

Deliverable D 11 : First report on Dissemination and Communication

Work Package 3: Communication and Dissemination

Date of delivery: November 29th 2022

Leader: Smart Africa Secretariat

Contributors

| Name | Organisation |
|------------|--------------|
| Yvan Guehi | SAS |

Revision History

| Version | Date | Reviewer | Modifications |
|---------|------------|------------------|---------------|
| 1.0 | 31.10.2022 | Yvan Guehi | Established |
| 2.0 | 01.11.2022 | Lucrezia Biteete | Comments |
| 2.1 | 21.11.2022 | Lucrezia Biteete | Comments |

The IDEA D4D Hub project is funded under the Horizon 2020 Programme co-funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). With a duration of 22 months starting in December 2021, it seeks to strengthen the capacity of civil society organisations and academia in Africa to participate in a meaningful dialogue around inclusive digital transformation. It is implemented by 5 partners; BetterplaceLab, Enabel, Expertise France, GIZ and Smart Africa Secretariat.



Communications and Dissemination Report

IDEA D4D Hub Project

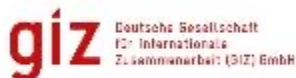


07/10/2022



The IDEA D4D Hub Project is funded by the H2020 Framework Programme of the European Union, co-funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) (Grant Agreement 101017015)

Partners:



Introduction

- This document details the communications activities undertaken to promote the IDEA D4D Hub project. It also shows the results and how we utilized the communication assets available to Smart Africa to increase awareness and recognition, support and general uptake for each activity

Brand Identity and Materials

- A brand identity has been developed to support the IDEA D4D Hub Project and the following items :
- A logo
- This logo was developed taking into considerations the comments from the Global D4D Hub Secretariat and INTPA.



Brand Identity and Materials

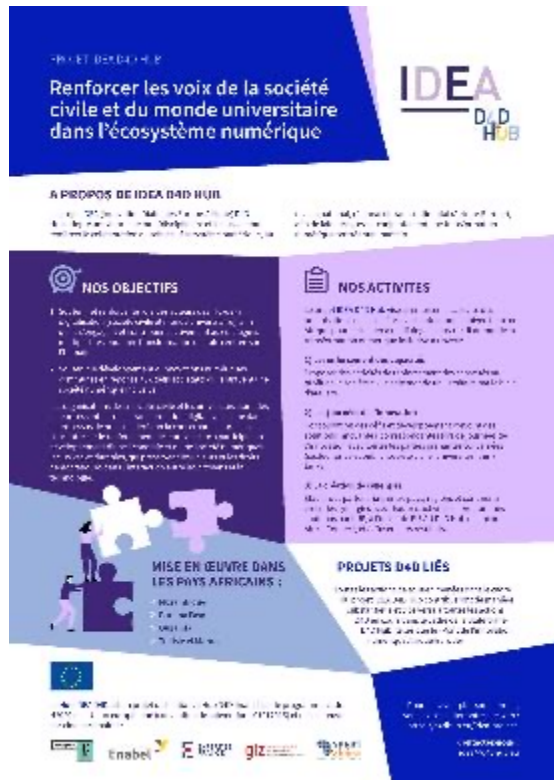
- A website page under the D4D Hub
- The consortium agreed to develop it as a subpage under the D4D website for sustainability reasons since the project is ending in 2023.
- All projects deliverables are available for download on the website.



<https://d4dhub.eu/idea-project>

Brand Identity and Materials

■ A factsheet

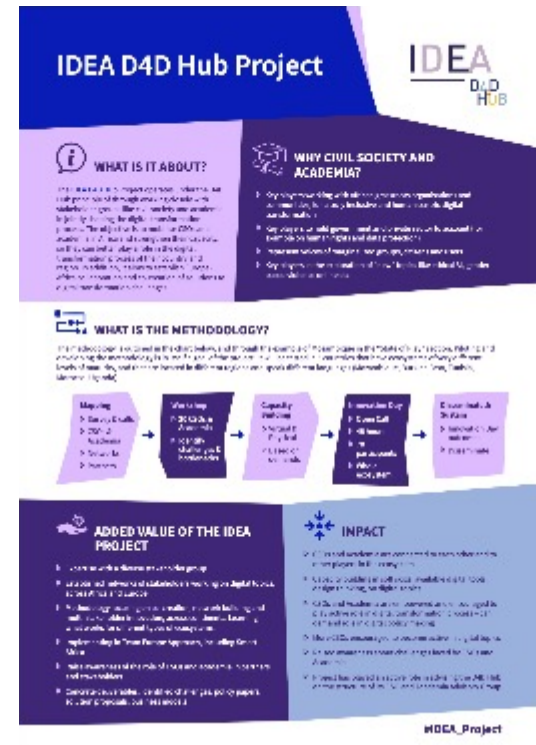


■ A pull-up banner



Brand Identity and Materials

- A powerpoint template
- A 2-pager report



Social Media

- The consortium agreed to create dedicated social media channels for the IDEA D4D Hub project.
- The D4D Hub informed the consortium that it was not possible to have dedicated social media channels for coherence and quality control reasons.



- This situation created challenges for us to build a community around the project and capitalize on the activities and knowledge created.
- The social media activity of the project is shared on each partner channels which is not efficient for consistent and consolidated communications. This also makes it impossible to track number of followers
- Social media activities will be detailed in each workshop and innovation days.

Workshop - Mozambique

WORKSHOP

**Capacity strengthening
for digitalization with Civil
Society Organisations and
Academia**

IDEAD4DHUB

Venue **Franco-Mozambicain Cultural
Center (CCFM)**

Date **12th July, 2022**

Time **9 am**

The IDEAD4DHUB is a project funded by the IDEAD4DHUB initiative selected by the H2020 Transversal Programme of the European Union (Grant Agreement 101017014) and its partners.

Enabel SCORPIO giz SITUAT

Contact us: idea@d4dhub.eu

- The workshop took place in Mozambique on July 12th 2022.
- The following communication and dissemination activities were completed:
 - Branding: one master graphic, notebook and pen
 - Social media: 3 social media post on each of Smart Africa social media channels reshared by most of the consortium partners. These posts have generated an average of:
 - Twitter: 3000 views.
 - Facebook: 1500 views
 - Linkedin: 3000 views
- 19 participants attended from 15 CSOs.

Workshop - Burkina Faso

The poster is divided into two main color sections: a dark purple top half and a light purple bottom half. The top half contains the title 'Renforcement des capacités pour la digitalisation avec les organisations de la société civile et les universités' in white text. The bottom half contains event details in black text: 'Lieu: Association Burkinabé pour le Management de la Qualité (ABMAQ), Ouagadougou', 'Date: 28 Septembre 2022', and 'Heure: 9h00'. To the right of the text is a graphic with the 'IDEA D4D HUB' logo and a photograph of hands interacting with a digital interface. At the bottom left are logos for the European Union, Enabel, and other partners. At the bottom right is the contact information 'Contactez-nous : idee@4dhub.eu'.

Renforcement des capacités pour la digitalisation avec les organisations de la société civile et les universités

IDEA D4D HUB

Lieu: Association Burkinabé pour le Management de la Qualité (ABMAQ), Ouagadougou

Date: 28 Septembre 2022

Heure: 9h00

Contactez-nous : idee@4dhub.eu

- The workshop took place in Burkina Faso on September 28th 2022.
- The following activities have been undertaken:
 - Branding: one master graphic, notebook and pen
 - Social media: 1 social media post on smart africa social media pages reshared by all the consortium partners. This post has generated an average of
 - Twitter: 1000 views.
 - Facebook: 500 views
 - LinkedIn: 1000 views
- 20 participants from 19 CSOs and 1 non CSO

Innovation days - Mozambique

- The Innovation Days were organised in Mozambique on October 18 – 19 2022.
- The following communication and dissemination activities were completed:
 - Branding: one master graphic,
 - Printing: 100 totebags, 100 badges and lanyards, 100 notebook, 100pen, 100 folders, 100 factsheets, 2 banners, 1 photowall.
- 75 participants in total have attended coming from 19 organizations
- A press release has been distributed and was picked up by 964 websites (English 35%, French 33% and Portuguese 32%). Amongst the most influential media that picked up your release are CNBC Africa (Circulation: 3 896 740), The Guardian (Circulation: 17 394 075) and Social.XYZ (Circulation: 2 762 320).



Innovation days - Mozambique

- Social media activities:
- Open call:
 - 2 social media post on smart africa social media channels reshared by all the consortium partners. These posts have generated an average of
 - Twitter: 1700 views
 - Facebook: 650 views
 - Linkedin: 1700 views
 - 1 social media post was prepared to target the EU organisations.
- Innovation days:
 - 5 social media posts on Smart Africa social media channels
 - Twitter: 2200 views
 - Facebook: 1500 views
 - Linkedin: 4250 views



PHYSICAL EVENT

IDEA Innovation Days

Co-designing solutions to challenges and problems on the topic of digitalisation in Mozambique

IDEA D4D HUB

Venue: Hotel Cardoso, Maputo – Mozambique

Date: 18-19 October 2022

Time: 9am

The IDEA D4D Hub is a project under the D4D Hub initiative funded by the Horizon Framework Programme of the European Union (Grant Agreement 101019101) and implemented by the partners.

Logos: European Union, Enabel, EXPERTISE FRANCE, giz, smart africa

Contact us: idea@d4dhub.eu

Innovation days - Mozambique



Stakeholders outreach

- Many meetings and sessions were organized in order to present the project and its activities from the main stakeholders of the digital ecosystem in Europe and Africa.
- The IDEA consortium members held meetings with development agencies, multilateral organizations CSOs, CSOs networks, global and continental NGOs with the aim to mobilize additional insights and support for the project activities, to identify participants/beneficiaries and to explore the opportunities for collaboration on the sustainability of the project.
- The organizations are the following :
 - Development agencies and multilateral organizations : UNDP in Maputo, EUD in Mozambique and Burkina Faso, AICS (Italian Agency for Development Cooperation) in Maputo, ITU, GSMA, ResiCodi, GIZ Good Governance Programme in Burkina Faso, GIZ African Union Liaison Office
 - CSOs Networks, NGOs : CIVIC Tech Innovation Network, Alliance for Affordable Internet (A4AI), African Defenders, The Charter Project Africa, Heinrich Böll Stiftung, ISOC

Events collaboration

- Participation in events was identified as one of the dissemination activities of the project.
- For this first period of the project, and with regard to the advancement of the activities (happening mainly towards the end of this period), the consortium agreed not to participate to events without having a consistent content to share (challenges mapping, solution identification, stakeholder dynamics...). The events participation will be focused on 2023.
- This being said, IDEA project was involved in 2 events with support on organization or content/visibility contribution :
 - Africa-Europe D4D Hub Multistakeholder Forum (Mar. 18, 2022) : presentation of the IDEA project for the CSOs participating in the MSF in collaboration with D4D Hub
 - CIVIC Tech Innovation Forum (Oct 17-18, 2022) : mobilizing speakers for the round table on “The Support & Funding Environment for African Information Ecosystems”
- The IDEA Project team also presented the project at several EU or agency internal events:
 - Presentation of IDEA Project at Digital Africa Gathering of GIZ on 13.09.2022
 - Presentation of IDEA and first lessons from Innovation Day in Mozambique for DG INTPA F5 and A2 on 04.11.2022
 - Presentation of IDEA during AEDIB 2.0 mapping workshop on 16.11.2022 organized by INTPA F5

KPI Progress

| TOOLS/CHANNELS | METRICS METHODS | EXPECTED RESULTS | ACHIEVED FIRST HALF |
|---|---|---|---|
| Website | No of visits, time spent on the web portal and returning visitors; No of countries | 300 visits per month. More than 90% of visitors spending 1 minutes or more on the website More than 50% of returning visitors are from 60 different countries | |
| Social Media | Number of followers | 500 followers on Twitter and Facebook | N/A since we don't have dedicated social media channels |
| Press release/articles | Number of publications | At least 4 publications | 1 |
| Media Interviews | Number of interviews | At least 4 media interviews | 0 |
| External events, conferences, workshops | Number of external events we expect to participate | At least 2 events participation | 1 (Multi Stakeholder Forum) |
| Newsletter | Newsletter dispatched | 6 newsletters dispatched | 3 Newsletters contributions in the D4D Hub Newsletter |
| 4 Innovation Days | No of participants | 60 participants per Innovation Day | 1 |
| 4 Workshops | No of participants | 40-50 participants per workshop | 2 |