

# SPEAK!

## 2019 - CAMPAIGN REPORT

### OVERVIEW

**SPEAK! is a global campaign to help give a voice to everyone, everywhere.**

Launched in 2017, the campaign has provided a platform for people across the world to "speak out" on the issues that matter most to them.

In 2018, in the face of increasing social and political polarisation, the campaign created opportunities for **people and communities to come together across lines of division and "speak with" each other - helping resolve conflicts, create connections and build understanding.**

Core to the original design of *SPEAK! 2019* was a desire for it to be distributable, in order to maximise global reach while meaningfully addressing issues of most relevance in different countries/communities. Therefore, we introduced the concept of *SPEAK! Champions* - a core group of organisations from across the world, who volunteered to lead the campaign in their country or community.

**This is the story of SPEAK! 2019...**

### SPEAK! 2019 BY THE NUMBERS

- 24 hours of global action
- 179 events registered in 55 countries
- Surveys completed for 77 events across 29 countries – almost double the amount from 2018
- 67% of the surveys included a Net Promoter Score (NPS), with an average of 57 ("excellent")
- 234 Champion applications from 44 countries
- 39 Champion organisations selected from 25 countries
- Social media reach of over 2.1 million with 85% positive sentiment

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## CONNECTION IS THE ANTIDOTE TO DIVISION

**The core objective of SPEAK! is to bring people together across lines of division.**

This occurred at every level of the campaign – from the global team, to the Champions, to the events. Different locations, languages, backgrounds, perspectives. One purpose: to find common ground.

The third year of the *SPEAK!* campaign was an **overwhelming success!**

The most important objective of all was to have events that resulted in real change. Based on feedback from core organisers who completed surveys for 2019, **all events reported overall positive change, with many SPEAK! events providing examples of tangible positive outcomes. Congratulations!**

We also found there were some negative experiences and outcomes, which we can use this knowledge to improve going forward.

*SPEAK!* not only did meet – and exceed – the specific campaign objectives for 2019, it also delivered against nine of CIVICUS’ strategic objectives and cross-organisational priorities.

*SPEAK!* 2019 was possible thanks to the generous support from the Ministry of Foreign Affairs of Finland, Department for Development Policy, Unit for Civil Society.

## THE YEAR OF THE CHAMPIONS

**There is no divide we can’t overcome if we do it together!**

For the first time in 2019, **we selected a group of 41 “Champion” organisations to help organise and support events in their local communities.** They came from different countries, spoke different languages, and worked on a range of issues in diverse contexts with varying levels of resources.

During June and July, we received 234 *SPEAK!* Champion applications from 44 countries.

After a thorough review of applications and one-on-one interviews we selected 41 organisations from 26 countries, of which 7 were Spanish speakers, 8 French and 26 English.

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SPEAK! Champions were responsible for running their own SPEAK! events, as well as engaging, supporting and training other local/national partners to take part in the campaign.

*Do you want to know more about the Champions? Check our appendix, at the end of this document!*

## WE ARE ALL IN THIS TOGETHER

**The challenges of our time will ultimately impact us all.**

**SPEAK! 2019 was scheduled for Friday 20th September** – helping kick off a week of global action that included the Global Climate Strike.

We used this timing to spread the message that if we are to stand with one another in creating a more just, peaceful and sustainable world, we need to speak with one another – especially those with whom we disagree.

179 events were registered on the dedicated website (<https://www.togetherwespeak.org/>) and vetted by the SPEAK! Global Team to be part of SPEAK! 2019. Events were registered in 55 countries by more than 150 organisations (see *appendix*).



**Image credit:** CIVICUS,  
Interactive globe of events from the home page of the SPEAK! website

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Topics discussed ranged from **climate justice, inclusion, access to community health services, gender diversity, childhood education, to peace and integrity**, among many others. We ensured climate-related SPEAK! events were profiled as part of the #StandTogetherNow mobilisations and via social media.

In addition, we use a 'cascading approach' to partnership development, designed to maximise the number of stakeholders participating in SPEAK! One example was **our global partnership with RNW Media (Radio Netherlands Worldwide Media)**, resulting in multiple events run by RNW's national partners in the Democratic Republic of Congo (RDC), Mali and Libya – each of which involved multiple local partners. Our special recognition also goes to **Habari RDC**, top Twitter contributor, **and Tanzania Legal Aid & Justice Center**, both core organisers who ran multiple events! Their participation went beyond what was expected to the extent that we created a “Special Recognition” certificate to honor their contribution and ongoing work to support constructive dialogue and peace in their communities.



Photo credit: Tanzania Peace, Legal aid & Justice Center (right); HABARI RDC (left)

## KEY LEARNINGS

Throughout the whole SPEAK! 2019 process we learnt that:

### 1. Distributed models of action across geographic and diverse interests are possible:

Online meetings and social platforms make organizing and connecting possible which wasn't the case previously. However, it is still driven by the personal connections among both the coordination team and a core group of event organisers.

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Key to this was the innovation of identifying a group of *SPEAK!* Champion organisations, who helped lead the campaign in their communities and countries.

Instead of funding to host events, organisers were provided with tailored materials, recognition and connection to the *SPEAK!* Global Team, workshops and other organisers to run successful events.

## **2. People-powered data can drive real change:**

We increased our efforts to embed simple, quick, and effective methods for data collection – including post event followup to help track real outcomes. The result was evidence of both successes and 'failures', which can improve work at the local level and empower advocacy at the global level.

## **3. Efforts to bridge divisions are increasingly critical:**

The core objective of *SPEAK!* is to bring people together across lines of division. Feedback from event organisers, as well as new CIVICUS research on the rise of anti-rights groups, suggests the use of dialogue to resolve conflict and build trust has never been more crucial – indeed, in some cases, it should have begun long ago.

## CONNECTING STARTS WITH TALKING

**We believe in the power of dialogue to bring people together across lines of division.** Nowhere is this more needed than in parts of the Middle East. In 2019, *SPEAK!* Champion, the Palestinian Center for Communication and Development Strategies (PCCDS), organised an event for secular and religious feminists. Just the act of inviting the parties to attend - accompanied by a letter of support from the *SPEAK!* team- created a small bridge of hope after years of non-communication.

At the event, participants had the space to **listen deeply to one another, engage in real conversation, and find points of convergence.** By the end, all parties pledged to work with their respective communities to reduce verbal attacks and increase understanding and acceptance. PCCDS has since received multiple invitations to run more events that “spread and share the word about reducing social divisions”.

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## Speed dating debate around narcotraffic in Costa Rica

During the *SPEAK!* event organised by La Doble Tracción, in Costa Rica, young people talked about the delicate situation of drug trafficking in the state of Limón. After their *SPEAK!* event, La Doble Tracción was invited to talk about their experience while organising their *SPEAK!* event in a radio program in Costa Rica. They also invited other champions (Otro Tiempo Mexico and Fundacion 11:11 to share their stories by participating in the radio programme via telephone call). During the programme, they presented other *SPEAK!* event examples and invited a participant of the event in Costa Rica to explain his experience.



**Image credit:** La Doble Tracción, *SPEAK!* Event - San José, Costa Rica.



## Connecting Integrity to peace through sports and art

Through music, lyrics and a bicycle rally, 50 young people discussed the topic of integrity and connected it to peace in the event organised by Accountability Lab in Nepal. Three international and national well renowned figures participated in the event (Francois Xavier Leger, Krishna Dangol and Rajendra Khetan).

**Image credit:** Accountability Lab, *SPEAK!* Event - Nepal

## Train the trainers

EmpowerMen Madagascar together with Ny Tontoloko, Free Child, SHero, Young Talented Leaders Madagascar and Juritechmad, organised a training for trainers to help young leaders carry on different community projects, focusing on leadership and problem- solving skills.



**Image credit:** EmpowerMen Madagascar, *SPEAK!* Event - Madagascar

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## Brain matters

In Colombia, Genesis Foundation worked together with Fundación Scarpetta Gnecco and Facultad de Educación (ICESI) to discuss the role of education in early childhood. Together, they invited different representatives from the education scene in Colombia and after presenting the “Brain Matters” documental in Cali. Finally, they discuss next steps to raise awareness about the importance of early childhood in the lives of children.

**Image credit:** Genesis Foundation, SPEAK! Event - Cali, Colombia



## Recognise our differences are not bigger than our shared interests

In Pakistan, there has been a rise in cyberbullying and online hate speech that is particularly affecting youth and women. OpenMic brought together people from different backgrounds and beliefs to talk about these problems. Despite discussing the various reasons for the rising trolling and bullying culture in Pakistan, the participants thought about different actions to create digital spaces safer for everyone. The discussion ended up with a unanimous call to speak about these issues and a commitment to encourage people to act kindly on social media.

**Image credit:** OpenMic Pakistan SPEAK! Event - Being Kind Online



SPEAK! also collaborated with different areas of CIVICUS with the aim of breaking divisions. For example, SPEAK! Champion and DIGNA member Justin Francis Bionat, organised a **smashup experience together with other DIGNA members** during the SPEAK! campaign. As a result, DIGNA members filmed the video "How does diversity and inclusion matter to you?" (<https://tinyurl.com/yx4x9vfg>) and organised a social media campaign on this topic during the days of global action.

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## CONNECTING VIRTUALLY

To help *SPEAK!* Champions get to know each other and equip them with key skills, **we created a Facebook group, three language-specific chats, and ran six training webinars.** The result was a strong sense of community and connectedness between the Champions, which led to a number of direct collaborations.

Prior to the campaign, we organised six trainings and webinars for Champions to get to know each other, and we worked to meet Champions on their favored platform (Facebook; Skype; Whatsapp; Jitsi and Zoom), taking into account each different region's needs. One-on-one conversations with members of the *SPEAK!* global team also helped to design and develop *SPEAK!* events according to the specific needs/aims of the organisations.

**Motivation was a crucial part of our success.** Champions shared their successes and used the different platforms for connection and troubleshooting.

**Letters of support, proved critical for many in seeking other funding,** securing permission from authorities, and attracting decision-makers to their events.

### Sharing Success Stories

Just after having finished his *SPEAK!* event, Ayomikun from Inspired Youth Network shared the results of their event in our Champion's Facebook group. They had hosted an event to encourage women to use art as a tool to express themselves to prevent violence against women. His post, and particularly, the image credits he shared through the Champion's facebook chat, incentivised more champions to start publishing tweets and pictures about their *SPEAK!* event, demonstrating that emotion is contagious and that sharing one success story motivated others to do the same.



**Image credit:** CIVICUS, Screenshot from *SPEAK!* Champions' Facebook Group



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## Improve relations with local authorities to allow more peaceful convenings

Our *SPEAK!* Champion Andy Katompa reported that his *SPEAK!* letter of support allowed him to mobilize the local authorities who used to repress their previous campaign, and future partnerships and collaboration with these authorities are now planned.



Image credit: Curtis Business DRC *SPEAK!* Event  
Solving the conflict between the Pygmies and the Bantu communities

## SHARING IS CARING

To ensure all organisations participating in *SPEAK!* 2019 were equipped for success, we compiled **a suite of digital tools, available via the website in English, French & Spanish from the day the campaign was announced**. The 2018 campaign material was revised, adapted, and organised in our *SPEAK!* website. All materials and resources were translated into French and Spanish, and some material was adapted and translated to Swahili (see Table 1 in the appendix).

We created **new specific resources**, such as a **“press-release template”** and a **“social media toolkit”** to prioritize our Champions’ outreach to national and local media and increase campaign awareness to help shape the *SPEAK!* global narrative. We also created explanatory videos for social media to target our different audiences, e.g. How to calculate NPS (<https://tinyurl.com/thyvqa4>), Keeping momentum through data, skills and sharing (<https://tinyurl.com/slfhmlq>).

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## “I am possible” made it to the Newspaper Headlines in Nigeria

After using our press release as a guidance, Girls Education Mission International’s SPEAK! event made it to the headline of a popular newspaper in Nigeria. This helped our Champion, Keturah Shammah spread the word about the event they were organising in the north of Nigeria as well as to showcase her organisation’s work on gender violence prevention. Girls Education Mission International’s SPEAK! event brought grassroots girls together with elected leaders in a comfortable and safe environment for them to share their concerns, burdens, and fears as well as ensuring girls’ rights.



Image credits: Keturah’s post on SPEAK! Champions Facebook group (right) Keturah Shammah, Girls Education Mission International SPEAK! Event “I am Possible” (Left)

## “Simple conversations can lead to profound and unimaginable change”

Our SPEAK! Champion from Cameroon, Colbert Gwain, was interviewed by The Guardian Post prior to his SPEAK! event. In the interview he expressed his conviction that the secession in Cameroon can find solution around a table of dialogue: “Simple conversations can lead to profound and unimaginable change”.



Image credit: CIVICUS, screenshot of The Guardian Post, September 2019

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## SPEAK! Champions flyers, posters & banners



Image credit: Accountability Lab Nepal, Habari Benin, Conciencia Argentina, Open Mic Pakistan

## GOVERNMENTS CAN BE PART OF THE SOLUTION

For the third consecutive year, the government of the Netherlands lent their support to the SPEAK! campaign. In Malaysia, the Dutch Embassy brought together 20 teenage girls from diverse backgrounds to advocate for their human rights and share their experiences with Ambassador Aart Jacobi. Issues raised included the participation of girls in sports, access to sexual education, and domestic violence.

Organisers in Sierra Leone, DRC, Niger, and Tanz

also actively sought the participation of local officials in their events. **Topics discussed included climate justice, inclusion of visually impaired individuals in elections,**



Photo Credit: Dutch Embassy, SPEAK! Event

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**empowering women-owned businesses and access to community health services.**

**The Yemen Peace Mediators, which began as a SPEAK! 2018 initiative, have continued their remarkable work.** They played a critical role in the initial implementation of the United Nations Stockholm Accord in May 2019. Then, they helped set the foundations for direct Saudi-Houthi talks – including high-level advocacy with the United Kingdom, United States, Swedish, Italian and German governments. Finally, they engaged citizens across the world in a global hunger strike (#FastActionForYemen) to increase pressure on key Saudi, United Arab Emirates and Houthi representatives to make peace.

## SMALL STEPS CAN MAKE A BIG DIFFERENCE

A frequent comment from last year's *SPEAK!* organisers was that a single event is often not enough to create significant change, particularly when seeking to bridge deep divisions or ease long-held tensions. As a result, we reframed *SPEAK!* 2019 events as the beginning of ongoing action, rather than an end to all challenges. To reinforce this, we asked all event organisers to have participants agree to #OneNextStep they could realistically take, either individually or collectively, in the 30 days following the event.

This strategy contributed to **our vision of success by setting up a theory of change that focuses on the small changes and commitments as a first small step to achieve long-term goals.**

It was amazing to see what happened! Just to mention a few examples:

After EmpowerMen **Madagascar** *SPEAK!* event, 30% of participants led a series of conferences and workshops on corruption prevention and environment protection in their communities.

In **Nepal**, after the *SPEAK!* event “Peace with Integrity” organized by Accountability Lab, a network of participants was created for future collaboration on environmental conservation and working towards peace.

In Latin America, our *SPEAK!* champions in **Costa Rica**, La Doble Traccion, were invited to the National Radio U 101.9FM. They decided to ask two other Champions from Mexico (Otro Tiempo and Fundación 11-11) and one participant to share their experiences around *SPEAK!*.

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In **Kenya**, our *SPEAK!* champion Kesho Alliance is working together with another champion, The Society Reformers Initiative. Together, they are now organizing events to transform education in northern Kenya.

In **Congo**, after the *SPEAK!* event organized by Habari RDC, participants signed a letter to four governors, inviting them to promote integration and inclusive actions in the Katanga region.

In **West Bank**, our champion PCCDS received invitations from friendly institutions to hold extensive meetings seeking to "spread and share the word" to reduce political division.

In **South Sudan**, after facilitating a community dialogue on peaceful co-existence, SOSUCCA, together with five other organisations, committed to continue promoting peace and reconciliation by organising a series of events until the end of the year.

## Keeping the *SPEAK!* Momentum

After having organised their *SPEAK!* event, Tanzania Albinism Society was invited to Okoa FM 106.3 to raise awareness about albinism and the participation of people with disabilities in the 2019 local government election. This helped them with the "One Next Step" strategy they had thought about during the event that aimed to raise awareness about albinism through different media outlets in the Morogoro Region.



**Image credit:** Tanzania Albinism Society - Radio intervention - October 2019.

## Mexican youth empowered to lead community projects

After the workshop conducted by Fundación 11:11 together with Incide, young participants reported an increase in their own personal trust and started planning different projects on the prevention of violence against women.



**Image credit:** Fundación Once11, *SPEAK!* Event - Mexico

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## Preventing discrimination in Spain

Spanish organisation, ATADES, started filming the documental "Basta ya de etiquetas", which aims to prevent prejudices and discrimination of people with disabilities.



Image credit: ATADES, Basta ya de etiquetas campaign - Spain

## THE POWER OF DATA OPENS DOORS

**Data provides new possibilities, and it has an incredible power to inform and transform our societies.** We were able to test this power before, during and after the *SPEAK!* campaign through four different approaches: a) helping partners to use **citizen-generated data to inform decision-making** in their communities; b) training partners to use surveys and **Net Promoter Score (NPS)** to identify key areas of organizational improvement; c) conducting our **"Data Journey Talks"** to foster digital security practices; and d) providing tools to partners to **incorporate feedback** collection in their day-to-day activities as well as creating an environment of psychological safety in their organisations to learn from these feedback.

**Each of these four approaches complemented each other.** However, some partners opted to prioritise one over the other according to their own needs. Providing data training was a key central component to both the success of the *SPEAK!* campaign and as part of the strategy to add value to champion organisations. To have a global distributed campaign, we needed to select champions across Africa, Asia, Latin America and Middle East.

**This geographic spread was advantageous for reach, but it created challenges for champions to connect to each other.** In addition, the *SPEAK!* campaign was a volunteer position meaning *SPEAK!* champions were not provided financial compensation for coordinating events and engaging others in their community. Not in the position to offer financial support, instead we offered training to increase their organisational skills. The training

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was designed to accomplish threefold objectives: help the SPEAK! campaign to be more successful, provide additional opportunities for the SPEAK! champions to connect to each other, and to add value to organisations' data skills after the campaign's official end. During our selection process, champions were encouraged to choose their preferred training: NPS Score or Digital Security (see more in the following section).

However, in practice, all champions and event organisers were provided training and support for the NPS Score before the days of global action, and all champions were offered trainings on feedback and digital security after the campaign was over.

Regarding citizen-generated data, we worked together with five different organisations on a pilot program before the campaign started and provided a specific **participatory workshop** during the campaign **to work on the creation of data and use it to help partners think about their #OneNextStep in their communities.** Some partners used the original version of the participatory workshop and others were also able to adapt it according to their own community needs.



## Using drama as a complementary tool for the workshop

After having conducted their series of workshops, Kinara Youth Evolution provided a series of recommendations to strengthen the SPEAK! SDG 16.7.2 participatory workshop. Among others, they recommended using drama so that participants can rehearse their one next step and the challenges they could face with their advocacy. Using drama was

helpful to give participants feedback based on their performance. According to Kinara, many solutions fail due to poor presentation to the decision-makers. For example, each person should be prepared with talking points. Also, during the rehearsals they encouraged the use of specific data in the discussion, such as financial data, to strengthen their advocacy.

**Image credit:** Kinara Youth Evolution, Tanzania

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## CITIZEN-GENERATED DATA FOR SOCIAL CHANGE

According to statistical information provided by the UN's Statistics Division, there is no globally available data for Sustainable Development Goals (SDGs) indicator 16.7.2 for measuring inclusive and responsive decision-making under SDG16: Promote Peaceful and Inclusive Societies for Sustainable Development. Therefore, before we launched the *SPEAK!* 2019 campaign **we decided to pilot and support civil society organisations (CSOs) in both, collecting data and acting, to make positive change towards reaching more inclusive and responsive decision-making (SDG indicator 16.7.2).**

During the *SPEAK!* 2018 campaign, CIVICUS in partnership with organisations from Uruguay to Uganda, collected around 600 responses (in English, Spanish and Arabic) from participants at events in Latin America, Africa, Europe, and Asia. Despite the diversity of locations and events, a global trend emerged. **Most participants across regions reported having high confidence in their own ability to participate in politics, whereas few reported confidence in "having a say" in what the government did.** Furthermore, most people did not see voting or political party membership as meaningful ways to participate.

**However, individuals provided examples of being able to engage in their local communities, including standing up for a right or preventing harm to individuals in their community.** With this survey effort, CSOs were able to contribute global data to an indicator that previously had no known publicly available data, and *SPEAK!* was invited by the UNDP Oslo Governance Centre to present its work in the UNDP technical consultation at the Ulaanbatar Democracy Forum 2019 (UBDF), together with the World Values Survey Association, and the Community of Democracies. If you are interested in knowing more about this efforts, please visit our blog (<https://tinyurl.com/rtlx5hj>).

After this effort, **we learnt that individuals were well placed to act on the collected data for SDG indicator 16.7.2 data in their local communities** and that is why we supported five CSOs in Latin America and Africa to convene a series of participatory workshops on this indicator that helped participants to complete "one next step" towards increasing inclusive and responsive decision-making.

The workshops in Cameroon, Chile, El Salvador, Tanzania and South Africa went beyond collecting additional SDG data, the workshops actually helped communities to achieve key elements of SDG16.7.2. In part, this was due to the requirement that participants interview a



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partner they hadn't previously met, which sparked a number of discussions and actions to make communities more inclusive.

The workshops saw participants ask each other questions about responsive and inclusive decision-making in their communities, to explore patterns in their collective experiences, along with challenges and possible ways to improve the situation. Then either collectively or individually, workshops decided on “one next step”, an action that could be taken with 30 days with currently available resources. Most importantly, we followed up with participants after the 30 days to find out what had changed since the workshop. The workshops conducted by FUNDE and Chile Transparente in Latin America resulted in organizations taking the lead in the “one next step”, whereas in Africa, Africa Monitor and Kinara Youth for Evolution’s workshops had individuals making their own unique “one next step.”

## **Raising awareness on the SDG’s agenda**

Through the workshops, Chile Transparente workshops discovered that only the government and organizations from the capital were aware of the 2030 Agenda. This meant those outside the capital were completely left out of what was supposed to be a universal initiative. One group’s “one next step” was to revise the workshop to tailor it more to organizations around the country, allowing them to more actively participate in SDG-related efforts.



Furthermore, within 30 days FUNDE from El Salvador and Chile Transparente had filmed short videos in their communities to share their stories. The videos were part of the “SDG16+ stories” (<https://voicesofsdg16plus.org/>) initiative led by the TAP Network campaign and were shown at the July 2019 HLPF in New York.

**Image credits:** Chile Transparente, SDG 16.7.2 participatory workshop

## **Individual action matters in making progress to reach inclusive societies**

In South Africa, in one of the Africa Monitor’s SDG16 workshops, a female youth organization shared with her interview partner that her female sports team was being left out of access to local public spaces for practices. A local businessman made it his “one next step” to speak to the local government and gain access for the group.

Similarly, in Tanzania, individuals that had attended the Kinara for Youth Evolution workshop took a wide range of actions for the first time. This included attending school and council meetings, registering to vote, reporting known child abuse to the police, and young people

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organizing to address the double problems of youth unemployment and poor waste management by gaining permission from the local government to be responsible for regular garbage collection. Check Kinara's blog to know more! (<https://tinyurl.com/y5aby3sb>)

These methodologies show how different approaches can be used by different actors supporting both organizations and individuals to find their own ways to make progress towards achieving SDG16 peaceful and inclusive societies for sustainable development. The different approaches represent practical and scalable means of increasing both awareness and action on this pivotal goal of more inclusive and responsive decision-making at the individual's level where research suggests that many individuals are most able to make positive change even when party politics might not make us feel included or feel responsive. The one next steps from the workshop were selected based off both the knowledge and connections made during the workshops, but also based upon the available resources and actions to the group. Therefore, it allowed the discussions to move beyond discussion to taking action, without needing to wait for additional fundraising.

Research has shown that civil society needs ways to quickly move beyond just data collection and discussion in order to gain trust of communities, decision-makers and motivate all stakeholders by sharing what is already working in communities and finding ways of building on the positive. By being able to show successful actions within just 30 days of the workshop, trust and momentum is being built for even further success. It also provides an opportunity to check for unintended positive and negative consequences of the one next step before scaling. For complex issues such as inclusive and responsive decision-making, we cannot learn how to make it happen without actually trying different approaches and learn what works and what does not work in our unique situations. By taking action quickly and following it up with short interviews and surveys, we can quickly adapt our one next steps to be more effective and realise a "do no harm" approach. Because even with the best intentions, we find that there are times when unintended negative consequences happen. To be sure we are creating positive change, we must use data and follow-up in our communities. **Learning from our workshops, we adapted the approach for SPEAK! 2019.**

## IDENTIFYING WINS AND KEY AREAS OF IMPROVEMENT

Our **approach to data collection** was that it should not be a burden but a value for partners and participants. We sought to achieve this by **embedding simple, quick, and effective methods for data collection** into all relevant digital tools, so they could be easily completed by organisers with little to no experience. Before organisations conducted their *SPEAK!* event,

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we provided them with a **Participant Survey, Event Organiser Survey, a Follow-up Survey and a Data Analysis Guide.**

Central to understanding the participants' experience was the **Net Promoter Score (NPS)** – a widely respected approach to measuring people's experience of an event. Individual's perception of the event is crucial to understanding whether they had a positive experience, a critical foundation for reducing divisions. We provided different materials, online workshops and one-to-one instruction about why we use the NPS, how to calculate the score, and how to analyse the open-ended responses. We asked every event organiser to set aside five minutes during the *SPEAK!* event for participants to complete the Participant Survey. This was based on a learning from last year that if organisers waited until after the events that it would be more time intensive to get responses and fewer individuals would complete the questions.

The Participant Survey was very straightforward and only asked four questions: **how likely they would recommend attending a SPEAK! event to a friend or colleague, the reasons why**, their consent to use the answers and an open-ended question to add general comments on the event. The event organisers then practiced their data skills by analyzing both the numerical scores and the open-ended responses provided to them. It provided a chance for them to reflect on their event and capture participants' experience in their own words. This led to having evidence of both the success of their events and where to improve future events.

Next, we asked each organizer to complete an **Organiser Event Survey**. Based on previous years' feedback about the length of time to complete the survey, we reduced the number of questions to capture only the most critical information. We continued the successful practice of allowing direct upload of event images in the survey allowing us to keep all materials in one place. However, we found that some organisers had low internet connectivity meaning they had to try multiple times to complete the surveys and sometimes could not upload photographs at all. Therefore, we were flexible to allow organisations to submit responses, photographs (always taking care to have the participants' consent) and videos through social media platforms and WhatsApp as well.

The Organiser Event Survey was critical in allowing us to aggregate the success and learnings from the global campaign, so that we could further share and disseminate learnings. It was because of our organisers' willingness to complete the survey and submit images that we were able to create hundreds of postings about their efforts to share on Twitter, make posts to Facebook, create the 10 days of *SPEAK!* highlights on social media, as well as additional presentations, reports and conversations to share what was learned from the global efforts. And although we did not ask them to submit the participant surveys, we created a space for

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them to submit their calculations, insights and key participant quotes from the events. This was further supported by the *SPEAK!* global team outreach to clarify any questions or concerns and our Data Analysis Guide and NPS calculation video (see *appendix*). Switching the data processing and analysis for the Participant Surveys from global team to the event organisers allowed us to remove our small team as a bottleneck to the process, while providing another opportunity for the organisations to practice the data skills and share what they learned through their efforts.

The third survey was the **30 Day What's Changed Follow-up Survey**. We held both webinars and provided a dialogue guide for conducting short 15- minute interviews with event participants to help inform the completion of the survey. Again, it was a short survey asking whether anything had changed from holding the *SPEAK!* event, whether the change was positive, negative or both, what the most significant change was, any notable participant quotes, any photos to share, whether they would recommend being a *SPEAK!* organizer to a friend and why, and a final an open-ended question whether there was anything else the organizer wanted to share. This furthered our ability to keep momentum going beyond the official 24 hours of the global action for *SPEAK!* 2019, and it allowed more evidence of success, more trust to be built and allowed us to learn how to improve. The surveys were widely used by all event organisers and champions, and many expressed that they were useful tools and techniques not only for this campaign but for other areas of work. This ability to use the same questions and surveys for other activities beyond the campaign was carefully designed into the data process. In this way, the organisers were able to practice using the tools and process with support from the *SPEAK!* global team and other organisers, which is important to provide the social aspect of learning before attempting to try new skills by oneself.

**The results were astonishing:** large number of #OneNextSteps that happened, a great number of media appearances (see *appendix*), excellent videos (such as the one from event organisers in Tanzania), the participant quotes collected as evidence of successful events 30 days after, and how organisations planned to use the surveys again for their other activities.

**From our follow-up surveys and one-to-one conversations, here are the examples of what we learnt:**

- In **Nigeria**, after **Endonamoo Transformation Global Initiative** event, the level of engagement of people with their representative in Moniya areas of Akinyele Local Government has improved.

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- In **Tanzania**, after the **Children and Youth Development Centre** event, during the follow-up 18 citizens joined the Community Health Insurance Fund (CHF) where they are monitoring access to medicines at hospitals and health facilities.
- Also in Tanzania, after **Kinara Youth for Evolution's** event, participants agreed to provide civic education to their fellow youth and after **Care Youth Foundation's** event, community members in cooperation with motorcycle drivers created small groups to prevent childhood pregnancy.
- In **Congo**, after **Habari's event**, change-makers appreciated the event and promised to promote attitudes of integration in their organizations. They also signed a letter to four governors inviting them to promote inclusive actions in the region.
- In **Madagascar**, after **EmpowerMen's event**, 30% of the participants started to talk about corruption and environmental protection in their community by leading at least one conference or workshop.

**A small step can make a difference.** It can be anything; you can start from cleaning your room to cleaning your community." *SPEAK! Event participant in Nepal*

"Today I realized that **there is beauty beyond the skin** from person with albinism they can do everything that others do..."

"I did not ever attend the beautiful event like this but today is my first time and I learn a lot about albinism, so **now I can say I'm good ambassador of TAS Morogoro and people with albinism**"

"The event was so good, when we meet together and were discussing the issues about albinism it helps us **to have a knowledge and to be aware about albinism and the challenges** that they face"

*SPEAK! event participants' quotes from Tanzania Albinism Society (TAS) Morogoro Branch*

"Personally, I was worried that I would not be able to get pregnant based on my disability status, I was also afraid of missing out on maternity care but after having a conversation in the **SPEAK campaign!** that has linked the disabled with midwives I have gained a new understanding of the rights of the disabled in accessing reproductive health care. Now I am at peace and willing to seek a child as well as educate my fellow disabled about our rights to access reproductive health care". *SPEAK! event participant, SAKOSA, Morogoro - Tanzania*

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After speaking with members of Genesis Foundation in Colombia and Open Mic in Pakistan, they expressed they found using surveys very useful to evaluate their events and that they were planning to keep on using them.

Organisations in Morogoro, Tanzania also used the opportunity to create a video that included Care Youth Foundation participants committing to additional dialogues and joint responsibility for reducing teenage pregnancy; as well SAKOSA taking their message of reproductive rights for disabled women to the local marketplace. A video has been a great way to share the *SPEAK!* event and follow-up activities from a small city in Tanzania with a global audience.

**Do you want to know more about the Tanzania experience? Check their wonderful video** (<https://tinyurl.com/u6jh9ra>).

## DATA AS A TOOL TO MITIGATE RISKS

In addition to the previous benefits from the 30 Days What's Changed Follow-up Survey, the survey and accompanying interview guide has proved to be a short and powerful tool to mitigate risks and learn ways to implement **"Do No Harm" policies**.

Apart from learning about the different great results of our *SPEAK!* events, we also heard some sad stories. For example, we learned that at least one individual was targeted and subject to an assault as a result of participating in a *SPEAK!* event held in a particularly volatile environment. Although greatly saddened by learning this, knowing this is allowing us to work with local and national partners to address the issue and seek to prevent further repercussions. In addition, it allows us to **improve our risk mitigation strategies for future events**. For instance, we found that we tend to underestimate risks in the excitement of being part of a global campaign like *SPEAK!*

The incident points to **the need for our own internal risk analysis, and reinforces the importance of follow up**, without which we would never have known this occurred. Now the *SPEAK!* global team will be part of the CIVICUS risk assessment working group to disseminate and improve the implementation of these learnings along with other experiences both within CIVICUS and broader civil society.

## A JOURNEY TO DIGITAL SECURITY. . .

After the days of global action were over, we offered the possibility of participating in our Data Journey Talks to all our *SPEAK!* champions. The **Data Journey Talks**

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(<https://tinyurl.com/r3lvd6h>) are conversations that help organisations reflect and make informed decisions about what data to publish and collect and how to protect unpublished data against loss or cyber-attacks.

They are **scripted, practical and direct conversations which help to humanize digital security**. These conversations are based on trust and respect and they contain real-life examples to help demystify the data, put the risks in context and make concrete decisions that help minimize risks.

Organisations participating in our Data Journey Talks varied in scale, the challenges they faced and their previously acquired knowledge. Some needed support with data management, and data protection. Some others needed help with organising their work in collaborative online platforms, as well as with backups and storing of information. For most organisations, it was the first time they had a space to reflect about their digital practices and the Data Journey triggered their interest to expand their knowledge and inform other members of the organisation.

Despite their different needs, because of our previous relation of trust built during the campaign, it was possible to provide personalized support and arouse interest among the participants and its collaborators' networks.

As a result, the vast majority of the organisations that participated in the DataTalks chose to take the **online course on digital security for beginners** (<https://tinyurl.com/wwc6xy3>), to continue learning and to be able to train others on this important topic.

**SPEAK! invited to showcase its work with data** Social Good Brasil invited the SPEAK! global team to assist to a Data Festival in Florianopolis to explain the new strategy of data engagement. The team brief Maria Jose Greloni from Kubadili, who represented the SPEAK! event organisers and talked about her past and current experience working with DataShift and participating in the SPEAK! campaign.



**Image credit:** Maria José Greloni, Kubadili at Social Good Festival - Florianopolis

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## CLOSING THE FEEDBACK LOOP

Together with the **Resilient Roots team** (<https://tinyurl.com/vkqpn2n>) and **Francesca Martonffy, Senior Advisor Networks Development from CIVICUS**, we carried out a series of webinars to help partners **share back with their communities all the feedback they received** from their *SPEAK!* events and other activities from their organisations. During the webinar, we discussed how the results of our participant and follow-up surveys (see appendix) could strengthen future *SPEAK!* events, as well as other services, activities and communications.

The webinar also featured Nyasha Nyatondo, Program Officer and Resilient Roots Focal Point at Poverty Reduction Forum Trust (PRFT), Zimbabwe and Luciano Travieso from Avanzar, Argentina. These presentations provided on the ground examples that helped partners share and connect with their own experiences and challenges.

The webinar was a space for mutual learning, not only champions learnt how to use and incorporate follow-up surveys and feedback to inform their work, but the *SPEAK!* team also learned more about champions' events and follow-up activities.

These spaces of mutual sharing were key through the whole *SPEAK!* process. Although surveys and interview guides are important tools to get feedback and information, **having follow-up conversations after the surveys had been submitted provided broader panorama of the opportunities, challenges, and successes faced.**

### A networking dining experience

Although the *SPEAK!* team had analysed the follow-up survey from Otro Tiempo, it was not until we finally spoke with them directly that more information was provided on their great initiative to create a professionalised network of organisations. During the *SPEAK!* event they realised each organisation had skills to share and learn from each other. Therefore, they decided to create a series of follow-up meetings, in which each organisation could train the others in their specialised skill/tactic.



**Image credit:** "Dialogando y Comiendo", Otro tiempo, Mexico.



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## Using feedback loops to foster community engagement

Conciencia brought together young people from different socioeconomic backgrounds to talk about their own experiences in the volunteering program. By using a set of interactive questions and vision boards, participants talked about the importance of being a mentor/volunteer in their own lives as a way to break down barriers of division and embrace future opportunities.



Image credit: Asociación Conciencia, *SPEAK!* Event - Buenos Aires, Argentina

## HOW TO KEEP THE SPEAK! MOMENTUM?

The *SPEAK!* 2019 24 hours of global action are over... but that does not mean that the *SPEAK!* spirit is. Throughout this campaign, we learnt that working together, creating networks, using data to inform our decisions and thinking of our small next steps can really lead to profound change.

**A massive thank you to everyone who organised and supported events** — especially our *SPEAK!* 2019 champions— and all the best to those who will still be using the resources to have powerful conversations!

**Inspired by *SPEAK!* 2019, consider the following actions:**

- Use the *SPEAK!* 2019 model to help inform new approaches to distributed action — being sure to provide **resources, recognition and support**.
- **Create opportunities for meaningful dialogue** —particularly in communities with high levels of division— as a precursor to increased collective action on critical social issues. However before engaging, reach out to potential participants to learn whether it is safe enough to have dialogues. We learned that in some situations, there has to be more work done before it is safe to bring together those with high levels of division in highly volatile and violent environments.

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- **Build in mechanisms for data collection and post-event follow up** as a way to measure outcomes, identify learnings, respond to unintended consequences and power future initiatives.
- **Develop internal risk analyses** and mitigation strategies—in addition to those of local event organisers—in pursuit of our commitment to "Do No Harm".
- Explore opportunities for SPEAK! and/or similar campaigns to **build partnerships beyond the 'bubble' of traditional civil society.**



<https://www.togetherwespeak.org>

#TogetherWeSpeak

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## APPENDIX

### SPEAK! CHAMPIONS 2019

#### ASOCIACIÓN CONCIENCIA

- Location: Buenos Aires, Argentina
- Website: [www.conciencia.org](http://www.conciencia.org)
- Social media: Facebook: @asconciencia / Twitter: @ASConciencia
- Contact person: Serena Eloisa Moyano / [smoyano\[at\]conciencia.org](mailto:smoyano[at]conciencia.org)

#### AFRICAN CENTER FOR SOLIDARITY AND MUTUAL AID BETWEEN THE COMMUNITIES (CASEC / ACSAC)

- Location: Cotonou, Benin
- Website: [www.casec-acsac.org](http://www.casec-acsac.org)
- Social media: Facebook: @casec.acsac / Twitter: @casec\_acsac / Instagram: casec.acsac
- Contact person: ADJAHOUNGBA Elvis / [elvis.a\[at\]casec-acsac.org](mailto:elvis.a[at]casec-acsac.org)

#### RÉSEAU DES ASSOCIATIONS PARTENAIRES DE KINDERPOSTZEGELS

- Location: Ouagadougou, Burkina Faso
- Social media: Facebook: Réseau des Associations Partenaires de Kinderpostzegels
- Contact person: Zongo Yves / [zongowyves\[at\]gmail.com](mailto:zongowyves[at]gmail.com)

#### WORLD VISION FOR EDUCATION AND DEVELOPMENT (WVED) – CAMEROON

- Location: Bamenda, Cameroon
- Website: [www.wvedcameroon.org](http://www.wvedcameroon.org)
- Social media: Facebook: WVED Cameroon / Twitter: @wved\_cameroon
- Contact person: Helvecia Takwe / [helfombi\[at\]yahoo.com](mailto:helfombi[at]yahoo.com); Awasiri Mboringong / [mboringongfideline\[at\]yahoo.com](mailto:mboringongfideline[at]yahoo.com)

#### A COMMON FUTURE

- Location: Bamenda, Cameroon
- Contact person: Colbert Gwain / [acommonfuture1\[at\]yahoo.com](mailto:acommonfuture1[at]yahoo.com)

#### GENESIS FOUNDATION

- Location: Bogotá, Colombia
- Website: [www.genesis-foundation.org](http://www.genesis-foundation.org)
- Social media: Facebook: @Genesisfound / Twitter: @GenesisColombia / Instagram: Genesisfoundation
- Contact person: Andrea Moreno / [genesis\[at\]genesis-foundation.org](mailto:genesis[at]genesis-foundation.org)

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## **INNACTIA**

- Location: Bogotá, Colombia
- Website: <https://innpactia.com>
- Social media: @innpactia
- Contact person: Laura Cardona / [alianzas\[at\]innpactia.com](mailto:alianzas[at]innpactia.com); [mexico\[at\]innpactia.com](mailto:mexico[at]innpactia.com)

## **LA DOBLE TRACCIÓN**

- Location: Heredia, Costa Rica
- Website: [www.ladobletraccion.com](http://www.ladobletraccion.com)
- Social media: Facebook/Twitter/Instagram: @ladobletraccion
- Contact person: Ernesto Nuñez Chacón / [ernesto\[at\]ladobletraccion.com](mailto:ernesto[at]ladobletraccion.com)

## **VIJANA AFRICA**

- Location: Goma, Democratic Republic of Congo
- Website: [www.vijanafrica.org](http://www.vijanafrica.org)
- Social media: Facebook: Vijana Africa
- Contact person: Rodrigue Makelele / [macksonshi\[at\]gmail.com](mailto:macksonshi[at]gmail.com)

## **SECOURS DE LA FEMME RURALE AU DÉVELOPPEMENT (SAFRD)**

- Location: Bukavu, République Démocratique du Congo
- Social media: Facebook: @safrdbukavu
- Contact person: Mulungula Makindu James / [safrd.rdc\[at\]gmail.com](mailto:safrd.rdc[at]gmail.com)

## **CURTIS BUSINESS**

- Location: Kinshasa, République Démocratique du Congo
- Contact person: Katempa Mwana Mwangu Andy / [doctakatompafils\[at\]gmail.com](mailto:doctakatompafils[at]gmail.com)

## **PARTENARIAT POUR LA PROTECTION INTÉGRÉE (PPI)**

- Location: Ville de Bukavu dans la Province du Sud-Kivu, République Démocratique du Congo
- Website: [www.ppi-ong.org](http://www.ppi-ong.org)
- Social media: Facebook : PPI / Twitter : @PPIREGIONALE
- Contact person: Maitre Pascal MUPENDA / [secretariatexecutifrdc\[at\]ppi-ong.org](mailto:secretariatexecutifrdc[at]ppi-ong.org)

## **GREEN AFRICA YOUTH ORGANIZATION**

- Location: Accra, Ghana
- Website: <https://greenafricayouth.com>
- Social media: Facebook/Twitter/Instagram: @gayoghana
- Contact person: Gloria Sackey-Bobson / [gloria\[at\]greenafricayouth.com](mailto:gloria[at]greenafricayouth.com)

## **THE KESHO ALLIANCE**

- Location: Garissa, Kenya
- Website: [www.keshoalliance.com](http://www.keshoalliance.com)

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- Social media: Facebook: @keshoalliance / Twitter: @keshoalliance
- Contact person: Mohamed Umulkher Harun / u.harun[at]keshoalliance.com

## **ACTION ON SUSTAINABLE DEVELOPMENT GOALS KENYA NATIONAL COALITION (ASDGC-KENYA)**

- Location: Nairobi, Kenya
- Social media: Facebook: @actiononsdgscoalition
- Contact person: Stephen Cheboi / action2015kenya[at]gmail.com

## **THE SOCIETY REFORMERS**

- Location: Nairobi, Kenya
- Contact person: Farah Abdimalik / abdimalikfarah757[at]gmail.com

## **EMPOWERMEN MADAGASCAR**

- Location: Antananarivo, Madagascar
- Website: <https://web.facebook.com/EmpowerMenMadagascar/>
- Social media: Facebook: EmpowerMen Madagascar / Instagram: empowermen1
- Contact person: Sedera Lalason / sed.lalason[at]gmail.com

## **BANLIEUES DU MONDE MAURITANIE**

- Location: Nouakchott, Mauritania
- Website: <http://bdm-m.blogspot.com>
- Contact person: Niang Ibrahima / bdm\_m[at]msn.com

## **OTRO TIEMPO MÉXICO AC**

- Location: Ciudad de México, México
- Website: [www.otrotiempomexicoac.org](http://www.otrotiempomexicoac.org)
- Social media: Facebook: Otro Tiempo México A.C / Twitter: @Otrotiempomex / Instagram: @Otrotiempomex
- Contact person: [procuracionotm\[at\]gmail.com](mailto:procuracionotm[at]gmail.com); [otrotiempomexicoac\[at\]gmail.com](mailto:otrotiempomexicoac[at]gmail.com)

## **FUNDACIÓN 11:11**

- Location: México DF, México
- Website: [www.otrotiempomexicoac.org](http://www.otrotiempomexicoac.org)
- Social media: Facebook/Instagram: fundacion11.once
- Contact person: Nelly Elizabeth Ochoa Ayala / fundacion11.once[at]gmail.com

## **ACCOUNTABILITY LAB NEPAL**

- Location: Kathmandu, Nepal
- Website: [www.integrityicon.org](http://www.integrityicon.org)
- Social media: Facebook: @IntegrityIconNP / Twitter: @IntegrityIconNP
- Contact person: Ashmita Sharma / ashmita[at]accountabilitylab.org

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## ACCOUNTABILITY LAB NIGER

- Location: Niamey, Niger
- Website: [www.accountabilitylab.org](http://www.accountabilitylab.org)
- Contact person: Adamou Oumarou / [oumarou\[at\]accountabilitylab.org](mailto:oumarou[at]accountabilitylab.org)

## NEIGHBOURHOOD ENVIRONMENT WATCH FOUNDATION

- Location: Abakaliki-Ebonyi State, Nigeria
- Contact person: Kelechukwu OKEZIE / [okeziekelly\[at\]gmail.com](mailto:okeziekelly[at]gmail.com)

## ENDONAMOO TRANSFORMATION GLOBAL INITIATIVE (ETGIN)

- Location: Ibadan, Nigeria
- Website: [www.etgin.tk](http://www.etgin.tk) / [www.acthubafrica.com.ng](http://www.acthubafrica.com.ng)
- Social media: Facebook: @endonamooinitiative / Twitter: @etgin\_ng
- Contact person: John Oluwafemi Olla / [ollajohnoluwafemi\[at\]gmail.com](mailto:ollajohnoluwafemi[at]gmail.com)

## GIRLS EDUCATION MISSION INTERNATIONAL

- Location: Jos, Nigeria
- Website: [www.girlseducationmission.org](http://www.girlseducationmission.org)
- Social media: Facebook: @GirlsEducationMissionInternational / Twitter: @gemgirls2007
- Contact person: Keturah Shammah / [shammahketurah\[at\]gmail.com](mailto:shammahketurah[at]gmail.com)

## INSPIRED YOUTH NETWORK

- Location: Lagos, Nigeria
- Social media: Facebook: Inspired Youth Network / Twitter: @InspiredYouthNt / Instagram: Inspired Youth Network
- Contact person: Ayomikun Olugbode / [Olugbodeayo\[at\]gmail.com](mailto:Olugbodeayo[at]gmail.com)

## DEVELOPMENT INITIATIVE FOR COMMUNITY IMPACT

- Location: Warri, Nigeria
- Website: [www.dicingo.org.ng](http://www.dicingo.org.ng)
- Social media: Facebook: @dicingo / Twitter: @dici\_ngo / Instagram: @dici\_ngo
- Contact person: Rachael / [dicngo\[at\]yahoo.com](mailto:dicngo[at]yahoo.com); [info\[at\]dicingo.org.ng](mailto:info[at]dicingo.org.ng)

## OPENMIC PAKISTAN

- Location: Karachi, Pakistan
- Website: [www.openmic.pk](http://www.openmic.pk)
- Social media: Facebook: @OpenMicPK / Twitter: @OpenMicPK / Instagram: openmicpk
- Contact person: Asra Rizwan Khan / [asra\[at\]openmic.pk](mailto:asra[at]openmic.pk)

## INSTITUTE FOR SOCIAL AND YOUTH DEVELOPMENT - ISYD

- Location: Lahore, Pakistan
- Contact person: Joshua Dilawar / [joshuadilawar\[at\]gmail.com](mailto:joshuadilawar[at]gmail.com)

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## **PALESTINIAN CENTER FOR COMMUNICATION AND DEVELOPMENT STRATEGIES (PCCDS)**

- Location: Hebron, West Bank
- Website: [www.pccds.com](http://www.pccds.com)
- Social media: Facebook: [\[link\]](#)
- Contact person: Mohamed Salam / [jamil\[at\]pccds.com](mailto:jamil[at]pccds.com)

## **YOUTH VOICES COUNT**

- Location: Iloilo City, Philippines
- Website: [www.youthvoicescount.org](http://www.youthvoicescount.org)
- Social media: Twitter: @rainbowgrindsph / Instagram: @rainbowgrindsph
- Contact person: Justin Francis Bionat / [justin.yvc\[at\]gmail.com](mailto:justin.yvc[at]gmail.com)

## **DISCOURAGE YOUTHS FROM POVERTY**

- Location: Freetown, Sierra Leone
- Contact person: Sinneh Lahai Sen Sesay / [destinysenessco13\[at\]gmail.com](mailto:destinysenessco13[at]gmail.com)

## **SOUTH SUDAN COMMUNITY CHANGE AGENCY (SOSUCCA)**

- Location: Juba/Yei/Mundri, South Sudan
- Website: [www.sosucca.org](http://www.sosucca.org)
- Social media: Facebook: Sosucca South Sudan
- Contact person: Festo Bali / [festobali\[at\]sosucca.org](mailto:festobali[at]sosucca.org)

## **POPULATION AND DEVELOPMENT SOCIETY (PDS)**

- Location: Kigoma, Tanzania
- Contact person: Alpha Ntayomba / [ntayombaa\[at\]yahoo.com](mailto:ntayombaa[at]yahoo.com)

## **INTERNATIONAL ASSOCIATION OF WOMEN AND YOUNG LEADERS (AIFJL)**

- Location: Lomé, Togo
- Social media: <https://www.facebook.com/AIFJL/>
- Contact person: Alice Goza / [aliceryse\[at\]yahoo.fr](mailto:aliceryse[at]yahoo.fr)

## **COMMUNITY TRANSFORMATION FOUNDATION NETWORK (COTFONE)**

- Location: Masaka, Uganda
- Website: [www.facebook.com/COTFONE](http://www.facebook.com/COTFONE)
- Contact person: Kayinga Muddu Yisito / [ymkayinga.cotfone\[at\]gmail.com](mailto:ymkayinga.cotfone[at]gmail.com)

## **FUNDACIÓN CELTA**

- Location: Mérida, Venezuela
- Website: [ottd.onthinktanks.org/think-tank/ve-fundacion-celta/](http://ottd.onthinktanks.org/think-tank/ve-fundacion-celta/)
- Social media: @fundacioncelta
- Contact person: Osvaldo J. Encinas M. / [fundacioncelta\[at\]gmail.com](mailto:fundacioncelta[at]gmail.com)

# SPEAK!

## **KUMAKOMO COUNTRY RADIO STATION**

- Location: Mutare, Zimbabwe
- Website: [www.kumakomofm.org](http://www.kumakomofm.org)
- Contact person: Trevor Mtisi / [trevor\[at\]kumakomofm.org](mailto:trevor[at]kumakomofm.org)

## **YOUTH FOR PEACE DEVELOPMENT**

- Location: Harare, Zimbabwe
- Social media: Facebook: Youth for Peace and Development / Twitter: @Y4pdZ
- Contact person: Munyaradzi Chitsawa / [coordinator.y4pdzim\[at\]gmail.com](mailto:coordinator.y4pdzim[at]gmail.com)

## **NATIONAL ASSOCIATION OF YOUTH ORGANISATIONS (NAYO)**

- Location: Harare, Zimbabwe
- Website: [nayoafrika.org](http://nayoafrika.org)
- Social media: Facebook: National Association of Youth Organizations - NAYO Zimbabwe / Twitter: @NAYOZimbabwe #LeaveNoYouthBehind
- Contact person: Misheck Gondo / [misheck\[at\]nayoafrika.org](mailto:misheck[at]nayoafrika.org)



# SPEAK!

## SPEAK! RESOURCES. Table 1

English	Spanish	French
SPEAK! 2019 Event Organising Toolkit ( <a href="https://tinyurl.com/uztbjoj">https://tinyurl.com/uztbjoj</a> )	SPEAK! 2019 Kit de Herramientas ( <a href="https://tinyurl.com/v5rkoml">https://tinyurl.com/v5rkoml</a> )	SPEAK! 2019 Trousse d'événement ( <a href="https://tinyurl.com/u3csxrz">https://tinyurl.com/u3csxrz</a> )
Conversation guide in partnership with Living Room Conversations on the topic of "Tolerance" ( <a href="https://tinyurl.com/y5l8ujcq">https://tinyurl.com/y5l8ujcq</a> )	Guía de Conversación en partenariat con Living Room Conversations sobre el tema de la "Tolerancia" ( <a href="https://tinyurl.com/yyjptumr">https://tinyurl.com/yyjptumr</a> )	Guide de Conversation sur le thème de la "tolérance" ( <a href="https://tinyurl.com/y4hopobg">https://tinyurl.com/y4hopobg</a> )
Press Release Template ( <a href="https://tinyurl.com/yykxn229">https://tinyurl.com/yykxn229</a> )	Plantilla de Comunicado de Prensa ( <a href="https://tinyurl.com/y5bbk6bp">https://tinyurl.com/y5bbk6bp</a> )	Modèle de Communiqué de Presse ( <a href="https://tinyurl.com/y43ay7lb">https://tinyurl.com/y43ay7lb</a> )
SPEAK! and CIVICUS logos, posters, flyers and banners ( <a href="https://tinyurl.com/y4ctcw7p">https://tinyurl.com/y4ctcw7p</a> )	Logos, afiches, volantes y banners de SPEAK! y CIVICUS ( <a href="https://tinyurl.com/y4ctcw7p">https://tinyurl.com/y4ctcw7p</a> )	Logos, affiches, dépliants et des bannières SPEAK! et CIVICUS ( <a href="https://tinyurl.com/y4ctcw7p">https://tinyurl.com/y4ctcw7p</a> )
Social Media Toolkit ( <a href="https://tinyurl.com/y4ctcw7p">https://tinyurl.com/y4ctcw7p</a> )	Manual de Redes Sociales ( <a href="https://tinyurl.com/y4ctcw7p">https://tinyurl.com/y4ctcw7p</a> )	Manuel des réseaux sociaux ( <a href="https://tinyurl.com/y4ctcw7p">https://tinyurl.com/y4ctcw7p</a> )
Data Analysis Guide ( <a href="https://tinyurl.com/wu33jhe">https://tinyurl.com/wu33jhe</a> )	Guía de Análisis de Datos ( <a href="https://tinyurl.com/sht6c7i">https://tinyurl.com/sht6c7i</a> )	Guide d'analyse des données ( <a href="https://tinyurl.com/vjtj2nr">https://tinyurl.com/vjtj2nr</a> )
Webinar's slides ( <a href="https://tinyurl.com/wj5olsl">https://tinyurl.com/wj5olsl</a> )	Diapositivas de preparaciones finales ( <a href="https://tinyurl.com/s2fgqgf">https://tinyurl.com/s2fgqgf</a> )	Diapositives lors du webinaire des "derniers préparatifs" ( <a href="https://tinyurl.com/tkqk6xh">https://tinyurl.com/tkqk6xh</a> )
Participatory Workshop in collaboration with FabRiders ( <a href="https://tinyurl.com/w9zanyy">https://tinyurl.com/w9zanyy</a> )	Taller Participativo en colaboración con FabRiders ( <a href="https://tinyurl.com/v4xsgy6">https://tinyurl.com/v4xsgy6</a> )	Atelier Participatif en partenariat avec FabRiders ( <a href="https://tinyurl.com/w7d4s7r">https://tinyurl.com/w7d4s7r</a> )
Top 10 key insights to help you prepare your event ( <a href="https://tinyurl.com/s3b832v">https://tinyurl.com/s3b832v</a> )	Guía Completa de Recursos ( <a href="https://tinyurl.com/sbcgzxy">https://tinyurl.com/sbcgzxy</a> )	Guide de ressources complet ( <a href="https://tinyurl.com/wavoz7s">https://tinyurl.com/wavoz7s</a> )

# SPEAK!

## PRESS RELEASES AND MEDIA APPEARANCES

- Keturah SPEAK, Nigeria Network of NGOs, 2 October 2019:  
[https://nngo.org/keturah-speak/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=keturah-speak](https://nngo.org/keturah-speak/?utm_source=rss&utm_medium=rss&utm_campaign=keturah-speak)
- Youth Leaders Activate Strategies to Restore Peace, Attract Investors in Warri, as NGOs Launch “SPEAK! 2019 Campaign”, The Brief, 29 September 2019:  
<http://www.thebrief.com.ng/youth-leaders-activate-strategies-to-restore-peace-attract-investors-in-warri-as-ngos-launch-speak-2019-campaign/>
- SPEAK! 2019: 24 Hours of Global Action, 12 September 2019:  
<https://www.blogtalkradio.com/nonprofitutopia/2019/09/16/speak-2019-24-hours-of-global-action-1>  
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<https://humanrightsdefenders.blog/2019/09/18/civics-leads-24-hour-speak-campaign-starting-friday-20-september/>
- Making a Better World: Achieving the 17 Sustainable Development Goals, McMaster University, 26 September 2019:  
<https://www.mcmasteroptimalaging.org/blog/detail/blog/2019/09/25/making-a-better-world-achieving-the-17-sustainable-development-goals>
- 2019 CIVICUS World Alliance Global SPEAK! Campaign Champion Programme, 10 June 2019:  
<https://oppourtunities.com/2019-civics-world-alliance-global-speak-campaign-champion-programme/>
- October 2019 – Tanzania – SPEAK! organizer Care Youth Foundation in Morogoro, Tanzania was invited to speak at two different radio stations on their SPEAK! event to bridge divides in their community between ‘boda boda’ drivers (motorcycle taxis) that are overwhelmingly youth and male and general community members to address unwanted teenage pregnancy.
- Care Youth Foundation was invited to a Top Radio 99.5 and to Muslim University Media because of their SPEAK! Event, October 2019.
- Tanzania Albanism Society (Morogoro) (TAS) was invited to speak on the local community radio because of their SPEAK! Event, October 2019.
- La Doble Tracción (SPEAK! Champion from Costa Rica) together with Fundación 11Once (SPEAK! Champion in Mexico) and Otro Tiempo (SPEAK! Champion in Mexico) were invited to speak on the National Radio U 101.9FM about their SPEAK! events. They also invited one participant of the SPEAK! event in Mexico to speak about his experience in the program. 9 October 2019. The podcast will be available soon.

# SPEAK!

## SPEAK! EVENT ORGANISERS 2019

A Common Future  
Abraham's Children Foundation  
Accountability Lab Niger  
Achievers Innovative Advocates International Foundation (AIA International Foundation)  
Action on Sustainable development goals Kenya National Coalition  
Advocacy for the Support of Prisoners and Indigents Rights  
AIFJL  
Association des scouts du Niger  
Association etre une femme  
Association Internationale des Femmes et Jeunes Leaders (AIFJL)  
Banlieues Du Monde Mauritanie  
Benbere  
Build Green Group  
Care Youth Foundation  
CHAYODE (Children and Youth Development)  
COCAP  
Complete Knowledge Foundation  
Curtis Business  
Denis Miki Foundation  
DEPORTELIFE  
Development Initiative for Community Impact  
Discourage Youths From Poverty  
EmpowerMen Madagascar  
Endonamoo Transformation Global Initiative (ETGIN)  
Fahari Tuamke Maendeleo (FTM)  
Fundación 11:11  
Fundación CELTA  
Genesis Foundation  
Genezaret Hernandez  
Girls Education Mission International  
Green Africa Youth Organization  
Habari RDC  
Innpactia  
Inspired Youth Network  
Kathy Life Builder Foundation  
Kinara for Youth Evolution  
Kumakomo Community Radio Station  
La Doble Tracción  
Mwayodeo

# SPEAK!

National Association of Youth Organizations (NAYO)  
Naza Agape Foundation  
Neferok Development Initiative  
Neighbourhood Environment Watch Foundation  
OpenMic Pakistan  
Otro Tiempo México, AC  
Parteneriat pour la protection integree  
PCCDS  
PPI  
Reseau des associations partenaires des Kinderpostzegels  
RNW Media  
Sakosa Group  
Secours de la Femme Rurale au Developpement, Safrd  
South Sudan Community Change Agency (SOSUCCA)  
Sustainable environment Tanzania( senvit)  
Talent Groom Foundation  
Tanzania Albinism Society – Morogoro Branch  
Tanzania Peace, Legal Aid & Justice Center (PLAJC)  
Tanzania Support for Women Rights (TASUWORI)  
Tengeneza Generation  
The Autism Awareness Foundation  
The Kesho Alliance  
The Society Reformers Initiative  
Victims of violence charity foundation  
Victims of violence plateau chapter  
Vijana Africa  
Yaga  
Youth Empowerment Strategies In Developing Opportunities (Yes I Do)  
Youth Leaders

# SPEAK!

## SPEAK! PARTICIPANT EVENT SURVEY

Thank you for attending today's event! Please complete the three-minute survey before leaving today's event. The information will be used to learn and improve future events.

Your responses are anonymous. Your participation is entirely voluntary, and you may skip any questions that you do not want to answer.

- 1) How likely is it that you would recommend today's workshop to your friends or colleagues?  
(Please circle a number below.)



0  
Not at all likely

1

2

3

4

5

6

7

8

9

10



Extremely likely

- 2) What is the most important reason for your score above?

- 4) Is there anything else that you would like for us to know about your experience today?

- 3) Do you give consent to use your responses in social media, reports and other public materials about this event?

**Yes**

**No**

**Thank you!**

# SPEAK!

## SPEAK! EVENT SURVEY 2019

### Thank you for organising a SPEAK! event!

This survey is designed to help us share the collective action of this global campaign.

### Please complete one survey per event.

We will send out an email in October sharing back what we have learned.

If consent is given, those organisations submitting the best participant quotes and photographs of events will be **featured in the CIVICUS social media, website and final report.**

Thank you!

SPEAK! Global Team

- 1) Your name
- 2) Your email
- 3) Name of the lead **organisation** that coordinated the event
- 4) **SPEAK! event name**
- 5) **Country** where the **SPEAK!** event was held
- 6) **Date** the **SPEAK!** event happened
- 7) How many **total participants** attended the **SPEAK!** event?
- 8) How many **female** participants attended?
- 9) How many **youth** attended? (30 years-old and younger)
- 10) If decided, what is the “**one next step**” planned within 30 days of this event? (Up to 350 characters)
- 11) Do you have **photos** from your event you want to share with us? (Yes/No)

*If answer is yes, answer below. If answer is no, skip to question #16.*

### Photos: Your event in photos

Please upload the three best photos of your event below.

#### Naming Photo Files for Uploading

The title of **the file should include at minimum your organisation's name and a word describing the photo.** If the photographer should be credited, also include the full name of the photographer to credit. (e.g.:CIVICUS\_Youth\_PhotographerName.jpeg).

**If you have additional images or video footage from your event(s), please remember to share it through social media using the hashtag #TogetherWeSpeak.** We will repost some of the best content on the CIVICUS social media accounts.

# SPEAK!

Before submitting, please check the following:

- You have the **consent** of all those pictured in the photo.
- To the best of your knowledge, **no harm** will come to those in the photo, or anyone else, if the photo is published online.
- You are happy for the photo to be **showcased**.

Tips for selecting your photo(s):

- **Quality:** Upload high resolution images (2-5MB per image preferred)
  - **Focus:** Crisp, clear, in-focus pictures
  - **Lighting:** No strong light coming from a window or other bright source from behind the people.
- 12) Photo 1: **Who?** Upload a group or crowd photo that shows who attend.
  - 13) Photo 2: **What?** Upload a photo of a key activity or moment from your event.
  - 14) Photo 3: **Why?** Upload a photo that captures the atmosphere of the event such as a close-up emotional photo of one or more of the participants.
  - 15) **Consent:** Did all the individuals in the photo consent to be photographed and the photos to be used by CIVICUS for sharing on social media, future materials and reporting? (Yes/No/Don't Know)

## Information from Participant Surveys

The following information comes from the surveys participants completed at the event and from your analysis of the surveys.

- 16) Do you have information from **participant event surveys** to report?

*If answer is yes, complete below. If answer is no, skip to #20.*

## Participant Event Surveys

*SPEAK!* is encouraged all organisations to have participants to complete the Participant Event Survey (NPS) during their *SPEAK!* event. These surveys are quick and help to capture evidence of what went well and how to improve. CIVICUS encourages this type of survey. You can read more about the approach here (<https://tinyurl.com/swqkqyh>). If you have any questions about completing this section, please refer to our Survey Analysis Guide or email [SPEAK@CIVICUS.org](mailto:SPEAK@CIVICUS.org).

- 17) How **many** completed *SPEAK!* participant event surveys did you collect?
- 18) What is your *SPEAK!* event **NPS** (Net Promoter Score)? (You can automatically calculate your score here (<http://www.npscalculator.com/en>).
- 19) What were the **main reasons** provided for the score? (Up to 350 characters) (You may use our Analysis Guide here (<https://tinyurl.com/wngg6b4>))
- 20) If available, please provide the best **participant quote(s)** about the *SPEAK!* event. (Up to 350 characters)

## Thank you!

- 21) **Anything else** you would like us to know about your experience in organising a *SPEAK!* event? (If you have links to press releases or other materials, you can include them here.)
- 22) Do you give **consent** to use the provided responses in CIVICUS social media, reports, website and similar public materials?

# SPEAK!

## SPEAK! ORGANISER FOLLOW UP-SURVEY

**What's changed** because you organised a *SPEAK!* event in 2019?

Thank you for your participation in the *SPEAK!* Global Campaign and/or the 24 Hours of Action over 20-21 September 2019. Please take five minutes to complete a short follow-up survey on your experience.

If consent is given, organisations providing the most notable responses and participant quotes will be **featured in CIVICUS social media, reports and other public recognition.**

Your participation is entirely voluntary. We will use the results to **create and share** with you a consolidated **global report of change** from the *SPEAK!* 2019 Campaign in December.

Thank you in advance!

*SPEAK!* Global Team

- 1) Your name
- 2) Your email
- 3) Your organisation's name
- 4) Location of organization (country)
- 5) Organising a *SPEAK!* event caused **change**? *(Please choose the answer that best captures your experience.) Strongly agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree*
- 6) If the event caused change, how would you **describe the change** caused by the *SPEAK!* event? *(Please choose the answer that best captures your experience.) Positive change, Positive and negative change, Negative change*
- 7) What was the **most important change** that you have observed as a result of organising your *SPEAK!* event(s)? *(Please include changes in the community as well as your network, initiatives etc. Max is 500 characters.)*
- 8) Please provide the **most notable quotes** from participants about their experience with the "**one next step**" 30 days after the event. (Max is 500 characters.)
- 9) On a scale of 0-10, how likely is it that you would recommend organising a *SPEAK!* event to a friend or colleague? (0 is least likely, 10 is most likely)  
*(NPS scale)*
- 10) What's the most important reason for you score in the previous question?
- 11) If you would like to share a photo describing the change caused by your event, please do it here.
- 12) **Anything else** you'd like to share about your experience organising a *SPEAK!* event?
- 13) Do you give **consent** to use your responses for CIVICUS social media, reports and similar public materials?



# SPEAK!

## SPEAK! ENABLERS



**Nic Mackay**  
SPEAK! Consultant



**Soledad Gattoni**  
SPEAK! Enabler  
(English & Spanish)



**Frederic Adou**  
SPEAK! Enabler  
(English & French)



**Kinara for Youth Evolution**  
SPEAK! Enablers (English & Swahili)