

PAN AFRICAN AFROGREEN TRENDSETTER COMPETITION

ZAMBIA



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1. HOW TO USE THIS TOOLKIT

Welcome all you bright shiny people of the Young Reporters Network Africa! **2021** is gearing up to be an exciting year in tackling Climate Change and this toolkit is designed to explain and equip you to be a major player in your biggest activity this year. A PAN AFRICAN COMPETITION ON CLIMATE CHANGE! What does this mean?

This toolkit has three main goals:

1. to help you understand the Pan African Competition and how it works;
2. to equip you to get other young people and adults in your community excited about it and entering the competition; and
3. to guide you through managing the competition at your radio station.

2. INTRODUCTION

The Children's Radio Foundation (CRF) has trained youth reporters at 42 radio stations across 5 African countries (The Democratic Republic of Congo, Ivory Coast, South Africa, Tanzania and Zambia) to produce weekly radio shows and monthly outreach activities on climate change.

Since 2019, you have covered themes such as Consumption, Marketing, Clothing & Fashion, The Food Industry, Agriculture, Ecosystem Services, Waste Management and others. Taking your radio show listeners and outreach participants on an important journey to understanding the climate change emergency facing your community and country - and the globe. We really are proud of the impact you have made through these conversations, however, we still have a long way to go. Take for instance the following facts:

- South Africa is the 13th largest emitter of greenhouse gases globally, and the largest emitter in Africa;
- In Zambia, climate change has already had serious impacts on agriculture, food security, wildlife, forestry, water, energy and human health, making it the 34th most vulnerable country to climate change;
- Tanzania is particularly vulnerable to extreme weather events associated with climate change, like drought and flooding, due to high levels of poverty and its dependence on agriculture;
- Cote D'Ivoire's natural resources are thought to have diminished by 26% between 1990 and 2014 due to the impact of climate change; and
- In the Democratic Republic of Congo it is estimated that by 2030 an additional 60,000 to 80,000 people may be at risk of contracting malaria as warmer weather patterns alter the spread of the disease.

Though Africa's share of greenhouse gas emissions is tiny compared with most other parts of the world, Climate Change is everyone's problem, and with the current COVID crisis, we realise more than ever that the health of human beings, animals and the environment are deeply linked. Young people in Africa have a crucial role to play because African cities and populations will grow faster than anywhere else on Earth over the next few decades.

However for the purposes of this toolkit, we'd like to pause and shift the spotlight from the Climate Change problems you've addressed and now focus on the people in your communities who are tackling some of the problems you've identified in your radio broadcasts and outreaches.

WHAT IS AN AFROGREEN TRENDSETTER?

An AfroGreen Trendsetter is someone who cares deeply about reducing the negative impact of climate change and works actively in their community to do so.

To find and celebrate these AfroGreen Trendsetters in your communities, we are inviting all 42 radio stations to host CRFs first Pan African AfroGreen Competition involving youth and adults in your community.

There will be 2 stages of the competition:

1. The local AfroGreen Trendsetter Competition; and
2. The Pan African Trendsetter Competition.



3. EXPLAINING THE REGIONAL AFROGREEN TRENDSETTER COMPETITION TO OTHERS

We invite you to find one 'AfroGreen Youth Trendsetter' and one 'AfroGreen Adult Trendsetter' to represent your community.

Some qualities that make a AfroGreen Trendsetter:

- An adult and/or youth who has been "green" before it was cool;
- An adult and/or youth who is doing "green" in a way that promotes community participation
- An adult and/or youth who promotes sustainability, eco-friendliness and balance with nature;
- An adult and/or youth who uses what's available in their immediate environment to positively impact the climate change movement;
- An adult and/or youth who gets others excited and motivated to make a change and encourages others to be aware of how their actions impact local ecosystems and climate change globally;

- An adult and/or youth who leads by example and encourages others to adopt “green” habits.
- And one who has successfully created a movement or organization which contributes to sustainable practices regarding water or any other environmental issue that concerns their community; and
- An adult and/or youth who denounces practices of big corporations who use environmentally harmful business practices e.g. single-use plastic businesses.

Some examples of AfroGreen Trendsetters may be:

- A young entrepreneur who only produces and makes all-natural/organic locally produced products.
- A fisherman that practices fishing methods that ensures enough fish in the water source and respects habitats.

How will the competition work?

Community members have the opportunity to nominate an adult and/or youth who they think represents the ultimate AfroGreen Trendsetter in your community.

When making a nomination, it is important that community members include the following:

- The name and age of the nominee;
- Motivate why they are nominating this person by sharing a story of something this person did/does to combat Climate Change and why they feel this person deserves to be awarded the (INSERT COMMUNITY NAME) AfroGreen Trendsetter 2021 award;
- Contact details of the AfroGreen Trendsetter nominated or where they can be found; and
- The nominator’s name and contact details.

Nominations can be sent through whatever channels are available in your radio station.

Some examples on how to receive nominations:

- A WhatsApp voice note sent to the radio station’s phone number;
- A nomination box can be placed at the frontdesk of the station, where community members can slip a piece of paper with their nomination on;
- You can allocate a slot on the radio show where listeners call to make their nominations;
- You could host an outreach event where you invite people to a particular venue at a set time to come and make nominations.

You could take one or more of the above approaches. The more options you use, the wider the reach.

How will your community know about the competition?

We'd like to encourage you, your radio station, schools, and partner organisations to be the ones to spread the word and get others excited and entering the competition. These are the steps we think you can take to do this:

- **Use radio**

Create a jingle and/or advert for the competition. Include essential details such as who can enter, the deadline, any rules that may apply, as well as how and where entries can be submitted. Talk to the station manager about playing this jingle and advert throughout the day during regular programming.

- **Use Social Media**

Use your Facebook page to get the information out there. Post questions and opinions about Climate Change.

Send messages via WhatsApp to friends and young people.

Post some of your Climate Change audio from Soundcloud onto your various social media pages accompanied by the #AfroGreen for climate change hashtag on social media and ask partner organisations to repost details of the competition.

- **Use community media**

Quels sont les moyens de communication dans votre communauté ? Êtes-vous capable d'intégrer les journaux locaux et/ou la télé dans la promotion de vos campagnes pour atteindre une autre audience que vous ne pourriez atteindre avec la radio ?

- **Use paper**

Get creative! Create posters with all the details of the competition and stick them up at schools, churches, corner shops, clinics, the supermarket and sports clubs where youth are. If using paper, remember to take an environmentally friendly approach.

- **Use your voice**

Word of mouth can go a long way. Tell your friends, family and neighbours. Ask them to share the details with their peers! Ask the church and school if you can make an announcement and if you host an outreach, be sure to mention the competition (depending on the public health situation)

What makes a winning entry?

- Good doesn't mean big. As a judge, you don't need to be finding the biggest story but the most meaningful and sustainable story.
- Is the nominee drawing in the participation of other community members and inspiring change?
- Does the story reflect the nominees' challenges and successes? Or is it only a success story?
- Is the entry relating to a change or possible change?
- Did the story convey a personal experience and not just a theory of climate change?
- Does the entry have a stand-out quality? In other words, is it different or unique?

The judging process:

There will be one round of judging for The local AfroGreen Trendsetter competition

- The judges will receive all the entries as long as they have received them by the due date and they will choose the winner.
- Selecting a judging panel is a great opportunity to network and create friends beyond the radio airwaves. No more than five people should make up your judging panel. The judging panel can be made up of:
 - A young reporter or two;
 - A radio station staff member or station manager;
 - An expert in Climate Change (e.g. a geography teacher, a member from a partner organisation);
 - A university student specializing on any of the themes related to Climate Change; and
 - A frequent radio show caller who offers insightful remarks on the topic of Climate Change
- The judging can happen at your radio station, a partner organisation or a school or online if the public health situation requires
- You can choose to host an event to announce and celebrate The Regional AfroGreen Trendsetter, or you can broadcast the winners name and mention the winner across all social media platforms.
- It's important to contact your winner directly too.
- Young Reporters may not nominate anyone.
- Young Reporters may not be nominated.
- The judges' decision is final and no correspondence will be entered into.
- People can nominate as many people as they wish.
- Multiple entries for the same person are allowed, however judging is based on the impact of the work and not the number of nominations received.
- The competition is open to all persons. Youth nominees must be aged 10- 24 years and adult nominees aged 25+.
- Winners will be contacted directly. Their names will be shared on all radio stations and CRF social media platforms and the radio show.
- The winner will be contacted by Save the children via the telephone.
- The radio station and CRF will not pass on your details to any third party without your prior consent.



The prize

Remember there will be two winners from each community. The Adult Regional AfroGreen Trendsetter and the Youth Regional AfroGreen Trendsetter winner.

Each winner receives:

- The opportunity to sit in a live radio show interview where they can showcase themselves and inspire listeners to share their story.
- A cash prize of **1100 Kwacha** to use towards their climate change project, initiative or lifestyle
- The chance to be the winner of the **Pan African** AfroGreen Adult/ Youth Trendsetter competition. Where all 42 communities will send their entries to CRF Cape Town for the final judging round. One Adult Pan African AfroGreen Trendsetter and one Youth Pan African AfroGreen Trendsetter winner will be selected as the ultimate winners and **each winner will receive the grand prize of 11 000 Kwacha in cash.**

4. EXPLAINING THE PAN AFRICAN AFROGREEN TRENDSETTER COMPETITION TO YOU

Now that you have your regional youth and adult winners, you need to prepare your submissions into the Pan African AfrGreen Trendsetter Competition which will be judged by the CRF team.

How to prepare your entries into the Pan African AfrGreen Trendsetter Competition:

- Brief both the regional and adult winners on the Pan African competition they're being entered into. Record a 1-2 min audio profile on their story ((Graphic of mic / little person with speech bubble)). Depending on the public health situation, you might have to brief them so that they can record the profile on a voice note and send it to you.



[TIP ON HOW TO RECORD A STRONG AUDIO PROFILE]:

- **Part 1 (beginning):**
 - Introduce herself and tell you a bit about her background (name, age, community, school/ work, family situation)
 - Tell how, when and why she started the Waste Management Project (as an example).
- **Part 2 (middle):**
 - Explain a specific moment that stood out for her/he or when she knew she/he was doing work around Climate Change.
 - Explain what she/he felt when she/he noticed the impact of their work. Share examples.
- **Part 3 (end):**
 - Share a message of encouragement to other Africans.
 - Take a good picture of each regional nominee
 - Fill out the entry form and send it to the email addresses specified below:
- **Email all entry forms to:**
 - **Zambia:** mukakalama@gmail.com and josephinepumulo22@gmail.com

PAN AFRICAN AFROGREEN COMPETITION ENTRY FORM



The details required below are of the nominee.

Name: _____

Surname: _____

Gender: _____

Age: _____

Adult or Youth entry: _____

Address: _____

Landline: _____

Mobile : _____

Email : _____

Alternative contact: _____

Community Radio Station: _____

SoundCloud Link to the entry audio profile: _____

Photo of the nominee:

PLEASE SIGN THE DECLARATION BELOW:

I declare that my entry submitted to the PAN AFRICAN AFROGREEN COMPETITION is my original work and a true representation of my Climate Change activities. I confirm that I read, understood and I agree with the competition rules.

(Signature)

I give permission for CRF, the community radio station and the KR Foundation to use my name, audio story and photograph on social media if i were chosen as a winner.

(Signature)

Checklist for audio profile entries:

- If you are telling a story about a person or people, did you get their permission?
- Your audio profile needs to be factual, about something real in the world. They are not about something that you made up.
- Is your audio entry listenable?
- Does your story include details such as where and when it happened?
- Does the story include your opinion with an explanation to support it?
- Does your story explain a problem and a solution?
- Your name, surname, age, cell phone number and home address
- The entry needs to be accompanied by a photo.

THE PRIZE

Two winners will be selected from the network. One Adult Pan African AfroGreen Trendsetter and one Youth Pan African AfroGreen Trendsetter winner.



5. DATES AND DEADLINE

- **3rd of May:** Call for regional entries (this is when you invite community members to enter and provide them with all the information they need)
- **11 June:** Regional competition entry deadline
- **14 June- 17 June:** Regional judging
- **19 June:** Regional Winners announced
- **21 June -9 July:** Prepare adult and youth entries for Pan African competition
- **9 July:** Pan African Adult/ Youth AfroGreen Trendsetter entry deadline
- **17 July:** Youth and Adult AfroGreen Trendsetter announced

6. THANK YOU

CRF and The KR Foundation would like to thank you for your entries and the exciting ways that you have talked about Water resources and climate change.

We are looking forward to your entries and we are confident that you and your peers will wow us.

Best of luck.