******

**PBF PROJECT progress report**

*Updated April 2024*

**COUNTRY:** SRI LANKA

**TYPE OF REPORT: semi-annual, annual OR FINAL: Final**

**YEAR of report: 2024**

**Project overview**

|  |  |
| --- | --- |
| **Project Title:** Countering hate speech through education and advocacy for improving social cohesion in Sri Lanka  **Project Number from MPTF-O Gateway:** **00129591 PBF IRF** | |
| **If funding is disbursed into a national or regional trust fund:**  Country Trust Fund  Regional Trust Fund  **Name of Recipient Fund:** | **Type and name of recipient organizations:**  **United Nations Development Programme (Convening Agency)**  **UNICEF** |
| **Date of first transfer:** 01.12.2021  **Project end date:** 01.03.2024  **Has this project received a cost or no cost extension?** **Yes**  **Will this project be requesting a cost or no-cost extension?** **No**  **Is the current project end date within 6 months?** | |
| **Check if the project falls under one or more PBF priority windows:**  Gender promotion initiative  Youth promotion initiative  Transition from UN or regional peacekeeping or special political missions  Cross-border or regional project | |
| **Total PBF approved project budget (by recipient organization):**   * *Please enter the total amounts in full US dollars allocated to each recipient organization* * *Please enter the original budget amount, amount transferred to date and estimated expenditure by recipient.* * *For cross-border projects, group the amounts by agency, even where transfers are made to different country offices. You can provide the detail in the attached budget.*  |  |  |  |  | | --- | --- | --- | --- | | **Recipient organisation** | **Budget Allocated ($)** | **Amount Transferred to date ($)** | **Amount spent to date ($)** | | UNDP | 2, 000, 000 | 2,000,000 | 2,000,000 | | UNICEF | 1, 000, 000 | 1,000,000 | 993,160.52 | | **TOTAL** | 3, 000, 000 | 3, 000, 000 | **3,000,000** |   Approximate implementation rate as percentage of total project budget:  \*ATTACH PROJECT EXCEL BUDGET SHOWING CURRENT APPROXIMATE EXPENDITURE\*  **The budget templates are available** [**here**](https://www.un.org/peacebuilding/content/application-guidelines)  **Implementing partners**  To how many implementing partners has the project transferred money to date? 10  Please list all of the project's implementing partners and the amounts (in USD) transferred to each to date:   |  |  |  |  | | --- | --- | --- | --- | | ***Name of Implementing Partner*** | ***Type of Organisation (ex. Govt, civil society, etc.)*** | ***What is the total amount (in USD) disbursed to the implementing partner to date*** | ***Briefly describe the main activities carried out by the Implementing Partner (175 mots)*** | | Divisional secretaries at Trincomalee, Batticaloa, Ampara, Jaffna and Kandy districts | Government | US $ 10,000 | Leading the divisional-level steering committee on hate speech and broader social cohesion and rolling out the hate speech prevention program in their respective divisional secretariat. | | National Institute of Education | Government | US $ 236,235.65 | Promoting ‘Digital Citizenship Skills’ among secondary students in schools through strengthening the Media subject. | | Sarvodaya | CSO | US $ 195,692.32 | Enhancing the skills of adolescents and youth with a focus on digital literacy to identify and counter the spread of hate speech.  Engaging Child Rights Promotion Officers (CRPOs) and Youth Service Officers (YSOs) in preventing HS and promoting digital literacy and life skills amongst youth through existing platforms.  Focus districts: Batticaloa, Ampara, Trincomalee, Jaffna, and Kurunegala districts    Total amount include US 41,767.7 supported through local CSOs | | National Christian Evangelical Alliance Sri Lanka (NCEASL) | CSO | US $ 94,205.58 | Monitoring of religious violence. enhancing the capacities of identified social media influencers through an influencer campaign to promote the ethical use of social media.  Engaging Communities through dialogue to respond to hate speech and promoting social cohesion.  Empowering young men and women in addressing the spread of hate speech | | Centre for Equality and Justice (CEJ) | CSO | US $ 31,796.07 | Enhancing the capacities of identified female influencers leveraging online engagements through advocacy and educational interventions. The capacity building focuses on digital literacy and effective digital responses to hate speech and disinformation for selected 25 women influencers. | | Search for Common Ground (SFCG) | INGO | US $ 27,934.40 | Strengthening safe spaces for dialogue and women's leadership at the grassroots through the establishment of a digital learning and mentorship program focusing on grassroots women leaders and developing capacities for identifying and addressing online hate speech. | | Hashtag Generation | CSO | US $ 90,518.69 | Producing monthly analytical reports and datasets based on monitoring and reporting of dangerous speech (hate speech, harassment, misinformation, advocacy of violence) on Facebook, YouTube, and TikTok. | | Department of Education, Central Province | Government | US $ 41,785 | Improve skills among secondary school students on the responsible use of social media with non-violent communication approaches. | | Department of Education, Uva Province | Government | US $ 42,182 | Improving skills among secondary school students on responsible use of social media with non-violent communication approaches. | | T-field | CSO | US $ 67,000 | Enhancing the skills of adolescents and youth with a focus on digital literacy to identify and counter the spread of hate speech.  Engaging Child Rights Promotion Officers (CRPOs) and Youth Service Officers (YSOs) in preventing HS and promoting digital literacy and life skills amongst youth through existing platforms.  Focus districts: Badulla, Nuwara Eliya and Kandy districts. |   **Gender-responsive Budgeting:**  Indicate what percentage (%) of the budget contributes gender equality or women's empowerment (GEWE) as per the project document?      30%  Indicate dollar amount from the project document to contribute to gender equality or women’s empowerment: 896017.00  Amount expended to date on efforts contributing to gender equality or women’s empowerment:  CEJ - US$ 31,796.07  Hashtag - US$ 45,259.30  NCEASL - US$ 47,102.75  SFCG - US$ 27,934.40  4K Designs - US$ 34,128.40  Hari Global - US$ 49,480.00  Time & Space (PVT) LTD - US$ 60,294.40  Sera Idea (pvt) LTD - US$ 30,632.60  Moonshot CVE - US$ 86,970.70  Deloitte Touche Tohmatsu India LLP - US$ 18,151.84  People's Action for Free and Fair Elections - US$ 5,087.33  Roar (Pvt) Ltd - US$ 32,255.07  Verite Research - US$ 9,653.08  Indiciual Consultant Anneliese McAuliffe - US$ 4,400.00  Individual Consultant Shamara Wettimuny - US$ 3,352.00  Factum Solutions Gurantee Limited - US$ 27,659.56  Centre for Policy Alternatives - US$ 58,254.54  Nielson Q Lanka (Pvt) – US$ 23,164.20  Multi-Tech Solutions (PVT) Ltd - US$ 9,436.90  Sarvodaya – US$ 78,277  T-Field – US$ 26,800  Direct capacity building support to Children’s Clubs – US$ 21,603  Online hate speech campaign (UNICEF direct implementation) – US$ 7,851  Behavioural change communictaion (UNICEF direct implementation) – US$ 14,688  NIE and MOE – US$ 133,495.82  PDE Central Province – US$ 9,106  PDE Uva Province – US$ 9,106  Web radio initiative – US$ 2,558  Total = US$ 941,812.92 | |
| **Project Gender Marker:**  **Project Risk Marker:**  **Project PBF focus area:** | |
| **Steering Committee and Government engagement**  Does the project have an active steering committee/ project board?  Yes  If yes, please indicate how many times the Project Steering Committee has met over the last 6 months? 01    The project falls under the SDG 16—Peace, Justice, and Strong Institutions portfolio, governed by a single Portfolio Board, convened annually as the overarching oversight, quality assurance, and steering mechanism. The Board, inclusive of Government partners, is co-chaired by UNDP and the Government External Resources Department. Between December 2021 and March 2024, the Portfolio Board met thrice in August 2022, May 2023 and February 2024, approved the project work plans and targets and reviewed the progress presented during the specific time frames. In addition, during the project period, regular meetings were conducted with the relevant Government partners, including the Ministry of Mass Media, the Ministry of Education and the National Institute of Education, to discuss day-to-day operational matters arising from implementation.    Please provide a brief description of any engagement that the project has had with the government over the last 6 months? Please indicate what level of government the project has been engaging with? (275 words max.)    From the onset of the project, both UNDP and UNICEF held regular consultations with the respective line ministries and the government institutions that were integral partners of the project implementation. UNDP liaised with the Ministry of Mass Media to support the development and execution of planned interventions with the Ministry, including (1) developing and rolling out the training programme for provincial journalists; (2) conducting workshops for administrators and newsroom leads (led by the Ministry) (3) policy formulation, discussion, support and facilitation of focus group discussions to inform the National Media Policy (4) event preparations to commemorate World Press Freedom Day. The project worked closely with the Secretary of the Ministry of Mass Media and the second-tier administration in this regard.  The overall education reform process was temporarily halted by the highest government authority due to a National Education Policy proposal submitted by the National Education Commission (NEC) in June 2023, which is seen to be misaligned with the ongoing education reforms. A special task force was established by His Excellency the President to revisit the NEC’s policy in line with the country’s ongoing education reform process. Meanwhile, UNICEF’s sustained high-level advocacy with senior decision-makers to continue promoting digital citizenship skills. UNICEF, in consultation with the MoE and NIE, developed an interim implementation strategy to achieve the expected results of the project. UNICEF is discussing with the Department of Probation and Child Care Services and respective divisional secretariats interventions to be implemented through the children’s club networks. National department and divisional secretariats are involved in the hate speech prevention program and quarterly coordination meetings were organised with all project stakeholders at the divisional level with the leadership divisional secretariats.  UNICEF has held a meeting with the Department of Probation and Child Care Services and respective divisional secretariats to discuss interventions implemented through the children’s club networks. National department and divisional secretariats are involved in the hate speech prevention program and quarterly coordination meetings were organised with all project stakeholders at the divisional level with the leadership divisional secretariats. | |
| **Report preparation:**  Project report prepared by: Priyan Senevirathna- Techncial Specialist- Reconciliation and Peacebuilding  Project report approved by: Azusa Kubota- Resident Representative UNDP  Have all fund recipients for this project contributed to the report?  Did PBF Secretariat or RCO focal point review the report? | |

***NOTES FOR COMPLETING THE REPORT:***

*- Avoid acronyms and UN jargon, use general /common language.*

*- Report on what has been achieved in the reporting period, not what the project aims to do.*

*- Be as concrete as possible. Avoid theoretical, vague or conceptual discourse.*

*- Ensure the analysis and project progress assessment is gender and age sensitive.*

*- In the results table, please be concise, you will have 3000 characters, including blank spaces to provide your responses*

**PART I: OVERALL PROJECT PROGRESS**

Please rate the implementation status of the following preliminary/preparatory activities*(Not Started, Initiated, partially Completed, Completed, Not Applicable):*

|  |  |
| --- | --- |
| Contracting of Partners Completed |  |
| Staff Recruitment Completed |  |
| Collection of baselines Completed |  |
| Identification of beneficiaries Completed |  |

Provide any additional descriptive information relating to the status of the project, including whether preliminary/preparatory activities have been completed (i.e. contracting of partners, staff recruitment, etc.)*(3000 characters):*

All project activities, including recruiting project staff, contracting partners, collecting baselines, and identifying beneficiaries, have been completed. The project’s Monitoring and Evaluation plan—including the results framework—has been finalised with the input of an international consultant and a locally recruited M&E agency. In Education, as a precursor to the work, the NIE conducted a preliminary assessment among 45 selected schools across the nine provinces to understand the digital infrastructure and capacity in schools. Further, a NIE-led survey was conducted among 1800 secondary students in 21 schools across the 9 provinces prior to piloting the curriculum.  The survey was conducted to understand the current practices and capacity for the use of technology within and outside the classroom among students. An end-line survey is scheduled to be conducted among the target group in June after piloting the newly developed curriculum. UNDP in collaboration with the Ministry of Mass Media and Verite Research conducted a comprehensive needs assessment before implementing the island wide training program targeting the provincial journalists

During the project period, UNDP formed partnerships with six CSO partners, five media outlets, and four think tanks, including three international agencies, to improve its hate speech and disinformation early identification capacities and corresponding countermeasures. The partnerships with SecDev and Deloitte played an instrumental role in identifying effective tools for broadening the scope of early warning analysis and reporting, while the partnership with Moonshot paved the way to exploring gamification as an innovative and alternative approach for creating awareness and response against the spread of hate speech and disinformation.

*Describe overall project progress made during the reporting period (for June reports: January-June; for November reports: January-November; for final reports: full project duration). Do not list individual activities. If the project is starting to make/has made a difference at the outcome level, provide specific evidence for the progress (quantitative and qualitative) and explain how it impacts the broader political and peacebuilding context.*

**The project has supported a flexible, evidence-based ‘prevention’ approach to addressing online hate speech (HS) narratives and strengthened advocacy through** improved real-time monitoring of key hate speech and social cohesion indicators. The reports generated were utilised by project partners and the analyses were also regularly shared with the development partners to develop strategies for addressing hate speech and disinformation. The evidence generated informed the digital storytelling and influencer content creation campaigns, training curriculum for provincial journalists, and the gamified digital literacy initiatives, which the project supported. The final evaluation indicates the early warning data generated over time through the project created a better understanding of the spread of hate speech and disinformation targeting different ethnic, gender or religious groups that, in turn, helped to effectively respond to changing dynamics.

1. Two local-level CSOs have strengthened their capacities in identifying and addressing hate speech following training on open-source-based tools for social media monitoring. From November 2022 to February 2023, 1643 posts were monitored across Facebook, TikTok, YouTube, and Twitter.
2. The project’s social media monitoring assesses the platforms’ responsiveness to hate speech (timeliness and nature of response), resulting in enhanced timely identification and responses to hate speech to foster an enhanced culture of accountability against the ever-increasing volume of hate speech online. Between August 2022 and December 2023, a total of 4786 social media posts were reported to platforms, of which approximately half (2389) were taken down by their respective platforms.
3. The Community of Practice (CoP) played a crucial role in catalysing member engagement. During the project period, Structured and cohesive decision-making on addressing hate speech was supported following a comprehensive SWOT analysis workshop, during which members identified their respective strengths, weaknesses, common synergies, and potential areas for collaboration (See Annex). The CoP also played a pivotal role in creating a platform for collective action against hate speech and the spread of disinformation. GIZ, in particular, have expressed interest in supporting the work of the CoP in the future to enhance its impact.

**The project has also advanced institutional progress in strengthening the capacity of national stakeholders, including private and public sector media institutions and civil society, to address hate speech and disinformation.**

1. Media institutions, including Hari TV, 4KDesign, Time & Space and Sera Media, were supported to counter the spread of hate speech and disinformation by using digital storytelling campaigns on social media as well as legacy media campaigns whilst leveraging their networks. Some of these campaigns used the experiences of affected people to highlight the real-world implications to inspire audiences to take action to address hate speech and disinformation. For example, HARI TV produced 21 content pieces across social media, YouTube, and local newspapers, achieving over 2 million views. "Time and Space" featured infomercials on six thematic areas, including gender, hate speech, and disinformation in both national languages, covering three national television channels, reaching an aggregate of about 1 million viewers. Subsequently, the infomercial campaign received a national award in recognition of its contribution to socially responsible messaging.
2. Consensus was built around five key guidelines, followed by discussions between 40 national administrators and newsroom directors and 83 newsroom professionals from 17 state and non-state media institutions, to promote best practices of gender-sensitive, ethical reporting on electronic and print media. The consensus encourages responsible and accurate reporting. Regarding hate speech, the guidelines stress adherence to internationally recognized definitions, avoiding insults or disrespect towards ethnic, religious, and gender communities, and refraining from instigating violence.
3. Noting the disproportionate impact on women and gendered impacts of hate speech, 73 women leaders and social media influencers strengthened their digital literacy and effective responses to hate speech through content creation campaigns. One such video received over 150,000 views, and several followers indicated that prior to these campaigns, they had limited understanding of the real-world implications and cyber SGBV.
4. On the education front, the project has induced change in the mindset of education officials and child rights promotion officers and has built awareness among adolescents on the harmful impact of hateful content and to counter those through positive narratives. As the final evaluation of the project indicates, by working with the Ministry of Education, UNICEF was able to integrate critical elements, such as digital citizenship, diversity and tolerance, as part of mandatory coursework for secondary school students.

**Is the project on track for the timely completion of outputs as indicated in the workplan?**

If no, please provide an explanation *(6000 characters)*:

Project progress summary *(6000 characters)*:

The project concluded all planned activities by 01st March 2024 as per the no-cost extension received. All activities under outcome 01 were successfully completed, with notable results achieved in hate speech monitoring, analyses and reporting-related work. Over 4000 posts were flagged with the tech platforms through the trusted partner initiatives either as hate content or disinformation, out of which over 2000 were brought down as a result. The research carried out provided significant insights into gendered dimensions of hate speech, enabled gender disaggregation of data and delved deeper to better understand the impact of hate speech beyond traditional gender binaries. The findings and the analyses informed both civil societies-led interventions as well as the interventions that were implemented through four media institutions. Finally, the data informed the development of a voluntary code of practice which was done in consultation with multiple stakeholders and presented to three tech giants, Meta, Alphabet and TikTok. The code has been provisionally endorsed by both Meta and TikTok, with the exception of Alphabet, which is yet to finalize its decision. Civil society partners were supported to systematically address the spread of hate speech and disinformation with a specific emphasis on ensuring women and youth participation in such interventions. Subsequently, a number of social media campaigns with significant following by a wide audience were carried out using multiple social media platforms. A Community of Practice was established with the participation of 23 active civil society organizations that continue to collaborate in relation to programming against hate speech and disinformation.

All activities under Outcome 02 were also completed as planned, with the exception of the rolling out of the content incorporated into the national secondary school curriculum, which was incidentally temporarily halted by the government of Sri Lanka with the anticipation of implementing a broader education reforms agenda. Notable results were achieved regarding the Ministry of Mass Media engagement in targeting media institutions under its purview to promote best practices for the prevention of the spread of hate speech and disinformation. Subsequently, a set of guidelines was adopted by 17 media institutions, including both print and electronic media networks in the country. In addition, a comprehensive training programme targeting 350 provincial journalists representing all nine districts was carried out in collaboration with the Ministry towards the latter part of the project. A ToT program for government officials was also conducted to ensure the continuity of the program following the project exit. 156 relevant government officers completed master training on hate speech prevention and supported the roll-out of hate speech prevention programs in 81 children’s clubs. 12 divisional-level steering committees were established to ensure coordinated implementation.

Indicate any additional analysis on how Gender Equality and Women’s Empowerment and/or Youth Inclusion and Responsiveness has been ensured by the project to date *(3000 characters):*

Gender and youth inclusion in the project was ensured throughout by engaging women and youth in monitoring, reporting, and countering the spread of hate speech and disinformation. Most notably, the project worked closely with a pioneering youth-led entity on monitoring and reporting the spread of hate speech and disinformation while simultaneously capacitating one other from the war-affected minority community youth. Furthermore, it worked with over 25 young women social media influencers to strengthen their capabilities to respond to the gendered dimensions of hate speech and work in close coordination with popular YouTube-based platforms, such as Hari TV, to enhance their reach. During the focus group discussions held for the development of a national media policy by the Ministry of Mass Media, 50 youth participants were engaged in discussions to ensure youth perceptions were incorporated. This approach aimed to capture the perspectives and insights of the younger generation, making the policy more reflective of diverse viewpoints. Multiple forms of content discussing gendered dimensions of hate speech and its impact on different gender minorities were developed, targeting both social and legacy media platforms. The data generated on the gendered dimensions of hate speech was widely shared and discussed, including at the Women’s Caucus of the Parliament of Sri Lanka, for future preventive action. Similar discussions are being initiated with the Youth Caucus. The negative impact of gendered hate speech on women’s political participation is a special focus of the advocacy efforts with the Women’s Caucus. In hate speech, prevention programmes implemented in the schools also focused on creating awareness among students and the school community on the gendered nature of hate speech and its implication for women’s advancement in society as a whole.

Is the project 1+ year in implementation?

**FOR PROJECTS 1+ YEAR IN IMPLEMENTATION ONLY:**

**Is the project demonstrating outcome-level peacebuilding results?**

*Outcome-level peacebuilding results entail results achieved at the societal or structural level, including changed attitudes, behaviours or institutions.*

If yes, please provide concrete examples of such peacebuilding results *(6000 characters)*:

The project supported the efforts of the Asia Internet Coalition and Factum to introduce a code of practice to be followed by Tech Companies operating in the Asian region. The code of practice, which was developed following a wide public consultation process, was presented to Facebook, Google, and TikTok for their endorsement. To date, both Facebook and TikTok have verbally endorsed the code of practice, with Google being the exception. Based on the UNDP-supported monitoring work, which identified gendered hate speech and harassment online as a major and recurring concern on Sri Lankan social media, cyberbullying and harassment were identified among the six main thematic areas addressed under the code. The inclusion of this category marked a global first. The Code can be considered the first-ever attempt in Asia to bring tech companies together to voluntarily adopt best practices on their platforms to minimize the spread of hate speech and disinformation.

A set of guidelines was developed for legacy media, including both print and electronic media, in collaboration with the Ministry of Mass Media 17 media institutions. This led to the voluntary adoption of ethical practices for reporting news. These guidelines emphasize responsible journalism, particularly in countering harmful and misleading content. At least five legacy media outlets, including state media, have commenced adhering to these guidelines, which were not followed prior to the intervention while demonstrating a commitment to gender-sensitive ethical reporting standards.

If yes, please provide sources or references (including links) as evidence of peacebuilding results, or submit them as additional attachments.

*Evidence may be quantitative or qualitative but needs to demonstrate progress against outcome indicators in the project results framework.*

*Sources may include project surveys (such as perception surveys), monitoring reports, government documents, or other knowledge products that have been developed by the project.*

**PART II: PROJECT RESULTS FRAMEWORK**

**Using the Project Results Framework as per the approved project document or any amendments, provide an update on the achievement of key outcome and output indicators in the table below.**

* If the outcome has more than 3 indicators, select the 3 most relevant ones with most relevant progress to highlight.
* If the outcome has more than 5 outputs, please select 5 of the most relevant outputs per outcome, and provide an update on the progress made against 3 most relevant output indicators.
* Where it has not been possible to collect data on indicators, state this and provide any explanation. Provide gender and age disaggregated data. (500 characters max per entry).

**Outcome 1: Systematic research and evidence provide the foundation for the countering of online hate speech for effective advocacy and preventive action (UNDP)**

UNDP has strengthened evidence generation on online hate speech and misinformation and risk indicators for prevention and response and to inform targeted and effective responses. Project partners utilized the increased monitoring and research on HS hate speech and misinformation trends in the design of project-supported interventions to develop effective strategies for addressing hate speech.

* Hashtag Generation shared 27 monthly reports and 2 annual reports with key trends on online HS and disinformation highlighting different communities, groups, and political factions targeted and common narratives.
* To date, 27 monthly and 9 quarterly analytical products were shared with approximately 168 partners, including the UN Country Team, development partners, and CSOs.
* Moreover, the early warning system (EWS) data was cited in the United Nations High Commissioner for Human Rights Annual Report on Sri Lanka 2023 and the Common Country Analysis for Sri Lanka, which is being developed to inform UNCT decision-making on programming priorities pertaining to Sri Lanka.
* 9 Quarterly, 21 monthly reports were shared, and findings were presented at closed-door briefings for development partners, including political officers of diplomatic missions, contributing to collective advocacy with the government on key issues
* Civil society's capacity for early identification and response to the spread of hate speech was strengthened following the continued functioning of a Community of Practice (CoP) on HS throughout the duration of the project. The project was instrumental in facilitating consistent and proactive engagement between CoP members on programming design and addressing hate speech and misinformation. Examples include consultations to identify the priorities when addressing Cyber SGBV and Gendered Online Hate Speech issues for effective advocacy with tech companies.
* The Code of Practice for online safety and responsible content, which will mark a first for the South Asian region, was finalised following a consultative process supported by UNDP. The signing of the Code has been delayed due to the failure of one of the three social media platforms, Google - despite prior assurances - to formally recognize the Code. UNDP, together with the UN RCO, is continuing its advocacy efforts beyond the lifespan of the project to obtain buy-in from all relevant social media platforms**.**

| **Outcome Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- |
| 1a Number of social media companies committing to and undertaking actions to strengthen hate speech moderation approaches and engaged on their public policy for Sri Lanka influenced by national stakeholders (including CSOs recommendations). | Baseline :1 | Target: 3 | 3 social media companies (Meta (includes Facebook), TikTok, Alphabet (includes YouTube, etc.) will fall under the intervention of adopting a Code of Practice for online safety and responsible content through Asia Internet Coalition. The Code of Practice has been developed, and two out of the three social media platforms have recognised the Code. | While the draft Code has been finalised, its signing has been delayed due to Google's failure—despite prior assurances—to formally recognize it. However, Alphabet has not yet endorsed it. |
| 1b Number of newly tracked gender disaggregated indicators on social cohesion (defined by data generated under Outcome 1) by national partners. | Baseline: 0 | Target: 3 | Total of 4. One newly tracked gender-disaggregated indicator on social cohesion targeting women, LGBTQI One new responsiveness dataset that is gender-disaggregated. Two new platforms added to the monitoring process (YouTube and TikTok). |  |
| 1c Number, diversity & type of national stakeholders actively using data and evidence generated in practice, policies, and programming to address hate speech and support social cohesion efforts | Baseline: 1 organisation (very few organizations are currently using or have the technical capacities to use data to monitor and address hate speech and support social cohesion). | Target: 5 organizations supported and accompanied to effectively use data, including at least one media organization, one youth-led organization and one women-led organization | 5 out of 5 targeted organisations supported and accompanied the effective use of data.  two media organizations (ROAR Media and 4K Design), three organizations with youth and women-focused interventions (NCEASL, ROAR Media, SFCG and 4K Design) and two organizations implementing women-focused interventions (SFCG, [CEJ](https://cejsrilanka.org/about-us/)) |  |

**Output 1.1: Improved access to dynamic data and analytical tools for national stakeholders to systematically track online hate speech social cohesion indicators, tracking and alongside related key SDG 16 targets to as a basis for engaging in evidence-based advocacy and targeted responses**

| **Output Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress for reporting period** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- | --- |
| 1.1.1 Improved and applied understanding of the digital ecosystem around hate speech dynamics on social media platforms. | Baseline: Mapping of Facebook based hate speech dynamics completed. | Target: ‘Digital ecosystem mapping’ of all major social media platforms operating in Sri Lanka completed and validated by national stakeholders. |  | ‘Digital ecosystem mapping’ of all major social media platforms operating in Sri Lanka completed. Based on the mapping, YouTube and TikTok were recognized as two platforms with a wide userbase in Sri Lanka and was duly incorporated into the monitoring process |  |
| 1.1.2 Number and quality of monthly reports systematically monitoring for hate speech on social media platforms and generating  real-time gender disaggregated data. | Baseline: Monthly report on Facebook based hate speech. | Target: A minimum of 12 monthly reports produced with gender disaggregated data  monitoring increasing gradually in scope to at least three social media platforms for hate  speech | 6 monthly reports and 1 annual report have been produced with gender disaggregated data. Analysis on hate speech data was also incorporated into 2 quarterly reports and 6 monthly briefs. Three social media platforms (Facebook, YouTube, TikTok) are covered by the monitoring. | 27 monthly reports and 2 annual reports with key trends on online HS and disinformation highlighting different communities, groups, and political factions targeted and common narratives.  Hashtag Generation submits monthly reports monitoring hate speech and dangerous speech narratives across Facebook, YouTube, and TikTok in Sinhala, Tamil, and English, which include gender-disaggregated data. Monitoring of Facebook began in March 2020 and was expanded to include YouTube and TikTok in April 2022. From June 2022, the monitoring exercise also assesses the platforms’ responsiveness to hate speech (timeliness and nature of response). |  |
| 1.1.3 New quantitative and qualitative data generated on at least two new  SDG 16 targets and applied to understanding  hate speech and social cohesion dynamics in the  country (e.g. correlations relating to reporting of violence, incl. Online harassment) | Baseline: N/A | Target: New pilot studies and/or surveys provide  data on at least two new SDG 16 targets and explored linkages with hate speech and social  cohesion. |  | Peace Survey completed - data generated on four new SDG 16 indicators (16.1.3, 16.1.4, 16.5.1, and 16.b.1) and linkages with hate speech and social cohesion are being explored. |  |

**Output 1.2: Strengthened civil society capacities for early identification of spread of hate speech, building community resilience and strengthening social cohesion and advocacy with social media platforms**

| **Output Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress for reporting period** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- | --- |
| 1.2.1 Key national CSOs, identified as having the highest potential to influence and engage communities (online and offline), have the knowledge and skills to effectively identify and monitor hate speech, social cohesion and related indicators through ongoing capacity development. | Baseline:1 CSO already engaged. | Target: 4 –  including 2 women-led CSOs | - | 4 CSOs have been engaged in capacity building to promote dialogue around responding to hate speech.  2 CSOs have increased women’s engagement in online counter-hate-speech campaigns (CEJ and SFCG).  and two CSOs engaged in youth-focused interventions to counter HS. (Factum, NCEASL) |  |
| 1.2.2 Civil society establishes an advocacy platform for convening key national stakeholders with social  media platforms. | Baseline: 0 | Target: 1 CSO platform established |  | 1 CSO platform established  Community of Practice (CoP) for Monitoring and Countering Hate Speech was established to enable cross-fertilisation of knowledge and conduct advocacy with national stakeholders around responding to hate speech. CoP co-chaired by 2 CSO partners |  |
| 1.2.3 Civil society organizations directly engaged in the project (disaggregated by type) organize a minimum of 3 advocacy interventions (e.g. joint memos with other national stakeholders) to seek improved content moderation commitments from social media platforms. | Baseline:0 | Target:3 (at least one women’s network/ youth network led intervention) | Ongoing. | 4 CSOs engaged in working on advocacy interventions by the project on improved content moderation commitments from social media platforms.  Youth CSOs include – Factum,72 Campaign, NCEASL  Women CSOs - SFCG, CEJ  As an advocacy intervention, the project helped develop a Code of Practice for online safety and responsible content to be adopted by multiple social media companies operating in Asia (including Facebook, TikTok) supported by the Asia Internet Coalition. |  |

**Output 1.3:**

| **Output Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress for reporting period** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- | --- |
| Indicator 1.3.1 |  |  |  |  |  |
| Indicator 1.3.2 |  |  |  |  |  |
| Indicator 1.3.3 |  |  |  |  |  |

**Output 1.4:**

| **Output Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress for reporting period** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- | --- |
| Indicator 1.4.1 |  |  |  |  |  |
| Indicator 1.4.2 |  |  |  |  |  |
| Indicator 1.4.3 |  |  |  |  |  |

**Output 1.5:**

| **Output Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress for reporting period** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- | --- |
| Indicator 1.5.1 |  |  |  |  |  |
| Indicator 1.5.2 |  |  |  |  |  |
| Indicator 1.5.3 |  |  |  |  |  |

**Outcome 2: National stakeholders actively engage in and lead early action to prevent and address hate speech and to support social cohesion. (UNDP and UNICEF)**

UNICEF continued its close engagement with religious leaders through strengthening 6 district-level religious leader forums. 284 male and 102 religious leaders were trained on the effective use of social media and HS prevention and increased public awareness through community dialogues, reaching 3012 community members. The findings of the final project evaluation indicate that the development of a religious network through these forums has materialized into effective collaborative action for promoting social cohesion on the ground. UNICEF expanded its work with adolescents and youth on HS in hotspots in seven districts. 156 relevant government officers completed master training on HS prevention and supported the roll-out of HS prevention programs in 81 children’s clubs. 12 divisional-level steering committees were established to ensure coordinated implementation. Children’s club members developed and are currently implementing 21 social action programs to educate their communities on HS.

Using the ongoing Government-led reforms in education as an entry point, UNICEF integrated a new curriculum on ‘Digital Citizenship Skills’ – which would be delivered through five modules. Recognizing the importance of the subject, the NIE has made it mandatory for all children from grades 8 to 11. Subsequent to its pilot, the curriculum will be rolled out to all schools nationwide, benefitting over two million students. At provincial levels, a hate speech prevention programme was implemented in 125 selected schools in Uva and Central Province, which benefitted over 4,000 students and 250 teachers. Resource teams have been established to implement a training programme in schools, including awareness building. Student-level social action projects have been implemented in schools, leading to larger impacts in the school communities.

UNICEF conducted a month-long online campaign against hate speech in February 2023. Messages on what hate speech, its dangers, and tips on how to avoid and fight it were disseminated in English, Sinhala and Tamil across UNICEF’s digital platforms (Facebook, Twitter(X) and Instagram). UNICEF’s digital platforms are among the most followed in Sri Lanka, reaching a wide range of audiences across the country. During the campaign, UNICEF disseminated the messages in various forms, including animations and graphic arts, reaching a total audience of nearly 5 million followers on all platforms. The messages were viewed more than 54 million times and over 656,000 social media followers took action to either share, comment or engage in other ways.

**UNDP has strengthened the digital literacy of stakeholders (including CSOs, youth groups, media and the general public) to develop effective responses to HS and reduce the appeal of such narratives.** UNDP collaborated with the Ministry of Mass Media, the Right to Information Commission (RTIC), media institutions and civil society to design, develop and implement a comprehensive training program targeting provincial journalists on ethical reporting, non-violent communication and prevention of the spread of hate speech and disinformation. The program was implemented nationally with the participation of 350 provincial journalists. A ToT was conducted for the media ministry officials who will continue the training efforts in the future with the anticipation of incorporating the training curriculum as part of the proposed chartered institute of journalism. In addition, UNDP worked closely with the ministry to develop the zero draft of a National Media Policy through seven FGDs conducted with key stakeholders, including youth. The Ministry has finalised and presented the draft to the Minister of Mass Media, who is expected to present it for cabinet approval for the next steps.

UNDP also worked closely with both the civil society and a number of media institutions for producing counter narratives and responses against hate speech and disinformation whilst enhancing youth and women participation in these efforts. Positive social cohesion narratives were promoted on social media through the implementation of two digital storytelling campaigns with youth-focused content creators. One such creative film reached 2.2 million individuals across social media platforms. Key themes explored by the campaigns included real-world consequences of HS and advice on how to stay safe online. Some of the content rolled out on both social media and legacy media focused on gendered hate speech. Discussions on gender and LGBTQIA issues were encouraged on legacy media platforms, aiming to raise awareness and prompt in-depth dialogue on these typically overlooked topics. This initiative sought to bring critical conversations about gender and LGBTQIA rights into the mainstream, leveraging the broad reach and influence of legacy media to foster a more informed and inclusive public discourse. **73** female social media influencers and grassroots leaders strengthened their digital literacy to combat HS through training. [Chat-A-Pacha,](https://chatapacha.com/) a psychological inoculation game that improves digital literacy about prevalent manipulation tactics in Sri Lankan social media spaces, has been developed and is being rolled out. The use of a ‘gamified’ approach aims to inoculate youth against misinformation in an engaging manner. The game was informed by peer-reviewed behavioural science research that was found to be effective in other country contexts. 458 players played at least one game scenario through in its entirety, with 184 returning to play again. Players were directed to the game via an advertisement campaign on Facebook and Instagram that reached a total of 3 million users, 411,607 of whom watched an ad video through to the end and 365,844 of whom clicked through to play the game.

| **Outcome Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- |
| 2a % and diversity of national key stakeholders targeted by the project reporting actively engaging in preventing and addressing hate speech and supporting social cohesion (disaggregated by stakeholder profile (CSO, youth networks, social Media platforms, authorities etc.), location, and in the case of individuals age and gender, including case study examples of directly addressing or preventing hate speech. | Baseline: 0 | Target: 60% of faith leaders; 80% of CSOs: 3 case study examples  . | Faith leaders consulted in 3 divisional secretariats to identify and respond to the drivers of the spread of hate speech and disinformation early and promote social cohesion. Social events were organized among different religions with the coordination of religious leaders, and around 2500 community members participated in all activities.  The Community of Practice (CoP) has informed partners' programming and mobilised further engagement from development partners. |  |
| 2b % of sample stakeholders (disaggregated by gender, age, location etc.) demonstrate behavioural shifts in likelihood to share hate speech | Baseline: 0 | Target: 50% of sample stakeholders demonstrate behavioural shifts in the likelihood of sharing hate speech | This outcome level data will be reported on in the final report. |  |
| 2c # and types of platforms/ forums (including representing women’s and youth groups) engaged in inter- ethnic dialogue and exchanges on hate speech dynamics and trends and response of participants engaged. | Baseline: 3 (Inter- university platform, Youth Gaming Platform and CSOs working group – few such platforms currently exist and these are the most prominent/ relevant) | Target: 10 in total 58(this represents a significant increase – over 3-fold over duration of project) | 12 platforms/forums (out of targeted 10) achieved - including 6 divisional steering committees, 1 CSO working group - Community of Practice, and 4 women’s and youth-based CSOs engaged in inter-ethnic dialogue and exchanges on hate speech dynamics and 1 national steering committee headed by the Media Ministry for policymaking and planning.  9 Divisional steering committees formed by UNICEF with youth clubs, religious leaders, and divisional secretariat officials. This has fostered greater ownership over the implementation of action plans.  A Community of Practice has been established, and seven meetings have been held (July, September, and November 2022; March, May, July, and September 2023). There is a high level of engagement in the CoP.  Four CSOs have been recruited to support inter-ethnic dialogue. Two will focus on youth, and two will focus on women-led engagement interventions.  National level steering committee formed by the Media Ministry for interventions in this area and to support policy formulation. |  |

**Output 2.1:** **Increased capacity of national stakeholders including local governance actors, community leaders, civil society and youth to prevent and address hate speech (UNDP and UNICEF)**

| **Output Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress for reporting period** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- | --- |
| 2.1.1  # of religious leaders, including young leaders (disaggregated by religious adherence, gender, age, location etc.), demonstrating increased skills to identify and counter hate speech (increased digital literacy and story- telling skills, increased dissemination of positive images/stories) | Baseline: 50 | Target: 250 (at  least 20% female) | 121 religious leaders have been trained (Batticaloa 36, Trincomalee 27, Badulla 16, Kandy 18 and Jaffna 24 ) on the effective use of social media (all male participants). All 4 major religions have been covered: Buddhists - 31, Hindus - 37, Christians - 25 and Muslims - 28  10 meetings were completed: Batticaloa 3, Trincomalee 2, Badulla 2, Jaffna 2 and Kandy 1 | 247 religious leaders have been trained (Batticaloa 77, Trincomalee 66, Badulla 45, Kandy 18, Jaffna 24, and National 17) on the effective use of social media (all male participants). All 4 major religions have been covered: Buddhists - 67, Hindus - 68, Christians - 54 and Muslims - 58  16 meetings were completed (Batticaloa 5, Trincomalee 4, Badulla 2, Jaffna 2, Kandy 1, and National Level Forum 2). |  |
| 2.1.2 Reach, relevance and quality of content and messaging on hate speech developed and used by CSOs (online and in dialogue) | Baseline: 0 overall | Target: Social media metrics—30,000 engagements with high-quality content generated 500 000 users reached 100,000 engagements with high-quality content generated 1 million users reached Gaming platforms—25,000 downloads/users. User time of over 30 minutes on average by 70% of users. |  | The Social Media Campaign to attract players to the Gamified Digital Literacy Campaign has garnered the following;  Instagram: 2,308,109 impressions; 430,430 reach; Link Clicks: 6,720  Facebook - 4,025,083 impressions ; 1,083,410 reach; Link Clicks: 179,225  50 social media products were produced by women leaders and influencers, including digital posters and videos, which highlighted key issues such as cyber exploitation, misogynistic expressions and non-consensual image sharing. The total reach of the campaign was 226,248, with 31,891 interactions. |  |
| 2.1.3Reach and quality of content and messaging on gendered hate speech developed and used by CSOs (online and in dialogue) | Baseline: 0 overall | Target: Social media metrics - 30,000  engagements with high-quality content generated 500,  000 users reached |  | As above |  |
| 2.1.4. % of target groups directly engaged in training and capacity development and initiatives (representatives of CSOs and women’s networks, faith leaders, adolescents and youth) disaggregated by stakeholder type, gender age and location) that have encountered hate speech on social media who a) indicate they do not identify with, believe in or accept these narratives (for individual) b) took steps to seek removal, e.g., reporting to moderators (for organizations) | Baseline: 0 | Target: 70% disaggregated by stakeholder type, gender | Around 121 religious leaders have been trained in the effective use of social media. meetings have been completed following workshops in Batticaloa, Trincomalee, Badulla, Kandy and Jaffna  A joint action plan, with a specific focus on peace and social cohesion, prevention of hate speech, and ending violence against children, was developed and rolled out in three districts (Batticaloa, Trincomalee, and Jaffna districts ). | Around 247 religious leaders have been trained in the effective use of social media. 16 meetings have been completed Batticaloa 5, Trincomalee 4, Badulla 2, Jaffna 2, Kandy 1 and National Level Forum 2).  A joint action plan with a specific focus on peace and social cohesion, prevention of hate speech, and ending violence against children was developed and rolled out in 3 districts.  Four youth or women-focused CSOs have been recruited to work on capacity-building campaigns to address the spread of hate speech. |  |

**Output 2.2: Journalists and other media personnel are trained in promoting ethical and more cohesive media and communications for countering hate speech and supporting social cohesion (UNDP)**

| **Output Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress for reporting period** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- | --- |
| 2.2.1 # of media personnel (disaggregated by gender, location, media outlet) that report increased capacity on the ethical and responsible use of digital spaces and media organizations (including women’s and youth networks) engaged in promoting ethical digital citizenship and countering spread of online hate speech. | Baseline: 100 media personnel | Target: 100 additional media personnel, 50 online content creators (50% female | Completed | A comprehensive capacity-building initiative empowered 350 journalists from electronic and print media across the Western, North Central, North Western, Uva, Central, Southern, and Eastern Provinces with training in ethical journalism, media laws, privacy, and reporting on sexual and gender-based violence (SGBV) victims. Due to the limited number of female provincial journalists, only 13 women participated in these workshops.  Additionally, 50 journalists (33 male and 17 female) were trained on media laws, digital media trends, and creating content to counter hate speech, misinformation, and disinformation through Hari TV.  The Centre for Equal Justice (CEJ) capacitated 30 female social media influencers to create counternarratives to gendered hate speech on online platforms. | Due to the limited number of female provincial journalists in Sri Lankan media, attributed to challenging working conditions and cultural barriers |
| 2.2.2  # of national journalism training institutions (e.g., university media departments) adopt NVC training modules | Baseline: 1 | Target: 3 | Partially Completed | The curriculum, including a training manual and a ToT manual, has been developed in collaboration with the Ministry of Mass Media, which has submitted a proposal for a chartered institute for journalism where this curriculum will be incorporated. The chartered institute for journalism has so far obtained cabinet approval and is currently at the legal draftsman stage for further incorporations. | The government's post-crisis financial situation has resulted in the delay of the establishment of the charted institute. |
| Indicator 2.2.3 |  |  |  |  |  |

**Output 2.3: Adolescents and youth have the skills to engage in responding to the drivers of harmful or dangerous speech and conflict (UNICEF)**

| **Output Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress for reporting period** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- | --- |
| 2.3.1 # of adolescents and youth from diverse backgrounds that demonstrate increased media and digital literacy and storytelling skills | Baseline: 300  adolescents and youth (50% girls  and 50% boys) from diverse backgrounds engaged in the pilot initiative. | Target: 2,000  (50% girls and  50% boys) | 605 children were trained on digital literacy and hate speech programming in 5 districts ( Batticaloa, Trincomalee, Kandy, Jaffna, and Badulla districts (316 boys and 289 girls; Batticaloa 182, Trincomalee 178, Kandy 86, Jaffna 27 and Badulla 132)  Overall, children with disability 16  342 children were trained on digital literacy and hate speech programming in 3 districts ( Batticaloa, Trincomalee and Badulla districts (178 boys and 164 girls; Batticaloa 132, Trincomalee 128 and Badulla 82)  Overall, children with disability 04  182 Children Club committee members (93 boys and 89 girls) were also oriented on the programme in newly selected districts. | 2765 children were selected based on project criteria (ensuring inclusion of girls and boys, children from rural and urban areas, and all ethnicities) and have received an orientation on the programme.  (1464 boys and 1301 girls;  Batticaloa - 732, Trincomalee - 562  Badulla - 571, Jaffna 569 and Kandy 327). Overall, 28 children with disability  342 children were trained on digital literacy and hate speech programming in 3 districts (Batticaloa, Trincomalee, and Badulla districts ) ( 178 boys and 164 girls; Batticaloa 132, Trincomalee, 128 and Badulla 82)  348 Children Club committee members (182 boys and 166 girls) were also oriented on the programme. |  |
| 2.3.2 Number and Type of adolescent/youth led social action projects to counter hate speech and produce positive narratives | Baseline:2 | Target: 10 | 11 social action projects were developed and in the process of being rolled out | 21 social action projects were developed and in the process of rolled out |  |
| 2.3.3 # of Child Rights Promotion Officers (CRPOs) and Youth Service officers (YSOs) that report increased knowledge & skills on preventing hate speech and promoting digital literacy (disaggregated by gender and location) and using those skills with youth platforms | Baseline: 0 | Target: 100 | 58 officers ( 31 male and 27 women) were selected and oriented on the programme.  136 Government officers were trained as master trainers (71 male and 65 women) | 174 officers (  93 males and 81n women) were selected and oriented on the programme.  136 Government officers were trained as master trainers (71 male and 65 women) |  |

**Output 2.4: Secondary students in targeted schools have the required media/digital literacy and soft skills to help prevent and counter hate speech (UNICEF)**

| **Output Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress for the reporting period** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- | --- |
| Indicator 2.4.1  # of secondary students (50% girls and 50% boys) that have the media/digital literacy skills to identify harmful content and produce positive counter-narratives. | **0** | students in 50 selected schools ( the target was decided in line with the school census and in consultation with the PDEs) | 1,900 students (1050 girls and 850 boys) in Central (75 schools) and Uva (50 schools) provinces have been provided with awareness of the negative impact of hate speech and their role in preventing and countering the same. | A total of 4,150 students (2121 girls and 2029 boys) in Central (75 schools) and Uva (50 schools) provinces have been provided with awareness of and have improved their skills in responsible use of social media with non-violent communication.  l | The work at national level with the NIE on the curriculum reform faced delays, AS this would further delay school level implementation of the curriculum, UNICEF, in consultation with the MoE and the NIE, has initiated provincial-level interventions. |
| Indicator 2.4.2  # and types of school- led initiatives to prevent and counter hate speech | **0** | At least 40 schools | Student-led social action projects have been implemented in 43 schools (19 in Uva and 24 in Central province). The remaining schools are developing plans/proposals for them. | UNICEF, in consultation with the MoE, has initiated provincial-level interventions, including school-level social action intervention projects through co-curricular activities**.** |  |
| Indicator 2.4.3 |  |  |  |  |  |

**Output 2.5:**

| **Output Indicators** | **Indicator Baseline** | **End of project Indicator Target** | **Indicator progress for reporting period** | **Indicator progress to Date** | **Reasons for Variance/ Delay**  **(if any)** |
| --- | --- | --- | --- | --- | --- |
| Indicator 2.5.1 |  |  |  |  |  |
| Indicator 2.5.2 |  |  |  |  |  |
| Indicator 2.5.3 |  |  |  |  |  |

**Please repeat the outcome level and output level reporting for each outcome and its respective outputs**

**PART III: CROSS-CUTTING ISSUES**

Is the project planning any significant events in the next 6 months (e.g., national dialogues, youth congresses, film screenings, etc.)?

If yes, please state how many, and for each, provide the approximate date of the event and a brief description, including its key objectives, target audience and location (if known).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Human Impact**

This section is about the human impact of the project. Please state the number of key stakeholders (including but not limited to: Civil Society Organizations, Beneficiaries etc.) of the project, and for each, please briefly describe:

1. The challenges/problem they faced prior to the project implementation
2. The impact of the project on their lives
3. Provide, where possible, a quote or testimonial from a representative of each stakeholder group

|  |  |  |
| --- | --- | --- |
| **Type of stakeholder** | **What has been the impact of the project on their lives (2000 characters)** | **Provide, where possible, a quote or testimonial from the stakeholder (2000 characters)** |
| Media Institutions/Actors | Public awareness increased on countering hate speech, misinformation, and disinformation through a series of infomercials and talk show | “As the team lead of this particular project, a major challenge that we faced was to identify resource people who could communicate the message concisely and meaningfully. We also faced challenges in securing ad slots in some of the television networks as their priorities were commercial in nature. Personally, the research that we did helped me in my personal life as a content creator and teledrama director, especially when it came to depicting matters relating to gender and LGBTQIA+.” |
| Sri Lanka Press Council | 350 journalists across the country capacitated on hate speech, media laws, countering mis/disinformation and reporting gender-related news.  Both resource persons, as well as the trainees, got exposure to new dimensions of media ethics and to more gender-sensitive and ethical reporting of news whilst addressing issues affecting social cohesion and harmony | “The provincial Journalist capacity building program is undoubtedly the best in many terms I have gone through as a resource person in the country.  Recollecting the genuine comments and appreciation by Journalist-Participants with regard to their personal empowerment at the end of the two-day program gives me even now enormous satisfaction. While I was a resource person, the program opened my eyes to learning and viewing certain matters in a new light. One of the main challenges was time allocation while understanding the practical constraints such as time and finances”. |
| Religious leaders | Religious leaders' capacity to identify digital literacy and HS has been strengthened, enabling them to help their communities address its impacts both online and offline. | This program provided an opportunity for us to build our capacity for digital literacy and effective usage of social media. Knowledge of social media is a critical component of our day-to-day work with the community. This program provided an opportunity for us to interact with children for the first time, and we were able to educate the children on the responsible use of social media. Our religious leader's forum action plan for 2023 includes major program components of the hate speech prevention program, and we are closely working with the divisional secretariat and children club members on the promotion of hate speech prevention - Member of Batticaloa religious leaders forum. |
| CRPOs and YSOs | Through strengthening the capacity of CRPOs and YSOs to engage with children and youth on identifying HS, these organizations are better able to address the impacts of hate speech both online and offline and are able to more confidently educate youth on these issues. | This program provided us with a great opportunity to enhance our knowledge and skills in digital literacy and safety. This knowledge is helpful in educating children's club members on hate speech prevention programs and responsible usage of digital media and digital safety. This program provided a great opportunity to interact with other divisional children club members on social action programs -Child Rights Promotion Officer, Trincomalee District |
| School community (Education officials, principals, teachers  and students) | A whole school community approach has helped to successfully engage school community stakeholders to increase their access to accurate and tailored information on hate speech to make informed decisions. UNICEF is currently working on sensitising and strengthening the capacity of education officials, teachers, and in-service advisors at provincial and zonal levels to prevent HS and promote ways for improving digital literacy and ethics among the young generation | “A resource team was formed in the Central province with relevant education officials, and brainstorming sessions have been conducted with multi-sectoral stakeholders, including officers from the Police, Department of Probation, Youth Services, and Child Rights Promotion Officers. Given the sensitive nature of the issue, this has provided the space to discuss the different nature and dynamics of hate speech, its consequences among adolescents and to explore ways to counter HS as well as improving the capacities of teachers and students.” - Principal, Central province school. |
| Adolescents, and youth | UNICEF will focus on strengthening the capacity of adolescents and youth for digital literacy through curriculum development and support for implementation. (Ongoing) | “This program provided an opportunity for us to learn more about digital skills and ethical use of social media. In addition, through this program we are networking with other districts' children's clubs and jointly promote positive narratives. Social action programs have created an opportunity to interact with the community and communicate broader social cohesion messages with the communities.” - Children’s Club member, Jaffna district |
| Journalists, Media personnel and Social media influencers | UNDP worked closely with 350 provincial journalists, 17 media institutions and a number of media personnel and social media influencers on the latest principles of non-violent communication, digital citizenship and developing effective counter-narratives to HS.    Capacity building for over 350 provincial journalists was completed in collaboration with the Ministry of Mass Media. This was considered the most comprehensive training attempt made by the Ministry, which also collaborated with multiple media institutions to enhance its impact.  Social media influencers have been capacitated with an improved understanding of issues related to hate speech and the use of legal avenues for support. Hari TV trained 50 journalists, comprising 33 men and 17 women, on media laws, digital media trends, and the creation of content aimed at countering hate speech, misinformation, and disinformation. In addition, the Centre for Equal Justice (CEJ) empowered 30 female social media influencers with the skills to develop counter-narratives against gendered hate speech on online platforms. | “It inspired me to change my attitude towards remaining passive in the face of SGBV and to actually take action if I experience it in the future” - Participant, CEJ capacity building programme for female influencers.  “A lot of people come up to me as a queer activist and ask me for advice on how to face online harassment and discrimination because there is a lot of discrimination we face, even from the police. I feel it’s good that we were educated about these things. So, when I get questions like that, I can answer them openly and knowingly rather than just based on my assumptions. Knowing the facts really helps.” –Participant, CEJ capacity building programme for female influencers.  “So, hate speech, discrimination, disinformation and misinformation was kind of something that I already knew about. But what I did learn was definitely the legal aspects. It was like a crash course for me because I am not a law student, so it was very informative, and I know how to back myself up with legal evidence." - Participant, CEJ capacity building programme for female influencers. |
| Civil Society Organizations | CSOs have been capacitated to advocate effectively with social media platforms for enhanced accountability over content. The Community of Practice has helped facilitate networking and information sharing between CSOs which enabled collaborative programming. | “The Community of Practice initiated by UNDP Sri Lanka comprising 23 organizations working in the areas of harmful speech was an important platform for Hashtag Generation as well as others who were interested in sharing knowledge and identify avenues for joint interventions. It brought about organizations working on the matter into one table, which was important to us to identify useful synergies in the space. It also was a space to learn more about the work that some of the organizations did and also to share our work with a larger group of CSOs so we could learn and exchange ideas and experiences. The CoP also provides opportunities for collaboration and advancement of work.” - Darshatha Gamage, Hashtag Generation |
| Youth groups, communities, women | Youth and women led CSOs have strengthened their capacities to develop effective strategies for addressing, and providing alternatives to hate speech narratives at the community level working in close partnership with social media influencers who have high public engagement and outreach on their platforms. Capacity building is underway. | Testimonials provided by the grassroots women leaders underscored the tangible impact of the training programme:  “I acquired the necessary technical and practical knowledge to confidently stand against hate speech. Through various social media platforms, I learned how to educate society on utilising social media safely. As an active social media user and someone involved in politics, this knowledge is valuable to me. It has empowered me to use social media safely, engage in politics, and speak up against inappropriate content. Now, I have the awareness and ability to stand against hateful statements in society rather than merely reacting to them. This has helped me address issues related to social media usage and cyberbullying incidents on various digital platforms. I gained a better understanding of interventions and legal steps that can be taken in such situations. The program has motivated me to work against gender discrimination in society and empowered me to speak out about it in the online space. I have developed a good understanding of legal measures and safety precautions related to mobile phone use to prevent mental distress caused by hateful comments online. I will continue to educate women, empowering them to enforce the law in cases of violence against women in cyberspace.”  One elected woman leader from Kandy District noted, "By gaining a proper understanding, I  was able to develop self-confidence in myself to be aware of it and express my opinion against  such statements at any time."  An elected woman leader from Ampara District expressed her learnings, "I got to know how  we can post news safely, how we can discern real news from fake news, and how to use social  media safely."  Lastly, a woman leader with a legal background from Jaffna District described her experience,  "Through the workshops, I gained an in-depth understanding of hate speech, stereotypes, safe  use of social media, and advocacy. Thus, I am confident to challenge and ready to face  situations in an appropriate way." |
| School community (Education officials, principals, teachers  and students) | The project adopted a whole-school approach, engaging with the school community and other stakeholders to increase their awareness of the implications of the spread of hate speech among adolescents and guidance on accurate information to make informed decisions. UNICEF also strengthened the capacity of education officials, including teachers and in-service advisors, on media analysis and fact-checking and the importance of passing this knowledge to the young generation. |  |

In addition to the stakeholder specific impact described above, please use this space to describe any additional human impact that the project has had *(4000 characters)*:

You can also upload up to 3 ﬁles in various formats (picture ﬁles, PowerPoint, pdf, video, etc..) to illustrate the human impact of the project and/or provide links to online resources (OPTIONAL).

**Please tick the applicable change based on above narrative.**

How we worked:(please select up to 3) *(3000 characters in each selected option)*

☐ Enhanced digitization [please explain]

☐ Innovative ways of working[[1]](#footnote-2) [please explain]

☒ Mobilized additional resources

Hashtag Generation have increased their own resources working on social media monitoring at the ground level. Through the revised strategy under output 2.4, the project has mobilized UNICEF’s own resources to support the piloting of the new curriculum in the non-PBF-supported provinces. Funding has been secured from OHCHR for monitoring multiple social media platforms to assess and secure disaggregated data on the spread of hate speech and discriminatory remarks targeting minority groups in SL- US$16,500. UNDP has secured support under the SDG 16 pooled fund for implementing some project-related interventions; USD 191,000 has been secured from the US State Department for the implementation of data-related interventions until 2024. USD 16,500 has also been mobilised by UNDP from OHCHR for monitoring discrimination against minorities (both online and offline).

☐ Improved or initiated policy frameworks [please explain]

☒ Strengthened capacities:

Strengthened capacities of selected CSOs on monitoring and reporting hate speech on social media as well as to respond to such content through effective youth and women engagement

☒ Partnered with local/grassroots civil society organizations:

Partnered with two CSOs to increase social media monitoring at the grassroots level and another two for implementing campaigns to counter hate speech through the engagement of multiple stakeholders, including religious leaders, youth and women.

☐ Expanding coalitions & galvanizing political will [please explain]

☐ Strengthened partnerships with IFIs [please explain]

☒ Strengthened partnerships within UN Agencies Increased collaborations between UNDP and UNICEF.

Who are we working with (in addition to the Implementing Partners) *(3000 characters)*:

☐ Strengthened partnerships with IFIs [please explain]

☐ Strengthened partnerships within UN Agencies [please explain]

☐ Partnered with local civil society organizations [please explain]

☐Partnered with local academia [please explain]

☐Partnered with sub-national entities [please explain]

☐Partnered with national entities [please explain]

☐Partnered with local volunteers [please explain]

**LNOB – Leaving No one Behind:** Select all beneficiaries targeted with the PBF resources as evidenced by the narrative? [mandatory]

☒ Unemployed persons

☒ Minorities (e.g. race, ethnicity, linguistic, religion, etc.)

☐ Indigenous communities

☒ Persons with Disabilities

☒ Persons affected by violence (e.g. GBV)

☒ Women

☒ Youth

☒ Children

☒ Minorities related to sexual orientation and/or gender identity and expression

☐ People living in and around border areas

☐ Persons affected by natural disasters

☐ Persons affected by armed conflicts

☐ Internally displaced persons, refugees or migrants

**PART IV: MONITORING, EVALUATION AND COMPLIANCE**

|  |  |
| --- | --- |
| **Monitoring:** Please list key monitoring activities undertaken in the reporting period *(3000 characters)*: | Do outcome indicators have baselines?  If yes, please provide a brief description *(3000 characters)*:  If not, explain why not and when they will be available *(3000 characters)*:  An M&E plan has been developed to effectively monitor the progress and impact of the project. All outcome indicators were provided with baseline targets. The M&E plan also included the indicators for all respective outputs of the project under the key outcome areas. An international consultant helped review and set baselines for indicators, address any gaps in the results framework, and strengthen the M&E plan for the project and an independent local M&E agency to identify some of the baseline targets that were expected to be set. In addition, under output 2.4, the participating government agency (NIE) also conducted a baseline survey among 1800 secondary school students representing all nine provinces in 21 participating schools  Elaborate on what sources of evidence have been used to report on indicators (and are available upon request) *(3000 characters)*:  Field Monitoring of Project Activities:  Field monitoring of the project activities is regularly provided by the project teams jointly. UNDP and UNICEF included the monitoring actions related to the project in its overall monitoring and oversight plan.  Monitoring of implementation partners and CSOs, including financial spot checks and programmatic visits: Implementing partners and CSOs were subjected to monitoring visits to check the progress agreed on contractually. The monitoring includes financial spot checks to assess financial progress, organisational guidelines, and programmatic visits.  Annual and bi-annual project progress reviews: UNDP conducted annual progress reviews of the project with the participation of multiple stakeholders which provided the chance to discuss the project’s achievements, lessons learned and the way forward etc.  UNICEF conducted quarterly progress reviews through the divisional secretariat in project areas and it ensured coordinated responses. In addition, UNICEF organised progress review meetings with partners, including the Government and NGOs.  Risk monitoring and reviews: UNDP conducted quarterly risk monitoring and review exercises, which allowed the project's trajectory to be decided.  The internal working committee of RUNOs: RUNOs, along with RCO, met once every two months to review the progress of the processes and track the monitoring of the activities according to the work plan.  For out  Has the project launched outcome level data collection initiatives, e.g. perception surveys  Has the project used or established community feedback mechanisms?  If yes, please provide a brief description *(3000 characters)*:  The project has established a functional CoP, which will continue to engage in knowledge sharing in regards to their monitoring and response activities as well as the impact on the participants. In addition, UNDP has established a close engagement with the Ministry of Mass Media to continue to receive feedback on the joint training programmes conducted and the way forward. Additionally, the media institutions will gather every six months to discuss required updates to the consensus and any challenges they face in the industry; These meetings will be convened by the media ministry with the participation of UNDP. |
| **Evaluation:** Is the project on track to conduct its evaluation? | Evaluation budget included in the project budget (response required): 45000.00  If project will end in next six months, and the overall project budget is above $1.5 million, is your upcoming evaluation on track?  Please describe the preparations *(3000 characters)*:  The final evaluation has been successfully completed. The project initiated the project-end evaluation process according to PBF’s evaluation requirements. UNDP, as the lead agency, prepared the ToR, and an international consultant was recruited using the UNDP Express roster. In addition, a local consultant was selected through a competitive bidding process. The final report has been reviewed internally and has been shared with the RBAP for its review. It will be thereafter shared with ERG for final endorsement.  Please mention the focal person responsible for sharing the final evaluation report with the PBF:  *Name* Jothirajah Karunenthira  *Organization UNDP*  *Job title* Monitoring, Evaluation, and Knowledge Management Specialist  *Email* [jothirajah.karunenthira@undp.org](mailto:jothirajah.karunenthira@undp.org) |
| **Catalytic effects (financial):**  Has the project mobilized additional non-PBF financial resources to date?  If yes, please indicate name of funding agency and amount of additional non-PBF funding support that has been leveraged by the project since it started. | Name of funder: Amount (in USD):  OHCHR 16500.00  UNSDGSL Pool fund 523932.00 |
| **Catalytic Eﬀect (non-ﬁnancial):** Has the project enabled or created a larger or longer‐term peacebuilding change to occur, in addition to the direct project changes?  If yes, please select the relevant option below:    Some catalytic eﬀect  Signiﬁcant catalytic eﬀect | If relevant, please describe how the project has had a (non-ﬁnancial) catalytic eﬀect, i.e. removed barriers to unblock stalled political, institutional or other peacebuilding processes at different levels in a country, and/or created the conditions to establish new processes to do so *(3000 characters)*:  When developing the Peace Window and framing of the social cohesion pillar under UNDP’s wider SDG 16 Portfolio, addressing hate speech and disinformation was considered a critical programmatic area. Additionally, during the recalibration of the UNDP SDG 16 Flagship portfolio, the social cohesion pillar (i.e. identifying and addressing hate speech and disinformation) was prioritised as a key area as a result of the momentum generated by the project’s achievements/engagements.  Under Output 2.4 on Education, the recent review report of the National Action Plan on Education for Social Cohesion has highlighted the need for hate speech prevention in education. The report is approved by the MoE and is yet to be launched. This led to significant revisions to the action plan and the revised action plan outlines key areas of interventions to prevent and counter hate speech. |
| **Sustainability:** Please describe any steps that have been taken to ensure the sustainability of peacebuilding gains, including any mechanisms, platforms, networks and socio-economic initiatives supported, beyond the duration of the project *(3000 characters)*:  The project has an **explicit sustainability strategy** in that it aims to foster connections and build consensus between the Ministry of Mass Media and CSOs in facilitating greater national and collective ownership towards identifying and addressing HS. The project also has an active Community of Practice on countering hate speech as well as a robust M&E strategy to ensure best practices are shared with stakeholders to allow for successful interventions to be scaled up.  The project has **strengthened the capacities of national stakeholders, civil society partners, over 17 media institutions, and 350 journalists in monitoring, reporting, and addressing hate speech to ensure continued vigilance over online spaces. Trained media ministry officials under a seperate ToT carried out are expected to continue to the training of the media personnel upon project exit UNDP has secured the engagement of the Ministry of Mass Media in developing a national training curriculum, a comprehensive media policy and an introduction to ethical reporting guidelines for promoting more cohesive media communications.** As a result of strengthened capacities, key stakeholders will be able to push for greater accountability from social media platforms and generate continued public awareness.  **The project worked closely with civil society, the Asia Internet Coalition, to develop a voluntary Code of Practice for online safety and responsible content for enhanced self-regulation by tech companies operating in the Asian region**. The code has been developed and endorsed by two tech companies (Meta and TikTok) and is waiting for the endorsement of Alphabet before it can be implemented at full scale. UNDP continues its engagement with the Asia Internet Coalition and the CSO partner to seek the possibility of obtaining endorsement from all three tech companies in collaboration with the government of Sri Lanka.  **This project is included under UNDP’s flagship portfolio,** and initiatives implemented through the project will be adapted and continued upon its exit in partnership with national partners, including the Ministry of Mass Media, Education Ministry and the Government’s SDG 16 Committee.  **Divisional-level steering committees were established by UNICEF under the leadership of the DS and the participation of Government officers, religious leaders, CSO** partners and youth club members to ensure a coordinated response. Continuation of this committee will help to establish the highest level of divisional ownership and long term sustainability of the program. The Government has been strongly engaged in the program since the inception and design stages. There is a strong commitment from Government divisional partners to include this program as a regular development program based on the success of this pilot. UNICEF’s support for education is being mainstreamed into the national curriculum of the media subject and will be rolled out to secondary students in all schools nationwide.  **UNICEF’s support of education has been mainstreamed into the national curriculum of the media studies subject through the development of subject-specific modules** – which would be made mandatory and will be rolled out to secondary students from grades 8 to 11 in all schools nationwide. | |
| **Other:** Are there any other issues concerning project implementation that you want to share, including any capacity needs of the recipient organizations? *(3000 characters)*: | |

**Monitoring and Oversight Activities[[2]](#footnote-3)**

|  |  |  |
| --- | --- | --- |
| **Name of the Event** | **Summary** | **Key Findings** |
| 17th Feb 2023 at Heritance Hotel Negombo. - A monitoring Visit to assess CEJ’s capacity building session for social media influencers. | A capacity-building session was conducted on ‘digital literacy and effective digital responses to hate speech and disinformation by project partner, Centre for Equality and Justice (CEJ) on 17 Feb 2023.  25 women and non-binary social media influencers from diverse backgrounds (including legal practitioners, journalists, content creators, fashion designers, and social activists) with a large follower base on Instagram, TikTok and Twitter were targeted. | The targeted social media influencers were predominantly based in urban areas in Colombo, Jaffna, Marara, Galle, Batticaloa, and Kandy. There were no social media influencers present with a disability, which could be considered as room for improvement. The selected 25 social media influencers were sensitised on identifying and countering disinformation or hate speech and relevant authorities to contact when faced with such instances of hate speech and disinformation. The social media influencers were also encouraged to use their social media platforms to increase awareness of combating online hate speech and disinformation.  The monitoring visit concluded that the session was helpful in strengthening participants' understanding of hate speech and mechanisms for addressing it. This was further evident in post questionnaires and feedback forms, where social media influencers showed a 20% increase in awareness of the legal provisions of online gender-based violence/cyber bullying after the workshop.  Further, CEJ could moderate the session better by establishing clear ground rules at the start of the workshop on respecting diverse opinions and perspectives following the usage of inappropriate language and backlash from participants when controversial or differing opinions were expressed. |

1. Where innovation is defined as **a product, service, or strategy that's both novel and useful.** Innovations don't have to be major breakthroughs in technology or digital solutions but includes here a new and/or creative approach to solving development challenges. [↑](#footnote-ref-2)
2. These include Steering Committee meetings, Monitoring visits, Third party monitoring, Community based monitoring, any data collection, Perception or other survey findings, evaluation reports, audit or investigations. [↑](#footnote-ref-3)