With the third season underway, following about a year of civil war known as the “Crisis” that disrupted *L’Equipe (The Team)*, the TV series continues to dramatize cooperative ways of overcoming ethnic, religious and socioeconomic divisions, reflecting the desire of all Ivoirians to live together in peace. **It encourages a greater commitment by both civil society and the government to Côte D’Ivoire’s process of democratization, strengthening of rule-of-law, and poverty reduction.** The civil war and eventual inauguration of elected president Alassane Ouattara provided many difficulties for the evaluation with a traumatized audience, while the Côte D’Ivoire national TV (RTI) requested the series to be replayed in 2011.

The final evaluation survey and key informant interviews in 2012, while not being conducted in normal situations, were designed to measure the knowledge, attitude and behavior of a cross-section of the Ivorian society on the themes presented in the drama shown after the crisis. These themes focused on issues relevant to the situation created by the crisis, rather than the original baseline themes of *L’Equipe* of HIV/AIDS and sexual assault. These new themes included:

- Tribalism, Xenophobia, and Religious Tolerance
- Role of the media
- Handling conflicts
- Citizen, civil society, and government collaboration
- Corruption
- Government and civil society response to public issues

The survey results show that the general population may not have found the coverage of *L’Equipe* effective on most issues. However, specific positive results regarding government and civil society involvement and conflict resolution should encourage SFCG staff in the Ivory Coast to use this evaluation, and other lessons learned, to prepare for a new third season which would meet Ivoirians where they are in 2012, not where they were in 2009.

**ETHNICITY, TRIBALISM, AND XENOPHOBIA AFTER THE VIOLENCE**

The recent memories of the violence from the Ivory Coast civil war rebuilt strong identification with ethnicity, nationality, and region, in addition to the strong presence of non-conciliatory approaches to conflict with others. Those who watched most or all of the series saw the identification with ethnicity increase by 80% and nationality by 88%. The first two seasons of *L’Equipe* may not be useful after the horrific tragedies of the post-election crisis and **thus the third season must find new and updated approaches to addressing these issues.**
At the same time, the positive result related to improved attitude about seeking a solution directly with the other suggests that the drama has succeeded, with those who watched it regularly, in effecting positive change.

**CONFLICT RESOLUTION AND PROBLEM SOLVING**

The survey results suggest that *L’Equipe* succeeded in increasing the tendency towards peaceful negotiations of conflicts. At the same time, the country as a whole is reeling from a violent conflict, and in the process people are increasingly accepting forgiveness as an approach to heal and deal with conflict demonstrated by the 84% increase. Although, they have lost confidence in the traditional approaches to conflict resolution with an 85% decrease from the baseline to post-crisis survey.

**COMMUNITY AND GOVERNMENT INVOLVEMENT**

Interviews with open-ended questions assessing the involvement of the government and civil society showed that *L’Equipe* effected change at the level of actions by citizens, government, and civil society. Most of the interviewees answered affirming their knowledge of efforts of reconciliation initiated either by the government or by NGOs. Most respondents mentioned ‘better public service and respect of freedoms.’ Such services and freedoms included medical services, free schools, and freedom of expression. The evaluation noted that selection of interviewees were perhaps from those who expressed appreciation for *L’Equipe*. This selection, linked with the confounding circumstances of the crisis, must be taken into account in following evaluations for the upcoming drama seasons.

A Local Government official who watched a few programs of *L’Equipe* admitted that it has contributed on many levels to the re-welding of the social fabric and that it had an impact on both a personal and a professional level.

“The idea of promoting the peaceful resolution of conflicts can only be beneficial. I was particularly attracted by the approach used in the series to resolve conflicts.”

**KEY RECOMMENDATIONS**

The following are recommendations to *L’Equipe* team in DRC:

1. The crisis seems to have disrupted the traditional methods of conflict resolution and the confidence of the public in their effectiveness. This issue should be considered carefully, first in discussions with officials and community leaders, and then in terms of how to infuse it in the third season of the drama.
2. *L’Equipe* has already shown its success in improving viewers’ tendency towards peaceful approaches to conflict resolution. The new season should continue to emphasize and use the techniques that seemed to have worked positively to effect such change.
3. The society seems prepared to accept forgiveness as an approach to deal with conflicts. The new season of *L’Equipe* should capitalize on this tendency, and provide viewers with concrete approaches to putting it to practice.
4. The elements of identity, especially ethnicity, regionalism and nationalism, seemed to gain prominence in the public. Similar to the first recommendation, careful discussions and understanding of these elements must be attained before addressing them in future episodes.

5. Develop a systematic model of monitoring of outreach activities and assessing their effectiveness.

6. Develop a model similar to that mentioned in #5 to follow up on the examples of success mentioned in this report, and to make use of them in the new episodes and in outreach activities.

Source: This document is a summary of and taken directly from the report “L’Equipe – Côte D’Ivoire: Final Evaluation Report.” A copy can be acquired at http://www.sfcg.org/sfcg/evaluations/drc.html or by contacting Lena Slachmijlder, Chief Programming Officer at Search for Common Ground: lenas@sfcg.org.

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