



Faces of Peace Radio

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Promoting peace through radio



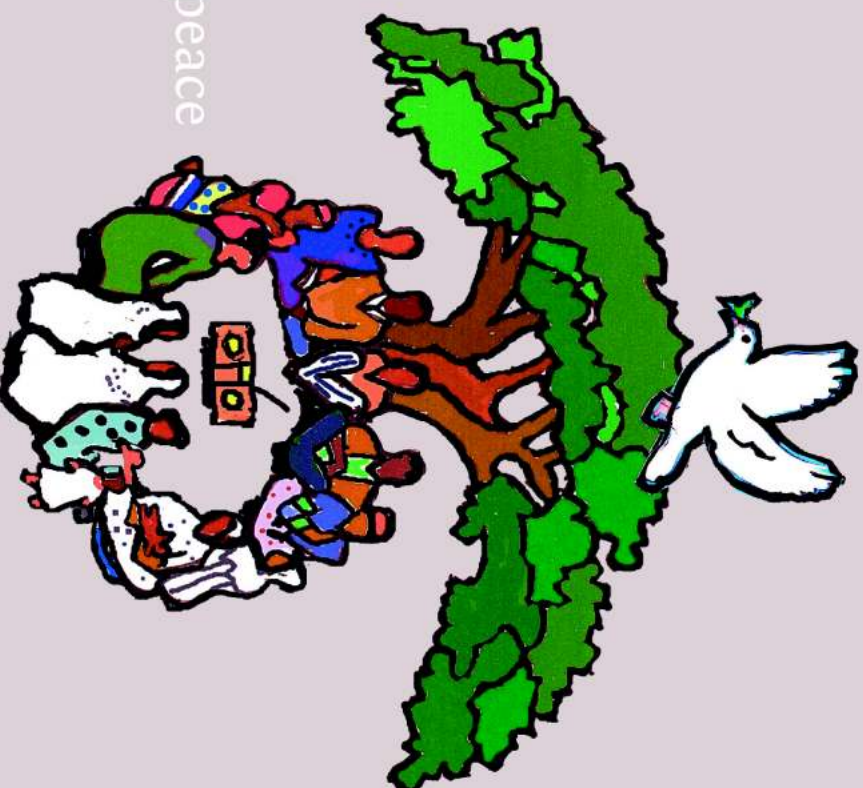
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Let's listen to each other for peace
Αλληλοακούζου και ζεισμεσως





Lemma Gezume

PREFACE

Message from H.E. Ato Lemma Gezume, Speaker of the Council of Nationalities, SNNPRS

Peace, Development and Democracy are the three interrelated and reinforcing pillars of our National agenda. One cannot be seen in isolation from the other if sustainable change and National transformation is to be achieved. That is why our Council has placed due emphasis on peace building as a vehicle of socio-economic transformation, guarantee for unity among the diverse peoples and regional integration at large. The Peace Radio program is among the many approaches we follow to reach our people with peace messages as the means of ensuring sustainable peace through the promotion and cultivation of peace culture and values. Launched in 2009 in collaboration with the Resource Center for Civil Society Groups Association (RCCSGA) under the support of Civil Peace Service Program (CPS) of Deutsche Gesellschaft für Internationale Zusammenarbeit

(GIZ) and widening its scope by bringing into partnership Oromiya and SNNPRS Administration and Security Bureaus, the Peace Radio program has made significant strides in contributing to peace building by bringing remarkable change in attitudes and behaviors of the target communities in hot spot areas along the borders of Southern Nations Nationalities and Peoples Regional State (SNNPRS) and Oromiya Regional State which ultimately helped them to disengage from violence and embark on harmonious social relations and development cooperation. This present publication is designed to allow witnesses from selected target audience to demonstrate the significance of the program in shaping their attitudes and behaviors and ultimately ensure lasting peace among the respective communities.

I feel extremely proud of the successes registered by the program and would like to praise all those who contributed so much for this to happen. I would like to call upon all stakeholders to continue their efforts to maintain the results gained so far and maintain the momentum until a point of no return to violence is reached. Finally, I would like to extend my advice and encourage governmental institutions, nongovernmental organizations, donors and others to learn from the experiences of the Peace Radio program and to initiate similar interventions in their respective context so that we reach a wider public for the benefit of peace in Ethiopia.

Thank you



INTRODUCTION

Background

Southern Nations Nationalities and Peoples Regional State (SNNPRS) has the third largest population in Ethiopia which covers about 10 % of the country's land mass. The region is inhabited by over 56 nations and nationalities making it a land of rich diversity. Its diversity is further intensified by the varying level of socio economic status and livelihoods of its peoples. The vast border lines shared with communities in the neighboring regions is also another feature of the region. This rich diversity has been source of beauty, making the region a place of attraction. It is a place where unity in diversity has been demonstrated in its ideal sense. However, due to extreme poverty and infant democratic culture, peoples of the region have experienced some incidents of violent conflicts internally among themselves and externally with neighboring communities. Most

of the conflicts were driven by competition over resource, question of representation and self administration and border demarcation accompanied with ethnic affiliation and poor governance. This situation has called for multifaceted intervention aiming at restoring peaceful coexistence among the concerned communities.

The Peace Radio project is one initiative designed to complement the Ethiopian government's efforts to restore and maintain peace through raising awareness and understanding about elements of Peace culture such as recognition and respect for diversity, tolerance, nonviolence which will eventually lead to the reduction of violence through changing attitude and behaviors and thereby contribute to ensuring sustainable peace.

History of the project

The Peace Radio project was conceived in 2009 by the Resource Center for Civil Society Groups Association (RCCSGA) and Council of Nationalities (CoN) of SNNPRS. The Civil Peace Service-Program (CPS) of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is supporting the project financially and by technical support through experts since its start. The CPS program is implemented on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The main objective of the peace radio program is to enhance the culture of peace in communities in conflict in particular and among the public with access to the radio program in general. The project idea of RCCSGA and CoN was translated into a six-month pilot project (April – September 2009) in Halaba and



Wondogenet Woredas of SNNPRS and brought into collaboration Mercy Corps Ethiopia as implementing partner and SNNPRS Mass Media Organization (MMO) as broadcaster. The pilot project was evaluated by all partners with the participation of the target communities and other relevant stakeholders. They determined that the project implementation was successful and recommended the scope be expanded to include communities of Oromiya Regional State and by adding Oromiya Bureau of Administration and Security (OBAS) and SNNPR Bureau of Security and Administration (SAB) as implementing partners.

The first phase of the Peace Radio project (June 2010 – July 2011) was then designed by expanding its coverage into eight more Woredas namely, Wondo, Siraro, Boricha, Gelana, Burji, Amaro, Dugdada and Bulehora. Its evaluation recommended further extension in the second phase (January 2012 – March 2013) by including two more Woredas namely, Shalla and Hawassa Zuria.

Since 2012 the program has been operational in 12 Woredas of SNNP and Oromiya Regional States. In the second project phase, 20 listener groups with a total of 400 members regrouped into 10 joint listener groups in adjacent Kebeles of the two regions have been setup and have been actively listening to the Peace Radio programs. Apart from members of listener groups, all people within the reach of the radio signal coverage can listen to the program. An estimated 2 million people in both regions have been reached by the program.

Approach

As far as implementation modalities are concerned RCCSGA is in charge of the coordination of the overall implementation of the program. The National Peace Expert (NPE) and the International Peace Advisor (IPA) of CPS-Program working within RCCSGA are giving technical backing to the overall project. Under the coordination of RCCSGA an editorial

team comprising all partner organizations – RCCSGA, CoN, OBAS, SAB and MMO - has been setup and charged with the task of planning activities, proposing topics for broadcasting, ensuring that the peace messages are prepared in a way that cannot do harm to the audience, monitoring progress and proposing changes as it may deem necessary.

Focal persons of the Administration and Security offices of the target Woredas and/or Kebeles are assigned to coordinate and facilitate the listening process and monitor the outcomes of the listener groups in their respective areas.

The program is broadcasted through SNNPRS FM Radio station who assigned an experienced woman journalist to process peace related topics prepared by partners in a broadcastable way.

Listener groups, each comprising 20 members, are formed in conflict prone areas of the target Woredas and Kebeles who listen to the 20 minute radio program every week.

The groups are composed of both men and women drawn from different sections of the society including elders, women, youth, religious leaders, teachers, Kebele officials and others depending up on the context they operate in. The listener groups are provided by the project with radios and a set of batteries.

The pilot phase focused on individual listener groups in SNNPR, the first phase on individual and some joint listener groups in SNNPR and

Oromiya. The second phase was exclusively focusing on joint listener groups along the border of SNNPR and Oromiya. This means that once a month communities of neighboring Kebeles of the two regions who are or were conflicting parties in the past listen to a peace program together and reflect on it in the subsequent round discussion sessions. During the second project phase two listener groups only comprising women and two listener groups only comprising youth were formed. All implementing partners are given assignment to prepare peace message scripts in the areas of their expertise or preference. Modes of message delivery include drama, narrating scripts, mini-panel discussions and presentation of opinions of key persons collected during field visits. Source of information include also literature about concepts of peace building and conflict transformation, best practices from different countries, traditional practices and local capacities for conflict resolution of different communities and so on. Every month, Peace Radio features a question and answer session on topics previously broadcasted. Listeners can write their answers and mail them in. Winners receive mobile telephones. The program is monitored on quarterly basis jointly by all partners and corrective measures are taken if necessary. At the end of each phase, the program is evaluated by partners,

representatives of the listener groups and Woreda/Kebele focal persons. The planning of the next phase is also done with this participatory approach.

Outcome and impact

The evaluations of the different project phases have revealed that many changes have come about among the communities in the target areas as the result of the Peace Radio program. These includes but not limited to significant change in the awareness and level of understanding of target groups about elements of peace culture which culminated in the change of attitude and behavior on individual level and in some places on community level. According to witness from members of different listener groups, the Peace Radio program has been especially instrumental in contributing to the enhancement of mutual understanding, cooperation, joint problem solving through discussion rather than opting for violent means of disputes, awareness creation for tolerance and to see criminal acts as individual acts rather than ascribing them to a particular ethnic group or the whole community. Target communities have now started to make clear distinction between criminal acts of individuals and community conflicts. They are now collaborating in jointly identifying and bringing criminals to the legal system. These in turn have contributed to the reduction of violence and restoration of harmonious social

relations between the target communities in SNNP and Oromiya Regional States. Furthermore, the program has contributed to the forging of new collaboration in development and equitable utilization of resources such as irrigation water and pasture. Another distinctive feature of this program is its demonstration of extraordinary government civil society partnership and multi-sectoral and cross-regional collaboration. The present publication focuses on a selected number of listeners by giving them the chance to share with a wider public why Peace Radio program is so important for them?, what knowledge and skills they have gained through it?, how their personal attitude and behavior have changed and what impact the programs had beyond this individual level change? The publication shall give the Peace Radio project a face...



Kussia Bekele
Executive Director
RCCSGA and National
Peace Expert
CPS-Program



Simone Notz
Advisor to RCCSGA
and International
Peace Advisor
CPS-Program

Witnesses

Witnesses

Witnesses

Witnesses

Witnesses

Witnesses





Birtukan Bekele

Member of Peace Radio listener group
Kebele Coordinator

Kebele: Fendi Ejersa

Woreda: Shalla

Region: Oromiya

Peace for me is love.

Conflict is hatred.

Importance of the Peace Radio program

Before I started attending the Peace Radio program, peace was just a mere word for me. Now my understanding is different. I understand that peace is something that can be made by somebody, but also can be destroyed by somebody. Only talking about peace doesn't make a difference. We all have to work towards it. We all need peace. This means that we need to give priority to dialogue and constructive discussion. It is my task to share my understanding about peace. I have to spread it among the community I live in. I believe that everyone has to do this.

Use of the knowledge and skills acquired through the Peace Radio program

I used to be an emotional and sensitive person. As a result of the different programs I had the chance to listen to, I became a rational person. This means, I became a person who gives priority to discussion and dialogue. By doing this, I receive love. Love is the result and source of peace. Wherever I am, at work, interacting with people, or whatever I am doing, I give peace a chance through tolerance and discussion.

Change in attitude and behavior

I and my fellow citizens from the same ethnic group used to think in an ethnocentric way. Every attack on someone from our group was understood as an attack on our entire group, even when it was a conflict between individuals about individual interests. As a consequence of this thinking, we get all involved in mass conflicts and cause mass destruction of property and life. Now, I don't think that this is the right way. An individual conflict shall remain an issue between those individual persons involved. This is the way I think now.

Impact beyond individual level

Everybody can now cross the ethnic border. We have witnessed this by observing people interacting with each other on a daily basis. I am confident that everybody who has listened to the Peace Radio program thinks in the way that I am.



Geletu Gebaba

Member of Peace Radio listener group
Farmer

Kebele: Jello

Woreda: Amaro

Region: SNNPR

Peace for me is Life.

Conflict is when there is loss of property and lives due to the consequence of conflict.

Importance of the Peace Radio program

The Kebele residents of Jello and Metri are now going to the market together, keep their cattle together, sleep together and socialize more peacefully. This is nothing but the result of the Peace Radio program.

Use of the knowledge and skills acquired through the Peace Radio program

I use the skills and knowledge I obtained from listening to the Peace Radio program. I advise my neighbors who are in conflict to give priority to discussion. I often intervene even when I am not asked to do so because I value peace more than anything else now.

Change in attitude and behavior

I have changed my behavior. I am no more vengeful. I counsel others not to seek revenge. In my belief, discussion has to be a priority.

Impact beyond individual level

Previously, community members kept their herd by guns. They were furious and would respond by firing if anything happened. It was a kind of "shoot-to-kill" behavior that existed, but now we leave our guns behind. We use sticks to take care of the cows. You don't see any more guns on our shoulders. And discussion always takes priority.



Gemechu Bedecha

Member of Peace Radio listener group
Farmer and Local Elder

Kebele: Algerima

Woreda: Shalla

Region: Oromiya

Peace for me is a gift from God.
Conflict for me means loss of life.

Importance of the Peace Radio program

The Peace Radio program has taught me that the ignorance of the elders has negatively affected our peace. I strongly believe that if we had education, we would have saved a lot of lives and properties that we have lost because of conflict.

Use of the knowledge and skills acquired through the Peace Radio program

I am very happy that governmental and non-governmental organizations are teaching about and preaching peace by involving local communities. It is a very good strategy that elders, women and youth are organized to listen together to a radio program. This has a significant influence in shaping the attitude of every group which could be involved in a conflict situation. For me as an elder, it makes it easier to communicate with community members who are directly or indirectly involved in conflict.

Change in attitude and behavior

We are now abandoning our harmful tradition of carrying guns every time. At least after listening to the Peace Radio program, elders and young men are no longer carrying guns. I pray that we stick to this change in mentality and totally abandon guns as a response to any conflict, and come back to our old tradition of settling issues through discussion.

Impact beyond individual level

The change is visible now. I remember the time when the Peace Radio program started. You were all guests here. I was very much worried that the fresh conflict and animosity between our people in Oromiya and the people in the South could easily be the initiator leading to unintended violence. When I see the situation now, I don't even think about it. We are now at peace, and I don't even need to think about it.



Bedru Saliya

Member of Peace Radio listener group
Woreda Conflict Prevention and Resolution
Expert

Kebele: Yeye

Woreda: Halaba

Region: SNNPR

Importance of the Peace Radio program

The Peace Radio program has enriched my already existing knowledge to a higher level. The program has improved my skills because I have learned a lot from the various experiences of different groups in different nationalities.

Use of the knowledge and skills acquired through the Peace Radio program

We cannot avoid conflict. Where there are human beings, there is likely to be conflict. As a Woreda expert in the area of conflict, I am teaching and encouraging conflicting parties to use dialogue instead of pursuing conflict. I am using the skills acquired through the Peace Radio program in my work.

Change in attitude and behavior

As an expert, I have various documents on conflict and peace. However, the Peace Radio program has been such a lively program that it has enriched me with practical examples and processes of conflict resolution and peace building.

Impact beyond individual level

The Peace Radio program has taught us that conflict exists in many other areas and between similar and different groups of people. The different methods used by these groups on how to solve conflict has given us lessons which we can adapt now to our own situation.

Peace for me is prosperity and change in life.

Conflict is instrumental for indiscriminate destruction of life and property.



Nashiana Namushe

Member of Peace Radio listener group
Women Association Chairperson, Head
of Iddir (local self help after the death
of a person), Chairperson for Women
Development Association, Women
Group Leader in the Church

Kebele: Entaye

Woreda: Wondo

Region: Oromiya

Importance of the Peace Radio program

Listening to the various experiences of conflict settlement and peaceful coexistence between different nationalities through the Peace Radio program was tantamount to God's own message to us. We have prayed a lot for forgiveness of our past wrong and repented. Now we have a much better understanding of peace than we had before.

Use of the knowledge and skills acquired through the Peace Radio program

In our group, before we started to listen to the Peace Radio program, we have decided to make peace among the women who have grievances. Personally, I take part in many efforts of conflict settlement. Thanks to the T-shirt provided to me, I also force myself into situations where only men are settling conflicts. Conflict is from Satan and Peace is from God. I am also training my children to play the role of arbitrator with their peer group. I consider myself as a Peace worker. In my church, I am an elected member of elders for peace. "The sun must not set before we forgive", that is my motto.

Change in attitude and behavior

I am a changed woman. I no more discriminate. All human beings are created equal. I believe in that now. My mind is open now and my heart is tolerant.

Impact beyond individual level

The community has resumed visiting each other during hard and good times. We can now go and offer comfort when one of our former "enemies" dies or take part and support each other during wedding ceremonies and other social events. We even share schools.

Peace for me means smooth interaction between different communities, sharing of communal facilities such as schools and market without obstruction.

Conflict is something that is opposite to what is peace. Without anyone giving the other signal, every person lives in panic. That is how I describe conflict.



Abdela Chome

Member of Peace Radio listener group
Farmer

Kebele: Bela Goche

Woreda: Burji

Region: SNNPR

Importance of the Peace Radio program

My lesson summarized in few statements: peace is when you go out peacefully and come home in the same way. We can relate peace to health. It is every good thing that comes along with it. In general terms, I have learned that we must give priority to peace.

Use of the knowledge and skills acquired through the Peace Radio program

I have learned that by maintaining peace I can avoid unnecessary expenses and save money, which I would have spent on conflict, and by doing so improve my household economy. I am now more prudent in what I do with the money. I never snatch money from my wife for war.

Change in attitude and behavior

My mind is now thinking peacefully. I focus now on what benefits me.

Impact beyond individual level

The community is no longer living in fear. The community is now in close contact and relation with its former foes, works and lends a hand to each other. Thanks to the Peace Radio program, my community members seek the collaboration of their former enemies in times of hardship. The group interaction is very smooth now. We can get credit from one group to another. There is trust between us.

Peace for me is the source for all good things.
It is my insurance in life.

Conflict is a situation in which one lives in fear and panic. Where there is conflict, you suspect a peaceful person near to you as being a killer.



Melkamu Shufa

Member of Peace Radio listener group
Farmer and Business Man

Kebele: Busa

Woreda: Wondo

Region: Oromiya

Importance of the Peace Radio program

Before listening to the Peace Radio program, I was one of those people who aggravated conflict. For example, if two individuals were fighting, I wouldn't allow others to intervene. I would let them fight until a clear winner was known. I understand now that such actions could be a cause or escalating factor for conflict on the community level.

Use of the knowledge and skills acquired through the Peace Radio program

The Peace Radio program helped me to be a role model for peace. I abandoned my behavior of aggravating conflict.

Change in attitude and behavior

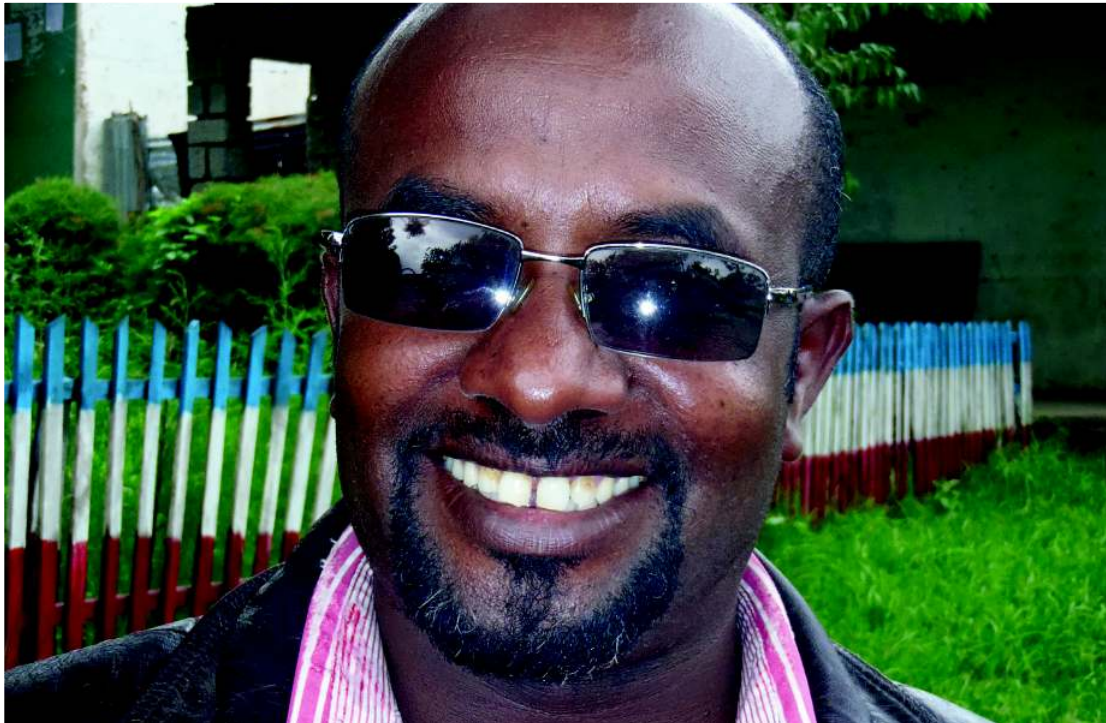
All acts I have considered as simple fun before listening to the Peace Radio program are now for me no more simple issues. I know how small things can escalate. Now, I care about these issues and give priority for peace more than fun.

Impact beyond individual level

Like me, the community has now realized what it means to maintain our peace and pay attention to minor incidents before they grow into complex situations.

Peace means for me life.

Conflict is anti-life.



Hamaro Hayeso

Woreda Peace Radio Coordinator
Woreda Head of Security and
Administration

Kebele: Kela01

Woreda: Wondo Genet

Region: SNNPR

Peace for me means to live without being scared.

Conflict is something unavoidable. What is important is the way you manage it. Conflict is destructive if not managed well, but if it is managed well conflict can be an opportunity for change.

Importance of the Peace Radio program

Our Woreda is known for recurrent conflict. Particularly, Edo and Kela01 are hotspots for conflict. Youth, women and elders from these areas form the listener groups of the Peace Radio program. Former “enemies” are listening to the Peace Radio program. If you observe the way the listener group members greet each other when they meet, you can easily judge that they are in complete peace and harmony now. Mind you, these are people once considering themselves as “enemies”.

Use of the knowledge and skills acquired through the Peace Radio program

The Peace Radio program has personally transformed me. I now have a better understanding about causes of conflict and the different ways to solve them. I do not want to miss a single episode of the Peace Radio program. I use my mobile phone in case I am on duty far from a radio.

Change in attitude and behavior

I use to be a very angry and hot tempered man, but now I do not rush into judgment. I prefer to take time and give priority to dialogue. The Peace Radio program has enhanced my skills. As proof of this, my office now sends me to conflict hotspots to deal with any kind of conflict situation. I have become a better negotiator now.

Impact beyond individual level

The changes among communities might not be easily quantifiable. In my judgment, the Peace Radio program has transformed the community. Every Wednesday, exactly during the time of the Peace Radio program, you find a majority of community members in groups or individually listening to the Peace Radio program. I attribute the reduction in the frequency of conflicting incidents to the program.



Anesa Ayele

Member of Peace Radio listener group
Peace Radio Listener Group Leader

Kebele: Torban Hansawe

Woreda: Siraro

Region: Oromiya

Peace for me means development.

Conflict means poverty.

Importance of the Peace Radio program

I have come to know a lot of different experiences through the various programs aired by Peace Radio. For example, I can mention customary peace building practices of South Omo; the now existing intermarriage between Kaffa and Menja; the joint peace conference conducted by five religions (...) in Hawassa Zuria Woreda; and the tradition of conflict settlement in Borana Zone (...). All forms of traditional and modern conflict resolution techniques were communicated to us. I have learned a lot from the Peace Radio program. In general, I have learned how essential it is to avoid all forms of discrimination, and to be fair to all people starting from the family up to the larger community.

Use of the knowledge and skills acquired through the Peace Radio program

Peace is the basis for development. As a farmer, you can only avoid making your land to lie idle, when you are able to maintain peace with all community members. This has to be the task of every one of us. That is my task every day.

Change in attitude and behavior

Where the Peace Radio program is, change in attitude is prevalent. Everyone covered by Peace Radio program has changed his/her attitude. I mean in all places where the Peace Radio program is aired or tapes are distributed. We use to resort to guns in responding to any kind of conflict, I really mean to any kind. But now, we give priority to dialogue, in settling conflicts through harmless way, by talking and through discussion.

Impact beyond individual level

Our community is now no longer rushing to violence to resolve conflicts. We quickly gather our elders, and the elders of the opposite community to resolve incidents through discussion and imposing sanctions when necessary.



Jemila Dale

Member of Peace Radio listener group
Farmer

Kebele: Yeye

Woreda: Halaba

Region: SNNPR

Importance of the Peace Radio program

I heard about peace. I learned about peace. Peace for the family. Peace for the neighbors. Peace for the entire community. Peace in the entire territory and the nation.

Use of the knowledge and skills acquired through the Peace Radio program

I always teach my children to talk about peace and to act and live in peace. Alhamdulillah (Thanks to God) they accept my advice. I do the same with the entire community, who are not attending the program together with our listener group of twenty people.

Change in attitude and behavior

There is nothing better than peace. Before having peace, we were not able to live in our home and neighborhood, but now we are in peace. Thanks to the Peace Radio program, we are now in peace because we think and act in peace.

Impact beyond individual level

There is nothing beyond peace. We all make good communication because peace has prevailed.

Peace for me means to sleep at my home together with my family members, without destruction.

Conflict for me means not sleeping at home.



Hamedin Bekele

Member of Peace Radio listener group
Student

Kebele: Torban Hansawe

Woreda: Siraro

Region: Oromiya

Peace for me is undeterred happiness.

Conflict is the opposite of this,
the absence of peace.

Importance of the Peace Radio program

The experiences broadcasted by Peace Radio program of Somali and Southern Regions, the experience of Konso and of others have been inspirational for me. I have received a good knowledge about peace. The program has led to the re-opening of the local market. Now we feel more secure. Having a market means that a large number of people trust each other.

Use of the knowledge and skills acquired through the Peace Radio program

This program has been on the air continuously. Once in a week, we listened to the radio program separately, every month once together and we exchanged views. The skills I have personally received are to transfer the knowledge to my friends, and to the people whom I am closely related.

Change in attitude and behavior

Because of my father and brother were killed during the past conflict, I considered everyone from the other side my sworn enemy. If I could, I would have killed people belonging to these groups regardless of who killed my father and brother. Thanks to the Peace Radio program, I forgave my brothers and sisters whom I considered enemies. I have totally changed my view. These people did it by wrong attitude and by mistake. Let me tell you, my best friends are these people.

Impact beyond individual level

Communities, who once saw each other as enemies, now have good relationships. They come together at the same market, are sharing natural resources, and do common development. For instance, a newly discovered healing, hot water spring is used by both communities. Both get healed from their ailments with what God has given them. There is a new clinic built in the opposing part, and we go get this service without fear. The communities are interacting much better now.



Shibru Tadesse

Member of Peace Radio listener group
Farmer

Kebele: Bela Goche

Woreda: Burji

Region: SNNPR

Importance of the Peace Radio program

I have learned a lot from the Peace Radio program: for instance, the case of five religious leaders panel discussion (...), the case of Bana Tsema and other ethnic groups with their cultural conflict resolution practices (...), the case of Kaffa Zone Manja tribe about discrimination and its consequences (...). I have gained a lot of lessons from our own experience. We have been losers because of a lack of peace. Our crops were destroyed, properties looted, and lives lost.

Use of the knowledge and skills acquired through the Peace Radio program

I am applying the knowledge and skills I have gotten from the radio program into local situations by working together with peace committees and religious leaders.

Change in attitude and behavior

Previously I used to view neighboring ethnic groups as enemies, and didn't like to have them close to me. But now, it doesn't matter how far a member of another ethnic group is. When I see him from distance, I greet him as if he/she is my relative. I am more open now. I will ask him/her about his/her well being and I share my care for him/her.

Impact beyond individual level

The peace committee together with the Peace Radio listener group managed to convince people not to hold guns while keeping their herd. They are teaching the community members to use sticks instead of guns to look after their cattle.

Peace is the source of all good things such as prosperity, upbringing children and to have peaceful sleeping.

Conflict for me means cost. Because you need to buy bullets and gun. It also forces you and your family to live outside of your own home because of fear that your enemy will kill you in your home.



Gelana Gemechu

Member of Peace Radio listener group
Unemployed

Kebele: Busa

Woreda: Wondo

Region: Oromiya

Importance of the Peace Radio program

We have lived in a culture of escalating minor conflicts. Minor conflicts arising between individuals used to be a source for a conflict on a larger scale. However, this is now changing because of the Peace Radio program. The program has helped us to change the way we look at conflict. We now pay great attention to peace. Peace starts at home and is scaled up to a larger level.

Use of the knowledge and skills acquired through the Peace Radio program

The skills we learned through the Peace Radio program are important for our daily life. For example, I am a member of an association for small and micro enterprises. I use my new skills in any kind of disagreement arising between members of the association.

Change in attitude and behavior

Personally, I used to be hot tempered concerning minor things. I am now stable and like to reason out issues that might lead to conflict. I don't get angry easily any more.

Impact beyond individual level

Apart from the role as members of the listener group for communicating the importance of peace to the wider community, people started to identify the members of the listener group as peace makers by wearing T-Shirts.

Peace for me means wealth. You can do business during peace. My daily movements are safe because there is peace.

Conflict is the total opposite to what peace is. It is destructive. All that you earned during peace time will be lost. The consequence of conflict is that the perpetrator ends up in jail.



Tezera Tilahun

Member of Peace Radio listener group
Mason

Kebele: Kela 01

Woreda: Wondo Genet

Region: SNNPR

Importance of the Peace Radio program

If you asked me who I was, I would tell you that I was the first man to pick a gun and start shooting. That is the old me. The Peace Radio program shaped me into a new man. I am now a person who doesn't even pick a pen. I do advocate peace. This is the new me.

Use of the knowledge and skills acquired through the Peace Radio program

I might find someone who wishes to fight with me. What I am now doing – after being a member of Peace Radio program – referring that man to his family or local elders to advise him or give him sanction. Regardless of my actual age, I am an elder myself.

Change in attitude and behavior

I was known in the community as a troublemaker. This was true, but I no longer have that attitude. I am a changed man. You will find me settling conflict, not making it. My family is now more stable and is living in peace, the opposite of being in fear from the past.

Impact beyond individual level

My community and the community with whom we were in conflict, believed that any conflict between individuals was a communal conflict. We tended to resort to war among our communities. Now, we no longer consider conflict or any sort of disagreement between individuals as communal. Conflict between individuals is no longer escalating to the community level. It is just an issue between two or fewer individuals.

Peace for me is my life, a life which I must care for.

Conflict is destruction. It is a bitter experience. It is the source of poverty.



Yeschi Bachore

Member of Peace Radio listener group
Kebele level Women Federation

Kebele: Shesha Kekele

Woreda: Wondo

Region: Oromiya

Peace for me is like a bird flying in the sky without any disturbance. It is pure water flowing in the river, serving everyone on its way. Peace is God.

Conflict is evil. Conflict is the enemy.

Importance of the Peace Radio program

The Peace Radio program empowered us to deal with conflict settlements in the neighborhood, and to organize meetings where we talk about peace and conflict. The program has changed our understanding of peace and conflict, and helped us to be more stable in our living style with others.

Use of the knowledge and skills acquired through the Peace Radio program

Prior to the Peace Radio program, the situation in our village wasn't that good, because nobody was thinking about the future. Nobody was thinking to invest in one's house, because we were always thinking that it will be burnt down or destroyed anyway. Now, the people have changed their attitude. I am a living example of having built my own house.

Change in attitude and behavior

We used to consider each other as enemies, but after listening to the Peace Radio program, many of us believe that we are all human beings, and have to listen to each other and settle our disagreements through discussion. We give priority to dialogue.

Impact beyond individual level

After having suffered a lot in the past because of continuous conflict, we look at the Peace Radio program like something sent by God. That is why you can see many of the community members talking about peace. We don't perceive each other as enemies anymore. A few people might even think that our group has received money to listen to the program. That is completely wrong. We are just the lucky ones to listen to the program in a group setting. We don't let one program pass without attending. We want the Peace Radio program to continue.



Sani Imam Hassan

Member of Peace Radio listener group
Farmer

Kebele: Yeye

Woreda: Halaba

Region: SNNPR

Peace for me is a door of benefits. If you open it you harvest opportunities. If you close it, you don't get what you would otherwise.

Conflict is blockade to communication. It is characterized by loss of life and property.

Importance of the Peace Radio program

The Peace Radio program has really enriched my understanding of peace. I am playing my role as an elder and peace maker now. The program has broadened my understanding and view of both peace and conflict.

Use of the knowledge and skills acquired through the Peace Radio program

I am a living example of being changed. My wife is also member of the listener group. I am also urging and advising my children to attend this program wherever they might be. I am advocating for peace among my neighbors. I am preaching peace at all social gatherings where I am present, including coffee ceremonies.

Change in attitude and behavior

I believe that being vengeful is good for nothing. We praise Allah and give everything to His judgment. I am now far away from vindictive attitudes and provocative actions.

Impact beyond individual level

We are now more open to embrace one another than ever before. Thanks to the Peace Radio program, my brothers and sisters visit me from neighboring Oromiya, and my people are also going there to do the same.



Dhugo Bone

Member of Peace Radio listener group
Kebele Manager

Kebele: Meteri
Woreda: Gelana
Region: Oromiya

Importance of the Peace Radio program

The lessons we have learned through the Peace Radio program includes identification of causes of conflict, and the ways of addressing it from the perspective of different nationalities. We have adapted the experiences of other nationalities to our local level (Meteri and Jello Kebele) and this has been so useful. We have a much better situation than before, meaning peace.

Use of the knowledge and skills acquired through the Peace Radio program

I have learned through the Peace Radio program about conflict at the household level (husband, wife and children), how it can escalate to neighborhood to community to nation, and how to prevent before it becomes a challenge for all community members. I have learned what conflict can cause at the household level, at the neighborhood level, and even at the national level.

Change in attitude and behavior

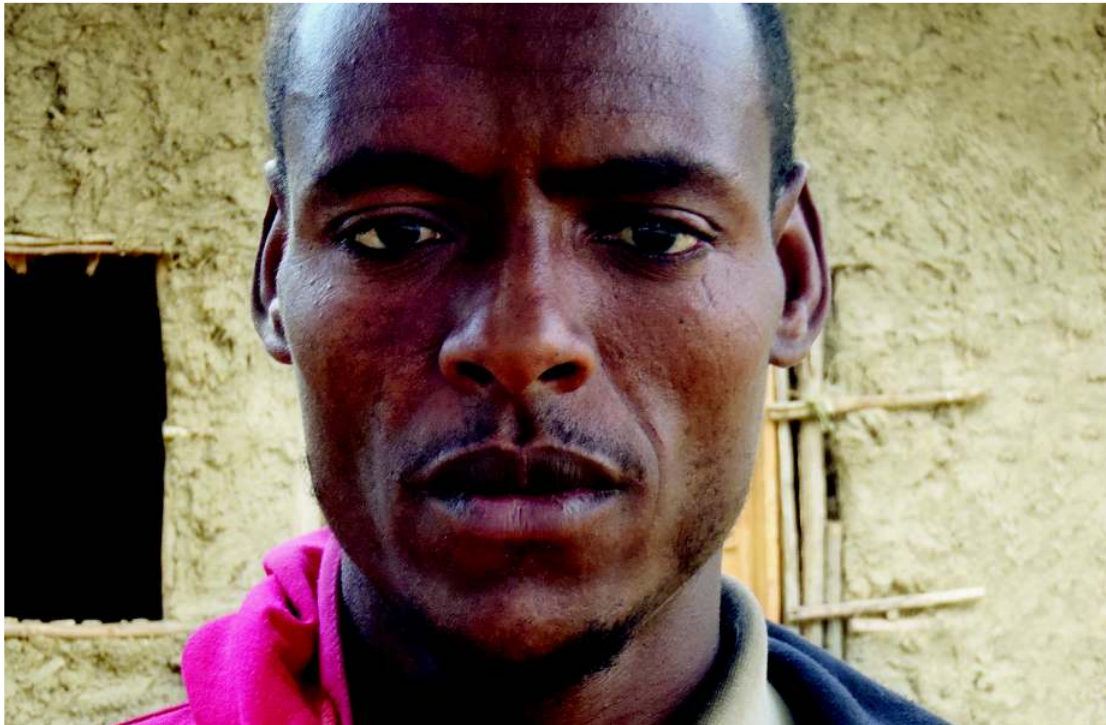
I have learned from the Peace Radio program how to systematically solve problems at the family, neighborhood and Kebele level. I don't rush into making judgments. I use my skills to resolve any kind of conflict at family and Kebele level. It has significantly improved my way of handling conflict.

Impact beyond individual level

My group is composed of only 20 listener group members. Apart from listening together, we also communicate the peace messages to the wider community through the cassettes provided to us. As a result of our effort, there are changes in the community. Let me give you an example. There is no mosque in Jello Kebele, and Muslims from Jello were not able to go for prayer to the mosque in Meteri Kebele before. But now, everyone is coming to Meteri for prayer without fear and suspicion.

Peace for me is when I feel personally comfortable, and when I sense the same among the community.

Conflict for me means when I am not making my living in a good way, and when the community is not making their living in a good way.



Adem Kedir

Member of Peace Radio listener group
Farmer

Kebele: Algerima

Woreda: Shalla

Region: Oromiya

Peace for me is Life.

Conflict is quite the opposite. Conflict is the cause of loss of people with best skills and manners. It is also the cause of loss of property.

Importance of the Peace Radio program

For me the basic lesson I learned from the Peace Radio program is to know that the source of peace is the family. What happens at the family level spills over to the neighborhood, community and even nationwide.

Use of the knowledge and skills acquired through the Peace Radio program

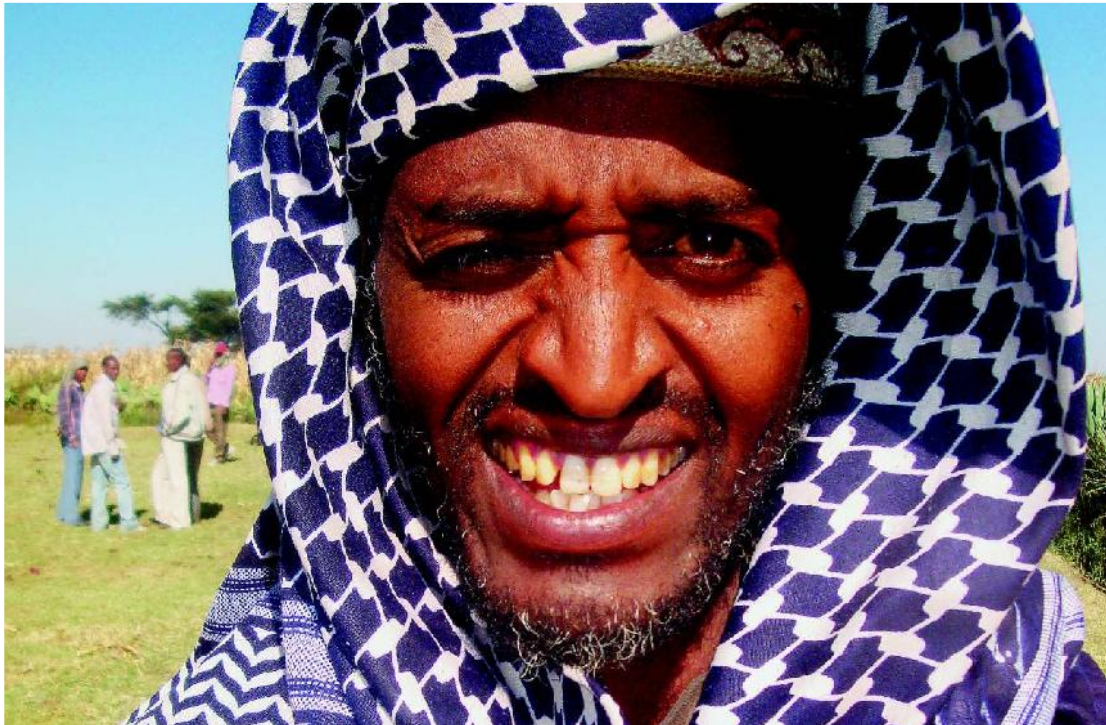
The skills I gained from the Peace Radio program made me to keep my peace at home, in the neighborhood, and the larger community and beyond the larger community. I see now other nationalities with whom we had conflicts in the past as fellow citizens living in the same country, and I have a good feeling about them.

Change in attitude and behavior

Formerly, I saw the conflicting group as my enemy for life. But after actively listening to the Peace Radio program, I learned that I can benefit more by living in peace with whom I used to see as my "enemies". I can myself benefit more when I live in peace with my neighbors.

Impact beyond individual level

Our group who is listening to the program is not only limited to the 20 official members, we also teach the community. You find most community members regularly listening. When the personal radio is not available, you find people with their mobile phones against their ears. This shows how fed up the communities are with repeated conflicts. They easily adapt to listening to the Peace Radio program and to live peacefully.



Sheik Aremu Shifa

Member of Peace Radio listener group
Religious Leader

Kebele: Yeye

Woreda: Halaba

Region: SNNPR

Importance of the Peace Radio program

The Peace Radio program almost always has points matching to Hadith and the Holy Koran. The main objective of the program is also in line with our religious teachings, which means keeping peace for the good of all.

Use of the knowledge and skills acquired through the Peace Radio program

The additional knowledge I gathered from the radio program has helped me to integrate my additional skills to teach the people in my congregation during Jum'a and prayers.

Change in attitude and behavior

In line with our religious beliefs and teachings, the Peace Radio program has added value to our understanding of peace. All my teachings are integrated with the lessons gained from the Peace Radio program.

Impact beyond individual level

People's intention for conflict on small matters has reduced significantly. People's intention to escalate minor incidences of misunderstandings and conflicts has reduced after listening to the Peace Radio program.

Peace is for me a crucial element that should exist in our daily life without being interrupted.

Conflict means destruction.



Shure Hanaqo

Member of Peace Radio listener group
Business Woman

Kebele: Meteri
Woreda: Gelana
Region: Oromiya

Importance of the Peace Radio program

Thanks to the Peace Radio program, I am able to differentiate between peace and conflict and to see the benefits of peace and the disadvantages of conflict.

Use of the knowledge and skills acquired through the Peace Radio program

Since I get new insight, my mind has been redirected to positive thinking, positive thinking about family members, my children and my husband. I learned what value respecting all human beings can bring. I am teaching fellow women when we go to mosque.

Change in attitude and behavior

I have changed a lot in the way I think. I no more ask my husband to construct a safe-haven hut in the woods.

Impact beyond individual level

All community members used to have two houses, a formal and an informal one for refuge during time of conflict. Now we harvest and plant together. There are no incidences of conflict which keep them apart. Previously, the tradition had been that the women looked after the cows and domestic activities, and men bought guns for themselves and for their boys. The purpose was to wage war. But now, we advise fathers and husbands to not buy guns and they should even sell the guns and construct a modern house and shop.

Peace for me is happiness. A woman is happy when her husband is with her at home.

Conflict is destruction and snatches the father from his children and wife. It is the cause of all kinds of loss.

SUMMARY

Southern Nations Nationalities and Peoples Regional State (SNNPRS) has the third largest population in Ethiopia, inhabited by over 56 nations and nationalities, making it a land of rich diversity. This has made the region a place of attraction where unity in diversity has been demonstrated in its ideal sense. However peoples of the region have experienced some incidents of violent conflicts internally among themselves and externally with neighboring communities. This situation has called for multifaceted intervention aiming at restoring peaceful coexistence.

The Peace Radio project is one initiative designed to complement the Ethiopian government's efforts to restore and maintain peace through raising awareness and understanding about elements of Peace culture which will eventually lead to the reduction of violence through changing attitude and behaviors and thereby contribute to ensuring enduring peace.

The Peace Radio project was launched in 2009 by the Resource Center for Civil Society Groups Association (RCCSGA) together with the Council of Nationalities (CoN) of SNNPRS with the support of the Civil Peace Service-Program (CPS) of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Government. The project brought later on into partnership Mercy Corps Ethiopia (pilot and 1st phase), Oromiya Bureau of Administration and Security (OBAS) and SNNPRS Administration and Security Bureau (SAB) (both 1st and 2nd phase). The program is broadcasted through FM Radio of SNNPRS Mass Media Organization.

The main objective of the Peace Radio program is to enhance the culture of peace in communities in conflict in particular and among the public with access to the radio program in general.

The pilot phase of Peace Radio project focused on individual listener groups in SNNPRS only.

In its first phase, the project was scaled up with increasing area coverage and number of listener groups which mainly focused on individual and some joint listener groups in SNNP and Oromiya Regional States. The second project phase was exclusively focusing on joint listener groups along the border of SNNP and Oromiya Regional States. This means that once a month communities of neighboring Kebeles of the two regions who are or were conflicting parties in the past listen to a peace program together and reflect on it in the subsequent round discussion sessions.

Apart from members of listener groups – men and women drawn from different sections of the society – all people within the reach of the radio signal coverage can listen to the program. An estimated 2 million people in both regions have been reached by the program.

RCCSGA is in charge of the coordination of the overall implementation. The Peace

Experts of CPS-Program working within RCCSGA are giving technical backing. An editorial team comprising all partner organizations is charged with the task of planning, monitoring and evaluating the project. Focal persons of the Administration and Security offices of the target Woredas and/or Kebeles are assigned to coordinate and facilitate the listening process and monitor the outcomes of the listener groups in their respective areas.

According to H.E. Ato Lemma Gezume, Speaker of the Council of Nationalities of SNNPRS, "The Peace Radio program has made significant strides in contributing to peace building by bringing remarkable change in attitudes and behaviors of the target communities which ultimately helped them to disengage from violence and embark on harmonious social relations and development cooperation".

This present publication was designed to portray witnesses from

selected target audiences and by doing so to give the Peace Radio project a face.

According to witnesses, the Peace Radio program has changed the awareness and level of understanding of target groups about elements of peace culture (namely respect, tolerance, fairness, avoidance of discrimination) and about peace with its benefits and the disadvantages of violent conflict. The listeners have learned a lot from the various examples and experiences of peace building and conflict resolution broadcasted and have adapted them to their own context.

They have now a better understanding about the causes of conflict. They know that conflict is inevitable as long as there are human beings, however, what matters is how conflict is solved. They have learned to give priority to non-violent means of conflict solving, namely dialogue and discussion.

The listeners now pay more attention to even minor incidents because they now realize how

small things can easily escalate into bigger conflicts. A criminal act is seen as an act of an individual and no longer inevitably leads to escalation on a community-wide level.

The view in other communities has changed according to witnesses. Communities seen as enemies in the past are now seen as neighbors and sometimes even as friends. Improved social interaction between individuals and communities can be observed thanks to the Peace Radio program. People communicate, collaborate and share markets, mosques, churches and so on. Many people have changed their personal behavior and attitude since listening to the Peace Radio program, from being troublemakers in the past, they are now peacemakers. They have stopped provocative actions to seek revenge. In some areas, men no longer carry guns when they herd their cattle, they use sticks. Women feel empowered and have started to intervene in conflict resolution, a domain traditionally reserved to men.

The listeners use their skills and knowledge acquired through Peace Radio program in their daily life, in the family, in the neighborhood, at work, at social gatherings, in the church and elsewhere.

The target communities appreciate the Peace Radio program and its approach and an Elder had this to say: "I am very happy that governmental and non-governmental organizations are teaching about and preaching peace by involving local communities. It is a very good strategy that elders, women and youth are organized to listen to a radio program together. This has a significant influence in shaping the attitude of every group which could be involved in a conflict situation."

H.E. Ato Lemma Gezume, Speaker of the SNNPRS Council of Nationalities, advises and encourages governmental institutions, nongovernmental organizations, donors and others to learn from the experiences of the Peace Radio program and to initiate similar interventions in their respective context so that

a wider public is reached for the benefit of peace in Ethiopia. Because - as listeners are rightly saying - Peace is a task of everyone.

Simone Notz

Advisor to RCCSGA and
International Peace Advisor
CPS-Program





Let's listen to each other for peace

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FLOWERS

I would like to offer my gratitude to all the members of our Peace Radio listener groups and our Woreda/Kebele focal persons for their interest and participation in the project. I would especially like to thank all the interviewees for providing their valuable input and witness.

I likewise want to express my appreciation to the partner organizations of Peace Radio project, namely Council of Nationalities, Oromiya Bureau of Administration and Security, SNNPR Security and Administration Bureau, SNNPRS Mass Media Organization and the staff of the Resource Center for Civil Society Groups Association, for their high commitment and collaboration which resulted in the success of the Peace Radio project.

Special thanks go to H.E. Ato Lemma Gezume, Speaker of the Council of Nationalities, for his never ending support to the project and to Civil Peace Service Program of Deutsche

Gesellschaft für Internationale Zusammenarbeit and Council of Nationalities for their financial contribution over the past years.

I would like to thank Membere Gebeyehe for her extraordinary work as the journalist preparing all our Peace Radio programs and Shewangizaw Wegaheyu for his good coordination and follow up of the project.

I give special tribute to our Peace Advisor Simone Notz for initiating this publication and her endless effort during its realization.

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I hope that we all listen to each other – like the slogan of Peace Radio project says – and live in peace.

Thank you.

Kussia Bekele
Executive Director RCCSSGA

Hawassa (SNNPRS, Ethiopia), April 2013



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