



# Yemen National Dialogue and Constitutional Reform Trust Fund (YNDCRTF)



## PROJECT<sup>1</sup> QUARTERLY PROGRESS UPDATE

(for posting on the YNDCRTF web site)

as of 31 March 2013

<b>Participating UN or Non-UN Organization:</b>	OSASG (Office of the Secretary Adviser of the Secretary-General on Yemen) UNDP UNHCR UNICEF UNOPS UNFPA OHCHR UNWOMEN				
<b>Implementing Partner(s):</b>	National Dialogue Secretariat (NDS)				
<b>Project Number:</b>	85078				
<b>Project Title:</b>	UN Integrated Program of support to the Yemeni National Dialogue and Constitutional process				
<b>Total Approved Project Budget:</b>	US\$ 23.1 Million				
<b>Location:</b>	Country wide				
<b>SC Approval Date:</b>	24 January 2013				
<b>Project Duration:</b>	12 Months	<b>Starting Date:</b>	1 Jan 2013	<b>Completion Date:</b>	31 Jan 2014
<b>Funds Committed:</b>	US\$ 3,600,000			<b>Percentage of Approved:</b>	
<b>Funds Disbursed:</b>	US\$ 2,960,260 (Included commitments and expenditures)			<b>Percentage of Approved:</b>	82.3%
<b>Expected Project Duration:</b>	12 months	<b>Forecast Final Date:</b>	31 January 2014	<b>Delay (Months):</b>	0

<b>Outcomes:</b>	<b>Achievements/Results:</b>	<b>Percentage of planned:</b>
<b>Outcome 1: "Implementation of the Agreement moves forward according to agreed timelines and steps, on the basis of quality technical, financial and administrative support"</b>		
1.1 The National Dialogue and Constitutional process are	1. Training in facilitation, group management and collaborative problem solving was provided for 33 national facilitators and funded by Berghof. The best 12	<b>100% achieved planned for</b>

<p>provided with technical and political support, including lessons learned and comparative analysis and mediation / facilitation assistance when requested</p>	<p>facilitators of the 33 were selected to assist the National Dialogue Working Group sessions to ensure proper functioning of the groups and the progress on the outcomes of their work according to the Dialogue plan.</p> <p>2. Three technical experts on constitutional systems, constitutional process and federalism were deployed to support the immediate technical needs during the establishment of the NDS and formulation of the working groups.</p> <p>3. Mediation services were provided to bring all stakeholders together through meetings with different parties and outreach messages in the media campaign</p>	<p><b>the period of reporting</b></p> <p><b>17% achieved for the project</b></p>
<p>1.2 Well resourced secretariats provide the administrative, logistical and technical support to the National Dialogue and Constitutional process structures, including Preparatory Committee, National Dialogue Committee, and Constitutional Commission</p>	<p>1. Comprehensive planning, communications and logistics support for the NDS team was provided in preparation for the 18 March Launch of the National Dialogue and the 1<sup>st</sup> round of the plenary sessions in this reporting period. The operational support included office location set up security arrangements, travel of delegates, transport of volunteers, preparation of conference venue, and organisation of media coverage translation / interpretation<sup>1</sup>.</p> <p>2. 91 NDS staff were recruited. The recruitment followed UN standards and procedures of recruitment where the NDS had advertised the first key positions to start operating in an earlier stage in the beginning of the year.</p> <p>3. OSASG and UNOPS deployed several experts to support the National Dialogue preparation during this reporting period. This included two media and communications experts and conference planning experts. Terms of Reference for background papers on 21 subjects were also developed. The aforementioned experts provided training to delegates and working group chairs in coordination with experts deployed by National Democratic Institute (NDI) and Civic Democratic Foundation (CDF) including a series of introductory sessions with each of the delegate constituencies at the conference.</p>	
<p>1.3 International assistance to the National Dialogue and the Constitutional process is well coordinated, with limited transaction costs for national actors and efficient allocation of resources</p>	<p>1. Six UN coordination meetings took place for sharing information and updates on the progress and to support the National Dialogue progress.</p> <p>2. Two coordination meetings for implementing organizations were conducted and co-hosted by the NDS and the OSASG.</p>	
<p><b>Outcome 2: “The outcome of the Implementation of the Transition Agreement reflects an inclusive, transparent, meaningful and participatory process.”</b></p>		
<p>2.5 The population is aware of the existence and inclusivity of the national</p>	<p>The NDS with support from international experts developed a comprehensive outreach and communications strategy</p>	

<sup>1</sup> The first three weeks were financed through OTI.

<p>dialogue and constitutional process through the implementation of the secretariats' public information campaigns</p> <p>Note: exact content, timing and sequencing of proposed activities pending development and finalisation by NDS of public information campaigns</p>	<p>including:</p> <ol style="list-style-type: none"> <li>1. Outdoor &amp; Indoor Visibility Campaign: This campaign targeted the main Cities. About 18,000m2 &amp; more of outreach billboards in the main streets and conference venues.</li> <li>2. Audio Visual: Four Radio flashes, Nine TV flashes and four TV generic animations have been produced in the past two months.</li> <li>3. Audio Visual: NDC Identity-Launching ceremony song-children message created and produced. 10 minute children focused video presentation on the meaning of the National Dialogue for Yemen's future created, produced and filmed.</li> <li>4. Live Broadcast: Total 250 hours of broadcast in five national TV Stations, three Regional TV stations and two national radio stations. In addition four Mobile News providers (SMS) distributed regular National Dialogue updates by SMS for users of all available GSM and CDMA networks.</li> <li>5. Media Center: 20 Work Stations for journalists covering the National Dialogue were installed. Seven constituency meetings and four press conferences were conducted with an average daily participation of 110 journalists.</li> <li>6. Newspaper &amp; Journalists: A mailing list of 977 journalists was generated and news and daily updates were provided to them on a regular basis. As a result, national newspapers and websites published 228 articles about the conference and progress of the dialogue. An average of 15 articles per day were published in the Yemeni press since the start of this project. 33 Live interviews with the delegates to the National Dialogue and NDS members were broadcast.</li> <li>7. New Media: Global: 252,811 visitors to the National Dialogue Website -Yemen: Facebook: 13,641 Likes, Twitter: 913 followers, YouTube: 232 Subscribers.</li> <li>8. Publications: 2000 Dialogue in a Box were produced and distributed along with 2000 Dialogue Guides, 1000 Media Guides, and 1000 Delegates' Guide.</li> <li>9. Partnerships: Logo on ATM Screens – 8 Local Banks, 3 SMS's (est. 6 million people). YEC Dialogue Campaign ,Yemen Mobile: Outdoor &amp; online ad, 3 Dialogue Songs by Partners, Animated Flash Web Banner (Over 4.6 million times).</li> </ol>	
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## **Qualitative achievements against outcomes and results:**

The following results were achieved during the reporting period:

### **Outcome 1: “Implementation of the Agreement moves forward according to agreed timelines and steps, on the basis of quality technical, financial and administrative support”**

The project built upon the initial UN-funded support which helped to kick start the establishment of the NDS in late 2012 with OSASG providing technical support to the preparatory committee and supporting the recruitment of a team of five to support the Preparatory Committee through administrative, logistical and technical services. During this quarter, OSASG provided technical support for the NDS to expand and plan for the 18 March start of the national dialogue according to the outlined structure of the NDS. Seven department heads were recruited to start in the preparations for the conference and its first round of plenary sessions. As of 31 March, 91 positions were filled and managed, including all those of significance to the launch event of the National Dialogue and the 1st round of plenary sessions for the 565 delegates. As the NDS required additional people to work on the preparations of the conference, 72 volunteers were brought on board to assist the NDS particularly in the areas of conference administration and outreach activities. The NDS was established in three locations: 1) the Movenpick Hotel (conference location); 2) Tourist City (close to the Movenpick Hotel); and 3) the co-located office with OSASG in Haddah.

The launch event was held on 18 March in the presidential palace. The NDS with the support of the project assisted the president office to ensure the logistical and security services to facilitation the safe participation of high level Yemeni and international delegations. The security measures provided for the event and the six-month conference include 60,000 security personnel deployed in Sana’a to secure the main locations and relevant areas and routes.

The conference is being conducted with a high level of geographic, political and demographic inclusiveness which reflects the high level of acceptance across the nation of the transitional process. Ministers, tribal leader, youth, women, adolescents , political activists from all the political parties including Houthis and Hiraak sent representatives to attend the official ceremony launching the National Dialogue. The conference was broadcast live on all national TVs and radio stations. Following the launch the conference video, which highlighted children’s hopes for the future of the country, was broadcast on the national TV networks and radio stations. The National Dialogue was widely advertised throughout the country through all possible media outlets including TV, radio, banners, posters and newspapers.

After the successful launch of the National Dialogue, the first round of Plenary sessions commenced on 19 March at the Mövenpick Hotel and continued through the end of this reporting period. Participation by 529 (maximum) delegates was complemented by 200 representatives of the mass media, 72 volunteers, and various national and international observer missions. On 1 April the NDS successfully organized the elections for the chairs and deputy chairs of the nine working groups. Women were selected to chair three of the nine working groups, including the Working Group on Saada. Technical support was provided throughout the preparatory phase and with international experts deployed to conduct introductory sessions for the different constituencies present in the conference. To ensure efficiency of the working groups discussions and moving the working plan forward the NDS assigned facilitators to facilitate the sessions and make sure that the groups are following the plan. Through the Trust Fund translators were hired to translate during the sessions with the experts deployed by the OSASG and Resident experts who were made available by various International agencies to support the working groups.

To help ensure the smooth functioning of the Working Groups and their ability to reach consensus, the NDS trained 30 facilitators, 9 of whom will work directly with the chairs and deputy chairs of the working groups.

**Outcome 2: “The outcome of the Implementation of the Transition Agreement reflects an inclusive, transparent, meaningful and participatory process.”**

Throughout the preparations for the National Dialogue and in its first round of plenary sessions, the NDS, supported by OSASG and UNOPS, prioritized public outreach and communications. A media Department manager was hired in the first weeks of the project to draft an outreach strategy and to start immediate implementation of communications initiatives. Community Participation Unit was established for the purpose of mobilizing and to ensure people’s inputs and priorities are fed into working group discussions and reflected in outcome.

A country wide campaign took place using all available communication tools. Materials were developed by the NDC teams with the support of the OSASG, UNDP and UNICEF experts. The first phase of the campaign sought to raise awareness about the national dialogue’s structure and purpose. Targeted communications was designed for groups which were already supportive of the National Dialogue as well as groups which were more neutral or skeptical.

The media campaign has faced challenges, particularly in the south of the country. By end of February 70% of the outdoor banners and billboards in the south were damaged. The NDS team has sought to overcome the rejection of the National Dialogue by some groups in the south by developing more regionally targeted messages. The NDS communications team developed materials with the slogan “By Dialogue, our south issue can be solved” and “By the Dialogue we open a new chapter in our lives”.

The outdoor and indoor campaign targeted the main cities and used different regional dialects in order to maximize the acceptance and impact in different locations and for different audiences (Southern, Women, Youth, Adolescence, political activists). Approximately 18,000 m<sup>2</sup> of banners and billboards were put up in all the main streets and conference venues all of Yemen’s principle cities. A face to face campaign was conducted in schools and mosques. A media center has been established (supported by funding sources working in collaboration with the National Dialogue Trust Fund) with 20 work stations for journalist attending the National Dialogue Conference. Seven constituency meetings took place and four press conferences with an average of 110 journalists from national and international newspapers attending per day. 228 articles have been published during this reporting period in newspapers and news webpages. (average of 15 article per day)

Visual communication tools were developed in order to reach a larger, national audience. 4 radio flashes were developed and broadcasted in two national radio stations; three of them were specifically designed for the south. Another nine TV flashes were produced and broadcasted on five national TV stations, three of them specifically designed for the south. A total of 240 hours of the National Dialogue proceedings were broadcast in the five national TV Stations and the five main regional TV stations and two national radio stations. In addition four Mobile News providers (SMS) distributed regular National Dialogue updates by SMS for users of 3 mobile phones companies GSM and CDMA networks. The launching ceremony song and video was produced and broadcast after the conference launch on all national TV networks.

The NDS was also able invest heavily in new media with the launching of the NDC website National Dialogue related Facebook, Twitter, YouTube channels. The website is updated daily with news on the progress of the working groups and has open channels for the public to provide input for the working groups.

The media unit in the NDS with the operational support of UNOPs published and distributed 2000 Dialogue in a Box educational kits, 2000 Dialogue Guides, 1000 Media Guides and 1000 delegate guides in the reporting period.

The media team has also successfully developed partnerships with the private sector to expand outreach coverage on the National Dialogue. The NDS concluded agreements (at no cost to the Project) with eight local banks for the National Dialogue logo to be shown on ATM screens. In additional, agreements with three mobile provided for the distribution of SMS messages to approximately six million people. Outdoor campaign by Yemen mobile using billboards were place in the main streets in most cities. Three songs

were produced for the National Dialogue by other private sector partners and along with an animated web banner which was displayed over 4.6 million times.

The NDS established a dedicated unit for Community Participation. This unit implemented many coordination meetings with INGOs . The Community unit has started to create communication channels with CSOs and local communities through attending their events and conducting field visits.

<sup>1</sup> *The term “project” is used for projects and joint programmes*