MID-TERM MONITORING REPORT

Tuyage: Information Access and Economic Discourse Strengthening to Foster Social Cohesion in Burundi

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Conducted by
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Abbreviations

AFAB : Association of Women Entrepreneurs
API : Investment Promotion Agency
CAFOB : Women Association Network
CCIB : Community radio in Burundi
CFCIB : Federal Chamber of Commerce and Industry
CFDC : Family Center for Community Development
CNC : National Communication Council
FGD : Focus Group Discussions
FNF: National Women Forum
GoB: Government of Burundi
IWCA : International Women Coffee Association
KII : Key Informant Interview
OBR : Burundi Revenue Authority
VSLA : Village Saving Loan Association
Executive Summary

In July 2018, Search for Common Ground (Search) entered into a subaward agreement with Freedom House (FH) for the implementation of the project “Tuyage (“Let’s Talk”): Information Access and Economic Discourse Strengthening”, funded by the United States Agency for International Development (USAID).

Initially designed for a 36-months period, Search and USAID/Burundi proposed to add a third component “to reduce the social norms and cultural barriers limiting ownership of property and productive assets for women in Burundi” to the project, which extends its lifespan by an additional 24 months.

The Tuyage project’s overall goal is fostering an enriched information landscape and culture of open discussion on concerns that directly affect Burundians in their daily lives, with a focus on shared economics concerns and opportunities that will serve as a means of expanding civic engagement, increasing dialogue across divides, and building social cohesion.

The project was designed to respond to the needs of Burundians through three components: Information Access, Economic Discourse and Women’s Inclusion. The Tuyage project aims to achieve the following three objectives:

1. To expand the cadre of professional journalists throughout Burundi - from the smallest rural communities to the largest urban centers - capable of producing high-quality, ethical and non-politicized news and information, especially on economic issues, using information delivery modalities which will engage youth and encourage interest in business and economic issues related to their daily lives.
2. To promote networking among young, successful economic actors from across social divides, into dialogue and discussion on issues of reconciliation, entrepreneurship, and right-based approaches to economic issues.
3. To reduce social norms and cultural barriers limiting ownership of property and productive assets for women in Burundi with a focus on addressing the social norms and cultural barriers limiting women’s rights in economic participation and improving entrepreneurship skills training and access to markets, money, and mentorship for women.

Methodology

The objectives for this project evaluation are to: a) assess the level of achievement of the sustainable changes planned for the project; b) assess the effectiveness of media programs and their contributions to identified change; c) draw lessons learned and recommendations for the sustainability of the project; and d) produce basic evidence for the new component of the project, specifically targeting women.
The methodology used was qualitative and quantitative data because it was well suited to address the evaluation objectives. The evaluation team used questionnaires, focus groups discussions (FGD) and key informant interviews (KII) in ten communes within the provinces of Bujumbura Mairie, Gitega, Ngozi, Rumonge and Kayanza (400 survey questionnaires, 24 focus groups and 18 interviews).

Limitations

The surveys and FGDs were intended to target project participants and non-participants, in order to have balanced perspectives, however, in some rural communes identifying Tuyage participants was difficult. In order to achieve this balance between participants and non-participants at the national level, the number and the type of interviewees had to be adapted by commune. As a result, in some communes all of the respondents were Tuyage participants, while in other communes none of the respondents have participated in project activities. The amount of survey respondents was another challenge as it varied significantly between communes. Additionally, as FGD participants had lower participation levels in Tuyage activities in comparison to the survey respondents, this study found that often qualitative data deemed more critical than quantitative data.

Key findings

Media, journalists and economic issues
The data findings demonstrate the media’s increasing capacity to provide information related economic topics. Data from the survey shows that confidence in the media regarding the veracity of reported information is rather high (63% of respondents trust the media). Nevertheless, there is still some mistrust towards the media that has to be addressed. This can be attributed to reports that cannot be materialized in people’s daily lives, therefore speculating the validity of the information. The sentiment derives from retransmission of official speeches being portrayed as reality when they do not correspond to the norm experienced by a large part of the population. Journalists continue to face challenges when reporting on economic issues, mainly related to the difficulty in conducting field work, access to multiple and reliable sources, and freedom of expression. Journalists who participated in the project confirm that it raised their awareness of the importance of economic issues and enabled them to start producing programs on everyday economic issues that concern all Burundians.

Effectiveness of media programs
To date the project has mainly been implemented in urban areas, thus Tuyage participants and Search radio programs are underrepresented in rural areas. The survey demonstrates a strong influence that participation in project activities or listening to radio programs has on the participants’ answers (reducing the number of neutral answers). Additionally, the survey found
that there are higher differences between answers based on project participation and listening to radio programs rather than based on age, gender or location. This is the case, for example, regarding the perception of improving media coverage of the economic concerns of young people (79% agree among those who have listened to the programs; 50% among those who have not listened) or of the possibility for youth to express their economic concerns (respectively 73% for listeners against 52% for non-listeners). The impact of project activities is also visible, although to a lesser extent, concerning questions that are more context-dependent and relate to longer processes such as trust in the media, information environment and culture of discussion, and networking between young people and performing economic operators.

Economic Concerns of young people
Economic concerns of young people are perceived to be increasingly covered by the media in comparison to the previous years. Despite this fact, there is general agreement that media coverage should be increased further and there is a strong feeling of exclusion among the youth regarding access to economic information. Additionally, young people criticize journalists for not conducting field research and demand for increased journalistic opportunities to ordinary citizens, thereby making reporting more relatable for ordinary individuals.

Network between young people and successful economic actors
Although there is improvement in media coverage for youth’s economic concerns, networks between young people and economic actors were generally considered as rare. The survey data shows that among the interviewees Search radio program listeners provided the most positive answers regarding these networks with 32% agreeing to their existence, while for non-listeners it falls down to 19% and testimonies from qualitative data are also rather negative. Such networks between young people and successful economic actors are described as uncommon in Burundian culture, where, according to most of the people interviewed, there are no discussions on economic issues, especially between different social classes. The idea of interactions between the different socioeconomic groups is considered useful, however it is viewed as far removed from people’s reality. This is despite the fact that Search’s internal reporting shows that such network activities were indeed organized. The explanation for this contradiction may come from the notion that either the focus group participants were hardly present during these activities, or from the fact that these exchanges were not interpreted as constituting real networks. Search is encouraged to continue on this path, which should be qualified as a long-term endeavor.

Information environment
When asked regarding the existence of an information environment and a culture of discussion surrounding everyday topics such as economic concerns and opportunities, participants responded by stating that these environments are uncommon in Burundian culture and do not exist. It is often said that Burundians tend to remain silent on economic issues and do not want to share their knowledge or experience, when this could indeed be very useful. Nonetheless, there
are some individual testimonies that provide evidence to how the information on economic issues has positively influenced their lives. However, these positive examples are not directly attributable to a change in the information environment, or at least it was not interpreted as such by the respondents.

**Women and economic concerns**

Women face similar challenges as the youth regarding media coverage on issues relating to their economic concerns, in addition to gender barriers. Overall, an improved coverage of their concerns was observed, however several limitations such geographical and socioeconomic gaps continue to persist. In particular, there is a great lack of economic information for women farmers. Additionally, traditional social barriers subordinate women to their husbands, despite several improvements in certain localities, this issue continues to persist in remote areas regarding access to land, credit, house-hold decision-making, travelling etc. The new project component is therefore an important step towards the economic empowerment of women.

**Recommendations**

**General strategic recommendations**

1. In order to increase program visibility, reach a larger audience through media programming and guarantee better access for women, some respondents suggested utilizing existing networks such as VSLAs (Village Savings and Loans Associations), churches and local leaders to reach people who are not members of associations. These stakeholders could be directly involved in awareness raising activities such as radio program listening groups.

**Media programming**

2. Utilize common experiences of the local population, especially in rural areas, when developing radio programs about economic issues and to ensure a variety of local realities throughout the country are represented.

3. Develop programs addressing key economic issues more in depth, including illustrative figures and propose concrete action plans. Utilizing tangible examples and experiences to address the economic themes, both in terms of difficulties (for example when starting an activity) and in terms of success stories. Focus on success stories that are achievable and relatable to ordinary citizens.

4. Present a variety of points of view whenever possible in order to balance the official discourse with observations of realities on the ground.

5. Encourage journalists to monitor progress on issues they produced programs on and consider producing follow up radio programs, so that listeners can more easily follow the concrete changes happening.
6. Develop the use of telephone messaging and social networks to advertise radio programs.
7. Design formats that allow for greater participation during radio programs and awareness sessions. Some participants suggested games and questions and answers’ sessions.
8. Continue to increase support for partners’ journalists’ capacities to travel to the provinces in order to collect data from the field.
9. Increasing the media’s capacity for advocacy. Search could encourage and support partner radios in addressing sensitive issues related to women's rights, such as access to land, access to credit and household budget management.

Women-specific economic concerns

10. Increasing the number of female journalists, especially relating to women-specific economic issues. This can be done both by increasing the number of women journalists’ supported by the project and by fostering recruitment of women amongst partner radios.
11. Expanding the voices of the rural population when developing radio programs is essential, particularly among rural women, farmers and/or small traders, and to avoid focusing on non-vulnerable women.
12. Further address through media programming the issue of cultural barriers to women’s economic empowerment, using concrete examples such as the issue of women's access to land, their right to open an account, their participation in management of the family budget, inheritance rights, etc.
13. Ensure to work with both women and men with the aim of sensitizing them to the benefits of women’s economic empowerment. Search could provide evidence which showcase the positive outcome of women’s economic activity through their various program outlets.
14. Organize women-only listening groups, in order to better understand how to access more women through the project's radio programming.
1. Background information

In July 2018, Search for Common Ground (Search) entered into a subaward agreement with Freedom House (FH) for the implementation of the project “Tuyage (“Let’s Talk”): Information Access and Economic Discourse Strengthening”, funded by the United States Agency for International Development (USAID).

Initially, the project was designed for 36 months with the overall goal of fostering an enriched information landscape and culture of open discussion on concerns that directly affect Burundians in their daily lives, with a focus on shared economics concerns and opportunities that will serve as a means of expanding civic engagement, increasing dialogue across divides, and building social cohesion. The project combined two components - Information Access and Economic Discourse - to achieve the following two objectives:

1. To expand the cadre of professional journalists throughout Burundi - from the smallest rural communities to the largest urban centers - capable of producing high-quality, ethical and non-politicized news and information, especially on economic issues, using information delivery modalities which will engage youth and encourage interest in business and economic issues related to their daily lives.

2. To promote networking among young, successful economic actors from across social divides, into dialogue and discussion on issues of reconciliation, entrepreneurship, and right-based approaches to economic issues.

In July 2020, based on the recognition that Burundian women, and in particular young women, have unique needs and face unique obstacles to meaningfully participate in all areas of decision-making, Search and USAID/Burundi proposed to add a third component to “reduce the social norms and cultural barriers limiting ownership of property and productive assets for women in Burundi” to the Tuyage project.

The third component, “enabling environment for economic empowerment of women in Burundi” will be implemented through two sub-components that are interlinked and complementary in achieving needed systematic change and shifting social norms related to women owning property and productive assets, thus expanding women’s participation in the economy and increasing their empowerment:

1. Addressing the social norms and cultural barriers limiting Burundian women’s rights in economic participation through a series of gender-relational and behavioral change communications activities that will seek to transform perceptions, attitudes and behaviors towards women’s rights and participation;

2. Contributing toward improving entrepreneurship skills training and access to markets, money, and mentorship for women by strengthening and expanding the number of women’s producer associations in the coffee value chain.

The project directly targets young boys and girls, men and women, and journalists from partner radio stations. The other partners are public and private institutions, economic actors in the public sector as well as those in the private sector. The indirect participants extend to the entire
Burundian population as they are affected through the radio programs of the Tuyage project. The project coverage area is spread throughout the 18 provinces of Burundi.

**Box 1: Project intended results by component**

<table>
<thead>
<tr>
<th>Component 1: Information Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>- IR1.1: Media demonstrate increased capacity to provide information in the public interest on economic issues in ways that are compelling, understandable, and relevant;</td>
</tr>
<tr>
<td>- IR1.2: Journalists are able to report on the economy at the national level and on the regional (East African) economic context, developing debate and analysis on economic issues in ways that are accessible to the public;</td>
</tr>
<tr>
<td>- IR1.3: Burundian citizens have increased access to information on economic issues and opportunities that address everyday concerns;</td>
</tr>
<tr>
<td>- IR1.4: The terms of public political debate in Burundi’s media have broadened from its traditional political, security/ethnicized focus to the economy on the national level as well as within the regional context.</td>
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</table>

<table>
<thead>
<tr>
<th>Component 2: Economic Discourse</th>
</tr>
</thead>
<tbody>
<tr>
<td>- IR2.1: Economic actors from economic elites, entrepreneurs, and professionals working across social divides (including religious and gender) and in different sectors of the economy: build trust; emphasize all Burundians “right to work” and other economic rights as per the Constitution; discuss how corruption negatively impacts the society and economy and how it is tackled elsewhere; address economic issues and reconciliation through inclusive networking and discussion that stimulates business collaborations and social enterprises;</td>
</tr>
<tr>
<td>- IR2.2: Economic actors bring these discussions to the whole country (through media and other platforms) in ways that are relevant to the smaller scale entrepreneurs, that empower smaller scale entrepreneurs with an increased understanding of key issues, and enhance their ability to formulate action plans and contribute to policy discussions;</td>
</tr>
<tr>
<td>- IR2.3: Burundians have acquired a deeper understanding of key economic issues affecting their livelihoods, view economic issues through a rights-based lens, and will be able to participate meaningfully in public discourse about proposed action plans and evidence-based policy options.</td>
</tr>
<tr>
<td>- IR2.4: There is increased public dialogue on the economy that includes a broad swath of Burundian society, both rural and urban, as well as civic and political leaders, entrepreneurs, investors and others.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Component 3: Women’s Inclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>- IR3.1: Media professionals capable of producing content transforming discriminatory social norms and cultural barriers for women.</td>
</tr>
<tr>
<td>- IR3.2: Attitudes towards the rights and participation of Burundian women in the economy and in grassroots gender violence are positively transformed.</td>
</tr>
<tr>
<td>- IR3.3: Women's entrepreneurial skills, leadership and other related skills are improved</td>
</tr>
<tr>
<td>- IR3.4: Women's access to markets, finance and mentoring is improved.</td>
</tr>
</tbody>
</table>
2. Methodology

2.1. Report Objectives

This report presents the results of the Tuyage mid-term evaluation. The following are the evaluation objectives:

1) Evaluate the levels of achievement of the sustainable changes planned under the phase II project and document the starting level of indicators for Phase II of the project;
2) Understand the effectiveness of the media programs and their contribution to identified changes;
3) Extract lessons learned from the project and provide recommendations on the sustainability of the project;
4) Provide evidence for the new component of the project, specifically targeting women.

The indicative and more general questions for this assessment that require special attention are as follows.

**Objective 1: Lasting changes**

1) How has the cadre of professional journalists’ capability of producing quality, non-politicized information respecting ethical principles throughout Burundi evolved based on the activities of the project?
2) Has the project contributed to better media coverage of the economic concerns of young people? Are young people better able to express their economic concerns thanks to the project?
3) Did the project activities create networking opportunities for young people to connect with successful economic actors among all fringes of society? Are these networks around discussions of reconciliation, entrepreneurship and a law-based approach to economic issues?
4) What changes have been observed as a result of the project activities that contribute to generating an information environment and a culture of discussion around the concerns that affect Burundians in their daily lives, focusing on economic concerns and opportunities? Can these changes serve as a means to broaden civic engagement, strengthen dialogue between divided groups, and consolidate social cohesion?

**Objective 2: Media program efficiency**

5) What is the reach, resonance and response of media programs and their contribution to the identified changes?
Objective 3: Lessons learned

6) What are the lessons learned from the project? Including activities to be reinforced or replaced?
7) What will need to be done in order to make the changes achieved in the project sustainable?

Objective 4: Inclusion of women

8) What are the baseline indicators for the new component?

2.2. Research methodology

The research methodology was developed by Search’s team with the support of an external consultant, who was mainly in charge of data analysis and reporting.

Geographic sampling

Corresponding with the objectives of the project and the evaluation at hand, the following provinces and communes were targeted:

- Ngozi: the communes of Ngozi (urban) and Tangara (rural);
- Kayanza: the communes of Kayanza (urban) and Rango (rural);
- Bujumbura Mairie: the communes of Ntahangwa and Muha (both urban);
- Gitega: the communes of Gitega (urban) and Mutaho (rural);
- Rumonge: the communes of Rumonge (urban) and Buyengero (rural).

In total, the study will cover 10 communes in 5 provinces. These provinces and municipalities were chosen based on the following criteria:

- Levels of economic activity and existence of coffee production (in connection with the focus of the new third component of the project of women’s inclusion);
- Some of these municipalities were targeted by the baseline study at the start of the Tuyage project;
- Two municipalities per province, one of which is in the provincial capital.

Quantitative and qualitative data collection

Quantitative and qualitative data, the latter consisting of key informant interviews and focus group discussions, was collected by two teams of four enumerators each.¹

¹ Youth are considered between 18 and 35 years, and adults above 35.
Table 1: Distribution of FGD participants by commune

<table>
<thead>
<tr>
<th>Province</th>
<th>Commune</th>
<th>Men</th>
<th>Women</th>
<th>Journalists</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Youth</td>
<td>Adults</td>
<td>Youth</td>
<td>Adults</td>
</tr>
<tr>
<td>Ngozi</td>
<td>Ngozi</td>
<td>8</td>
<td>0</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Tangara*</td>
<td>0</td>
<td>8</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Kayanza</td>
<td>Kayanza*</td>
<td>8</td>
<td>0</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Rango*</td>
<td>0</td>
<td>8</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>Mairie</td>
<td>Ntahangwa</td>
<td>7</td>
<td>0</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Muha</td>
<td>0</td>
<td>8</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Gitega</td>
<td>Gitega</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Mutaho</td>
<td>0</td>
<td>8</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>Rumonge</td>
<td>Buyengero</td>
<td>0</td>
<td>10</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Rumonge</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>38</td>
<td>42</td>
<td>38</td>
<td>38</td>
</tr>
</tbody>
</table>

* These communes were not covered in the baseline study.

Approximately eight people participated in each of the 24 focus groups which amounts to a total of 185 participants. Interviews were conducted with KII at the commune and national level as well as with journalists from partner and non-partner radio stations. A total of 18 KII were conducted.

Table 2: Distribution of KII

<table>
<thead>
<tr>
<th></th>
<th>CFDC</th>
<th>Economic operator</th>
<th>National Institution</th>
<th>Civil society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ngozi</td>
<td>X</td>
<td>X</td>
<td>- Ministry of Communication</td>
<td>- CAFOB (Women Association Network)</td>
</tr>
<tr>
<td>Tangara</td>
<td></td>
<td>X</td>
<td>- CNC (National Communication Council)</td>
<td>- AFAB (Association of Women Entrepreneurs)</td>
</tr>
<tr>
<td>Kayanza</td>
<td>X</td>
<td>X</td>
<td>- OBR (Burundi Revenue Authority )</td>
<td>- FNF (National Women Forum)</td>
</tr>
<tr>
<td>Rango</td>
<td></td>
<td>X</td>
<td>- CFCIB (Federal Chamber of Commerce and Industry)</td>
<td>- IWCA (International Women Coffee Association)</td>
</tr>
<tr>
<td>Ntahangwa</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Muha</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gitega</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mutaho</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buyengero</td>
<td>X</td>
<td>X</td>
<td>- API (Investment Promotion Agency)</td>
<td></td>
</tr>
<tr>
<td>Rumonge</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Following the methodology for the quantitative data collection, a total of 400 questionnaires were collected, 40 questionnaires per commune. In each commune, the survey questionnaires were given to ten women, ten men, ten young women and ten young men. The purpose of this method was to divide the respondents into two groups of Tuyage participants and nonparticipants.
But enumerators faced great difficulties achieving such a balanced sample, mainly because the identification of people who participated or were aware of the project’s activities proved to be more challenging. In order to achieve this equilibrium, 400 questionnaires were collected with an appropriate balance between participants and non-participants; However, these numbers varied in each commune, depending on the number of participants it was able to identify.

The quantitative data was analyzed using the Stata program.

**Limitations**

One of the main limitations is that the project is less known in rural communes (Buyenger, Mutaho, Rango, Tangara) as the project's activities have until now mainly focused on urban areas and communes (as Search’s team in Burundi explained). Enumerators collecting data for the survey attempted to find people who participated in the Tuyage project in the rural communes but they did not manage to identify 20 participants per commune as expected. In order to arrive at a balanced sample that includes both respondents who are familiar with the project and respondents who are not in equal numbers, enumerators decided to focus on people that knew the project in the communes where they found them, i.e. mostly urban communes. This means that respondents not familiar with the project are overrepresented in rural communes whereas those who are familiar with the project are overrepresented in urban communes. This has no major consequences for interpretation of the data at the national level, however it makes it more difficult to draw comparisons between communes, as the fact whether the respondent participated in the project’s activities strongly influences the answer given (which is a positive sign in terms of the project’s results).

A second difficulty was that participants in FGDs, particularly women in rural areas, found it difficult to understand questions related to the media, or had little to say as they rarely listened to radio.

**2.3. Socio-demographic characteristics of respondents**

The final part of the methodology presents the socio-demographic characteristics of the survey respondents including gender, age and commune. A number of additional characteristics have been added that are particularly relevant for this specific evaluation.

Women are less represented than men - out of the 400 respondents, 44% were women and 56% men. This is assumed to be as a result of a lower participation rate for women compared to men in the Tuyage activities. Survey respondents were young as they were the target population: 17% of survey respondents are under 25 years old; 46% between 26 and 35 years old; 35% between 36 and 55 years old and 2% over 55 years old.

As outlined above, enumerators faced difficulties identifying Tuyage participants in the rural communes. In order to achieve an equilibrium between participants and non-participants at
national level, which is indeed a key factor to produce a projects’ evaluation, the team decided to be flexible on the number of respondents per commune.

Table 3: Survey respondents disaggregated by commune, in absolute values and percentage

<table>
<thead>
<tr>
<th>Commune</th>
<th>Buyengero</th>
<th>Gitega</th>
<th>Kayanza</th>
<th>Muha</th>
<th>Mutaho</th>
<th>Ngozi</th>
<th>Ntahangwa</th>
<th>Rango</th>
<th>Rumonge</th>
<th>Tangara</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Questionnaires</td>
<td>46</td>
<td>34</td>
<td>15</td>
<td>28</td>
<td>41</td>
<td>42</td>
<td>42</td>
<td>49</td>
<td>54</td>
<td>40</td>
<td>400</td>
</tr>
<tr>
<td>Percentage</td>
<td>12</td>
<td>9</td>
<td>4</td>
<td>7</td>
<td>10</td>
<td>11</td>
<td>11</td>
<td>13</td>
<td>14</td>
<td>10</td>
<td>100</td>
</tr>
</tbody>
</table>

Two additional characteristics about the survey respondents are important: the percentage of respondents who declared having participated in any of Tuyage’s activities (53% participated; 47% did not participate), and the percentage of respondents who indicated that they listened to Search’s radio programs (50% listener; 50% non-listener). 48% of female respondents were Tuyage participants, whereas for the male respondents it was 57%. Only 40% of female respondents are Search radio programs’ listeners while 57% of male respondents are. In order to better understand these results, the data has been further disaggregated according to geographic location of respondents.

Figure 1: Survey respondents who participated in any of Tuyage’s activities

The figure above shows that in Gitega, Kayanza and Rumonge all interviewees were Tuyage participants, closely followed by Ngozi where all but four respondents participated in project
activities. In Tangara all respondents were non-participants, closely followed by Buyengero, Mutaho and Rango with a large proportion of non-participants. This demonstrates that the divide between participants and non-participants overlaps with the divide between urban versus rural areas. The two communes located in the capital (Ntahangwa and Muha) have overall more participants than non-participants however their representation is more balanced.

The figure below shows how many interviewees in each commune were identified as listeners of Search’s radio programs. Similar to the figure above, we see that all interviewees in the urban communes (Gitega, Kayanza, Ngozi, Rumonge) are listeners, whereas there is no listener in Tangara and Mutaho and very few in Buyengero. A notable difference in the communes of the provincial capitals (Muha and Ntahangwa) is that all respondents indicated that they listen to Search’s radio programs.

These findings reflect the urban focus of Search's project activities (including radio programming) thus far (Gitega, Kayanza, Muha, Ngozi, Ntahangwa, Rumonge). Search staff confirmed this and explained that the program was implemented mostly in urban areas until now.

Figure 2: Survey respondents who indicated that they listen to Search’s radio programs

Another important component that influences and helps explain respondents’ answers is whether they generally listen to the radio or not (regardless of Search’s programs). 80% of survey respondents declared to listen to the radio. Answers vary mainly by gender (65% of female respondents declared to listen to the radio and 91% of male respondents, respectively), and by commune. In Kayanga, Gitega, Ngozi, Rumonge and Ntahangwa between 93% and 98% of the interviewees declared to listen to the radio. Radio listenership in Buyengero was 83%; in Rango 67%; in Muha 64%; Tangara 55% and Mutaho 49%. The data for Muha, an urban commune
located in the capital, was surprising as only 64% of respondents declared to listen to the radio. One possible explanation for this outcome is that in the capital, especially among youth, social media can be more commonly used over radio. However, this assumption is limited as there is no data that supports this reasoning.

These findings correspond with well-established contextual knowledge about Burundi which is that radio is less listened to in rural areas than in urban areas and women listen to the radio less than men. This leads to rural women constituting the smallest audience of radio listeners, which is confirmed by qualitative data. Among the causes of this include limited access to devices for radio listening, less amount of time available due to household responsibilities and differences in culture for radio listening between rural and urban women.

Lastly, it appears from the data analysis that qualitative data, especially data from FGDs, are more pessimistic than quantitative data. One possible explanation could be that non-participants of Tuyage activities, and non-listeners to Search radio programs might have been overrepresented in focus group discussions.

3. Findings

This chapter introduces the main findings of the midterm evaluation, analysing both quantitative and qualitative data. The evaluation focuses on further exploring the research questions by describing qualitative findings regarding media perception, Search’s media program, youth economic concerns, information environment and women’s economic presence in the media. Included a table summarizing all data collected on indicators detailed in the research methodology.

1) Media treatment of economic concern

*Media programs on economic issues*

Although the Tuyage project emphasized the specific economic concerns of young people and women, interviewees and FGDs participants often refer to economic concerns of all Burundians. Results from media monitoring show that economic topics are nowadays addressed more often than prior to the start of the project. Although the level of coverage is still lower compared to political or security questions, economic issues are increasingly addressed. This has been expressed in various interviews, including at the national level. For instance CCIB expressed the following sentiment: “The economic sector occupies a prominent place at the moment and for almost a year”. The IWCA organization confirms the increasing economic coverage at the national level, by stating that there are "changes with the existence of community radios. (...) These community radio stations provide the population with a lot of information on the economic situations in their communities." This is further confirmed by CNC as they acknowledge the role that Search played in this change: “The NGO Search (...) tried to organize awareness raising
sessions in favour of several programs focusing on economic issues.” According to CNC, the new importance given to the economy can be observed within many media programs, including RTNB and Iwacu. Additionally, OBR stated that: “With the presence of the “Tuyage” project, we feel that the media have taken an interest in economic questions.” As the CDFC in Rumonge explains, this is a great step forward because "the radios do not only give us music or political information, but we are starting to integrate what can help the citizens in their projects.” In the same context, an economic actor from Ntahangwa, acknowledges the merit of the Tuyage project which “has contributed by increasing radio programs covering economic issues and by organizing meetings between the various stakeholders in the economic sector and in different provinces, it's a good thing, (…). We never had such opportunities before.” A trader from the Tangara market confirmed that economic information is more accessible by telling her personal experience: “This information has helped me a lot. I have an A2 diploma, but I spent 4 years unemployed. With this information today, I started to sell colcases (amateke) and it brings me profits (…) there are advances. Before, we ignore commercial activities, we said to ourselves that it is for people who have more money when we can start with the little we have and we progress little by little.”

Nevertheless, while attesting to a general positive trend, several limitations still exist as pointed out during interviews and group discussions. The AFAB states that: “They treat economic information superficially, they don't go into depth. In addition to the topics they deal with, they seem to leave them hanging, (...) information lacks elements that could enrich the information such as illustrative figures.”

Another limitation identified is that a portion of the population does not have access to media, therefore being excluded from this development. While the average for non-radio listeners is 20%, in some communes this percentage jumps to 50% (Mutaho) and 45% (Tangara). The Tangara CDFC (Family Center for Community Development) explains that "the media try to communicate everything that has to do with the economy, the problem is that they are blowing in the wind because the majority of the population does not have a radio or does not read newspapers ". Additionally, some programs are conducted in French which poses language barriers among some of the poor and illiterate populations.

Furthermore, many respondents including an economic actor from Rumonge find it disappointing that while the media often addresses taxes, "there are things they don't deal with such as possession issues for women, corruption”. The young men of Ntahangwa came to the same conclusion as to identifying the causes: “there are subjects that they are not authorized to deal with, such as the awarding of public contracts, currencies, corruption, when it comes to dealing with these subjects, journalists have a red line that they cannot cross if they do not want to suffer the consequences.” Regarding the content and approach to the information, the young men of Muha complained that "this information more often speaks of poverty, economic questions and concerns but few strategies or policies to get out of it."

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OBR explains that “there are a number of angles that are not yet sufficiently dealt with. By the fact that the media are poor, (...) so that they are interested in issues that bring them something”.

This partial satisfaction is also reflected in the survey results as 56% of respondents stated to have access to media programs which address their economic concerns, while 37% responded negatively. If disaggregated further to distinguish between listeners and non-listeners, 82% of listeners say they have access to media programs addressing their economic concerns compared to only 32% of non-listeners who declare having this access. This finding indicates that listening to radio programs that address economic issues influence the perception surrounding access to these forms of media.

Participants were asked if radio programs address people’s daily concerns with balanced economic debates. 47% of respondents answer “no” to this question, and 31% “do not know”. This negative perception is shared by both listeners (only 36.4% answered “yes” to this question) and non-listeners (only 19% answered “yes”), but is much higher for non-listeners (see Figure 3). The high percentage of participants answering “don’t know” is likely caused by the abstractness of the term “balanced debate”, and the political culture where criticism is often repressed.

**Figure 3: Perception of media coverage of daily concern as including balanced debates**

![Bar chart showing perception of media coverage of daily concern as including balanced debates](chart.png)

**Trust in media and perception of journalist capacities**

The participants entrust the journalists ability to provide reliable information and show high levels of confidence in the media. However, the results obtained from quantitative and qualitative data differ, insofar the survey responses are more optimistic than those from the FGDs. In response to the question: “Do you trust the media to provide reliable information on economic issues?” 63% of respondents answered positively, 15% negatively and 20% didn’t know and 2% did not answer. There is a strong difference in answers between listeners and non-listeners.
(Figure 4): 79% of listeners declare they trust the media compared to only 53% of non-listeners, which clearly shows the value of Tuyage’s programs.

Figure 4: Trust in the media

In the KII and FGDs, responses were more mixed, sometimes quite negative, as exemplified by the testimony from the FGD with the young men of Muha “I do not completely trust the media as to the reliability of the information, as long as the journalists do not arrive on the ground. I don't trust the media when I feel that my political or ethnic affiliation is being targeted when there is a news release. I don't trust the media because most of them work to please the authorities because of the lack of freedom. How to trust the media when their sources do not inspire confidence?”. This criticism highlights some challenges related to the political context in Burundi, and further underlines the importance of the activities of the project aimed at widening the space of public political debates in Burundi’s media.

Participants often answered that there is a will to trust journalists, but in turn is disappointing, as an economic actor from Ntahangwa explains: “they give information that does not reflect reality and we don't believe them. We are told that SOSUMO has produced large amounts of sugar and we, instead of the price of sugar falling, the price going up and we can't even find any, how can we believe what the media have told us”. Participants frequently explained how hearing contradictory statements on the radio bothered them. For instance, the price of sugar and cement advertised on radio highly differs from the prices people saw at the markets. One young man from Gitega participating in a FGD explained how: “the prices on the market do not correspond to the prices we are told in the media but we wonder if we have the same markets or not.”

Additionally, respondents point out the issue with classifying the country as wealthy as a result of their natural resources while the majority of the population economically struggles. During a FGD with young women in Gitega, the following was stated: "I will say that I am not satisfied by
the information (...) because when we talk about the wealth or the development of the country, but if we analyze our families life’s (...) we see that we live in extreme precariousness.” These women further developed their point, as a source of misunderstanding and frustration: “currently some people do not even want to follow programs related to the economy and prefer to turn off the radio so as not to hear that the country is rich at the moment, where we lack enough to give the children as a meal.”

The men from the Buyengero FGD relayed similar sentiment: "the media covers the concerns of young people and women but the problem is that the state does not put them into practice." These responses showcase the lack of institutional response from the GoB to issues concerning women and youth. The primary issue participants have with the media is not related to their credibility, but rather the lack of space provided to voice their concerns especially among the rural population. It is therefore regretted that journalists do not come sufficiently on the ground to balance the information given to them by authorities with the real and diverse life experiences of all citizens. An example from the FGD with young women in Gitega: "Journalists should go on the ground to ask those concerned, we who have the real information. I say this because journalists often give a voice to this minority of rich people who sing day and night that the country is developed at a time when we the lower people are suffering. Journalists are interested in people who have built floors while we who do many things but not publicized we do not consider people who do not. nothing." This concern on the diversity of the sources is also discussed by the FGD of men from Mutaho: "People who collect information must do it as you did by inviting us and putting us in groups. So even if someone wants to hide something the others will say so and we get full information. However, if we question a person in private, he will speak as he wishes, especially when it comes to an authority". The young men from Kayanza recommend: "Journalists must arrive on the ground and question the words of local authorities, presidents of cooperatives or associations in order to collect perceptions on the ground."

Lastly, participants recommended for increased representation of regional diversity within the media, as explained by the men of Bujengero during a FGD: “we must know that even if we have only one country there are regional diversifications.”

Figure 5 below shows the level of agreement of respondents when asked to what extent do they agree with the following statement: “there are professional journalists able to produce quality information non-politicized and respecting ethical principles in Burundi.” The survey data reveals a difference in opinion on the competence of journalists between participants and non-participants in the Tuyage project activities. The graph results show that Tuyage participants have a more positive view of journalists' abilities as (40% agree or strongly agree and 25% are neutral), while the majority of non-participants say they are neutral (40%). For both categories, the percentage of respondents declaring they rather or completely disagree is 35%.
Nonetheless, all participants recognize that journalists operate in a difficult environment with limitations on speech, resources, adequate training and also the pressure to report certain news. OBR argues that his: “dissatisfaction is rather with the level of training of journalists and their degree of understanding. However, the level of understanding depends on the level of training.” On this note, however, the CCIB notes a positive development: "even within the radio stations there is capacity building among journalists. There has been a change in mentality and the Search for Common Ground has contributed a lot.” The Rumonge Women's FGD says that "the media must be able to work freely because there are subjects they do not treat well out of fear such as fraud involving senior officials."  

**Journalists’ perspective**

Journalists recognize that the economy is an essential topic that is undercovered by the media: “Media often wants to work on very sensational topical issues and we forget about economics. And yet, it is these economic questions which constitute the life of most of the population. A lot of people need to hear that there was a farmer who developed and knew how he did it to be inspired" (FGD Journalists from Rumonge). Journalists are aware of the need to provide concrete localized economic information with tangible examples in order to positively influence citizens. As Rumonge's journalists explain: “Project Tuyage came to enlighten people who work in the media so that they realize that there is another branch of the life of the country which was not covered in their broadcasts and newspapers."
The Ntahangwa journalists’ group testifies that: "there have been improvements with the Tuyage project because there are shows that were created that did not exist before.” This group further praised the results achieved by the project “there is a step already taken even if the way to go remains very long." A journalist from this group explains: "The change (regarding the increase of radio programs on economic issues) was initiated by the Tuyage project which contributes to the multiplication of economic broadcasts in the media”. Many of the journalists from Ntahangwa provided examples of economic radio programs they produced, generally regarding women engaged in trade.

Journalists recognize improvements in their field of work: "As improvements, there are many journalists today in all media, community radios are also becoming numerous" (FGD of the Ngozi journalists), however they also reported many issues they still face. These difficulties affect media reporting in general, but sometimes heavily affect the coverage of economic topics: "journalists do not have the financial means to go into the field and they do not have training on economic issues. Then there is the lack of reliable sources (...), journalists can be threatened when they deal with certain economic issues or they can even be corrupted...". About the sources, Ntahangwa journalists explain: “there is still some reluctance for people who should give us information because they are afraid to publicly admit certain dysfunctions in their respective institutions.” In response to the question of reliable sources, they explained, “We don't know when leaders will give exact and quantified answers. Media professionals ask three kinds of questions "When?", "How?" and “How much”? Leaders give answers to the first two questions but they never give answers to the last question.” One common concern shared by all focus groups is regarding limited freedom of expressions: "when you are a journalist and you try to demonstrate that the country is poor while the authorities' speech says everything is rosy, you are becoming an enemy of the nation” (FGD Journalist Gitega).

Coverage of issues concerning young people and women in radio broadcasts has improved. Although during a FGD in Ntahangwa, one journalist pointed out that: “the women who speak are the women of the city or the women civil servants who seek funding for their associations but the poor rural women do not speak, even when we give them the microphone they refuse.”

Finally, journalists of Ntahangwa presented the following recommendation concerning ways to improve the quality of programs that focus on economic issues: "take time for critical listening to analyse the strong points and weak points of a program. This is how we can do well, if not if we take a program that was made by someone we will always tend to do like it and therefore you are not going to improve yourself."
Main findings: Media treatment of economic concerns

Data results demonstrate the increased media coverage of economic issues, including concerns coming from women and young people. This is considered to positively impact the lives of ordinary citizens. However, recommendations for increasing the time allocated for economic topics, and deepening the analyses of the points discussed have been made. Additionally, it’s essential to provide space for the most vulnerable to voice out their concerns and recommended for journalists to gather information from the field in order to provide relatable news for citizens. Moreover, certain issues related to economics were identified as taboo topics within Burundian culture. That being said, it is recognized that journalists work in difficult environments, lacking freedom of expression, adequate training and funds to travel.

The qualitative data indicates that there has not yet been any substantial change in “the cadre of professional journalists capable of producing quality, non-politicized information respecting ethical principles throughout Burundi” due to the numerous challenges this profession faces. However, journalists who participated in the project testify in the information provided, and those who did not participate express a keen interest. The quantitative survey data (disaggregated by Tuyage participants and non-participants) shows that 40% of participants agree that there are journalists who are able to produce quality and non-politicized information, whereas only 25% of non-participants share this perception.

It is important to note that for all quantitative data, most differences in the results are apparent when respondents are disaggregated between participant vs. non-participant and radio listeners vs. non-listeners, rather than characteristics such as age, gender and location. This demonstrates the impact that the Tuyage project has had on participants.

2) Efficiency of Search’s media program

Identifying the key drivers of change surrounding the Tuyage project has been challenging for this evaluation. As expressed by many interviewees, the project contributed to strengthening the voice of marginalized groups, including young people and women, in the media and society. However, it’s difficult to precisely distinguish between what results from Search’s programs and other institutional actors. For instance, it is important to note that almost all interviews with key informants were carried out by actors who had directly or indirectly participated in the project, leading to the probability of a positive bias. Focus groups, on the other hand, brought together both participants and non-participants. The survey, as explained above, was carried out with 50% of respondents listening to Search programs, while 50% did not listen to these programs. Overall, 80% of survey respondents said they listened to the radio. Disaggregation used on quantitative data to better analyze it are gender, age and location. As presented in the methodology section, data was further disaggregated based on Tuyage participants vs. non-participants and radio listeners vs. non-listeners characteristics of respondents as they are the two most
important factors influencing answers of respondents and allow for a clear identification of the project’s effects. For the participant category, gender breakdown of the respondents were the following: 48% female and 57% male. In the listener category, the gender difference is even larger, there were significantly more male (57%) than female listeners (40%). This shows that women participate less than men in Tuyage activities and have less listenerships of Search radio programs’ than men. This data reflects the relevance of increasing activities supporting women empowerment, as outlined in the second phase of the project.

Considering the audience of Search programs, almost all respondents consider the messages of the programs relevant to the context and state they enjoy these messages (99% of respondents). A slightly lower percentage of respondents confirm that these messages contribute to generating an information environment and a culture of discussion around daily economic concerns (91% of respondents).

The audience was also asked at which level radio stations better deal with economic questions: 38% responded at the national level and another 38% responded at national and commune level. Only 14% responded at commune level, the rest of respondents either stated they didn’t know (7%) or none (2%). Lastly, the same audience was asked what types of programs existed regarding economic issues and the following answers were given: 54% on taxes; 33% on access to credit and 12% on cross-border trade.

FGD with journalists included those that were trained and those who did not participate in the project. Ntahangwa's journalist group testified that with the project, new radio programs have been created. Additionally, journalists from Rumonge confirm that: “The change was initiated by the Tuyage project which contributes to the multiplication of economic broadcasts in the media”. They also give examples of shows on economic issues they produced, primarily on small business activities for women. However, Rumonge journalists warned against the risk of program unsustainability based on results previously observed: "For example, an economic program can be broadcast on a radio channel, but if you ask, we will tell you that the program is financed by some organization. After 5 or 6 months that is to say after the departure of the donor, the program is no longer there."

Furthermore, more interviewees such as the CFDC of Mutaho confirmed Tuyage’s results by stating: "The project has contributed a lot, the economic broadcasts which pass on the radios are more numerous today, thanks to these emissions one can know the economic situation of the women of the other provinces and learn from them." Also, the FGD with the young men of Rumonge added that: "The Tuyage project has contributed, some programs did not exist such as the Tuyage tunoganze, Sokwe program... These programs deal with themes on the economic concerns of daily life, with the Burundian style of educating while having fun." The FGD with women of the same commune also describe the positive results they observed: "The broadcasts on certain subjects which concern women's economic concerns have increased thanks to the TUYAGE project. The broadcasts of Tuyage Ubutunzi, Ubugirigiri, Sokwe contain advice that
has helped to ensure economic empowerment of women and have changed the condition of women, many of them have initiated development projects, they are becoming more and more economically active.” Additionally the testimony of young women from Ngozi delivers similar testimonies: “Through the training of the organization Search For Common Ground, I opted to follow the broadcasts of the UMUCO FM radio, in particular the program “Tuyage ubutunzi” and that gave me the idea to do my small projects like pig breeding and I am looking forward to a step already taken for the moment.” The Tuyage Ubuntunzi is also positively cited by the FGD of the men of Buyengero.

**Table 4 : Key indicators progress during project implementation**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Baseline</th>
<th>Mid-term evaluation</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of respondents who say they have access to channels for sharing</td>
<td>Yes 35.3% No 31.8%</td>
<td>Yes 61% No 31%</td>
<td>Survey Q 13 The percentage of respondents who say they have access to channels for sharing grievances with “others” increased by almost 20 points</td>
</tr>
<tr>
<td>grievances with “others” about shared concerns and economic opportunities</td>
<td></td>
<td>Yes 71% No 25.6%</td>
<td></td>
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<tr>
<td>% of respondents who say they have access to media programs that address</td>
<td>Yes 12.8%</td>
<td>Yes 49% No 41.5% Don’t know 8.2%</td>
<td>Survey Q 15 This percentage also drastically increased by 36 points.</td>
</tr>
<tr>
<td>their economic concerns</td>
<td></td>
<td>Yes 82.4% No 14.2%</td>
<td></td>
</tr>
<tr>
<td>% of respondents who trust the media to provide reliable information on</td>
<td>Yes 74.8%</td>
<td>Yes 56% No 37% Don’t know 6%</td>
<td>Survey Q 14 The percentage of respondents who declared trusting the media decreased by 16.3 points.</td>
</tr>
<tr>
<td>economic issues</td>
<td></td>
<td>Yes 79% No 14.2% Don’t know 2.8%</td>
<td></td>
</tr>
<tr>
<td>% of respondents who say radio coverage of daily concerns includes</td>
<td>Yes 37.3% Don’t</td>
<td>Yes 26% No 45% Don’t know 28%</td>
<td>Survey Q 16 This percentage decreased by 16 points.</td>
</tr>
<tr>
<td>balanced economic debates</td>
<td>know 41.7%</td>
<td>Yes 36.4% No 54% Don’t know 9.7%</td>
<td></td>
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<tr>
<td>% of respondents who say radio coverage of daily concerns includes</td>
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<td>balanced economic debates</td>
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Finally, the data analysis allows us to focus on four indicators and their evolution during the project (Table 4 above). As noted previously, responses significantly change depending on whether participants are listeners or non-listeners. The table below presents both results: the first column indicates general answers from all respondents, and the second column focuses on answers given by listeners. The first two indicators (in both columns), had a very positive evolution, and can be seen as directly linked to the project's effects: access to channels for sharing grievances with others and access to media programs that address their concerns. The last two indicators show a rather strong negative evolution (for the answers given by the general population), slight increase in line 3 and a marginal decrease in line 4 for answers given by...
listeners. We can consider that these last two indicators are strongly influenced by the context, but the project limited the negative effects of the context. Political sensitivity and polarization have been present prior to the 2015 election, therefore, making it challenging to develop trust and produce “balanced debates”. These indicators would also need a long-term engagement in order to be positively changed (trust in the media and balanced economic debates in the radio).

Main findings : Efficiency of Search media programming

Search's radio programs are known mainly in areas where the project has been active, namely urban areas. There is further evidence that urban communes and men generally listen to the radio more than rural farmers and rural trade women. Several individual testimonies testify how Search’s radio program provides useful information and is received well among the people listening. Data results show that listening to radio programs almost always positively influences the participants responses to the survey questions. The sole exception is regarding the question of whether “civic engagement, dialogue between divided groups and social cohesion have been strengthened”, on which responses are the same between listeners and non-listeners (even more negative for listeners). Similarly, activities supporting journalist’s training have corresponding outcomes among radio listeners and non-listeners. For further efficiency, increasing the number of media programs, journalists targeted and program audience is essential.

3) Treatment of youth specific economic concerns in the media

Some economic concerns of young people are reported to have more coverage in the media. In response to the question of: "What is your level of agreement with the following statement: there is better media coverage of the economic concerns of young people? " 61% of respondents agreed or strongly agreed, 17% were neutral and 21% said they disagreed or strongly disagreed. The main difference appears between listeners and non-listeners, where almost 80% of listeners agree or strongly agree, whereas only 50% of the non-listeners agree or strongly agree.

The data appears to show a certain trend related to age: the older the respondents, the more pessimistic their answers. For example, in response to the following statement: “young people have more opportunity to express their economic concerns", young people under 35 responded more positively (63% under 25 years old agree or strongly agree; and 72% between 26 and 35 years old) than people in an older age group (46% agree or strongly agree in the age group 36-55). Similarly, regarding the affirmation of the existence of an information environment and a culture of discussion: 47% of respondants under 35 agreed or very much agreed while 29% of those over 35 years old disagreed. However, these results should take into account the potential correlation that the trend with age has with participation in Tuyage activities or listening to Search’s radio program. Participants in the age group of 26 to 35 years olds (67%) are far more represented than any other age group (42% of respondents are below 25 years old and 42.9% of respondents are 36 to 55 years old). For radio listeners, 25 to 35 year olds had the highest representation at 61% of respondents, 36 to 55 years olds at 42% and younger than 25 at 36%.
In response to participant’s perception of media coverage on youth economic concerns, the following was observed: if the Muha and Ntahangwa communes from Bujumbura Mairie are excluded (where respondents are more skeptical), respondents from urban communes such as

**Figure 6: Level of agreement regarding media coverage of youth economic concerns**

**Figure 7: Perception of media coverage of youth economic concerns**
Gitega, Kayanza, Ngozi, Rumonge are more positive, while in rural communes such as Tangara, Rango, Mutaho and Buyengero responses were negative. This can be correlated to the high Tuyage presence and increased media access in urban communes, in effect having a higher radio consumption than to rural communes. The difference for Muha and Ntahangwa, two communes in the capital, might be related to higher levels of education, inadvertently raising the expectations and amounts of criticism towards state policies. Additionally, responses varied by gender as women were more neutral than men (27% for women and 10% for men). Men also often responded more positively than women, 69% of male respondents agreed/very much agreed while for female respondents it was 51%.

Similar trends of response appear with the following question: “How much do you agree with the following statement: youth have more opportunity to express their economic concern?” Over half of the respondents replied positively at 61% responding with agree or strongly agree, while 30% disagreed or strongly disagreed and 10% were neutral. Amongst respondents, gender differences are again pronounced, as women more often answered neutrally (15% neutral), while men less often answered neutrally (5%). The difference is less pronounced for respondents who agree with the statement (55% of women vs. 66% of women agree or strongly agree) and those who disagree (30% of women vs. 29% of women agree or strongly agree).

Focus groups also generally confirm this trend, however with some specificities. The more popular perception is “We appreciate the fact that there are more and more economic programs (....) but the time given to these programs is not enough if we consider their importance.” (FGD Ntahangwa girls). Young men in Rango consider that economic programs are very rare, thus insufficient, while young men in Tangara on the contrary consider that there are enough of these programs.

The overall assessment of media coverage of youth’s economic concerns is very positive, and this appears in many interviews and focus groups. The CFCIB testifies: "There have been a lot of programs on youth entrepreneurship, we have reported on Gatumba, on Cibitoke". Young men of Tangara also confirm that the: "media encourages young people to create their jobs because they disseminate the testimonies of young people who have been able to set up their own project". Moreover, an authority stated: "we see that media productions on economic issues in favour of young people are very limited". However, he is optimistic for the future because in his opinion: "Now with the proliferation of cooperatives in the country in addition to the creation of the Youth Bank, journalists have no pretext for not addressing issues of youth development." The National Women's Forum also shared the enthusiasm: "young people and women express themselves more about their economic concerns, for example there is a dialogue session in which I participated, it lasted more than 5 hours and no one was bored, we heard new ideas and interventions from each speaker until the end of the session, and if we were asked we would have chosen to continue." They only regret that:" these opportunities are not numerous and that the number of participants is limited."
During an interview with an economic actor from Ntagangwa, they stated that there is still room for improvement because: “media do not deal enough with the efforts of young people who start their economic activities. Media shows entrepreneurs who are already successful, (...) time for small new economic actors does not exist (...) This is a blockage because we have the image of the giants who have already built empires, it is difficult to be inspired by great achievements we only dream of "). The same stakeholders confirm a positive evolution: “There are programs on youth entrepreneurship, the media talk a lot about it, the government is raising awareness among young people so that they can come together in cooperatives to support them.”

Participants primarily requested for the media to present success stories that are attainable by ordinary citizens. This demonstrates that participants find the stories from small economic actors more inspiring. FGD such as the one conducted with the young girls from Ntagangwa, claim that: “We talk about entrepreneurs who have succeeded, youth unemployment, cooperatives but do not go into depth in the difficulties experienced by young people who try to do something ”. Young men from the same municipality find it disappointing that the media works: "with the experts and the rich".

The Kayanza CDFC identified the role of Tuyage in this development: “in March, there was sensitization on the development of women, Search through the Tuyage project proceeded to sensitize young people and women of Kayanza ”. The women of Tangara praise the importance of "the birth of rural radio stations, the media try to cover the concerns of young people and women, but there is still a long way to go."

Additionally, there was a request for follow-up, as recommended by the girls of Ntagangwa: “after a program they had to organize other programs that evaluate the measures. or the information given, for example if we promise to young people who go to cooperatives that they will be supported, the media should make programs that assess how many youth cooperatives have been created after X time and among them how many have received support from who, what kind of support have they received.”

Lastly, one recommendation arising throughout focus groups discussions is for journalists to directly interact with the population and collect information directly through field work: "Often they do not show us concrete examples, I mean if we sensitize young people to found cooperatives or associations to support them, we would have liked to hear examples of associations that they have supported, invited young people who are evolving to share their experiences with us”( FGD young men from Gitega). These same young people also urge to use the telephone and social networks in the future because "young people do not often listen to radios but they follow social networks a lot".

To increase the usefulness of programming on economic concerns, the media are requested to develop programs that focus on the type of economy that concerns the rural people: "we do not often listen to economic programs except those which deal with agriculture. The other topics are
complicated and not well understood, such as the OBR topics on taxes, banking and border trade. (...) They say that young people should form cooperatives (...) they had to show cases of these cooperatives which have succeeded (...) We are told about micro-finance institutions that help young people but here at home we do not see any and they do not talk about the witnesses who had this funding to tell us what they did (...). Some people take them for fairy tales” (FGD young girls of Mutaho).

Main findings : treatment of youth specific economic concern in the media

All stakeholders recognize that concerns of young people are more addressed by the media. Especially young and urban youth (apart from those in the capital) confirm this. Nevertheless, the length of time allocated to these concerns are too short. The evaluation shows a clear demand to include concrete cases into radio programming where voice is given to young people who launched economic projects and which showcase their successes and difficulties in a relatable way.

4) Relation between youth and economic actors

Strengthening the network between young people and successful economic actors, through facilitating discussions on reconciliation, entrepreneurship and law-based approach to economic issues is one of the major project goals. However, it appears that these networks currently do not really exist. As a result, this goal has diverged into a long-term endeavor since these networks contradict social norms and traditions (based on an analysis of quantitative and qualitative data).

Figure 7: Youth from all social classes are in a network with performing economic actors
The figure above shows responses given by participants when asked: “To what extent do you agree with the following statement: Youth from all social classes are in a network with successful economic actors?” Only 22% of respondents strongly agree or agree with the existence of these networks. Similar level of skepticism is expressed when respondents are asked about the existence of networks "of young people and entrepreneurs who cover discussions on reconciliation, entrepreneurship and a law-based approach to economic issues". Of those respondents, 34% agree or strongly agree, 20% are neutral and 47% rather disagree and strongly disagree.

While disaggregated data gave some additional information, they are more complicated to analyze. For example, there is an age correlated difference between youth under 35 and adults over 35. Youth more often agree with the existence of these networks (31% agree or very strongly agree; 23% are neutral and 45% do not agree) than adults (16% agree or very strongly agree; 24% are neutral and 60% do not agree). This could possibly indicate that youth have participated in activities that brought them to more often think that these networks exist. Furthermore, if we disaggregate the data based on participation and non-participation in Tuyage’s activities (see Table 5), these factors have a slight effect. More than 66% of both categories disagree or strongly disagree with the statement. Participants do more often agree or strongly agree than non-participants (28% for participants and 17% for non-participants), while non-participants more often declare they do not know (15% for non-participants and 6% for participants).

Table 5: Existence of network of youth of all social classes and performing economic actors

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant</td>
<td>27.7%</td>
<td></td>
<td>5.7%</td>
<td>66.5%</td>
<td></td>
</tr>
<tr>
<td>Not participant</td>
<td>16.8%</td>
<td></td>
<td>14.6%</td>
<td>68.6%</td>
<td></td>
</tr>
</tbody>
</table>

When looking at disaggregated data by commune, we can see that responses strongly vary depending on the commune. Five communes are under the national average of 22% of respondents answering whether they agree or strongly agree: 6.6% in Buyenbera and Kayanza; 8% in Mutaho; 18% in Gitega; 20% in Ntahangwa and 21% in Muha. Four communes are over the national average: Rango 25%; Rumonge 28%; Tangara 38% and Ngozi 46%. These differences are difficult to explain, as they do not entirely fit for example with differences amongst communes regarding project implementation, or listeners to Search’s radio program. Overall, responses to this question appear to be influenced first by age and commune and then by participation in the project.

Focus groups with the general population follow the same trend. Participants perceive the media to increase its coverage of economic topics, including programs with young people; however, the network between successful economic actors and the youth is perceived to be foreign to
Burundian culture. There is a dominant perception that Burundians do not discuss across different social classes. During a FGD with Ngozi men, it is clear that: "No opportunity for a meeting between these two parties, because these traders are very proud of their economic domination, they like to see us bend down to greet them!" The wealthy discuss business among themselves, but not with the poor. As one man during a FGD in Ngozi explained, the poor have discussions to complain about the economic issues rather than share ideas: “Like a lament to a person with whom you are used to talking.” The young girls of Mutaho confirm: "the successful economic actors are like people apart, they form a closed group and discuss together, those who are on the same platform help each other." This data clearly indicates that social class divide prevails in the society. No specific divide between women and men was reported. Additionally, data results show that ethnicity does not serve as a salient divide concerning money. Participants reported they had never seen someone refuse money from someone else due to ethnic background: “For example, ethnic divide, association brings together Hutus and Tutsi, as what unites people are common interests. I’ve never seen a group that refuses to receive money because it comes from another group. Common interests are more important than this divide” (KII Afab).

Participants mentioned that favoritism has a large influence on economic opportunities. For example, as the CFCIB explained: “in our country there is favoritism. Economic opportunities are neither equitable nor accessible to all young people among all sections of society."

Additionally, participants expressed that successful economic players perceive young people negatively and do not see the value of investing in them. The OBR explains: “These are not win-win opportunities. I say this because often young people are exploited by big entrepreneurs." The FGD of young men in Muha expresses deep disappointment: “If an economic actor approaches young people, it is to exploit them, draw their strengths and their intelligence. To work with economic actors, we must first establish political links because these economic actors are the same political actors in Burundi.” The tension between young people and major economic players is considered cultural by many participants, including an economic actor from Rumonge: “in our culture we do not work like that, those who are already further away denigrate young people and suspect them of being thieves or incapable and young people have a complex approach to adults. But we who have small and medium-sized businesses, if there is a young person who approaches us, they take him under our wings." This suggests that developing networks focusing on small and medium enterprises would likely be easier as the socioeconomic divide between them and the youth is narrower.

In addition to this general finding, networks between young people and successful economic actors seem even more rare in rural communes, as explained by the young men from Rango: “Here in Rango, it is very difficult to find these successful economic players. Because whenever entrepreneurs get rich, they go to live in cities and leave rural women to themselves."

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Beyond this, all people consulted expressed a keen interest in this idea, while stressing that this initiative would require good preparation of the two groups and a great deal of support of a third actor, for example the state or a development actor.

The hope that common economic interests can erase other types of differences is strong, as the CFCIB says “if what they have in common is more valuable than what divides them, this is why these opportunities which bring them together through economic activities play a big role in social cohesion.” Additionally, generational convergence would assist in overcoming difference, as a shopkeeper from Tangara underlined and quoted the saying: “If youth knew, if old age could”, implying that when the youth learn from the elders, the elders can receive support from the youth.

**Main findings: Relation Between Youth and Economic Actors**

**As of yet,** networks between the youth and successful economic actors are not sufficiently developed. The development of these relations will be a long-term endeavor, as establishing these networks contradict traditional norms. Different data supports the notion that networks are determined by socioeconomic classes. Successful economic actors don’t associate themselves with the lower-working classes, as they’re perceived as an exploitable workforce. This divide is determined by social class rather than ethnicity. However, the potential for these networks is recognized and the idea is well received, but requires consistent long-term work and commitment.

5) **Environment of information sharing and culture of discussion**

The Tuyage project aims to help generate an information environment and a culture of discussion around concerns that affect Burundians in their everyday lives, focusing on economic concerns and opportunities. The project aims to serve as a way to broaden civic engagement, strengthen dialogue between divided groups, and consolidate social cohesion. The goal is ambitious, especially since the starting point, as was underlined in the section on networks between young people and economic actors, is an environment where the sharing of information and discussion of economic concerns is extremely limited. These challenging aspects of the project are confirmed primarily by the qualitative data and also the survey data. Figure 8 below displays responses to the question: “To what extent do you agree with the following statement: there is an information environment and a culture of discussion around economic concerns and opportunities that affect Burundians in their daily life?” 40% declared to agree or strongly agree, whereas 20% were neutral and 39% strongly or rather disagree.
If we disaggregate between participants and non-participants, evidence for a clear impact of the project emerges: participants agree or strongly agree at 52%, and disagree or strongly disagree at 35%, while non-participants agree or strongly agree at 27% and disagree or strongly disagree and 45%. This is an additional proof of the project’s result, however testimonies from non-participants in FGDs and KIIs indicate that there is still some way to go.

Figure 9 shows how participants and non-participants of the Tuyage project responded when asked to what extent do they agree with the following statement: “Civic engagement, dialogue between divided groups and social cohesion have been strengthened.” Optimism is evident with the responses provided for both participants (80% agree or strongly agree) and non-participants (71% agree or strongly agree). The challenge lies in identifying what has strengthened this civil engagement and social cohesion, because if 70% of non-participants agree to this statement then
the project cannot be the only driver. Additionally, in the information environment section, there is some difference between more optimistic quantitative data and more mixed qualitative data. For example, 80% of survey respondents stated they collaborate with "the others to solve economic problems", while only 17% answered negatively. For Tuyage participants, their responses are even more positive as 91% of them declared to collaborate with others, whereas only 67% of non-participants responded positively. This shows again the positive influence of the Tuyage project.

Likewise, 73% of respondents stated they feel free to openly discuss economic issues. This data could appear to be in contradiction with Figure 8 (There is an information environment and a culture of discussion around the economic concerns), as only 40% of all respondents agreed or strongly agreed with this statement. As no other data allows us to explain this difference the following could serve as an explanation: the question presented in Figure 8 gears towards whether there is an information environment (at the macro level) that relates to citizens’ economic concerns whereas the question in Figure 9 is at individual level (at the micro level).

In the survey, people were asked whether they consider their economic needs are included in the public discourse. Amongst Tuyage participants, 58% responded positively while for non-participants it was 38%. None of the other disaggregation shows a significant influence. Respondents were also asked whether they have access to channels for sharing grievances with “others” on shared concerns and economic opportunities. Answers are mainly positive by participants (71%) and rather positive by non-participants (49%), but the difference between both groups is great, showing once again the effect of the Tuyage project. The situation is similar for the following question: “Do you have the opportunity to dialogue on key economic issues affecting your livelihood ?”. Most participants answered positively (65%), while far less non-participants responded positively (30%).

Referring to perceptions expressed in interviews and focus groups, the culture of information sharing and discussion is generally low. Rumonge's CDFC explains: “For the Burundians, we have a lot to do to develop this culture. We still have this mentality that if I am successful on my own, it's a great honor and so we don’t want to move forward with others, we want to go beyond them and leave them behind to respect us”. A Tangara trader confirms: "It is difficult to find someone who gives you and guides you in the trade work". Confirming what was observed in the previous section on networking of young people and successful economic actors, an economic actor from Rumonge explains: “We have grown up like this, those who have already taken a big step forward form their circles and those who are behind remain together (...) It is not our custom to discuss economic issues, we only lament if there are problems but we do not communicate or discuss the concerns that affect our everyday lives. There has been no change, if we have a framework that brings us together we will talk like associations or cooperatives, but with the others there is neither this information environment nor this culture of discussion.” For the young men of Tangara the dialogue is "between people of the same level". The separation in
economic class is strongly underlined: "As the Burundians say that ‘they are the equals who speak to each other’ or ‘People who exchange are people in the same social category'. So, it is difficult for the economically advanced people to come together with the poor to discuss economic issues. The poor discuss their poverty and the rich on their wealth.” (Buyengero men's FGD). The young men of Rumonge also underline the secrecy of these themes: “This information environment does not exist nor the culture of discussion. Burundians don't want other people to know how they make a living, sometimes they give false information.”

The culture of sharing experiences exists at a small scale between actors of the same socioeconomic background, as observed with the farmers (e.g. FGD Young Men of Rango) and persons in saving and loans association groups.

Yet, the importance of developing a culture of discussion and information sharing is clear to all. An economic actor from Ntahangwa tells: "It is very important to communicate, for example, if I had not participated in discussion and exchange sessions with other young people in the American Corner center, if I had stayed at home, I would not have had the idea of undertaking, I would not have arrived where I am today. It is through discussion that our minds open and our horizons expand. " The focus of the men of Mutaho is in the same vein: “it wasn't long ago that creeping beans were not grown, but now the crop is grown across the country. How do you think it multiplied? It’s because people talked and found that this type of culture is very productive ".

When asked about the “information environment and culture of discussion around the concerns that affect Burundians in their daily lives”, a key informant said that "this environment (...) should avoid going outside the general policy in the economic field”, thus outlining that this environment can only exist within the framework of such policies.

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**Main findings : environment of information sharing and culture of discussion**

In line with the findings regarding the existence of networks between young people and successful economic actors, the existence of an environment of information sharing and culture of discussion is perceived as absent, and qualified as not forming part of Burundian culture. It has been emphasized that the rich can talk about their business among themselves and the poor can only share their lament. It is added that success is seen as something individual and therefore information sharing is not encouraged. However, the usefulness of working towards an environment of information sharing and culture of discussion is recognized by all, but requires, as the preceding point, a long-term effort. In line with evidence presented previously, the answers to survey questions are heavily influenced by whether the respondent participated in the project activities, with participants giving more positive answers.
6) **New component: women-specific economic concerns**

This new project component primarily focuses on the inclusion of women. Although the Tuyage project already works to highlight issues relating to gender, the survey indicates differences between women and men that deserve further attention. Women are less likely to listen to the radio (65% for women and 91% for men), participate less in the project (48% for women and 57% for men) and listen less to Search’s radio programs (40% for women and 57% for men).

The survey results also indicate that women more often choose to respond "neutral" or "I don't know" than men. This form of response is widespread throughout all of the questions, but particularly strong with the following question: “Do you trust the media for giving reliable information?”. 31% of women answered “I don’t know”, whereas only 11% of men did. To the question on whether the media coverage of young people’s economic concerns improved, 27% of women answered in a neutral fashion, whereas only 10% of men did. Similar trends - to varying degrees - is reflected in all answers related to questions that ask for an opinion on a general situation.

Towards questions relating their own experiences, women provide more negative responses than men. For example to the question: “Are your economic concerns integrated into public discourse?”, only 44% of women answered positively, while 52% of men did. Additionally, to the question "Do you have access to media programs that address your economic concerns?", 51% of women answered “no”, as opposed to only 25% of men. These results highlight the relevancy of addressing women-specific economic concerns.

**Treatment of women-specific economic concerns in the media**

A few interviewees already recognize the merits of the Tuyage project, for instance the Dufashanye association of Kayanza: “The Tuyage project opened our eyes during the training with games in the form of “Tumarane irungu” games which took place on the Musave field in the Kayanza. The training we have received through this project helps us to know our position as women and not to be deaf-mutes in front of our responsibility." The Afab association agrees: "The Tuyage project contributed through broadcasts, it awakens people through reports that have become possible in even the most remote communities."

Respondents were asked whether they have access to quality programming on the inclusion of gender in the economy. Only 46% of women answered positively while for men it was 54%. Radio broadcasts influence women less than men because they have lower-levels of listenerships and their participation in Tuyage’s activities remains low (Afab interview and FGD women from Tangara). Nevertheless when disaggregating the results by listeners and non-listeners, it appears that the difference between the two groups is larger than the one based on gender. 67% of listeners responded positively, while for non-listeners it was 36%, thus providing additional evidence of Tuyage’s radio programming.
Possibility for women to speak out about their economic concerns
Women’s ability to openly speak about their economic concerns has improved over the years. According to an interview with an agent from a national institution, "there has been a lot of effort in the media coverage of women's economic concerns." An economic actor in Rumonge confirms: “Personally I have already received more than two visits from radio stations to my workplace, they came to see and discuss the obstacles that we encounter, the difficulties,... it was really the first time I saw this, that's why I can say that there is an improvement”. Moreover, the FGD of young girls from Ngozi explained that: "The Kirundi proverb that said ‘Girls are the keepers of the house’ has been abolished today."

The CNC acknowledges the developments made for women, yet states that there areas that still require improvement:“What applies to young people also applies to women. Apart from a few microfinances which grant loans to women and women's associations mainly in commerce, there are no other consistent opportunities “. During the Afab and FNF interviews, they observe that these opportunities exist almost only for "people who have a meeting place such as associations or cooperatives." This is confirmed by all focus groups regardless of gender. According to most focus groups, opportunities to engage with successful economic actors are limited. During a FGD with youth men from Kayanza, they explained the following: “Today, there is no opportunity for women entrepreneurs to network with economic players because the grown-ups despise the work of small traders, especially women.” The Tangara CDFC also states: “We identify with someone of the same level. This shows that these opportunities between women entrepreneurs and economic actors do not exist.” Developing platforms in urban and rural areas for women to discuss their economic concerns and opportunities would improve Tuyage activities’ relating to women empowerment.

Women economic concern needing more attention
Women still face numerous other issues that are often unaddressed by society. The Tangara CDFC considers that "she has never heard programs that talk about women having the right of inheritance in the same way as men." The Dufashanye association in Kayanza regrets never having heard of "shows that talk about women having the same rights as men over the property of their homes.” The Cdfc of Mutaho further explains: “the media do not address the most important issues because they do not give women enough time to talk about these economic concerns, most often they deal with issues related to gender-based violence, but questions about the management and use of family property and resources, they are not often dealt with.” Many focus groups share similar sentiment, the young women of Gitega explain that "in rural areas, women are afraid of their husbands” and advise that "training should be given to men so that they respect us." Moreover, the women of Rango stated: "that they do not have the freedom to seek their own property because everything in the home belongs to the husband, even what the wife brings from her home, belongs to the man and wife has no right to household goods without the consent of her husband. So, economically we Rango women do not have economic freedom
like other women who testify on radio or on television.” While the women of Rango positively appreciate the media coverage of economic issues, they “do not have the freedom to apply the model of the testimonies we hear."

The weight of social barriers which subordinate women to their husbands is denounced by several FGDs such as the one held with women from Rumonge and young men from Ntahangwa. Focus groups with men and in particular with young men, confirm that women’s subordination within the household is often neglected. For example the young men of Gitega explained that the activities held for women have acted more as an awareness campaign rather than addressing the concerns: “like the fact that a woman must seek permission by her husband to sell a banana bunch whereas he never even worked in the banana plantation, that is a concern.”

Relevance of focusing on women
When women were asked if they contributed to improving the economic standing of their households, 93% responded positively. The benefits of better informing women is recognized by many groups, for example Afab states: "Look at the women vendors of the Bujumbura City Market said “at Sion”, every day they go there but do not even know what is happening in their surroundings, if the laws change or if there is a new one, they will know them after being arrested by the police for violating these laws. Currently, it is more or less thanks to social networks that facilitate the flow of information.” An agent from a national institution also stresses the importance of targeting women because “most fraudsters are women”, meaning that they need to be better informed about laws and policies (e.g. taxes). Another reason for specifically targeting women is that “it is women who educate children most often. So they can educate their children to grow up with this information environment and this culture of discussion” (CFDC Tangara). According to the Tangara CFDC this will effectively help strengthen social cohesion because "when you have your business, you cannot rejoice when people kill each other because even your business becomes exposed and you too become destabilized. (...) Even the Burundians say: “it is difficult to accompany the dough to the milk when there is noise nearby”.

Main findings about the new component: women-specific economic concern

Overall, it appears that the concerns of women have been taken more into account in recent years, however still insufficiently, and that the actions that have been carried out relate more to awareness-raising than finding concrete ways to address these concerns. In addition, women who mainly have access to projects focusing on women empowerment are women who are already organized in associations, or women who are already in a leadership position. The voices that are heard are mainly voices of women who are already wealthy, urban, or have more developed private and business’ relationships.

Finally, it emerges that very important themes are neglected, even though they are at the heart of the position of women, namely the position of inferiority in which the woman finds herself in her household. This entails her limited decision-making power over household income, her lack of inheritance rights, and her limited right to land ownership.
Table 4: Project indicators and existing information in the baseline and midterm evaluation

The table below shows the indicators positively developing when comparing baseline and midterm evaluation datas (highlighted in red). Only in two cases is regression seen, and in two other cases the evolution cannot be assessed as there is no baseline data. For the midterm evaluation, bear in mind that the responses given by listeners are always more positive than the ones given by all respondents.

<table>
<thead>
<tr>
<th>General indicators</th>
<th>BASELINE</th>
<th>MID TERM EVALUATION – general data</th>
<th>MID TERM EVALUATION - only listeners</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of the population who say they collaborate with the “other” to solve economic problems</td>
<td>Yes 61.9%</td>
<td>Yes 80%</td>
<td>Yes 90.9%</td>
<td>Survey Q 10. The percentage of the respondents declaring that they collaborate with others increased by 18 points for the general population, 29 for the listeners.</td>
</tr>
<tr>
<td>% of the population who say they feel free to discuss economic issues openly</td>
<td>Yes 66.6%</td>
<td>Yes 73%</td>
<td>Yes 84.1%</td>
<td>Survey Q 11 This percentage increases by almost 7 points for the general population, and by 17.7 points for listeners.</td>
</tr>
<tr>
<td>% of respondents who say their economic needs are included in public discourse</td>
<td>Yes 39.5%</td>
<td>Yes 48%</td>
<td>Yes 58%</td>
<td>Survey Q 12 This percentage increased (by 8.5 points) for the general population and by 18.5 points for listeners.</td>
</tr>
<tr>
<td>% of respondents who say they have access to channels for sharing grievances with “others” about shared concerns and economic opportunities</td>
<td>Yes 35.3%</td>
<td>Yes 61%</td>
<td>Yes 71 %</td>
<td>Survey Q 13 The percentage of respondents who say they have access to channels for sharing grievances with “others” increased by 25.7 points for the general population, and by 35.7 for listeners.</td>
</tr>
<tr>
<td>% of respondents who trust the media to provide reliable information on economic issues</td>
<td>Yes 74.8%</td>
<td>Yes 56%</td>
<td>Yes 79%</td>
<td>Survey Q 14 The percentage of respondents who declared trusting the medias decreased by 12.8 points for the general population, but remain stable for listeners (+ 0.2 points)</td>
</tr>
<tr>
<td>% of respondents who say they have access to media programs that address their economic concerns</td>
<td>Yes 12.8%</td>
<td>Yes 49%</td>
<td>Yes 82.4%</td>
<td>Survey Q 15 This percentage also drastically increased by 36.8 points for the general</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Percentage of respondents who say radio coverage of daily concerns includes balanced economic debates</th>
<th>Yes 37.3%</th>
<th>Yes 26%</th>
<th>Yes 36.4%</th>
<th>Survey Q 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t know 41.7%</td>
<td>No 45%</td>
<td>No 54%</td>
<td>Don’t know 9.7%</td>
<td>This percentage decreased by 11.3 points for the general population but only by 0.7 points for listeners</td>
</tr>
<tr>
<td>Percentage of Burundian citizens who believe that the public debate on economic issues supports enlightened economic policies</td>
<td>Yes 49.8%</td>
<td>Yes 56%</td>
<td>Yes 75.6%</td>
<td>Survey Q 18</td>
</tr>
<tr>
<td>M</td>
<td>No 12%</td>
<td>No 31%</td>
<td>Don’t know 31%</td>
<td>There is an increase for answers by the general population (+6.2 points) and a greater one for answers by listeners (+ 25.8 points)</td>
</tr>
</tbody>
</table>

**Indicator for the new component on gender**

<table>
<thead>
<tr>
<th>Percentage of the audience declaring they have better access to quality programs on the inclusion of gender in the economy and women's rights.</th>
<th>Audience : Yes 51%</th>
<th>Yes 93%</th>
<th>Survey Q 23</th>
</tr>
</thead>
<tbody>
<tr>
<td>No 40%</td>
<td>No 3%</td>
<td>Don’t know 9%</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Percentage of target audience of media programs and participants in awareness raising activities who demonstrate support for the inclusion of women in the economy and gender equality (comparison with non-target groups).</th>
<th>General : Yes 93%</th>
<th>Yes 99%</th>
<th>Survey Q 24</th>
</tr>
</thead>
<tbody>
<tr>
<td>No 4%</td>
<td>Yes 50.4%</td>
<td>No 20%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Percentage of women who believe they can make a positive difference in the economic performance of their household.</th>
<th>Yes 93%</th>
<th>Yes 99%</th>
<th>Survey Q 25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t know 3%</td>
<td>Yes 91%</td>
<td>No 1%</td>
<td></td>
</tr>
<tr>
<td>No 2%</td>
<td>No 45%</td>
<td>Don’t know 3%</td>
<td></td>
</tr>
</tbody>
</table>

**Indicators specific to the resonance of radio programs and considering as a basis the people identified in the survey as listening to Search programs**

<table>
<thead>
<tr>
<th>Person identified as listening or not to Search programs</th>
<th>Listens 49.6%</th>
<th>Yes 80%</th>
<th>Survey Q 7.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doesn’t listen 50.4%</td>
<td>No 20%</td>
<td>Yes 99%</td>
<td>Q 7.1 bis</td>
</tr>
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<tr>
<th>Respondent who generally listened to the radio</th>
<th>Yes 80%</th>
<th>Yes 91%</th>
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<td>No 45%</td>
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<th>Percentage of the audience of Search programs considering the messages of the programs relevant to the context</th>
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<th>Yes 91%</th>
<th>Survey Q 28</th>
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<th>Percentage of the audience of Search programs considering that these messages help generate information and a culture of discussion around the concerns that affect Burundians in their daily life, focusing on economic concerns and opportunities</th>
<th>Yes 99%</th>
<th>Yes 99%</th>
<th>Survey Q 26</th>
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<td>No 0%</td>
<td>No 1%</td>
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<th>Percentage of audiences for Search programs who said they liked these messages</th>
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<th>Yes 99%</th>
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<td>No 0%</td>
<td>Yes 80%</td>
<td>No 20%</td>
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4. Conclusion, Lessons learned and recommendations

**Conclusion**

The Tuyage project was to date mainly implemented in urban communes. Perception sometimes varies based on gender or age, but the main influencing factor is whether respondents participated in the Tuyage project, and whether they listened to Search’s radio programs. This almost always positively influences answers given. As participants in FGDs had less often participated in Tuyage activities than survey respondents, often qualitative data seemed to be more critical than quantitative data.

Respondents emphasized that media coverage of youth’s economic concerns has improved during the last few years, and acknowledged Tuyage’s role within the development. Most interviewees also agree that there are now more opportunities for youth to express their economic concerns. There is nevertheless still room for improvement concerning the quantity and quality of those economic media programs. Trust in the media has more or less stayed stagnant, even if it is greater among Tuyage participants than among non-participants. Additionally, respondents requested for journalists to increase their presence in rural communes in order to better represent the perspectives of vulnerable populations, not just the ones of authorities. Most respondents, in particular non-participants of Tuyage, express that networks between youth and successful economic actors are perceivable because Burundian traditions do not support the facilitation of these kinds of economic exchanges. Moreover, women-specific economic concerns are still unaddressed by the media. Media coverage towards women’s perspectives seems to have increased in recent years however regarding their economic concerns further development is still required. The formation of an information sharing and discussion filled culture remains a challenge, as most respondents do not think such an environment exists. Lastly, the perception of Tuyage participants is observed to be more positive, demonstrating that through programs like Tuyage promote an enriched information landscape and culture of open discussion.
**Lessons learned**

Data collected on the implementation of the project so far allow us to develop a few lessons learned that might guide future programming and implementation:

1. There is a significant difference in access to information and to opportunities to voice one’s perspectives in the media between rural and urban areas. The greatest need is in rural communes.
2. There is also a strong information gap between women and men. Women are more in need of economic information, as they have less access to it than men and are in a generally more vulnerable position. Women have limited access to information because they listen less to the radio, and are less active in the public sphere.
3. Among the existing channels for disseminating information, savings and loan groups and associations are particularly relevant intermediaries, including for women.
4. Often the media are perceived as giving one and only one perspective, which sometimes contradicts what the population lives in its daily life. It is requested that media more often present perspectives from the ground by collecting voices from rural communities.
5. Interactive opportunities are highly appreciated and requested, both during field activities and radio broadcasts: the audience wants to be able to intervene and participate.
6. The population wants to have economic information that can be of direct use to them in their everyday life. A smaller part is also interested in general information, allowing a better understanding of how the country's economy works, state finances, etc.
7. Sustainability, for example of economic programs in the media, will be achieved if radio managers themselves are convinced of the usefulness of these programs and see that they are appreciated by a consistent audience.
8. It was often regretted that radio broadcasts address topics in a superficial way. It would be good to try to dig deeper into the topics covered and illustrate them by concrete examples.
9. The idea of developing networks between young people and performing economic actors is welcomed by all as a relevant idea but yet far from the current reality. It will require great preparatory work because it is a new approach and quite far from Burundian current culture. It will therefore be necessary to allocate sufficient time to achieve this objective.

**Recommendations**

A few recommendations are proposed for further project development and implementation:

**General strategic recommendations**

1. In order to increase program visibility, reach a larger audience through media programming and guarantee better access for women, some respondents suggested exploiting existing networks such as VSLAs (Village Savings and Loans Associations), churches and local leaders to reach people who are not members of associations. These stakeholders could be
directly involved in awareness raising activities, radio program listening groups, and any other activity in the field.

**Media programming**

2. Utilize common experiences of the local population, especially in rural areas, when developing radio programs about economic issues to ensure a variety of local realities are represented.

3. Develop programs addressing key issues more in depth, including illustrative figures and proposing concrete ways of action. Use concrete examples and experiences to address the themes, both in terms of difficulties and in terms of success stories. Focus on success stories that are achievable and relatable for ordinary citizens.

4. Present a variety of points of view whenever possible in order to balance the official discourse with observations of realities on the ground.

5. Establish programs in Kirundi, and if possible at fixed times.

6. Encourage journalists to monitor progress on issue focused programs and consider producing follow up radio programs.

7. Develop the use of telephone messaging and social networks to advertise radio programs.

8. Prepare radio programs in podcasts or other accessible formats that can be easily shared on social networks.

9. Design formats that allow for greater participation during radio programs and awareness sessions. Some participants suggested games and questions and answers’ sessions.

10. Continue to increase support for partners’ journalists’ capacities to travel to the provinces in order to collect data from the field.

11. Increasing the media’s capacity for advocacy. Search could encourage and support radio partners in addressing sensitive issues related to women rights, such as access to land, access to credit and household budget management.

12. Invest in "training of trainers (TOT) or mentoring approach to encourage journalists trained by Tuyage to train other journalists on how to research, prepare, and disseminate economic stories.

13. Demonstrate to radio managers how reporting on common economic concerns of Burundian can positively contribute to their life and develop the country

14. Include critical listening to analyse the strong points and weak points of radio programs produced during journalists training collective sessions.

**Women-specific economic concerns**

15. Increasing the number of women journalists, especially relating to women's economic issues. This can be done both by increasing the number of women journalists’ supported by the project and by fostering recruitment of women amongst radio partners.

16. Expanding the voices of the rural population when developing radio programs is essential, particularly among rural women, farmers or small traders, and to avoid focusing on non-vulnerable women
17. Further address through media programming the issue of cultural barriers to women’s economic empowerment, using concrete examples such as the issue of women's access to land, their right to open an account, their participation in management of the family budget, inheritance rights, etc.

18. Ensure to work with both women and men with the aim of sensitizing them to the benefits of women’s economic empowerment. Search could provide multiple evidence which showcase the positive outcome of women’s economic activity within their household.

19. Organize women-only listening groups, in order to better understand how to access more women through the project’s radio programming.
6. Appendices

Annex 1: Survey Tools

1. FGD Journalistes

**Tuyage** : « Accroître l’Accès à l’Information et au Discours Économique pour Renforcer la Cohésion Sociale au Burundi »

Evaluation mi-parcours

Burundi - Search

Octobre 2020

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Introduction:
Bonjour. Je m’appelle ……………………………. et je réalise une enquête pour une ONG qui s’appelle Search for Common Ground. Mon collègue s’appelle ……………………………


Dans le cadre de cette étude, nous consultons différentes personnes et nous aimerions aussi avoir votre avis sur quelques questions. Vous n’êtes pas obligé d’accepter de nous parler et il n’y aura pas de conséquence négative si vous ne désirez pas échanger avec nous. Il n’y aura pas non plus de bénéfice immédiat pour vous personnellement si vous parlez avec nous aujourd’hui, ni d’ailleurs de rémunération pour votre participation.

Tout ce que vous direz restera confidentiel et nous ne collecterons pas d’information qui permettrait de vous identifier. Mon collègue va prendre des notes pendant que nous parlerons, c’est simplement pour nous permettre ensuite d’analyser toutes les informations que nous aurons récoltées. Dans tous les cas ces notes ne seront partagées qu’en interne avec l’équipe en charge de la recherche. La discussion durera une
heure et demi maximum, et vous êtes libre de mettre fin à cet exercice à n’importe quel moment si vous le désirez.

Il n’y a pas de bonne ou mauvaise réponse. Je ne serai pas vexé si vous dites des choses négatives, je voudrais simplement entendre votre opinion sincère. Ceux qui ne désirent pas continuer sont libres de partir, et avec ceux qui le veulent on va pouvoir continuer. Donnez-vous votre consentement à participer à cet entretien? Oui/Non

Je demanderais juste à ceux qui restent de respecter les opinions exprimées par les autres participants, même si celles-ci ne reflètent pas leur point de vue. Nous sommes là pour échanger, sans jugement.

Merci,

Questions

1. Globalement, comment appréciez-vous le traitement médiatique des questions économiques? Quelles avancées/lacunes? Quels seraient les blocages/obstacles pour résoudre les problèmes économiques?

2. Est-ce que dans la dernière année il y a une meilleure couverture médiatique des préoccupations économiques des jeunes et des femmes? Est-ce que maintenant les jeunes et les femmes peuvent plus s’exprimer sur leurs préoccupations économiques? Si oui, comment? Qu’est-ce que a entamé ce changement? Si non, pourquoi?

3. Est-ce que dans la dernière année il y a eu une meilleure couverture médiatique des préoccupations économiques des femmes? Est-ce que maintenant les femmes peuvent plus s’exprimer sur leurs préoccupations économiques grâce au projet? Si oui, comment? Qu’est-ce que a entamé ce changement? Si non, pourquoi?

4. Est-ce que selon vous il y a des opportunités pour les jeunes parmi toutes les franges de la société d’être en réseau avec des acteurs économiques performants? Si oui, pouvez-vous nous donner des exemples des réseaux existants et des types des discussions entamées? Si non, qu’est-ce qu’il faudra faire afin de créer ces opportunités?

5. Est-ce que selon vous il y a des opportunités pour les femmes entrepreneuses parmi toutes les franges de la société d’être en réseau avec des acteurs économiques performants? Si oui, pouvez-vous nous donner des exemples des réseaux existants et des types des discussions entamées? Si non, qu’est-ce qu’il faudra faire afin de créer ces opportunités?
6. Est-ce que selon vous au Burundi existe un environnement d’information et une culture de discussion autour des préoccupations qui affectent les burundais dans leur vie de tous les jours, en se focalisant sur les préoccupations et opportunités économiques? Y-a-t-il eu des changements dans la dernière année? Si oui, vous pouvez expliquer? Si non, qu’est-ce qu’il faut faire pour faciliter cet environnement?

7. Pensez-vous que l’existence d’un environnement d’information et une culture de discussion autour des préoccupations qui affectent les burundais dans leur vie de tous les jours, en se focalisant sur les préoccupations et opportunités économiques ces changements peuvent servir de moyen d’élargir l’engagement civique, renforcer le dialogue entre les groupes divisés, et consolider la cohésion sociale?

8. Pensez-vous que les professionnels des médias disposent des compétences nécessaires pour animer des débats économiques constructifs via leur point de vente? Pourquoi? Avez-vous des suggestions pour améliorer cette situation?

9. Est-ce que selon vous les journalistes ont la confiance nécessaire pour couvrir des questions sensibles liées à l'économie burundaise et aux questions politiques au niveau régional?

10. Pensez-vous que les professionnels des médias ont les compétences pour pouvoir produire du contenu qui soutient la transformation des normes sociales discriminatoires et des barrières culturelles pour les femmes? Pourquoi? Avez-vous des suggestions pour améliorer cette situation?

**Indicateurs à collecter:**

- % de journalistes et autres représentants des médias ciblés démontrant l'application des principes des droits de l'homme dans leur travail.

**Q1.** Est-ce que vous avez déjà appliqué les principes des droits de l'homme dans votre travail?

- Oui
- Non
- Je ne sais pas
- Préfères ne pas répondre

**Q1.2** SI oui à la question ci-dessus, pouvez-vous nous donner un exemple de comment vous avez appliqué les principes des droits de l'homme dans votre travail?
(réponse ouverte)....... 

*Seulement pour l'énumérateur: entourez OUI/NON si la réponse fournie est valable*

- % de journalistes ciblés pouvant citer au moins un cas où ils ont rendu compte de l'économie burundaise au niveau régional

**Q2.1** Est-ce que vous avez déjà traité de l'économie burundaise au niveau régional?

- Oui
- Non
- Je ne sais pas
- Préfères ne pas répondre

**Q2.2** SI oui à la question ci-dessus, pouvez-vous nous donner un exemple de comment vous avez appliqué les principes des droits de l'homme dans votre travail?

(réponse ouverte)....... 

*Seulement pour l'énumérateur: entourez OUI/NON si la réponse fournie est valable*

- % de professionnels des médias formés avec moins de deux ans d'expérience qui estiment disposer des compétences nécessaires pour animer des débats économiques constructifs via leur point de vente

**Q3.** Est-ce que vous estimez disposer des compétences nécessaires pour animer des débats économiques constructifs?

1. Oui complètement
2. Oui, assez
3. Pas beaucoup
4. Non, très peu
5. Non, pas de tout
6. Préfère ne pas répondre
% de professionnels des médias qui démontrent des compétences accrues dans la production de contenu qui soutient la transformation des normes sociales discriminatoires et des barrières culturelles pour les femmes, ventilées par sexe et par média.

Q4. Est-ce que dans les derniers 3 mois, vous avez produit de contenu qui soutient la transformation des normes sociales discriminatoires et des barrières culturelles pour les femmes?
1. Oui
2. Non
3. Je ne sais pas
4. Préfère ne pas répondre

Q5. Si oui, est-ce que vous pouvez nous décrire/expliquer ce que vous avez produit? (réponse ouverte)........

Seulement pour l'enumérateur: entourez OUI/NON si la réponse fournie est valable

% de professionnels des médias qui pensent avoir la confiance nécessaire pour transformer les normes sociales discriminatoires et les barrières culturelles pour les femmes à travers leur travail et au sein de leurs institutions, ventilées par sexe et par média.

Q6. Est-ce que vous avez la confiance nécessaire pour transformer les normes sociales discriminatoires et les barrières culturelles pour les femmes à travers votre travail et au sein de votre institution?
1. Oui complètement
2. Oui, assez
3. Pas beaucoup
4. Non, très peu
5. Non, pas de tout
6. Préfère ne pas répondre

% des journalistes interrogés qui se sentent en confiance pour couvrir des questions sensibles liées à l'économie burundaise et aux questions politiques au niveau régional

Q7. Est-ce que vous vous sentez en confiance pour couvrir des questions sensibles liées à l'économie burundaise et aux questions politiques au niveau régional?
1. Oui complètement
2. Oui, assez
3. Pas beaucoup
4. Non, très peu
5. Non, pas de tout
6. Préfère ne pas répondre

**Merci pour votre participation**

**2. FGD Citoyens**

**Tuyage : « Accroître l’Accès à l’Information et au Discours Économique pour Renforcer la Cohésion Sociale au Burundi »**

**Evaluation mi-parcours**

Burundi - Search

Septembre 2020

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<td>● Femmes adultes</td>
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<td>● Hommes adultes</td>
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<td>● Jeunes femmes</td>
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Tout ce que vous direz restera confidentiel et nous ne collecterons pas d’information qui permettrait de vous identifier. Mon collègue va prendre des notes pendant que nous parlerons, c’est simplement pour nous permettre ensuite d’analyser toutes les informations que nous aurons récoltées. Dans tous les cas, ces notes ne seront partagées qu’en interne avec l’équipe en charge.

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<th>Nombre des participants</th>
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de la recherche. La discussion durera une heure et demi maximum, une et deux heures, et vous êtes libre de mettre fin à cet exercice à n’importe quel moment si vous le désirez.

Il n’y a pas de bonne ou mauvaise réponse. Je ne serais pas vexé si vous dites des choses négatives, je voudrais simplement entendre votre opinion sincère. Ceux qui ne désirent pas continuer sont libres de partir, et avec ceux qui le veulent on va pouvoir continuer. Donnez-vous votre consentement à participer à cet entretien? Oui/Non

Je demanderais juste à ceux qui restent de respecter les opinions exprimées par les autres participants, même si celles-ci ne reflètent pas leur point de vue. Nous sommes là pour échanger, sans jugement.

Merci,

**Questions**

1. Globalement, comment appréciez-vous le traitement médiatique des questions économiques? Quels sont vos suggestions pour assurer une couverture médiatique des problèmes économiques qui réponde mieux à vos besoins/atteintes?

2. Spécifiquement, est-ce que selon vous les médias couvrent les préoccupations économiques des jeunes et des femmes? Quelles suggestions auriez vous pour augmenter cette couverture?

3. Faites-vous confiance aux médias quant à la fiabilité des informations en rapport avec les questions économiques? Qu’est-ce qu’on peut faire pour renforcer cette confiance?

4. Est-ce que selon vous dans la dernière année il y a une meilleure couverture médiatique des préoccupations économiques des jeunes? Est-ce que maintenant les jeunes peuvent plus s’exprimer sur leurs préoccupations économiques? Si non, pourquoi? Si oui, pouvez-vous donner des exemples et nous dire ce qui a entamé ce changement?

5. Est-ce que dans la dernière année il y a eu une meilleure couverture médiatique des préoccupations économiques des femmes? Est-ce que maintenant les femmes peuvent plus s’exprimer sur leurs préoccupations économiques grâce au projet? Si non, pourquoi? Si oui, pouvez-vous donner des exemples et nous dire ce qui a entamé ce changement?
6. Est-ce que selon vous il y a des opportunités pour les jeunes parmi toutes les franges de la société d'être en réseau avec des acteurs économiques performants? Si oui, pouvez-vous nous donner des exemples des réseaux existants et des types de discussions entamées? Sinon, qu’est-ce qu’il faudra faire afin de créer ces opportunités?

7. Est-ce que selon vous il y a des opportunités pour les femmes entrepreneures parmi toutes les franges de la société d'être en réseau avec des acteurs économiques performants? Si oui, pouvez-vous nous donner des exemples des réseaux existants et des types de discussions entamées? Sinon, qu’est-ce qu’il faudra faire afin de créer ces opportunités?

8. Est-ce que selon vous au Burundi existe un environnement d’information et une culture de discussion autour des préoccupations qui affectent les burundais dans leur vie de tous les jours, en se focalisant sur les préoccupations et opportunités économiques? Y-a-t-il eu des changements dans la dernière année? Si oui, pouvez-vous nous expliquer? Sinon, qu’est-ce qu’il faut faire pour faciliter cet environnement?

9. Pensez-vous que l’existence d’un environnement d’information et une culture de discussion autour des préoccupations qui affectent les burundais dans leur vie de tous les jours, en se focalisant sur les préoccupations et opportunités économiques ces changements peuvent servir de moyen d’élargir l’engagement civique, renforcer le dialogue entre les groupes divisés, et consolider la cohésion sociale?


Merci pour votre participation

3. Sondage

Tuyage : Accroître l’Accès à l’Information et au Discours Économique pour Renforcer la Cohésion Sociale au Burundi

Evaluation mi-parcours

Burundi - Search
Introduction:

Bonjour. Je m’appelle …………………….. et je réalise une enquête pour une ONG qui s’appelle Search for Common Ground.

Search travaille depuis longtemps au Burundi dans la construction de la paix. Il est en train de mettre en œuvre dans plusieurs provinces un projet sur l’accès à l’information et au discours économique pour renforcer la cohésion sociale. Afin de connaître les changements atteints dans le cadre de ce projet, améliorer sa qualité et l’approche du projet aux réalités locales, Search veut mener une évaluation à mi-parcours dans certaines zones d’intervention.

Dans le cadre de cette évaluation, nous consultons différentes personnes et nous aimerions aussi avoir votre avis sur quelques questions. Vous n’êtes pas obligé d’accepter de nous parler et il n’y aura pas de conséquence négative si vous ne désirez pas échanger avec nous. Il n’y aura pas non plus de bénéfice immédiat pour vous personnellement si vous parlez avec nous aujourd’hui, ni d’ailleurs de rémunération pour votre participation.

Tout ce que vous direz restera confidentiel et nous ne collecterons pas d’information qui permettrait de vous identifier. Je vais prendre des notes pendant que nous parlerons, c’est simplement pour nous permettre ensuite d’analyser toutes les informations que nous aurons
récoltées. Dans tous les cas, ces notes ne seront partagées que strictement en interne avec l’équipe en charge de la recherche. L’entretien durera une 30aine de minutes et vous êtes libre de mettre fin à cet exercice à n’importe quel moment si vous deviez ne pas vous sentir à l’aise avec les questions.

Il n’y a pas de bonne ou mauvaise réponse. Je ne serais pas vexé si vous dites des choses négatives, je voudrais simplement entendre votre opinion sincère.

Q4. Etes-vous d’accord pour participer ?
Oui_______
Non_______

2. Données socio démographiques


Q6. Tranche d’âge  |   | 18-25 |   | 26-35 |
|   | 36-55 |
|   | 56+  |

Q7. Catégorie de la personne enquêtée  1. Participants aux activités Tuyage/Abitavye ibikorwa
Townhall
Talk show/Tuyage Ubutunzi
Quiz/Inkerebutsi
Panel/Tuyage Tunoganze
Networking
Midi découverte
Co-production
Ndakwibarize
2. Non participants aux activités Tuyage/Abatitavye ibikorwa

Q7.1 Catégorie de la personne enquêtée (exposition ou pas aux programmes radios Tuyage)

1. Ecoute les programmes radio Search/abumviriza ibiganiro kw’iradiyo.

2. N'écoute pas les programmes radio Search/Abatumviriza ibiganiro kw’iradiyo.

Ne posez pas la question ci-dessus, cochez la bonne réponse sur la base des questions suivantes:

1. Est-ce que vous écoutez la radio? Oui/Non

Mbega murumviriza iradiyo ?Ego/Oya

2. Si oui, quelle radio écoutez-vous le plus souvent? (réponse ouverte)

Nimba ari ego,ni iyihe radiyo wumviriza kenshi/cane ?

pour l'enquêteur, crochez:

radio partenaire/pas de radio partenaire

3. Quels sont vos 3 programmes radio préférés? (réponse ouverte:

Ni ibihe biganiro 3 ukunda ?

Talk show/Tuyage Ubutunzi

Quiz/Inkerebutsi

Panel/Tuyage Tunoganze

Co-production

Ndakwibarize

Feuilleton Sokwe

Autres………………………………………………

pour l'enquêteur, crochez:
4. **Est-ce que vous avez déjà écouté le feuilleton Sokwe? Oui/non**

Mbega mwoba mumaze kumviriza igikino Sokwe ?Ego/Oya

**Si oui, combien de fois vous avez écouté le programme?**

Nimba ari ego,ucumviriza kangahe ?

Une fois la semaine/Rimwe mundwi

Deux fois la semaine/Kabiri mundwi

Quelques fois/Rimwe na rimwe

Autres/Ibindi…………………………

**Est-ce que vous avez déjà écouté le programme radio Quiz (Inkerebutsi)?**

Oui/non

Mbega uramaze kumviriza ikiganiro Inkerebutsi ?Ego/Oya

**Si oui, combien de fois avez-vous écouté le programme?**

Nimba ari ego,ucumviriza kangahe ?

Une fois la semaine/Rimwe mundwi

Une fois le mois/Rimwe mu Kwezi

Autres/Ibindi…………………………

5. **Est-ce que vous avez déjà écouté le programme radio Talk show (Tuyage Ubutunzii)? Oui/non**

Mbega uramaze kumviriza ikiganiro Tuyage ubutunzi ?Ego/Oya
Si oui, combien de fois avez-vous écoutez le programme?
Nimba ari ego, ucumviriza kangahe?

Une fois la semaine/Rimwe mundwi
Une fois le mois/Rimwe mu kwezi
Autres/Ibindi…………………………

6. Est-ce que vous avez déjà écoute le programme radio co-produite (Ururani mu butunzi) Oui/non
Mbega uramaze kumviriza ikiganiro Ururani mu butunzi ?Ego/Oya

7.1 Si oui, combien de fois avez-vous écoutez le programme?
Nimba ari ego, ucumviriza kangahe?

Une fois le mois/Rimwe mu Kwezi
Autres/Ibindi…………………………

7. Est-ce que vous avez déjà écoute le programme radio Panel (Tuyage Tunoganze)? Oui/non
Mbega uramaze kumviriza ikiganiro Tuyage tunoganze ?Ego/Oya

8.1 Si oui, combien de fois vous avez ecoutez le programme?
Nimba ari ego, ucumviriza kangahe?

Une fois le mois/Rimwe mu kwezi
Autres/Ibindi…………………………
8. Est-ce que vous avez déjà écouté le programme radio Interactif (Ndakwibarize)? Oui/non
Mbega uramaze kumviriza ikiganiro Ndakwibarize ?Ego/Oya

Si oui, combien de fois vous avez ecoutez le programme?

Nimba ari ego,ucumviriza kangahe ?

Une fois le mois/Rimwe mu kwezi

Autres/Ibindi…………………………..

Q8. Profession(Akazi)

1. Etudiant ( Umunyeshure muri kaminuza)
2. Agriculteur (Umurimyi)
3. Fonctionnaire (Umukozi wa Leta)
4. Commerçant (Umudandaza)
5. Journalistes( Abamenyeshamakuru)
6. Autres (Ibindi).………………………………..(Préciser)

Questions

3. Changements durables

Q.9 Quel est votre niveau d’accord/désaccord avec les affirmations suivantes
Depuis le début de 2019... Très d’accord
Ndavyemeye cane       Assez d’accord
Ndavyemeye bukebuke       Neutre
Ntaho mpagaze       Pas trop d’accord
Sindavyemeye cane       Pas d’accord du tout
Sindavyemeye na gato

… il y à une meilleure couverture médiatique des préoccupations économiques des jeunes

Imyitwarariko y’urwaruka muvy’ubutunzi irashiririzwa neza mubiganiro bica mubimenyeshamakuru.

...les jeunes ont plus des opportunités d'exprimer leurs préoccupations économiques

Urwaruka rurafise amahirwe yo gushikiriza imyitwarariko yabo muvy’ubutunzi.

...il y a un cadre des journalistes professionnels capables de produire une information de qualité, non politisée et respectant les principes d’éthique à travers le Burundi

Hariho ihuriro ry’abamenyeshamakuru bashoboye gutunganya ibiganiro bitomoye bitarimwo imvo za politike kandi vyubahiriza akarangamutima k’igihugu.

...les jeunes de toutes les franges de la société sont mis en réseau avec des acteurs économiques performants

Urwaruka rwo mumice yose baraja hamwe n’abagwizatunga.

…il y a des réseaux des jeunes et entrepreneurs qui couvrent les discussions sur la réconciliation, l’entreprenariat et une approche aux questions économiques basée sur le droit

Hariho amahuriro y’urwaruka n’abikorera ivyabo baganiriramwo ivyo kunywanisha, kwitezimbere n’ibiganiro vy’ubutunzi bishimikiye ku mategeko.

…existe un environnement d’information et une culture de discussion autour des préoccupations qui affectent les burundais dans leur vie de tous les jours, qui se focalise sur les préoccupations et opportunités économiques
Midterm evaluation report | Tuyage

Hariho guhanahana amakuru n’umuco wo kuganira kumyitwarariko ihanze abarundi mu buzima bwabo bwa misi yose, bishimikiye kumyitwarariko n’amahirwe muvy’ubutunzi.

...l’engagement civique, le dialogue entre les groupes divisés, et la cohésion sociale ont été renforcés

Gukunda igihugu, ikiganiro hagati y’imigwi itavuga rumwe n’umubano mwiza vyaratsimbatajwe.

4. Indicateurs à mi-parcours

Q.10 Est-ce que vous collaborez avec les autres pour résoudre les problèmes économiques ?

Mbega murafashanya n’abandi mugutorera inyishu ibibazo vy’ubutunzi?

(Cette question peut avoir UNE SEULE réponse)

Oui/Ego       Non/Oya      Je ne sais pas/Ntavyonzi       Pas de réponse/Nta nyishu

1    2    3    4

Q.11 Vous sentez vous libre de discuter des questions économiques ouvertement en public ?

Murisanzura Mu kuganira ibibazo vy’ubutunzi mumakoraniro rusangi ?

(Cette question peut avoir UNE SEULE réponse)

Oui/Ego       Non/Oya      Je ne sais pas/Ntavyonzi       Pas de réponse/Nta nyishu

1    2    3    4
Q.12 D’après vous, est-ce que vos besoins économiques sont intégrés dans le discours public ?

Kubwanyu ivyankenerwa vyanyu muvy’ubutunzi birashirwa mw’ijambo rusangi ?

Cette question peut avoir UNE SEULE réponse)

Oui/Ego       Non/Oya       Je ne sais pas/Ntavyonzi       Pas de réponse/Nta nyishu
1     2     3     4

Q.13 D’après vous, y’a-t-il des espaces où vous pouvez partager avec les autres vos griefs sur des préoccupations et des opportunités économiques communes ?

Kubwanyu ,hoba hariho ibibanza muganiriramwo imyitwarariko n’amahirwe musangiye n’abandi muvy’ubutunzi ?

(Cette question peut avoir UNE SEULE réponse)

Oui/Ego       Non/Oya       Je ne sais pas/Ntavyonzi       Pas de réponse/Nta nyishu
1     2     3     4

Q.14 Avez-vous confiance aux médias pour fournir des informations fiables sur les questions économiques?

Mwoba mufitiye icizere ibinyamakuru ko bitanga amakuru yo kwizerwa ku bibazo vy’ubutunzi ?

Cette question peut avoir UNE SEULE réponse)

Oui/Ego       Non/Oya       Je ne sais pas/Ntavyonzi       Pas de réponse/Nta nyishu
Q.15. Avez-vous accès à des programmes médiatiques qui adressent vos préoccupations économiques ?

Ibiganiro bishikiriza ibibazo vyanyu kubijanye n’ubutunzi, muhura muvyumviriza ?

(Cette question peut avoir UNE SEULE réponse)

Oui/Ego Non/Oya Je ne sais pas/Ntavyonzi Pas de réponse/Nta nyishu

Q.16. Pensez-vous que la couverture radiophonique des préoccupations quotidiennes comprend des débats économiques équilibrés ?

Wibaza ko ibiganiro bica ku maradiyo kubijanye n’imyitwarariko ya misi yose harimwo ivy’ubutunzi/bigaha ijambo abegwa nivy’ubutunzi bose ?

Cette question peut avoir UNE SEULE réponse)

Oui/Ego Non/Oya Je ne sais pas/Ntavyonzi Pas de réponse/Nta nyishu

Q.17. Est-ce que vous avez déjà participé à un débat public sur l’économie, la politique et / ou les élections sur la plateforme médiatique et / ou les réseaux d’entrepreneurs au cours des 6 derniers mois ?

Mbega, muri aya mezi 6 aheze, mwoba mumaze kwitabira ibiganiro rusangi bivuga ku vy’ubutunzi, politike canke amatora biciye mu runani rw’ibimenyeshamakuru canke mumahwaniro yabikorera ivyabo ?

(Cette question peut avoir UNE SEULE réponse)
Q.18 D’après vous, vous estimez que le débat public sur les questions économiques soutient des politiques économiques éclairées?

Ibiganiro kubijanye n’ibibazo vy’ubutunzi vyoba bishigikira ingingo n’imigambi bitomoye kuvyerekeye ubutunzi ?

Oui/Ego   Non/Oya   Je ne sais pas/Ntavyonzi   Pas de réponse/Nta nyishu
1   2   3   4

Q.19 Avez-vous déjà eu la possibilité de dialoguer sur des questions économiques clés affectant vos moyens de subsistance?

Woba umaze kuronka akaryo ko kuganira kubijanye n’ibibazo nkoramutima vy’ubutunzi bijanye n’imibereho ya misi yose ?

(Cette question peut avoir UNE SEULE réponse)

Oui/Ego   Non/Oya   Je ne sais pas/Ntavyonzi   Pas de réponse/Nta nyishu
1   2   3   4

6. Connaissance/Sensibilisation

Q.20 Avez-vous déjà été sensibilisé/exposé aux concepts des droits de l’homme?

Mwoba mwarahimirijwe kubijanye n’agateka ka zina muntu ?

Oui/Ego   Non/Oya   Je ne sais pas/Ntavyonzi   Pas de réponse/Nta nyishu
1   2   3   4
Si oui, est-ce que vous avez compris de quoi il s’agit? Pouvez-vous donner des exemples?

Nimba ari ego, mwoba mwaratahuye ivyarivyo ? Mwotanga uturorero ?

(Cette question peut avoir UNE SEULE réponse)

Oui/Ego     Non/Oya     Je ne sais pas/Ntavyonzi     Pas de réponse/Nta nyishu
1     2     3     4

A saisir par l’énumérateur:

Si pas d’explication crochez NON

Si explication valable crochez OUI

Q.21 Pouvez-vous citer au moins deux enjeux économiques locaux et régionaux?

Murashobora gutanga nimiburiburi intambamyi 2 muvyubunzi mu gihugu no mu karere ?

Cette question peut avoir UNE SEULE réponse)

Oui/Ego     Non/Oya     Je ne sais pas/Ntavyonzi     Pas de réponse/Nta nyishu
1     2     3     4

● A saisir par l’énumérateur:

● Si pas d’explication crochez NON

● Si explication valable crochez OUI

Q.22 Pouvez-vous citer au moins 2 droits économiques et / ou problèmes économiques affectant votre vie ?

Mwoshobora gutanga n’imiburibiri amategeko 2 muvy’ubutunzi canke ibibazo vy’ubutunzi bikora k’ubuzima bwanyu ?

Oui/Ego     Non/Oya     Je ne sais pas/Ntavyonzi     Pas de réponse/Nta nyishu
1     2     3     4
A saisir par l'énumérateur:
Si pas d’explication crochez NON
Si explication valable crochez OUI

5. **Composante femme**

Q23. **Pensez-vous avoir accès à des programmes de qualité sur l'inclusion du genre dans l'économie et les droits des femmes?**

Mwibaza ko mufise inzira zo kuronka ibiganiro vy’akanovera bidakumira uburenganzira bw’abakenyezi muvy’ubutunzi ?

Cette question peut avoir UNE SEULE réponse)

Oui/Ego  Non/Oya  Je ne sais pas/Ntavyonzi  Pas de réponse/Nta nyishu

1  2  3  4

Si oui, à quelle fréquence avez-vous accès à ces types de programme?

Nimba ari ego, mubikurikirana ku rugero rungana gute ?

Tous les jours/ Iminsi yose

Une fois par semaine/ Rimwe mu ndwi

Jusqu'à 2 fois par mois/ Agashika 2 mu kwezi

Une fois par mois/ Rimwe mu kwezi
Moins d’une fois par mois/ Akatarenga rimwe mu kwezi

Q.24 Est-ce que vous soutenez l'inclusion des femmes dans l'économie et l'égalité des sexes ?

Woba ushigikiye ko abakenyezi bagira uruhara mu vy’ubutunzi n’iteramberre ridakumira ?

Cette question peut avoir UNE SEULE réponse)

Oui/Ego       Non/Oya       Je ne sais pas/Ntavyonzi       Pas de réponse/Nta nyishu

1             2             3             4

Si oui, est-ce que vous pouvez citer au moins un exemple de comment vous soutenez cette inclusion et égalité?

Nimba ari ego,mwoshobora gutanga n’ imiburiburi akarorero 1 k’ingene mubishigikiye ?

(Réponse ouverte) ………..

A saisir par l'énumérateur:

Si pas d’explication crochez NON
Si explication valable crochez OUI

Q.25 (A poser seulement aux femmes répondantes) Pensez-vous pouvoir faire une différence positive dans les résultats économiques de vos ménages?

Mwibaza ko mushoboye kwerekana ubudasa muvy’ubutunzi mu muryango yanyu?

Cette question peut avoir UNE SEULE réponse)

Oui/Ego       Non/Oya       Je ne sais pas/Ntavyonzi       Pas de réponse/Nta nyishu

1             2             3             4
6. **Resonance programmes média**

Questions à poser seulement s’ils écoutent un ou plus de nos programmes radios (voir réponse à la question 7.1)

**Q.26 Pensez-vous que les messages de ces programmes sont pertinents pour le contexte?**

Mwibaza ko ubutumwa butangwa muri ivyo biganiro ari nkenerwa muri kino gihe ?

Cette question peut avoir UNE SEULE réponse)

Oui/Ego  Non/Oya  Je ne sais pas/Ntavyonzi  Pas de réponse/Nta nyishu
1 2 3 4

**Q.27 Pensez-vous que les messages de ces programmes contribuent à générer de l’information et une culture de discussion autour des préoccupations qui affectent les burundais dans leur vie de tous les jours, en se focalisant sur les préoccupations et opportunités économiques?**

Mwibaza yuko ubutumwa bushikirizwa muri ivyo biganiro butuma haboneka amakuru hamwe n’umuco wo kuganira ku myitwarariko n’amahirwe bishimikiye kubuzima bwa misi yose bw’abarundi muvy’ubutunzi ?

Oui/Ego  Non/Oya  Je ne sais pas/Ntavyonzi  Pas de réponse/Nta nyishu
1 2 3 4

**Q.28 Est-ce que vous aimez ces messages?**

Mbega murakunda ubwo butumwa ?

Cette question peut avoir UNE SEULE réponse)

Oui/Ego  Non/Oya  Je ne sais pas/Ntavyonzi  Pas de réponse/Nta nyishu
1 2 3 4
Q29 Pensez-vous que les médias traitent mieux les questions économiques au niveau national ou au niveau de la radio communautaire ?

Ibibazo vyerekeye ubutunzi, mwibaza ko bishikirizwa neza ku maradiyo yo mu kibano canke ku maradiyo yumvikana igihugu cose ?

Niveau national(Zumvikana mugihugu cose) Radio communautaire( Mukibano) Niveau national et radio communautaire (Hose no mukibano) Je ne sais pas( Ntavyo nzi) Aucune réponse (Ntanyishu) Aucun des deux( Nta nimwe muri izo 2)

1  2  3  4  5  6

Q30. Quel type de programmes existent-ils sur les questions économiques ?

Ibiganiro vy’ubutunzi bishikirizwa vyerekeye iki ?

1. Taxes et impôts/Amakori n’amatagisi
2. Commerce transfrontalier/ Urudandazwa rurenga imbibe
3. Accès au crédit/ Kuronka ingurane
4. Autres /Ikindi

Merci pour votre participation

4. KII

Tuyage : « Accroître l'Accès à l'Information et au Discours Économique pour Renforcer la Cohésion Sociale au Burundi»

Evaluation mi-parcours

Burundi - Search
## 1. Localisation/Identification:

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Bonjour. Je m’appelle ……………………….. et je réalise une enquête pour une ONG qui s’appelle Search for Common Ground.


Dans le cadre de cette évaluation, nous consultons différentes personnes et nous aimerions aussi avoir votre avis sur quelques questions. Vous n’êtes pas obligé d’accepter de nous parler et il n’y aura pas de conséquence négative si vous ne désirez pas échanger avec nous. Il n’y aura pas non plus de bénéfice immédiat pour vous personnellement si vous parlez avec nous aujourd’hui, ni d’ailleurs de rémunération pour votre participation.

Tout ce que vous direz restera confidentiel et nous ne collecterons pas d’information qui permettrait de vous identifier. Je vais prendre des notes pendant que nous parlerons, c’est simplement pour nous permettre ensuite d’analyser toutes les informations que nous aurons récoltées. Dans tous les cas ces notes ne seront partagées que strictement en interne avec l’équipe en charge de la recherche. L’entretien durera environ 45 minutes et vous êtes libre de sauter certains questions et/ou mettre fin à cet exercice à n’importe quel moment si vous deviez ne pas vous sentir à l’aise avec les questions.

Il n’y a pas de bonne ou mauvaise réponse. Je ne serai pas vexé si vous dites des choses négatives, je voudrais simplement entendre votre opinion sincère.

Donnez-vous votre consentement à participer à cet entretien? Oui/Non

| N° | Acteurs | Questions |
1. Selon vous, y-a-t’il un cadre des journalistes professionnels capables de produire une information de qualité, non politisée et respectant les principes d’éthique à travers le Burundi? Si oui, est-ce qu’il y a eu des évolutions dans la dernière année? Si oui, lesquelles? Qu’est-ce que a entamé ce changement? Si non, qu’est-ce qu’il faudra faire pour soutenir ce changement?

2. Est-ce que dans la dernière année il y a eu une meilleure couverture médiatique des préoccupations économiques des jeunes? Est-ce que maintenant les jeunes peuvent plus s’exprimer sur leurs préoccupations économiques? Si oui, comment? Qu’est-ce que a entamé ce changement? Si non, pourquoi?

3. Est-ce que dans la dernière année il y a eu une meilleure couverture médiatique des préoccupations économiques des femmes? Est-ce que maintenant les femmes peuvent plus s’exprimer sur leurs préoccupations économiques grâce au projet? Si oui, comment? Qu’est-ce que a entamé ce changement? Si non, pourquoi?

4. Est-ce que selon vous il y a des opportunités pour les jeunes parmi toutes les franges de la société d’être en réseau avec des acteurs économiques performants? Si oui, pouvez-vous nous donner des exemples des réseaux existants et des types des discussions entamées? Si non, qu’est-ce qu’il faudra faire afin de créer ces opportunités?

5. Est-ce que selon vous il y a des opportunités pour les femmes entrepreneures parmi toutes les franges de la société d’être en réseau avec des acteurs économiques performants? Si oui, pouvez-vous nous donner des
exemples des réseaux existants et des types des discussions entamées? Si non, qu’est-ce qu’il faudra faire afin de créer ces opportunités?

6. Est-ce que selon vous au Burundi existe un environnement d’information et une culture de discussion autour des préoccupations qui affectent les burundais dans leur vie de tous les jours, en se focalisant sur les préoccupations et opportunités économiques? Y-a-t-il eu des changements dans la dernière année? Si oui, vous pouvez expliquer? Si non, qu’est-ce qu’il faut faire pour faciliter cet environnement?

7. Pensez-vous que l’existence d’un environnement d’information et une culture de discussion autour des préoccupations qui affectent les burundais dans leur vie de tous les jours, en se focalisant sur les préoccupations et opportunités économiques peuvent servir de moyen d’élargir l’engagement civique, renforcer le dialogue entre les groupes divisés, et consolider la cohésion sociale?

8. Spécifiquement, est-ce que selon vous les femmes entrepreneuses ont un rôle à jouer dans le maintien/mise en place d’un tel environnement? Si oui, lequel? Si non, pourquoi?
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<tr>
<td>1.</td>
<td>Globalement, comment appréciez-vous le traitement médiatique des questions économiques? Quelles avancées/lacunes? Quels seraient les blocages/obstacles pour résoudre les problèmes économiques?</td>
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8. Spécifiquement, quel sera le rôle des femmes entrepreneurs dans le maintien/mise en place d’un tel environnement? Pouvez-vous nous expliquer?

Indicateurs à collecter

Pour les acteurs médiatiques:

- % de journalistes et autres représentants des médias ciblés démontrant l'application des principes des droits de l'homme dans leur travail.

Q1. Est-ce que vous avez déjà appliqué les principes des droits de l'homme dans votre travail?

- Oui
- Non
- Je ne sais pas
- Préfères ne pas répondre

Q1.2 SI oui à la question ci-dessus, pouvez-vous nous donner un exemple de comment vous avez appliqué les principes des droits de l'homme dans votre travail?

(réponse ouverte).......
Seulement pour l'énumérateur: entourez OUI/NON si la réponse fournie est valable

- % de journalistes ciblés pouvant citer au moins un cas où ils ont rendu compte de l'économie burundaise au niveau régional

Q2.1 Est-ce que vous avez déjà traité de l'économie burundaise au niveau régional?

  - Oui
  - Non
  - Je ne sais pas
  - Préfères ne pas répondre

Q2.2 SI oui a la question ci-dessus, pouvez-vous nous donner un exemple de comment vous avez appliqué les principes des droits de l'homme dans votre travail?

(réponse ouverte)........

Seulement pour l'énumérateur: entourez OUI/NON si la réponse fournie est valable

- % de professionnels des médias formés avec moins de deux ans d'expérience qui estiment disposer des compétences nécessaires pour animer des débats économiques constructif via leur médium.

Q3. Est-ce que vous estimez disposer des compétences nécessaires pour animer des débats économiques constructifs?

1. Oui complètement
2. Oui, assez
3. Pas beaucoup
4. Non, très peu
5. Non, pas de tout
6. Préfère ne pas répondre

- % de professionnels des médias qui démontrent des compétences accrues dans la production de contenu qui soutient la transformation des normes sociales discriminatoires et des barrières culturelles pour les femmes, ventilées par sexe et par média.

Q4. Est-ce que dans les derniers 3 mois, vous avez produit de contenu qui soutient la transformation des normes sociales discriminatoires et des barrières culturelles pour les femmes?

1. Oui
2. Non
3. Je ne sais pas
4. Préfère ne pas répondre

Q5. Si oui, est-ce que vous pouvez nous décrire/expliquer ce que vous avez produit?

(réponse ouverte).......

*Seulement pour l'énormateur: entourez OUI/NON si la réponse fournie est valable*

- % de professionnels des médias qui pensent avoir la confiance nécessaire pour transformer les normes sociales discriminatoires et les barrières culturelles pour les
femmes à travers leur travail et au sein de leurs institutions, ventilées par sexe et par média.

Q6. Est-ce que vous avez la confiance nécessaire pour transformer les normes sociales discriminatoires et les barrières culturelles pour les femmes à travers votre travail et au sein de votre institution?

1. Oui complètement
2. Oui, assez
3. Pas beaucoup
4. Non, très peu
5. Non, pas de tout
6. Préfère ne pas répondre

● % des journalistes interrogés qui se sentent en confiance pour couvrir des questions sensibles liées à l'économie burundaise et aux questions politiques au niveau régional

Q7. Est-ce que vous vous sentez en confiance pour couvrir des questions sensibles liées à l'économie burundaise et aux questions politiques au niveau régional?

1. Oui complètement
2. Oui, assez
3. Pas beaucoup
4. Non, très peu
5. Non, pas de tout
6. Préfère ne pas répondre

Pour les acteurs économiques:
% des acteurs économiques interrogés qui estiment que les questions économiques burundaises sont débattues au niveau régional

Q1. Est-ce que à votre avis les questions économiques burundaises sont débattues au niveau régional?

Kubwanyu, mbega ibibazo vy’ubutunzi bw’igihugu biraganirwa kurwego rw’akarere?

1. Oui complètement/ Ego cane
2. Oui, assez/ Ego, bukebuke
3. Pas beaucoup/ Si cane
4. Non, très peu/ Oya, buhoro
5. Non, pas du tout / oya, ntanagato
6. Préfère ne pas répondre/ Mpisemwo kutishura

% de petits entrepreneurs interrogés qui élaborent des plans d'action et contribuent à la discussion politique

Q2. Est-ce que vous avez dans les 3 mois passés élaboré un plan d'action afin d'améliorer votre situation économique?

Muri aya mezi 3 aheze, mwoba mwarakoze urutonde/ indinganizo rw’ibikorwa kugira murushirize guterimbere muvy’ubutunzi bwanyu?

1. Oui/Ego
2. Non/Oya
3. Je ne sais pas/ Ntavyo nzi
4. Précède ne pas répondre/ Mpisemwo kutishura

Q3. Est-ce que vous avez dans les 3 mois passez contribuer à la discussion politique?

Muraya mezi 3 aheze, hari ico mwoba mwaraterereye mukiganiro ca politike?

1. Oui complètement/ Ego cane
2. Oui, assez/ Ego, bukebuke
3. Pas beaucoup/ Si cane
4. Non, très peu/ Oya, buhoro
5. Non, pas du tout / oya, ntanagato
6. Précède ne pas répondre/ Mpisemwo kutishura
Annex 2: Evaluation Terms of Reference

● Contexte

Search for Common Ground est une organisation internationale à but non lucratif qui promeut la résolution pacifique des conflits. Avec son siège à Washington DC et un bureau européen à Bruxelles, en Belgique. La mission de Search est de transformer la façon dont les individus, les organisations et les gouvernements se comportent face aux conflits en abandonnant les approches conflictuelles pour trouver des solutions coopératives. Search est actif dans 36 pays, dont 21 pays d’Afrique, à commencer par le Burundi où nous travaillons depuis 1995. Search a pour but d’aider les parties en conflit à comprendre leurs différences et à agir en fonction de leurs points communs. Au Burundi, Search travaille aux niveaux individuel, institutionnel et communautaire pour promouvoir des mécanismes décisionnels et de gestion inclusifs et pour renforcer la capacité de toutes les composantes de la société burundaise à participer de manière significative, efficace et responsable. Son objectif est de promouvoir une participation inclusive, efficace et responsable dans le processus de transformation sociale en vue d’une société juste et équitable au Burundi.

En Juin 2018, Freedom House en partenariat avec Search for Common Ground (Search) a signé un contrat de 3 ans pour la mise en œuvre du projet «Tuyage: accroître l’accès à l’information et au discours économique pour renforcer la cohésion sociale au Burundi». La théorie du changement de ce projet est la suivante: Si les burundais à travers leurs divisions politiques, géographiques et ethniques se voient donner des opportunités de bâtit une confiance et de participer de manière significative à un dialogue inclusif autour des questions économiques, de subsistance et d’entrepreneuriat à travers des plateformes telles que les médias et les réseaux d’entrepreneurs; et si ces plateformes (de médias, acteurs économiques, et entrepreneurs) sont capables de mener un dialogue vibrant, des analyses basées sur des faits et des statistiques concrètes, et un débat constructif entre les citoyens sur les questions économiques de manière à renforcer la connaissance et la compréhension, ainsi que de susciter des discussions autour de problématiques économiques, alors ces discussions sur l’économie auront un impact sur la politique et la culture politique, caractérisé par une demande accrue de redevabilité économique par les citoyens, et mèneront à des discussions et débats politiques plus techniques et substantiels.

Le but de ce projet est de générer un environnement d’information et une culture de discussion autour des préoccupations qui affectent les burundais dans leur vie de tous les jours, en se focalisant sur les préoccupations et opportunités économiques partagées par tous, qui serviront de moyen d’élargir l’engagement civique, renforcer le dialogue entre les groupes divisés, et consolider la cohésion sociale.

Le projet comporte trois composantes: l’accès à l’information, le discours économique et l’inclusion des femmes, chacune avec un objectif spécifique et des résultats y liés:

OS1: Élargir le cadre des journalistes professionnels capables de produire une information de qualité, non politisée et respectant les principes d’éthique, à travers le Burundi depuis les communautés les plus
rurales jusqu’aux centres urbains, en se concentrant sur les problématiques économiques de manière à ce que les journalistes puissent impliquer les jeunes en suscitant leur intérêt sur les préoccupations économiques liées à leur vie de tous les jours.

- **R1.1**: Les médias démontrent une capacité accrue à fournir une information qui réponde à l’intérêt public sur les questions économiques, de manière claire, compréhensible et pertinente;

- **R1.2**: Les journalistes sont capables de rapporter sur le contexte économique au niveau national et régional (EAC), et de mener un débat et une analyse sur les questions économique qui soient accessible au public;

- **R1.3**: Les citoyens burundais ont davantage accès à l’information sur les questions économiques et les opportunités qui peuvent les aider à adresser leurs préoccupations quotidiennes;

- **R1.4**: Les termes utilisés dans le débat politique à travers les médias burundais se sont élargis par rapport au débat économique traditionnel politisé/ethinisé et orienté vers la sécurité, au niveau national ainsi que dans le contexte régional.

**OS2**: Promouvoir la mise en réseau des jeunes avec des acteurs économiques performants parmi toutes les franges de la société, autour de discussions sur la réconciliation, l’entreprenariat et une approche fondée sur les droits économiques qui génèrent de réelles opportunités commerciales

- **R2.1**: les acteurs économiques issus de l’élite économique, de l’entrepreneuriat et les professionnels travaillant à travers toutes divisions sociales (y compris religieuses et de genre) dans les différents secteurs de l’économie : renforcent la confiance ; mettent en avant le droit de tous les burundais à un travail et à d’autres droits économiques prévus par la Constitution ; discutent l’impact négatif de la corruption sur la société et l’économie et comment elle est combattue ailleurs ; abordent les questions économiques et de réconciliation à travers une mise en réseau et un dialogue inclusif qui stimule la collaboration économique et entre les entreprises sociales;

- **R2.2**: les acteurs économiques élargissent ces discussions à tout le pays, à travers les médias et d’autres plateformes, d’une manière qui soit pertinente pour les entrepreneurs à petite échelle, qui donnent à ces petits entrepreneurs les moyens d’accroître leur compréhension de ces questions importantes, et qui renforce leur capacité à formuler des plans d’actions et à contribuer aux discussions politiques;

- **R2.3**: les burundais acquièrent une plus grande compréhension des questions économiques qui affectent leur subsistance, perçoivent ces questions économiques à travers une vision basée sur le droit, et deviennent capables de participer significativement au discours public sur les plans d’actions et les options politiques basées sur des données concrètes;
R2.4: il y a un dialogue public accru sur l’économie, qui inclut une grande partie de la société burundaise, rurale et urbaine, ainsi que des leaders civiques et politiques, des entrepreneurs, des investisseurs et autres.

OS3 : Réduire les normes sociales et les barrières culturelles limitant l’accès des femmes aux opportunités économiques au Burundi.

R3.1: Les professionnels des médias ont une capacité accrue de produire des contenus qui soutiennent la transformation des normes sociales discriminatoires et des barrières culturelles pour les femmes.

R3.2: Les attitudes à l’égard des droits et de la participation des femmes burundaises à l’économie et à la violence basée sur le genre sont transformées de manière positive.

R3.3: Les compétences entrepreneuriales des femmes, le leadership et d’autres compétences connexes sont améliorées

R3.4: L’accès des femmes aux marchés, au financement et au mentorat est amélioré.

Le projet cible directement les jeunes hommes et filles, les hommes et les femmes adultes, les journalistes des radios partenaires. Les autres partenaires sont les institutions publiques et privées, les acteurs économiques du secteur public comme ceux du secteur privé. Les participants indirects s’étendent à toute la population Burundaise car elle est touchée d’une manière ou d’une autre à travers les programmes radios du projet Tuyage.

La zone de couverture du projet est répartie sur tout le territoire Burundais donc les 18 provinces.

But et objectifs de l’étude

Search Burundi recherche un consultant (individu ou équipe) pour réaliser l’évaluation à mi-parcours du projet Tuyage. Le consultant (individu ou équipe) apportera son appui dans la revue documentaire, la révision et finalisation des outils de collecte des données, l’analyse des données et la rédaction du rapport.

Plus précisément, les objectifs de l’évaluation sont les suivants:

- Évaluer le niveau d’atteinte des changements durables prévues dans le cadre de la phase II projet et documenter le niveau de départ des indicateurs de la phase II du projet;
- Comprendre l'effectivité des programmes media et leur contribution aux changements identifiés;
● Extraire les leçons apprises du projet et fournir des recommandations sur la durabilité du projet.

○ Questions clés de l’étude

Les questions auxquelles il faut porter une attention particulière sont les suivantes.

OBJ 1: Changements durables

1. Comment le cadre des journalistes professionnels capables de produire une information de qualité, non politisée et respectant les principes d’éthique à travers le Burundi a évolué suite aux actions du projet (KII, FGD : Journaliste)

2. Est-ce que le projet a contribué à une meilleure couverture médiatique des préoccupations économiques des jeunes? Est-ce que les jeunes peuvent plus s’exprimer sur leurs préoccupations économiques grâce au projet?

3. Les activités du projet, ont-elles permis la mise en réseau des jeunes avec des acteurs économiques performants parmi toutes les franges de la société? Ces réseaux sont-ils autour des discussions sur la réconciliation, l’entreprenariat et une approche aux questions économiques basée sur le droit;

4. Quelles sont les changements avérés suite aux activités du projet qui contribuent à générer un environnement d’information et une culture de discussion autour des préoccupations qui affectent les burundais dans leur vie de tous les jours, en se focalisant sur les préoccupations et opportunités économiques? Ces changements pourront-ils servir de moyen d’élargir l’engagement civique, renforcer le dialogue entre les groupes divisés, et consolider la cohésion sociale;

5. Quel est le niveau d’attente des indicateurs à mi-parcours?

   ● % de la population qui collabore avec «l'autre» pour résoudre les problèmes économiques
   
   ● % de la population déclarant se sentir libre de discuter ouvertement des questions économiques
- % du public faisant preuve de sensibilisation et de compréhension des droits de l'homme
- % de citoyens qui démontrent une connaissance des enjeux économiques locaux et régionaux
- % de répondants qui déclarent que leurs besoins économiques sont insérés dans le discours public
- % de répondants qui déclarent avoir accès à des canaux de partage de doléances avec «d'autres» sur des préoccupations et des opportunités économiques partagées
- % de journalistes et autres représentants des médias ciblés démontrant l'application des principes des droits de l'homme dans leur travail. (KII/FGD)
- % de répondants qui font confiance aux médias pour fournir des informations fiables sur les questions économiques
- % des besoins clés inclus dans le CV de la formation qui ne sont plus identifiés lors de l'évaluation de l'année 2. (KII/FGD)
- % de journalistes ciblés pouvant citer au moins un cas où ils ont rendu compte de l'économie burundaise au niveau régional(KII/FGD)
- % de professionnels des médias formés avec moins de deux ans d'expérience qui estiment disposer des compétences nécessaires pour animer des débats économiques constructifs via leur point de vente(KII/FGD)
- % des répondants qui déclarent avoir accès à des programmes médiatiques qui répondent à leurs préoccupations économiques
- % des répondants qui déclarent que la couverture radiophonique des préoccupations quotidiennes comprend des débats économiques équilibrés
- % de la population déclarant avoir accès à des canaux de partage de doléances
- % de la population qui estime pouvoir discuter des questions économiques en public
- % de répondants qui déclarent avoir participé à un débat public autour de l'économie, de la politique et / ou des élections sur une plateforme médiatique et / ou des réseaux d'entrepreneurs au cours des 6 derniers mois
• % des acteurs économiques interrogés qui estiment que les questions économiques burundaises sont débattues au niveau régional (KII/FGD)

• % de participants (à l'activité 3.1.1) qui déclarent disposer d'un réseau national et / ou régional de pairs performants auxquels se référer pour obtenir un soutien sur les questions économiques

• % des journalistes interrogés qui se sentent en confiance pour couvrir des questions sensibles liées à l'économie burundaise et aux questions politiques au niveau régional (KII/FGD)

• % de petits entrepreneurs qui élaborent des plans d'action et contribuent à la discussion politique (KII/FGD)

• % de citoyens burundais qui estiment que le débat public sur les questions économiques soutient des politiques économiques éclairées

• % de citoyens burundais déclarant comprendre les principaux problèmes économiques affectant leurs moyens de subsistance

• % de citoyens burundais qui peuvent citer au moins 2 droits économiques et / ou problèmes économiques affectant leur vie

• % de citoyens burundais qui déclarent avoir la possibilité de dialoguer sur des questions économiques clés affectant leurs moyens de subsistance.

6. Quel est le niveau de départ des indicateurs de la nouvelle phase?

• % de professionnels des médias qui démontrent des compétences accrues dans la production de contenu qui soutient la transformation des normes sociales discriminatoires et des barrières culturelles pour les femmes, ventilées par sexe et par média. (KII/FGD)

• % de professionnels des médias qui pensent avoir la confiance nécessaire pour transformer les normes sociales discriminatoires et les barrières culturelles pour les femmes à travers leur travail et au sein de leurs institutions, ventilées par sexe et par média. (KII/FGD)

• % d'audience déclarant avoir un meilleur accès à des programmes de qualité sur l'inclusion du genre dans l'économie et les droits des femmes.

• % du public ciblé des programmes médiatiques et des participants aux activités de sensibilisation qui manifestent leur soutien à l'inclusion des femmes dans l'économie et à l'égalité des sexes (comparaison avec les groupes non ciblés).
• % de femmes entrepreneuses ciblées qui pensent qu’elles peuvent faire une différence positive dans les résultats économiques de leur / leur ménage.

OBJ2: EFFICACITÉ PROGRAMME MEDIA

• Quelle est la portée, la résonance et la réponse des programmes media et leur contribution aux changements identifiés?

OB3: LEÇONS APPRISES

• Quelles sont les leçons apprises du projet? Y incluses les activités à renforcer ou à remplacer?

• Qu’est-ce qu’il faudra faire afin de rendre les changements atteints dans le cadre du projet durables?

Lieux géographiques

En fonction des objectifs du projet et de cette étude, les provinces ciblées par cette étude sont :

1. Ngozi dans les communes de Ngozi et Tangara
2. Kayanza dans les communes de Kayanza et Rango
3. Mairie de Bujumbura dans les communes de Ntahangwa et Muha
4. Gitega dans les communes de Gitega et Mutaho
5. Rumonge dans les communes de Buyengero et Rumonge

Au total, l’étude va concerner 10 communes de 5 provinces. Ces provinces et communes ont été choisies sur les critères suivants:

✔ Intensité de l’activité économique et existence de la production du café (en lien avec le focus de la nouvelle composante du projet);

✔ Certaines de ces communes ont été ciblées par l’étude de base du projet Tuyage au début;

✔ Deux communes par province dont une au chef-lieu de la province.
Les informations et les données collectées dans ces communes seront représentatives par rapport à la zone couverte par le projet Tuyage.

**Méthodologie et outils de collecte des données**

Cette étude sera menée par l’équipe DME de Search au Burundi, alors que un(e) consultant(e) externe sera responsable de la révision de ces outils, de l’analyse et de la rédaction du rapport. L’étude fera recours à une approche mixte qui associe les méthodes qualitatives et quantitatives de collecte de données, en ligne avec la méthodologie utilisée pour l'étude de base.

**Approche quantitative**

Dans chaque commune des interviews avec les jeunes filles et garçons, les femmes adultes et hommes adultes.

**i. Sondage et choix des participants**

Le sondage permettra de collecter les données quantitatives relatives à la portée et la réponse des programmes media, mais aussi aux indicateurs quantitatifs du projet. Avec les contraintes en temps et personnes, on estime interroger 80 personnes par province. Au total sur les 5 zones, le sondage couvrira 400 personnes. La moitié des répondants identifiés seront des participants au projet ou des gens qui ont été exposés aux programmes radios Tuyage. La répartition approximative par commune est représentée dans le tableau suivant, avec une moyenne de 40 personnes sur les 11 communes.

<table>
<thead>
<tr>
<th>Catégories</th>
<th>Hommes</th>
<th>Femmes</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeunes</td>
<td>10</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Adultes</td>
<td>10</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>20</td>
<td>40</td>
</tr>
</tbody>
</table>
Les questions du sondage seront développées dans le questionnaire de sondage.

**Approche qualitative**

Les données qualitatives seront collectées à travers les focus groups et les interviews avec les personnes clés. À part cela, un questionnaire sera envoyé aux journalistes partenaires pour capturer leurs perspectives sur certains changements durables cibles par le projet, cela se fera par téléphone ou par mail en fonction de ce qui sera faisable et réaliste sur la base du contexte.

**ii. Focus group**

Dans les 10 Communes, on organisera au total 24 focus groups, chaque focus groupe sera homogène et composé de 8 personnes maximum. Le nombre de focus varie d’une commune à l’autre avec les catégories de répondants suivantes: femmes adultes, les jeunes femmes, les hommes adultes et les jeunes hommes, et le focus pour les journalistes dans les communes où il y a des radios communautaires. Les détails sont indiqués dans le tableau suivant:

<table>
<thead>
<tr>
<th>Province</th>
<th>Commune</th>
<th>Hommes</th>
<th>Femmes</th>
<th>Journalistes (hommes et femmes)</th>
<th>Total des FGs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ngozi</td>
<td>Ngozi</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Ntangara*</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Kayanza</td>
<td>Kayanza*</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Rango*</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Mairie</td>
<td>Ntahangwa</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>
**iii. Interview KII**

Des interviews seront conduites avec les personnes clefs au niveau des communes et des radios partenaires. Dans chaque province il est prévu de conduire 2 interviews avec le CDFC et les homme/femme entrepreneures des associations/coopératives, pour un total de 10 KIIs.

En plus de ces personnes, les interviews avec les personnes suivantes seront conduites à Bujumbura:

- Ministère de la Communication
- CNC
- Télévision Nationale
- CCIB
- CAFOB
- AFAB (Association des femmes entrepreneurs)
- FNF
- API
- IWCA

* sont les communes qui n’ont pas été concernées par l’étude de base.
Donc au total à Bujumbura on aura environ 10 interviews. Pour un total global de 20 KII

● Analyse des données et production du rapport

Analyse des données

L'analyse des données sera sous la responsabilité d’un consultant externe. Durant cette période, la collaboration avec l’équipe DM&E sera assuré afin d’avoir une bonne interprétation des données.

Production du rapport

Le rapport final sera rédigé par le consultant externe et il sera validé par Search et le bailleur de fonds.

● Éthique de l’étude

La collecte des données et la rédaction du rapport doivent répondre aux standards d’éthique de Search for Common Ground. En outre, l'équipe de collecte s’assure de respecter les principes éthiques suivants:

Consentement éclairé: : le consentement des participants à cette étude doit être éclairé par des explications liés aux objectifs de l’étude et à la finalité des résultats de l’étude. Une fiche de consentement sera signé par les participants au sondage. Les participants aux focus groupes donneront leur consentement verbalement et auront la possibilité le groupe s’ils veulent et demander que l'information qu’ils ont déjà donnée soit retirée des notes prises.

Confidentialité: : La confidentialité des informations obtenues durant cette étude est de mise. En effet, en aucun cas les enquêteurs ne doivent pas divulguer les informations reçues des participants de manière qui peut “nuire”. Ces informations doivent rester confidentielles.

Respect de l’anonymat: Dans la mesure du possible, la transcription des notes prises des focus groupes et des interviews doivent rester anonymes et ce aussi dans le rapport de l’étude.

Respect des personnes: Les enquêteurs doivent respecter la sécurité, la dignité et l'estime de soi des répondants, des participants au programme. Les enquêteurs ou les agents de collecte des données ont la
Responsabilité de prendre en compte et de respecter les différences entre les participants en matière de culture, de religion, de sexe, de handicap, d’âge et d’appartenance ethnique.

**Restitution, validation et dissémination des résultats**

Les résultats de l’étude seront à usage interne et partagés aux partenaires externes de Search notamment le bailleur et les autorités administratives du Burundi.

**Interne**

Dès la finalisation du rapport final de cette étude, une atelier de réflexion aura lieu à l’interne afin de réfléchir sur les résultats clés de l’étude et réfléchir sur l’intégration des recommandations et l’adaptation du programme.

**Externe**

Une première dissémination sera organisé avec les personnes clés (administrateurs communaux, les leaders religieux et les leaders des jeunes, les représentants des partis politiques) ayant participés dans la collecte des données, le bailleur et les autorités. De plus, une réunion avec les organisations partenaires, sera organisée pour partager les résultats de l'évaluation à mi-parcours avec les membres des autres organisations et autres autorités qui peuvent être intéressés par ces résultats.

Conformément à sa politique de transparence, Search publiera le rapport sur son site internet et la plateforme DME for Peace.

**Calendrier**

Les activités de cette étude vont couvrir les mois de Juillet à Octobre 2020 comme le montre le calendrier provisoire des activités dans le tableau suivant :

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<td>1. Finalisation de la méthodologie et des outils</td>
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<td>2. Recrutement des enquêteurs</td>
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<td>3. Formation des enquêteurs et contacts avec les autorités</td>
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<td>4. Collecte des données</td>
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<td>5. Nettoyage et envoie des données au consultant</td>
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<td>6. Analyse des données et écriture du rapport</td>
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<td>7. Révision du rapport</td>
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<td>8. Results sharing</td>
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