

we can make it happen!

Twaweza, meaning 'we can make it happen' in Swahili, embodies the powerful idea that citizens can drive change. Our tagline 'Ni sisi' means 'It's us', the citizens of East Africa, who can make a difference, rather than waiting for governments, politicians, donors or NGOs.

With information, ideas, tools and confidence, citizens across East Africa are making things happen and holding governments accountable to deliver better basic services – education where children learn, clean water and better health care. Twaweza gets behind these initiatives to make them gain greater momentum.

Twaweza is a ten year citizen-centered initiative that promotes large-scale change in East Africa. It fosters conditions and expands opportunities through which millions of people can get information and take action, directly in communities and by holding governments to account. Twaweza focuses on enhancing 'citizen agency' – the ability of men, women and young people to get better information more quickly, cheaply and reliably; monitor and discuss what's going on; speak out; and act to improve matters. We work with partners across East Africa to realize this vision.



Imagination

Big change requires imagination. That's why Twaweza is really interested in stories and information that can make people pause, become curious and get inspired. Like, if the women could stop the health staff from treating them badly, why can't we do the same with the police? Or if the nearby village made sure their children learn in school, so can we. Change comes when people think differently, imagine new possibilities, and see that they can make a difference.

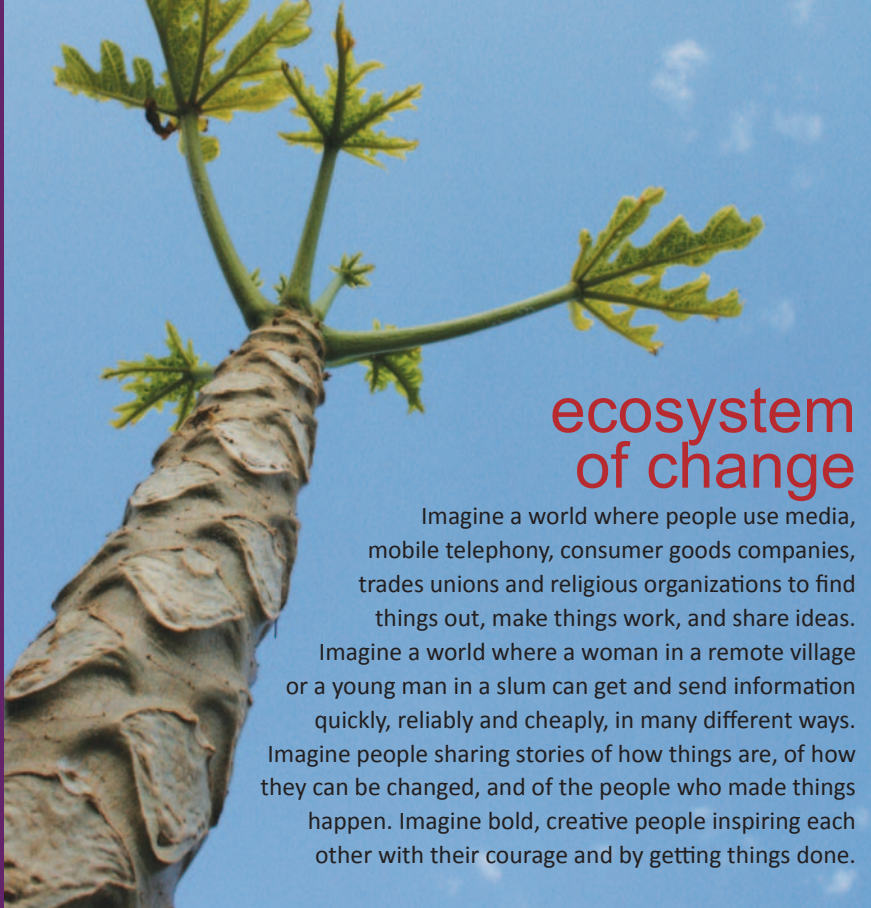
theory of change

Twaweza believes that informed and motivated citizens are the most powerful agents of sustainable change.

Exposed to the ferment of information, ideas, stories of change and practical tools, citizens across East Africa are making things happen, holding governments to account and improving lives. Twaweza gets behind these initiatives to make them gain greater momentum, fostering information flows and public action, building on what works, trying out new ideas, and learning, documenting and sharing lessons.

Twaweza enables ordinary citizens in East Africa to:

- **access information** – by expanding the means and channels through which people can access information
- **exercise agency** – to express views, take initiative to improve lives, and hold government accountable
- **get better services** – such as primary and secondary education, primary health care and clean water, and exercise greater control over public money



ecosystem of change

Imagine a world where people use media, mobile telephony, consumer goods companies, trades unions and religious organizations to find things out, make things work, and share ideas. Imagine a world where a woman in a remote village or a young man in a slum can get and send information quickly, reliably and cheaply, in many different ways. Imagine people sharing stories of how things are, of how they can be changed, and of the people who made things happen. Imagine bold, creative people inspiring each other with their courage and by getting things done.



citizen agency

'Citizen agency' – the ability of men, women and youth to get practical information, monitor what's going on, speak out, and take initiative to improve their lives. When citizens have agency, they can hold government accountable to deliver better basic services.

learning and communication

Together with our partners, we are doing lots of stuff.

But is it working?

Are we learning and adapting as we go along?

That is why we take learning very seriously at Twaweza. This includes monitoring what we do and listening to feedback, on a regular basis. It includes a whole jigsaw puzzle of evaluations, done by independent experts, generating evidence using different methodologies.

It involves developing a culture of honesty about progress, of admitting failure where things don't work, of critical analysis, and using lessons to improve what we do. And it involves communicating our work and lessons openly and clearly, so that everyone can learn, and challenge our claims.



contact:

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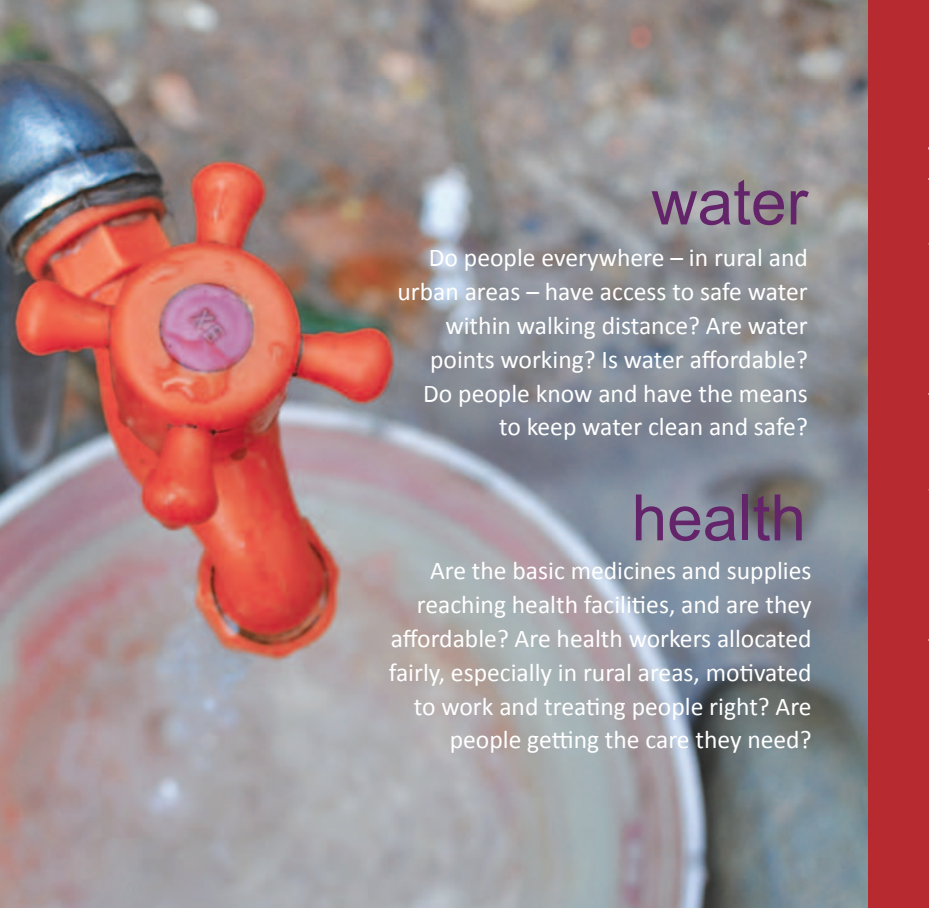
public services

For people to live a good life, and be able to make a difference, they need access to decent services. That work. Are reliable. Treat people well. Lots of things need to be improved; but we have chosen to focus on a few that are really important within education, water and health.



education

Is the money reaching schools and is it well used? Are teachers allocated fairly, are they motivated, and are they teaching? And most importantly, are children learning? At the most basic level, are they able to read and do arithmetic?



water

Do people everywhere – in rural and urban areas – have access to safe water within walking distance? Are water points working? Is water affordable? Do people know and have the means to keep water clean and safe?

health

Are the basic medicines and supplies reaching health facilities, and are they affordable? Are health workers allocated fairly, especially in rural areas, motivated to work and treating people right? Are people getting the care they need?



partners: 3 examples

Tanzania: do government funds reach schools?
Together with HakiElimu and Policy Forum, Twaweza enabled citizens to monitor whether money for secondary schools was received in full and on time. The findings were grim: 93% had not received any money. But the monitoring effort and the resulting publicity prompted the Government to send a significant amount within a month.

Kenya: inspiring young people
Twaweza partner ShujaazFM is a nationwide multimedia project motivating millions of Kenyans to take action. Shujaaz comics, radio segments, and social media have reached more than 15 million Kenyans – making it the largest youth engagement initiative in Kenya today. Each month 600,000 Shujaaz comics are distributed countrywide. Young people discuss these issues on 17 radio stations daily and send in over 2,000 SMSs per month.

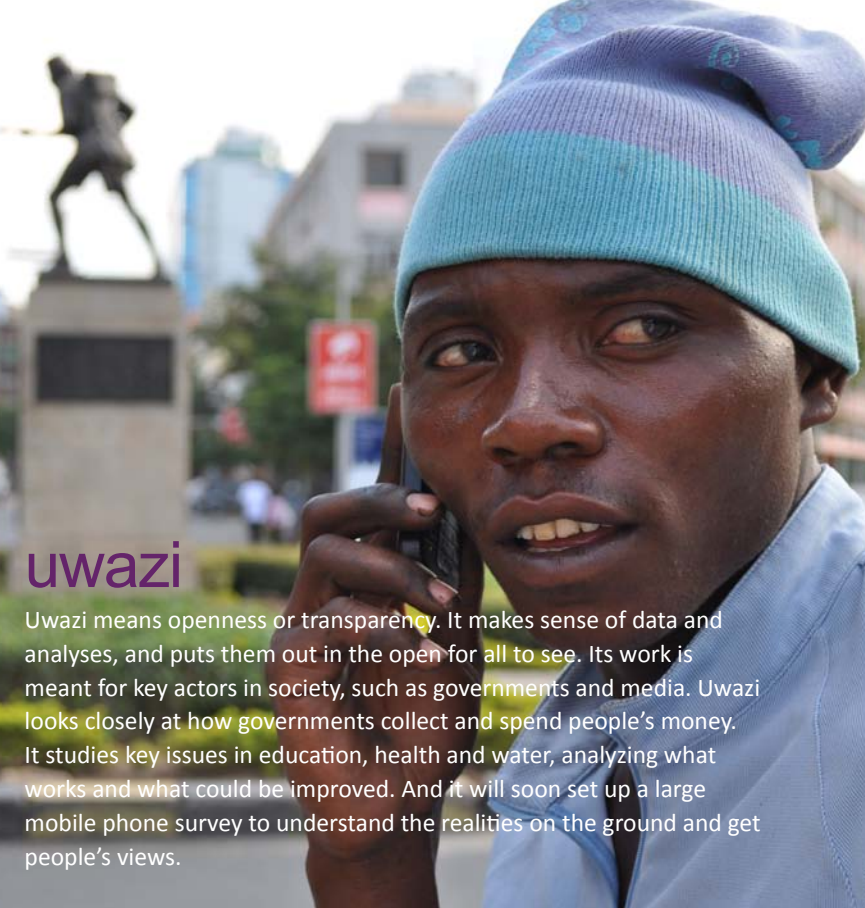
Uganda: radio for the people
Twaweza partner Uganda Radio Network (URN) provides news and an audio magazine to more than 50 radio stations in many different languages, reaching up to 20 million people each day. To enhance rural voices in Uganda, URN is expanding its regional network of journalists and provides mentoring support to member radio stations.

For more partners, see www.twaweza.org/partners



partnerships

How do you reach millions of people? Start with the networks and channels that already reach millions of people. Such as radio and TV stations. Mobile telephony. Religious organizations. Companies that supply basic goods to kiosks in every neighborhood. And teachers. We identify what these networks do really well, and partner with them to make that work even better for people. And we connect these different networks in new ways, so that they can create even more opportunities for citizens to find out things, discuss what they care about and take action.



uwazi

Uwazi means openness or transparency. It makes sense of data and analyses, and puts them out in the open for all to see. Its work is meant for key actors in society, such as governments and media. Uwazi looks closely at how governments collect and spend people's money. It studies key issues in education, health and water, analyzing what works and what could be improved. And it will soon set up a large mobile phone survey to understand the realities on the ground and get people's views.



imagination - citizen agency - public action