

Understanding differences;  
Acting on commonalities



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Peace is a Journey...  
Take the first step with us



SEARCH FOR COMMON GROUND PAKISTAN  
PROGRESS REPORT 2013-2014





SFCG Pakistan began its program in Pakistan in 2010 and has been working actively to implement its multi-faceted and media-based approach to surmount conflict in the interest of long lasting peace in the country. Seeing conflict as a natural phenomenon that can be dealt with constructively as a root of progress and growth, SFCG Pakistan remains committed in the active engagement with local partners in government and civil society, to find the culturally appropriate means to strengthen Pakistani society's capacity to build peace and social harmony by understanding differences and acting on commonalities.

What is the Common Ground Approach?

The Common Ground Approach is a means of navigating through conflict and identifying possibilities that are not apparent from an adversarial mind set. It is a set of principles and practices that, when utilized, causes a fundamental shift in people's relationship with conflict - away from adversarial approaches and toward cooperative solutions.

Core principles involving common ground approach include:

- Conflict is both normal and resolvable
- Common Ground is not the same as compromise
- Conflict can be transformed
- Peace is a Process
- Human kind is interdependent

Our Commitments

- Initiating collaborative media-based approaches to execute social sensitivity and national harmony in the country and to effectuate responsible reporting.
- Increasing participation of women and the youth in active citizenship, with policy makers, for a promising future of the country.
- Promoting a national culture and processes for peacebuilding across dividing lines
- Strengthening state institutions for post-conflict transformative rule of law and service.



Transforming the way Pakistan deals with conflict - away from adversarial approaches and towards cooperative solutions.

What We do

Women Leadership and Empowerment

SFCG Pakistan places a strategic priority for women's rights and believes that working for the empowerment, inclusion, and advancement of women in the society is essential to achieve grassroots peacebuilding, stability and prosperity in the country. In Pakistan, SFCG is building the capacity of women's leadership across dividing lines to understand their position and roles in bridging differences and working collaboratively towards improving the status of women in Pakistan.

Youth Engagement as Peace Promoters

Youth is often considered as problematic, an aggressor or a victim during conflicts but SFCG Pakistan acknowledges youth as an agent of peace and puts key emphasis on partnering with young leaders for positively transforming conflicts and building peaceful communities. SFCG imparts mediation and dialogue skills to youth from conflict affected areas and encourages them to step forward and play proactive roles for peacebuilding in their communities.

Mediation and Dialogue for Peacebuilding

Peace is all about understanding each other's perceptions and building synergies. SFCG brings together actors across dividing lines to develop an improved understanding of the concerns, interests, and needs of each other and resolves conflicts through collaborative approaches.



What we do

Media for Peace

SFCG Pakistan views media as a key component for conflict transformation and integrates it as a strategic tool for peacebuilding initiatives across the country. Media holds the power to shape public discourse, impact nature of debate and raise or lower the public standing in various situations of conflict. Some of the key media interventions by SFCG Pakistan include production of films, documentaries, TV dramas, theater plays and radio programs for mass awareness and sensitization on peacebuilding.

Conflict Resolution through Capacity Building

SFCG Pakistan closely works with communities particularly the youth, community leaders and media and builds their capacity to better analyze conflicts and jointly work for peaceful resolution of conflicts. Our training workshops provide excellent opportunities to discuss, understand, and reflect upon the issues of extremism, conflicts, intolerance and peace building, covering essential topics such as mediation & dialogue, concepts of conflict & peace, leadership styles and competencies, conflict mapping and actor analysis, transformation strategies, connectors and dividers of peace, cooperative problem solving, consensus building and the effective use of the Common Ground Approach ,among several others.





## Promoting Dialogue for Peacebuilding through Media and Youth Mobilization in Pakistan

The overwhelming number of youth under the age of 24 makes up 60% of the Pakistani population which, alarmingly, still struggles to have its voice heard, remains aloof from the affairs of the country and is rendered vulnerable to extremist violent and destructive propaganda.

Collaborating closely with the media, this project engaged youth and local leaders to strengthen their capacity to explore issues affecting them through a constructive, solution-oriented Common Ground Approach, that is geared towards reconciliation and conflict transformation. With the financial support of the Danish International Development Agency (DANIDA), SFCG Pakistan contributed to the creation of a new narrative that promotes tolerance, co-existence, a free flow of information and non-extremist approaches.

This was also achieved through enthusiastic campaigning for the Pakistan Peace Initiative (PPI), and the signing of the Pakistan Peace Petition by the people of Pakistan after which SFCG Pakistan has initiated a 9 month provincial and district-level intervention entitled "Pakistan Peace Initiative-Provincial Visions of Peace" seeking to promote interprovincial harmony and cohesion for strengthening peacebuilding efforts in the new post -18th Amendments provincial and local government framework in Pakistan.

### Our Achievements



## YOUTH, MEDIA AND DIALOGUE AS TOOLS FOR PEACE

### Direct Beneficiaries

110 Media Professionals

60 Radio Producers

25 TV Talk Shows Anchors

25 Local Leaders

30 Youth Representatives

500 Youth Representatives

>25 Districts

"I took a leadership role, reached out to the suffering communities, spoke with their leaders and convinced them for a discussion on my radio channel."  
Husnain Raza, Radio FM 103





## Promoting Peace in KPK and FATA-Connecting Youth and Policymakers through Mediation and Dialogue

Pakistan's Federally Administered Tribal Areas (FATA), a battlefield for nearly a decade-long military operation and marked by brutal terrorism ever since 2004, is home to an alienated and disenfranchised population of 4 million. The youth, comprising most of the population, is rendered particularly vulnerable to violent agenda of the extremists in these areas.

Through this project, supported by the European Union, SFCG Pakistan contributed towards the promotion of peace building and reconciliation in the war ridden areas of Pakistan by encouraging mediation and constructive dialogue between the youth non-state actors (NSAs) and policy makers in the regions of KPK and FATA. This was achieved by the massive outreach that was made possible through our Aman-au-Mina campaign.

This project sought to equip beneficiaries, particularly youth NSAs, with the 'Common Ground Approach' advocated by SFCG in order to enhance their conflict resolving capabilities.

**5** winners granted Rs **300,000** cash prize each for innovative ideas  
Out of **25** competitors.

### Our Achievements

- 100** Coaching Sessions
- 13** Youth Capacity Building Trainings
- 25** District Dialogue Forums
- 2** Networking Sessions
- 7** Case Studies
- 1** Training for 10 Trainers
- 14** FM Stations Provided Activity Coverage

WAGING WORDS  
INSTEAD OF WAR

Direct Beneficiaries

- 301** Youth NSAs from 25 Districts of KPK and FATA
- 25** Policy Makers
- 27** Government Officials

“This training has given me innovative and realistic ideas which will be fruitful for my district, and in the long run, for my province and country”  
Asma Latafat, a young activist from KPK.





“Now we have the knowledge and capacity to talk to Government officials”  
Nargis, Former Councilor and Current PTI Party Member, KPK.



## Strengthening Women Parliamentarians in Pakistan for Effective Government

Addressing the very important issue of the stunted productivity and voicelessness of women parliamentarians in Pakistan, SFCG Pakistan imparted leadership skills to aspiring women parliamentarians across the country in order to magnify their voices.

Through its media outreach activities, this two-year project, financially supported by the US Bureau of Democracy, Human Rights and Labour, aimed to build and exercise women's capacity in political and civic areas. This was actively achieved through training, national networking platforms and leadership workshops where individuals came together as leaders beyond party lines and benefitted from one-on-one coaching sessions. A significant part of this project was the launch of the nationwide campaign entitled Women's Initiative for Learning and Leadership (WILL), which aimed to muster support for the political empowerment of Pakistani women leaders to fight impeding gender imbalance in the country.

Having met all the targets and drawing on these successes, SFCG Pakistan kick-started the second phase of WILL in October 2013 with its implementing partner, Insan Foundation Trust. With a current focus on the provinces of Punjab and Sindh, the challenge over the next 16 months is now to further strengthen the leadership capacities of women

parliamentarians (MPs) in the Provincial Assemblies, along with their male counterparts and government officials with the overall goal to strengthen and portray these women leaders as creative, capable, assertive and effective to engage with all stakeholders at multiple tiers of governance.

### Our Achievements

- 240 Individual Coaching Sessions
- 2 National Networking Summits
- 3 Provincial and District Level Capacity Strengthening workshops
- 230 Participants
- 150 Interactive Radio Talk Shows
- 1 Common Ground Media Workshop
- 30 Participants
- 1 Video Documentary

## WOMEN AS DYNAMIC LEADERS AND AGENTS OF REFORM

Direct Beneficiaries

128 Women MPAs

Punjab 22.7%

Sindh 52%

Balochistan 51.7%

KPK 68%

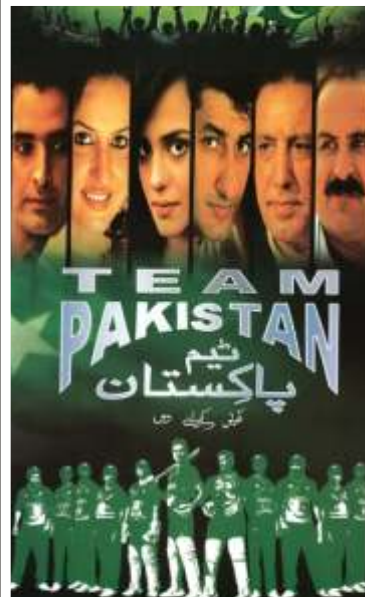


## Using Media and Popular Culture to Promote Tolerance

Using Cricket, Pakistan's favorite sport, this project produced Pakistan's first ever sports based drama TV series, written by Shahid Nadeem, in which cricket players from diverse and, at times, conflicting backgrounds were required to come together and work as a team to achieve a common goal of victory.

Co-produced by TV-2 Productions and SFCG Pakistan, broadcast on Pakistan's largest national and international television networks including PTV Home and PTV Global, the drama met with instant viewership across Pakistan, increasing with every episode in rural as well as urban areas in the country. It addressed the issues of distrust and general hindrances that impede the Pakistani youth from understanding differences and working together.

The soundtrack of the drama was put together by an impressive team, with lyrics produced by Riazur Rehman Sagir and performed by Rahat Fateh Ali Khan and Jawad Ahmed. The stellar cast of the play included famous Pakistani actors including Javed Sheikh, Samina Ahmed, Syed Jibran, Sumbul Iqbal, Maira Khan and Saba Faisal.



26 Episodes broadcast > 4 Times a week on > 18 Private FM Stations

5 National Languages > Urdu, Sindhi, Balochi, Kashmiri and Pashto

Record-breaking Viewership of **Millions**

BUILDING BRIDGES THROUGH POPULAR MEDIA AND SPORTS

Direct Beneficiaries:

People of Pakistan and the Pakistani Diaspora all over the World

SHOT IN 22 Different Locations, 25 Team Members



## Major Milestones

### [National Knowledge Seminar, October 1 2013, Islamabad](#)

The aim of this seminar entitled 'Peacebuilding in Pakistan: Conflict Challenges, Lessons Learnt and Opportunities for collaboration' organized in partnership with Sustainable Development Policy Institute (SDPI), was to share and discuss key findings of two nationwide research studies conducted on attitudes and perceptions of citizens on issues of conflict, violence and peace in Pakistan.

### [Small Grants Ceremony, October 30, 2013, Islamabad](#)

Organized by SFCG Pakistan in Partnership with PAIMAN Alumni Trust to mark the success of the project 'Promoting Peace in KPK and FATA: Connecting Youth and Policymakers through Mediation and Dialogue', the Small Grants ceremony was held to honour 5 youth leaders with small grants for presenting innovative project ideas for building community peace

### [National Peace Summit, November 23, 2013, Islamabad](#)

Organized by SFCG Pakistan in partnership with Sustainable Development Policy Institute (SDPI), the National Peace Summit was a national show of unity and commitment for bringing sustainable peace all across Pakistan, amongst youth activists, local leaders, politicians and journalists. This was followed by the presentation and signing of the PPI Petition for Peace.

## Major Milestones

### [Consultative Dialogue on Balochistan Budget 2014-2015, May 06, 2014, Quetta](#)

Jointly organized by Search For Common Ground (SFCG) Pakistan, United Nations Development Programme (UNDP) Pakistan, Balochistan Chief Minister's Policy Reform Unit (CMPRU) and AID Balochistan, the aim of this seminar was to facilitate dialogue on Equitable Allocation for Development and revise budgetary spending in Balochistan, with an emphasis on fostering fiscal planning for sustainable development of the province and its population.

### [National Launch and Roundtable Seminar on "Strengthening Women Leadership in Pakistan for Effective Democratic Governance in Pakistan: A Baseline Research Study", May 14, 2014, Islamabad.](#)

The aim of this seminar was to launch a study, conducted in partnership with the Institute of Cultural & Social Studies, University of Punjab, as part of SFCG's national program "Women's Initiative for Learning and Leadership (WILL): Strengthening Women's Political Participation and Leadership for Effective Democratic Governance in Pakistan that seeks to identify the strengths and challenges related to role of women political leadership in Pakistan. This seminar also brought together notable political representatives from various parties of Pakistan who provided their feedback on the salient findings of the research.







## Collaborative Efforts

### Donors:

- Danish International Development Agency (DANIDA)
- US Department of State: Bureau of Democracy, Human Rights and Labour (DRL)
- European Union (EU)
- Foreign and Commonwealth Office (FCO)
- United Nations Development Program (UNDP)

### Partners:

- Sustainable Development Policy Institute (SDPI)
- Insan Foundation Trust
- PAIMAN Alumni Trust
- Uks Resource Center
- Pakistan Television Corporation (PTV)
- TV2 Productions
- Intermedia

## SFCG's Footprints in Pakistan

