

UNION OF TANZANIA PRESS CLUBS



ENHANCING PUBLIC AWARENESS ON SUSTAINABLE
DEVELOPMENT GOALS THROUGH MEDIA IN TANZANIA

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TABLE OF ABBREVIATION

1. CEO	:	CHIEF EXECUTIVE OFFICER
2. E4A	:	EVIDENCE FOR ACTION
3. FIG	:	FIGURE
4. HIV/AIDS	:	HUMAN IMMUNODEFICIENCY VIRUS/ ACQUIRED IMMUNE DEFICIENCY SYNDROME
5. I.E.C	:	INFORMATION, EDUCATION AND COMMUNICATION MATERIALS
6. MDGs	:	MILLENIUM DEVELOPMENT GOALS
7. MGM	:	MEMBERS GENERAL MEETING
8. PAX	:	PARTICIPANTS
9. PCS	:	PIECES
10. SDGs	:	SUSTAINABLE DEVELOPMENT GOALS
11. TMF	:	TANZANIA MEDIA FOUNDATION
12. TV	:	TELEVISION
13. UN	:	UNITED NATIONS
14. UNDP	:	UNITED NATIONS DEVELOPMENT PROGRAMME
15. UNESCO	:	UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION
16. USD	:	UNITED STATES DOLLAR
17. UTPC	:	UNION OF TANZANIA PRESS CLUBS

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ANNEXTURES

A : PROJECT DETAILED BUDGET

1. EXECUTIVE SUMMARY

The media in its current form, print, electronic, social media and even the traditional mass media, can if properly put to use, raise the awareness of the public in any society. It is the noble duty of the media, to provide information and education that can benefit the society.

This fact goes without saying and many a society can attest to that.

The media can inform, educate and in its totality raise the awareness of people about anything for their benefit. That has been done time immemorial.

It is within this premise that this project has been formulated.

The Union of Tanzania Press Clubs (UTPC) will undertake a number of activities, geared towards raising the awareness of various stakeholders about the recently adopted Sustainable Development Goals. The activities will be implemented informed by various guidelines, including the imperatives of UTPC constitution, its manuals and the spirit of contract establishing this project.

To overall project goal is to support the Government's strategies, policies and activities to achieve the Sustainable Development Goals, by the year 2030.

The outcomes of the project are:

- a) Objective and quality media coverage on SDGs
- b) Cooperation among stakeholders on SDGs at National and Regional levels
- c) Online and physical library providing information to stakeholders on SDGs

The project will be implemented through press clubs, that have been established all over the country. So for there 27 press clubs, which are UTPC members in Tanzania Mainland and Zanzibar.

Members of these press clubs, who are journalists will be trained on Sustainable Development Goals (SDGs), so as to equip them in a bid to

use the knowledge in raising the awareness of the general public on the importance and benefit of SDGs.

Stories, features, radio and TV programmes will published and aired towards the envisaged goal.

This will be a three (3) years project to be implemented all over Tanzania. The first year will be used as pilot project.

2. BACKGROUND INFORMATION

2.1. Millennium Development Goals (MDGs)

In September 2000, 189 UN Member States adopted the Millennium Development Goals (MDGs), which is the biggest ever world promise to end poverty and extreme deprivation.

The World leaders committed themselves that by the end of 2015, they will achieve the following MDGs:-

- To eradicate extreme poverty and hunger
- To achieve universal primary education
- To promote gender equality
- To reduce child mortality.
- To improve maternal health
- To combat HIV/AIDS, malaria and other diseases.
- To ensure environmental Sustainability
- To develop global partnership for development.

Various countries, Tanzania inclusive, played their part in fulfilling their obligations, toward the achievement of the goals.

Various post 2015 deliberations took place at UN level, involving a number of stakeholders, which eventually came up with the Sustainable Development Goals (SDGs).

2.2. Sustainable Development Goals

Celebrating the Seventieth Anniversary of the UN, member – states who met at the UN Headquarters, from 25 – 27 September 2015, adopted the new 17 Sustainable Development Goals (SDGs).

These are comprehensive, far reaching and people centred transformative goals geared at eradicating poverty.

These 17 goals embodies the 2030 World Agenda to eradicate poverty, fight inequality and injustice and tackle climate change.

The 17 SDGs are:-

- No poverty
- No hunger
- Good health and wellbeing
- Quality education
- Gender equality
- Clean water and sanitation
- Affordable and clean energy
- Decent work and economic growth
- Industry, innovation and infrastructure
- Reduced inequalities
- Sustainable Cities and communities
- Responsible consumption and production
- Climate action
- Life below water
- Life on land
- Peace and justice, strong institutions
- Partnership for the goals

Contrary to the Millennium Development Goals' era, where the media did not play its part effectively in catalyzing the implementation of activities, to achieve the MDGs, the implementation of activities, under SDGs, the media will feature more actively and effectively.

In Tanzania, UTPC will use its network of press clubs, and engage various stakeholders to make sure that the SDGs are a success by the year 2030.

3. JUSTIFICATION AND RELEVANCE

3.1. History and UTPC capacity

The Union of Tanzania Press Clubs (UTPC) is an umbrella body of press clubs. Press Clubs which are members of UTPC, are journalists associations based in the regions in Tanzania Mainland and Zanzibar. The Union was established by the law of the land in 1997, and ever since it has been working within the law to achieve its objectives.

UTPC relevance lies in the fact that, a bulk number of journalists, operating from the regions, are press clubs members, whose capacity and ability, has been enhanced and improved, through training under UTPC strategic plans.

In every region of Tanzania there is a press club, making UTPC to be one of the unique organizations in the country to have its presence all over the country.

UTPC at the moment, is implementing its Strategic Plan 2011 – 2013 but has been extended to 2015. Preparations for project completion are underway. The total cost of our Strategic Plan is 9 billions Tanzanian shillings.

An agreement with Sida which is the sole funder of our Strategic Plan, to field project evaluation has been reached and an international firm from Denmark has won the tender to conduct the evaluation.

Sida has been supporting UTPC and its press clubs, since 2003 very successfully.

However, within a span of four (4) years UTPC has done a number of projects supported by various organizations.

Figure 1: Projects Implemented 2011 – 2015

SN	Partner	Description of the project	Amount
1.	Unesco	Monitoring community Radios phase I	60,000,000
2.	E4A	Promoting local accountability on the health of newborn babies	80,000,000

3.	TMF	Control of small arms in Kagera region	60,000,000
4.	Unesco	Monitoring community radio phase II	100,000,000
5.	E4A	Maternal health	15,000,000

3.1.1. Press clubs' relevance

As noted earlier, there are 27 press clubs in Tanzania Mainland and Zanzibar, whose members who are the journalists, working for various media outlets totaling 4500.

The press clubs provide services to the stakeholders in those particular regions in the manner of:-

- a) Providing media coverage
- b) Arbitrating stakeholders/ journalists complaints
- c) Raising public awareness on the right of information
- d) Supporting regional development strategy and activities
- e) Providing social, economic and security support to their members.

UTPC has used press clubs in various activities/projects that have been successfully accomplished.

The network of press clubs is highly advantageous to the development of our country. Its efficiency and effectiveness is unbureaucratic and highly transparent.

3.2. Problem Analysis

The media, has not, and even up to this moment being used, in its totality to support or catalyze the achievement of various strategies, projects, activities and policies of national or international organizations or agencies.

The UN and the member – states did not in any way use the media in supporting the implementation and achievement of the MDGs.

3.3. Objectives Analysis

It is the paramount objectives of this project to redress the problem neglecting the media in developmental activities, strategies and policies.

The media through UTPC, will be put into practical use in supporting the achievement of SDGs in Tanzania.

4. LOGICAL FRAMEWORK ANALYSIS

4.1. LOGICAL FRAMEWORK MATRIX

Intervention Logic	Objectively variable indicators	Source of verification	Assumptions
1. Goal To support the Government strategies to achieve the SDGs by 2030			That various stakeholders including the Government will be willing to participate in the project.
2. Purpose To enhance the stakeholders awareness on the achievement of SDGs in Tanzania.	<ul style="list-style-type: none"> - Number of SDGs achieved - Number of stakeholders opinions captured 	<ul style="list-style-type: none"> - Media coverage - Country reports 	<ul style="list-style-type: none"> - Intergovernmental agencies cooperate - Cooperation among state and non state actors
3. Outcome			
3.1. Objective and quality media coverage on SDGs	<ul style="list-style-type: none"> - Number of stories, features, radio and TV programs published and aired per year - A group of six (6) mentors and 24 champions established 	<ul style="list-style-type: none"> - Newspaper stories, features, radio and TV programmes - Financial reports - Activity reports 	<ul style="list-style-type: none"> - Proper selection of mentors, trainers and champions. - Proper quality assurance mechanism
3.2. Cooperation among stakeholders on SDGs at National and Regional levels	<ul style="list-style-type: none"> - Three (3) Quarterly stakeholders meetings to be attended by 60 pax conducted 	<ul style="list-style-type: none"> - Financial reports - Workshop reports - Media coverage 	<ul style="list-style-type: none"> - Stakeholders will participate effectively - Proper quality assurance mechanism
3.3. Online and physical library providing information to stakeholders on SDGs	<ul style="list-style-type: none"> - X number of books and audio – visual materials procured and stored - An online library to be managed by UTPC secretariat 	<ul style="list-style-type: none"> - Activity reports - Financial reports 	<ul style="list-style-type: none"> - Proper selection of I.E.C materials - Proper quality assurance mechanism

	<p>established.</p> <ul style="list-style-type: none"> - One physical library at UTPC headquarters and 27 at every press clubs, with books and other I.E.C materials, established. 		
4. Activities			
<p>3.1.1. To select consultants to produce training manuals</p> <p>3.1.2. To select trainers/participants to facilitate ToT</p> <p>3.1.3. To conduct ToT</p> <p>3.1.4. To conduct training to journalists on SDGs.</p> <p>3.1.5. To publish Tuwasiliane newspaper on monthly basis</p> <p>3.1.6. To select regional champions</p> <p>3.1.7. To select mentors.</p> <p>3.2.1. To conduct a national stakeholders workshops</p> <p>3.2.2. To create a national and regional platform of stakeholders on SDGs.</p> <p>3.2.3. To conduct a National and regional workshops on</p>			

<p>SDGs on quarterly basis.</p> <p>3.2.4. To conduct exchange visits in the country on the implementation of SDGs</p> <p>3.2.5. To establish an online physical library at press clubs</p> <p>3.2.6. To identify and procure books, audio – visual materials and documents on SDGs.</p> <p>3.2.7. To prepare and disseminate various documentaries.</p>			
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5. ORGANIZATION, GOVERNANCE AND MANAGEMENT

5.1. Organization

5.1.1. Legal status

UTPC is a legal status, established and registered on 19 August 1997 under the Societies (Application for Registration) Rules of 1954 and given a certificate No SO 8976

5.1.2. Governance

UTPC's structure is a three (3) layered. The Members General Meeting (MGM) is the supreme policy making body comprised of three (3) members from 27 press clubs. The MGM meets every year.

The Members General Meeting has met for the past three years and deliberated on Narrative and Financial Reports, for those respective years.

The second layer of our structure is the Board of Directors, comprising of the President, Vice President and eight (8) Board Members, elected after every three (3) years.

The Board members are being elected from press club's leaders namely the Chairpersons, The General Secretaries and the Treasurers. The Board is the supervisory body that is supervising the secretariat which implements the day to day chores of the Union. For efficiency and effectiveness, the Board has been divided into two committees, namely: **The Finance and Planning Committee and Ethics and Training Committee**. These committees deliberate very extensively on various issues before being presented to the full Board for decisions.

The Board makes its decision through resolutions which are the points of action and reference. The Board meets on quarterly basis, under the leadership of the UTPC President.

For the past four (4) years, UTPC Board of Directors has met for more than 14 times, in exercising their supervisory roles.

The third and last layer of our structure is the Secretariat, whose members assume their authority or employment on contractual basis. This is an implementing body that discharges its duties informed by various guidelines and manuals.

The Secretariat is being led by the Executive Director, who is employed and supervised by the Board of Directors.

5.1.3. Management

The management of UTPC office, its projects and the utilization of its assets, is under the Secretariat under the Executive Director with his/her assistants. At this point of time, the Secretariat is divided into two (2) departments which are:-

- a) Programme department
- b) Finance department

Under the programme department, there are three officers. Those officers are :-

- Program officer : Press Clubs engagement, Training and Advocacy.
- Program officer : Procurement and Administration
- Program officer : Monitoring, Research and Publications

Under the Finance department there are two officers who are:-

- The Finance officer who is the head of department
- The Accountant who assist the Finance officer.

There are various guidelines and manuals that are guiding the Secretariat to make decisions. Those guidelines are:-

- **Board Charter**
- **Finance Resources manual**
- **Human Resources manual**
- **Procurement manual**
- **Vehicle policy**
- **Accounting package.**

UTPC is being audited annually and for the last four (4) years, has been given an unqualified reports with our auditors.

Various reports that have been presented to our governance structures are also submitted to our partner Sida, whom we meet annually to review the progress.

6. DESCRIPTION OF ACTIVITIES AND ITS IMPLEMENTATION

6.1. Description of Activities

Under this project, a number of major and sub activities will be implemented. Those activities are :-

6.1.1. Selection of consultants to produce the training manuals

Two (2) consultants, one on expert in journalism and the other on development issues, will be selected to produce the training manual, which will be used in training the journalists.

UTPC Procurement manual will be used in the selection process, as well as consultation with UNDP.

6.1.2. Selection of trainers for ToT

24 trainers 10 expert in development issues and electronic, 14 expert in print, electronic and social media will be selected. The selection process will be done as informed by the procurement manual as well as in consultation with UNDP.

6.1.3. Conducting the ToT

An intensive three (3) days Training of trainers will be conducted, with the aim of orienting the trainers on how to conduct the training to the journalists. Two (2) trainers will be sought and selected to do the training.

Trainers will be introduced to the manual which they will use in the actual training to the journalists around the country.

6.1.4. Training of journalists on SDGs

The actual training of journalists on SDGs will be conducted in every region in Tanzania Mainland and Zanzibar. This training is targeting 1160 journalists, 30 from each region except Dar es Salaam, Arusha, Mbeya, Zanzibar and Mwanza which will have 100 participants per region.

The purpose of the training, will be to upgrade the skills of the selected journalists, in writing stories, features, radio and TV programmes on the implementation of programme, policies on SDGs.

The selection of the journalists to attend the training, will be done by the press clubs, under the close supervision of UTPC secretariat, which will set up a set of criteria to be used in the selection.

6.1.5. Selection regional champions

During the training, based on performance two (2) journalists per regions, will be selected to form a group of champions.

These champions will be tasked with the responsibilities of writing stories, features radio and TV programmes about the progress on the implementation of SDGs in the country. A minimal monthly fee will be arranged to facilitate their work. The fee will be paid upon performance.

6.1.6. Selection of mentors

A group of six (6) experts, two (2) in development issues and four (4) in journalism will be selected to provide mentorship to the selected champions.

6.1.7. To establish an online and physical library

An expert in the field will be sought to establish an online and physical library at UTPC headquarters and at every press club office.

The libraries will be the point of reference on various issues pertaining to the implementation of SDGs in the country.

6.1.8. To identify, procure books and audio – visual materials

Books, documents and audio – visual materials will be identified, procured and stored at UTPC headquarters and to regional press clubs offices scattered all over the country. These materials will be used as reference books on the subject of SDGs.

6.1.9. Production and dissemination of documentaries and other I.E.C Materials.

A number of audio – visual documentaries and other I.E.C materials will be produced and disseminated to various stakeholders.

The purpose of those materials will be, to raise the awareness of various regional and national stakeholders, on the implementation of activities, policies and programmes on SDGs in our country.

6.2. Implementation of the activities

Implementation of project's activities will be undertaken as informed by the following factors:-

6.2.1. Board of Directors Meeting

Upon the approval of the project by the project funder(s), the Secretariat will call the Board of Directors, through its two committees, and deliberate on policy issues regarding the implementation of the project's activities. The Board will approve the Activities Plan, which will be shared with the project's partner.

6.2.2. Management Team Meeting

The Management Team Meeting will meet and prepare a roadmap upon which, to implement the approved Activities Plan. The Management Team is comprised of all three (3) Program Officers and the Finance officer and the Accountant.

The Team will be meeting once in a month to monitor and review, project's progress.

6.2.3. Terms and conditions of the contract

The Terms and Conditions of the contract will guide the implementation of the activities of the project.

6.2.4. Quality Assurance

Quality assurance mechanism will be put in place, to make sure that every activity implemented, is done according to specifications provided. For that purpose the following factors will be considered.

- Financial controls to make sure value for money is attained in any procurement or activity.
- Gender mainstreaming to make sure that every activity done, gender equality and equity is being considered.

- **Protection of the environment**

Protection of the environment will be highly considered, especially in public announcement, sound will used as per required standard. Paper

usage policy will be instituted so as, whenever possible recycling will be done.

6.2.5. Monitoring and Evaluation

6.2.5.1. Monitoring

Monitoring will be done guided by the project’s logframe. It will be an on going activity to make sure that what is intended for is attained on time, with specified and agreed resources. Any problem or deviation will be monitored for early intervention.

Detailed analysis of performance monitoring is being provided in figure 2 below.

Fig 2 Performance Measurement Table

Results	Indicators	Sources	Collection Methods and frequency	Who will do the job
Goal: To support Governments strategies to achieve SDGs	<ul style="list-style-type: none"> - Micro/Macro economic development indexes 	<ul style="list-style-type: none"> - Country development reports 	<ul style="list-style-type: none"> - Budget speeches - Prime Minister speech - Sector Ministers reports 	<ul style="list-style-type: none"> - Programme officer Monitoring, Research and Publication
Outcome 1: Objective and quality media coverage on SDGs	<ul style="list-style-type: none"> - Number of stories, features and documentaries on SDGs - Number of success stories, features and documentaries on SDGs 	<ul style="list-style-type: none"> - Press club activity reports - Individual journalist report 	<ul style="list-style-type: none"> - Various Government publications - Under publications - Collected monthly but analyzed quarterly 	<ul style="list-style-type: none"> - Programme officer Press Clubs engagement and Advocacy
Outcome 2: Cooperation among stakeholders on SDGs at	<ul style="list-style-type: none"> - Number of success stories, identified - Number of 	<ul style="list-style-type: none"> - Activity reports - Media coverage 	<ul style="list-style-type: none"> - Collected monthly but analyzed quarterly 	<ul style="list-style-type: none"> - Programme officer Press Clubs engagement and

National and Regional levels	meetings held			Advocacy
Online and physical library providing information to stakeholders	<ul style="list-style-type: none"> - Number of online visitors and physical visitors - Number of books and audio – visual materials collected 	<ul style="list-style-type: none"> - Activity reports - Financial reports and - Media coverage 	<ul style="list-style-type: none"> - Collected and analyzed monthly 	<ul style="list-style-type: none"> - Programme officer Administration and Procurement.

6.3. Reports and reporting

Under the project, the following reports will be produced.

6.3.1. Inception report

This report will be prepared and submitted to project partner one month after the contract has been signed.

6.3.2. Monthly report

After every month, a detailed report indicating all activities conducted, progress attained and challenges met, will be prepared. The report will be used for internal purposes.

6.3.3. Narrative and Financial quarterly report

The sum total of activities, progress and challenges for three (3) months will be prepared to be shared with the project partner (s) and the Board of Directors.

6.3.4. Narrative and Financial Annual report

At the end of the year Narrative and Financial reports, to be shared to our projects partner, Board members and the UTPC members, will be produced.

6.3.5. Audited Financial Report

At every calendar year, our books of accounts will be audited by competent auditors. The report will be shared to our project’s partners,

Board members and the Union members. The detailed analysis of reports and reporting is being provided in figure 3.

Fig 3 Detailed analysis of reports and reporting

No	Type of report	Information	Timing	Actor	Recipient
1.	Inception report	Providing information about the project take off.	One month after official signing of the project's contract	Executive Director	Project partner (s)
2.	Monthly narrative and financial report	Detailing actual activities against work plan, actual expenditure against	Monthly	- Programme officers - Finance officer	
3.	Quarterly Narrative and Financial report	Actual activities against plan, and actual expenditure against budget	Quarterly	- Programme officers - Finance officer	- Project's partners - Board members
4.	Audit reports	Financial rigor	Annual	Auditor	- Project's partner - Board members and - Union members
5.	Annual Narrative and Financial reports	- Reports on indicators at goal and - Reports on indicators at outcome level.	Annual	Executive Director	- Project's partner - Board members and - Union members

6.4. Risks and its management

Risks are internal or external factors, that if not properly identified, analyzed and managed, can jeopardize the project. Figure 4 explains clearly the risks and its management.

Figure 4 Risks Analysis Table

INTERNAL		
Risk	Likelihood	Mitigation strategy
1. Internal resistance to general change	Medium	Constant communication with various stakeholders. Create a sense of ownership by advocating for the project's vision and mission.
2. Loosing the focus of the project by getting tied up in daily operations	High	<ul style="list-style-type: none"> - Review the progress monthly - Set project's milestones
3. Staff numbers and capacity to implement	High	<ul style="list-style-type: none"> - Expand skills through training and engage with qualifies experts - Outsource un available skills
4. Lack of top leadership follow up	Medium	<ul style="list-style-type: none"> - CEO to take charge and stay committed. - CEO to follow up all project's milestones.
EXTERNAL		
1. Funds	High	<ul style="list-style-type: none"> - Fundraise widely - Publicize UTPC success stories

6.5. Activity Plan

The activities table as indicated in figure 5 provides information about major activities only. The various sub activities are not captured here, although they will be broken down and implemented. Each department will have their own activities table which will have comprehensive details of the activities to be implemented.

This activities table enumerates what activities, will be implemented when.

Fig 5 Activity Plan Table

Activity	TimeFrame 2016												2017			
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	
1. Project discussion and inception																
2. Conducting ToT																
3. Training of Journalists																
4. Establish online/physical libraries																
5. Stakeholders meeting																
6. Media coverage																
7. Monitoring																
8. Auditing																
9. Report writing and submission to Project Partner																

7. CONCLUSION

This is a unique project. The first of its kind in addressing a global development agenda in Tanzanian context.

This project calls for the support of various stakeholders from state to non state actors, to fully cooperate with the media in the implementation of strategies, policies and activities towards the achievement of Sustainable Development Goals by the year 2030. Lets act together.