

SA Communication and Documentation Awards 2016

The Management Agency (MA) is rewarding Social Accountability Implementing Partners (SAIPs) and individuals they work with for their documentation and communication efforts aimed at spreading the social accountability practice. We will award prizes at the learning benchmark event in November 2016 in four categories:

- I. [Participatory Video](#) (PV) - sub categories 1) advanced and 2) intermediate,
- II. [SAC hero](#) - sub categories 1) service users, 2) service providers & kebele/woreda administration/sectors, and 3) councilors - standing committee members.
- III. [Most Significant Change Stories](#) (MSCS), and
- IV. [Theatre for Social Accountability](#) (TSA)

Theme: The theme for the Communication and Documentation Awards 2016 in all categories is ‘**sustainability/ scaling of social accountability**’. This alludes to the aim of the ESAP bridging phase to deepen social accountability on 223 woredas. SAIPs will support the spread of social accountability to more kebeles and to pro-poor sectors that were not yet targeted under ESAP2. The communication products submitted for the awards will show efforts how to sustain and scale social accountability.

Language: All documents for the award competition can be submitted in a language that best explores the subject in focus – but where this language is not English *or* Amharic, a (summary) translation in one of the latter languages has to be provided.

Better Winning Chance: Apart from fulfilling the specified requirements for the awards in which you wish to participate, bonus points will be awarded for timely submission, and for communication efforts aimed at entertaining a wider audience using various media, such as local print, radio, and social media. SAC hero, MSCS and TSA submissions that are supported with quality and diverse pictures will also receive bonus points.

Registration for participation in all awards 15 June 2016

Deadlines for Submission:

Category	Step 1	Step 2	Step 3
PV	Action Plan, 30 June	PV max 10 minutes, 15 September	PV form / report, 30 September
MSCS SAC Hero	Draft for comments, 31 July	Final story with pictures, 30 September	
TSA	Script Synopsis for comments, 30 June	Final script and drama rehearsal, 31 August	Report on 5 performances, 30 September

Ways to submit and to gain MA support:

Submissions can be hand-delivered to the MA, Cape Verde Street, WSA set building 2nd floor. The official email address created for this upcoming award is saoscar2016@esap2.org.et, office telephone lines are +251 116 634601, +251 116 634661. For any question you can best directly contact the concerned experts at the Management Agency:

- PV - Marijke Bos / marijke.bos@esap2.org.et / +251 912 628292
- MSCS - Meskerem Girma / meskerem.girma@esap2.org.et / +251 911 691444
- SAC Heroes - Serkalem Tafesse / serkalem.tafesse@esap2.org.et / +251 913 472019

- TSA - Mihret Massresha / mihret.massresha@esap2.org.et / +251 911 908645



AWARD I - PARTICIPATORY VIDEO 2016

Participatory video is a form of participatory media in which a community group creates their own film facilitated by SAIPs to encourage dialogue between stakeholders. For the PV 'Oscar' competition 2016, two categories are created to provide a more equal and fair competition based on experience and equipment availability. The SAIPs have to indicate in their action plan, in which category they want to compete. After submission of action plan, it is not possible to change category.

	PV Award A	PV Award B
Level	Well trained and equipped SAIPS, gained an PV Oscar price in the past	Medium to limited experienced, shown to have an acceptable to good level in PV making, low cost based equipment
Task	10 minute video. A focused task with limited structure, that allows creativity. The story board is developed by the SA stakeholders. The PV intervention is highly participatory	10 minute video. A focused task with guidelines and example questions. The story boards is developed by both the SAIP and the SA stakeholders
Prizes	One prize for the most complete and best PV maker One prize for the best video on content and creativity	One prize for the most complete and best PV maker in this category

After all submissions are received, jury members will nominate top 3 best. On the jury assessment day, the SAIPs that are not nominated will participate in the voting process.

Task:

- In order to participate in the PV Oscar competition 2016, the completed PV **action plan format should be submitted before 30 June 2016.**
- You will select one woreda targeted by your SA project, and one of five basic public service sectors (i.e. education, health, water and sanitation, agriculture, rural roads) in which your SA project has intervened.
- You focus on the sustainability and scaling efforts of social accountability by one or more stakeholder groups (service users, vulnerable groups, women, service providers, sector officers, Kebele/woreda administration, elected council members, etc).
This includes, scaling up initiatives to other kebeles and/or sectors by one or more stakeholder groups. If you choose just one stakeholder group, it has to be service users.
- You will form a PV makers' team, including 3 – 5 representatives from the selected stakeholder group(s). The PV makers' team will conduct the whole PV process together (except editing).
- The PV makers' team will develop a story board and subsequently interview and film the different stakeholder(s)
- You will produce 1 PV of 10 minutes. As it will be difficult for the stakeholder representatives in the PV makers' team to be involved in editing, you will organize a feedback session with them before the dialogue event.
- Within 2-4 weeks of completing the PVs, you will show and discuss the PVs at a dialogue event with citizens, basic public service providers and local government (i.e. sector office, administration and elected council members). The event will ideally lead to action to promote SA among new stakeholders and to spread social accountability to new kebeles.

- All PVs will be uploaded to the ESAP2 You Tube Channel

Who to interview/film?

The PV makers' team can either choose to make a PV based on interviews and focus group discussions, or the team can choose to design and film a creative script that is based on the findings of interviews and focus group discussions. It is up to the PV makers' team. Whatever the choice, the PV makers' team should speak with the following people:

1. Service users (including vulnerable groups)
2. Service providers/ sector officers/ kebele and woreda administration
3. Elected council members

Useful questions:

- What are the benefits of social accountability? In terms of service improvements, relationship with service providers?
- How do you think social accountability can be sustained? What have you already done to sustain social accountability?
- How do you think social accountability can be scaled up to other kebeles and sectors? What have you already done to scale up social accountability?

Deadlines for Participation in the PV Oscar Competition:

- Submit the completed action plan format (below) latest 30 June 2016 to marijke.bos@esap2.org.et
- Submit the completed PVs of maximum 10 minutes latest 15 September 2016
- Submit the brief report and the PV content form (below) latest 30 September 2016

You can either hand deliver a DVD with the PV(s) at or you can send the PV(s) using <https://www.wetransfer.com/>

Action Plan Format – PV Oscar Competition 2016

Theme: sustainability and scaling of social accountability

Questions	Answers
1. In which category of the PV 'Oscar' competition will your organization compete?	Category A Category B
2. In which woreda and sector(s) will you do the PV?	Woreda: Sector:
3. Who is the woreda coordinator, and what will be his/her role?	SA project coordinator in the woreda: Role:
4. Which stakeholder(s) will be interviewed?	
5. How will the PV makers' team be composed? (please provide numbers and names)	Staff from the SA project: 3-5 SA stakeholders in the woreda:
6. What training/orientation will you give the PV makers' team before the PV intervention starts? And how will you do this?	
7. When will the PV intervention (interviews and filming) take place?	
8. When will the PV(s) be shown in the woreda to the stakeholders (dialogue event)?	
9. What support will be provided by the SA project or by your organization?	
10. Which non-financial support would you like from ESAP2?	
11. How will you promote and disseminate your videos in the woreda/kebeles?	
12. On which social media do you plan to share the PVs?	
13. Which staff members within your organization will you train in the use of PV for SA promotion?	
14. How will you make PV part of monitoring and evaluation of your SA project?	

Important! You will need to convince your Project Manager or Director to support the PV

initiative. Please let him or her sign this form as evidence of their support.

Signed for endorsement by SA Project Manager or
Director of the organization

Name:

Titel:

Date:

Signature:

Please submit this action plan format latest 30 June 2016

Questions? Call Marijke tel: 0929006072 or 0912628292

Report of PV 'Oscar' competition 2016

The following question should be answered in a short report:

- What is your experience in this PV intervention? What went well? Any difficulties that you faced?
- Which stakeholders were involved in the PV process? Explain how they were involved?
- How was the response and discussion at community dialogue? Provide the detailed conclusions and recommendations
- How did you promote or disseminate the videos in the woreda?
- How did you share your PV experience on social media?
- How were other staff members trained and included in PV process?
- What plans do you have to sustain PV within your organization? What concrete plan do you have to apply it next time?
- How did you use PV for M&E purpose?
- What have you learned on PV intervention?

Include some pictures of the community dialogue with your report.

PV content form

Please describe the content of you PV *very briefly*, so that we can use it for qualitative data assessment in our M&E system.

Item / question:	Information
SAIP name / PV makers	
Region / Woreda / Kebele in which the PV is made	
Language spoken in the video	
English subtitles	Yes / no
Stakeholders in this video (delete what is not relevant, and add what is missing)	Citizens: Vulnerable people – which groups? Women Service users Service providers: Facility staff Sector office Woreda official (not sector) FTA Elected Officials/council
Sustainability/scaling efforts shown in the video	For each stakeholder type : <ul style="list-style-type: none"> • How is social accountability sustained? What have the stakeholders already done or planned? • How is social accountability scaled up to other kebeles and/or sectors? What have the stakeholders already done or planned?
Service problem(s) / improvement(s) shown in the video (if any)	Service Gaps: <ul style="list-style-type: none"> • Which service issues of women and vulnerable people are identified and incorporated in the Joint Action Plan?
Service improvements What basic services improvements have been achieved due to ESAP2 by sector including the specific woreda, kebele/service facility? Detailed story 1. 2. 3.	Who contributes? In what ways and how much did various stakeholders (Community, Service providers / local officials, elected council members, private sectors, NGOs ...etc) participate to achieve specific service improvements ? 1. 2. 3.

Role of SAC

- What was the role of SAC in sustaining and scaling SA?



Criteria of PV 'Oscar' competition 2016

#	Criteria	Maximum Score category A	Maximum Score category B	Remark
1	The social accountability message is clear	25	15	
2	The video shows sustainability and scaling effort or plans of social accountability to other kebeles and sectors	20	15	
3	<p>The PV has been edited with a lot of creativity</p> <ul style="list-style-type: none"> • The PV has a clear hero; • The PV has a beginning, middle and end; • Shots are not too long and to the point; • Flow of shots is fluent/animated; • Text used is clearly visible and has enough time to be read; • Voice over narration and/or music enhances the story; 	25	20	
4	A group of social accountability stakeholders has actively been involved in the PV process, that means, story board development, active role in filming and giving feedback on the PV stories	15	10	
5	The quality of the community dialogue: facilitation of the process of presenting the videos, dialogue and drawing conclusions;	15	15	a report with photos recommendations should be submitted
2	The PV skills have been cascaded to others in the organization and other staff in the organization have been trained in PV. Efforts have been made and evidence can be shown that PV and SA has been integrated in the project.	10	5	A short training report – a photo report is also accepted, as long as names of participants and training dates and location are provided Relevant project document(s) that show PV and SA integration

#	Criteria	Maximum Score category A	Maximum Score category B	Remark
3	The videos, but also impressions of the PV intervention have actively been promoted in woreda events for awareness creation and through the website and social media (Facebook, Youtube and other social media)	10	10	Dissemination of videos in woreda level events Media coverage by local television or radio Web-links to social media sites where you have promoted the PV
4.	Regularly new PV's have been developed and they have been used to promote SA	15	5	A DVD with the PVs or web-links to the PVs A short report on the SA promotion activities using the PVs – a photo report is also accepted, as long as dates and locations are provided
5.	The PV has been used for monitoring and evaluation and corrective action has been taken after the community dialogues.	15	5	Provide evidence of corrective action that has been taken after the community dialogues. A M&E report or project progress report that shows how PV is integrated into your M&E system
Total points		150	100	

Award II – SOCIAL ACCOUNTABILITY COMMITTEE HEROES 2016

Under this category individual community members, service providers/local administration and elected council members who went out of their way to sustain and scale SA to new intervention sectors and kebeles will be recognized. Twelve most prominent Social Accountability Committee Heroes (4 citizens, 4 service providers/local administration, and 4 elected council members) will be featured in a calendar, and the winning SAC heroes will be invited to the award ceremony.

Task:

- Select three kebele or woreda SAC members, one representing service users, one representing service providers/local administration, and one representing council – standing committee members. All three have gone the extra mile to sustain and scale up SA to additional kebeles and pro-poor sectors that were not targeted under ESAP2. These are your SAC Heroes. At least one of these 3 has to be a woman, and we encourage you to select citizen representatives from vulnerable groups.
- Develop a profile of the three selected SAC members, using the **Format - SAC Hero Competition 2016** for an interview with each of them. The format helps you to cover all the angles of a good human interest story. In addition, interview vulnerable groups, service providers and other SAC members for their opinion and testimonies about the SAC Heroes you have identified.
- Take **photos** to illustrate your story, including one picture of each of the SAC heroes, pictures of vulnerable people that are now receiving better services, and pictures to illustrate how services have been scaled to new intervention sectors and kebeles.
- If you submit the draft by 31 July 2016, you will receive feedback with which you can improve your story and photos.
- Finalize your SAC hero profiles and photos for submission latest 30 September 2016.

Deadlines for Participation in the SAC Hero Competition

Submit latest:	What to submit:
31 July 2016	submit drafts of the 3 formats SAC Hero to receive feedback
30 September 2016	The 3 final completed formats SAC Hero and photos If the size of your photos is too large to send by email, we recommend using https://www.wetransfer.com/

For questions contact Serkalem Tafesse / serkalem.tafesse@esap2.org.et / +251 913 472019

Format – SAC Hero Profile 2016

Theme: sustainability and scaling of social accountability

Please complete this form for each of the three SAC hero candidates, one representing service users, one representing service providers/local administration, and one representing elected council members.

Topic	Information that needs to be provided	Profile max 2 pages
SAC hero	Name and age? Location/woreda/sector? When and how did he/she become Social Accountability Committee member? What is his/her job in daily life? Two – three lines with information about his/her family life?	
Sustainability and Scaling	What has the SAC Hero contributed for the sustainability and scaling of SA? What has been scaled up? In which new intervention sectors and kebeles? What has she/he done to make sure that SA continues?	
Opinions and testimonies of others	What do vulnerable people, service providers and other SAC members say about the SA Hero? What can be said about his/her relationship with each of the SA stakeholders?	
Results	What SA results (behavior, service improvements) are achieved in the locality where the SAC hero is coming from?	
Innovation in community mobilization	How did the SAC Hero promote SA? How did he/she convince others to get involved? What did the SAC hero practically do to mobilize service users, especially vulnerable people? How did he/she gain their trust? In what way did he/she go the extra mile?	
Ownership and motivation	Why does the SAC Hero go the extra mile? What motivates him/her?	
Resource mobilization	How did the SAC Hero locate and organize locally available resources (e.g. from the local or regional government, the community, grassroots groups, NGOs or private businesses)? What arguments were used to convince SA stakeholders to contribute? In what way did he/she go the extra mile for resource mobilization to be deployed for sustainability and scaling?	

Criteria of SAC hero profile competition of 2016

#	Criteria	Maximum Score
1	Opinions and testimonies of others	10
2	Results	15
3	Innovation in community mobilization	10
4	Ownership and motivation	10
5	Resource Mobilization	15
6.	Sustainability and scaling up of social accountability	20
7.	Promoting gender diversity and inclusion vulnerable groups	10
8.	General impression of this SAC Hero (including leadership skills, considering gender equality, character, likeliness etc....)	10
9.	Sharing and communicating the SAC hero profile through as many as the below listed ways as possible: <ul style="list-style-type: none"> • Collaborate with FTA for dissemination of the story; • Get the story produced in local media; • Get the woreda coordinator, SAC member or PC interviewed on radio/TV/newspaper or printed media about the story; • Share the SAC hero profile on your website, in social media, and in publications of your organization. 	
	Total	100

Award III – SA Most Significant Change Story Competition 2016

A Most Significant Change Story (MSCS) deals with SA induced service improvements, their impact on people's lives, how changes occurred and most importantly for this competition what has been done to sustain and scale SA to kebeles and pro-poor sectors that were not targeted under ESAP2. The winning MSC stories will be published and may be used for SA promotion.

Task:

- Work together with the project team and SAC members to make the MSC story as rich as possible.
- The authors will select one woreda and one sector that represent the most significant change in scaling up and sustaining their SA project.
- The authors will identify stakeholders that have a story to tell about the selected sustainability and scaling effort. They will interview these service users, vulnerable groups, women, service providers, sector officers, Kebele/woreda administration, elected council members, etc. This will make the MSC story as rich as possible in terms of how SA has been scaled up to other kebeles and or sectors and the concrete steps taken to sustain SA.
- Take **pictures** to illustrate your MSC story, including pictures of the authors in action with stakeholders, pictures of service users and providers in scaled up kebeles or sectors, and pictures that illustrate improved facilities, and sustainability and scaling efforts.
- Share the MSC story to the stakeholders interviewed and enrich it further with their feedback. Attach the feedback as a proof of your sharing the draft stories.
- Draft one ***most significant change story of 1000-1500 words***, using the format provided. Submit the draft together with your pictures latest 31 July 2016 to receive feedback. Your final MSC story and pictures have to be submitted latest 30 September 2016.

How can you have a better chance of winning?

Stick to the theme and task described above. Your MSC story has to clearly illustrate scaling up and sustainability of SA for service users, and how it has happened. Use direct, interesting quotes from the people you have interviewed, to illustrate your story.

Make use of the opportunity we offer to get feedback to the draft MSC format and the quality of your pictures. The MA is always ready to help you.

Deadlines for Participation in the Most Significant Change story Competition

Submit latest:	What to submit:
31 July 2016	Draft story and photos if you want to receive feedback and have a better chance of winning
30 September 2016	The final completed format MSC story and 3-5 photos

For questions contact Meskerem Girma / meskerem.girma@esap2.org.et / +251 911 691444

Criteria of MSC competition of 2016

Criteria	Maximum Score
Background information (if Title is catchy, baseline situation clearly stated)	5
Interviewee information (interviewees composition as suggested , if women and representatives of vulnerable group are included)	5
Pictures are of good quality, illustrative enough to the MSC story	10
the story clearly explains what concrete steps taken to change stakeholders (attitudes, motivation, skills), concrete actions taken to broaden/deepen SA to more areas/sectors and specifically mentions how they will continue with SA	15
Story clearly states why the scaling up and sustainability story is significant? Who benefits, and in what way? (gender and social inclusiveness)	20
Story clearly explains how the scaling up and sustainability of SA happened? Clearly shows those involved, and in what way and it was inclusive of key stakeholders? And is meaningful for the stakeholders?	20
cost effectiveness of the scaling up and sustainability efforts	15
General impression of this MSC story: Is the most significant change story in line with social accountability's core intention, (i.e. up on scaling up has the core intention of SA been kept? Is the sustainability initiative in line with SA core intention? changes happen largely due to the fact that service providers are becoming responsive to citizens demand as opposed to over taxing citizen) who mainly benefits from the change etc....)	10
Sharing and communicating the MSC story through as many as the below listed ways as possible: <ul style="list-style-type: none"> • Collaborate with FTA for dissemination of the story; • Get the story produced in local media; • Get the woreda coordinator, SAC member or PC interviewed on radio/TV/newspaper or printed media about the story; • Share the MSC story on your website, in social media, and in publications of your organization. 	
Total	100

Format – MSC story Competition 2016

Topic	Information that needs to be provided	Information and MSC story of 1000-1500 words
Background information	<ul style="list-style-type: none"> • A catchy title that covers the content and attracts the attention of the readers. • Name(s) and position of the author(s) (e.g. Woreda coordinator, Project Coordinator, SAC members). • One paragraph to introduce the SAIP (sub-partner if applicable), and to give some background about the baseline situation in the targeted woreda/kebeles and sector covered by your SA project. 	Title: Authors: Background:
Interviewee information	Stakeholders interviewed: <ul style="list-style-type: none"> • Citizen (specify social or vulnerable group) • Service provider / government official (specify facility, sector, position) • Council – standing committee member 	(Provide names and specification per category of stakeholder)
The MSC story 1000-1500 words	From the SAIPs point of view, what has been the most significant story in relation to scaling up social accountability to other kebeles/sectors in your woreda. Explain in detail.	
	Why is this scaling and sustainability story so significant? Who benefits, and in what way?	
	How did the scaling and sustaining social accountability happen? Who was involved, and in what way? Describe significant events that happened and why they were meaningful?	
	Was the scaling up and sustainability efforts cost effective (i.e. estimate the cost of scaling up and sustainability initiative and explain if the result is worth the investment)	

Award IV - THEATRE FOR SOCIAL ACCOUNTABILITY 2016

Theatre for Social Accountability (TSA) was tested and proofed to be an effective tool to raise Social Accountability awareness is now included in the ESAP2 Oscar competition. The best three TSA performing groups will get prizes from 1st to 3rd. The first of them will be Oscar winner and will perform at the award ceremony.

Task

- Identify or organize a school club, out-of-school youth groups, women, vulnerable groups or any other citizen group who are willing and able to produce TSA and take part in this competition.
- Study the “Creating Social Accountability Theatre” manual to assists with the development of your TSA - drama. Read the sample TSA script entitled “ከመጠየቅ” Amharic version and “Gaafachuurraa....!” the Oromiffa version.
- Draw the setting, conflicts, content, situation and characters for the drama. Take inspiration from a case study, an observation, or simple research carried out where sustainability and scaling of SA is undertaken.
- Develop a drama text of 7 – 10 pages in any desired language. The maximum number of characters in the play has to be 5.
- Produce a 30 – 45 minute live drama – and engage the audience in a discussion about social accountability.
- Present the drama at 5 venues for an average of 250 participants/ audience. Presenting for various segment of the society will be advantageous, as you can gain bonus points.
- Collect feedback and opinions from the audience, and compile a final performance report. Supported the report by photo pictures or video (if possible) that serve as evidence of your 5 performances.

Technical support can be obtained from:

- the MA
- TSA performers under ESAP2 (contact the MA for more information)
- Professional and experienced theatre practitioners in your zone/region, or woreda Culture Tourism and Information Offices.

Any questions? Contact Mihret Massresha at +251 911 908645

Criteria for the TSA 'Oscar' competition 2016

#	Criteria	Maximum Score	Remarks
1	Quality of draft 7 - 10 page drama script, or summary, or outline or idea and a clear activity timetable.	10	
2	Theme: what message the drama wants to convey, does it holds SA concepts properly and does it respond to the competition theme: sustaining and scaling SA?	30	
3	Participatory (interactive): Does the drama leave space for audience participation?	20	
4	Aesthetic value: Attractive presentation, organization, audibility and performance skills	15	
5	Performance: staged at 5 venues for any segment of the respective community before the award day (5 points for each performance for a minimum of 50 participants (audience) at each performance venue.	25	points will not be calculated above 5 performances or above 250 participants
	Total points	100	



Report of TSA 'Oscar' competition 2016

The following question should be answered in a short report:

- What is your experience in this TSA intervention? What went well? Any difficulties that you faced?
- Which stakeholders were involved in the TSA performances? Explain how they were involved?
- How was the response and discussion at the TSA performance? Provide the detailed observations and recommendations from the audience.
- How did you promote or disseminate the TSA in the woreda?
- Did you share your TSA experience in print media, radio or social media?
- What plans do you have to sustain TSA? What concrete plan do you have to apply it next time?
- What have you learned on TSA intervention?

Include some pictures of each of the TSA performances with your report.

