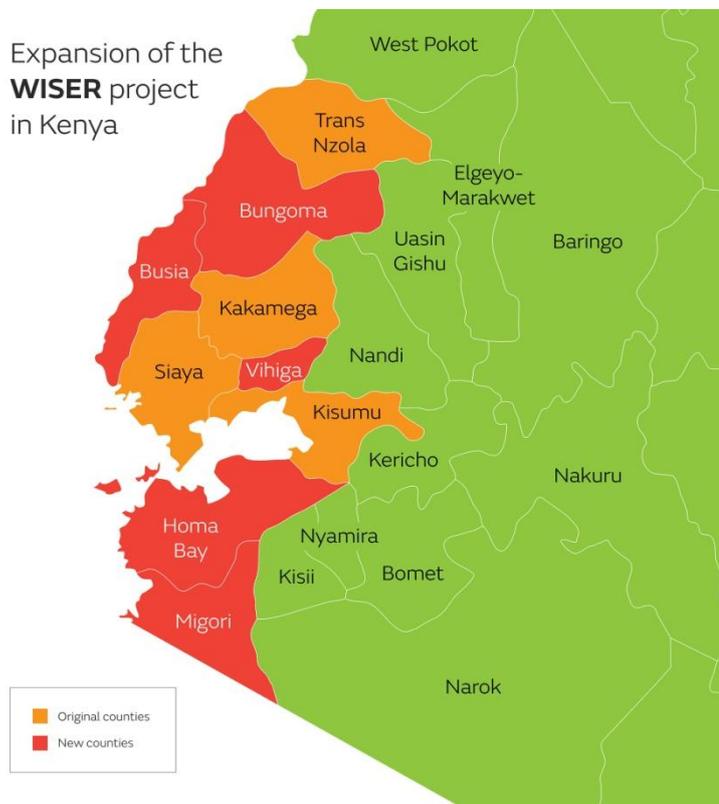
Nzoia. In order to persuade radio stations to carry local weather forecasts free of charge, it was therefore necessary to ensure that these forecasts covered the heartlands in which their core audience live.

2. Fishermen working on Lake Victoria inhabit the five counties of Busia, Siaya, Kisumu, Homa Bay and Migori. The new suite of forecasting products developed as part of the project would be useful to users in all of these counties.
3. A number of the dissemination partners approached to deliver SMS-based forecasts are non-governmental organisations (NGOs) engaged in rural development or large companies in the agricultural value chain. The largest and most influential of the NGOs operate throughout western Kenya and are keen to disseminate weather forecasts by SMS to farmers' leaders in several Luo and Luhya-speaking counties beyond the initial focus of this project. Mumias Sugar Company, the largest sugar company in Kenya, also buys sugar cane from growers in Bungoma and Busia counties, as well as Kakamega and Siaya.

## Conclusion

As a result of the assessment, it has therefore been agreed by the project delivery partners to extend the scope of the project to include the additional counties of Bungoma, Busia, Homa Bay, Migori and Vihiga.

Expansion of the **WISER** project in Kenya



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