

##### Project Document – Enhanced Effective Information Communications and Technology for Development

**United Nations Development Programme**

**Country: Kenya**

**Project Document: Phase 1(Preparatory Phase)**

**Project Title:** Enhanced Effective Information Communications and Technology for Development project.

**UNDAF Outcome(s**): This project will seek to meet the United Nations Development Assistance Framework (2014-2018) Strategic result number one on transformational governance which states that: *By the year 2030 Kenya has a state of good governance anchored in the Rule of Law that guarantees human rights and equitable access to justice, underpinned by a democratic culture that is open, participatory, effective, inclusive, credible and transparent with institutions and systems that are fully devolved, responsive, accountable and results oriented.*

**UNDAF**

**Outcome 1.3:**

*By 2018 Kenya has a participatory devolution process that is well understood by stakeholders, adequately coordinated and equitably resourced for the delivery of accessible and quality services; devolved institutions are legally and technically empowered, well managed, effective and accountable; resource management is transparent, equitable, effective and efficient at all levels.*

**Output 1.3.4:**

**Learning and innovation**: *Selected county governments have mechanisms in place to initiate innovative approaches and scale up best practices for service delivery and public participation, built on inter-country and South -South cooperation.*

**Output 1.2.2**

***Citizen Engagement and participation****: Systems and mechanisms to promote citizens engagement and participation in social political affairs are developed and operationalized at national and decentralized level.*

**Implementing Partner:** Ministry of Information, Communications & ICT

**Responsible Parties:** Media Council of Kenya (MCK), ICT Authority and UNDP

Programme Period: May 2014–June 2015

Key Result Area (Strategic Plan): Innovative and Sustainable ICT sector

Atlas Award ID: 00079877

Start date: May 2014

End Date June 2015

PAC Meeting Date April 2014

Management Arrangements National Execution (NEX)

2013 - 2014 AWP budgets: US$ 250,000

Total resources required US$ 250,000

Total allocated resources: \_\_\_\_\_\_\_\_\_

Regular (UNDP) US$ 250,000

Government of Kenya

**Brief Description**

The Ministry of Information and Communication of Kenya in collaboration with the United Nations Development Programme and key public and private sector institutional stakeholders will develop a one year preparatory project whose long-term objective is to bridge the digital divide and spur information access and use for innovation and development in Kenya. The project aims at meeting three needs namely; reduce the digital gap and promote use of ICT to innovate and spur development, promote responsible journalism and reporting for development and promotion of information access and empowerment for all citizens with a special focus on special groups including women youth and persons with disability.

in rural and marginalized communities in Kenya.

##### Project Document – Digital Communications for Development

**United Nations Development Programme**

**Country: Kenya**

**Project Document (Preparatory Phase)**

**Approved**

|  |  |  |  |
| --- | --- | --- | --- |
| **On behalf of:** | **Signature** | **Date** | **Name/Title:** |
| **Ministry of Information and Communication** |  |  | **Cabinet Secretary** |
| **UNDP Kenya** |  |  | **Country Director** |

**Defining the business case for the project**

A dependable information system is essential for efficient management and operation of the public sector in Kenya. The Ministry of Information and Communication Technology desires to spearhead a public communications initiative for the Government of Kenya, with a view to assisting Government to be more people focused, responsible, open and accountable to the citizens. In order to meet this objective, ICT use in every sector shall have to be accelerated in terms of information generation, utilization and application. In addition the devolved system of governance has brought with it decentralized systems of government, this therefore calls for improved citizen participation in decision making and a strong and professional media that can educate the citizens on their rights and hold county managers accountable.

The government recognizes that citizens have a constitutional right to access information and to know what is going on in Government and, in particular, to know how public funds are budgeted, disbursed, spent and accounted for. The project will therefore seek to carry out three activities namely: Building government capacity for Enhanced Effective Government Communications for Development to be spearheaded by the department of Public Communication, Build capacity and promote innovation within the ICT for Development sector to be managed by the ICT-Authority and thirdly, grow the capacity of journalists in development communication, working closely with the Media Council of Kenya.

**Justification for the programme**

The Enhanced Effective Information Communications and Technology for Development project will broadly champion the strategic partnerships and initiatives in the practice area of ICT4D. The project is informed by Kenya Vision 2030 as outlined in its Medium Term Plan 2 (2014 – 2018) and also outlined in the UNDAF (2014-2018) stating that; *By the year 2030 Kenya has a state of good governance anchored in the Rule of Law that guarantees human rights and equitable access to justice, underpinned by a democratic culture that is open, participatory, effective, inclusive, credible and transparent with institutions and systems that are fully devolved, responsive, accountable and results oriented.*

**The Ministry of Information, Communications and Technology**

The Ministry of Information, Communications and Technology is one of the oldest of the 18 ministries of the Government of Kenya. Its key departments are Information and Public Communications (DPC) while its agencies and parastatals include Kenya Broadcasting Corporation, Kenya ICT Authority, Communications Authority of Kenya, Brand Kenya Board, Kenya Year Book, National Communications Secretariat and the Kenya Institute of Mass Communication

### The Government of Kenya has previously undertaken formal training for its officers to enhance the management of State Public Communications and thus reduce weak sectoral implementation. These include courses in Communication in various training institutions, key among them, the Kenya School of Government, Nairobi.

GoK has also collaborated with UNDP since 2007 to undertake critical training programmes for public servants to help enhance capacity and institutionalize professionalism in diverse sectors. MOICT initiated a partnership with UNDP under the Communications for Development (C4D) and Strategic Policy Advisory Programmes between 2008 and 2012 to build national capacity in public service. Government officers were also sensitized to the key tenets of the Kenya Constitution 2010 and general policy-making. The success of these programmes thereafter, led to the initiation by MOICT of the process of the formulation of the Public Sector Communications Policy, which was completed in November 2013. The document, which articulates the need for *“the Government to speak with One Voice”*, recommends the development of a Strategic Government Communications Plan that entails continuous and formal capacity-building for public officers, with special emphasis on Public Communications Officers.

Through the concluded Communications for Development Project – C4D (2008 – 2012), UNDP and GOK were able to identify opportunities for matching communications, technology, innovation and development. The Communications for Development project was able to:

1. Entrench the culture of “Communication for Development” through the promotion of policy and regulatory frameworks as well as support for the development of a free and independent media;
2. Institutionalisation of “Communication for Development” in Government through a policy shift to support inclusion of county information officers, nationally.
3. Develop capacities in Development Communication with emphasis on upgrading professional skills embedded in substantive analysis;
4. Revitalize the practice of Communication for Development through the promotion of professionalism; internal checks and balances to ensure a responsible professional media that is a tool for national development;
5. Strengthen institutions for Communication for Development training and in particular in the Media Council of Kenya (MCK), in realization of all programme objectives identified in this document.

From the gains of the C4D project, emerging opportunities for The Enhanced Effective Information Communications and Technology for Development project include:

1. **Capacity Building for GOK officers on C4D**

A large majority of public servants urgently require skills to engage effectively with the citizenry, enhance transparency and accountability on governance, and project a positive institutional image. This is informed by the fact that most public servants are not able to meet the desired expectation. For instance, the huge gap witnessed during instances information from Government officials is incoherent, hence portraying the Government negatively.

**Background**

### The Government of Kenya has previously undertaken formal training for its officers to enhance the management of State Public Communications and thus reduce weak sectoral implementation. These include courses in Communication in various training institutions, key among them, the Kenya School of Government, Nairobi.

MOICT has therefore drawn an elaborate, comprehensive and highly-skilled one-to-24 week capacity-building courses in Public Communications courses for top and mid-cadre public servants, which will be implemented in GoK training facilities.

**Planned Activities**

The programme targets 2,000 senior public servants equitably drawn from the national and county governments. This group of officers will cascade the training to a 700,000 civil service workforce over a three-year period. The training will uphold the global tenets of transparency, accountability and democracy. It will also harmonize and help co-ordination of all communications in Government;

**Expected Outcomes**

* Enhanced Government of Kenya communications that empowers public servants to engage more effectively with diverse publics on issues of public service delivery.
* Enhanced professionalism among the Information Media and Public Communications fraternity thus promoting dialogue and advocacy in governance.

1. **Promotion of responsible journalism and reporting for development in Kenya**

**Objective**

To have competent Community based journalists who can engage in development journalism for the benefit of populations.

**Planned Activities**

* The project will build capacity for rural based journalists in order to improve their efficiency and ability to produce development oriented news and feature materials for print, broadcast and digital media.
* The project will equip resource centers to serve journalists at the county level. It will provide them with reliable internet connectivity, power pack-up, portable devices such as laptops and modems in addition to basic broadcast equipment.
* The project will train journalists on topics such as libel, news writing, development communication, court reporting, human rights advocacy, entrepreneurship, science and environment writing.
* Train staff at resource centers in information management (content management).
* The project will empower journalists with knowledge on where and how to sell their stories and informative photographs to international media to improve their income and advance their careers.
* The project will train journalists on how to conduct themselves ethically adhering to the Code of Conduct in the digital era

**Expected outcomes**

* Improved coverage of communities in the media especially on development issues.
* Improved quality of reporting (professionalism) among journalists.
* Increased awareness in communities on things such as market trends for various products, disease/pest out breaks and the suggested control measures, employment opportunities, among others.
* An empowered and assertive civil society operating at the county level.
* Improved governance since the public will be aware of their rights and demand justice
* Improved access to information at the county level.
* Improved livelihoods among rural communities especially among the marginalized.

1. **Promotion of Innovation in ICT for human Development in Kenya**

**Objective:**

Build ICT4D capacity across the country in order to enable local communities harness the power of IC4T to address local challenges and spur human development at the local level.

**Planned Activities**

* Partner with local CBO and student clubs in secondary schools, colleges and university campuses in ICT and content creation/development and related activities.
* Partner with local universities and technical colleges to host innovation workshops in the counties
* Initiate innovation training for government and private sector staff in the counties.
* Train ministry of information, and Kenya news agency staff in content management and writing for development.
* Hold regular workshops to share knowledge with users at community level to sensitize them on use of available technology and content.

**Expected Outcomes**

* Improved and increased digital and mobile innovations for human development in Kenya.

**Programme Principles**

* The programme will be implemented through two phases: A **one year** (May 2014 – June 2015) preparatory phase followed by the **four year** comprehensive work plan (2015 – 2018) geared to the accomplishment of the set objectives.

# PRE PARATORY Work Plan

**Year:** *May 2014 – June 2015*

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| **EXPECTED OUTPUTS**  *And baseline, associated indicators and annual targets* | **PLANNED ACTIVITIES**  *List activity results and associated actions* | **TIMEFRAME** | | | | | | **RESPONSIBLE PARTY** | **PLANNED BUDGET** | | |
| Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Funding Source | Budget Description | Amount |
| **Output 1**  *Outcome 1.1 (MOIC) (*Enhanced Effective Government Communications for Development | 1. Build institutional capacity in the Ministry of Information and Communication Build |  | X | X | X | X |  | MOIC Department of Public Communications | UNDP/Govt of Kenya | Forums training for senior GOK officers on effective development communications | USD 70,000 |
| **Output 2 (ICT-A)**  *UNDAF Outcome 2.1, 2.2, 3.2*  *Enhanced use of ICT for Human Development in Kenya* | Development of local digital content and innovations for development |  | X | X | X | X | X | ICT-A | UNDP/Govt of Kenya | Promotion of county ICT centres of excellence; | USD 70,000 |
| Host annual innovation awards | X |  |  |  |  |  | ICTA | ICTA / UNDP | Host country and national innovation awards | USD30,000 |
|  |  |  |  |  |  |  |  |  |  |  |
| Support growth and scaling of start-ups in incubation centres |  | X | X |  |  | X | ICTA , UNDP | UNDP/Govt of Kenya | Mentorship, attachment, investors and market linkages | USD 30,000 |
| Output 3 (MCK)  *UNDAF Outcome 2.1*  *Capacity Development for Media in Kenya* | Capacity Training for Media on Communications for Development |  |  |  |  |  |  |  |  | Thematic Trainings for journalists in Kenya | USD 20,000 |
|  | Recognition and promotion of C4D journalism in Kenya |  |  |  |  |  |  |  | Host the Annual Journalist of the year Awards |  | USD 30,000 |
| Total |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |  |  |  |
| TOTAL |  |  |  |  |  |  |  |  |  |  | **USD 250,000** |

# Management Arrangements

**Project Manager**

Director, Ministry of Information and Communications

**Project Board**

**Executive**

**PS, Ministry of Information, Communication and Technology**

**Senior Supplier**

UNDP Resident Representative/Country Director

**Project Assurance**

(Communications Specialist, UNDP)

**Project Organisation Structure**

**TEAM A**

Ministry of Information to support policy work and build capacity within GOK

**TEAM C**

Media Council of Kenya to promote communications for development in Kenya

**TEAM B**

ICT Authority to execute ICT Research and Innovation for development among marginalised groups.

* The annual work plan will be executed through the appointment of the Project Officer to offer technical support to the following roles:

1. The project manager role (liaising with the Ministry of Information Communications and Technology) to be exclusively charged with the responsibility of implementing the ICT programme in line with the annual work plan matrix.
2. The Project Assurance role (liaising with the UNDP Communication Specialist) to be charged with monitoring the progress and quality of the project components

* Appointment of two National UNVs to reside at the Ministry of Information Communications and Technology to support the implementation of the project.

**Financial management**

Financial resources will be managed by the identified implementing partners namely:

1. Ministry of Information Communication and Technology
2. Media Council of Kenya (MCK)
3. ICT Authority

Accounting for all monies under the project will be on an annual basis under the NEX framework.

**Resource mobilization and strategic partnerships**

The project will forge public – private partnerships as well as seek additional donor funding as non-core resources. Additionally, the project will create linkages in UNDP programmatic interventions to facilitate ICT4D components in project objectives within the five programme areas. This will be a source of project co-funding with key associate project deliveries aligned to the ICT for Development overall outcomes.

# Monitoring Framework And Evaluation

In accordance with the programming policies and procedures outlined in the UNDP User Guide, the project will be monitored through the following:

Within the annual cycle

* On a quarterly basis, a quality assessment shall record progress towards the completion of key results, based on quality criteria and methods captured in the Quality Management table below.
* An Issue Log shall be activated in Atlas and updated by the Project Manager to facilitate tracking and resolution of potential problems or requests for change.
* Based on the initial risk analysis submitted (see annex 1), a risk log shall be activated in Atlas and regularly updated by reviewing the external environment that may affect the project implementation.
* Based on the above information recorded in Atlas, a Project Progress Reports (PPR) shall be submitted by the Project Manager to the Project Board through Project Assurance, using the standard report format available in the Executive Snapshot.
* a project Lesson-learned log shall be activated and regularly updated to ensure on-going learning and adaptation within the organization, and to facilitate the preparation of the Lessons-learned Report at the end of the project
* a Monitoring Schedule Plan shall be activated in Atlas and updated to track key management actions/events

Annually

* **Annual Review Report**. An Annual Review Report shall be prepared by the Project Manager and shared with the Project Board and the Outcome Board. As minimum requirement, the Annual Review Report shall consist of the Atlas standard format for the QPR covering the whole year with updated information for each above element of the QPR as well as a summary of results achieved against pre-defined annual targets at the output level.
* **Annual Project Review**. Based on the above report, an annual project review shall be conducted during the fourth quarter of the year or soon after, to assess the performance of the project and appraise the Annual Work Plan (AWP) for the following year. In the last year, this review will be a final assessment. This review is driven by the Project Board and may involve other stakeholders as required. It shall focus on the extent to which progress is being made towards outputs, and that these remain aligned to appropriate outcomes.

**Management of risks and project sustainability**

The project will be reviewed at significant management points at the Project Executive Board. This review will include the project initiation document, the AWP and quarterly reports. The project will also be reviewed by the Executive Group at project closure to ensure all project deliverables are completed and in order to review lessons learnt. Responsibility for all day-to-day controls will rest with the project manager.

Overall responsibility for the successful delivery of the project will rest with the project executive group and to record progress about the project implementation. The programme manager will be responsible for submitting quarterly project reviews. An ICT for Development Project Officer for the senior supplier will foresee and ensure quality assurance and provide technical backstopping.

**Tolerances**

An overall stage tolerance of plus/minus 20% on approved stage budget will be allowed. A plus/minus three month tolerance on stage schedule will be allowed for the first stage followed by a plus/minus one month tolerance on subsequent stage schedules, if these tolerances levels are forecast to be exceeded, the programme executive group will be immediately notified and corrective action will be taken as required.

# Legal Context

This document together with the CPAP signed by the Government and UNDP which is incorporated by reference, constitute together a programme document as referred to in the SBAA (or other appropriate governing agreement) and all CPAP provisions apply to this document.

Consistent with the Article III of the Standard Basic Assistance Agreement, the responsibility for the safety and security of the implementing partner and property, and of UNDP’s property in the implementing partner’s custody, rests with the implementing partner.

The implementing partner shall:

1. Put in place an appropriate security plan and maintain the security plan, taking account the security situation in the country where the project is being carried;
2. Assume all risks and liabilities related to the implementing partners’ security, and full implementation of the security plan.

UNDP reserves the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of this agreement.

The implementing partner agrees to undertake all reasonable efforts to ensure that none of the UNDP funds received pursuant to the project document are used to provide support to individuals or entities associated with terrorism and that the recipients of any amounts provided by UNDP hereunder do not appear on the maintained by the Security Council Committee established pursuant to resolution 1267 (1999). This provision must be included in all sub-contracts or sub-agreements entered under this Project Document.