From Public Reporting to Social Accountability: How can ICT add value to Social Accountability Initiatives?

UNICEF Uganda

March 4, 2014
A Program Built on Digital Innovation:
A Program Well Positioned to Drive SA for Children

Real-time mobile info mechanisms and platforms:

- **mTrac** – health services
- **eduTrac** – education
- **U-report** – citizen participation
- **Digital Kiosks/Content Portal** – access to information (behaviours, classes, jobs, agric, music, sports, etc.)
- **Devtrac** – development mapping (data, budget, service points, partners, etc.)
A New Way of Doing Business:
A Real – time ‘Feedback Loop’

Government service monitoring in real – time → Service Delivery ← Real – time citizen reporting

[Diagram showing the flow from Government service monitoring to Service Delivery and then to Real – time citizen reporting]
• Citizen reporting via mobile
• +257,000 people registered
• U–Reporters in all 112 Districts
• 2 polls / week
• 8% response rate per poll (+/- 20,000 people)
• Average age: 24
A Two Way Communication Platform

1. Information to improve individual/community development
   - Immunization, FHDs, Breastfeeding, Handwashing, etc.

2. Questions about development issues
   Two types of response:
   - Multiple choice – pre-selected
   - SMS – individual narration
Supporting a Virtual Cycle of Engagement

Empowerment

The Citizen

Demand for Accountability
Supporting our Advocacy: Linkage with Parliament and media

- All 384 MPs are U-Reporters
- Poll results are communicated via print, radio and TV media
- Some MPs requesting polls to better understand the views of their constituents
- Some Ministries and Development Partners have requested polls (ie Agriculture, WB)

Direct action by decision makers

= Game Changer!

A new form of advocacy that can trigger service delivery and good governance
Social Accountability for Children: The Politics and Pitfalls
Social Accountability for Children:
What could the perception of Government be?

• Can be viewed as a threat (ie corruption, different priorities)

• Potential to trigger negative Government response
  – Shutting it down
  – Violence
Social Accountability for Children: Walking the Fine Line
Skillfully engage and include Government in conversations:

• To influence them to see the **benefit** over the **threat** (carrot vs stick)
  – what reputational (and political) advantage they will **benefit** from
    with their citizenry (carrot)
  – not disadvantage or **threat** (stick)

• Cultivate their attitude to hear and embrace their citizens issues to
  respond to them – not ignore them

• Include mass participation and engagement in next CPD, NDP,
  UNDAF, etc..

• Reference global commitments and accountabilities: the CRC,
  WFFC, etc.
Hopeful Solution:
A Strategic Partnership with an Open Government
Next Steps: Develop Social Accountability Proposals

• Develop proposals linked to global movements/campaigns:
  – “A Promise Renewed”
  – Violence Against Children

• Eg: APR ‘real-time evidence, community mobilization’ proposal:
  – Strengthen real-time data/feedback mechanisms to measure progress (mTrac, U-Report)
  – Child Survival community engagement activities (ie music, sport, theatre, etc.) to empower and engage, to foster citizen-led accountability
  – Plan a 4 year advocacy strategy with Child Health CS actors, including tiered sub-district, district and national advocacy activities (regional/global too)
Towards an Integrated Digital ‘Social Accountability’ Strategy

- Make U-Report website more user friendly to increase traffic
- Integrate social media/digital platforms with U-report website to expand reach and ability to mobilize
- Link traditional media to U-report website to amplify voices of the people

Position it as a public news website of the people
Thank You

Questions?