

1601 Connecticut Ave NW, Suite 200  
Washington, DC 20009-1035 USA  
(+1) 202 265 4300 (+1) 202 232 6718 fax  
search@sfcg.org www.sfcg.org



Rue Belliard 205 bte 13  
B-1040 Brussels, Belgium  
(+32) 2 736 7262 (+32) 2 732 3033 fax  
brussels@sfcg.be www.sfcg.org

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## EXECUTIVE SUMMARY

*Strengthening the Capacity of the Media to Promote Collaborative Development in Chad*, is a project funded by the European Union and implemented by Search for Common Ground (SFCG), in collaboration with the Association of Editors of the Private Press of Chad (AEPT). It is a three year program, implemented from June 2011 to June 2014. It was designed to facilitate and enable collaborative and participatory development in Chad, in order to contribute to peace.

The mid-term evaluation of the Project is part of the three-year life cycle of the project. This is in accordance with the funding agreement between Search for Common Ground and the European Union that at the half-life of the project, a mid-term internal evaluation should be conducted to measure the progress of the Project. This report contains the results of the mid-term evaluation for the European Union, AEPT, and Chadians citizens in the intervention areas of the project.

The evaluation focused on the OECD-DAC relevance<sup>1</sup> criteria to measure whether the project helped to reduce conflicts between local governments and populations, while also creating a space for dialogue between the two parties for a collaborative development. The evaluation also focused on the efficiency of the project by measuring how financial resources have been translated into results.

The mid-term evaluation had the following objectives:

- Assess the overall program intervention through the results achieved at mid-term compared to the expected results, while taking into account the internal and external environment of the program implementation.
- Learn from the program intervention and make recommendations for adjustment of the strategic management at mid-term, in order to enable an effective achievement of the program by the end of the program life.
- Involve SFCG and AEPT staff during the evaluation to enhance their capabilities.

## SUMMARY OF EVALUATION RESULTS

### *Relevance*

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<sup>1</sup> DAC Guidelines and Reference Series Evaluating Peacebuilding Activities in Settings of Conflict and Fragility Improving Learning for Results, p67, OECD 2012

- The Program Objective 1 remains relevant as 91% of those interviewed during the mid-term evaluation regularly listen to the radio. These people have access to information through radio shows broadcasted by 7 local radio partners in Sahr, Moundou and Ndjamen. Additionally, 38.8% of listeners have listened to the radio for more than three years, demonstrating the fidelity of these listeners to the radio stations. Therefore, there is a potential that people will access information, as well as messages of peace, peaceful coexistence, and collaboration, through the radio programs that will broadcast by our local radios partners.

- Program Objective 2 has reached its results in terms of the relevance of the project. Indeed, in terms of strengthening the role of leaders of the private media, a total of 128 journalists from seven radio stations and five newspapers, were trained between June 2011 and June 2013 in the quality production of radio programs, and 168 journalists were trained in the Common Ground Approach. This is compared against the original plan to train 90 individuals in the Common Ground approach.

By addressing the topics of journalistic technique and the Common Ground Approach, these trainings filled two voids amongst journalists in Chad. The journalists who engaged in the training have strengthened their skills in journalism, peacebuilding, and collaborative development, through the mastery of the production of participatory programs focused on the daily needs of the local populations and governments of the three cities where the program has been implemented: Sarh, Moundou Ndjamen.

‘This training has allowed me to know the process of producing a show. So that today I do not produce shows in the same way’

In addition to training in program quality production and the Common Ground Approach to journalism, four officials of AEPT were trained in administrative and financial management. This training will enable the AEPT, in the long run, to independently develop, implement, and manage, financially similar projects. Members of AEPT appreciated this training as relevant and useful for them.

“In 20 years of existence we have worked in a backward way with a constant renewal. The project with SFCG has allowed us to learn a lot at AEPT.”

### ***Efficiency***

In terms of project efficiency, the mid-term evaluation revealed an under-utilization of financial resources allocated to the project. This under-utilization of resources has affected the implementation of the project. For instance, with regard to monitoring activities with radio

partners, very few follow-up missions were conducted. This explains the production of only three shows from June 2011 to May 2013, with no broadcasts of any of these shows on Air at the time of the mid-term evaluation.

*Source: This document is excerpted from “Final Evaluation Report of the Project: **Strengthening the Capacity of the Media to Promote Collaborative Development in Chad**. The full report can be acquired at [http://www.sfcg.org/programmes/ilt/dme\\_evaluations.html](http://www.sfcg.org/programmes/ilt/dme_evaluations.html) or by contacting Vanessa Corlazzoli, DM&E Manager of Institutional Learning Team (ILT) at SFCG: [vcorlazzoli@sfcg.org](mailto:vcorlazzoli@sfcg.org).*

**John Marks**  
**President**

Search for Common Ground  
1601 Connecticut Ave NW, Suite 200  
Washington, DC 20009, USA  
Tel: +1 202 777 2222  
[jmarks@sfcg.org](mailto:jmarks@sfcg.org)

**Sonya Reines-Djivanides**  
**Director,**  
**Brussels Headquarters**  
Rue Belliard 205 bte 13  
Brussels B-1040, Belgium  
Tel: +32 2 736 7262  
[sreines@sfcg.org](mailto:sreines@sfcg.org)

**Ammara Durrani**  
**Executive Director**  
Search for Common Ground|Pakistan  
Suite 101 Savoy Arcade, F-11  
Markaz Islamabad  
Tel: + 92.51.8438361  
[adurrani@sfcg.org](mailto:adurrani@sfcg.org)