

The Partnership elevation project

1. Context

The Partnership Elevation Project (PEP) aims to digitally (using a software application) bridge the communication gap between governments (mainly in developing countries) and their citizens.

There are three (3) primary functions of government communication:

- i) informing,
- ii) advocating/persuading (for policies and reforms), and
- iii) engaging citizens.

Communication represents an important function of government, responsible for improving three (3) principal elements of government:

- i) effectiveness (building broad support and legitimacy for programs),
- ii) responsiveness (knowing citizens needs and responding to them), and
- iii) accountability (explaining government stewardship and providing mechanisms to hold governments accountable).¹

Two-way communication between the government and the public produces governance outcomes that are of higher quality and more sustainable. Consulting and engaging the public should not be limited to elections, crises, and politically risky issues. Governments need more cognisance of the reality that if they don't communicate, others (including opposing elements) may dominate the public agenda. Showing citizens that the government listens may be as important as actually listening; though of course over the long run, citizens need to see that their input is being taken seriously. Efficiency is an incentive that may serve as motivation for governments to improve their communication capacity.² E-government initiatives like the PEP can serve to promote improvements.

Therefore, this project serves as a tool to bridge the gap between citizens and governments mainly in developing countries.

2. Purpose

The Partnership elevation project aims at providing both the government and its population a foundation for understanding, clarity and transparency on the needs of the population and the means at the disposal of the government to meet them.

¹ The World Bank Group, George Washington University, *The Contribution of Government Communication Capacity to Achieving Good Governance Outcomes*, Page 2,
<http://siteresources.worldbank.org/EXTGOVACC/Resources/GWCommGAProundtableRapporteursreport.pdf>

² Ibid Page 5-6

The Partnership elevation project is a digital social service provided on a phone application or on computers. The App aims at: i) empowering citizens by improving their economic/financial literacy and increasing awareness of their economic environment. One step towards transparency is one step towards trust in institutions. ii) The project also aims at making citizens more active participants of their democracy. iii) It provides a space for practical deliberations based on the SDGs. where SDGs-based e-suggestions are first submitted and then reported to governments in order for them to approach these challenges in a user-centered manner.

3. **App composition**

Four main pages will be displayed for the user:

1. **Pedagogic** page where short videos or audio are available for the user to be sensitized on the institutions of the state (the structure of the government i.e. judiciary, legislature and executive and how they interact with each other, other core government institutions and the role they play etc.);
2. **State's finances** page where details relating to fiscal and monetary issues are made available. These include: on state revenues, and expenses, loans and grants received from international institutions or foreign countries and how these resources will be used; while aligning the expected outcomes with SDGs
3. **Citizen input** page with a SDG-orientated questionnaire for the citizens to submit their input. Upon request of the government
4. **Government output** page where the government will communicate their achievements to the people and also share their policies, future plans and vision for the country and the citizens.



*Creating a healthy space
of political engagement
for the children of Africa!*

4. Suggested Participants lists

Who should be invited:

- ✓ Program staff responsible for delivering service
- ✓ Government officials (EU)
- ✓ International organizations (ITU, UNDP)
- ✓ Civil society, professionals, “Champion citizens”
- ✓ Public and private investors

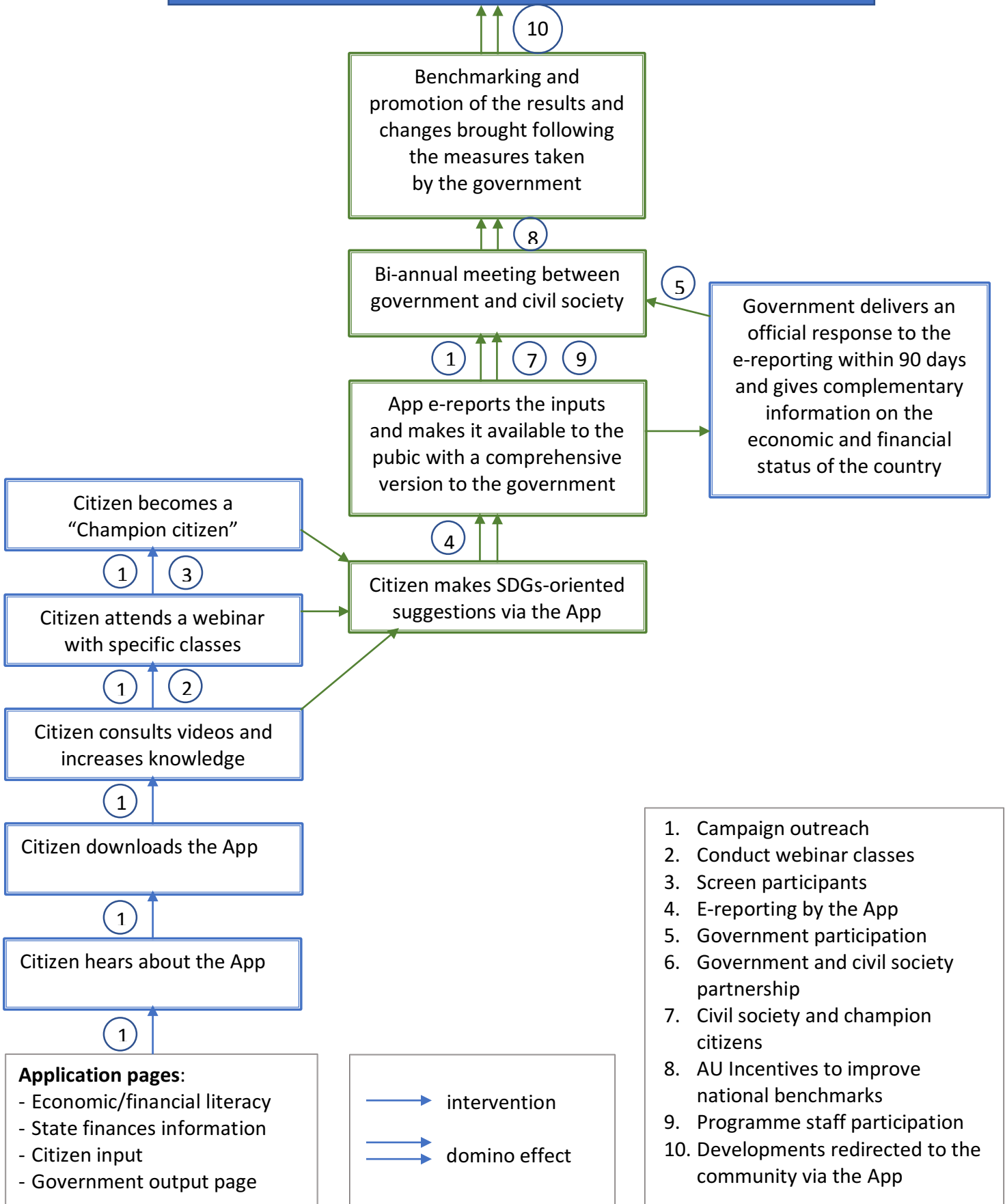
5. Suggested Materials

- ✓ Partnership Elevation Lab
 - 10-50 computers
 - Internet connectivity
- ✓ Offices & Datacenter
 - Offices for the program staff
 - Datacenter
- ✓ Webinar classes
 - Facilities to gather people who may not have access to internet
 - Forms to enroll to the “Champion citizen” program
- ✓ Champion citizens
 - LCD projector and screen
 - Materials for exercises and examples
 - Pads and pens for participants
 - Delivery of “Champion citizen”

6. Suggested impact measurement indicators

- ✓ Downloads and visits on the App
- ✓ Views on videos
- ✓ Geo-localization and submissions of e-suggestions
- ✓ Attendance at webinars and number of “Champion citizens”
- ✓ Benchmarking of the e-reports
- ✓ Governments’ outputs

Long term citizen political participation and involvement on management of public funds



Glossary

Intervention: Activities, programs, initiatives at community or government levels that must be in place to produce effects through public policy or institutional practices.

Campaign outreach: comprises activities on social media, media outlets, face-to-face campaigning and other forms which all have the aim to inform, mobilize and trigger the engagement of the citizen.

Partnership Elevation Lab: offices equipped with 10-50 laptops where citizens can consult videos and submit e-suggestions. The staff could also make the Partnership Elevation Lab mobile by going to rural areas in order to inform populations of the initiative existence and assist them in creating an account.

Webinar classes: live e-classes conducted via the App. The seminars will aim at providing complementary information on the questions raised by the citizens concerning the four pages of the App. Criteria will be set to allow citizens to become “champion citizens”.

Champion citizen: this term refers to all citizens who have met the conditions set out by the project. Champion citizens will be community leaders, mediators between the community’s needs and the government. They will study the e-report generated by the App and will articulate specificities to the government officials.

E-reporting: E-reporting is a geo-localized analysis of the e-suggestions submitted by the citizens. E-suggestions are made based on the SDGs pictures and the citizens will have the possibility to click and respond to questions.

African Union incentives: African Union must create a policy framework comprising incentives where prosocial performance and behaviors are rewarded by the African Union.

Bi-annual update: The bi-annual update is the moment where figures are analyzed in terms of funds for projects and citizens depending on the outcome. These meetings are composed of beneficiaries, champion citizens supporting their demands and government officials.

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