

# The 3-2-1 Service

## A sustainable climate information service for Africa and Asia

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Distance

Infrastructure

Languages

Literacy

pumps  
vitamins education  
**markets**  
micro-insurance  
batteries soap micro-credit  
lanterns cookstoves  
drugs healthcare  
seeds

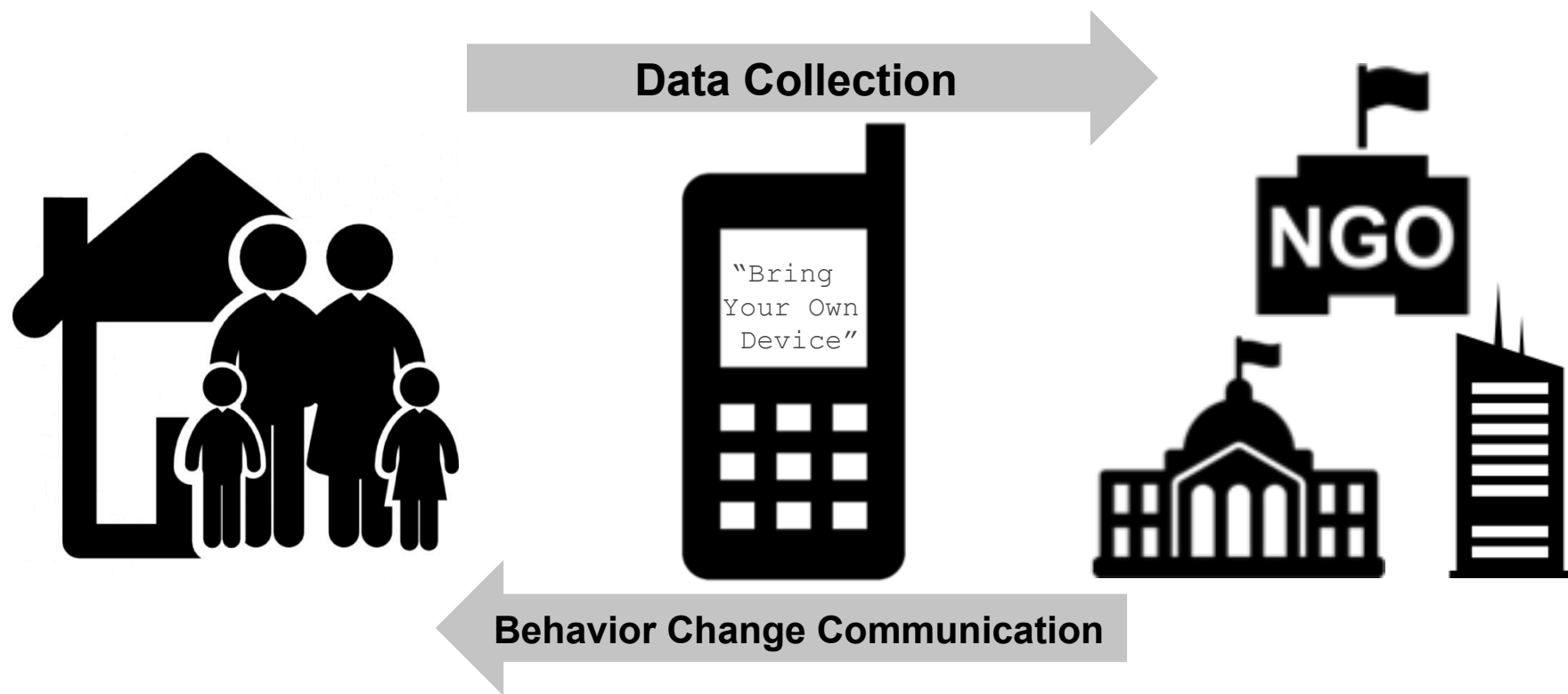
climate  
governance  
corruption sanitation  
transportation water  
education  
**policy**  
AID  
development  
agriculture  
healthcare

energy elections  
prices policies  
weather campaigns  
priorities sensitization  
rights  
healthcare  
disasters  
**information**  
safety awareness education





# Two-Way Communication Channels





## 321 Service

“Hello, and thank you for calling the Vodafone 321 Service, a free service that gives you access to useful information. For information on Agriculture, press 1. **For Weather Information, press 2.** For Health, press 3. For Education, press 4...”



## 321 Service

“Tuesday: cloudy, chance of rain

Wednesday: cloudy, dry

Thursday: cloudy, chance of rain, high winds

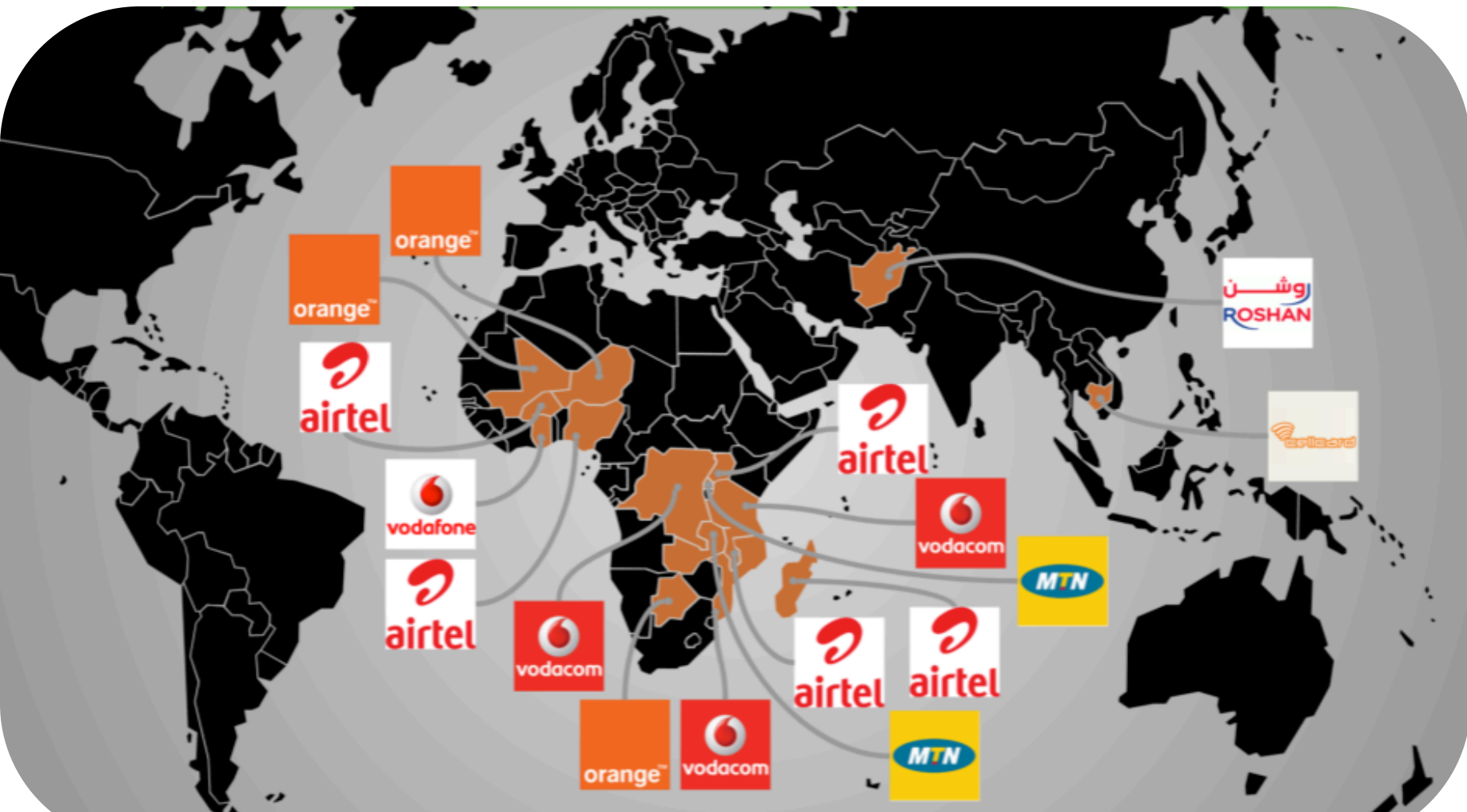
Friday: cloudy, chance of rain

Saturday: partly cloudy, dry

To receive free extreme weather alerts press 1”



**100 million subscribers have 321 Service access**





# Climate Information Use Rates To Date

Country	Unique Callers	Calls
Malawi	500,000	2,700,000
Uganda	160,000	430,000
Madagascar	120,000	340,000
Ghana	20,000	145,000
Mozambique	16,000	80,000
Burkina Faso	3,500	2,000
<b>Total</b>	<b>819,500</b>	<b>3,697,000</b>





# Thank you!

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Visit [our webpage](#) for more information

Watch this [YouTube Video](#) on the 321 Service in Malawi

