

THE MEDIAE COMPANY

MEDIA FOR EDUCATION AND DEVELOPMENT



IMPACT HIGHLIGHTS

We create, design and produce media for sustainable development

What we do.

Mediae is dedicated to improving the livelihoods of large audiences in Africa. By bringing critical information through entertainment over long periods of time, we have built a large audience base. Supplying vital knowledge for rural and urban audiences in forms that can be widely accessed and understood is a powerful tool to empower millions.

Getting development information to the people who need it most.



Edutainment drives change at scale and is a powerful way to achieve impact. Our educational content delivered through interactive and entertaining formats has been shown to change the knowledge, attitudes and practices of millions of audiences.



25%
is agriculture's direct contribution to Kenya's GDP



75%

of Kenya's population is employed in the agricultural sector



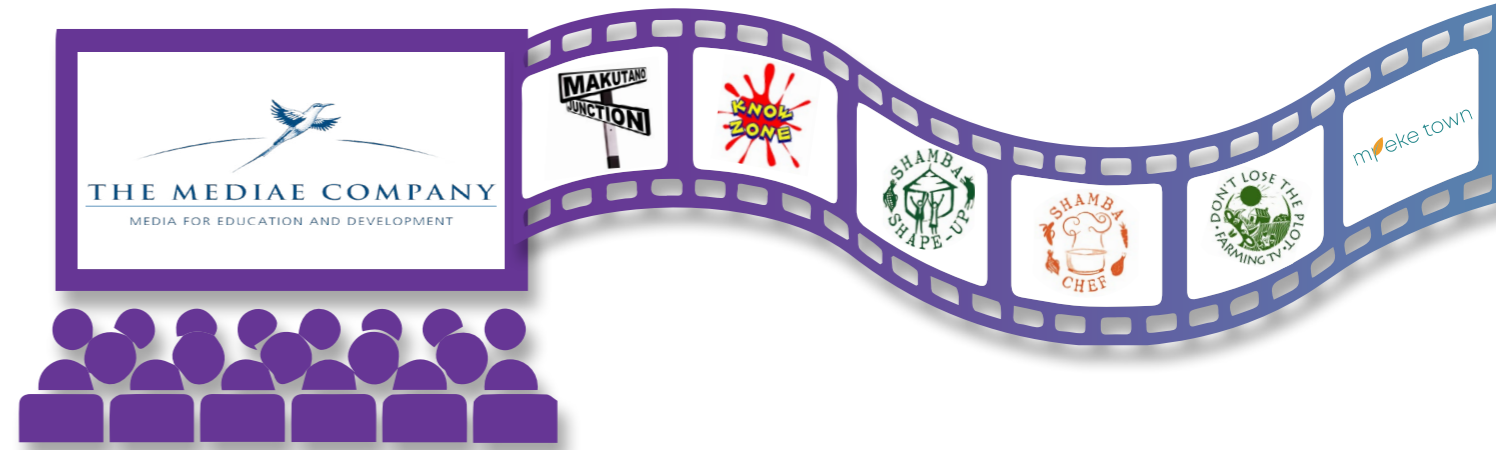
Dairy farmers who watched Shamba Shape Up and made specific changes to their milk production practices as a result benefited by

\$24,139,863



Our programmes at a glance.

Mediae supports development and education through media.



Shamba Shape Up



8 million viewers

- Twice a week - all year
- Kenya, Uganda and Tanzania

English/
Swahili



Shamba Chef



Est. 3 million

- Women banked, investing, cookstoves, agriculture, nutrition

English/
Swahili



Don't Lose the Plot



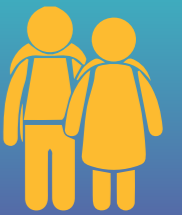
Est. 5 million

- Once a week for 3 months
- 4 young farmers compete to make the most money from 1 acre

English/
Swahili



Know Zone



2.5 million 7-14yrs

- Once a week
- 1 hour x 3 Class/Standards 2, 4 and 6



Makutano Junction



6 million audience

- Once a week for 6 months
- Kenya, Uganda and Tanzania



Mpeke Town



Est. 1.5 million

- Central Uganda
- Getting youth and women into farming as a business

English/
Luganda



Boosting access to information about agriculture.


A number of Mediae's programmes are designed to influence the way viewers, mostly in Kenya, Tanzania and Uganda think about farming and agribusiness.

'Don't lose the plot' (DLTP), an edutainment TV series, encourages young people to consider farming as a profitable career choice and provides them with information to make their business more sustainable while


boosting yields. We used mobile phones and the internet to attract young people to watch the series and improve their farms. The pilot season attracted 4.1 million viewers in Kenya and Tanzania, aged between 18-34.



Farmers are

x4 

more likely to keep crop production records after watching DLTP.

80% 

of viewers considered farming a viable source of income after watching DLTP.

Changing perceptions.

Farming is seen by many young people as a second rate or lossmaking venture and this gets in the way of youths seeking employment in the agricultural field.

Yet, given the importance of agriculture within the economies in which we work, we know the sector offers major income generating opportunities. If younger people don't want to venture into agriculture, with the majority of East African smallholders aged over 60, we are likely to have severe food shortages in the coming years.

Mediae's popular television show in Uganda set out to change this. The Drama Series **Mpeke Town**, reached two million people with useful and practical advice on how to improve their farm in its first Series. The show also promoted farming as a family business, where planning, resource allocation and labor activities are shared amongst family members in a collaborative fashion and where land ownership is fair.

Mediae's flagship television show, **Shamba Shape Up**, showcases in-depth information about every aspect of agriculture. With content determined through extensive field research, the show goes and meets farmers who identify problems on their farms, then we bring in the experts to provide innovative science-backed solutions and information for millions of rural and urban farmers.

Through the **Shamba Shape Up** series, Mediae has worked with urban farmers and remote pastoralist Samburu and Masai families, helping them improve production of both livestock and other farming to boost yields, income and improve family nutrition.

After watching **mpeke town**

56% of rural farmers indicated that they are trying different practices.



More than half of young urban viewers experienced a positive change in their perception of farming as a business.



After two series of Shamba Shape Up



428,000 households

in Kenya benefitted directly by adopting a new practice.

In 2020,

91%



of the 8 million Shamba Shape Up viewers reported making a change after watching the programme.



Financial education.

Our research has shown that very few farmers tend to keep financial records, such as budgets, lists of expenses or savings plans. The main reason for this is often that they do not feel they have to: they keep it in their heads.

Shamba Shape Up highlights the importance of financial education, good farming and nutrition practices, such as how to boost crops and improve livestock production, which nutritious foods to plant or how to make cooking more efficient.

Each series focuses on how to run a farm as a business, with the skills and tools needed to do this successfully. Storylines include conversations about the benefits of keeping financial records, having a business plan and using banking services, savings

and insurance plans, with real life scenarios played out for the audience so they can understand practically how these tools might apply in their own situation.

Our research suggests that **Shamba Shape Up** has led to major positive behavior changes in financial literacy, with considerable impacts including farmers saving their money. Farmers who watched the show are able to explain the importance of record keeping and budgeting. They report that they will apply this knowledge in the future.



8 in 10 farmers

said they would consider keeping records in the future and there is evidence that **Shamba Shape Up** played a role in influencing this intended behaviour



Viewers are **14%** more aware of how to calculate a profit

50%

of SSU viewers have a budget for their farms, versus **42%** of non SSU viewers



Sisters achieving together with better financial information.

Development information travels far when it is packaged in an entertaining format.

Makutano Junction featured a storyline discussing the value of banking. Mediae ran a parallel campaign with Women’s World Banking called **Nawiri Dada**, meaning “Sisters Achieve” in Swahili. Low income, under-banked women in Kenya were encouraged via the TV show and

campaign to open and use bank accounts to help them budget, save and build up a financial track record. The campaign was promoted locally through three partner banks, Equity, Kenya Women Finance Trust and Family Bank.

Makutano Junction was a leading driver for women who opened an account as a result of the **Nawiri Dada campaign**: 38 percent cited it as primary reason while 62 percent said it was the secondary reason.



In the last three months



Among those with a savings account who reported withdrawing zero, one, or two times:



138,000

low-income women opened “Nawiri Dada” bank accounts during the campaign.



Supporting education in rural areas to improve livelihoods.

Edutainment is also a powerful way to reach rural children.

Mediae works to improve education at primary school level through **Know Zone**, which is tied to the Kenyan curriculum and revises weekly numeracy and literacy skills amongst primary

children. Mediae also created a makeover TV series called **School Shape Up**, which centered around the importance of girls going to secondary school in remote places such as Marsabit county.

Research shows

11%
improvement in literacy skills amongst Know Zone viewers

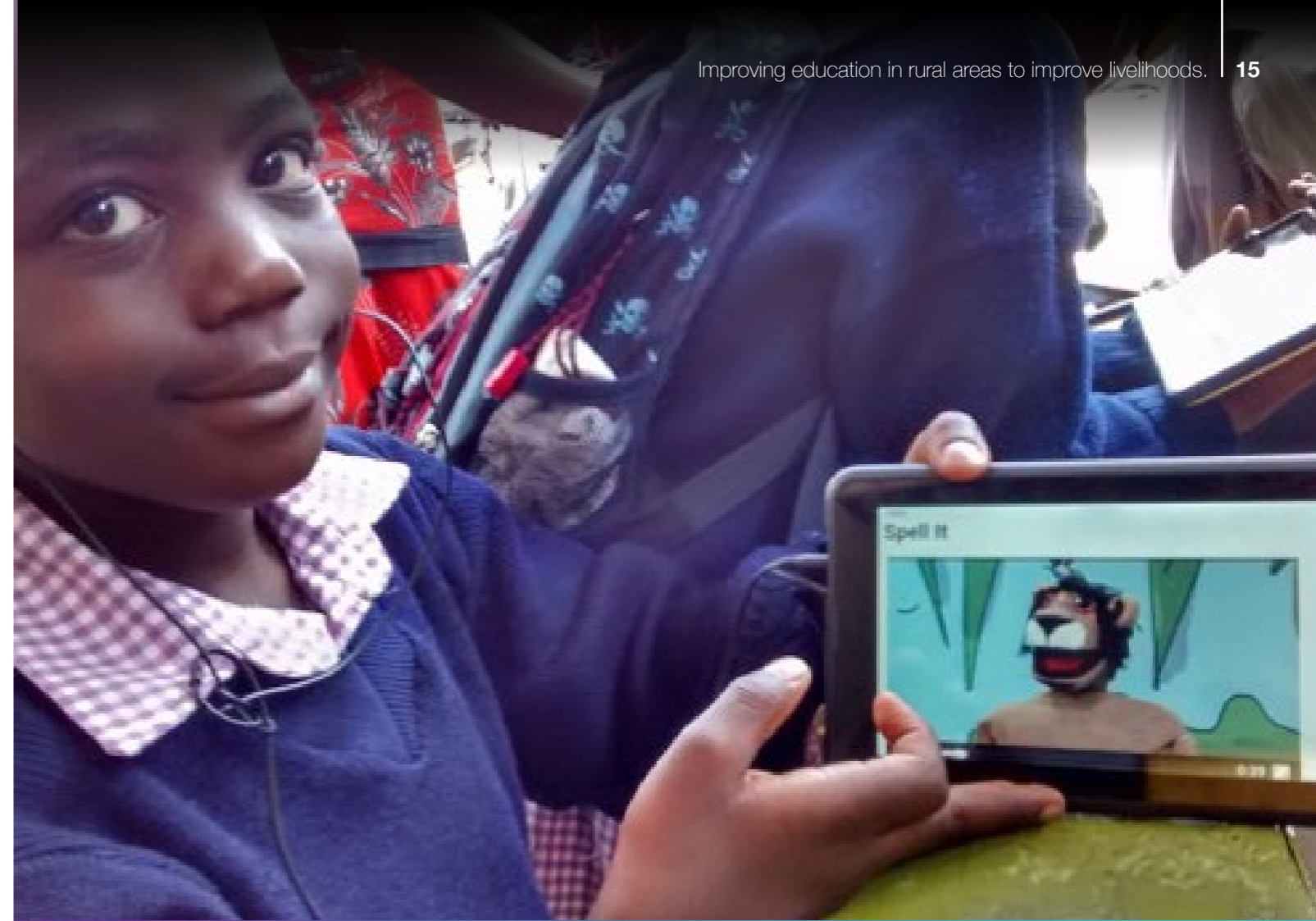
Research shows a

13%
overall improvement in numeracy and literacy skills.



Over 90%

of Know Zone viewers believed that watching the programme helped them do better at school.



The future is mobile: tapping the digital revolution.

Mobile farming applications are becoming increasingly popular across Africa. This rise in mobile – enabled farming has emerged from the need to access critical information quickly at low cost.

Mobile phones are helping more people access information and address challenges, such as keeping up with weather patterns, knowing where to purchase farm inputs at low cost and get market prices. With a mobile phone, farmers can keep informed about real prices in local markets, allowing them to negotiate and bargain with buyers on their own terms.

Mediae’s mobile phone-based service **iShamba**, which currently has 500,000 subscribers, aims to improve farmer’s productivity and income by providing them with accurate and timely farming information. It gives farmers market prices from two markets they choose, links them to input

suppliers and other development partners and increases price transparency to help farmers boost their agricultural production at affordable costs.

Budget Mkononi is another Mediae interactive web-based budgeting tool, that’s designed to help young and inexperienced farmers identify the basic costs and elements required to set up and run their farming business. **Budget Mkononi** was promoted on the show **Don’t Lose The Plot**, to encourage young, aspiring and inexperienced farmers to view farming as a business. It provides the tools and knowledge to own, lease and run agribusinesses of their own.

“From the information on market price and the contacts I got, I have been able to sell my chickens at a higher price than I did before.”
 ISHAMBA FARMER, MACHAKOS



iShamba farmers in Kiambu growing potatoes, recorded



higher sales than those of non- iShamba farmers.



iShamba farmers also had harvests 50% higher than non- iShamba farmers.

Taking climate information to the farm.

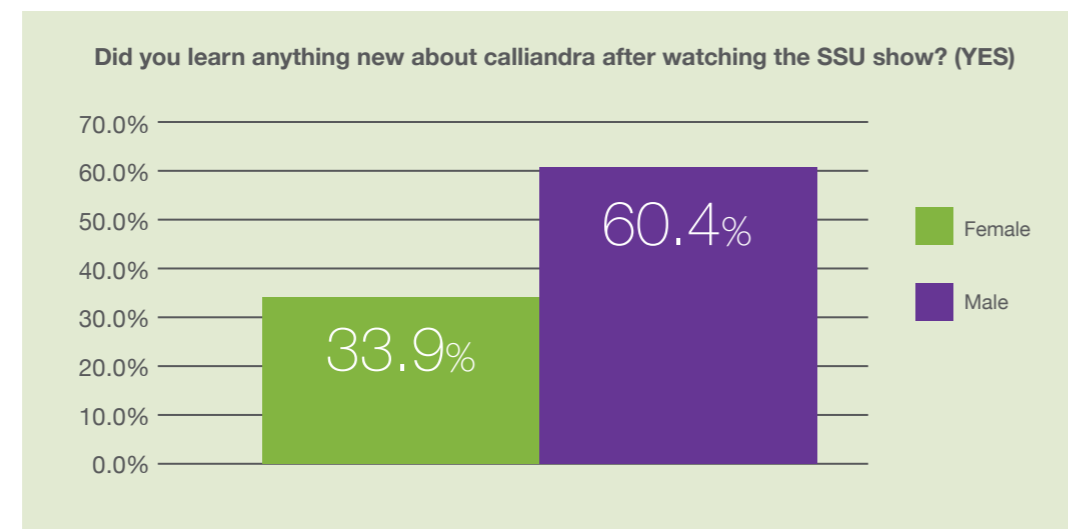
Agriculture is threatened by climate change, which is linked to more extreme weather events such as droughts and floods, and increases in pests and diseases.

Mediae supports farmers by providing them with information to help them overcome these difficulties on their farm. For the next three years, **Shamba Shape Up** will focus on how farmers can adapt to the impacts of climate change, especially providing information to help female farmers.

For example, calliandra is a climate-smart tree, which provides shade, erosion control and soil

improvement. It can also be used as livestock feed.

In a postal survey questionnaire, respondents were also asked about knowledge on calliandra learnt through the show or learnt elsewhere. Only 69% of respondents knew about calliandra as a feed for livestock before watching the show. This rose to 94% of respondents after watching the show.²



² https://mediae.org/documents/5/Mediae_CGIAR_2017_Assessment_of_Integrating_Television_and_Mobile_Phone_Technology.pdf



Better, healthier diets and cleaner cooking.

“The impact of the triple burden of under nutrition, micronutrient deficiencies, and overweight and obesity is spreading in Africa.”³

Malnutrition is particularly worrisome during pregnancy and can have drastic consequences on both child survival and overall wellbeing of children in the long term. These health threats can have detrimental impacts on the families ability to make money.⁴

The reality television show **Shamba Chef** reached 2.2 million viewers with information about improved nutrition and more efficient cooking. **Shamba Chef** sends a team of chefs, nutritionists and agronomists across Kenya to visit families in their homes and share advice about nutritious foods, how to grow their own kitchen gardens and improve their energy efficiency. Information is given about the importance of a balanced, diverse diet showing how easy it is to include 5 different food groups for the family and in particular for pregnant women and children under the age of two.

Popular Kenyan chefs share recipes using local ingredients, and neighbours and families

get together for “cook-offs,” competing to make the tastiest and most nutritious meals. The programme is dedicated to rural and peri-urban women as a primary audience, with men forming an important secondary target audience.

The series was complemented by a mobile platform called **iChef** that viewers can use to get SMS bespoke advice relating to clean cooking and nutrition. Over a 10-week period, iChef received around 30,000 SMS messages.

Education on nutrition is also a prominent feature on **Shamba Shape Up**, where the nutrients of different crops are discussed. Mediae worked with various key content partners to promote orange flesh sweet potatoes as a nutrition rich food for families and has also covered information on cooking vegetables to keep vitamins and minerals intact, the importance of a balanced diet and reinforcing the importance of kitchen gardens.

³ <https://scalingupnutrition.org/wp-content/uploads/2020/10/Kenya-National-Nutrition-Action-Plan-2018-22.pdf>

⁴ <https://www.usaid.gov/sites/default/files/documents/1864/Kenya-Nutrition-Profile-Mar2018-508.pdf>



The average Kenyan family spends almost one third of their income on cooking fuel. Millions of households across East Africa cook over open fires or using inefficient charcoal stoves on a daily basis. The health, time and financial cost for families is huge. In rural areas, several hours a day are spent collecting firewood. Smoke inhalation causes serious health risks - Acute Respiratory Illnesses are the second leading cause of death in Kenya.

One key reason for this is a lack of suitable cooking appliances as well as little knowledge around cooking with electricity, particularly the electric pressure cooker.

Findings do however show that farmers are open to adopt new cooking appliances and practices. Mediae partnered with the **Modern Energy Cooking Services programme, funded by UK Aid throughout Series 10 and 11 of Shamba Shape Up in order to promote clean, modern cooking appliances.** Over a billion people have access to electricity but still cook with biomass (MECS 2021).

Research after Series 10 on this topic showed that viewers are much more likely than non-viewers to use electric pressure cookers for githeri (62% vs 41%), beans (59% vs 36%) and matumbo (43% vs 30%) a clear indication that the messages in SSU 10 are being accepted and acted upon.



25 million farmers reached to date with clean, modern cooking appliances



1.8 billion people have access to electricity but still cook with biomass (MECS 2021).

More information on our programmes.

Don't Lose the Plot (DLTP), four youth enter a competition to see who can make the most profit from one acre of farmland. The programme was funded by USAID Feed the Future in an effort to show rural youth that farming can be a profitable venture. The show attracted **5 million viewers**.

Know Zone is a locally produced TV series that aims to raise the educational standards of young Kenyans by improving their grasp of literacy and numeracy in line with the Kenyan primary school syllabus. It also equips youth with life-skill messages ranging from environmental issues to peace building initiatives in a contextually relevant delivery. **2.5 million viewers**.

Makutano Junction, a Kenyan soap opera, set in a fictional village named Makutano - capturing different themes that affected the normal African society. The main contemporary issues that were mostly stressed in the drama were, corruption, education, early marriages, Female Genital Mutilation and pregnancies, HIV/AIDS, human rights, social justice, values, and perceptions, conflict resolution. **6 million viewers**.

Mpeke Town is centred around improving the quality of management within farmer groups

in Uganda, encouraging best practice in agricultural production and thus enhancing rural livelihoods. The show seeks to improve access to inputs, finance, markets and, most importantly, promote the concept of farming as a family business where planning, resource allocation and labour activities are shared out amongst the family members in a collaborative fashion and where land ownership is fair. **1.5 million viewers**.

Shamba Chef, an edutainment reality TV show grounded on improving the cooking methods of Kenyans, as well as their family's nutrition. **3 million viewers**.

Shamba Shape Up (SSU) – With **8 million viewers** and more than 10 seasons running, Shamba Shape Up has taught millions of farmers how to improve their operations in very practical and easy to implement ways.

Since agriculture is the backbone of many economies in Africa, a number of our programmes focus on agricultural content. Providing better information for these farmers has important knock-on impacts, helping to create employment and support farmers in improving their living standards, in both rural and urban areas.¹



¹ https://shambashapeup.com/documents/151/Digital_Farmer_Mediae_Geopoll_reserach_copy_2_2.pdf



With over 20 years of experience, Mediae has proven that television and radio programmes, supported by a range of mobile and digital tools are a powerful way to reach millions of people across Africa.

Shifts in behaviour have been evident at all levels, due to our highly inclusive programmes and tools – enabling both rural and urban farmers to reach their full potential and thrive amidst an increasingly challenging environment.



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