Requesting Organization :	International Media Support
Allocation Type :	Reserve 2017

Primary Cluster	Sub Cluster	Percentage
Enabling Programmes		100.00
		100

Project Title :	Common Feedback Project (CFP) for Somalia
Allocation Type Category :	

OPS Details

Project Code :		Fund Project Code :	SOM-17/3485/R/EP/INGO/4978
Cluster :		Project Budget in US$:	203,832.43
Planned project duration :	6 months	Priority:	
Planned Start Date :	22/04/2017	Planned End Date :	22/10/2017
Actual Start Date:	22/04/2017	Actual End Date:	22/10/2017

Project Summary :	The project focuses on engagement with and accountability to affected people in Somalia and is being launched at this critical period of drought/pre-famine in order to strengthen communications between humanitarian community and the Somali public. The Common Feedback project (CFP) will enable affected people to be kept informed about available services and aid. At the same time, it will that gender equality and the diversity of affected communities are addressed when engaging the community. Access to reliable timely, accurate information will help survivors to make the choices necessary to develop their own survival strategies to recover and rebuild from the drought and possibly ensuing famine. As communications must be a two way process to be effective and successful, the CFP facilitates listening to people's needs, opinions, suggestions and complaints, which will enable the humanitarian community to adapt its response to their specific circumstances and concerns. The CFP will be structured as an inter-agency/inter-cluster common service built on existing structures and partnerships including those with government, local organizations and with the mobile telecommunications providers and existing media. It will capture information harvested from many existing local and international Community Engagement mechanisms (including Radio Ergo's Freedom Fone, UNICEF's Rapid-Pro and other agencies using SMS platform services or call-ins, and others) and coordinate the information collated in the form of an analysis suitable to inform the Humanitarian Country Team on how best to respond to the needs of the people. Such a Common Feedback Project has been tested in Nepal and Yemen. The CFP in Somalia will support humanitarian organizations and clusters, with the dual purpose of collectively: 1.Collecting, aggregating, analysing and referring feedback and perceptions from communities in South Central Somalia – the epicentre of the crisis - as well as other parts of the country to influence collective decision-making processes at strategic and operational levels. 2.Providing common, timely, coherent and lifesaving information to affected people in South Central Somalia through Radio Ergo as the main preferred source of information in Somalia. Radio is invariably the most effective way to reach people in Somalia, and reaches the communities in South Central who live in remote, rural and often inaccessible/insecure areas.

Direct beneficiaries :

Men	Women	Boys	Girls	Total
2,000,000	2,000,000	200,000	200,000	4,400,000

Other Beneficiaries :

Beneficiary name	Men	Women	Boys	Girls	Total
Internally Displaced People/Returnees	500,000	500,000	0	0	1,000,000
Pastoralists	250,000	100,000	0	0	350,000
People from Riverine Communities	400,000	400,000	0	0	800,000
Children under 18	0	0	200,000	200,000	400,000

Indirect Beneficiaries :

All NGOs and agencies working in Somalia are indirect beneficiaries as the communication with Somali communities supports their interventions. The clusters and HCT are also indirect beneficiaries of the CFP as their decision making processes will be informed though the information collated by Ergo and partners and collaborators.

Catchment Population:

Whilst it is not possible with precision to count the numbers of people who listen to radio in Somalia, the project has the potential to include all Somalis with access to radio in the catchment population. As the radio airs across south central and the entire country, the figures in Beneficiary boxes above are estimates based on the wide reach. Beyond that, as the project uses multimedia platforms, the information gathered and disseminated also captures Somalia who access the internet, social media and mobile phone.

Link with allocation strategy :

The project is timed to support the rapid mobilization of the humanitarian community to respond to the drought and pre-famine situation and seek to avert a full scale famine disaster. As physical access remains limited especially to south central, communication through radio and interlinked multimedia platforms is vital as a means of informational access to vulnerable communities. Drawing lessons from the 2011 famine, it is important that information be shared and communicated in a timely and consistent manner. It is also important that information and advocacy be coordinated across the clusters to avoid conflicting messaging. Radio Ergo is set up to work with the humanitarian community and already has the trusted channels operating to continue communications with communities. Funding from the Reserve would be needed to enable Ergo and partners to set up the Common Feedback Platform in order to fully support the joint overall pre-famine response. Once set up the CFP will be well placed to support the ongoing response towards recovery. All members of the humanitarian community stand to benefit from participation in the CFP.

Sub-Grants to Implementing Partners :

Partner Name	Partner Type	Budget in US$

Other funding secured for the same project (to date) :

Other Funding Source	Other Funding Amount

Organization focal point :

Name	Title	Email	Phone
Louise Tunbridge	Programme Coordinator	louise@radioergo.org	+254733604587
Lucy Otieno	Finance Manager	lucy@radioergo.org	0723721376

BACKGROUND

1. Humanitarian context analysis

Somalia has been hit by several consecutive seasons of poor rainfall which has led to a severe drought, causing acute shortage of water. The country is witnessing a near total crop failure, rising livestock deaths, epidemic outbreaks and reduced rural employment opportunities. Poor households, including those displaced, face rapidly diminishing food access as staple food prices continue to rise sharply and livestock prices decrease significantly. The number of people in need of assistance in Somalia has increased from five million in September 2016 to over 6.2 million in February 2017, more than half of the population. As was the case during the 1991 and 2011-12 famines, Bay and Bakool are particularly hard hit, with 42 and 47 per cent of the population in Crisis or Emergency, accounting for more than 500,000 of the 2.9 million in crisis and emergency. Out of these, the vast majority, 84 per cent (421,000) are in rural areas and will potentially start moving towards urban areas as the situation deteriorates, joining existing settlements for IDPs. Access remains problematic in large swathes of south central in particular due to insecurity, conflict, and lack of infrastructure. There are many parts of the country that do not have access to information apart from via shortwave radio broadcasts. Many places in critically affected areas are not served by a local FM radio and nor do they have access to mobile data which is not provided by telecommunications providers due to political pressure from Al-Shabab.

2. Needs assessment

Engagement with and accountability to affected people is critical. Affected people need to be kept informed about available services and aid and that gender equality and the diversity of affected communities is addressed when engaging the community. Without access to reliable timely, accurate information survivors are unable to make the choices necessary to develop their own survival strategies to recover and rebuild from the dire drought. It is essential that communications is a two way process. By asking and listening to people's needs, opinions, suggestions and complaints, the humanitarian community can adapt its response to their specific circumstances and concerns. Although challenging during an emergency response, enabling the local population to have a say in critical aid decisions increases its ability to be stronger and more resilient after the crisis. This intervention, the Common Feedback Project (CFP), will be structured as an inter-agency/inter-cluster common service built on existing structures and partnerships including those with government, local organizations and with the mobile telecommunications providers and existing media.There is also cognisance that Somalia has many existing Community Engagement mechanisms either through the cluster system or by individual organizations both local and international. These include but not limited to UNICEF's Rapid pro, Radio Ergo's Freedom Fone and other agencies using Shakadoon SMS platform services. These need to be coordinated; information collated and analysed to inform the Humanitarian Country Team on how best to respond to the needs of the people. This would be done through a Common Feedback Project (CFP) which has been piloted and tested in Nepal and Yemen.The CFP in Somalia will support humanitarian organizations and clusters, with the dual purpose of collectively:
1. Collecting, aggregating, analysing and referring feedback and perceptions from communities in South Central Somalia – the epicentre of the crisis to influence collective decision-making processes at strategic and operational levels. .2. Providing common, timely, coherent and lifesaving information to affected people in South Central Somalia through Radio Ergo as the main preferred source of information in Somalia. Radio is invariably the most effective way to reach people in Somalia, a channel of communication that is ideally suited to the country's oral culture. According to a Media and Telecoms Landscape Guide for Somalia conducted by the Communication with Disaster Affected Communities (CDAC) Network in 2014, Radio Ergo has over 70 per cent listenership especially in rural areas which is where majority of the drought-affected people are located. It is the only radio that dedicates its one hour broadcasts on a daily basis to humanitarian concerns and provides a two-way communication between affected communities and humanitarian aid workers via its Freedom Fone. The quality of Radio Ergo's programming stems from long experience and deep local understanding of the issues since 2011. Radio Ergo will be the main source of life-saving information/key messages to affected people especially in the rural and hard to reach areas. The Radio also rebroadcasts its programmes through a network of more than 15 local FM stations. Information will also be shared with other international Radios with good listenership like BBC, VOA. Radio Ergo's Freedom Fone which already receives more than 300 calls/SMSs daily will be used as the main feedback mechanism to the drought/famine response in the project. This will of course be in addition to the other existing mechanism like the UNICEF Rapid Pro and other agencies using Shakadoon SMS services.

3. Description Of Beneficiaries

The main beneficiaries are the vulnerable Somali communities across the country who bear the brunt the drought and any potential famine. Their recovery will also be the most difficult. These include the people in South Central, which was badly hit by famine in 2011, and has added burdens of poor infrastructure, lack of accessibility to outside assistance, and ongoing conflict as Al-Shabab continues to control large areas and to threaten stability of new governmental authority. Specific groups of beneficiaries targeted as recipients of Ergo's humanitarian information therefore include riverine people, farmers and agro-pastoralists, as well as pastoralists. Most of these groups lack access to services including information, as the few FM radios serving remote parts of the south are urban based and do not reach far into the rural areas beyond the towns and outskirts. Radio Ergo will basically be serving the beneficiaries identified by the humanitarian community as the most vulnerable from a humanitarian perspective. As well as those in South Central, Radio Ergo has excellent reach into central Somalia where there are large pastoralist communities; as well as the northern regions notably the disputed parts of Sool and Sanag where authority is weak. These beneficiaries will not only be targeted for information dissemination on issues relevant to their lives and livelihoods, but they will also be encouraged to share their feedback so that their voices are heard in the accountability reckoning.

4. Grant Request Justification

Recognizing that different organizations, clusters, and partners continuously engage with affected communities in different ways as part of their response, the 'common service' will serve as a support function to facilitate, complement and elevate ongoing efforts in a given context. The common service will be integrated within the inter-cluster coordination mechanism. The project's added value will be that while individual organizations and clusters continue to have the ultimate responsibility for ensuring that they engage with the communities they serve, a common service model will ensure a collective approach to support response planning. It will reduce duplication by establishing a turn-key service every organization could adopt and/or feed into. Each organization and/or cluster will therefore be better placed to meet their own commitments to the people they serve. This comes at a critical juncture as the humanitarian community gears up to respond to the drought/pre-famine to avert a situation similar to the tragedy of 2011. The project draws on many of the lessons learned from 2011. The model will provide clear and concise analysis for a collective understanding and response to humanitarian needs expressed by affected people. It will minimize confusion, distrust and possibly enable humanitarian access in some cases, by providing coherent and useful information to communities. It will enable the humanitarian community to work together so that feedback is systematically transmitted to the inter-cluster coordination and the HCT to inform adjustments to a collective humanitarian response. The common service is also a cost effective value added tool for the HCT and the cluster and inter-cluster coordination fora when activated. It seeks to build on what is already in place and to rapidly strengthen existing structures and mechanisms to maximize their impact on the drought/pre-famine response and later on in the recovery period.

Through its programme production and shortwave broadcasting Radio Ergo will reach all corners of the country with critical and potentially life-saving information. The broadcasts will carry stories from the ground illustrating people's needs and views; information on the humanitarian response; and practical advice on issues such as health, protection and livelihoods. As part of the information and communication cycle, Radio Ergo's feedback service will collect input from local communities many of whom are in inaccessible areas, which will be presented e analysis by partner REACH Initiaitve

5. Complementarity

Radio Ergo has received previous funding from the CHF for its shortwave radio production and broadcasting. This project seeks to build on this existing service by strengthening the programming and developing more capacity to gather, analyse and share feedback with the clusters/HCT for decision-making purposes. Radio Ergo therefore does not need to start from scratch as it has a vibrant newsroom already in daily production, as well as an ongoing shortwave frequency that has gained popularity among the key beneficiaries in the targeted areas for the humanitarian disaster response. From the outset Ergo has also positioned itself as a common service provider and has long experience working with agencies and NGOs to develop programming and messaging on critical issues. Furthermore, Radio Ergo's mother NGO, International Media Support (IMS) is engaged in a four-year Swedish-supported media development programme in Somalia jointly with another NGO, Fojo Media Institute. As part of this country programme, Radio Ergo's activities have wider amplification and can draw on some of the partnerships and other ongoing activities under the programme. This project therefore complements IMS' other work in Somalia and there are lucrative opportunities for synergy, for example in engaging local radio partners in a longer term activity to build up their own public service and humanitarian programming and their feedback platforms at a local level.

LOGICAL FRAMEWORK

Overall project objective

The overarching goal of the common service is to help improve the quality and effectiveness of humanitarian response in Somalia. This will be done by ensuring that affected people have life-saving, actionable and useful information on the humanitarian situation; and that feedback and concerns inform humanitarian response. The common service will have the following objectives:
1. Provide accessible, timely, life-saving and actionable information
This will be achieved by:
• Supporting humanitarian actors to communicate with affected people, and affected people to communicate amongst themselves and with aid providers, according to communities' preferred communication channels;
• Ensuring communities receive life-saving, useful and actionable information, including information about the overall response, in a coherent and coordinated way and through appropriate languages and channels, face-to-face communication, focus group discussions, SMSs and others;
Outcome: Communities have the information and communications capacity they need to make informed decisions.
2. Collect, aggregate, analyse and refer feedback and/or complaints via multiple channels (these include but not limited to Radio Ergo's Freedom Fone, UNICEF's Rapid pro and other agencies using Shakadoon SMS services);
3. Support responders to act on feedback received
This will be achieved by:
• Ensuring communities have access to collective feedback and complaints mechanisms, built on existing structures and partnerships including those with government, local organizations, and where possible, local private sector and media organizations;
• Ensuring that feedback and complaints collected by organizations, clusters and different channels, is aggregated and analysed in order to provide a consolidated and representative picture of community concerns, identify trends and inform overall strategic and operational decision making processes and potential 'course correction'.

Outcome: Humanitarian responses are informed by the views of affected populations, and humanitarian responders act upon feedback. Organizations and clusters will continuously have distinct responsibilities in order to ensure that they are individually accountable to the people they serve. The common Service will complement the capabilities of national authorities, as well as development and humanitarian actors based in South Central Somalia, in order to optimize the response and better meet the needs of the affected population. The common service would not serve as a new coordination mechanism—it will be integrated into inter-cluster coordination.

Enabling Programmes		
Cluster objectives	**Strategic Response Plan (SRP) objectives**	**Percentage of activities**
Disseminate messages on protection and humanitarian needs of the vulnerable people in Somalia and carry life-saving and disaster risk reduction messaging relating to seasonal and perennial shocks.	Somalia HRP 2017	100

Contribution to Cluster/Sector Objectives : The CFP will ensure daily dissemination of humanitarian information across Somalia on Radio Ergo's shortwave frequency and via FM rebroadcasting partners, with content based on contextualised reporting from the network of local correspondents as well as messaging from the humanitarian community gathered from the cluster system and other bilateral sources with the intention of making messaging timely, consistent and coordinated across the humanitarian community. The messages will be targeted to focus on the humanitarian and protection needs of the most vulnerable groups in Somalia notably in relation the drought disaster and potential famine situation, and also on mitigation and preparedness information relevant for the recovery period. Similarly, the project will strengthen coordination of feedback to support decision making processes over the delivery of humanitarian aid per the cluster's objective.

Outcome 1

Vulnerable Somali communities have the information they need to make informed decisions

Output 1.1

Description

Radio Ergo provides a daily radio service aired across all regions of Somalia on Shortwave and via FM rebroadcasts containing high quality and seasonally relevant humanitarian programming and messaging on critical themes. The shortwave transmissions reach all areas of the country including rural areas and areas where physical access is challenging or impossible. The FM rebroadcasts reach out to people in urban areas or those in areas with better infrastructure. The programming contains original reporting from the ground by Ergo's local stringer network containing information on people's needs and views in local areas; plus early warning and preparedness material produced by Ergo staff producers with collaborative input from from cluster members on health, protection, shelter, agriculture, livestock, and other key issues relating to the emergency response. The Ergo programming will therefore provide a unique daily feed of lifeline information that helps people's decision-making and supports the overall lifesaving humanitarian response.

Assumptions & Risks

The project assumes that we will find local reporters willing and able to work safely within their areas.
Also there is an assumption that radio remains popular and that people have adequate access to radio receivers.
Risks include:staff capacity being adequate; safety and security not impeding news gathering.

Indicators

			End cycle beneficiaries				End cycle
Code	**Cluster**	**Indicator**	**Men**	**Women**	**Boys**	**Girls**	**Target**
Indicator 1.1.1	Enabling Programmes	Number of daily one-hour programmes aired during the 6 month period					180
Means of Verification : Radio Ergo's daily programme logs							
Indicator 1.1.2	Enabling Programmes	Number of information products made available to stakeholders					180

Means of Verification : Programme logs

Activities

Activity 1.1.1

Standard Activity : Not Selected

Radio Ergo runs its newsroom and production studio to produce daily programming, based on commissions from its network of 25+ local stringer correspondents and staff editor and producers based in Nairobi. The local stringers are able to record reports and interviews from their particular area, and are trained to capture the voices of ordinary men, women, boys and girls to ensure their needs and views are heard. The stringer material is put together by the staff production team in Nairobi, with additional content woven in, to make a one hour specialised humanitarian information package. The programming is aired daily on shortwave by Babcock, a commercial transmission service provider, and is shared with Ergo's network of at least 15 local FM radios in Somalia. Content is also disseminated on Ergo's website in Somali and English and social media sites to maximize reach including to Somali decision makers and the Somali diaspora.

Output 1.2

Description

Timely and relevant messaging produced and aired on disaster risk reduction, preparedness, and critical lifesaving issues according to seasonal needs and conditions. This output focuses on the preparation and broadcasting of very specific short messages and interviews designed to give listeners practical or immediate advice and information that will help them to protect themselves and avert or mitigate some of the effects of the drought. The messaging aims to ensure communities receive life-saving, useful and actionable information, including information about the overall response, in a coherent and coordinated way and through appropriate language.

Assumptions & Risks

Assumes that Ergo is able to access adequate information from the clusters to facilitate the development of timely and informative messages that will assist listeners in decision making processes.
Risk - short messages may be misinterpreted by listeners or may not be adequate to inform them about the action to take to avert or mitigate disaster.

Indicators

Code	Cluster	Indicator	End cycle beneficiaries				End cycle Target
			Men	Women	Boys	Girls	
Indicator 1.2.1	Enabling Programmes	Number of minutes per day of messaging programming aired during the 6 month period, targeting minimum 20 minutes per day					3,600

Means of Verification : Ergo programme logs and archived audio podcasts

Indicator 1.2.2	Enabling Programmes	Number of information products made available to stakeholders					3,600

Means of Verification : Programme logs showing number of minutes

Activities

Activity 1.2.1

Standard Activity : Not Selected

Ergo producers prepare information for inclusion in disaster risk reduction and protection messaging and voice up/produce audio messages for broadcast; producers also interview relevant Somali speaking experts to elaborate on messaging themes and topic, for inclusion in programmes. In order to ensure the messages are relevant and timely, Ergo will collaborate systematically with the clusters on key messages. Such messages will include: advice on prevention and treatment of diarrhoea and cholera; information on preventing and treating measles; warnings on rainfall and flood alerts; advice on livestock protection. Messages will also carry specific information on the details of humanitarian response and services where possible, through collaboration with the clusters.

Outcome 2

Affected populations have the communications capacity they need to air their views and needs

Output 2.1

Description

A toll free mobile phone service enables Radio Ergo's listeners in all Somali regions to voice their needs, concerns and complaints. This output will ensure that communities have access to a collective feedback and complaints mechanism, built on Radio Ergo's existing feedback system called Freedom Fone. Freedom Fone allows people to call without charge on a mobile phone to leave a recorded voice message describing their needs, situation, views or complaints relating to the drought and humanitarian service provision, or any other issue. The short code number to call the Freedom Fone is regularly announced on Radio Ergo.

Assumptions & Risks

Assumptions:
- Somali listeners want to communicate and have the means to access the lines
- Listeners trust the service enough to call in
Risks:
- Technical issues may interfere with the feedback mechanism from time to time, e.g. mobile telephony problems or other external factors
- There may be security risks for callers in sharing their information with us

Indicators

Code	Cluster	Indicator	End cycle beneficiaries				End cycle Target
			Men	Women	Boys	Girls	
Indicator 2.1.1	Enabling Programmes	Number of regions from which callers are using the feedback service					15

Means of Verification : Data records from Ergo's feedback system

Indicator 2.1.2	Enabling Programmes	None					0

Means of Verification :

Activities

Activity 2.1.1

Standard Activity : Not Selected

Radio Ergo will operate the Freedom Fone feedback service providing listeners with access to toll free lines with Telesom, Hormud, and Golis service providers. These lines give good coverage of the various regions of Somalia. Ergo will announce on the radio the short code number to call and the method of using the system. The Freedom Fone service is managed by the newsroom producers and is part of the radio's way of engaging in participatory dialogue with the audience. Some feedback is used to generate further investigative reporting and also to provide material for content. The system will be used to gather open feedback from people regarding their needs and the way they are impacted by the drought. In collaboration with the clusters, Ergo will also use the system to ask specific questions on particular topics relating to the emergency in order to elicit audience responses that will be useful for the planning of ongoing or future responses.

Outcome 3

Humanitarian responders receive listener feedback and act upon it

Output 3.1

Description

Vulnerable communities' feedback collected by Radio Ergo is channelled systematically to the clusters for action. This output ensures that feedback and complaints collected by Radio Ergo on its Freedom Fone service described above is aggregated and analysed in order to provide a representative picture of community concerns, identify trends and inform overall strategic and operational decision-making processes and potential 'course correction'. It provides an important layer in the accountability of humanitarian actors to the Somali public.

Assumptions & Risks

Assumes that people are willing to provide feedback even in areas where access is limited.
Assumes that the analysis of rich qualitative feedback can be presented in a data set that is useful to the decision makers.
Risk - that some feedback is not given in good faith.

Indicators

Code	Cluster	Indicator	End cycle beneficiaries				End cycle Target
			Men	Women	Boys	Girls	
Indicator 3.1.1	Enabling Programmes	Number of weekly feedback reports shared					24

Means of Verification : Feedback reports and feedback databases

Code	Cluster	Indicator	Men	Women	Boys	Girls	Target
Indicator 3.1.2	Enabling Programmes	Number of information products made available to stakeholders					24

Means of Verification : Analysis reports available

Activities

Activity 3.1.1

Standard Activity : Not Selected

Ergo compiles feedback according to a data set and shares on weekly basis with OCHA project manager in a format that can be disseminated along with feedback from other platforms among the cluster leads for action. The data set and system to support it will be designed with capacity support to Ergo by REACH. Ergo's data analyst will be the focal point for preparing the data and analysis and will be supported by Ergo coordinator. Feedback will be channelled through a referral system to the clusters and HCT if relevant. E.g a question or complaint about measles vaccination campaigns will be referred to Health cluster for action. Selected feedback messages will be transcribed and translated into English for use in further Ergo programming and in in-depth analysis and trends reports.

Output 3.2

Description

Messaging is produced and aired on Ergo relating to the response from clusters (this could be short messages and/or information regarding a more general response or interventions). Using the referral system in reverse, the clusters will share relevant information or details back to Ergo for the radio to transmit to listeners. Such information may be general supportive information e.g. explaining or elaborating on cholera outbreak; or specific details of action e.g. medical facilities that can be reached in certain areas.

Assumptions & Risks

- Assumes the cluster provide information in a timely manner
- Risk that some information may be subject to security considerations
-Risk that some action to be taken by clusters in response may not be safe to broadcast to safeguard the response

Indicators

Code	Cluster	Indicator	End cycle beneficiaries				End cycle Target
			Men	Women	Boys	Girls	
Indicator 3.2.1	Enabling Programmes	Number of responses received by Ergo from the HCT relating to listener feedback					48

Means of Verification : Emails and reports from OCHA project manager/cluster leads/other relevant actors

Code	Cluster	Indicator	Men	Women	Boys	Girls	Target
Indicator 3.2.2	Enabling Programmes	None					0

Means of Verification :

Activities

Activity 3.2.1

Standard Activity : Not Selected

Ergo coordinator and OCHA project manager will establish fixed routine e.g. weekly email for Ergo to receive input regarding the feedback data and analysis from the clusters and HCT. There will also be a facility for ad hoc communications to handle urgent or one off information that needs to be addressed.
Ergo coordinator will liaise internally with production team to see how best to act on the suggestions for content and/or specific inputs for messaging on the radio that the humanitarian actors have shared.Ergo will produce messages/interviews/other programming as necessary or relevant for broadcasting on the radio.

Additional Targets :

M & R

Monitoring & Reporting plan

Means of verification for all indicators relating to Radio Ergo's output will be based on the programme logs maintained at the studio on the server and archives, this applies to: radio programmes aired; messages broadcast; web translation and stories.
Listener feedback messages are held on the Freedom Fone server and will be verified from the database.
Analysis reports will be produced as hard/softcopy verification.
Monitoring will be carried out on a monthly basis.
Newsroom producers and data feedback analyst collect and record information on programme outputs and feedback messaging outputs.
Coordinator with inputs compiles monthly report on aggregated feedback analysis for HCT sharing.
Programme coordinator has overall responsibility for reporting and ensuring information from clusters is ploughed back into the newsroom for use in programming.
Ergo will work with REACH to set baseline for feedback from its Freedom Fone in order to track and monitor feedback according to an agreed set of categories including gender, location, and theme.
Ergo will work with OCHA to set baseline and monitoring system for CFP engagement with the cluster coordination and HCT.

Workplan

Activitydescription	Year	1	2	3	4	5	6	7	8	9	10	11	12
Activity 1.1.1: Radio Ergo runs its newsroom and production studio to produce daily programming, based on commissions from its network of 25+ local stringer correspondents and staff editor and producers based in Nairobi. The local stringers are able to record reports and interviews from their particular area, and are trained to capture the voices of ordinary men, women, boys and girls to ensure their needs and views are heard. The stringer material is put together by the staff production team in Nairobi, with additional content woven in, to make a one hour specialised humanitarian information package. The programming is aired daily on shortwave by Babcock, a commercial transmission service provider, and is shared with Ergo's network of at least 15 local FM radios in Somalia. Content is also disseminated on Ergo's website in Somali and English and social media sites to maximize reach including to Somali decision makers and the Somali diaspora.	2017				X	X	X	X	X	X	X		
Activity 1.2.1: Ergo producers prepare information for inclusion in disaster risk reduction and protection messaging and voice up/produce audio messages for broadcast; producers also interview relevant Somali speaking experts to elaborate on messaging themes and topic, for inclusion in programmes. In order to ensure the messages are relevant and timely, Ergo will collaborate systematically with the clusters on key messages. Such messages will include: advice on prevention and treatment of diarrhoea and cholera; information on preventing and treating measles; warnings on rainfall and flood alerts; advice on livestock protection. Messages will also carry specific information on the details of humanitarian response and services where possible, through collaboration with the clusters.	2017				X	X	X	X	X	X	X		
Activity 2.1.1: Radio Ergo will operate the Freedom Fone feedback service providing listeners with access to toll free lines with Telesom, Hormud, and Golis service providers. These lines give good coverage of the various regions of Somalia. Ergo will announce on the radio the short code number to call and the method of using the system. The Freedom Fone service is managed by the newsroom producers and is part of the radio's way of engaging in participatory dialogue with the audience. Some feedback is used to generate further investigative reporting and also to provide material for content. The system will be used to gather open feedback from people regarding their needs and the way they are impacted by the drought. In collaboration with the clusters, Ergo will also use the system to ask specific questions on particular topics relating to the emergency in order to elicit audience responses that will be useful for the planning of ongoing or future responses.	2017				X	X	X	X	X	X	X		
Activity 3.1.1: Ergo compiles feedback according to a data set and shares on weekly basis with OCHA project manager in a format that can be disseminated along with feedback from other platforms among the cluster leads for action. The data set and system to support it will be designed with capacity support to Ergo by REACH. Ergo's data analyst will be the focal point for preparing the data and analysis and will be supported by Ergo coordinator. Feedback will be channelled through a referral system to the clusters and HCT if relevant. E.g a question or complaint about measles vaccination campaigns will be referred to Health cluster for action. Selected feedback messages will be transcribed and translated into English for use in further Ergo programming and in in-depth analysis and trends reports.	2017				X	X	X	X	X	X	X		
Activity 3.2.1: Ergo coordinator and OCHA project manager will establish fixed routine e.g. weekly email for Ergo to receive input regarding the feedback data and analysis from the clusters and HCT. There will also be a facility for ad hoc communications to handle urgent or one off information that needs to be addressed. Ergo coordinator will liaise internally with production team to see how best to act on the suggestions for content and/or specific inputs for messaging on the radio that the humanitarian actors have shared.Ergo will produce messages/interviews/other programming as necessary or relevant for broadcasting on the radio.	2017				X	X	X	X	X	X	X		

OTHER INFO

Accountability to Affected Populations

This project seeks to set up an Accountability to Affected Populations mechanism that can be shared among the clusters and feed in to the HCT to inform decision making processes starting at this time of emergency and going on thereafter. Engagement with and accountability to affected people is critical. Affected people need to be kept informed about available services and aid and gender equality and the diversity of affected communities must be addressed when engaging the community. Without access to reliable timely, accurate information survivors are unable to make the choices necessary to develop their own survival strategies to recover and rebuild from the dire drought. It is essential that communications is a two way process. By asking and listening to people's needs, opinions, suggestions and complaints, the humanitarian community can adapt its response to their specific circumstances and concerns. Although challenging during an emergency response, enabling the local population to have a say in critical aid decisions increases its ability to be stronger and more resilient after the crisis. This intervention, the Common Feedback Project (CFP), will be structured as an inter-agency/inter-cluster common service built on existing structures and partnerships including those with government, local organizations and with the mobile telecommunications providers and existing media. The CFP project therefore seeks to assist other partners by developing a cluster-wide mechanism for Somali communities to feedback comments and complaints and for this feedback to play into the management decisions. The CFP also offers a mechanism for coordination through the clusters of humanitarian messaging and other information on the response to the Somali public via radio broadcasts. Do no harm is an important principle for Ergo editorially and our policies include offering anonymity to interviewees in order to protect their identify where relevant or necessary. The editorial policies also include caution over dissemination of information that may jeopardize humanitarian interventions and/or the beneficiaries.

Implementation Plan

IMS as grantee implements the Radio Ergo project through its local presence subsidiary IMS Productions, registered in Kenya. Radio Ego's experienced Coordinator based in Nairobi will manage the overall project in this proposal and is the direct supervisor of all staff and consultants under the project. As the Ergo newsroom and programme/management cycles are already up and running, our inputs to the CFP operational activity fit in to an existing effective framework. The Ergo Editor manages the day to day editorial output of Radio Ergo and its interlinked platform including Freedom Fone, and therefore the additional consultancy post of Feedback Data analyst would report to him. The CFP Project Manager will liaise directly with the Coordinator. The IMS Productions Nairobi office operates with full-time qualified finance and administration staff to oversee operational expenditure, coming under the overall supervision of IMS's Finance Controller at headquarters in Denmark. It will be the task of the Project Manager in collaboration with the Coordinator to ensure the full participation of humanitarian partners and other media (Somali and international) to ensure the greatest impact of the project and to minimize likelihood of duplication of the services in the CFP. The Coordinator will ensure Ergo's overall content production and broadcasting incorporates messaging gathered via the mechanisms to be put in place by the CFP project manager.

Coordination with other Organizations in project area

Name of the organization	Areas/activities of collaboration and rationale
REACH	REACH will assist in categorising feedback in the short term for analysis, and support the development of more cohesive data management at Ergo in the long term. It will support through capacity building training and data tool development the categorisation of feedback received so that regular analysis can be made by type of feedback, age, gender, language and if possible location. Ergo does not have this capacity currently and REACH already has an engagement with OCHA which can accommodate this scope of work.
OCHA	The role of OCHA is to coordinate/manage the overall CFP project as well as inputs from Radio Ergo and REACH; to ensure that all partners are on board, understand their roles and responsibilities in the project and report to the HCT/Cluster.

Environment Marker Of The Project

A+: Neutral Impact on environment with mitigation or enhancement

Gender Marker Of The Project

2a- The project is designed to contribute significantly to gender equality

Justify Chosen Gender Marker Code

IMS-Radio Ego has a well developed gender strategy aiming to provide information of societal relevance to men, women, boys and girls and to include voices reflective of the diversity of Somali society including from a gender perspective. Radio Ergo has made important strides in increasing the amount of women's voices in its programming and other information products to achieve an average of 35%-40% of women's voices across the output. The radio has a gender policy embedded in its editorial guidelines, which require stringers and producers to pro-actively seek the input of women in stories wherever possible and relevant, and to take time to ensure the circumstances of interviews conducive for women to get involved. There is also a focus on seeking gender equity in terms of representation, and to portray women in their roles as planners, doers and decision-makers no matter how humble their background, as opposed to stereotypical portrayal as passive victims. Our work has been influential on other Somali media and on social media, where reports of women highlighted as local role models have been widely circulated and drawn substantial levels of engagement. Radio Ergo has a gender balance among producer/presenters in its newsroom. Whilst the number of women's calls/comments on the feedback service and our social media sites are lower than those of men, there has been notable success in improving the level of engagement and the quality if not quantity of feedback on social media. IMS has conducted a long-term support to female journalists through a Women in Media programme in Somalia, in which Radio Ergo ha also played a role. IMS has also supported one of its local partners to produce a baseline on the condition for women working in the media in Somalia to be published next month.

Protection Mainstreaming

Radio Ergo has placed the Do no Harm principle in its editorial guidelines. Reporters are required to offer or ascribe anonymity to interviewees where deemed necessary in order to safeguard them and their families. Such decisions may go up the chain of editorial command where the reporter on the ground is unable to make the judgement. Photographs are also subject to similar editorial scrutiny. Conventions on protecting children are applied in our reporting. The editorial guidelines also capture procedures to follow where a report or information gathered has the potential if published to put at risk any member of the public or humanitarian interventions.

As Radio Ergo broadcasts to all regions simultaneously on shortwave, information is equally shared among all listeners as beneficiaries of the project. This enables impartial access to information across Somalia. The feedback lines are also open to all listeners provided they have the means. Our stringers are based in most regions. The Editor seeks to ensure a balance of coverage. Ergo does not directly cover political developments.

The radio has a rights-based approach in its editorial coverage and actively encourages communities to question, to know their rights, and to seek accountability from the proper authorities. We have carried messages informing people of their rights and entitlements and will be able to include this in the content going forward.

Country Specific Information

Safety and Security

Radio Ergo staff for this project will be based in Nairobi with travel to Somalia. IMS has safety procedures and protocols for travel that cover all staff on mission. The local stringers are not contracted by IMS and are paid for their services as freelancers. However, IMS has carried out a number of safety and security trainings for journalists in Somalia and this programme is ongoing. IMS is working with local partners to set up a safety network to support journalists in their work and respond to threats. Radio Ergo avoids political coverage which minimizes much of the risk for journalists. Its stringers are embedded as members of the communities in which they live, which also averts risk as they are familiar with the terrain and have good support and contact networks. We do not ask our stringers to travel knowingly to an area or to cover a story that would subject them to unacceptable levels of risk.

Access

Radio Ergo has operated its shortwave humanitarian radio service since 2011 and has maintained its daily output to date. The radio content is produced in Nairobi and has reach across all of Somalia on shortwave. Therefore we have huge access to our core beneficiary base. Likewise using our mobile phone toll free feedback service, listeners everywhere have access to us by leaving a voice message. Radio Ergo's footprint and access is considerably enhanced by the network of locally based stringers, described above. Some of them are based in insecure areas including those under Al-Shabab control. In many places the Ergo stringer is the only journalist operating. In some places the Ergo stringer is the only independent source of information coming out. Through its years of operating in Somalia, Ergo has built up durable relations with many local partner radios. At least 15 of the FM radios air Ergo's content thus strengthening our access in the urban areas as well.

BUDGET

Code	Budget Line Description	D / S	Quantity	Unit cost	Duration Recurrance	% charged to CHF	Total Cost
Staff and Other Personnel Costs							
1.1	Programme Coordinator	D	1	7,500.00	6	60.00	27,000.00
	The Coordinator is an international staff full time with IMS-Radio Ergo, responsible for the day to day management of Radio Ergo and this project, including management of staff, oversight of the radio programme production, strategy development, engagement with partners, contact to donors and reporting. The position is essential for the effective management of the project. 6 months @ 60% of the total monthly unit cost of $7,500 i.e. ($4,500) is budgeted in this project. The remaining 40% to be funded by other donors.						
1.2	Editor	D	1	4,000.00	4	100.00	16,000.00
	Somali Radio Editor is responsible for the information and news production of the radio, including providing editorial oversight, guidance and support to the production team and correspondents, developing the news agenda, overall relations to stringers in Somalia, managing relations with partners including FM radios in Somalia, which re-transmit the programme. The Somali speaking editor is crucial to ensure high quality and relevant programming. 4 months of the salary at $ 4000 is budgeted under this project. The remaining months to be funded by other donors.						
1.3	Radio Producers	D	2	2,900.00	3	100.00	17,400.00
	The 2 Producers are involved in the day to day production of radio programming including producing news stories and features, commissioning and post-producing material from stringers across the regions, distributing programming for broadcast and re-broadcast, and preparing other products as part of the Ergo humanitarian news service. The Somali Radio Producers are based in Nairobi and are both required on a full time basis in order to maintain the level and quality of daily production required under this project. 3 months @ $2,900 is budgeted under this project. The other 2 months to be funded by other donors.						
1.4	Data analyst	D	1	1,000.00	6	100.00	6,000.00
	This new post will be recruited to manage the feedback from the Ergo Freedom Fone service which enables listeners across Somalia to call in with a message about their needs or complaints relating to the humanitarian situation. The analyst will categorize the messaging so as to share back in a suitable format a data set that the HCT and clusters can use for their action, response and accountability to beneficiaries. The analyst will receive capacity building training from Reach on data collection and analysis. The post is based in Nairobi at Ergo studio.						
1.5	Finance and Admin Manager	S	1	3,000.00	3	100.00	9,000.00
	Will be involved in the day to day implementation of project activities at a support level for finance and administrative purposes. One full-time staff is budgeted at $ 3000 per month for 3 months and whose time will be devoted to this project. The other three months to be funded by other donors.						
	Section Total						**75,400.00**

Equipment

3.1	One Laptop all items inclusive	D	1	1,200.00	1	100.00	1,200.00

The purchase price of one laptop@ $1,200 is as per an estimation following our last project purchase from a preferred vendor after performing a procurement procedure. Headphones and software (Microsoft office package and antivirus) are inclusive. This unit is required for enhancing the collection and analysis of data from the feedback system and is crucial for the project.

	Section Total						**1,200.00**

Contractual Services

4.1	Babcock shortwave transmission	D	1	7,000.00	4	100.00	28,000.00

Shortwave transmission airtime for daily radio broadcasts is purchased from a UK based supplier Babcock Ltd with whom IMS-Ergo has a contract, at an average monthly cost of $7,000/month, for 4 months. The shortwave transmission is a critical part of the project enabling content to be disseminated across Somalia by radio. The monthly costs vary according to the number of days per month, as the cost is pro rated on a per day airtime basis. There are also variances according to exchange rates as billing is done in GBP and payment made in USD. The rest to be funded by other donors.

4.2	Acquisition from stringers	D	1	13,000.00	6	100.00	78,000.00

6 months of acquisition of material from stringers at an average monthly cost of $ 13,000. Stringers invoices are paid according to their monthly contributions based on a fixed fee schedule ($30 per photo; $70 per feature/debate; $50 per interview; plus other discretionary fees dependent on quality of the material submitted). The stringers, based in districts across Somalia, are key to the success of the project as they will report on local needs and developments in their districts and help Ergo to amplify the voices especially of vulnerable and remote communities during the drought. The unit cost is based on average monthly costs because it cannot be predicted exactly how many news reports will be generated in a month by any particular stringers, this being dependent on external factors including what happens where.

4.3	Translations of Somali reports to English	D	1	1,000.00	4	100.00	4,000.00

English translation services are acquired on a monthly basis at a freelance fee averaging $ 1000/month. The budget provides for 4 months of translation, the rest to be funded by other donors. The translator is paid a wordage rate of KES 10.00 per word, calculated at source i.e. based on the Somali texts supplied by Radio Ergo. The amount of translations required and the length of each text is variable as it is drawn from the radio reports, hence the unit cost is a monthly average.

	Section Total						**110,000.00**

General Operating and Other Direct Costs

7.1	Office Utilities	S	1	100.00	6	34.00	204.00

IMS has a local office in Nairobi for its local branch IMS Productions, where Radio Ergo studio and newsroom are located. The unit cost is based on the monthly utilities for the Nairobi office. These include: office water, electricity necessary for the running of the project operations of the office. 34% per month for 6 months has been budgeted under this project, the rest is to be funded by other donors.

7.2	Office supplies and consumables	S	1	300.00	6	50.00	900.00

6 months at 50% per month is budgeted for office stationery and supplies for Nairobi office (Purchase of office newspapers, office drinking water, office stationery and printer supplies and any other office consumables that may not be foreseen with precision) and IT support including servicing, based on average of $300 per month. This is a lumpsum based on average expenditure in previous months on the Ergo project. The other 50% for each of the 6 months is to be funded by other donors.

7.3	Communication costs	D	1	1,300.00	6	33.20	2,589.60

33.2% per month for 6 months is budgeted for based on the monthly communication costs. These include: phone bills (Kenya and Somalia) based on monthly average for recent usage in the project, and Nairobi office internet costs necessary for the implementation of the project.The rest is to be funded by other donors.

7.4	Office security costs	S	1	100.00	6	34.00	204.00

	6 months at 34% per month are budgeted for based on the monthly security guards costs and security alarm costs for the Nairobi office. These costs are essential for the project running as the radio and transmission equipment are safe guarded through out the project period. The balance will be funded by other donors	
Section Total		**3,897.60**

SubTotal	14.00		**190,497.60**
Direct			180,189.60
Support			10,308.00

PSC Cost	
PSC Cost Percent	7.00
PSC Amount	13,334.83
Total Cost	**203,832.43**

Project Locations

Location	Estimated percentage of budget for each location	Estimated number of beneficiaries for each location					Activity Name
		Men	Women	Boys	Girls	Total	
Awdal -> Borama	5	125,000	125,000			250,000	
Bakool -> Waajid	5	125,000	125,000			250,000	
Banadir -> Mogadishu	5	125,000	125,000			250,000	
Bari -> Bossaso	5	125,000	125,000			250,000	
Bay -> Baidoa	5	125,000	125,000			250,000	
Galgaduud -> Cabudwaaq	5	125,000	125,000			250,000	
Gedo -> Baardheere	6	125,000	125,000			250,000	
Hiraan -> Belet Weyne	6	125,000	125,000			250,000	
Lower Juba -> Kismayo	6	125,000	125,000			250,000	
Lower Shabelle -> Afgooye	6	125,000	125,000			250,000	
Middle Juba -> Jilib	6	125,000	125,000			250,000	
Middle Shabelle -> Jowhar	6	125,000	125,000			250,000	
Mudug -> Gaalkacyo	6	125,000	125,000			250,000	
Nugaal -> Garowe	6	125,000	125,000			250,000	
Sanaag -> Ceel Afweyn	6	125,000	125,000			250,000	
Sool -> Laas Caanood	6	125,000	125,000			250,000	
Togdheer -> Buuhoodle	5			200,000		200,000	
Woqooyi Galbeed -> Berbera	5				200,000	200,000	

Documents

Category Name	Document Description
Budget Documents	BOQs_2017.xlsx
Budget Documents	Babcock Oct 16 to Oct 17_signed.PDF

Budget Documents	BOQs_April 2017.xlsx
Budget Documents	BOQs_final.xlsx
Budget Documents	ERGO final boq amended.xlsx
Budget Documents	BOQs_11 April 2017 Amended_LO.xlsx
Grant Agreement	HC signed GA for IMS 4978.pdf
Grant Agreement	IMS_SHF agreement 2017.pdf