



Program Policies

Twaweza East Africa 2015



Approved by the Board of Twaweza East Africa

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This document sets out basic principles underlying the key program components of Twaweza's work. Here we articulate the guiding principles, inspiration, higher level methodology, plus the reasons behind these.

1. Introduction

1.1 Status

Twaweza East Africa is a registered non-governmental organization with registration number 00NGO/R2/000422. Twaweza East Africa was originally incorporated in Tanzania under the Companies Act, No.12 of 2002 as a company limited by guarantee and not having share capital. Following the amendments to Tanzania's Companies' Act, 2002 which required all Companies limited by guarantee that are not promoting commerce, trade and investment to register under the NGO Act, 2002, Twaweza East Africa acquired its status as a non-governmental organization on 21 August, 2019.

Prior to being an independent legal entity, Twaweza was an initiative to promote citizen involvement and public accountability in East Africa which was hosted by Hivos Tanzania Limited up to 31 December, 2014. Thereafter, Twaweza signed an oversight and guidance agreement with Hivos Netherlands which authorized them to monitor Twaweza activities until 30 April, 2019.

1.2 Purpose and application

The Twaweza East Africa Program Policies describe the philosophy and policies guiding the work of the different Twaweza units and programs. The Program Policies will form the basis from which operational standards are developed and updated.

Philosophy

- We monitor and evaluate because we want to improve our practice; we are curious about how we are doing, engaging with questions on why and how something has (or has not) worked. We are guided by the principle of open-mindedness: we challenge our assumptions, admit when we are wrong, and adjust or change direction accordingly.
- We are curious about what is being tried and tested in the wider world and open to applying lessons on what we learn to our own work.
- We share all learning, monitoring, and evaluation tools, documents and findings with relevant, interested third parties in national, regional and international spaces.
- With the exception of confidential information, we shall be transparent about our findings and learning, whether originating from internal processes (monitoring) or external evaluations and whether illustrating successes or failures.

2.1 Monitoring

2.1.1 Twaweza shall adhere to high monitoring standards, reflecting good practices (including independent review/assessment, collecting data with clear use and purpose, regular and transparent communication, and feedback into implementation).

2.1.2 L&S shall facilitate the understanding of the Monitoring rationale, concepts, language, methods and data used among implementing units of Twaweza.

2.1.3 The organization shall endeavour to apply principles of human-centred design, wherever appropriate, in monitoring plans.

2.1.4 Each implementing unit shall make every effort to use the monitoring results and lessons for learning and improving practice; the L&S unit shall facilitate the learning process.

2.1.5 An overall monitoring plan covering all implementing units shall be developed annually. All relevant levels and components of monitoring shall be considered for every initiative before implementation and responsibilities outlined.

2.1.6 The choice of monitoring method shall be guided by the purpose of the exercise. Key criteria we shall consider include maximizing the usefulness of each exercise and value for money.

2.1.7 Gathering and making use of baseline information shall be considered for every major strand of work, and we shall prioritize the use of available information.

2.1.8 Systematic monitoring of main types of media shall be conducted, as it is an important platform to assess the contribution of our core workstreams.

2.2 Evaluation

2.2.1 Twaweza shall endeavour to rigorously examine core questions relevant to our Theory of Change as well as impact through the engagement of external evaluation expertise to ensure high quality, avoid conflict of interest, and for external accountability.

2.2.2 In evaluating impact, we shall engage external evaluators only after we have established reasonable confidence that the intervention is effective (proof of concept that the intervention contributes to outcomes).

2.2.3 Selection of external evaluation experts shall be led by the L&S unit in consultation with Senior Management and shall be consistent with the procurement policies of Twaweza. Quality and ability shall be of paramount importance; all other things being equal, preference shall be given to university-based researchers and expertise from the East Africa region.

2.2.4 Twaweza's Board shall be regularly kept abreast and have an opportunity to input into the evaluation process.

2.2.5 The choice of evaluation method shall be guided by the purpose of the exercise; key criteria we shall consider are maximizing the usefulness of each exercise and value for money.

2.2.6 Each implementing unit shall endeavour to use the evaluation results and lessons for learning and improving practice; the L&S unit shall facilitate the learning process.

2.2.7 Twaweza shall be transparent about the evaluations undertaken, specifically (a) publishing the design documents and instruments, in addition to data and results; (b) publishing results whether they signal success or failure; (c) pro-actively communicating findings both to specialized audiences, as well as in popular formats.

2.3 Learning Activities

2.3.1 Twaweza shall foster a culture of learning by creating opportunities and spaces and allocating resources for organizational learning. Individual staff learning, appraisals, and capacity building shall be handled by the Human Resources unit and the line managers in the relevant unit. Twaweza shall cover the professional fees and cost for seminars and other related fees only.

2.3.2 Twaweza shall create opportunities and reserve time for staff to engage with the lived reality of citizens in the countries where we work.

2.3.3 Twaweza staff shall be expected to read widely and critically in the fields relevant to Twaweza's work (transparency & accountability, basic education, open government).

2.3.4 Twaweza shall make every effort to be a space of productive learning for young people starting their careers.

2.3.5 Twaweza shall be actively connected to selected external (national, regional and international) bodies and networks that engage in and promote learning in the relevant fields (transparency & accountability, basic education, open government).

2.3.6 To ensure that annual plans are delivered based on its program strategies, Twaweza shall review its key program strategies, including advocacy strategy, communication strategy, L&S strategy and fundraising strategies yearly, preferably before the planning process.

3. Advocacy and Engagement (A&E)

Philosophy

- Our work is focused on analysis derived from the reverse logic process, which provides a clear purpose for all material production and advocacy. We disaggregate target audiences, identifying specific objectives for each audience and analysis of their opportunities and motivation for meeting the objectives, as well as their constraints.
- In strategizing around formats, channels and interventions for particular audiences and aims, Twaweza will be informed by principles of human-centred design, being guided by the audiences' views, preferences and habits.
- Generally, Twaweza will not engage in data collection, other research, analysis or any interventions without undertaking some level of public and/or policy engagement around this work, reaching target audiences in an accessible and relevant way.
Beyond content production that contributes to addressing Twaweza's key problems, specific outputs will be determined through consideration of their contribution to making Twaweza a highly valued, credible, rigorous source of relevant and topical information or an authority on the two domains of open government and basic education.
- Content is defined as all public facing material in any format, but there are different categories within this that are subject to different levels of quality assurance; see Table 1 for further details. An output is public facing if it will be communicated in a set form to more than one individual outside Twaweza.
- All content production and advocacy will project Twaweza's values: strategic, collaborative, imaginative, curious, rigorous and transparent.
- Every contact is viewed as an opportunity for communication to reflect Twaweza values, principles and positions.

3.1 What we communicate

3.1.1 Twaweza will conform to the highest standards of technical and interpretive rigour while telling stories, making data accessible and being engaging. Care will be taken to present the data honestly and to ensure that any claims derived from them are true to the data. Please refer to the Data Policy.

3.1.2 All content will be grounded in the latest thinking, evidence and ideas in a particular field while adding new elements to the debate. All conclusions will be thought through and backed by evidence.

3.1.3 All content will be reviewed against political context, thematic relevance, the integrity of conclusions, communications standards, and organizational values. The purpose of the content will determine how each of these elements will be treated.

3.1.4 Because much of Twaweza's work has the potential to be politically charged, everything communicated, in particular all claims made in content, will be checked carefully for veracity and accuracy, and the highest standards of data integrity and quality will be maintained. Care will be taken on how to present the data, and where data is interpreted, Twaweza shall take care of how the conclusion is derived.

3.1.5 Plagiarism shall be avoided at all times. All material sourced from other organizations or individuals shall be properly referenced and attributed.

3.2 How we communicate

3.2.1 All printed publications must be well-written or articulated. This means that we use accessible language, are succinct and accurate in grammar, punctuation and spelling, and materials are well structured with a logical flow. Fuller guidance is provided in the communication standards.

3.2.2 In order to maintain consistency, quality and uphold our values across the range of materials Twaweza produces, all public materials will adhere to the standards, style guides and brand guidelines created by the Public and Policy Engagement Unit.

3.2.3 As the point of emphasis of Twaweza materials is the content, not Twaweza itself, while we maintain a consistent visual identity, our branding is understated, quiet, reserved and thoughtful. The size of the logo and frequency of its use should generally be minimized, as guided by the Public and Policy Engagement guidelines.

3.2.4 Imagination and creativity are critical; thus, all materials must be compelling and engaging. Design is subjective, but there are general principles of good layout. Balance (weight of elements on different parts of the page), unity (consistency and relationship of elements on a page), alignment (type and graphics), repetition or consistency (of elements), contrast (size, colours), white space, hierarchy, flow and harmony are all important to ensure high quality material is produced.

3.3 Processes

3.3.1 The majority of public and policy engagement in consultation with the relevant unit will seek to address Twaweza's key problems. All material and advocacy designed to address the problems will have a clear purpose articulated through the reverse logic approach. Once aims and audiences are agreed upon across the organization, public and policy engagement will establish the most effective formats and channels to reach identified audiences and achieve the desired objectives.

3.3.2 Additional materials will be produced, and advocacy is undertaken around Twaweza's core programs and data collection activities. The objectives of the specific program of work or data collection exercise will drive the form, format and content of any materials or engagement.

3.3.3 The Executive Director must sign off all Twaweza materials at two key stages: 1) the concept or idea - which details the audience, purpose, and format of the output as well as an outline of content; and 2) at the final stage before production when changes are still possible.

3.3.4 If data or research is used, this must be reviewed by a Data Specialist to ensure proper interpretation of the data.

3.3.5 Popular material for mass audiences shall always be pretested and/or piloted and feedback incorporated before the output is produced at scale.

3.3.6 Policy material will be monitored for quality following production, and the findings from monitoring exercises will be used to enhance future material.

3.3.7 A physical and an electronic copy archive of all content produced will be maintained in a well-organised and accessible manner at all times. The hard copy archive shall contain five copies of all publications.

3.4 Domains

3.4.1 Website

3.4.1.1 The website is subject to the same quality control mechanisms as any formal official Twaweza output.

3.4.1.2 All projects, activities, partnerships, publications, presentations by staff and presentations to staff (or write-ups of the same) will be documented on the website.

3.4.1.3 The Public and Policy Engagement team bear responsibility for the overall direction of the website, freshness and quality of content, ensuring units are contributing sufficiently and developing templates, standards and norms. Individual units are responsible for submitting content about all their activities and projects.

3.4.1.4 The website shall be updated weekly.

3.4.1.5 Twaweza will publish all content on the website in English. Content will be translated into Kiswahili for major posts about Twaweza's work in Tanzania and Kenya.

3.4.1.6 Twaweza will maintain a well-organised, user-friendly website on which we shall endeavour to publish all public facing material and details of internal processes and documents in the interest of transparency.

3.4.1.7 Users of the website will not be able to comment directly on the website.

3.4.1.8 Links to external websites will be placed on the Twaweza website as follows: if they are directly linked to a specific piece of work or post; partners with whom we have a formal working relationship; or if they are viewed as a particularly insightful source of information. Other websites are free to link to the Twaweza website provided the products, activities or posts of that entity do not directly contravene Twaweza's values and positions.

3.4.2 Social Media

3.4.2.1 The Executive Director will determine what social media channels Twaweza uses and in what countries. This includes paying particular attention to the need for localization across certain channels, capacity to manage the channels, rationalizing effort and social media channels across the entire organization. The Executive Director will also determine who is authorized to post on Twaweza's official social media channels.

3.4.2.2 Although social media posts will not go through the full and formal quality control process that other materials do, Twaweza standards and values still apply, which shall be monitored by the A&E unit.

3.4.2.3 Twaweza recognizes that social media is more effective when personalized and reflective of an individual voice. Staff are encouraged to make use of personal social media channels and leverage their networks in this process. Office time can be used for this, provided this does not interfere with the delivery of core outputs.

3.4.2.4 When posting in their personal capacity, staff names and, therefore, posts are associated with Twaweza. Staff must ensure they are mindful of Twaweza views and values and that they are consistent

with them when posting content. Twaweza reserves the right to monitor staff personal social media accounts and ask for the removal of any inappropriate content and/or take any further action as per procedures.

3.5 Representation

3.5.1 In order to ensure consistency of messages, the Executive Director is Twaweza's primary spokesperson but can delegate this responsibility as s/he sees fit.

3.5.2 To ensure unity of voice and message, Twaweza will develop and maintain a series of organizational positions on core issues. These positions will be written up by the content production team but will draw entirely on the expertise of the thematic program area.

3.5.3 Staff are also free to speak on issues on which Twaweza does not have a position, but they must make it clear that they are speaking in their own capacity as an expert rather than formally representing the organization's position. However, staff must ensure that all public statements are consistent with Twaweza's values and views.

3.6 Branding

3.6.1 In order to convey the unity of the organization, the Twaweza logo and brand will be primary. Since the entire team works with one theory of change and programs are complementary and joined up, we work primarily under the main brand. Use of any other brands or logos should enhance and complement the Twaweza brand rather than diminish it.

3.7 Events

3.7.1 Venue and catering choice reflect on the organization and shall be taken to ensure that all elements related to events project Twaweza's brand and values.

3.7.2 In general, sitting allowances for participants in Twaweza events or meetings are discouraged. In the capital cities where Twaweza operates, absolutely no form of sitting allowances will be paid. Journalists, in particular, cannot be paid any money at all, whether for expenses or otherwise, for attending events. However, in recognition of the contextual difference in areas outside of the capital cities and the lack of affordable and regular transport, Twaweza may choose to pay a reasonable amount of transport reimbursement to meeting participants even if they are not required to spend the night outside their work station or home. This amount should be sufficient to cover actual costs rather than to serve as an incentive for attendance and shall generally not be paid to government officials for whom the meeting/event could be construed as part of their work responsibilities. Established rates shall be reviewed in advance by the Operations Manager and approved by the Executive Director.

4. Sauti za Wananchi

Philosophy

- Policymakers regularly make decisions for the whole country, but with poor access to the experiences and realities of a large majority of citizens. Sauti za Wananchi offers a unique opportunity, particularly to policymakers, to access data that provide insight into the real-time experiences and views of citizens. Additionally, the public will have the chance to access the views, voices and realities of people from across the country.
- Sauti za Wananchi is a mobile phone panel survey which is divided into two phases; a baseline survey which uses a traditional, face-to-face survey model with statistical rigour where respondents are randomly selected, while the second phase is a mobile phone survey phase where respondents are called periodically using a call centre.
- Although phone ownership in East Africa is growing rapidly, it is not universal. In order to bridge the phone ownership gap, during the Sauti za Wananchi baseline survey, mobile phones are handed out to all randomly selected respondents. The respondents are also provided with solar chargers because still, many East Africa households remain unconnected to the national electrical grids. Providing phones to everyone ensures that we get the views of everyone, not just those that were wealthy enough to buy a phone.
- The data collected by Sauti za Wananchi is subsequently translated into objective narratives that inform key decision makers, as well as a general audience of media consumers. These narratives can be used to inform and hold key decision makers to account.
- In order to promote real-time data usage, the Sauti za Wananchi platform is open for third-party usage for non-commercial purposes by development-minded organizations/individuals as well as Government agencies.
- An essential principle of any mobile phone panel survey is to allow for tracking over time of important public issues and policies: this means that core topics (e.g. water provision, education) should be revisited at least annually to build a statistical track record.

4.1 Relation with the respondents

4.1.1 Respondents will always be treated with respect. This applies to soliciting their cooperation during the baseline as well as during the callback phase.

4.1.2 In the baseline survey phase, heads of households of randomly selected households will be asked whether they consent to the random selection of an adult from their household. Refusal to cooperate will always be respected, and respondents shall never be pressured to join the survey.

4.1.3 In the baseline survey phase, randomly selected respondents shall be asked for their consent and shall sign an agreement form to confirm their participation in Sauti za Wananchi. Refusal to participate at the baseline phase or the call round phase shall always be respected.

4.1.4 The only time a respondent is considered to have dropped out of Sauti za Wananchi will be when the respondent verbally mentions having dropped out of Sauti za Wananchi, institutionalized (jail, mental health facility), dead or incapacitated. In case the respondent drops out before the end of the project's completion, he or she will be asked to return his or her mobile phone back to the group leader so that it can be given to reserve respondents or handed back to Twaweza.

4.1.5 The anonymity of respondent identities will be promised during baseline and safeguarded throughout the project. Data sets will only be shared with third parties, or the public after all personal identification and low-level geographical markers (such as phone numbers and GPS codes) have been removed.

4.1.6 Respondents will receive a small token of appreciation at the end of each completed phone interview: in the form of mobile phone credit.

4.1.7 Respondents will receive feedback on how the results of the Sauti za Wananchi survey results have been used. The feedback will be shared in the form of SMS at least once every quarter.

4.1.8 Once the mobile phone surveys (call rounds) have run for around eighteen months, the Sauti za Wananchi team will revisit all respondents for a face-to-face interview. This revisit will be used to verify that the sample is still nationally representative well as to offer more feedback to the respondents as well as encourage the inactive respondents to rejoin the sample.

4.2 Sample

4.2.1 Sauti za Wananchi will draw a sample of 2,000 households in 200 enumeration areas (EAs) which provide estimates at standard statistical precision levels (EAs will be our Primary Sampling Units or PSUs). Sample size calculations show that with ten households per EA, a sample of 200 EAs is sufficient for a confidence interval of +/- 5 percentage points. A population of 200 EAs allows for sub-group analysis and safeguards the survey's statistical precision given that attrition (i.e. drop-outs) is expected in a phone panel survey.

4.2.2 Sauti za Wananchi shall sample randomly in three sampling stages: EAs, households and individual adult respondents. The principle of random sampling throughout shall underlie all claims regarding unbiased estimates of population parameters.

4.2.3 Sauti za Wananchi shall remain national in scope, with rural/urban strata. The sample is intended to give representative and precise estimates at the national level, as well as the urban and rural areas.

4.2.4 The sample shall typically be sufficiently large to provide statistically significant estimates by important variables such as age, gender, education and asset quintile. It should be noted that this analysis of sub-groups can only provide indicative findings.

4.2.5 The sample shall typically not be large enough to provide estimates at regional country or district levels and should not be presented as such.

4.2.6 During the baseline phase, Sauti za Wananchi will identify an active citizen outside the randomly selected respondents to serve as a citizen monitor (a person who is called upon to make a few observations on the ground and report back and also support the call centre in tracing inactive and hard to reach respondents).

4.2.7 Sauti za Wananchi is a household survey, but it shall also use a panel of citizens to collect regular data from health facilities, schools and water points; pricing of items through citizen monitors which serve the communities from which the sample is conducted. This data can be used independently or to complement the household survey findings.

4.2.8 A fresh sample shall be drawn every two to three years to prevent "Sauti veteran" effects. Subsequently, a new sample must also be taken if there is reason to believe that the sample is no longer representative.

4.3 Research Themes

4.3.1 An essential principle of any mobile phone panel survey is to allow for tracking over time of important public issues and policies: this means that core topics (e.g. water provision, education, health) should be revisited at least annually to build a statistical track record.

4.3.2 Sauti za Wananchi's thematic calendar will prioritize Twaweza problems, which are derived from Twaweza's domains of basic education and open government (Access to information/citizen participation). Other thematic areas to be covered under the calendar are public service delivery, as well as issues of general public interest.

4.3.3 The Sauti za Wananchi calendar shall be set by the Sauti za Wananchi Manager in consultation with the Director for Data and Voice and the Executive Director; topics can be suggested by staff, respondents, partners, and other interested parties - subject to the Sauti Third Party Use policy.

4.3.4 The Sauti za Wananchi thematic calendar will be designed and approved at the beginning of a new calendar year / just after a baseline phase. The Sauti za Wananchi calendar is a guide and can be changed with approval from the Executive Director.

4.3.5 Depending on the date of the completion of the baseline phase, Sauti za Wananchi will conduct at least ten call rounds. We also have at least one open round to accommodate 3rd parties as defined in the Sauti za Wananchi Third Party Use policy (Annex 1).

4.3.6 Twaweza shall encourage the government and its agencies to use the Sauti za Wananchi infrastructure to collect data on opinions, preferences, experiences and realities of citizens on the ground.

4.3.7 With the exception of a year where a revisit has been planned, Sauti za Wananchi will dedicate either a few questions or a full round to receive feedback from the Sauti za Wananchi respondents on the survey.

4.3.8 Where possible and appropriate, similar or identical topics/questionnaires will be covered in different country samples at the same time so as to enable comparability of results and publish these comparisons.

4.4 Questionnaires

4.4.1 Sauti za Wananchi questionnaires are designed by the Sauti za Wananchi research officers with the support of the Sauti za Wananchi regional manager. The draft questionnaires are subject to internal peer review from other Twaweza staff, especially from ED and the A&E unit. The final questionnaire is signed off by the Director of Voice and Participation.

4.4.2 General guidelines on questionnaire length, development and comparability of questions between rounds are documented in a Twaweza-World Bank mobile phone panel handbook (published in 2016). These guidelines will be respected when developing questionnaires.

4.4.3 A particularly important design aspect is questionnaire length, which should not exceed 20 questions in order to limit respondent fatigue and attrition (drop-outs).

4.4.4 Questions should be simple, largely close-ended, with few answer categories. This ensures clarity since call centre enumerators cannot read respondents' body language.

4.4.5 For comparability and monitoring of trends, Sauti za Wananchi will strive to use questions from external surveys which have been tested over time on specific subjects of interest.

4.4.6 The questionnaire is designed in English in all the 3 East African countries. It will be administered at the call centre in Kiswahili in Tanzania, while it is administered in English in Kenya and Uganda (and in other main local languages if applicable).

4.4.7 When publishing the data and report, the final English and Kiswahili questionnaire(s) will be made public on the Twaweza website.

4.5 Data collection and architecture

4.5.1 The baseline and call round phase will be implemented by a credible professional research firm with demonstrated experience in data collection as well as the ability to run a research call centre. The selection of the research firm will be based on the Twaweza procurement policy.

4.5.2 Call rounds are numbered per country, based on each respective year.

4.5.3 The Sauti za Wananchi researcher per country is responsible for monitoring the performance of the call centre as well as the raw data sent by the research firm. A comprehensive output analysis must be conducted before payments are made.

4.5.4 Minimum standards for data delivery by the data firm include all identifying meta-data for all respondents, regardless of whether they were reached at that round, consistent answer codes for common answers (e.g. "Don't Know" always coded as -888). Importantly, all respondents must be identified by a consistent Unique Household Number (uhn variable), which remains the same overall call rounds.

4.5.5 Data should always be delivered with a Data Map with full mapping of data labels and value labels.

4.6 Data analysis

4.6.1 Data analysis must start by merging round data with the baseline data.

4.6.2 Data analysis must always be done using the proper combination of design and non-response weights; to counter any accusations of the survey no longer being representative. Data analysis must take into account the clustered nature of sampling.

4.6.3 It is recommended to use Stata for data analysis, as Stata ensures replicability and transparency of analyses. That said, other adequate software alternatives are R, SPSS, SAS. Excel is *not* recommended for the data analysis since it cannot incorporate sample weighting.

4.6.4 All statistical estimates are prepared and documented in one of the recommended statistical analysis software; estimates are normally exported as tables to Excel, which is then used to prepare tables and graphs.

4.7 Outputs and presentation

4.7.1 The primary outputs of Sauti za Wananchi are the briefs. These contain a descriptive analysis, in non-technical language, of the data narrated via a series of key facts. The key facts contain salient pieces of information mainly from the call data, at times enhanced by baseline data as well as facts based on secondary data sets.

4.7.2 Repetition should be avoided. A description of what is in a graph(s) or stating the obvious does not suffice; a graph often does not need many words to explain it. Interpretation, providing new angles is key.

4.7.3 The target audience for Sauti za Wananchi briefs are (sector/topic specific) policymakers, which include the following: members of parliament, government officials, donors, business leaders, think tanks, researchers and NGOs.

4.7.4 Key facts are presented as population means, at times disaggregated into a subgroup analysis (e.g. urban-rural).

4.7.5 Standard errors are not normally presented. Differences between subgroup means should be highlighted only when the difference is statistically significant. With the exception of Tanzania, where the briefs will be published in both English and Kiswahili, the briefs in Kenya and Uganda will be published in English only.

4.7.6 Numbers are presented without decimals; fractions are presented as percentages.

4.7.7 The writing of briefs needs to be of the highest quality in content, grammar and spelling (see Communications Standards).

4.7.8 The Sauti za Wananchi briefs are copy edited by the Communication Team and signed by the Executive Director.

4.7.9 Sauti za Wananchi will support the A&E unit in making the Sauti za Wananchi data available in other user-friendly formats (e.g. blogs, interactive infographics, and so on) by providing the necessary data and analysis recommended by the A&E unit.

4.7.10 The results of the brief are launched in an event organised by the Twaweza Advocacy Lead in each country. The launch involves a stakeholder forum and a press conference.

4.7.11 The Twaweza Advocacy Lead in each country, in collaboration with the Country Lead and Sauti lead person, will invite discussants who will deliberate on the findings and flag off the discussion.

4.7.12 All the Sauti za Wananchi outputs (raw data, data map, questionnaire, brief(s)) will be made public on the Twaweza website.

4.8 Monitoring

4.8.1 The internal day-to-day monitoring of the quality of Sauti za Wananchi activities will be done by the Sauti za Wananchi team in each country.

4.8.2 The overall outreach of Sauti za Wananchi outputs, impact (effects) and communication will be monitored by the Learning Monitoring and Evaluation (LME) teams in each country. The L&S unit will provide feedback to the program annually on areas that need improvement.

Purpose

Twaweza is a citizen-centred initiative focusing on large-scale change across East Africa. Twaweza set up the *Sauti za Wananchi* (SzW) nationally representative mobile phone survey to collect information from citizens about their lives, opinions and choices. From its inception stage, Twaweza intended to share the SzW platform with third parties, meaning that the SzW sample of respondents receives questions originating from a party outside Twaweza. The purpose of this policy is to articulate the principles and practices regarding third party use.

1.1 Eligibility

1.1.1 Access to the platform will be provided to development minded organizations/individuals to use the platform for non-commercial purposes.

1.1.2 Twaweza will, on case by case, decide on third party applications and partnerships. If access is granted in principle, Twaweza determines the number of call rounds allocated to the third party and the conditions of use.

1.2 Contracting

Third parties need to contract Twaweza to obtain access to the *Sauti za Wananchi* platform. Twaweza will contract a data firm to collect data for all the data collection rounds. Contracts are signed for the number of rounds allocated to the third party.

1.3 Frequency and calendar

1.3.1 *Sauti za Wananchi* will conduct at least one round of data collection every month. This means the *Sauti za Wananchi* infrastructure can collect data for at least 12 rounds in each calendar year.

1.3.2 Twaweza will decide the maximum number of data collection rounds that a third party can use the *Sauti za Wananchi* platform. At least one round per year will be offered as a third party round in each country.

1.3.3 Data collection rounds in the *Sauti za Wananchi* platform are categorized as follows:

- A. **Third-party only rounds** - This data collection round will be fully funded by the third party, and most/all the questions in that round will come from the third party. Twaweza reserves the right to add a few questions in the third party rounds.
- B. **Joint rounds**- In case there is a round of mutual interest to Twaweza and the third party, Twaweza and the third party will co-fund that round of data collection. Twaweza and the third party will agree on the questions they will load in that data collection round. The agreement on the questions will be done prior to the contracting.

1.3.4 Twaweza reserves the right to determine and change the allocation of data collection rounds on the annual *Sauti za Wananchi* calendar if circumstances so dictate.

1.3.5 In order to provide access to a wide range of partners, at the start of a calendar year, third parties will be allocated up to a maximum of two type A (fully funded) rounds for that calendar year (unless otherwise communicated by Twaweza).

1.4 Topics and questionnaires

1.4.1 The contract will allow a questionnaire that has between 15 and 20 questions.

1.4.2 Third parties should ensure that they submit their questionnaires to Twaweza at least one month before the date set for data collection.

1.4.3 Twaweza reserves the right to drop/alter questions but will, in such cases, contact the third party before doing so (Twaweza may advise third parties on the appropriateness of asking certain questions over the phone or on sensitivity likely to result in general or question specific non-response or even attrition).

1.5 Contact persons

1.5.1 Third parties who will contract Twaweza to use the *Sauti za Wananchi* Infrastructure will designate one liaison person who is able to quickly respond to queries or comments. On the side of Twaweza, the *Sauti za Wananchi* –the country officer will be the liaison officer for third Parties, in close contact with the Sauti Regional Manager.

1.5.2 In the event that a third party has data queries on a round they have commissioned, they will contact Twaweza. If necessary, Twaweza will put the third party in touch with the data firm.

1.5.3 In the event that a large part of the data set in a given data collection round cannot be used, Twaweza will offer to liaise with the data firm to re-do that round of data collection. This round of data collection will be scheduled for the next free data collection round. In the event that the third party does not want the round to be re-done, Twaweza will refund the advance payment made by the third party, and its liability ends there.

1.5.4 In the event that a third or less of the data in a particular round (not more than five questions) cannot be used, Twaweza will liaise with the third party and the data firm to recover the data by loading the lost questions in one of the next rounds.

1.6 Data and Publication Protocols

1.6.1 All data collected for third parties using the *Sauti za Wananchi* platform will be put in the public domain 30 days after data is submitted to the third party unless the data has unresolved data queries.

1.6.2 Twaweza has the right to use and analyse data collected using third party questionnaires immediately after the data is submitted to the third party. Twaweza will publish only after the third party has published using these data or after the data have been made public (whichever comes first).

1.6.3 All publications, graphs, tables, facts and other types of publications based on data collected by the *Sauti za Wananchi* platform should acknowledge *Sauti za Wananchi* as follows:

- For briefs, reports, output: "The findings in this brief (report /output) are based on data collected by *Sauti za Wananchi*, Africa's first nationally representative mobile phone survey fielded by Twaweza. The findings, interpretations, and conclusions expressed in this brief/report/output are entirely those of the authors and do not necessarily represent the views of Twaweza." This acknowledgement should be placed in a prominent place.

- For stand-alone graphs, tables, stand-alone facts: "Twaweza, SzW survey (Round[n]), (Month), (Year)" below the graph, table, fact.

1.6.4 The Twaweza logo should only be used in case of a joint publication.

1.6.5 All 3rd parties commit to at least publishing one output (briefs, reports & blogs) which results from the use of the Sauti za Wananchi infrastructure. The publishing of the report has to be done not later than 6months from the date of receiving data failure, to which future engagement with the partner will be reevaluated.

1.7 Investment

1.7.1 The amount to be contributed by the third party for each data collection round depends on the nature of the data collection round, i.e. type A (third party only) or type B (joint round).

- For a type A (third party only) round, the third party will contribute 100% of the costs of data collection;
- For a type B (joint) round, the third party will contribute 50% of the costs of data collection.

1.7.2 The contributions shall be made as follows:

- 50% upon consideration for a data collection round using the *Sauti za Wananchi* platform - Commissioning Fee
- 50% upon verification of data quality and acceptance by the third party of the clean and final data sets, marking the successful completion of the round of data collection using the *Sauti za Wananchi* platform- Completion Fee

1.7.3 The cost of data collection to be contributed to by third parties is determined by Twaweza based on monthly data collection and management costs plus a fraction of investment costs. The exact amount may change over time.

1.8 Cancellation of contract

In the event that the third party wants to cancel a round of data collection, he or she should do this at least one month prior to the date set for data collection. If the cancellation is made at shorter notice, the third party will lose 50% of the commissioning fee.

1.9 Copyright

1.9.1 Twaweza shall maintain the copyright of the Sauti za Wananchi design, software applications and information, including reproduction in any format.

1.9.2 Third parties agree to engage with the *Sauti za Wananchi* platform and data firm only through Twaweza.