



Panos Limited Association

Annual Report

1st January – 31st December, 2013

**Panos Limited Association
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I. Executive Summary

Ethiopia is a country with high biodiversity and distinct ecosystems. Its natural resources are critical to the economy and form the basis of the livelihoods of its people. The security of livelihoods, therefore, is dependent on the sustainable management and development of these natural resources. With 88.4 million people living within its borders, Ethiopia is the second largest populous country in Africa. It is now mentioned as the fastest growing non-oil producing country in the continent. The country has embarked on an ambitious five years Growth and Transformation Plan (GTP) and has also developed a Climate Resilient Green Economy (CRGE) strategy in December, 2011. It is obvious that this ambitious vision can only be attainable as long as there is a coordinated and sustained effort among the government, research institutions, the media and, most importantly the Ethiopian society.

Panos Limited Association is the Ethiopian chapter of Panos Eastern Africa (PEA), regional information and communication for development south led non-governmental organisation. In this line the country office has been working in Ethiopia since 1999 in partnership with regional and federal government offices, civil society organizations, the media, policy makers and international agencies on a number of thematic areas. In recent times Panos Ethiopia has been re-registered according to the Proclamation Number 621/2009 in 2010 as a foreign charity organization with a license number 1386.

This annual report presents the internal and external activities of Panos Limited Association in 2013 and summary of overall achievements. Panos Limited Association currently working in four program areas namely pastoralist intervention program (Borena and Afar), environment and climate change program, children and youth program and health communication program.

The pastoralist intervention program has been implemented with a general objective of improving the livelihood of pastoralist communities in Oromia (Borena) and Afar regional state. Projects implemented under this program includes Afar for development radio, establishment and consolidation of women income generating groups, entrepreneurship skill trainings, women discussion forums, capacity building to partner institutions, bush clearance and related livelihood activities. The program has been implemented with a partnership agreement entered with Afar regional government and Oromia regional government. As 2013 was the beginning of a three years project signed with Cordaid it took us longer to finalize the signing of the project agreement with the two regions and commence the start of the project in time.

The environment and climate change program is focusing on increasing the environmental consciousness of the general public. It is implemented in partnership with major stakeholders such as the Ethiopian Radio and Television Agency (ERTA), Addis Ababa Education Bureau and CSOs working on the theme. The project activities under this program includes a nationwide radio program, student questioning and answering contest, skill trainings to school mini-medias and institutional capacity building. In the year ended as it was not possible to solicit fund so as to

implement planned activities the management finally decided to use financial resources available in the account of our organization. This decision was made for the reason that the radio program is the brand for the organization and consideration of the feedback coming from listeners and partner institutions.

This year the children and youth program primarily focuses on increasing media visibility of children on the move. The project is financially supported by OAK Foundation through Panos Eastern Africa (PEA). The project is implemented in partnership with five CSOs financially supported also by the same funding partner. These five CSOs are operating in the Northern corridor of the country covering about 400 KMs from Debreberahan to Kobo. The project activities include conducting a media scan on children on the move, production of media guide for journalists, production of media toolkit for CSOs field officers, granting fellowships to journalists and equipment support for selected public media houses.

The health communication program is focusing on encouraging the media to increasingly cover health research findings and related topics such as HIV/AIDS, TB and malaria through creating joint platforms for journalists and researchers, organizing skill trainings for journalists on how to report complex and sophisticated health research findings, developing health media kits and experience sharing visits.

Thus, the narrative report of activities accomplished in 2013 is presented in the order of Pastoralist intervention program, environment and climate change program, youth and children program and health communication program.

I. PASTORALIST INTERVENTION PROGRAM

I.1. Enhancing Participation and Empowerment of pastoralists in Borena Zone of Oromia Regional State”

I.1.1 Objectives of the specific project

The overall objective of this program is to strengthen the capacity of the marginalized pastoralist community in Borena Zone of Oromia Regions. The Pastoralist program is fully managed and administered by Panos Ethiopia. The main implementing partners of the project are Yabello wereda Women and Children Affairs and Yabello wereda Cooperative Promotion offices as the extension of the respective regional offices who signed the partnership agreement at federal level.

The main objectives of the project activities during the reporting period were to make visible and be able to realize the official commencement of the project and insuring the implementation of the livelihood development project activities planned for the first year of the project. Given that Panos was not able to start the new project as per the agreement made with the funding partner it was necessary to communicate the situation with the same so as to change the project start date to be pushed by six months. In this regard Panos has formally communicated with Cordaid justifying the reason why it was not possible to start the project in accordance to the original agreement. As an outcome of this effort the two parties have signed supplementary agreement changing the start date of the project.

Despite the challenges in the reporting period a considerable number of activities have been implemented in Borena zone Yabello wereda as per the action plan. This report here below briefly presents detailed activities implemented in the reporting period.

I.1.2 Activities planned for the period

- Conduct final terminal Evaluation
- Signing project agreement
- Organize project launching workshop for the new project
- Identification of new sites and formation of five new WIGGs
- Introduce and commence Alphanumeric adult education in three sites
- Finalize the registration process and legalizing of two WIGGs
- Conduct 4 (four) women discussion forums
- Conduct 6 (six) business skill trainings for WIGGs
- Complete registration of financial transaction of two WIGGs
- Facilitation of audit service to WIGGs

1.1.3 Activities carried out during the reporting period

1.1.3.1 Terminal Evaluation

Final Terminal Evaluation has been conducted for the earlier three years (2009 - 2012) project. The evaluation activity was conducted by experts from Yabello wereda Finance and Economic Development office, Yabello wereda cooperative promotion office and Yabello women and children office. Unfortunately the process has taken us quite longer period that has delayed the follow-up action i.e. signing of the new agreement and official launching of the new project.

1.1.3.2 Signing of Project Agreement

As the terminal evaluation was a precondition for the signing of the new agreement it was mandatory to wait the completion of the report. The new project proposal was prepared according to the format provided by the Oromia Bureau of Finance and Economic Development (OBoF&ED) and circulated to partner institutions (Oromia Cooperation Promotion Agency (OCPA) and Oromia Bureau of Women and Children Affairs (OBW&CA)) for review and comment. After extensive communication and discussion with partnering institutions the agreement was finally signed to officially start implementation of the project activities accordingly.

1.1.3.3 Project Launching Workshop

A one day official project launching workshop was conducted at the Catholic Training Hall in Yabello wereda. The main objective of the launching workshop was to officially announce the commencement of the new project named “**Enhancing Participation and Empowerment of Pastoralists in Borena Zone of Oromia regional State**” and to exchange views and ideas about the project. Otherwise substantial preparatory activities have been conducted as of November 2012. Again the delay for the launching workshop was because of the push from the local government offices searching for appropriate time for their participation. Representatives from partner organizations, government bureaus and NGO operating in the project area, Chairpersons of Women Income Generating Groups and Kebele/PAs and pastoralist communities have attended the launching workshop.

A total of 53 participants have attended the workshop (28 female and 25 male). Opening speech was made by Yabello woreda administration representative Ato Mitiku Tadesse who appreciated Panos’s long term intervention in the area and the commitment of the woreda administration to support the project implementation technically and administratively. The Country Director of Panos has also presented the project’s objectives and other program details.

1.1.3.4 Establishment of new Women Income Generating Groups

During the reporting period five new Women Income Generating Groups (WIGGs) established in five different PAs in collaboration with Yabello Woreda Cooperative Promotion office. The newly established WIGGs are Badhasa Uatillo, Fullo Nagaya, Biftu Roba, Jirena Arburu, and Cara

Dansa Goro Roba. A total of 202 members have formed the groups of which women constituted 77 % of the total number. Panos also provided financial support/seed money, technical trainings and material support to the newly established groups. Details of the newly established WIGGs is given in the following table

No	Name of WIGG	PA	Members			Amount of seed Money Transferred	Remarks
			F	M	Total		
1	Badhassa Utallo	Utallo	44	16	60	40,000	
2	Fullo Nagaya	Harawau	29	14	43	40,000	
3	Biftu Roba	Harboro	34	3	37	40,000	
4	Jirena Arburu	Areri	19	12	31	40,000	
5	Cara Dansa Goro Roba	Elwaye	20	11	31	40,000	
Total			146	56	202	200,000 ETB	

1.1.3.5 Alphanumeric Adult Education

The activity is aimed at providing skill and knowledge on basic alphabets and numbers to members of women income generating groups. It specifically focuses on women who are members of Income generating groups. Both Panos and Yabello Woreda Education office have reached to a consensus on the need to implement this activity. The duration of the program for each site is expected to be six months only. The following key activities were carried out to realize the specific activity.

- a) Three sites namely Mira Kufa, Walidhagti Surupa, and Badhasa were selected
- b) Facilitators were recruited and assigned to each site
- c) Teaching materials and aids distributed to each site
- d) Technical assistances were also provided

The following table summarizes details of the alphanumeric educational sites

No	Name of the Site/ WIGG	Site/PA	Start Date	Number of Participants			Materials Distributed
				F	M	T	
1	Mira Kufa	Dadhim	06/04/2013	49	5	54	• Registration book, Teacher's guide, Kerosene lamp, Black board & 4 packets of chalk
2	Walidhageti Surupa	Surupa	23/04/2013	67	3	70	• Registration book, Teacher's guide, Kerosene lamp, Black board & 4 packets of chalk
3	Badhasa	Areri	01/08/13	31	4	35	• Registration book, Teacher's guide, Kerosene lamp, Black board & 4 packets chalk
Total				147	12	159	

1.1.3.6 Adult Education Facilitators Training

Training conducted for three facilitators who are assigned to Alphanumeric Adult education program. The training took two days from July 30th -31st, 2013 at Afura/Miraaa/Kufa Women Saving and Credit cooperative site. The facilitators will be assigned in the Alphanumeric Adult Education program. The content of the training in general was about teaching methodology.

The training also included the following topics

- Basics of adult education
- Major roles and responsibilities of facilitators such as understanding the objective of adult education, lesson planning and preparation, create clean and conducive learning environment, understanding participants behavior, recognizing all participants and calling them all by name,...etc.
- Stand for guiding principles such as openness, transparency, creativity, ..etc
- Make use of various teaching methodology such as cultural, Functional, psycho-social approach including lecturing, group work, brainstorming, discussion,...etc
- facilitation or teaching methodology How to present lesson of adult education
- Lesson plan preparation - on daily, weekly and monthly basis

Disciplines that have links with adult education such as health, environmental protection and preservation, agriculture, income generating, trading, briefly discussed. List of facilitators who conducted the training are listed below.

S/N	Name of Facilitator	Qualification	Facilitated
1	Kuri Wario Huka	Diploma	Mira Kufa WIGG cooperative
2	Mohammed Sallessa Wario	12 complete	Widhageti Surupa WIGG
3	Boru Jaldessa Galgalo	Grade 9	Badhasa WIGG

1.1.3.7 Legalization of WIGGs

As an outcome of the feasibility study conducted by Yabello Woreda Cooperative Promotion office two groups among those previously established WIGGs namely Badhasa and Kobo Roba Nagaya has got their legal entity. Thus, the groups are now registered as Rural Saving and Credit cooperatives as of 24 May, 2013. Relevant documents, bylaws, credit policies and other requirements were checked and verified.

1.1.3.8 Organizing Women Discussion Forums

A total of four discussion forums conducted from June 17- 21, 2013 at four different WIGGs sites namely, Utallo, Harawayu, Dharito and Harboro. The general objectives of the forums were to raise awareness and sharing information that affects the pastoralist women life. In each forum members of each WIGG, Pastoralist elders, men and youths have attended the Forum. A

total of 204 participants have attended the Forums out of which 115 were Female and 89 were Male. Two resource persons/experts were assigned from Borena zone and Yabello Woreda Women and Children Affairs Offices to provide the facilitation in the forum.

The detailed report of each activity summarized in the following table.

No	Name of WIGG	Site/PA	Date	Number of participants		
				F	M	T
1	Badhasa Utallo	Utallo	17/06/2013	40	26	66
2	Fullo Nagaya	Harawayu	18/06/2013	28	13	41
3	Kayo Kate	Dharito	19/06/2013	13	34	47
4	Biftu Roba	Harboro	20/06/2013	34	16	50
Total				115	89	204

1.1.3.9 Business Skill Training for Women Income Generating Groups

Six basic skill trainings were organized for four WIGGs namely Badhasa Utallo, Fullo Nagaya, Biftu Roba, Kayo Kate, Jirena Arburu, and Cara Dansa Goro Roba. The first three groups belong from the existing project while the last Kayo Kate is part of the previous project phased out in 2012.

The trainings were provided for a total of five consecutive days for each group from June 10 - 14, 2013 at Catholic Training Hall. The objectives of the trainings were to increase awareness of the importance of saving and credit cooperative business and familiarize participants with important issues of saving and credit cooperative management, leadership and financial recording systems. Ato Doyo Arbora, Head of Yabello Woreda Cooperative Promotion office made an opening speech explaining about the objectives of saving and Credit Cooperatives and also appreciated the effort and contribution being made by Panos towards improving the livelihood of the pastoralist community. Four experts from Yabello Woreda Cooperative promotion office and two facilitators from Panos office were assigned to conduct the trainings.

Main topics discussed in the training sessions were:-

- Definition and historical background of saving and credit cooperatives
- Objectives of saving and credit cooperatives
- Formation and registration of saving and credit cooperative
- Guidelines and principles of cooperatives
- By-laws and credit policies
- Criteria/eligibility for membership
- Rights, duties and responsibilities of members of the cooperatives
- Reasons in achieving success/failure in dealing with cooperative business

- Descriptions of financial management principles
- Bookkeeping and record keeping advantages of merit

The methodologies used in the trainings were presentation and discussion. Various opinions and questions were raised from participants based on the presentations made by the trainers. Satisfactory clarifications were also provided to participants.

List of Women Income Generating Groups participated in the skill trainings

No	Name of WIGG	Kebele/ PA	Date	No. of participants		
				F	M	T
1	Badhasa Utallo	Utallo	10/06/2013	40	16	56
2	Fullo Nagaya	Harawayu	11/06/2013	26	14	40
3	Kayo Kate	Hharito	12/06/2013	33	7	40
4	Biftu Roba	Harboro	13/06/2013	33	4	37
5	Jirena Arburu	Areri	11-15/10/13	18	11	29
6	Cara Dansa Goro Roba	Elwaye	11-15/10/13	20	11	31
T o t a l				170	63	233

1.1.3.10 Support to Partner Organization

In response to the request from Yabello wereda women and children office to jointly celebrate March 8 international women's day Panos In commemoration of March 8 day Panos purchased one hundred English-Amharic-Oromifa Dictionary (locally called Elele) to be given for school girls who scored higher results.

1.1.3.11 Capacity Building/support to WIGGs

Material support such as office furniture and equipments, accounting ledgers and journals, and stationery materials granted to 20 (twenty) Women Saving and credit groups. In addition, 6 (six) seals prepared and submitted to the newly established Women Saving and Credit Groups namely, Nagaya Utallo, Biftu Roba, Jirena Arburu, Cara Dansa Goro Roba, Fullo Nagaya, and Kayo Kate.

1.1.3.12 Recording and Posting Financial Transactions

Four WIGGs, namely Badhasa, Kobo Roboa Nagaya, **Kayo Wayama Kala and Roba Areri** from **Areri, Elwaye, Adegalchat and Hidi-Ale** kebeles were given support to record their financial transactions. Hence, personal pass books, individual ledgers, general ledger, income and expenditure vouchers have brought up to date. The two round activities took four days each i.e. from September 20 – 24, 2013 and from September 26 – 29, 2013 respectively.

1.1.3.13 Facilitation of Internal Audit Service

Four women income generating groups namely, **Badhasa, Kobo Roba Nagaya, Kayo Wayama Kala and Roba Areri** women saving and credit Cooperatives have got audit services. The audits were conducted by Yabello Woreda Cooperative promotion office. The audit conducted based on the Generally Accepted Accounting Principle (**GAAP**). The audit report generally indicated that the cooperatives financial handling is at a good status. The following table summarizes list of WIGGs audited.

S/N	Name of WIG cooperative	Dates Audit Conducted	Remark
1	Badhasa	05-09/08/13	
2	Kobo Roba Nagaya	17-20/09/13	
3	Kayo Wayama Kala	29/09/13 - 02/10/13	
4	Roba Areri	04-07/10/13	

1.1.3.14 Follow ups of WIGGs

Field visits were made in collaboration with Yabello wereda Cooperative Promotion office. The purpose of the visits were to make follow ups and inquire about the status of Women Saving and Credit Groups.

1.1.4 Output

- Launching workshop organized
- 6 business skill training conducted
- One Adult education facilitator's training conducted
- 4 women discussion forums conducted
- Support provided to school girls who are attentively following their studies
- Material Support provided to 20 women Income Generating groups
- 5 women income generating groups organized
- Improved understanding of the concept of gender
- Improved awareness on the causes and consequences of harmful traditional practices
- Women participation in economic activities increased
- Women have started to be benefited from the alphanumeric program which started recently. At present 147 women are attending the program.
- Conducted one adult education facilitator's training

1.1.5 Outcome

There are lots of improvements in participation and the livelihood of the communities participating in the project. Women are now encouraged and capable of engaging themselves in various economic activities. Women have shown increasing interest to attend the alphanumeric education program. Women and men including the community have gained knowledge about the concept of gender and related issues affecting their life.

1.2 Enhancing Participation & Empowerment of Pastoralists in Afar Regional State

1.2.1 Objectives of the specific project

This program is to strengthen the capacity of the marginalized pastoralist community in Afar Regional state. The program is fully managed and administered by Panos Ethiopia. The main implementing partners of the project are Afar Regional State of Disaster Prevention, Preparedness and Food Security Program Coordination Office and Government Communication Offices. The main activity in this particular project is preparing and transmitting weekly radio programs in Afar language.

1.2.2 Activities planned for the period

- Conduct Evaluation of the previous project
- Signing of project agreement with Regional Government Bureaus
- Signing agreement with Ethiopian Radio and Television Agency
- Identification and selection of topics for radio programs
- Preparation of radio programs
- Transmission of radio programs
- Formation of listening groups
- Provision of materials to listening groups
- Conduct field trip

1.2.2.1 Evaluation Report

Evaluation of the previous project which phased out in 2012 was conducted by a team of experts drawn from Afar National Regional State Disaster Prevention and Food Security Program Coordination office and Government Communication office of the region. The overall objective of the terminal evaluation was to authenticate whether the organization accomplished the project activities as per the original plan so as to achieve the project objectives. Accordingly representative project areas and listening groups were selected to conduct the assessment. Referring the findings of the assessment except the fact that the radio program interruption for some time most of the project activities accomplished according to the original plan. Otherwise the regional government bureaus have shown and expressed their appreciation for the work done by Panos Ethiopia.

Given that the Afar development radio program is the only alternative voice broadcasted in Afar language it has contributed a lot to create environmentally and socially conscious citizens in the region. Thus, the evaluation team underlined the need to scale up the project reaching the whole region and increasing the broadcasting duration so as to address issues affecting the lives of the Afar community more effectively.

1.2.2.2 Signing of Project Agreement with Afar Regional Government Bureaus

Once the terminal evaluation conducted and the findings of the report found to be positive the next step was signing of partnership agreement with the respective regional government offices. Accordingly, the agreement was signed with Afar Regional State Disaster Prevention, Preparedness and Food Security Program Coordination Office and the regional Government Communication Office in May 2012.

1.2.2.3 Signing of agreement with Ethiopian Radio and Television Agency (ERTA)

Following the actual implementation of the new Charities and Societies Proclamation in 2011 there has been misinterpretation of the some articles. Given there was an understanding that Panos Ethiopia as a foreign charity organization is not entitled to run radio programmes as a result the Afar Development radio program was interrupted for some time as it was indicated in evaluation report. Finally as an outcome of fruitful discussion with the charity agency we have learned that this understanding was totally wrong and signed the partnership agreement to run the weekly radio program accordingly.

The existing agreement made between Panos Ethiopia and Ethiopian Radio and Television Agency in May 2013 expires in November, 2013. Hence, as the radio program is planned to be transmitted for subsequent periods until October, 2014, a new agreement made with Ethiopian Radio and Television agency.

1.2.2.4 Identification and Selection of Topics

Subsequent field trips were made to Afar region to discuss about the content of the radio program to be transmitted with partners and listening groups. Consequently, topics and important issues to be transmitted were identified and selected through active participation of partner Bureaus and members of listening groups established by Panos. Thus, during the field visit story lines and contents were effectively collected to be used for radio program preparation.

1.2.2.5 Production of Contents for Radio Programs

The process of preparation of the radio programs involves selection of relevant topics, preparation of programs and studio recording of the final content. During the selection process of topics discussions were made with local government officials of respective Woredas, community radio listening groups, youth, elders and women. During the reporting period a total of 26 radio programs prepared.

1.2.2.6 Transmission of Radio Programs

As it was explained in this report some ground works like evaluation of the previous project which ended in 2012 and signing of the agreements with government Bureaus had to come into

effect first so as to start broadcasting the weekly radio program. The radio programs transmitted in the reporting period are presented in the following table

S. N	Transmission Date	Major Segment	Remarks
1	06/07/13	General over view of Panos Ethiopia	
2	13/07/13	Pastoralist's perception and participation in Education –Part 1	
3	20/07/13	Pastoralist's perception and participation in Education –Part 2	
4	27/07/13	Afar Pastoralist Development Association's APDA) contribution towards providing education in Afar language – Part One	
5	03/08/13	Afar Pastoralist Development Association's APDA) contribution towards providing education in Afar language – Part Two	
6	10/08/13	Environmental Protection & climate change impact in Afar region –Part 1	
7	17/08/13	Environmental Protection & climate change impact in Afar region –Part 2	
8	24/08/13	Cultural practices and trends on environmental protection & forestry	
9	31/08/13	Deforestation and its impact on the region	
10	07/09/13	The impact of charcoal making and its contribution to deforestation	
11	14/09/13	Pastoralists perception on value addition on products	
12	21/09/13	Conflict and its effect on pastoralist community	
13	28/09/13	Animal health	
14	05/10/13	World Population and the Population of Afar Pastoralists- Part One	
15	12/10/13	World Population and the Population of Afar Pastoralists- Part Two	
16	19/10/13	Livestock Management and problems associated with drought-Part One	
17	26/10/13	Livestock Management and problems associated with drought-Part Two	

1.2.2.7 Establishment and Consolidation of Listening Groups

A total of eight listening groups established in three Woredas (two listening groups in Awash Fentale and Amibara and the other two in Logia). The listening groups comprise of elders, youth, women and government officials. Each group consists of 20 people. The role of the listening groups is to discuss with the project officer about the topics and contents of radio programs to be prepared and transmitted and to provide feedback on the radio programs already transmitted. Feedback and discussions of the listening group members are also transmitted on the radio as they are considered as part of the radio program.

1.2.2.8 Material Support to Listening Groups

Following the establishment and consolidation of listening groups required materials identified to make the groups actively involved in the process. Accordingly 12 radio tape recorders and batteries have been purchased and distributed to the listening groups.

1.2.2.9 Field Visit

The Country Director and the Project Officer had traveled to the Afar region to make an assessment of the previous project which ended in 2012. During the assessment process discussions were made with government representatives and communities. In the consultative discussions which held with partner bureaus and communities it was learnt that all partners have shown great interest and readiness to work with Panos Ethiopia. Community representatives underlined the role that the radio program played in creating awareness about environmental protection, climate change, animal and human health, problems related to pesticide application, chat chewing syndrome and other topics. Similar field trips made to the Region specifically to Semera, Logia, Awash Fentale, Amibara. The purposes of the trips were to collect contents for the weekly radio program, to discuss with partner government bureaus and listening groups and to establish four additional listening groups.

1.2.3 Output

- Terminal evaluation conducted
- Project agreement signed with Oromia and Afar Regional Government Bureaus
- Two agreements signed with Ethiopian Radio and Television Agency
- Topics identified and selected for the preparation of radio programs
- 26 radio programs prepared to be transmitted on a weekly basis
- 17 radio program transmitted
- Support provided to listening groups
- 8 new listening groups formed
- 8 existing listening groups consolidated

1.2.4 Outcome

As an outcome of the activities conducted in the reporting period good relationship established with respective government offices at the federal and regional level. The findings of the terminal evaluation report helped us to shape some of the project activities such as establishment and consolidation of listening groups in different weredas.

2. ENVIRONMENT AND CLIMATE CHANGE PROGRAM

2.1 Environment Radio Program (Arenguadie Medrek)

This particular radio program runs for more than a decade without interruption with a financial support of different funding partners. As of 2006 the radio program plus the questioning and answering program has been financially supported by the Heinrich Boell Foundation (HBF) Ethiopia office. For the reason that HBF has closed its country office as 31 December 2012, simultaneously our long term partnership came to an end.

As a result we were supposed to solicit fund from other sources so as to ensure the continuity of the radio program. Unfortunately it was not possible to secure the fund at the right time and hence demanding the decision of the management of the organization to look for possibilities of continuation as the radio program is very instrumental and has also become a brand for the country office. Accordingly the management committee has made the decision to use reserve fund available in the account of the country office ensuring continuation of the radio program, Simultaneously it was also agreed to continue approaching different funding partners in order to secure the fund to run the program without interruption.

2.1.1 Objective of the Radio Program

To increase and influence the attitude and consciousness level of decision makers at different levels, youth and women and the public at large so as to advance their involvement the process of implementation of the Climate Resilient Green Economy (CRGE) strategy.

The main activity in this particular project is preparing and transmitting weekly radio programs in Afar language.

2.1.2 Signing partnership agreement with Ethiopian Radio and Television Agency (ERTA)

Following the decision made by the management committee our organization has made contract agreement with the Ethiopian Radio and television Agency to run a weekly 30 minutes radio program according to the editorial policy of the agency. The good reputation of Panos Ethiopia working in partnership with the agency for the last many years was fundamental to smoothly run the programs as per the action plan.

2.1.3 Production and Transmission of Radio Programs

Referring the objective mentioned above Panos Ethiopia in collaboration with the Ethiopian Radio and Television Agency (ERTA) has produced and broadcasted a total of 52 radio programs in the reporting period. The programs were produced in a magazine format focusing on various climate change and environment topics its programs on a weekly base for 30 minutes.

The following table summarizes the date and major segment of the radio programs produced and broadcasted

No	Date	Major Segment
1	2/1/13	<ul style="list-style-type: none"> • Christmas and environmental protection
2	9/1/13	<ul style="list-style-type: none"> • Biogas; History in Ethiopia, current states, its use, distribution, challenges and opportunities.
3	16/1/13	<ul style="list-style-type: none"> • Interview with two model biogas user farmers.
4	23/1/13	<ul style="list-style-type: none"> • Climate change and related issues- part one • Public perception on climate change.
5	30/1/13	<ul style="list-style-type: none"> • Climate change in Ethiopia and its impact on various sectors – Part II
6	6/2/13	<ul style="list-style-type: none"> • Ethiopian climate resilient green economy strategy and its content
7	13/2/13	<ul style="list-style-type: none"> • Biosphere reserve registration, the case of Sheka forest
8	20/2/13	<ul style="list-style-type: none"> • Sheka forest and its status (the cultural conservation activity, the work of MELCA Ethiopia in Sheka forest, challenges & opportunities)
9	27/2/13	<ul style="list-style-type: none"> • Farmers and pastoralists indigenous coping mechanism to drought and other hazards
10	6/3/13	<ul style="list-style-type: none"> • Prosopis juliflora and its impact in Afar region • Panos Borena project and its activity
11	13/3/13	<ul style="list-style-type: none"> • Sound pollution and its impact- Part I
12	20/3/13	<ul style="list-style-type: none"> • Sound pollution and its impact -Part II
13	27/3/13	<ul style="list-style-type: none"> • The statues / condition of “Belg” rain in Ethiopia • Population, Health and Environment and sustainable development
14	3/4/13	<ul style="list-style-type: none"> • E- waste its meaning and impact on health and environment- part one
15	10/4/13	<ul style="list-style-type: none"> • E-waste inventory in Ethiopian major cities- Part II
16	17/4/13	<ul style="list-style-type: none"> • Earth day (how it started and its history and press conference on Earth day)
17	24/4/13	<ul style="list-style-type: none"> • Agriculture in CRGE
18	1/5/13	<ul style="list-style-type: none"> • Forest in CRGE
19	8/5/13	<ul style="list-style-type: none"> • Industry in CRGE
20	15/5/13	<ul style="list-style-type: none"> • Energy in CRGE
21	22/5/13	<ul style="list-style-type: none"> • Desho grass and its benefit • Teff and its nutritional value
22	29/5/13	<ul style="list-style-type: none"> • Indigenous crop varieties (wheat and barley) • Indigenous crop varieties and their benefit- part one
23	5/6/13	<ul style="list-style-type: none"> • Yohanis Gizaw, green hero and his work on environment • Indigenous crop varieties and their benefit- part two
24	12/6/13	<ul style="list-style-type: none"> • 2013 environment day celebration (protecting the environment for food security) (Part I)

		<ul style="list-style-type: none"> • Indigenous crop varieties and their benefit- part three
25	19/6/13	<ul style="list-style-type: none"> • 2013 environment day celebration (protecting the environment for food security) (Part II) • Poem
26	26/6/13	<ul style="list-style-type: none"> • Tree planting and natural resource management • Compost preparation and use
27	3/7/13	<ul style="list-style-type: none"> • Poem on Environment • The 2012 green heroes award and their work
28	10/7/13	<ul style="list-style-type: none"> • Climate change and its impact in Borena zone of Oromya state
29	17/7/13	<ul style="list-style-type: none"> • Prosopis juliflora and its socio-economic impact
30	24/7/13	<ul style="list-style-type: none"> • Lightning and safety • Poem on Environment
31	31/7/13	<ul style="list-style-type: none"> • The states of Ethiopian winter
32	7/8/13	<ul style="list-style-type: none"> • Essential steps to plant a tree /seedling • Ethiopian government plan on forest development
33	14/8/13	<ul style="list-style-type: none"> • Area closure and its use (Part I) • Maize research in Ambo agricultural research center (Part I)
34	21/8/13	<ul style="list-style-type: none"> • Area closure and its use (Part II) • Maize research in Ambo agricultural research center (Part II)
35	28/8/13	<ul style="list-style-type: none"> • Climate change and its impact in Ethiopia • Chemical and biological pest control
36	4/9/13	<ul style="list-style-type: none"> • Environment and the Ethiopian new year
37	11/9/13	<ul style="list-style-type: none"> • Article on environment and new year on Addis Zemen newspaper • Interview with Dr. Tewoldebrihan Gebregziabher on his life and work on environment- Part I
38	18/9/13	<ul style="list-style-type: none"> • Interview with Dr. Tewoldebrihan Gebregziabher on his life and work on environment- Part II
39	25/9/13	<ul style="list-style-type: none"> • Environment and “Demera” “Meskel”
40	2/10/13	<ul style="list-style-type: none"> • Climate change and its impact • Population Vs. Environment
41	9/10/13	<ul style="list-style-type: none"> • Bee and their characteristics, farmer’s discussion with experts.
42	16/10/13	<ul style="list-style-type: none"> • Kinds of honey and their benefit. Farmer’s discussion with experts.
43	23/10/13	<ul style="list-style-type: none"> • Beekeeping and its challenges as well as possible solutions, farmer’s discussion with experts
44	30/10/13	<ul style="list-style-type: none"> • Honey production, quality and market
45	6/11/13	<ul style="list-style-type: none"> • Food spray and its health and environment benefit-part one
46	13/11/13	<ul style="list-style-type: none"> • Food spray and its health and environmental benefit-part two
47	20/11/13	<ul style="list-style-type: none"> • “Hidar sitaten” and environmental protection

48	27/11/13	<ul style="list-style-type: none"> • Genetic resource (plant, animal genetic resource) • Impact of GMO / Dr. Tewoldebrihan G/egziabher
49	4/12/13	<ul style="list-style-type: none"> • Indigenous trees and their use • The linkage between genetic resource and indigenous knowledge
50	11/12/13	<ul style="list-style-type: none"> • Interview with a farmer who is making a research • Genetic resource and their use
51	18/12/13	<ul style="list-style-type: none"> • Facts on forest development, protection and use (proclamation No. 542/2007) - Part One
52	25/12/13	<ul style="list-style-type: none"> • Facts on forest development, protection and use (proclamation No. 542/2007) - Part Two

2.2 E-waste Management Communication Workshop for Media Professionals

E-waste is one of the fastest growing concerns in the world in general and in developing countries in particular. Ethiopia, as a country with rapid economic growth and increasing penetration of electronic devices, it would generate increasing amount of E-waste quickly. Understanding this growing problem, state and non state actors have already started exemplary initiatives to better understand the extent of the problem aiming at influencing policy and public thinking towards environmentally sound management of E-wastes.

It is believed that the media has crucial role to support such initiatives through providing quality information and promoting dialogue on the issue. To this end, Panos Ethiopia in partnership with Pesticide Action Nexus Association Ethiopia (PAN-Ethiopia) and the Ethiopian Environmental Journalists Association (EEJA) have organized a half day workshop for senior journalists working in different media houses. Forty journalists and editors represented from government and private media houses have attended the workshop. The joint workshop was organized on 21 May, 2013 at Kaleb Hotel, Addis Ababa.

The overall purposes of the media workshop on E-waste management communication were: raising the understanding of journalists from the other end of the technology development, making available research outputs conducted on E-waste management in four major cities of the country and encouraging the media houses or journalists give emphasis on the growing concern related to the management of E-wastes.

The workshop was very much participatory and welcomed by the participants. This has been reflected in its coverage by different electronic and print media houses. In this regard it has got coverage from Radio Fana and Panos Ethiopia radio programs on Ethiopian radio and Afro FM. Panos Ethiopia as major stakeholder and organizing institution has given high coverage to the issue for two consecutive weeks as news and program. In general referring media visibility of the topic after the workshop it is evident that the journalists who participated in the workshop have developed interest in reporting on the issue.

3. CHILDREN AND YOUTH PROGRAM

3.1 Increasing Media Visibility of Children on the Move

The project is about creating conducive environment to increase media visibility of issues related to children on the move. The two years project is funded by OAK Foundation through the regional office. It is structured to be implemented in partnership with Amanuel Development Association (ADA), CHDET, PADET, Forum and ANNPCAN.

3.1.1 Objectives of the Specific Project

The overall objective of the project is to increase media visibility of issues related to children on the move and contribute to the national endeavors in reducing problem of migrating children

3.1.2 Activities Planned

- Conduct inception meeting with media houses and partner CSOs
- Organize skill training workshop on children on the move
- Conduct media Scan on children on the move
- Publication and distribution of media guide for journalists and toolkit for CSOs field officers
- Equipment support for selected public media houses
- Granting fellowships to journalists

3.1.2.1 Inception Meeting with Media Houses and Partner CSOs

With the intention to officially launch the project a two days joint forum organized in Debrebrehan inviting Directors and field officers of the five CSO's working around the issue of children on the move in the Northern corridor of the country (Debrebrehan to Kobo) and 15 senior media representatives. In this meeting we shared information on who we are, what we do best, and what we intend to do together as a partnership in relation to Creating media visibility for challenges of Children On the Move in Ethiopia.

As a result an eye opening discussion was made on the concept of children on the move, roles media can play to address problems of children on the move, why the problems are lacking media visibility, factors affecting media houses not to dwell much on issues of children and way forward (networking, planning child issues in media programs and daily stories). The function was very instrumental creating sense of appreciation of the problem with passion and regret.

3.1.2.2 Skill Training Workshop

A two days skill training workshop organized for journalists, researchers, and civil society actors working with children on the move to promote informed coverage, as well as to strengthen links between civil society actors and the media. The training workshop translated into the development of a media program to highlight the issue and facilitate public dialogue at schools, districts, regional and national levels.

3.1.2.3 Media Scan on Children on the Move

As per the original plan Panos conducted a media baseline survey to understand on how media covers issues of children on the move. The media survey looked at attitudes, knowledge and understanding of journalists and media on the coverage of children on the move in Ethiopia. The findings are being used to provide baseline information needed for effective monitoring and evaluation of the project, “*Strengthening Media Agency for Child Protection*”, Provided insights on key partners and actors to be involved and targeted in the project, Identified recommendations aimed at strengthening media coverage of child protection issues and engagement with policy makers and child protection public agencies.

The findings of the media scan was presented at a forum conducted in Addis Ababa where all stakeholders presented. Further the findings largely formed the benchmark for the implementation and monitoring of the project as well as a basis for follow up with media, policy makers and child protection public agencies. It is therefore important to note that this.

3.1.2.4 Skill Training Workshop

A skill training workshop conducted for 27 child and mentor journalists, engaged in production and presentation of children’s programs as well as school mini-media clubs. The idea of training the children alongside their mentors is to promote child journalism so that children are able to make their voices heard. The school min-media clubs are also included in the idea of promoting child journalism as they on the other hand contribute to raising awareness of children in schools. Furthermore their messages reach thousands of families, neighbors and the communities beyond on daily basis.

Topics covered during the two days training includes development communication-An overview, communication skill-concept, type and applicability, utilizing media: organizing press briefing, writing press release, preparing media kit, understanding media reality and sustaining media CSO relations: establishing rapport, updating communication and sustaining amicability.

3.1.2.5 Publication and Distribution of Media Guide for Journalists and Toolkit for CSOs Field Officers

Aiming at enhancing the level of reporting of child care issues and making available quick reference materials on ethical reporting on children for journalists 200 copies of media practitioners' handbook published and circulated to different media houses and individual journalist. The guide is compiled to help journalists on ethical reporting, legal and cultural considerations while interviewing, filming and portraying children in media contents. It also intends to provide resource basis for journalists regarding international conventions regarding child rights.

Similarly a communication toolkit also produced and circulated for CSOs so as to assist them on how to deal with the media. The rationale behind producing the handbook is to help CSOs

understand the functioning nature of the media, build strong and sustained relationship, be able to provide the media with facts and information on their activities and play proactive role in increasing media visibility of children on the move. The gap in communication was realized during the CSO training as participants voiced that they had never gone through any communication skill training while they said they had plenty on project proposal preparation, project management, financial management, report writing etc. The communication guide book has been circulated primarily to the five partner CSOs operating in the Northern corridor.

3.1.2.6 Equipment Support

Four selected school mini-media clubs working in partnership with the five CSOs working around the issue of children on the move were provided with basic equipment like amplifiers, speakers, microphones and desktop computers to produce and air child related contents. These are public schools based in Debreberihan town where the secretariat office of CSOs working in the Northern Ethiopia Corridor is based. The schools are proved to be partners with the secretariat office in bringing causes of children on the move to public attention at different forums and events in addition to the regular programs targeting the school community.

4. HEALTH COMMUNICATION PROGRAMME

4.1 Give Stigma the Index Finger: Understanding and Responding to Stigma

Although the world is making progress in addressing the devastating effects of HIV/AIDS, there are still around 34 million (UNAIDS 2012) people affected by it. AIDS-related stigma and discrimination refers to prejudice, negative attitudes, abuse and maltreatment directed at people living with HIV and AIDS. The consequences of stigma and discrimination are wide-ranging: being shunned by family, peers and the wider community, poor treatment in healthcare and education settings, an erosion of rights, psychological damage, and a negative effect on the success of HIV testing and treatment.

Stigma not only makes it more difficult for people trying to come to terms with HIV and manage their illness on a personal level, but it also interferes with attempts to fight the HIV and AIDS epidemic as a whole. On a national level, the stigma associated with HIV can deter governments from taking fast, effective action against the epidemic, whilst on a personal level it can make individuals reluctant to access HIV testing, treatment and care.

Aiming at supporting the media by enhancing their skills in communicating and raising the issues around stigma in Ethiopia, Panos has been implementing a small project named “***Give Stigma the Index Finger: Understanding and responding to stigma***” with a financial support coming through the regional office.

The main aim of this specific project is to ensure that a relationship between PLHIV and the journalists is improved and communication channels covering HIV, stigma and social issues on media is broadened. Basically the project has two major components namely media training workshop (to train journalists on issues of stigma and discrimination) and media fellowship (to facilitate in-depth reporting on issues of HIV-related stigma in endeavoring to address stigma and discrimination through the media).

Accordingly Panos Ethiopia in collaboration with Network of Networks of People Living with HIV (NEP+) and Addis Ababa Health Journalist Initiative (AAHJI) has been implementing the project activities under this project.

4.2 Objectives of the Specific Project

To raise understanding on the stigma index and how stigma and discrimination is experienced by people living with HIV in Ethiopia.

4.3 Activities Planned

- Organizing skill training workshops (for journalists & communication officers working on issues related to HIV/AIDS and stigma)
- Media fellowship to facilitate in-depth reporting on issues of HIV-related stigma

4.3.1 Organizing Skill Training Workshops

While briefly scanning the media in Ethiopia the visibility of issues related to stigma and discrimination in particular and HIV/AIDS in general is getting very low from time to time. This circumstance of course initiates professionals to start thinking, why is this happening?

The two days media training workshop was conducted on 27 and 28 November, 2013 at Kaleb Hotel, Addis Ababa as per the original plan. The workshop was attended by 38 participants. The composition include health journalists, people living with HIV/AIDS, government communication officers working on HIV/AIDS, resource persons from Addis Ababa University, NEP+, Federal HAPCO, AAHAPCO and private consultancy firm.

Topics entertained at the training workshop include: National HIV/AIDS Response in Ethiopia, Stigma: A challenge to the HVI/AIDS Response, the National Stigma Index in Ethiopia, , HIV/AIDS in the Media and Media Ethics in Reporting on HIV/AIDS and testimonies from People living with the virus.

4.3.1 Media Fellowship to Facilitate In-depth Reporting on Issues of HIV-Related Stigma

Due to some administrative issues and time constraints the second component of the project has been postponed to the first quarter of 2014.