

Annex A2
Revised logframe

	KENYA INDICATORS	MOV	Baseline Value	Citizen Survey during Mobile Cinema Screenings	Mid-term Value	Target	ASSUMPTIONS
GOAL 1. The engagement and actions of citizens with one another and with officials on issues concerning governance, contribute to making both citizens and governments more capable, accountable and responsive to one another in order that democratic processes progress.	<p>1.1 Citizens' self reported level of citizen actions, to engage with one another, and with local officials on any of the themes addressed in <i>The Team</i> and dealt with in the outreach activities.</p> <p>1.2 Citizens' self reported level of improved responsiveness by local officials to the issues raised by local communities related to the themes in the Team and in outreach activities.</p>	Evidence contained in SFCG/GTF annual reports and external evaluations .	<p>4.58 (average for all themes on a scale of 1-10 with 1=not at all and 10=very much)</p> <p>3.21 (average for all themes on the same scale above)</p>	<p>4.72</p> <p>4.85</p>	<p>7.54</p> <p>4.74</p>	<p>8</p> <p>7</p>	<i>The Team</i> is able to be aired in Kenya without interruption, and outreach activities are also possible. The level of security does not hinder the evaluation.
PURPOSE Citizens become more effective at engaging constructively on governance issues at local level through increased	2.1.Citizens' self reported increased ability to collaborate and problem solve around the themes dealt with in <i>The Team</i> and addressed in the outreach activities	Evidence contained in SFCG/GTF annual reports and external evaluations . Citizens	2.85,3.30 and 2.78 (averages for a proxy indicators related to: - Handling conflicts - Seek a neutral third party, negotiate with the other, - Forgive and forget,	6.50 Average on a scale of 1-10 with 1=not at all and 10=very much)	7.09	8	Civil society is allowed to operate without restrictions that limit their performance and potential impact

knowledge and skills of collaborative problem solving.		surveys qualified in reports by quotes from focus group discussions	respectively- on a scale of 1-4, with 1=not at all and 4=often)				
ACCOUNTABILITY Enhanced awareness and attitudes of viewers of <i>The Team</i> about the possibilities and responsibilities regarding their tribal and national identities.	<p>3.1. Viewers interviewed and/or outreach participants demonstrate a desire to improve tribal and local relations, linked to viewing <i>The Team</i> and participation in outreach activities</p> <p>3.2 Viewers interviewed and/or outreach participants demonstrate a increased level of skills/knowledge/ understandings of governance issues (related to themes)</p> <p>Through use of proxy questions based on themes of the show such as “together everyone achieves more”.</p>	<p>Survey using likert scales.</p> <p>Focus group discussions will qualify the quantitative data presented in the report.</p> <p>Case studies on specific examples will be used to show actions that were triggered by exposure to the Team</p>	3.12 (average for a proxy question assessing the statement: “Together everyone achieves more” on a scale of 1-4, with 1=not at all and 4=often)	8.54 average on a scale of 1-10 with 1=not at all and 10=very much)	9.24	9.5	Viewers see sufficient number of episodes to affect a change
ACCOUNTABILITY 4. Local	4.1 Local officials’ interviewed demonstrate	4.1 In-depth interviews. Case	Victims of rape: 2.25 Police impunity:	Not collected	Targets for citizen's perceptio	Victims of rape: 5	Officials watch all episodes of the show.

<p>officials, who have watched/ listened to <i>The Team</i>, have increased respect for HR and the rule of law</p>	<p>their respect for human rights and the rule of law, for victims of rape, police impunity, class and gender divide, and who can link it to viewing The Team and/or involvement in outreach activities</p>	<p>studies on specific examples</p>	<p>4.65 Class divide: 2.33 Gender divide: 2.63 Averages reported by key informants for local government responsiveness to these themes, on a scale of 1-10 with 1=not at all and 10=very much</p>		<p>ns will be compared to baseline.</p> <p>In addition more emphasis will be given to assessing increase in awareness and capacity of local officials</p>	<p>Police impunity: 7</p> <p>Class divide: 5</p> <p>Gender divide: 5</p>	
<p>ACCOUNTABILITY</p> <p>5. Citizens perceive their governments to be more respectful of HR and the rule of law</p>	<p>5.1 Increase in citizens' perception that local officials have more understanding of human rights and their ability to claim rights for victims of rape, police impunity, ethnic/tribal, gender discrimination and mob violence, linked to viewing The Team and participation in outreach activities.</p>	<p>Survey using closed questions and likert scales</p> <p>Focus group discussions will qualify and explain the quantitative data.</p> <p>Case studies on specific examples will demonstrate changes in actions.</p>	<p><u>Rights of victims of rape:</u> 71% reported that they were not treated fairly in the court system</p> <p><u>Police impunity:</u> 3.33 and 4.65 are averages reported in interviews, respectively, on citizen/community/government involvement, and local government responsiveness, on a scale of 1-10 with 1=not at all and 10=very much</p> <p><u>Ethnic/tribal discrimination:</u> 7.0 and 3.5 are averages reported in</p>	<p>7.04</p> <p>5.64</p> <p>6.50</p>	<p>7.78</p> <p>Will be reported on in the final report</p> <p>7.89</p>	<p>8.5</p> <p>7</p> <p>8.5</p>	<p>Official watch all episodes of the show.</p>

	<p>5.2. # of case studies</p>		<p>interviews, respectively, on citizen/community/government involvement, and local government responsiveness, on a scale of 1-10 with 1=not at all and 10=very much</p> <p><u>Gender discrimination:</u> 3.1 average of perceived discrimination against women in various areas, on a scale of 1-4 with 1=not at all and 4=often</p> <p><u>Mob violence:</u> 63% and 68% reported, respectively, that they should be banned and should face the legal system.</p> <p>22 improved practices reported by 15 government and civil society organizations (out of 31 interviewed)</p>	<p>7.41</p> <p>5.75 All averages on a scale of 1-10 with 1=not at all and 10=very much)</p>	<p>8.03</p> <p>6.55</p> <p>Will be researched, document</p>	<p>8.5</p> <p>8</p> <p>At least 5 cases fully documented</p>	
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	<p>of improved government practices as related to human rights and the rule of law, especially in relation to police impunity and mob justice, linked to viewing <i>The Team</i> and participation in outreach activities</p> <p>5.3. % of citizens who say they trust their local officials</p>				<p>ed and reported on in the final evaluation</p> <p>New indicator. Will be tested through 2 questions – do you trust...? Do you trust more than last year?</p>		
<p>ACCOUNTABILITY</p> <p>6. Strengthened capacity of partner CSOs to address governance issues in innovative ways</p>	<p>6.1 Increase in the number and types of actions taken by partner CSOs to address the themes addressed by <i>The Team</i></p> <p>6.2 Number of partner CSOs –including partner media outfits- who can showcase how they have addressed the themes highlighted in <i>The Team</i> on behalf of citizens (# of case studies</p>	<p>Case studies and in-depth interviews</p> <p>Case studies and in-depth interviews</p>	<p>26 actions reported by 13 civil society organizations (out of 18 interviewed</p> <p>N/A</p> <p>No data collected at baseline</p>	<p>Cases of Action and Transformation related to The National Secretariat Committee on Peacebuilding and Conflict Management and PeaceNet</p>	<p>Will be reported on in the final evaluation</p> <p>Will be developed and documented in final evaluation</p>	<p>At least 15 actions documented and verified actions</p> <p>At least 5 actions documented and verified actions</p>	<p>CSOs discover innovative ways to address governance issues and implement them</p>

	disaggregated by type of CSO and location) 6.3						
	6.3 Citizens interviewed who can give concrete examples of how CSOs and media outfits have provided them with improved ways to deal with issues raised by <i>The Team</i> and issues addressed by the outreach activities.					Final evaluation will demonstrate findings against this indicator	TBC
RESPONSIVENESS 7. Citizens work with local officials on issues addressed in <i>The Team</i> and outreach activities	7.1 Interviewed viewers report enhanced responsiveness by government officials to cases of rape, police impunity, ethnic/tribal and gender discrimination	Survey Additionally, at the end of each episode, viewers will be provided an SMS/text number and an email address to which they may provide feedback.	The results for interviewed government and civil society officials were presented above for indicators 1.1 and 1.2	<u>Rape:</u> 5.29 <u>Police Impunity:</u> 3.49 <u>Ethnic/tribal relations:</u> 4.37 <u>Gender discrimination:</u> 5.83 All on a scale of 1-10 with 1=not at all and 10=very much	5.27 In final report 4.51 5.70	6 7 7 7	Citizens develop the skills and motivation to engage with elected officials on new/improved policies around governance processes