



Press Release
For immediate release

Ni Sisi promotes citizen-driven change

Twaweza launches new campaign to spark public imagination and spur citizen action

Dar es Salaam, 15 November 2012: Twaweza has launched a new initiative which promotes the idea that citizens can bring about change themselves, rather than waiting for governments, politicians, donors or NGOs to do it for them.

Twaweza believes that by standing up and taking action, citizens across East Africa can create lasting change and drive forward their own development.

The Swahili tagline of the campaign can be translated as 'Change is me. It's you. It's us.' The aim is to spur debate and action around the concept of 'Ni Sisi', of how we can all contribute to society, development and our lives. The content is firmly embedded in the reality of people's lives and challenges each citizen to think about these issues and craft their own solutions to the problems they face.

The campaign comprises a number of activities in Tanzania, Kenya and Uganda. The centre-pieces are six television public service announcements (PSAs). Each PSA depicts one courageous person taking the first bold or unusual step to confront a problem and, in so doing, inspiring others to join. Collectively they make a difference.

The campaign also includes radio, print, out-of-home and below-the-line content. Twaweza is working with a number of partners to create discussion programs, cartoons, music videos and road shows around the concept, alongside broadcasting PSAs across this array of platforms. All of these activities reinforce the core idea of citizen driven change.

Implicit in the narrative of the campaign is the connectedness of all of us in society. We can choose to view ourselves as separate from government and public actors, or we can see ourselves as co-responsible for making things work. We can wait all day for someone else to take care of the problem, or we can make ourselves part of the solution. We can complain endlessly, or we can act to make a difference ourselves and to hold those responsible to account. The world we live in is the world that we have helped create or let happen; and it is we who can make the world better.



Twaweza Founder and Head, Rakesh Rajani, said *“when citizens monitor what’s going on, make comparisons and act, they gain a sense of purpose and control; a sense not only that things happen to us, but that we can make things happen.”*

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Notes to Editors

- Twaweza is a ten year citizen-centered initiative, focusing on large-scale change in East Africa. Twaweza believes that lasting change requires bottom-up action, and seeks to foster conditions and expand opportunities through which millions of people can get information and make change happen in their own communities directly and by holding government to account.
- You can follow Twaweza’s work
Web: www.twaweza.org
Facebook: Twaweza Tanzania
Twitter: @Twaweza_NiSisi