



USAID
FROM THE AMERICAN PEOPLE

Resilience in the Sahel

(Issue No.5)

Sequencing Layering Integrating



ACTIVITE USAID | ASTER – TerresEauVie – ViMPlus

ASTER- TerresEauVie – ViMPlus : Collaboration to better inform Communities on land Tenure

Three RISE II activities in North Central Burkina Faso, ASTER, ViMPlus, & TerresEauVie, each with its specific mandate or level of intervention, focus on improving land tenure security. Stakeholders jointly reported a concern during a meeting in March 2020. In spite of the Government's efforts, knowledge and compliance with Law 034/2009 of June 16, 2009 on rural land tenure, and the operational level of rural land services/state offices remain low.

Questions common to all activities included: How to improve information on land tenure law and governance structures at municipal and village levels, in addition to capacity building initiatives carried out by each project? How to encourage communities to request more land titles? How to be efficient in reaching a maximum number of participants despite safety and health concerns?



To properly address these concerns, the three activities opted for a public awareness strategy through radio campaigns. A diversified campaign tailored to rural listeners featured debates, legal ads, and radio contests with well-known local actors, in French and national languages: Moore, Fulfulde and Gulmacema. Through the commitment of 7 radio partners, the campaign covered the entire RISE II zone in Burkina Faso, Central-Northern, Sahel and Eastern Regions.

Although there were some challenges in achieving campaign results, the three RISE II activities displayed flexibility, dialogue, and genuine commitment to budgetary efforts. Each Activity handled part of the campaign according to its mandate. The three activities were able to collaboratively design, implement and monitor this key campaign held from June - December 2020.

During planning and implementation, ASTER, TerresEauVie & ViMPlus shared the objectives and details of the campaign with their respective municipalities through a jointly signed letter personally addressed to each mayor. Collectively, these projects planned and produced accessible ads that focused on the legislation's specifics. Additionally, they produced programs that highlighted the campaign's goals, helped promote understanding of the bill, and showed how citizens could benefit from the legislation in concrete ways. For instance, TerresEauVie & ViMPlus revised the program content and translation of ASTER-produced ads. ASTER & ViMPlus helped finalize the story lines for the programs. ASTER and ViMPlus helped coach local actors (from the municipality and community) in preparing the programs.

In addition, partners created a WhatsApp group to monitor and share information about the campaign and its programming. This was an effective tool for coordination but also for reinforcing a collaborative

spirit fostered by the campaign. Overall, the campaign was a success in partnership, commitment of local actors and benefits to the community. The radio campaign increased access to information about rural land tenure law and provided information that shed light on the law and policy by debunking some misunderstandings and "fake news". The use of public radio was welcomed by both city councils and communities. The campaign highlighted the respective roles and responsibilities of Village Land Commissions (VLCs) and Village Land Conciliation Commissions (VLCCs). Furthermore, the broadcasts resulted in numerous visits to rural land offices and several requests to secure rural land ownership in the municipalities where RISE II is active. Demand for rural land ownership certificates was a welcome development.

Check out the success story " Listening for Action: Radio empowers farmers to secure their land in Burkina Faso TerresEauVie" written by TerresEauVie on one of the campaign's impacts in Pissila municipality - Centre-Nord.