APPLICATION FOR PROJECT FUNDING IN THE FIELD OF THE PROMOTION/PROTECTION OF THE CIVIC SPACE

PROJECT NAME:　　　　SERIOUS CITIZENS – INTERACTIVE RADIO CAMPAIGNS...........................

　　AMOUNT REQUESTED:　　€207.043..(in euros)

　　DURATION:　　　　**20 MONTHS**... (number of months)

　　DATE OF INTRODUCTION:　　**13 AUGUST 2021** ....(latest version introduced)

Shape instructions:
The completed version of this project proposal **may not exceed the maximum number** *of 10 pages* *(font size 11).*

1. **Organization**

- full name: TRAC FM International
- abbreviation: TRAC FM
- legal status: Dutch Stichting (since 2011)
- official address: Amstelveense Weg 667, 1081 JD, Amsterdam
- address for correspondence (if different from the official address):
- representative (name and function): Wouter Dijkstra (Director)
- website: www.TRACFM.org
- contact person: Wouter Dijkstra
- telephone: +31633714515
- cell phone: +31633714515
- email: wdijkstra@tracfm.org

2. <u>Bank data</u>

- name of the bank: ING
- bank address: Haarlemmerweg 506/518, 1014 BL Amsterdam, The Netherlands
- account number / IBAN (EU): NL12 INGB 0006 9938 92
- bank holder: TRAC FM International
- BIC / SWIFT: INGBNL2A
- Reference to be included when payments are executed : TRAC_SC_21

3. <u>Motivation</u> (Relevance)

Context

Political accountability stems from demand. Public scrutiny of government, non-state actors and civil society is essential for sustained development and a healthy and vibrant democracy. Constant monitoring of processes and assessing the performance of anyone who is pronouncing to work for the common good is a must. In (rural) Uganda, platforms to engage citizens in an informed discussion on the performance of leaders and other matters of public importance are not sufficiently available and as a consequence the system of accountability fails.

TRAC FM helps to close this information and communication gap. To do this, TRAC FM collects data directly from citizens with the use of popular FM radio stations, mobile technology and the custom built TRAC FM software platform. TRAC has increasingly taken on a brokering role, linking citizens with advocacy groups, NGOs, activists and government institutions to form strategic campaigns that target specific policy bottlenecks. In these campaigns, TRAC helps citizens to channel their collective views and successfully reach decisionmakers.

An informed, stable and vocal civil society is of utmost importance to democratic resilience, equal development and emancipation of marginalized groups. TRAC FM strengthens cohesion within communities by connecting its members through live radio discussions and opinion polls. The use of simple social statistics in public debate is a powerful way to add quantifiable and persuasive aspect to messages. It provides a basis on which citizens can build an argument, prove a statement, or support an idea.

Why Radio and SMS? Uganda has a young and rapidly growing population where despite common urbanization trends, over 75% of the population still lives in rural areas. The great majority of citizens rely on radio and simple mobile telephone for most of their information and communication needs.
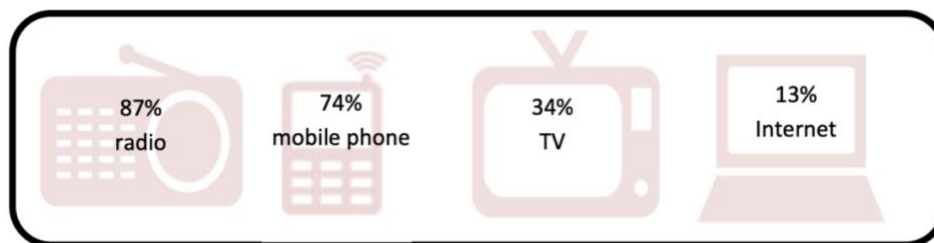

Figure 1: Media use Uganda 2019

Relevance in light of the criteria of the call for projects

All criteria in the call for proposals (except regional integration) are brought together in a tried and tested multimedia platform based on integration of old and new media. In this project, the most popular and widely used broadcasting medium in Uganda (FM Radio) will become a two-way communication channel. Through interactive SMS polls, one-way radio broadcasting will become a space for interaction and collective debate among radio listeners, opinion makers and leaders.

Popular radio campaigns on a wide variety of topics enable citizens to debate matters of public importance. Additionally, collected data is used to inform policy makers and advocate for the citizen perspective to be taken up in policy development. TRAC FM has 10 years of on the ground experience in producing interactive radio debates and setting up advocacy campaigns in Uganda.

Ensuring public awareness on essential (human) rights, involving marginalized groups in a wider public debate and building bridges among citizens, institutions and CSOs are key objectives for any TRAC FM campaign. Recent campaigns on Land-rights, Disability rights and Transitional justice are a clear example of the format we envision for this project. Please visit our website at www.tracfm.org for more information about these campaigns.

4. **Objectives** (Effectiveness)

General objective: Use Radio, SMS and online data visualization to facilitate a nationwide discussion and collect citizen views for strategic data-driven advocacy campaigns.

Specific objectives:
- Engage and inform communities through live radio broadcasts, radio-drama and Vox pops and entice them to participate in important public interest discussions and SMS polls.
- Collect feedback from listeners through toll-free SMS and visualize poll results in graphics. Discussion about the poll results will take place during live radio broadcasts.
- Use poll result and additional data to strategically advocate for adoption of citizen views at policy level.

Expected results:

- Over 120.000 citizens to vote in 108 radio polls with over 1.3 to 2 Million listeners. A total of 108 local-language radio programs will be produced and broadcasted.
- Execution of 2 strategic advocacy campaigns. Citizen data will be leveraged to advocate for policy change.
- An elaborate MEL report will be developed by MEL specialist. Randomly selected participants will be interviewed regularly to establish the effect broadcasts have on their personal life. Ethnographic methods will capture micro impact and behavioral change at Grassroots-level.

Target groups (number and type):

For this program we suggest developing the campaigns based on 2 main themes: Youth employment and Family culture[1]. In these, special focus will be on women and girls and how they relate to these themes. Topics like domestic violence, education, division of labor, family planning, tradition, equal rights and opportunities, civic responsibilities and community development will form topics of debate.

A total of around 120.000 individuals will actively participate in opinion polls across Uganda. Based on past respondent data, participants are distributed among the following occupations and age groups.
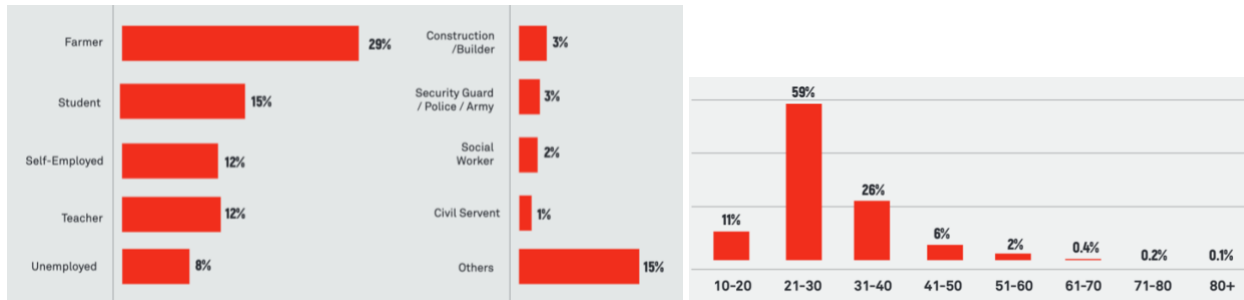
5. **Activities and Strategies** (Efficiency)

Developed strategies (theory of change):
TRAC FM's work is rooted in social and political science. Our success is primarily measured by citizens' capacity to perform their democratic duty of debating matters of public importance and by leveraging these views to advocate for accountable leadership. TRAC's theory of change relies on the premise that *Democratic public life only thrives where institutions enable citizens to debate matters of public importance* (Habermas, 1989). See attached log frame for more detail.

TRAC FM endeavors to constantly improve feedback loops with citizens as a central node as depicted in the diagram.

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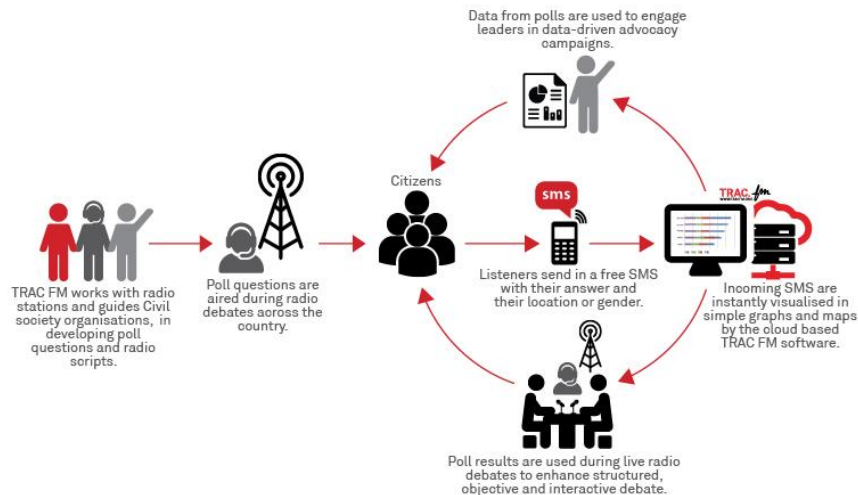
[1] "a particular set of customs, morals, codes, and traditions shared by a social group of related people."

Types of activities planned:
- Ensure technical infrastructure where radio listeners can participate for free in SMS radio polls and views are instantly processed and visualized.
- Train 9 radio stations on topics for discussion and on hosting interactive radio talkshows.
- Broadcast a total of 108 poll questions in local language over a period of 18 months. Each poll will be discussed in vernacular during a 1-hour radio program with 2 knowledgeable guest speakers.
- Radio broadcasts will be either accompanied by Vox-pops or Radio Drama to popularize broadcasts. Listen to an example of the Kikomera Radio Drama
- In collaboration with selected local CSOs, 2 advocacy campaigns are developed. Advocacy goals, dissemination plans, radio scripts and poll question are formulated in an Advocacy Campaign Plan.

TRAC FM Information Video

Calendar

Calendar estimate based on start of project on the first of November. See ANNEX 1. If November is not viable, next suggested start date is February 2022.

Organizational capacity:

With a main office in the Netherlands and a local office in Uganda (Kampala) TRAC FM has the required capacity to successfully execute this program. TRAC FM has 10 years of experience in Uganda and other East African countries. A team of permanent staff in Uganda is supported by specialist freelance consultants in MEL, software development, graphic design and radio drama production. TRAC FM always works in close partnership with local CSOs that complement campaigns by providing knowledgeable guests to radio programs, informing content on specialized topics and reaching out to the right policy makers and institutions with obtained data.

TRAC FM ensures its vision of data-driven advocacy and debate is integrated into the strategies of campaign partners and therefor make a long-term contribution to the internal capacity of both CSO and radio partners. In 2019, TRAC FM had a project portfolio worth €309.000. International accounting standards are observed and external audit reports are attached to this proposal.

6. **Partners** (Synergy and complementarity)

Partners and their added value:

TRAC FM's proposed Radio Partners

Name of Radio Station	Sub-Region and District
Radio Pacis	West Nile, Arua
Mega FM	Acholi, Gulu
Radio WA	Lango, Lira
Voice of Karamoja	Karamoja, Kotido
Hits FM	Tooro, Kabarole
Radio West	Ankole, Mbarara
Radio Simba	Buganda, Kampala
Baba FM	Busoga, Jinja
Delta FM	Teso, Soroti

TRAC FM radio partners are selected based on their capacity to effectively run radio polls and produce high-quality radio debates. The selected radio partners have proven their ability to translate issues into local language and context. The presenters and station managers are well-respected members of their communities and long-time partners of TRAC FM who have taken part in various trainings set up by TRAC. These trainings include interviewing skills, gender-sensitive reporting, data-journalism and political reporting.

CSO partners: Based on the themes for the 2 campaigns, TRAC FM will select an experienced CSO partner to develop the advocacy plans. Currently the Uganda Women Network (UWONET) and REACH a HAND Uganda (RAHU) have been selected to work with us on the Advocacy components. The campaign will be refined once a clear timeline can be established to ensure strategic identification of relevant advocacy goals. When dealing with shorter campaigns, timing of advocacy activities is of the essence. During 3 days of strategic meetings with CSO partners, an Advocacy Campaign Plan will be developed for each campaign.

Synergy and complementarity with other interventions:
In all its campaigns, TRAC FM closely works together with local CSO's to develop content for radio programs, source expert guests and plug into existing advocacy efforts. In this synergy TRAC provides the link to grassroots and systematically involves citizens in the decision-making process by collecting structured and substantive citizen data. TRAC FM takes the position of a communication channel to make dispersed citizen views comprehensible to leaders and/or institutions (Including NGOs). For this, TRAC FM employs in-house designers trained in 'infographic design'. Through infographics, large datasets are transformed into comprehensible graphs that tell an instant story. Both for advocacy and dissemination through (social) media, infographics are an integral part of TRAC campaigns.

7. <u>Impact and sustainability</u>

Impact of TRAC FM campaigns is two-fold and measured differently. First, data-driven advocacy campaigns are developed with clear advocacy goals in mind to which impact can be measured. Secondly, grassroots-level impact is more elusive. In order to measure impact of TRAC FM programs on the lives of individual participants, TRAC FM developed a complex aware MEL methodology in which randomly selected participants are followed throughout the project period.

A wide range of qualitative methods is used. Focus group discussions, most significant change stories, outcome harvesting, and participant journaling are at the core of this. The results of these methods will describe in-depth, the impact of TRAC FM on the lives of the participating listeners.

Medium impact and sustainability come from the citizen data collected through radio polling and its value in advocacy campaigns where data sets are used by partner CSOs to persuade (local) government to consider the public opinion. In Uganda, this kind of citizen generated datasets are scarce because of the cost and effort involved in collecting the data. Through radio polling and subsequent data-visualization in infographics, these datasets become valuable assets in advocacy campaigns of Civil Society Organizations (CSOs).

Long term sustainability is assured through the transformative powers of public discourse. Altering the way in which citizens perceive their challenges in society and how they relate to those challenges makes up the core of the long-term goal. Through TRAC FM's radio broadcasts, listeners are offered a more elaborate perspective on challenges they face. Instead of attributing most of life's challenges to government ineffectiveness, our radio listeners become aware that they too have agency and a responsibility that comes with their citizenship.

8. Donor visibility

TRAC FM offers any range of visibility for the Donor, either in production of reports, dissemination of infographics or mentions of the donor during the radio programs. Another way in which the donor can be involved, is by proposing representatives or other partners to feature in radio debates. In this way donors can ensure that the work TRAC FM is doing matches with their wider development strategy.

9. **Monitoring methods** - **Logical Framework**

	PROJECT SUMMARY	INDICATORS	MEANS OF VERIFICATION	RISKS / ASSUMPTIONS
Goal	Fuel a vibrant, empowered and informed civic space where citizens articulate views and needs and hold leaders accountable when reasonable			
Outcomes	1. Citizens are activated to take part in meaningful public debate 2. Citizen views are considered in policy making processes	Citizens exhibit an increased ability and interest to successfully debate matters of public importance Leaders respond to poll results and make pledges or statements about them.	Qualitative and quantitative MEL report in which randomly selected participants are followed throughout the project period. Quoted pledges and/or reactions by leaders are brought together in Campaign reports	Citizens become more confident and responsible when they are informed and respected Policies are implemented with citizen views in mind
Outputs	1. Radio broadcasts will engage citizens through interactive radio polls 2. Aggregated citizen responses to radio polls form comprehensible data sets for advocacy 3. Advocacy campaigns strategically target specific policies.	108 interactive talkshows reaching 1.3-2M listeners with SMS polls in local language 120.000-150.000 citizen SMS votes received, analyzed and visualized 2 data-driven advocacy campaigns	108 hours of recorded radio programming Listenership verification obtained through Ipsos. Poll data received through TRAC FM software Infographics for each Poll 2 Advocacy Campaign Plans (ACPs) developed and executed with selected CSO partners	Citizens gain knowledge and become more vocal The use of citizen data can structure complex social debates to make them more open and comprehensible Leaders are more receptive of social statistics then individual citizen voices
Activities	1.1 Set up infrastructure for stations to host SMS polls 1.2 Train 9 radio stations on hosting polls and conducting high-quality radio debates on selected themes 1.3 Develop polls, scripts, guiding questions, invite guests, monitor software 1.4 Run polls and discuss results during radio debates 2.1 Set up polls in TRAC software 2.2 Analyze results with CSO partners and experts 2.3 Develop comprehensive infographics 3.1 Develop strategic ACPs in collaboration with CSO partners. Include stakeholder map, dissemination plan-, short-, medium- and long-term advocacy goals etc. 3.2 Execute ACP and monitor partner CSO to take up ACP objectives in their work 3.3 Social media campaign updating the wider CSO community on project progress	UCC licence, toll-free shortcode, hosting and technical training of station managers. 2 Workshops for radio hosts on thematic areas Campaign design period including expert interviews, ACP workshop and poll/message testing 108 x 1-hour radio broadcasts Set up *Serious Citizens* campaign page, blog, logo and keywords Set up analysis spreadsheet, plan periodic meetings with partners and experts for data analysis feedback Use data analysis in infographic designs Contract 2 CSO partners to complement strategic project objectives Plan for 2x3 campaign design meetings with selected partners Execute activities agreed in ACP, monitor partner performance Post infographics online, share poll data on social media and with at least 1 print publication	Fully functional ICT infrastructure during project period 18 radio staff trained in both technical and content aspects of the project 12 poll questions developed including background, scripts and instructions 216 radio guests selected invited and compensated. 108 polls set up in TRAC FM software, 120.000-150.000 responses received 12 datasheets with analysis of primary poll results and secondary data like gender and location 2 Campaign reports with full analysis of data including recommendations, expert quotes and infographics 2 contracts with CSO partners 2 ACP documents describing strategic advocacy plan Mid-term and end reporting on advocacy outcomes Dissemination report with all links to social media and print media posts	Citizens are activated to participate when hearing poll announcements Radio program content is informative, engaging and entertaining Guests reflect on poll results and offer a deeper understanding of the discussed topics Through free SMS, radio polls are populated by citizen feedback Expert views can use poll data in their advocacy objectives and strategic goals Visual representation of data can transform complex datasets into comprehensible and effective arguments ACPs will complement strategic goals set out by partner CSOs Partner CSOs effectively take up Poll data and follow the ACP strategy The campaigns will gain traction among other stakeholders advocating for similar policies.

Proposal for monitoring and evaluation to be formulated by the applicant organization

Monitoring, Evaluation and learning is at the heart of TRAC FM's work. Therefore, MEL systems are built into key processes and activities and are automated where possible. Each round of poll questions, TRAC FM receives thousands of replies from across the country. Instant monitoring of the performance of each of the 9 radio stations helps to quickly intervene when response rates are low, when gender balance of participants is below expectations, or when radio stations are not performing their tasks as agreed. Furthermore, all radio broadcasts are recorded and reviewed, and quality improved by constant feedback between TRAC FM and partner stations.

At CSO level, the development of an elaborate Advocacy Campaign Plan (ACP) with SMART indicators and objectives, stakeholder mapping and a dissemination plan for collected data helps to monitor and evaluate the success of each advocacy campaign.

Lastly, TRAC has developed a unique approach to MEL at grassroots level where change of behavior or impact is notoriously hard to measure. Project cycles are often too short to measure significant change at community level. Over the years, TRAC FM has constantly improved on a complex aware MEL methodology where randomly selected participants are followed throughout the project period. A wide range of qualitative methods is used in this method. Focus group discussions, most significant change stories, outcome harvesting, and participant journaling are at the core of this. The results of these methods will describe in-depth, the impact of TRAC FM on the lives of the participating listeners. For this methodology, TRAC FM works with MEL specialist Maarten de Bruijn.

MEL	How	When	By Whom
Radio station	Automated through TRAC FM software	Constantly updated online	TRAC FM software
CSO partners	Advocacy Campaign Plan (ACP) template documents developed at the start of a campaign. Used for evaluation at the end of campaign.	Throughout each Campaign	TRAC FM program manager
Grassroots	Ethnographic qualitative methods, in depth interviews, participant journaling	Throughout the project	External MEL specialist

MEL reports with findings and learning will be part of mid-term and final project reporting. An elaborate campaign report will contain key MEL findings and all poll results.

10. **Detailed Results-Based** Budget (Efficiency)

No funding from other sources was requested for this project.
Detailed budget attached.

11.**Risk analysis**

	Risk	Mitigation
Political risk	TRAC FM programs may attract negative attention from media regulators because of critical content. Infrastructure could be targeted, or licenses suspended. Individual participants can be held accountable for their views.	TRAC FM works with established and trusted local FM stations and checks in with experienced program managers at the station if topics may be controversial. It is ultimately the responsibility of Radio stations to deem content fit or unfit for broadcasting. Due to the nature of polling, and its high number of participants, responsibility for poll results cannot be attributed to individuals. Telephone numbers of poll participants are never shared and well protected.
Technical risk	TRAC FM depends on integration of radio, SMS and web-based software. Technical downtime can be a risk. Users may not understand how to participate	TRAC FM has processed over one million radio poll responses and developed extensive checks to ensure that every vote is counted - and only counted once per participant. TRAC FM software is uniquely built to function in low bandwidth environments with less tech-savvy users.
Covid-19	Covid-19 has proven to be a serious challenge for projects as it limits physical movement.	TRAC FM has proven its worth during Covid-19 outbreaks in Uganda and Nepal where important health information was broadcasted, and people's needs were assessed. TRAC FM can operate 100% remotely when needed.
Gender imbalance	Men participate more than women in radio Polls. Will this lower Women representation in advocacy campaigns?	TRAC FM closely monitors female participation in polls. In final results, both female votes and male votes are analyzed and visualized separately so to paint a clear and equal picture of female and male views. We promote female participation by ensuring at least 1 female presenter and 1 female guest participate in each radio program. Other minority groups (like people with disabilities) are represented in our guest speaker panels.

Thank you for reading, we hope to have informed you well with this proposal. The transformative and sustainable power of civic emancipation cannot be underestimated. Informed and open-access public debate is a cornerstone of active citizenship and democratic society. For 10 years, TRAC FM International refined its methodology for meaningful and broad citizen participation in matters of public importance. We hope to work with you on this project.

Kind regards,
The TRAC FM team

Annexes added

- Statutes of the organization
- A copy of the last annual financial accounts report and the last audit report
- Detailed project budget
- Draft Gantt Chart

Annex 1: Draft Gantt Chart

Work Plan (November 2021 - June 2023) — Confident Citizens Project -

Task	October (41 42 43 44)	November (45 46 47 48)	December (49 50 51 52)	January (1 2 3 4)	February (5 6 7 8)	March (9 10 11 12)	April (13 14 15 16)	May (17 18 19 20)	June (21 22 23 24)	July (25 26 27 28)	August (29 30 31 32)	September (33 34 35 36)
Contracting with Donor												
Work plan Refinement												
Selection of radio stations												
Contracting CSO partner 1												
ACP Meetings CSO 1- Campaign development												
Christmas												
Finalize poll formulation Campaign 1												
Radio workshop 1												
Baseline Phone survey												
Broadcast 1 - introduction program												
POLL 1												
Radio debate 1												
Analysis + Infographic design 1												
POLL 2												
Radio debate 2												
Analysis + Infographic design 2												
POLL 3												
Radio debate 3												
Analysis + Infographic design 3												
Mid-Term evaluation with CSO partner												
Dissemination activities												
POLL 4												
Radio debate 4												
Analysis + Infographic design 4												
POLL 5												
Radio debate 5												
Analysis + Infographic design 5												
POLL 6												
Radio debate 6												
Analysis + Infographic design 6												
Campaign Report writing												
Report Launch + Advocacy activities												
Mid-Term report												
MEL Mid-term report												
END OF CAMPAIGN 1												

Work Plan (November 2021 - June 2023) — Confident Citizens Project -

Task	September (41 42 43 44)	October (45 46 47 48)	November (49 50 51 52)	December (1 2 3 4)	January (5 6 7 8)	February (9 10 11 12)	March (13 14 15 16)	April (17 18 19 20)	May (21 22 23 24)	June (25 26 27 28)	(49 50 51 52)	(1 2 3 4)
Contracting CSO partner 2												
ACP Meetings CSO 2- Campaign development												
Finalize poll formulation Campaign 2												
Radio workshop 2												
Baseline Phone survey 2												
Broadcast 1 - introduction program												
POLL 7												
Radio debate 7												
Analysis + Infographic design 7												
POLL 8												
Radio debate 8												
Analysis + Infographic design 8												
Christmas												
POLL 9												
Radio debate 9												
Analysis + Infographic design 9												
Mid-Term evaluation with CSO partner												
Dissemination activities												
POLL 10												
Radio debate 10												
Analysis + Infographic design 10												
POLL 11												
Radio debate 11												
Analysis + Infographic design 11												
POLL 12												
Radio debate 12												
Analysis + Infographic design 12												
Campaign Report writing												
Report Launch + Advocacy activities												
Final report + Audit												
Final MEL report												