



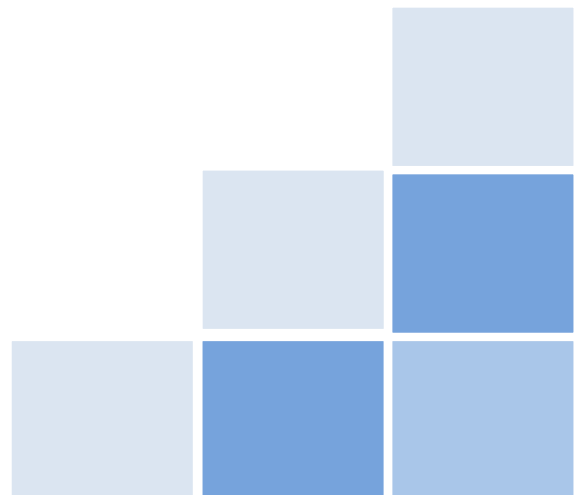
## PROMOTION OF DIALOGUE FOR PEACEBUILDING THROUGH MEDIA AND YOUTH MOBILIZATION IN PAKISTAN

September 2011 - December 2013

Final Project Evaluation Report

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## ABOUT SEARCH FOR COMMON GROUND

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### **End violent conflict. It's our purpose, our call to action.**

We believe that conflict and differences are inevitable, but violence is not. Our mission is to transform the way the world deals with conflict, away from adversarial approaches, toward corporative solutions. This means we shift the attitudes and everyday interactions between groups of people in conflict, so they can work together to build up their community, choosing joint problem-solving over violence. We engage all levels of society to build sustainable peace through three main avenues: Dialogue, Media and community.

### **Dialogue**

Whether at the local or national level, we bring people together across dividing lines to discover and achieve shared goals. We work with those traditionally in power and those without a platform, often women and youth. Our programmatic approaches include mediation, training youth leaders, and back channel diplomacy.

### **Media**

We use media to stir up thoughts and discussions across a whole society about the root causes of violence and how to overcome differences. Our programmatic approaches include TV dramas, Call-in radio shows, and music videos.

### **Community**

We provide a safe space for people to work out their conflicts at the local level. With some creative thinking, we bring divided communities, neighbours, and families together to discover their common humanity. Our programmatic approaches include soccer matches, participatory theatre, and shared farming projects.

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## Executive Summary

Search for Common Ground (SFCG) Pakistan initiated a two-year project from September 2011 to December 2013, supported by the Danish Agency for International Development (DANIDA), entitled Promotion of Dialogue for Peacebuilding through Media and Youth Mobilization in Pakistan. The project worked with youth and local leaders, radio producers, and print and television journalists in 25 districts from across four provinces of Pakistan, as well as Gilgit-Baltistan, Azad Jammu and Kashmir and the Federally Administered Tribal Areas (FATA), to nurture and promote youth, community and media involvement in proactive conflict mitigation.

While the nature of conflicts and disputes is universal and is expressed in numerous countries, the extensive degree of violence, the breakdown of law and order, increasing armament, and the absence of tolerance and democracy, make such issues far more acute in Pakistan, especially after the tragic events of 9/11. Anecdotal evidence from newspapers and the media shows that the young are particularly vulnerable and susceptible to being drawn into these circles of violence. Clearly, by all accounts, Pakistan's youth is a prime constituency which requires attention and amelioration. Their roles in society and as agents of change can be exercised with proper. With that understood, the different streams in the media and their interlocutors become one of the prime avenues for intervention to mitigate violence and resolve conflict.

In this context, SFCG Pakistan adopted a consortium approach for this project, and worked with five local partners, each designated with specific tasks. The broad intention and purpose of the project was to seek to increase the leadership skills and conflict transformation capacity of the youth and local leaders, and provide platforms for intergenerational collaboration as well as community engagement and mobilization.

## Methodology:

Over 700 individuals from youth, the media and community leaders participated in the two-year project. The methodology for the evaluation of the project included an extensive Desk Review which included a combined listening of a number of relevant radio programmes, a reading of several published articles in newspapers, and a viewing of the DANIDA project documentary.



*Print media journalists and editors during an 'Advance Level Peacebuilding Workshop' held on 18-20 September, 2014 in Lahore.*

The SFCG Pakistan Team conducted meetings and interviews with the volunteers, in order to assess their understanding of the project. All relevant personnel of the consortium from all five institutions were engaged to discuss the institutional arrangements, as



*H.E. Mr. Ole E. Moseby, Danish Ambassador to Pakistan, awarding certificate of completion to a young radio journalist at closing ceremony of training workshop for radio journalists held in Islamabad on January 04, 2013.*

well as to understand the responsibilities, duties and assessments of the tasks taken by each of the partners. Three sets of questionnaires were developed in consultation with SFCG Pakistan. 27 districts were surveyed. All 180 respondents were interviewed, of which 35 were media persons, 27 youth representatives, 90 local leaders, and 69 District Dialogue Forum participants.

## Significant Findings:

A very high percentage of tasks originally set as targets were completed. This is quite admirable and remarkable, because despite the fact that the start of the project was delayed by six months and that SFCG Pakistan's staff went through a number of changes, they developed and distributed two Guidebooks in both English and Urdu, one Radio for Peace and one on Peacebuilding for Youth. Other published material has also been made available, such as the



Knowledge Seminar Report. Moreover, the work involved has led to the Pakistan Peace Initiative being set up which is housed in Search for Common Ground, Pakistan. In the absence of credible forums for youth to engage with each other in healthy discourse on issues, SFCG's project provided an opportunity that was unheard of for most of the participants. One very clear conclusion of this Final Evaluation is that the published materials, reports, documentation,



*Qamar Zaman Kaira, Federal Minister for Information and Broadcasting, addressing the closing ceremony of four-day training workshop for radio broadcasters and presenters on peacebuilding on January 04, 2013, in Islamabad.*

Institutional Partners' reports, etc., are of very high quality. From the media, 85 percent of those surveyed felt that the training they received was highly relevant, showing how effective SFCG Pakistan's training had been. The largest frequency in what participants, who attended the training sessions, learnt was how media could play a role in peacebuilding, followed by how working with the Common Ground approach can help deal with conflict. The impact of the training on media personnel indicates that they have learnt a great deal about and through the Common Ground Approach and are now better equipped to deal with conflict and its resolution. The results suggest that the opinion of media personnel can be changed through effective and high quality training. Youth representatives reported better understanding of conflict resolution and its strategies, self-confidence and effectiveness in their communication and negotiation skills. The Common Ground Approach seems to have been understood and absorbed by the participants. Increased confidence level and better communication and negotiation skills have repeatedly come across as important areas, which have been improved by this training(s), as reported by the respondents.

*The Common Ground Approach seems to have been understood and absorbed by the participants.*

## Conclusions:

There is little doubt, that the Project and the way it is structured and focused, is most appropriate and relevant to the particular context of Pakistan. This is an unambiguous assessment based not just on the activities which have taken place under the Project, but also given Pakistan's particular political predicament, where conflict, of numerous kinds, is

*The Project contributed in improving the capacity of youth, local leaders and media who were trained under this Project, in the sense that many of those who had participated had the desire to have further interaction with SFCG and with their peer group.*

prominent. Participants in the Project, both from the youth and from the media, related to the overall objective of SFCG's goals and understood and incorporated many fundamental ideas of the Common Ground Approach. The Project's goals and objectives were found to be relevant to the issues being faced by youth and communities in Pakistan, as well as by the media. The Project contributed in improving the capacity of youth, local leaders and media who were

trained under this Project, in the sense that many of those who had participated had the desire to have further interaction with SFCG and with their peer group. It seems clear that the project has had a presence in the media as newspaper reports and other accounts corroborate. As a consequence of this project, the presence of SFCG has been noticed by groups and institutions working in the media and youth peacebuilding field. Through the media and youth campaigns, the Common Ground Approach has also, as a result, entered the public domain. This Final Evaluation recommends that given Pakistan's social situation where conflict rages and has caused significant damage to the social fabric, projects which incorporate the Common Ground Approach be increased and interaction with youth and media be further supported. While there is need to engage with the media and youth at one level, as many of the participants have suggested, there is also a need to build relationships at the local level and institutional initiatives like the District Dialogue Forums. There is a need to move from the project to a programme such as the Pakistan Peace Initiative, which deserves full support, building and expanding on this Search for Common Ground project.

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*H.E Mr. Jesper M. Sorensen, Ambassador of Denmark to Pakistan, signing the Pakistan Peace Petition during the National Peace Summit held on November 23rd, 2013 in Islamabad.*

## **Recommendations:**

- A majority of the participants felt that efforts for peacebuilding, training and skill development should focus on Pakistani youth.
- Young people should be trained and given more opportunities in this field. The involvement of local NGOs and other community based organizations was also stressed upon by the respondents in future training.
- Some respondents stated that local administration should also be included in training workshops as any initiative for sustainable peacebuilding cannot work until the local administration empathizes with the issue.
- The absence of follow up was observed and highlighted by many respondents and it was urged to ensure continuity of such efforts for a longer period of time to have sustainable peace in the society.
- Local leaders said that the training helped them to deal with difficult situations. The capacity and level of awareness and confidence among the participants of the training(s) improved. In addition to better communication, tolerant listening on the part of the participants also increased.
- According to the responses, the participants learnt about bringing social justice and good governance. These are all core concepts of the Common Ground Approach. On more than one occasion, the need to extend the project to the local level, involving community based organizations and union councils was made clear by participants,

which indicates that youth and local leaders find the training appropriate for a larger number of people.

- A strong network with focal persons was strongly emphasized. Respondents stressed on local linkages between SFCG Pakistan and CBOs so that once the main training is done, local CBO would continue with the trainings and discussions in their own localities.
- There is certainly room for improvement as there is a need to include the local administration and district level NGOs in the peacebuilding process through regular workshops. There is need for more workshops but continuity and follow up is important for sustainability.
- This Final Evaluation recommends that given Pakistan's social situation where conflict rages and has caused significant damage to the social fabric, projects which incorporate the Common Ground Approach be increased and interaction with youth and media be further supported. While there is need to engage with the media and youth at one level, as many of the participants have suggested, there is also a need to build relationships at the local level and to take more institutional initiatives like the District Dialogue Forums. There is a need to move from the project to a programme such as the Pakistan Peace Initiative, which deserves full support, building and expanding on this Search for Common Ground project

## Introduction

Pakistan has been in the eye of the storm in a region heavily affected by conflict ever since its independence. Violence and terrorism have become part of the daily lives of Pakistanis, not just on account of border instability and heated relations with neighbouring countries, but also due to intense disputes and fissures within Pakistani society. Ethnic and sectarian violence has pre-dated the tragic events of 9/11 and has become part of the daily fabric of

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Pakistani society. More persistent and permanent sties of conflict and strife revolve around the discrimination and position of women in Pakistan, various forms of religious discrimination and disputes over land, water, food, electricity and other basic necessities that are denied to the people due to Pakistan's economic recession.

A large youth cohort of the population of almost 30 percent in the 15-24 year age bracket, with limited prospects of a bright future and high unemployment, all collectively produce a cocktail which pushes people, particularly the youth, into corridors which fuels further violence. The media is an important avenue through which the youth is targeted and influenced. However, they suffer on that front as well because that leaves them vulnerable to not just terrorist and extremist agenda, but also the highly politicized agenda of the media. A country that doesn't use its youth's impressionable capacity positively in the interest of a progressive and harmonious future, risks a dramatic brain drain and continued strife.

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Search for Common Ground, Pakistan (SFCG) is an international non-governmental organization working in Pakistan since 2010. SFCG in Pakistan has worked with the media, civil society, particularly youth, and with communities across Pakistan. From 2010 to 2011, SFCG undertook a highly successful project entitled Radio for Peacebuilding. This fourteen month

project received financial assistance from the Dutch Ministry of Foreign Affairs, where the project sought to raise awareness around peacebuilding processes and promote moderate voices throughout Pakistan through the production of innovative local radio programmes. In this project, SFCG Pakistan worked with local partners, Intermedia Pakistan and Uks Research, Resource and the Publication Center on Women and Media, and trained and coached local radio producers and presenters to facilitate constructive, culturally sensitive dialogue on

key issues related to peace and conflict in Pakistan. The external evaluation of the programme revealed numerous positive outcomes, including increased awareness on peacebuilding principles among radio hosts and producers and strong support for the project among key stakeholders throughout Pakistan.



*Local Leaders from Quetta, Mastung and Gawadar discussing collaborative, solution-oriented approaches to shun violence and promote peace in their communities during a four-day training workshop held on January 24, 2013 in Quetta.*

In 2011, SFCG Pakistan initiated a larger and far more ambitious project supported by the Danish Agency for International Development (DANIDA), entitled Promotion of Dialogue for Peacebuilding through Media and Youth Mobilization in Pakistan. This two-year project was started in September 2011, and came to an end in December 2013 (with a no-cost extension for three months into 2014). This project works with youth and local leaders, radio producers, and print and television journalists from across the four

provinces of Pakistan, as well as Gilgit-Baltistan, Azad Jammu and Kashmir and the Federally Administered Tribal Areas (FATA), to nurture and promote youth, community and media involvement in proactive conflict mitigation. Following a Mid-Term Review of the project completed in April 2013, this Final Evaluation conducted between December 2013 and January 2014, examines the activities, outcomes and interventions made by the project until the end of November 2013.

In light of the issues and possible mitigation intervention frameworks outlined above, Search for Common Ground Pakistan designed the project *Promotion of Dialogue for Peacebuilding through Media and Youth Mobilization*, in order to empower youth, and harness the growing potential of Pakistan's radio and media networks for the promotion of tolerance, dialogue, and constructive solutions-oriented approaches to local conflicts. The project targeted 25 districts across Pakistan from four provinces, as well as FATA, Gilgit-Baltistan and Azad Jammu Kashmir. It engaged youth, along with local leaders, print journalists, radio presenters and producers and TV anchors in order to create platforms and synergies between communities and media outlets for the promotion of non-violent conflict resolution.

More importantly, SFCG Pakistan adopted a consortium approach for this Project, and worked with five local partners: the Sustainable Development Policy Institute (SDPI), Uks Resource Centre, Intermedia Pakistan, Pakistan Press Foundation (PPF) and the Pakistan Broadcasting Corporation (PBC), with each designated specific tasks. The broader intention and purpose of

the project was to seek to increase the leadership skills and conflict transformation capacity of the youth and local leaders, and provide platforms for intergenerational collaboration as well as community engagement and mobilization. Additionally, the project also trained print, radio and television journalists in conflict-sensitive reporting and Common Ground journalism. After capacity building sessions, dialogue platforms at the community level in each of the 25 districts provided opportunities for youth/local leader and media collaborations as well.

### III. Project Objectives and Activities

The overall goal of the project was to strengthen Pakistan's fragile context by shifting attitudes and behaviours of the Pakistani population away from adversarial intolerant approaches towards greater tolerance, inclusiveness and understanding among the country's various regional, ethnic and socio-economic groups. The specific objectives were:

- To enhance the capacity and sustainability of Pakistani media, both electronic and print, to play a more active role in the creation of peace and in promoting tolerance, co-existence and non-extremist approaches;
- To enhance the capacity of Pakistani youth and local leaders to explore issues affecting them through a constructive, solutions-oriented approach that is geared towards reconciliation and conflict transformation;
- To establish platforms/mechanisms for Pakistani youth, civil society and local government officials to foster greater collaboration towards constructive dialogue, increased understanding of local conflict dynamics and issues of key importance to youth, thereby fostering increased moderation and tolerance across society.

In order to work towards these objectives, a number of specific activities were planned which included the following different activity streams.

#### *Activity Stream I: Media for Peacebuilding*

- Two primary trainings for 60 radio producers and presenters on the role of radio in conflict transformation (30 participants from commercial FM channels, 30 participants from Pakistan Broadcasting Corporation)
- Advanced level training for 30 radio producers and presenters on radio for peacebuilding
- Peacebuilding trainings for TV Talk show hosts and anchors (25 participants)
- Peacebuilding training for Print journalists and editors (25 participants)
- Production of Radio for Peacebuilding Guidebook in both English and Urdu (500 copies)

*The project targeted 25 districts across Pakistan from four provinces, as well as FATA, Gilgit-Baltistan and Azad Jammu Kashmir.*

#### *Activity Stream II: Capacity Building of Local Leaders and Youth*



- Five training workshops on leadership and conflict transformation for local leaders (125 participants)
- One primary training on youth leadership on peace for youth leaders (30 participants)
- One advanced training on mediation and community mobilisation for shortlisted youth leaders (25 participants)
- Production of Youth and Peacebuilding Guidebook in both English and Urdu (1000 copies printed)
- District Dialogue Forums (25 forums with 20 participants each; 500 participants in total)



*SFCG Pakistan's Executive Director, Ammara Durrani with local leaders from various districts of Azad Jammu & Kashmir, Khyber Pakhtunkhwa and Punjab during a five-day training workshop in Islamabad on February 05, 2013.*

#### *Activity Stream III: National Peacebuilding Summit of Media, Youth and Local Leaders*

- One national peacebuilding summit for 150 participants.

#### *Activity Steam IV: Production and Broadcasting*

- 90 episodes of radio talk shows produced by trained beneficiaries.
- 5 TV talk shows produced by trained beneficiaries.
- 50 write-ups by trained print journalists on community issues (2 by each journalist)

#### *Activity Stream V: Other Activities*

- Interactive project website
- Follow-up monitoring and coaching visits



The results of the Project were expected to be as follows:

- Pakistani media play a more active role in the promotion of non-adversarial and non-extremist views.
- Pakistani media demonstrate an increased level of collaboration and coordination.
- Targeted communities engage in broader and more inclusive dialogue.
- Trained beneficiaries promote mediation and dialogue as peace ambassadors.



*Masood Raza (third from the left), anchorperson Geo TV and PPI beneficiary, moderating a panel discussion with participants; Qamar Zaman Kaira (PPP), Haji Adeel (ANP), Ajmal Wazir (PML-Q), Ahmad Jawad (PTI) and Dr. Shama Ishaque (NP Balochistan) during the National Peace Summit held in Islamabad on November 23, 2013.*

Each of the five implementing partners were given the following responsibilities:

- *Intermedia Pakistan* was responsible for primary training of presenters and producers from private FM radio stations. Additionally, it also conducted advanced training for 30 selected participants from private FMs and PBC as well as coaching sessions for FM presenters/producers.
- *Uks Research, Resource and Publication Centre on Women and Media* was responsible for conducting primary training for hosts and producers of PBC. It also conducted coaching sessions with the trainees from PBC.
- *Sustainable Development Policy Institute (SDPI)* was responsible for the training of youth and local leaders and organizing District Dialogue Forums. The organization also conducted the baseline study for the project and the two day training of hosts/anchors from TV channels.
- *Pakistan Press Foundation (PPF)* was responsible for training print journalists and editors in addition to conducting coaching sessions with them.
- *Pakistan Broadcast Corporation (PBC)* provided support in the production and airing of radio programs.

In addition to the specific roles assigned to them, all partners were to work together during the District Dialogue Forums. SDPI was to take the lead in organizing the District Dialogue Forums while the other partners were to ensure the participation of trained media persons for discussions and press coverage. SFCG was to provide technical support to all partners in implementation of the project activities. The partners were responsible for ensuring that they met the targets for activities assigned to them.



*H.E.Mr. Ole E. Moseby, (sixth from the left) Danish Ambassador to Pakistan, and Ammara Durrani (12<sup>th</sup> from the left), Executive Director, SFCG Pakistan with anchorpersons from various national and regional TV channels of Pakistan during the two-day consultative workshop on media for peace, held on 8-9 October, 2012 in Islamabad.*

#### **IV. Methodology**

The methodology for the Final Evaluation is based on a number of strategies and methods explained below. In principle, the evaluation is meant to answer the five large set of Evaluation criteria as laid out in the Terms of Reference – see Annexure I. Desk and field work for the evaluation began in December 2013 and was completed in January 2014. The Evaluation team was compromised of five professionals as follows:

- A Senior Development Researcher who was the Team Leader and was responsible for all aspects of the Study and all final deliverables,
- Two experienced surveyors and field experts, one Specialist in Peacebuilding/Conflict Resolution especially with regard to youth, and
- One Media and Journalism expert

The following instruments and processes were followed as part of the strategy to answer the questions and issues raised in the Terms of Reference:

- An extensive *Desk Review* of documents provided by SFCG – see Annexure II for full list. These included the project proposal, agreement with DANIDA, training manuals, Guide Books, Reports of Coaching Sessions, District Dialogue Forum

- Baseline Survey conducted by SDPI
- Mid-Term Evaluation Report.
- Meetings and interviews with *SFCG Team*, in order to assess their understanding of the project. The project management and the Monitoring and Evaluation staff were interviewed with the entire Evaluation team as well as with the Team Leader independently-see Annex III.
- Meetings with *DANIDA staff* responsible for overseeing the SFCG project, in order to understand the donor’s perspective on issues related to the project – see Annexure III.
- Meetings with *Institutional Partners*. All relevant personnel in all the five institutions who formed the Consortium set up by SFCG were held in order to discuss the institutional arrangements of the Consortium, as well as to understand the responsibilities, duties and assessments of the tasks taken by each of the partners.

### **Changes in Methodology**

Originally it was agreed between SFCG and the Evaluation team that 14 districts would be selected where questionnaires for media personnel and youth representatives and youth leaders would be administered by the survey team. In addition, eight Focus Group Discussions (FGDs), comprising of sets of 20 individuals each would be undertaken, where members of the District Dialogue Forums would constitute one FGD and we would have a control group of non- participants who would have similar sociological characteristics as



*A local leader highlighting the importance and the need for tolerant attitudes during a training workshop for local leaders held in Karachi from September 17 to 21, 2012.*

the participants for another FGD. This strategy had to be abandoned since it became difficult to identify and locate members of the District Dialogue Forums since the lists provided of participants were not up to date. As Table A1 in Annexure V shows, there were almost three dozen cases where the survey team was not able to make contact with the potential respondent. There have been major hurdles and inconveniences during the course of the survey, and better information and support would have improved the quality of the methodology considerably. Nevertheless, the Final Evaluation team feels more than confident about its findings which the field work and other sources of information provided. It is not clear to what extent the absence of the DDF representatives has had an impact on the bearing of our results, but due to data constraints – i.e., wrong names and numbers of contact people, disinterest amongst respondents, etc, as shown in Table A.1 Annexure 5 – our team was not able to use a methodology which would have been far more ‘scientific’. In many cases, given data constraints, we had to do with whatever and whoever was available. Clearly, this will have some implications on how the results are interpreted. Moreover, the changed strategy allowed

the survey team to expand its field of analysis from 14 to 27 districts, providing far greater coverage and representation for the analysis.

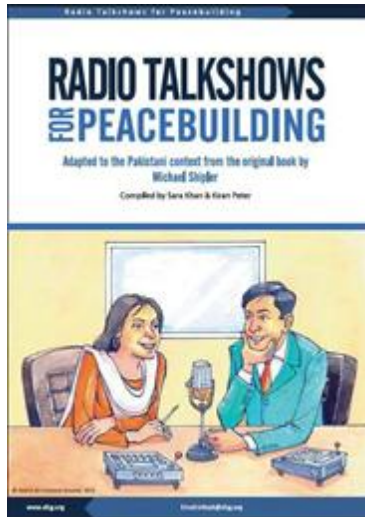
Selection of participants for Survey and Interviews:

**Table: Sample distribution by districts**

| District     | Local Leaders | Youth Representatives | District Dialogue Forum( *) | Media Personals | Total Sample |
|--------------|---------------|-----------------------|-----------------------------|-----------------|--------------|
| Bahawalpur   | 3             | 1                     | 3                           | -               | 7            |
| Charsadda    | 4             | 1                     | 3                           | 1               | 9            |
| D I Khan     | 4             | 1                     | 3                           | -               | 8            |
| Gilgit       | 3             | 2                     | 3                           | -               | 8            |
| Gujrat       | 4             | 1                     | 3                           | -               | 8            |
| Gwadar       | 5             | 1                     | 3                           | -               | 9            |
| Haripur      | 4             | 1                     | 3                           | -               | 8            |
| Hyderabad    | 3             | 1                     | 3                           | -               | 7            |
| Karachi      | 3             | 3                     | 3                           | 7               | 16           |
| Lahore       | 4             | 1                     | 3                           | 6               | 14           |
| Larkana      | 3             | -                     | 3                           | 1               | 7            |
| Mansehra     | 5             | -                     | 3                           | -               | 8            |
| Mastung      | 4             | 2                     | 3                           | -               | 9            |
| Mirpur (AJK) | 4             | 2                     | 3                           | -               | 9            |
| Multan       | 5             | 1                     | 3                           | -               | 9            |
| Muzzafarabad | 4             | 1                     | 3                           | -               | 8            |
| Peshawar     | 5             | -                     | 2                           | 2               | 9            |
| Quetta       | 3             | 2                     | 3                           | 2               | 10           |
| Rawlakot     | 3             | 1                     | 1                           | -               | 5            |
| Sahiwal      | 4             | 1                     | 3                           | -               | 8            |
| Sargodha     | 4             | 1                     | 3                           | -               | 8            |
| Sukkur       | 3             | 1                     | 3                           | -               | 7            |
| Swabi        | 3             | 1                     | 3                           | 1               | 8            |
| Swat         | 3             | 1                     | 3                           | 1               | 8            |
| Islamabad    | -             | -                     | -                           | 11              | 11           |
| Jacobabad    | -             | -                     | -                           | 1               | 1            |
| FATA         | -             | -                     | -                           | 2               | 2            |
| Total        | 90            | 27                    | 69                          | 35              | 221          |

(\*) Distribution of DDF Participants is as: (Local leaders =28, Youth Representatives =13 and DDF Participants = 28), because we have no list of DDF participants, we requested Youth Representatives/Local leaders to provide a list of three DDF participants in their respective districts. Local leaders and youth representatives are already covered, so the original DDF participants are (69 - 41 = 28). Total individuals are interviewed (221 - 41 =180)





*Guidebook on radio for peacebuilding produced under the project.*

Table 1 gives a full description of the sample size for our survey and of the category of respondents and their districts. In all 180 respondents were interviewed, of which 35 were media persons, 27 youth representatives, 90 local leaders, and 69 District Dialogue Forum participants. However, since some individuals may have had more than one role to play, such as a local leader could also be a member of the District Dialogue Forum, the total number of interviews conducted and questionnaires filled, is greater than the number of individuals interviewed, which is 221.

The method for undertaking the survey was based on a list of Local Leaders prepared and maintained by SFCG. These were the contact persons through whom the survey team contacted other

interviewees of different categories. Local Leaders were contacted and told about the survey and were asked to contact other participants who had participated in any stages of the training/process offered by SFCG during the course of the Project. The Local Leaders were familiar with the contacts of many of the individuals in the district and helped in bringing them to the site where the questionnaires were filled. In some cases, phone interviews were conducted through the names and numbers

*Local Leaders were contacted and told about the survey and were asked to contact other participants who had participated in any stages of the training/process offered by SFCG during the course of Project.*

provided by the contacts in each district. Since the initial list provided by SFCG to conduct the survey was found to be highly inaccurate, in order to extend the sample size



*Guidebook on youth radio for peacebuilding produced under the project.*

based on the original 14 districts, it was decided in consultation with SFCG, that all 27 districts from where Local Leaders came, would be surveyed. Hence, while the vertical density of the survey was diluted, we had to expand the geographical scale of the survey. For the media personnel, the list of journalists who had undertaken the training in the Project was provided by SFCG, and candidates for interview/questionnaire were selected on the basis of type of journalist – print, electronic – and geographical spread. The candidates interviewed were randomly selected to maintain balance between type of medium and location.

## V. Analysis and Evaluation

### V.1 Activities and Outputs

Table A.1 in the Annex, shows that a very high percentage of tasks originally given as targets were completed. SFCG was able to organize numerous sets of trainings for FM and Pakistan Broadcasting Corporation presenters and producers, since media has been a key component of the Project, along with various levels of training for print and electronic media representatives. In all, 101 journalists acquired some kind of training through the Project, resulting in the production of 95 TV and radio programmes and 50 newspaper articles being published. Similarly, with Youth the second group targeted, 30 Youth Representatives were trained as were 123 Local Leaders. The District Dialogue Forums were able to address close to 500 participants. This is quite admirable and remarkable, because this happened despite the fact that the start of the project was delayed by six months and there have been numerous changes in staff at SFCG – see below. As donors, Institutional Partners and staff at SFCG have all stated, so much – almost all targets – was completed within the two years of the project, goes to the effort and credit of the current Executive Director who has led Search for Common Ground for less than two years (since September 2012) and has managed the transition between leadership and teams effectively.

In addition to these activities and tasks completed, SFCG has developed and distributed two guidebooks: Radio for Peace and Peacebuilding for Youth. Other published material has also been made available, such as the Knowledge Seminar Report. Moreover, the work involved has led to the Pakistan Peace Initiative being set up which is housed in Search for

*One very clear conclusion of this Final Evaluation is that the published material, reports, and documentation, Institutional Partners' reports, are of very high quality.*

Common Ground, Pakistan. One very clear conclusion of this Final Evaluation is that the published material, reports, and documentation, Institutional Partners' reports, are of very high quality. These Reports are reader-friendly, well laid out, make use of local examples and content, and have been adapted to readers in a Pakistani context. They are not merely translations, but are made more relevant to Pakistan's specific environment. This is particularly the case with the two Guidebooks, which have been adopted from international examples to Pakistan's own particular examples. Overall, the documentation, even from Institutional Partners, has been of exceptional quality, in depth and detailed.



Numerous sets of activities involving all five Institutional Partners were undertaken with media personnel. These involved training radio, television and print media personnel, with different rounds of activities. Uks and Intermedia, between them, trained 59 radio presenters and producers in a Primary Peacebuilding training session each lasting five days. Uks trained



*Two-day interactive workshop for TV Journalists on 'Media for Peace' held on October 8-9, 2012, in Islamabad.*

producers and presenters from Pakistan Broadcasting Corporation, while Intermedia trained private sector radio producers and presenters. Following the Primary training, an Advanced Level Peacebuilding session was held by both Uks and Intermedia involving 27 of the original 59 participants. Individual coaching sessions were also organized for the producers and presenters. SDPI trained 19 TV anchors as well. The Pakistan Press Foundation held two training sessions for a diverse set of print media journalists, with Primary and Advanced Level training sessions. Pakistan Broadcasting Corporation facilitated the process for its radio producers and presenters. The focus of the training sessions was not just teaching the participants better skills, but importantly, identifying and training them around the Commons Ground Approach of conflict mitigation, appeasement and resolution. Given the role of the media and its access by the youth, this intervention was an important part of the project. The findings and results from the survey are given collectively combining all four types of media personnel.

*The focus of the training sessions was not just teaching the participants better skills, but importantly, identifying and training them around the Commons Ground Approach of conflict mitigation, appeasement and resolution.*

As Table A2 in the Appendix shows, 26 interviews/surveys were conducted with media personnel who had participated in the different training sessions, as well as nine other media personnel who were not part of the SFCG project or training initiative. Twenty seven youth representatives were trained for youth leadership for peace were interviewed, of which 21 were male and six were female. Women were in a minority in the training of the youth



*Sherry Rehman, Former Pakistan's Ambassador to US speaking at the knowledge seminar and launch of research report on attitudes and perceptions of citizens on issues of conflict, violence and peace in Pakistan, along with Johan Sorensen, EU Charge d'Affairs (middle), Dr. Abid Suleri, Executive Director SDPI (extreme left) and Ammara Durrani (extreme right), Executive Director, SFCG Pakistan.*

representatives. Most of the participants were of 22-25 years of age. They were chosen from each province of Pakistan, including Aazad Jammu and Kashmir and Gilgit- Baltistan. The majority of the participants were from Karachi (see Table 1). Participants were chosen from various segments of the society and included young government employees, and NGO/CBOs representatives. From the primary data obtained, one can see the diverse occupations of the youth representatives, as teachers in *madrassas*, and also some who were unemployed were amongst the participants. 18 of the 27 youth representatives also received advanced training.

## V.2 Relevance/Appropriateness

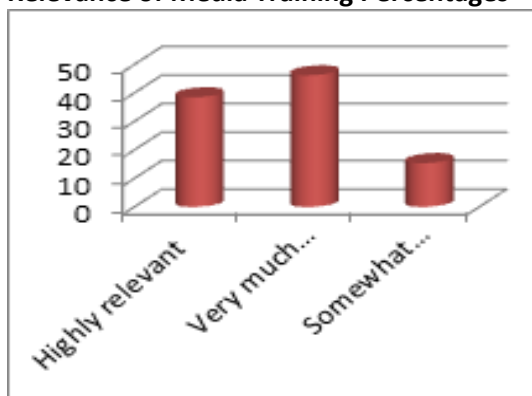
The project on peacebuilding may sound like a concept borrowed from the West but, as has been amply demonstrated by the data and field work, as well as through extensive interviews, in reality, participants did relate to the overall objective of SFCG's goals and understood and incorporated many fundamental ideas of the Common Ground Approach. Most of the beneficiaries responded positively about the content and the way trainings were conducted. It

is true that in the prevailing security situation in the country, many initiatives have been taken by the media to encourage debate and other government and non-governmental institutions have also been involved, but training sessions for targeted groups who are working in the field as local leaders or youth leaders, or as media personnel, was appreciated by the participants as very effective and relevant concept to create awareness amongst the local leaders and youth about the issues that affect the life of a common Pakistani. None of the respondents trained in peacebuilding indicated any dissatisfaction on the topics and themes selected for them. That is why majority of the beneficiaries of the training workshop suggested continuity and introducing the same programmes in other parts of Pakistan which had not been covered by this project.

There is little doubt, that the way the project has been structured and focused, is most appropriate and relevant to the particular context of Pakistan. This is an unambiguous assessment based not just on the activities which have taken place under the Project, but also given Pakistan’s current political predicament, where conflict, of numerous kinds, is prominent. Both the media and youth are addressed through the Project, and both are key actors in the broader dynamics of conflict in Pakistan. The media has played both a positive and negative role in peace and conflict in Pakistan, and through a careful and focused attention, the peacebuilding role of the media needs to be built up. The Common Ground Approach, which is not limited to the media, is more than relevant and appropriate to the Pakistani context and to the Pakistani media. Similarly, youth as a potential for playing peacebuilding roles and bridges also needs to be supported and this Project seems to do that.

*Through extensive interviews, in reality, participants did relate to the overall objective of SFCG's goals and understood and incorporated many fundamental ideas of the Common Ground Approach.*

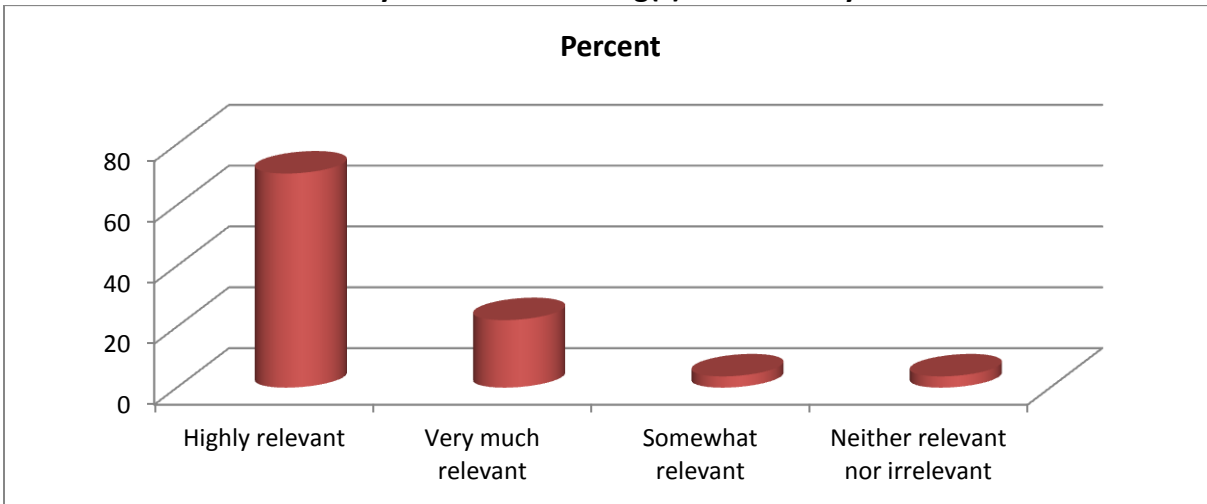
**Graph 1**  
**Relevance of Media Training Percentages**



Graph 1 below shows that 85 percent of those surveyed from the media felt that the training they received was very, or highly relevant, while Graph 2 shows how effective SFCG’s training had been for those who participated in the training sessions and how successful the interventions have been. A large proportion of participants claimed that they learnt how the media can play a role in peacebuilding. Graph 2 shows similar data for youth representatives and leaders.

Source: Primary Data December, 2013

**Graph 2**  
**Youth: Did you find the training(s) relevant to your work?**



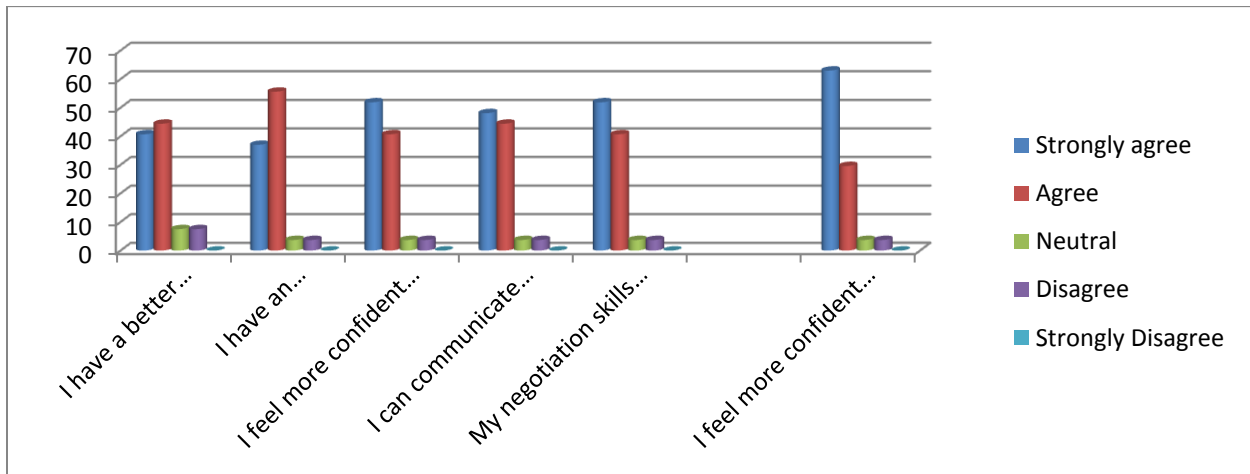
Participants in the Project, both from the youth and from media, did relate to the overall objective of SFCG's goals and understood and incorporated many fundamental ideas of the Common Ground Approach, as is revealed from their own answers to the questionnaires. Evidence from the survey conducted, showed the impact of the training on media personnel, clearly indicating that they had learnt a great deal about and through the Common Ground Approach and are now better equipped to deal with conflict and its resolution. Moreover, the participants stated that they have learnt from the training experience and that they use those skills in their work. This is a significant finding since the training was completed many months ago and they say that they still find the input provided useful in their work.

The Project's goals and objectives were found to be relevant to the issues being faced by youth and communities in Pakistan, as well as by the media. On the whole, the training/trainings were quite relevant to most of the respondents, as 70 percent of the respondents from the youth felt that these were highly relevant to their work and 22 percent thought these trainings were 'very much relevant' to the field and work. The training methods and contents did play an important role as most of the responses on nature of changes, personal development and growth that they have noticed after the training responded very positively. On the whole, the respondents reported better understanding of conflict resolution and its strategies, self-confidence and effectiveness in their communication and negotiation skills. Graph 3 shows that the majority of the youth respondents agreed that after the training/workshop they got a better understanding of conflict resolution than before the training and have developed an understanding of conflict resolution strategies. A minor percentage of

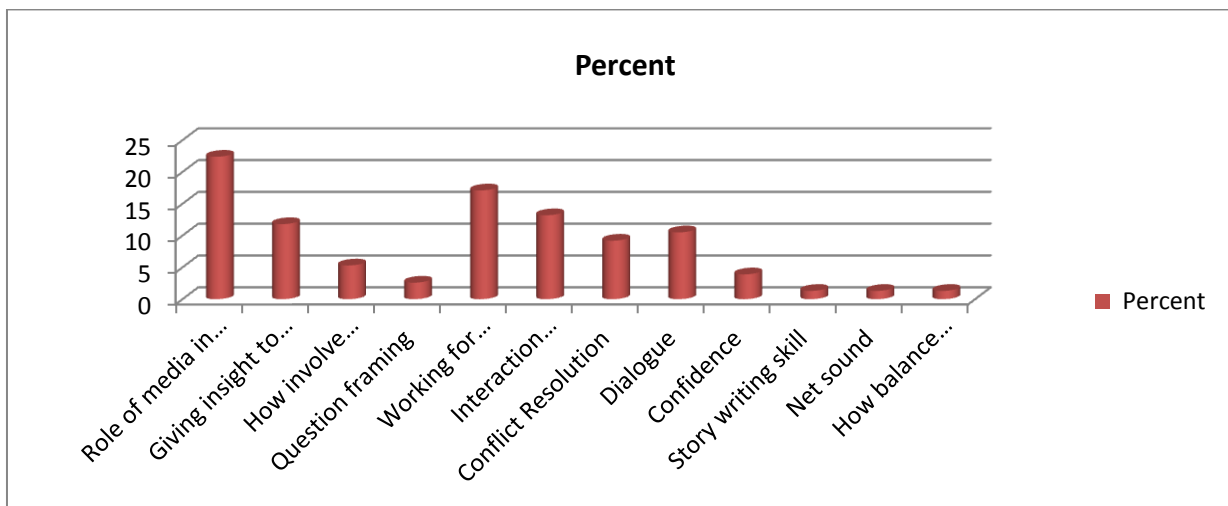
*The training/trainings were quite relevant to most of the respondents, as 70 percent of the respondents from the youth felt that these were highly relevant to their work and 22 percent thought these trainings were 'very much relevant' to the field*

respondents remained neutral. A majority of the youth respondents felt that they have increased confidence in dealing with conflicts and increased ability to communicate more effectively as a result of the training. Most of the respondents said that their negotiation skills have improved and they are now more confident as a youth leader/youth representative. In the context of the media personnel, similar changes were highlighted by participants of the SFCG Project from the media – see Graph 4. A large majority of those who undertook the training recognise that they benefitted considerably and that the trainings brought about significant change in their understanding, and perhaps behaviour as well. The Common Ground Approach seems to have been understood and absorbed by the participants.

**Graph 3**  
**Youth: What changes did you observe in yourself after training?**



**Graph 4**  
**Media: What are the three important concepts/Skills you learn from the training(s)**



The training sessions have helped fit the Project objectives. The Project strategies and activities have been perceived by the beneficiaries and other community stakeholders to help them understand the issues which affect their roles in society. Even though there has been limited interaction with community leaders, respondents have argued that the Project has covered the appropriate leadership and conflict transformation themes and has provided resources and capacity enhancement that may not have happened had the SFCG intervention not have been made.

### V.3 Effectiveness

There were certainly positive indications in the surveys and interviews that media personnel, youth and local leaders, did feel the change in their professional life as well as personal life, their capacity to handle local issues within the community or at home increased after the training, clearly showing signs of the effectiveness of the Project. The surveys revealed that the level of confidence increased and resolving conflicts or issues with a more constructive approach has helped both those who work with youth or in the media in dealing with many problems. The youth reported an increase in their level of confidence and an increase in dialogue capacity. Overall, the participants reported an increase in knowledge of conflicts and strategies to resolve it. The data obtained from the surveys shows that participants got an orientation and awareness about conflict resolution and they feel that they can do some good for the society with respect to this particular aspect. Few respondents feel that they have learnt how to communicate things and they have the power to solve conflict to some extent. A limited number of respondents mentioned that they have established tolerance capacity and have developed listening capacity of both parties. It shows that there seems to be a modification of an attitude towards listening and understating others' point of view. They have also gained an understanding of solving daily routine conflicts.

*Increased confidence levels and better communication and negotiation skills have repeatedly come across as important areas, which have been improved by this training(s), as reported by the respondents.*

Table A.3 in Annexure V shows the responses of how the training(s) helped the participants as local leaders in resolving local conflicts. By going through the data, one can see that the training(s) have quite a positive impact in educating the youth representatives in resolving local conflicts. The majority of the respondents thought that these training(s) have given them a motivation to solve issues by dialogue, which in turn talks about building tolerance. Few participants also mentioned that the training provided different ways and approaches to resolve domestic issues. Increased confidence levels and better communication



and negotiation skills have repeatedly come across as important areas, which have been improved by this training(s), as reported by the respondents.

Respondents of the survey were of the view that they learnt some important concepts and skills during the training. As shown in Graph 5, promoting dialogue has emerged as the most learnt concept/skill among the participants of the training(s). Concepts such as conflict resolution and tolerance building have also come up as important concepts among the attendees of the training(s). Participants felt more confident to have better negotiation skills after the training workshop(s). Overall, an improvement in skills and concepts was observed among the

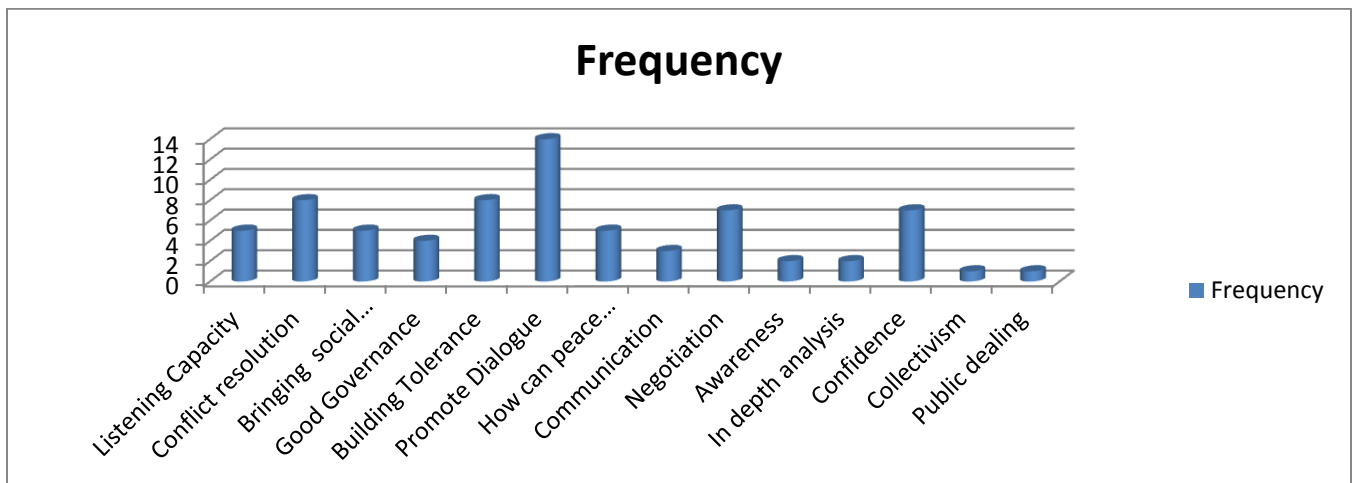
*While participants appreciated the content and methodology and expressed their willingness to be part of such efforts in future too, they were quite vocal about lack of follow up*

participants of the training of the 90 Local Leaders interviewed, all of whom had received primary training, 36 had received advanced training as well. It was interesting to see that even though people talked about no follow up and lack of contact after the training, most of the respondents were quite satisfied with the content and training material, resource persons' knowledge and command and logistic

arrangements. SFCG's input in content and method of training is commendable as respondents felt that trainings and trainers were well prepared and well organized. Most of the people responded that content, training material and the knowledge and delivery of the training of the resource person were very good. Overall, participants seemed quite satisfied from the trainings and the content, as almost the majority responded that the training programme was good, as it was a great learning opportunity for them.

**Graph: 5**

What are three important concepts/skills you learned from training(s)?



Most participants directly involved in civil society efforts at community level or in the government did find the interaction and processes they went through very useful and effective, especially the skills they learnt to engage in dialogue or facilitate warring parties to negotiate and find a solution. Participants mentioned many times about bringing the project to local level, involving community based organizations

*Given the output of radio, TV and print media interactions, one can say that the Project has played some role in improving public awareness and perceptions about conflict transformation, mediation and dialogue.*

and union councils, which indicates that youth and local leaders find the training appropriate for larger number of people. While participants appreciated the content and methodology and expressed their willingness to be part of such efforts in future too, they were quite vocal about lack of follow up, since one Institutional Partner of SFCG did not remain in touch once the training was over. Since most of the partner organizations were based in Islamabad, youth representatives and local leader found it difficult to contact them to continue their efforts at the local level. That is why a need for local implementing partner was highlighted on many

occasions during the survey.



*Capacity building workshop of 30 youth leaders selected from 25 districts of Pakistan held on 24-30 September, 2013 in Islamabad.*

Despite the difficulties and delays in implementing the Project as described earlier, the interviews and surveys reveal that SFCG has achieved its stated (or implicit) goals, objectives and outcomes over the life of the Project. In fact, as we have argued, it has been able to do this in a short space of time as well. There is sufficient evidence which would suggest that SFCG has achieved its goal of increasing the capacity of targeted youth and local leaders in conflict transformation

and media in conflict-sensitive reporting through the capacity building and dialogue activities implemented during the Project. Given the output of radio, TV and print media interactions, one can say that the Project has played some role in improving public awareness and perceptions about conflict transformation, mediation and dialogue. It is impossible to gauge the impact on users to assess what this impact has been, but on the basis of testimony from participants, key stakeholders in the process, there is evidence to support this claim. Our discussions with many participants of the DDF suggested, that some -- not in all cases -- relationships had endured and that there was increased collaboration between youth and local leaders, youth, local leaders and media, and between different media. Institutional Partners

have also learnt from this process, and one of them has been able to establish its mark in a completely new area, that of working with the youth.

#### V.4 Immediate Effects on Targeted Youth and Media

The evidence from the survey indicates the project did help participants to learn basic conflict resolution techniques and strategies as they responded to various questions asked in the survey. Most participants agreed that after the training/workshop they got a better understanding of conflict resolution. All the evidence indicates that most of the respondents reported that their negotiation skills had improved and they were now more confident as journalists, radio presenters or youth leader/youth representatives. This will certainly help them to apply these skills and help others, independently. The trainings had a positive impact on the media personnel and local leaders especially in building their concepts and making them better understand the dynamics of conflict resolution. However, we must add that there is no way of knowing the long-term impact of such intervention and in the absence of follow up, this effect may be short-term. For this reason, one of our main recommendations is that frequent contact be established with participants of the Project.

The training provided was meant to educate the participants about peace issues and about the Common Ground Approach, and responses suggest that most of the participants claim that some of their views were altered as they were exposed to new ideas. It is not possible to determine to what extent this happened and how long such interventions lasted, although respondents did suggest that the training had some influence on them.

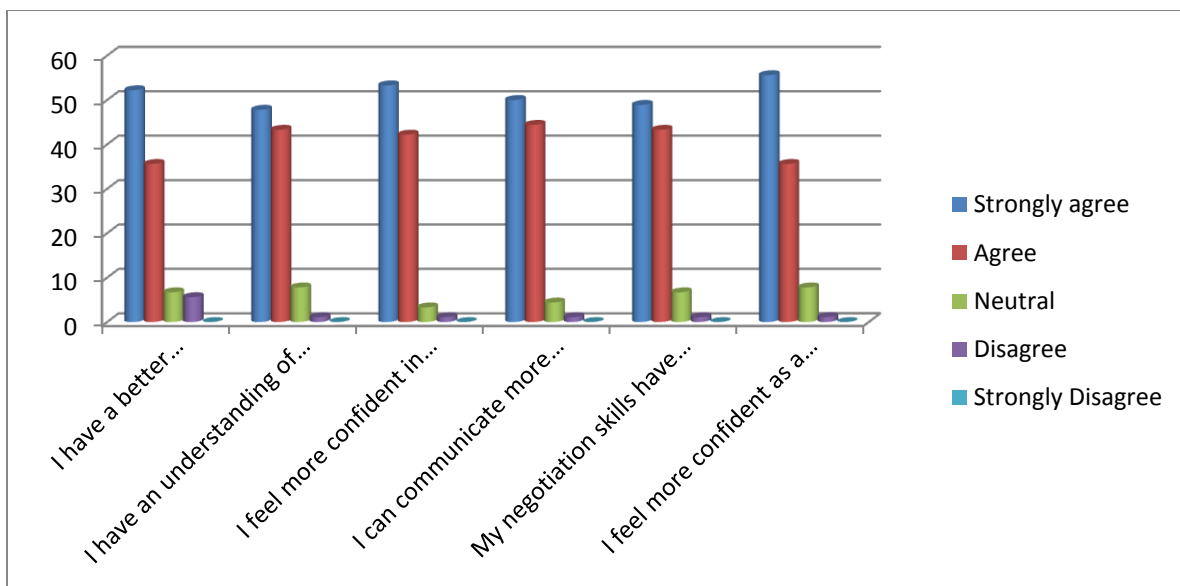
In the absence of credible forums for youth to engage with each other in healthy discourse on issues, SFCG's project provided an opportunity that was unheard of for most of the participants. Generally, Pakistani education system from school to university with of course some exception, does not provide such capacity building training or



discussion forums that help students to know the skill before they enter the professional life.

Graph 5 shows that the majority of the respondents felt that after the training/workshop they got a better understanding of conflict resolution as compared to before and have developed an understanding of conflict resolution strategies. Most of the respondents reported that their negotiation skills have improved and they were now more confident as a youth leader/youth representative.

**Graph 6**  
**Youth: What changes did you observe in yourself after training?**

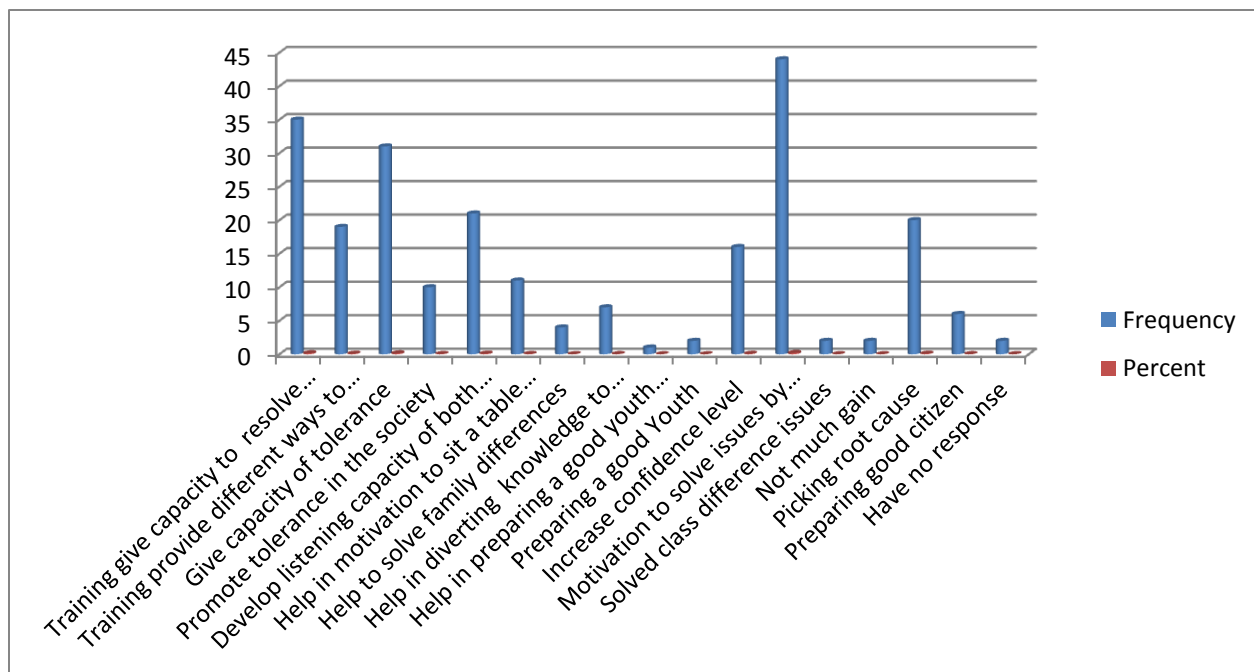


A majority of the youth participants felt that efforts for peacebuilding, training and skill development activities should focus on Pakistani youth. Young people should be trained and given more opportunities in this field. Involvement of local NGOs and other community based organizations was also stressed upon by the respondents for future training. This will help in following up as local NGOs are accessible and young people can easily associate themselves working on very localized issues that are directly concerned with their well-being and security. Some respondents stated that local administration should also be included in training workshops as any initiative for sustainable peacebuilding cannot work until the local administration empathizes with the issue. The absence of follow up was observed and highlighted by many respondents and it was urged to ensure continuity of such efforts for a longer period of time to have sustainable peace in the society.

Table A.4 indicates the impact of these training/trainings on particular traits and aspect of personal and professional development of the youth leaders. The respondents reported an

increase in confidence level and an increase in dialogue capacity. Overall, the participants reported an increase in knowledge of conflicts and strategies to resolve it. They claim that they have become more confident in the public dealing and raising their voice on the issues. Graph 6 shows that this training gave the local leaders the capacity to resolve issues (15%) and gave them tolerance (17.6%), key notions of the Common Ground Approach.

**Graph 7**  
**Please explain training(s) helped you as a local leader in resolving local conflicts?**



As has been suggested, the Project has been successful in transferring knowledge and skills to the participants to ensure effective and independent application of those skills in the future, but such efforts cannot be a one-off, and need to be sustained. As the data shows and as respondents themselves suggested, some positive change has taken place in the approach of the trained media personnel under this Project with regards to conflict reporting and coverage, and many stated that they now think of issues in a different light.

Graph 7 shows that the majority of the respondents from the DDF agreed that after the training/workshop they got a better understanding of conflict resolution as compared to before the training. 49.3 percent agreed that they had developed an understanding of conflict resolution strategies whereas 10.1 percent disagreed with that. The majority of the respondents felt that after getting the training they were more confident in dealing with conflicts then before and communicating with others in an effective manner is possible. Most of



the respondents reported that their negotiation skills had improved and they were now more confident as youth leader/youth representatives. Table A.6 in the Annexure, further shows that a majority of the participants of the District Dialogue Forums developed understanding about conflict and its resolution and that many were motivated towards peace. They also felt



that they had become more tolerant and were able to understand the other person's point of view, all key notions of the Common Ground Approach.

Eighty percent of the participants found the discussions and the Forums highly and somewhat useful in helping resolve local issues.

A majority of the respondents

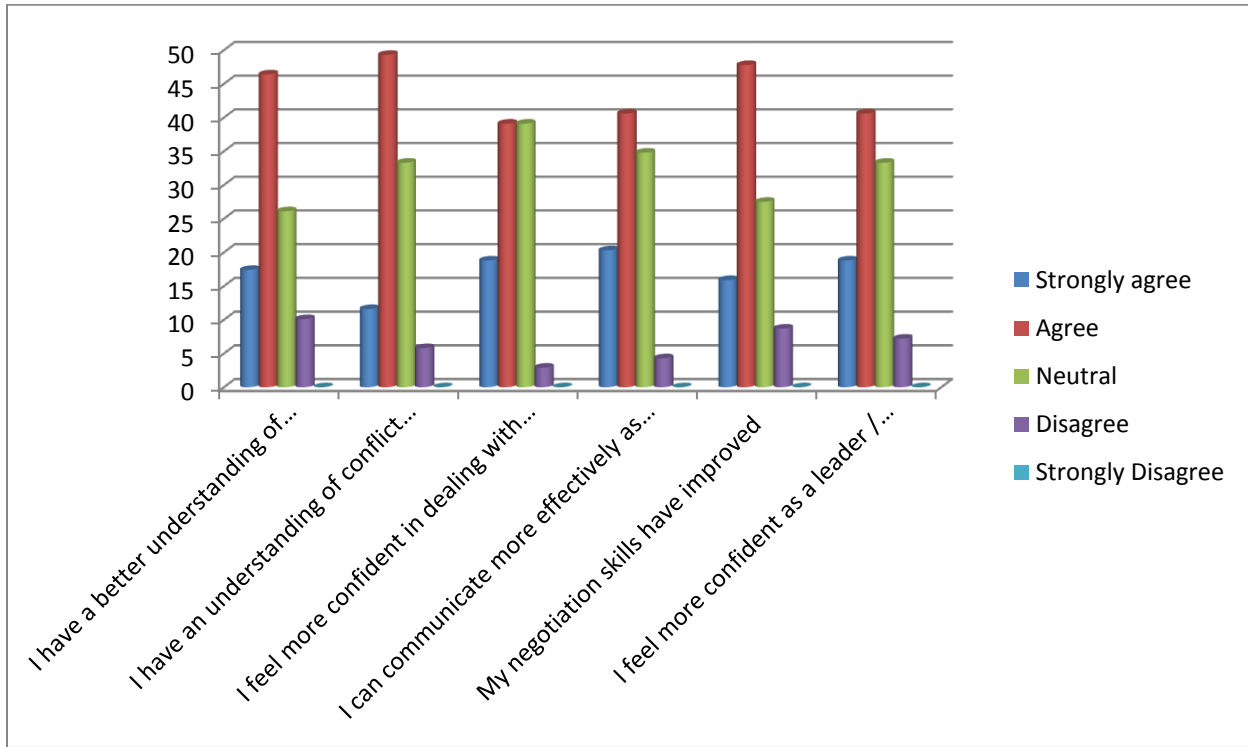
felt that DDF did allow them to learn a number of skills that they would not have otherwise learnt. Overall, the participants thought that DDF provided different ways to resolve conflicts and helped in dialogue methods. One of the key features of the DDF was that it was based on issues which were local and particular to the participants and the areas where they belonged to. Such issues included domestic violence, environmental problems such as land erosion, the shifting of a district office elsewhere, and the increasing gap between Ulema and NGOs.

*They also felt that they had become more tolerant and were able to understand the other person's point of view, all key notions of the Common Ground Approach.*

Whatever issue mattered to the participants was selected by them, ensuring a participatory process of selection and discussion. *It was this methodology ensuring relevance to the participants which made the DDFs successful.* They said that their communication skills had increased, besides increase in knowledge and confidence level. Respondents also felt confident about decision making.

Graph 8

DDF: What changes did you observe in yourself after training?



The Project contributed in improving the capacity of youth, local leaders and media who were trained under this Project, in the sense that many of those who had participated had the desire to have further interaction with SFCG and with their peer group. A country that doesn't use its youth's impressionable capacity positively in the interest of a progressive and harmonious future, risks a dramatic brain drain and continued strife.

It is not easy to assess how SFCG's engagement with these groups has translated into positive action or improvements in the promotion of mediation and dialogue in the public sphere, except that all the output targets set by SFCG were met. A sustained engagement would result in longer-term benefits for youth and media.

### V.5 Implementation Process

The project successfully achieved the objectives mentioned above, despite some obstacles. The target groups were successfully contacted and included for training and as Table 2 has shown, almost every single activity was completed. However, an aspect of implementation that involved continuation and independent efforts by the participants in their local areas could not be achieved. Participants did appreciate the overall project, its mechanism and content but

barring few, the majority of the participants did not initiate anything or try to train others with basic concepts of the training. The monitoring aspect appears very weak, it seems that due to security reason, absence of focal person, it was difficult to complete implementation in all the areas included in project.

A key aspect of problems in the Implementation Process has been the fact that there were frequent and numerous changes in personnel at SFCG, right from the change in the Executive Director to many other staff at the lower levels of the hierarchy. The three main contact people at SFCG – including the M&E expert, were all new entrants and had very little knowledge or understanding about the Project. There was zero institutional memory, and in fact, some of the IPs had far greater institutional memory than did SFCG staff. Clearly, such changes in staff at SFCG Pakistan are bound to have had an impact on coordination and implementation. This was stated by the Institutional Partners as well.

## V.6 Coordination

Though participants appreciated the overall efforts, there were obvious indications of a lack of coordination as mentioned by the respondents in the survey. It is also observed that there were some coordination problems between the implementing partners and SFCG. While respondents want SFCG to offer the same trainings again, they stressed on local linkages between SFCG and CBOs so that once the main training is done, local CBO would continue with the trainings and discussions in their own localities. The positive aspect was that implementing partners managed to complete the task and successfully executed the project. There is certainly a room for improvement if SFCG and partners could bring local administration and district level NGOs in the peacebuilding process through regular workshops. There is need for more workshops but continuity and follow up is important for sustainability. Proper liaison not only between donor and partner organization but also between the people in the field to ensure accessibility with the objective of empowering the local leader and youth representative so that he/she could spread the message to other remote areas where logistically it is difficult for trainers or resource persons to conduct the trainings. A strong network with focal persons in all areas is strongly recommended.

*They stressed on local linkages between SFCG and CBOs so that once the main training is done, local CBO would continue with the trainings and discussions in their own localities.*

*A country that doesn't use its youth's impressionable capacity positively in the interest of a progressive and harmonious future, risks a dramatic brain drain and continued strife.*

At an institutional level of coordination of the project between and amongst Institutional Partners, far greater grievances were heard than from the field or from the participants in SFCG

programmes. Some of the five Institutional Partners felt completely excluded from the overall project stating that there was next to no coordination between different partners, that meetings about each other's role were seldom held, and there was a general complaint articulated about how the different partners had not been part of the overall project. There were also complaints about management styles of individuals in SFCG and issues about budgets being reduced, and a sense of 'favouritism' to some individuals and organizations.

The Mid-term Report conducted in April 2013, also highlighted the fact that the Institutional Partners, while appreciating the consortium approach, did state that it was 'not utilized effectively', and that 'improvements in coordination and communication within the consortium were required'. The Mid-term

*The Common Ground Approach has been conveyed to over 750 participants who have been part, in one way or another, in the project.*

Report also stated that the Institutional Partners also said that there was a 'need for improving planning of the project activities'. The Mid-term Report also mentioned 'the need for further clarity' about the roles of the Institutional partners, 'with respect to specifications of such roles in joint activities'. Discussions with Institutional Partners for this Final Evaluation suggest that these issues were not addressed sufficiently by SFCG following the Mid-term Report.

## **VI Conclusions and Recommendations**

All the evidences gathered suggest that the project has achieved its objectives. The projects has helped in numerous ways in enhancing the capacity and sustainability of Pakistani media, both electronic and print, allowing those who have been through SFCG's project, to play a more active role in the creation of peace and in promoting tolerance, co-existence and non-extremist approaches. The capacity of Pakistani youth and local leaders who took part in the project, have also elaborated and confirmed, that the project has helped them explore issues affecting them through a constructive, solutions-oriented approach that is geared towards reconciliation and conflict transformation using the Common Ground Approach. Moreover, the District Dialogue Forums have helped establish platforms/mechanisms for Pakistani youth, civil society and local government officials to foster greater collaboration towards constructive dialogue, have helped in increased understanding of local conflict dynamics and issues of key importance to youth, thereby fostering increased moderation and tolerance across society. The Common Ground Approach has been conveyed to over 750 participants who have been part, in one way or another, in the project.

It is also very clear, that the quality of publications and reporting by Search for Common Ground and its Institutional Partners has been very high. The Guidebooks produced by SFCG

and the reports on the Knowledge Seminar are of excellent quality. Also, it seems clear that the project has had a presence in the media as newspaper reports and other accounts corroborate. As a result of this project, the visibility of SFCG has increased among groups and institutions working in the media and youth and peacebuilding field. Through the media and youth campaigns, the Common Ground Approach has also, as a result, entered the public domain.

One of the finding which has emerged during the course of this Final Evaluation is that the project *in Pakistan* has been completed despite many of the staff/personnel changes in Search

*As a result of this project, the visibility of SFCG has increased among groups and institutions working in the media and youth and peacebuilding field.*

for Common Ground, Pakistan. . Clearly, this has had an effect on how the project has progressed and had there been fewer turnovers, the results of the project would have been better. Most Institutional Partners and DANIDA have recognized and appreciated the efforts of the Executive Director of Search for Common Ground since she took over the

Pakistan office as well as the project itself. It has been stated that a two year project has met all its targets in a much shorter space of time. These points were also raised in the Mid-term evaluation undertaken in April 2013, where the conclusion of the Mid-term evaluation was as follows: ‘the project employs a positive approach of targeting a range of actors like youth, local leaders and media. It not only provides them opportunities for capacity building but also for working together through district dialogues. The trained participants and consortium have the potential to be utilized for long term advocacy and awareness raising for sustainable peace process in Pakistan’. This Final Evaluation concurs with these broad findings, and hence, advocates an extension of the broad parameters of this project into a programme.

This final evaluation recommends that given Pakistan’s social situation where conflict rages and has caused significant damage to the social fabric, projects which incorporate the Common Ground Approach be increased and interaction with youth and media be further supported. While there is need to engage with the media and youth at one level, as many of the participants have suggested, there is also a need to build relationships at the local level and institutionalize initiatives like the District Dialogue Forums. The lack of follow up has been the main criticism coming from the grass roots and the field, even though this was not part of the initial project proposal submitted to DANIDA by SFCG. Nevertheless, this has been a major concern coming from all participants, whether youth, local leaders or media personnel.

*It has been stated that a two year project has met all its targets in a much shorter space of time.*

This Final Evaluation recommends that there is a need to move from the project to a programme such as the Pakistan Peace Initiative, which deserves full support, building and



expanding on this Search for Common Ground project. For this purpose, SFCG needs to coordinate with donors interested in supporting peacebuilding activities and develop a comprehensive programme over a 3-5 year period. The main finding from this Final Evaluation has been the need to strengthen longer-term and local/grass-roots initiatives, such as the District Dialogue Forum, and SFCG needs to build on the work it has just concluded. Rather than expanding geographically, there is a need to go deeper into the already established relationships and partnerships which were the outcome of the SFCG project. It is recommended to have quarterly District Dialogue Forums and to continue the training and linkages with media personnel and youth. The consolidation of existing initiatives by SFCG is preferred over an extension over space, i.e., not to go to new districts, but strengthen already existing initiatives in the 25 districts. Local partnerships with NGOs and CBOs will also need to be established and explored by SFCG, since its broad vision of the Common Ground Approach needs to be taken to the local level.

Some of the recommendations made in the Mid-term evaluation, are also very valid if the project moves to a programmatic approach. As the Mid-term evaluation stated: 'The possibilities of establishing networks of trained participants should be explored as these will have great potential for promoting peace and the Common Ground approach in the long run.

*Rather than expanding geographically, there is a need to go deeper into the already established relationships and partnerships which were the outcome of the SFCG project.*

SFCG already has the platform of the Pakistan Peace Initiative in this regard; it just needs to formalize the network's creation and provide support in its organizational development. This will also help in making sure that investments made on the capacity development of participants are further channeled for creating a sustainable peacebuilding process in

Pakistan'. The focus of SFCG in the future needs to be in the creation of networks for peace building following the Common Grounds Approach.

## Annexure: Tables

Table A.1 is an output table which gives a snapshot of the activities and deliverables completed reflecting the indicators, and the targets originally set.

Table 2. Targets and Tasks Completed.

| Activities  | Indicator   | Target | Status at the Time of Report Submission | Implementing Partners   |
|---|---|--------|---|-------------------------|
| Primary Peacebuilding Trainings for FM & PBC Presenter and Producers              | # of participants                                 | 60     | 59                                      | Uks & Intermedia        |
|   | # of trainings                                    | 2      | 2                                       |                         |
| Advance Level Peacebuilding training for Radio PBC & FMs Producers and presenters | # of participants                                 | 30     | 27                                      | Uks & Intermedia        |
|   | # of trainings                                    | 1      | 1                                       |                         |
| Primary Peacebuilding Training for Print Media                                    | # of participants                                 | 25     | 23                                      | PPF                     |
|   | # of trainings                                    | 1      | 1                                       |                         |
| Advance Level Peacebuilding Training for Print Media                              | # of participants                                 | 25     | 23                                      | PPF                     |
|   | # of trainings                                    | 1      | 1                                       |                         |
| Peacebuilding Training for TV Anchors   | # of participants                                 | 25     | 19                                      | SDPI                    |
|   | # of trainings                                    | 1      | 1                                       |                         |
| Primary Peacebuilding Training for Youth Representatives                          | # of participants                                 | 30     | 30                                      | SDPI                    |
|   | # of trainings                                    | 1      | 1                                       |                         |
| Advance Level Training for Youth Representatives                                  | # of participants                                 | 25     | 23                                      | SDPI                    |
|   | # of training                                     | 1      | 1                                       |                         |
| Peacebuilding Trainings for Local Leaders   | # of participants                                 | 125    | 123                                     | SDPI                    |
|   | # of training                                     | 5      | 6                                       |                         |
| Formulation of District Dialogue Forums   | # of participants                                 | 500    | 506                                     | SDPI                    |
|   | # of DDFs   | 25     | 25                                      |                         |
| Production and Broadcasting of TV Talk shows                                      | # of TV Talk shows produced and broadcast         | 5      | 5                                       | SFCG                    |
| Production and broadcasting of Radio Talk shows                                   | # of Radio Talk shows produced and broadcast      | 90     | 90                                      | UKS, PBC and Intermedia |
| Print Media Articles Publication  | # of print media articles published in newspapers | 50     | 50                                      | PPF                     |

|  |                                       |     |     |                             |
|--|---------------------------------------|-----|-----|-----------------------------|
| Coaching Session conducted for Print, electronic media and Youth | # of coaching sessions Conducted      | 55  | 55  | SDPI, PPF & UKS             |
| National Peace Summit  | # of participants attended the summit | 150 | 175 | SDPI, UKS, PPF & Intermedia |
|  | # Summits held                        | 1   | 1   |                             |
| One day Consultative feedback sessions held                      | # of events held                      | 3   | 3   | SDPI, Intermedia & PPF      |
| Knowledge seminar  | # of events held                      | 1   | 1   | SFCG                        |