
IMPACT ASSESSMENT OF AGRICULTURAL AND CLIMATE ADAPTATION INFORMATION

JOURNALISM RESOURCE CENTRE, JULY 2025

INTRODUCTION

Since 2023, the Journalism Resource Centre (JRC) has been supported by the ALCP2 programme, under the partial action of the SDC's regional initiative, to bolster media content for rural producers reliant on agriculture and natural resources in Georgia, Armenia, and Azerbaijan in the face of climate change. It has become a key actor in enhancing climate-smart communication and reporting across Georgia and the neighbouring countries of Armenia and Azerbaijan, working through partnerships **with universities and media outlets** to improve the quality, reach, and impact of sustainable environmental and agricultural information for rural producers. Over the past year and a half, **twenty partner news channels**, under the JRC's guidance, **independently produced ninety-four media reports on these topics**.

The JRC developed a **climate-smart communication and reporting module** to integrate into academic curricula in **Georgian universities and several partner institutions abroad**. This initiative also included journalist training to strengthen media capacity on climate and sustainability topics. The ALCP2 has provided continuous support to the JRC in aligning reporting practices with log frame indicators, documenting progress, and embedding climate-smart content related to livestock, beekeeping, sericulture, wild botanicals and sustainable dairy production. The initiative also promotes **citizen engagement in environmental decision-making**, including involvement in the Goderdzi Friends advocacy group.

The ALCP2 and the JRC conducted this impact assessment to **evaluate the scale and early benefits of JRC-facilitated content**. The interviews explored perceptions of the quality, reach, and practical application of agricultural and environmental information, with particular attention to JRC-supported content and media outreach. The assessment also enabled the ALCP2 to **calibrate the estimated scale of rural viewership**. It served as a way of ground-truthing the JRC's estimated outreach figures at the farmer level and of understanding **how climate-smart information is adopted by rural producers**. Building on this preliminary assessment, more comprehensive impact assessment will be finalized in 2025.

METHODOLOGY

Forty-three semi-structured interviews were conducted with rural producers from eleven municipalities. Participants included 62% women and 7% ethnic Armenians¹ (40% women and 60% men), with ages ranging from 28 to 74. The municipalities were purposefully selected to ensure a diverse range of respondents and perspectives. Data was collected using semi-structured questionnaires and the results were then analysed in Excel.

	MUNICIPALITY	INTERVIEWS
1	Ajara	9
1	Kvemo Kartli	9
3	Kakheti	7
4	Imereti	10
5	Samtskhe-Javakheti	8

Figure 1: Number of interviews conducted in each municipality

RESULTS

SCALE AND UPTAKE

Relevant JRC programming on three main regional TV channels (TV 25, TOK TV, and Agrogaremo TV) reached around 421,000 people, as measured by the audience-counting company TMI for the JRC.² Of these, using GeoStat data of the proportion of the population who are rural. 39%, thus 164,136, were rural producers. The results of the survey were used to calibrate this data. The survey revealed that **adapted content reached 86% of the respondents**, translating to **141,233 rural inhabitants**. Of these, **74%**, or **105,103 people**, **applied the new knowledge in practice**, with **88%** of them, thus 92,364, **reporting it as beneficial**. The survey also revealed that on average for each respondent **some of the information they received was shared with four people on average**.

PERCEPTIONS OF JRC-SUPPORTED INFORMATION

Of the 86% of respondents reported receipt of the JRC-facilitated content from at least one of the media channels, 74% of whom applied the new knowledge in practice, and 88% of these reported it as beneficial, applications included improving beekeeping resilience, silkworm farming, fruit production, vineyard care, and garden expansion. Most respondents (63%) expressed satisfaction with the quality and usefulness of agricultural and environmental information. Women are receiving information and actively participating in rural production alongside men, with no significant differences in responses between men and women in either the Georgian or Armenian communities.

¹ JRC's outreach in Azerbaijani communities has been modest, making their inclusion in the small sample challenging. However, the next impact assessment, which will use a larger sample size, will also cover Azerbaijani communities.

² A monthly average of around 152,000 people watch TV 25, 149,000 watch Agrogaremo TV, 120,000 watch Talk TV

INFORMATION REACH AND USE

Information was received primarily through social media platforms such as Facebook, YouTube, and TikTok (74%), followed by television broadcasts (49%) and online webpages (37%). Among television stations, Agrinews (42%), Agrogaremo TV (35%), and Me Var Fermeri on Ajara TV (26%) were most frequently referenced. Training and veterinary consultations were also cited by 30% of participants, highlighting the value of direct, interactive learning. Other sources included informal networks (21%), printed materials like leaflets and books (14% and 9% respectively), radio (9%), and agricultural publications (7%). (See Figure 1 and Figure 2)

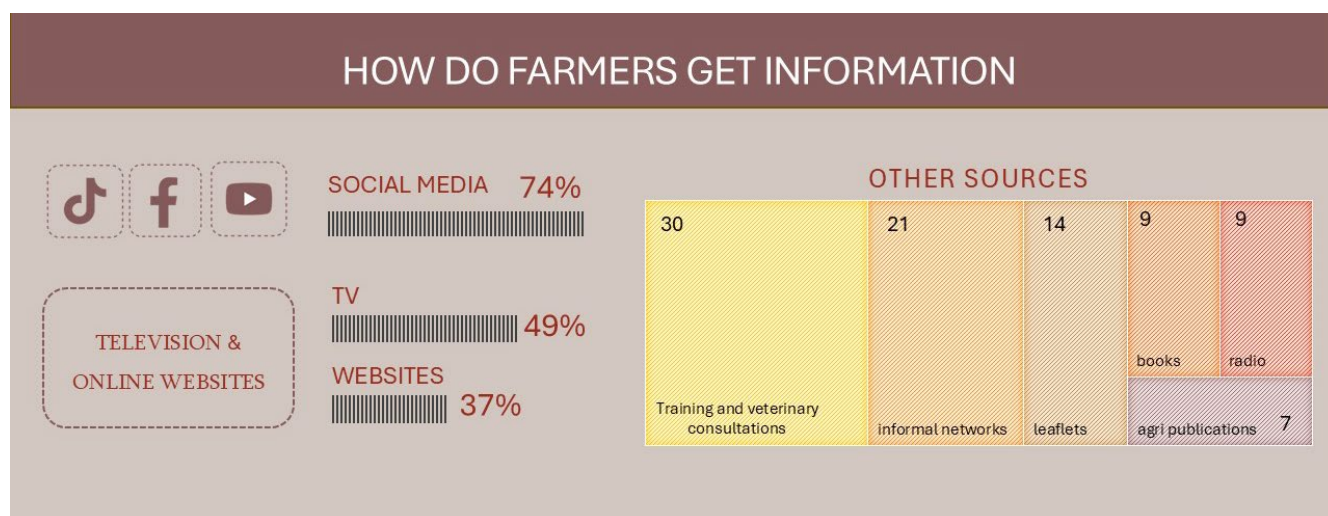


Figure 1: Information Sources for Farmers

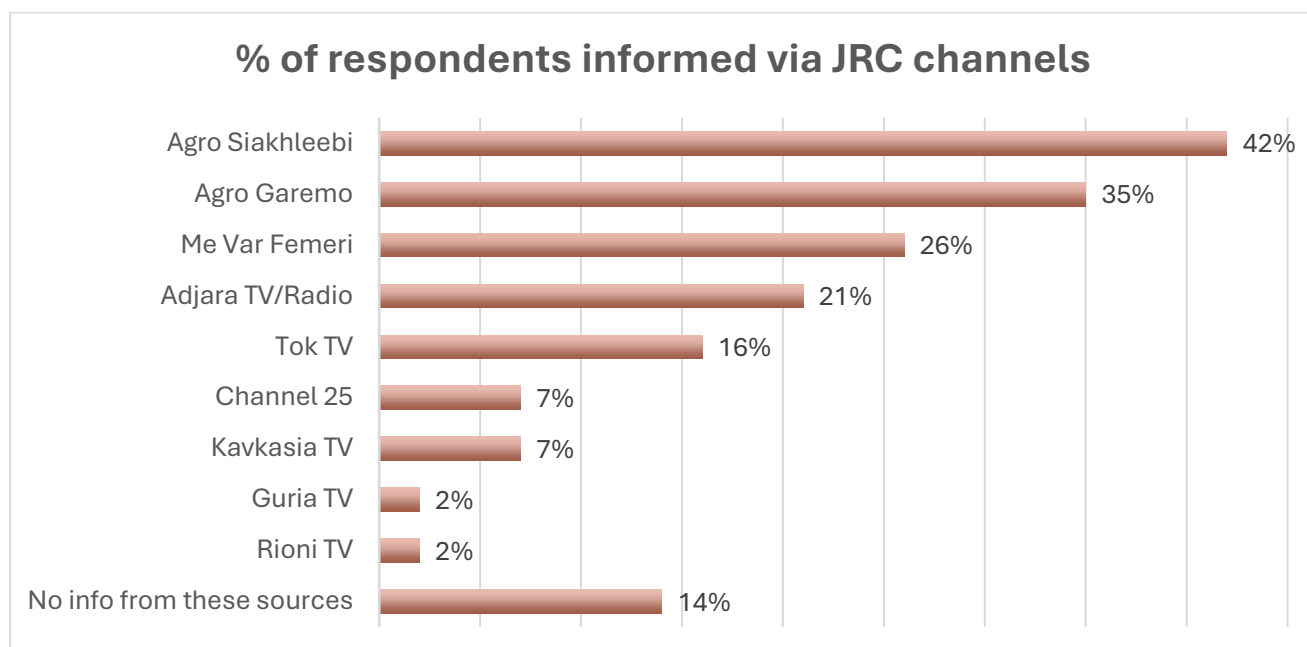


Figure 2: Percentage of respondents receiving information from the JRC facilitated channels

PERCEIVED IMPACT OF NEW PRACTICES

Respondents reported positive impacts from adopting new climate-smart and agricultural practices disseminated through JRC-linked channels, with 88% noting beneficial effects at household, community or environmental levels. A minority (9%) mentioned adverse outcomes³ while 3% saw no significant change.

‘Last year, I watched a report by Agrogaremo TV about the Georgian Silk Association, how they help people get silkworms and find a market for the silk they produce. I reached out to the Association through Agrogaremo’s Facebook and this year, with their support, I managed to produce about twelve kilograms of raw cocoons and earned around 655 Gel. That is a big help for me, especially since I have many children and we have a status of socially vulnerable family.’ **Female Silkworm Farmer from Akhmeta, Kakheti.**

‘I first heard about the meetings on urban development planning around Goderdzi from a local person. Since I live in Beshumi and the plan affects me, I decided to get involved. My concerns have been covered by Adjara Times, Batumelebi, and Talk TV. Without the media, people would have known nothing, especially since even the Khulo municipality’s website did not publish any information. I hope more people will become involved in future processes.’ **Female resident from Beshumi, Khulo.**

INFORMATION TOPICS AND CONTENT

Key topics covered over the past year included cattle farming (81% of respondents had received information on this topic), beekeeping (54%), sericulture and citrus cultivation (38% each), viticulture (16%), and wild plant management (5%). These areas align with regional agricultural priorities and reflect targeted programme interventions.

CONCLUSION

The JRC, with the ALCP2 supports is expanding climate-smart communication and reporting, to hundreds of thousands of rural inhabitants the overwhelming majority of whom are using the information to benefit their livelihoods. The survey shows that media quality and accessibility remains vital for fostering informed rural communities and that tailored information is essential for rural inhabitants to adapt to ongoing environmental and climate related challenges that threaten the sustainability of their livelihoods.

Overwhelmingly the content received and applied has been beneficial, with a very small minority having an adverse outcome on application 9% in this survey. This should however be investigated and addressed in future programming and the media outlets **should follow up on the application of their advice in future programming**. This will inform and strengthen content making it more relevant and further boosting uptake and trust.

³ Three respondents in Khulo noted that they had seen raspberries promoted as suitable for the climate and planted them, but they failed to grow.

ANNEX 1: AGRI AND CLIMATE ADAPTATION INFORMATION ASSESSMENT QUESTIONNAIRE

To the interviewer: read the text below out to every respondent

Hello, I am and represent the Journalism Resource Centre. We are conducting a survey on how agricultural households receive and use information related to agro-environmental and climate adaptation. Your participation will help us improve the provision of information in the future. The information you provide will be confidential and will be used only in aggregate form.

Thank you in advance for your cooperation!

General information:

Interviewer's name

Municipality / Village

Respondents age

Respondents gender

Respondents Ethnicity

Filter: A. Is your family engaged in agricultural work?

- Yes (Continue with the interview)
- No (End the interview)

To the interviewer: Request an interview with a person who is the most informed person or husband/wife on agricultural issues. If several persons share the roles equally, select the one who has the time and willingness to participate in the survey.

SECTION: B. Information receiving

B1. Please, when it comes to agriculture, what is your primary source of information?

1	TV	
2	Newspapers	
3	Radio	
4	Online media	
5	Social media (Facebook, YouTube, TikTok)	
6	Booklets / leaflets / Banners	
7	Books	
8	Trainings	
9	Family members / Neighbors / Friends / relatives	
10	Women's rooms	
98	I do not get information from above indicated sources	
99	Don't know / refuse to answer	

B2. Have you received agri-information from any of the following sources?

	Source	Yes 2. No 99. DK/RA
1	Agro Siakhleebe	
2	Agrigaremo TV	
3	TV25	
4	Ajara TV/Radio	
5	Guria TV	
6	Tok TV	
7	Cavkasia TV	
8	Gurjaani TV	
9	Tanamgzavri TV	
10	Egrisi TV	
11	Imervizia TV	
12	Me Var Fermeri	
13	Ajara Times	
14	Rioni Tv	
15	Odishi TV	
16	Trialeti TV	
17	TV Monitoringi	
18	Dia TV	
19	Parvana TV	
20	Me-9 Arkhi	

B3. What are the main topics you have received information about?

Silk

Livestock

Beekeeping

Wild Botanicals

Lori

Natural Resource Use

Climate Change

Other _____

B4. Have you adopted any new practices in your farming business after watching / reading agro information?

Yes

No (Go to Question #B6)

99. Don't know / refuse to answer (Go to Question #B6)

B5. Overall, how useful or useless was the information you received on a 5-point scale, where 1 means very useful and 5 means absolutely useless?

1	2	3	4	5
Very useful				Absolutely useless

B6. Have you used the knowledge you gained in your family's agricultural practice?

1. Yes

2. No

99. Don't know/refuse to answer

B7. If yes, what type of knowledge/practice did you use at the family/community/environmental level?

B8. Overall, has the introduction of the new practice been beneficial to you at the family/community/environmental level?

1. The new practice has been beneficial

2. The introduction of the new practice has had no effect

3. The introduction of the new practice has been detrimental

99. Don't know / Refused to answer

B9. Tell us more about how the knowledge/practice you gained has benefited you? [What benefits or harms have you experienced from implementing the new knowledge/practice?

B10. Can you specify how many farmers did you share information with, except of the family members?

1. Yes ____ (Indicate number)

2. No

99. Don't know / refuse to answer