
Search for Common Ground – Nepal Key Findings from 2009 External Evaluation Peace Process Communication Campaign

The Peace Process Communication Campaign (PPCC) is SFCG's c was launched with the major long term objectives of raising awareness, promoting the potential role of people in the peace process, ensuring the people's support of the peace process, and holding political leaders accountable in respect of the peace process. In contributing towards achieving these long term objectives, in the short term the project aimed at mobilizing media organizations and producing media pieces. In achieving these short term objectives the campaign carried out various activities including the production and broadcast of PSAs, the creation of peace songs, and the formation of working groups of journalists, media operators and civil society representatives

As a part of the media mobilization, PPCC produced a number of media outputs including two national peace songs, 36 public services announcements in different local languages and a video documentary that captured the peace song creation process. A peace communication strategy was formulated with inputs from the members of the working groups and other key stakeholders. For this purpose two regional working groups and one national working group of journalists and civil society representatives were organized

EVALUATION SCOPE

The evaluation was orientated towards establishing to what extent PPCC was able to fulfill its intended short-term and long-term objectives. Thus, the purpose of the evaluation was to understand the outputs and results of the PPCC.

KEY FINDINGS

Peace Songs

- 26% of survey respondents had heard the peace songs which reflected the voice, sentiments and cultural practices of people from many cultures and political groups, making it inclusive
- The peace songs respected various cultural practices, incorporated musical instruments of different ethnic groups and the voices of different geographical regions
- One of the major weaknesses of the process was claimed to be a failure in engaging all participants equally in the song making process.

Public Service Announcements

- 36 peace promoting PSAs were produced in three different local languages in Kathmandu, Kailali and Morang
- On average, one PSA was broadcast three to four times a day for three to five months.
- The questionnaire survey revealed that 8% of the respondents had listened to the PSAs
- In the qualitative discussions, it was reported that the majority of respondents felt the messages were clear and well understood by listeners.
- The PSAs were not branded as being produced by SFCG when broadcast, which limited the ability to identify who had heard them.

- Most respondents also commended on the attempt to drive the listeners towards positive change through the PSAs, but they felt that the impact of such attempts may deteriorate unless the listeners are consistently reminded

Regional Working Groups

- Two regional and one national working groups of journalists, civil society organizations and other actors were formed
- Most respondents appreciated this innovative process as a pioneering attempt to bring media and non-media organizations together for mutual dialogue aimed at strengthening relationships.
- It was widely found in all evaluation districts that the working group meetings were productive in influencing media practices in favor of the peace process
- Most working group members showed strong dissatisfaction as the goals and objectives of the working group were not articulated clearly to new members,
- They felt there was lack of proper communication from SFCG-N, and lack of recognition of the working group members despite their contribution in productive outcomes

Progress in the Achievement of Long-term Objectives

- 70% of people believe that peace is an on-going process, as against 40 % in the baseline;
- 44% believe that they have an important role to play in the local peace building process, as against 40% in the baseline;
- 63% of the respondents know the exact meaning of the peace process, as against 20% in the baseline;
- 99% of respondents asserted that it is important to promote peace at all levels, as against 90% in the baseline.

RECOMMENDATIONS

Media Outputs

- PSA production should be localized through a participatory approach by ensuring the contribution from local stakeholders.
- The PSAs should be produced in regional languages, and embody local level peace-related issues for better effectiveness.
- Only the popular PSAs can have a greater impact on the listeners. The PSAs need to be broadcast frequently for a long period of time in order that the general public internalizes them.
- There needs to be a proper monitoring of the broadcasts to ensure that the distributed PSAs have been played as agreed and feedback from the listeners is incorporated for future improvement.
- Unless the peace songs are widely publicized, they cannot have broader impacts.
- The video of these songs can help them gain more popularity so that people can internalize the messages more effectively.
- The PSAs, and peace songs can be played along with popular radio programs such as Naya Bato Naya Paila; Sunau Bolau, and Nepal Chautari, already run by SFCG-N and partner.
- The songs should be widely disseminated and played in all SFCG-N's training programs across the country.

Working Groups

- Objectives of the working groups should be clearly communicated to the members with a clear allocation of roles and responsibilities.

- There needs to be frequent and reliable communication with the working group members both to provide them with feedback and to encourage their active participation.
- It is also recommended that there needs to be a mechanism to ensure that the working group members are communicating among themselves adequately and on time.
- Working group members were not regular in all meetings, resulting in the lack of adequate communications among themselves

Peace Process Communication Strategy

- An updated peace communication strategy is still relevant even in the changed political context. It is vital that this strategy be reviewed as necessary and used nationally so that the media can play an influential role in promoting the ongoing peace process.

Relationship with Implementing Partners

- It is recommended that the overall project objectives be precisely communicated to the implementing partners so that they can relate their roles to the broader objectives of the whole project.
- The roles and responsibilities as agreed with the implementing partners should be discussed periodically to ensure that both parties are following their commitments.
- The role of implementing partners can be enhanced by increasing their involvement as a ‘designing partner’ as well.

EVALUATION METHODOLOGY

The evaluation was limited to four sample districts of Kailali, Banke, Kathmandu and Morang. Both quantitative and qualitative methods were employed to gather primary information from stakeholders and the potential beneficiaries of the project. The questionnaire survey was conducted in all four evaluation districts with 400 respondents. Eight Focus Group Discussions and 27 semi-structured interviews with key informants were also held. The quantitative data was entered by using CSPro and analysed by using STATA, statistical analysis software. The qualitative data was thematically analysed. The findings are presented against the long terms and short term PPCC objectives.

Limitations

The project evaluation process was rigorous with some limitations, such as a tight fieldwork schedule. This considerably affected the training provided to the enumerators, as well as the field work and data analysis process. There was a short period of time to discuss the evaluation tools, techniques and process among the evaluation team members

*Source: The majority of this document was taken verbatim from the Evaluation of Search for Common Ground Activities in Nepal in 2009. For the full evaluation o, please refer to:
www.sfcg.org/sfcg/evaluations/evaluations.html*