



**Final Draft Report for Progress Evaluation of
SFCG's Entrepreneurship- Focused Initiatives Programme:
*"Let's do it project and Legacy for tomorrow project"***

BY

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September, 2014

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Executive Summary

Introduction: This report presents the evaluation findings of the entrepreneurship components of the two SFCG funded projects (Let's Do It and Legacy for Tomorrow) in Rwanda which have been under implementation in collaboration media partners since 2011. This independent evaluation was conducted by Cliff Bernard Nuwakora of Case International consultants based in Uganda. The evaluation was conducted for two months using a highly participatory approach with a qualitative and quantitative leaning in order to enhance the validity of the results.

The evaluation was designed to achieve the following objectives;

- To assess the effectiveness of the Let's Do It project (i.e., the extent to which the project stated objectives have been achieved), including
 - The Zamuka TV show
 - The Generation Grands Lacs radio programme
 - The Facebook engagement of audience for both programmes
- To assess the effectiveness of the entrepreneurship/livelihoods component of the Legacy for Tomorrow project, specifically the Kura Wikorera radio programme
- To assess the impact of the two projects surrounding entrepreneurship activities.
- To provide lessons learned and recommendations for future programming

Methodology: In view of the above evaluation objectives, a community survey involving 881 respondents was conducted in addition to in-depth key informant interviews and focus group discussions. SPSS v17 was used for quantitative data analysis while content and thematic procedures for secondary and qualitative data respectively.

Findings: Results indicate that considerable achievements in terms of project effectiveness have been registered as evidenced by the entrepreneurial spirit that has been stirred up among the youth. It was noted that a number of business enterprises had started as a result of the messages conveyed to the public through the two projects.

However, the evaluation found out that unlike the Kura Wikorera programme, GGL radio and Zamuka TV programmes are not widely known in the project area; a factor that was attributed to their limited geographical coverage. For example, it was noted that besides targeting a more urban population, the Zamuka programme was being broadcast on TV 10 which is still new and highly commercialized as it is only on decoder; a factor that has greatly limited the level of public awareness about the project.

Despite the limited coverage of Zamuka and GGL programme, it was noted that the impact the programmes are creating is outstanding as the programmes have promoted business innovativeness and acumen as well as providing a platform for dialogue across the three participating countries of Rwanda, Burundi and DRC. This has continued to promote literacy levels among the youth on various and relevant socio-economic issues such as business planning, democracy and human rights, immigration issues as well as cross-cutting issues of HIV/AIDS, Gender and Development and environmental conservation.

The Kura Wikorera programme has deeply penetrated the public with over 77% listenership level and over 95% of the community members exhibiting satisfaction with the programme. Factors for high programme effectiveness include inter alia; programme relevance, appropriateness of the implementation strategies particularly emphasis on airing testimonies of successful youth entrepreneurs as well as the popularity of the radio stations on which the programme is aired not underscoring the high competence levels of the programme presenters.

The above programme achievements notwithstanding, gaps in the programme implementation were noted and they include; broadcasting Zamuka TV programme on a less accessible TV station, poor follow-up on youth challengers and successful youth entrepreneurs, and poor project documentation as there was no baseline report to access for the Zamuka programme and periodic progress reports were scant.

Recommendations:

In view of level of programme success and implementation gaps, the evaluation recommends the following;

Broadening the geographical coverage of Zamuka programme by broadcasting it on other TV stations with wide coverage and less accessibility barriers like TV 10 on which the programme is currently being broadcast.

Streamlined adoption of best practices from one programme to another for enhanced effectiveness. This is because the evaluation noted the importance of listener clubs in providing feedback on the programme and thus such a strategy should also be adopted in Zamuka and GGL implementation.

Gender needs to be given greater attention by implementing affirmative action throughout project implementation. This will help to increase the participation of women in programme activities.

The timing of the programme should be conveniently selected by deeply looking at the socio-economic behavior in the target communities. This is important in ensuring increased programme listenership.

1.0 INTRODUCTION

1.1 Overview

This report provides findings from the End-of-Project Evaluation (EoPE) of “Let’s Do It” and “Legacy for Tomorrow” projects in Rwanda. This independent evaluation was conducted by Cliff Bernard Nuwakora of Case International Consultants from Uganda. The evaluation data was collected from a scientifically determined representative sample that mainly targeted the project beneficiaries. The evaluation was premised on both qualitative and quantitative data collected between June and July 2014. Quantitative data was collected from a sample of 881 respondents under the direct supervision of SFCG staff in Rwanda with technical guidance from the consultant. Contrived in two main sections, the report presents the evaluation of the two projects (“Let’s Do It” and “Legacy for Tomorrow”) separately with a particular focus on the television, radio and Facebook programmes. The key evaluation variables were: project effectiveness, impact, relevance and sustainability.

1.2 Background

The conflict that gripped the Rwandan society in the 1990s left behind seeds of hatred and retarded development evidenced by low levels of national cohesion and high rates of unemployment among the youths. In response to this situation, Search for Common Ground (SFCG), an international non-profit organization that promotes peaceful resolution of conflict, designed and implemented the two projects in line with its mission of transforming how individuals, organizations, and governments deal with conflict – away from adversarial approaches and toward cooperative solutions.

1.2.1 “Let’s Do It!” (Zamuka and Generation Grand Lacs media programming)

“Let’s Do It” is a 20 month project primarily focused on mobilizing Youth for Change with the main targets being university students. The project target population was premised on the belief that university student have a positive influence on local, national, and regional dynamics if constructively engaged. The **overall project objective** was to **contribute to peace, stability and development in the Great Lakes region of Africa**. The project involved youths (18-34 years) from four countries: Burundi, Democratic Republic of Congo (DRC), Rwanda, and Uganda with different activities. The main project component was built on creating media platforms for information sharing and dialogue with concrete opportunities for youth to apply their newly acquired knowledge and attitudes in their communities to gain experience and confidence. More specifically, the project was guided by the following objectives:

- 1) **Increase dialogue and interaction** among youth groups in-country and across the borders;
- 2) **Increase exposure to creative and innovative approaches** to youth engagement in community and national challenges;
- 3) **Increase information exchange** across borders on regional themes and conflict issues.

Subsequent to the project objectives above, the “Let’s Do It” project had three major components:

- 1) A regional radio programme – *Génération Grands Lacs* (GGL) – that targeted all four countries, primarily funded by co-funding from SIDA;
- 2) A regional reality TV show – *Zamuka* (“Let’s Do It”) that specifically targeted DRC and Rwanda, with funding from the BMFA;
- 3) An internet platform for the project in all four countries, with funding from FMFA.

The GGL radio programme mainly targeted University youth (18-34) from the four countries while the TV programme (“Let’s Do It”) targeted youth aged 18-34 from the DRC and Rwanda, as well as media professionals, including radio journalists in the four countries and TV producers in Rwanda and the DRC, with an intention of increasing capacity to produce high-quality intended-outcome programmes for youth.

1.2.2 “Legacy for Tomorrow” Project

This was a 30-month project, funded by the European Commission (EC), with the aim of improving youth livelihood in Rwanda through production of the radio programme *Kura Wikorera*. The principle message of the programme was to encourage youth to create jobs outside the agricultural sector. The overall project objective was **to strengthen decentralized implementation of livelihood policies in all districts of Rwanda**. More specifically, the project lived to achieve the following objectives:

- 1) **Create opportunities for engagement and dialogue** between local authorities, NSAs, and citizens, especially youth and other vulnerable groups, on policies related to livelihood;
- 2) **Build capacity of local authorities and NSAs** (media and civil society) at the local level to be more effective in ensuring appropriate implementation of policies related to livelihood.

1.2.3 Target population

- 1) Rural residents with interest in land, particularly women, young people due to inherit and vulnerable groups;
- 2) Youth, including males and females, with an emphasis on rural populations;
- 3) Journalists and volunteers from the 4 community radio partners;
- 4) Local mediators (*Abunzisi*);
- 5) District land officials and other local authorities.

1.2.4 Estimated results

- Platforms for dialogue and information sharing created on policies related to livelihood at the district level;
- Increased engagement of youth and rural voices in the local dialogue on these policies;
- Strengthen the capacity of radio journalists in informing on and monitoring LA and NSA activities related to land and livelihood policies;
- Increased capacity of local authorities to communicate with and engage citizens on the implementation of livelihood policies.

1.2.5 Activities:

- Radio programme production on livelihood issues;
- Training and follow up coaching for radio journalists;
- Decentralised production of radio programming for marginalised groups;

1.3 Objectives of the evaluation

This evaluation was commissioned to explore how the project is being implemented, particularly assessing the extent to which the project objectives are being achieved. Specifically, the evaluation intended to:

- Assess the effectiveness of the “Let’s Do It” project focusing on the *Zamuka* TV show, the *Generation Grands Lacs* radio programme and Facebook engagement of the audiences of both programmes;
- Assess the effectiveness of the entrepreneurship/livelihood component of the “Legacy for Tomorrow” project, specifically the *Kura Wikorera* radio programme
- Assess the impact of the two projects surrounding entrepreneurship activities and provide lessons learned and recommendations for future programming.

1.4 Evaluation questions

Following the the norms and criteria of OECD-DAC evaluations, this evaluation was guided by the following evaluation questions under each evaluation variable.

1.4.1 Effectiveness and Relevance:

- To what extent were the objectives of “Let’s Do It” and *Kura Wikorera* achieved (or to what extent are they likely to be achieved)?
- Who were the main audiences of the media tools (including TV, radio and Facebook) used in “Let’s Do It” and the entrepreneurship component of “Legacy of Tomorrow”, and how effective were media programmes in reaching target audiences?
- Did programme messages of *Zamuka*, *GGL*, and *Kura Wikorera* resonate with audiences? (Did they understand the messages, and did they feel the themes and messages were relevant to their own lives?)

1.4.2 Impact:

- What results have been achieved from the entrepreneurial activities related to both projects?
- What real differences have entrepreneurial activities of both projects made to beneficiaries?
- What factors influenced participation in entrepreneurial activities?
- To what extent do youth, particularly rural youth, have increased confidence in alternative livelihoods to agriculture?

1.4.3 Sustainability:

- What changes have occurred as a result of the entrepreneurial activities?
- What changes have occurred within the media production capacities of the partnering institutions?
- How have target groups responded to entrepreneurial activities in both projects, what do these responses suggest for long-term change related to entrepreneurship?

1.5 Evaluation methodology

1.5.1 Evaluation design

Subsequent to the agreed upon interpretation of terms of reference between the consultant and SFCG staff, the evaluation employed a mixed methods approach (qualitative and quantitative) in order to enhance the validity of the evaluation findings. A systems analysis model focusing on the project input, process, output, outcome, impact and sustainability variables was adopted to guide the evaluation although not much attention was paid to the input variables.

Data for this evaluation was collected through community surveys using structured questionnaires (quantitative data), focus group discussions and key informant interviews, as

well as document review. The focus group discussions made use of an FGD guide while key informant guides and data extraction were used for key informant interviews and review of secondary data respectively. six FGDs were conducted with members of listener clubs in the districts of Gicumbi, Ngoma and Karongi. Each had 10 participants who were purposively selected from the listener clubs since these the major project target groups. In all the three districts, 2 FGDs (one for females and the other for males) were conducted with listening clubs. In Karongi, listener club members from Isangano community radio participated in the FGDs, in Gicumbi, members of listener club from Ishingiro community radio while in Ngoma the FGD participants were members of listener club from Izuba community radio. Ten KIIs were also conducted with program staff (6), a TV10 producer, and four youth challengers that participated in programming.

1.5.2 Evaluation participants

Evaluation data was collected from a cross section of targeted beneficiaries, including: community residents, journalists, youths in and out of school, project staff, members of listenership clubs, and staff of media houses as well as other vital stakeholders. Quantitative data was collected from a scientifically determined representative sample of 881 people covering five districts of Gasabo, Huye, Karongi, Gicumbi and Ngoma. The sample size was calculated to reflect a 95% confidence level, based on the population of target areas. Household sampling was determined by a Kish grid¹ formula for randomization, and selection of participants across the sampled districts was based on proportionality. To enhance the generalization potential of evaluation findings, random sampling was adhered to (survey respondents), save for the key informants and FGD participants that were purposively selected.

1.5.3 Response rate

The community survey attracted 881 respondents, which is 14.7% more than the expected response (768). Due to concerns that the actual response rate would fall short of the expected numbers, excess questionnaires were sent out, resulting in the excess response rate. Table 2.1 shows response rate per district.

Table 2.1: Response rate by districts

District	Expected response	Actual response	%
Gasabo	212	236	111.3
Huye	131	177	135.1
Karongi	133	152	114.3
Gicumbi	158	146	92.5
Ngoma	134	170	126.8
Total targeted population	768	= 881	

Source: Field data (2014)

From the table above, it is apparent that the response targets were well exceeded. This fact can be partly attributed to the direct supervision of the fieldwork by SFCG staff. With the exception of one district where the actual response fell short of the expected, in other districts a positive variance between the actual and expected response was noted, further strengthening power of the evaluation findings.

1.5.4 Socio-economic and Demographic characteristics of the respondents

While respondent selection was not based on any socio-economic and demographic characteristic, coincidentally, the evaluation attracted respondents with various socio-economic and demographic characteristics as summarized in table 2.2 below.

¹ Kish, Leslie. 1965. *Survey Sampling*. New York: John Wiley and Sons, Inc.

Table 2.2: Respondent Characteristics

Variables/ values		Frequency	Percentage
Gender	Male	494	56.6
	Female	379	43.4
	Total	873	100
Age	Below 18	18	2.1
	18-25	492	56.1
	26-35	367	41.8
	Total	877	100
Education status	Still in school	210	25.2
	Out of school	624	74.8
	Total	834	
Education level	No school	93	10.8
	Primary	385	44.9
	Secondary	282	32.9
	Post secondary	97	11.3
	Total	857	100
Religion	Protestant	357	41.2
	Catholic	379	43.8
	Muslim	61	7.0
	Born again	69	7.9
	Total	866	100
occupation	Student	199	29.6
	Salaried employment	118	17.6
	Business	149	22.2
	Casual labor	111	16.5
	No work	95	14.1
	Total	672	100
Residence	Rural	465	56.4
	Urban	359	43.6
	Total	824	100

Source: Field data (2014)

From the table, it is indicated that although not all respondents responded to these questions, the response rate is adequate to allow accurate conclusions to be derived.

1.5.6 Data Processing and Analysis

Quantitative data was reviewed by surveyors before leaving each respondent to ensure that all applicable questions were asked and responses accurately recorded. At the end of each day the field supervisors further edited the questionnaire for completeness, consistency and logical flow of responses. Quantitative data was then entered in an excel spreadsheet and later imported into SPSS v17 to be used for analysis. Quantitative data was analyzed at 0.05 significance level since the sample was taken at 95% confidence level. However, since the data was not typically categorical, non-parametric tests of significance (correlation and Chi square) were not run. Therefore, data was merely analyzed at a descriptive level based on frequency and cross tabulation analysis procedures. Qualitative data captured from FGDs and key informant interviews, as well as secondary data, was used to deepen the analysis by giving detailed explanation on the evaluation variables. This analysis formed the basis of conclusions and recommendations that were drawn. Thus, content and thematic analysis procedure was adopted for qualitative data.

1.6 Evaluation limitations

Qualitative data on Zamuka and GGL programmes was very scant, as the participants in all the three FGDs that were conducted did not have information about these two programmes. As such, the discussion of the contributions of these programmes is based on the responses of the survey, which limits the degree of validity.

Secondly, the time under evaluation is too short to allow accurate assessment of project impacts. However, in view of this, the project impacts are assessed basing on the early impact indicators. It was thus not possible for the evaluation to be enriched by change story collections, which would have been used to vividly articulate the contribution of the projects in meeting the intended results.

2.0 EVALUATION FINDINGS FOR ‘Let’s Do It’ Project

2.1 Section Overview

This section presents the evaluation findings on **“Let’s Do It” project** (Reality TV show *Zamuka*, *Generations Grand Lacs* radio programme and facebook engagement of the audience). However, the section opens with general information on the entire evaluation particularly highlighting response rate and the socio-economic and demographic characteristics of the evaluation participants. Socio-economic and demographic characteristics deemed vital for analysis are: the respondent’s gender, age, residence (urban/rural), occupation and educational level. This is because of the hypothesized influence of these variables on access to project deliverables as well as participation in project activities.

In particular, this section presents the evaluation outcomes of the “Let’s Do It” project, focusing on: intervention logic, project effectiveness and relevance, impacts and sustainability. Analysis of facilitating or inhibiting factors for achievement of best results forms the locus of the analysis and the basis for drawing evaluation conclusions and recommendations.

2.2 Analysis of the Intervention Logic

Reading from the project background, **‘Let’s Do It’ project** was implemented through three activity components: 1) the reality TV show (*Zamuka*), 2) a radio programme (Generation Grand Lacs) and 3) an internet platform. *Zamuka* is a reality TV show that is broadcast on TV 10 every Saturday at 8:30 PM. It is a highly innovative programme that aims at promoting entrepreneurial spirit among the youth by illustrating the steps involved in starting a business in Rwanda. In effect, the programme provides role models who are young and typically Rwandese and who are committed to creating a sustainable change in their lives (and the lives of their families and the general community) by designing and implementing highly innovative livelihood strategies.

Youth challengers were competitively selected on the basis of the quality of their business ideas. The programme followed the selected youth challengers throughout their business preparation process. The programme mainly targeted universities and other youth centers.

The GGL radio programme on the other hand mainly discussed various topics relevant to the socio-economic and political situation in the Great Lakes region. Airing on five (5) radio stations in Rwanda, DRC and Burundi on Saturday afternoon. The partner radio stations are; Radio *salus*, Radio *Isango star* in Rwanda; Radio *Isanganiro* in Burundi; and Radio Television Group *d’Avenir*, and *MISHAPI Voice TV*.in DRC. The GGL programme’s main objective was to create a platform for dialogue among the youth from these countries. In order to facilitate dialogue, the programme was aired at the same time on all the five radio stations in these countries.

The weekly reality TV episodes as well as the GGL weekly debates were posted on the project’s social media site to generate debate on the key programme messages even among the online audiences. This was aimed at capturing audience from non-TV viewers and radio listeners. The *Génération Grands Lacs* Internet platform was contained within SFCG’s Radio for Peace building Africa platform – www.radiopeaceafrica.org, which is an online resource for materials and manuals targeting African radio journalists, civil society members, and government officials across the continent.

2.3 Awareness of and knowledge about the projects

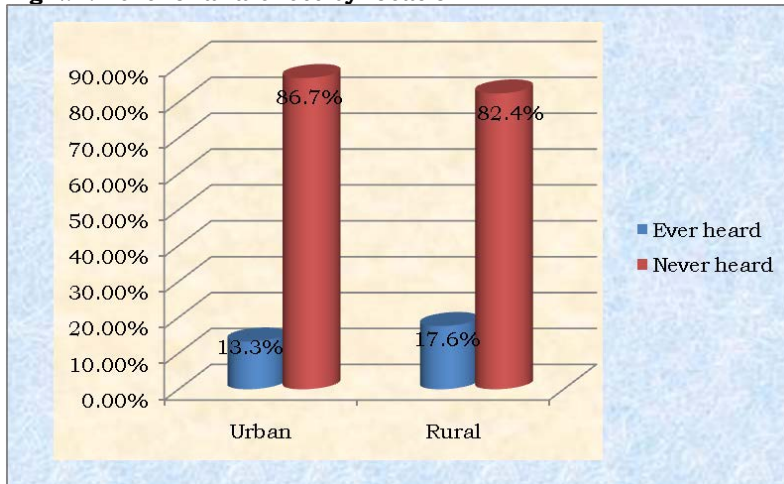
The evaluation tested respondents’ levels of awareness and knowledge about the three components of the project. Level of awareness was tested on the basis of whether the respondents had ever heard about the programmes whereas level of knowledge was measured on

the respondents' ability to divulge some information about the programmes. Public awareness of the project was assessed in respect to the three components of the programme (TV show, Generation Grand Lacs radio programme and the Internet platform).

2.53.1 Zamuka TV Programme

The evaluation found out that a small percentage (15.9%) of the survey participants had previously heard about the *Zamuka* programme. Cognizant of the geographical coverage of TV10 on which the programme was telecast, it emerged important to analyze the geographical location of the respondents who had ever heard about the programme and their source of information. Ironically, it was established that a bigger percentage (17.6%) in the countryside had previously heard about the programme compared to 13.3% of their urban counterparts as presented in fig 2.1. The public awareness level of the *Zamuka* programme was further analyzed in the light of other socio-economic characteristics as summarised in fig 2.1 below.

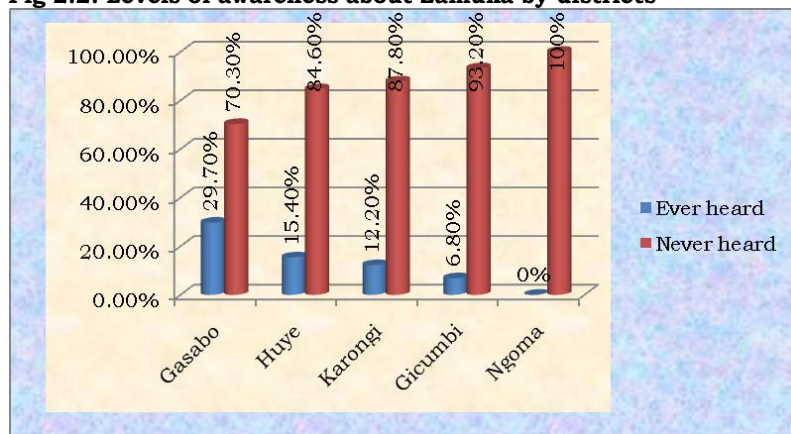
Fig 2.1: Level of awareness by location



Source: Field data (2014)

It is apparent that the level of public awareness about the *Zamuka* programme is still low both in urban and rural areas. possible reasons for this is that much as the urban centres were the programme coverage area, awareness about the programme was more influenced by ownership of Television. Secondly, the broadcasting of the programme only on TV 10 deprived those without decoders access. Cognizant of the programme coverage, it was imperative for the evaluation to assess awareness about the programme by districts in order to ascertain whether there have been any spillover effects. Fig 2.2 below shows awareness levels about *Zamuka* by districts.

Fig 2.2: Levels of awareness about Zamuka by districts



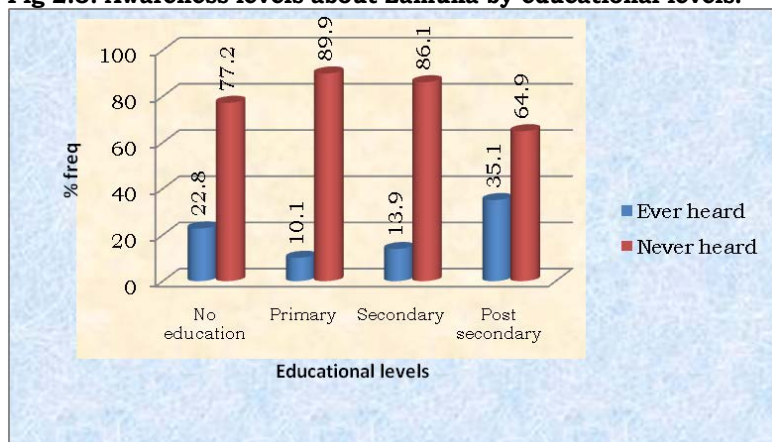
Source: Field data (2014)

Across the districts, Gasabo and Huye reported relatively higher levels of awareness about the programme compared to other districts. It was in Ngoma district where none of the respondents had heard about the *Zamuka* programme. The variation in the levels of public awareness about the programme according to one project staff is attributable to the coverage area of TV 10.

The public awareness level of the *Zamuka* programme was further analyzed in the light of various socio-economic characteristics such as gender, education levels and occupation. This was because these socio-economic variables were hypothesized to have an influence on the level of public awareness about the *Zamuka* programme and hence the need to be reflected in the analysis. The evaluation established that of the 488 male respondents who responded to this question, 16.8% had heard about the programme, compared to 14.5% of the female respondents who had heard about the programme. By implication, it is apparent that no significant gender differences in the level of awareness of the *Zamuka* programme, which one project staff attributed to the gender considerations embedded in the design of the programme, particularly in respect to the timing of the show.

Regarding education, the evaluation found out that, the *Zamuka* programme has penetrated the public irrespective of the differences in the levels of education. This is because descriptive statistics show that at least in each educational category, there was a proportion (though small) that was aware of the programme. However, it was noted that those with post-secondary education were more aware of the programme fig 2.3.

Fig 2.3: Awareness levels about Zamuka by educational levels.

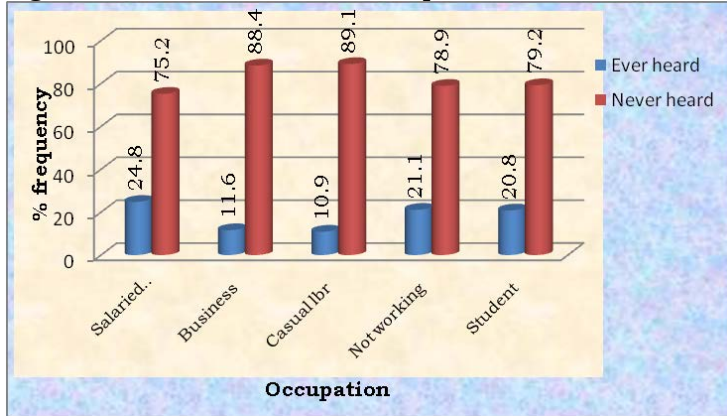


Source: Field data (2014)

Analysis of educational level and awareness about Zamuka programme yielded mixed results as the level awareness about the programme irregularly varied among different educational categories as in fig 2.3 above. It is observable that a relatively higher percentage of those who never went to school had ever heard about the programme compared to those with primary and secondary education. Although the differences in levels of public awareness about Zamuka and levels of education are mixed, awareness of the programme was more pronounced among those with post secondary education. The Pearson Chi-Square of 68.3 with 8 degrees of freedom is very highly significant at conventional levels (significance is less than 0.05) which confirms the association between educational level and awareness about Zamuka programme. These proportions could be linked to the ability of this group to own a TV set or their ability to access other sources of information, such as internet and print media used to advertise the programme. However, to substantiate these claims, it was deemed necessary for the evaluation to assess the level of public awareness about the programme vis-à-vis the respondents' occupation presented below.

The evaluation found out that awareness of the programme is more pronounced among salaried workers as seen in figure 2.4 below.

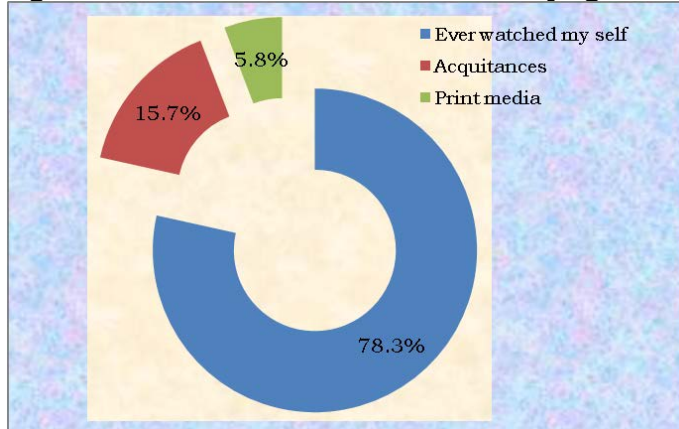
Fig 2.4: Level of awareness Vs occupation



Source: Field data (2014)

From the figure above, it is apparent that awareness about Zamuka programme cut across all occupation categories although the salaried workers seemed dominant. These results further confirm the relationship between education level and occupation on one hand and access to a TV and other sources of information used to disseminate information about Zamuka. The differences in the levels of awareness across different respondent categories notwithstanding, it was imperative for the evaluation to further assess the source of information about the programme as summarised in fig 2.5 below

Fig 2.5: Source of information about Zamuka programme



Source: Field data (2014)

It was established that the majority (78.3%) of those who were aware of the programme had personally watched the programme, while 15.7% had heard about the programme from their acquaintances without having personally seen it and 5.8% had only read about the programme from print media. It is noteworthy, therefore, that the majority of respondents had first hand information about Zamuka programme.

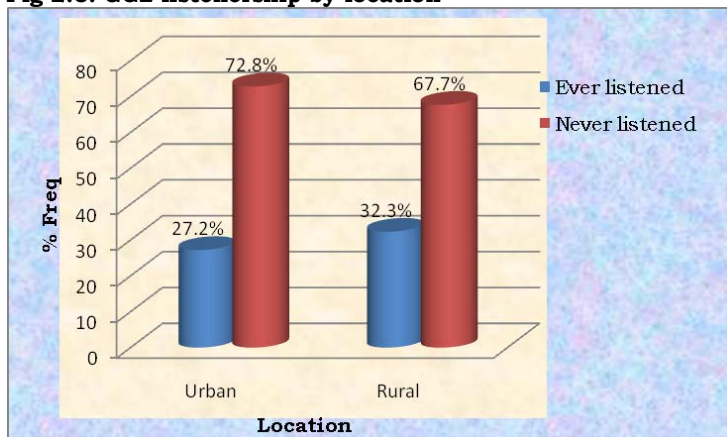
The level of knowledge about the Zamuka programme was largely tested by asking the respondents to mention the key messages of the programme. This was a multiple response question but analysis was premised on the proportion of the respondents (aware of the programme) who mentioned at least one of the provided options. The majority of respondents (97.8%) ably mentioned the key messages of the programme, namely: dialogue in problem solving and active youth engagement in community development. Therefore, although the level of awareness was generally low amongst the public, the level of knowledge about the Zamuka programme among those who had ever heard about it was very high.

While the evaluation noted no specific factors that have influenced the level of knowledge about the Zamuka programme, level of awareness on the other hand was noted to be influenced by socio-economic and demographic factors such as occupation, level of education, location as well as the geographical coverage of the TV station on which the programme is telecast.

2.3.2 Generation Grand Lacs (GGL) Radio programme

The evaluation found that unlike the Zamuka programme, whose level of public awareness was as low as 15.9%, a relatively higher percentage (28.9%) of the 836 respondents who responded to this question had listened to the GGL programme. Listenership to the programme was noted to be slightly higher in rural areas than in urban areas as seen in fig 2.6 below.

Fig 2.6: GGL listenership by location



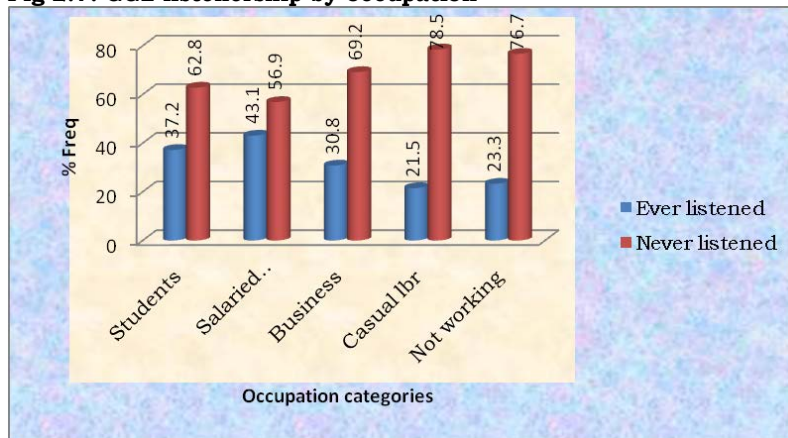
Source: Field data (2014)

Unlike the Zamuka programme, which targets a more urban population, GGL radio programme’s coverage extended further into the country side; hence, there was a need for a comparative analysis of the level of listenership in rural and urban areas. The evaluation noted that 32.3% of the rural respondents who answer this question had ever listened to the programme as compared to 27.2% of the urban respondents. A relatively larger geographical coverage of the radio stations on which the GGL programme is aired was noted to be the outstanding factor responsible for the relatively higher level of awareness about the programme compared to Zamuka.

It was further deemed vital by the evaluator to analyze the population categories that listen to the programme due to its potential significance to the future design of the programme

implementation. Descriptive statistics show that 37.2% of the students who responded to this question had ever listened to the GGL programme while 43.1%, 30.8%, 21.5% and 23.3% of those in formal employment, business², casual labour and those not employed, respectively, had ever listened to the programme as explicitly indicated in Fig 2.7 below.

Fig 2.7: GGL listenership by occupation



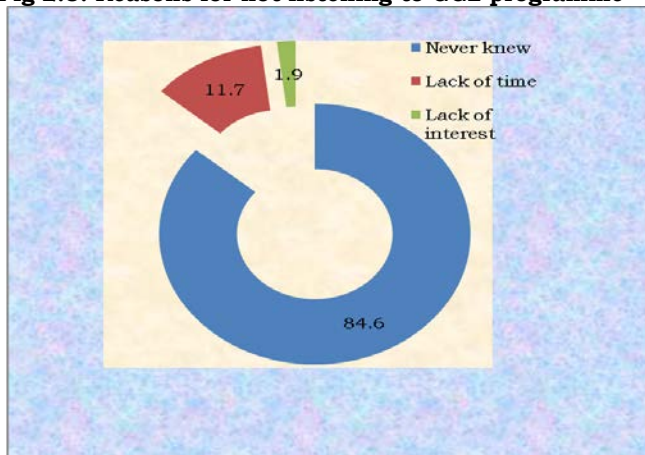
Source: Field data (2014)

In general, GGL programme listenership was largely dominated by those in formal employment and students. Commendably, the programme secured audience from various categories of the population hence an implication of a higher likelihood of the programme messages being disseminated deeper and further even beyond the project lifespan.

The evaluator deemed it necessary to establish the reasons behind non-listenership because of the potential to inform the design of the next phase of the programme. Three major reasons were given by those who never listened: poor information about the programme, lack of time and lack of interest in the programme. However, it is noteworthy that the proportion that indicated lack of interest was very small (1.9%), an indicator that the programme was much valued by the public. Reasons for non-listenership to the programme are illustrated in fig 2.8 below.

² For purposes of this study formal employment was consider to include all those persons that were receiving a monthly salary for their professional services while under business all persons involved in all sorts of trade. Casual workers included a category of people providing un professional services and being paid on a monthly or piece rate basis

Fig 2.8: Reasons for not listening to GGL programme



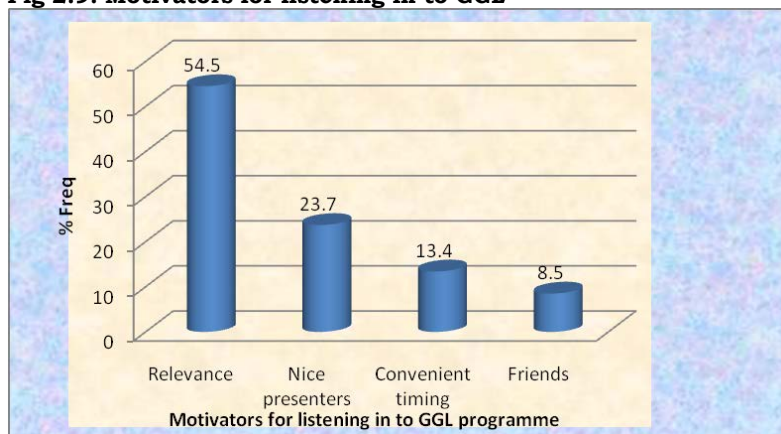
Source: Field data (2014)

From the figure above, it is observable that ignorance about the programme has greatly deprived the programme of vital audience members. While the source of this level of ignorance about the programme was not exhaustively assessed, access to a radio set and people’s choices of radio stations they listen to vis-à-vis the stations on which the programme is aired could give useful leads to understanding the phenomenon.

Mentionable too is that the GGL radio programme has penetrated various population segments with different socio-economic characteristics which signifies the possibility of the programme messages being disseminated further among both the primary and secondary target population.

A number of motivators for listening were mentioned; and of the options provided the relevance of the topics and friendliness of the presenters were the frequently pointed out as seen in fig 2.9 below.

Fig 2.9: Motivators for listening in to GGL



Source: Field data (2014)

Following the analysis of the motivators for listening in the GGL programme, it was imperative to assess the frequency of programme listening by the target audience. The evaluation thus found out that majority (66.9%) of those who had ever listened to the programme listen to it very often, while 19.5% and 13.7% listened to the programme often and rarely respectively.

The analysis was further extended to public participation in the programme through calls and SMS. Descriptive statistics show that 10.5% of those who had ever listened in to the programme had even called in during the programme. Lack of access to radio, communication costs and inconvenient scheduling time for the programme were most frequently pointed out as reasons for those who never called.

2.3.3 Internet platform

With the increasing online communications levels in the project area (Rwanda, Burundi, Uganda and the DCR), SFCG deemed it vital to leverage this opportunity by opening a GGL internet platform that encouraged online discussions on the reality TV show and GGL radio programmes each week. Therefore, summaries of the weekly TV shows and GGL programmes that aired weekly were posted online to generate discussion from the online readers.

It was against this backdrop that the level of public awareness about the internet platform component of the project was assessed. The evaluation established that of the 823 respondents that answered this question, only 3.9% had heard of the internet platform. High levels of computer illiteracy and limited access to internet connectivity were the major factors responsible for the low awareness about the internet platform. However, project records showed that over **456** youths from the three countries had participated in the online programme. This was a well thought through strategy as it helped to send programme messages beyond geographical borders.

The low awareness levels about the programme notwithstanding, those who were aware and had participated on the online discussions were appreciative of the programme saying that it has enabled the GGL and Zamuka programme messages to be disseminated further and deeper even among the population that does not watch TV or listen to GGL radio programme. Given the poor timing of the GGL radio programme, the evaluation noted that if the internet programme could be popularized and accessible, the GGL programme messages could reach a spectrum of people in and outside the country.

Irrespective of whether they had ever heard about and/or participated in the internet programme, majority of the respondents (92.9%) supported the continuation of the programme stating that it helps those who miss to watch or listen to the broadcast programmes. Other frequent reasons for the continuation of the programme included; the potentiality of the programme to increase internet utilization, people are free to express their views without any limitation of time.

In the evaluator's viewpoint, the internet programme though still limited in terms of utilization, it has provided a golden opportunity for the youths in the great lakes region to interact with their counterparts across the borders. The programme is thus commendable because of its potential to enhance inter and intra state interaction among the youths.

2.4 Project Effectiveness ("Let's Do It")

Analysis of project effectiveness formed the locus of this evaluation. Project effectiveness was measured through analysis of variances between the planned and actual outputs as well as the expected results and the actual outcomes. Project relevance as well as the facilitating and

hindering factors for full level project effectiveness also formed the central part of this evaluation as seen hereunder.

2.4.1 Level of project outputs

Reading from the project document, 12 thirty-minute episodes of the reality TV show (*Zamuka*), 80 one-hour GGL programmes and quarterly meetings with journalists from partner stations were expected to have been delivered by the end of the project period. From interviews with the project staff and reading from the available project records, a total of 13 reality TV episodes, 80 radio programmes and 2 quarterly meeting were successfully achieved.

2.4.2 Relevance of project outputs to the target population

In most behavioural change projects, the degree of project relevance is critical for it sends early signals of potential project sustainability. Owing to this, analysis of project relevance was premised on four grounds: 1) consistence in watching and/or listening to the programme; 2) public perceptions on the relevance of the programme content; 3) motivators for continued watching of and/or listening to the programme; and 4) levels of public satisfaction with the programme as elaborated hereunder.

a) Level of consistence in watching or listening to the programme

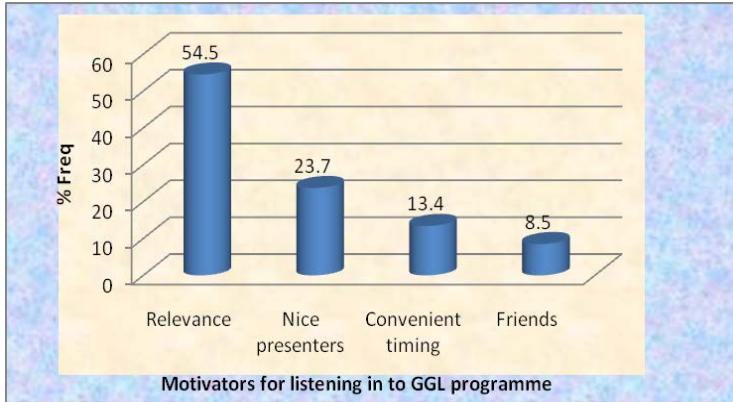
The evaluation established that of the 138 respondents who had ever watched *Zamuka*, 70.3% were watching very often (had watched more than 10 times) while 16.7% and 13.0% said were often (watched 5-9 times) and rarely (had watched 1-4 times) watching the programme respectively. It is thus apparent that the small number of those who had ever watched the programme notwithstanding the level of consistence in watching the programme was impressively high hence forming the first indicator of programme relevance.

In respect to GGL radio programme, 66.9% of those who had ever listened to the programme revealed to had been very often listening (above 10 times) in while 19.4% and 13.7% said were often (5-9 times) and rarely (1-4 times) listening to the programme respectively. To truly link these findings with the programme relevance, a frequency analysis of the motivators for watching or listening to the programme was run as seen below.

b) Motivators for continued watching of/listening to the programme

Being a multiple response question, various motivators for watching or listening to the programme (*Zamuka* and GGL) were captured and the analysis shows that relevance of the topics, such as how to start or run a business was the outstanding motivator followed by friendly presenters as seen in fig 2.10 below.

Fig 2.10: Motivators for watching or listening to the programme



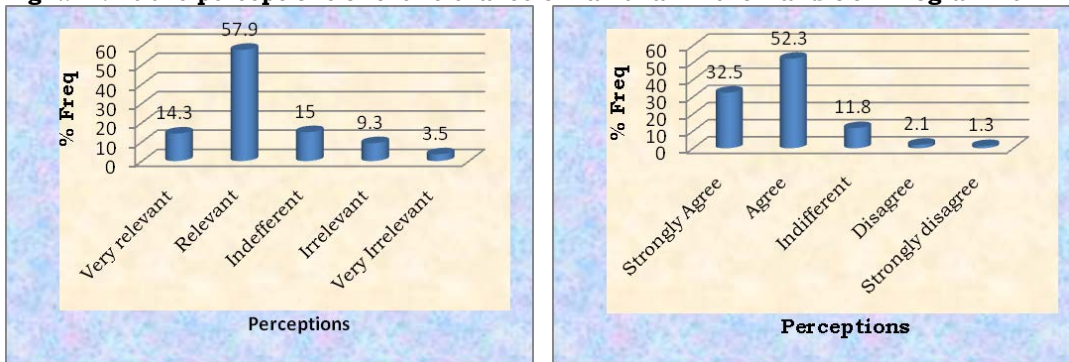
Source: Field data (2014)

From these findings, the project relevance is reflected in two aspects: 1) programme’s ability to attract the audience and 2) the ability of the presenters to capture public attention. It is therefore worth stating that the choice of the topics for discussion on the programme and the training of the presenters were all good spirited and in the right direction.

c) Public perception on project relevance

Public perception on the relevance of the project was measured using a five level likert scale which was used to rank the perceptions. Results indicated that, of the 140 respondents who responded to this question, 14.3% and 57.9% considered Zamuka programme highly relevant and relevant respectively. 15% were indifferent while 9.3% and 3.5% considered the programme irrelevant and highly irrelevant respectively as summarised in fig 2.11 below.

Fig 2.11: Public perceptions of the relevance of Zamuka TV show and GGL Programme



Source: Field data (2014)

Source: Field data (2014)

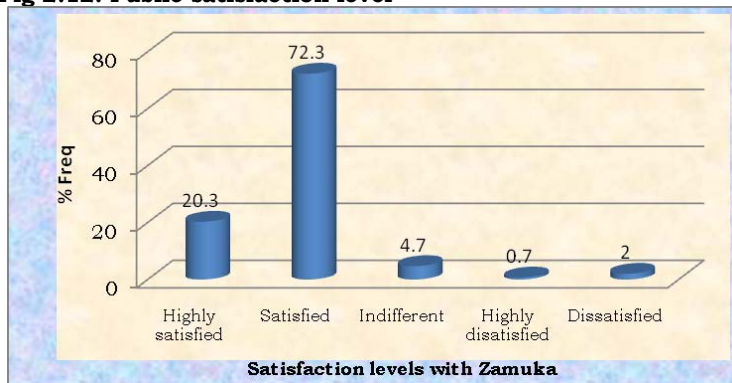
From the figure, it is apparent that majority of the respondents consider Zamuka programme relevant. Reasons given by those considering the programme relevant included practicability of the messages shared on the programme in addressing local problems and simplicity of the messages that highly integrate local content.

Similarly, a majority of the respondents (84.8%) considered GGL radio programme relevant while 11.8% were indifferent. Only 3.4% considered the programme irrelevant. Reasons for high programme ranking in terms of relevance were: 1) contemporary approaches to solving conflict that were shared during the programme and the practical approach to training on entrepreneurship that was embedded in the programme.

d) Public satisfaction levels with the programme

One other measure of programme relevance that was used is the level of public satisfaction with the programme. This is premised on a belief that people are more satisfied with an intervention that largely squares with their expectations, norms and line of thinking. Descriptive statistics show 92.6% of who had ever heard about the Zamuka programme were satisfied while 91.1% of those who had listened to the GGL radio programme were satisfied as seen in figs 2.12 and 2.13 below.

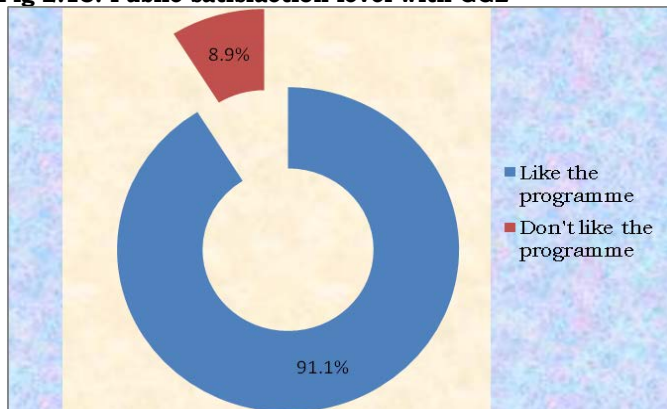
Fig 2.12: Public satisfaction level



Source: Field data (2014)

A number of reasons for the high levels of satisfaction were explored, the strongest of which include relevance of the topics to contemporary social problems and the participatory nature of the programme with its emphasis on youth empowerment.

Fig 2.13: Public satisfaction level with GGL



Source: Field data (2014)

With regards to the level of public satisfaction with the two programmes, the majority of the respondents (97.7% and 91.9%) called for the continuation of the GGL radio and Zamuka programmes respectively.

It flows from the above that the evaluation findings support the conclusion that both Zamuka and GGL have been highly relevant to communities.

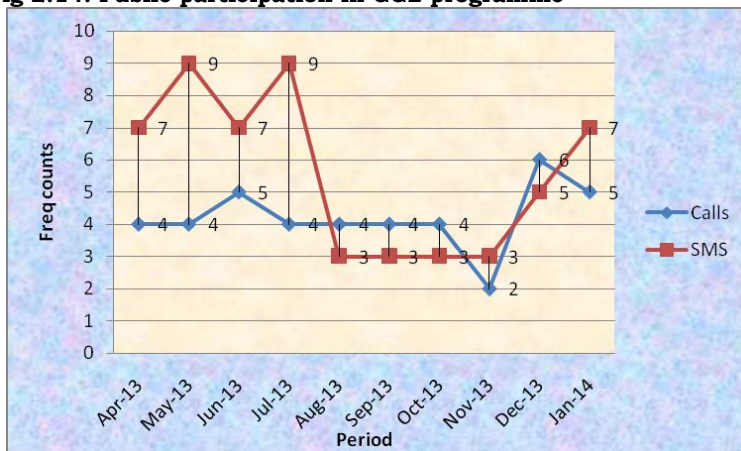
2.4.3 Project outcomes.

As explicitly indicated in the project proposal, the Let’s Do It! project had three major expected results: 1) increased dialogue and interaction among youth groups in-country and across the borders; 2) increased exposure to creative and innovative approaches to youth engagement in community and national challenges; and 3) increased information exchange across borders on regional themes and conflict issues. In view of these expected results, three main outcome indicators were analyzed during the evaluation: 1) number of call-ins during the GGL programme; 2) youth participation level in the programme; 3) proportion of the surveyed youths who believe they can change their society.

In respect to number of call-ins during the GGL programme, the evaluation found that of 463 youths who responded to this question, 10.6% had called-in at some point during the GGL programme. Descriptive statistics further show that 69.4% of callers were males, implying that while there was significant female participation in the programme, it was at a much lower level than men. Despite the low percentage of youth call-ins, basing on the size of the audience of the two programme, it worth stating that the project has created a platform for dialogue and interaction among the youth which has enabled them to share and learn vital skills for community transformation and economic development.

The evaluation found that youth participated in the project through watching the reality TV show, listening in to GGL radio programme as well as direct participation through call-ins and sending SMS and providing feedback on the programme. Analysis of monthly radio programme data from April 2013 to January 2014, it is established that the audience participated more in the programme through SMS than calls as seen in fig 2.14 below.

Fig 2.14: Public participation in GGL programme



Source: Monthly radio programme data collection sheets

Quantitatively, it is apparent that a small proportion of the survey sample was aware of Zamuka TV show and GGL radio programme. Poor awareness about the programmes (Zamuka and GGL) is solely responsible for their limited effectiveness as discussed in this section.

2.5 Notable Strengths and Weaknesses of the programme

The evaluation assessed the quality of programming for both Zamuka and GGL radio programme and below are the key programme strengths and weaknesses that were noted.

It was noted that GGL programme has enhanced collaboration between the five partner radio station in the 3 countries (Rwanda, Burundi and DRC). This has been mostly through the joint planning during the programme topics are selected. The coming together of journalists from all the three countries to plan has had both direct and indirect benefits for both individuals (journalists) and their radios stations. At individual, the programme has provided an avenue for sharing of experiences, which has been vital in strengthening the capacity of journalists in quality radio programming.

Furthermore, broadcasting the GGL programme at the same time in all the three countries has been vital in stimulating and enhancing interaction between the youths in all the countries. This provided an opportunity for the youth to have a live discussion and this blessed the programme with updated youth experiences in the three countries. However, the only challenge has been in the timing of the programme. As revealed by the programme coordinator during interview, the time during which the programme is broadcast (Saturday afternoon) is not convenient as this is the time when most of the people are in parties and therefore unable to listen to the programme.

In respect to Zamuka, the evaluation noted that the aspect of competition in the programme gave it clout and attracted the participation of many university youths in particular. In this, the youth were given a platform for developing and presenting business ideas. Although a few really make it to the final stages of the competition, the programme has been able to cultivate creativity and a spirit of entrepreneurship in the minds of the youths. However, there is still poor follow-up and nurturing of those presented business ideas that do not make it through the competition. Nevertheless, the yearning of the unsuccessful youths in the competition to learn more from the successful ones was also noted despite the hitherto poor arrangement to facilitate this process in the programme.

The posting of the Zamuka clips and discussion topics of GGL on the social media have provided those who could have not listened/watched the programme to also participate in the programmes. Although the participation level in the internet programme is still low, its potential to encourage ICT utilization among the young is strongly underlined.

2.6 Sustainability analysis

Let's Do It project sustainability was assessed from three angles; 1) Stakeholder participation and programme ownership, 2) Capacity building and 3) public opinions about the programme. Assessment of the programme implementation strategy confirmed a high level participation of stakeholders (SFCG and partner radio/TV stations). The involvement of radio station journalists in the programme planning has been emphasized and largely achieved and this has also increased a sense of programme ownership by the journalists and their respective stations.

Increased involvement of stakeholders in the programme planning has two key reflections on the project sustainability; 1) the skills of the stakeholders to handle the project in case the main implementers quits are built and strengthened and their willingness to contribute resources for the continuity of the programme is also ascertained. In view of this intricate relationship between stakeholder participation and project sustainability and given the level of stakeholder

involvement in Let's Do It project, it is suffice to mention that the sustainability of the project is guaranteed.

In respect to capacity building, although no training session was conducted for the journalists, the coaching approach adopted for radio journalists has equally been instrumental in strengthening their capacity and skills in quality TV/radio programming. Besides the capacity strengthening of the journalists, the business preparation skills and entrepreneurial spirit imparted in the youths are potentially able to be carried beyond the project lifespan. Therefore the developed skills will forever benefit both the radio/TV stations and the population in the great Lakes.

Irrespective of the small proportion of the sample that was aware of the project, for those who were aware and had watched/listened to the programme were largely positive about the project with the majority (as seen in the analysis above) showing high levels of satisfaction with programmes and therefore recommending for project continuity.

3.0 EVALUATION FINDINGS FOR ‘Legacy for Tomorrow’ Project.

3.1 Project overview

Legacy for Tomorrow is a 30-month project implemented by SFCG with funding from EC aiming at improving youth livelihood in Rwanda through the production of a radio programme (Kura Wikorera) to encourage youth to create jobs other than agriculture. Much as the project had other components such as creating a platform for discussion among rural populations on land related policies, training and coaching of radio journalists and participatory theatre performances on these key issues, the scope of this evaluation was limited to the entrepreneurship component of Kura Wikorera.

3.2 Analysis of the Intervention Logic

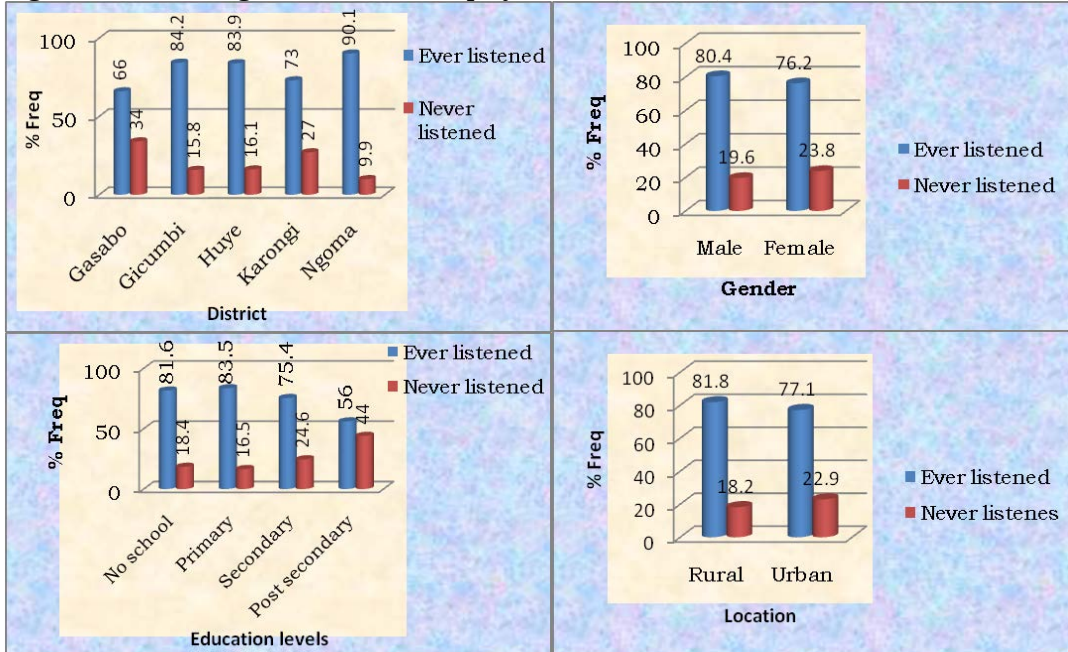
Kura Wikorera (“Grow up as You Create Your Own Job”) sought to address youth livelihood and entrepreneurship challenges. The 30-minute programme aired by three partner radio stations serves as a hub for information and initiatives to address unemployment among youth, educated and not. It provides listeners, particularly rural youth, with information on livelihood opportunities outside of land by featuring success stories of those who have trotted that path. The programme also features discussions of challenges and failures for Rwandan youth looking for employment, as well as seeking out resource people in government and the private sector to respond to questions from young citizens related to livelihoods. Kura Wikorera has particularly focused on entrepreneurship in various non-agricultural sectors, such as the IT sector, handcrafts, music, etc., hence contributing to an increase in youth confidence in these alternative types of livelihoods. A total of 115 programmes of this 30-minute radio programmes were envisaged to be produced and then aired by the three partners (Radio Isangano, Radio Izuba and Radio Ishingiro). This radio programme aims to provide listeners, particularly rural youth, with information on livelihoods opportunities outside of land, contributing to their increased confidence in these alternative types of livelihoods.

3.3 Awareness of and knowledge about Kura Wikorera programme

The level of programme awareness was measured in respect to whether the respondents had ever heard about it, whereas the level of knowledge measurement took into account whether the respondents had ever personally listened to the programme as well as the frequency of listening. Results show that of the 842 respondents who answered the question on awareness, 77.8% had heard about the programme, 78.3% have listened to the programme personally and 42.6% were often listening to the programme. This implies that both the public awareness and knowledge levels were equally high, a factor that respondents attributed to the use of radio stations with wide coverage and the touching testimonies that were shared during the programme that compelled the audience to consistently listen in.

Impressively, the evaluation found that the level of awareness and knowledge about Kura Wikorera was relatively even across the districts and general population irrespective of differences in the socio-economic and demographic characteristics. In respect to districts, the evaluation notes that 77.8% of the population is aware, while in respect to education, Kura Wikorera’s listenership cut across various education levels as the majority in each education category reported listening to the programme. Also in terms of gender and residence, the programme drew listenership from both males and females, as well as urban and rural populations, evenly with no major variations as summarized in the figs 3.1, 3.2, 3.3 and 3.4 below

Figures 3.1-3.4: Programme listenership by District, Gender, Education and location



Source: Field data 2014-07-26

3.4 Project Effectiveness

Measuring the effectiveness of the project was the core of the evaluation exercise and critical variables for analysis were: expected and actual project output level, project relevance and outcomes, as well as factors for the registered level of project effectiveness.

3.4.1 Level of project outputs

The Kura Wikorera programme was intended to reach the general population of Rwanda (potentially reaching millions of Rwandan citizens in the 30 districts of the country through radio programming). A total of 115 radio programmes were planned for production and broadcasting on the three partner radio stations in addition to the formation of three listener clubs and training sessions for 45 journalists and volunteers from the three partner radio stations.

The evaluation found out that 97 radio programmes out of 115 planned programmes have so far been aired out which represents 84.3% success. In excess of the three planned, five listener clubs have been established and very functional with the planned weekly meetings actually taking place as well as the monthly visits by the radio station staff. Furthermore, a total of 45 radio journalists have been trained which indicates 100% of project success. Good working relationship between the partner radio stations and the project as well as public acceptance of the programme due to its relevance were the outstanding reasons for the impressive project performance in terms of outputs.

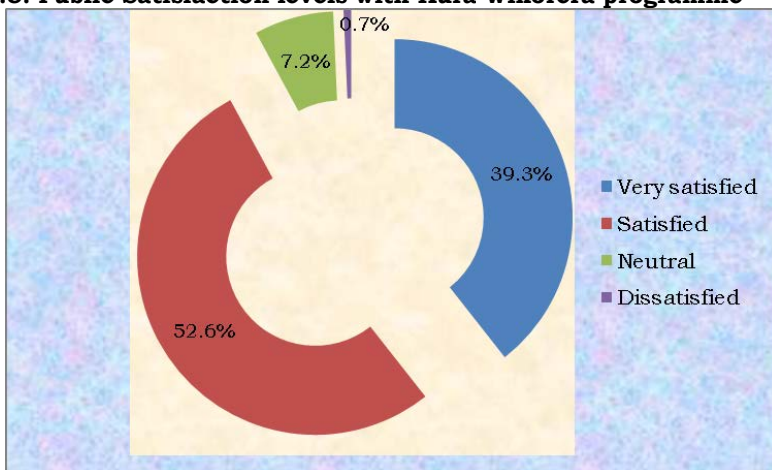
3.4.2 Relevance of project to the target population

Kura Wikorera programme came at the right time when the world over, youth unemployment is increasing, becoming a serious social problem. Given the programme target (youth) and programme focus (job creation outside agriculture), there is little wonder that 95.1% of the survey respondents consider Kura Wikorera programme the most appropriate and most relevant approach to address the challenges of youth unemployment in contemporary society. The use of successful youth entrepreneurs to share their testimonies with others was highly encouraging and motivating to those who had feared to start businesses for whatever reasons.

Listener clubs were found highly useful in ensuring the relevance of the topics discussed on the programme. Through their weekly meetings, reviews of the previous programmes were done basing on the feedback gathered from their respective communities. The next topics to be discussed in the subsequent programme would also be generated based on the economic realities in different beneficiary communities.

In the light of the programme relevance, the evaluation established that there are high public satisfaction levels with the programme, with 39.3% reporting to be very satisfied, 52.6% satisfied, 7.2% indifferent and only 0.7% dissatisfied as shown in fig 3.5 below.

Fig 3.5: Public Satisfaction levels with Kura Wikorera programme



Source: Field data

The relevance of the programme messages as well as the programme delivery strategies, particularly sharing of testimonies, were mostly pointed to as factors for the high levels of public satisfaction with the Kura Wikorera programme.

3.4.3 Project outcomes

The primary purpose of the programme was the impartation of entrepreneurial knowledge and skills among youth as is vital for job creation. Subsequent to this purpose, the evaluation established strong testimonies for success from the youths. In the first place, 78.9% of the survey participants confirmed to have acquired vital business ideas from the programme and indeed some had started implementing their ideas, as reflected in the following testimony from a FGD participant:

Box 3.1: Beneficiary Testimony

*I thought that starting a business required a lot of money but when I heard testimonies from my fellow youths who had started with little money and that their businesses were growing, I also decided to start a business of selling phone accessories. I had tried to do that same business but failed because I did not know how to do business then. But after listening to this programme, I decided to start again with 200,000 RF which was even borrowed. In a space of one and half years, my business is in 6,000,000 and now employing two other workers. For sure this programme came to help the youth out of joblessness. **A Male youth aged 27 during an FGD in Kalongi district***

From the above testimony, a number of programme achievements can be identified. First, the programme has helped to address a damaging myth about starting a business (need for availability of huge capital) and has helped youths to correct business errors, hence increasing business profitability and reducing business failures. Secondly, the programme has cultivated a spirit of business acumen in the youth exhibited by increased youth enthusiasm to start their own businesses. Thirdly, there has been trickle down of benefit as the business enterprises that are started offer job opportunities for other youths. It is therefore predictable that if the business spirit that has been kindled through the programme continues, this will be a significant step towards addressing youth unemployment countrywide.

Furthermore, the evaluation established that useful networks that further facilitated backward and forward linkages have been created through the programme. During the sharing of testimonies, telephone numbers are also shared and this facilitates continued communication and physical visiting and business incubations. By this Kura Wikorera has successfully emerged as a hub of business ideas and business success whose outcomes have a high potential of living beyond the programme period.

To vividly capture the outcomes of the programme, survey participants were asked whether they knew any youth who had started a business as a result of knowledge and skills acquired through Kura Wikorera programme, and 33.2% affirmed this. It is thus evident that, within such a short time the programme has been running, much in terms of business development has been achieved. A number of factors discussed hereunder have played a significant role in the achievement of the above results.

3.5 Factors responsible for the level of project outcomes

The evaluation found out that due to the high unemployment rates in the country, the ground was fertile for any unemployment intervention to thrive. This created an opportunity for targeting young individuals in the programme (youths) who are in the first place desperate for jobs and had enough time to listen in to the programme.

Coupled with the fertility of the project ground is the relevance of the programme and its implementation strategies. The project was very strategic to target the youths with non-agricultural entrepreneurship interventions. This was an answer to the already of accessing agricultural assets such land and other inputs the youths are facing the world over. In addition, many studies (Mohsen M and Ahmadrza O, 2011)³ done worldwide

³ Mohsen M and Ahmadrza O(2011) Assessment of the Socio-Economic Factors affecting Rural Youth Attitude to Occupation in Agricultural (Case of Kohgiluyeh and Boyer- Ahmad Province, Iran): International Journal of Agricultural Management & Development (IJAMAD)

Available online on: www.ijamad.com

indicate low attitude towards agriculture by the youths thus the promotion of non-agricultural business by the programme. Besides, the creation of sharing platforms where successful youth entrepreneurs were hosted to give their testimonies was a welcome strategy by the target audience.

The formation of listener clubs was also significant in the realization of the project success. The evaluation established that these clubs did a lot in terms of community mobilization and further dissemination of the programme messages. Additionally, the clubs in their weekly meetings discussed and provided feedback to the partner radio stations on the programme, helping improve the quality and relevance of the subsequent programmes.

The use of community radio stations with wide, national coverage has greatly facilitated the penetration of programme messages in many parts of the country. Unlike Zamuka and GGL which targeted a more urban population, Kura Wikorera targeted both urban and rural areas and hence was able to reach a larger audience than its counterpart programmes.

3.6 Analysis of project impacts

Given the short time of project implementation, the evaluation did not establish full-fledged project impacts, but rather early impact indicators based on potential medium- and long-term changes the project will cause in the lives of the beneficiaries. In light of the project pace and direction, the project impact will go beyond the individual beneficiaries to households and the general community. Assessment of project impact was premised on three tenets: 1) levels of youth involvement in entrepreneurial activities, 2) added capacity and confidence of youth in entrepreneurship and 3) testimonies of the youth regards the changes that have been registered in their lives as a result of the project.

3.6.1 Level of youths involvement in entrepreneur activities

Results from both the community surveys and qualitative interviews (FGDs and key informant) reveal high levels of youth involvement in entrepreneurial activities ever since the Kura Wikorera programme started. As noted earlier, 33.2% of survey respondents were aware of the youths that had started business as a result of the programme messages. Results from FGDs further indicate that almost all participants had business ideas that they learned through the programme and some had already begun implementing the ideas. However, since this was noted reported about in the baseline study, the level of change could not be vividly articulated but from what was expressed in the FGDs as presented in the boxes is enough evidence of change in the level of entrepreneurship following the implementation of the project.

3.6.2 Capacity and confidence of the youths in alternative livelihoods

One of the major strengths of Kura Wikorera programme was the sharing of the testimonies on successful youth entrepreneurs who later acted as points of references for further advice. The programme successfully provided a link between the interested listeners and successful youth entrepreneurs. Through this arrangement, practical skills in business preparation and management could be shared, which further strengthened business management skills and knowledge.

During FGDs, it was evident that youth were accessing credit facilities on a common basis. It was noted that prior to the project, poor quality business endeavours denied many youths access to credit from formal financial institutions like banks and micro finance institutions. However, with the training received through the programme on business plan preparation, youth were now able to access credit, as one participant recounted:

Box 3.2: Beneficiary testimony

*I have applied for a loan for five times without any success and yet the bank was not telling me what was wrong with my application. After training on how to prepare a business plan, I corrected my mistakes and resubmitted and got the loan there and then. With a 500,000, I started my business which is now in good millions. Am sure, I sponsor myself to any level of education that I want. **A male FGD participant aged 31 in Ngoma***

By implication, Kura Wikorera programme has not only motivated the youths to start businesses, but has also helped remove the barriers that had prevented them from accessing investment resources such as loans and other financial services. This has mostly been achieved through the formation of grassroots cooperatives that have encouraged pooling of investment resources. Also, business preparation skills that have been acquired through the programme have supported the preparation of good quality business plans that have been successfully used by sections of the youth to obtain credit from financial institutions.

The evaluation through FGDs established that Kura Wikorera programme has promoted youth involvement in alternative employment opportunities by reducing stigma. In all FGDs, testimonies were given by youth who had previously despised certain odd jobs but through the programme had come to change their attitudes, for example:

Box 3.3: Beneficiary testimony

*Before, I used to consider fetching water as a shameful job but after listening to Kura Wikorera programme and given the water shortage in my home village where a jerrycan costs 200 Rwf, I decided to start fetching water for money and I am now able to buy for myself the things I used to lack before. **A female participant aged 29 during an FGD in Gicumbi.***

It is thus apparent that the programme has instilled confidence in the youth that what matters is not the type of the job they are doing but rather the money they are getting out of it. In another FGD, the story of a young lady who dropped out of school and started selling bananas amidst reproach from friends was shared. The lady testified that through the programme, she got the confidence to proceed with her work despite the stigma but now that she has succeeded even those who used to despise her now come to her for business advice. More testimonies on changes programme beneficiaries have registered in their lives were further shared during FGDs as in the next sub section.

3.6.3 Registered changes in the lives of beneficiaries as a result of the project

A number of socio-economic changes have taken place in the lives of individual beneficiaries of the programme as well as the general society. While many of the changes were still in the short and medium term, they are early impact indicators against which the full project impact can be projected.

1) Attitude change

In the first place, attitudinal changes towards self-employment and particularly in the business sector were vividly observable. During the FGDs, many participants revealed

that, prior to the Kura Wikorera project, the belief that starting a business required a lot of money strongly reigned in many minds. However, the testimonies of the successful youth entrepreneurs that were shared during the programme helped to change the attitudes of many in this regard. One FGD participant narrated thus;

Box 3.4: Beneficiary testimony

“I am a witness of that, I listened the programme in 2005 on Radio Salus and Ildephonse was the presenter before, I was not interested at all, later I asked myself why can’t I listen to the programme? And immediately had curiosity to know the content and what is it all about. Entrepreneurs started testifying how they started and it was unbelievable story. I used to be a small farmer and I decided to sell my goat and received 25000 Rwf and started buying goats and sells them back and started earning profits and this helped in improving my living standards and later moved to cows and now where I am, I thank that programme Kura Wikorera. My suggestion is to support that programme and motivates others to support it, and follow it, in order to help others for self-reliance, especially youth. Everything is possible” FGD in Gicumbi.

2) Promotion of saving culture

Upon realization that even with a small amount of money one can start a business, most youth in FGDs reported to have adopted a strict saving culture in order to raise money for doing business. Besides, it was revealed that one of the frequently hinted on messages in the various testimonies of successful youth entrepreneurs was a culture of saving. One of the fascinating testimonies is of a 17 year old boy who after listening to the programme used his saving to buy a goat and, after realising the benefits, led a saving campaign among his school mates with an aim of buy various investment assets such as rabbits, hens and goats:

Box 5.: Beneficiary Testimony

“I can testify myself, when I started listening to that programme, I was a secondary school student, I heard how others started their business, and I remembered that I had a small money around 10000 Rwf, from that I decided to buy a goat and after asking permission from my mum and she agreed to keep it for me, and I bought it, during 4th programme broadcasting my goat gave birth and the one auditor asked my if my testimony was truth, suggested to visit my project and came. When I went back to school I started mobilizing my classmates how to start small projects, and everyone was given an assignment; if I get 1000 Rwf I will buy a rabbit or chicken.” A male FGD participant aged 24 in Gicumbi

3) Creation of demand for vocational skills

The evaluation found out that as a result of the programme, some youths have been challenged to go back to school to acquire more vocational skills to be able to start or develop their enterprises. Due to the colonial education system, which emphasizes training for white-collar jobs, vocational training has not been highly valued in most African countries. However, as a result of the programme, attitude of the youths towards vocational training has started changing positively as explained in the testimony below.

Box 6.: Beneficiary Testimony

*I heard the programme when I was at home and understood that I must be self-reliant, and after, started participating by sending messages on Radio Isangano, I felt like I should remove my hands in the pocket and do carpentry, arts, mechanics and started also sensitizing young generation to study sciences. I felt immediately that I should study technical school and am able to do it and that every young lady can, that reason why I participated in that programme. **A male FGD participant aged 31 in Gicumbi district***

In fact, from what was revealed during FGDs, there is going to be a dire need for vocation institutions in the country to be able to satisfy the demand for vocational skills that has been created by the programme. By this, it is evident that the impact of the programme in addressing the unemployment challenges will long be celebrated.

4) Business growth and development

Furthermore, testimonies of the businesses that tremendously grew as a result of the programme were quite many. This was attributed to the new business skills acquired from the programme as well as skills in investment capital mobilization. It was revealed that as a result of the programme, many youths formed small groups in which they pooled investment resources in addition to working in groups – the two factors to which they now attribute their business growth and development.

Box 7: Beneficiary Testimony

*We used to meet to play some games as we listened to a radio. One day when we were listening, we heard of the programme (Kura Wikorera), we were first moved by the name before we even understood what the programme was all about. We then heard a testimony of youth group in Karongi that had come and were buying cows for each group member using the money they had pooled. We also decided to form a group and plan what we can do. We realized that we can make bricks as you can see we are need a town and the market would be there. Now we are happy about our group and project. We thank Kura Wikorera programme and ask that it should continue. **A male FGD participant age 26 in Ngoma district***

5) Formation of grassroots cooperatives

Coupled with the above, the evaluation further established that Kura Wikorera programme has instigated the formation of grassroots saving groups, which many referred to as cooperatives. The element of the programme where the programme presenters would visit young entrepreneurs at their projects was highly praised as the force behind the formation of such groups. FGD participants in Ngoma revealed that many youth groups had started because they had heard that the presenters prefer visiting an organised group to an individual. One fascinating group discovered during this evaluation was “Shakisha Umurimo,” which was formed after the visit of Kura Wikorera’s programme presenter. The group is now rearing bees, and although they started with just a few beehives, they now boast of having over 15 beehives with even plans of acquiring more.

3.7 Project Sustainability

The extent to which the project activities and benefits can live beyond the project lifespan is another useful indicator for measuring project success. Owing to this, the evaluation tested the extent of the Kura Wikorera project’s sustainability according to

three tenets: 1) stakeholder (partner radio stations) involvement, 2) stakeholder/beneficiary attitudes towards the project, 3) level of stakeholder capacity building as elaborated hereunder.

3.7.1 Level of stakeholder/beneficiary involvement in project implementation

Stakeholder involvement in the project is substantially important as it depicts the level of project ownership, which is a useful indicator of sustainability. As explicitly indicated through this report, it is apparent that level of stakeholder involvement in the programme has been impressively high. This is exemplified by the level of programme listenership, listenership clubs that have been formed as well as other youth groups formed in pursuant of the programme objectives as seen in the previous sections of this report. With all these in place, it is highly evident that the potentiality of both the project activities and benefits to live beyond the programme lifespan is high.

3.7.2 Stakeholder attitude towards the project

Stakeholder attitudes towards the project speak a lot in terms of project support as exhibited by stakeholder willingness to contribute resources for project sustenance. Premised upon this, the evaluation noted positive attitudes from both the programme presenters and listeners through their expressed willingness to carry on with the programme. This was evidenced by the willingness of the youth to contribute some money to implement the business ideas acquired from the programme.

3.7.3 Level of stakeholder capacity building

The capacity of project stakeholders to managing the project after the withdrawal of donors is critical for project sustainability. Subsequently, evaluation established that the capacity building component integrated in the project implementation has enhanced the potentiality of project sustainability. The training of radio journalists was a well thought through initiative on which the sustainability of the programme shall forever hinge. Besides, the youths have also been equipped with various business management skills vital for business sustenance.

3.8 Assessment of Approaches and Strategic Interventions used

Given the level of programme effectiveness and impact described above, it is imperative to assess the factors that have been central in realising the achievements discussed herein. The locus of analysis in this evaluation was thus placed on the approaches and strategies adopted in the project implementation. The approaches and strategies assessed include: 1) Use of various radio stations, 2) Use of testimonies, 3) Training of radio journalists, and 4) Formation of listeners' clubs.

3.8.1 Use of various radio stations

Kura Wikorera programme was aired on five radio stations: Isangano, Ishingiro, Salus, Isango star and Izuba. SFCG entered into a Memorandum of Understanding with the stations, and this helped the programme message to reach a wider audience as each station has its geographical coverage as well as loyal listeners. This was potentially an important factor on which the high level of awareness and knowledge about the programme hinge.

3.8.2 Use of testimonies

The major component of the programme was sharing of testimonies from successful youth entrepreneurs particularly giving other youths tips of business success. This approach according to many evaluation participants was highly encouraging, motivating others to follow in the footsteps of those already successful. This was further strengthened by the provision of links between the listeners and the entrepreneurs for

further consultations. This kind of arrangement facilitated organisation of learning visits to the business enterprises of the entrepreneurs whose testimonies were aired during the programme. This provided an avenue for business coaching, a factor to which business growth is highly attributed.

3.8.3 Training of radio Journalists

This was part of the capacity building component of the programme that witnessed over 45 journalists trained in various aspects of the programme. This was one of the activities in the project's '*critical path*' facilitated project ownership by radio stations. During the training, journalists were well oriented on the various aspects of the project such as the objectives, activities and expected results. This has been potentially useful as it has strengthened the extent of project sustainability.

3.8.4 Formation of listeners' clubs

The success of the programme largely depended on the listeners' acceptance of the programme. In achieve this, 5 listener clubs were formed with 10-12 members selected with some gender considerations although the men have remained dominant overtime. The members were well oriented about the programme and then charged with the responsibility of sensitizing the public in their respective areas about the programme. Through their weekly meetings, the clubs assessed the previous programmes and then provided feedback to the radio stations in addition to suggesting relevant topics to be discussed in the subsequent programmes. This approach was very well thought through as it ensured the relevance of programme messages as well as community participation in programme implementation. This also poses positive signals for project sustainability as discussed earlier.

Furthermore, through these clubs, the general public was encouraged to send their comments and questions about the programme by writing them in the project provided feedback book. This approach was potentially helpful as it addressed the communication challenge that would have befallen those who did not have phones or airtime to call in or send SMS during the programme. All in all, it is noteworthy that the programme strategies were highly participatory and hence the high level of project success as discussed herein.

4.0 CONCLUSIONS AND RECOMMENDATIONS

Flowing from the aforerunning discussion, this section presents the general conclusions, best practices and recommendations. The presentation in this section follows the evaluation objectives and questions stated in the introductory section.

4.1 Conclusions

Kura Wikorera programme has largely been successful in meeting its set objectives. Although the evaluation was not able to capture the number of business entities that have been started as a result of the programme, from the testimonies shared during FGDs, it was apparent that the programme has greatly motivated the starting of business units as well as the growth of already existing ones.

The programme approaches and strategies were largely participatory and this helped to ensure programme relevance as the programme messages were developed in a participatory manner. The participatory nature of the programme has had positive signals for project sustainability as it has stimulated the willingness of various stakeholders to contribute resources for the continued success of the project. For example the willingness of the successful entrepreneurs to freely share their skills with other interested youths.

Due to its relevance and perceived importance in the eyes of the listeners, the level of awareness and knowledge about Kura Wikorera programme is very high. It was surprising that even those who had not personally listened to the programme were much aware of the programme objectives. This implies a lot of informal sharing about the programme in the communities something that is attributed to the formation and functionality of listeners' clubs.

While in the short run Kura Wikorera programme has had impacts at the individual level such as improvement in standard of living, it is evident that the long run impacts go beyond the individual to the general community and even the nation as well. At the community level, long-term impacts of the programme include increased social interaction and hence high levels of social cohesion and development, as well as social stability through the control of the negative effects of unemployment such as hooliganism, prostitution and theft. At the national level, long term impacts of Kura Wikorera programme include a widened tax base as all the created business entities shall be paying taxes and increased level of economic activity, which in turn increases growth domestic product (GDP) and contributes to a decline in poverty levels.

Although it is apparent that public satisfaction levels with the programme are generally high, issues of inconvenient timing of the programme were raised in all FGDs. It was reiterated that the programme is aired in the morning when people are either rushing to go to work or school and this reduces the level of programme listenership. Besides the timing, the limited time (30-minutes) allocated to the programme is not enough and has largely constrained the number of call-ins during the programme.

Female participation in the all the programmes was generally low compared to their male counterparts. This is attributed to generally low participation of women in the media and other national programmes. Although gender was mainstreamed in the entire programme design, lack of affirmative actions during implementation underscored the desired levels of women participation in the project.

The aspect of competition in the selection of youth challengers has impressively encouraged the youths to demonstrate their business ideas. Given number of applications received 67, it is apparent that the entrepreneurial spirit is work among the Rwandan youths despite the fact that the project still lacks initiatives of promoting the business ideas that do not make it to the final stages of the competition.

Despite the low public awareness level about Zamuka, the majority of the population that is aware about the programme is largely positive about it because of its relevance and recommend that the programme be continued. As a result of the programme, majority of the youths who have watched revealed that their confidence in handling community challenges has been strengthened.

Broadcasting Zamuka TV show only through TV 10 – which besides being new is a decoder based TV station with a narrow public audience – has inevitably deprived the programme of potential audience members, hence the low levels of public awareness about the programme.

With regards to GGL, despite the low listenership, programme topics are regarded relevant and this is attributed to a highly participatory programme planning process that is undertaken. The joint planning process in which journalists on the 5 partner radio stations in the three countries come together and deliberate on various aspects of the programme has not only helped the journalists gain outstanding skills in quality radio programming but also ensuring of programme relevance to the populations in the target countries.

The strategy of broadcasting the programme at the same time in all the three countries has been instrumental in enhancing cross boarder interaction among the youths. However, the time of the programme (Saturday afternoon) has been not convenient to attract a bigger programme listenership.

Lack of listener clubs continue to deprive the audience effective participation in the planning of the programme. Premised on the usefulness of the listener clubs of Kura Wikorerera programme, such an initiative would valuably be significant in enhancing effective participation in the programme.

4.2 Best Practices and Lessons Learned

The evaluation identified the programme strategies that have consistently yielded superior results (best practices) and are hereunder explained.

a) Formation of listener clubs

Listener clubs have been instrumental in creating awareness about the programmes in their respective areas as well as providing feedback on the previous programmes. Furthermore, the clubs have been helpful in informing the design of the topics for discussion in the subsequent programme. This has been greatly important to ensuring programme relevance to needs of the listeners. Furthermore, the feedback book in which comments and questions could be recorded for the subsequent programmes have proved to be highly effective in addressing communication barriers for those who were not able to call in or send messages during the programme.

b) Participatory implementation approach

The involvement of all stakeholders in the design and implementation of the programme has yielded numerous benefits in terms of project ownership. In fact partner radio stations have expressed a great degree of project ownership and willingness to continue with the programme given the size of programme audience. Besides the radio stations,

community members have also participated in the programme through provision of feedback on the previous programme topics.

4.3 Recommendations

Organising a grand entrepreneurship workshop and exhibitions where more skills can continue to be imparted and new products of the youths' innovativeness to be displayed is critical. This will help to establish and strengthen linkages among entrepreneurs hence facilitating further information sharing as well as creating market for produced goods and services.

The time of the programme needs to be revised to make it more convenient. During FGDs, it was revealed that the current time of the programme (morning) is not convenient for many, otherwise listenership level would be very high. Coupled with this, given the importance of the programme, the 30 minutes allocated to it are not enough. It is recommended that this time be increased to at least 45 minutes in order to allow exhaustive discussion of the topics.

Affirmative actions for ensuring effective gender mainstreaming in programme implementation should critically be considered if participation of women in the programme is to be enhanced. It is critical that journalists are trained on stimulating gender-balanced debates throughout the programmes.

Listener clubs used by Kura Wikorera programme have proved helpful in disseminating the programme messages further down in the community. It is premised on this finding that both GGL radio programme and Zamuka reality TV show programmes should adopt such an approach if level of public awareness about these programmes is to improve.

The project management of Zamuka should consider entering into partnerships with other TV stations that have wider coverage lest the good messages of the programme remain the domain of a few elites. Besides, the programme should consider casting of challengers in different districts of the country; this can help to involve all the country in the programme.

Administratively, there is need to strengthen the M&E function of the project in order to accurately and systematically track project progress. This is because lack of systematic M&E data in a way constrained the effectiveness of this evaluation.

While the programmes have stimulated the development of various business enterprises, it is notable that the real growth of such business depends on continuous innovations. Therefore, it is important for the project to continuously promote business innovations and reflect on the lessons of the Zamuka programme. This can best be achieved through periodic organisation of business competitions in which business excellence is identified, recognised and rewarded.

ANNEX 1

**“Let's Do It” and “Legacy for Tomorrow”
Survey Questionnaire for the youths/ Ibibazo bigenewe
ubushakashatsi ku rubyiruko**

1. DISTRICT /Akarere_

2. Sector/Umurenge

3. Cell/Akagari

4. Village/Umudugudu_

5. URBAN/Umujyi..... 1 RURAL/Icyaro..... 2

6. INTERVIEW DATE/ Itariki y'ikiganiro .. 2 0 1 4

7. LANGUAGE USED DURING THE INTERVIEW/Ururimi rwakoreshejwe mu kiganiro

.....

English/Icyongereza

French/Igifaransa

Kinyaranda/Ikinyarwanda

Others/Urundi rurimi

Interviewer's name/ Amazina

y'ubaza.....Sign.....

SUPERVISOR'S APPROVAL.....

Hello,

My name is _____, and I am working for Search for Common Ground (SFCG). We are conducting an evaluation for the 'Let's Do It' and 'Legacy for Tomorrow' project which has been under implementation since 2010. Therefore, you have been randomly selected to participate in this study by answering the questions that am going to be asking you. All the information you provide will help to improve the project design and implementat ion. We will not mention your name and all information you provide will be kept confidential. I realize how limited your time is and greatly appreciate you for taking the time to speak with me.

Muraho!

Nitwa.....noherejwe na SFCG, turimo gukora isuzuma ry'umushinga witwa "Zamuka" na "Umurage w'ejo" watangiye gushyirwa mu bikorwa guhera 2010. Kubw'ibyo rero, watoranyijwe kugira ngo ugire uruhare mu gushyirwa mu bikorwa ngiye kukubaza. Amakuru yose mutanga azafasha mu gukora umushinga no mu ishyirwa mu bikorwa ryawo. Ntituri bwandike izina ryanyu kandi amakuru mutanga azagirwa ibanga. Tuziko igihe mufite ari gito kandi tubashimiye umwanya mwafashe wo kuvugana natwe.

You are free to withdraw from the interview at any time you want and you make decline to answer any question you feel not comfortable to. Have you accepted to

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take part in this study? Yes No

Mushobora guhagarika ikiganiro igihe cyose mushatse kandi mushobora no kudasubiza ikibazo mwumva mudashaka gusubiza. Mwaba mwemeye kugira uruhare muri ubu bushakashatsi?

100: Respondent's Background Characteristics/ Umwirondoro w' usubiza

N°	QUESTIONS AND FILTERS/Ibibazo	CODING CATEGORIES /Kode	SKIP TO/ Simbuka ku
101	Sex/Igitsina	Male/ <i>Gabo</i>1 Female/ <i>Gore</i>2	
102	Age /Imyaka	Below 18/ <i>Munsi ya 18</i>1 18-25.....2 26-35.....3	
103	When were you born?/ <i>Wavutse rvali?</i>	
104	Religious Affiliation/ <i>Idini ubazarizwamo</i>	Protestant/Anglican/ <i>Abaporoso/Abangirikani</i>1 Roman Catholic/ <i>Gotolika</i>2 Muslim/ <i>Isilamu</i>3 Other (specify)/ <i>Irindi dini(Rivuge)</i>4	
106	Main Occupation / <i>umurimo ukorw'ibanze</i>	Student/ <i>Umunyeshuri</i>1 Salaried employment/ <i>Umukozi uhembwa</i>2 Business/ <i>Umucuruzi</i>3 No work at all/ <i>Ntakazi namba</i>4 Casualworker/ <i>Nyakabyizi</i>5 Others (Specify)/ <i>Undi murimo (Wuvuge)</i>7	
107	Educational status/ <i>Amashuri</i>	Still in school(<i>Aracyari mu ishuri</i>).....1 Not in school (<i>Ntiyiga</i>).....2	
109	What is your highest level of education?(<i>Ni ikihe cyiciro cyo hejuru cy'amashuri wize?</i>)	Never went to School/ <i>Si nigeze niga</i>1 Primary/ <i>Amashuri abanza</i>2 Secondary/ <i>Amashuri yisumbuye</i>3 Post-Secondary/ <i>Hejuru y'Amashuri yisumbuye</i>4 Other/ <i>Ayandi</i>5	

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200 Zamuka TV show /Ikiganiro kuri Televiziyo cyitwa Zamuka

201	Have you ever heard about 'Zamuka' TV show? Waba warigeze wumva ibyerekeye	Yes/Yego.....1 No/Oya.....2	
202	If yes, where?/Niba ari yego, hehe?	Ever watched it myself.....1 Narakirebye n'jye ubwanjye Acquaintances.....2 Nacyumvanye abandi Print media.....3 Ibinyamakuru byandika Other(s) specify..... Ahandi/Havuge	
203	If ever watch, how often Niba warakirebye/Kangahe?	Very often.....1 Inshuro nyinshi cyane Often.....2 Inshuro nyinshi Rarely.....3 Gacye cyane	
204	Have you ever participated in the Zamuka programme? Waba warigeze ugira uruhare mu	Yes/Yego.....1 No/Oya.....2	
205	If yes, how did you participate? Niba ari yego ni uruhe ruhare wagizemo?	Youth challenger Urubyiruko rwitabiriye amarushanwa Voting for weekly teams Gutora mu matsinda ya buri cyumweru	

206	<p>What major things have you learnt from the programme? (Multiple responses possible) Ni Ibihe bintu by'ingenzi wigiye muri iki kiganiro (Ibisubizo byinshi birashoboka)</p>	<p>Use of dialogue to solve social problems.....1 Gukoresha ibiganiro mu gukemura ibibazo by'imibereho myiza The vital role of the youths in problem solving...2 Uruhare rw'ingenzi rw'urubyiruko mu gukemura ibibazo Being active citizen.....3 Kuba umuturage witabira Other(s) specify..... Ibindi/Bivuge</p>	
207	<p>To what level were the issues presented in the programme relevant to the development needs of your community? Ni kuruhe rwego ibibazo byagaragajwe muri iki kiganiro bijyanye n'ibikenewe mu iterambere ry'aho mutuye?</p>	<p>Very relevant.....1 Birajyanye cyane Relevant.....2 Birajyane Indifferent.....3 Nta cyo bimbwiye Very irrelevant.....4 Biratandukanye cyane Irrelevant.....5 Ntaho bihuriye</p>	
208	<p>In your opinion, what do you think were the main messages the programme wanted to pass onto the public? Ku bwawe, ni ubuhe butumwa bw'ingenzi ubona iki kiganiro cyagombaga kugeza ku bagikurikira?</p>	<p>Youth active participation in community development.1 Kwitabira k'urubyiruko mu iterambere ry'aho dutuye Dialogue in problem solving2 Ibiganiro bigamiye gukemura ibibazo</p>	
209	<p>In your own assessment, do you think the main messages in the programme have been well understood by the public? Mu isuzuma ryawe, ubona ubutumwa bw'ingenzi muri iki kiganiro bwatumvikanye/bwarageze ku baturage?</p>	<p>Yes.....1 yego No.....2 Oya</p>	

210	Give reasons for your answer. Tanga impamvu z'igisubizo cyawe	
211	Has the programme enhanced your confidences in handling community challenges? Iki kiganiro cyaba cyarakongereye ubushobozi mu gucyemura ibibazo by'aho mutuye?	Yes.....1 yego No.....2 oya Somehow.....3 Mu rugero	
211	To what level are you personally satisfied with the programme? Ni kuruhe rugero wowe ubwawe wishimiye iki kiganiro?	Highly satisfied.....1 cyaranshimishije cyane Satisfied.....2 cyaranshimishije Indifferent.....3 Nticyanyuze Highly dissatisfied.....4 Sinanyuzwe namba Dissatisfied.....5 Sinanyuzwe	
212	Would you recommend the programme to continue? Mwumva iki kiganiro cyakomeza?	Yes.....1 yego No.....2 Oya Not sure3 Ndashidikanya	
213	Give reasons for your answer Tanga impamvu z'igisubizo cyawe	

300 The Generation Grands Lacs Radio Program / Gahunda y'ikiganiro GGL

301	Have you ever listened to the GGL radio programme Waba warigeze wumva ikiganiro cya Generation Grand lac kuri radio?	Yes.....1 Yego No.....2 Oya
302	If yes, how often Niba ari yego, kangahe?	1-4 times.....1 5-9 times.....2 More than 10 times.....3
303	If No, why not? Niba ari oya , kubera iki?	Never heard about it.....1 Sinigeze ncyumva Lack of time.....2 Kubura umwanya Lack of interest.....3 Kumva kitanshishikaje Not interrested.....4 Ntabwo binshishikaje
304	Have you even called -in during the GGL radio programme? Waba warigeze uhamagara kuri Radio	Yes.....1 No.....2
305	If no, why? Niba ari oya, kubera iki?	Never heard about the programme.....1 Si nigeze ncyumva Time of the programme not convenient.....2 Igihe gitangirwa ntabwo gihuye n'umwanya mbonekera No radio.....3 Nta radiyo ngira
306	How often have you called-in during the GGL radio programme? Ni inshuro zingaha wahamagaye kuri Radio mu kiganiro cya GGL?	Very often.....1 Kenshi cyane Often.....2 Kenshi Rarely.....3 Rimwe na rimwe

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307	What has motivated you to listen to this programme? Ni iki cyagushishikarije gukurikirana iki kiganiro?	Relevance of the topics discussed.....1 Ibikubiye mu ngingo ziganirwaho Convenient timing.....2 Igihe gikwiye gitambukira Friends.....3 Inshuti Nice presenters.....4 Abatanga ikiganiro neza Other(s) specify..... Ibindi/Bivuge	
308	The topics discussed on the programme have been relevant to the current issues in the great lakes region. Comment on this statement.	Strongly agree.....1 Agree2 Neither agree nor disagree.....3 Disagree.....4 Strongly disagree.....5	
309	Did you like this program? Waba warakunze iki kiganiro?..... What have you liked most about this programme? Ni iki wakunze kurusha ibindi muri iki kiganiro?	
310	Would you recommend the programme to continue? Wumva iki kiganiro cyakomeza?	Yes.....1 Yego No.....2 Oya	
311	Give reasons for your answer Tanga ibisobanuro ku gisubizo cyawe	

400: Generations Grands Lacs Internet Platform

401	Have you heard about the online discussions about the GGL radio and Let's Do it programmes? Waba warumvise ibijyanye na gahunda z'ibiganiro bya GGL na Zamuka binyuze ku mbuga za interineti?	Yes.....1 yego No.....2 Oya	
402	Have you ever participated in an online discussions about 'Let's Do it' TV programme or generation Grand Lacs radio programme? Waba warigeze ugira uruhare mu biganiro nka Zamuka cyangwa GGL binyuze ku rubuga rwa interineti?	Yes.....1 Yego No.....2 Oya	

403	If No, why Niba ari oya, kubera iki?	Not aware.....1 Sinigeze mbimenya No access to internet.....2 Nta interineta mbasha kubona Lack of interest.....3 Kumva bitanshishikaje Lack of time.....4 Kubura umwanya	
404	Would you support that online discussions about the radio and TV programmes above continue? Wumva washyigikira ko ibi biganiriro	Yes.....1 Yego No.....2 Oya	
404	Give reasons for your answer? Tanga ibisobanuro ku gisubizo cyawe	

500: Legacy for Tomorrow project, specifically the Kura Wikorera radio program

501	Have you heard about Kura Wikorera radio programme? Waba warigeze wumva ikiganiriro kura wikorera kuri Radio?	Yes.....1 Yego No.....2 Oya	
502	Have you ever listened to the programme yourself? Waba warigeze wumva iki kiganiriro wowe ubwawe?	Yes.....1 Yego No.....2 Oya	
503	If yes, how often? Niba ari yego, ni kangaha?	Very often.....1 Kenshi cyane Often.....2 kenshi Rarely.....3 Rimwe na rimwe	
504	If no, why? Niba ari oya? Kubera iki?	No radio.....1 Nta radio No time.....2 Nta mwanya No interest.....3 Ntabwo binshishikaje	

505	<p>Is there any idea you have learnt through this radio programme which you would like to start or have already started?</p> <p>Haba hari igitekerezo wungukiye muri iki kiganiro kinyura kuri Radio wumva ushaka gutangira cyangwa watangiye gushyira mu bikorwa?</p>	Yes.....1 No.....2	
506	<p>Kura Wikorera radio program mainly aims at promoting alternative livelihood outside agriculture. In your opinion is this the best approach to solving the unemployment and other livelihood challenges facing the youth in your community?</p> <p>Ikiganiro kinyura kuri radio cyitwa Kura wikorera</p> <p>kigamije guteza imbere imirimo inyuranye itari iy'ubuhinzi. Kuri wowe uko byumva iyi yaba ari inzira nziza yo gukemura ikibazo cyo kubura akazi/ubushomeri n'izindi nzitizi zijyanye n'umurimo urubwiruko ruhura nazo aho mutuye?</p>	Yes.....1 Yego No.....2 Oya	
507	<p>Give reasons for your answer</p> <p>Tanga ibisobanuro ku gisubizo cyawe</p>	
508	<p>Do you know of any youth who has started a business as a result of the ideas acquired through this programme.</p> <p>Waba uzi umwe mu rubyiruko rwihangiye umurimo abivanye mu bitekerezo yungukiye muri iki kiganiro Kura wikorera?</p>	Yes.....1 Yego No.....2 Oya	

509	Kura Wikorera program has been important in generating information about possible business ideas for the youth. To what extent do you agree with this statement? Ikiganiro cya Kura wikorera cyabaye ingenzi mu gushishikariza urubyiruko kwihangira imirimo ishoboka. Ni kuruhere rugero wemeranywa n'iki gitekerezo?	Strongly agree.....1 Ndabyemera cyane Agree.....2 Ndabyemera Indifferent.....3 Nta cyo bimbwiye Strongly disagree.....4 Simbyemera na mba disagree.....5 Simbyemera	
510	To what level have the entrepreneurial ideas shared during Kura Wikorera radio programme been relevant to your community? Ni kuruhe rwego ibitekerezo byo kwihangira imirimo binyuze mu kiganiro cya Kura wikorera gica kuri radio kivuga ibintu bijyanye n'aho mutuye?	Highly relevant.....1 Birajyanye cyane Relevant.....2 Birajyanye Indifferent.....3 Ntibihuye Highly irrelevant.....4 Nti bihuye na mba Irrelevant.....5 Nti bihuye	Formatted: French (France)
511	To what level are you satisfied with the Kura Wikorera programme Ni kuruhe rugero mwanuzwe n'ikiganiro cya kura wikorera	Very satisfied.....1 Naranyuzwe cyane Satisfied.....2 Naranyuzwe Neutral.....3 Ndifashe Dissatisfied.....4 Si nanyuzwe Very dissatisfied.....5 Sinanyuzwe namba	Formatted: French (France)
512	Give reasons for your answer above Tanga impamvu ku gisubizo watanze hejuru	
513	What changes in the program would you like to recommend? Ni ibiki wifuzako byahinduka muri iki kiganiro cya kura wikorera? (Ibyakurwamo cyangwa ibyakongerwamo)	

Thank you for your time and cooperation!!

Murakoze ku bw'umwanya wanyu n'ubufatanye mwatugarararije muri iki gikorwa!!!

ANNEX 2
 “Let’s Do It” and “Legacy for Tomorrow”

KI Interview with Journalists

1. Location _____	<input type="text"/>
Name of radio/Tv station ____	<input type="text"/>
POSITION	<input type="text"/>
Length of time served in the position	<input type="text"/>
INTERVIEW DATE	<input type="text" value="2"/> <input type="text" value="0"/> <input type="text" value="1"/> <input type="text" value="4"/>
LANGUAGE USED DURING THE INTERVIEW	<input type="text"/>
French	
English	
Kinyaranda	
Name of interviewer.....Sign.....	<input type="text"/>
SUPERVISOR’S APPROVAL.....	

Hello,
 My name is _____, and I am working for Search for Common Ground (SFCG). We are conducting an evaluation for the ‘Let’s Do It’ and ‘Legacy for Tomorrow’ project which has been under implementation since 2010. Therefore, you have been randomly selected to participate in this study by answering the questions that am going to be asking you. All the information you provide will help to improve the project design and implementation. We will not mention your name and all information you provide will be kept confidential. I realize how limited your time is and greatly appreciate you for taking the time to speak with me.

You are free to withdraw from the interview at any time you want and you make decline to answer any question you feel not comfortable to. Have you accepted to take part in this study? Yes No

Section 1: Project partnership with the radio station
 What type of partnership have you had with the ‘Let’s Do it’/ ‘Legacy for tomorrow’ project?

 What specific roles have you played in the design and implementation of the project?

 What kind of support did the project provide you in order to effective perform the above roles?

.....
.....
.....
How do you comment on the relevance of the training that you received under the project?
.....
.....

.....
What is your comment on the time at which the programme/show was aired?
.....

To what extent do you think that the timing of the programme/show affected listenership?
.....
.....

How were the discussion topics selected?
.....
.....

How do you comment on the level of programme listenership?
.....
.....

To which factors would attribute the above listenership level?
.....
.....

How do you comment on the level of listenership by gender and location (urban-rural)?
.....
.....

In your experience, what accounts for the observed differences above?
.....
.....

How do you comment on the level of call-ins during the programme/show?
.....
.....

To what extent do you believe that the programme/show achieved its objectives?
.....
.....

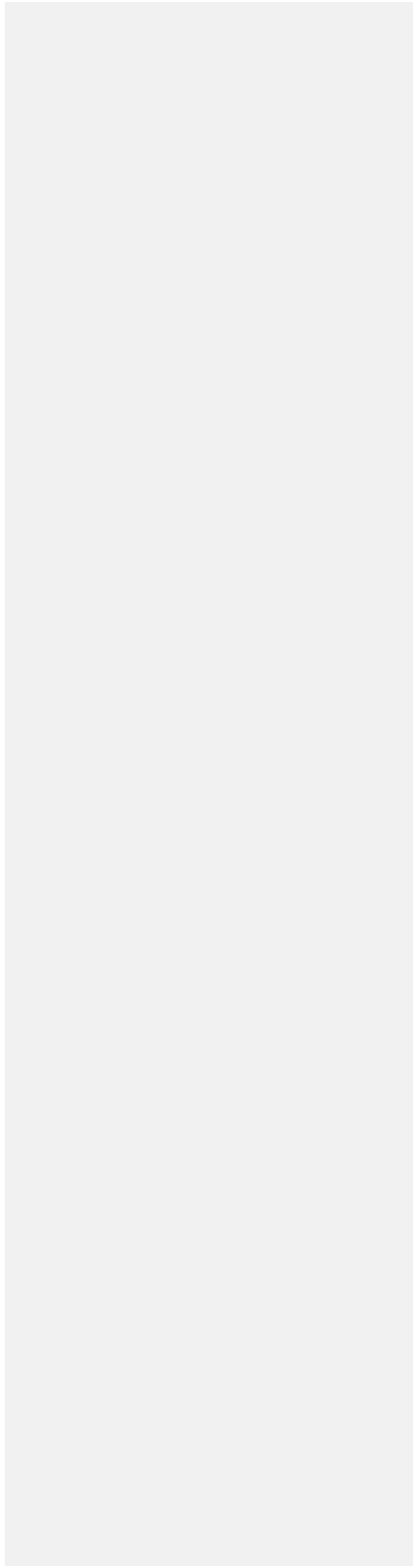
Justify your answer above?
.....
.....

What do you consider to be the critical strengths and weaknesses of the programme?
.....
.....

In your own opinion, how can the above strengths be scaled up and weaknesses addressed?
Scaling up strengths

.....
.....
.....
Addressing weaknesses
.....
.....

Thank you for your time and cooperation



ANNEX 3
 “Let’s Do It” and “Legacy for Tomorrow”

FGD with community residents

1	Location _____	<input type="checkbox"/>
2	Participant type ____	<input type="checkbox"/>
3	Number of participant	<input type="checkbox"/> <input type="checkbox"/>
4	DATE	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 2 0 1 4
5	LANGUAGE USED DURING THE DISCUSSION	<input type="checkbox"/>
	French	
	English	
	Kinyaranda	
	Name of moderator.....Sign.....	<input type="checkbox"/>
	SUPERVISOR’S APPROVAL.....	

- Agenda:
 Welcoming remarks by the moderator
 Purpose of the discussion and participation procedures
 Discussions
 Closure

Discussion issue 1: Awareness of and Knowledge about let's do it and Kura Wikorera programmes;

Data extraction format

How many of the participants have ever heard about the programmes?

Only Let's do it.....

Only Kura Wikorera.....

Both

How many have ever participated in both or either of the programmes

All programmes.....

Kura wikorera.....

Let's do it.....

Factors that have influenced participation in the programmes

.....
.....
.....
.....
.....

Knowledge of the objectives of the programmes

Kura wikorera

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Let's do it

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Researcher's observation on the level of knowledge of the programme objectives

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.....

Discussion issues 2: Relevance of the messages to the lives of the audiences

Data extraction format

Attitudes about the relevance of the messages in the programmes

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.....
.....
.....

Reasons for the attitude above

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.....
.....
.....

What should have been done or be done to improve the relevance of the messages

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.....

.....
Discussion issue 3: effectiveness of the programmes (Kura wikorera & Let's do it)
Data extraction format

Level of programme achievement

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.....
Justification for the responses above

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.....

.....
Factors for the registered level of programme achievement

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Discussion issue 4: Impact of the programmes
Data extraction format

Changes that have taken place in the lives of participants as a result of the programmes

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.....
.....
.....

.....
Specific linkages between the above changes and the programme deliverables.

.....
.....
.....

.....
Other projects/programmes that could have had similar outcomes in the lives of participants
other than Let's do it and Kura Wikorera.

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.....

.....
Discussion issue 5: Personal opinion about the two programmes

Data extraction format

Opinion

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Justification for the above opinions

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.....
.....

Thank you for your time and views

ANNEX 4
 “Let’s Do It” and “Legacy for Tomorrow” projects

KI Interview with Project Staff

1	POSITION	<input type="text"/>
2	Length of time served in the position	<input type="text"/>
3	INTERVIEW DATE	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 2 0 1 4
4	LANGUAGE USED DURING THE INTERVIEW	<input type="text"/>
	French	<input type="text"/>
	English	<input type="text"/>
	Kinyaranda	<input type="text"/>
	Name of interviewer.....Sign.....	<input type="text"/>
	SUPERVISOR’S APPROVAL.....	<input type="text"/>

Hello,
 My name is _____, and I am a consultant for Search for Common Ground (SFCG). We are conducting an evaluation for the ‘Let’s Do It’ and ‘Legacy for Tomorrow’ projects which have been under implementation since 2010. You have been purposively selected (basing on your role in the projects) to participate in this study by answering the questions that am going to be asking you. All the information you provide will help to improve the project design and implementation. We will not mention your name and all information you provide will be kept confidential. I realize how limited your time is and greatly appreciate you for taking the time to speak with me.

You are free to withdraw from the interview at any time you want and you make decline to answer any question you feel not comfortable to. Have you accepted to take part in this study? Yes No

Section 1: Background information about the respondent

1 How long have you been working with this project?

.....

2. What specific roles have you played in the design and implementation of the project?

.....

Section 2: Project performance and achievements

1. On average, how many people is the project reaching through all the media programmes?

Radio programme (Kura Wikorerera).....

TV show (Let's Do It).....

Website discussion forum.....

2 In your opinion, how do rate the overall performance of the project?

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.....
.....

Give reasons for your answer.

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.....

What factors have accelerated and/or inhibited impressive project performance?

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.....

In your own opinion, how did the timing of the programme/show affected listenership?

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How were the discussion topics selected?

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How do you comment on the level of programme listenership?

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.....

To which factors would attribute the above listenership level?

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.....

How do you comment on the level of listenership by gender and location (urban-rural)?

.....
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.....

In your experience, what accounts for the observed differences above?

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How do you comment on the level of call-ins during the programme/show?

.....
.....
.....

To what extent do you believe that the programme/show achieved its objectives?

.....
.....

Justify your answer above?

.....
.....
.....

What do you consider to be the critical strengths and weaknesses of the programme?

.....
.....

In your own opinion, how can the above strengths be scaled up and weaknesses addressed?

Scaling up strengths

.....
.....
.....

Addressing weaknesses

.....
.....

Thank you for your time and cooperation

Annex 5: List of Key Informants

Names	Position
Kalisa Narasse	Programme Director
Theogene Mugisha	M&E
Nicolas Gatambi	Programme Assistant
Aline Umutesi	Project Assistant/ Producer of Kura Wikorera Programme
Mario Beying	Programme staff
Gatsinzi Victor Fidel	Programme Director TV 10
Sandrine Isheja Butera	Former GGL Presenter
Sayinzoga Pean de Dieu	Challenger
Masabo Gilbert	Challenger