

FINAL PROJECT  
EVALUATION REPORT



# Tuyage

## “Let’s Talk”

INFORMATION ACCESS AND  
ECONOMIC DISCOURSE STRENGTHENING



**USAID**  
FROM THE AMERICAN PEOPLE



Search for  
**Common Ground**  
Trust, Collaboration, Breakthroughs



**AUGUST 2023**

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Agency for Peacebuilding (AP)





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# Acknowledgements

The report has been written by Kelly-Ange Irakoze and Bernardo Monzani, who also coordinated the evaluation.

AP's team included Dr. Ylenia Rocchini, AP's Senior Advisor, and Ms. Cyrielle Trebosc, AP's Evaluation Assistant, who contributed to data collection. Research activities were possible also thanks to a group of dedicated enumerators: Munezero Amissa, Havyarimana Ezechiel, Ishimwe Audrine, and Bambasi Alain Stephane. Finally, the team members would like to extend their gratitude to Search for Common Ground's Burundi Team, whose support was crucial to ensure the successful completion of the assignment, and to all those who took part in evaluation activities.

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The views expressed in this report are those of its authors and do not necessarily reflect those of Search for Common Ground or any of its partners.



# Abbreviations

|               |   |
|---------------|---|
| <b>APEA</b>   | Applied Political Economy Analysis  |
| <b>CGA</b>    | Common Ground Approach  |
| <b>CRS</b>    | Catholic Relief Services  |
| <b>DPDFS</b>  | <i>Direction Provinciale de Développement Familiale et Sociale</i><br>(Provincial Directorate for Family and Social Planning) |
| <b>FGD</b>    | Focus Group Discussion  |
| <b>FH</b>     | Freedom House   |
| <b>IDI</b>    | In-Depth Interview  |
| <b>OBR</b>    | <i>Office Burundais des Recettes</i> (Burundian Tax Authority)  |
| <b>PAEEJ</b>  | <i>Programme d’Autonomisation Economique et d’Emploi des Jeunes</i><br>(Youth Economic Empowerment and Employment Program)    |
| <b>PIF</b>    | Peace Impact Framework  |
| <b>REJEBU</b> | <i>Réseau des Journalistes Économiques du Burundi</i><br>(Network of Economic Journalists of Burundi)                         |
| <b>TIN</b>    | Tax Identification Number   |
| <b>USAID</b>  | United States Agency for International Development  |





# Executive Summary

## CONTEXT

The report presents the findings of the final evaluation of the “Tuyage (Let’s Talk): Information Access and Economic Discourse Strengthening” project, which Search for Common Ground (Search) implemented with the support of the United States Agency for International Development (USAID), through a subaward agreement with Freedom House (FH). The Tuyage project’s overall goal was to foster an enriched information landscape and a culture of open discussion on concerns that directly affect Burundians in their daily lives, with a focus on shared economic concerns and opportunities that can serve as a means of expanding civic engagement, increasing dialogue across divides, and building social cohesion.

The goal of the evaluation was to measure the extent to which the Tuyage project has been successful at achieving its outcomes, why, and where improvements for the future can be made. As such, the evaluation report presents and discusses collected evidence of the project’s achievements in relation to its effectiveness, impact and sustainability. The report also gives specific attention to answering questions related to Search’s media component, including the reach and resonance of, and response to, the media programs developed and broadcast under the project. Given the length of the project, whose implementation spanned five years, the evaluation has also tried to identify specific evidence of impact, starting from the project’s theory of change and using Contribution Analysis, a theory-based evaluation approach.

### The project had three specific objectives:

- » To expand the cadre of professional journalists throughout Burundi capable of producing high-quality, ethical and non-politicized news and information, especially on economic issues;
- » To promote networking among young, successful economic actors from across social, ethnic, gender, religious and geographic divides into dialogue and discussion on issues of reconciliation, entrepreneurship, and right-based approaches to economic issues; and
- » To reduce the social norms and cultural barriers limiting women’s access to economic opportunities in Burundi.



## ABOUT THE EVALUATION

### The specific objectives of the evaluation were:

- » To measure the impact, sustainability, and effectiveness of the intervention;
- » To evaluate the impact of the media component, including the reach, resonance, and response of the media programs in relation to the expected changes; and
- » To assess the validity of the following hypothesis: *"The opening of opportunities for Burundians to build trust and participate meaningfully in an inclusive dialogue on the economy, livelihoods and entrepreneurship through equipped platforms and the reduction of social norms and cultural barriers that limit women's access to economic opportunities, infuse policy and political culture with greater calls from citizens for accountability and gender inclusion in the economy; and lead to a more substantive and technical policy discussion that better recognizes and responds to women's rights and needs"* and assess the expected and unexpected positive and negative outcomes that the project achieved around this hypothesis.

The study used both primary and secondary data sources, and included the following activities: a document review; a theory of change workshop; in-depth interviews and focus group discussions; and two surveys, one targeting project participants and non-participants, the other media professionals.

## FINDINGS

### Effectiveness.

The Tuyage project has been a largely effective and successful project, achieving most of its expected results under the first component, which focused on media and access to information, the second component, which was related to economic discourse, and the third one, which worked on women's inclusion and empowerment.

Under the first component, the Tuyage project was successful in engaging selected journalists and in diverting their attention to economic issues. Thanks to the project, the media played a crucial role in promoting change.

There is evidence, for example, that the capacities of participating journalists have been strengthened. Participating journalists have also produced a high number of stories on economic issues, which would not have been the case without the project. Under the second component, Search successfully promoted dialogue and networking among young Burundians and women. In particular, the project was successful in creating listening clubs, which also served as incubators for income-generating activities. Throughout the project's networking activities, the promotion of inclusion has been a good entry point for reinforcing social cohesion between youths and women from different political and religious affiliations.

Under the third component, the women who were directly engaged in the project were economically empowered: they were enabled to implement micro-projects and those who were keener to achieve more were able to also scale up their projects and get access to additional assets. The project also engaged men through the Positive Masculinities approach, which focused on increasing awareness and sowing support for gender equality, and the Smart Couple approach, which sought to transform relations between husbands and wives in the management of household finances. These approaches were appreciated and generated enthusiasm among community members engaged, and also authorities.

Finally, there were unexpected results. Some of the journalists involved in the training workshops under the project created a national network of economic journalists, called REJEBU. The listening clubs were also more successful than anticipated. The last unexpected result was the participation of Burundi's President to

**The Tuyage project was successful in engaging selected journalists and in diverting their attention to economic issues.**



“Nd’umu DG”, the reality TV competition that Search has been producing under the project, and which focused on economic issues and entrepreneurship.

**The overall real listenership rate is estimated to be between 35% and 10%, depending from location to location.**

Under effectiveness, the evaluation also looked at the reach and resonance of, and response to, the media programs produced and broadcasted as part of the project. The data are positive, but also indicate room for improvement. The overall real listenership rate is estimated to be between 35% and 10%, depending from location to location. Among those who tuned in, the resonance was positive. The evaluation also confirms that there is, now, a greater coverage of economic issues through the media.

Lastly, some challenges were identified. First, the project provided financial resources to incentivize the participation of journalists, but these remained limited. Secondly, there was significant turnover among selected journalists, and it was also difficult to involve women journalists. Listenership rates were also low at times, and for some programs. The work on norms around women’s empowerment created some unexpected backlash from the husbands of the women involved, while the short duration of the financial support provided for income-generating projects limited their effectiveness. Lastly, the project was implemented through the Covid-19 pandemic, which caused delays and negatively affected participants in different ways.

## Impact.

The project pursued impact through four pathways: (i) by influencing the media landscape; (ii) by promoting networking and the creation of income-generating activities for young people and women; (iii) by targeting discriminatory gender norms and practices; and (iv) by establishing a more balanced discourse around the economy that would also contribute to building social cohesion by affecting how other sensitive issues would be addressed.

Using Contribution Analysis, the evaluation looked to confirm (or dis-confirm) whether these changes happened through these pathways. Starting with the last pathway, the evaluation found that the Burundian context has changed since the start of the project, generally for the better, as people have a more positive outlook both on how economic issues are treated, and also about the political situation. There are indications, however, that some of these changes might have occurred independently of the project, and that it is likely that the project itself benefited from external forces rather than causing them. Search did influence the media landscape and, through the project, brought greater attention and more balanced debate to economic issues. The project has been an eye opener to many: women and men who participated were transformed, and the situation of many of the women was improved. Lastly, the participation of Burundi’s President to Search’s reality TV show was a testament of the attention that the project has been able to attain.

This is evidence suggesting that Tuyage’s pathways are valid. Yet, some pitfalls were identified in achieving a long-lasting impact: the work with journalists faced the limitations discussed above. There are also the indications that income-generating activities were too short and limited geographically. Overall, the missing link remains between the first three pathways and the fourth, for which no clear evidence could be found.

Under the impact criterion, the evaluation also looked at the specific role of the project’s media component. Search produced several media programs thinking that this variety would be an added value in terms of reach and resonance. This was true. Search was, positively, also able to work at scale and counteract some of the structural limitations that hinder the participation of journalists to similar endeavors, for example by offering some of them small grants. These were all positive features of the project. There are, however, a few areas where improvements could be made: the participation of women’s journalists could be increased, and synergies between the media component and the income-generating activities could be strengthened.

Lastly, the impact of the Tuyage project was also measured under two areas of Search’s Peace Impact Framework (PIF): personal agency and institutional legitimacy. In relation to the former, the evaluation recorded very positive measurements showing that the people who took part in the project were empowered to take action. Institutional legitimacy also improved, as measured through proxy indicators relating to perceptions of public debates.





## Sustainability.

Results achieved by the project are proving to be sustainable, at least to some extent. For example, media partners and journalists who took part in the project have launched media programs of their own, without Search's support. One of the unexpected positive outcomes of the project was the creation of the national network of economic journalists, REJEBU. Search is also continuing broadcast of some of Tuyage's media programs, under a different project, although the latter's life span remains potentially short. The listening clubs represent a sustainable model. Lastly, under the third component, Kahawatu's work is sustainable, while CRS' approaches have generated higher-than-expected enthusiasm in targeted communities and beyond.

Positively, Search and its partners provided several opportunities for participants to give feedback during the implementation of activities. The safeguarding system proved effective as participants felt safe and valued. The only challenge was recorded with women journalists, who were less aware than their male colleagues about how to alert any form of discrimination or preoccupation.

## LESSONS LEARNED

The first lesson learned is that structural barriers to journalists' engagement should be addressed. The media sector is not at all stable in terms of maintaining human resources. In response to this, what the project did—providing sub-grants and launching media competitions—was successful. It was so successful, in fact, that more should be done in the future.

Secondly, Search's media strategy, built on the variety and complementarity of the different media programs, worked: the number of different shows helped to reach different people, and also contributed to increasing the diversity of the media coverage of economic issues.

Thirdly, all the approaches used—the Common Ground Approach, the Positive Masculinity approach, and the Smart Couple approach—were individually effective and necessary. Particularly, the Positive Masculinity approach has shown to be effective and necessary to influence norms that are ultimately enforced by men.

Lastly, the final lesson learned is about partnerships. A multi-component project like Tuyage could not have been as effective or as sustainable without the partnerships between Search, Kahawatu and CRS. These have been complementary, in the true sense of the word: each partner brought its own expertise to the project, and each partner's approach contributed to the efforts of the others.

## CONCLUSIONS AND RECOMMENDATIONS

The Tuyage project was an ambitious project. It set out to influence public debates on the economy while also influencing social norms around the inclusion of women, and it wanted to make a contribution to social cohesion in Burundi more broadly. To the project's credit, it successfully achieved most of its expected outcomes, and also significant unexpected positive results. The project also encountered challenges, the greatest of which was with scale, especially for the second and third components. In light of these findings, the following recommendations are made:

### In relation to the first component:

- » Search should consider expanding financial assistance to strengthen retention rate among journalists, such support being necessary to offset weaknesses in the media sector.
- » Search and donors should support more professional exchanges for journalists, as these are key to responding to the lack of professional development opportunities.
- » Search should focus on strengthening the participation of women's journalists, and on developing activities which specifically support women in writing articles.

### In relation to the second component:

- » Search, its partners and donors should continue to make economic information available to young Burundians, by continuing dissemination and training opportunities.
- » Search and partners should increase the timeframe set for the implementation of income generating activities, in order to realize some of the more sustainable initiatives.
- » Search and its partners should provide advocacy-focused sub-grants to support the mobilization of people beyond economic issues.

### In relation to the third component:

- » Search and its partners should review and adapt the sequencing of its different approaches, in order to avoid and pre-empt backlash from men.

### In relation to project management, coordination, safeguarding and inclusion:

- » Search should strengthen the media monitoring system, to generate insight on how to strengthen listenership rates and improve the quality of media programs.
- » Search should maximize communication and synergies with partners around the media program, so that the design of new programs could inform their activities (and vice-versa).
- » Search should continue improving its safeguarding mechanisms, in particular for specific groups like women's journalists.









# Background Information

## INTRODUCTION

The report presents the findings of the final evaluation of the “*Tuyage (Let’s Talk): Information Access and Economic Discourse Strengthening*” project, which Search for Common Ground (Search) implemented with the support of the United States Agency for International Development (USAID), through a subaward agreement with Freedom House (FH).

The goal of the evaluation was to measure the extent to which the Tuyage project has been successful at achieving its outcomes and overall impact, why and where improvements for the future can be made. As such, the evaluation report presents and discusses collected evidence of the project’s achievements in relation to its effectiveness, impact and sustainability. The report also gives specific attention to answering questions related to Search’s media component, including the reach and resonance of, and response to, the media programs developed and broadcast under the project. Given the length of the intervention, whose implementation spanned five years, the evaluation tried to identify specific evidence of impact, starting from the project’s theory of change, and using Contribution Analysis, a theory-based evaluation approach.

### The report is structured in three parts.

1. The first includes the introduction, the overview of the project and the methodology.
2. The second part features the evaluation findings.
3. The last part covers the findings in relation to the project’s safeguarding protocols, lessons learned and, finally, the conclusions and recommendations.



## PROJECT OVERVIEW

The “*Tuyage (Let’s Talk): Information Access and Economic Discourse Strengthening*” project was implemented by Search for Common Ground (Search) in Burundi over the last five years. The project’s overall goal was to foster an enriched information landscape and culture of open discussion on concerns that directly affect Burundians in their daily lives, with a focus on shared economic concerns and opportunities that can serve as a means of expanding civic engagement, increasing dialogue across divides, and building social cohesion.

### The project had three specific objectives:

1. To expand the cadre of professional journalists throughout Burundi capable of producing high-quality, ethical and non-politicized news and information, especially on economic issues, using information delivery modalities which will engage youth and encourage interest in business and economic issues related to their daily lives;
2. To promote networking among young, successful economic actors from across social, ethnic, gender, religious and geographic divides into dialogue and discussion on issues of reconciliation, entrepreneurship and right-based approaches to economic issues that generate actual business opportunities; and
3. To reduce the social norms and cultural barriers limiting women’s access to economic opportunities in Burundi through (a) gender-relational and behavioral change communications activities which seek to transform perceptions, attitudes and behaviors towards women’s rights and participation; and (b) improving entrepreneurship skills training and access to markets, money, and mentorship for women by strengthening and expanding the number of women’s producer associations in the coffee value chain.

The project featured three components, each reflecting one of the aforementioned objectives: Information Access, Economic Discourse and Women’s Inclusion. The project started in July 2018 and was initially intended to last 36 months. The implementation period was extended by 24 months in July 2020 when the third objective, on women’s inclusion in the economy, was added to the project, together with the third component, at the behest of USAID Burundi. More recently, a two-month no-cost extension was also approved.

Project activities were delivered in both urban and rural areas across the 18 provinces of Burundi, and targeted media professionals, economic actors, and communities at the local level. Under the last objective, Search also partnered with two organizations: the Kahawatu Foundation and the Burundi office of Catholic Relief Services (CRS). These were important partnerships, as they brought two new approaches to complement and enrich the Common Ground Approach (CGA) used by Search. Kahawatu Foundation brought its economic entrepreneurship approach to women’s inclusion, which it applies in the coffee sector. CRS brought into the project its Positive Masculinities approach, which looks at changing men’s attitudes towards women, and its Smart Couples approach, which seeks to transform economic relations between husbands and their wives.

The extension of the Tuyage project was designed to align with Search’s Peace Impact Framework (PIF). In particular, the project falls under two PIF areas: personal agency, whereby the project seeks to empower individuals—in this project’s case: journalists, young people and women—to be able to be agents of change in their communities; and institutional legitimacy, whereby the project aims to contribute to making decision-making more inclusive and responsive to the needs of young people and women. The peculiarity of the Tuyage project is that it seeks to do this by focusing mainly on economic issues. Practically, PIF indicators have been integrated in the project’s results framework and have thus been measured as part of this evaluation.

1. For more information, see: “[The Common Ground Approach](#)”, Search for Common Ground (Accessed on August 10, 2023).

2. See, for example: “[A Journey Towards a Peaceful Masculinity](#)”, CRS (2020).

3. See, for example: “[Improving Development Outcomes by Strengthening Couples](#)”, CRS (2022).



# Methodology

## OBJECTIVES

### The specific objectives of the evaluation were:

1. To measure the impact, sustainability, and effectiveness of the intervention;
2. To evaluate the impact of the media component, including the reach, resonance, and response of the media programs in relation to the expected changes; and
3. To assess the validity of the following hypothesis: *“The opening of opportunities for Burundians to build trust and participate meaningfully in an inclusive dialogue on the economy, livelihoods and entrepreneurship through equipped platforms and the reduction of social norms and cultural barriers that limit women’s access to economic opportunities, infuse policy and political culture with greater calls from citizens for accountability and gender inclusion in the economy; and lead to a more substantive and technical policy discussion that better recognizes and responds to women’s rights and needs”* and assess the expected and unexpected positive and negative outcomes that the project achieved around this hypothesis.

The methodology for the study was based on principles of action research, and the evaluation was, as such, guided by key lines of inquiry and research questions that were finalized and agreed jointly with staff from Search, and which informed data collection and analysis. These are included in Annex 2 (terms of reference).



## DATA COLLECTION AND ANALYSIS

The study used both primary and secondary data sources, and included the activities summarized in Table 1 below.

Table 1. Breakdown of Evaluation Activities

| ACTIVITY                       | DESCRIPTION  |
|--------------------------------|--|
| Document review                | A total of around 30 documents were reviewed, chiefly those produced by Search in the context of this project (including monitoring, evaluation and learning reports).   |
| Theory of change workshop      | One online workshop was conducted, which included the participation of 6 staff members from Search.  |
| In-depth Interviews (IDIs)     | A total of 16 interviews were completed.   |
| Focus Group Discussions (FGDs) | A total of 8 focus groups were completed, with a total of 57 participants.   |
| Community Survey               | The survey had 380 respondents: 83 from Rumonge, 60 from Gitega, 55 from Kayanza, 60 from Makamba, 61 from Musinga and 61 from Ngozi. Overall, 240 were women (63%) and 140 men (37%); 224 were under the age of 35 (59%) and 260 had previously heard of the project (68%). |
| Media Survey                   | The survey had 54 respondents, of which 42 were men (78%) and 12 women (22%). Most were from Rumonge (46%) and had more than 5 years of experience (74%).  |

The data collected for the evaluation was analyzed relying on triangulation and pattern analysis, descriptive statistical analysis, and Contribution Analysis. Triangulation was implemented by methods and sources. The pattern analysis was done across all collected data, to identify trends among sources, while statistical analysis was done on the surveys, by disaggregating and aggregating collected data. Contribution Analysis, which is “an approach for assessing causal questions and inferring causality in real-life program evaluations”<sup>4</sup>, was used to

assess the project’s impact. Having identified a specific observable result, Contribution Analysis requires the development of a narrative (based on an intervention’s theory of change), which is assessed against all available evidence in an attempt to reduce uncertainty about the contribution of an intervention to that result. Lastly, the evaluation used a gender-relational approach: particular attention was given to identifying and collecting information from women, and in identifying the expected gendered impact of the project.

## LIMITATIONS

The evaluation encountered several challenges. Some informants were not available to take part in evaluation activities. This was the case of media sector representatives, and for this reason the evaluation decided to reach out to these informants individually, organizing one-on-one interviews (instead of focus group discussions, as originally planned) or asking for written contributions. The sample of the community survey is different than anticipated: in two locations, Rumonge and Makamba, it was not possible to reach the number of project participants originally estimated, and for this reason, the

survey was completed with a much higher number of non-participants compared to participants. If, on the one hand, this means that less insight was gathered in relation to the project’s implementation in those locations, the new sample also created an opportunity to compare data from participants with data from non-participants. Lastly, regarding the media survey, the number of male respondents was much greater than the number of female respondents (78% vs. 22%) and most worked in Rumonge. Overall, these limitations have created some gaps in the analysis. This said, evaluation findings overall remain strong.

4. See here for more information: <https://www.betterevaluation.org/methods-approaches/approaches/contribution-analysis>.



## Findings

### EFFECTIVENESS

The evaluation has reviewed the progress made by the Tuyage project in achieving its expected results, under all three objectives (or components). The overall takeaway is this has been a largely effective and successful project, in particular in achieving results under the first component, which focused on media and access to information, and the third one, which worked on women's inclusion and empowerment. The high effectiveness of the project can be clearly seen in the measurements of selected project indicators, as shown in Table 2 below, which, with just one exception, show positive increases.

**The overall takeaway is this has been a largely effective and successful project, in particular in achieving results under the first component, which focused on media and access to information, and the third one, which worked on women's inclusion and empowerment.**



Table 2. Measurements of Selected Project Indicators<sup>5</sup>

| INDICATORS  | MEASUREMENTS  |                       |                            |
|---|---------------|-----------------------|----------------------------|
|   | BASELINE      | MID-TERM <sup>6</sup> | ENDLINE                    |
| <b>OBJECTIVE 1 (ACCESS TO INFORMATION)</b>  |               |                       |                            |
| Percentage of media professionals trained who demonstrate knowledge on how to peacefully report on economic issues (PIRS 5)   | 0%            | Not available         | 59%                        |
| Percentage of targeted journalists and other media representatives demonstrating application of human rights principles in their work (PIRS 49)   | 0%            | Not available         | 44%                        |
| Percentage of respondents who trust media in providing reliable information on economic issues (PIRS 6)   | 75%           | 79%                   | 90%                        |
| Percentage of journalists who can cite at least one instance where they have reported on the Burundian economy at the regional level (PIRS 9)   | 32%           | Not available         | 85%                        |
| Percentage of trained media professionals with less than two years of experience who believe that they have the skills to facilitate constructive economic debates via their outlet (PIRS 10)         | 0%            | Not available         | 48% <sup>7</sup>           |
| Percentage of respondents who report having access to media programs that address their economic concerns (PIRS 15)   | 13%           | 82%                   | 90%                        |
| Percentage of respondents who report that radio coverage of everyday concerns includes balanced economic debates (PIRS 16)  | 37%           | 36%                   | 68%                        |
| Percentage of the population that feels they can discuss economic issues in public (PIRS 22)  | 67%           | Not available         | 94%                        |
| Percentage of respondents who report having participated in public debate around the economy, politics and/or elections on media platform and/or entrepreneur networks in the last 6 months (PIRS 23) | 0%            | Not available         | 65%                        |
| <b>OBJECTIVE 2 (ECONOMIC DISCOURSE)</b>   |               |                       |                            |
| Percentage of surveyed journalists who feel confident to cover sensitive issues related to Burundian economy and politics issues at the regional level (PIRS 34)                                      | 80%           | Not available         | 52%                        |
| Percentage Burundian citizens who feel that the public debate on economic issues supports informed economic policies (PIRS 35)  | 50%           | 76%                   | 67%                        |
| Percentage of Burundian citizens who report understanding key economic issues affecting their livelihoods (PIRS 40)   | 78%           | Not available         | Not available <sup>8</sup> |
| Percentage of Burundian citizens who report having opportunities to dialogue on key economic issues affecting their livelihoods (PIRS 53)   | Not available | Not available         | 89%                        |

5. The table includes only results-level indicators.

6. Percentages refer only to respondents who indicated having listened to project media programs.

7. Measurement reflects answers from all participants to the media survey, regardless of experience. A further breakdown of responses was not possible.

8. This indicator was not measured as part of the evaluation.

| INDICATORS   | MEASUREMENTS  |                       |         |
|--|---------------|-----------------------|---------|
|  | BASELINE      | MID-TERM <sup>6</sup> | ENDLINE |
| <b>OBJECTIVE 3 (WOMEN'S INCLUSION) <sup>9</sup></b>  |               |                       |         |
| Percentage of media professionals who demonstrate increased skills in producing content that supports the transformation of discriminatory social norms and cultural barriers for women, disaggregated by sex and medium.          | Not available | Not available         | 70%     |
| Percentage of media professionals who believe they have the confidence to transform discriminatory social norms and cultural barriers for women through their work and within their institutions, disaggregated by sex and medium. | Not available | Not available         | 69%     |
| Percentage of audience who report that they have increased access to quality programs on gender inclusion in the economy and women's rights.   | Not available | 51%                   | 73%     |
| Percentage of targeted audience of media programs and participants in outreach activities who demonstrate support for women's inclusion in the economy and gender equality.  | Not available | 93%                   | 98%     |

## Component One: Access to Information

Search worked extensively to train journalists and media sector professionals across Burundi, so that they could cover economic issues more effectively and increase the quality and quantity of economy-focused media outputs; and it embarked on the production and broadcast of a series of original media programs. This section will look at the work done with journalists, while the effectiveness of media broadcasts is explored later, in the section on reach, resonance and response.

Search's efforts to build the capacity of selected journalists and divert their attention to economic issues were successful, and, overall, media has played a crucial role in promoting behavior change, through the training workshops that used the CGA approach first, and then through the different radio programs that were broadcast. The many different testimonies collected during the evaluation serve as vivid examples on how the proposed strategies led to effective change and impact, even though some noted that the project's reach, in terms of media outlets involved, has been limited: "we only reached 15 media outlets", said a project staff member, "while the country has more than 200."<sup>10</sup>

The capacities of participating journalists and media professionals have certainly been strengthened, which confirms the achievement of Intermediate Result 1.1

("Media demonstrate increased capacity to provide information in the public interest on economic issues in ways that are compelling, understandable, and relevant").

**Testimonies collected during the evaluation serve as vivid examples on how the proposed strategies led to effective change and impact**

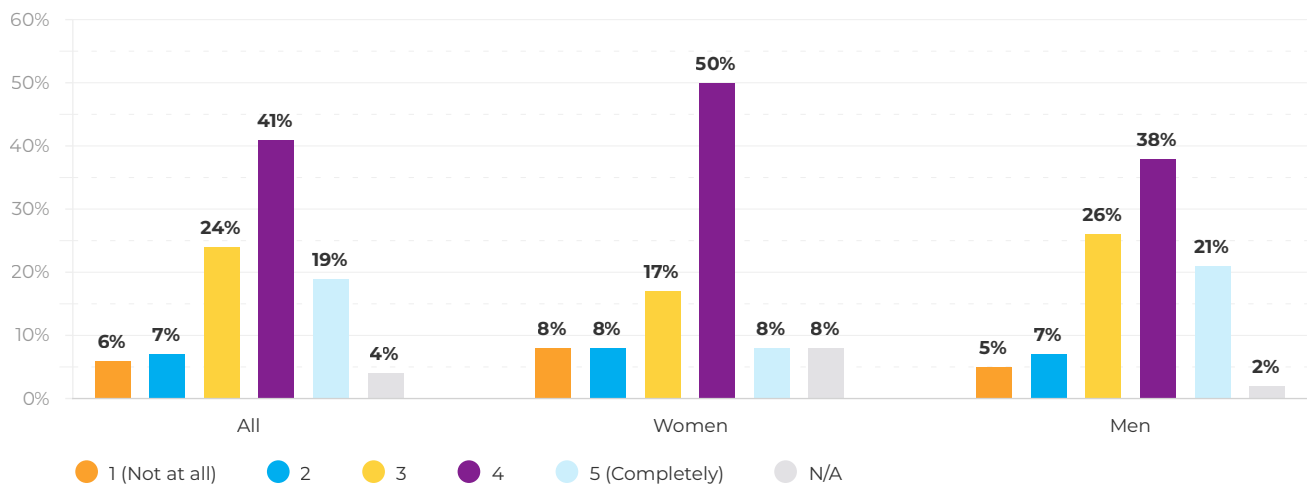
As part of the evaluation's media survey, journalists who had participated in the project were asked whether they agreed, from "1 (not at all)" to "5 (completely)", with the statement that they are now able to report in a balanced way on economic issues, nearly two-thirds of respondents (60%) agreed, choosing "4" or "5".

More journalists now also believe that they have greater facilitation skills, although room for improvement remains. Asked specifically whether they agreed with the statement that they have the skills to facilitate constructive economic debates via their outlet, about half of them (49%) agreed. This is a solid number from what is rightful-

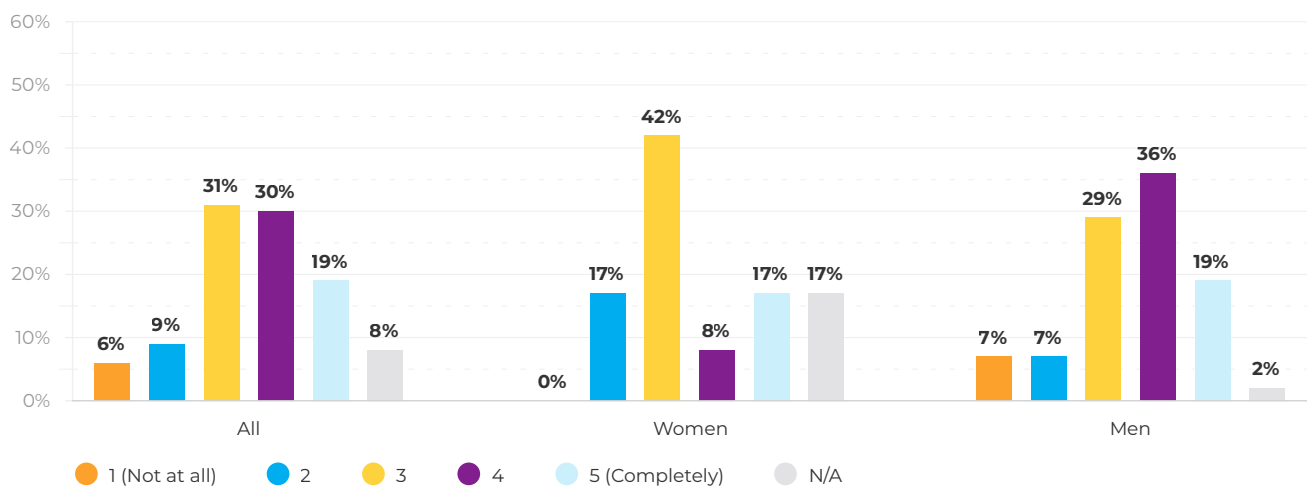
<sup>9</sup>. Baseline measurements for these indicators could not be collected.  
<sup>10</sup>. AP, key informant interview (July 2023).



Graph 1. Journalists who say that they are now able to report in a balanced way on economic issues (overall and by gender)



Graph 2. Journalists who say that they have the skills to facilitate constructive economic debates via their outlet (overall and by gender)



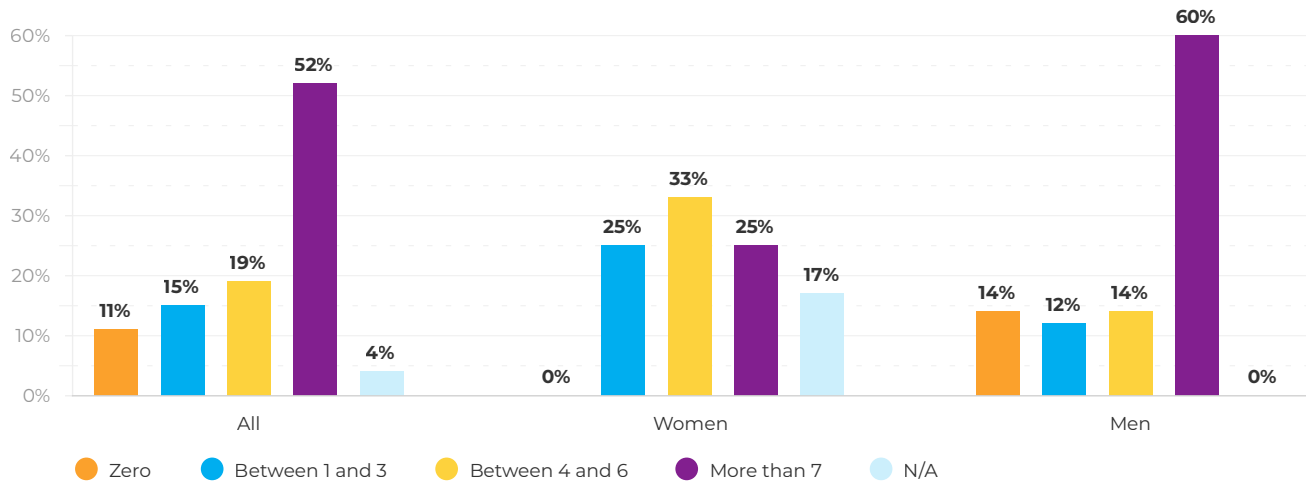
ly assumed to have been zero at the start of the project. However, there is a large divide between the answers from female respondents (25% of whom answered “4” or “5”) and male ones (55% of whom answered “4” or “5”).

Participating journalists also confirmed that their output greatly increased thanks to the project. Asked whether they had written or produced stories on economic issues in the last three years, 85% said yes. This is a remarkable increase from what the baseline survey had recorded, which is that only 32% of journalists had indicated doing such stories. Even more striking is that more than half of the respondents (52%) said that they had published more than 7 stories. In fact, based on the answers to this question alone, the project led directly to the publication of at least 244 stories or media outputs on economic issues. The fact that the project led to a significant increase in the coverage of economic issues is indeed sug-

gested by a number of those interviewed, and not just staff from Search. Yet, the number could not be validated.

The project was successful at diverting journalists’ attention towards economic issues, at a time of crisis. It did this not only by focusing on economic issues (which itself represented a new approach not just for Search, but also for the Burundian media sector more generally), but also by addressing structural challenges that usually affect the participation of journalists. For example, through the project, Search provided direct support for journalists’ activities, through joint productions (funded through small grants) and the launch of media competitions. This helped participating journalists to overcome what are seen as normal challenges, including their inability to travel or to invest in new media outputs or programs, which are due to the lack of funding that historically hampers the media sector in Burundi.

Graph 3. Number of stories or media outputs produced by participating journalists (overall and by gender)



Overall, Search’s training workshops also were a critical factor for success, serving to strengthen the capacity of journalists, not only on economic issues, but also on conflict sensitivity, which was part of the training curriculum.

Their capacities were then also strengthened through formal and informal mentoring provided by Search’s own journalists working on the project.

## Component Two: Economic Discourse

Search’s efforts also focused on changing the way Burundians approach economic issues, first by promoting a more open and inclusive debate, mostly through the media broadcasts, and then by working with young people and women specifically to foster networking among them, which could support their access to economic opportunities. Under this component, positive results were achieved. In particular, listening clubs were successfully created, and networking activities were promoted.

ed regularly: some young people mentioned that, following their participation in the project, they were able to buy pigs, goats, rabbits.

Young people were provided an avenue to collaborate with stakeholders from the economic sector. This came out regularly in the focus group discussions held with project participants during the evaluation. In the survey, project participants also confirmed that a high level of collaboration exists around economic issues, as shown in the graph below.

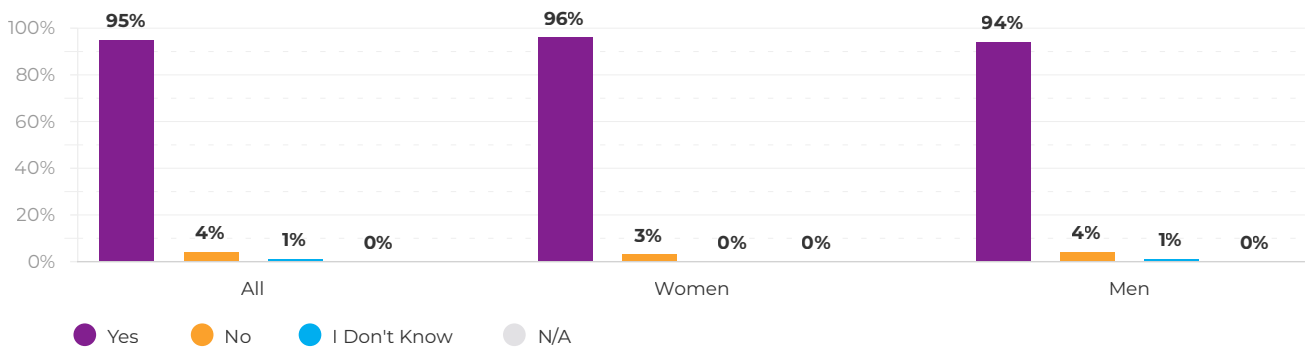
This information reinforces the data from Search’s own monitoring efforts, which indicate that young people, once they took part in the project, regularly launched their own income-generating activities. Many, for example, admitted investing into farming activities and to further cement this partnership some decided to involve people from different backgrounds, such as returnees.

Throughout the project’s networking activities, the promotion of inclusion has been a good entry point to reinforcing social cohesion. For example, youth with different ethnic backgrounds and from different religious and political affiliations were trained together. Several of them then decided to join efforts and achieve personal and economic development by helping one another. In the focus groups, edifying testimonies could be collect-

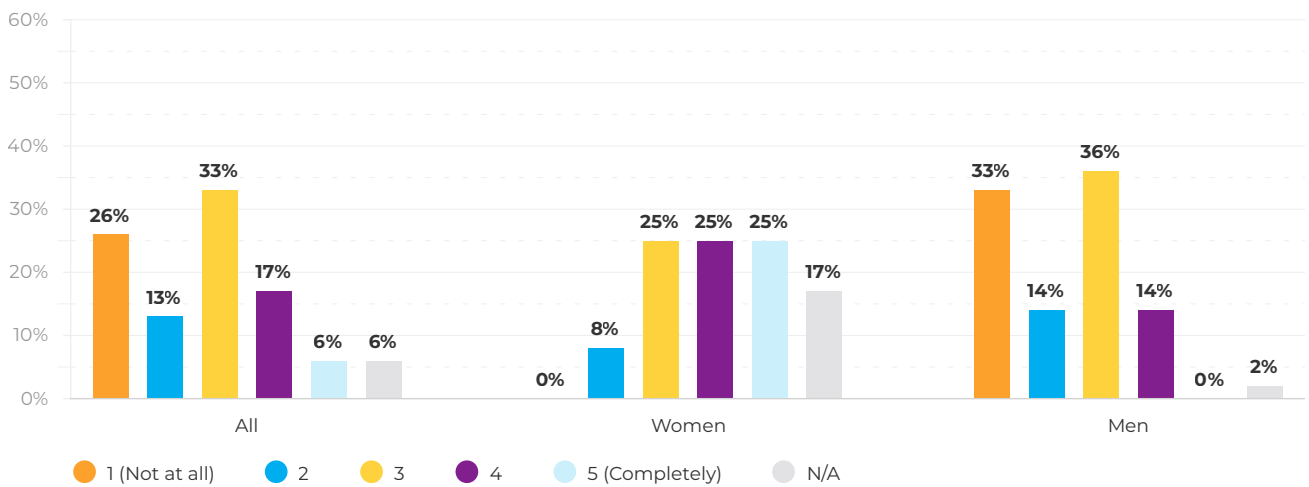
A specific example to illustrate this contribution comes from Makamba Province, where, according to the young people interviewed during the evaluation, the Tuyage Project has been a bridge between individuals and savings and credit cooperatives supported by the Burundian government’s Program for Youth Economic Empowerment and Employment (Programme d’autonomisation économique et d’emploi des jeunes, or PAEEJ). In their words, the project has been a great springboard that allowed young people to use their business plans to get access to credit. Some of the youth are now leading the change whereby they can facilitate the development of business plans, and those interviewed say that they have now contributed to the creation of 20 cooperatives.



Graph 4. Community respondents who say that they collaborate with others to resolve economic issues (overall and by gender)



Graph 5. Journalists who agreed that women who want to access in the economy and start enterprises are victims of significant discrimination (overall and by gender)



The benefits of this component might be different among participating women compared to men, and varies depending on economic sectors, although the data does not provide a consensual picture. In the media sector, instead, women journalists engaged in the project had a different opinion: when asked to indicate from

“1 (not at all)” to “5 (completely)”, whether they agreed with the statement that women who want to access the economy and start enterprises are victims of significant discrimination, 50% of them agreed (choosing “4” or “5”) compared to only 14% among male journalists.

### Component Three: Women’s Inclusion

Search worked to address barriers to women’s inclusion and empowerment through its media programs, which were broadcasted locally and nationally. In parallel to these efforts, the Kahawatu Foundation worked with around 400 hundred women to help them participate more actively in income-generating activities in the coffee sector. CRS worked to change the attitudes of men through their Positive Masculinity approach, and with couples to influence economic decision-making at the household level. The effects of all activities combined led to very positive results for the women who were directly engaged and supported through the project.

Participating into savings’ associations has enabled women to implement micro-projects and those who were keener to achieve more were able to also scale up their projects and get access to assets (such as land and livestock), traditionally known to be owned by men only. This not only contributed to increasing their financial welfare, but also changed the way in which they are considered in society. According to women interviewed during the evaluation, these women are no longer perceived as good at only household chores, but can also fund family expenses such as tuition fees for their children, clothes, medical care and food. Women who par-

ticipated in project activities are now much more aware on how money can easily be multiplied when it is invested. They have understood the benefits of saving and investing money. In their own words, some say that for any money received they ensure that there is a certain percentage that is saved and invested.

Men who were engaged around the Positive Masculinity approach showed positive responses to it. In this regard, CRS indicates that they have registered an important increase in awareness. The work using the Smart Couples approach was also effective and appears to have helped husbands to allow their wives more autonomy, thus in establishing more healthy relationships. This appears to have contributed to the empowering of women, according to CRS. As a member of the project staff said, “there are women who have started to participate more in the activities of income-generating associations, and we have noted that their households are better off as a result.”<sup>11</sup> Unfortunately, the evaluation could not gather more evidence related to the effect of this activity.

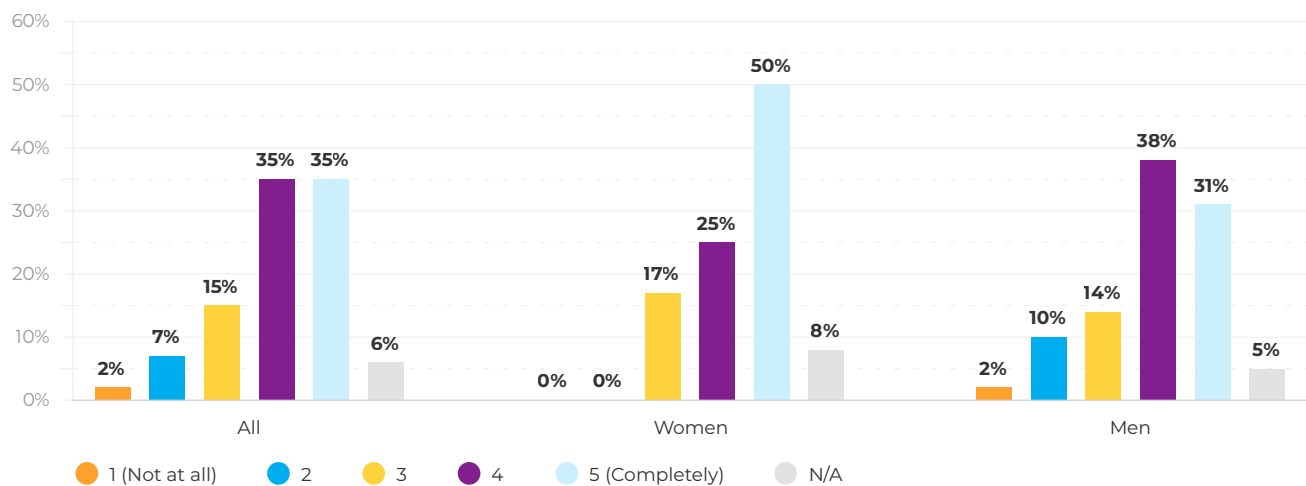
Media efforts also contributed to changing dynamics of inclusion. While the effects of broadcasts are addressed later on in the report, evidence of this can be seen in Search’s engagement of journalists. In the media survey, journalists were asked to indicate from “1 (not at all)” to “5 (completely)”, whether they agreed with the statement that they now produce content that supports the transformation of discriminatory social norms and cultural barriers affected women: 70% agreed, choosing “4” or “5”, with no particular differences based on gender.

This is further confirmed by the community survey: when asked whether they thought that they had better access to quality programs on the inclusion of gender in the economy and women’s rights, 73% of respondents answered “yes”. This is an improvement since the measurement recorded in the mid-term review, which was 51%.

Overall, the Tuyage project has put forth dialogues, with particular emphasis on the economy, the promotion of entrepreneurship among women, and the creation of an environment conducive to their empowerment. The choice to focus on positive masculinity was effective in this respect, as those interviewed saw it as engaging, and also said that it enriched the content of media programs. The combination of these efforts had the desired effect of changing both attitudes towards women and the situation of women, at least for some. This is noted in the quote below:

*Before, [the husband] used to close his shop while traveling to Bujumbura to get supplies. He would feel like a woman could not be responsible enough to run a business. He would not allow his wife to open the family shop, even when he fell sick. After watching the “Ingendonsha” and “Tubivugeko” media programs, which were produced as part of the Tuyage project, he began to familiarize his wife with the trading profession. Today, it is his wife who takes over when the husband is absent.*<sup>12</sup>

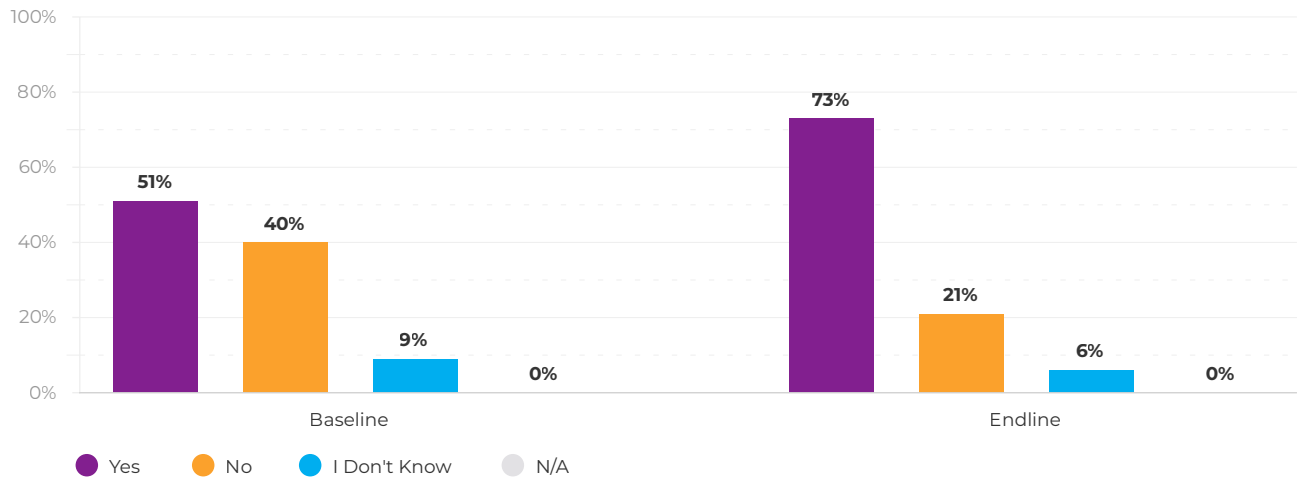
Graph 6. Journalists who say that they now produce content that supports the transformation of discriminatory social norms and cultural barriers affected women (overall and by gender)



11. AP, key informant interview (August 2023).



Graph 7. Community respondents who think that they have better access to quality programs on the inclusion of gender in the economy and women’s rights (baseline vs. endline)



## Unexpected results

The Tuyage project had several unexpected positive results. The first, small but significant, is that it contributed to strengthening the internal capacity of Search’s own journalists in covering economic issues.

Some of the journalists involved in the training workshops under the project created a national network of economic journalists, called the Network of Economic Journalists of Burundi (Réseau des journalistes économiques du Burundi, or REJEBU). This is the second unexpected result, and it was done in autonomy from Search. “[The journalists] organized themselves without consulting Search in order to create this network”, said a project staff member, adding that the network “has already been recognized by the Ministry of Communication.”<sup>13</sup> According to one source, thanks to the new network “media professionals will not only share their experiences in media coverage of economic events, but also they will benefit from experience sharing.”<sup>14</sup>

The third unexpected result was the success of the listening clubs (clubs d’écoute). First, they were so successful that more and more were created independently from the project; secondly, the participants created more clubs by themselves, without any support from the project; and thirdly, they were eventually used by project participants to develop their own small business and loan and credit organizations. The dynamic, in this case, is the same as the one already presented and discussed in regards to the project’s second component (see above).

A very significant unexpected result was the participation of Burundi’s President to one of the project’s activities. This took place in the context of “Nd’umu DG”, a popular reality TV competition that Search has been producing, and which focuses on economic issues and entrepreneurship. The President made an appearance in the show’s second season, which was itself focused on the challenges and barriers faced by women entrepreneurs specifically. The President’s participation had the effect of increasing the visibility of economic issues, as here explained:

*The participation of the President of the Republic really helped with the national and international visibility of the project. It was not planned, and he was impressed by the first season of the TV reality show. He insisted on being on the second season. He spoke publicly about this in the national media, saying that it is a program that really encourages young people to participate in the economy.”<sup>15</sup>*

Lastly, some media outlets even took the unexpected, yet very positive, action of encouraging economic activities. Magazine Jimbere, a media platform run by young Burundians, is a good example of this. Thanks to the project, Magazine Jimbere first published two videos on the economic challenges faced by women and how they can overcome them, and then set up groups of women entrepreneurs in Bubanza and Gitega. The two videos attracted the attention of two Jimbere readers from Canada who pledged to financially support these women.

13. AP, key informant interview (July 2023).

14. “Lancement officiel du réseau des journalistes économiques du Burundi”, RTNB (2022) (Accessed on 10 August 2023).

15. AP, key informant interview (July 2023).

Change was not limited to media outlets, however, and also affected at least one government agency. The Burundian Revenue Authority (Office Burundais des Recettes, or OBR) is the institution in charge of tax levy, and its representatives qualify the partnership with the Tuyage project as a momentous opportunity that allowed them to educate citizens around tax citizenship with the aim of fighting fraud and corruption, which is one of the organization's priorities. Working with Search has enabled OBR, in their own words, to reach out to many taxpayers with key information thanks to diversification of communication channels. They call it a "win-win partnership" since Search tapped into their technical knowledge and OBR was provided with a medium where they could share the information and raise awareness.

OBR representatives went on to acknowledge that this partnership has partly enabled them to address the chal-

lenge related to the growing number of people operating in the informal sector. Many people are operating without tax identification numbers (TIN), which means that they do not pay taxes. The project allowed OBR to address this issue in a way and on a scale they could not do before:

*We entered this partnership with the expectation of being able to fight fraud by raising awareness around the rationale of paying taxes and duties. The barometer of our efforts was the increase in revenue from year to year, which can be observed looking at the tax compliance curve that describes an ascending movement. It is also encouraging, through our toll-free number, when we get phone calls from people who listened to our radio programs and ask for clarifications in relation to the content of one or another program. It is proof that people have heard and have taken on a serious note our messages.<sup>16</sup>*

## Reach, Resonance and Response

Under the Tuyage project a high number of shows was produced and the shows were diverse in terms of format. The diversity was a clear strategy to maximize listenership rates across the Burundian population. This section looks at the reach of the project's media programs, their resonance and the responses they created. In general, the findings are positive, though some areas of improvement have also been identified.

The data about listenership is generally positive, with some limitations. Listenership was measured in the community survey, and this showed that 48% of all respondents indicated having listened to programs by Studio Ijambo, and, separately, that 68% of them said they had heard about the Tuyage project.

Among those who indicated having listened to project media programs at least once, listenership rates were highest for "Duhane Ijambo" (Let's interact) radio program (35% of all respondents), closely followed by "Ndakwibarize" (Can we talk?) live radio program (30%) and "Sokwe!", a radio drama (at 27%). Listenership rates were lowest for "Urunani mu butunzi" (Unity in the Economy) radio program and "Umusi wa Siriviya" (Silvia's day), a TV and radio program (at 12% and 10% respectively). This can be seen in Graph 9 below.

There are indications, however, that community survey data is likely overestimating listenership rates on ac-

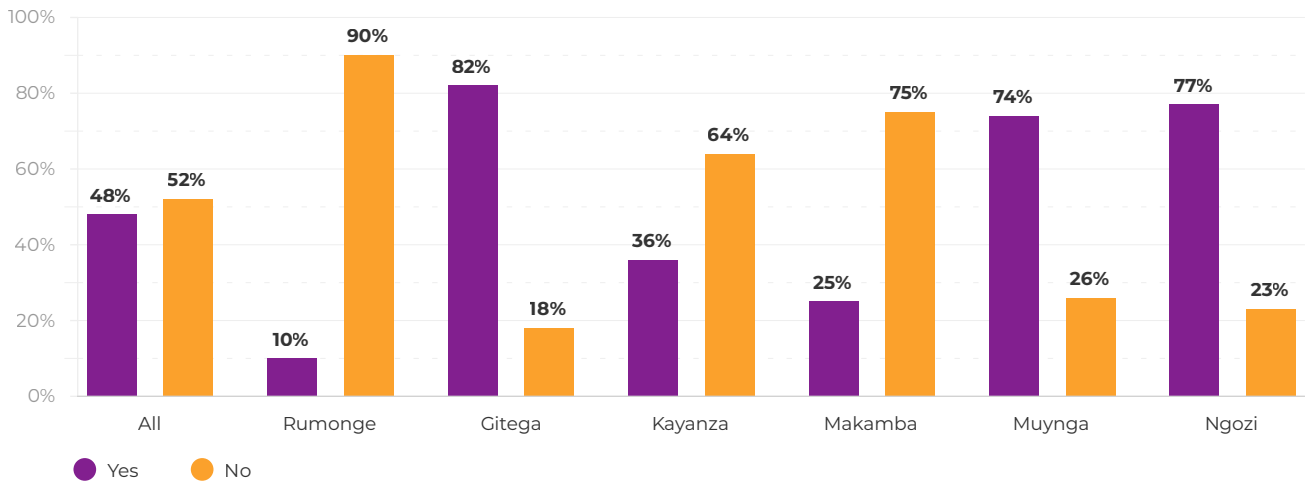
count of the fact that most of the respondents in the community survey were participants in the project. This can be confirmed by looking at the listenership data in the two specific locations where the majority of respondents were not aware of the project: in Rumonge, where 93% of respondents had not taken part in the project, the listenership rate was 10%; and in Makamba, where 75% of respondents were non-participants, the listenership rate was 25%. This data, which is visible in the Graph 7 above, suggests that the real listenership rate is thus likely to be between 35% and 10%, with differences from location to location. Also, only 4% of all respondents said that they listened to the programs "often", which is an important indicator of reach.

Listenership rates are in part linked to outreach. This is what comes out of our interviews. In Kayanza, for instance (and to a lesser extent in Muyinga) those interviewed indicated that listenership was negatively affected because participants there did not receive a radio and were not sensitized on the radio programs produced by Studio Ijambo. In provinces like Muyinga, Gitega and Ngozi, people seem to have shown more interest because of a combination of economic concerns linked to the rise in the cost of living, and the efforts through the listening clubs. The latter appear to have been effective at mobilizing women and young people's interest towards the economy. Listening clubs generated a lot of enthusiasm—overall, the number of clubs created

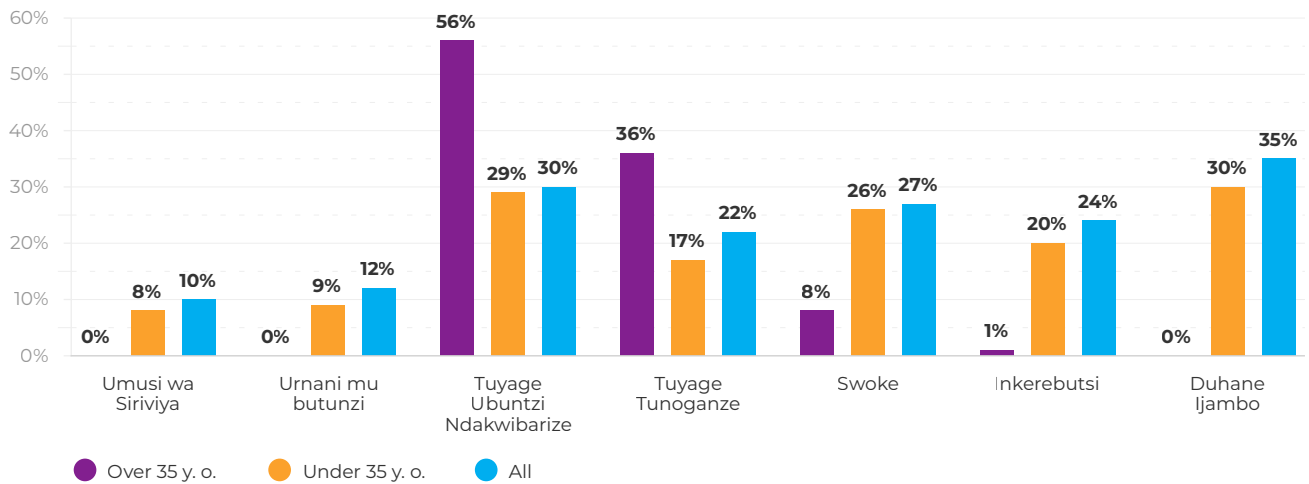
16. AP, key informant interview (July 2023).



Graph 8. Community respondents who said that they listened to programs broadcast by Studio Ijambo (overall and by location)



Graph 9. Listenership rate for specific media programs (overall and by age)



was much higher than the project had originally anticipated—and in some locations they led to the launch of income-generating activities.

Among those who tuned in, resonance was positive. As Graph 8 above shows, asked to indicate from “1 (not at all)” to “5 (completely)”, whether they agreed with the statement that they liked the episodes they heard, 80% of respondents in Gitega agreed (choosing “4” or “5”), as did 74% in Muynga and 77% in Ngozi.

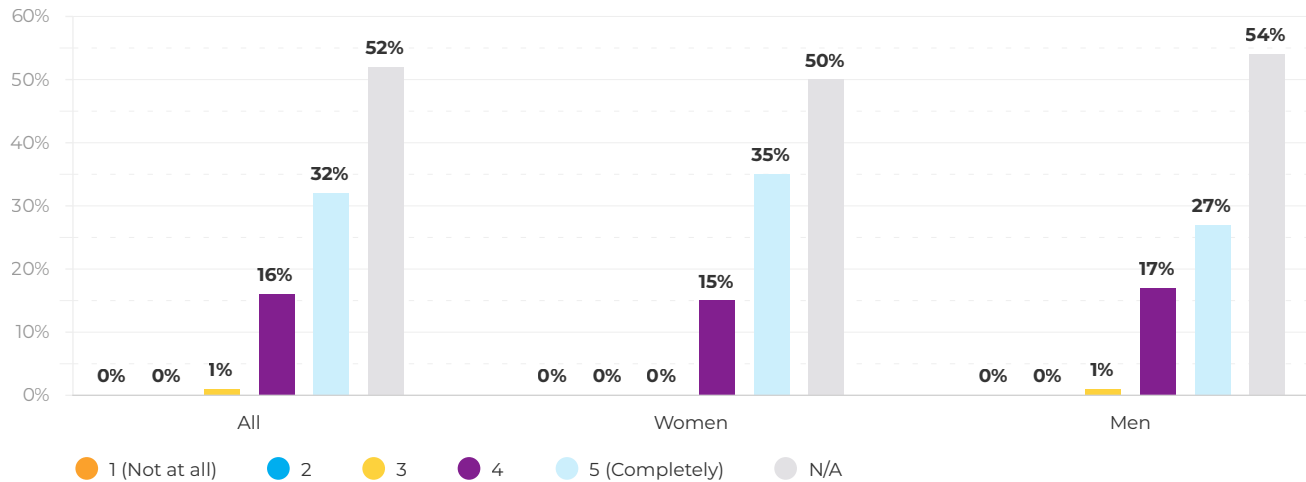
Another example: asked to indicate whether they agreed with the statement that the episodes they heard helped them to understand how the economy worked, 77% of respondents in Gitega agreed, as did 70% in Muynga and in Ngozi. Lastly, asked to indicate whether they agreed with the statement that the episodes they heard changed the way they thought about women’s partici-

pation in the economy, 80% of respondents in Gitega agreed, as did 74% in Muynga and 77% in Ngozi.

In terms of reach and resonance, it is also important to note that the survey shows significant variations in terms of age: young respondents indicated having listened to a wider selection of the programs disseminated, while older ones listened mostly to “Tuyage Tunoganze”, “Tuyage Ubuntzi” and “Ndakwibarize”. This is visible in Graph 8 above.

All the media produced and broadcast appear to have had a positive effect and helped the project to achieve Intermediate Results 1.3 (“Burundian citizens have increased access to information on economic issues and opportunities that address everyday concerns”) and 1.4 (“The terms of public debate in Burundi’s media have broadened from its traditional political, security/ eth-

Graph 10. Community respondents who indicated that they liked the episodes they heard (overall and by gender)



nized focus to the economy”). Radio broadcast was the most effective and efficient channel of information dissemination. As a matter of fact, during focus group discussions, some youths echoed this statement by acknowledging that it has enabled them to learn from others without so much investment since the information was channeled on radio stations, which made it available at their fingertips. In the voice of one young person:

*I heard the project of a young entrepreneur named Jean Marie from the Gasorwe commune in Muyinga province [through the radio]. The project was that of transforming natural fertilizer from a plant, and he uses it in tomato farming. I started to process this type of fertilizer myself and I quickly saw the results in my bean crops after applying it in my plantation. After listening to his testimony, I was lucky*

## Challenges

Several challenges were recorded, many which were dealt with effectively by Search and its partners. Others, however, affected the implementation of activities or the achievement of expected results.

In relation to the first component, one of the main challenges was with financial resources: journalists declared that the incentives provided were only directed to journalists participating in the project’s activities. Indeed the resources provided by Search, made a positive difference for some. But this was limited to those journalists targeted by the project, such as those selected to implement small grants, while many more journalists could not escape the challenges related to lack of financial resources.

*to meet him in one of the networking activities and we exchanged more.*<sup>17</sup>

Overall, the community survey also confirms that there is, now, a greater coverage of economic issues through the media. For example, the percentage of respondents who reported having access to media programs that address their economic concerns<sup>18</sup> went from 13% at baseline to 90% at endline. Then, the percentage of respondents who reported that radio coverage of everyday concerns includes balanced economic debates<sup>19</sup> went from 37% to 68%. Lastly, when asked if, since 2018, they saw an improvement in their access to quality media programs focusing on the economy, women’s inclusion and women’s rights, 95% of all respondents answered yes.

There was also high turnover among participating journalists, which some key informants have linked to the overall lack of funding in the media sector generally. Several journalists took part in training activities, but then changed jobs. And as they changed outlets, this created challenges in terms of relying on them to build awareness and capacities among their peers, the way the project had intended to do in order to impact the whole media sector. Overall, the project tried to overcome this challenge, but the scale of it remains large, which could be a useful lesson in terms of choosing a more hands-on approach for engaging journalists in future projects.

17. AP, focus group discussion (July 2023).

18. This is indicator PIRS 15 in the results framework.

19. This is indicator PIRS 16 in the results framework.



Similarly, the production of relevant media articles differed significantly depending on the gender of the journalists: asked how many articles, in the last three years, they had published on economic issues, 60% of male journalists said “more than 7”, compared to only 25% among female journalists (see Graph 3). This data points to significant cultural barriers within the media sector, which affected the project but were not influenced by it.

In relation to Tuyage’s second component, and specifically looking at the efforts with youth, these seem to have improved over time. Coverage of economic concerns held by this demographic group seems to have increased, but, according to data collected during the mid-term review, young people still felt excluded, although the situation has improved. According to the mid-term review, the project had at that point been able to establish partnerships that young people appreciated, but these were still rare. In the focus groups held for the final evaluation, however, the youth engaged had positive views of what they had been able to accomplish thanks to the networking opportunities created by the project. This is confirmed by the community survey data (See Graph 4 above). In this respect, Search seems to have been able to overcome the challenge.

On the third component, Kahawatu had a challenge with the engagement of men. The organization worked with women only and did not expect the negative response that they received from men, particularly the husbands of the women engaged in their activities. Initially, the men—usually the husbands to the women engaged in Kahawatu’s income-generating activities—were against their wives taking part in activities. There was a backlash, which Kahawatu did not expect and needed time to manage, which eventually did.

## IMPACT

Impact has been assessed using the Contribution Analysis methodology. This starts by looking at the project’s theory of change. A contribution story is then developed, which explains, according to Search, the contribution that the intervention made to achieving its intended impact. At this point all evidence is collected, which can either prove or dis-prove the links identified in the contribution story. Contribution Analysis is a rigorous approach to capture evidence of impact in complex set-

Women beneficiaries under this component also had very limited formal education. Many were illiterate. This made working with them complicated and more time-consuming than initially anticipated.

Time was indeed a difficult point for all income-generating projects. According to both project staff and participants, there could have been many more meaningful interventions under Tuyage, which would have empowered women significantly, but many of these were not possible within the limits of the project’s duration. As a result, projects were pursued and supported, which had an impact, but perhaps not as large as they could have had. An example shared was a project idea to build a food-storing facility, which at least one women’s association had found to be an effective solution to scale up their business. Yet, funding this initiative could not be considered because the timeline for building such a facility would have exceeded the one allowed under the Tuyage project.

Lastly, two more challenges should be recorded. The first is the Covid-19 pandemic, which erupted during the project’s implementation, and affected it in many different ways, in particular limiting the number of participants that could be engaged, and also leading to the postponement of many activities. The last challenge was the price of fuel, which increased significantly during the project and led to an increase in the prices of many goods and services like transport fees.

Indeed, it successfully captured this type of evidence in regards to the Tuyage project: measurements of broader (context-level) dynamics have all improved significantly, as Table 3 below shows. And evidence points to a role played by the project in driving this change. Some gaps remain, however, and the project’s specific contributions to impact are not always clear.

Table 3. Measurements of Selected Project Indicators (Impact-level)

| INDICATORS  | MEASUREMENTS |                        |         |
|---|--------------|------------------------|---------|
|   | BASELINE     | MID-TERM <sup>20</sup> | ENDLINE |
| <b>IMPACT</b>   |              |                        |         |
| Percentage of the population who collaborate with the “other” to address economic issues (PIRS 1)   | 62%          | 91%                    | 95%     |
| Percentage of the population who report that they feel free to openly discuss on economic issues (PIRS 2)   | 67%          | 84%                    | 94%     |
| Percentage of respondents who report that their economic needs are infused into the public discourse (PIRS 3)   | 40%          | 58%                    | 89%     |
| Percentage of respondents who report having access to channels for sharing grievances with “others” on shared economics concerns and opportunities (PIRS 4) | 35%          | 71%                    | 96%     |

## The Project’s Contribution Story and Evidence of Impact

Summarizing the Tuyage project’s theory of change, Search believed that by working with the media on one side and with young people and women on the other, discourse on economic issues could be positively influenced—making it more open and richer, and less polarized—and this in turn would strengthen social cohesion, by making discussions on social and political issues also more open and less polarized.<sup>21</sup>

Search’s Contribution Story can be therefore broken down into four pathways, so to speak, three of which reflect the project’s three components, while the last one covers the last step through which the impact of influencing politics and political culture would be achieved.

The first pathway is that there should be, thanks to the project, an influence of the media landscape, the result of the efforts to drive the attention of journalists across the country on economic issues, and the creation of the new media outputs and broadcasts focused on the economy. Secondly, there should be the creation of income-generating activities, which would represent a form

of economic empowerment for those young people and women (the few) directly engaged in project activities and a model for those (the many) who would be exposed to those examples through media. Thirdly, specific targeting of patriarchal norms and gender discriminatory practices would empower women both within the project’s target groups, and also across society. And lastly, the establishment of a more balanced discourse around a national topic, in this case the economy, would contribute to building social cohesion by transforming the political debate, fostering a culture of open discussion and helping to expand civic engagement and increase dialogue across divides.

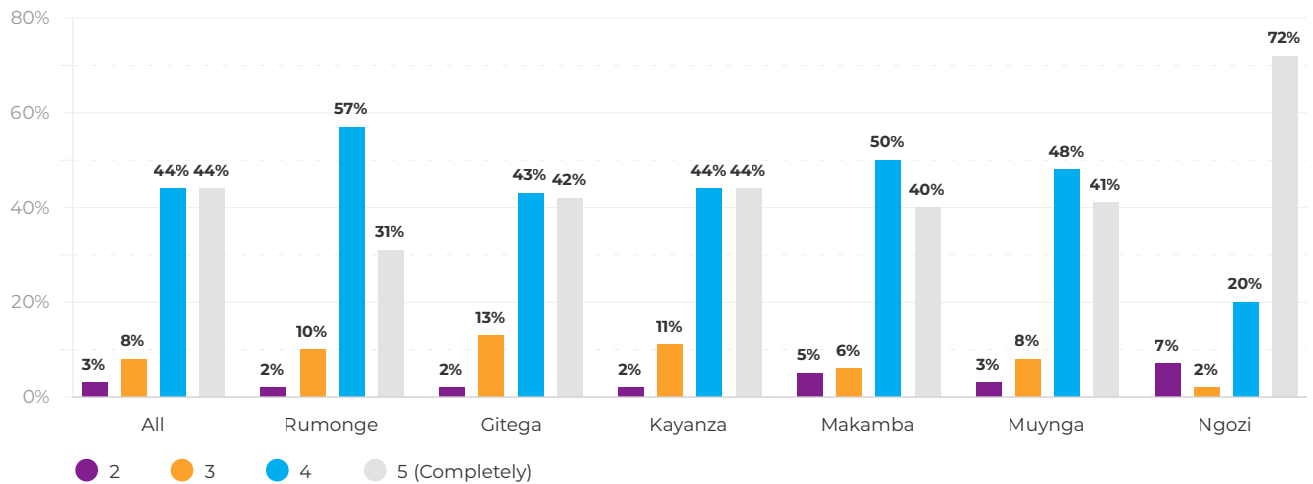
Search’s Contribution Story can be validated only if all these four pathways are validated. And the starting point is actually given by the last pathway, where there should be evidence that shows that the public debates on the economy on the one side, and on politics on the other, have changed, and changed for the better. These are difficult dynamics to assess in general, let alone in the context of a project evaluation like this one, but some positive data has been found.

20. Percentages refer only to respondents who indicated having listened to project media programs.

21. The project’s theory of change, from the amended proposal, is that: If Burundians across political, geographic, and ethnic divides are provided with the opportunities to build trust and to meaningfully participate in inclusive dialogue on the economy, livelihoods, and entrepreneurship through platforms such as media and entrepreneur networks; and If these platforms (of media, economic actors, entrepreneurs) are equipped to conduct vibrant dialogue, fact-based/statistic driven analysis, and constructive debate on the economy that elevate awareness, literacy, and discussion of economic issues among citizens; and If social norms and cultural barriers that limit women’s access to economic opportunities are reduced, Then discussion about the economy will infuse politics and political culture, with greater calls by citizens for accountability on and gender inclusion in the economy; and lead to a more substantive and technical political discussion that better recognizes and responds to women’s rights and needs.



Graph 11. Community respondents who agree that, since 2019, civic engagement, dialogue among divided groups and social cohesion have been strengthened in the country (overall and by gender)



The Burundian context has changed, and generally for the better. The measurements of a number of goal-level indicators, with data from the community survey, confirm this. Take the data from Table 5 above: the percentage of the community survey participants who indicated that they collaborated with the “other” to address economic issues rose from 62% as measured in the baseline survey to 95% at the evaluation. Similarly, the percentage of the population who reported that they felt free to openly discuss economic issues went from 67% to 94%. Finally, the percentage of respondents who report that their economic needs are infused into the public discourse went from 40% to 89%.

These are very positive changes, remarked across the entire sample of the community survey. Importantly, they are registered both among respondents who took part directly in project activities, and respondents who did not. As such, they represent evidence of exactly the type of impact envisioned by Search through the Tuyage project.

At the same time, there are indications that some of these changes might have occurred outside of the project, and independently of it. The positive changes are, in fact, the same both across participants and non-participants. In locations like Rumonge, for example, where the listenership rate was 12%, people’s attitudes and perspective of public debates changed, and they changed not because of the project, but because of other forces. In this sense, it might therefore be the case that the project itself, to an extent, benefited from these forces rather than caused them.

The relative importance of the Tuyage project might also be confirmed by answers to the question of whether, from “1 (not at all)” to “5 (completely)”, respondents agreed with the statement that, since 2019, civic engagement, dialogue among divided groups and social cohesion have been strengthened in the country. Overall, 88% agreed, choosing either “4” or “5” (with no major gender, age or location differences). This suggests that people do see an improvement in the overall situation.

Just as importantly, some dynamics have changed, but remain problematic. For example, survey respondents were asked if they thought that radio coverage of daily concerns included balanced debates about the economy: in this case 68% answered “yes”, again suggesting a positive outlook, but significant differences were recorded by location: those who said “yes” were 53% in Rumonge, compared to 72% in Gitega and 93% in Ngozi. Regional differences exist, and the outlook has improved more in some locations than in others.

What remains undeniable is how through radio programs such as “Tuyage Tunoganze”, which were animated by professionals in the economic sector, the project has allowed to share well documented and composite messages on different economic themes, as well as increase the interaction with information consumers who got the opportunity to ask questions. What remains to be assessed, as the evaluation could ultimately do this, is the quality of the information made available. For instance, the community survey suggests that those exposed to the project appreciated the new information, as demonstrated in various graphs included in the report: the assumption, however, is that these people were, by

and large, people with little to no prior exposure. On the other hand, different economic actors among those interviewed for the evaluation continue to think that the quality of the information provided has not always been of the highest level, as journalists in Burundi are still not sufficiently and technically equipped to cover economic issues. Assessing the impact of the project would, in this regard, require an assessment of the quality of the information available on the economy, but this was not part of the evaluation's scope.

## Evidence of the project's contribution to impact

Evidence to support the Contribution Story has been sought, and, positively, some has been found. The Tuyage project came in to challenge social norms through the different sensitizations that were held and also through the capacity strengthening activities. The project has been an eye opener to many: women who used to practice self-discrimination understood that they can also lead socio-economic transformation of their communities and households and men acknowledge that women's participation in, and contribution to, household's projects is essential to their effectiveness. Journalists have more knowledge and greater skills, and have put these to use in creating new content on economic issues. The media programs reached a wide audience. All of this was recognized by many stakeholders, including from the government:

During the various workshops in which I was able to participate, there were invited couples whose husbands testified to their bad behavior in the management of family assets, who did not want to see their wives participate in associations, hold money, etc. But with the Tuyage project, as the name suggests, such behaviors have changed, and the couples who participated in the project live in harmony.<sup>23</sup>

Most of this evidence comes from the efforts under the media component. The work led by Search singlehandedly led to the creation of content that was previously unavailable, if not even existent. This started with the engagement of a high number of journalists and media sector professionals, but was more evident still in the production and broadcast of the wide array of media programs. Confirming this, Search also indicates that a

If the overall status of public discourse on the economy, and other issues beyond it, seems certainly better than what it was at the start of the project, and while there seems to be an increased attention, compared to the past, on economic issues, so-called "smoking gun" evidence of the project's contribution to these improvements remains lacking.<sup>22</sup> This is not a dis-confirmation, however, but only an acknowledgement that the specific evidence necessary to prove this connection has not yet been found.

report was shared with them by the National Communications Council, in which the Council acknowledged a clear increase in the media coverage of economic issues.<sup>24</sup> Lest it is not forgotten, there is also the creation of REJEBU, the network of Burundian economic journalists.

There is also evidence that points to the contributions made by the project to improving the specific situation of women, through the efforts led by Kahawatu and CRS. "We have the stories", said a project staff representative, "the men say that [before] they saw their wives as consumers, as people under their responsibility, but now the men say that they themselves engage in daily chores so that their wives can go to the [income-generating] associations and be trained."<sup>25</sup> The partnership with both organizations has indeed been impactful according to nearly all of the project's participants. Lastly, the participation of the country's President to Search's reality TV show was incredibly powerful, and a testament of the attention and popularity that some of the media programs produced under the project have been able to attain.

Yet, there is also evidence that undermines some parts of the Contribution Story. The work with journalists, while impressive, did not ultimately influence the whole media sector. A considerable number of the journalists involved, because of turnover, were not able to commit to passing on the skills they learned through the project. This was noted for example in Tuyage's Applied Political Economy Analysis (APEA), which revealed that the improvement in regards to journalists' capacities was not necessarily noticed outside of the project's partners. Moreover, journalists themselves still tend to choose top-

22. In theory-based evaluation approaches, smoking-gun evidence refers to evidence that concurrently confirms a theory's contribution and dis-confirms all alternative ones.

23. AP, key informant interview (July 2023).

24. This was confirmed by multiple sources, but document could not be reviewed during the evaluation.

25. AP, key informant interview (July 2023).



ics that are not politically sensitive. The listenership data also points to a large audience, but not deep engagement (or active listenership): as mentioned before, only 4% of community survey respondents said that they listened to project media programs “often”. The project also fell short in terms of the number of female journalists (96) it reached.

There are then the indications that income-generating activities were too short and limited geographically. CRS, for example, worked exclusively in Ngozi province. Kahawatu worked with hundreds of women, but they are the first to admit that the correct scale, for such a project to have impact, would be to work with thousands of women. Equally important, while it has been voiced in various focus group discussions that men are no longer a barrier to women’s economic development, this is not felt to be the same everywhere. In some instances, men support that their wives participate in savings’ associations, but reserve the power of deciding how to use the money from those activities for themselves. This was mostly felt in the South of the country, more precisely in Makamba province (Makamba commune).

All of this information points to the Tuyage project having made a contribution to impact, but this contribution

## Role of media component

As part of its mandate, the evaluation was interested in assessing the specific role that the media component has played in contributing to the project’s impact. Overall, it is clear that Search’s staff is generally happy with how the project engaged the media, and they have every right to be: as discussed in the previous sections, all outcomes under the first component were achieved, and significant unexpected positive results were also registered.

Search produced different media programs thinking that this variety would be an added value, in terms of reach and resonance. This was true. The community survey data indicates that different programs reached different people, confirming the validity of the chosen strategy. The different formats also created different opportunities for feedback and engagement. The efforts with journalists were transformative and high-quality. All of this has arguably made this component the central component in the project’s theory of change, with a potent mix of both quality and scale.

There are, however, a few areas where improvements could be made. The data collected during the evaluation points to challenges represented by the turnover among

remains limited in some aspects. Individually, the first pathway was the most successful, and Search certainly influenced the media coverage of economic issues in Burundi. Yet, the project seemed less effective at influencing the quality of the discourse, and the participation of women journalists was low. The second pathway was also successful, but limited by the relatively small scale of activities. The third pathway was effective in changing the attitudes and practices of a large part of those the project engaged directly, and in drawing attention to the issue of women’s inclusion. Whether norms shifted remains, however, unclear and these shifts take much longer than the project’s lifetime.

The missing link remains between these three pathways and the fourth one. Public debates on the economy might have shifted: the evidence is clear about this. And social cohesion has improved, according to some indicators. Yet, there are indications that this change might be due to larger factors at play, which might have benefited the project itself. Ultimately, there remains a gap in the information around whether a more balanced debate on the economy has helped those exposed to it to enjoy greater social cohesion, to be less divided and collaborate more. The evaluation could not confirm nor dis-confirm this.

participating journalists, the listenership rate of media programs, and also the engagement of women journalists specifically. These are aspects that have affected the component’s contribution to impact, creating in particular some dissonance with the third component.

Another area for improvement is indeed how the media component was integrated with the other components, in particular the third component. According to the project’s logic, income-generating activities were meant to provide examples that could be used, through media, to create models for other beneficiaries to follow. This in part has happened, but the synergy seems to have remained limited to activities managed directly by Search, such as the listening clubs and the media programs. The evaluation found no evidence that Kahawatu and CRS were themselves involved in the design, dissemination or use of the media programs. This is understandable in part, given that they were brought on board at a later stage of implementation. By their own admission, however, once part of the project, no efforts were made to incentivize the use of Tuyage media programs in their activities, even though Kahawatu and CRS were the first to recognize the need to work through media to change public discourse and influence norms.

## Peace Impact Framework (PIF) Indicators

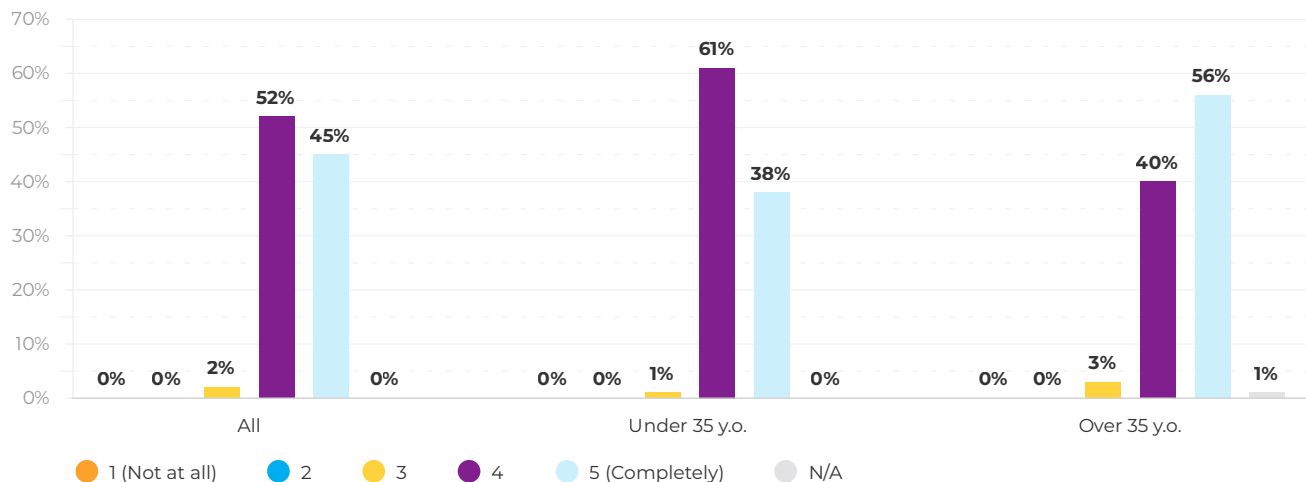
Under impact, attention should be given to the indicators from Search’s PIF. As described in the introduction, the Tuyage project falls under two PIF areas: personal agency and institutional legitimacy. Personal agency was first measured through a specific question in both the community and media surveys. As the graph below shows, measurements are very positive: asked to indicate from “1 (not at all)” to “5 (completely)”, whether they agreed with the statement that they can make a positive contribution in their community, 98% of all respondents in the community survey and 76% of all respondents in the media survey agreed (choosing either “4” or “5”)—see Graph 12 below. Similarly, asked whether they take actions in relation to issues they care about, 92% of respondents in the community survey and 96% of respondents in the media survey said “yes”.<sup>26</sup> These are very positive measurements that are well aligned with all the findings presented before. If the positive numbers apply to both participants and non-participants, the project might have had a role in making those who took part in activity more confident. This can be seen in Graph 13 below, which shows answers to the question of whether community respondents take actions in relation to issues they care about, but broken down by location. Answers are more positive in locations where the respondents were mainly project participants: in Kayanza, for example, 53% of all respondents chose “5” compared to only 27% in Rumonge, where respondents were mainly non-participants.

Similarly, in Ngozi respondents were mainly project participants and the number is 61%; in Makamba, where they were mostly non-participants, it is 35%. Ultimately, the people who took part in the project benefited from it. They were empowered.

**The community survey in particular shows that people are more confident in the quality of public debates on economic issues, which can be treated as a proxy indicator of trust.**

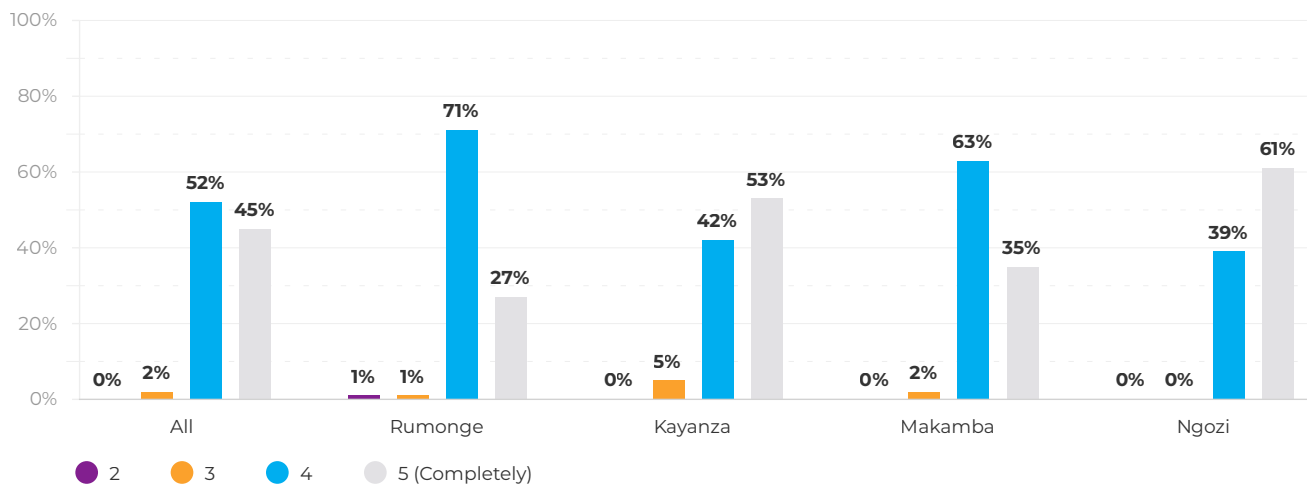
Institutional legitimacy also improved, according to the data from relevant (context-level) indicators, which has been discussed in the previous sections. The community survey in particular shows that people are more confident in the quality of public debates on economic issues, which can be treated as a proxy indicator of trust. They report having more information than they used to have. They also believe social cohesion is better now than it was in 2019. As the analysis of the Contribution Story shows, the Tuyage project contributed to some of the broader dynamics concerning social cohesion, for example in terms of how people now have more positive views of the political situation.

Graph 12. Community respondents who agree with the statement that they can make a positive contribution in their community (overall and by age)



26. There are no baseline measurements for these indicators.

Graph 13. Community respondents who agree with the statement that they can make a positive contribution in their community (overall and by location)



## SUSTAINABILITY

In general, some results will remain after the end of the project, but challenges remain to achieve sustainability.

Under the first component, media partners and journalists who took part in the project have launched media programs of their own, without Search's support. For example, as noted by a staff representative, "in the country's South, a journalist has produced a program on fisheries, which is broadcast regularly."<sup>27</sup> This is just one example of several that were collected during the evaluation.

Participating media outlets appreciate the different capacity strengthening initiatives delivered, since gender aspects are still a new subject for the sector and many journalists are not always comfortable while tackling such subjects. At UMUCO FM, for instance, they used to have only one journalist who used to produce media contents on discriminatory social norms and cultural barriers, but now the number of staff who can cover that topic has increased. UMUCO FM has continued in the same vein to broadcast programs on social norms and cultural barriers.

There is also now the national network of economic journalists called REJEBU. This is an independent entity,

which has been recognized by, and is already working in partnership with, the Burundian Ministry of Communication. REJEBU has launched several activities, including the organization of awareness-raising events, and it has committed to provide training opportunities for journalists. Whether it can do this regularly in the future remains a question, and something perhaps that should continue to be monitored in future evaluation efforts.

The project has helped to create resources that are currently being used and will likely be used in the future also. Specifically, there are manuals that those managing, or thinking about creating, listening clubs can use beyond the end of the project. Whether and how often these resources will be used is, again, something that should continue to be monitored in future evaluation efforts.

The listening clubs represent a sustainable model. To begin with, they are easily replicable: Search only created 50, while 200 more were created by women themselves. Secondly, there are indications that some of them continue to meet regularly. Some groups have then developed savings associations or launched income-generating activities, as previously highlighted. These two activities have indeed created opportunities for the groups to meet not just regularly, but also frequently.<sup>28</sup>

27. AP, key informant interview (July 2023).

28. This finding is based on the interviews and focus group discussions with people who have knowledge about the workings of some listening groups. They are therefore reliable sources, even if indirect. At the same time, the evaluation could not confirm the regularity or frequency of the meetings for all groups, and it is likely that some are working as indicated by key informants, while others are less active. This is something that should continue to be monitored in future evaluation efforts.



The sustainability of the media programs is harder to assess. Even though the radio broadcasts have proved to be efficient and effective in terms of reaching many people with the same message, their life span after the project is potentially short. Currently, the broadcast of many of the programs produced under Tuyage is continuing under other projects being implemented by Search in Burundi. Beyond projects, however, broadcasts might remain limited, as they would need to be paid for, and there presently is no mechanism to do this outside of projects. Similarly, the evaluation found that there is no clear schedule on how the technical information previously disseminated through the project will remain vivid within the minds of those who already heard about it or reach those who have not yet heard about it.

On the second component, project participants feel that the gains from jointly implemented projects will be sustained; and there is evidence that seeds sown have so far provided fruits and are still doing so. For example, after joining the listening clubs and creating savings' associations, women engaged in different focus groups said that they now have implemented income-generating initiatives and generating profits. In the community survey, 96% of respondents also confirmed that they can now contribute to household daily expenses. This is a view shared also by some government stakeholders, including from the Ministry of Communication, who believe that the changes induced by the Tuyage project, in terms of women's financial independence, will be "everlasting"<sup>29</sup> since women have understood that they can propel family changes by investing in income-generating activities. Search's engagement with national authorities has indeed helped sustainability, as highlighted by a project staff member:



**In the community survey, 96% of respondents also confirmed that they can now contribute to household daily expenses.**

29. AP, key informant interview (July 2023).

30. AP, key informant interview (July 2023).

*Burundi has a national development plan, for the period from 2020 to 2027, and under Tuyage a training was held in 2020 involving the ministries responsible for the plan. Because this is an existing document, we wanted to make it public and show people the priorities of the government, and also promote networking between public and private institutions. The government drew inspiration from what was done under Tuyage and is now doing something similar on other issues, like food security.<sup>30</sup>*

This is a positive outlook, especially when taken together with the participation of the country’s President, which has been discussed before. And the outlook is important for sustainability because the perspectives come from representatives of institutions that will continue to work on the same issues after the end of the project.

Sustainability is not the same in all locations, however, and some focus group participants already noted that in locations that border countries like Tanzania and Rwanda, sustainability will be more limited. In one example, some noted how an association created through the project has stopped working, since members are no longer in the country. For the time being, the association’s assets are being utilized by the few members who have remained, but the latter have not even thought about expanding the association by giving access to new members. And although project participants feel that projects jointly implemented through the savings’ associations will continue to evolve, they have a different opinion on how public dialogue will be sustained. In their view, the

latter happened mostly thanks to Search and the events and efforts they organized, while there is no initiative from project participants to organize such gatherings in the future.

A level of sustainability was reached also in relation to the third component. Some of the media professionals confirmed that they will continue to pursue their role of putting the “spotlight” on women entrepreneurs who are excelling in the economic sector, by highlighting their challenges and proposing solutions. Some journalists also said that they are still participating in public debates, for example organized by PAEEJ, where they are discussing entrepreneurship.

Kahawatu’s work is sustainable: the over 400 women engaged by the organization are still very much organized in associations and pursuing their income-generating activities, and these will continue to be operational independently from the project. There are then indications that CRS’s positive masculinity approach has also generated unexpected enthusiasm, which will sustain what the project has, for now, only been able to start. The Smart Couple approach has also achieved a measure of sustainability, albeit in a different way. In Ngozi province, CRS has engaged with the Provincial Directorate for Family and Social Planning (Direction provinciale de développement familiale et sociale, or DPDFS), in using this approach. The DPDFS has been impressed and has been integrating it in its work even after the project’s end.

## SAFEGUARDING AND INCLUSION

Opportunities for participants to provide feedback to implementers were provided across all components. Under the first one, for example, listeners were provided a chance to comment on media broadcasts through a dedicated media program. According to Search staff, some feedback was received, but nothing sensitive: mostly it was about a lack of understanding of the issues covered in the programs. Kahawatu and CRS also had their own feedback collection systems, and there was coordination among all partners.

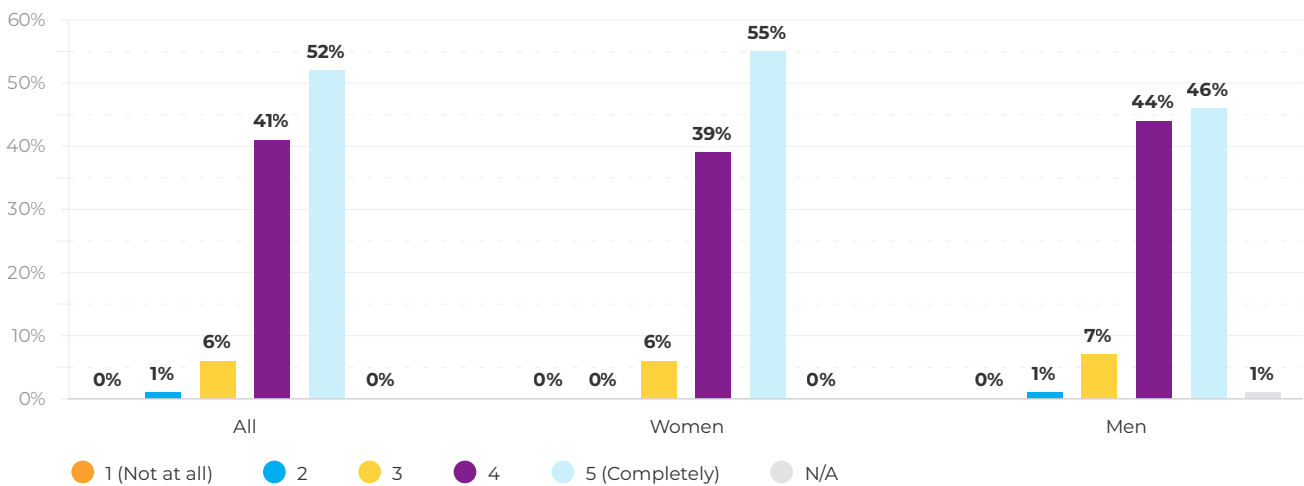
The system proved effective for project participants, who, according to community survey data, felt safe and valued: asked to indicate from “1 (not at all)” to “5 (completely)”, whether they agreed with the statement that their voice and opinions were valued in the project, 93% of all respondents agreed (choosing either “4” or “5”)—see Graph 14 below. When asked to say whether they agreed with the statement that they felt safe in taking part in activities under the project, 86% agreed.

## SEARCH FOR COMMON GROUND

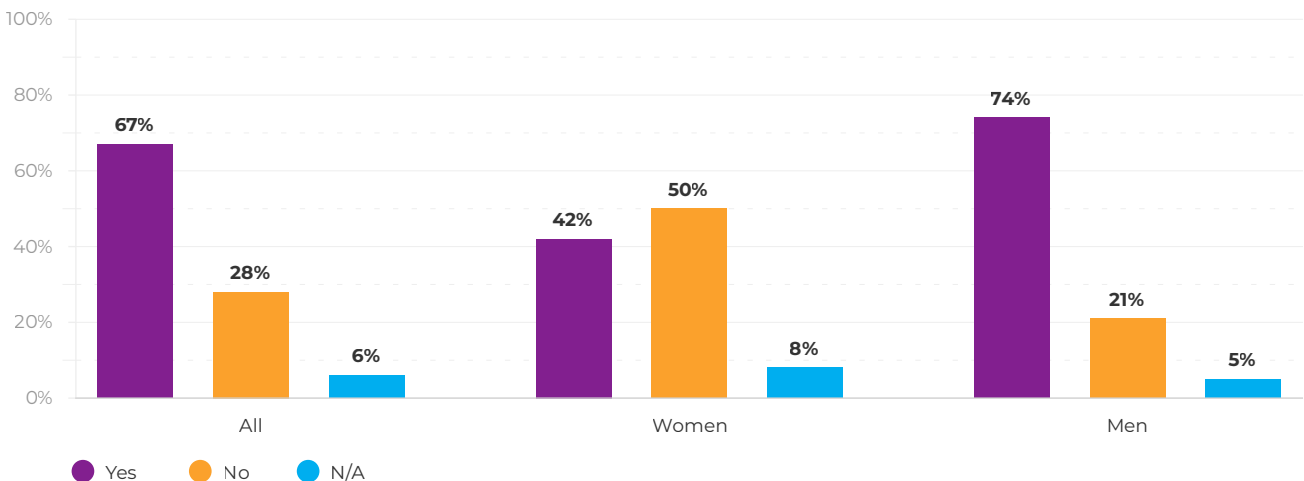
And asked if they knew how to alert any form of discrimination or preoccupation that they or someone else could have in relation to their participation in the project's activities, 68% said yes. The same questions were put to the journalists and professionals who took part in the media survey, and the findings were also positive, although with some limitations. When journalists were asked to indicate whether they agreed with the statement that their voice and opinions were valued in the project, only a bit more than half of respondents (57%) agreed.

Feelings of safety were very high: asked to indicate whether they agreed with the statement that they felt safe in taking part in activities under the project, 83% agreed. However, asked if they knew how to alert any form of discrimination or preoccupation that they or someone else could have in relation to their participation in the project's activities, 67% said yes, but only 42% among women journalists (compared to 74% among their male peers)—see Graph 15 below. This is an aspect that should be considered attentively in all future endeavors.

Graph 14. Community respondents who agree with the statement that their voice and opinions were valued in the project (overall and by gender)



Graph 15. Journalists who indicated that they knew how to alert any form of discrimination or preoccupation that they or someone else could have in relation to their participation in the project's activities (overall and by gender)







## Lessons Learned

Some lessons learned have been identified through the evaluation, which should inform future efforts in similar programs, by Search or any other organization working to promote peacebuilding and strengthen social cohesion in Burundi.

The first lesson learned is that structural barriers to journalists' engagement should be addressed. The media landscape is an area that is not at all stable in terms of maintaining human resources. Some of the media professionals who have benefited from the project's training opportunities, or who have acquired experience in different thematic areas discussed during the project, have migrated to other professions. This is a common trend in a sector that remains poorly funded, and which can also put journalists at risk, especially when covering sensitive issues. In response to this, what the project did—providing sub-grants and launching media competitions—was successful. It was so successful, in fact, that more should be done in the future.

Secondly, the variety and complementarity of the different media programs gave Burundians increased access to economic information that affected their daily lives. This was a formal strategy that Search adopted, and it worked. The number of different shows helped to reach different people, and also contributed to increasing the diversity of the media coverage of economic issues. This strategy should inform the development of all future strategies focusing on media dissemination, taking into account also the limitations identified in the evaluation.

Thirdly, all the approaches used—the Common Ground Approach, the Positive Masculinity approach and the Smart Couple approach—were individually effective and necessary. The Positive Masculinity approach has shown in particular to be effective and necessary to influence norms that are ultimately put in practice by men. And indeed, a general lesson learned is that it is necessary to include men in activities to reduce social barriers limiting women's economic participation and empowerment. Similarly, the integration of the media activities and the income-generating activities shows strong potential. Yet, this integration needs to be reviewed in line with the findings from this evaluation, which hint at the need to think more carefully about the scale of the different components (and therefore how many people are exposed to the different approaches).

Lastly, the final lesson learned is about partnerships. A multi-component project like Tuyage could not have been as effective or as sustainable without the partnerships between Search, Kahawatu and CRS. These have been complementary, in the true sense of the word: each partner brought its own expertise to the project, and each partner's approach contributed to the efforts of the others. These have much more potential, however, which the evaluation's findings will hopefully contribute to realizing, in future similar endeavors.





## Conclusions and Recommendations

The Tuyage project was an ambitious project. It set out to influence public debates on the economy while also influencing social norms around the inclusion of women, and it wanted to make a contribution to social cohesion in Burundi more broadly. To the project's credit, Search and its partners successfully achieved most of the project's expected outcomes. Even more, they achieved significant unexpected positive results, including the participation of Burundi's President, an indicator that truly epitomizes the visibility and reach that the project attained. This was indeed a successful project, which proved to be very effective, made important contributions to impact and scored well also in terms of sustainability.

As an ambitious project, it was also a challenging project. Perhaps the greatest challenge was with scale: the first component had the resources to influence an entire sector, the media sector, and largely did so. The other components, however, did not have the resources to engage more than small groups of young people and women in need of economic support: these were empowered by the project, but the numbers of those facing the same needs remained high, and the scale of project activities was too limited.

The Tuyage project's overall contributions to impact are such that they justify the need to continue engaging on the same issues, with the same target groups and leveraging the same partnerships established in the course of the project. The evaluation's findings point to areas that, if improved, can make sure that those contributions are increased. It is in support of this that the following recommendations are made:

### In relation to the first component:

- » Search should consider expanding financial assistance to strengthen retention rate among journalists participating in the project's activities. Lack of financial resources for journalists was identified as a major constraint for the project, especially for the ones not directly targeted by the project's activities. This is a key lesson learned, as such support is necessary to balance structural weaknesses in the media sector, weaknesses that affect the participation of journalists even when they are personally committed. Continuous financial support, in the form of output-based stipends or sub-grants, could also help with reducing turnover, although more sustainable options should be discussed with the relevant Government and private entities.

- » Professional exchanges for journalists turned out to be key to responding to a structural challenge in the media sector: the lack of professional development opportunities. In this respect, expanding these exchanges or finding sustainable ways of continuing those would prove important to make these changes enduring.
- » Search should focus on strengthening the participation of women’s journalists, and on developing activities which specifically support women in writing articles. Search could, for example, commission a specific analysis of gender-based barriers in the media sector, which could help answer the question of why women publish fewer articles than their male peers. Then, it could empower women journalists by engaging more of them, as an example, or by providing women-only fellowships or other dedicated forms of program support.
- » Search and its partners should pilot ways to support the mobilization of people beyond economic issues, as engaging with authorities remains a challenge for young people specifically, and Burundians at large. Future projects should include incentives that project participants can use to launch instances and start dialogues with authorities. Incentives could include advocacy-focused sub-grants, which listening clubs or savings’ associations could access if they believe that they have an opportunity or need to engage authorities.

### In relation to the second component:

- » Search, its partners and donors should continue to make economic information available to young people. This could happen by continuing to disseminate information through media, and also by continuing to provide training opportunities, by seeking synergies with other ongoing projects. For the media programs, it is not clear whether there is a plan to continue broadcasting the programs once the project ends. In this respect, discussions should be initiated with the relevant media outlets and Governmental institutions to discuss possibilities of continuing broadcasting Tuyage radio and television programs following the project’s closure. Additionally, now that partnerships with key institutions have been created (with ORB, for example, or PAEEJ), Search could consider leveraging these to provide accompaniment to young people who have embarked on entrepreneurial activities.
- » The timeframe set for the implementation of income generating activities was too short to realize some of the more sustainable initiatives that were proposed by applicants and participants. For future projects, it would be important to take this aspect into account while planning for such activities. Moreover, Search and its partners should pilot co-designing exit plans with participants to income-generating activities: this would empower them and contribute to promoting the sustainability of results.

### In relation to the third component:

- » Search and its partners should review and adapt the sequencing of its different approaches, in order to avoid and pre-empt backlash from men. The Positive Masculinity and Smart Couple approaches should be used before the women’s economic empowerment approach.

### In relation to project management, coordination, safeguarding and inclusion:

- » The listenership survey that the organization completed in August 2021 provided relevant insight on how to strengthen the listenership rate and improve the quality of media programs to increase resonance and response. A strong media monitoring system set up since the project’s inception and embedded in the project would have allowed for this information to be gathered earlier and more regularly.
- » Search should maximize communication and synergies with partners around the media program. Where possible, coordination meetings among the partners should be set up early enough so that the design of new programs could inform their activities. In the same way, these coordination meetings can also be the opportunity for partners such as Kahawatu and CRS to exchange information and experience from their work in the field, which could in turn inform the design of new programs.
- » Search should continue improving its safeguarding mechanisms and ensure that a clear participants’ feedback mechanism is in place, through which safeguarding issues could be reported. Some suggestions include carrying community accountability assessments prior to program implementation to understand if chosen safeguarding channels are suitable to community members, or customizing channels to specific groups, which could be the relevant option for women journalists, for example.



# Appendices

## ANNEX 1: INDICATOR MEASUREMENT TABLE

| INDICATORS  | MEASUREMENTS |                       |                  |
|---|--------------|-----------------------|------------------|
|   | BASELINE     | MID-TERM <sup>1</sup> | ENDLINE          |
| <b>IMPACT</b>   |              |                       |                  |
| Percentage of the population who collaborate with the “other” to address economic issues (PIRS 1)   | 62%          | 91%                   | 95%              |
| Percentage of the population who report that they feel free to openly discuss on economic issues (PIRS 2)   | 67%          | 84%                   | 94%              |
| Percentage of respondents who report that their economic needs are infused into the public discourse (PIRS 3)   | 40%          | 58%                   | 89%              |
| Percentage of respondents who report having access to channels for sharing grievances with “others” on shared economics concerns and opportunities (PIRS 4)   | 35%          | 71%                   | 96%              |
| <b>OBJECTIVE 1 (ACCESS TO INFORMATION)</b>  |              |                       |                  |
| Percentage of media professionals trained who demonstrate knowledge on how to peacefully report on economic issues (PIRS 5)   | 0%           | Not available         | 59%              |
| Percentage of targeted journalists and other media representatives demonstrating application of human rights principles in their work (PIRS 49)   | 0%           | Not available         | 44%              |
| Percentage of respondents who trust media in providing reliable information on economic issues (PIRS 6)   | 75%          | 79%                   | 90%              |
| Percentage of journalists who can cite at least one instance where they have reported on the Burundian economy at the regional level (PIRS 9)   | 32%          | Not available         | 85%              |
| Percentage of trained media professionals with less than two years of experience who believe that they have the skills to facilitate constructive economic debates via their outlet (PIRS 10)         | 0%           | Not available         | 48% <sup>2</sup> |
| Percentage of respondents who report having access to media programs that address their economic concerns (PIRS 15)   | 13%          | 82%                   | 90%              |
| Percentage of respondents who report that radio coverage of everyday concerns includes balanced economic debates (PIRS 16)  | 37%          | 36%                   | 68%              |
| Percentage of the population that feels they can discuss economic issues in public (PIRS 22)  | 67%          | Not available         | 94%              |
| Percentage of respondents who report having participated in public debate around the economy, politics and/or elections on media platform and/or entrepreneur networks in the last 6 months (PIRS 23) | 0%           | Not available         | 65%              |

| INDICATORS   | MEASUREMENTS  |                       |                            |
|--|---------------|-----------------------|----------------------------|
|  | BASELINE      | MID-TERM <sup>6</sup> | ENDLINE                    |
| <b>OBJECTIVE 2 (ECONOMIC DISCOURSE)</b>  |               |                       |                            |
| Percentage of surveyed journalists who feel confident to cover sensitive issues related to Burundian economy and politics issues at the regional level (PIRS 34)   | 80%           | Not available         | 52%                        |
| Percentage Burundian citizens who feel that the public debate on economic issues supports informed economic policies (PIRS 35)   | 50%           | 76%                   | 67%                        |
| Percentage of Burundian citizens who report understanding key economic issues affecting their livelihoods (PIRS 40)  | 78%           | Not available         | Not available <sup>3</sup> |
| Percentage of Burundian citizens who report having opportunities to dialogue on key economic issues affecting their livelihoods (PIRS 53)  | Not available | Not available         | 89%                        |
| <b>OBJECTIVE 3 (WOMEN'S INCLUSION)<sup>4</sup></b>   |               |                       |                            |
| Percentage of media professionals who demonstrate increased skills in producing content that supports the transformation of discriminatory social norms and cultural barriers for women, disaggregated by sex and medium.          | Not available | Not available         | 70%                        |
| Percentage of media professionals who believe they have the confidence to transform discriminatory social norms and cultural barriers for women through their work and within their institutions, disaggregated by sex and medium. | Not available | Not available         | 69%                        |
| Percentage of audience who report that they have increased access to quality programs on gender inclusion in the economy and women's rights.   | Not available | 51%                   | 73%                        |
| Percentage of targeted audience of media programs and participants in outreach activities who demonstrate support for women's inclusion in the economy and gender equality.  | Not available | 93%                   | 98%                        |

## ANNEX 2: EVALUATION TOOLS

### Questionnaire for Key Informant Interviews (KIIs)

#### Project Staff

##### Introduction

- » Provide information about yourself and the evaluation;
- » Specify that the interview is informal and semi-structured: what are important are the interviewee's views and opinions; there are some fixed questions, but additional ones can be asked;
- » Mention that there will be no attribution of claims, that all information shared will be confidential and used only for the purposes of the evaluation. Where we would like to quote someone, we will ask for permission;
- » Describe the evaluation's next steps and that interviewee will eventually be able to see the results of our work in the final report (to be shared by SFCG);
- » Ask if there are any questions about the evaluation or the project (either at the beginning or at the end of the interview), and mention that if they want to inquire further about the project, they can be in touch with (NAME TO BE INSERTED).

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**Interviewee name:**

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**Date of interview:**

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**Notes taken by:**

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##### Questions

| MAIN LINES OF INQUIRY | QUESTIONS  | NOTES |
|-----------------------|--|-------|
| <b>Introduction</b>   | 1. Can you please say a bit more about what has been your role in the project?   |       |
| <b>Effectiveness</b>  | 2. In your view, what have been the main results the project has delivered?<br>Prompt: Please provide specific and concrete examples.<br>3. Did the project, in your view, have any unintended results? Were these positive or negative? Please explain. |       |



| MAIN LINES OF INQUIRY  | QUESTIONS  | NOTES |
|--|--|-------|
| <p>2) What are the lessons learned on the approach: were the 3 components appropriate to achieve the expected changes and was there any synergies and complementarities among the different components in order to achieve the objectives of the project?</p>  | <p>4. What are the challenges encountered, and how were they overcome?</p> <p>5. Did you provide opportunities for participants and/ or beneficiaries to provide input in the design or implementation of activities, including grievances? If yes, what mechanisms were in place and how effective were they?</p> <p>Follow-up: are you aware of grievances (or feedback) that were received and how Search responded to these? If so, please describe.</p>   |       |
| <b>Impact</b>  |  |       |
| <p>3) Are there observed changes that indicate a transformation of social norms, cultural barriers and limiting practices to the economic participation of women?</p>  | <p>6. Has the project achieved its intended impact? Why or why not?</p> <p>7. To what extent has the project specifically contributed to modifying social norms and practices that limit the economic inclusion of women?</p> <p>Prompt: Please provide specific and concrete examples.</p>  |       |
| <p>4) What was the contribution of the media component to achieving the changes expected from the project?</p>   | <p>8. Are you satisfied with the way the project has engaged media professional? Why or why not?</p> <p>9. To what extent has the project contributed to improving media's coverage of shared economics concerns and opportunities, especially regarding young people?</p> <p>10. Has the project contributed to increase media contents and productions that supports the transformation of social norms and attitudes towards the participation of women in the economy and gender-based violence (GBV)?</p> <p>11. Are you familiar with the project's theory of change? If yes, has this, in your view, proved to be appropriate? Can it be validated?</p> |       |
| <b>Sustainability</b>  |  |       |
| <p>5) Has the project been conducive to an information environment and a culture of discussion around the concerns that affect Burundians in their daily lives, focusing on economic concerns and opportunities shared by all, which will serve as means of broadening civic engagement, strengthening dialogue between divided groups, and consolidating social cohesion?</p> | <p>12. To what extent will achieved results remain in place after the end of the project?</p> <p>13. What evidence do you have that journalists and women entrepreneurs are continuing to use the competencies acquired?</p>   |       |
| <p>6) Have young people benefited from a framework for exchange with successful economic actors around discussions on reconciliation, entrepreneurship and an approach based on economic rights? And has this networking generated real business opportunities for young people?</p>   | <p>14. In your view, to what extent will relations and networks between young people and successful economic actors continue after the end of the project? How and why?</p> <p>15. What are the key elements of sustainability of the project?</p>   |       |
| <p>7) What are the project's lessons learned? Do you have any recommendations or suggestions to improve the implementation of future projects?</p>   | <p>16. What, from this project, could be replicated in other projects?</p> <p>17. What recommendations do you have for improving similar efforts in the future?</p>  |       |

## Stakeholder

### Introduction

- » Provide information about yourself and the evaluation;
- » Specify that the interview is informal and semi-structured: what are important are the interviewee's views and opinions; there are some fixed questions, but additional ones can be asked;
- » Mention that there will be no attribution of claims, that all information shared will be confidential and used only for the purposes of the evaluation. Where we would like to quote someone, we will ask for permission;
- » Describe the evaluation's next steps and that interviewee will eventually be able to see the results of our work in the final report (to be shared by SFCG);
- » Ask if there are any questions about the evaluation or the project (either at the beginning or at the end of the interview), and mention that if they want to inquire further about the project, they can be in touch with (NAME TO BE INSERTED).

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**Interviewee name:**

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**Date of interview:**

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**Notes taken by:**

---

### Questions

| MAIN LINES OF INQUIRY   | QUESTIONS   | NOTES |
|---|---|-------|
| <b>Introduction</b>   | 1. Can you please say a bit more about who you are and what has been your engagement in the project?  |       |
| <b>Effectiveness</b><br><br>1) What are the positive and/or negative, expected or unexpected, results of the project? | 2. What was your motivation for engaging in the project? What did you expect from it?<br><br>3. Do you feel that the project met your expectations? Why or why not?<br><br>4. In your view, what have been the main results the project has delivered?<br><br>Prompt: Please provide specific and concrete examples.<br><br>Follow-up: Did the project, in your view, have any unintended results? Were these positive or negative? Please explain. |       |

| MAIN LINES OF INQUIRY  | QUESTIONS  | NOTES |
|--|--|-------|
| <p>2) What are the lessons learned on the approach: were the 3 components appropriate to achieve the expected changes and was there any synergies and complementarities among the different components in order to achieve the objectives of the project?</p>  | <p>5. Are you aware of any challenges faced by the project? If so, please describe.</p> <p>Follow-up: Did you yourself face challenges in participating in activities?</p> <p>6. Were you given the opportunity to provide input in the design or implementation of activities? If yes, please describe.</p>                           |       |
| <b>Impact</b>  |  |       |
| <p>3) Are there observed changes that indicate a transformation of social norms, cultural barriers and limiting practices to the economic participation of women?</p>  | <p>7. How would you describe media coverage of economic debates?</p> <p>Prompt: Do you find that the media are doing a positive job in talking about everyday economic issues?</p> <p>8. Has this coverage changed over the last 3 years, in your view? If yes, how and why?</p>   |       |
| <p>4) What was the contribution of the media component to achieving the changes expected from the project?</p>   | <p>9. Are you satisfied with the way the project has engaged media professionals? Why or why not?</p> <p>10. Are you aware of any additional results achieved by the project? If yes, please describe.</p> <p>11. Do you think that social cohesion can be improved by talking about economic issues specifically? Why or why not?</p> |       |
| <b>Sustainability</b>  |  |       |
| <p>5) Has the project been conducive to an information environment and a culture of discussion around the concerns that affect Burundians in their daily lives, focusing on economic concerns and opportunities shared by all, which will serve as means of broadening civic engagement, strengthening dialogue between divided groups, and consolidating social cohesion?</p> | <p>12. In relation to any of the changes you described, to what extent do you think these will be permanent? Why?</p> <p>13. Did the project contribute to the creation of any new partnerships (or reinforcing existing ones)?</p>  |       |
| <p>6) Have young people benefited from a framework for exchange with successful economic actors around discussions on reconciliation, entrepreneurship and an approach based on economic rights? And has this networking generated real business opportunities for young people?</p>   |  |       |
| <p>7) What are the project's lessons learned? Do you have any recommendations or suggestions to improve the implementation of future projects?</p>   | <p>14. What, from this project, could be replicated in other projects?</p> <p>15. What recommendations do you have for improving similar efforts in the future?</p>  |       |



## Economic Actors

### Introduction

- » Provide information about yourself and the evaluation;
- » Specify that the interview is informal and semi-structured: what are important are the interviewee’s views and opinions; there are some fixed questions, but additional ones can be asked;
- » Mention that there will be no attribution of claims, that all information shared will be confidential and used only for the purposes of the evaluation. Where we would like to quote someone, we will ask for permission;
- » Describe the evaluation’s next steps and that interviewee will eventually be able to see the results of our work in the final report (to be shared by SFCG);
- » Ask if there are any questions about the evaluation or the project (either at the beginning or at the end of the interview), and mention that if they want to inquire further about the project, they can be in touch with (NAME TO BE INSERTED).

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**Interviewee name:**

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**Date of interview:**

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**Notes taken by:**

---

### Questions

| MAIN LINES OF INQUIRY | QUESTIONS   | NOTES |
|-----------------------|---|-------|
| <b>Introduction</b>   | 1. Can you please say a bit more about who you are and what has been your engagement in the project?  |       |
| <b>Effectiveness</b>  | 2. What was your motivation for engaging in the project? What did you expect from it?<br>3. Do you feel that the project met your expectations? Why or why not?<br>4. In your view, what have been the main results the project has delivered?<br>Prompt: Please provide specific and concrete examples.<br>Follow-up: Did the project, in your view, have any unintended results? Were these positive or negative? Please explain. |       |

| MAIN LINES OF INQUIRY  | QUESTIONS   | NOTES |
|--|---|-------|
| <p>2) What are the lessons learned on the approach: were the 3 components appropriate to achieve the expected changes and was there any synergies and complementarities among the different components in order to achieve the objectives of the project?</p>  | <p>5. Are you aware of any challenges faced by the project? If so, please describe.</p> <p>Follow-up: Did you yourself face challenges in participating in activities?</p> <p>6. Were you given the opportunity to provide input in the design or implementation of activities? If yes, please describe.</p>  |       |
| <b>Impact</b>  |   |       |
| <p>3) Are there observed changes that indicate a transformation of social norms, cultural barriers and limiting practices to the economic participation of women?</p>  | <p>7. Has the project improved the way in which you participate in the economy? Why or why not?</p> <p>8. How would you describe media coverage of economic debates?</p> <p>Prompt: Do you find that the media are doing a positive job in talking about everyday economic issues?</p> <p>9. Has this coverage changed over the last 3 years, in your view? If yes, how and why?</p>  |       |
| <p>4) What was the contribution of the media component to achieving the changes expected from the project?</p>   | <p>10. Are you satisfied with the way the project has engaged media professionals? Why or why not?</p> <p>11. Are you satisfied with the way the project has engaged women economic actors or entrepreneurs? Why or why not?</p> <p>12. Are you aware of any additional results achieved by the project? If yes, please describe.</p> <p>13. Do you think that social cohesion can be improved by talking about economic issues specifically? Why or why not?</p> |       |
| <b>Sustainability</b>  |   |       |
| <p>5) Has the project been conducive to an information environment and a culture of discussion around the concerns that affect Burundians in their daily lives, focusing on economic concerns and opportunities shared by all, which will serve as means of broadening civic engagement, strengthening dialogue between divided groups, and consolidating social cohesion?</p> | <p>14. In relation to any of the changes you described, to what extent do you think these will be permanent? Why?</p>   |       |
| <p>6) Have young people benefited from a framework for exchange with successful economic actors around discussions on reconciliation, entrepreneurship and an approach based on economic rights? And has this networking generated real business opportunities for young people?</p>   | <p>15. In your view, are young people now more engaged around economic issues? Why or why not?</p>  |       |
| <p>7) What are the project's lessons learned? Do you have any recommendations or suggestions to improve the implementation of future projects?</p>   | <p>16. What recommendations do you have for improving similar efforts in the future?</p>  |       |

## Media Bellweathers

### Introduction

- » Provide information about yourself and the evaluation;
- » Specify that the interview is informal and semi-structured: what are important are the interviewee's views and opinions; there are some fixed questions, but additional ones can be asked;
- » Mention that there will be no attribution of claims, that all information shared will be confidential and used only for the purposes of the evaluation. Where we would like to quote someone, we will ask for permission;
- » Describe the evaluation's next steps and that interviewee will eventually be able to see the results of our work in the final report (to be shared by SFCG);
- » Ask if there are any questions about the evaluation or the project (either at the beginning or at the end of the interview), and mention that if they want to inquire further about the project, they can be in touch with (NAME TO BE INSERTED).

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**Interviewee name:**

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**Date of interview:**

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**Notes taken by:**

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### Questions

| MAIN LINES OF INQUIRY | QUESTIONS   | NOTES |
|-----------------------|---|-------|
| <b>Introduction</b>   | 1. Can you please say a bit more about who you are and what your experience is?<br>2. Are you aware of the Tuyage project? If yes, how?   |       |
| <b>Effectiveness</b>  | 1) What are the positive and/or negative, expected or unexpected, results of the project?<br><br>2) What are the lessons learned on the approach: were the 3 components appropriate to achieve the expected changes and was there any synergies and complementarities among the different components in order to achieve the objectives of the project? |       |



| MAIN LINES OF INQUIRY   | QUESTIONS   | NOTES |
|---|---|-------|
| <b>Impact</b>   |   |       |
| 3) Are there observed changes that indicate a transformation of social norms, cultural barriers and limiting practices to the economic participation of women?  | <p>3. How would you describe media coverage of economic debates?</p> <p>Prompt: Do you find that the media are doing a positive job in talking about everyday economic issues?</p> <p>4. Has this coverage changed over the last 3 years, in your view? If yes, how and why?</p> <p>5. I would kindly ask you to think specifically of women inclusion in economic activities: how is this currently being discussed or portrayed in the media?</p> <p>6. Has this coverage changed over the last 3 years, in your view? If yes, how and why?</p> |       |
| 4) What was the contribution of the media component to achieving the changes expected from the project?   | <p>7. What is your general assessment of how donor-funded projects engage media professionals?</p> <p>Prompt: are projects targeting the right people, are they responding to expressed needs?</p> <p>8. What is your general assessment of how donor-funded projects influence media's coverage of specific issues?</p> <p>Prompt: are projects contributing or hindering balanced reporting?</p>  |       |
| <b>Sustainability</b>   |   |       |
| 5) Has the project been conducive to an information environment and a culture of discussion around the concerns that affect Burundians in their daily lives, focusing on economic concerns and opportunities shared by all, which will serve as means of broadening civic engagement, strengthening dialogue between divided groups, and consolidating social cohesion? | <p>9. Has the information environment around Burundians' everyday economic concerns changed over the last three years?</p> <p>Follow-up: If yes, what do you think is the cause of this change?</p>   |       |
| 6) Have young people benefited from a framework for exchange with successful economic actors around discussions on reconciliation, entrepreneurship and an approach based on economic rights? And has this networking generated real business opportunities for young people?   |   |       |
| 7) What are the project's lessons learned? Do you have any recommendations or suggestions to improve the implementation of future projects?   | 10. What recommendations do you have for how donor-funded projects support media coverage of common interest issues?  |       |

## Media Professionals

### Introduction

- » Provide information about yourself and the evaluation;
- » Specify that the interview is informal and semi-structured: what are important are the interviewee's views and opinions; there are some fixed questions, but additional ones can be asked;
- » Mention that there will be no attribution of claims, that all information shared will be confidential and used only for the purposes of the evaluation. Where we would like to quote someone, we will ask for permission;
- » Describe the evaluation's next steps and that interviewee will eventually be able to see the results of our work in the final report (to be shared by SFCG);
- » Ask if there are any questions about the evaluation or the project (either at the beginning or at the end of the interview), and mention that if they want to inquire further about the project, they can be in touch with (NAME TO BE INSERTED).

### Suggested approach

- » After the introduction, ask people to introduce themselves. Then start with the general questions.
- » Ask, as much as possible, for concrete examples, and probe if necessary. If a participant mentions a specific anecdote that you think relevant, approach that person after the meeting and get a more detailed description.
- » As much as possible, facilitate the discussion so that participants are talking to each other (as opposed to you only) and record whether they show consensus, strong agreement (or disagreement) or no common position.
- » Make sure to conclude by asking whether there are questions.

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**FGD location:**

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**Number of participants:**

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**Number of women/men:**

---

**Date of interview:**

---

**Notes taken by:**

---

## Questions

| MAIN LINES OF INQUIRY | QUESTIONS   | NOTES |
|-----------------------|---|-------|
| <b>Introduction</b>   | 1. Why did you decide to take part in the project?  |       |
| <b>Effectiveness</b>  | <p>2. Has the project enhanced your capacities as regards media contents and productions on economic issues and opportunities? How?</p> <p>Follow-up: Please provide specific examples.</p> <p>3. Have you had the opportunity to use the skills acquired through the project?</p> <p>Follow-up: Please provide specific examples.</p> <p>4. Were you aware of the ways in which you could provide feedback to project implementers, or register a complaint?</p> <p>Follow-up: Have you have ever provided feedback or made a complaint? If yes, what was your experience?</p>   |       |
| <b>Impact</b>         | <p>2) Are there observed changes that indicate a transformation of social norms, cultural barriers and limiting practices to the economic participation of women?</p> <p>5. Has the project increased your capacity to produce content, and your actual production of media contents, that supports the transformation of discriminatory social norms and cultural barriers for women? How?</p> <p>Prompt: Please provide specific and concrete examples.</p> <p>3) What was the contribution of the media component to achieving the changes expected from the project?</p> <p>6. How do you think that your production of media contents contributes to transform discriminatory social norms towards women?</p> <p>Prompt: Please provide specific and concrete examples.</p> <p>7. To what extent has the project increased your ability to influence change in your community? Please explain.</p> |       |
| <b>Sustainability</b> | <p>4) Has the project been conducive to an information environment and a culture of discussion around the concerns that affect Burundians in their daily lives, focusing on economic concerns and opportunities shared by all, which will serve as means of broadening civic engagement, strengthening dialogue between divided groups, and consolidating social cohesion?</p> <p>8. Are you continuing to use the competencies acquired and to produce contents on economic issues and women's inclusion?</p> <p>Prompt: Please provide specific and concrete examples.</p> <p>5) Do you have any recommendations or suggestions to improve the implementation of future projects?</p> <p>9. Are you continuing to participate in public debates on economic issues and opportunities?</p>   |       |



## Community Members

### Introduction

- » Provide information about yourself and the evaluation;
- » Specify that the interview is informal and semi-structured: what are important are the interviewee's views and opinions; there are some fixed questions, but additional ones can be asked;
- » Mention that there will be no attribution of claims, that all information shared will be confidential and used only for the purposes of the evaluation. Where we would like to quote someone, we will ask for permission;
- » Describe the evaluation's next steps and that interviewee will eventually be able to see the results of our work in the final report (to be shared by SFCG);
- » Ask if there are any questions about the evaluation or the project (either at the beginning or at the end of the interview), and mention that if they want to inquire further about the project, they can be in touch with (NAME TO BE INSERTED).

### Suggested approach

- » After the introduction, ask people to introduce themselves. Then start with the general questions.
- » Ask, as much as possible, for concrete examples, and probe if necessary. If a participant mentions a specific anecdote that you think relevant, approach that person after the meeting and get a more detailed description.
- » As much as possible, facilitate the discussion so that participants are talking to each other (as opposed to you only) and record whether they show consensus, strong agreement (or disagreement) or no common position.
- » Make sure to conclude by asking whether there are questions.

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**FGD location:**

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**Number of participants:**

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**Number of women/men:**

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**Date of interview:**

---

**Notes taken by:**

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## Questions

| MAIN LINES OF INQUIRY | QUESTIONS  | NOTES |
|-----------------------|--|-------|
| <b>Introduction</b>   | 1. Why did you decide to take part in the project's activities?  |       |
| <b>Effectiveness</b>  | <p>1) What are the positive and/or negative, expected or unexpected, results of the project?</p> <p>2. Do you find high-quality and non-politicized information on economic concerns and opportunities, particularly those related to young people and women, on media outlets?</p> <p>Follow-up: Please provide specific examples.</p> <p>3. Have you had opportunities to participate in public dialogues with people from different backgrounds and political affiliations and discuss about economic issues?</p> <p>Follow-up: Please provide specific examples.</p> <p>4. Were you aware of the ways in which you could provide feedback to project implementers, or register a complaint?</p> <p>Follow-up: Have you have ever provided feedback or made a complaint? If yes, what was your experience?</p>  |       |
| <b>Impact</b>         | <p>2) Are there observed changes that indicate a transformation of social norms, cultural barriers and limiting practices to the economic participation of women?</p> <p>5. Have you seen changes in social norms, cultural barriers and limiting practices to the economic participation of women? How?</p> <p>Prompt: Please provide specific and concrete examples.</p> <p>3) What was the contribution of the media component to achieving the changes expected from the project?</p> <p>6. Do you think that media is contributing to transform discriminatory social norms towards women?</p> <p>Prompt: Please provide specific and concrete examples.</p>  |       |
| <b>Sustainability</b> | <p>4) Has the project been conducive to an information environment and a culture of discussion around the concerns that affect Burundians in their daily lives, focusing on economic concerns and opportunities shared by all, which will serve as means of broadening civic engagement, strengthening dialogue between divided groups, and consolidating social cohesion?</p> <p>7. In your view, is there a culture of discussion on economic concerns and opportunities?</p> <p>Prompt: Please provide specific and concrete examples.</p> <p>Follow-up: if yes, has this changed over the last three years?</p> <p>5) Have young people benefited from a framework for exchange with successful economic actors around discussions on reconciliation, entrepreneurship and an approach based on economic rights? And has this networking generated real business opportunities for young people?</p> <p>8. Are you still benefitting from your participation in the project? How?</p> <p>Prompt: Please provide specific and concrete examples.</p> <p>6) Do you have any recommendations or suggestions to improve the implementation of future projects?</p> <p>9. Do you have any recommendations or suggestions to improve the implementation of future projects</p> |       |

## Final evaluation of the “Tuyage (Let’s Talk): Information Access and Economic Discourse Strengthening” project

### Survey questionnaire (Revised 27 June 2023)

#### Introduction

Hello, my name is [name of the interviewer]. I am carrying out research in relation to the “**Tuyage (Let’s Talk): Information Access and Economic Discourse Strengthening**” project, on behalf of the Agency for Peacebuilding. The project is being implemented by the international NGO Search for Common Ground (Search). It is Search that commissioned AP to carry out this study.

The overall goal of the project is to foster an enriched information landscape and culture of open discussion on concerns that directly affect Burundians in their daily lives, with a focus on shared economics concerns and opportunities that will serve as a means of expanding civic engagement, increasing dialogue across divides, and building social cohesion.

The questionnaire should take around 20 minutes to complete. The questionnaire does not have “good” or “bad” answers. You can stop the interview at any time or refuse to answer any questions that you don’t want to answer. The information will be kept confidential: this is not an assessment to identify project participants.

Should you have any additional information, or would like to report a concern, you can contact Selemani Sindakira at Search for Common Ground (phone: +257 79 50 25 70).

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|  |                      |
|--|----------------------|
| <b>Acceptez-vous de participer à cette enquête ?</b> | Oui/ Ego<br>Non/ Oya |
|--|----------------------|

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**For enumerators only:**

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|                         |      |
|-------------------------|------|
| <b>Enumerator name:</b> | Name |
|-------------------------|------|

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|              |          |
|--------------|----------|
| <b>Date:</b> | DD/MM/YY |
|--------------|----------|

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|             |                       |
|-------------|-----------------------|
| <b>Mode</b> | Face-to-face<br>Phone |
|-------------|-----------------------|

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**Province**

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**Town/ city**

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#### Partie 1.

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|          |                              |   |
|----------|------------------------------|---|
| <b>A</b> | <b>Quel est votre sexe ?</b> | Homme<br>Femme<br>Autre / Préfère ne pas dire |
|----------|------------------------------|---|

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|          |                            |   |
|----------|----------------------------|---|
| <b>B</b> | <b>Quel âge avez-vous?</b> | 18-25<br>26-35<br>36-45<br>46-55<br>56+ |
|----------|----------------------------|---|

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|          |  |   |
|----------|--|---|
| <b>C</b> | Quel est le niveau d'études le plus élevé que vous avez atteint ?  | Aucun<br>École primaire<br>Lycée<br>Collège/ université<br>Certificat de formation professionnelle  |
| <b>D</b> | Avez-vous un emploi?   | Oui<br>Non<br>je suis étudiant<br>Je ne suis pas en mesure de travailler (en raison d'un handicap, d'autorisations légales, etc.)   |
| <b>E</b> | Si oui, quel est votre travail ?   | Entrepreneur / chef d'entreprise / travailleur indépendant<br>Agriculteur<br>Journalist/ secteur des médias<br>Salarié du secteur privé<br>Employé du secteur public<br>Employé du secteur tertiaire (ONG, etc.)<br>Autre |
| <b>F</b> | Avez-vous déjà entendu parler du projet Tuyage ?   | Oui/ Ego<br>Non/ Oya  |
| <b>G</b> | Avez-vous déjà participé à une activité organisée dans le cadre du projet Tuyage ?   | Oui/ Ego<br>Non/ Oya  |
| <b>H</b> | Si oui, à quelle activité avez-vous participé ?  | Réponse ouverte courte  |
| <b>I</b> | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Je sens que ma voix et mon opinion sont valorisées dans le projet (Safeguard indicator)   | 0 (n'a pas participé)<br>1<br>2<br>3<br>4<br>5  |
| <b>J</b> | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Je me suis senti en sécurité en participant aux activités du projet (Safeguard indicator) | 0 (n'a pas participé)<br>1<br>2<br>3<br>4<br>5  |
| <b>K</b> | Saviez-vous comment signaler toute forme de préjudice ou de préoccupation que vous ou quelqu'un d'autre pourriez avoir subi en rapport avec votre participation aux activités du projet ? (Safeguard indicator)        | Oui/ Ego<br>Non/ Oya  |



## Partie 2.

|  |  |   |
|--|--|---|
| 1  | Depuis 2018, avez-vous eu une amélioration de l'accès à des programmes médiatiques de Qualité portant sur l'économie, l'inclusion du genre dans l'économie et sur les droits des femmes ?  | Oui/ Ego<br>Non/ Oya  |
| 2  | Est-ce que vous avez déjà écouté les émissions radio de Studio Ijambo ?<br>Mbega uramaze kumviriza Ibiganiro vya Search/Studio Ijambo ?  | Oui/ Ego<br>Non/ Oya  |
| <b>SI la réponse est OUI, continuer avec le questionnaire</b><br><b>SI la réponse est NON, aller à la section suivante</b> |  |   |
| 3  | Si oui, lesquelles?<br>(Choisissez toutes les réponses qui s'appliquent)   | Duhane Ijambo<br>Inkerebutsi<br>Swoke!<br>Tuyage Tunoganze<br>Tuyage Ubutunzi Ndakwibarize<br>Urunani mu butunzi<br>Umusi wa Siriviya   |
| 4  | Combien de fois avez-vous écouté ces programmes ou émissions ?   | Une fois seulement<br>Rarement (moins de 3 épisodes)<br>Plusieurs fois, mais sans régularité<br>Souvent   |
| 5  | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : J'ai apprécié les épisodes que j'ai écouté  | 1<br>2<br>3<br>4<br>5   |
| 6  | Dans les épisodes que vous avez écouté qu'avez-vous particulièrement apprécié ?<br>(Choisissez toutes les réponses qui s'appliquent)   | La thématique de l'émission<br>La chaîne de radio ou l'émission est passée<br>Les avis des invités<br>Les conseils donnés par les animateurs et les invités<br>Les blagues / les bons mots des animateurs<br>Rien du tout |
| 7  | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Les épisodes que j'ai écouté m'ont aidé à comprendre le fonctionnement de l'économie au Burundi et les dynamiques liées à l'entrepreneuriat | 1<br>2<br>3<br>4<br>5   |
| 8  | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Les épisodes que j'ai écouté ont changé ma façon de penser la participation des femmes à l'économie   | 1<br>2<br>3<br>4<br>5   |
| 9  | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Les épisodes que j'ai écouté ont changé ma façon de gérer les finances dans mon ménage  | 1<br>2<br>3<br>4<br>5   |

|    |   |   |
|----|---|---|
| 10 | De 1 (pas du tout) à 5 (completement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Les épisodes qui j'ai écouté m'ont apporté des idées et techniques nouvelles et utiles dans ma vie quotidienne ? | 1 |
|    |   | 2 |
|    |   | 3 |
|    |   | 4 |
|    |   | 5 |
| 11 | De 1 (pas du tout) à 5 (completement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Les épisodes qui j'ai écouté m'ont donné envie de lancer dans une activité d'entrepreneuriat                     | 1 |
|    |   | 2 |
|    |   | 3 |
|    |   | 4 |
|    |   | 5 |

### Partie 3.

|    |   |                            |
|----|---|----------------------------|
| 12 | De 1 (pas du tout) à 5 (completement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Les femmes qui souhaitent accéder à l'économie et à l'entrepreneuriat sont victimes de fortes discriminations<br>(Q8 in the listenership survey)                   | 1                          |
|    |   | 2                          |
|    |   | 3                          |
|    |   | 4                          |
|    |   | 5                          |
| 13 | De 1 (pas du tout) à 5 (completement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Depuis le début de 2019 l'engagement civique, le dialogue entre les groupes divisés, et la cohésion sociale ont été renforcés dans le pays<br>(Q9 in the MTR)      | 1                          |
|    |   | 2                          |
|    |   | 3                          |
|    |   | 4                          |
|    |   | 5                          |
| 14 | Pensez-vous que la couverture radiophonique des préoccupations quotidiennes comprend des débats économiques équilibrés ? (ER1.3.2/ Q16 in MTR)<br><br>Wibaza ko ibiganiro bica ku maradiyo kubijanye n'imyitarariko ya misi yose harimwo ivy'ubutunzi/bigaha ijamba abegwa nivy'ubutunzi bose ? | Oui/ Ego                   |
|    |   | Non/ Oya                   |
|    |   | Je ne sais pas/ Ntavyonzi  |
|    |   | Pas de réponse/ Nta nyishu |

### Partie 4.

|    |  |                            |
|----|--|----------------------------|
| 15 | Est-ce que vous collaborez avec les autres pour résoudre les problèmes économiques ? (GL1/ Q10 in MTR)<br><br>Mbega murafashanya n'abandi mugutorera inyishu ibibazo vy'ubutunzi?  | Oui/ Ego                   |
|    |  | Non/ Oya                   |
|    |  | Je ne sais pas/ Ntavyonzi  |
|    |  | Pas de réponse/ Nta nyishu |
| 16 | Vous sentez vous libre de discuter des questions économiques ouvertement en public? (GL2/ Q11 in MTR)<br><br>Murisanzura Mu kuganira ibibazo vy'ubutunzi mumakoraniro rusangi ?  | Oui/ Ego                   |
|    |  | Non/ Oya                   |
|    |  | Je ne sais pas/ Ntavyonzi  |
|    |  | Pas de réponse/ Nta nyishu |
| 17 | D'après vous, est-ce que vos besoins économiques sont intégrés dans le discours public ? (GL3/ Q12 in MTR)<br><br>Kubwanyu ivyankenerwa vyanyu muvuy'ubutunzi birashirwa mw'ijamba rusangi ?   | Oui/ Ego                   |
|    |  | Non/ Oya                   |
|    |  | Je ne sais pas/ Ntavyonzi  |
|    |  | Pas de réponse/ Nta nyishu |
| 18 | D'après vous, y'a-t-il des espaces où vous pouvez partager avec les autres vos griefs sur des préoccupations et des opportunités économiques communes ? (GL4/ Q13 in MTR)<br><br>Kubwanyu ,hoba hariho ibibanza muganiriramo imyitarariko n'amahirwe musangiye n'abandi muvuy'ubutunzi ? | Oui/ Ego                   |
|    |  | Non/ Oya                   |
|    |  | Je ne sais pas/ Ntavyonzi  |
|    |  | Pas de réponse/ Nta nyishu |

|    |   |  |
|----|---|--|
| 19 | <p>Avez-vous confiance aux médias pour fournir des informations fiables sur les questions économiques? (IR1.1.3/ Q14 in MTR)</p> <p>Mwoba mufitiye icizere ibinyamakuru ko bitanga amakuru yo kwizerwa ku bibazo vy'ubutunzi ?</p>  | <p>Oui/ Ego</p> <p>Non/ Oya</p> <p>Je ne sais pas/ Ntavyonzi</p> <p>Pas de réponse/ Nta nyishu</p> |
| 20 | <p>Avez-vous accès à des programmes médiatiques qui adressent vos préoccupations économiques ? (ER1.3.1/ Q15 in MTR)</p> <p>Ibiganiro bishikiriza ibibazo vyanyu kubijanye n'ubutunzi, muhora muvuyumviriza ?</p>   | <p>Oui/ Ego</p> <p>Non/ Oya</p> <p>Je ne sais pas/ Ntavyonzi</p> <p>Pas de réponse/ Nta nyishu</p> |
| 21 | <p>Est-ce que vous avez déjà participé à un débat public sur l'économie, la politique et / ou les élections sur la plateforme médiatique et / ou les réseaux d'entrepreneurs au cours des 6 derniers mois ? (Q17 in MTR)</p> <p>Mbega, muri aya mezi 6 aheze, mwoba mumaze kwitabira ibiganiro rusangi bivuga kuvy'ubutunzi, politike canke amatora biciye mu runani rw'ibimenyeshamakuru canke mumahwaniro yabikorera ivyabo ?</p> | <p>Oui/ Ego</p> <p>Non/ Oya</p> <p>Je ne sais pas/ Ntavyonzi</p> <p>Pas de réponse/ Nta nyishu</p> |
| 22 | <p>D'après vous, vous estimez que le débat public sur les questions économiques soutient des politiques économiques éclairées? (IR2.2.3/ Q18 in MTR)</p> <p>Ibiganiro kubijanye n'ibibazo vy'ubutunzi vyoba bishigikiye ingingo n'imigambi bitomoye kuvyerekeye ubutunzi ?</p>  | <p>Oui/ Ego</p> <p>Non/ Oya</p> <p>Je ne sais pas/ Ntavyonzi</p> <p>Pas de réponse/ Nta nyishu</p> |
| 23 | <p>Pensez-vous avoir accès à des programmes de qualité sur l'inclusion du genre dans l'économie ? (IR3.1.3 / Q23 in MTR)</p> <p>Mwibaza ko mufise inzira zo kuronka ibiganiro vy'akanovera bidakumira uburenganzira bw'abakenyezi muvuy'ubutunzi ?</p>  | <p>Oui/ Ego</p> <p>Non/ Oya</p> <p>Je ne sais pas/ Ntavyonzi</p> <p>Pas de réponse/ Nta nyishu</p> |
| 24 | <p>Est-ce que vous soutenez l'inclusion des femmes dans l'économie et l'égalité des sexes? (IR3.2.1/ Q24 in MTR)</p> <p>Woba ushigikiye ko abakenyezi bagira uruhara mu vy'ubutunzi n'iteramberre ridakumira ?</p>  | <p>Oui/ Ego</p> <p>Non/ Oya</p> <p>Je ne sais pas/ Ntavyonzi</p> <p>Pas de réponse/ Nta nyishu</p> |
| 25 | <p>Pensez-vous pouvoir contribuer à améliorer les résultats économiques de vos ménages? (IR3.3.1 / Q25 in MTR)</p> <p>Mwibaza ko mushoboye kwerekana ubudasa muvuy'ubutunzi mu muryango yanyu?</p>  | <p>Oui/ Ego</p> <p>Non/ Oya</p> <p>Je ne sais pas/ Ntavyonzi</p> <p>Pas de réponse/ Nta nyishu</p> |
| 26 | <p>Est-ce que vous vous sentez équipées pour faire face aux risques économiques ? (IR3.3-Indicator 332,MTR C3)</p>  | <p>Oui/ Ego</p> <p>Non/ Oya</p> <p>Je ne sais pas/ Ntavyonzi</p> <p>Pas de réponse/ Nta nyishu</p> |
| 27 | <p>De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Je peux faire une différence positive dans ma communauté (PIF indicator)</p>  | <p>Oui/ Ego</p> <p>Non/ Oya</p> <p>Je ne sais pas/ Ntavyonzi</p> <p>Pas de réponse/ Nta nyishu</p> |
| 28 | <p>Est-ce que tu mènes des actions pour influencer les choses qui tu tiens à cœur ? (PIF indicator)</p>   | <p>Oui/ Ego</p> <p>Non/ Oya</p> <p>Je ne sais pas/ Ntavyonzi</p> <p>Pas de réponse/ Nta nyishu</p> |

## Final evaluation of the “Tuyage (Let’s Talk): Information Access and Economic Discourse Strengthening” project

### Survey questionnaire for Journalists and Media Sector Representatives

#### Introduction

Hello, my name is [name of the interviewer]. I am carrying out research in relation to the “**Tuyage (Let’s Talk): Information Access and Economic Discourse Strengthening**” project, on behalf of the Agency for Peacebuilding. The project is being implemented by the international NGO Search for Common Ground (Search). It is Search that commissioned AP to carry out this study.

The overall goal of the project is to foster an enriched information landscape and culture of open discussion on concerns that directly affect Burundians in their daily lives, with a focus on shared economics concerns and opportunities that will serve as a means of expanding civic engagement, increasing dialogue across divides, and building social cohesion.

The questionnaire should take around 20 minutes to complete. The questionnaire does not have “good” or “bad” answers. You can stop the interview at any time or refuse to answer any questions that you don’t want to answer. The information will be kept confidential: this is not an assessment to identify project participants.

Should you have any additional information, or would like to report a concern, you can contact Selemani Sindakira at Search for Common Ground (phone: +257 79 50 25 70).

|  |                      |
|--|----------------------|
| <b>Acceptez-vous de participer à cette enquête ?</b> | Oui/ Ego<br>Non/ Oya |
|--|----------------------|

#### For enumerators only:

|                         |      |
|-------------------------|------|
| <b>Enumerator name:</b> | Name |
|-------------------------|------|

|              |          |
|--------------|----------|
| <b>Date:</b> | DD/MM/YY |
|--------------|----------|

|             |                       |
|-------------|-----------------------|
| <b>Mode</b> | Face-to-face<br>Phone |
|-------------|-----------------------|

|                 |  |
|-----------------|--|
| <b>Province</b> |  |
|-----------------|--|

|                   |  |
|-------------------|--|
| <b>Town/ city</b> |  |
|-------------------|--|

#### Partie 1. Profile

|          |                              |   |
|----------|------------------------------|---|
| <b>A</b> | <b>Quel est votre sexe ?</b> | Homme<br>Femme<br>Autre / Préfère ne pas dire |
|----------|------------------------------|---|

|          |                            |   |
|----------|----------------------------|---|
| <b>B</b> | <b>Quel âge avez-vous?</b> | 18-25<br>26-35<br>36-45<br>46-55<br>56+ |
|----------|----------------------------|---|



|          |  |  |
|----------|--|--|
| <b>C</b> | Combien d'années d'expérience de travail avez-vous dans le secteur des médias ?  | Moins de 2<br>Entre 3 et 5<br>Plus de 5        |
| <b>D</b> | Avez-vous déjà entendu parler du projet Tuyage ?   | Oui/ Ego<br>Non/ Oya                           |
| <b>E</b> | Avez-vous déjà participé à une activité organisée dans le cadre du projet Tuyage ?   | Oui/ Ego<br>Non/ Oya                           |
| <b>F</b> | Si oui, à quelle activité avez-vous participé ?  | Réponse ouverte courte                         |
| <b>G</b> | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Je sens que ma voix et mon opinion sont valorisées dans le projet (Safeguard indicator)   | 0 (n'a pas participé)<br>1<br>2<br>3<br>4<br>5 |
| <b>H</b> | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Je me suis senti en sécurité en participant aux activités du projet (Safeguard indicator) | 0 (n'a pas participé)<br>1<br>2<br>3<br>4<br>5 |
| <b>I</b> | Saviez-vous comment signaler toute forme de préjudice ou de préoccupation que vous ou quelqu'un d'autre pourriez avoir subi en rapport avec votre participation aux activités du projet ? (Safeguard indicator)        | Oui/ Ego<br>Non/ Oya                           |

## Part 2. Changes in attitudes, knowledge and behaviors

|          |  |   |
|----------|--|---|
| <b>1</b> | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Les femmes qui souhaitent accéder à l'économie et à l'entreprenariat sont victimes de fortes discriminations<br>(Q8 in the listenership survey)               | 1<br>2<br>3<br>4<br>5   |
| <b>2</b> | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Depuis le début de 2019 l'engagement civique, le dialogue entre les groupes divisés, et la cohésion sociale ont été renforcés dans le pays<br>(Q9 in the MTR) | 1<br>2<br>3<br>4<br>5   |
| <b>3</b> | Pensez-vous que la couverture radiophonique des préoccupations quotidiennes comprend des débats économiques équilibrés ? (ER1.3.2/ Q16 in MTR)<br>Wibaza ko ibiganiro bica ku maradiyo kubijanye n'imyitarariko ya misi yose harimwo ivy'ubutunzi/bigaha ijamba abegwa niv'ubutunzi bose ? | Oui/ Ego<br>Non/ Oya<br>Je ne sais pas/ Ntavyonzi<br>Pas de réponse/ Nta nyishu |

### Partie 3. Indicateurs

|    |  |   |
|----|--|---|
| 4  | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Je suis capable de rendre compte des questions économiques de manière équilibrée (ER1.1.1)  | 1<br>2<br>3<br>4<br>5   |
| 5  | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Ma capacité à présenter des questions économiques de manière équilibrée s'est améliorée au cours des 3 dernières années   | 1<br>2<br>3<br>4<br>5   |
| 6  | Pouvez-vous expliquer votre réponse ?  | Réponse courte  |
| 7  | Avez-vous déjà été sensibilisé/ exposé aux concepts des droits de l'homme? (ER1.1.2/ Q20 MTR)  | Oui/ Ego<br>Non/ Oya<br>Je ne sais pas/ Ntavyonzi<br>Pas de réponse/ Nta nyishu |
| 8  | Si oui, est-ce que vous avez compris de quoi il s'agit? Pouvez-vous donner des exemples?   | Réponse courte  |
| 9  | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : J'ai intégré les concepts des droits de l'homme dans mon travail  | 1<br>2<br>3<br>4<br>5   |
| 10 | Au cours des 3 dernières années, combien d'articles (ou publications media) avez-vous écrits ou produits, qui ont porté sur des questions économiques ? (IR2.1.1)  | Zero<br>Entre 1 et 3<br>Entre 4 et 7<br>Plus de 7                               |
| 11 | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : J'ai les compétences pour animer des débats économiques constructifs via media (IR2.1.2)  | 1<br>2<br>3<br>4<br>5   |
| 12 | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Je me sens en confiance pour couvrir les sujets sensibles liés à l'économie et les questions politiques du pays (IR2.1.2)                                       | 1<br>2<br>3<br>4<br>5   |
| 13 | De 1 (pas du tout) à 5 (complètement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Je veille à produire des contenus qui soutiennent la transformation des normes sociales discriminatoires et des barrières culturelles pour les femmes (IR3.1.1) | 1<br>2<br>3<br>4<br>5   |

---

|           |  |                       |
|-----------|--|-----------------------|
| <b>14</b> | De 1 (pas du tout) à 5 (completement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : J'ai la confiance nécessaire pour transformer les normes sociales discriminatoires et les barrières culturelles pour les femmes à travers mon travail et au sein de mon institution | 1<br>2<br>3<br>4<br>5 |
|-----------|--|-----------------------|

---

|           |   |                       |
|-----------|---|-----------------------|
| <b>15</b> | De 1 (pas du tout) à 5 (completement), veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation suivante : Je peux faire une différence positive dans ma communauté (PIF indicator) | 1<br>2<br>3<br>4<br>5 |
|-----------|---|-----------------------|

---

|           |  |                      |
|-----------|--|----------------------|
| <b>16</b> | Est-ce que tu mènes des actions pour influencer les choses qui tu tiens à cœur ? (PIF indicator) | Oui/ Ego<br>Non/ Oya |
|-----------|--|----------------------|

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## **AUGUST 2023**

Kelly-Ange Irakoze and Bernardo Monzani,  
Agency for Peacebuilding (AP)





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