

***L'Equipe* – Côte D'Ivoire**

Final Evaluation Report

Prepared by

Amr Abdalla and the University for Peace Team

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Abbreviations and Acronyms

CIV	= Côte d'Ivoire
CSO	= Civil Society Organization
SFCG	= Search for Common Ground
RTI	= Radiodiffusion Television Ivoirienne
UPEACE	= University for Peace

Executive Summary

Since conducting the baseline research for *L'Equipe* (The Team) in October 2009, the drama was aired on the Ivory Coast's national TV (RTI), only to be followed by a full blown civil war (referred to as the *crisis* in the Ivory Coast) in the aftermath of the presidential elections. The crisis ravaged for about one year when the elected candidate Alassane Ouattara was finally inaugurated, and the outgoing president brought to justice. Shortly after, on the recommendation of RTI, the drama was replayed on the air in 2011.

Such dramatic events constituted a major confounding variable for the purpose of conducting evaluation of the effectiveness of *L'Equipe* and its impact on the society. However, despite such challenge, the decision of the evaluator and Search for Common Ground (SFCG) was to continue with the evaluation taking into consideration such events.

Accordingly, the final evaluation survey was designed to measure the knowledge, attitude and behavior of a cross-section of the Ivorian society on the themes presented in the drama. In order to maintain a level of continuity with the baseline data, the final evaluation survey used the same sampling techniques in the same geographical areas, and with the same cross-sections of the society. Furthermore, because the violent crisis ruptured the flow and continuity of *L'Equipe* and its related activities, it was difficult to identify and track case studies focused on the success of *L'Equipe* in effecting change on societal and individual levels. However, this evaluation contains a few promising cases which deserve to be followed as season 3 of *L'Equipe* gets underway soon.

The survey results regarding the effectiveness of the drama in conveying its messages show that although the general population may not have found the coverage of *l'Equipe* effective on most issues, specific demographic groups found it effective, such as women, students and younger audiences. This may require conducting focus groups for the contrasting groups to determine the factors which contributed to a perception of effectiveness among some, and the absence of such perception among others. This can guide the development of the third season of *l'Equipe*.

Regarding themes related to ethnicity, tribalism and xenophobia, the results suggest that the Ivory Coast society is probably back to square one due to the crisis and the fresh memories of the violence. The strong re-identification with ethnicity, nationality and region, in addition to the strong presence of non-conciliatory approaches to conflict with others, all indicate that *l'Equipe* in its third season must find new and updated approaches to addressing these issues. The current approaches which existed with seasons 1 and 2, and which were produced before the crisis, may not be as useful after the horrific tragedies of the post-election crisis. At the same time, the positive result related to improved attitude about seeking a solution directly with the other suggests that the drama has succeeded, with those who watched it regularly, in effecting positive change.

In terms of approaches to conflict resolution, these results suggest that *l'Equipe* succeeded in increasing the tendency towards peaceful negotiations of conflicts. At the same time, the country as a whole is reeling from a violent conflict, and in the process people are increasingly accepting forgiveness as an approach to heal and deal with conflict. At the same time, they have lost confidence in the traditional approaches to conflict resolution. These are significant findings which should inform the production of season 3 of *l'Equipe*.

Finally, the anecdotal results from interviews and focus groups show that the drama indeed effected change at the level of actions by citizens, government and civil society. These positive results should encourage SFCG staff in the Ivory Coast to use this evaluation, and other lessons learned, to prepare for a new third season which would meet Ivoirians where they are in 2012, not where they were in 2009. In this regard the following are recommendations for *l'Equipe* staff:

1. The crisis seems to have disrupted the traditional methods of conflict resolution and the confidence of the public in their effectiveness. This issue should be considered carefully, first in discussions with officials and community leaders, and then in terms of how to infuse it in the third season of the drama.
2. *l'Equipe* has already shown its success in improving viewers' tendency towards peaceful approaches to conflict resolution. The new season should continue to emphasize and use the techniques that seemed to have worked positively to effect such change.
3. The society seems prepared to accept forgiveness as an approach to deal with conflicts. The new season of *l'Equipe* should capitalize on this tendency, and provide viewers with concrete approaches to putting it to practice.
4. The elements of identity, especially ethnicity, region and nationalism, seem to gain prominence in the public. Similar to the first recommendation, careful discussions and understanding of these elements must be attained before addressing them in future episodes.
5. Develop a systematic model of monitoring of outreach activities and assessing their effectiveness.
6. Develop a model similar to that mentioned in #5 to follow up on the examples of success mentioned in this report, and to make use of them in the new episodes and in outreach activities.

Introduction and Plan of the Report

Since conducting the baseline research for *L'Equipe* (The Team) in October 2009, the drama was aired on the Ivory Coast's national TV (RTI), only to be followed by a full blown civil war (referred to as the *crisis* in the Ivory Coast) in the aftermath of the presidential elections. The crisis ravaged for about one year when the elected candidate Alassane Ouattara was finally inaugurated, and the outgoing president brought to justice. Shortly after, on the recommendation of RTI, the drama was replayed on the air in 2011.

Such dramatic events constituted a major confounding variable for the purpose of conducting evaluation of the effectiveness of *L'Equipe* and its impact on the society. However, despite such challenge, the decision of the evaluator and Search for Common Ground (SFCG) was to continue with the evaluation taking into consideration such events. In order to complete an effective evaluation, the evaluation team focused the evaluation effort in February 2012 on the specific themes which *L'Equipe* addressed after the crisis, and established the end of the crisis as a point of departure for assessing the effectiveness and impact of the drama. For example, while a strong focus was given in the baseline research to issues such as HIV/AIDS and sexual assault on women, that focus seemed to dissipate in *L'Equipe* in favor of more focus on issues of ethnic relations and corruption for example. Accordingly, the evaluation design in February 2012 discontinued the focus on the former issues, and assigned more focus to the latter.

This final evaluation report includes the following sections:

- a. Methodology and demographics. This section will discuss the particular adjustments made with the final evaluation in order to maintain as much as possible of the elements which were possibly comparable to the baseline research, and the efforts to establish a new comparative study based on comparing the results for those who watched the drama and those who did not.
- b. Viewing the drama, and its effectiveness in communicating its messages
- c. Survey and interview results regarding the various themes presented in the drama, and their relation to the logical framework objectives.
- d. Summary and recommendations.

a. Final Evaluation Methodology and Demographics

In normal evaluation situations, a final evaluation research would measure results in relation to variables and themes addressed at the baseline stage. However, in the case of *L'Equipe* in the Ivory Coast, viewers had the chance to watch seasons 1 and 2 of the drama, but shortly after suffered from a brutal and deadly crisis. This makes it difficult to assess their views of the drama with such dramatic intervening variable taking place before the final evaluation. Therefore, the evaluator found it hardly useful to assess the impressions or effect of *L'Equipe* as it was shown prior to the crisis.

Instead, this evaluation focuses on the effect of *L'Equipe* as it has been shown after the crisis. In this regard, a certain number of episodes have been shown, with focus on a smaller number of themes. The Ivorian research team and the SFCG colleagues advised the evaluation team to focus on these themes which were relevant to the public in the aftermath of the crisis, were more visible in the repeat of *L'Equipe* on TV after the crisis (especially with season 2 of the drama), and which corresponded to the logical framework objectives. Accordingly, the evaluation questionnaire focused on the following themes:

Tribalism, Xenophobia, and Religious Tolerance	Role of the media
Handling conflicts	Citizen, civil society, and government collaboration
Corruption	Government and civil society response to public issues

The evaluators excluded themes which were shown before the crisis, but were not or have not been stressed after the crisis, such as prostitution, rape and HIV/AIDS. This is not to undermine the importance of these themes; but it would be unfair from an evaluation standpoint to try to measure the effectiveness of *L'Equipe* in addressing these themes if they were only presented to viewers prior to the crisis, but with less emphasis after the crisis.

L'Equipe Ivory Coast Logframe (see Appendix A) had two major areas of focus: improved citizen involvement with governance, and improved knowledge, attitude and behavior related to the themes addressed in the drama. Accordingly, the research team attempted four final evaluation research methods to measure the achievement of these objectives: 1) a public survey; 2) key informant interviews; 3) case studies of documented effects of *L'Equipe*; and, 4) assessment of outreach activities.

However, due to the crisis, and the looting of SFCG offices at that time, a lot of information related to the outreach activities was lost, and according to the SFCG staff, little outreach effort has been conducted after the crisis.¹ Although the evaluation team planned and made effort to explore the effectiveness of the outreach activities, no sufficient information was provided at the time of preparing the report. It is the assessment of the evaluator that the crisis, and the looting of SFCG offices, had a significant impact on the morale and sense of safety of the staff. It is imperative to take this into consideration when reviewing this report. It is a lesson for evaluators of peacebuilding projects to recognize the damaging effect of violent conflicts on staff of such projects.

¹ This was prior to the launch of the next mobile cinema initiative.

Similarly, and because the violent crisis ruptured the flow and continuity of *L'Equipe* and its related activities, it was difficult to identify and track case studies focused on the success of *L'Equipe* in effecting change on societal and individual levels. This evaluation contains a few promising cases which deserve to be followed as season 3 of *L'Equipe* gets underway soon.

Accordingly, the final evaluation survey (see Appendix B) was designed to measure the knowledge, attitude and behavior of a cross-section of the Ivorian society on the themes listed above. In order to maintain a level of continuity with the baseline data, the final evaluation survey used the same sampling techniques in the same geographical areas, and with the same cross-sections of the society. The chart below includes this information:

	<i>Abidjan</i>	<i>Abengourou</i>	<i>Sassandra</i>	<i>Tabou</i>	<i>Bouaké</i>	<i>Man</i>	<i>Korhogo</i>	<i>Total</i>
<i>Students</i>	20	0	15	10	0	10	10	65
<i>Government</i>	0	0	10	10	10	10	10	50
<i>Housewife</i>	5	15	10	10	10	0	0	50
<i>Business</i>	29	0	0	0	10	0	10	49
<i>Professional</i>	24	10	0	0	10	10	0	54
<i>Merchant</i>	0	0	15	10	5	10	10	50
<i>Unemployed</i>	20	15	0	0	0	0	0	35
<i>Farmer</i>	0	10	0	10	5	10	10	45
TOTAL	98	50	50	50	50	50	50	398

The selection of the seven locations was based on the extent they reflect the diversity of the country, and by the broadcast coverage of the drama. They were also selected to achieve a balance between urban/rural and geographic representation. Within each location, a cross-section of citizens based on employment, educational level and gender was also identified in coordination with the SFCG office in Abidjan. The research team succeeded in collecting data from 398 citizens, with fairly equal gender distribution (53% women and 47% men).

Age of Survey Respondents (N=398)	
15-19	10.4%
20-29	34.6%
30-39	32.1%
40-49	14.9%

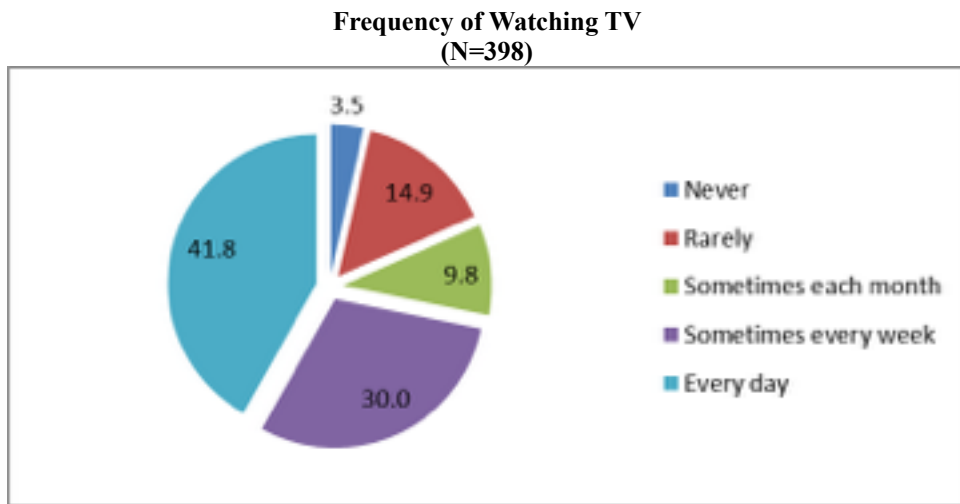
Level of Formal Education (N=398)	
None	13.5%
Primary	17.3%
Secondary	40.1%
Tertiary	29.2%

50+	8.1%
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2. Key Informant Interviews: In order to assess the views of government and civil society on the effectiveness of *L'Equipe*, the eight researchers conducted two interviews in each of the seven locations: one with a government official and one with a civil society professional. The researchers were instructed to identify such officials from organizations and agencies whose work relate to the themes of *L'Equipe*. This included officials working on human rights issues, police force, and education. The interviews were primarily qualitative in nature, and focused on how *L'Equipe* may have influenced their work in line with the objectives laid out in the logical framework. A complete document including the interviews' write-ups is attached in Appendix C.

b. Viewing the drama, and its effectiveness in communicating its messages

The survey asked respondents a series of questions aimed at assessing their frequency of watching TV, and their level of following *L'Equipe*. On watching TV, 71.8% reported watching TV several times each week or every day, with an average viewing score of 3.92 on a scale of 1-5 (1=not watching at all, and 5=watching every day). Women reported statistically significantly higher rates of watching TV compared to men, while illiterate respondents, and those from Sassandra, Man and Abengourou, in addition to peasants and vendors, reported statistically significant lower levels of watching TV.

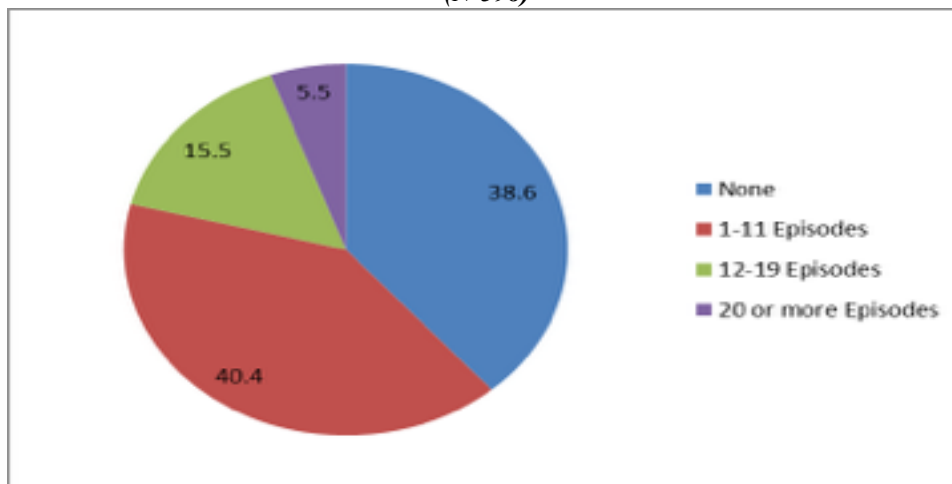


When asked about watching *L'Equipe*, and after using prompter (poster of *L'Equipe*) 75.8% (298 respondents) reported that they knew *L'Equipe*. In reply to the question, “Describe the TV Program that this logo reminds you of”, the majority of the respondents said that the logo reminded them of a ‘TV series called “The Team”’. Others replied by saying that the logo reminded them of a TV series about ‘social problems’. Examples

included “Corruption, Prostitution, and politics”. Another recurrent theme stressed by the interviewees was that the logo reminded them about ‘conflict resolution’. In this respect, one respondent, for example, was amongst many who registered “Conflict Resolution through Sports” as their answer. The principal actors and especially the main character Napoka was also a common answer. In addition, many interviewees were not reminded of anything specific by the logo.

No major statistical differences existed between demographic groups in this regard. When asked about the number of episodes they watched, 38.6% (including those who did not recognize *L'Equipe* reported watching none. Most of those who watched the drama reported watching 1-11 episodes (40.4%), while 15.5% reported watching 12-19 episodes, and 5.5% reported watching 20 or more episodes. Women, respondents from Bouake, and government officials were more likely to watch more episodes

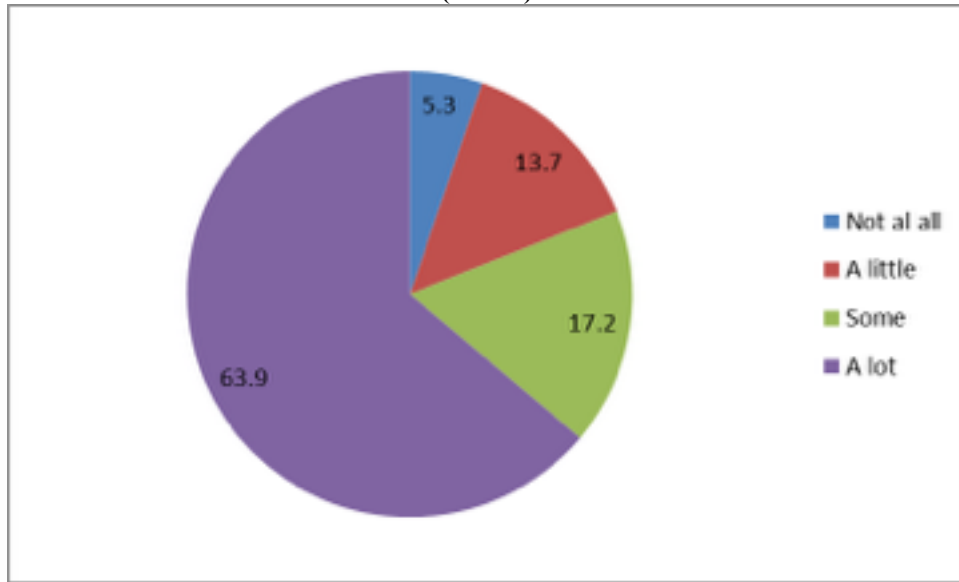
Frequency of Watching *L'Equipe*
(N=398)



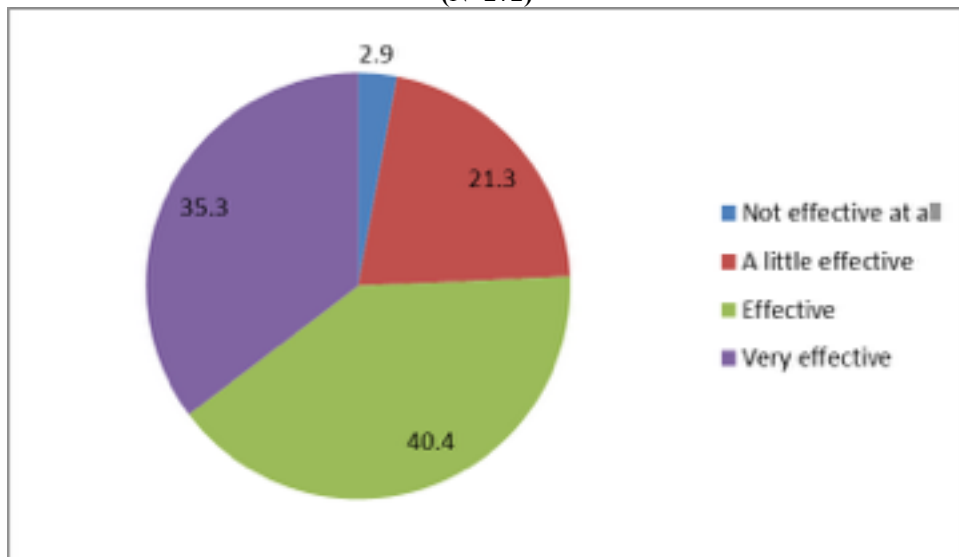
In answering the question about what the main theme of The Team was, the answers were clustered in three topics. The most common reply was ‘peace’. For instance, one respondent registered “peace”. ‘Social problems’ was another topic that was referred as the main theme of The Team by the respondents. One interviewee answered: “Child labor, cheating, Poverty, corruption, child trafficking, inter-religious marriage.” The least reiterated answer in this respect was that the TV series was about ‘reconciliation and conflict resolution’. One respondent registered her answer by writing “reconciliation”.

When asked about the effect of the drama on them, and its effectiveness in addressing its themes, large percentages of respondents who watched reported that *L'Equipe* had some (17.2%) or a lot (63.9%) of effect on them, and that it addressed its themes effectively (40.4%) or very effectively (35.3%), as shown in the charts below. The effect of the drama on respondents was most felt by primary school students (as opposed to those with higher education), those from Bouake and Korhogo (as opposed to those from Man and Tabou), and on housewives and employees. Regarding their views on the effectiveness of the drama in addressing its themes, those with no education (as opposed to those with higher education), those age 40-49 (as opposed to those age 30-39), those from Korhogo (as opposed to those from Man and Tabou), and students, unemployed and employees (as opposed to merchants) were more likely to find the drama effective.

Effect of the Drama Themes on Viewers
(N=285)



Effectiveness of the Drama in Presenting the Themes
(N=272)



The interviewees explained their answers to the question “to what point did the themes raised in *The Team* effect you,” in four main categories. The majority of the answers replied by affirming the ability of the show to get the message across and engage the audience. One interviewee registered: “We find ourselves in the themes brought up.” Nevertheless, the second mostly reiterated answer was that the series were unclear and without the necessary depth in approach. In this regard one respondent answered by saying that “sometimes they don’t show all the dimensions”. Furthermore, another respondent answered: “We are not able to understand the movie.” Apart from this characteristic dichotomy in the answers, the two other mainly stressed replies were ‘the

importance of the themes discussed’, and the ‘well acting or accurate representation’. For instance, one respondent registered her answer in the following words: “The actors are very convincing. The themes are so contemporary that it is almost identical to reality.” Moreover, an interviewee said: “The themes dealt with are very important and reflect our daily lives.”

Finally, in order to assess the focus and effectiveness of *L’Equipe* in addressing relevant themes, compared to other Ivorian drama, the baseline research had asked respondents to rate the degree of coverage of certain themes in Ivorian drama, and their effectiveness in doing so. The same questions were then asked at the final evaluation survey in relation to *L’Equipe* coverage and effectiveness in addressing those themes. The following two charts below show the results for the baseline, and for *L’Equipe* viewers based on their “dosage” of watching. The red and green colors indicate that the scores of a group or groups of respondents (marked in red) were statistically significantly higher than those marked in green.

Theme	To what extent did <i>l’Equipe (other TV series)</i> cover these themes? 1=Not at all 2=Somewhat 3= A lot 0=Do not know				
	Baseline N=407	Did not watch N=161	Watched a few episodes N=154	Watched some episodes N=62	Watched most or all episodes N=22
1. Dangers of tribalism and xenophobia	2.10	2.00	2.33	2.25	2.38
2. Religious tolerance	2.17	2.09	2.28	2.19	2.10
3. Corruption	2.30	2.13	2.42	2.15	2.33
4. HIV/AIDS	2.78	2.34	2.51	2.33	2.48
5. Conflict Resolution	2.31	2.20	2.44	2.08	2.27

Thème	In case you answered 2 et 3 to the question above, how effective was <i>l’Equipe (other TV series)</i> in covering these themes? 1=Not effective 2=Somewhat effective 3=Very effective 0= Do not know				
	Baseline N=407	Did not watch N=161	Watched a few episodes N=154	Watched some episodes N=62	Watched most or all episodes N=22

1. Dangers of tribalism and xenophobia	1.94	2.09	2.34	1.85	2.11
2. Religious tolerance	1.99	2.19	2.31	1.86	2.00
3. Corruption	1.81	2.15	2.27	2.02	2.00
4. HIH/AIDS	2.29	2.35	2.35	2.18	2.33
5. Conflict Resolution	2.06	2.39	2.40	2.19	2.47

The two charts show that *l'Equipe* viewers, especially those who watched regularly, did not rate its coverage of the five themes, or its effectiveness, to be higher than that of other TV dramas, except for two issues: the coverage of Tribalism and Xenophobia, and the effectiveness in addressing Conflict Resolution. These two findings are positive, as they emphasize that viewers do recognize that *l'Equipe* indeed focuses on these two themes, which are in the core of the objectives of this project. It is also understood, as explained in the Methodology section, that viewers did not see enough coverage of themes such as HIV/AIDS after the crisis.

The demographic analysis showed significant patterns regarding specific groups. For example, women (compared to men), students, and to a great extent housewives and the unemployed, were more likely to recognize the effectiveness of *l'Equipe* compared to other TV series in addressing the five issues listed in the chart above. Those with higher levels of education were more likely to appreciate *l'Equipe*'s effective coverage of issues related to tribalism and xenophobia, corruption and conflict resolution. Abidjan viewers, and to a great extent viewers from Sassandra and Abengourou, were also more likely to find *l'Equipe* coverage more effective than that of other TV series. Viewers from Tabou, Man and Bouake were less likely to find *l'Equipe* coverage effective compared to respondents from other regions.

These results show that although the general population may not have found the coverage of *l'Equipe* effective on most issues, specific demographic groups found it effective. This may require conducting focus groups for the contrasting groups to determine the factors which contributed to a perception of effectiveness among some, and the absence of such perception among others. This can guide the development of the third season of *l'Equipe*.

c. Results for Drama Themes and their relation to the logical framework objectives

The findings in this section will be organized according to three categories corresponding to the main themes of the drama, and the associated objective states in the Logical Framework: 1) Perceptions and actions relates to tribalism, xenophobia and religious tolerance; 2) Citizen, Government, civil society and media actions to improve governance; 3) Conflict resolution and problem solving. For each category, this report is organized by i) quantitative results from the survey, ii) open-ended responses to the survey, and iii) a discussion of findings from the interviews. The discussion of the quantitative survey results will also include analyses by gender, age, education, job/status and region where the survey was conducted, in addition to comparisons with baseline results, and according to the dosage of viewing *l'Equipe*. In addition to providing general quantitative results for all survey questions, only statistically significant results related to gender, age, education, job/status and region (obtained using T-test, ANOVA and Chi-square as appropriate) are reported and included in Appendix D. Finally, as will be shown, the discussion for each category is aligned with the objectives and indicators of the Logframe.

c.1. Tribalism, Xenophobia, and Religious Tolerance

The public survey included three questions related to tribalism, xenophobia, and religious tolerance. Addressing the wider issue of identity in the context of assessing tribalism, xenophobia, and religious tolerance was important as an underlying theme of *L'Equipe* was to increase a sense of affiliation based on other identity factors such as profession, gender and nationality. The chart below shows the responses when survey participants were asked “To what extent do the following factors influence your sense of identity? (scale of 1-4 with 1=Not at all, and 4=A lot):

	Baseline N=407	Did not watch N=161	Watched a few episodes N=154	Watched some episodes N=62	Watched most or all episodes N=22
1. Ethnicity	1.65	1.69	1.55	2.08	2.044
2. Religion	1.76	1.59	1.51	1.91	1.71
3. Profession	1.77	1.39	1.31	1.62	1.36
4. Gender	1.63	1.36	1.24	1.45	1.57
5. Educational Status	1.88	1.62	1.58	1.81	1.41
6. Socio-economic status	1.99	1.78	1.67	1.70	1.76
7. Nationality	1.64	1.55	1.44	2.21	1.86
8. Region	1.63	1.56	1.38	2.13	1.90

The results in the chart above show that identification with ethnicity, nationality and region as important elements of identity increased among those who watched the drama more frequently, while such identification decreased regarding profession and educational status. This perhaps highlights that the drama helped viewers to realize the significance of ethnicity, nationality in defining their identity. It could also be the civil war that brought these identities to the fore. While this may appear on the surface to be a concern, it may actually be a sign of becoming more self-aware of the significance of such factors, which would better prepare citizens to learn how to deal constructively with them.

The demographic comparisons revealed that students, as opposed to other occupations/status, reported less tendency, compared to baseline results, to identify with any of these identity elements. Older respondents were more likely, compared to the youngest group of respondents, to identify with ethnicity, religion and nationality. Respondents from Bouake were more likely to identify with ethnicity and religion, while respondents from Sassandra were more likely to identify with profession and gender as elements of their identity. This suggests, perhaps, that responses were based on effects of civil war.

Another set of questions related to tribalism and xenophobia focused on how to deal with conflicts involving individuals from other ethnic or tribal groups. The results below show that, compared to baseline data, those who watched the drama regularly had more tendency towards mobilizing their own group against the person, going to court, and also seeking solutions directly with the other party (on a scale of 1-4, with 1=never, and 4=always). Respondents from Tabou were more likely to resort to “beat the person,” while respondents from Bouake were likely to mobilize their own groups. The oldest group of respondents was more likely to resort to traditional methods compared to the age group 30-39 years old.

Since the end of the crisis, if you get in a conflict with someone from a different ethnic group, how do you deal with the person?	Baseline N=407	Did not watch N=161	Watched a few episodes N=154	Watched some episodes N=62	Watched most or all episodes N=22
1. Beat the person	1.14	1.06	1.16	1.05	1.00
2. Mobilize my ethnic/tribal/religious/political group against the person	1.12	1.14	1.04	1.29	1.23
3. Go to court	1.74	1.79	1.81	2.23	1.59
4. Seek a solution directly with the other party	3.45	3.49	3.43	3.40	3.82
5. Seek traditional methods to manage the conflict	2.67	2.17	2.40	2.55	2.36

Qualitatively, interviewees responded to the following question: “After the broadcast of The Team and following the post- election crisis, how do you see the people of other ethnic, religious and political groups?” in four main answers. The most common answer was ‘as Human Beings’. For instance, some respondents wrote: “I regard others as brothers.” The second most common answer was positive as well, but without any special view. Some respondents registered their answers in the following way: “No particular view.” Others replied by writing: “Positive”. Many other respondents said: “No negative view”. The third most common answer was negative. Many interviewees regarded the people of other ethnic, religious and political groups as ‘others’. One respondent, for example, wrote poignantly: “I hear everyone except the animals (they have done a lot of harm to me).” In the fourth category we find many interviewees regarding people of other ethnic, religious and political groups as ‘equal citizens’.

The results for this category suggest that the tense ethnic/tribal/xenophobia/religious relations in the Ivory Coast are perhaps back to square one due to the crisis and the fresh memories of the violence. The strong re-identification with ethnicity, nationality and region, in addition to the strong presence of non-conciliatory approaches to conflict with others, all indicate that *L’Equipe* in its third season must find new and updated approaches to addressing these issues. The current approaches which existed with seasons 1 and 2, and which were produced before the crisis, may not be as useful after the horrific tragedies of the post-election crisis. At the same time, the positive result related to improved attitude about seeking a solution directly with the other suggests that the drama has succeeded with those who watched it regularly in effecting positive change.

Relation to Logical Frameworks Indicators:

The results for this subsection related to indicator 3.1. “% of viewers interviewed and/or outreach participants who demonstrate a desire to improve ethnic and local relations, linked to viewing *L’Equipe* and participation in outreach activities.” Based on the results, and given what the country has gone through, the result regarding improved attitude among those who watched the drama often to “seek solutions directly with the other” brings hope that a continued uninterrupted showing of the drama, especially if supported by outreach activities, may have a wide effect. The qualitative results also suggest that to some extent respondents are changing their views positively about the others.

c.2. Citizen, Government, Civil Society and Media Actions to Improve Governance

In this survey section which was introduced only with the final evaluation, respondents were asked to assess their own involvement with their community, and the involvement of the government, civil society and media with issues related to the project objectives.

They rated each of the eleven items on a scale of 1-3, with 1=never, 2=sometimes, and 3=always. The results below show that there were no major differences between respondents based on their level of watching the drama. However, the responses of those who watched the drama regularly regarding the role of the media were more positive than that of those who did not watch the drama or watched with low frequency.

	Baseline N=407	Did not watch N=161	Watched a few episodes N=154	Watched some episodes N=62	Watched most or all episodes N=22
1. I worked with other citizens to promote forgiveness between religious communities.	1.45	1.44	1.24	1.27	1.27
2. The government has actively promoted rural land law.	1.79	1.76	1.71	1.56	1.56
3. The civil society organizations educate their communities on the procedure for acquiring land titles and the peaceful resolution of land disputes.	1.98	1.99	1.72	1.90	1.90
4. I strengthened my ability to resolve conflicts peacefully in my community.	2.03	2.17	1.75	1.81	1.81
5. I'm actively engaged in conflict resolution in my community.	1.80	1.80	1.47	1.59	1.59
6. I found that public officials refuse bribes.	1.46	1.62	1.71	1.47	1.47
7. I think that the authorities respect the human rights	1.73	1.80	1.80	1.61	1.61
8. I think that the authorities enforce the law.	1.87	1.94	2.00	1.89	1.89
9. I can help a rape victim (moral support, physical protection, legal assistance).	2.74	2.75	2.82	2.90	2.90
10. I think the press treat the news impartially	1.53	1.71	1.70	2.00	2.00
11. I think news organizations are manipulating information to influence people in a certain direction.	2.55	2.43	2.26	2.19	2.19

Demographic comparisons showed that the oldest group of respondents age 50 or more were more likely to score higher on statements related to a citizen's own actions, such as: "I worked with other citizens to promote forgiveness between religious communities," "I strengthened my ability to resolve conflicts peacefully in my community," "and I can help a rape victim (moral support, physical protection, legal assistance)". However, they were less likely to find that authorities respect human rights or apply the law.

Respondents from Abidjan, overall, seemed to be most positive whether about their roles as citizens, or the role played by authorities. The rest of the significant demographic results were scattered without clear patterns.

The answers to the open-ended question: “following the themes brought up by the series, do you know of any action by the civil society, the government or you in response to these subjects? Please explain”, could be clustered in five main categories. Most of the interviewees answered affirming their knowledge of ‘efforts of reconciliation initiated either by the government or by NGOs’. On a second order of prevalence, many interviewees answered by saying that they are aware of efforts by the government or the NGOs without being able to affirm whether those efforts are related in any way with The Team. One respondent for example answered using the following words: “There were actions by the civil society and the government which dealt with similar issues but it is difficult to affirm that those actions were because of The Team.” Third, most interviewees affirmed their knowledge of ‘efforts of raising awareness and sensibility initiated by both government and on governmental sector. The fourth and fifth most recurring answers either denied any knowledge of any efforts, or mentioned personal efforts motivated by the message from The Team. For instance, one respondent said “I act in families and in my own environment for raising awareness and sensibility regarding HIV/AIDS.”

In giving examples about the respect of human rights by the authorities, most respondents answered by mentioning ‘Better public service and respect of freedoms’. One respondent for example mentioned “Free medical service and free schools.” A couple of respondents said “Respect for the freedom of expression”. Equally emphasized were the answers stressing on corruption and rights not always being respected. Some respondents registered: “Because human rights are not always respected.” One respondent lamented that “corruption exists in public service.” The rest of the interviewees were divided in their opinion about security and arms control. For example, one respondent said that “I see the authorities fighting for our security. The minister of family fights for the protection of children as well.” On the other hand, many interviewees wrote about “The continuous violence”. Many others also admitted not to have any specific responses, saying: “I don’t know”.

Regarding the media, most of the survey respondents answered that they did not have any specific examples of media activities to address issues raised in the survey. Often respondents answered “No Specific examples”. The second most recurring replies emphasized the political bias and inaccuracy of the media in the Ivory Coast. In this respect, one respondent said: “The majority of the press organs are bought by the politicians.” In addition another respondent said: “The journalists tell a lot of lies.” The last most common theme in the answers was that journalism and press in general is improving. One respondent, for example, affirmed: “I find the press organs to be doing better now in their work.”

Examples of Success

Interviews with government officials and civil society, in addition to one focus group with citizens from Abidjan showed that, qualitatively, respondents do acknowledge the positive effect of *l'Equipe* on their actions and that of others. Perhaps the selection of those who were interviewed or included in the focus group concentrated on individuals who have expressed and demonstrated appreciation for *l'Equipe*. While such selection makes us cautious about generalizing such results, it does confirm the potential of *l'Equipe* and its success with those who engaged with it. The following are examples of what some interviewees from the government and civil society reported as impact of *l'Equipe* on their work and their lives:

Government

1. A former agent of RTI first viewed *L'Equipe* in 2009 and it assisted him with the initiation of the Hotto Committee of development and Peace of Tabou. In 2011 a clash occurred between the FRCI soldiers and the Young Kroumen due to the FRCI's inhumane pacification techniques. This resulted in substantial damage that caused massive population movements to neighboring Liberia. The Committee helped mend the social fabric between ethnic populations within ECOWAS and other ethnic groups in Ivory Coast as it conducted investigations, sensitization initiatives and mediations.

The former agent turned to *L'Equipe* on numerous occasions to strengthen the programme. As a result the committee reduced roadblocks, educated FRCI on plantations, fought for human rights, and raised awareness within poor communities. The agent notes,

"We do the best we can to make things better and improve the relationship between populations."

Today there has been no resurgence of underlying problems and sensitization has been key to stopping violations of armed men. Tabou has a bright future as the youth have recognized their true potential outside of conflict.

2. A Local Government official who watched a few programs admitted that it has contributed on many levels to the re-welding of the social fabric and that it had an impact both on a personal and a professional level.

"The idea of promoting the peaceful resolution of conflicts can only be beneficial. I was particularly attracted by the approach used in the series to resolve conflicts".

On impact he acknowledged that several actions were taken by his department more or less connected with the themes of *L'Equipe* such as the introduction of free medical care in public hospitals; the fight against extortion, the removal of lawless forces, the fight against racketeering and corruption etc.

3. In Bouake the head of the service interviewed found that the series makes an almost prophetic prediction especially of the sociopolitical turmoil that the country would face. He was of course referring to broadcasts before the post-election crisis. However, he regrets that this has not had the desired impact on the different layers of Ivorian society. Although the overall number of episodes followed was limited, he said to have been particularly challenged by those dealing with religious tolerance and democracy. Also, these episodes have changed his personal perception of conflicts both between individuals but most of all with his other collaborators and other entities within the administration of Bouake. Since watching *L'Equipe*, lessons seen in the drama highlighted improved relations between service members.

Interviews with law enforcement officers revealed that although there were some interesting themes that raised awareness for human rights, reconciliation, social cohesion, interviewees believed that a drama could not change things straight off.

“We need real local campaigns and training seminars for us. A film is insignificant, and it is also necessary to watch it in full, while I watched a wandering eye, as entertainment”.

Civil Society

1. A teacher at the ‘Lycee Moderne de Man’ was interviewed with regards to the positive effects *L'Equipe* had on human rights and the violation thereof. The interview focuses on successes, needs, and recommendations. Local authorities returned to the area and showed tremendous respect for human rights by securing property, revitalizing school and hospital programs, assuring basic services and providing personal safety. The result of these activities allowed for the return of an increasingly robust local economy.

Human right violations have decreased but are still felt within the area. Armed robberies, racketeering, intimidation and rape are of concern. Addressing literacy rates, poverty, healthcare, and basic needs are key to area restoration.

The continued redeployment of local authorities well informed in human rights is pivotal to continued progress. These authorities must take action against all offenders while focusing on capacity building.

2. The director of a primary school in Korhogo viewed five episodes of *L'Equipe* found the series extremely informative on land disputes and forced marriage.

“The Series provides supplementary civil and moral education for students.”

The director expressed concern with the availability of satellite dishes and the resulting limited access to the series. *L'Equipe* did however have a significant impact when viewed, especially in primary schools.

3. Paroles de Femmes Actives (PFA), an NGO, was selected to assess the impact *L'Equipe* had on its humanitarian work within Man. PFA fights against gender based violence and the fight against AIDS. Two PFA field coordinators confirmed that respondents followed most of the series pertaining to marriage, nepotism, and child abuse. *L'Equipe* helped respondents strengthen their capacities in the area of healthcare and legal advice for rape victims. The PFA further recommends *L'Equipe* in the areas of conflict management, rape assistance, and gender based violence.
4. The President for the Action for Human Rights (APDH) shared the results of *L'Equipe* at their premises in Mont Korhogo. A total of 6 episodes were viewed and had a positive impact in the area of forced marriages and land disputes. Both topics were found to be extremely relevant in the community and *L'Equipe* spoke to adults as well as children.

He suggested that the series place a deeper focus on land disputes between agricultural and livestock farmers in rural areas. The overall human rights climate in Korhogo has improved significantly and no complaints have been registered since the post-election crisis.

5. Despite only having watched 5 episodes of *L'Equipe* a respondent in Korhogo admitted having learned a lot from certain social practices such as land disputes and forced marriage. He found the series educative.

“This series, he said, provides supplementary civil and moral education taught to students”

He however fears that these teachings are not followed by the entire population given the particular situation of the city of Korhogo. Since the outbreak of the crisis of 2002, the city experienced some difficulties watching the national channel however, the release of the series has had an impact on the population especially in primary school education.

6. A Human Rights Activist shared lessons of 5-6 episodes of the series of *L'Equipe* that he followed. He acknowledged that the drama was interesting and contributed to the education of both children and adults on topics such as tribalism, rural land, forced marriage, etc...

“It is unfair that two people are forbidden be together because of their religious affiliation and ethnicity”

These cases of intolerance, for him, constitute serious violations of human rights. He suggested extending the aspect of land dispute to the relationship between agricultural and livestock farmers as there have already been several conflicts between them in the region.

7. In Abidjan, a member of a Civil Society Organization admits that the *L'Equipe* has influenced his outlook on life and allowed him to accept other's differences. It has had an impact on his institution particularly on the issue of child protection. Other themes such as reconciliation and social cohesion also caught their attention since then.

“At this level, we can also say that after the projection, we have worked with communities to promote forgiveness and peaceful resolution of conflicts between communities”.

8. In Yopougon in the neighborhood of Yao Sehi a respondent explained that she was in direct conflict with her neighbors in the area following a disagreement on a political issue. Following the screening of *L'Equipe*, they forgave each other and put their differences aside.
9. Interview with an NGO, Tere Koko proved *L'Equipe* played an important role in easing the tensions and conflicts in some areas of Bouaké. The drama's topics reflect the social and political reality of the country in general. A respondent recognized that the movie was good and it should be a point of reference for raising awareness of political and military authorities at a high level. After watching *L'Equipe* she has taken action to renew the relationship between some members of her association and the local authorities especially the military.
10. Differences also existed in the villages of Manikro, Andokro, Kongokro. But after watching *L'Equipe*, the initiative was taken to hold meetings between the chiefs of the villages to discuss and find solutions to their differences. After days of mediation, exchange and heated discussions, the villages have finally agreed on their land disputes. Following interventions a day of reconciliation and solidarity was organized under the leadership of the administration, local politicians, military personnel and UNOCI.
11. In Abengourou an interviewee admitted that *L'Equipe* did not specifically help them because they had nothing in mind when they watched it. However, the messages conveyed provided the basis to train the girl child, particularly on the responsibility on HIV/AIDS, forced marriages, gender-based violence which are very common in Abengourou. The drama encouraged young people to reach out to voluntary testing centers.

Relation to Logical Framework Indicators:

This section of the final evaluation related to most of the logical framework indicators. In the chart below we discuss how each indicator was addressed in the final evaluation

INDICATORS	Final Evaluation Results
<p>1.1 Number of citizen actions, to engage with one another, and with the government on any of the themes addressed in <i>L'Equipe</i> and dealt with in the outreach activities.</p> <p>1.2 Evidence of improved responsiveness by local government officials to the issues raised by local communities related to the themes in <i>L'Equipe</i> and in outreach activities.</p>	<p>The quantitative results do not support that such changes were accomplished. However, the qualitative examples given above demonstrate the success of the drama, although such anecdotal examples are insufficient to draw generalizations.</p>
<p>4.1 % of officials' interviewed who demonstrate their respect/concern for human rights and the rule of law, child trafficking, child soldiers, and who can link it to viewing <i>L'Equipe</i> and/or involvement in outreach activities.</p>	<p>Although the quantitative results do support that this indicator has been achieved, the examples of actions taken by officials, and the direct links established to viewing <i>L'Equipe</i> prove the potential effectiveness of the drama. In addition, such improvements must be considered in light of the exceptional tragedies that the country has undergone.</p>
<p>5.1 % increase among the general viewing population of their perceived understanding of human rights and their ability to claim rights for victims of HIV, child trafficking, child soldiers, child labor, ethnic/tribal violence, linked to viewing <i>L'Equipe</i> and participation in outreach activities.</p> <p>5.2. # of case studies of improved government practices as related to human rights and the rule of law, especially in relation to corruption, treatment of ex-child soldiers, and mob justice, linked to viewing <i>L'Equipe</i> and participation in outreach activities</p>	<p>Same as above</p>

<p>6.1 Increase in the number and types of actions taken by partner CSOs to address the themes addressed by <i>L'Equipe</i></p> <p>6.2 Number of partner CSOs –including partner media outfits- who can showcase how they have addressed the themes highlighted in <i>L'Equipe</i> on behalf of citizens (# of case studies disaggregated by type of CSO and location)</p> <p>6.3 % increase of citizens interviewed who can give concrete examples of how CSOs and media outfits have provided them with improved ways to deal with issues raised by <i>L'Equipe</i> and issues addressed by the outreach activities.</p>	<p>All the examples listed above show clearly and concretely that the drama succeeded in influencing the actions of civil society organizations to address all the issues mentioned in the indicators.</p> <p>In addition, the views presented in the open-ended responses suggested that some respondents recognize such improvements.</p> <p>Regarding the role of the media, the quantitative responses showed significant improvement in how those who watched the drama regularly view the media performance and its integrity.</p>
<p>7.1% increase among viewers of <i>L'Equipe</i> who report enhanced responsiveness by government officials to corruption, treatment of ex-child soldiers, child trafficking, mob justice and cases of ethnic/tribal and gender discrimination.</p>	<p>Only respondents from Abidjan seemed to recognize the improvement of government officials' responsiveness to these issues.</p>

c.3. Conflict Resolution and Problem Solving

This section includes two sets of survey questions. One focused on the extent to which respondents view the application of law, mutual respect and the search for common interests as means of resolving conflict. The second set focused on respondents' tendency to apply specific approaches to resolving conflicts, ranging from revenge to forgiveness. The response options for the two sets of questions were on a scale of 1-4, with 1=not at all; 2=rarely; 3=sometimes; and 4=often. The following were the responses given for the baseline, and for the final evaluation according to the level of watching the drama:

	Baseline N=407	Did not watch N=161	Watched a few episodes N=154	Watched some episodes N=62	Watched most or all episodes N=22
1. Respect of the law	3.93	3.93	3.92	3.98	4.00
2. Mutual respect	3.91	3.97	3.96	3.98	4.00
3. Searching for common interests	3.77	3.91	3.79	3.89	3.81

	Baseline N=407	Did not watch N=161	Watched a few episodes N=154	Watched some episodes N=62	Watched most or all episodes N=22
1. Court	1.95	1.83	1.88	2.11	2.18
2. Traditional mechanisms	2.72	2.11	2.30	2.35	2.32
3. Negotiation with the other party	3.94	3.53	3.78	3.44	3.82
4. Forgiveness	2.76	3.59	3.39	3.27	3.27
5. Confrontation	1.17	1.10	1.13	1.16	1.27
6. Revenge	1.11	1.07	1.07	1.06	1.05

The first chart shows that there were no difference between those who were surveyed at the baseline, and those who were surveyed at the final evaluation. Watching the drama or not played no role in their attitude about the three items listed in the first chart. Although it is important to note here that the results for the baseline were already close to the maximum score of 4, and as a result, although the scores increased in the final evaluation, there was not enough room to increase the scores to a point that they become statistically significant.

The second chart, which included questions related to respondents' actual resorting to the six methods of dealing with conflicts showed important results. First, it is apparent that since the time of conducting the baseline research, and most likely due to the violent crisis, respondents in the final evaluation reported statistically significantly a much lower

level of appreciation for traditional methods of resolving conflicts. This response, in addition to the similar pattern we saw with a related question in section “c.1.” indicates that citizens’ confidence in their traditional conflict resolution methods has deteriorated. This change is not related to watching the *l’Equipe*, as the change was consistent across those who watched or did not watch the drama.

Two other significant results relate to the use of negotiations with the other party, and resorting to forgiveness. With the first approach- negotiations with the other party, those who watched the drama regularly reported increased use of that approach compared to baseline results, and compared to those who did not watch the drama or watched with less regularity. For the second approach, forgiveness, there is a clear trend in the final evaluation stage to opt to that approach regardless of how much someone watched the drama. In other words, similar to the case of traditional conflict resolution methods, the significant changes to the population of the survey in the final evaluation regarding forgiveness reflected a wide change not affected by the dosage of watching *l’Equipe*.

Demographically, men were more likely to resort to the court system and to traditional methods. The oldest respondents also were more likely to resort to traditional approaches compared to younger respondents. That group of youngest respondents was more likely to resort to revenge compared to the oldest group. Those with no education were more likely to seek forgiveness and negotiate with the other party, compared to those with higher education.

These results suggest that *l’Equipe* succeeded in increasing the tendency towards peaceful negotiations of conflicts. At the same time, the country as a whole is reeling from a violent conflict, and in the process people are increasingly accepting forgiveness as an approach to heal and deal with conflict. At the same time, they have lost confidence in the traditional approaches to conflict resolution. These are significant findings which should inform the production of season 3 of *l’Equipe*.

Relation to Logical Framework Indicators:

The results for this subsection related to indicator 2.1. “% increase of citizens interviewed who cite an improved ability to collaborate and problem solve around the themes dealt with in *L’Equipe* and addressed in the outreach activities.” The results showed that those who watched the drama regularly were more likely at the final evaluation stage to express the tendency towards using negotiations with those they have conflicts with. At the same time, the tendencies towards forgiveness, and away from traditional methods of conflict resolution, have increased across the board, independent from viewing the drama.

d. Summary and Recommendations

The evaluation of *l'Equipe* in the Ivory Coast was far from being conducted in normal situations. The airing of the first season took place shortly before the post-election crisis started, leading to a bloody civil war. That violent crisis disrupted the flow of the drama, and introduced a confounding variable which made it impossible to assess the effectiveness of the drama as it was aired prior to the crisis. In addition, when the violent elements of the crisis settled down, the drama was put again on the air, at the request of the authorities. But the audience watching the drama post the crisis was not the same with whom a baseline research was conducted. They have been traumatized and hurt by the crisis; they would view the drama not from the vantage point of 2009, but with lenses marred by the crisis of 2010-11.

The negative effects of the crisis did not spare the offices and staff of SFCG. Their offices were looted, and the records of their outreach efforts prior to the crisis were lost. New outreach efforts started after the crisis in connection with airing the drama, but with hardly any concrete information on its implementation or achievements. Staffing changes as a result of these events also seemed to cause a break in the flow of information related to *l'Equipe*.

As such, the final evaluation was prepared in a way which recognized the end of the crisis as a new point of departure, while maintaining as much as possible from the baseline research which was still relevant. The final evaluation maintained questions related to identity and approaches to conflict resolution, and introduced new ones related to citizen, civil society and government collaboration. The final evaluation also maintained to a great extent the same sample design.

The results of this final evaluation must be seen with the utmost caution. The confounding circumstances did not allow for *l'Equipe* to be conducted within conducive conditions. It is not surprising under such circumstances that some of the expected results did not seem to materialize, at least when measured quantitatively. At the same time, despite such conditions it was remarkable that the officials responsible for the national TV were the ones to ask SFCG to put the drama on the air after the crisis, because they have become aware of its peacemaking and peacebuilding potential. In addition, those who watched the drama regularly have shown quantitatively that they have increased their tendency towards peaceful negotiation and seeking direct communication and solutions with conflict parties.

In addition, the anecdotal results from interviews and focus groups showed that the drama indeed effected change at the level of actions by citizens, government and civil society. These positive results should encourage SFCG staff in the Ivory Coast to use this

evaluation, and other lessons learned, to prepare for a new third season which would meet Ivoirians where they are in 2012, not where they were in 2009. In this regard the following are recommendations for *l'Equipe* staff:

1. The crisis seems to have disrupted the traditional methods of conflict resolution and the confidence of the public in their effectiveness. This issue should be considered carefully, first in discussions with officials and community leaders, and then in terms of how to infuse it in the third season of the drama.
2. *l'Equipe* has already shown its success in improving viewers' tendency towards peaceful approaches to conflict resolution. The new season should continue to emphasize and use the techniques that seemed to have worked positively to effect such change.
3. The society seems prepared to accept forgiveness as an approach to deal with conflicts. The new season of *l'Equipe* should capitalize on this tendency, and provide viewers with concrete approaches to putting it to practice.
4. The elements of identity, especially ethnicity, region and nationalism, seem to gain prominence in the public. Similar to the first recommendation, careful discussions and understanding of these elements must be attained before addressing them in future episodes.
5. Develop a systematic model of monitoring of outreach activities and assessing their effectiveness.
6. Develop a model similar to that mentioned in #5 to follow up on the examples of success mentioned in this report, and to make use of them in the new episodes and in outreach activities.