

**Somalia
Initiation Plan**

Project Title: Somali Women Media Project (SWoMP)

Expected UNCF/CP Outcome(s): Outcome 3: Economic Development

Expected CPD Output(s):

3.1- Capacity of governmental organizations strengthened for effective regulatory oversight of productive sectors (blue, green, grey economies).

3.2- Enhanced access of SMEs to business development services, and

3.5- Expedited digital economy application for target group

Initiation Plan Start/End Dates: 1 August 2021 to 31 July 2022

Implementing Partner: UNDP

Brief Description

The SWoMP is an unprecedented approach to supporting employment of women journalists, media employment and media quality in Somalia. It will establish, for the first time in Somalia's history, a media unit staffed and run by women journalists within an existing media house based in Mogadishu that qualify for support.

In contrast to existing ad-hoc interventions, the SWoMP will provide long-term skill training to this select group as well as mentoring from some of the most well-respected international and Somali journalists working today. Over the course of a year, it will create a centre of excellence that shows not just how women journalists can equal their male peers but how they can provide a paradigm of high-quality, ethical journalism for other media houses to emulate, fostering demand for accurate, engaging reporting and thereby improving the prospects for media businesses more generally and the oversight functions of the 4th estate.

Programme Period: 1 July 2021 to 30 June 2022

Atlas Project Number: TBD

Atlas Output ID: TBD

Gender Marker: 1

Total resources required 241,800

Total allocated resources 241,800

Regular 241,800

Other:

In-kind Contributions _____

Agreed by UNDP:

Jocelyn Mason
UNDP Resident Representative

I. PURPOSE AND EXPECTED OUTPUT

PURPOSE

The purpose of this project initiation plan (PIP) is to foster an enabling environment for women entrepreneurship and improve women employment options/working conditions/skills and ability to run their own businesses. This will be achieved through skills training and provision of resources and mentoring and improves access to media houses. The initiative will promote women's voices and agency through women's economic empowerment so they can develop their skills and pursue improved work opportunities at same footing with the male counterparts.

The PIP aims to address two problems identified after extensive consultations with Somali journalism organisations, media professionals, women journalists and UN communications agencies and an assessment carried out by one of the most respected international journalists working on Somalia.

These are:

(a) Women journalists are rarely afforded the opportunity to work safely and independently or given actual positions of authority. They may be nominally placed in editorial or senior roles but are frequently undermined and subject to harassment. This is stifling the development of women journalists, the development of Somali journalism and the ability of the media to cover issues of critical importance to 50% of the population.

(b) Training programmes for journalists in Somalia tend to be short-term and ad-hoc with few demonstrable results and a frequently changing cast of trainees who do not study long enough to pick up serious technical skills and know how. They also do not generally focus on the specific needs of women journalists or match training with concrete job opportunities, exposure to world-class mentoring or guaranteed distribution channels for reports.

During the development of the PIP, UNDP consulted with the Federation of Somali journalists, the Somali Women's Media Association, several international and local journalists and involved long-standing communication professionals in UNSOM and UNICEF.

EXPECTED OUTPUTS

The SWoMP is an unprecedented approach to women's employment by supporting women journalists, media employment and media quality in Somalia. It will establish, for the first time in Somalia's history, a media unit staffed and run by women journalists within an existing media house based in Mogadishu.

The unit will consist of five Somali women journalists and one Somali woman editor who will form an independent unit within a Somali house with a well-established radio, TV and online presence. The unit will maintain editorial independence but be supplied with a distribution channel for their reporting, which will focus on development and rights issues in Somalia as well as special projects chosen by the journalists themselves.

In contrast to existing ad-hoc interventions, the SWoMP will provide long-term training to this group as well as mentoring from some of the most well-respected international and Somali journalists working today. Technical training will be provided on a regular basis in videography, photography, writing, investigative reporting and other journalism skills. It will be complemented by one-off sessions with leading figures in local and international media who will share their experiences and advice.

Over the course of a year, the SWoMP will create a centre of excellence that shows not just how women journalists can equal their male peers but how they can provide an exemplum of high-quality, ethical journalism for other media houses to emulate. To future-proof the training and minimise costs, the unit will focus on smartphone-based cross-format journalism using equipment that can be easily mastered and

maintained while ensuring that standards are high enough for international broadcast. This is in line with existing trends in the industry.

The SWoMP will also establish an internship programme with a local university journalism faculty so that the next generation of women journalists can get practical experience and training during the final year of their degree courses. This will be a hands-on vocational training, preferably a local internship programme. The costs for this are included in the initiation plan budget under services to be provided reflecting market rates for entry-level journalists.

Since the SWoMP approach is unprecedented in Somalia, the PIP will serve to pilot the approach and demonstrate long-term viability for expansion and replication across the country. Expansion will focus on other groups of female journalists, but it is anticipated that the SWoMP model of sustained support to small groups – rather than one-off trainings for an ever-rotating group of journalists – will provide a model that can be adapted to improve the quality of journalism more generally.

The SWoMP will result in the following outputs:

1. **New media unit staffed and run entirely by women established** within an existing media house (related to CPD Output 3.2). This unit will allow women journalists to operate in a supportive environment without harassment, including in editorial positions, thus opening up new spaces for women's involvement in the formal economy.
2. **Capacity for women journalists enhanced (related to CPD Output 3.5)**. The unit will produce a cadre of highly trained whose cross-format journalism can act as an exemplum of quality across the Somali media industry and reach a wide audience on TV, radio and social media. It will also provide an internship programme with the new unit for women students at one local university journalism faculty to facilitate their move into first-time employment
3. **Women's journalism distributed on local and international media (related to CPD Output 3.1)**. The work of the unit will be placed on the hosting media house's channels and agreements will be sought between the new unit and international media to provide a channel for the unit's journalism to be seen more widely. This will showcase the work of women journalists and improve coverage of development issues and the oversight functions of the 4th estate in Somalia as well as raising the bar more generally for reporting.
4. **New project document developed for a successor project** that could be applied across Somalia.

II. MANAGEMENT ARRANGEMENTS

A short description of the individuals, organisations, and/or team structure required to conduct the activities of the Initiation Plan. If the size and scope of the Initiation Plan requires the establishment of a project board, describe the structure here and include a diagram if needed, drawing from the standard diagram provided in the full project document template.

Project Management and admin support. The Economic Recovery and Institutional Development and the Communication Unit have joined under this project initiation phase and will share management arrangements as follows:

- Chief Technical Advisor. A leading media figure who will manage the project; deliver mentoring and training and produce the final project document.
- Media house. A Somali media company with an established TV, radio, and social media channels to staff, equip and house the new unit and provide distribution channels.
- Admin. Support. To be provided by an existing UNDP staff member in the Economic Recovery and Institutional Development unit.

Project Assurance: based on the monitoring narrative and financial reports prepared by the Chief Technical Adviser, this is to be provided by UNDP CO to ensure that project plans are being developed according to agreed standards and that management procedures are followed, and potential risks properly mitigated.

III. MONITORING

In accordance with UNDP's programming policies and procedures, the project will be monitored through quarterly progress updates and tracking of progress as per the approved annual work plan (AWP). The Chief Technical Adviser will prepare quarterly progress reports to take stock of results achieved, plans for the next quarter issues, risks and lessons learnt during the reporting period. Knowledge, good practices, and lessons will be captured regularly, as well as actively sourced from other projects and partners and integrated back into the project. A final report with lessons learned that will inform the roll out of the Project Document will be prepared as the result of the PIP. For more on baselines, targets and indicators that will help ensure monitoring see Workplan below.

SUSTAINABILITY

In the short run the PIP seeks to demonstrate a proof of concept to women's employment for further support under a larger project document. In the medium run, the larger project would be expected to fund the women's media unit for a longer period until is fully established and to also help establish similar models in the Federal Member States. In the long term, the vision is that the units would be able to fund themselves because they will be producing high-quality journalism and will be a credit to any hosting media house. Women, who make up 50% of the population and 75% of all household breadwinners are a significant audience and therefore a significant target market for media houses to attract, which they will be better able to do with content made for and by women.



WORK PLAN

Period¹: 1 August 2021 to 31 July 2022

EXPECTED OUTPUTS <i>And baseline, indicators including annual targets</i>	PLANNED ACTIVITIES <i>List activity results and associated actions</i>	TIMEFRAME						RESPONSIBLE PARTY	PLANNED BUDGET				
		2021				2022			Funding Source	Budget Description	Total	2021	2022
		Q 1	Q 2	Q 3	Q 4	Q 1	Q 2						
1. New media unit staffed and run entirely by women established Baseline: No women-run/staffed media unit exists in Somalia Indicators: CPD 3.2.2: Number of women, youth and persons with disabilities-owned enterprises capacitated %/ # of articles (reports etc) produced by women % Retention of women staff hired Targets: 1 Unit established 6 Women hired and retained. @ Least 75% of reports produced by women	1.1 Unit set up in hosting media house - Hosting media house identified - Agreement made with host on office space - Equipment procured and maintained			x	x			UNDP	TRAC	Contractual Services companies	55,000	18,000	37,000
	1.2. Women journalists and interns are identified and hired - Recruitment of women journalists carried out - Women employed and producing reports			x	x			UNDP	TRAC	Contractual Services companies	45,800	8,000	37,800

¹ Maximum 18 months

Related CP outcome: 3.2																			
2. Capacity built for women journalists Baseline: Women journalists have basic reporting skills Indicators: % of reports produced by women journalists ranked at least 3 or higher (on a scale of 1-5) by guest mentors % of interns reporting willingness to recommend the programme to other potential candidates # of women completing internship programme Targets: 6 Women trained; 8 Interns given experience; good-quality reporting Related CP outcome: 3.5	2.1 Training and mentoring provided - Training sessions carried out - Mentoring sessions carried out - Guest mentors identified and providing pro-bono sessions			x	x								3,000		3,000				
	2.2 Internship programme established - Partner university/faculty identified - Agreement in place - Interns carry out internships			x	x										3,000		3,000		
	2.3. Women journalists produce high quality reports - Quality of reporting in terms of technical skill, storytelling, depth, and accuracy improves			x	x										3,000		3,000		
3. Women's journalism distributed on local and international media Baseline: 0 Indicators: # Reports on local and international media Targets: Reports appear weekly on local media and at least one report is picked up internationally per quarter Related CP outcome: 3.5	3.1. Hosting media house airs women's reports - Agreement on airtime in place - Reports appear on radio, Tv and online platforms 3.2. International media pick up reports - Stories are pitched to international media - Agreements in place with international media to carry stories			x	x	x	x									12,000		12,000	
4. New project document developed	1. ProDoc is written - CTA hired to provide technical advice			x	x			x	x								120,000	24,000	96,000

Baseline: 0 Indicators: # ProDocs Targets: 1 ProDoc written Related CP outcome: 3.1, 3.2, 3.5	- TORs prepared & recruitment completed														International Consultant/ IPSA			
Total budget															241,800	50,000	191,800	