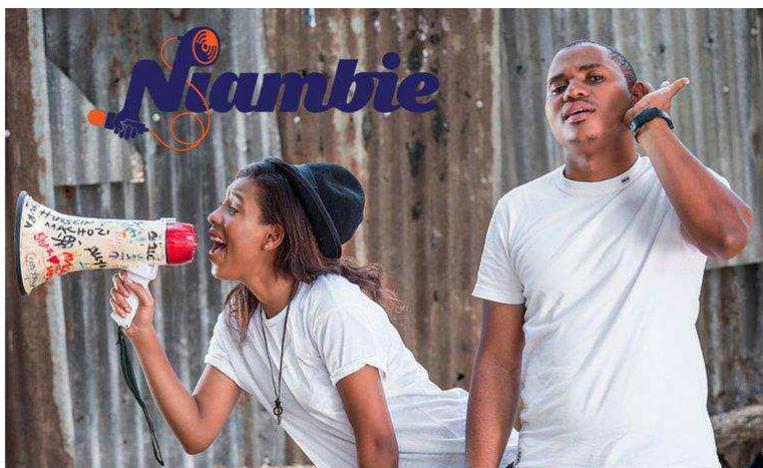


# Promoting Youth Civic Engagement through Media



**Project full name:**  
Support to Tanzania  
Election Cycle  
(Niambie)

**Domain:**  
Governance

**Phase I:**  
2013 - 2016

**SDC contribution:**  
CHF 2'000'000

**Total phase budget:**  
CHF 2'245'000

**Implementing partner:**  
BBC Media Action.

**Other partners:**  
DfID

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## Project overview

There is limited information that enables young people to make informed political choices about issues that affect their lives. Young people are also not involved or do not participate in these decision-making processes.

Switzerland recognizes the critical role of democratic and electoral processes in achieving wider political participation and accountability, and is contributing to the Niambie project which aims at enhancing public engagement with political processes and demand for accountability.

Niambie 'Talk to Me' is a three-year civic engagement project which focuses on local, parliamentary and presidential elections in Tanzania. The project has responded to clear and pressing needs around electoral knowledge and participation in the country, focusing on local elections (2014), and parliamentary and presidential elections (2015).

## Overall goal

Niambie seeks to provide relevant information through the right medium so that young people, particularly young women, play an active and constructive role in democratic decision-making processes that affect their lives.

The Niambie project has two main objectives:

- To inform and engage young people, particularly young women, on the Tanzanian election cycle through appealing media content.

- To support radio stations in improving trustworthiness and impartiality of their information.

## Main activities

- Three national radio stations are trained and mentored to produce high-quality reporting during the election cycle.
- Owners and editors from the Media Owners Association of Tanzania (MOAT) and the Tanzania Editors Forum (TEF) are trained and mentored to improve their leadership and editorial skills, and guide the establishment of strong electoral units within their media houses/radio stations.
- A radio show with spin off discussions on **social media** under the brand Niambie is produced and aired to engage Tanzania's youth audience.

*"I listened to a topic of 'an ideal leader' with my friends and we talked about it. I got to learn a lot from them. We discussed about our District and what kind of leaders we have..." Youth in Dodoma*

## Expected outcomes

- Young Tanzanians, especially young women, have knowledge of their political rights, freedoms and processes and feel empowered to constructively engage in these processes and demand their rights.
- The media demonstrates improved editorial standards in delivering accurate and balanced information that meets audience needs.



## Beneficiaries

- Young people mainly in urban areas.
- 3 national radio stations in Dar es Salaam with an estimated audience of eight million.