Behavioural insights on climate information uptake in Tanzania, Burkina Faso and Malawi

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Prepared for: EGU General Assembly 2025
Session HS4.6 : Sub-seasonal predictions to climate projections of water availability: From scientific advances in climate services that are useful to local knowledge integration in climate services

Wednesday April 30th, 2025

This work was funded by UK aid from the UK government and by the International Development Research Centre, Ottawa, Canada As part of Climate Adaptation and Resilience (CLARE) research programme.
The views expressed herein do not necessarily represent those of the UK government, IDRC or its Board of Governors.

Ce travail a été financé par l'aide du gouvernement britannique et par le Centre de recherches pour le développement international (CRDI), Ottawa, Canada, dans le cadre du programme de recherche Climate Adaptation and Resilience (CLARE). Les opinions exprimées ici ne représentent pas nécessairement celles du gouvernement britannique, du CRDI ou de son Conseil des gouverneurs.

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Presentation Structure

In this presentation, we will share:

- Brief findings from 5 case studies across Tanzania, Malawi and Burkina Faso, based on the research question:

How can the uptake and use of climate information be enhanced at the community level?

- 7 key barriers across all case studies
- An outline of potential opportunities to improve the uptake of climate information in these countries

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Tanzania: Meru (Mbuguni) & Kondoa Districts

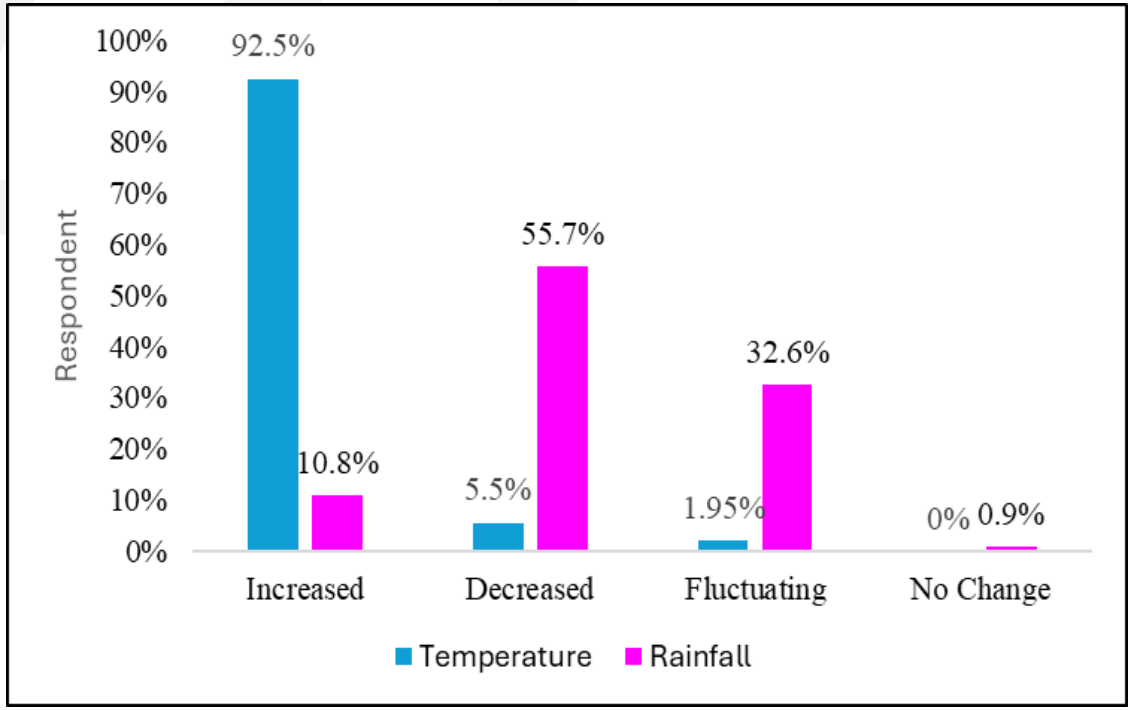
- **Some awareness** of climate information (including seasons and weather) from TMA by Smallholder Farmers
- Main information sources: TV and local Newspapers.
- However, climate information is **not used** for agricultural practices and decisions
- Farming decision is based on experience on seasonal rainfall pattern, and **local knowledge** e.g. use of certain plant species as indicator of start of farming season
- **Key barriers to uptake**: reliability, lack of trust and lack of alternative actions (choices)

Research by: Nelson Mandela - AIST

Tanzania: Hanang District (Bassotu Village)

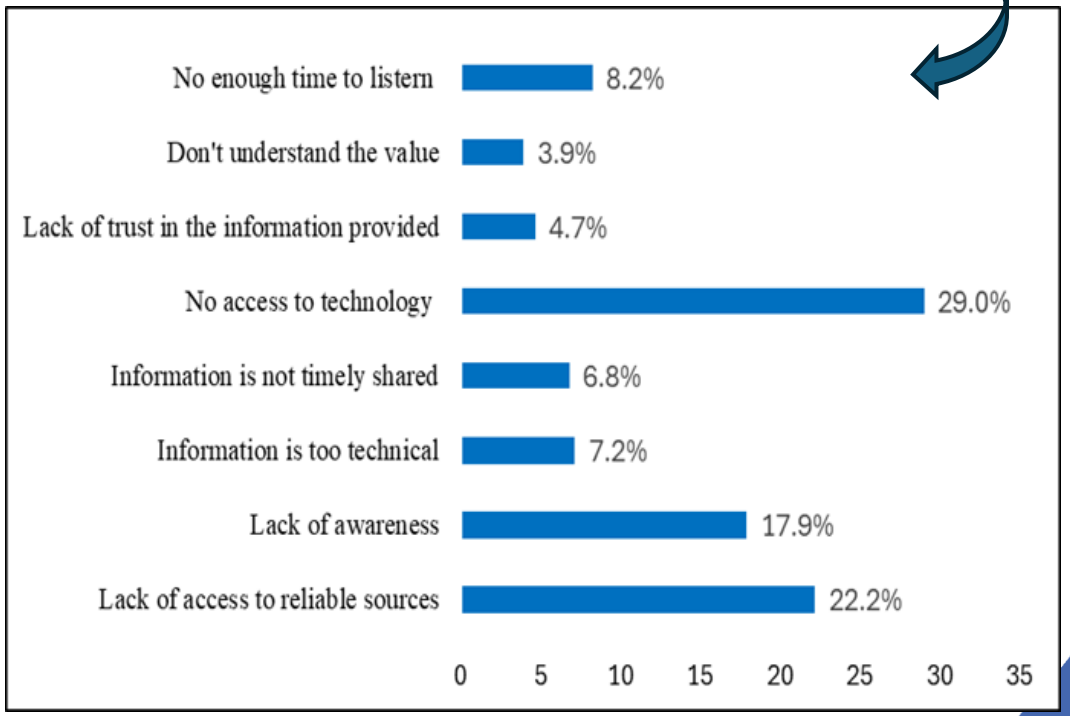
- Data collected from 387 household surveys, 15 KIIS & 3 focus groups discussions

Changes in Community Perceptions on Temperature & Rainfall over five years



Access and Awareness to CI

- Aware of CI: 55%
- **Not aware** of CI: 45%



Research by: WaterAid Tanzania

Tanzania: Mvomero and Mpwapwa Districts

- Data collected from 251 household and 38 Key Informant Interviews of subsistence farmers and pastoralists
- 56% of respondents are **unaware** of existing climate information. Reliance on **Indigenous Knowledge** to decide on their livelihoods
- Available Information: daily, weekly, and seasonal forecasts and hazard warnings accessed only through Radios, TVs, Social media, and farmSMS.
- 90% of community members only interested in seasonal forecasts for farming and livestock
- 73% believe traditional forecasts through elders are more accurate than scientific information
- **Key barriers to uptake**: illiteracy and limited access to mobiles for CI access; generic/non-localised CI; role of religion/distrust in scientific knowledge; low emphasis of CI by local leaders

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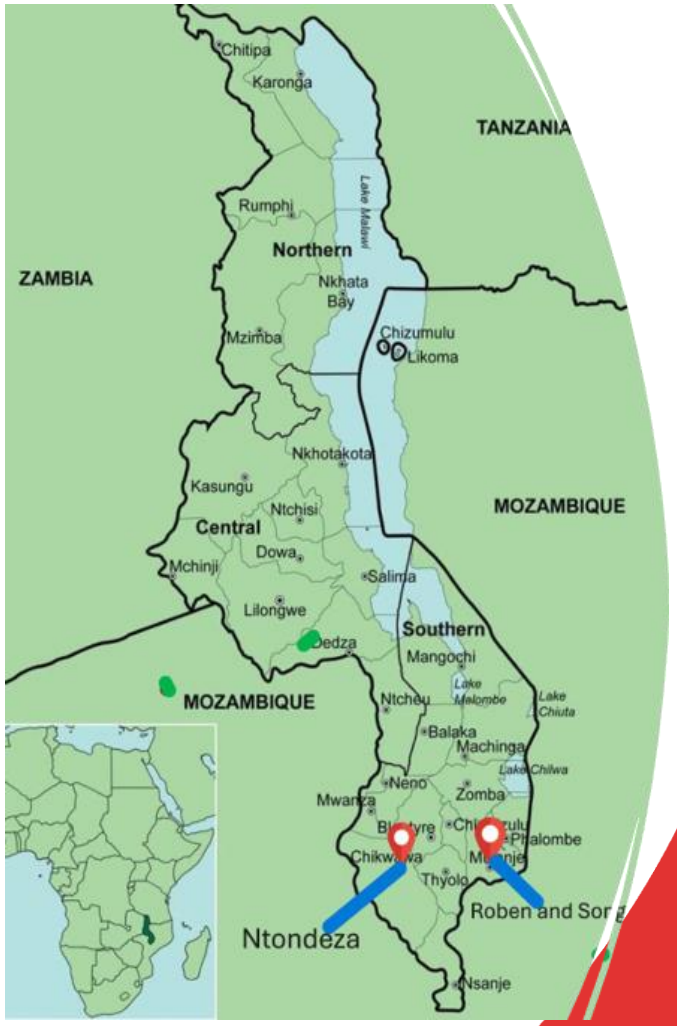
Research by: Shahidi wa Maji

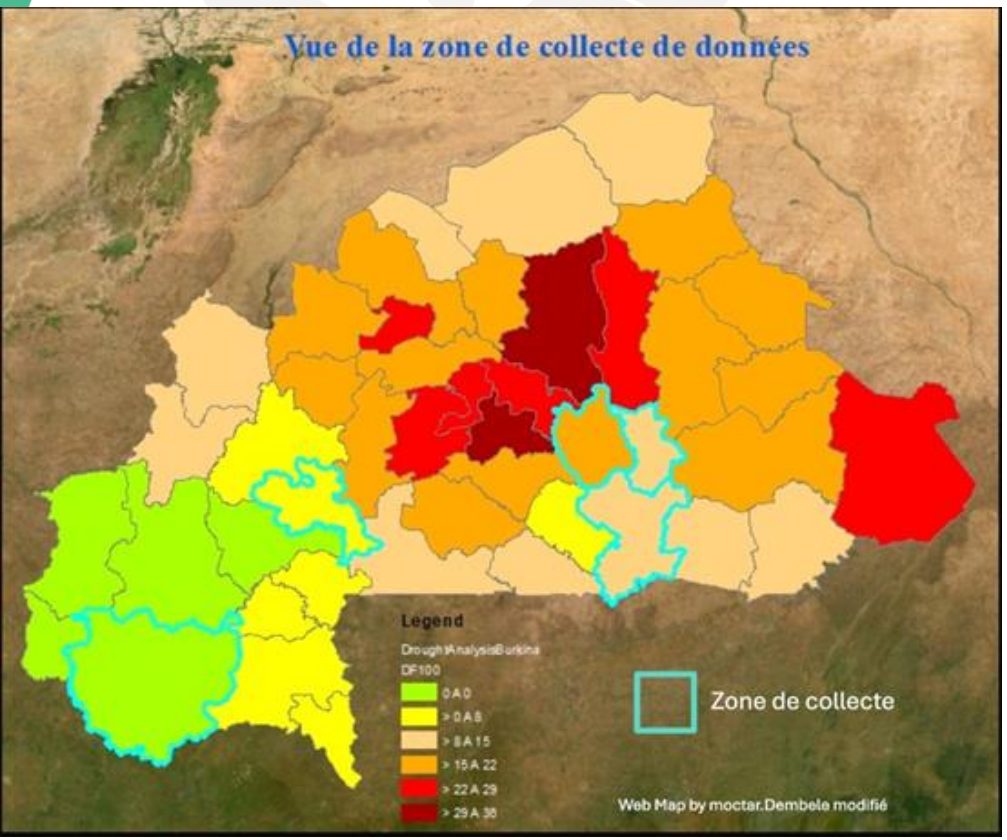
Malawi: Chikwawa and Mulanje Districts

- Data collected from 255 participants and 21 key informants across 3 communities (noting gender & disability) of Roben, Ntondeza and Songwe that experience tropical and semi- arid climate with frequent flooding and droughts.
  - Mainly agriculture-based economy
- Community members use climate information and early warning to guide climate-smart agricultural practices and to prepare for upcoming hazards
- Information shared at community meetings and by extension workers noted as particularly beneficial as it provided opportunities to ask questions
- **Key barriers to uptake**: lack of understanding of CI; challenges accessing data; along concerns about reliability



Research by: WaterWitness Malawi

Burkina Faso: Research from 20 communities



- Data collected from 93 household heads & 42 leaders across various climatic zones with different levels of agricultural drought (noting gender & disability)
- Reality of climate change accepted, but **none** used CI to support climate change perceptions
- Recognition of CI potential and **willingness** to use for decisions
- CI disseminated widely but slow uptake and **concerns** remain about utility, and reliability of information
- Delicate balance of "tradition and modernity" needed to strengthen the capacity of communities
- **Key barriers to uptake**: reliability, understanding, belief that climate is God's work, lack of access, lack of locality specific CI, challenges of preparedness

Research by: WaterAid Burkina Faso

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Discussion: 7 Key Barriers

1. Reliability and Trust:
    - Perceptions that scientific forecasts are unreliable or less accurate than traditional methods.
    - Distrust in scientific knowledge due to cultural and religious beliefs.
2. Limited Accessibility:
    - High levels of illiteracy and lack of access to communication tools (e.g., mobile phones, radios, TVs) hinder the dissemination of climate information.
    - Dissemination through TV and radio news broadcasts excludes many community members who do not follow these channels.
3. Complexity and Lack of Understanding:
    - Scientific information is difficult to understand in highly illiterate communities.
    - Lack of emphasis by local leaders and inadequate extension services further limit understanding and usage.

Discussion: 7 Key Barriers

4. Non-Localised and Generalised Information:

- Forecasts are generic and not specific to community needs or local geographic areas (e.g., no village-level information).
- Climate services fail to address the unique demands of different groups like farmers, pastoralists, and fishers.

5. Lack of Preparedness and Alternative Actions:

- Farmers struggle to use CI effectively due to a lack of actionable alternatives or choices to adapt their practices.
- Decision-makers do not prioritise unforeseen climatic events, reducing preparedness.

Discussion: 7 Key Barriers

6. Cultural Resistance:
    - Strong reliance on traditional knowledge and a preference for elder-based forecasts over scientific information.
    - A "delicate balance" between tradition and modernity needs to be maintained to improve uptake.
7. Inadequate Communication and Engagement:
    - Limited opportunities for community members to engage with CI providers, ask questions, and clarify information.
    - Community meetings and extension workers are noted as beneficial but underutilised.

Conclusion and next steps

- Across the studies, there are ***more* commonalities than differences** of barriers; many of these **reinforce** barriers found within climate services literature
- Note: the availability of climate information often hypothesised as factor for CI use and uptake, and having potential to inform behaviour change
- However, findings show significant barriers to even accessing information, far less for use and uptake

- At BASIN, we will continue to review concerns with a behavioural lens

Conclusion: Potential opportunities?

- Some broad potential opportunities to consider include:
  - The need for tailored, localised information
  - Improved communication strategies
  - Better integration of traditional and scientific knowledge systems
  - Capacity-building (e.g., of community champions, local leaders, extension workers, community members)
  - Building Trust

Thank you -- Please feel free to reach out!

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BASIN: Behavioural Adaptation for water Security and INclusion

- Water insecurity is a major pathway through which climate change impacts humanity
- Funded through FCDO & IDRC's CLARE programme, BASIN project uses behavioural approaches to understand challenges towards improving decision-making
- Project Page: https://www.lse.ac.uk/granthaminstitute/basin/
- BASIN is a consortium of 8 partner institutions:

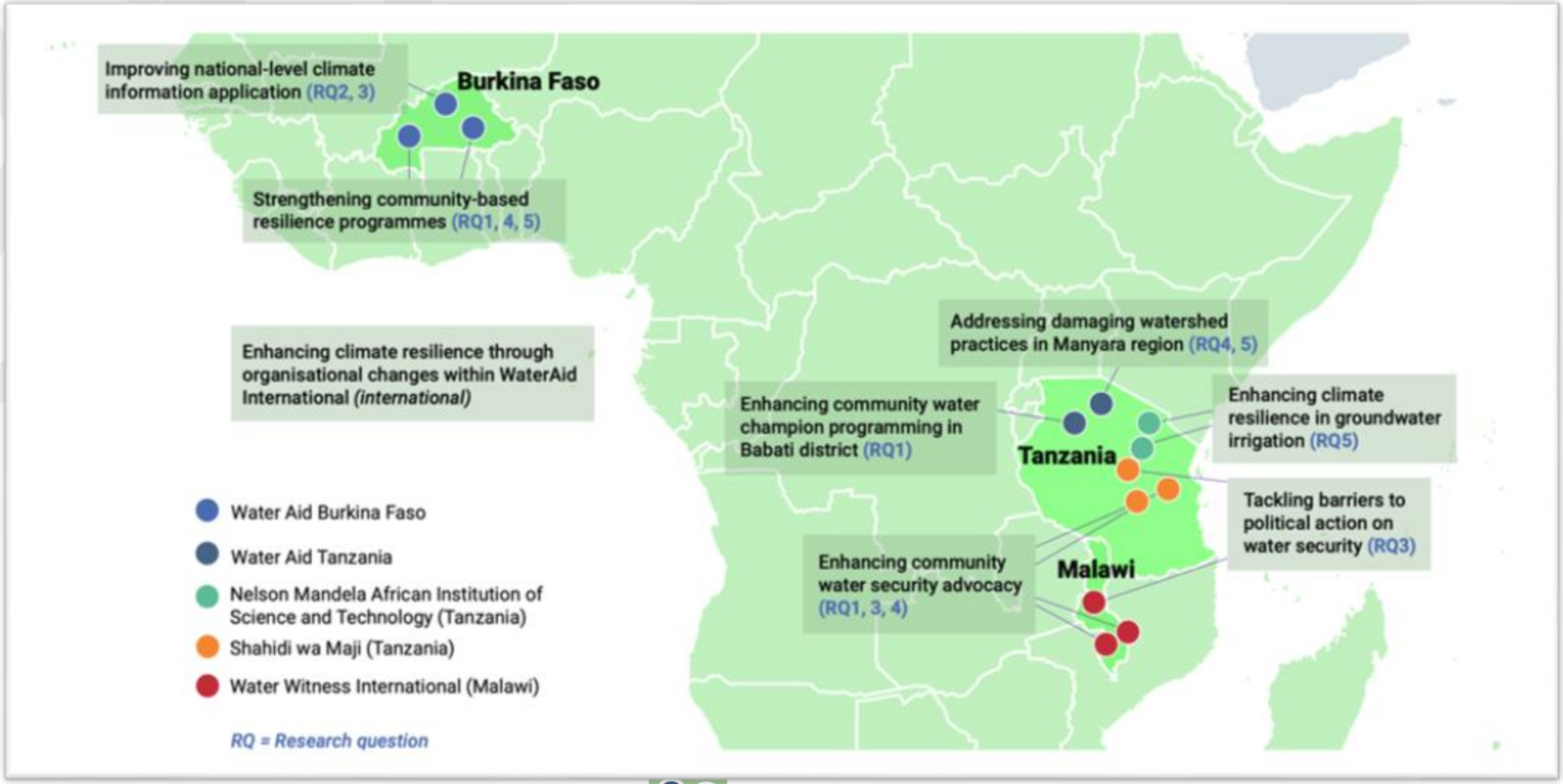
Kulima Integrated Development Solutions	London School of Economics and Political Science	Nelson Mandela African Institute of Science and Technology
Shahidi wa Maji - Tanzania	University of Malawi	Water Witness International
WaterAid - Burkina Faso, Canada, Tanzania, UK	UNU-Institute of Water, Environment and Health	

The BASIN Research Questions

- Through a co-design process with all partner institutions, there was agreement of focus on 5 key project research questions:

1. What individual and structural determinants influence sustained engagement of community champions/Mashahidi/relays?
2. How do you enhance uptake of community produced water-climate information by national authorities from basin authorities?
3. How do you enhance a) the response of local officials to communities' water security and adaptation needs, and b) the accountability of national level decision makers to water and climate related policies?
4. **How can the uptake and use of climate information be enhanced at the community level?**
5. What determines adoption of adaptation behaviours by community members, and what behavioural levers might influence these?

BASIN Case Studies and Research Questions



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