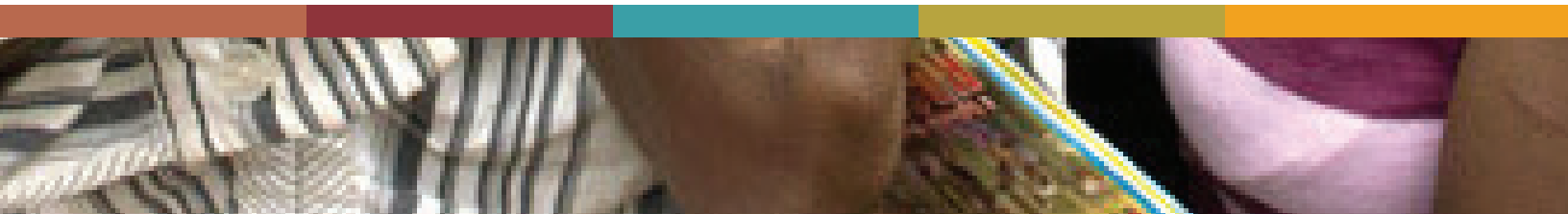




 AFRICA'S VOICES **FACT SHEET**



ABOUT Africa's Voices Foundation

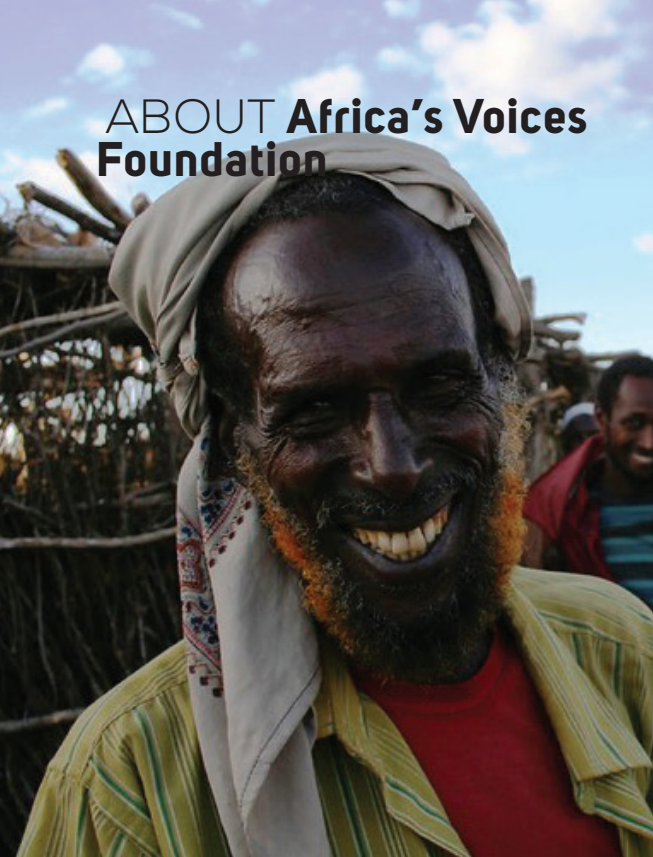


Photo credit : Michal Przedlacki

Africa's Voices Foundation (AVF) is a non-profit organisation, spun out of ongoing cutting-edge research at the University of Cambridge with a branch office in Nairobi, Kenya. We conduct innovative research and produce powerful, insightful evidence that helps to amplify the voices of Africans towards key policymakers and service deliverers.

AVF specialises in creating platforms for engagement of citizens and decision-makers using an innovative combination of radio broadcast, SMS and mixed method analysis to make sense of these conversations. Through our Common Social Accountability Platform, we enable citizens to hold their leaders to account by asking the hard questions. We use **Social Behavior Change Communication (SBCC)** strategies to unravel norms and beliefs that underpin harmful practices and to drive social change. We endeavour to put the voices of citizens at the heart of the continent's transformation.

Our work is unique and so we are

Our ability to combine a range of analytical techniques that conduct a deeper systematic analysis of the citizen perception data collected to rapidly generate insights on citizen perspectives to inform a genuinely responsive and citizen-driven dialogue, as well as provide recommendations with which authorities can shape their policies interventions and programmes.

AVF remains the only service provider operating in Somalia and Kenya that has the ability to collate, synthesise and rapidly analyse citizen perception data in a statistically robust way, making the organisation's offering unique.

How we work



AVF combines rigorous academic research and a commitment to innovation with real-world impact. In media forums we spark inclusive, interactive discussions, and gather audience opinions through SMS, instant messaging, and social media. We analyse these conversations - often in low-resource local languages - using our own tested methods. We combine social science frameworks with data science techniques to provide powerful insights into the beliefs, ideas and priorities of hard to reach populations and social groups, and how these change over time. Our evidence helps organisations and decision-makers to better understand, engage with, and respond to beneficiary populations they serve.

Our work centers around three core outcomes:



Our programme of work

Our core business is organised in two programme areas:

- ✓ **Governance & Accountability**
- ✓ **Citizen Evidence for Social Change.**

To date we have worked across health, education, humanitarian, governance, livelihoods, security and agriculture domains for a range of partners including the **Federal Government of Somalia**, UNICEF, Oxfam, Mastercard Foundation, UNDP, Somalia Stability Fund (SSF), World University Service Canada (WUSC), Livity Africa, Shujaaz Inc, REACH, World Vision, World Bank, USAID/TIS+, DFID, EU and BBC Media Action.

✓ **Citizen Evidence for Social Change**

We deploy interactive radio methods involving decision-makers, shaped by audience input (via SMS, instant messaging, and social media), to create meaningful spaces for public dialogue. Through our Common Social Accountability Platform (CSAP), we open conversations between citizens and decision makers, across sectors. By connecting all stakeholders together, we provide a platform where duty bearers are held to account by citizens. Through our technology, we turn citizen voice into timely and compelling evidence at scale. We tell citizen evidence-based stories and support decision-makers through collaborative insight generation and ideas for action.

✓ **Governance & Accountability**

We enable authentic citizens' voices to be at the centre of collective social and behaviour change, including decision-making processes. In the media-enabled discursive spaces we curate, negative views are contested by the public itself and positive attitudes for social change made visible. This model can be applied to SBCC programming to ensure a more contextual and participatory change process where citizen voices are the driving force of the process.



Funding

Our funding comes from service contracts, accountable grants and donations

Our roots and Geographical location

Africa's Voices was born from cutting-edge research at the Centre for Governance and Human Rights, University of Cambridge. We have a growing, vibrant team based in Nairobi, Kenya and Cambridge, UK. We maintain close links with research expertise in Cambridge.

A summary of our work in numbers



Since 2019, our Common Social Accountability Platform (CSAP) has engaged approximately 30,000 citizens, resulting in about 300,000 messages by the end of year 2020. The messages received have greatly contributed to practice and policy change.



Following the outbreak of COVID-19 in Somalia, our Imaqal "Listen to me" radio shows resulted in responses from 42,995 listeners and a total of 207,055 messages were received.



In 2020, our KEEP II project in Kakuma and Dadaab refugee settlements generated a total of 9,397 messages from 2,648 participants who engaged with the programme via free SMS.



In 2019, we hosted 1,498 radio shows in Kenya and Somalia. We received 323,750 messages from over 70,000 listeners.

How to Contact Us

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