



UNITED NATIONS PEACEBUILDING FUND
ANNUAL PROGRAMME¹ NARRATIVE PROGRESS REPORT
REPORTING PERIOD: 1 JANUARY – 31 DECEMBER 2009

Submitted by:

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Country and Thematic Area²

Sierra Leone.
Democracy and Good Governance

Programme No: PBF/SLE/A-6
MDTF Office Atlas No: 00057853

Programme Title:

Support to Attitudinal and Behavioural Change

Participating Organization(s):

International Organization for Migration- IOM
United Nations Integrated Peace building Office
in Sierra Leone- UNIPSIL, United Nations
Development Programme (UNDP)

Implementing Partners:

- *Attitudinal and Behavioural Change Secretariat, Office of the President Office Ministry of Information and Communication, Office of the First Lady National counterparts (government, private, NGOs & others)*
- *International Organizations, including NGOs*

Programme Budget (from the Fund):

For Joint Programme provide breakdown by UN Organization
UN Org : \$140,000

Programme Duration (in months):

Start date³: July 2009

End date: July 2010

- *Original end date July 2010*
- *Revised end date, if applicable*
- *Operational Closure Date⁴, if applicable:*

Budget Revisions/Extensions:

List budget revisions and extensions, with approval dates, if applicable

¹ The term “programme” is used for programmes, joint programmes and projects.

² E.g. Priority Area for the Peace building Fund; Thematic Window for the Millennium Development Goals Fund (MDG-F); etc.

³ The start date is the date of the first transfer of funds from the MDTF Office as Administrative Agent.

NARRATIVE REPORT FORMAT

I. Purpose

Background

The state of backwardness of Sierra Leone is a clear indication that we have not been doing things in a manner that would move our country forward. This sad and unfortunate situation led to the eleven years of brutal war that destroyed almost all the country's infrastructure, culture and adversely affected the behavioral pattern of its citizenry.

Lethargy, nonchalant and rudeness became the bearing of majority of the people. Unemployment and appropriate training was absent, everybody thought they could do whatever they wish and that no one had the right to probe them or course them to account for their behavior.

There are challenges the country needs to overcome in order to achieve the intended goal. Principal among these challenges is the fear of change manifested by the tendency for Sierra Leoneans to continue to do things in the particular way they have been used to doing even if that way is not in the interest of the country.

Pursuant to President Koroma's inaugural message in November 2007 the concept of Attitudinal and Behavioral Change that formed the core value of his address needs to be taken beyond an ordinary speech. Sierra Leoneans must examine themselves vis-à-vis the parlous state of the country and move towards a positive direction. In other words the concept of positive attitude towards state property, state institutions, and authority and even our fellow countrymen and women must be inherent. The absence or lack of positive attitude among Sierra Leoneans encouraged the President to mention this adage "Attitude is everything".

The main goal of attitudinal change is to get Sierra Leoneans to change their attitudes to enable them transform their country from a struggling state to a peaceful, progressive and united nation. The concept among Sierra Leoneans must be taken beyond conceptualization and theoretical framework. The people must exercise some amount of responsibility in practicing positive attitude and good behavior. With positive attitude and good behavior, Sierra Leonean will come on board to strive for a sustainable socio-economic society. Everything we achieve in our lifetime flows from our thoughts and beliefs. Negative thinking yields negative results and positive thinking yields positive results. We must keep our attitude windows clear and bright so that the positive thought can come shining through.

It is against this background that the below outputs and outcomes were predetermined to be achieved through the implementation of the project.

Main Objectives

Attitudinal change among citizens for enhanced commitment to peace building and national development.

Main Outcomes

1. Increased awareness among citizens about their civic responsibilities.
2. Improved relationships and tolerance among different political and ethnic groups through dialogue.
3. Increased investment and improved business climate.
4. Enhanced capacity of The Attitudinal Change Secretariat.

⁴ All activities for which a Participating Organization is responsible under an approved MDTF programme have been completed. Agencies to advise the MDTF Office.

Programme relates to the Strategic (UN) Planning Framework

The peace building fund is a flexible peace building tool that supports the UN broader peace building objectives in countries at risk of relapsing into conflict. Sierra Leone's image has been battered for years and the time is now to remake and re-brand this once beautiful country called the "Athens of West Africa". It is in this light that the President has called upon all Sierra Leonean to think positively and work assiduously in the areas of Tourism, Agriculture, Infrastructure, Trade and health to give Sierra Leone a shining image. Patriotism, culturization has also become a challenge to demonstrate to the world that, Sierra Leone is ready to be a part of the international community through peace and good governance. This can only be achieved if Sierra Leoneans change their attitude positively which is a recipe for peace and national development which when achieved will contribute immensely in supporting the government's efforts in achieving the goals enshrined in the Agenda for Change and the UN Millennium Development Goals.

The call for social and political co-existence is another demonstration that positive attitude and behavior is the key to a new Sierra Leone. Political and ethnic tolerance, free and fair elections are desired recipe for a new Sierra Leone. Political, social and economic backwardness will always compromise the peace. It is therefore incumbent on the nation's development partners to assist in educating and sensitizing the citizenry to embrace the change of attitude and behavior project as the window to peace, good governance and respect for the rule of law.

Peace consolidation is paramount to the success and development of Sierra Leone. A sustainable, socio-economic growth cannot be attained without a positive attitude and behavior of the national population towards the consolidation of peace if it's human and natural resources is grounded. It is a good case therefore that the poverty Reduction Strategy successful implementation would have chance alongside the President's Attitudinal and Behavioral Change Campaign (ABC). Peace is of the essence, and a positive attitude towards Sierra Leone will have an impact on patriotism and love for one another.

II. Resources

Financial Resources

The total approved budget and summary of resources available to the project from PBF amounted to US\$ 140,000.00 and there were no budget revisions during the period under review

Human Resources:

- 6 staff had salary support on this project – 1 National Coordinator, 1 Deputy Coordinator, 1 Outreach Officer and 3 Regional Coordinators
- No international staff was recruited for this project.

Implementation Mechanisms

To roll-out the President's attitudinal change dream, a Directorate/Secretariat has been set-up within the Ministry of Information and Communication. The attitudinal change project shall therefore be managed by the ABC Secretariat/Directorate in concert with the IOM.

A Project Board (PB) of stakeholders is also set up to provide policy/strategic oversight under the Co-Chairs of the permanent Secretary of the Ministry of Information and Communication and a representative from IOM; they provide overall technical guidance for the implementation of the project. The PB meets quarterly unless otherwise required, to discuss implementation of project activities, lessons learned, challenges and to review implementation plans. The PB is charged with approving quarterly

work plans and budgets before submission to IOM. All disbursement is approved by both Co-Chairs and such disbursements and expenditures therewith shall be reported during PB meetings. The PB is also providing overall guidance for the monitoring and evaluation of the entire project is tasked with critical advocacy activities linked to the project at stakeholders' level.

IOM is acting as executing agent to ensure that IOM, UN and PBF guidelines for disbursement, procurement and reporting are strictly adhered to. IOM's key roles includes oversee general expenditure. It shall in collaboration with other UN agencies, mobilize additional resources as may be necessary, management of resources from all partners for the implementation of the project, financial management, including disbursement of resources and other forms of support to partner organizations to implement activities as agreed upon by the PB, and based on agreed monitoring tools, including quality reporting on both narrative and finances.

IOM shall oversee the submission of quarterly financial and narrative progress reports to the Co-Chairs of the PB.

Financial disbursement is premised on the agreed work plan, budgets and monitoring tools, including quality reporting on both narrative and finances.

These implementation mechanisms set up made provisions for all stakeholders in the project to be involve directly or indirectly in the day to day implementation of the project. This in turn has made it easier for close collaboration and understanding during the implementation of the project. Thus, making implementation and achievement of the project outputs and outcomes so far attainable.

Procurement Procedures.

Procurement procedures utilized so far is Competitive Bidding process based on the IOM procurement procedures. There are no variances with standard procedures.

Monitoring:

A participatory baseline data in the form of a perception survey is collected for both outcomes and outputs. This is used to measure progress on activities and results and their contribution to outcomes and outputs

Monitoring is done at various levels and in various forms. Activity level monitoring on a daily basis is be the responsibility of the ABC directorate, beneficiaries. Monthly and quarter oversight is being provided by the IOM, UNIPSIL and the PB. Together, they will ensure efficacy in quality of delivered materials, efficiency in their costs and timelines of delivery. This monitoring shall be supported by relevant documentation (weekly updates form field, monthly reports, etc.) Monthly monitoring is further supported by the PBF-Support and Coordinating Office for informing of the PBF Steering and Technical Committee on the activities of the project.

Lessons learned are identified most during the daily monitoring activities by the ABC directorate. These lessons learned are discussed at meetings of the PB to ascertain lessons learned suitability for the project with the view of reviewing implementation plan and incorporation into the project.

III. Results

During the reporting time, the below planned outputs and outcomes were achieved.

Project Outputs	Planned Activities	Achievements	%
<p>Increased awareness among citizens about their civic responsibilities.</p>	<ul style="list-style-type: none"> • Organize nationwide dialogue fora between Government and citizens on civic roles and responsibilities (i.e. via radio, TV) • Develop and disseminate civic education messages (i.e. posters, bill boards, drama, songs etc) • Attitudinal Change in Schools programme 	<p>15 Civic education programmes on positive attitudinal change on radio, TV and at schools and communities.</p> <p>7 Dialogue Sessions on attitudinal change with public institutions like the police, Immigration, city council, Sierra Leone Ports Authority, Parliament etc.</p> <p>Printing and distribution of Attitudinal change promotional materials nation wide. With these activities, most Sierra Leoneans now understand and appreciate the benefits in terms of peace and development to be derived from positive attitudinal behavior.</p>	<p>50%</p>
<p>Improved relationships and tolerance among different political and ethnic groups through dialogue.</p>	<ul style="list-style-type: none"> • Organize solidarity events for divergent groups at community level. • Develop and disseminate messages on tolerance and peaceful coexistence. 	<p>Under this output and outcome, the following related activities were performed; Political Parties Political Tolerance Campaigns activities were organized in the offices of the three major political parties in Sierra Leone-APC, PMDC and SLPP and on radio and TV programs where the public participated through phone-in sessions.</p> <p>The political tolerance and peaceful coexistence campaigns of the ABC, has influenced the Sierra Leone Parliament to setup for the first time a soccer team consisting of all political parties represented in parliament. This soccer team now travels nation wide to play matches with local soccer teams with the main aim of promoting and showcasing political tolerance and peaceful coexistence to their supporters.</p>	<p>50%</p>

Increased investment and improved business climate.	<ul style="list-style-type: none"> Develop promotional materials depicting an improvement in attitude meant to attracting investment 	These promotional materials (500,000 brochures and 2,000 T-shirts) were distributed to participants during the Consultative Group (CG) meeting for Sierra Leone in the UK and in town hall meetings on attitudinal change with Sierra Leoneans in the UK.	50%
Enhanced capacity of The Attitudinal Change Secretariat	<ul style="list-style-type: none"> Support to key personnel of The Attitudinal Change Secretariat 	Project had provided logistical support to the ABC Secretariat in the form of 1 vehicle, 1 video recorder, office furniture, 1 Personal Computer, 4 packets CD-ROM and Salary Support to key personnel of Secretariat. This support has enhanced the capacity of the ABC Secretariat to effectively and efficiently implement the project.	50%

So far planned project activities are on course and there are signs that the project will be implemented as scheduled.

Key partnerships and Collaborations,

- Attitudinal and Behavioral Secretariat- ABC
- Office of the First Lady
- Ministry of Information and Communications
- UNIPSIL
- UNPBF-SCO.

The support and cooperation IOM has received from the partners have contributed greatly to the achievement of project results. Partners are always available to attend meeting, even at short notice. Partners have shown interest in discussing implementation strategies and lessons learned during implementation.

IV. Future Work Plan (if applicable)

The project outputs and related activities are repeated starting from the first quarters of the project and continues till the last quarter. No major adjustments had been done so far

V. Performance Indicators (optional)⁵

⁵ E.g. for the UNDG Iraq Trust Fund and the MDG-F.

VI. Abbreviations and Acronyms

UNIPSIL	-	United Nations Integrated Peace building Office in Sierra Leone
UN	-	United Nations
PB	-	Project Board
IOM	-	International Organization for Migration
ABC	-	Attitudinal and Behavioral Change
APC	-	All Peoples Congress
PMDC	-	Peoples Movement for Democratic Change
SLPP	-	Sierra Leone Peoples Party
UNPBF-SCO	-	United Nations Peace building Fund Support and Coordination Office

