ProTECHtion project:

Market dialogue information session

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HI, WE WILL BE RECORDING THIS SESSION

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PROBLEM STATEMENT

When working with communities at risk of violence, it is key for Aid organizations to build on existing capacities and strategies to be resilient.

The most effective solutions to protect from violence are based on local solidarity and a sense of collective agency.

- Addressing the most pressing risks and needs
- Listening to existing strategies and solutions to build on
- Listening to new ideas and initiatives

Solutions owned by the communities are more likely to continue and are less dependent on external aid.

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EXISTING SOLUTIONS

1. Election of a small group of "representatives" with weak participation of the most vulnerable

   "Who" says things is more important that what is being said

2. Expensive, time-consuming and unreliable household surveys
   - security concerns
   - not share sensitive information with interviewers
   - don't allow individuals to suggest new solutions: the person is not empowered.

3. Aid organizations spend more efforts gathering information than sharing about the project, hence, projects often divide the communities.
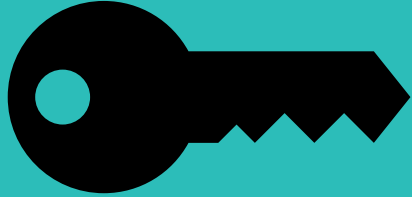
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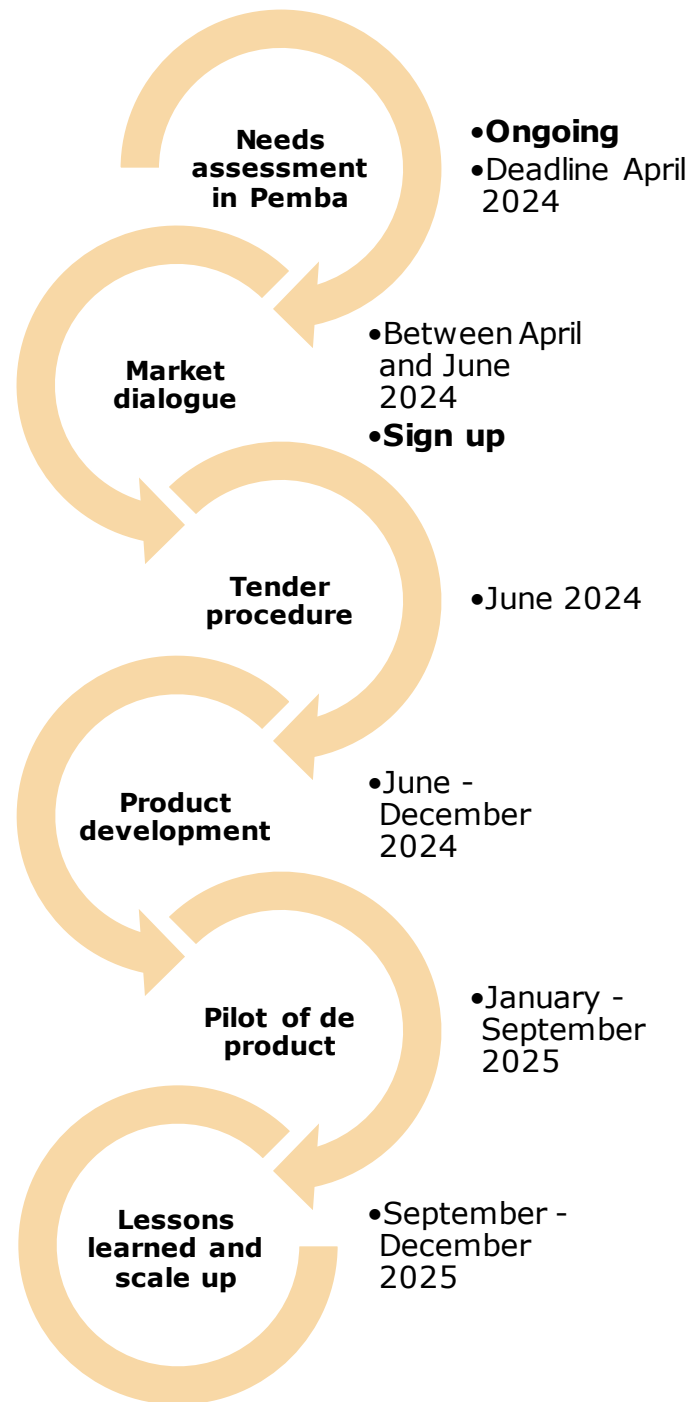actalliance
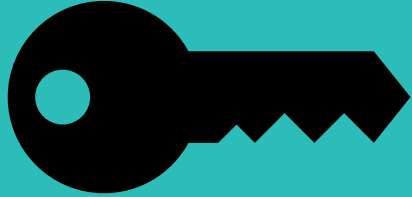
EXISTING SOLUTIONS

Using social media to collect information about communities

- creating "echo chambers"

- the most vulnerable often are less visible in social media
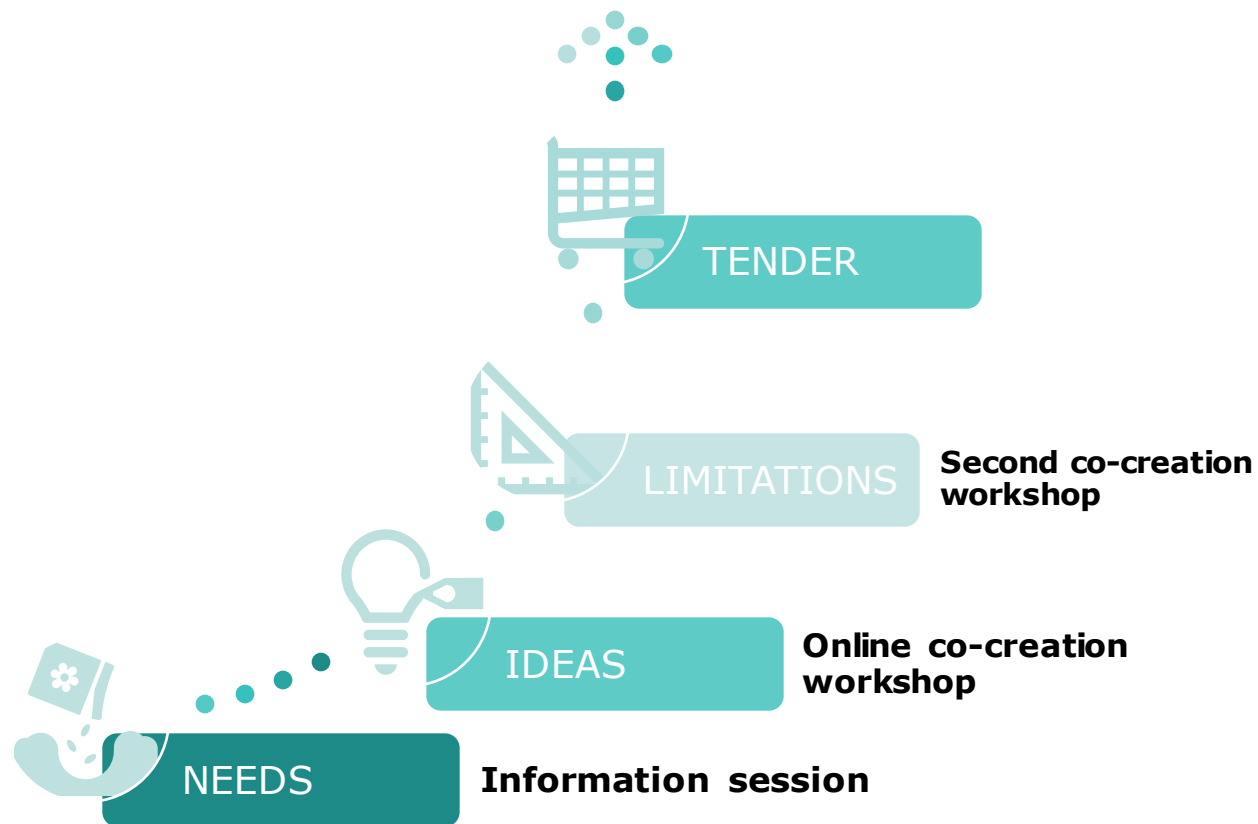
- Data protection

EXISTING SOLUTIONS

- Digitalization of similar processes, with similar limitations.
  - E-surveys
  - E-voting

- Challenge of structuring and "limiting" e-fora

- Confrontational logic across the board

- Lack of attention on the "back-end" processes of digital participation tools

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Needs assessment in Pemba
- **Ongoing**
- Deadline April 2024

Market dialogue
- Between April and June 2024
- **Sign up**

Tender procedure
- June 2024

Product development
- June - December 2024

Pilot of de product
- January - September 2025

Lessons learned and scale up
- September - December 2025

The ProTECHtion Project

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TENDER

LIMITATIONS   **Second co-creation workshop**

IDEAS   **Online co-creation workshop**

NEEDS   **Information session**

THE MARKET DIALOGUE

We need to know from you: potential solutions

BUT ALSO

Constraints and limitations (from your side)

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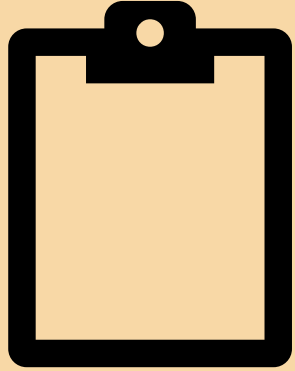
PILOT LOCATION & MAIN PRELIMINARY FINDINGS

PILOT LOCATION

"Championing Interfaith Approaches for Women and Youth Empowerment for Peaceful Coexistence along the Swahili Coast of Tanzania"

projected to touch around 10.000 persons along the coast of Tanzania including:

- 3000 who have access to available economic opportunities.
- 300 religious leaders trained on conflicts management.
- 1000 benefiting from public policies and programs.
- 6000 reached with comprehensive sexuality education.

Mixed methodology

- Survey with 344 project participants
  → Representative sample of the pilot project

- Interviews with 5 Aid Practitioners
  → Internal and external to NCA

- AI-fluence report on communication dynamics in Pemba
  → Channels of digital communication, most used types of digital devices, formats of communication, costs -
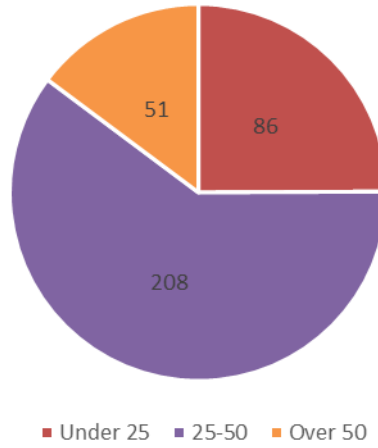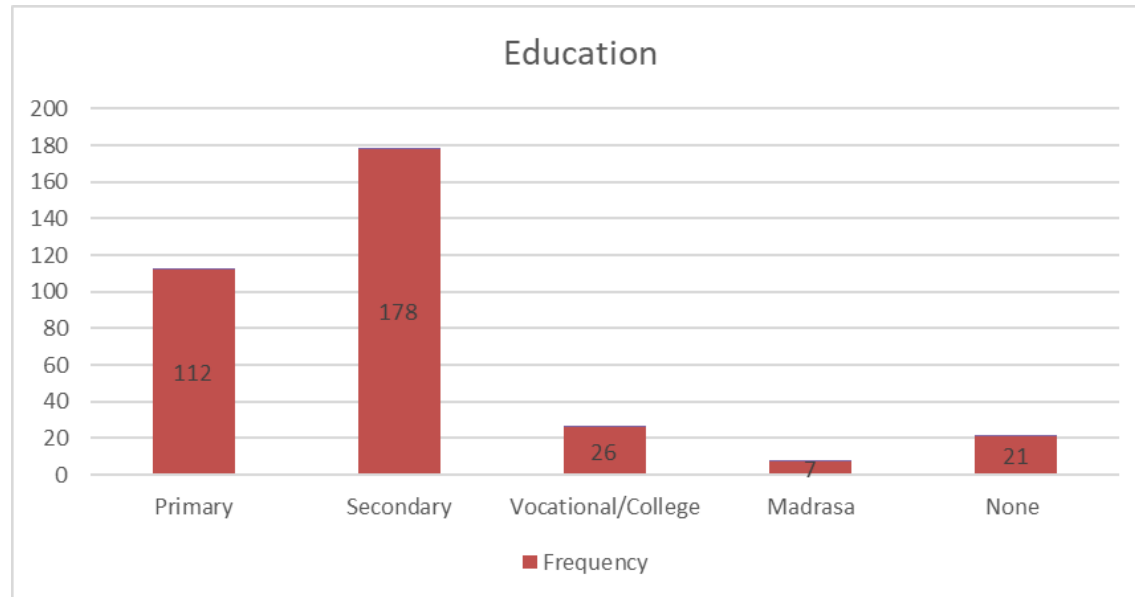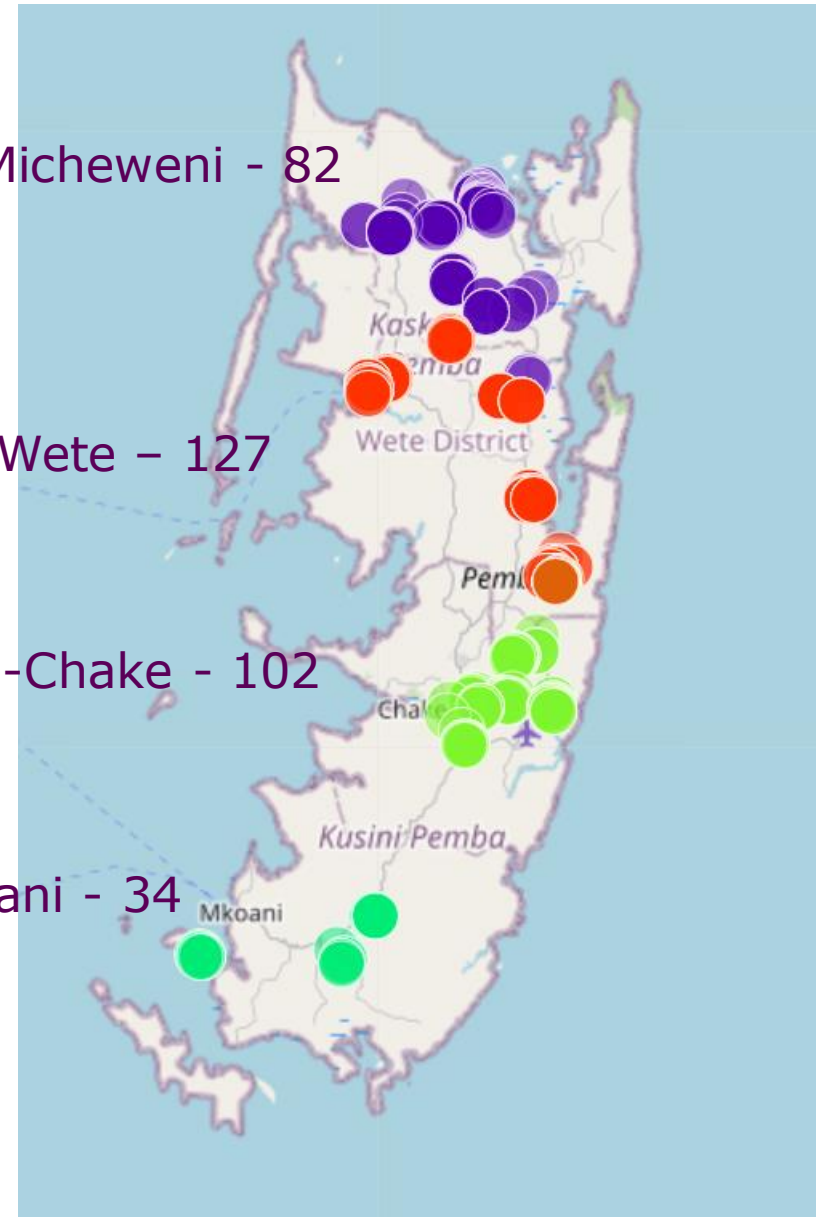 <u>triangulation</u>
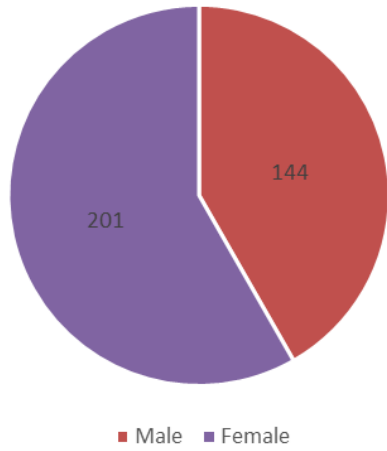
Current methods

Main NCA methods of communication for Swahili Coast project

- In person meetings

- Phone calls

→ Specifically for project related issues

Secondary
- Evaluation survey

- Whatsapp groups

Practitioner experiences

Aid Practitioner experiences:

Direct communication:

- Informal conversation in the field – doesn't travel upwards

- Household (or online) surveys – too superficial (doesn't get to the why)

- Focus groups by country level staff – selection of participants

Indirect communication:
- Complaint mechanisms - anonymity, framing it in a constructive way

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Preliminary conclusions: communication between project participants and NCA

Who are we leaving out?

Room for improvement?

- Through survey results and interviews we identify **women** and people in **rural** areas as a group that is less consulted with.

- 1/3 of survey respondents, out of which the majority where women, answered that **there was a time when they wanted to contct NCA staff and could not. (Access to a device, network issues)**

- *If someone cannot participate in voicing their concerns about this NCA project in Pemba, who is typically not able to participate?* **Female respondents: pregnacies, cultural taboo**

Interviews with practitioners

1. It can be logistically challenging for women to attend in person meetings (even though a gender balance is usually strived for)

2. In person meetings can favor those who 'speak the loudest'

3. Traditional family structures- permission from household

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Preliminary conclusions: communication between project participants and NCA

Who are we leaving out?

Room for improvement?

3.H. In the past year, how often have you communicated with NCA staff.

- **Enough**

- **Never**

A closer look at the GPS location of survey responses reveals an urban-rural distinction.
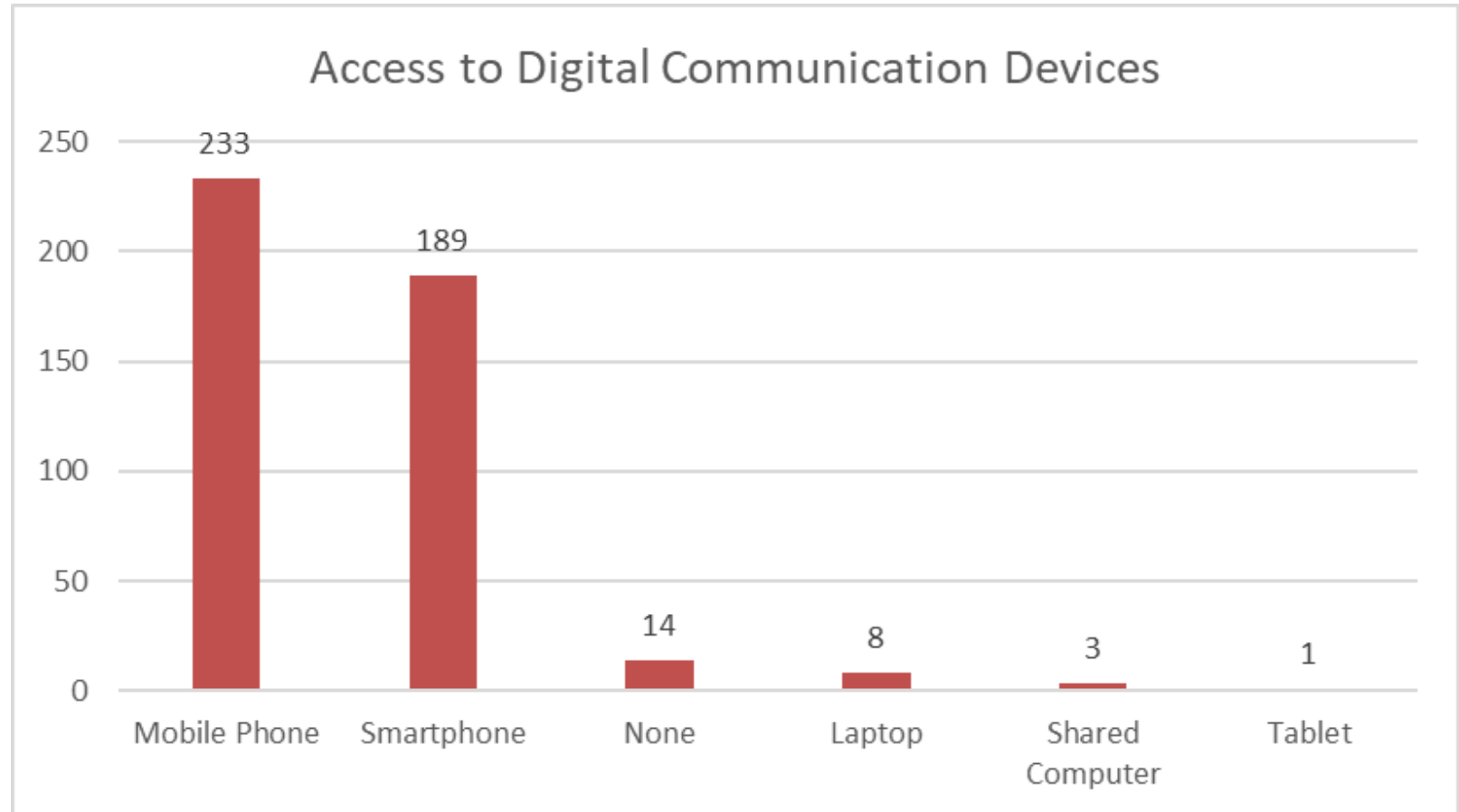
Aid Practitioners:
- Rural areas are harder to have regular consultations with (transport, infrastructure)
- Transport to urban centres for in person meetings presents own challenges
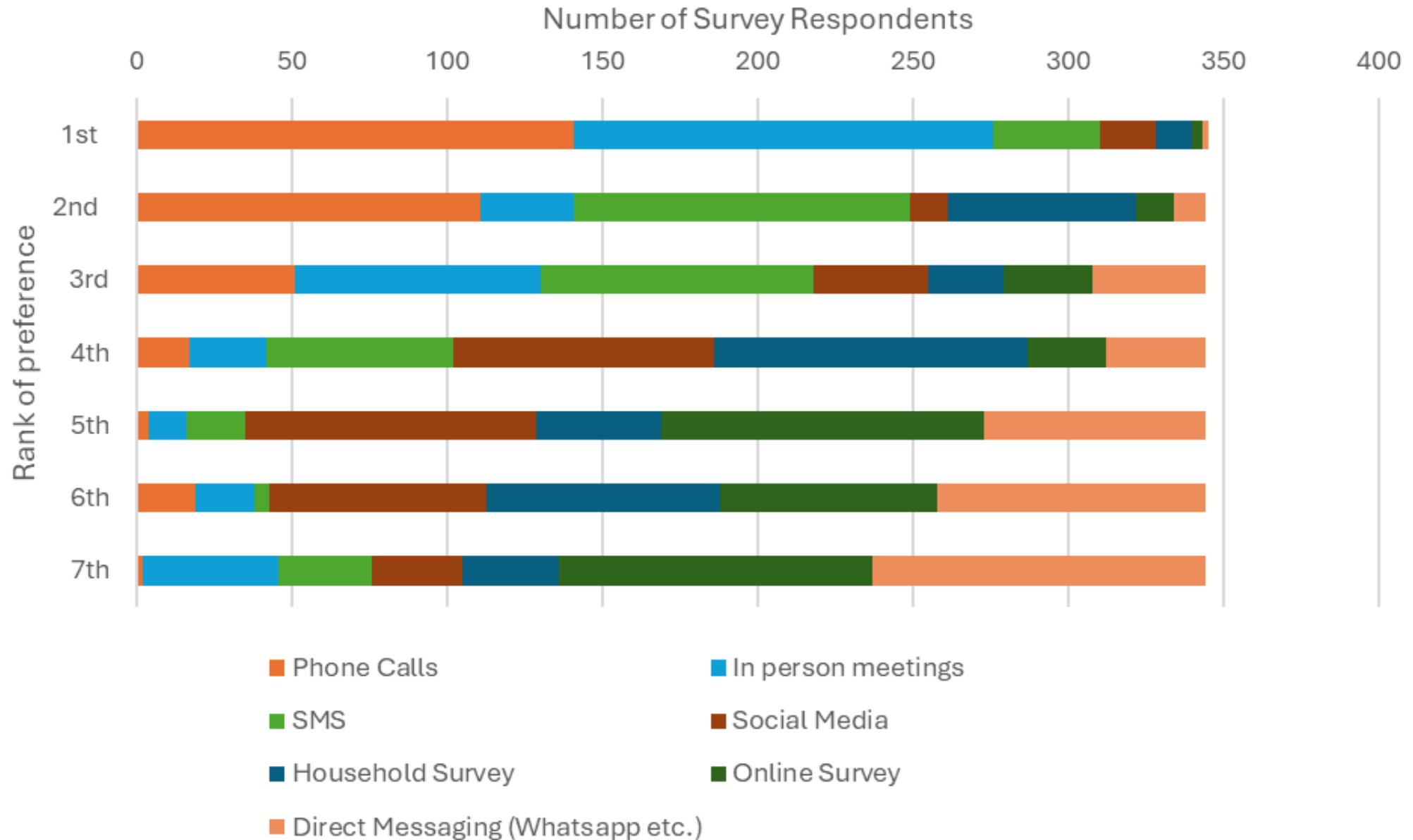- Constraints by partners or stakeholders – who attends

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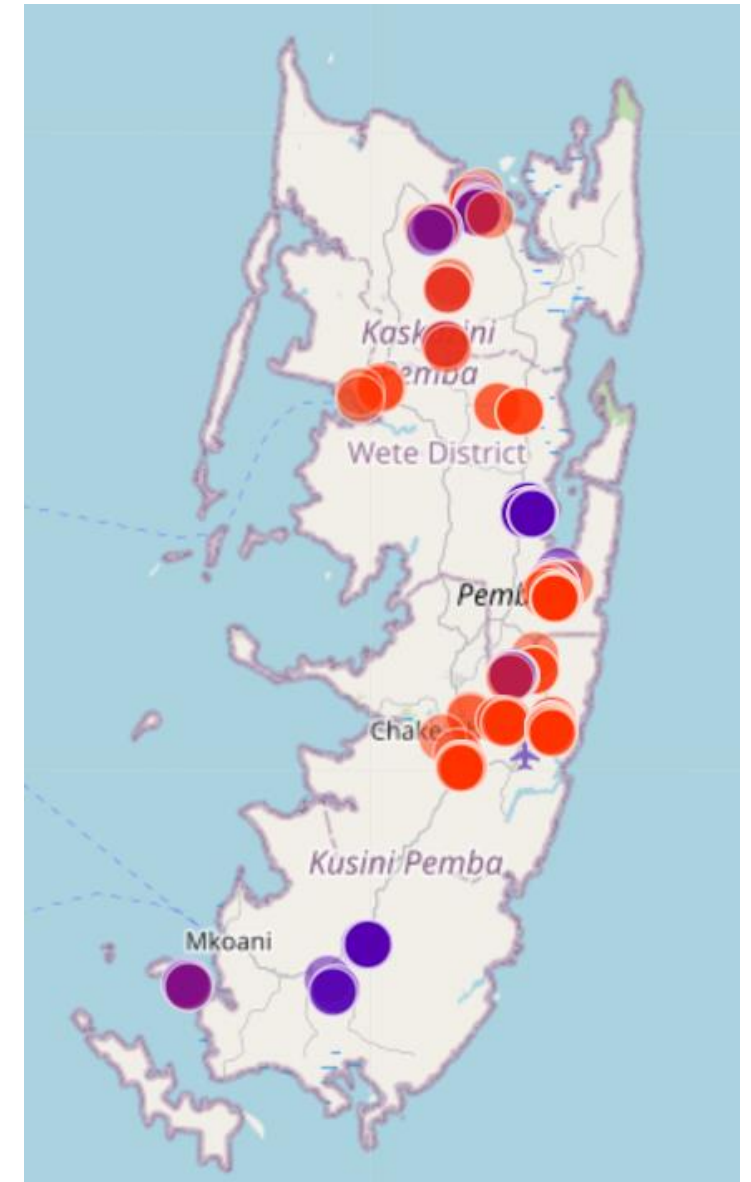
- (feature) mobile phone access remains more prevalent

- Most common: have both

- Multiple SIM cards

- Most people spend 500-3,000 Tanzanian shillings a week
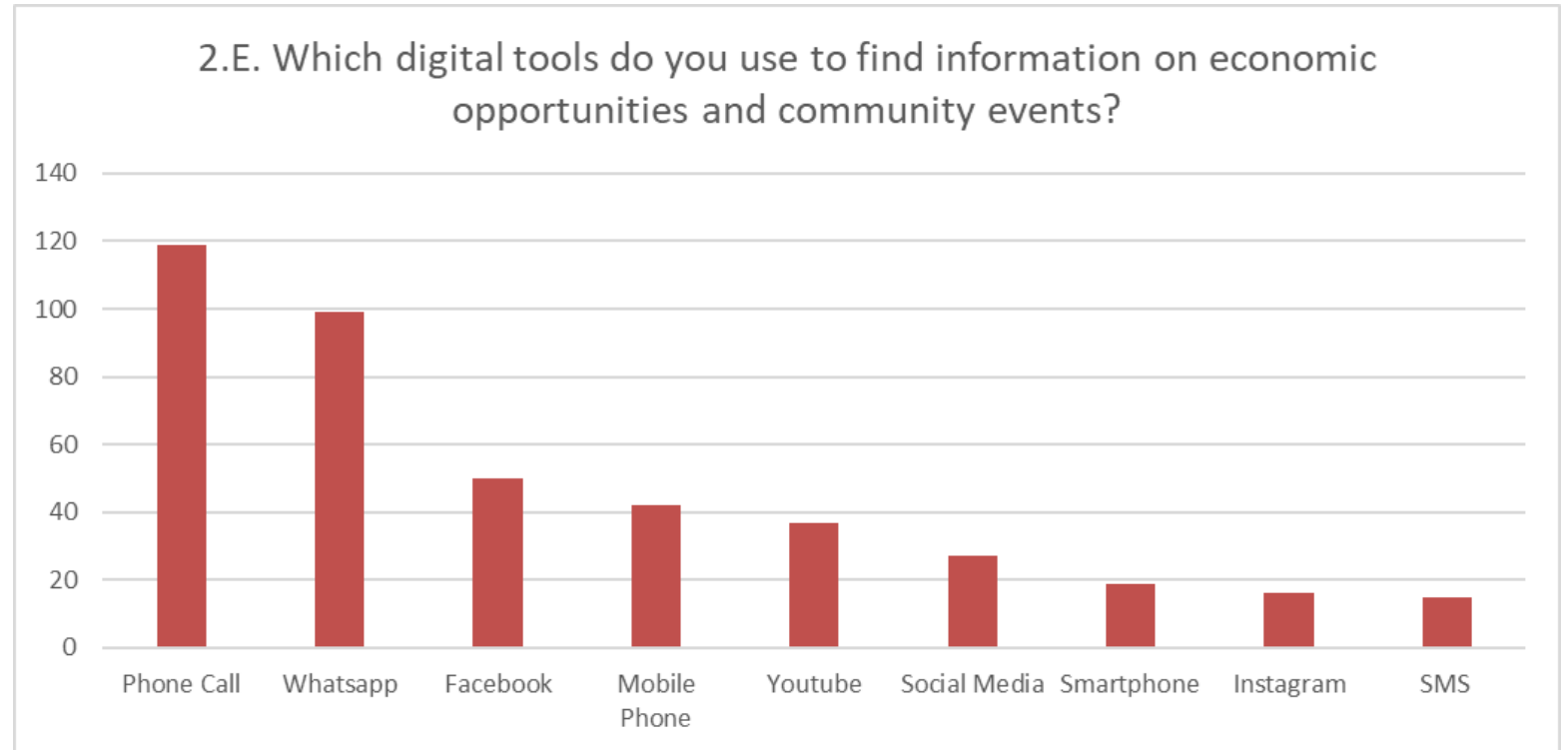
- 14 people – no access

Access to Digital Communication Devices

Device	Count
Mobile Phone	233
Smartphone	189
None	14
Laptop	8
Shared Computer	3
Tablet	1

Which communication tools do you prefer to use to communicate with NCA

Legend:
- Phone Calls
- In person meetings
- SMS
- Social Media
- Household Survey
- Online Survey
- Direct Messaging (Whatsapp etc.)

- Most survey respondents (25-50 + over 50) access the internet daily or more than once a week.
- People are increasing their use
- Visual and audible formats are preferred to text

Within internet solutions, what are the options?

2.E. Which digital tools do you use to find information on economic opportunities and community events?

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Marginalised groups and digital use

no specific groups that are marginalized in terms of digital access: age, gender, disability, geographical location

How often do you access the internet?
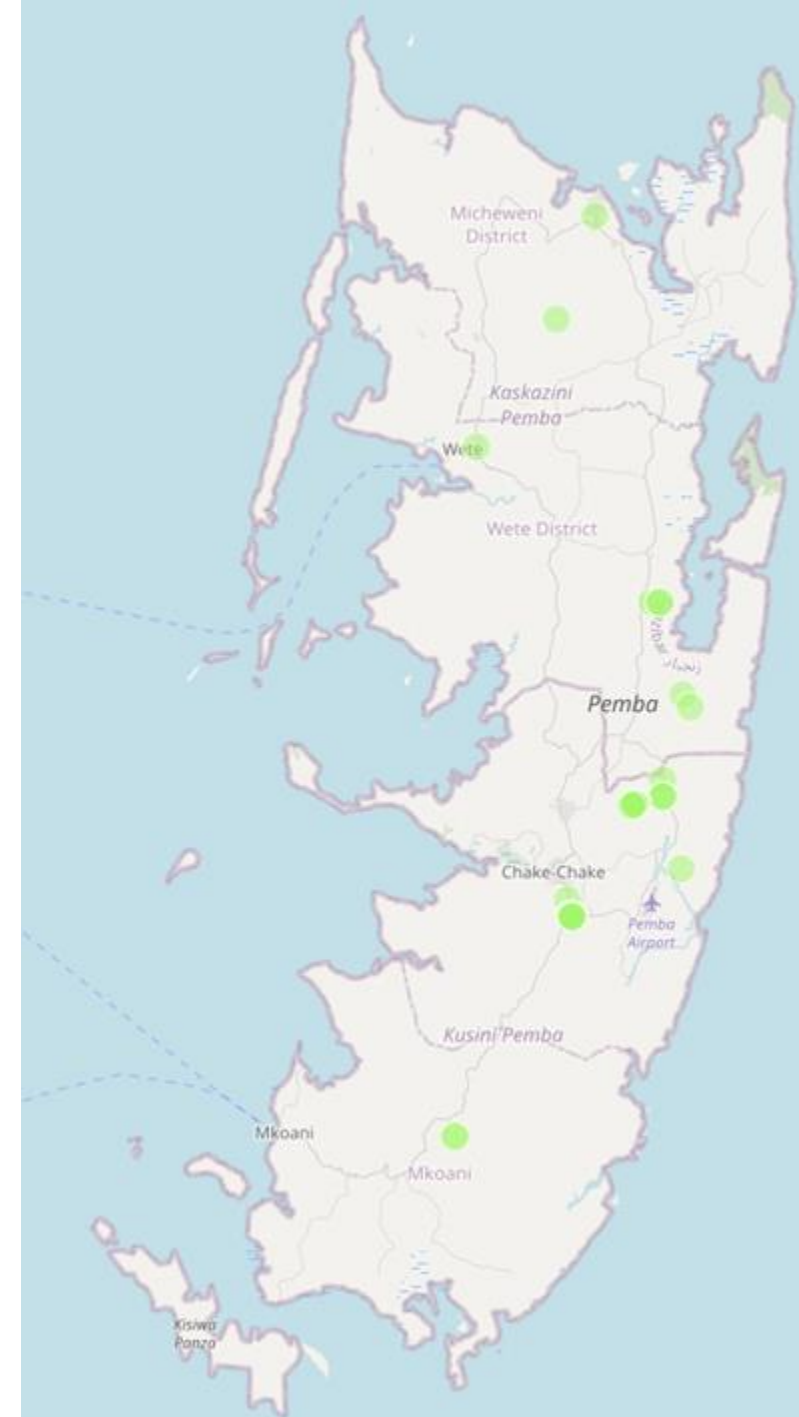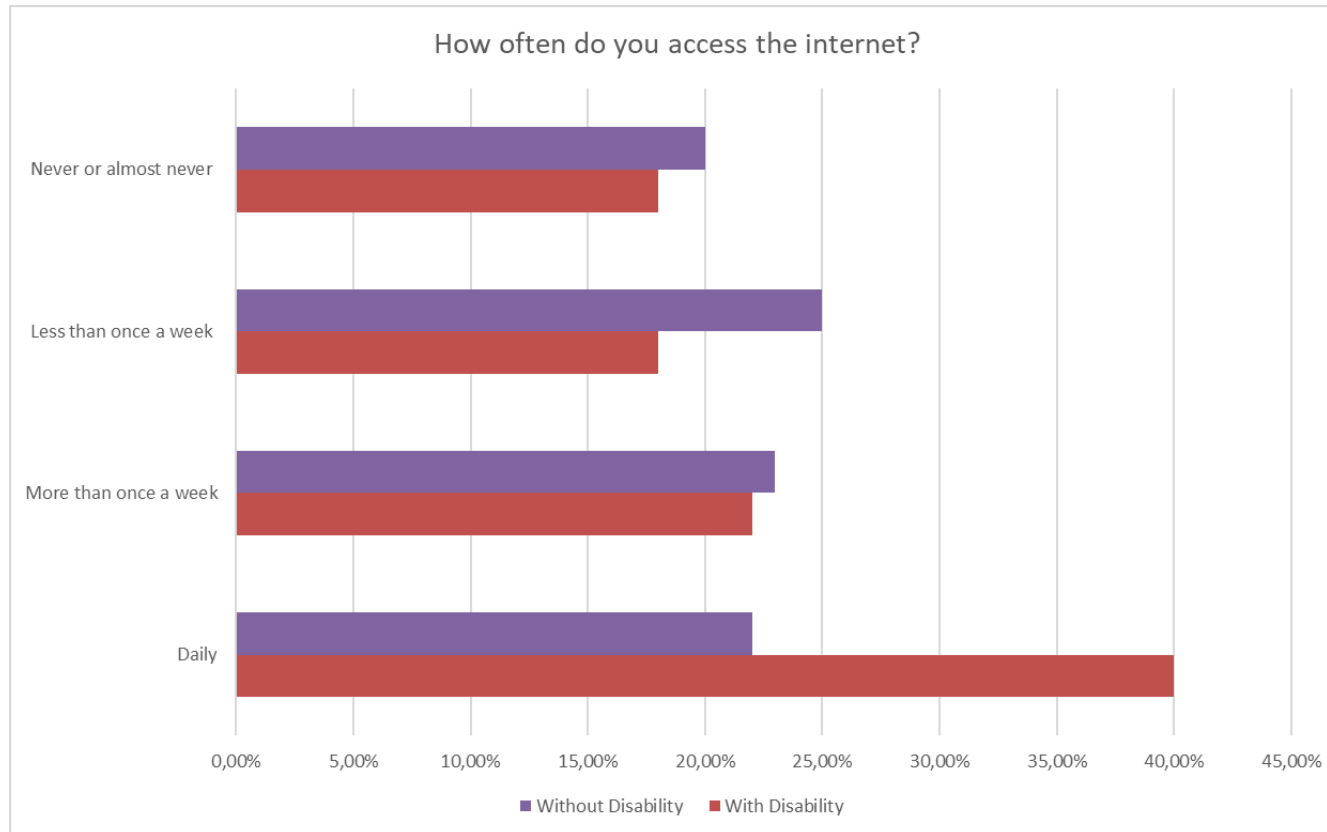
THINKING SCALE

- Ambitions for scale

- What this means for a Partnership

- We would also like input in the "business model".
  - What is a model that will be interesting for you?
  - What could you win from a Partnership?

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NOW WHAT?

TENDER — **29th May**

LIMITATIONS — **Second co-creation workshop (22nd May)**

IDEAS — **Online co-creation workshop (8th May)**

NEEDS — **Information session**