Journalism Resource Center

Impact Assessment

Agricultural and Climate Adaptation Information

Georgia, Armenia, Azerbaijan

JOURNALISM RESOURCE CENTRE

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CONTENTS

BACKGROUND

Since 2023, the Journalism Resource Centre (JRC) has been supported by the ALCP2 programme, under the framework of the Swiss Agency for Development and Cooperation regional initiative, **to strengthen media content for rural producers dependent on agriculture and natural resources in Georgia, Armenia, and Azerbaijan in the context of climate change**. Within this framework, the JRC has positioned itself as a key actor in advancing climate-smart communication and reporting across the South Caucasus, working in partnership with media outlets and academic institutions to improve the quality, reach, and practical relevance of environmental and agricultural information.

Over the 2023–2026 period, the JRC collaborated with a wide network of media partners across the three countries to disseminate climate-adapted agricultural content, ensuring nationwide coverage through both broadcast and digital platforms. In Georgia, the JRC operated through its own media channels, including Agrogaremo TV and the television programme *Agro Siakhleebi* (Agri News), which was broadcast via sixteen regional television stations, as well as *TOK TV*[1]. Together, these channels ensured near full national coverage, further amplified through strong digital presence on platforms such as *Facebook* and *YouTube*, including outreach to ethnic Azerbaijani and Armenian communities. The JRC also conducted two rounds of climate-smart reporting trainings and worked closely with sixteen regional media organizations that actively produced agricultural and environmental content.

In Armenia, the JRC partnered with the Media Initiatives Centre and engaged a network of twelve media outlets[2], including the Public Broadcaster of Armenia, regional television stations, and leading digital platforms. These collaborations ensured broad national outreach, supported by active use of social media and interactive content formats. In Azerbaijan, the JRC collaborated with the Azerbaijan Women's Association for Rational Development (WARD) and worked through a combination of media and institutional platforms, including State Agrarian Development Centres and Regional Training Centres under the Ministry of Agriculture[3]. These channels enabled nationwide dissemination of agricultural information within a more centralized system, complemented by digital and social media outreach.

Climate-smart reporting began in Georgia in October 2023, later expanding to Armenia and Azerbaijan in September 2025. This phased rollout influenced both the volume of content produced and the timeframe available for measuring results. Over the programme period, partner media outlets produced a substantial volume of climate-smart content, including reports on livestock management, beekeeping, sericulture, wild botanicals, sustainable dairy production, and climate adaptation practices. The full scope of outputs is detailed in the Annual Report (March 2025 – February 2026).

In parallel, the JRC developed a climate-smart communication and reporting *module* for integration into academic curricula in Georgian universities and partner institutions abroad. This initiative, combined with targeted journalist trainings, strengthened media capacity to cover climate and sustainability topics. The ALCP2 programme provided continuous support to ensure alignment with logframe indicators, systematic documentation of progress, and consistent promotion of climate-smart agricultural practices.

[1] TV 25 – Adjara, ODISHI TV – Samegrelo, TV Ninth Wave – Poti, TV Guria, TV Egrisi, TV Rioni, TV Argo, TV Borjomi, ATV 12 – Akhalkalaki, TV Parvana – Ninotsminda, TOK TV – Samtskhe-Javakheti, TV Gurjaani – Kakheti, Imervizia – Chiatura, TV Kolkheti – Chkhorotsku, Ajara Times, and Tanamgzavri – Telavi

[2] The Armenian Weekly, cvmedia.am, ecolur.org, Nizak Media, Regions TV, Ampop.am, ALT TV, Aliq Media, Hetq, Factor TV, the Public Radio of Armenia, and Infocom.

[3] Fermerin Real Dostu (Real Friend of Farmer), AgroTV programmes focusing on agricultural economics and innovation, and online information portals such as EAIS and aqrarbazar.az.

INTRODUCTION

This **Impact Assessment** aims to measure progress against the purpose-level and one outcome-level indicators defined in the JRC Logframe, which represent access, uptake and application by farmers and their satisfaction with the information received. These indicators focus on assessing the extent to which media-supported interventions have contributed to improved access to information, application, and resilience among rural producers in Georgia, Armenia, and Azerbaijan.

Specifically, the IA measures the following purpose-level indicators:

1. Reach and accessibility of information on sustainable agriculture, natural resource management, and climate change adaptation among farmers and rural producers (target: 3 million individual rural producers).
2. The number of smallholder farmers applying agro-ecological and sustainable farming practices (target: 30,000 HH's).
3. The number of individuals who perceive themselves as more resilient to climate change impacts (target: 20,000 HH's)

The Impact Assessment goes beyond output-level monitoring such as number of reports produced or broadcast reach and to capture deeper changes in knowledge uptake, attitudes, and practices. While ongoing monitoring tools, used during the project, including monthly data tracking, audience analytics (e.g., the audience-counting company data), and mini-surveys, provided indicative trends, they were insufficient **to verify whether exposure to climate-smart content translated into behavioural change and increased resilience** to the impacts of climate change. Therefore, the IA was designed as a comprehensive exercise to validate estimated outreach figures, assess effectiveness, and ground-truth results at the farm level.

To support this process, an early AI was conducted in early 2025 which provided preliminary insights, while the full IA implemented later in 2025 enabled a more robust evaluation of project outcomes. The timing of the IA was from summer to autumn 2025 in coordination with the ALCP2 Results Measurement team to ensure that interventions had sufficient time to mature and generate measurable impact.

Note on Impact: Attribution versus Contribution

The results in this IA distinguish between fully attributable and contributable results. Fully attributable results are derived from Georgia, where climate-smart reporting began in October 2023, allowing more than two years of implementation prior to the assessment (See Georgia section below). In Georgia, attributable impact is supported by a statistically representative survey of 365 rural producers, with a 5% margin of error, previous surveys[4] and complemented by extensive qualitative evidence of behavioural change and application of information.

The individuals estimated in Armenia and Azerbaijan are classified as contributable rather than fully attributable results. While there is evidence that project-supported media interventions contributed to increased awareness and uptake, the shorter implementation period and available evidence do not allow the same level of attribution or strength of causal linkage as in Georgia.

[4] Impact Assessment of Agricultural and Climate Adaptation Information. Journalism Resource Centre, July 2025

HH vs Individual

For indicators 2 and 3, t**he indicator was framed at household level**, referring to the application of information and practices which is by necessity is done within farming households. Therefore, the results of indicator one which calculates the total adult rural population are converted to HH's for Georgia, Armenia and Azerbaijan using the average rural household sizes for Georgia, Armenia and Azerbaijan. (3.4 persons per household Georgia, 3.5 Armenia and 4.2 Azerbaijan).

Georgia Focus Explained

In Georgia, climate-smart reporting started in October 2023, allowing for earlier engagement with media partners, more extensive content production, and a longer period for results to materialize. In Armenia and Azerbaijan, climate-smart reporting activities were initiated later, in September 2025, **resulting in a shorter timeframe for both content dissemination and impact measurement and a lower level of concentration in content delivery**. This difference in implementation timelines is an important factor when interpreting the findings of the Impact Assessment, particularly in relation to the depth of observed outcomes and the level of behavioral change across countries.

In Georgia, a larger and more statistically robust sample (365 respondents, with a 5% margin of error) was achieved, and more in-depth analysis carried out. Consequently, this report presents Georgia's findings in detail. In contrast, Armenia (52 respondents) and Azerbaijan (49 respondents) faced constraints related to limited access, logistical challenges, and sensitivities associated with the post-conflict context in and around Nagorno-Karabakh, as well as broader institutional and political factors. While these smaller samples do not provide the same statistical precision, they are sufficient to identify general trends and indicative patterns. Despite these challenges, the results demonstrate that JRC-supported media interventions have contributed to improved access to information, increased awareness, and early signs of behavioral change among rural producers in these two countries.

INCLUSION (GEORGIA)

Gender

Gender inclusion was a key consideration throughout both the content production and the impact assessment process. The JRC-supported climate-smart content was intentionally designed to be relevant and accessible to women engaged in agriculture, reflecting their active role in rural livelihoods, including livestock management, silk, crop production, and household-level decision-making. Many of the topics covered, such as sustainable dairy production, small-scale farming techniques, beekeeping, and efficient resource use, are particularly applicable to women farmers and rural entrepreneurs.

This IA also ensured balanced gender representation, with 50% of respondents being women across the surveyed countries. This allowed for a more inclusive understanding of how climate-smart agricultural information is accessed, interpreted, and applied in practice.

Findings indicate that responses from women and men were largely consistent, with no significant differences observed in terms of access to information, perceived usefulness of content, or the application of climate-smart practices. This suggests that the JRC-supported media content is equally relevant and effective across genders, successfully reaching and engaging both women and men in rural areas.

Ethnicity

The survey conducted across Georgia revealed important distinctions in how ethnic Armenian, Azerbaijani, and Georgian farmers access, interpret, and apply climate-smart agricultural information. While overall exposure to climate-smart and environmental information was high across all groups, differences emerged in terms of preferred sources, information needs, and agricultural priorities.

Armenian communities, predominantly located in Samtskhe-Javakheti and Kvemo Kartli, reported relying heavily on Armenian-language broadcast media, social media, and peer networks within their communities. Their agricultural focus is largely on livestock rearing, potato cultivation, and small-scale horticulture, reflecting both the agroecological conditions of their regions and traditional production systems. Survey findings indicated that Armenian farmers were particularly receptive to irrigation techniques, water management practices, and livestock feed optimization, reflecting the specific climatic challenges in their areas. They also showed a preference for practical demonstrations and field-based learning, which helped translate information into action more effectively.

Azerbaijani communities, mainly concentrated in Kvemo Kartli, displayed similar patterns in media consumption, prioritizing Azerbaijani-language programs and informal networks, such as community meetings and family recommendations. Their main agricultural activities include vegetable cultivation, greenhouse production, and orchard management. Azerbaijani farmers emphasized efficient irrigation, pest management, and greenhouse climate control as key topics for improving productivity and resilience. Adoption of climate-smart practices often reflected both the technical needs of their crops and the reliance on community-shared knowledge.

In contrast, ethnic Georgian farmers, distributed across Imereti, Kakheti, Shida Kartli, and other regions, exhibited more diverse agricultural activities, including grain production, vineyards, orchards, and diversified horticulture. They accessed information through Georgian-language TV and radio programs, national agricultural publications, and digital platforms, with slightly higher uptake of soil conservation, crop rotation, and agroforestry practices. Their broader crop portfolio also led to engagement with a wider variety of climate-smart techniques, including organic fertilization and erosion control.

Overall, the survey findings underscore that while access to climate-smart information is broadly similar across ethnic groups, **ethnic-specific language channels, local agricultural priorities, and community structures strongly influence the types of information utilized and the practices adopted**. Armenian and Azerbaijani communities in Georgia, in particular, show a strong reliance on peer-to-peer knowledge and community-based learning, which helps overcome language and accessibility barriers. These insights highlight the need for tailored communication strategies that consider both linguistic and agricultural differences to maximize the adoption of climate-smart practices across all ethnic groups in Georgia.

METHODOLOGY

The JRC announced a call for researchers to implement country-level assessments of agricultural and environmental media coverage. The questionnaire covered primary sources of agricultural information, perceived usefulness and credibility of media content, applying information, and the extent to which acquired knowledge was implemented in practice. See *Annex 3 Agri and Climate Adaptation Information Assessment Questionnaire*

In Georgia, the assessment was conducted in November and December 2025 across all regions of the country[5] among 365 small-scale rural producers and entrepreneurs, a statistically significant sample with a five per cent margin of error. To ensure inclusivity, the assessment covered minority-populated regions, where interviews were conducted in Azerbaijani and Armenian languages. Ethnic minority respondents accounted for 7% of the total sample. In Armenia, fifty-two small-scale farmers and entrepreneurs were interviewed from multiple regions of the country[6]. In Azerbaijan, data was collected through an online survey conducted among forty-nine farmers representing twelve regions[7]. While not as robust, this sample still provides a useful indication of trends.

RESULTS

SCALE AND UPTAKE

Logframe Indicator #1

Reach and accessibility of information on sustainable agriculture, natural resource management, and climate change adaptation among farmers and rural producers (target: 3 million). **Actual 2.5 million.**

Attribution methodology[8]

- Reach estimates are based exclusively on adult rural population statistics in each country.
- Survey and Impact Assessment data (spring–summer 2025) informed reported access, adoption, and resilience figures.
- Media outlet selection and content production in all three countries were coordinated by the JRC, ensuring standardized messaging and climate-smart reporting.

[5] Adjara, Guria, Imereti, Kakheti, Kvemo Kartli, Mtskheta-Mtianeti, Racha-Lechkhumi and Kvemo Svaneti, Samegrelo-Zemo Svaneti, Samtskhe-Javakheti, and Shida Kartli.

[6] Aragatsotn, Ararat, Armavir, Gegharkunik, Kotayk, Lori, Shirak, Syunik, Tavush, Vayots Dzor, and rural-adjacent areas of Yerevan.

[7] Absheron, Aran, Ganja-Gazakh, Lankaran, Shaki-Zaqatala, Mountainous Shirvan, and Nakhchivan Autonomous Republic.

[8] Attribution versus contribution: the large results extrapolated from calculations of rural populations and other factors in each country are, in Azerbaijan and Armenia, due to lower survey sample and a lesser intensity of outreach in terms of duration and concentration, more an indication of project contribution rather than full attribution. In Georgia the longevity and intensity of programming is far longer established and the impact assessment sample statistically significant to 95% confidence level, thus leaning more to attribution on the attribution contribution continuum.

- Percentages of media usage and followership were captured through semi-structured interviews and surveys, then extrapolated to the national adult rural population to provide coverage estimates.

Explanation: The reach and accessibility of information on sustainable agriculture, natural resource management, and climate change adaptation was determined from the survey responses, see *Annex 1 Information Sources and Media Consumption Patterns among Rural Producers (Georgia, Armenia, Azerbaijan)*, while attribution of access to the JRC coverage was determined through only those sources actively used by the JRC to deliver information.

These included specific broadcast media, digital platforms, and social media in each country. Primary sources of information included TV (52%), social media platforms such as Facebook and YouTube (38%). Among media outlets in Georgia, farmers most frequently cited JRC-supported *Agro Siakhleebi* Agri News (43%), *TOK TV* (10%), and *Rioni TV* (9%). In Armenia, leading media outlets supported by the JRC included the Public Broadcaster (61%), *Hetq* (15%), *Factor TV* (12%), and the Electronic Agricultural Information System (60%), *Agro TV* (25%), and *Fermerin Real Dostu* (15%) in Azerbaijan. All of these outlets were supported and trained by the JRC, providing consistent delivery of climate-smart agricultural content.

According to the assessment, 82% of farmers in Georgia, 55% in Azerbaijan, and 71% in Armenia reported having access to the JRC-supported environmental and climate-smart agricultural information.

The results were as follows:

Table 1: Reach and accessibility of information

	Total Rural Population	Adult Pop (70%)	Access to agri info all sources from the survey %	Access to JRC sources %	Total access rural adults
Georgia	1,480,000	1,036,000	91	82	773,063
Armenia	1,036,000	725,200	71	71	379,184
Azerbaijan	4,900,000	3,430,000	71	55	1,339,415
					2,491,662

Comment: Despite the target appearing underachieved, it may be said that the initial target was an estimation based on rural populations and general media access and was thus an estimate only. The survey and better precision afforded by the survey have allowed for a more accurate assessment of impact. 2.5 million rural people had access to improved climate-relevant content, including 52% of the rural population in Georgia, 37% in Armenia and 27% in Azerbaijan.

APPLICATION OF CLIMATE-SMART AGRICULTURAL INFORMATION

Logframe Indicator #2

The number of smallholder farmers applying agro-ecological and sustainable farming practices (target: 30,000 HH's).

Attributable impact: Georgia 119,218 households, contributable impact 32, 501 HH's Armenia, 95,675 HH's Azerbaijan.

Explanation: As explained in the introduction, only **the Georgia results are fully attributable** and are **converted to household-level estimates consistent with the logframe target[9].** This impact assessment found that among those who accessed relevant agricultural information, approximately 53% in Georgia and 30% in Armenia and Azerbaijan[10] applied this knowledge in practice. Applying this proportion to the estimated number of rural producers from indicator 1, the following results were derived. The calculation then converted the number of individuals to households using the average rural household size. In Georgia this is 3.4 persons per household and the estimated 409,723 individuals applying accessed information correspond to approximately 119,218 rural households. Individual Armenia and Azerbaijan results were converted based on HH averages of 3.5 and 4.2, 32,501 HH's and 95,675 HH's respectively and are important **contribution-level findings** indicating regional influence and evidence of behavioural uptake associated with JRC-supported climate-smart agricultural information.

Table 1: Application of climate-smart agricultural information

	Total access to rural adults	Apply %	Totals apply to rural adults	HH's converted according to average HH number/country
Georgia	773,063	53	409,723	119,218
Armenia	379,184	30	113,755	32, 501
Azerbaijan	1,339,415	30	401,825	95,675
			925,303	**247,394**

Comment: Among farmers reached through the JRC-supported channels, uptake of climate-smart agricultural information **was significantly higher than expected**, reflecting strong interest and engagement. An initial assumption by the JRC was that rural populations would be more resistant or uninterested in climate-related content than they proved to be hence the conservatism of the target. These assumptions that rural audiences might show limited interest in climate-related agricultural content proved inaccurate, suggesting that climate-smart information is both highly relevant and actively sought by rural producers when presented in accessible and practical formats. See Georgia in detail and Annex 2 Thematic Followed Content in Armenia and Azerbaijan for details of the information taken up.

[9] Application of sustainable practices occurs within farming HH's.

[10] These figures are derived from the project's Impact Assessment on Agricultural and Climate Adaptation Information in Georgia, Armenia, and Azerbaijan.

A particular lesson learned, therefore, is that when climate-related content is embedded in people's livelihood and farming enterprises, they are very keen to apply it rather than standalone climate-related content.

PERCEIVED INCREASE IN CLIMATE RESILIENCE

Logframe Indicator #3

The number of individuals who perceive themselves as more resilient to climate change impacts (target: 20,000)

Attributable estimate: 102,431 rural households in Georgia, contributable impact Armenia 9,425 rural HH's, Azerbaijan 82, 278 rural HH's

Explanation: As for log frame indicator 2, and as explained in the introduction, only the Georgia result is fully attributable and individuals were converted to HH's using country averages.

Increases in resilience were assessed specifically among rural producers who applied climate-smart practices. The estimated distribution was as follows:

- Georgia: Of the rural producers who applied climate-smart practices, approximately 85% reported increased resilience, corresponding to over 348,265 rural producers, 102,431 rural HH's experiencing tangible improvements.
- Armenia: Among adopters, around 29% reported enhanced resilience, equating to approximately 32,989 rural producers, 9,425 rural HH's with improved capacity to manage climate-related risks.
- Azerbaijan: 86% of adopters reported improved resilience, representing approximately 345,569 rural producers, 82,278 rural HH's who experienced greater stability and confidence in their farming activities.

In total: 194,134 rural HH's reported improvements in resilience, including enhanced capacity to cope with climate variability, reduced vulnerability to environmental risks, and greater stability in agricultural production.

Comment: Of the attributable impact, the result considerably exceeds the original target. This target was derived in relation to the conservative target set for the application of the information received where greater resistance to uptake was anticipated. However, as with indicator 2, enthusiasm and applicability exceeded expectations and the significant proportion of respondents considered that their resilience to climate change has increased due to information received. This is heartening, particularly in Georgia and Azerbaijan and shows the need and opportunities for more of this type of information in the information and media ecosystems.

The findings highlight that climate-smart agricultural information can contribute not only to changes in farming practices, but also to stronger confidence, adaptive behaviour, and perceived resilience among rural producers when information is practical, locally relevant, and directly connected to livelihoods and farming systems. Please see the Georgia results for uptake, application and resilience perception in detail.

GEORGIA RESULTS IN DETAIL

Thematic Popularity of Agricultural Content

Rural producers were asked to identify which agricultural and climate-related topics they had followed most frequently during the past 12 months. The most popular thematic area was fruit and vegetable care and production, 47%, followed by livestock and animal husbandry 36% and beekeeping, 32%. These findings indicate that content directly related to productivity and core farming activities attracts the greatest attention among respondents. Other thematic areas were mentioned less frequently. Climate-related issues were selected by 20% of respondents, while pest and disease management accounted for 12%. Market-related topics were cited by 6%, veterinary issues by 3% and irrigation by 2%. A notable 23% selected 'Other', suggesting interest in additional specialized or locally relevant agricultural topics not listed in the predefined categories. **Overall, the distribution of thematic preferences demonstrates that farmers primarily engage with practical, production-oriented information**, while structural or market-related themes receive comparatively lower attention. The presence of climate-related interest, however, indicates emerging awareness of environmental factors affecting agricultural sustainability.

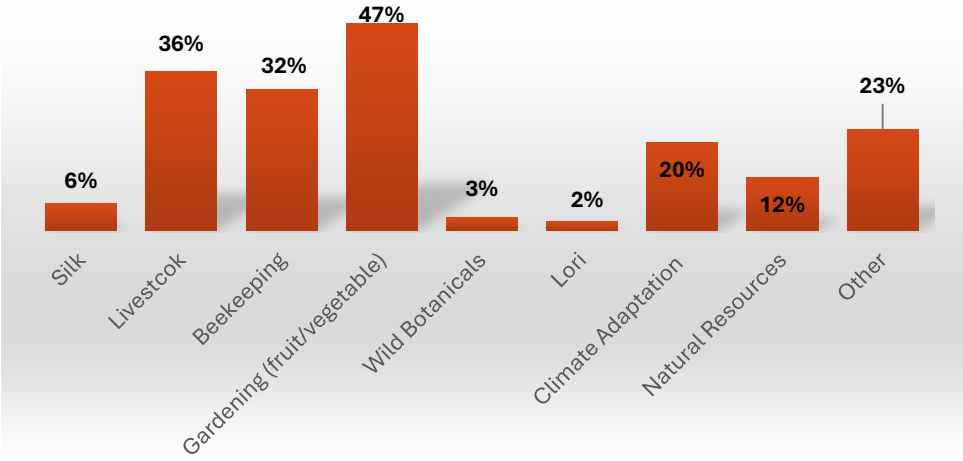

Figure 1: Topics rural producers had received during the past 12 months for agricultural and climate-smart information

Effects and Practical Impact of Media-Based Agricultural Information

Rural producers were asked whether information received through media sources had any practical impact on their agricultural production. **53% reported that media-based information had positively influenced their production outcomes.** Conversely, 37% indicated that it had not had a noticeable impact, while 10% stated that they did not know or were uncertain. To further assess perceived effectiveness, respondents were asked to evaluate the usefulness of the information on a five-point scale (1 = no benefit at all; 5 = absolutely beneficial). The results demonstrate generally positive evaluations: **36% rated the information as 'highly beneficial'**, while 22% selected level 2 and 20% level 3. A smaller proportion was assigned to level 4 12% or level 5 11%. **Overall, the distribution suggests that while the majority of farmers perceive at least moderate benefit from media-based agricultural information, the intensity of perceived usefulness varies.**

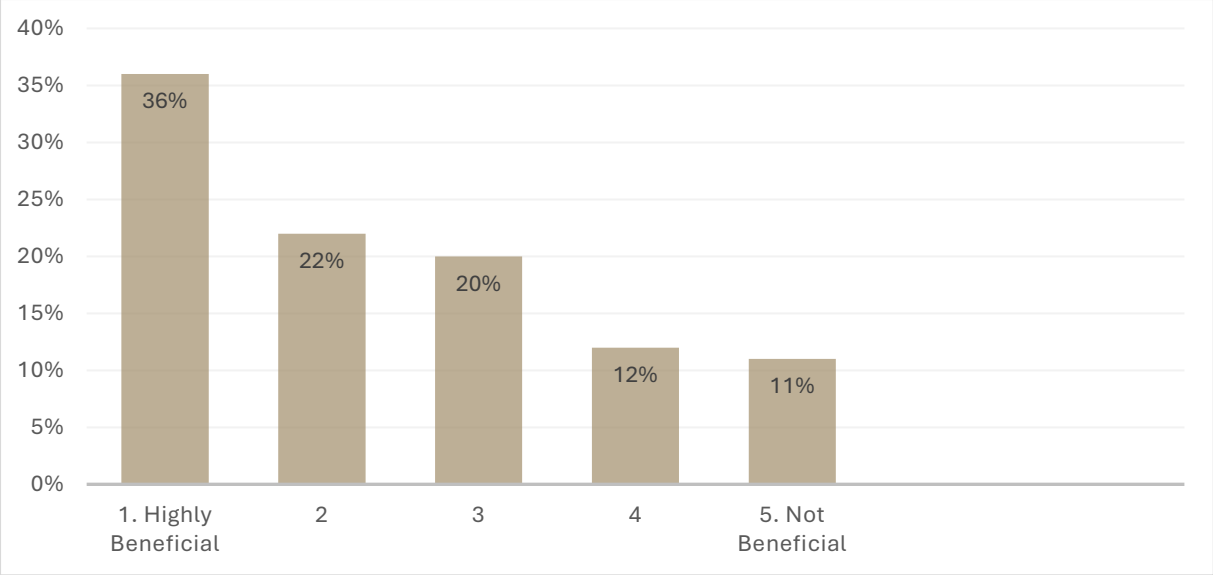

Figure 2: Effects of Media-Based Agricultural Information

Application of applied information in detail

Beyond general perceptions, respondents provided concrete examples of how they applied acquired knowledge in practice. The most frequently reported and significant effect was increased productivity and improved product quality. The majority of the farmers described how specific recommendations, particularly regarding pruning techniques, irrigation methods, fertilizer use, and bio-preparations, directly translated into measurable improvements in yield and crop condition. As one farmer stated, 'I received a larger harvest than before.' Another reported, 'The quality of my produce improved, my blueberries became larger and sweeter.' Others highlighted technical adjustments: ' After applying the correct pruning methods, I obtained significantly more fruit,' and 'The soil was less damaged, and overall productivity increased.' These testimonies indicate that media-based agricultural guidance is not merely theoretical but often operationalized through specific changes in farming techniques. In addition to yield growth, farmers reported extended flowering and fruiting periods, more efficient resource management, and improved soil health. The emphasis on bio-preparations and sustainable techniques also suggests alignment between media messaging and environmentally conscious farming practices.

Taken together, **these findings demonstrate that media-based agricultural and climate-smart information can function as a catalyst for incremental innovation in farming practices**. While not all respondents reported direct impact, the majority indicated tangible benefits, particularly in relation to productivity and quality enhancement. The integration of specific technical advice into everyday agricultural routines reflects a practical dimension of information behavior, where mediated knowledge becomes embedded in hands-on farming activity.

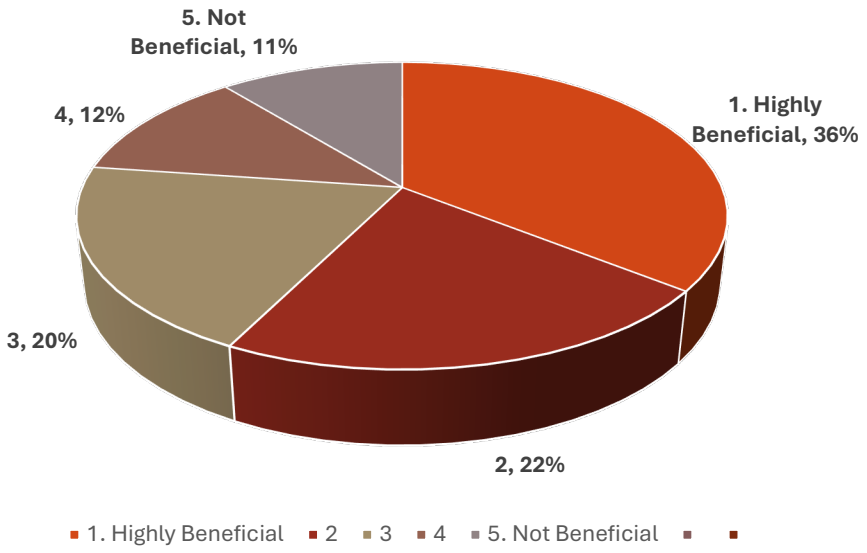

Figure 3: Evaluating the usefulness of the information

Strengthening Climate Adaptation

53% **of respondents reported that media-based agricultural information contributed to the adoption and strengthening of climate adaptation and bio-oriented farming practices**. They indicated that they had learned and implemented techniques such as the use of bio-fertilizers, composting, bio-preparations, and the reduction of chemical inputs. The reported effects of these changes were both environmental and economic. Respondents emphasized reduced side effects on crops, improved soil protection, and the production of environmentally friendly agricultural products. One participant noted, 'The use of bio-fertilizers strengthened my plants and reduced the need for chemicals.' Another explained, 'Composting waste reduced costs and made the product healthier.' These statements illustrate how environmental awareness translates into practical action. In addition to soil and crop improvements, half of the respondents reported acquiring skills in waste composting, plant disease prevention, and pest control. The application of these practices suggests that bio-production is increasingly perceived not merely as a trend but as a viable economic strategy. As one respondent reflected, 'The knowledge I received helped me avoid mistakes that were causing losses every year.' **This indicates that climate adaptation adjustments are closely tied to economic resilience**.

Improvement in Beekeeping Practices

Beekeeping emerged as one of the most dynamic areas in which 32% of the farmers interviewed, rapidly applied media-based knowledge. These respondents frequently mentioned improvements in managing bee diseases, protecting hives, proper honey extraction, colony multiplication, and protection against invasive pests such as the brown marmorated stink bug. Several testimonies reflect the immediacy of the impact. One beekeeper stated, 'My bee colonies no longer collapse.' I learned proper prevention techniques.' Another highlighted the practical value of targeted information, describing media guidance as 'life-saving content' for beekeepers. **The language used by respondents underscores the high stakes associated with apiculture, where disease outbreaks or improper hive management can result in significant losses.** The responsiveness observed in this sector suggests that where information is highly specialized, actionable, and directly linked to observable risks, adoption tends to occur more rapidly. Beekeeping thus represents a clear example of how media can function as a direct intervention tool within agricultural sub-sectors.

Cost Reduction and Workload Optimization

Beyond productivity and climate adaptation practices, 36% of the respondents interviewed also emphasized economic efficiencies achieved through the application of acquired knowledge. Farmers reported reduced production costs, simplified work processes, and avoidance of unnecessary expenditures. For example, one participant explained, 'In some cases, I avoided unnecessary expenses.' Another stated, 'It simplified my farming work and reduced costs.' Others described more specific adjustments: 'Certain types of feed grass turned out to be more budget-friendly for livestock.' These examples indicate that media-based information contributed not only to technical improvements but also to more strategic resource allocation. **The economic dimension of these outcomes is particularly important in smallholder contexts, where even incremental savings can significantly influence household stability.** The findings suggest that farmers evaluate information not solely in terms of innovation but also in relation to cost-benefit calculations.

Experimentation with New Plants and Methods

The survey results also revealed a degree of openness toward experimentation and innovation. 47% of the interviewed farmers reported initiating new practices such as plant propagation through cuttings, cultivation of new varieties, berry crop management, greenhouse optimization, and even the maintenance of tropical and alpine flowers. One respondent stated, Now I propagate strawberry seedlings myself. I no longer need to purchase them.' Another remarked, 'I learned effective greenhouse flower management, and it simplified my business.' These testimonies suggest that when knowledge is perceived as practical and replicable, it can stimulate entrepreneurial behavior and diversification. The willingness to experiment demonstrates an emerging innovation-oriented mindset among a segment of farmers, particularly where information is accessible and clearly demonstrated.

Traditionalist and Skeptical Segment

Despite these positive outcomes, the data also revealed the presence of a traditionalist segment that remains cautious or skeptical toward media-based agricultural advice. 11% of the respondents interviewed expressed a preference for inherited knowledge and long-established practices. Statements such as 'I am afraid of innovations; I never use them,' 'I do what my father and grandfather did,' and 'Everything I know comes from my grandfather' reflect a strong reliance on intergenerational transmission of knowledge. However, even within this group, subtle shifts were observable. One respondent admitted, 'I used to do only what I learned from my grandfather, but it turned out that there are easier methods.' This indicates that skepticism does not necessarily equate to complete resistance, but rather suggests that trust-building and contextualization are critical.

Delayed Application

What the survey found was that information has longevity even if it is not applied immediately. The survey found that 20% of the respondents interviewed indicated that although they had not yet applied the received information, they recognized its potential value. These participants described themselves as observing, evaluating, or waiting for appropriate conditions before implementation. This group represents a potential pool of later adopters, particularly if information is delivered in simplified, practice-oriented formats. Overall, the findings demonstrate that media-based agricultural and climate adaptation information has multifaceted practical effects, ranging from productivity gains and ecological transformation to economic optimization and sector-specific resilience. While adoption is not universal, the data suggest that when information is perceived as credible, applicable, and economically rational, it is likely to be integrated into farming routines.

Conclusion and Recommendations

This study examined farmers' information behaviour in Georgia in the context of agricultural and environmental media coverage. **The findings demonstrate that farmers operate within a hybrid information ecosystem, combining traditional interpersonal knowledge networks with mediated communication channels such as television, social media, and online platforms.** Television remains a dominant source, yet digital platforms increasingly shape rural information flows. More than half of respondents reported a positive practical impact of media-based agricultural information on their production outcomes. The most frequently observed effects include increased crop yield, improved product quality, strengthened ecological and bio-based practices, enhanced beekeeping management, reduced production costs, and experimentation with new cultivation methods. These outcomes indicate that agricultural media content, when perceived as credible and actionable, can contribute to incremental innovation and economic efficiency within rural communities. At the same time, the findings reveal differentiated adoption patterns. While the majority of the farmers interviewed actively integrate new knowledge into practice, a traditionalist segment remains cautious (11%), relying primarily on inherited methods and experiential learning. Another group acknowledges the potential value of mediated information but has not yet implemented it, representing potential late adopters. **These variations underscore that access to information alone does not guarantee behavioural change; trust, contextual relevance, and economic feasibility remain decisive factors.** The results also highlight the importance of climate adaptation awareness. The adoption of composting, bio-fertilizers, and reduced chemical use demonstrates growing alignment between agricultural media messaging and sustainable production practices. In sectors such as beekeeping, media-based information appears particularly impactful, functioning as an immediate and practical intervention tool.

CONCLUSION

This Impact Assessment demonstrates that the JRC has played a significant and effective role in strengthening climate-smart agricultural communication across Georgia, Armenia, and Azerbaijan. By working through a diverse network of media outlets, digital platforms, and institutional partners, the JRC successfully ensured that climate-relevant information reached a substantial proportion of adult rural populations.

Using a robust attribution methodology based on adult rural population statistics and survey-based access data, the assessment confirms that approximately 2.5 million rural adults accessed the JRC-supported climate-smart information across the three countries.

More importantly, the findings demonstrate that access to climate-smart agricultural information translated into behavioural change and perceived resilience at a scale significantly beyond original expectations. Initial extrapolated estimates suggested that approximately 925,303 rural adults across Georgia, Armenia, and Azerbaijan applied climate-smart agricultural practices promoted through JRC-supported channels. In Georgia the fully attributable result for of 119,218 rural households applying climate-smart agricultural information, exceeded the original target of 30,000 by nearly 400%.

Approximately 726,823 rural adults 194,134 rural HH's perceived themselves as more resilient to climate-related risks as a result of applying climate-smart practices and information. 102,431 Georgian rural households with improved resilience and adaptive capacity in response to climate change impacts fully attributable to the project.

Georgia stands out as the strongest case, due to earlier implementation (from October 2023), broader media engagement, and a more statistically robust sample. However, despite later rollout and operational constraints, Armenia and Azerbaijan demonstrate consistent patterns of access, uptake, and early behavioral change. The assessment further highlights the importance of inclusive communication strategies. Balanced gender participation (approximately 50% women) and consistent responses across genders confirm that the content is equally relevant to both men and women. At the same time, differences in language, local agricultural practices, and community structures among ethnic groups underline the need for tailored, context-specific communication approaches.

Looking ahead, **the results suggest strong potential for further scaling and deepening of impact,** particularly by continuing to integrate climate-smart content into mainstream agricultural communication, strengthening local media capacities, and maintaining a focus on practical, solution-oriented information that farmers can readily apply. **The findings indicate a clear demand for improved and more targeted content,** highlighting a strong market for information that enhances perceived usefulness and encourages more intensive application by farmers.

ANNEX 1 Information Sources and Media Consumption Patterns among Rural Producers (Georgia, Armenia, Azerbaijan)

Georgia

Information sources to identify the primary channels through which farmers receive agricultural and environmental information, respondents were asked to select all applicable sources. TVs remain the most frequently cited source of information, selected by 54 %. Social media platforms, including Facebook and other online networks, were reported by 50%, indicating a strong presence of digital communication channels in rural information environments. 27% identified informal communication networks such as acquaintances and community members as relevant sources. These results suggest that television remains dominant; however, nearly half of the respondents actively engage with social media for agricultural knowledge.

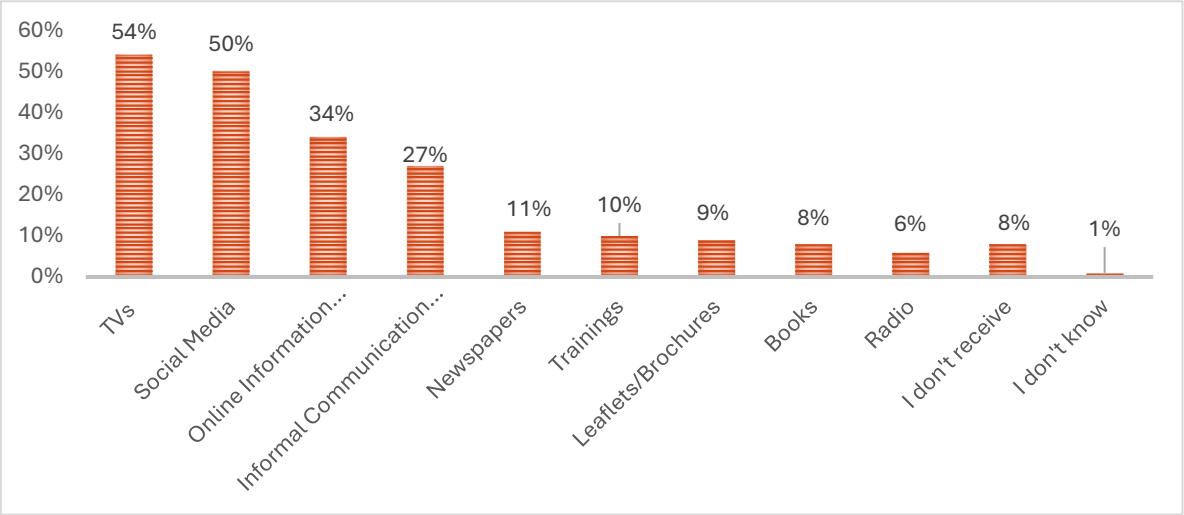

Figure 1: Primary channels through which farmers receive agricultural and environmental information.

Media Outlets Followed by rural producers When asked which specific media outlets they had followed during the past 12 months for agricultural and climate-smart information, respondents most frequently identified *Agro Siaxleebi* (Agri News) 43% and the Public Broadcaster 30%. In addition, 41% of participants selected the category 'Other' indicating that a substantial share of farmers relies on additional, non-listed sources for agricultural content. Among regional and thematic broadcasters, *TOK TV* was mentioned by 10%, while *Me Var Fermeri* was cited by 11% and *Rioni TV* by 9%.

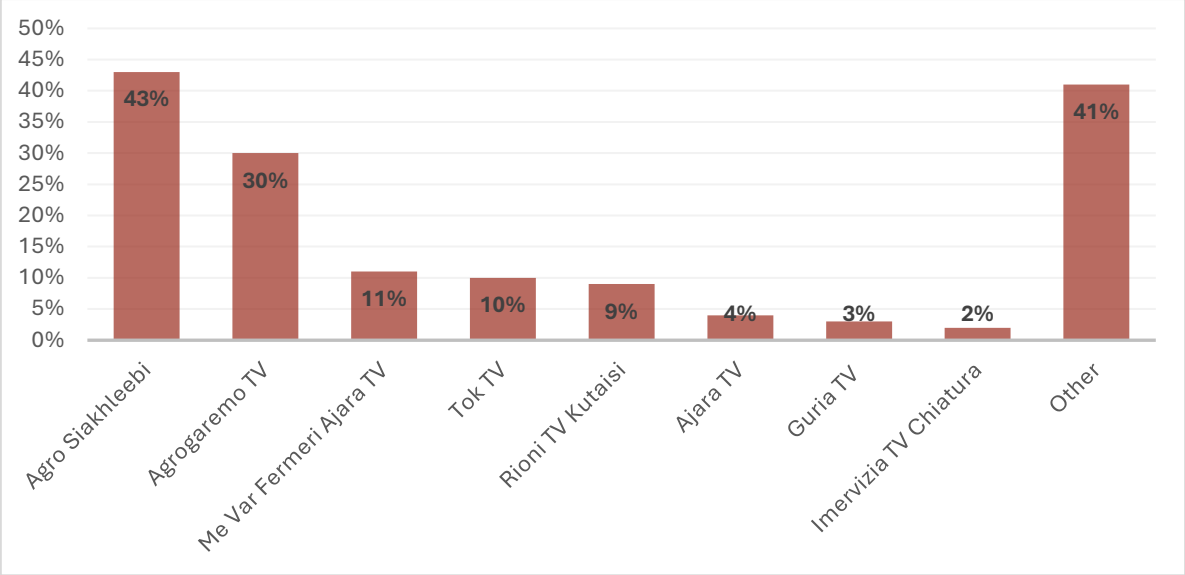

Figure 2: Media outlets rural producers had followed during the past 12 months for agricultural and climate-smart information

Armenia

Information Sources In Armenia, farmers access agricultural information through a variety of channels, with online information websites being the most widely used source, reaching approximately 73% of respondents. Television remains important for 45% of farmers, while social media platforms are utilized by 34%. Informal communication networks, such as family and neighbors, provide information to 19% of respondents, and radio reaches about 15%. Notably, 23% of farmers reported not receiving any agricultural information, and 6% were unsure of their sources, highlighting gaps in access and awareness.

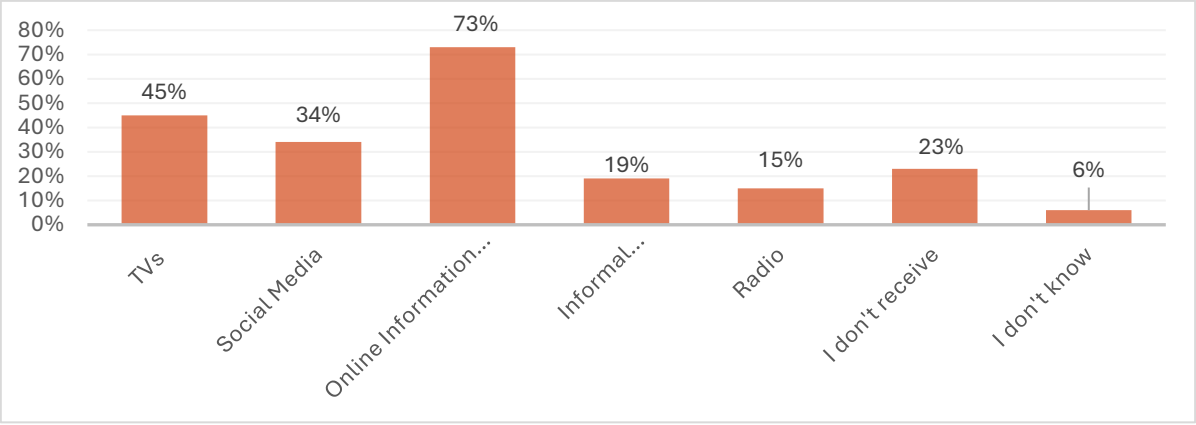

Figure 3: Primary channels through which farmers receive agricultural and environmental information.

Media Outlets Followed by rural producers The majority of Armenian media reach is dominated by the Public Broadcaster, which accounts for 61%. Other notable outlets include *Hetq* (15%), *Factor TV* (12%), and *Infocom* (10%). Smaller media sources such as *Aliq Media* (8%), *Ampop.am* (7%), *Ecolur.org* (5%), Cvmedia.am (5%), *ALT TV* (5%), *Nizak Media* (4%), and *Armenian Weekly* (4%) make up the remainder, indicating a concentration of influence in a few key channels.

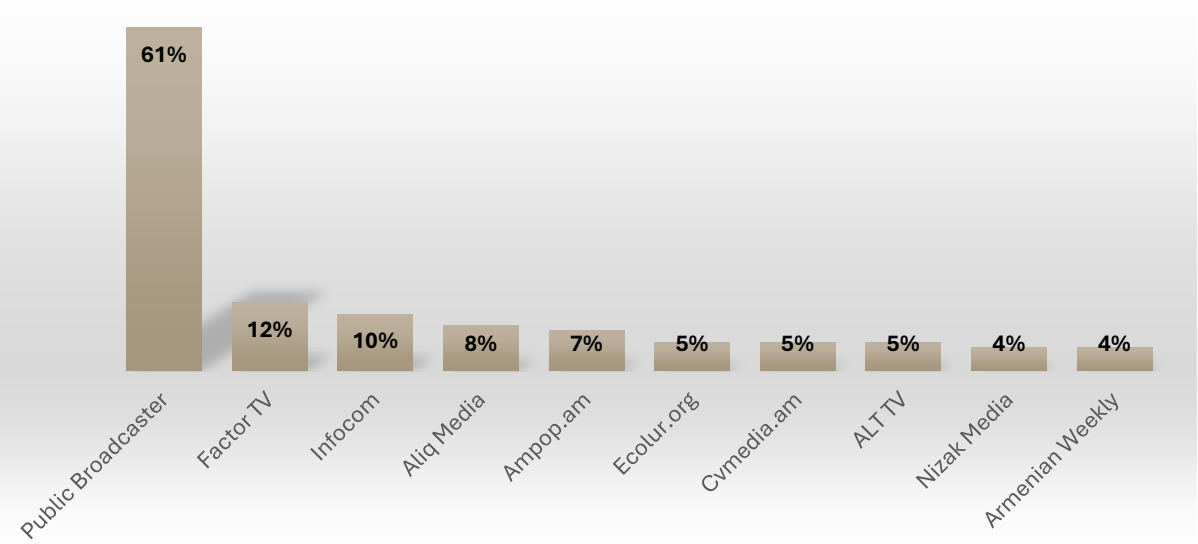

Figure 4: Media outlets rural producers had followed during the past 12 months for agricultural and climate-smart information

Azerbaijan

Information Sources The agricultural information system in Azerbaijan is built on a coordinated network of public institutions, media, and digital platforms, all of which are largely dependent on government support and direction. Key actors such as the State Agrarian Development Centers and the Agricultural Training Center operate as state-led mechanisms for delivering advisory services, training, and innovation at the local level. Media channels, including *Fermerin Real Dostu* and *Agro TV* Azerbaijan, function within this ecosystem to disseminate agricultural knowledge, while institutions like the Agrarian Innovation Center and Small and Medium Business Development Agency further support capacity building and sector development through government-backed initiatives. Digital tools, particularly the Electronic Agricultural Information System and platforms such as aqrarbazar.az, reinforce this structure by providing access to essential services, subsidies, and market information. Overall, the system reflects a centralized, state-supported model in which farmers primarily access information on fruit growing, subsidies, environmental protection, agricultural insurance, and climate change through government-driven channels.

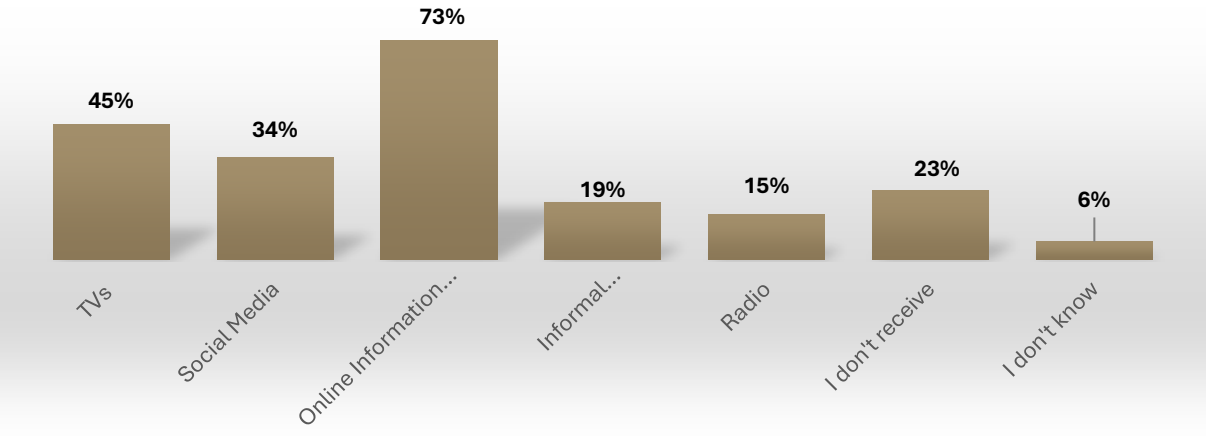

Figure 5: Primary channels through which farmers receive agricultural and environmental information.

Media Outlets Followed by rural producers The Electronic Agricultural Information System is the most widely used source, reaching approximately 60% of farmers, reflecting its role as a central, government-backed tool for accessing subsidies, market data, and advisory services. Television programmes also play a significant role, with *Agro TV* reaching about 25% of farmers and the specialized programme *Fermerin Real Dostu* reaching 15%, providing sector-specific knowledge and guidance. Online market platforms such as aqrarbazar.az are used by around 10% of farmers, mainly for price information and market updates. Overall, these figures highlight the dominant role of government-supported digital and broadcast media in shaping farmers' access to agricultural knowledge and decision-making tools.

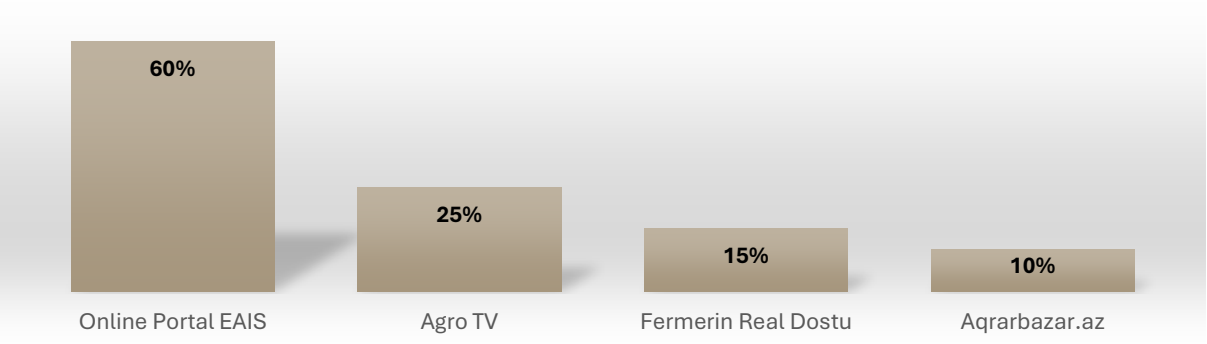

Figure 6: Media outlets rural producers had followed during the past 12 months for agricultural and climate-smart information

ANNEX 2 Thematic Content and Topics Followed by Rural Producers in Armenia and Azerbaijan

Armenia

Agricultural media content is largely policy and event-driven, with coverage focusing on government programmes, subsidies, and official announcements rather than day-to-day farming practices. Nevertheless, survey results indicated that farmers also actively followed content directly related to their core agricultural activities. Crop production and care was the most frequently followed topic, with around 45% of respondents indicating interest. Livestock and animal husbandry followed at 35%, while beekeeping attracted 30% of farmers, reflecting its growing economic and environmental significance. Climate adaptation practices, including irrigation, soil management, and water efficiency, were followed by 25% of respondents, showing emerging awareness of environmental factors affecting agricultural sustainability. Pest and disease management received attention from 20%, market-related topics were less commonly followed at 10%, and 15% of farmers reported engaging with other specialized or locally relevant agricultural topics not included in the predefined categories.

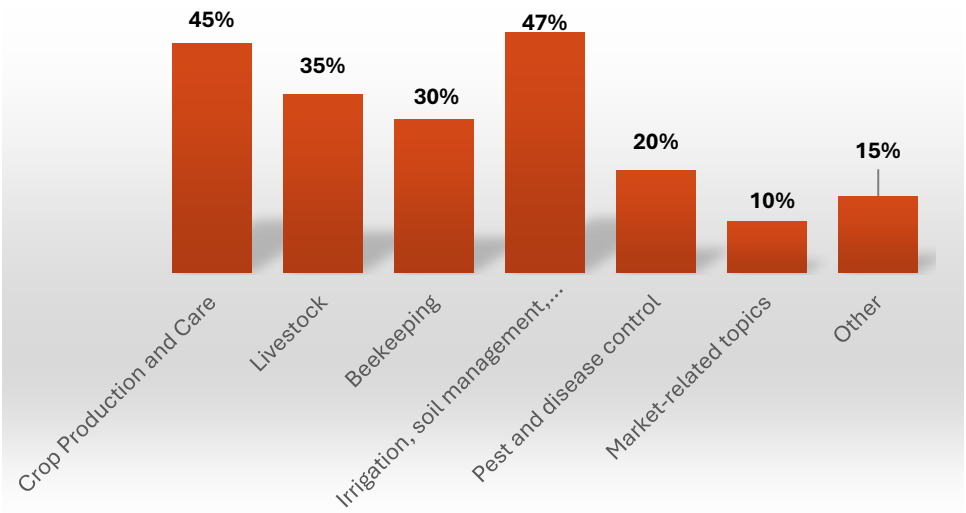

Figure 1: Topics rural producers had received during the past 12 months for agricultural and climate-smart information

Azerbaijan

In Azerbaijan, content was disseminated through national media channels, agricultural extension networks, and digital platforms, including structures supported by the Azerbaijan Women's Association for Rational Development. These included State Agrarian Development Centres and Regional Training Centres under the Ministry of Agriculture. The content emphasized climate-smart agricultural practices tailored to diverse agroecological zones, including arid lowlands and highland pastures. Key topics included water-efficient irrigation techniques, integrated pest management, crop rotation, soil fertility improvement, and climate-adapted livestock management. Information was often delivered through practical demonstrations and localized case studies, which supported farmers in translating knowledge into practice and reinforced the programme's focus on behavioral change and real-world impact.

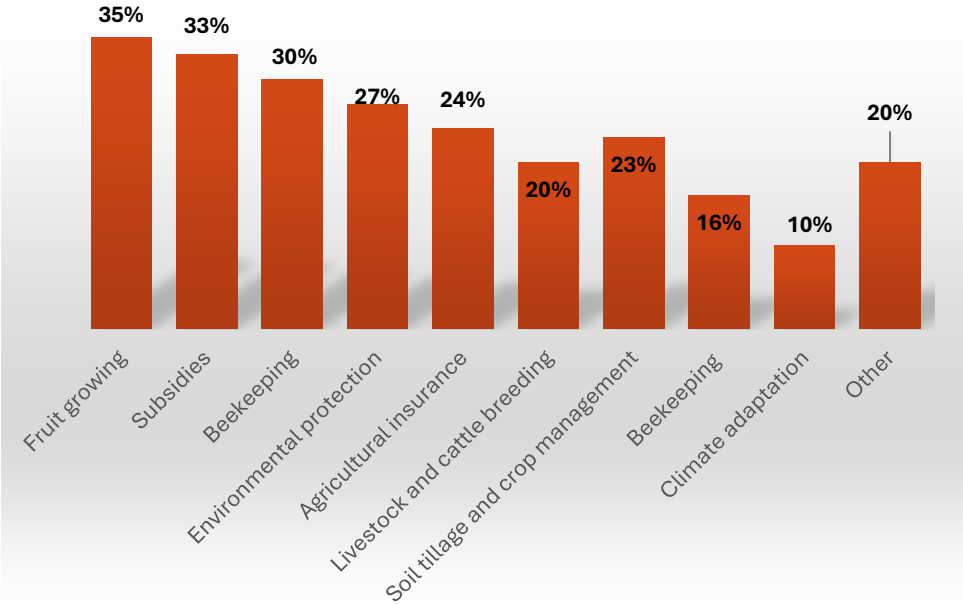

Figure 2: Topics rural producers had received during the past 12 months for agricultural and climate-smart information

ANNEX 3: 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 Siakhleebi	
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 Very useful	2	3	4	5 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?

_____
_____
_____