

Annex B: TEMPLATE PROJECT PROPOSAL

**Template Project proposal**

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

**PROJECT NAME:** A NATIONAL CONVERSATION- PHASE 5 (NC5) .....

**AMOUNT REQUESTED:** 250,000 ..... (in euros)

**DURATION:** 18 ..... (number of months)

**DATE OF INTRODUCTION:** 15<sup>TH</sup> AUGUST 2021 ..... (latest version introduced)

**1. Organization**

- full name: **BBC Media Action**
- abbreviation: **BBCMA**
- legal status: **Certified under the Tanzania Non-Governmental Organisation Act, 2002, Registration No. ooNGO/oooo5818**
- official address: **Tangaza House, Msonge Street, Mikocheni Area, Dar es Salaam, Tanzania.**
- address for correspondence (if different from the official address): **P.O.Box 12980, Tangaza House, Msonge Street, Mikocheni Area, Dar es Salaam, Tanzania.**
- representative (name and function): **Anna Bwana, Country Director**
- website: **www.bbcmediaaction.org**
- contact person: **Anna Bwana**
- telephone: **+255 (0) 22 2775880**
- cell phone: **+255 755 947810**
- email: **anna.bwana@tz.bbcmediaaction.org**

**2. Bank data**

- name of the bank: **Barclays Bank PLC**
- bank address: **27 Soho Square, London**
- account number / IBAN (EU): **84839500**
- bank holder: **BBC Media Action- MAIN USD ACCOUNT**
- BIC / SWIFT: **BARCGB22**
- Reference to be included when payments are executed: **BBC Media Action Tanzania NC5**

**3. Motivation (Relevance)**

**Context:**

The media sector in Tanzania is diverse and growing, with around 148 radio stations, 32 TV stations, and 140 newspapers and magazines<sup>1</sup>. Arguably the quality of media has not kept pace with the growth in

---

<sup>1</sup> Yearbook on Media Quality in Tanzania, 2018

quantity, but its ability to shape and influence conversations remains. Radio in particular has deep penetration in the country, with data indicating that at least 83% of the population listen, either through a radio set or their mobile phone<sup>2</sup>. There is also strong evidence of radio's potential to act as an agent of accountability and to influence knowledge, attitudes and practices across a range of development areas. Over half of the population gets its daily news from the radio<sup>3</sup>, significantly more than those who do so through TV or newspapers.

The media sector, as with civic space more generally, has faced increasing constraints over the past six years. Media freedoms have been curtailed through the introduction of a series of restrictive laws and regulatory frameworks, and through a political culture that increasingly appeared to limit the space for critical discussion on public interest issues. Media houses, broadcasters, journalists and content producers reported facing challenges ranging from shrinking advertising revenues and the need for journalists to obtain new permits to continue working, to the threat of suspension for the dissemination of content deemed contrary to the national interest.

These constraints are in addition to longer term challenges facing the sector, including a lack of a culture of impartial and independent journalism, poor financial sustainability of many media houses, weak technical and professional skills in the sector, and insufficient integration of marginalised and diverse voices in media content.

**Problem statement:**

The immediate challenges of regulatory restrictions and censorship have compounded pre-existing shortcomings in the media sector (including poor editorial skills and generally low capacity), as a result of which the media is unable to meet its duty to hold the government to account and create a platform for citizens to discuss, debate and make informed decisions about important issues. At the national and local level, media houses are financially fragile and generally under-skilled in areas such as management, distribution, editorial decision-making, marketing and production. Gaps also exist in diversity and representation, with most media content unable to reflect accurately the voices and perceptions of marginalised groups such as young women, rural youth and people with disabilities, let alone develop specific content targeting these groups.

**Relevance in light of the criteria of the call for projects:**

The recent change in government has opened up the opportunity for the media sector to re-establish itself as a key player in citizen participation, governance, and accountability. We believe it is more important than ever that media practitioners and media houses continue to create and protect platforms through which leaders can be held to account and a diversity of opinions, experiences and ideas can be heard.

Access to media is a human right, as it supports the freedom to information and freedom of expression. Substantial evidence also points to the role of media as an effective institution in holding government and other power-holders within society to account. When people have accurate information about issues that matter to them and access to trusted public discussion with decision-makers, this can be a strong driver of democratic accountability. Such discussions can also provide positive role models and shift social norms. Media can play a critical role in building bridges between actors who may not naturally find common ground, can act as a broker between different stakeholders and organisations, helping to encourage coalitions between civil society, media actors, the private sector, and other civic-minded entities, and can amplify the voices of marginalised groups such as youth, women, the poor and people with disabilities.

**4. Objectives** (Effectiveness)

---

<sup>2</sup> 2018 IPSOS Omnibus Survey

<sup>3</sup> 2014 Afrobarometer

This project includes a proposed inception period that will allow us to conduct the research and analysis needed to refine our results, targets, theory of change, and subsequently our specific approaches. What is proposed below are anticipated results derived from our experience in previous iterations of A National Conversation as well as our ambitions for this new phase.

**General objective:**

The overall objective of this project is to support Tanzanian men and women to enjoy greater freedom of expression and meaningful participation on decisions that affect their lives, especially the provision of better public services.

**Specific objectives:**

The specific objectives, or immediate outcomes, of the project are:

- i) Citizens experience increased participation and freedom to freely express views and opinions by engaging in local and national public discussions about decision making processes that affect their lives.
- ii) Government officials have awareness and responsiveness to citizens freedom of expression, priorities, and needs for different public services.
- iii) Local partner stations have enhanced editorial and production skills and capacity to produce quality content around governance and gender, and act as a platform for a diversity of Tanzanians to express their views.

**Target groups (number and type):**

To achieve the project's objectives, BBC Media Action's work will focus on three key target groups – our audience, our radio partners and the government. In total, we aim to reach **5,500,000 listeners**, primarily rural listeners, aged 15-50.

**5. Activities and Strategies (Efficiency)**

**Developed strategies (theory of change):**

A National Conversation V (NC5) creates an opportunity to refresh our thinking, check our understanding of the issues facing Tanzanians today and assess the gaps and opportunities that exist for us to do something new. We therefore propose to start the new project with a three-month inception period, during which we would conduct detailed formative and qualitative research in order to ensure our approach to the next phase of A National Conversation is as firmly rooted in the reality of the current context as possible.

We are confident that there will a number of core strategies that will feature in this new phase of a National Conversation:

- i) **Capacity Strengthening** of local partner stations, including editorial capacity strengthening, which focuses on the technical aspects of radio production and on editorial standards; commercial capacity-strengthening in order to ensure the sustainability of the radio stations themselves; and thematic capacity strengthening that would address the specific needs around reporting on governance, gender and climate change.
- ii) **Production of a national radio show**, airing at least once weekly, and reaching an audience of not fewer than 5.5 million across mainland Tanzania and Zanzibar.
- iii) **Research and Learning** starting at the formative stage and allowing us to improve our understanding of our audiences, monitor our progress, and adapt accordingly.
- iv) **Community events and dialogues** hosted in collaboration with our local partners, and allowing us to link civil society and communities to their local media and to record debates around specific local issues.

### Planned activities and Calendar:

	Year 1				Year 2	
	Q1	Q2	Q3	Q4	Q1	Q2
<b>Project Management</b>						
Project set up processes	■	■				
PSC Meetings		■		■		■
Thematic trainings- staff and partners	■			■		
Safeguarding trainings	■				■	
Community Events/Open Days		■		■		■
<b>Research and Learning</b>						
Formative Research	■					
Midline Research					■	■
Annual omnibus surveys				■		
Impact studies/Stories of change			■	■	■	
Qualitative Research		■	■	■	■	■
<b>Capacity Strengthening</b>						
Partner Radio Central Training		■		■		■
Partner Hub Training and Planning	■			■		■
Commercial and Editorial Mentoring	■	■	■	■	■	■
<b>Production</b>						
Launch of National Show	■					
Production of National Show	■	■	■	■	■	■
Production of Local Shows	■	■	■	■	■	■
Production Field Visits		■		■		■
Brand Awareness Campaign		■		■		■

### Organizational capacity: past results and lessons learned

A National Conversation has been in existence in one form or another since 2012, culminating in an audience reach in 2020 of more than 7 million listeners across the country and more than 40 local radio station partners. Through the flagship radio show *Haba na Haba*, BBC Media Action reached a primarily rural, significantly female, increasingly youthful audience.

Our previous work on A National Conversation, as well as on other projects, has generated several key lessons that will guide our approach to this new phase:

- i) A sufficiently long inception period leading to a well-designed theory of change grounded in research that links to a communication framework and plan are key to the effective implementation of communication-for-development project activities that achieve their objectives.
- ii) Sustainability of local radio station programmes is a challenge, given limited resources of media houses and high staff turnover. In our experience, this can be mitigated through long-term partnerships that influence media organisations’ organisational culture, the quality of their programmes and team, and their audiences’ expectations.

- iii) The nuanced understanding that local partner stations have about their audiences, the types of content to which they are most likely to relate and the issues affecting their communities, is a crucial component to the project.
- iv) The engagement of government officials is a key element of a governance and accountability show, but the willingness of these officials to speak to the media is inconsistent. Building strong relationships with relevant government departments and officials is therefore important, as is the ability of the production team to create a balanced and informative show without relying on the presence of government representatives.

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

Partnerships with local radio stations throughout Tanzania will be a key feature of NC5, through which the intervention will aim to build the skills and capacity of journalists, broadcasters, and editors, and broaden its reach among audiences across the country. Partner stations will contribute to the project by providing content for the nationally-broadcast radio show and potentially producing their own local editions focusing on topics of importance to audiences in the areas they cover.

The BBC Media Action team has forged strong links with a range of NGO and CSO partners and produced episodes of national radio shows in collaboration with organisations working on issues ranging from marine pollution (Seasense) to analysis of major reports on public expenditure from the office of the comptroller and auditor general (Wajibu). NC5 will build on these relationships and identify CSOs working in target regions, supporting them to link with local radio station partners in those areas.

## 7. **Impact and sustainability**

We expect the project's impact to be visible and measurable at multiple levels:

- i) First, the direct beneficiaries of project activities will be the audiences reached by the radio shows and social media content. Among this group, we expect the project's impact to be an increase in knowledge and understanding of decision-making processes and confidence to express their views and demand their rights.
- ii) Secondly, the project will seek to engage government officials by inviting them to appear in content and engage with other contributors, with a view to increasing their awareness of and responsiveness to issues raised by citizens.
- iii) Thirdly, the project will achieve impact among the media professionals engaged through capacity-strengthening and partnerships. Among this group, we expect the project's impact to be improvements in the editorial decision-making process that underpins the design and production of high-quality media content, as well as in the quality of the content itself.

Much of this work will be delivered through strategic partnerships established with partner radio stations throughout the country and it is through these partnerships that we expect to build sustainability of the project's impact. Under previous phases of A National Conversation, the project established long successful partnerships with more than 40 radio stations across Tanzania. Among these, a smaller number produced and broadcast weekly LGGPs, including Dodoma FM, CG FM in Tabora and Hits FM in Zanzibar, which they continued to produce and broadcast after the project closed. Through these, the partner stations continued to serve local audiences with impartial, balanced well-produced governance content long after the close of BBC Media Action's project.

## 8. **Donor visibility**

BBC Media Action can acknowledge the support of the government of Belgium (and any other funder) in our programmes as follows:

- **National radio show:** Acknowledgement of the funding can be made at the beginning/end of the programme, for example a recorded announcement saying: “This radio show was produced with funding from the government of Belgium”.
- **Local radio shows** (if applicable): Acknowledgement of the funding can be made at the beginning/end of the programme, for example a recorded announcement saying: “This radio show was produced with funding from the government of Belgium”.
- **Research reports/papers:** Acknowledgement can be made to the funding at the beginning of all research reports, papers and other agreed documents.

9. **Monitoring methods** (Management capacity)

**Monitoring and Evaluation Plan**

Research will be used to inform, monitor, and evaluate this project throughout its lifecycle. Research and learning will enable project activities to adapt to changing context in terms of government, technological development, people’s needs, partner activities and the overall external environment. The following research, monitoring and evaluation activities will be carried out by BBC Media Action’s Tanzania Research & Learning team with the support of organisation’s global Research & Learning Group:

- **Qualitative formative research** to identify and understand power dynamics as well as underlying social structures, policies, laws and social and cultural norms that hinder or support freedom of expression and effective civic participation. This will be used to inform the design of the radio programmes, social media outputs, local partnerships and capacity strengthening for local partner radio stations.
- **Baseline and endline omnibus surveys** will be carried across out the country to establish a benchmark for key project indicators that can be used to monitor and evaluate the project’s progress and also to assess the programme’s reach and impact.
- **Qualitative audience research** in the form of focus groups, in-depth interviews and observations will be conducted with beneficiaries of the project’s intervention to understand the impact of the project.
- **Database management:** Analysis of data from audience feedback, national and local programme track sheets throughout the lifetime of the project.

(See draft proposed logframe below for more details)

	<b>PROJECT IMPACT</b>	<b>PROPOSED INDICATORS</b>	<b>Target 2023</b>
	<b>Tanzanian men and women enjoy greater freedom of expression and meaningful participation on decision that affects their lives especially provision of better public services.</b>	Percentage of citizens reached by the intervention who report greater freedom of expression, meaningful civic participation, and access to quality of public services.	1. 40% of citizens reached by the intervention
<b>LEVEL</b>	<b>PROJECT OUTCOMES</b>	<b>PROPOSED INDICATORS</b>	<b>Target 2023</b>
Population	<p>1. Increased citizen's participation (civic participation) and freedom to freely express views and opinions by engaging in local and national public discussions about decision making processes that affect their lives*.</p> <p>*Especially issues like access to public services, government plans, budget and expenditure. thro in particular of women, young people and vulnerable groups (Vulnerable group include people with disability.... )</p>	<p>1.1 Percentage and qualitative evidence of citizens reached who report active civic participation in decision making specifically on elections, local or national meetings and dialogues regarding public services provision</p> <p>1.2 Percentage and qualitative evidence of citizen who report increased knowledge and understanding of their rights and responsibilities and governance issues.</p> <p>1.3 Percentage and qualitative evidence of citizens who report increased confidence to express their views and demand their rights and freedom.</p> <p>1.4 Number of face-to-face engagements between government officials and citizens through national and local shows.</p>	<p>1.1 40% of citizens reached by the intervention</p> <p>1.2. 60% of citizens reached by the intervention</p> <p>1.3. 40% of citizens reached by the intervention</p> <p>1.4. 20 Face to face engagements per year</p>
	<p>2. Increased government officials awareness and responsiveness to citizens freedom of expression, priorities, and needs for different public services.</p>	<p>2.1 Percentage and qualitative evidence of citizens who report that the programme makes government officials aware of their priorities and needs.</p> <p>2.2 Qualitative evidence of government officials addressing governance issues raised by national and local shows.</p>	<p>2.1. 55% of citizens reached by the intervention</p>
Practitioner & Organisation	<p>3. Local partner stations have enhanced editorial and production skills and capacity to produce quality content around governance and gender, and act as a platform for a diversity of Tanzanians to express their views.</p>	<p>4.1 Qualitative evidence of media practitioners/journalists who report increased confidence and capacity to produce content that address governances and gender issues accurately and impartially.</p>	<p>4.2. 100 Programmes per year</p>

		4.2 Total number of governance programmes featuring government officials and/or a direct question from citizen to government official or leader.	
Output	1. 'Haba na Haba' and local good governance radio programmes produced and broadcast.	1.1 Total reach of national and local radio shows. 1.2 Total number of broadcast episodes of national and local shows covering gender and governance issues	1.1. 5.5 million people reached 1.2. 200 Episodes per year
	2. Embedded editorial and production mentoring of main local partner stations focused on production of quality governance content.	2. Number of training and mentoring on editorial and production skills conducted to main partner station	2. 10 Trainees and Mentees per station

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

This proposal is for co-funding for NC5 alongside another donor who has indicated Euros 600,000 over 18 months. The budget below captures the proposed budget for both donors, as well as the total budget for the project.

	Detailed Activity Description	Belgium contribution	Co-funding	Total Project Budget
<b>OUTCOME 1. Increased citizen's participation (civic participation) and freedom to freely express views and opinions by engaging in local and national public discussions about decision making processes that affect their lives</b>	Project Manager	€ 3,845.67	€ 17,480.00	€ 21,325.67
	Senior Producer	€ 4,359.50	€ 19,814.50	€ 24,174.00
	Finance Officer	€ 9,421.00	€ 9,349.67	€ 18,770.67
	Content Researcher/Online Producer	€ 2,179.67	€ 9,907.33	€ 12,087.00
	Research Officer	€ 2,179.67	€ 9,907.33	€ 12,087.00
	Production Partner Stipends	€ 1,071	€ 4,868	€ 5,939.00
	National Show Production Trip	€ 764	€ 3,473	€ 4,237.00
	Local Shows Production	€ 357	€ 1,623	€ 1,980.00
	Online Design and Hosting	€ 230	€ 694	€ 924.00
	Research, Learning & Monitoring Costs	€ 9,773	€ 24,765	€ 34,538.00
	Project management & Strategic leadership (BBC Media Action Staff and Professional Fees)	€ 34,589	€ 48,054	€ 82,643.00
<b>TOTAL OUTCOME 1</b>		<b>€ 68,770</b>	<b>€ 149,936</b>	<b>€ 218,706</b>
	Project Manager	€ 3,846	€ 17,480	€ 21,326.00



<b>OUTCOME 2. Increased government officials' awareness and responsiveness to citizens freedom of expression, priorities, and needs for different public services.</b>	Senior Producer	€ 4,360	€ 19,815	€ 24,175.00
	Finance Officer	€ 9,421	€ 9,350	€ 18,771.00
	Content Researcher/Online Producer	€ 2,180	€ 9,907	€ 12,087.00
	Research Officer	€ 2,180	€ 9,907	€ 12,087.00
	Production Partner Stipends	€ 1,071	€ 4,868	€ 5,939.00
	HnH Production Trip	€ 764	€ 3,473	€ 4,237.00
	LGGP Production	€ 357	€ 1,623	€ 1,980.00
	Online Design and Hosting	€ 230	€ 694	€ 924.00
	Research, Learning & Monitoring Costs	€ 9,773	€ 24,765	€ 34,538.00
	Project management & Strategic leadership (BBC Media Action Staff and Professional Fees)	€ 34,589	€ 48,054	€ 82,643.00
	<b>TOTAL OUTCOME 2</b>		<b>€ 68,771</b>	<b>€ 149,936</b>
<b>OUTCOME 3. Local partner stations have enhanced editorial and production skills and capacity to produce quality content around governance and gender, and act as a platform for a diversity of Tanzanians to express their views.</b>	Project Manager	€ 3,846	€ 17,480	€ 21,326.00
	Finance Officer	€ 9,421	€ 9,350	€ 18,771.00
	Content Researcher/Online Producer	€ 2,179.67	€ 9,907.33	€ 12,087.00
	Senior Research Officer	€ 2,179.67	€ 9,907.33	€ 12,087.00
	Mentor Producer /Presenter	€ 12,129.00	€ 55,136.00	€ 67,265.00
	Central Training (taskforce)	€ 2,542	€ 11,558	€ 14,100.00
	Hub Training and Planning	€ 3,820	€ 17,365	€ 21,185.00
	Brand Awareness Campaign	€ 383	€ 1,737	€ 2,120.00
	Open Day	€ 1,375	€ 6,251	€ 7,626.00
	Mentoring Expenses	€ 7,495	€ 34,076	€ 41,571.00
	Project management & Strategic leadership (BBC Media Action Staff and Professional Fees)	€ 34,589	€ 48,054	€ 82,643.00
	Research, Learning & Monitoring Costs	€ 9,773	€ 24,765	€ 34,538.00
<b>TOTAL OUTCOME 3</b>		<b>€ 89,732.34</b>	<b>€ 245,587</b>	<b>€ 335,319.34</b>
	<b>Total Budget Before Fund Admin</b>	<b>€ 227,273</b>	<b>€ 545,455</b>	<b>€ 772,728.00</b>
	<b>Administration costs @10%</b>	<b>€ 22,727</b>	<b>€ 54,545</b>	<b>€ 77,272.00</b>
	<b>Grand Total BUDGET.</b>	<b>€ 250,000</b>	<b>€ 600,000</b>	<b>€ 850,000</b>

## 11. Risk Analysis

<b>Description</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Mitigating Action</b>
The political environment results in continued curbs on media freedoms and restrictions on freedom of expression.	<u>3</u>	<u>4</u>	Project activities will adhere to BBC Editorial Standards to avoid BBC and project media partners being seen as editorially biased as result of covering political issues. On-going in-house capacity strengthening.
External economic environment worsens, meaning that broadcast partners cannot make substantial profits from advertising.	<u>3</u>	<u>3</u>	BBC Media Action has been investing heavily in commercial training to our local radio partners to help them make the most of even a weak economy. This will continue.
Further changes in TZ law in the areas of tax, registration, work permits and immigration undermine the operation of the BBC Media Action country office.	<u>2</u>	<u>4</u>	BBC Media receives regular advice from its auditors and corporate lawyer to ensure that it is fully compliant on all aspects of different laws in Tanzania. Through our SMT, we maintain constructive relationships with different government departments and agencies.
Partners don't share responsibility for production and do not contribute local content.	<u>2</u>	<u>3</u>	We will ensure that the project vision is shared by core partners, following mentoring, support and regular network meetings. Capacity strengthening approach will ensure that partners have the confidence and skills to contribute regularly and to create their own local content.
Broadcast and other partners do not adhere to BBC Media Action safeguarding and other policies, causing a risk in beneficiary communities.	<u>3</u>	<u>3</u>	All partners will be receiving safeguarding training and will have to sign on to an agreed code of conduct.
COVID19 restrictions continue to hamper abilities of teams to implement activities, resulting in slower rate of implementation, spending, and results achievements.	<u>3</u>	<u>3</u>	More than a year after the beginning of the pandemic, BBCMA has shown that we are able to be flexible and adaptive. Teams have gained experience in using online/virtual platforms for production and capacity building, allowing us to continue with implementation.