The evaluator expresses gratitude to the staff members of Amnesty International Zimbabwe (AIZ) and Zimbabwe Association of Community Radio Stations (ZACRAS) for taking the time to share their experiences and information regarding this project. More gratitude goes to all the stakeholders and beneficiaries of the project; particularly the three Community Radio Stations (CRIs) visited for purposes of this report.

Disclaimer

The views in this report are those of the evaluator. They do not represent those of UNDEF or of any of the institutions referred to in the report. All errors and omissions remain the responsibility of the author.

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Project Area

The project covered a total of ten Community Radio Stations

ten provinces.

AIPPA	Access to Information and Protection of Privacy Act
AIZ	Amnesty International Zimbabwe
BAZ	Broadcasting Authority of Zimbabwe
BSA	Broadcasting Services Act
CRIs	Community Radio Initiatives
FOA	Freedom of Information Act
MAAZ	Media Alliance of Zimbabwe
MM	Media Monitors
MISA	Media Institute of Southern Africa
POSA	Public Order and Security Act
ZMC	Zimbabwe Media Commission
ZACRAS	Zimbabwe Association of Community Radio Stations
ZUJ	Zimbabwe Union of Journalists

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In the three CRIs visited, it was evident that the communities served by these CRIs are extremely poor, and often struggle with basic necessities such as food. During interviews with AIZ and its partners, a theme that emerged was the difficulty of mobilizing poor community members to attend campaigns for human rights education in advocacy, further attesting to the fact that community members had to make hard choices between either attending their farms for everyday subsistence or attending human rights training. While the evaluator found evidence of some community support (e.g. young volunteers working for the stations and community members providing news) access to resources such as equipment and rental fees remains an albatross to the sustenance of Zimbabwean CRIs.

UNDEF value added: The UNDEF fund was appropriately tailored to intervene on behalf of a very noble cause around freedom of information and access to information

Project

- Wezhira CRI 1,500
 Budja FM CRI 500
 Vemuganga CRI 6000
 Madziva FM CRI 500
- 5. Radio Dialogue CRI 6000
 6. Patsaka CRI 2,500
 7. Kumakomo CRI 1,500

- 8. Ntepe CRI 500
- 9. Hwange FM CRI 500
- 10. Nkabazwe CRI 1000,

Total Approximate Population reached: (20, 500)

Outcome 1

Outcome 2

Outcome 3

The evaluation focused effectiveness, sustainability, relevance, efficiency,

The evaluation strategy used a triangulated approach (focus group discussions, key informant interviews (KII), field observations, and desk review). Primary field data (group discussions and station observations) were used for confirming secondary data (desktop review of relevant project documents and annexures). This ensured the gathering of evidence and perspectives from multiple sources and a triangulation of findings. A detailed methodological approach is attached in Annex 1 below.

This section analyses the project

The evaluator gathered sufficient evidence that there was adequacy of activities and outputs designed to achieve However, Output 1.8: 10:

would not be completed following formal and informal discussions with members of Parliament who advised that petitions may not be appropriate, as they could be viewed by the government as confrontational and create an impression that the government was not willing to engage.

Overall, the project was able to adequately identify and define a real social problem related to access to information among marginalised communities in Zimbabwe as well as the fact that the restrictive broadcasting licensing regime further curtails freedom of Constitution (Sections 6 and

62).

The appointment of the BAZ Board follows various engagements by ZACRAS at different fora with the Minister Information, Publicity and Broadcasting Services Permanent Secretary and Members of the Parliamentary Portfolio Committee on Information, Publicity and Broadcasting Services on the need to expedite the appointment of a Board so as to ensure the licensing and operationalization of community radios in Zimbabwe. BAZ last had a Board in 2015.

Alignment

y h y h h h Related Questions - How does the project align with the strategic guidelines voice of civil society and ensure the participation of all groups in democratic practices, and countries noted for democratic deficits such as Zimbabwe fall squarely in this category.

The UNDEF fund complements current UN efforts to strengthen and expand democracy worldwide and funds projects that enhance democratic dialogue and support for constitutional processes, civil society empowerment, including the empowerment of women, civic education, and voter registration, citizens access to information, participation rights, and the rule of law in support of civil society, transparency and integrity.

In addition, the work of the implementing agency; AIZ, is aligned with the work pursued by this project. Amnesty is involved in lobbying governments and other powerful groups to make sure they keep their promises and respect international law. Among its key strategic objectives are the advocacy of

rights, and international justice. AIZ pursues these objectives through research, education, advocacy, training, and broad-based campaigns.

ZACRAS is an umbrella body of community radios in Zimbabwe, and its position makes it perfectly aligned with the objectives of the project under evaluation, further increasing the chances of a high impact. ZACRAS promotes access to information, freedom of expression, and community participation at a community level through community radio platforms. It focuses on capacity strengthening for its members, lobbying and advocating for community radio licensing, as well as advocating for a policy environment conducive to the development of community radio.

The evaluator observed that, collectively, the work of these three organisations is sufficiently in sync with the core objectives of the project.

Project Design

6) from the responsible Ministry, BAZ and ZMC. A stakeholder conference to brainstorm ideas on methods of approaching regulatory authorities was also carried out.

B. Effectiveness

Based on the assessment and results reported at output level, the evaluator concluded on the outcome effectiveness as follows:

Outcome 1: Strong advocacy and citizen petitions for community radio licensing by civil society stakeholder alliance implemented. The evaluator concluded that the expected results of Outcome 1 were **largely achieved**, even though one component related to petition signing was abandoned prematurely following the advice that a petition would not be successful, as it would be deemed aggressive towards the government. Instead of a petition, engagement through lobby meetings was preferable.

In order to achieve these outcomes, the project conducted community preparedness assessments in 10 provinces, which reached out to 397 out of a targeted 450 community members, which attests to a good capacity assessment. A project launch and stakeholder mobilization workshop were held successfully with an attendance of 161 participants drawn from CRIs, print media, civil society organizations, and academia. Presenters in the workshop included officials from ZACRAS, Amnesty International Zimbabwe, media law experts, CRIs, journalists, the Media Alliance of Zimbabwe and Radio VOP Director.

The lobby and advocacy work by AIZ and ZACRAS managed to bring the community radio agenda into the national media discourse. One of the project strengths is derived from its alliance with a civil society network composed of 15 CSOs already working around media freedom and democratization of the airwaves in Zimbabwe. Interviews with key stakeholders, namely with the direct beneficiaries of the project in rural communities, reported that establishing this network and the reinforcement of capacity building for CRIs and advocates promoted real empowerment of civil society and high levels of appreciation for community radio in remote communities.

In addition, advocacy training workshops in each of the 10 target provinces were held, attended by 452 people, with 237 being female and 215 male. In addition, 10 roadshows

C. Efficiency

African Global Fundraising and Engagement (based in Kenya). To ensure sound project management, this oversight team held virtual meetings to monitor progress and provide advice where necessary. They also monitored how AIZ is meeting and reporting deadlines to UNDEF targets as well as monitoring the production of IEC materials and other productions to make sure that they meet international standards and quality.

Deloitte Zimbabwe also made a string of turnaround recommendations meant to return AIZ to good corporate governance following the fraud allegations. After recommendations, a new Director was appointed in August 2018 to engage in managing the change process at AIZ while two Finance Officers were also engaged in the Finance Department to strengthen financial management. These were all done with findings from AIZ.

These recommendations included a new finance policy, a change of signatories who could access the organiz bank accounts, a new statute document governing AIZ, a new board of directors, new membership policy, creation

Suntability through information dissemination. Its mission is to ensure citizens to quality information through media monitoring, research, and knowledge sment in a sustainable manner. In addition, the Media Alliance of Zimbabwe s an alliance of media support organizations with a vision for a Zimbabwe in which rerson enjoys the rights to freedom of expression and access to information free, diverse and independent communication platforms.

Impact

the project had **significant impact** at different levels. The sub-sections below t these in specific detail.

ional Impact

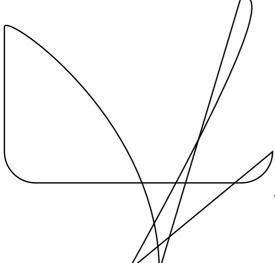
s sufficient evidence illustrating that the alliance of CSOs was very fruitful anaged to produce both local and national impact for the project under ion. CRI coordinators interviewed during data collection highlighted that the they received on how to use drama in radio production to produce communityontent had the impact that their radio messaging was now easily understood. In n, some radio productions at Vemuganga FM (Chipinge) which had led coverage on how local cotton companies were shortchanging cotton s by paying them in kind (groceries), had the impact that these companies ow paying farmers in cash, as would have been agreed upon in selling its.

the greatest impact was that of capacity and relevance building of the 10 target

-in is

established early on before the project begins to achieve high impact. AIZ and ZACRAS carried out a capacity assessment of all the 10 to es tablish the various capacity strengths and gaps of the Community Radio Initiatives.

Institutionally, CRIs interviewed during assessment expressed confidence that they now had better skills in terms of gathering news relevant to the communities they serve.



For ample, at Wezhira FM in Masvingo, respondents said that the use of citizen journalism practices had seen a drastic drop in cases of open defecation in the bush because people were now afraid of what they termed h * h in reference to citizen journalists who use their mobile phones to provide content to the radio.

14

In addition, and in the context of the gender focus of the project, interview respondents stated that cases of domestic violence are widely discussed by CRIs, further helping to encourage men to desist from domestic violence. At Wezhira FM, a ward councilor stated that most men were now scared of having their names broadcasted on the radio if they engaged in domestic violence.

One advocate, Nyasha Chichi Mahwende, (a disabled youth), stated that the training on human rights had given her confidence to speak about disability issues. She conducted a radio talk show on Nkabazwe

This resulted in her being spotted by lvory

and leading her to appointment as an ambassador of the organization in Zimbabwe. In Zimbabwe, she works with Young Voices **Disability Zimbabwe**

Local Impact

Locally, the project has significantly improved communities appreciation of their local languages and cultures. At Wezhira

FM, Vemuganga FM, and Nkabazwe FM, community respondents during field interviews confirmed that there is **increased recognition of local ethnic languages**. Before this project, community members had not been confident in using local languages in public spheres because such languages seemed to be subject to systematic exclusion from mainstream national media.

The death of local ethnic languages is exacerbated by the fact that national radio chooses to use the dominant national languages spoken by the significant populations. It is key to note that in Africa However, a cross cutting theme was also that most community radio premises did not have visible identity banners and/or insignia. It is imperative to note that apart from promoting freedom of information and information flows, one of the hallmarks of community radio is that of an identity marker and constructor. While it is understandable that all of the CRIs that participated in this project are not legally licensed, it is also imperative to note that surrounding communities served by these CRIs already have very strong senses of identity built around these radio stations. Regrettably, they do not have any visible identity marks or insignia to realize their identities.

For example, Vemuganga Community Radio Station operates

account of their ability to provide food. Human rights are a higher level need that a hungry community may easily regard as not pressing enough to warrant action.

Nevertheless,

UNDEF funds projects that empower civil society, promote human rights, and encourage the participation of all groups in democratic processes. The large majority of UNDEF funds go to local civil society organizations -- both in the transition and consolidation phases of democratization. UNDEF supports initiatives in the areas of community activism, electoral processes, gender equality, media and freedom of information, rule of law and human rights, strengthening civil society interaction with government, tools for knowledge, and youth engagement.

G. Conclusion and Recommendations

Overall, the evaluator concludes that this project was very successful given the socioeconomic and political environment prevailing in Zimbabwe where there is open hostility by the government towards rights-based organizations, and perennial policy inconsistences (particularly monetary policies) which militate against accounting and reporting standards of grant money. In addition, the fact that there are no licensed CRIs in Zimbabwe is not coincidental. It is a clear and conscious decision by the ruling elite to keep marginalized communities away from alternative information loops so that they rely on propaganda-laced official informati survived by patronizing a large constituency of uninformed rural communities.

The evaluator makes the following recommendations:

Given that the Zimbabwean government has already made a commitment to issue campus radio licenses across the country, future programming needs to foster strong linkages/partnerships between campus radio and community-embedded radio to increase exchanges, better programming and visibility of CRIs;

It may help to enter into partnerships with local universities training journalism to second student journalists to work for specified periods of time and provides incentives such as certification. This can help not only in capacity building, but also nity service profile and commitment to their own

communities;

In future, a priority should be given to rural-based CRIs to enable them to catch up with the better equipg(ed)-259(tn G/F2()-16(se)-31ncr)6(ease ep75.74 3m13(ty)-2(TJETz8to)-86

100. Since Amnesty International

community radio stations changed? If yes, explain how:

101. After being trained as a community radio advocate, what would you regard as your biggest achievement?

102. How

licensing of community radio stations in their communities

- 1. They are extremely supportive
- 2. They are less supportive
- 3. They are not supportive
- 103. What

107. Were the advocacy activities conducted by Amnesty International Zimbabwe enough

ANNEX 4: Key Informant Interview Guide

A. RELEVANCE

- 1. From project formulation, design and implementation, how suitable would you consider the project to be appropriate to the needs of CRIs and their stakeholders?
 - i. Were the objectives of the project in line with the needs and priorities with the target beneficiaries?
 - ii. Was the project clearly within stakeholders' mandate and congruent with their strategic framework?
 - iii. Were the project activities/outputs adequate to make progress towards the project outcome?
 - iv. Were risks appropriately identified by the projects? How appropriate are/were the strategies developed to deal with iden5cBT0 g0 G38866 0 595.098 TW Td[(st)-2(rate)-3(gi)-2(es)-

Wasthesprj(ec)-3(tcBT0 nishhr)-2((e34(in)-2(thes)-3e(pro)32(je)-2(cg0iio)-3(mlgi)-2ness?)] TJETQq0.000008866 0 595.02

- 10. Are there any changes already seen in the relatively short term or any potential catalytic effects that would influence the long-term impact of freedom of democracy, expression and gender inclusion in local processes?
- xxxv. Have the targeted CRIs and surrounding communities experienced tangible impacts? Which were positive; which were negative?
- xxxvi. To what extent has the project caused changes regarding support from the community, positive and negative, foreseen and unforeseen, on democratization?
- xxxvii. How many CRIs have already applied for licensing?

K. SUSTAINABILITY

- 11. To what extent has the project, as designed and implemented, created what is likely to be a continuing impetus towards licencing of CRIs, community support and
- xxxviii. To what extent has the project established processes and systems that are likely to support continued impact?
- xxxix. Are community members and CRIs are willing and able to continue the project activities on their own (where applicable)?
 - xl. What might stand in the way for CRIs and community members from continuing the project?
 - L. UNDEF's VALUE
 - 12. To what extent was UNDEF able to take advantage of its unique position and comparative advantage to achieve results that could not have been achieved had support come from other donors?
 - xli. What was UNDEF able to accomplish through the project that could not as well have blirae0024002F0032I93 >6@M(UND.ang)-3ter0.98 Tf284.36 iFve(UND.a)-2()-49(pro)-2(je)-1

80	Sent Bulk sms
81	Community radios social media engagements
82	Project folders sample
83	T-shirts produced samples
84	Branded water samples
85	Banners produced sample
86	Community radios public engagement meetings reports
87	Project media coverage links and pictures
88	Podcasts script

Outputs	Activities	Indicators and Results
Output 1.1: Baseline Survey of target communities and Capacity Assessment of 10 CRIs (Q1)	1.1.1: Conduct baseline survey to understanding community preparedness.1.1.2: To have 10 meetings with community radios to assess their capacity.	Assessment in ten provinces reached 397 out of a targeted 450 community members. 10 questionnaire-based focus group discussions conducted.
Output 1.2 Project launch and stakeholder mobilization workshop (Q1)	1.2.1: Launch workshop to gather input from stakeholders & useInformation to strengthen deliverables of the project1.2.2: Launch of the community radio alliance	Launch attracted 161 participants from CRIs, print media, civil society, commercial broadcasters, community members, academia, Human Rights Commission, Japanese Embassy among others. Presenters drawn from ZACRAS, AIZ, a media law expert, CRIs, journalists, MAAZ & Radio VOP.
Output 1.3: Community and citizen awareness raising materials on community radio and access to information/freedom of expression (Q1-8)	 1.3.1: Internally produce 5-minute audio piece/podcast distinguishing community radio from other forms of broadcasting for awareness disseminated to all 10 target areas. 1.3.2: Produce one training manual (and print 10 copies one for each target CRI) for training community based Advocates 1.3.3: Produce 500 copies of one discussion guide on CRIs for Advocates training (1.4) and public meeting (1.6) 1.3.4: Produce 500 project folders for trainings sessions with Advocates 1.3.5: Promotional materials (12,000 pamphlets, 5000 posters, 1000 T shirts) for awareness and grassroots advocacy CRIs licensing 1.3.6: Bulk SMS (240,000 SMS credit units) for communicating issues on CRIs and urging citizen participation. 1.3.8: 8 Media statement releases co-signed by CSO Alliance (one every quarter) 1.3.9: Produce CRIs Best practice guides - 100 copies (Output 3.2). 1.3.10: 350 T-Shirts (for CRI reps) and 3500 bottles of branded water for World Commemorative Day events (10 by CRIs and one national by AIZ and ZACRAS) (Output 2.7). 	 Five-minute podcast produced in various local languages spoken in areas hosting the 10 CRI. NB. This was not budgeted for, but AIZ & ZACRAS still managed to produce them (1.3.1) 1st milestone: 15000 brochures, 2650 posters, 91 t-shirts for community radio advocates, 500 branded water, 380 t-shirts for distribution at events, 500 folders and 500 brochures 2nd milestone: T-shirts (400) and branded water (400) produced distributed on various activity gatherings (Road shows, public meetings, advocacy meetings). 2 banners produced, 72 branded soccer jerseys produced 3rd milestone: T-shirts (203) and branded water (400) produced and utilized during the International Day for Universal Access to information in October 2019 and Community radio Indaba in December 2019.(1.3.3 1.3.5, 1.3.10) 500 copies of one discussion guide produced and used during community advocates training for the 10CRIs.(1.3.3) Bulk SMS units bought & distributed among the 10 CRIs. These were used to send out invitations to public meetings, roadshows and even for community awareness on the importance of CRs and the need for community members to push for their licensing (1.3.6) Media statement releases co-signed by CSO Alliance (one every quarter) were released (1.3.8)
Output 1.4: 10 trainings (one full day each) of 500 community based radio Advocates (50 in each province, total 500) (Q2, Q3) - M2 (completion of 10th training)	1.4.1: CRIs to identify and coordinate 500 community advocates 1.4.1: AIZ and ZACRAS will arrange and deliver Advocacy training in each of the 10 provinces with 50 participants attending at each training.	10 full day Advocate training workshops in each of the 10 provinces were held. These were attended by 45 people, with 237 being female and 215 being Male

Output 1.5: 10 Roadshows (1 per target community) for 6,000 people to build community & citizen awareness and buy-in for CRIs licensing (Q4 and Q6)	 1.5.1: CRIs to conduct 10 road shows, each to be attended by approximately 600-1000 people from target community total expected minimum reach 6,000 1.5.3.: Roadshows to educate & highlight the importance of CRIs in local development 	Implemented in all districts/provinces covered by project Shows were also accompanied by theatre. Reached out to 560 people on average per road show
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Community Campaigns by CRIs) (Q2, 3, 4, 5, 7) Outcome 3: Capacity and	NGOs, UN organizations, Human rights CSOs, and the media (total 7 commemorative events at US\$1,500 each). 2.7.5: Produce commemorative day promotional materials (350 T- shirts, and 3,500 Branded mineral water). relevance of the 10 target community radio institution	s (CRIs) enhanced in order to apply for licensing
Outputs	Activities	Indicators and Results
Output 3.1: One Capacity Assessment Study of 10 targeted CRIs (Q1) integrated with Baseline survey combined with Output 1.1	3.1.1: Use internal expertise for the assessments of all 10 target CRIs by visiting each CRIs and interacting with 12 local CRIs representatives for each of the 10 target CRIs.	
Output 3.2 Production of One CRI Best Practice Guide 100 copies (Q1-8)	I	

3.4.4: Regional exchangeseach of the 4 selected CRIs will be able
to send the Radio Station Manager
total 4 representatives (2 to
South Africa and 2 to Zambia)Annex 75 Zambia Exchange Visit3.4.5: One ZACRAS representative will accompany the Zambia
exchange visit and one AIZ representative will accompany the South
Africa ExchangeAnnex 75 Zambia Exchange Visit