



Yemen National Dialogue
and Constitutional Reform
Trust Fund (YNDCRTF)



PROJECT¹ QUARTERLY PROGRESS UPDATE

(for posting on the YNDCRTF web site)

as of 30 June 2013

Participating UN or Non-UN Organization:	OSASG (Office of the Special Adviser to the Secretary-General on Yemen) UNDP UNHCR UNICEF UNOPS UNFPA OHCHR UNWOMEN				
Implementing Partner(s):	National Dialogue Secretariat (NDS)				
Project Number:	85672				
Project Title:	UN Integrated Program of support to the Yemeni National Dialogue and Constitutional process				
Total Approved Project Budget:	US\$ 23.1 Million				
Total Transferred Money:	US\$ 9,282,000				
Location:	Country wide				
SC Approval Date:	24 January 2013				
Project Duration:	12 Months	Starting Date:	1 Jan 2013	Completion Date:	31 Jan 2014
Funds Committed:	USD 6,215,252			Percentage Approved:	67.0%
Funds Disbursed:	USD 4,935,976			Percentage Approved:	53.2%
Expected Project Duration:	12 months	Forecast Final Date:	31 January 2014	Delay (Months):	0

Outcomes:	Achievements/Results:	Percentage of planned:
Outcome 1: "Implementation of the Agreement moves forward according to agreed timelines and steps, on the basis of quality technical, financial and administrative support"		

<p>1.1 The National Dialogue and Constitutional process are provided with technical and political support, including lessons learned and comparative analysis and mediation / facilitation assistance when requested</p>	<p>The NDS with support from OSASG and UNOPS provided operational and technical support to the National Dialogue Conference (NDC) with support from international experts. The main activities implemented include:</p> <ol style="list-style-type: none"> 1. 30 facilitators were recruited to facilitate the working groups work to ensure proper functioning of the working groups and progress in their working plans. In addition, to ensure the active participation of the different actors in the dialogue, a mediation adviser from UNHQ was also deployed to ensure coherence in expert advice provided and coordinate with the Secretariat and other experts and support actors. 2. 14 National and international experts on media , constitutional systems, constitutional process and federalism continued to be deployed to support working groups, the Consensus Committee and initiatives with constituencies, including civil society. An international coordinator was deployed to manage the technical support needed and coordinate the international consultants support. 3. In addition, three full time interpreters were recruited to provide interpretation services for the groups and consultants. 4. A range of background papers were developed in order to respond to take on board the evolving needs of the working groups. OSASG along with partners, produced advice on an array of issues from transitional justice to guiding constitutional questions for specific working groups. 	<p>100% achieved planned for the period of reporting</p> <p>40% achieved for the project</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>	<ol style="list-style-type: none"> 1. 91 NDS staff contracts were renewed and an additional 34 positions were recruited. The majority of the 125 staff of the NDS have contracts until September 2013. 2. Comprehensive planning, communications and logistics support for the NDS team was provided for the 1st round of the plenary sessions and most of the mid-term plenary sessions as well as the first round of the working groups sessions started in this reporting period. The operational support included contractual services of office location set up, security arrangements, travel of delegates, transport of volunteers, preparation of conference venue, and organisation of media coverage translation / interpretation¹. 	
<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>	<ol style="list-style-type: none"> 1. The Special Adviser chaired two coordination meetings for international counterparts in order provide updates on the progress of the NDC and to discuss mechanisms of international support for the process. 2. Several fundraising meetings with member state representatives were conducted to mobilize additional funds in support of the NDS. 3. NDS chaired two donor meetings and one meeting with implementing partners during this quarter 	
<p>Outcome 2: “The outcome of the Implementation of the Transition Agreement reflects an inclusive, transparent, meaningful and participatory process.”</p>		
<p>2.5 The population is aware of the existence and inclusivity of the national dialogue and constitutional</p>	<p>The NDS with support from OSASG, UNDP and UNOPS implemented significant aspects of its comprehensive communication and media strategy developed by NDS Media Department & Public Participation Unit with support from international experts. The main activities implemented</p>	

¹ The first three weeks were financed through OTI.

process through the implementation of the secretariats' public information campaigns
Note: exact content, timing and sequencing of proposed activities pending development and finalisation by NDS of public information campaigns

includes:

1. Traditional media:

▪ TV:

- More than 320 hours of live broadcasting in 5 national TV and one regional news channel (Aljazeera Mubasher).
- Dozens of hours of NDC dedicated daily and weekly programs.
- A total of 21 TV Flashes were produced by NDS in collaboration with UNDP. Three flashes produced by NDS targeting audiences in the South. Yemen TV and NDI, in coordination with NDS, voluntarily produced dozen of educational videos on NDC issues and process.
- More than 350 TV interviews facilitated by the NDS Media Centre and conducted in its facilities.

▪ Radio:

- More than 200 hours of live broadcast in Sana'a and Aden radios plus dozens of hours of NDC dedicated programming in 14 national and local radios.
- More than 80 flashes were produced exclusively by NDS or in coordination with Yemeni national and local radios. The flashes were broadcast in local and regional dialects around the NDC issues.

▪ Print & Online media:

- Main national newspapers and news website (total 102) continue to ensure daily coverage of NDC activities.
- NDS communication department in partnership with the official news agency Sabanews, delivered daily news updates to all newspapers and news websites on the progress of Working Groups and plenaries.
- A mailing list of 974 journalists and media outlets, inside and outside Yemen, is served with news and daily updates on a regular basis.

▪ Outdoor Campaign & visibility materials:

- The 2nd and 3rd phases of this campaign targeted the main cities. The estimate total of outdoors materials deployed since the launch of the campaign reaches approximately 24.000 m2 during the 2nd quarter of the project. The campaign witnessed an active contribution of Yemen public and private sectors.
- Indoors' visibility materials were provided in the venue of the NDC and during community participation activities and field visits.

▪ Print Material:

- Brochures & flyers, branding materials, stationary.
- 20.000 brochures (Q&A about NDC) were distributed during Community Participation activities.

2. New Media:

- Website

- The Editorial team recruited by the NDS provided daily coverage of the NDC activities. The generation of website content was highest during end of May and start of June with 27 Arabic news pieces produced daily. The editorial production decreased during the plenaries to five to six Arabic articles a day.
- During the reporting period, the Arabic website produced around 1400 articles, published more than 3200 photographs and uploaded more than 220 background and vision papers presented by the constituencies.
- English version of the website was made available in the first week of May. More than 400 articles were produced since then.
- 1.5 million visitors to the website (2000-2500 unique daily visitors).
- **Social media**
- Number of followers on Facebook exceeded 28k (1000+ posts during the 2nd quarter)
- 2700+ followers on Twitter (1320 tweets during the reporting period or 14 twits daily in average).
- 560+ subscribers on YouTube channel and more than 2100 watching hours (364 videos uploaded with a daily average of six videos).

3. Community Participation:

- **Town halls:** Two town halls organized and facilitated during the second quarter of the project. Other four town hall meetings were conducted in partnership with IOM during this quarter.
- **Dialogue Tents:** 16 dialogues tenets were operating during the last 3 months in different governorates. They are organized in cooperation between the NDS Community Participation Unit and IOM.
- **Field Visits:** 219 NDC delegates participated in field visits to 18 governorates (in addition to Socotra). More than 175 meeting were held with local authorities and councils, CSOs and citizens at large. An estimate number of 10.700 Yemenis were involved in these meetings.
In addition, 96 official visits were organized to governmental offices.
- **Partnerships:** Around 200 CSOs involved in civic education and civic participation activities.
An event gathering 25 CSOs with NDC delegates or CPU was organized. Besides, the Community Participation Unit facilitated the presence of local CSOs observers in Working Groups and Plenaries.
- **Dialogue Ambassadors:** 44 young Yemenis from 12 governorates were trained by NDS with IOM and RGP cooperation.
- **Communities Participation Input:** 1175 direct and valid contributions were received summarizing more than 20,000 community participation entries.

4. Media Centre & Documentation Unit:

	<ul style="list-style-type: none"> - The Centre, established in partnership with IOM, offers 20 Work Stations for journalists, dedicated workspaces for audiovisual media and high speed Internet to journalists representing 102 newspapers and news websites. During the 2nd quarter of the project, the daily average affluence was 110 media workers during the 2nd plenary and 60 during the Working Groups period. - Dedicated workspaces for TV and Radios allowed the production of around 25 interviews with delegates, Presidium and Consensus Committee members, NDS officials, international experts and SASG. - The auditorium served for 22 meetings and hearing sessions (working groups & constituencies), 6 press conferences and 3 town halls. - A Documentation & Media Unit was created within the NDS media department. Equipped with 10 cameras, the Unit documented more than 1500 hours of plenary sessions, working group meetings and sub-committee meetings. The Unit also produces 2 feeds daily (video rushes) which are distributed to Yemeni and regional TV channels. 	
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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 early 2013. By end of March the NDS was fully operational and ready provide logistical, technical and administrative support to the National Dialogue conference and working groups’ sessions. Ninety-one staff members were recruited by the end of March and during this quarter another 39 joined the NDS team. Fourteen national and international technical experts were contracted to support the working groups sessions. As of 30 June, 125 positions were filled and managed. During this quarter the 1st round of the plenary sessions and 1st round of working groups were completed. By June the conference reached to the mid-point which was the start of the 2nd plenary sessions beginning of June and continued through July.

The working group sessions were held principally at Movenpick hotel. Several working groups also conducted field visits to the governorates to hold brain storming sessions with community actors to ensure reflecting complete image of the population concerns in the working groups output. Nine governorates were visited during the first round: Albaydha, Hadramot, Aljawf, Taiz, Ibb, Dhamar, Hodaida, Amran and Hajjah governorates. Visitors from ministries attended some working group sessions and presented their perspectives on the problems and challenges which the government institutions are facing. Over 200 national and International experts from the YNDCRTF project and UN Agencies, International NGOs and local NGOs, provided over 200 working papers and presentations to support discussions in the working groups.

The launch of the 2nd plenary sessions was held on 8 June in the presidential palace with participation of high level Yemeni and international delegations. A midpoint report was released by the working groups of the outcomes of the 1st round working groups’ sessions. During the plenary sessions, the outcomes of the first working groups sessions were presented and endorsed.

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

Throughout the first plenary and Working Group meetings, the NDS, supported by OSASG, UNDP and UNOPS, continue the public outreach and communications campaign which was launched in the weeks before the start of the National Dialogue Conference. The media Department and the Community Participation Unit, with the support of an International communication adviser, drafted a comprehensive communication strategy composed of 3 components: media outreach, civic education and public participation. The strategy was presented to the donors on April 17th and its main aspects were implemented throughout the reporting period. Others aspects of the strategy are set to be implemented during the summer.

The country's broad outdoor campaign launched during the first quarter of the project continued with more adapted messaging designed for different groups of Yemenis according to their presumed position from the NDC (supportive, neutral, skeptical or againt) and their location (urban VS rural, North VS South).

To keep the NDC high on the agenda during the Working Groups period (where no live coverage is ensured by local TV channels), a Documentation and Media Unit was created within the Media Department. The Unit, equipped of ten cameras and 2 editing suites, is set to fulfill the role of "NDC news agency". Indeed, it videotapes in full the working groups meetings for documentation and archive purposes and prepares 2 summarized feeds (rushes) of the NDC daily activities and dispatch them to all local TV channels and main regional news channels. The local media were daily fed by NDC news and footage regardless of their presence or no in the conference venue. It also allowed keeping record of more than 1500 hours of plenaries, WGs and sub-committees meetings.

Television remained a major focus of NDC communications during the second quarter of the project (84% of Yemeni report TV as their primary source of information). The principle local and regional channels carried more than 320 hours of live broadcasting and managed to conduct more than 350 interviews with the support and facilitation of the Media Centre. Besides, 21 TV flashes was produced by NDS in collaboration with UNDP (3 of them targeted on the South) while Yemen TV and NDI produced, in coordination with the NDS, additional number of flashes.

Radio is an important medium to reach rural areas and illiterate Yemenis and was used broadly during the reporting period. Fourteen national and local radios ensured more than 200 hours of live broadcast and produced more than 80 educational flashes in local and regional dialects.

Furthermore, 102 Yemeni newspaper and news websites continue to regularly cover NDC and an average of 60 journalists were hosted daily in the conference venue and Media Centre.

The 2nd quarter of the project witnessed the launch of full-scale community participation strategy. Two town hall meetings led by the Special Adviser to the Secretary General were organized by OSASG and NDS and broadcast live on Yemen TV, Aljazeera Mubasher and other local channels. IOM-USAID and other partners organized an additional 13 town hall meetings by end of June, six of which were held during the 2nd quarter.

Sixteen Dialogue Tents in different governorates hosted citizens during this period offering them a tribune to discuss Dialogue related issues and submit their contributions. The NDS online platform (Social media and email) received hundreds of participations, which were processed by Community Participation Unit and submitted to relevant working groups. A total of 1175 direct and valid contributions were selected over more than 20,000 entries submitted in form of books, reports, working papers or recommendations.

The field visits by Working Groups to the governorates were a high point of the community participation activities. Around 219 NDC delegates visited 18 governorates (plus Socotra island) and met with local councils, governors and local authorities, unions, CSOs and normal citizens. They also organized 96 visits to governmental offices. An estimated 11,000 Yemenis participated in these meeting. The NDS media teams ensured full-scale media coverage (TV, radio print and online) for the field visits and helped in documenting the public inputs during the meetings.

The media campaign has faced many challenges, particularly in the south and rural areas of the country. As reported during the 1st quarter of the project, 70% of the outdoor banners and billboards in the south were damaged. However, after adopting more relevant messaging to Southerners, the rate of damaged outdoors decreased significantly to 15%. However, the South remains almost closed to communication activities that

demand physical presence (except for the short field visits which were particularly difficult to organize in southern governorates).

The Civic Education component of the communication strategy could not be properly implemented all over the country despite all the efforts of NDS and UN partners. The NDS, with the help of UNDP, prepared 7 videos and 6 animations explaining the main issues discussed by the NDC and decision-reaching mechanism, but local media didn't dedicate sufficient programming to the same end. With their limited human and financial resources, local media focused on talk shows and pay little attention to explain the issues and mechanisms of the Dialogue to their audiences. NDS' media teams tried to overcome this obstacle by providing content and orientation to local media but were faced with exaggerated financial demands. The only fruitful partnership at this regard was with Yemen TV, which produced several civic education flashes and dedicates a daily 30 minute show about the Dialogue paid from the Trust Fund.

The numerous false media reports regarding the National Dialogue presented numerous challenges for the NDS and the media campaign. Fabricated reports claiming that the NDS budget was over 70 million dollars led many Yemeni media outlets to request payment in order to participate in the national effort to make the dialogue a success. Actually, misinformation and fake reporting continued throughout the reporting period and the NDS Media Department counted a daily average of 15 to 20 fabricated news stories.

Other challenges are related to difficult access to numerous areas in Yemen. The south was completely impermeable to direct communication activities because of the maximalist mood prevailing in the street. Other rural and tribal regions were inaccessible for face to face or community participation activities for security reasons or geographical isolation. The NDS media teams tried to overcome the need of physical presence (especially for civic education in rural areas and public participation activities) by a massive use of audiovisual media, particularly radio. These measures proved to be of limited effects because of the high rate of illiteracy (62%) and constant power cuts, respectively.

The National Dialogue media campaign has also faced challenges related to the length of the Dialogue. From media consumption perspective, the NDC is redundant and poor in outcomes. From media strategy perspective, it's not easy to promote with consistent efficiency an event of such length or prevent the media from focusing on sensational news. However, a change in the trend was perceived by the end of the 2nd quarter of the project when the first WGs' outcomes and recommendations started to take shape. More interested debates were observed on social and traditional media and they are supposed to continue during the 3rd quarter of the project.

¹ *The term "project" is used for projects and joint programmes*