

Linkages between Research, Advocacy and Media Work for Pro-Poor Policy Development and Accountability in Africa

Learning from Practice



COLLOQUIUM REPORT

Dar es Salaam, Tanzania, 4 – 6 October 2010

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List of Acronyms

BIDPA	Botswana Institute for Development Policy Analysis
ESRF	Economic and Social Research Foundation
GCAP	Global Call to Action Against Poverty
GDPA	Global Development Policy & Advocacy Initiative
IDRC	The International Development Research Centre
IPS	Inter Press Service
JCTR	Jesuit Centre for Theological Reflection
URT	United Republic of Tanzania
USA	United States of America

1. Summary

A pan-African colloquium of research, advocacy, and media partner organizations was convened by the Bill & Melinda Gates Foundation in partnership with the Southern Africa Trust. The colloquium focused on learning from practical experience in trying to build linkages between research, advocacy and media groups for more effective pro-poor policy work by each group, the challenges and successes in linking the work of the three groups, developing concepts and strategies for how their work can be joined up, their expectations of each other, and the implications for funders.

The discussion confirmed that there are generally weak relationships between the three groups of non-state actors and that this is one of the constraints to doing effective pro-poor policy development and social accountability work in Africa. Media representatives pointed out that researchers tend to use a language which other constituencies do not understand and that researchers are often reluctant to share research results either due to copyright rules, client-privileges or due to the need to validate the results with other researchers before making them available to the public. Media practitioners, on the other hand, are often limited in their ability to report on research results as a result of weak interpretive skills on specialised or technical content issues, limited in-depth reporting capacity, and being driven by very tight deadlines in news rooms. Advocacy groups tend to undertake campaigns and other initiatives without being adequately informed and backed up by a solid evidence base developed through research. The discussion also noted that both researchers and advocacy groups are not adequately using mass media channels to build public support, shape public thinking, and create a more receptive environment for their policy recommendations.

The colloquium noted that policy development and implementation outcomes can be more effective by building a chain of value-adding linkages between role players from within the different groups. This requires that each role player realises the necessity of the value chain for increased effectiveness of each of their areas of work, in which all should be playing an important and complementary role. However each must acknowledge and accept the legitimate differences in ways of working between the different groups and that there may be some areas of work in which there is no value chain cooperation required.

The participants agreed that linkages between researchers, advocacy groups and the mass media are necessary for both pro-poor voice in the development of policies and more accountability for the implementation of those policies. The challenge however is that the channels of communication between researchers, advocacy and media practitioners often remain unexplored and underdeveloped because of poor relationships. Further, successful collaboration might be better nurtured by ongoing informal connections that allow groups to exchange ideas more regularly and create opportunities for collaboration. It was affirmed that intermediary or bridging agencies are required to facilitate the creation of these working relationships, and that a bridging type of leadership was necessary in each of the three groups for such working relationships to become a reality.

Participants in the colloquium recognized the necessity of a shared value base in defined areas of shared interest amongst cooperating groups for effective collaboration to be sustained.

Several participants shared examples of what they have been doing to create stronger cooperation between research, advocacy, and media practitioners, as well as the challenges of, gaps in, and opportunities for such cooperation.

The participants agreed that the implications for funders include integrating the dissemination of research results into research support programmes, ensuring greater flexibility in support to policy advocacy interventions so that they can be more creative and responsive, recognizing that the delivery modality is as important to achieving overall objectives as the specific programme activities may be, and developing bigger, more coordinated and coherent, and longer term initiatives for support to media development and advocacy groups.

The colloquium recommended that national level dialogues between the three groups should be held to take this discussion further at a national level, that financial support to the three groups from funders should be designed to promote cooperation between them, that researchers should already start implementing some of the recommendations during the discussions, and that all participants in the colloquium form an informal network to continue to develop thinking on cooperation and develop voluntary relationships. The Southern Africa Trust committed itself to continuing to work with the majority of participants in the colloquium to take the dialogue process further.

An evaluation of the colloquium was prepared on the basis of written feedback from the participants. Seventy-nine percent (79%) of participants indicated that the colloquium objective of learning from each others' experience was fully met and 21% indicated that this objective was mostly met. There was a roughly 50/50 split between participants indicating that the colloquium objectives of sharing experiences, critically reflecting on current practices, and informing funders' strategies were fully and mostly met. Sixty-one percent (61%) of participants indicated that the colloquium objective of developing concepts and strategies for collaboration was mostly met, with 28% indicating that this objective was fully met, and 11% indicating that the objective was not really met or not met at all.

All participants rated the presentation of content, process facilitation, logistical arrangements, and planning for the colloquium as excellent or good. None rated these as average or bad, except for the facilitation of small group discussions which 95% rated as excellent or good, and 5% rated as average.

All participants (100%) indicated that they learnt something new at the colloquium.

2. Background

The Bill & Melinda Gates Foundation's Global Development Policy & Advocacy Initiative (GDPA) invests to ensure that policy deliberations are informed by up-to-date knowledge and evidence, that advocates can effectively encourage commitments to development and hold leaders accountable for those commitments, and that the media report with quality and consistency on critical development issues facing Sub-Saharan Africa. Advocacy, research, and media organizations share an interest in bringing more attention and action to important public issues in their communities but it can be a challenge for them to find and take advantage of opportunities to coordinate their work and learn from one another. Against this background, the GDPA, in partnership with the Southern Africa Trust, organised a colloquium for grant partners to achieve the following objectives:

*Research, media,
and advocacy
groups need to
work together
for a greater
impact*

- To share first-hand experience of doing pro-poor policy research, advocacy, and media work in Africa;
- To critically reflect on the work being done in relation to each other;
- To learn from each other through the exchange of information , knowledge, needs, and mutual expectations for more effective outcomes of research, advocacy, and media work;
- To develop conceptual frameworks and strategies for cooperation between research, advocacy, and media initiatives; and
- To inform the strategies of the GDPA and the Southern Africa Trust in supporting linkages between pro-poor policy research, advocacy, and media work.

The Southern Africa Trust’s purpose is to support deeper and wider regional engagement in policy dialogue with a regional impact on poverty so that the poor have a better say in shaping policies to overcome poverty in southern Africa. The Trust shares GDPA’s interests in linking advocacy, research, and media work by partners for greater impact. GDPA and the Trust have worked together since 2008 to leverage each other’s strengths in this area of work. The Trust was therefore a natural partner for the GDPA to co-host the colloquium.

This report summarizes the deliberations of the colloquium and provides a reference point for grant partners and funders to take forward the recommendations of the colloquium.

3. Opening session



Benjamin Mkapa, former President of Tanzania

John Ulanga of the Foundation for Civil Society, which was the Tanzanian national host organisation for the colloquium, welcomed the participants to Dar es Salaam.

Carol Welch and Oliver Babson of GDPA also welcomed all participants. Carol introduced the Southern Africa Trust as GDPA’s

partner in organising the colloquium.

The Gates Foundation representatives then introduced the foundation’s Global Development Policy & Advocacy work and grant making activities. They informed the meeting that they manage a grant portfolio of US\$130 million which focuses on ensuring that policy deliberations are informed by up-to-date knowledge and evidence, that advocates can effectively encourage commitments to development and hold leaders accountable for those commitments, and that the media report with quality and consistency on critical development issues facing Sub-Saharan Africa. This policy and advocacy work also seeks to

There is a need to ask “why” questions about structures, attitudes, and institutional relationships rather than only asking “what” and “how” questions that are project-specific



Carol Welch, GDPA, Bill & Melinda Gates Foundation

complement the Gates Foundation's overall emphasis on health, agriculture, and financial services, and its regional focus on Africa and India. Carol emphasised GDPA's wish to see more activities that work towards poverty eradication in Sub-Saharan Africa. She informed the participants about the underlying assumption of the colloquium that research, advocacy and media groups need to work together for a greater impact on poverty. She challenged the colloquium participants to interrogate the assumption with a view to validating or critically assessing it, and to propose practical recommendations to address the problem.

Neville Gabriel, who is the executive director of the Southern Africa Trust and was the facilitator of the colloquium, welcomed all participants to the colloquium and re-stated the objectives of the colloquium. He explained the rationale for the manner in which it was to proceed. He gave an overview of the purpose of the plenary sessions, breakaway groups, and panel discussions. Neville urged all participants to engage fully

and openly in the discussion to own the event so that a collective outcome could be achieved.

The key note speaker, former President of the United Republic of Tanzania, Benjamin Mkapa, reiterated the main objectives of the colloquium and reminded the participants that poverty is stubborn and can only be overcome through collaborative efforts. But, to work together, we must know what each other is doing and we must always think in terms of building value adding relationships between each other, he said. Poverty reduction policies are often driven by political opinions, ideologies, and donors – not by the experience of people living in poverty. There has

therefore been a growing drive to make poverty reduction policies more evidence-based and linked to the reality of lived poverty. He said that functioning economies create sustainable solutions to poverty by creating livelihood opportunities. However, poverty is a complex problem that requires multiple interventions at once. This means that several different role-layers who bring different resources and contributions are required in a common effort. An enabling context is needed both to generate functioning economies and to enable poor people to seize the opportunity to equitably participate in growing the economy as a path out of poverty, he said.



Better collaborative work by research, advocacy and media groups can help develop and implement policies that have a greater impact on poverty

The usual way in which the drive for more evidence-based policies has been done has been to get research results into policy decision-making and practice, and to get policy questions to shape research agendas. There are two obstacles to this approach to transmitting knowledge to policy makers. They are: the culture of exclusive possession of knowledge; and the penchant for excessive secrecy by the bureaucracy that controls the policy formulation process. The culture of exclusive possession of knowledge is reflected in the presentation of one-sided and uninformed media reporting, difficulties in accessing this knowledge by advocacy and media practitioners, and the prevalent protection of research outputs through copyrighted and limited publication. A more productive approach that holds better prospects to overcome poverty is one in which all role players, namely media, research, and advocacy groups are involved. The agenda of such



Neville Gabriel, Southern Africa Trust

an inclusive approach must be spearheaded by civil society organisations as they have demonstrated their sensitivity to addressing the needs of the poor.

4. What are we learning about research, advocacy and media linkages for more effective pro-poor policy work?

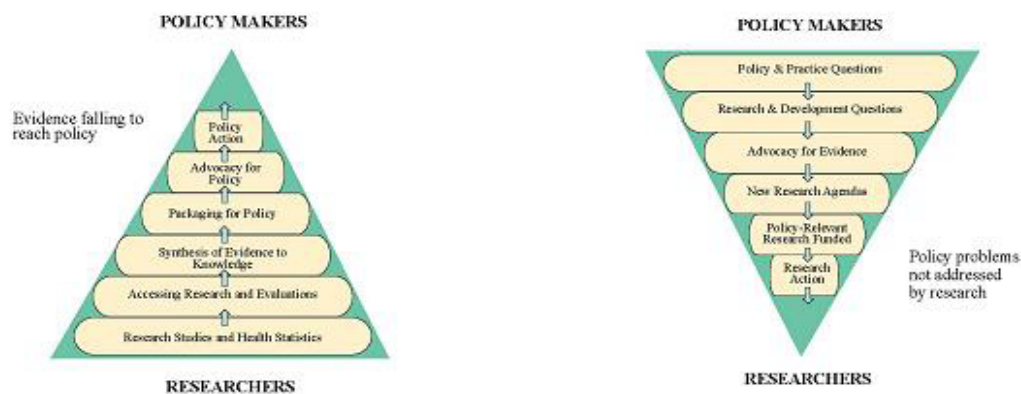
The facilitator introduced the session by re-iterating that poverty reduction policies are often driven by political opinions, ideologies, and sometimes donors – not by the experience of people living in poverty. There is need to take a systemic approach to policy development and implementation work that focuses on both the specific (and sometimes technical) content issues that are relevant to the policy area being addressed and the institutional environment (structures, processes, and relationships, for example) through which this work happens. A systemic approach requires a double loop learning approach in the work that is done by partners. A double-loop learning approach promotes broader learning by asking “why” questions about the effectiveness or ineffectiveness of projects in relation to how they are affected by the structures, attitudes, and institutional relationships in the specific context rather than only asking “what” and “how” questions about how a specific project can be better implemented. It promotes learning and action to change the reality of both the immediate problem being addressed and the systemic causes of why the problem exists in the first place, as well as the structural and other obstacles to a project achieving effective results. In this way, it seeks to make the whole system deliver better ongoing results rather than just trying to achieve temporary gains that remain dependent on the intervention of the development actor. Such an approach is necessary to create lasting change.

He pointed out that, at the same time, there has been a growing push to make poverty reduction policies more evidence based; more linked to the reality of those who live poverty. In recent years, there has been growing support for innovation in knowledge translation so that the interface between research outcomes and policy development is made easier and more likely. However, researchers are often still frustrated that the innovations they develop do not reach policy makers.



Mpho Kgosidintsi, Southern Africa Trust

He noted that there has been a general failure in the “push” model for policy influencing where researchers try to influence policy; and in the “pull” model where policy makers direct research agendas to get policy relevant research outcomes. The diagrams below illustrate this. The two groups – researchers and policy makers – generally lack the skills and opportunities to influence each other. They rarely find common language and forums to interact, and seldom share common motivations that drive their primary interests.



The “push” and “pull” models for evidence-based policymaking are both not working

Source: Regional East African Community Health Policy Initiative REACH, East African Community

The introduction of intermediary “knowledge brokers” between researchers and policy makers has therefore emerged as one promising part of the solution to this problem. However, this may answer only part of the problem.

The missing component for translation of the experience of people living in poverty into effective and sustained policy change is the “agency” of social organisations representing voices of the poor themselves. Civil society organisations that credibly represent interests and voices of poor people can introduce a shared vision between researchers and policy makers and bring the social capital to sustain the effectiveness of poverty reduction policies if there are structured relationships of cohesion and accountability between the different actors. They hold a key to unlocking the development and implementation of effective poverty reduction policies.



Sonia Kwami, Global Call to Action Against Poverty (Ghana)

The participants observed that policy makers are not only interested in the technical findings of policy researchers for more efficient and effective implementation but are also interested in the support of electorates and to some extent in that of civil society organisations. The participants noted the absence of policy makers at the colloquium which, they felt, may undermine the implementation of the recommendations that emerge from colloquium. However, it was pointed out that it is important to identify the appropriate point at which policy makers should be engaged in such discussions. It was understood that the absence of participation by policy makers at this colloquium was a

deliberate and strategic approach to provide a space for the consolidation of the relationship between the other three constituencies (researchers, advocacy groups and media practitioners) and consider ways in which they could engage one another more constructively to their joint benefit. The strategy was to minimise heterogeneity and diversity of constituencies which increases the possibility of not reaching consensus on a common agenda and shared strategies within an alliance.

The discussion pointed to a weak relationship between all relevant constituencies including research, advocacy and media groups as one of the constraints to doing effective pro-poor policy advocacy. Experience seems to indicate that the voices of the poor are not always adequately reflected in policy pronouncements. Civil society organisations often undertake or commission research in order to influence policies so that they become pro-poor and aim to eradicate poverty. However research undertaken by civil society organisations is often not valued by policy makers. On the other hand, the credibility of research undertaken by government owned-research institutions is often questioned by the public at large and by civil society organisations in particular. Often, such research work is manipulated to suit a government's political aims and this seldom helps to develop effective policies that urgently address the socio-economic situations that confront the poor.

However, the representatives of the research community argued that their work is guided by some fundamental principles and ethics. Research outputs must be accurate, credible, and authoritative, and may not deliver results that the target audience wants to hear. A popular view in research circles suggests that for research to influence policy, it has to be based on data. However, the advocacy and media constituencies suggested that research work should not only



Jonathan Mayuyuka Kaunda, Botswana Institute for Development Policy Analysis

convince policy makers by means of data-based evidence but should also provide qualitative, living pictures of the reality of poor people's lives, based on real situations and experiences of people living in poverty. On inter-constituency relationships, researchers have often avoided engaging the media because they feel that the media is not forthcoming when invited to participate at research conferences and related gatherings. Researchers also explained their reluctance to partner with advocacy and media groups lest those partners use research papers to make unqualified claims that could degrade the researchers' reputations and trust with policymakers. The media, in turn, indicated that they do not attend such gatherings due to a lack of involvement of the media by researchers from the beginning of the research process and because researchers do not make research reports timely and relevant to the news of the day. Representatives of the media emphasised that media houses need stories that are unique and topical, and which add value to the debates of the day.

*Researchers use
a language
which other
groups do not
understand*

Media practitioners sometimes avoid reporting on research findings due to the following reasons. First, researchers tend to use a language which other constituencies do not understand. Second, researchers sometimes become very focused on the technical content and the use of mathematical models which are complicated and thus not usable by other constituencies such as advocacy and media practitioners. Third, research reports that are produced by academics who are based at universities seem too theoretical and disconnected from the immediate, practical questions on the minds of the public. Fourth, many of the research outputs which may be pro-poor are not attractive to reporters as they are not presented as newsworthy. Fifth, there is an element of reluctance by researchers to share research results either due to copyright rules, client-privileges and/or due to the need to validate the results with other researchers over an extended period of time before making them available to the public. In addition, some researchers seem very reluctant to participate in media interviews when they are called on to do so.



Paula Fray, Inter Press Service

The discussion noted that both researchers and advocacy groups are not taking advantage of the media's modern technological dissemination channels such as Twitter, Facebook, and other electronic media outlets which have a growing following from the general public, especially younger people. There are different types of media (mainstream media and development media, for example) and both research and advocacy groups fail to understand the potential role and value of each different media sub-group. Furthermore, the nexus between news and development (for example

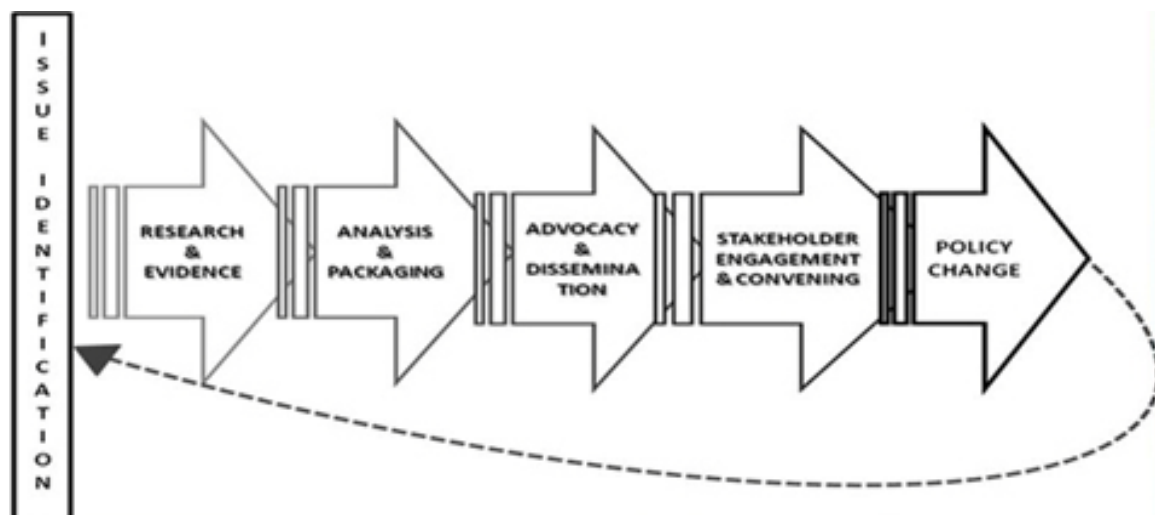
through talking facts, using figures and demonstrating the impact of development work) has for now not been found. This makes the relationship between the media, researchers, and development practitioners quite fragile.

The discussion was informed by the experience of the Formative Process Research on Regional Integration in Southern Africa (a project of the Botswana Institute for Development and Policy Analysis), Inter Press Services and the Jesuit Centre for Theological Reflection, whose representatives served as panellists in this session.

Policy advocacy outcomes can be more effective by building a chain of value adding linkages between different types of partner organisations

5. Opportunities, challenges and gaps in linking research, advocacy, and media work: Sharing experiences

The facilitator started the session by introducing the concept of an advocacy value chain between the different civil society groups. He summarised the discussions in the previous session as pointing to the need for a targeted initiative to create opportunities and platforms to build innovative, scaled-up, more coherent and value-adding working relationships between the different types of civil society formations doing policy advocacy work. These include researchers and think tanks, civil society campaigning and advocacy groups, platforms of affected people, the media, and other non-governmental organizations. These groups also need better access linkages to the appropriate policy makers. A value chain involving different types of civil society formations for more effective policy advocacy outcomes needs to be deliberately developed amongst the research, advocacy, and media practitioners, as represented in the diagram below.



The facilitator explained that each of the arrows in the diagram above represents a function of a different type of core organizational competence that is required for more effective civil society policy advocacy: the development of research-based evidence on specific poverty issues; the translation of research into policy-relevant advocacy materials for use by a broad range of groups; broad-based information dissemination, mobilization, and active engagement with governments; and the convening of policy dialogue platforms involving diverse state and non-state actors.

All too often, however, there is the expectation that one civil society partner organization may be able to adequately perform the full spectrum of functions in the policy advocacy chain, the facilitator observed from the discussions in the previous session. This results in weak policy advocacy initiatives by civil society organizations that focus on all dimensions of the above advocacy functions. This approach very often fails to deliver the expected policy change and government accountability outcomes. It also generally weakens the development of the civil society sector as a whole by pitting different types of organizations against each other in a

competition to perform the same functions rather than drawing on the unique strengths and comparative advantage of each different type of organization in a coherent whole. Instead, policy advocacy outcomes can be more effective by creating a chain of value adding linkages between different types of partner organizations whose unique strengths in a particular dimension of the policy advocacy chain can be harnessed for more effective policy change outcomes.



Jacob Nyambe, Southern Africa Trust (left), and Sipho Moyo, ONE (right)

The participants indicated that at times donor agencies give research contracts to external-based researchers to investigate topical issues in Africa. This approach has

often tended to yield research outcomes with weak local content. Again, where such have occurred, the outputs tend not to be reported on by local media houses but by external-based media houses despite relevance to the local situation in which the research was carried out. This has often limited the impact of such research outcomes in producing change in the context in which it is intended to have an impact, as a result of weak ownership of the research results. This has posed a challenge to accountability and it potentially denies those interested in making follow-ups from doing so.

The representatives of the research community raised some of the challenges they experience in working with the media. A major challenge was a lack of trust of those who own the media and the agenda which the media seeks to drive. The experience of some researchers indicates that media practitioners often like to report on sensational issues and fail to verify facts on what is to be reported. More often than not in developing countries, ownership of media houses is not local. Therefore government-funded think tanks are reluctant to provide research results to such media houses for fear of being seen to side with political interests that are opposition-aligned, as a result of opposition voices using the results to score political points. In addition, media houses have short term expectations of when research reports can be released. This often does not coincide with the time it takes to complete the entire research process including validating the results before the report can be ready for release. This makes it difficult for media practitioners to generate news from research reports when they are eventually released. Research results often come out when the content is no longer important to the media agenda and for the public.

Each group must acknowledge and accept the legitimate differences in ways of working between the different groups

This may be because research agendas are often shaped at their origination by current topical issues which are no longer topical by the time that the research results are finalised, rather than the other way around.



John Ulanga, Foundation for Civil Society

All participants noted the benefits of engaging and working with the media in that the media can raise the profiles (and thus, the influence and potential impact) of researchers and advocacy practitioners. The media can provide opportunities for validating research results by the user-constituency and improve the credibility of the research. However, the manner in which research results are usually packaged is not user-friendly to other constituencies. Unless different report versions are produced for different constituencies, the general public will continue to be inadequately informed or indeed sometimes misinformed of research outcomes. Furthermore, an appropriate type

of media communication channel should be found for each particular type of research report given the variety of existing media types and different interests amongst different media groups that focus on different target markets. Through popular public radio call-in programmes and talk shows, for example, both constituencies can participate to inform the public.

Another challenge that exists among the research community is the frequent lack of communications or media specialists in their organizations. The absence of such expertise in the research community prevents them from getting the research output to the general public in an effective and speedy manner. In addition, researchers are promoted and remunerated on the basis of peer reviewed publications such as writing for journal publications and conference presentations, rather than more public-facing sources such as newspapers. In order to increase access to research results by

Linkages are necessary for both pro-poor voice and more accountability



Margaret Chemengich, Institute for Economic Affairs

the general public (including advocacy groups) through better cooperation between researchers and the media, the incentive structure for researchers should therefore include recognition of their ability to disseminate their work through various media platforms and through direct engagement with civil society advocacy groups. This will increase the uptake of research outcomes, making research more usable and useful. Media coverage and engagement with advocacy groups has the advantage of expanding the pool of stakeholders to validate the findings of the research which is a benefit

to the researchers.

However, all the responsibility for this to happen should not be placed on researchers alone. Advocacy and media groups should also proactively develop stronger linkages with researchers since their work also stands to benefit greatly from engagement with researchers.

The participants agreed that each constituency has its own framework which guides its work and that differences in how the three constituencies work must be respected. However, the participants agreed that all the role players have to find a way of collaborating with each other to advance their sector-specific and collective interests. One way to proceed would be to establish shared frameworks that could help groups nurture and develop relations with each other over a long term. It was noted that this requires each group to buy into a value chain in which all should be playing an important and complementary role. All constituencies should respect each other and accept the barriers that exist with the intention to overcome them.

6. Challenges in linking research, advocacy and media work

Summarising the previous sessions' discussions, the facilitator presented a motivation for the promotion of scaled up, innovative, coherent, and value-adding linkages and alliances between the different types of civil society formations (including researchers, civil society advocacy groups, platforms of affected people, the media, conventional non-governmental organisations, trade unions, faith-based organisations, women's and youth platforms, and the private sector) for effective voice. He also argued for effective communication between civil society organisations and policymaking institutions for stronger accountability. He presented this as a key strategy for optimising social capacities for poverty reduction.



Evidence-based information can improve the lives of the poor

Drawing on the discussions in the colloquium so far, the facilitator highlighted some of the generic challenges constraining effective influence by the different civil society groups that are working for pro poor policy development. He highlighted three areas of challenge, starting with inadequate capacity for effective policy advocacy, including weak links to research-based knowledge resources, insufficient knowledge about policy development processes, and the absence of collaborative effort that draws on the unique policy advocacy resources of different types of civil society organizations in a value chain. He also identified lack of credibility in doing policy advocacy work, both as a result of the quality of policy advocacy messaging, strategies, and practices and as a result of a weak demonstration of linkages with formations of people directly affected by the policy issues that are advocated on. Lastly, he referred to insufficient opportunities to engage opinion-making platforms (such as the mass media), each other, and policymakers.

The intervention by the media and advocacy groups suggested that, from their perspectives, the biggest challenge is that, while there is value in the data driven technical and theory research

work, most research outputs are not immediately useful to advocacy and media users in the sense that they are not presented in a user-friendly format. Further, although improving macroeconomic policy (which is a major focus of research groups) benefits the poor people who face day-to-day problems in their own communities, research reports focused on poverty reduction do not adequately recognize the importance of qualitative information which would provide a useful check on their analysis and bring them into closer contact with the poor. Researchers contracted to undertake research projects that seek to improve the lives of the poor often tend to rely primarily on quantitative statistical data. In this way, studies that are highly technical, data-driven, or theoretical become more difficult for everyday people, advocates, and the media to use.

Moreover, researchers tend to address their recommendations to policymakers, and may miss opportunities to explain how their findings could be used by other groups. If researchers looked beyond their audience of policymakers, they could have stronger reason to develop advocacy and outreach plans to promote their work more widely. In the event that policy makers do not follow researchers' recommendations, the research would still have value for other groups which could, in turn, increase the likelihood of policy makers taking note of the recommendations of researchers.

*Voice is about
policy
development and
accountability is
about policy
implementation*

One important challenge is that most research dissemination strategies tend to lack the element of knowledge translation. This comes out as a research report packaging problem which, from experience, fails to meet the expectations of other constituencies in terms of further use. The media, in addition, has been unable to comprehensively deal with research reports due to lack of interpretative skills amongst reporters.



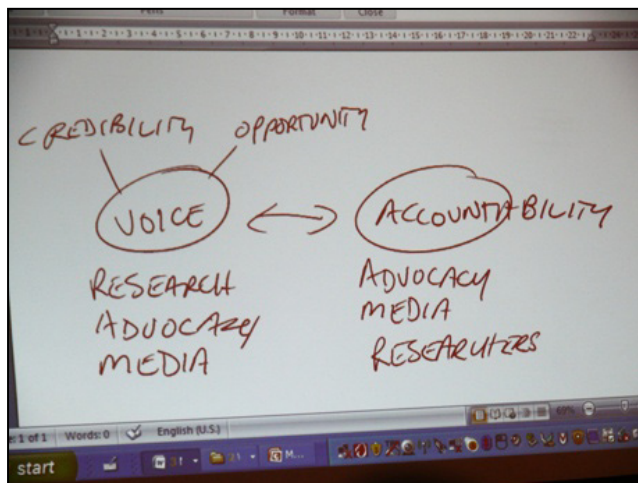
Joachim Buwembo, International Centre for Journalism

Again, there was recognition that each of the three constituencies—researchers, advocacy and media practitioners—operate in different professional contexts with sometimes divergent frameworks and terms of reference. They may focus on the same socio-economic phenomena such as poverty but they approach it from perspectives with different sets of priorities. The participants agreed to recognise and respect these differences as an important basis for successful collaboration in future. However, there are opportunities where these constituencies can create better value when they work together in a collaborative manner. The participants committed themselves to identify and make use of such opportunities.

The channels of communication between researchers, advocacy and media practitioners often remain unexplored and underdeveloped because of poor relationships. However, successful collaboration might be better nurtured by ongoing informal connections that allow groups to exchange ideas more regularly about opportunities for collaboration.

However, one-way communication between researchers and end users/intended beneficiaries of research outputs may not be adequate. A two-way engagement will probably yield a better outcome in building lasting relationships. It was recognised that intermediary brokering or bridging agencies are required to facilitate the creation of these working relationships, given the low base from which these relationships are starting.

7. Emerging concepts and strategies



In this session the sharing of experience and exchange of knowledge among participants from the previous sessions was taken forward towards emerging concepts and strategies that describe how participants can link research, advocacy and media work. This provided a basis for the development of a conceptual framework to guide further improvements in linking research, advocacy and media work to influence policies to end poverty.

The facilitator introduced the session by re-emphasising the common objective shared amongst the three groups to achieve pro-poor policy outcomes to which leaders can be held accountable for delivering results. If stronger linkages can be developed amongst the three groups, the impact of each groups' work can be strengthened.

However, he pointed out that the groups often tend to confuse their sometimes differing focus on either ensuring voice for the experience and interests of poor people in policy development, or ensuring accountability by those in power for the implementation of those policies.

The voice of those affected by poverty must be heard in pro-poor policy development, which is not happening enough. However, voice of poor people being heard in policy development is not enough for real poverty reduction results. The poor must also demand accountability from those who make decisions about their lives for the implementation of pro-poor policies.

These are two distinct spheres of activity that may require different strategies in each of the two areas. In addition, the research, advocacy and media practitioners are the agencies to facilitate both such voice and accountability but they have weak capability, and they often lack credibility and opportunity to do this. Both of these conceptual and strategic considerations must be taken into account in developing a workable framework for better linkages between the research, advocacy, and media groups.



Pete Henriot, Jesuit Centre for Theological Reflection

The International Development Research Centre (IDRC) shared some concepts and strategies used in their knowledge translation toolkit that could assist in bridging the divide between research, advocacy and media work. According to IDRC, knowledge translation is about communications and linkages between research and action. It is the transformation of knowledge into use – that is, to inform policy formulation and implementation, support advocacy work and media reporting. Key elements of the knowledge toolkit include knowledge management, integrating potential end-users into the research planning, integrating a communication strategy into the research planning, packaging of research results into accessible formats, and presentation of research results at various forums.

A shared value base is necessary for good collaboration

The Jesuit Centre for Theological Reflection (JCTR) and Inter Press Service (IPS) who do advocacy and media work respectively, also shared their experience in linking research, advocacy and media work. JCTR has over time developed internal capacity to undertake research, and disseminate research findings through engagement dialogues, print and electronic media. JCTR is able to attract media coverage for their work through holding regular press briefings, press releases, hosting of luncheons for local press, and the use of community radio. Likewise IPS sometimes conducts its own research on current and topical issues which in turn attracts attention for further in depth research and provides material for advocacy.

The experience of the Economic and Social Research Foundation (ESRF) and the Tanzania Association of Non-Government Organisations (TANGO) enables each to specialise in its core business and the partnership leverages value addition for both. Collaboration enables them to better understand each other's role, needs and expectations. Media work is also integrated throughout the research-advocacy value chain and hence media practitioners participate when invited which ensures coverage. ESRF also reported on their experience in embedding communications or public relations experts with the research institution to facilitate communication with advocacy groups, the media and policy makers.

Key elements of the conceptual framework that emerged from the discussions are that:

- The policy development process is about how a society sets its objectives and priorities.
- There is a difference between policy development and policy implementation. The process of working to identify and shape the priorities is a policy development process whereas accountability for implementing those commitments made is about policy implementation.
- Developing linkages between various sectors or different groups can help to improve the capacity of all role players. Because no one



Hoseana Lunogelo, Economic and Social Research Foundation

group can do all things at all times, there is a need to develop relations or linkages to complement each other.

- Sometimes it is necessary for each constituency or organisation in a collaborative effort to work in a more focused way in the area of its core mandate in order to allow others to run with their niche role. Shared responsibility implies the need to specify particular roles between different groups.
- Good research questions are shaped by a shared agenda and effective collaboration happens between those who share a common agenda. Thus, interests should be fore-grounded from the beginning. A shared value base is necessary for good collaboration. Not all interests and agendas of all three groups may overlap. Researchers, for example, often legitimately work on the technicalities of how governance systems or the real economy is functioning, with a view to making recommendations for improved technical functioning and ability to deliver. But that may not be the primary interest of the advocacy groups and some media groups who are more concerned with what is being delivered or who is included and excluded in the economy, for example. The areas of shared interest and overlap in relation to poverty reduction must therefore be defined, made explicit, and agreed at the outset for sustained and effective collaboration.
- There is a need for bridging or linking agencies (and a “bridging” type of leadership in each of the collaborating groups) to bring the different groups together. Otherwise the relationships will not happen on their own volition just because the need is there. They should be spearheaded by leadership that will adopt bridging strategies.
- Once spaces are opened up for meaningful policy engagement, civil society organisations need back-up (from researchers, for example) to take advantage of the opportunities created for the more technical aspects of policy engagement. Otherwise, the opportunities and spaces will close again.
- We need to know the right types and kinds of mass media groups to target, rather than a generic or “blind” media strategy. For example, radio reaches the widest audience by far in Africa, while print media strongly influences the content of other media sources. However, the advocacy and research products that each type of media channel (and the different interests of different types of media practitioner within each group) is more likely to take up are different. The media strategies of advocacy and research groups should be targeted to take these realities into account.



Chris Kabwato, Highway Africa (left), Sonia Kwami, Global Call to Action Against Poverty (Ghana) (centre); and Hoseana Lunogelo, Economic and Social Research Foundation (right)

The participants re-emphasised the need to recognise that the representatives at the colloquium from the three constituencies are all different in terms of their work but they all share a common objective of wanting to contribute to the development and implementation of pro-poor policies. They agreed to make their own practitioners available for inter-constituency collaboration and

support. It takes time to build relationships and there is equally a need to sustain such relationships and guard against their collapse.

The participants recommended that the relationships established through this colloquium should be taken further and be discussed at national level and be used to draw others in. Although in some countries it is difficult to maintain such collaboration due to political interference by governments, such collaboration is nevertheless significant and should be given priority by the participants.

8. Successes in linking research, media, and advocacy work

Participants acknowledged that often the most credible news stories and reports about Africa are usually produced outside Africa, which confirms the challenges faced by African media. Such challenges include the low education level of reporters and lack of specialised training for reporters. In many parts of Africa, journalists will only cover news events from meetings and advocacy campaigns if they are paid to do so by the organisers of the campaign or event, as that is how they earn their living. These challenges should be addressed by offering a mix of training curricula, creating opportunities for skills upgrading for journalists and other media reporters, and ensuring that there is dedicated journalistic capacity in key media houses who are properly employed to be able to perform their function as independent media practitioners. The challenges can also be addressed by collaboration, where appropriate, between researchers, advocacy and media practitioners when developing the content of media reports. Editors and publishers need to be engaged consistently by the research and advocacy groups in order to sustain reporting activities with good poverty-focused development content.

On the advocacy side, it is expected that advocacy work should include the empowerment of the poor or those affected by the issue at hand to demand accountability from those responsible for addressing the problem. However, the effectiveness of such empowerment and accountability work is hampered by weak networks of advocacy groups with such communities. In order for the affected and or the poor to benefit from the work of any of the three constituencies, solid networks should be established and sustained with these communities.



Warren Nyamugasira, African Monitor

The water tank model to which research was likened should be understood from a perspective of a water tank that has pipes to let out the water in the tank rather than one without any outlet. The outlets or pipes represent advocacy and media groups. If these outlets are not there, research work will not be consumed for an impact. Again, without water in the tank, the outlets serve no purpose. So both sets of constituencies need each other, especially if the outcomes of their work are to reach the intended beneficiaries of pro-poor policy development and implementation.

9. What do research, media and advocacy groups expect of and offer each other?



Clearly articulated messages from advocacy and research groups are needed to create news

often sets the public agenda (or at least has a major influence in determining it). It serves as a gate keeper on public discussion and must therefore be included as an essential interest group in doing purposeful public research and effective policy advocacy.

The media needs research materials that are well written with a clear summary and a clear message. The media needs organised advocacy groups that have clearly articulated key messages that are accessible to create news and other media coverage. Media can sometimes offer researchers and advocacy leaders space as columnists to provoke and sustain discussions on topical issues as well as to verify the validity of opinions that are in the public domain. The media offers platforms through television, radio, print, websites, and other channels to other constituencies. The media

The media often sets the public agenda

With regard to advocacy groups, there is an expectation that research reports be drafted in an accessible manner for use by advocacy groups. Think-tanks might consider budgeting for the repackaging of research reports for advocacy and media purposes. Advocacy groups expect researchers to be capacitated in order for them to learn how to repackage research reports for users such as advocacy and media groups.



Researchers expect repackaging of research reports to be collaborative work with media and advocacy groups

Conversely, researchers also expect that advocacy and media groups should deepen their policy analysis capacity so they are able to repackage research reports to suit their respective needs. Advocacy groups can assist researchers in identifying research problems for investigation and can link researchers to sources of data and qualitative information through interest groups in their networks. Networking with advocacy groups can help researchers to have their reports known and owned by the public, and to develop more purposeful and useful research products.

The research constituency acknowledged the expectations by media and advocacy groups and what both groups offer to researchers. However, the research community also expects these groups to recognise that the research process takes time, with multiple stages required for fact-checking, vetting and review. Often, advocacy and media groups expect the period to be short while researchers must go through a lengthy process before a report can be released to the public so that the credibility of the research outcomes is guaranteed. The representatives of the research

community proposed that advocacy and media groups take up training on basic research in order for them to understand the research process. The primary objective of the researcher is to investigate and provide scientific evidence to support a hypothesis or theory. Communicating the research results to other constituencies such as advocacy and media groups is often not the first objective in the mind of the researcher. It is nonetheless imperative to integrate communication of the research results to a wider public into the research agenda in order for the research results to have a greater impact. Researchers expect repackaging of research reports to be a joint exercise which they should carry out together with the media and advocacy groups. Researchers can also help other constituencies to build their capacity by means of simply making research materials available to keep the other groups informed.

Researchers expect repackaging of research reports to be a joint exercise with the media and advocacy groups

10. Implications for funders

Trust Africa's experience has shown that it is difficult but possible to develop a joint working relationship between constituencies represented at the colloquium. Trust Africa made reference to a study done with the Southern Africa Trust which will be published soon: *(Dis)enabling the public sphere: civil society regulation in Africa*. Based on the findings of this study, Trust Africa foresees challenges which funders might face in countries like Ethiopia when supporting civil society organisations doing pro-poor policy work. Some of the recently passed laws stipulate that 'legitimate' civil society organisations doing governance work must



Bheki Moyo, Trust Africa

raise more than 90% (ninety percent) of their budgetary requirements from local sources. In a country like Ethiopia with a narrow base to raise resources from, governance-focused civil society organisations are simply disabled. Trust Africa also indicated that their research findings are taken directly to public debates through convening of dialogues and other means of stakeholder engagement including business, government, the media and donors.

Flexible support can enhance effectiveness

The Southern Africa Trust already uses various approaches to promote joint working relationships between research, advocacy and media practitioners. The Trust has formal partnership agreements with some media houses such as the Mail & Guardian newspaper and Inter Press Service to provide media space for the work of its research and media partners. The Trust also makes extensive use of broadcast media to disseminate research findings and to engage the public. The Trust's communications strategy includes the

use of high level individuals as champions of a cause or message, to take the message to relevant stakeholders. The Trust repackages research reports to make them accessible to a range of stakeholders including advocacy and media groups. The repackaging involves producing summaries, policy briefs and other messaging tools such as graphic presentations and media statements about the release of research reports. In addition, the Trust often holds public debates about the recommendations of research reports (often in partnership with mass media houses) that are released. The challenge for grant makers is to integrate research packaging activities into the research programme and not as added activities.



Benjamin Mkapa, former President of Tanzania, addressing the media at the Southern Africa Trust's 2009 Drivers of Change awards in Johannesburg

The International Development Research Centre (IDRC) reiterated the importance of its knowledge translation toolkit which spells out the requirements for accessing a grant from IDRC and the process involved up to the end of the research outcome. The toolkit addresses knowledge translation, context mapping, evaluative thinking, systematic review, presentation or structure of the report, and open access to the report. IDRC provides research grants on the basis that the toolkit requirements have been taken into consideration in the application. The implication for donors is that research support needs to be

flexible with regard to the context in which the research is undertaken. IDRC's Think Tank Initiative attempts to address context specificity situations by giving flexible, predictable and longer-term support. Flexible support can enhance effectiveness and is better than activity- or project-specific support because the dynamic engagement that characterizes linkages and partnerships is a process that requires continuous adjustment and innovation.



John Okidi, International Development Research Centre

Continuous, friendly and open-minded interaction between donors and grant partners is beneficial to both parties. IDRC has adopted a *grants-plus* approach which requires that concept notes or proposals from potential applicants clearly articulate the knowledge translation component. This encourages deliverables that go beyond research reports or dissemination workshops. The *grants-plus* approach promotes planning for policy briefs, press conferences, press releases, print media articles, radio talk shows, television appearances, and other value adding activities. The experience of IDRC suggests that

funders who invest in research need to integrate dissemination of research results into their support programmes. The engagement between researchers and funders needs to take into account the context in which researchers work. Researchers are trained to execute and communicate their core business in certain ways. They are evaluated, promoted, recognised, and gain professional eminence for the rigor of their work. The implication for donors is that the process leading to the creation of a support initiative is critical, the specific design of the support program is key, and the delivery modality is fundamental to achieving the overall objectives.

The delivery modality is fundamental to achieving the overall objective

The Bill & Melinda Gates Foundation's GDPA team is keen to extend grants to inclusive initiatives where all constituencies have a role to play. GDPA would like to see more evidence-based advocacy scenarios that work to hold governments more effectively accountable to eradicate poverty in Africa. However, the grant maker need not tamper with the agenda of the research which falls within the mandate of the grant partner. Instead, the grant maker should stick to the grant strategy as a means of instilling some level of accountability on the side of the grant recipient.

The overall strategic implications for funders include the following:

- There is a need for targeted strategic partnerships based on shared objectives to achieve shared interests.
- There should be a clearly articulated value base that holds the interests of the different groups together and which recognises different roles and functions. Practically it may mean that constituencies share a focus on one theme (e.g. the Millennium Development Goals) but focus on different roles in a joint effort.
- The media should remain independent but find innovative ways to collaborate with research and advocacy groups.
- There is a need to further support and develop the institutional set-up and role of bridging agencies that strategically link the different role players to each other. Such agencies may be individuals, funders or independent agencies whose specific mandate it is to bridge these divides.
- There is a need for some flexibility to respond to issues as they arise. Funding modalities should therefore go beyond a project focused approach.



Oliver Babson, GDPA, Bill & Melinda Gates Foundation

- On how funding can support these arrangements, there is interest amongst funders in supporting more joined up work amongst the three groups and resources are being committed by funding agencies to pursue this interest.
- A way should be found to give longer term and bigger scale support to attract media interest in reporting development issues and similar long term and large scale support to joined-up work by advocacy groups, in the same way that the Think Tank Initiative provides long term and large scale support to research institutes.
- Funders should support more training of media reporters to report better on economic issues.

A way should be found to give longer term and bigger scale support to attract media interest in development issues and similar long term and large scale support to joined-up work by advocacy groups.

11. Way forward

The following practical ways of taking the outcomes of the colloquium forward were agreed by all the participants:

- The outcomes of the colloquium should be shared with our networks at national and regional levels.
- National level dialogues similar to this one should be held between research, media and advocacy partners.
- Marketing strategies for evidence-based research targeting the public (through the media) should be undertaken to enable the public to see the value of research work.
- The research, media, and advocacy groups have to reform their thinking, structures, and practices/strategies towards an inclusive working relationship and the financial support they might receive should be structured to promote this.
- Relationship building between the different groups is a necessity for the work of each constituency to be effective.
- Researchers should take forward some of the practical learning (from this colloquium) about involving other partners in research processes from the outset of research projects and in packaging reports for broader dissemination.
- The question of collaboration will be taken further at key events which the Southern Africa Trust has already been planning (including involving participants from this colloquium at those events).
- Participating organisations should already start working together voluntarily (informally and formally) so that the participants can serve as an action group at national and regional levels.
- Communication should be maintained across the entire group in order to continue to share experiences

Similar national level dialogues should be held

and perspectives.



12. List of Participants

1	Antoine Niyitegeta	Global Call to Action Against Poverty , Rwanda	niyo_antoine@yahoo.co.uk
2	Bhekinkosi Moyo	Trust Africa , Senegal	moyo@trustafrica.org
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5	Chris Kabwato	Highway Africa, South Africa	c.kabwato@tu.ac.za
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19	Lusungu Kanchenche	Southern Africa Trust, South Africa	lkanchenche@southernafricatrust.org
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21	Mpho Kgosidintsi	Southern Africa Trust, South Africa	mkgosidintsi@southernafricatrust.org
22	Mussa Biligeaya	Global Call to Action Against Poverty, United Republic of Tanzania	m.billegeye@tango.or.tz

23	Natalie George	Bill & Melinda Gates Foundation, United States of America	natalie.george@gatesfoundation.org
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25	Oliver Babson	Bill & Melinda Gates Foundation, United States of America	oliver.babson@gatesfoundation.org
26	Paula Fray	Inter Press Service, South Africa	pfray@ips.org
27	Pete Henriot	Jesuit Centre for Theological Reflection, Zambia	phenriot@jesuits.org.zm
28	Simekina Kaluzi	Global Call to Action Against Poverty, Malawi	skaluzi@congoma.org
29	Sipho Moyo	ONE, South Africa	Sipho.moyo@one.org
30	Sonia Kwami	Global Call to Action Against Poverty, Ghana	Sonia.kwami@whiteband.com
31	Thapelo Sekoma	Southern Africa Trust, South Africa	tsekoma@southernaficatrust.org
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33	Warren Nyamugasira	African Monitor, South Africa	warren@africamonitor.org

Annex 1: Briefing Note



Linkages Between Research, Advocacy, and Media Work for Pro-Poor Policy Development and Accountability in Africa: Learning from Practice

5 – 6 October 2010, Moevenpick Hotel, Dar es Salaam, Tanzania

BRIEFING NOTE

Welcome to Dar es Salaam and to this colloquium!

Purpose

The purpose of the colloquium is for advocacy, research, and media groups to share first-hand experience and critically reflect on their individual and collective role in the policy process. The participants will learn from each other through the exchange of information, knowledge, and mutual expectations for more effective outcomes of research, advocacy, and media work in relation to pro-poor policy change and better implementation. It is expected that the colloquium will help to develop conceptual frameworks and strategies for cooperation between research, advocacy, and media initiatives. The discussions will also inform the strategies of the Bill & Melinda Gates Foundation and the Southern Africa Trust in supporting linkages between pro-poor policy research, advocacy, and media work, with a view to further engagement to support partners to develop their practice in this way.

Background

Functioning economies create sustainable solutions to poverty by creating livelihood opportunities. But poverty is a complex problem that requires multiple interventions at once. An enabling context is

needed both to generate functioning economies and to enable poor people to seize the opportunity to equitably participate in a strong economy as a path out of poverty.

The primary enabling framework for functioning economies as a path out of poverty is a policy framework. Governments make public policies. Poor people must therefore find ways to engage governments and civil society formations, as well as businesses, if their interests are to be heard so that policies do not become exclusively captive to limited interests such as the market or the state. Equally, governments and other interest groups in society must engage organizations of poor people if sustainable solutions to poverty are to be found. Voices of people directly affected by poverty must be heard to inform policies and practices to overcome poverty.

To enable this to happen, civil society research, advocacy, and media groups must deepen the ways in which they are more credibly and effectively linked to the voices of poor people and articulate such voices in policy relevant advocacy.

However, the different civil society groups often advocate on divergent issues, at inopportune and disjointed times, to the wrong forums and policy makers, in an uninformed way or without sufficient public support, without a well considered advocacy strategy, with insufficient mass media visibility, and sometimes with contradictory policy development “asks”. Often, this happens because the different groups are not networked with each other and may not be aware of their mutual needs and the resources they offer each other for better quality and more effective results in policy change and accountability in implementation. The result is a fragmented and diluted civil society policy advocacy environment in Africa.

The promotion of more (i.e. scaled up) and better (i.e. more innovative, coherent, and value-adding) linkages between different types of civil society formations (including researchers, advocacy groups, and the media) for more effective voice, and between civil society organizations and policymaking institutions for stronger accountability, therefore emerges as a key strategy to optimize social capacities for poverty reduction in Africa.

The need emerges to build innovative, scaled-up, more coherent and value-adding working relationships between the different types of organizations – and to link them with access to the appropriate policy makers. A value-chain between the different groups for more effective policy advocacy outcomes needs to be developed amongst the research, advocacy, and media groups.

The key question for this colloquium is what we are learning about linkages between research, advocacy and media work for more effective pro-poor policy development and implementation by governments and other development partners. Panelists with expertise in policy work from a research perspective, an advocacy perspective and a media perspective are expected to clearly define the problem statements relating to the need for stronger working relationships between research, advocacy and media groups and articulate emerging issues. What is expected from/by each constituency (research, advocacy and media) in order to strengthen the working relationships between research, advocacy and media practitioners?

Process

This colloquium is structured as a combination of panel discussions in plenary sessions and breakaway groups to allow for maximum participation. Panelists in plenary sessions as well as the leaders of breakaway discussion groups have been selected from amongst the invited partners. Participants will therefore have the opportunity to share their case studies and to learn about what others are doing in different areas as well as how they are doing this, so that key lessons can be documented from challenges and successful strategies. The breakaway groups will also provide a space to further interrogate the validity of key issues and lessons emerging from the panel discussions, confirm shared challenges and learnings, and begin to identify potential areas for collaboration.

In order for participants to make effective input as panelists, group leaders, resource persons, and engaged participants, all participants have been asked to prepare speaking notes to guide and focus their inputs during the discussions. The speaking notes should reflect on methodologies and approaches that have been applied successfully in linking research, advocacy and media work for pro-poor policy development and accountability in Africa, as well as the challenges and opportunities for this that you have come across in your work. To enable this, participants are asked to reflect on, and be prepared to speak about, a case study from their own experience that reveals their unique experience and learning about cooperation between research, advocacy and media work.

Outcomes

It is expected that the implementation of the recommendations of the colloquium will result in increased coherence, coordination, and effectiveness of research advocacy, and media initiatives with

respect to public policy influence. This can happen through more informed donor investment in this area, through better knowledge of each others' work, and through joint learning towards shared conceptual and strategic approaches. Other benefits may include increased access to policy making forums as a result of more credibility and relevance of research and advocacy work and engagement of the public through the media, greater public visibility of the research and advocacy work of partners, and more ownership of the policy issues by the broader public resulting in improved sustainability of resulting policy changes.

Logistics and eligible expenses

You would already have received guidelines about logistics and allowable expenses that will be covered by the organizers of this convening, as per the policy guidelines of the Bill & Melinda Gates Foundation. If you have any questions or need assistance with that, please talk to Natalie George or Jabu Ndinisa at the colloquium registration desk. Please note that we are not able to make any exceptions to these policy guidelines.

In case of emergencies, Natalie George may be contacted on the mobile telephone number +1 206 618 1796 and Jabu Ndinisa may be contacted on the mobile telephone number +27 78 458 9984.

Please also remember to return your signed personal registration confirmation form (to be found in this folder) to the registration desk as soon as possible.

Contents of this pack

In this information pack, you will find:

1. Your personalized registration confirmation form;
2. The program for this colloquium;
3. The program for the dinner with former President Benjamin Mkapa on Tuesday, October 5th;
4. A list of participants for each breakaway group during the colloquium and the questions to be addressed by each group;
5. An "AudienceScapes" report on how to improve development-focused media communications for better policy impact, using Kenya as a case study;
6. A fact sheet on the Bill & Melinda Gates Foundation;

7. A fact sheet on the Bill & Melinda Gates Foundation's Global Development Program;
8. A fact sheet on the work of the Global Development Policy and Advocacy team at the Bill & Melinda Gates Foundation;
9. An information sheet on the Southern Africa Trust; and
10. A list of participants at this colloquium.

We invite you to participate fully in this colloquium and hope that it will be a valuable time of reflection and learning for all of us.

We value your feedback so that we can do things better in future. Please complete the evaluation form and return it to the support team by the end of the colloquium.

We thank the Foundation for Civil Society in Tanzania for its warm and generous hospitality, and for helping to pull this colloquium together.

The Bill & Melinda Gates Foundation and the Southern Africa Trust

Annex 2: Programme

Day of Arrival: Monday, 4 October 2010		
Throughout the day	Arrival of participants	
18.00	Informal reception at Moevenpick Hotel	
Day 1: Tuesday, 5 October 2010		
INTRODUCTION	08.00 – 08.20	Registration
	08.20 – 08.30	Welcome <i>John Ulanga, Foundation for Civil Society</i>
	08.30 – 09.00	Introductions All participants
PROBLEM IDENTIFICATION	09.00 – 10.00	Why this colloquium? <i>Carol Welch, Bill & Melinda Gates Foundation</i>
		Setting the context, program overview and expectations <i>Neville Gabriel, Southern Africa Trust (Facilitator)</i>
	10.00 – 10.15	Break
	10.15 – 11.45	What are we learning about research, advocacy and media linkages for more effective pro-poor policy work? Plenary panel discussion <i>Mayuyuka Kaunda, Formative Process Research on Integration in Southern Africa / Botswana Institute for Development Policy Analysis</i> <i>Paula Fray, Inter Press Service</i> <i>Pete Henriot, Jesuit Centre for Theological Reflection</i>
SHARING AND LEARNING	11.45 – 13.00	Opportunities, challenges, and gaps in linking research, advocacy, and media work: Sharing experiences Parallel breakaway group discussions (refer to list for breakaway groups)
	13.00 – 14.00	Lunch
	14.00 – 15.30	Challenges in linking research, advocacy and media work Plenary session reports back from breakaway groups followed by panel discussion <i>Sonia Kwami, Project Accelerate Africa / Global Call to Action Against Poverty</i> <i>Chris Kabwato, Reporting Development Network Africa / Highway Africa / Rhodes University</i> <i>Rehema Tukai, Research on Poverty Alleviation</i>
	15.30-15.45	Break
	15.45-16.30	Summary of outcomes for the day <i>Facilitator</i>
	16.30 – 18.30	Free time
KEYNOTE	18.30 – 21.30	Formal dinner reception with keynote address by Former President Benjamin Mkapa

Day 2: Wednesday, 6 October 2010		
SHARING AND LEARNING	08.30 – 09.00	Emerging concepts and strategies
	09.00 – 10.00	Successes in linking research, media, and advocacy work Plenary panel discussion Simekina Kaluzi, <i>Council of NGOs in Malawi / Global Call to Action Against Poverty</i> Warren Nyamugasira, <i>African Monitor</i> John Matovu, <i>Economic Policy Research Centre (EPRC)</i>
	10.00 – 10.15	Break
	10.15 – 11.45	What do research, media, and advocacy groups expect of and offer each other? Breakaway groups (refer to list for breakaway groups)
	11.45 – 13.00	Strategies for stronger linkages Plenary session reports back from breakaway groups and open discussion
	13.00 – 14.00	Lunch
RECOMMENDATIONS FOR FUNDERS	14.00 – 15.00	Implications for funders Plenary panel discussion Bheki Moyo, <i>TrustAfrica</i> Carol Welch, <i>Bill & Melinda Gates Foundation</i> Oliver Babson, <i>Bill & Melinda Gates Foundation</i> Themba Mhlongo, <i>Southern Africa Trust</i> John Okidi, <i>International Development Research Centre</i>
	15.00 – 15.15	Break
WAY FORWARD	15.15 – 16.15	The way forward: So what now? Plenary discussion
	16.15 – 16.30	Closure
	17.30 – 21.00	Excursion: Optional excursion to a social/cultural precinct in Dar es Salaam, including dinner.
Departure Day: Thursday, 7 October 2010		
	Throughout the day	Departure

Annex 3: Programme for the Formal Dinner

PROGRAMME: FORMAL DINNER

Colloquium on Linking Research, Advocacy, and Media Initiatives

Dar es Salaam, United Republic of Tanzania, 5 October 2010



18:30	Welcome drinks and networking
19:15	Carol Welch, Bill & Melinda Gates Foundation Welcome remarks
19:20	Starters
19:35	Neville Gabriel, Southern Africa Trust Introduction of the keynote speaker
19:40	His Excellency, Benjamin Mkapa, Former President of the United Republic of Tanzania Keynote address
20:10	Main course
21: 00	Representative of colloquium participants Vote of thanks
21:05	Dessert and entertainment
22:00	Ends
	Mpho Kgosidintsi, Communications & Partnerships Manager, Southern Africa Trust Director of ceremonies

The overall objective of the colloquium is to create a platform that provides an opportunity and environment for participants to discuss the work that they do, share experience, and exchange information and knowledge on strategic and policy perspectives related to research, advocacy, and role the media along with the Bill & Melinda Gates Foundation and the Southern Africa Trust. It is expected that this will contribute to developing a shared conceptual framework, strategies and practical actions for cooperation among research, advocacy and media practitioners working on poverty related issues.

Annex 4: Breakaway Group Participants and Questions

Break-Out Group Participants: Tuesday, 05 October 2010: 11h45 – 13h00			
Opportunities, challenges and gaps in linking research, advocacy, and media work: sharing experiences			
	GROUP 1	GROUP 2	GROUP 3
1	Charles Mwangi Waituru (Group Leader) Global Call to Action Against Poverty, Kenya	Antoine Niyitegeta Global Call to Action Against Poverty , Rwanda	Mussa Biligeya Global Call to Action Against Poverty, Tanzania
2	Hoseana Lunogelo Economic and Social Research Foundation, Tanzania	Warren Nyamugasira African Monitor, South Africa	Sipho Moyo (Group Leader) ONE, South Africa
3	Sonia Kwami Global Call to Action Against Poverty, Ghana	Moses Ikiara Kenyan Institute for Public Policy Research and Analysis, Kenya	Paula Fray Inter Press Service, South Africa
4	Rehema Tukai Research on Poverty Alleviation	Margaret Chemengich (Group Leader) Institute of Economic Affairs, Kenya	John Okidi International Development Research Centre, Kenya
5	Chris Kabwato Highway Africa, South Africa	Jonathan Mayuyuka Kaunda Botswana Institute for Development Policy Analysis, Botswana	Pete Henriot Jesuit Centre for Theological Reflection, Zambia
6	Bhekinkosi Moyo TrustAfrica , Senegal	Kimberly Hamilton Bill & Melinda Gates Foundation, United States of America	Carol Welch Bill & Melinda Gates Foundation, United States of America
7	John Ulanga Foundation for Civil Society, Tanzania	Florence Batoni Institute of Policy Analysis and Research, Rwanda	John Matovu Economic Policy Research Centre, Uganda
8	Oliver Babson Bill & Melinda Gates Foundation, United States of America	Simekina Kaluzi Global Call to Action Against Poverty, Malawi	Deo Nyanzi Global Call to Action Against Poverty, Uganda
9	Joseph Semboja Uongozi: the Institute of African Leadership for Sustainable Development, Tanzania	Joachim Buwembo International Centre for Journalists, Tanzania	David Devlin-Foltz Consultant, United States of America
10	Jacob Nyambe (Note Taker) Southern Africa Trust, South Africa	Mpho Kgosidintsi (Note Taker) Southern Africa Trust, South Africa	Theminkosi Mhlongo (Note Taker) Southern Africa Trust, South Africa

Break-Out Group Participants: Tuesday, 05 October 2010: 11h45 – 13h00

Opportunities, challenges and gaps in linking research, advocacy, and media work: sharing experiences

QUESTIONS FOR DISCUSSION

- What has been your experience of trying to link research, advocacy, and media work for more accountability in achieving poverty reduction commitments in your country or region?
- What concepts have you developed about linkages between research, advocacy, and media work for better impact in your work?
- What strategies have you learnt work best and what strategies have you tried that have not been successful?
- What institutional arrangements between different partners have proven effective or ineffective?
- What skills have been most required or deficient in trying to link research, advocacy, and media work?

Break-Out Group Participants: Wednesday, 06 October 2010: 10h15 – 11h45
What do research, media, and advocacy groups expect of each other and offer each other?

	GROUP 1: ADVOCACY PRACTITIONERS	GROUP 2: RESEARCHERS	GROUP 3: MEDIA
1	Charles Mwangi Waituru Global Call to Action Against Poverty, Kenya	Margaret Chemengich Institute of Economic Affairs, Kenya	Chris Kabwato Highway Africa, South Africa
2	Simekina Kaluzi Global Call to Action Against Poverty, Malawi	Moses Ikiara Kenyan Institute for Public Policy Research and Analysis (KIPPPRA), Kenya	Joachim Buwembo (Group Leader) International Centre for Journalists, Tanzania
3	Antoine Niyitegeka (Group Leader) Global Call to Action Against Poverty, Rwanda	Bhekinkosi Moyo TrustAfrica, Senegal	Paula Fray Inter Press Service, South Africa
4	Mussa Biligeya Global Call to Action Against Poverty, Tanzania	John Okidi International Development Research Centre, Kenya	David Devlin-Foltz Consultant, United States of America
5	Sonia Kwami Global Call to Action Against Poverty, Ghana	Jonathan Mayuyuka Kaunda Botswana Institute for Development Policy Analysis, Botswana	Mpho Kgosidintsi (Note Taker) Southern Africa Trust, South Africa
6	Warren Nyamugasira African Monitor, South Africa	Kimberly Hamilton Bill & Melinda Gates Foundation, United States of America	
7	Sipho Moyo ONE, South Africa	Oliver Babson Bill & Melinda Gates Foundation, United States of America	
8	Pete Henriot Jesuit Centre for Theological Reflection, Zambia	John Matovu Economic Policy Research Centre, Uganda	
9	John Ulanga Foundation for Civil Society, Tanzania	Hoseana Lunogelo (Group Leader) Economic and Social Research Foundation, Tanzania	
10	Deo Nyanzi Global Call to Action Against Poverty, Uganda	Joseph Semboja Uongozi: the Institute of African Leadership for Sustainable Development, Tanzania	
11	Carol Welch Bill & Melinda Gates Foundation, United States of America	Florence Batoni Institute of Policy Analysis and Research, Rwanda	
12	Jacob Nyambe (Note Taker) Southern Africa Trust, South Africa	Rehema Tukai Research on Poverty Analysis	
13		Thembinkosi Mhlongo (Note Taker) Southern Africa Trust, South Africa	

Break-Out Group Participants: Wednesday, 06 October 2010: 10h15 – 11h45

What do research, media, and advocacy groups expect of each other and offer each other?

QUESTIONS FOR DISCUSSION

Advocacy group:

- What do advocacy groups need from research and media organizations to enable more effective collaboration in pro-poor advocacy?
- What benefits and resources do you have to offer these other two groups?

Research group:

- What do research organizations need from advocacy and media groups to enable more effective collaboration in pro-poor advocacy?
- What benefits and resources do you have to offer these other two groups?

Media group:

- What do media organizations need from research and advocacy groups to enable more effective collaboration in pro-poor advocacy?
- What benefits and resources do you have to offer these other two groups?

Annex 5: Participant Profiles

Colloquium of Partners of the Bill & Melinda Gates Foundation on
**Linkages Between Research, Advocacy, and Media Work for
Pro-Poor Policy Development and Accountability in Africa:
Learning from Practice**

Convened by the Bill & Melinda Gates Foundation and the Southern Africa Trust
October 4th, 5th & 6th 2010
Moevenpick Hotel, Dar es Salaam, Tanzania

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Chris Kabwato



Chris Kabwato's portfolio is biased towards knowledge-based development with a focus on Information and Communication Technology (ICT), media and the arts. He is currently Director of Highway Africa (www.highwayafrica.com), a position he assumed in 2003. Highway Africa is a programme within the School of Journalism and Media Studies at Rhodes University (Grahamstown, South Africa). It is a network of African journalists which exists to promote the use and appreciation of ICT and new media by journalists. Highway Africa convenes the largest annual gathering of African journalists (536 participants attended the 2010 conference). A Zimbabwean national, Chris was previously Head of Education & Public Affairs at the British Council in Harare. He is Convenor of the Reporting Development Network Africa (RDNA) – an annual forum on media and development and also Publisher of Zimbabwe in Pictures (www.zimbabweinpictures.com).

Margaret K Chemengich



Ms Margaret K Chemengich is the Chief Executive Officer (CEO) with the Institute of Economic Affairs (IEA), a think-tank on socio-economic policy matters. The vision and mission of IEA stresses good governance, wider stakeholder participation, improved quality of life and a futuristic approach to policy stance exerting transparent and knowledge-based influence on policy processes and outcomes.

Prior to joining the institute in Nov 2007, Ms Chemengich had been working for government in various capacities including that of Permanent Secretary, Ministry of Finance, Planning, Trade and Industry in Kenya. In the different positions, she had the privilege of participating in various policy formulation, programme implementation and evaluations, and leading the Kenyan technical delegation in negotiating at the regional (East African Community - EAC and Common Market for Eastern and Southern Africa - COMESA) and global levels (World Trade Organization - WTO, African Growth and Opportunity Act - AGOA and the European Union - Economic Partnerships Agreements - EU-EPA). She has also been consulting for EAC and COMESA on matters of policy, development and reforms, trade, investment as well as diverse aspects of governance.

Jonathan Mayuyuka Kaunda



Prof Jonathan Mayuyuka Kaunda is a Senior Research Fellow at the Botswana Institute for Development Policy Analysis (BIDPA). He is a public policy researcher, analyst and advisor. He was the Coordinator of the Formative Process Research on Integration in Southern Africa (FOPRISA) programme (2005-2010). His research interests are political governance; public sector institutional reform; state-private sector relations; and regional cooperation and integration. Kaunda's publications include books, edited volumes, and journal articles on governance; state divestiture, citizen participation and entrepreneurship; and SADC institutional reforms and integration. Kaunda has conducted research and consultancy for the African Peer Review Mechanism (APRM), African Development Bank (AfDB), World Bank Institute (WBI), European Union (EU), United Nations Development Programme (UNDP), United Nations Economic Commission for Africa (UNECA), and the Government of Botswana.

John Ulanga



John Ulanga is the Executive Director of the Foundation for Civil Society, the largest support mechanism for civil society organizations in Tanzania. Mr. Ulanga is currently the Chairman of the East African Association of Grantmakers (EAAG), an Association of Grantmakers and Philanthropic Institutions in East Africa with its Secretariat in Nairobi, Kenya. He is also a Board Member of HakiElimu, a Tanzania Education and Democracy Organisation that works to realize equity, quality, human rights and democracy in education in Tanzania; a member of an Independent Advisory Panel of Eminent Persons in Tanzania advising the World Bank Country Office on their programmes pertaining to the Government of Tanzania. He is also a Senior Fellow of the Synergos Institute. Ulanga also has experience working with the public sector through his intensive involvement in Public Service Reform Programme in Tanzania. Ulanga has held various other leadership positions in several places.

The Foundation for Civil Society builds the capacity of civil society organisations in Tanzania through providing them with grants, facilitating linkages amongst them and between civil society and other sectors; and enabling a culture of on-going learning within the sector. The Foundation's thematic areas include policy engagement, governance and accountability, and civil society capacity strengthening.

John Okidi



John Okidi is an International Development Research Centre (IDRC) Senior Program Officer based at the Eastern and Southern Africa Regional Office in Nairobi. He is a member of IDRC's Think Tank Initiative team. John joined IDRC from a Research Fellow position at the International Food Policy Research Institute (IFPRI), working with IFPRI's Ethiopia Strategy Support Program. Prior to joining IFPRI in May 2007, he served a six-year period as the Executive Director of the Economic Policy Research Centre (EPRC) in Uganda. Before joining the EPRC in 1999 as a Senior Research Fellow, he was a consultant for one year at the Development Research Group of the World Bank in Washington, D.C. He obtained a Ph.D. in Agricultural and Applied Economics from the University of Wisconsin – Madison in 1997. John has extensive experience in microeconomic policy analysis, especially with application to time series of cross-sectional survey data and panel data. Accordingly, he has written and published in the areas of economic growth and the distributional and poverty impacts of macroeconomic policies. John is fluent in spoken and written English and Luo.

Florence Batoni



Florence Batoni is the Communications and Advocacy officer for Institute of Policy Analysis And Research (IPAR) - Rwanda. Florence holds a masters degree in Conflict Transformation from Eastern Mennonite University in USA and a Bachelors degree in Mass Communication from Makerere University of Kampala-Uganda. Florence has eight years of experience in communications and public relations. Before coming to IPAR, Florence worked as the Communications Manager for World Vision Rwanda, Communications and Public Relations Officer for Rwanda Demobilization and Reintegration Commission and as reporter for National Radio of Rwanda.

David Devlin-Foltz



David Devlin-Foltz directs the Aspen Institute's Continuous Progress Strategic Services (CPSS), a consulting practice associated with the Institute's Advocacy Planning and Evaluation Program (APEP). Continuous Progress Strategic Services and APEP build on an Evaluation Learning Group that Devlin-Foltz convened to draw on the expertise of policy advocates, evaluation experts, foundation program officers, and strategic communications specialists. CPSS's clients currently include major US foundations and NGOs who seek its assistance in planning, assessing, and learning from policy advocacy efforts in the United States, Europe and sub-Saharan Africa.

Devlin-Foltz brings to the Aspen Institute and CPSS some 25 years of experience in funding, managing and evaluating public education, international exchange, and constituency building efforts in southern Africa and the United States. Before coming to the Aspen Institute in 1993, he worked for the Institute of International Education, the School for International Training and the Carnegie Corporation of New York. Devlin-Foltz was responsible for Carnegie's South African human rights grantmaking from 1984 to 1988.

A Peace Corps volunteer at the National University of Rwanda from 1979 to 1981, Devlin-Foltz has also taught or managed programs in France, Spain, and Zimbabwe. He received his undergraduate degree from Yale University and holds graduate degrees from the Sorbonne and the Woodrow Wilson School of Public and International Affairs at Princeton University. He took his hyphenated name on marrying the former Betsy Devlin; they are the proud but occasionally perplexed parents of two fine young men.

Oliver Babson



Oliver Babson is a Program Officer for the Global Development Policy and Advocacy (GDPA) program at the Bill & Melinda Gates Foundation where he manages GDPA's policy research grants. He has worked with the U.S. Federal Reserve Board's Division of International Finance, with the Economic Policy Research Institute in South Africa, and with the United Nations Development Program (UNDP) and United Nations Children's Fund (UNICEF) in Tajikistan, where he coordinated the UN's assessment of the Millennium Development Goals and developed strategies for basic education, health, and water provision in partnership with the Tajik government and international development agencies. Oliver holds a BA from Williams College, a Masters of Public Affairs from Princeton University's Woodrow Wilson School of Public and International Affairs, and a law degree from Yale Law School, where he was co-editor-in-chief of the Yale Human Rights & Development Law Journal. Oliver is a member of the Massachusetts Bar.

Carol Welch



Carol Welch is a program officer for the Global Development Policy and Advocacy (GDPA) program at the Bill & Melinda Gates Foundation. Carol manages GDPA's advocacy grants, overseeing about \$50 million in grants to organizations based in the U.S., Europe and Africa. Previously she was the US coordinator for the United Nations' Millennium Campaign, which promotes public understanding of the Millennium Development Goals (MDGs) and how to achieve them. She also worked for over seven years at Friends of the Earth, where her last position was Director of the International Program, overseeing FoE's campaigns on international financial institutions, trade and corporate accountability, and serving on the Executive Committee of the Jubilee 2000/USA debt campaign. Carol has a Bachelors in Foreign Service from Georgetown University and an M.A. from the Fletcher School of Law and Diplomacy.

Natalie George



Natalie George is a Program Assistant for Global Development Policy & Advocacy at the Bill & Melinda Gates Foundation.

Rehema Tukai



Ms. Tukai is a natural resources scientist specialising on water resources management with additional training on poverty analysis for socio-economic development. Much of the experience has been in applied research and development work regarding provision of water and urban environmental services. She has participated in various water sector initiatives in Tanzania. She was one of two Tanzanian representatives to a multi-country study on implementation of water and sanitation programmes under the PRSPs coordinated by the Overseas Development Institute. She is currently a Research Coordinator at REPOA.

Tukai is also involved in the National Strategy for Growth and reduction of Poverty (NSGRP) monitoring activities through Research and Analysis Working group (RAWG). She has contributed to writing water sections of the Poverty and Human Development Report (PHDR) 2003 and 2005 and 2007.

Apart from coordinating research grants at REPOA, she also oversees the activities of the CSOs fact finding research programme and the Gender Mainstreaming Working Group, a technical group of the Ministry of Community Development, Gender and Children whose secretariat is at REPOA. She has a Bachelor of Applied Science and Post Graduate Diploma in Socioeconomic Security and Development.

John Mary Matovu



Dr. John Mary Matovu is a Principal Research Fellow at the Economic Policy Research Center (EPRC). The EPRC provides analytical backstopping for policy dialogue, formulation, implementation, and monitoring and evaluation. John has written widely and his most recent work is on the "Public Expenditure and Status of Infrastructure in Uganda". His areas of interest focus on fiscal policy and use of public resources. John has worked with the International Monetary Fund for 10 years to the level of Senior Economist and has also undertaken various consultancy work with government and UN agencies. More recently he was involved in the drafting of the National Development Plan 2010-2015 and the National Vision 2010-2040 for Uganda. John attained his D.Phil. from Oxford and an M.Phil. from Cambridge University.

Neville Gabriel



Neville Gabriel is the Executive Director for the Southern Africa Trust. The Southern Africa Trust is an independent non-profit agency that supports deeper and wider regional engagement to overcome poverty in southern Africa. Neville coordinated human rights and public policy advocacy work for the Southern African Catholic Bishops' Conference, before joining Oxfam as an advisor. He has been involved in building civil society campaigns such as Jubilee 2000 and the Global Call to Action Against Poverty, and also serves as a non-executive director of several civil society organisations.

Themba Mhlongo



Themba Mhlongo is the Head of Programmes for the Southern Africa Trust. The Southern Africa Trust is an independent non-profit agency that supports deeper and wider regional engagement to overcome poverty in southern Africa. Themba has extensive experience in regional co-operation and integration issues. He was the chief director of the SADC Secretariat responsible for strategic planning, gender, and policy harmonization, a department that he established and through which he drove a number of key Southern African Development Community (SADC) developments. He was instrumental in the development of SADC's Regional Indicative Strategic Development Plan (RISDP). Previously, he served as the chief director for industry and technology strategy in the South African department of trade and industry and as the manager of economic research at the Industrial Development Corporation (IDC) of South Africa.

Mpho Kgosidintsi



Mpho Kgosidintsi is the Communications and Partnerships Manager for the Southern Africa Trust. The Southern Africa Trust is an independent non-profit agency that supports deeper and wider regional engagement to overcome poverty in southern Africa. Mpho joined the Trust from the SADC Secretariat where she was the assistant manager for corporate communications and logistics. Originating from Botswana, Mpho previously worked as the programmes acquisition officer and a news reader for Botswana Television. She holds a Master of Arts degree in Communications from Ellis College in the United States of America.

Jacob Nyambe



Jacob Nyambe is the Programme Coordinator: Trade and Regional Integration for the Southern Africa Trust. The Southern Africa Trust is an independent non-profit agency that supports deeper and wider regional engagement to overcome poverty in southern Africa. He joined the Trust from the Namibian Economic Policy Research Unit (NEPRU). He has extensive experience in regional integration and trade, public finance, micro-econometrics, rural and urban livelihoods, development finance and agricultural policy. He was the Senior Researcher responsible for producing NEPRUs Quarterly Economic Review. Jacob has led many projects including the Public Finance Management Review for the Ministry of Finance in Namibia, administered the survey tool for the World Economic Forum for the 2010/2011 report. He is the first author of Railway sub sector project done for the University of Mauritius and the other on small-scale mining in Namibia for Botswana Institute for Development Policy Analysis. He was a member of the Macroeconomic Working Group and the Ministry of Labours' Reference Group that spearheaded the establishment of Namibia Productivity Centre. Prior to this, he worked in South Africa as a Researcher at the Centre for Microfinance in Pretoria and he also consulted for two companies in Pretoria. Jacob originates from Namibia; he holds an MSc in Agricultural Economics from the University of Pretoria and he is pursuing further studies.

Jabulile Ndinisa



Jabulile Ndinisa is the Office Manager for the Southern Africa Trust. The Southern Africa Trust is an independent non-profit agency that supports deeper and wider regional engagement to overcome poverty in southern Africa. Jabu joined the Trust from the Zenex Foundation where she worked as a grant projects administrator and office administrator for six years. She is currently studying for a Diploma in Administrative Management (Financial) through University of South Africa.

Paula Fray



Paula Fray has worked in media for over 24 years. She is currently the Regional Director for Inter Press Service Africa, with management responsibilities for the news service and related media and communication projects in Africa.

Prior to joining IPS, she founded and managed Paula Fray & Associates (now *frayintermedia*), a media training organisation focused on training reporters and newsroom managers. The organisation also strives to empower civil society activists through practical media skills training. As such she has trained reporters throughout South Africa in the various other African countries. Since 2004, she has trained IPS journalists to report on SADC, microfinance and desertification issues in Africa. Paula is the founder and convenor of the annual Narrative Journalism Conference in South Africa.

Thapelo Sekoma



Thapelo Sekoma is the Personal Assistant to the Executive Director for the Southern Africa Trust. The Southern Africa Trust is an independent non-profit agency that supports deeper and wider regional engagement to overcome poverty in southern Africa. Thapelo volunteered as an assistant librarian in the Nokeng tsa Taemane Municipal Library before taking up a post as a driver at Buche Executive Travel. He has an NQF4 certificate from the Academy of Business and Computer Studies; an IT diploma from PC Training and Business College; and can speak seven South African languages.

Warren Nyamugasira



Warren Nyamugasira is the Managing Director of African Monitor. He is an economist with a Masters Degree in Economic and Social Studies (Development Policy and Planning) from the University College of Swansea (Wales). His areas of speciality are public policy analysis and influencing the poverty, aid effectiveness and debt relief nexus and government/civil society/donor relations. Warren has over 30 years experience in development practice and activism

Lusungu Kanchenche



Lusungu Kanchenche is the Programmes Operations Manager for the Southern Africa Trust. The Southern Africa Trust is an independent non-profit agency that supports deeper and wider regional engagement to overcome poverty in southern Africa. Originating from Malawi, Lusungu has more than sixteen years working experience in development in the British government's Department for International Development (DFID), most recently as Programme Manager for DFID's Southern Africa division's regional portfolio in South Africa and earlier for DFID's Central Africa division in Malawi. She previously lectured in office arts at the University of Malawi and worked in office management and administration in the Office of the President and Cabinet of Malawi. Lusungu holds a Master of Business Administration degree from the University of Pretoria, and a Bachelor of arts degree from the University of South Africa, majoring in Development Administration and Information Science.

Kaluzi Masten Simekinala



Kaluzi is a social analyst/educationist/trainer (University of Malawi) and social analyst with over 7 years of progressive experience in programs dealing with research, socio-economic policy analysis, advocacy organisational management, publicity, governance, women empowerment/gender equality, HIV/AIDS, health, capacity building and coordination/networking. His experience relates to working with civil society, donors, district/local government assemblies, government and communities in the aforementioned fields. He also successfully coordinate some international policy affairs issues for his organisation which include participation of Malawian civil society in the Global Call to Action Against Poverty (GCAP), a grouping existing in more than 130 countries worldwide focusing on achieving Millennium Development Goals (MDGs). He has been part of civil society core teams working with several partners including government, SADC, African Union (AU) and donors among others in several policy analysis and advocacy processes.

He worked with the World Agroforestry Centre (initially International Centre for Research in Agroforestry ICRAF) as a Training Officer for its development arm from 2002 to 2005 in several areas including research, food security, HIV/AIDS, community empowerment etc in 21 pilot sites in Malawi, Zambia and Mozambique. Currently, he is the Programs Officer for a network of over 350 Non-Governmental Organisations (NGOs) working in various development sectors called the Council for NGOs in Malawi (CONGOMA), an NGO coordinating body as designated by the Malawi NGO Act (2000).

Peter Henriot



Peter Henriot is a member of the Zambia-Malawi Province of the Society of Jesus (Jesuits). Originally from the United States of America, where he directed the Center of Concern in Washington, DC from 1977 to 1988, he came to Zambia in 1989. He has been associated with the Jesuit Centre for Theological Reflection (JCTR) since 1990, where he has focused on social development and the church social teaching (CST).

The JCTR is a widely recognised civil society organisation working on research, education, advocacy and consultancy on issues of social justice in Zambia and wider in Africa, such as trade and debt, cost of living, constitution and rights, gender and church social involvement. His specialised training is in Political Science (PhD University of Chicago; Post-Doctoral Harvard University). He has authored several books and articles on CST, political governance issues and human rights, and he writes a weekly column for Zambia's leading independent newspaper, THE POST.

For 16 years he was priest-in-charge of a rural outstation of the Archdiocese of Lusaka and currently he is part of the pastoral team for prison ministry. He served as an advisor for the AMECEA Bishops during the Second African Synod (October 2009) and participates in the Synod follow-up programmes of the Zambia Episcopal Conference.

Antoine Niyitegeka



Antoine Niyitegeka is 32 years old. He is married. He has a bachelor's degree in Arts and Social Sciences obtained from the Kigali Institute of Education. He has been a part-time teacher of history and civics since 2005. Mr. Antoine has worked as an administrator in academic services at the School of Finance and Banking for three years.

Antoine Niyitegeka joined the Millenium Development Goals (MDGs) campaign in 2006 as volunteer working as MDGs Mobilization officer before being fully appointed Campaign and Communications Officer in GCAP Rwanda since October 2009. He has participated in the organisation of Stand Up and Take Action Campaigns as well as many other MDGs campaign and conferences. Mr. Antoine got several short term trainings, seminars and workshops on MDGs campaign and Advocacy. He is currently conducting a research on the progress of MDGs in Rwandan rural districts.

Joachim Buwembo



Joachim is a Knight Fellow from the International Centre for Journalists. He is currently leading a Development Journalism enhancement programme in Tanzania, which focuses on Agriculture. He has set up a dedicated Agriculture publication within the Guardian Newspapers Ltd, and is now working on start up of a network of Citizen Journalists focusing on development, especially in Agriculture. Prior to that, Joachim was the Managing Editor of the Sunday Vision of Uganda, the Managing Editor of the Daily Monitor of Uganda as well as founding editor of The Citizen of Tanzania.

Hoseana Bohela Lunogelo



Hoseana Bohela Lunogelo is the Executive Director of the Economic and Social Research Foundation (ESRF) in Tanzania. He is a trained agricultural economist from Sokoine University of Agriculture in Tanzania (1985) and London University, Wye College, United Kingdom where he was awarded a PhD in Agricultural Economics in 1989. He has worked as a researcher and consultant in various development fields ranging from institutional development, project management and evaluation and sustainable environment. At ESRF he leads a team of researchers engaged in research on growth and wealth generation, natural resource economics, globalisation and regional integration, governance and social welfare and wellbeing, which is the main preoccupation of ESRF, in addition to undertaking consultancy work, capacity building, knowledge management and administration. ESRF works closely with other institutions in the region and the world in generating researched evidence for policy making processes and economic management.

Mwangi Waituru



Mwangi Waituru is the national coordinator of the Global Call To Action Against Poverty in Kenya since 2006, whose main focus has been advocacy and policy lobby. With a profession is teaching, Mwangi holds a masters degree in education. He is also a steering committee member for Fair Play for Africa campaign - now. He was the steering committee member for Civic Commission of Africa in 2006 which carried out advocacy around the Japan G8 summit and TICAD IV. He has also been the Director for Kenya National Poverty Hearings.

Sipho S. Moyo

Sipho Moyo is Africa Director at ONE. She joined them on July 1, 2010 from the African Development Bank (AfDB) where her last position was Resident Representative in Tanzania (2007-2010). In addition to managing the Bank's multi-sectoral portfolio of over USD800 million of which Infrastructure development is a priority sector, Sipho also led the country-level policy dialogue between Government and donors, in her capacity as Chair of Tanzania's General Budget Support group of 14 development partners (2009/2010) which include AfDB, Canada, Denmark, DFID, European Commission, Finland, Germany, Ireland, Japan, Netherlands, Norway, Sweden, Switzerland and the World Bank. She has over 18 years of international development experience, having worked with other multilateral institutions namely the World Bank (MENA) and the UN (Habitat and IFAD) before joining the ADB in 1998. Sipho is a native of Zimbabwe who has lived in nine countries and describes herself as an African citizen who enjoys the privilege of working in a multi-cultural environment.

Mussa Billegeya

Mussa Billegeya is the Assistant Programme Officer at the Tanzania Association of Non-Governmental Organizations (TANGO) and Coordinator of the Global Call to Action Against Poverty (GCAP) Coalition in Tanzania. She holds a BA campaign in Political Science and French, with Five Years working experience in the Civil Society in Tanzania. TANGO is a member-based National Umbrella Organization with more than 1,000 direct and indirect member Organizations.

Annex 6: Evaluation Report

EVALUATION

Colloquium on linkages between research, advocacy and media work for pro-poor policy development and accountability in Africa: Learning from practice

5-6 OCTOBER 2010

DAR ES SALAAM, TANZANIA

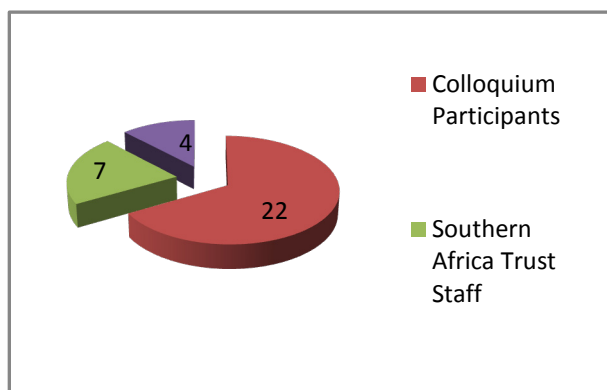
1. INTRODUCTION

The Southern Africa Trust co-convened the above colloquium with the Bill & Melinda Gates Foundation (BMGF). The objectives of the colloquium were:

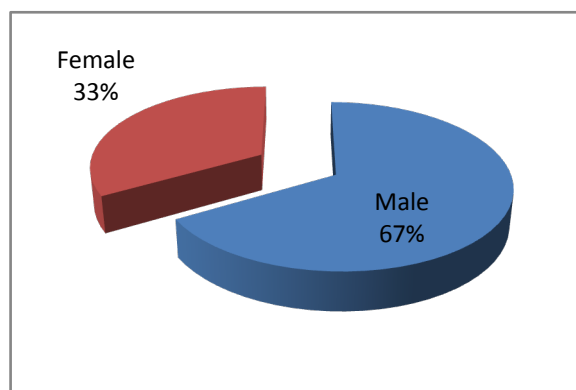
- To share first-hand experience of doing pro-poor policy research, advocacy, and media work in Africa;
- To critically reflect on the work that they are doing in relation to each other;
- To learn from each other through the exchange of information, knowledge, needs, and mutual expectations for more effective outcomes of research, advocacy, and media work;
- Develop conceptual frameworks and strategies for cooperation between research, advocacy, and media initiatives; and
- To inform the strategies of the Bill & Melinda Gates Foundation and the Southern Africa Trust in supporting linkages between pro-poor policy research, advocacy, and media work.

The colloquium was attended by a total of 33 participants (see breakdown in Graph 1 below). Of this, 22 or 67% were men and 11 or 33% were women (see Graph 2 below). Participants included BMGF grantees from research, media and advocacy organizations, partners of both the BMGF and the Southern Africa Trust, BMGF staff and Southern Africa Trust staff.

Graph 1 : Overview of Participants



Graph 2 : Overview of Participants by Gender



Participants were asked to complete an evaluation form covering questions that asked participants to rate the achievement of the objectives for the colloquium as well as the content, process facilitation, logistics, and planning of the event.

This report provides the results of the evaluation based on participant responses presented in graphical format organized in two sections. Also included below are some of the comments captured directly from the responses of participants.

2. SECTION A

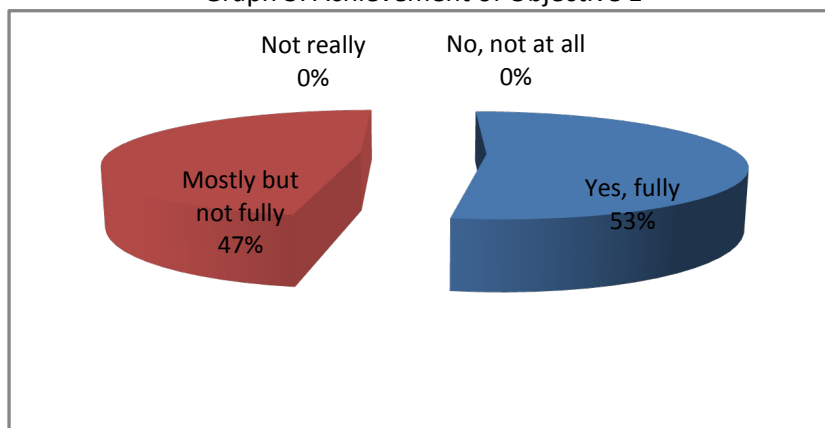
The evaluation form was in two parts. In one section of the form, participants were asked to rate achievement of the objectives of the colloquium. These used a four-level scale:

Yes, fully	Mostly but not fully	Not really	No, not at all
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Objective 1: *To share first-hand experience of doing pro-poor policy research, advocacy and media in Africa.*

53% of the 19 participants who responded indicated “yes, fully” while 47% indicated “mostly but not fully”. None said “not really” or “no, not at all”. See Graph 3 below.

Graph 3: Achievement of Objective 1



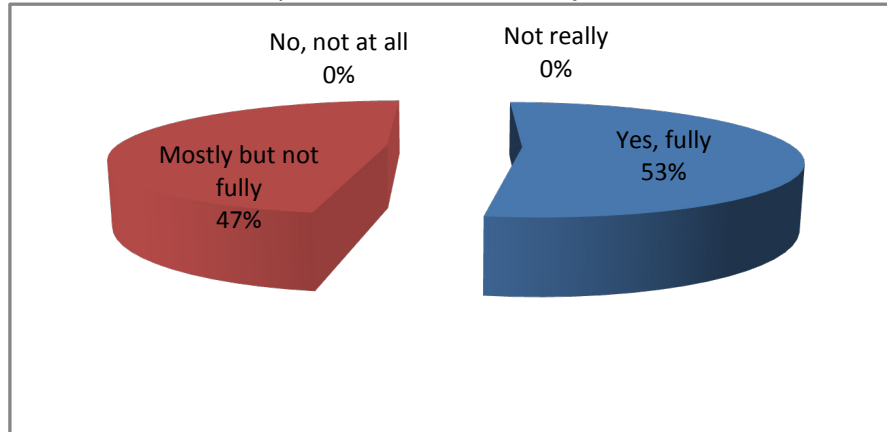
Participant Comments

- “It was much more general than specific on pro-poor accountability issues”*
- “The event provided space for researchers to hear from advocates and media practitioners and vice versa”*
- “Good examples given”*
- “Time limited”*
- “Time was not enough for deeper elaborative sharing”*
- “Participants were few to be able to get a lot of experience”*
- “Plenary sessions, panelists and convenor floated excellent experiences”*
- “There were a lot of case studies shared by participants”*
- “Case studies were presented and discussed”*
- “I got ideas of how to facilitate a similar dialogue in Tanzania”*
- “Inadequate summarization of realities”*
- “The stories appear to be incomplete”*
- “It couldn’t have been done in 2 days – so it is fair to say not fully”*
- “Subject very broad”*

Objective 2: To critically reflect on the work that participants are doing in relation to each other.

As with Objective 1 above, **53%** of those who responded indicated “yes, fully” while yet again **47%** indicated “mostly but not fully”. None said “not really” or “no, not at all”. See Graph 4 below.

Graph 4: Achievement of Objective 2



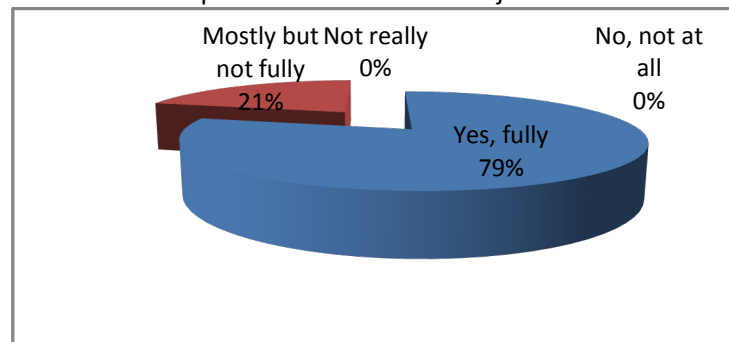
Participant Comments

- “More discussion possible”*
- “Absence of balanced and objective assessments on work done”*
- “Very engaging”*
- “Opportunities and challenges were teased out as experiences were shared”*
- “The seeming ‘tension’ among us was a manifestation of the critical reflection”*
- “Plenary and group works offered a change for learning/sharing experiences”*
- “Reflection was done but less critical”*
- “Limited critical reflection”*
- “Maybe not analytical enough”*
- “Each participant had an opportunity in the small groups to reflect on the experience/work”*
- “Various roles understood/established contacts”*

Objective 3: To learn from each other through the exchange of information, knowledge, needs and mutual expectations.

This objective had the largest number of participants that indicated “yes, fully” at **79%** with those who responded “mostly but not fully” at **21%**. None of the participants indicated “not really” or “no, not at all”. Below are some of the comments from participants on this objective captured from the form. See Graph 5 below.

Graph 5: Achievement of Objective 3



Participant Comments

“People shared their work well – the linkages are still difficult”

“There was an atmosphere of openness and frankness”

“I got to learn from others”

“I made personal contact with officers from IPS, IDRC and IEA with whom closer working ties will be sought after the workshop”

“Open interaction and free discussion”

“Understood better the work of other agencies”

“Good formal and informal exchanges”

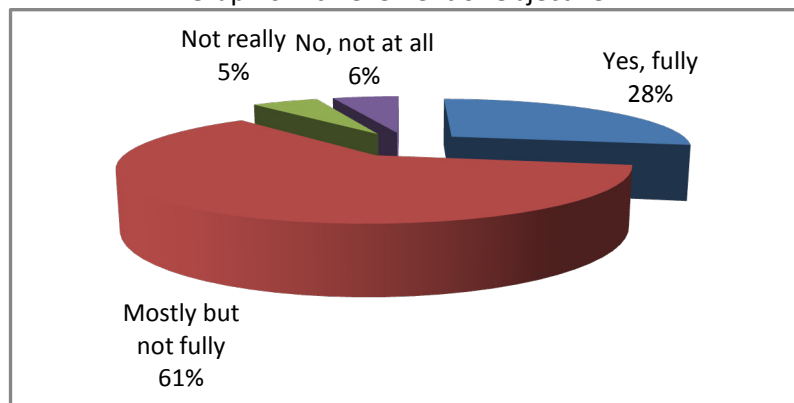
“Participants heard from each other through plenary and small groups”

“Open and frank discussion”

Objective 4: To develop conceptual frameworks and strategies for cooperation between research, advocacy and media.

On this objective, participants returned the biggest proportion of a *“mostly but not fully”* response at **61%**, followed by **28%** who said *“yes, fully”*, **6%** who said *“no, not at all”* and **5%** who said *“not really”*. See Graph 6 below

Graph 6: Achievement of Objective 4



Participant Comments

“More work needed”

“There is still need for more thinking on this, especially on methodologies for doing this”

“This appeared more like an exploratory meeting”

“Got a lot of ideas”

“Had good opportunity to interrogate expectations”

“Have identified people who can ably advise on research issues”

“Only got Southern Africa Trust frameworks rather than what evolved collectively – the process was stifled”

“Not sure the broader conceptual framework really ‘took’ with the group”

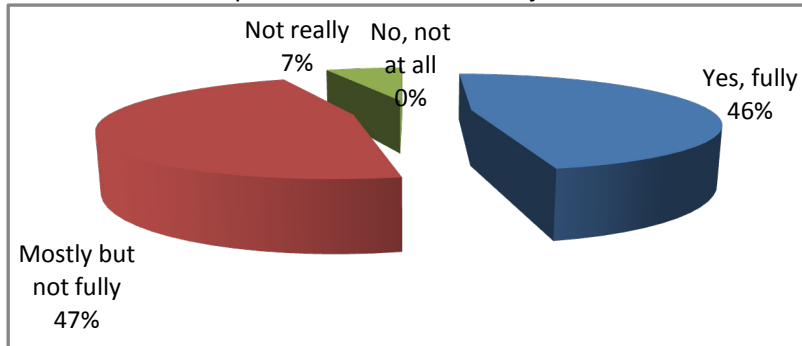
“Okay, but difficult to line up”

“Still a while to go, but can build on things elsewhere”

Objective 5: To inform the strategies of funders in supporting linkages between pro-poor policy research, advocacy and media work.

There was a near half split between those who responded *“mostly but not fully”* and *“yes fully”* at **47%** and **46%** respectively. **7%** said *“not really”*. See Graph 7 below.

Graph 7: Achievement of Objective 5



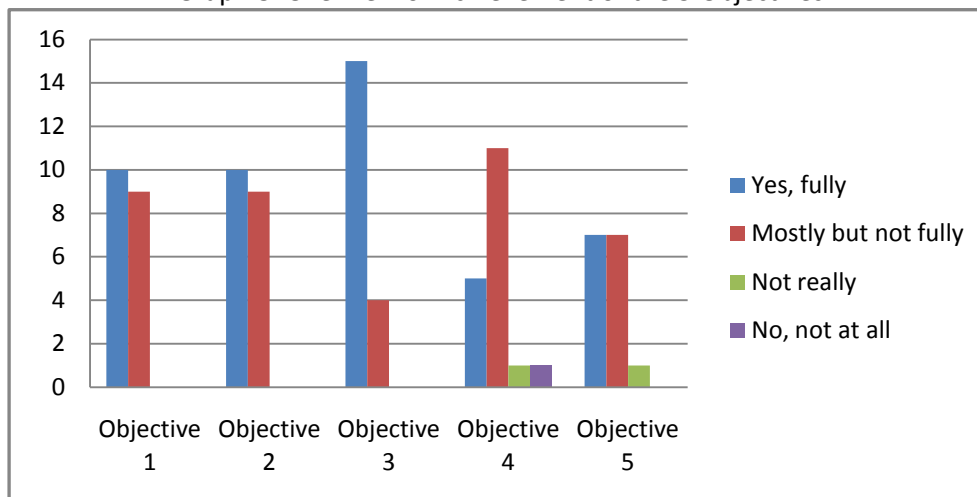
Participant Comments

- “These require more focused and refined approaches”*
- “I hope funders have got the message”*
- “Open forum with quite cordial and open dialogue”*
- “It has offered a clear direction as to what critical areas need attention”*
- “Little room to influence set donor strategies”*
- “So, so, but we’ll see....”*
- “Frank and sober discussion”*

3. SUMMARY

Graph 8 below shows an overview of the rating of achievement of objectives by participants. This comparison shows a positive picture of how participants rated the objectives overall. A small proportion indicated negative responses of “not really” and “no, not at all”. In all these cases, these ratings were accompanied with comments that indicated that there was still need for more work and thinking to be done. To note that four (4) of the participants who responded did not rate Objective 5.

Graph 8: Overview of Achievement of the 5 Objectives



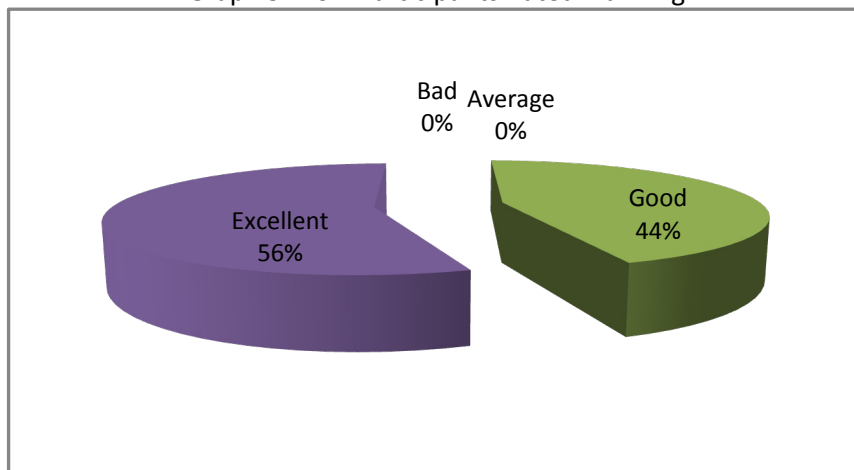
4. SECTION B

In the other section of the form, participants were asked to rate the logistics, planning, facilitation process and whether participants felt they learnt anything new. A four-level scale rating was used as follows:

“Excellent”	“Good”	“Average”	“Bad”
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On planning done for the meeting from their experience as participants, **56%** said it was excellent and **44%** said it was good. None rated bad or average (see Graph9 below).

Graph 9: How Participants Rated Planning

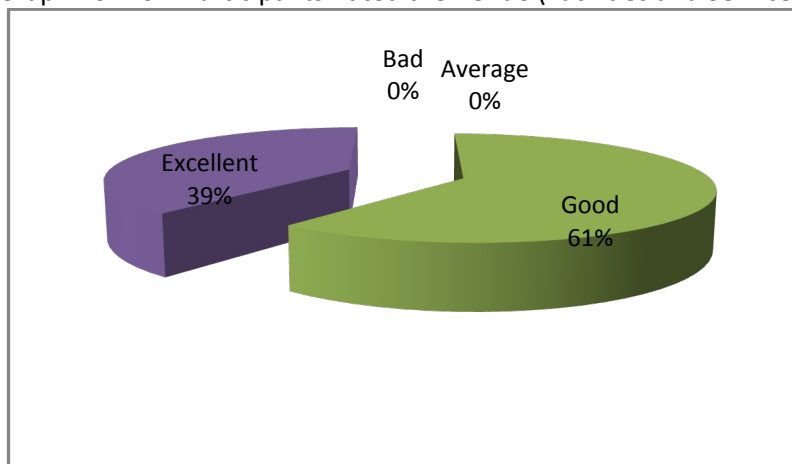


Participant Comments

- “Got material on time”*
- “Planning was well in advance”*
- “Detailed information given on time”*
- “Prior information helped in getting set for the meeting”*
- “Good travel arrangements”*
- “Very helpful in detail about planning, transportation, etc”*

On the facilities and service at the venue, **39%** said it was excellent and **61%** said it was good. None rated this bad or average (see Graph 10 below).

Graph 10: How Participants Rated the Venue (Facilities and Services)



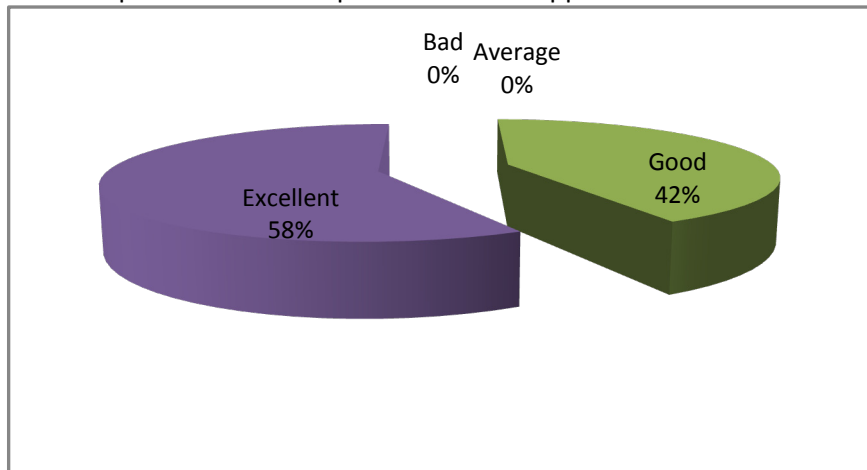
Participant Comments

- “Good environment and comfortable”*
- “Timely assistance”*
- “A bit too fancy for our discussion on poverty”*
- “Sometimes microphones were not working”*

“Toilets not particularly clean”

Regarding the approach, including attitudes, availability and helpfulness of the convenors, **58%** said this was excellent while **42%** said it was good. None indicated this was bad or average. See Graph 11 below.

Graph 11: How Participants Rated the Approach of Convenors

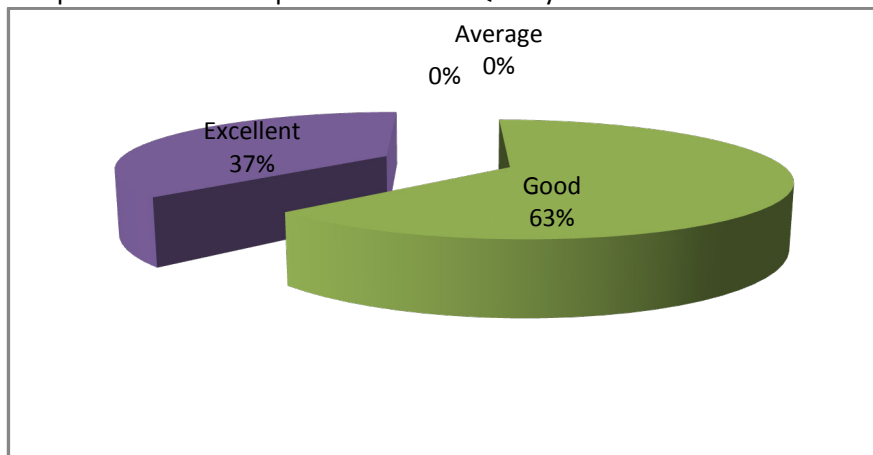


Participant Comments

- “Friendly, engaging”*
- “Excellent focus on the task/objectives”*
- “The workshop was participant centred”*
- “Allowed open participation and were available”*
- “Interaction was key”*
- “SAT a bit domineering”*
- “Yes, didn’t over-dominate the progress”*
- “A little more time used/taken up to draw on some of its approaches”*

With respect to the quality of the event based on content, **37%** of the participants indicated this was excellent while **63%** said it was good. None said it was bad or average. See Graph 12 below.

Graph 12: How Participants Rated the Quality of Event Based on Content



Participant Comments

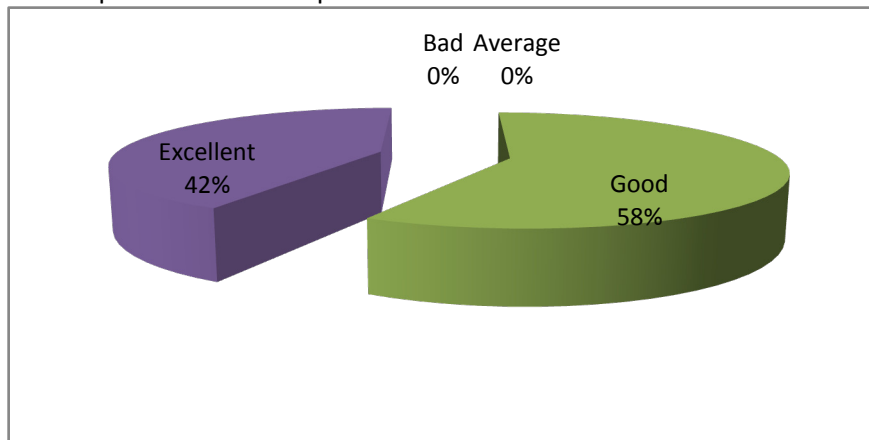
- “Informative”*
- “Discussions were structured to dissect the subject matter to the finest details”*

“It was a mix of participants but the quality of discussion was great”
“It has stimulated an action-oriented spirit in the participants”
“Covered the right material”
“Turned out better than anticipated”

The question on how the participants experienced the process used to facilitate the event was split into two. The first was focused on the overall facilitation of the event and the second was on facilitation in breakaway groups.

On the process used to facilitate the event overall, process, **42%** said this was *excellent* whilst **58%** said it was *good*. None indicated average or bad (see Graph 13 below).

Graph 13: How Participants Rated the Facilitation Process Overall

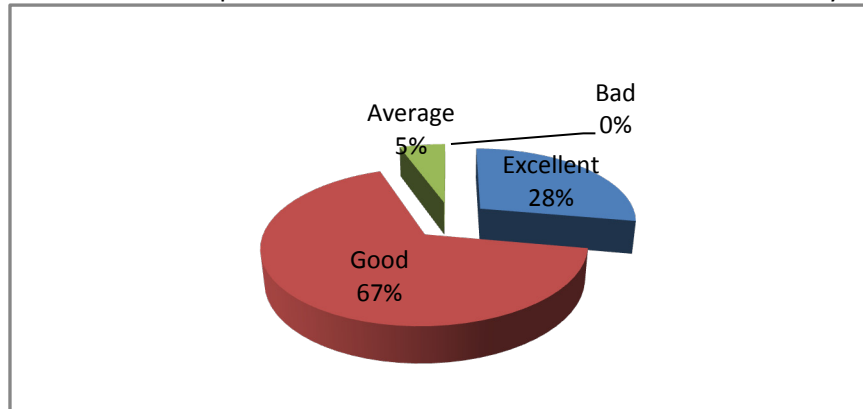


Participant Comments

“Soft but concrete”
“It was participatory”
“It allowed more focused participatory discussion”
“Allowed people to share opinions freely”
“Very intelligent and insightful”
“Flexible but carefully directed”
“Neville was good – but time should have been more closely monitored”

On the process in breakaway groups, **28%** indicated this was *excellent*, with **67%** indicated this was *good*, and **5%** said it was *average*. None said it was bad (see Graph 14 below).

Graph 14: How Participants Rated the Process of Facilitation in Breakaway Groups



Participant Comments

“Participatory”

“Discussions were lively and wide participation”

“It allowed more focused participatory discussion”

“The groups offered a rare opportunity for close interaction”

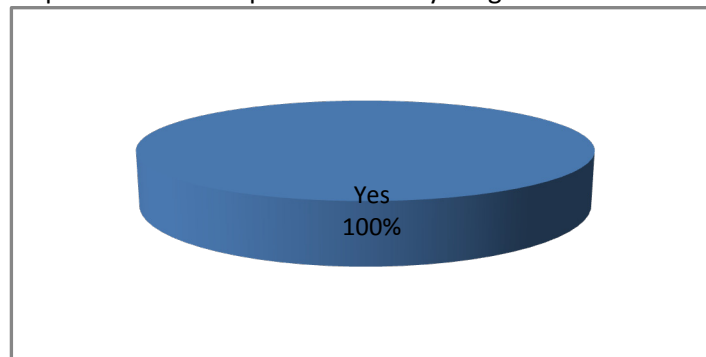
“These were too hurried, despite good learning questions”

“Yes, important to have that”

“Groups exhaustive on experiences”

All 18 participants who responded (**100%**) indicated that they *had learnt something new* in the colloquium (see Graph 15 below).

Graph 15: Did Participants Learn Anything New at the Event?



Participant Comments

“Challenges of researchers/advocacy/media”

“Breaking down the boundaries – conceptually and otherwise”

“That there is willingness to hear each other”

“Importance of collaborative effort between CSOs, media and researchers”

“A lot about improving the interactive and collaboration between research, advocacy, and media”

“Learnt how other organisations work, e.g. IPS, researchers, etc”

“Learnt how to link with research organizations for an evidence-informed campaign”

“The need to understand ourselves as advocates, researchers, and the media”

“How I can effectively link up with media and research organizations”

“How to cooperate with research and media”

“Fundamental differences that hinder cooperation between media, advocacy and research institutions”

“The need for deliberate linkages with other stakeholder types”

“The rapidly changing environment in which we operate calls for scenarios regarding linkages”

“Need for more explicit cooperation between the three actors”
“I learnt that my institution needs to identify advocacy groups”
“Linkages amongst the three”
“Various roles understood and established contacts”
“Improved level of interaction between parties”

5. GENERAL PARTICIPANT COMMENTS

The following are the general comments made by participants:

“Policy makers were oddly missing in this very important colloquium”
“Quite useful in helping the three angles of the tripartite understanding what each does and how they do it”
“Thank you”
“May this not be the last time”