

FINAL EVALUATION OF THE TEAM - INTAMENWA IN BURUNDI

From June to September 2011, SFCG Burundi implemented a multi-faceted campaign using the SFCG's global *The Team* concept and aimed at non-violence and reconciliation among youth as a response to the tense political environment and growing insecurity. *The Team* campaign in Burundi went under the name *Intamenwa! - The Indivisibles!* and centered around a bi-weekly radio series about a football team of the same name. In the series, the *Intamenwa!* players coming to realize that for their team to win the match, they must overcome their ethnic, political, socio-economic and regional differences, and stand united. The campaign's key messages of solidarity and fighting manipulation were reinforced through additional radio and television programming as well as community outreach in the form of a music competition and a peace music festival for youth.



This report summarizes the key findings from the final evaluation of *The Team - Intamenwa* in Burundi.

PROJECT ACTIVITIES

- 32 bi-weekly radio soap opera episodes were produced and broadcast nationwide on four national radio stations and two community stations. SFCG received over 80 letters from listeners in seven different provinces in response to the programme.
- Four messages of peace from leaders of major political parties were recorded and broadcast 63 times on two radio stations.
- Two television spots were produced and aired 32 times each on two national television channels.
- A music competition was organised in three provinces, followed by a final music competition and festival held in the capital Bujumbura. In total, 38 music groups participated, drawing crowds of an estimated 9,000 people overall.

EVALUATION METHODOLOGY

- The evaluation, which was led by an external consultant with assistance from two external researchers, took a qualitative approach to gather useful information about listeners' and participants' perceptions, attitudes and behaviour intent based on their exposure to the project. Data was collected through focus groups with youth, both project participants and youth selected at random, and through interviews with political leaders and project partners (local administration and media).

EVALUATION FINDINGS

- Many youth and political leaders interviewed spontaneously raised the problem of political tensions and violence between youth members of different political parties in their community, reflecting the relevance and timeliness of the project in the current context.
- Youth interviewed had a clear and shared understanding of peaceful coexistence and political manipulation, although their awareness of these issues was not necessarily linked to the project.
- The campaign had limited success in reaching political leaders, despite television being included as a tool specifically for this purpose.
- Participants in the music competition were more likely to report that the project had motivated them to play an active role in maintaining peace in their community. Evaluation informants reported that:
 - ✚ Contestants felt empowered by the opportunity to send their own message of peace and tolerance

to leaders and other youth, to gain the respect of their peers, and to show their talents;

- ✚ The competitions were a memorable event in the community for youth and local administration alike, and the project's themes of solidarity, reconciliation and fighting political manipulation were well remembered;

Here are some reactions from youth about the project:

'Before [the music competition] I didn't have many ideas, there was an awakening of my conscience, I discovered my responsibilities, namely that I am capable of something when it comes to the return to peace.'

'The series Intamenwa made me remember some human values necessary for living together in peace.'

"The music competition was a way to awaken youth; we have learnt to think before acting on the ideas of politicians"

RECOMMENDATIONS

1. Implement different project activities to more specifically target political leaders, such as dialogue sessions or workshops bringing together political leaders from different parties at the local level.
2. Implement project activities to specifically target the responsiveness of local administration, such as workshops or town hall meetings with local administrative officials on issues addressed by *The Team – Intamenwa*.
3. Continue and develop the radio drama *Intamenwa* in order to develop a greater listenership and reach more youth.

