



List of Acronyms

- Africa's Voices Foundation AVF

Antimicrobial Resistance AMR

BRA Banadir Regional Administration

- Common Social Accountability Platform CSAP

CFSC - Citizen Evidence for Social Change

CGD - Citizen Generated Data

G&A - Governance and Accountability

- Social Behavioural Change Communication SBCC

SMS - Short Message Services



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Remarks from our Chairperson

Africa's Voices Foundation has had a difficult year. While we have worked with several major social and development organisations, a mixture of factors affecting East Africa has led to an uneven flow of work. The high stakes elections in Kenya, the delayed elections in Somalia and the severe drought experienced across the region as well as political unrest have been among the key causes.



In 2022, I noted the increasing emphasis many of the influential players from the development sector as well as national and local governments are putting on the importance of listening to and understanding citizens' opinions from the hard to reach in all corners of the society. This is of course the very area where African Voices skills and technical expertise have the biggest role to play. Africa's Voices' experience, built up over the past decade, put us in a unique position to partner and assist so many agencies who have the humility to listen and take account of the views from the ground level as they plan, implement and seek to measure effectiveness as seen from the bottom up.

In election times, Africa's Voices are careful to seek views and disseminate them through non-partisan political lenses and in formats which meet the highest standards of confidentiality, especially to those who entrust us with their views. I have a growing sense that an increasing number of the major actors understand the unique and valuable insights we can shine into a full range of social issues whether in health, education, planning or measuring perceived outcomes of poverty reduction or encouraging political participation at every level. We are grateful to the range of important organisations who continue to choose to work with us and demand the high standards of data and analysis that can contribute to incisive outcomes.

Some slowdown in volumes during the year in question has meant we have needed close controls on costs. It has led us to place greater emphasis in the locally based expertise of our operations, which is so ably led by our Executive Director. His team is developing our technology from our Nairobi base even though with access to thinking from our original research back at Cambridge University. We are also likely to change our operating name to AVA (Africa's Voices Amplified) in the coming months, which we feel may provide a sharper sense of our contribution.

I offer my thanks to all who work with us, the world class partners who engage our expertise, the skilled employees who have worked with dedication through times when COVID-19 has made communal working difficult and to our board of trustees whose guidance has been invaluable during this past year.

Simon Cairns Co-Founder and Chairperson, Board of Trustees



Remarks from the Executive Director

During the year, Africa's Voices relentlessly pursued its mission of placing the voices of citizens at the centre of decision making and development. The effects of COVID-19 and climate change were however unrelenting in Kenya, Somalia and other countries where we have worked. The result was that our programmes portfolio reduced during 2022 and so did our income.



Despite these difficulties, Africa's Voices still managed to create platforms of engagements between citizens and decision makers in Kenya and Somalia where interactive radio programmes allowed for citizen voices to be heard on a range of topics such as the elections in Kenya and Somalia, citizen priorities for development in Kenya and Somalia, the fight against corruption in Kenya, advancing a soft approach to countering violent extremism in Somalia and the vetting of aspirants to county-level elective positions in Kenya. In addition, we continued our partnership to challenge norms that inhibit transition of girls and women from education to livelihood pathways within the refugee and host communities in Northern Kenya.

In the reporting period 21,298 citizens sent 110,053 SMSs in 108 interactive radio shows aired on 19 radio stations in both Kenya and Somalia. We are grateful to citizens who engaged with us and entrusted their views with us. We can assure them that their views were heard by the relevant decision-makers and went a long way in shaping decisions and perspectives affecting them. We are equally grateful to the partners who continue to believe in the transformative approach that Africa's Voices champions and its impact in making their decisions truly people-centred. There is still a long way to go in the realisation of a truly citizen-driven decision-making process but at least we are firmly on that path.

Our staff have been passionate, diligent and committed in working towards achieving the organisation's objectives in an otherwise difficult environment. We are grateful for their focus and contribution to a successful year. Our trustees have been there to offer strategic advice and cheer us on. We are full of gratitude for their contribution.

This report summarises our work during the year 2022. We welcome you to travel back and walk the journey with us throughout the year and purpose to partner with us in the coming years to place citizens at the heart of decision-making and Africa's transformation.

Samuel Kimeu Executive Director



About Africa's Voices

Africa's Voices helps decision makers, humanitarians, development agencies, governments and other service-providers, design programmes that are grounded in people's everyday realities.

If citizens are better heard by decision makers, they will access more timely, relevant, and valuable services. Yet, many initiatives often fall short because the wishes and priorities of citizens are not sufficiently understood. Africa's Voices tackles this through unique solutions that enable bottom-up, citizen-driven decision-making.

Our Social Behaviour Change Communication (SBCC) approach is a valuable tool in unravelling social norms that underpin harmful practices, determining key drivers of social and behaviour change and tracking the shift in beliefs over time. In the media-enabled discursive spaces we curate, negative views can be contested by the public itself and positive attitudes for social change can be made visible.

We are dedicated to socially-conscious methods that aim to empower, respect and transform: to engage with rather than extract from citizens.

Africa's Voices curates vibrant and inclusive public discussions through digital channels and interactive media that let citizens share their voices on their own terms and in their own language.

We use innovative social research design to turn citizen engagement into robust evidence and actionable insights. We also use novel technology to support human interpretation of complex conversational data in order to understand large-scale discussions in local languages. We are a UK registered charity, spun-out of cuttingedge research at the Centre of Governance and Human Rights at the University of Cambridge. We are based in Nairobi, Kenya and Cambridge, United Kingdom.







2022 in numbers



129,912
Total number of SMS received



Total number of radio stations



26,855

Total number of participants



Total number of projects



Number of countries worked in



8 Media mentions



108
Total number of radio shows aired



24
Number of staff









Governance and Accountability programme

Using the innovative Common Social Accountability Platform (CSAP), our Governance and Accountability Programme comprises the mechanisms by which the public holds decision makers and agencies accountable through interactive radio and SMS techniques. The program works towards greater consideration of public input in decision-making.

We offer inclusive spaces for discussions where decision-makers and citizens may discuss and exchange views on topics that affect communities using the interactive radio and SMS feedback methodologies. When establishing policies and making choices, leaders are able to comprehend the needs of the people by responding to their SMS queries. Africa's Voices analyses SMS sent by citizens and produces insights that help state and non-state entities to make decisions that respond to citizens' views...

The programme received a total of 59,776 relevant messages from 21,298 participants in Kenya and Somalia. Total research answer messages from opt-ins were 110,053.

Under this programme, we worked with partners like Master Card Foundation (MCF), Swiss Agency for Development and Cooperation (SDC), Global Partnership for Sustainanble Development Data (GPSDD) and International Federation of Red Cross and Red Crescent Societies. (IFRC).

This section provides a summary of how the CSAP methodology was deployed to generate citizens' insights in Kenya and Somalia during 2022. A summary of the key insights and engagement has also been shared below.







Africa's Voices Common Social Accountability Platform (CSAP)

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Figure 1

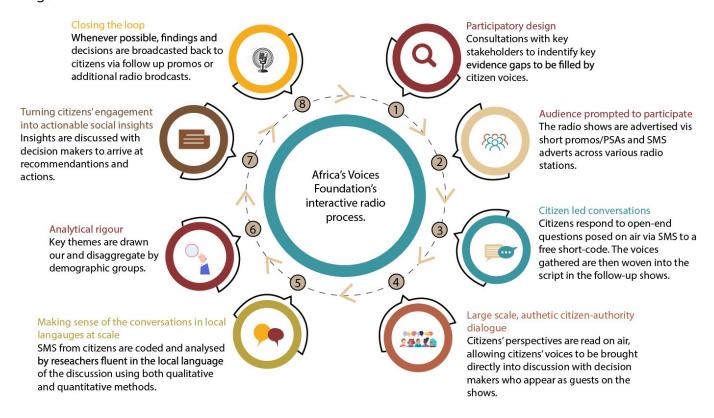


Figure 1 is a visual flow-chart of the CSAP process, starting with the participatory design of the key evidence gaps and research questions that stakeholders are interested in gathering citizen feedback on. Africa's Voices then advertises the radio show via short promos and SMS adverts to previous CSAP participants. Citizen feedback is gathered via SMS and woven into the script of the radio show in advance of recording, in order to bring citizen voices directly into discussion with guests from key decision-making institutions (such as government and aid actors) during the radio show. Following the show, SMS messages from citizens are coded and analysed using both qualitative and quantitative methods resulting in a robust set of findings and recommendations to present back to the relevant decision-makers.



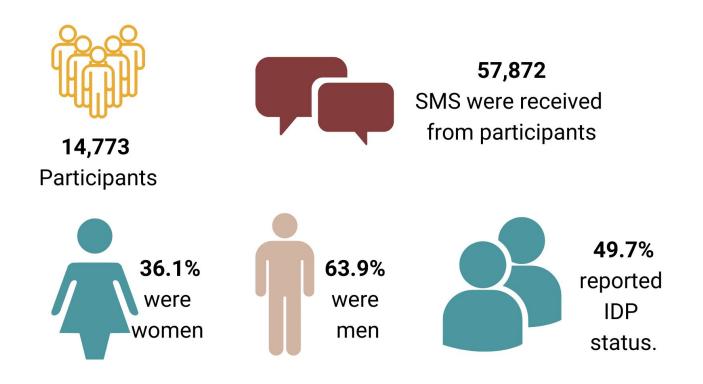
1. Promoting Public Dialogue on Elections and Amplifying Citizens' Voices in Somalia's Political Processes

During the election planning process, questions lingered on whether citizens were being involved adequately. In collaboration with Rift Valley Institute's (RVI) Somali Dialogue Platform, Africa's Voices deployed its Common Social Accountability Platform (CSAP) to facilitate an inclusive election process in Somalia.

Through interactive radio and SMS methodology, Africa's Voices promoted public dialogue around elections so as to understand citizens' perspectives on the national elections and promote peaceful messaging through traditional and modern media channels on the topic to prevent and mitigate potential violence.

The three months (February – May, 2022) long project enabled citizens of Somalia to understand the elections process. The approach created a politically-neutral platform for citizens to be meaningfully informed, motivated and influence high level political dialogue around the election.

Women, youth and internally displaced persons were also adequately consulted through the approach.





2. Deploying Digital (Web based/SMS) Platform for Citizen Engagement during Kenya's August 2022 Election in Machakos County

The General Elections presents an opportunity for citizens to elect their representatives. On August 8th, 2022, Kenyans braved long queues to elect new leaders at both the national and county government levels, a two-tier governance system brought about by the promulgation of the Constitution of Kenya, 2010. Ahead of the August 2022 elections, Africa's Voices collaborated with I Choose Life – Africa (ICL) to use our interactive media methodology during the Machakos Women Representative, Senator, and Governor Aspirants Debates on May 27, 2022 at Machakos University to provide an opportunity for citizens to listen to and evaluate the development visions of the respective candidates for the county-level electoral seats in Machakos County.

The debates were an opportunity for citizens to interact with candidates who were seeking to represent them at different levels, to listen to and interrogate their manifestos so as to determine those who were best placed and most suitable to represent them. It was also an opportunity to ensure that citizens were meaningfully consulted and their voice, agency and influence duly incorporated in Machakos' development and governance strategy and planning processes in line with Kenya's 2010 Constitution public participation requirement.

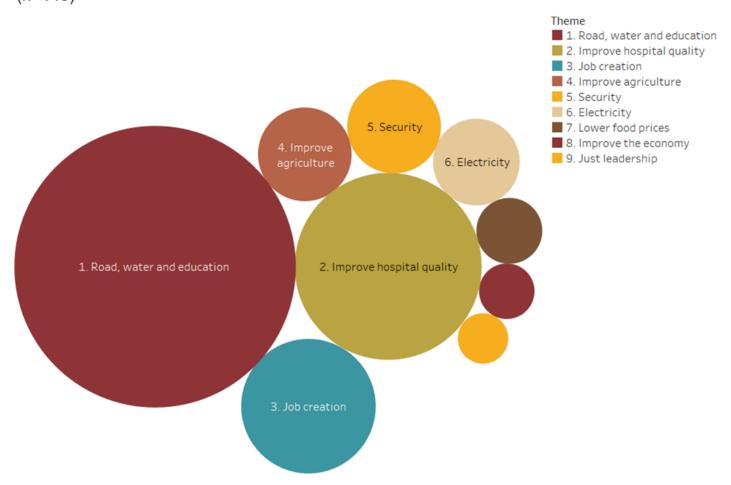
The debate's main goals were to foster significant, inclusive, and valued spaces for Machakos residents to participate in the planning of the county's development priorities for the foreseeable future, giving them a sense of influence over decision-making; to enable inclusive and knowledgeable decision-making by duty bearers; and to improve citizen-authority relations in development planning by helping the county government enact policies that encourage citizen participation. The debates also produced insights that could influence the adaptation of the manifestos of the participating aspirants.

Following successful implementation of the interactive radio and SMS approach during the Machakos County Candidates' debate, the approach could be replicated in other counties to enable citizens to express their views and help assess the manifestos of the politicians seeking to represent them at the two levels of government. The approach will enhance citizen participation and inclusivity as enshrined in the constitution 2010.

We asked the question "What are the three priority developments that you would like the next County Government to implement in your ward in the next five years?"



What are the three priority developments that you would like the next County Government to implement in your ward in the next five years? (n=145)



Investments in social development were ranked as the highest priority by the general public, with a focus on raising the standard of and extending access to health care (38.6%), water access, better transportation, and education services (87.6%). As top priority for enhancing community welfare, citizens listed economic growth (3.4%), employment opportunities (20%), and investments in agricultural infrastructure (9.7%). As top priority for enhancing community welfare, citizens listed economic growth (3.4%), employment opportunities (20%), and investments in agricultural infrastructure (9.7%).



3. Strength to Tolerance: Preventing violent extremism in Somalia

Threats of violent extremism are common in Somalia and are now intertwined on a local, regional and international scale. Somalia's multifaceted and persistent political instability, primarily orchestrated by the insurgency of the militia groups, has led to degradation of peace and security in the Horn of Africa State and its neighbours.

Africa's Voices Foundation (AVF), in partnership with the European Institute of Peace (EIP) and Elman Peace Centre (EPC), is implementing a four year project dubbed Strength Through Tolerance in three Federal Member States of Somalia (Puntland, Jubaland and Galmudug) supported by European Union. The project aims at contributing towards an enhanced partnership and a joint approach between the Somali government and communities in countering violent extremism.

Using interactive radio methodology, Africa's Voices carried out radio shows across the three Federal Member States of Somalia and listeners were encouraged to participate (by asking questions or responding to the radio question) by sending their SMS responses to a toll-free number. Citizens' feedback via SMS communication was analysed and used to inform dialogue with decision-makers to drive approaches to countering violent extremism. These activities which form part of a four year initiative ensures that citizens are meaningfully consulted, and their voice, agency and influence are used to inform decision making insofar as preventing violent extremism in Somalia is concerned.

4. Strengthening Good Governance in Kenya

Using the Common Social Accountability Platform (CSAP), Africa's Voices Foundation collaborated with the National Anti-Corruption Campaign Steering Committee (NACCSC) with funding from the German Federal Ministry for Economic Cooperation and Development through GIZ to listen to Kenyans' views on corruption. Africa's Voices and NACCSC deployed interactive radio programming to raise awareness of the fight against corruption, enhance citizen participation, foster dialogue, and boost citizen involvement. Using a regional vernacular radio - Ingo FM - this media campaign focused on Bungoma County within the Western region of Kenya.



5. Strengthening citizens' role in decision making through public participation in Kitui, Machakos and Makueni Counties

With support from Porticus Foundation, Africa's Voices Foundation commenced the implementation of the innovative interactive radio and SMS approach to increase citizens' participation in decision-making in Makueni, Machakos, and Kitui counties under the umbrella of South Eastern Kenya Economic Bloc (SEKEB). The objective is to support authorities in the three counties to engage citizens better on their development priorities to inform the development of the respective County Integrated Development Plans. By collaborating with County Budget Economic Forums (CBEF) and village administrators, the project created an inclusive, plural, valued, and constructive public conversation to define citizens' priorities in County Integrated Development Plans (CIDPs) and develop accountability and inclusive governance. The radio discussions were held on the popular vernacular radio, Musyi FM with a Governor, County Secretary and other senior county officials as radio quests over a period of five weeks.

6. Determining Somali Citizens' insights to inform World Bank's Systematic Country Diagnosis (SCD) and Country Partnership Framework (CPF)

Africa's Voices Foundation commenced the broadcast of three (3) interactive radio shows across 20 FM local radio stations across Somalia to gather Somali Citizens' insights to enable the World Bank to develop its Systematic Country Diagnosis (SCD) and Country Partnership Framework (CPF) for effective partnership with the Federal Government of Somalia and its people. The radio approach allowed for the World Bank's decision-making on development in Somalia to be informed by Citizens' perspectives, in addition to the negotiations with the Federal Government and that its Systematic Country Diagnosis and Country's Partnership Framework are shaped by robust evidence based on citizens' perspectives.







Citizen Evidence for Social Change programme

Using our innovative interactive radio and SMS technique, AVF's Citizen Evidence for Social Change (CESC) initiative puts individuals at the centre of program design and policy reaction. This citizen voice-centred method is a useful tool for identifying the social norms that support harmful behaviours, identifying the primary forces that influence social behaviour change, and monitoring changes in attitudes over time.

Effective Social Behaviour Change Communication (SBCC) programs can help communities become aware, inspired and equipped to adopt the appropriate behaviours. Our approach to social and behaviour change communication is essential in tackling all behavioural and social issues, from gender parity and healthcare to education and livelihoods.

How therefore does AVF pinpoint and address the social norms that support harmful community practices? We curate viewpoints in the media-enabled discursive spaces (interactive radio and SMS) by encouraging people to send us their opinions and answers on current events at a local level. Citizens who provide negative opinions by SMS to the public are then challenged by the public, and the community is then informed of good attitudes for social change via mainstream media and other channels, such as listening group conversations.

The programme received a total of 19,859 messages of which 6,366 were relevant from 5,557 participants who opted to take part in the conversation.

Learning through Education and Access to Employment Pathways (LEAP) project

With support from World University Service of Canada, (WUSC), Africa's Voices Foundation embarked on Season III of empowering girls and young women in Kalobeyei settlement in Turkana County of Kenya. Africa's Voices Foundation (AVF) facilitated six weeks of community conversations called "cohort conversations". The purpose was to collectively identify practical solutions to barriers hindering transitioning of young women from schools to skills training and employment pathways.

The discussions were composed of young women (skilled, unskilled and in-training) and parents (mothers and fathers) targeted by the LEAP project. Africa's Voices utilised a participatory approach featuring the targeted participants, positive role models and trainers/mentors to run the discussions. Trainers/mentors shared various tips to encourage participants to embrace practical solutions on how to face and overcome the different barriers within their environment.



The young women identified the barriers that hinder them from transitioning from school to training institutions and ultimately to employment pathways. In addition, they proposed solutions to overcome the barriers. In order to obtain a 'full picture' of the barriers that hinder young women from transitioning from schools to skills training and ultimately to employment pathways, additional cohort conversations were conducted with their parents.

Success stories

1. "Africa's Voices cohort discussions helped me to start a grocery store," Sarah Wangila

On the outskirts of Kakuma town, the administrative centre for Turkana West District of Turkana County, sits Kalobeyei Settlement, an expansive community area that hosts 37,500 refugees and a host community. The area is organised into distinct villages.

A stroll through one of the villages (dubbed village 2), we met Sarah Wangila who lives with her husband and daughter. Despite numerous difficulties they face; social, cultural, personal and institutional barriers and unbearable climatic conditions, Sarah recently diversified her revenue streams by starting a grocery store and corn roasting business after engaging in the LEAP project cohort conversations.

In this regard, Africa's Voices, with funding from World University Services of Canada (under LEAP project) conducted 6 weeks cohort discussions to shed light on the young women's unique stories and their parents' awareness of and encounters with different barriers

Previously, Sarah was selling african sausages, also known as *mutura*, and running a kiosk. She faced numerous challenges including lack of sufficient capital, insecurity, and insufficient training in critical business skills like time management and client relations. It is after participating in cohort conversations that she managed to diversify her business.

"Before, I didn't have an idea on how to diversify my business. I wanted something that required a lot of money to start, and so I was waiting to get enough capital. However, I recently opened up a grocery store and corn roasting business in addition to what I was doing." Sarah stated.

Sarah and other young women received training in the skill of financial saving and business diversification through the LEAP project. Like a few others, following the training, Sarah made savings from the Ksh 1000 transport allowance, and utilised it as seed money for a grocery store and corn roasting business.



"Customer service training was provided to us. I gained an understanding of the positive traits of a businessperson from the cohort discussions." She added.

Sarah can now assist her husband, a motorbike operator plying between Kakuma town and the refugee camp, in fending for the family. She has also helped her mother open a grocery store in the remote Uasin Gishu county where she was raised.

Sarah added that, "I am currently assisting my two friends (from the host and Burundi communities) to build up a grocery and french fries business in the spirit of disseminating and sharing the skills learned". From the ability to make extra money from increased revenue streams to helping her mother open up a business and recently enrolling for an ICT course in a local college, Sarah now peers into her future with hope.





2. Nakale Periz spoke to us about how life has changed after participating in cohort conversations

In Kakuma town, we meet Nakale Periz, a member of the host Turkana community. Nakale is a single mother of a 4-year-old boy and a CPA student. Thanks to cohort conversations organised by Africa's Voices Foundation, with support from World University Services of Canada- LEAP project, she recently opened her second-hand clothing (colloquially known as mitumba) business in the sprawling Kakuma town.

Before attending the cohort conversations she said, "I was on the verge of giving up in my life. I had to fully depend on my brother and this was slowly affecting me."

Africa's Voices Foundation began implementing cohort conversations to assist young women like Nakale to overcome fears and norms that prevent them from achieving their financial independence and transitioning to employment pathways.



Like any other young woman in a refugee camp, Nakale faced many obstacles on her path to financial independence, including lack of funds, weak business skills, and a fear of the unknown, to name but a few. But the training gave her strength and inspired her to shatter the proverbial glass ceiling.

"I met one of the community mobilizers during the recruitment exercise and joined the sessions. Joining the discussions changed my life." Nakale Periz

She continued stating that her perspective about financial independence changed after participating in the cohort dialogues.

"The first speaker gave me a new perspective on life and taught me that, with the little I had, I could have my own source of income without relying on my brother. I used to get some small amounts of money in the past, but I never thought I could open a business with less than KES 50,000."

Nakale saved part of the Ksh 1000 transport allowance provided during the activities. She was able to start her second hand clothes shop in Kakuma town. As a result of this business, she can now sustain her parents, siblings and children. According to her, "the weekly Ksh 1000 and training received was my springboard."

In an effort to diversify her sources of income, alongside the clothes business, Nakale is also selling ice cream and cold water to customers who want to quench their thirst against the ravages of the scorching sun in Kakuma. She added that she is indebted to the LEAP project for enabling her to understand online business marketing, networking, accessing loans and expanding revenue streams. Skills that she says come in handy in the management of her business.

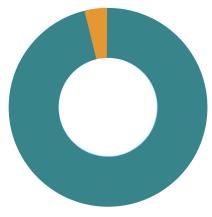
She also motivated her sibling to start a kiosk and her other friend is set to start her nail art business. It's her desire to see other young women becoming financially independent and not relying on any one for support.

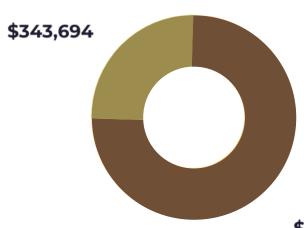




Finacial Report - FY 2022







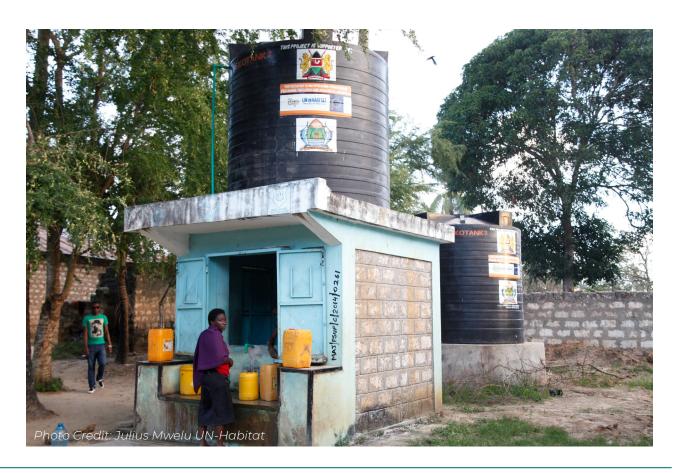
\$1,017,303

\$1,017,843

Restricted income: \$1,017,843 Unrestricted income: \$40,078 Total income: \$1,057,921

Restricted expenditure: \$1,017,303 Unrestricted expenditure: \$343,694

Reserves: \$188,535





Board of Trustees

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Our team

- ٦. Agnes Gakuru: Senior Programme Manager, Citizen Evidence and Social Change (CESC)
- 2. Alexander Simpson: Software Engineer
- 3. Anna Tomson: Senior Advisor, Research, Design and Analysis
- 4. Anne Mwaniki: Finance and Grants Officer
- 5. **Damaris Ndegwa:** Director of Business Operations
- 6. Daniel Mwenda: Junior Operations Engineer
- 7. Derick Ngaira: Communications Assistant
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- 9. Hassan Ali: Research Assistant, (CSEC)
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- 11. Lucas Malla: Quantitative Analyst
- 12. Mary Kasiva: Research Assistant
- 13. Mary Nzilani: Grants and Projects Manager
- 14. Mary Ondiek: Office Manager
- 15. Mercy Njung'e: Research Officer, Citizen Evidence for Social Change
- 16. Meymuna Mohammed: Project Officer



Our team

- 17. Moses Maina: Project Manager, Citizen Evidence and Social Change (CESC)
- 18. Nasri Abdi: Programme Officer, Governance and Accountability
- 19. Peter Muchara: Accountant
- 20. Rosemary Khasiala: Office Assistant
- 21. Samuel Kimeu: Executive Director
- 22. **Sharon Mwangi:** *Programme officer*
- 23. Zakaria Adan: Research Officer, Governance and accountability





Our Partners







Europian Union



































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Nairobi Address

The Executive Director

UK Address

C/o Centre for Global Equality 8C King's Parade,







