



U-Report

United Nations Children's Fund Uganda



Region	Global
Country	Uganda, Zambia, Nigeria, Liberia, Burundi, Indonesia, ² Democratic Republic of the Congo, Mali, Swaziland, Sierra Leone, Zimbabwe.
Organization	United Nations Children’s Fund (UNICEF) Uganda
Name	U-Report
Category	Civic engagement
Start date	2011
End date	Ongoing
Partners	Uganda: 18 INGO, NGOs, FBOs and CBOs
UN involvement	UNICEF
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1. Background and description

Mobile technology, and broader use of information and communication technologies in general, have been highlighted as useful tools for contributing to and accelerating social and human development, with particular potential for adolescents and youth. While the ‘technological divide’ – the likelihood of technology reinforcing pre-existing social and economic inequalities – must not be underestimated, mobile technology and SMS platforms do represent low-cost means with the potential to reach a wide population and foster open dialogue on issues of public concern. These technologies also enable the formation of large-scale networks while maintaining the individuality and privacy of users.

Uganda, which has one the youngest populations in the world with more than 55 per cent of its people under 18 years of age³ and 78 per cent under age 30,⁴ also registers a significantly high rate of mobile telephone penetration, estimated at 48 per cent.⁵ Conversely, Internet penetration in the country remains extremely low, only 20 per cent and mostly urban. Means and tools to enable the Ugandan population, particularly the youth, to raise their voices on issues of public concern and increase the communication channels to raise these issues with decision- and policy-makers, are limited. In this context, launching a mobile phone-based tool to amplify the voices of youth and empower them to speak out on issues affecting them seems not only relevant but necessary.

¹ Desk review (25 July 2014); Programme Inquiry Form (11 November 2014); Interview (30 October 2014); Internal validation (18-26 November 2014); Implementer validation (26 November-9 December 2014 but will go through a final one).
² Roll out of U-Report in RapidPro is happening gradually. In Indonesia, U-Report has been adapted to a Twitter version.
³ UNICEF Statistics Uganda (2012): http://www.unicef.org/infobycountry/uganda_statistics.html.
⁴ The State of Uganda Population Report (2013): <http://popsec.org/wp-content/uploads/2013/10/SUPRE-REPORT-2013.pdf>.
⁵ UNICEF Statistics Uganda (2012): http://www.unicef.org/infobycountry/uganda_statistics.html





In May 2011, UNICEF launched U-Report, a free SMS platform designed to give young Ugandans the opportunity to express opinions about issues happening in their communities and across the country. U-Report, powered by the RapidPro⁶ platform, operates in an interactive way as users respond to the weekly free SMS messages and polls they receive. In turn, they obtain results from the national polls and consultations as well as useful information for future action. The SMS communication is complemented with other traditional means of communication: radio programmes, newspaper articles and stories from the U-Report community, which are picked up and disseminated by the media.

Users are distributed relatively evenly across Uganda, although Northern Uganda has registered lower participation, which can be explained partially by lower levels of mobile technology penetration. Since the onset of U-Report, the number of partners has grown and expanded.

The successful experience of U-Report in Uganda inspired similar interventions in Zambia in December 2012 and Nigeria in June 2014. In Zambia, U-report is being used to accelerate HIV prevention among adolescents and youth. With over 68,000 members, 74 per cent of whom are aged 15-24 years,⁷ Zambian U-Reporters register a significant increase in voluntary HIV testing rates – 40 per cent – in comparison with the national average of 24 per cent.⁸ In Nigeria, U-Report is focusing on community participation, with a growing base of reporters speaking out on issues of public concern, particularly social and health-related issues. To date, it has registered over 106,000 users, of whom 67 per cent are aged 20-30 years.⁹

Organization profile

UNICEF “is mandated by the United Nations General Assembly to advocate for the protection of children’s rights, to help meet their basic needs and to expand their opportunities to reach their full potential”.¹⁰ UNICEF works with decision makers and partners at the global and grass-roots levels to prevent child mortality and improve children’s lives by providing health care and immunization, clean water and sanitation, nutrition, education and emergency relief.¹¹

Launched in 2007, UNICEF Innovation is an interdisciplinary team operating around the world with the task of “identifying, prototyping and scaling technologies and practices that strengthen UNICEF’s work”.¹² As part of the model, a network of 15 Innovation Labs is now in place, bringing together the private and public sectors and academia to address key local social issues.



6 RapidPro is an open-source platform which allows the implementation of an SMS application without the need of a programmer. It provides real-time information and data analytics. It was developed by the UNICEF global Innovation Centre in collaboration with Nyuruka, a Rwandan software development firm <http://unicefstories.org/2014/09/22/small-messages-big-changes-unicef-launches-rapidpro/>.

7 U-Report Zambia: <http://www.zambiaureport.org/web/metrics/>.

8 U-Report: Product overview (internal document, unpublished).

9 U-Report Nigeria: <http://nigeria.ureport.in/>.

10 The UNICEF mission statement: http://www.unicef.org/about/who/index_mission.html.

11 UNICEF Innovation: <http://www.unicef.org/innovation/>.

12 Ibid.



2. Goal and objectives

2.1. Goal

The overall goal of U-Report in Uganda is to strengthen community-led development and youth's citizen engagement by ensuring that issues of concern are raised, heard and acted upon by decision makers and the community at large. In the process, U-Report aims to create networks among youth and between youth and decision makers, thus enhancing the knowledge and understanding of youth in Uganda.

2.2. Objectives

The objectives of U-Report are to:

- Allow young Ugandans to speak out on what is happening in their communities;
- Use the information gathered from users to increase awareness and knowledge of young Ugandans on issues that matter to them;
- Share this information through media channels, campaigns and youth events.

3. Target group

3.1. Age group

The majority of U-Report users in Uganda, over 60 per cent, are between 15 and 24 years old. Nearly 30 per cent are between 25 and 29 years old.¹³

3.2. Gender considerations

U-Report is accessible to anyone having a mobile phone. The number of registered users in Uganda has shown a considerable higher registration from males, and the trend has been observed to a similar extent in Nigeria and Zambia. In Uganda, male enrolment is significantly higher, 66 per cent, against only 33 per cent for females.¹⁴ Future plans will focus on increasing the engagement of girls and young women with U-Report by partnering with organizations working with women and on women's issues.

3.3. Ethnic / disability considerations

U-Report is accessible to anyone with a mobile phone. The application is only in English but plans are underway for its translation into Luo, spoken in Northern Uganda, and Karimojong, spoken among agro-pastoral herders in the northeast. However, the challenge will be to analyse and aggregate SMS messages in up to 60 different languages, the number of languages spoken in Uganda. The RapidPro system nonetheless facilitates the process.

To reach young people with disabilities, U-Report is working with the African Youth with Disabilities Network, facilitating communication between these organizations and its members.

3.4. Targeting the most marginalized / most at risk

U-Report has a universal approach, but the nature of the technology has the potential to reach the most marginalized and most at risk.

¹³ Pulselabkampala.ug, 2014: <http://www.pulselabkampala.ug/post2015/categories/>

¹⁴ U-Report info brief (unpublished). The trend of higher male to female enrolment is also registered in the cases of Nigeria (60 vs. 40 per cent) and Zambia (58 vs. 42 per cent).



3.5. Human rights programming

U-Report is grounded on a rights-based approach, enabling youth participation and empowerment. It encourages the development of informed and responsible citizens with tools to influence decision makers on positive and effective change issues that affect their lives and communities. In a larger scope, the tool fosters responsible, inclusive and responsive governance as it pushes decision makers to take action on issues of concern to youth.

3.6. Adolescent and youth involvement

Participatory crowdsourcing underpins U-Report. Through its partners, U-Report has been able to engage U-Reporters as users of the tool. For instance, 300 Ugandan Boy Scouts were trained as social monitors and were given the task to report via SMS directly from their communities on issues important to their region. They receive weekly polls for gathering data at the community level and report back. They also receive information on how to address the reported issues and advocacy tips on how to raise awareness.¹⁵

4. Strategy and Implementation

4.1. Strategies / theoretical approaches / methodologies

The guiding premise of U-Report is that citizen engagement can be a powerful force in development processes. Citizens engaged in decision-making processes are more prone to seek the improvement of their communities and participate in projects that aim to do so.¹⁶

Over 11,000 responses were received in a recent poll sent to U-Reporters asking them in what ways being a U-Reporter had changed

their lives. Users indicated that the messages received had encouraged and inspired them to engage with their communities.

4.2. Activities

Youth who wish to join the U-Report service simply need to send the SMS message 'join' to a toll-free number. The registered user receives a greeting message asking a series of questions helping to identify age, sex and location. Users then receive confirmation and become U-Reporters. In the launch campaign, U-Report partnered with a wide network of youth and local organizations. Through them, a youth network was developed which advertised the U-Report. TV and radio broadcasts were also used to encourage people to join.¹⁷ To date, no unsolicited messages have been sent to non-users.

Weekly SMS messages, each with a poll, a question or an alert.

Users receive two or three SMSs per week on a series of topics relevant to youth, including female genital mutilation, outbreaks of disease, safe water, early marriage, education, health, peacebuilding and governance. The selection of topics is determined by UNICEF and the partners. The messages are sent on a schedule based on the projects, activities and priorities of UNICEF and partner organizations, but also respond to emerging needs from users. The chosen topics are deemed to best benefit the users, and are circulated to all partners for inputs. Once the topic has been finalized and formulated as an SMS message, the core question is sent out to users. The dialogue continues through a series of related questions.

¹⁵ Uganda Boy Scouts Association.
¹⁶ Feedback from Mr. Erik Frisk, Project Manager, U-Report Uganda.
¹⁷ Interview with Mr. Erik Frisk, Project Manager (30 October 2014).





Incoming responses are collected and analysed, sorted and displayed on a dashboard. The dashboard (visible on U-Report's landing page) serves to quantitatively visualize how U-Reporters respond to polls. The main audience includes U-Reporters, development practitioners, researchers and decision makers. The dashboard has a content administration portal where only public content can be viewed and managed. Incoming information from the polls is disaggregated to better inform future U-Reports and learn about the characteristics of the U-Reporters (age, gender and region of origin). Where possible, responses are broken down at the local district level and illustrated through charts and maps.¹⁸

Quantitative content coming from the polls is disseminated through U-Report 'stories' and then through blogs, external news, links and videos. The information can be filtered by themes.

A combination of quantitative and qualitative questions is used and responses are analysed in real time and published in the U-Report data platform (www.ureport.ug). Data are broken down by district level and illustrated through maps for easier navigation. Results are shared and depending on the topic, the dialogue continues with additional questions.

TV, radio programmes and newspaper articles

The most critical news, results and stories are featured in national media channels – TV and radio programmes and in newspaper articles – which serve to increase knowledge about the issue and serve as advocacy tools at the policy level. This information helps ministries to identify the type of needs

emerging at the district level, understand if services are being properly delivered and know the perceptions of the community and youth. For instance, in the locality of Arua, U-Reporters are able to report cases directly to their local government officials.

4.3. Innovativeness

U-Report is a free and real-time SMS platform geared towards youth engagement and empowerment. Although information and communication technology, particularly mobile services, had been used for development, U-Report was the first platform of its kind in Uganda.

4.4. Cost and funding

The cost of launching U-Report was \$100,000 which was absorbed by UNICEF. Today, U-Report is based on the RapidPro platform, and the costs of running the application depend on a country's existing applications, target and expected number of users as well as the number of RapidPro features to be included. Countries which already have an existing RapidPro application but seek scale-up and cloud-based dashboard hosting, and have a relatively small target, can do so for less than \$22,000. In a similar case but with more customization and a more complex operating environment, costs can rise to \$32,000. Finally, if there is a need to build RapidPro, reach a larger target and function in a more difficult operating environment, the cost of the application rises to nearly \$120,000. It is important to note that implementing costs are highly dependent on the country in which U-Report operates.

The cost-effectiveness of the tool is assumed to be high when comparing the investment that it requires with its potential to become a





shared service and public good which can enable the engagement of young people and the community in reporting local issues and delivering solutions. Some examples substantiate this claim; in 2013, the World Bank partnered with U-Report when banana bacterial wilt disease affected Ugandan crops. U-Reporters identified infected crops in their communities, reported the issue and received expert advice on their mobile phones.¹⁹

4.5. Sustainability

In Uganda, U-Report has significantly expanded the number of registered users since its introduction in 2011, and has developed partnerships with local NGOs, government and the private sector to raise awareness and increase the reach of the tool. The World Organization of the Scout Movement, which counts 40 million members, has expressed interest in using U-Report as its mobile communication platform. Other global partners such as the World Association of Girl Guides and Girl Scouts and International Federation of Red Cross and Red Crescent Societies, with 97 million volunteers, have expressed interest in joining too.²⁰

U-Report has also worked with partners at the local level to increase awareness and extend the reach of the application. For instance, the partnership with BRAC Uganda, which runs one of the largest adolescent outreach programmes in the country, facilitated a connection with adolescent girls and boys registered in 690 clubs for adolescent girls and 100 youth development centres. BRAC reported that nearly 3,500 club members and 9,000 members from other programmes had registered as U-Reporters.²¹

Core elements of the sustainability of U-Report are grounded on the model and technology themselves. The expansion of U-Report relies on young people's participation and engagement with the application, which can be reinforced through strategic partnerships with youth organizations at the national and global levels.

The technology used by U-Report, RapidPro, is open source, low cost, highly adaptable and open to continuous improvements and customizations at the national level. RapidPro provides the framework for managing SMS-based data collection and analytics. Plans are underway to extend the number of platforms associated with U-Report, such as Twitter and Whatsapp.

In terms of human resources, the minimum requirements are a project manager and a data analyst. For an expanded programme, it is recommended to have a second data analyst, a partner engagement specialist, trained counsellors and a media consultant. Despite the relatively low-cost of U-Report, the overall running costs remain a challenge, but the attractiveness of the application can also secure funding for it.

4.6. Replicability

The launch of RapidPro U-Report will enable countries to leverage and easily deploy the model that has been developed. The U-Report²² cloud has been launched in Swaziland and preparations are underway to reach even more African countries. To date, 11 countries have registered usage of U-Report.

Launched in 2012, the Zambia U-Report was adapted to respond to the high prevalence of HIV²³ among Zambian youth and the dire

19 World Bank blog on the benefits of information and communication technology for development (ICT4D) and U-Report: <https://blogs.worldbank.org/ic4d/mobile-innovation-field-we-can-now-talk-directly-students-teachers-and-parents-uganda>.

20 U-Report: Product overview.

21 BRAC partnership Uganda: <http://www.brac.net/node/953#.VGmny2j8LOg>.

22 UNICEF Country annual report 2013 - Uganda

23 CHAMP, About U-Report Zambia: http://www.champzambia.org/projects/read_more/11





need for advice and information services tailored and adapted to their needs. The rationale for focusing on this topic arose from the high levels of vulnerability of youth aged 15-24 years; it is reported that every hour, three Zambian youth, in a population estimated at 4 million, are infected with HIV. Comprehensive knowledge about HIV and HIV prevention services remains very low, estimated at 40 per cent among young people with even lower levels among females. U-Report was considered an effective tool that could reach out to this cohort and provide free, real-time and confidential information on HIV/AIDS and sexually transmitted infections (STIs) with SMS-trained health counsellors available for two-way communication. Against this backdrop, the objectives of the Zambia U-Report are to: promote youth and adolescent participation in the HIV response; contribute to increased knowledge of HIV/AIDS and STIs among youth; and track the availability and utilization of youth-sensitive HIV services.²⁴ To better address the needs of youth, U-Report Zambia introduced trained health counsellors with whom users can chat in real-time, get advice and be referred to local services. This approach allows for confidential and tailored communication with a response time of less than 24 hours. Counsellors are available seven days a week and the knowledge generated through the SMS exchanges is employed to inform wider campaigns that UNICEF and partners run in traditional media.²⁵ Figures have shown that nearly 66 per cent of U-Reporters have engaged with counsellors through SMS.²⁶

For the past two years, U-Report Uganda has worked closely with Marie Stopes Uganda and Mildmay Uganda to address questions related to HIV, STIs and other related questions and issues raised by the

U-Reporters. Each message received by the system is scanned for keywords associated with these topics and when there is a match, the message is immediately transferred to these two organizations, which then reply to the individual messages in real time.

In line with the concept of adapting U-Report, in June 2014 UNICEF Nigeria launched its own version, which aims to increase community participation on issues of concern, from education to water, sanitation and hygiene.²⁷ So far, U-Report Nigeria has registered over 83,000 users, 68 per cent in the 20-30 year age group.

5. Evaluation of effectiveness

Results

In addition to the generation of knowledge, a key result of U-Report has been to enable an environment for the development of a network of empowered youth who are better informed and more knowledgeable and aware of their rights, which has the potential to foster dialogue and prompt action on local problems.

During the pilot phase (April 2011), 30 polls were conducted on a series of issues including violence against women and best practices in nutrition. Over 5,000 reports were received from around 60 districts and 900 U-Reporters. By mid-2012, there were 130,000 members in Uganda. By the end of 2013, the number had grown to 230,000 and it now exceeds 275,000.²⁸

The expected response rate to a national poll is 10-15 per cent, which can increase to 35 per cent and even 60 per cent when U-Reporters are engaged with follow-up messages.²⁹

24 Ibid.

25 UNICEF Zambia: Promising Practice - U-Report SMS pilot.

26 U-Report: Crowd-sourcing with mobile phones in Uganda and Zambia: http://www.childrenandaids.org/regional_ureport.html

27 For more information, see website: <http://nigeria.ureport.in/about/>.

28 Number increases daily. At time of writing, the number of members was 270,462.

29 Feedback from Mr. Erik Frisk, Project Manager, U-Report Uganda.





Increased knowledge and identification of needs and priorities

U-Report is being used as a tool to generate knowledge and information exchange, with over 66 million messages registered to date.

U-Report has facilitated community-based monitoring and first-hand data collection on the needs and attitudes of U-Reporters. A recent analysis of the topics of concern for users revealed that employment (38 per cent), education (23 per cent) and health (18 per cent) were the top three.

The information coming through U-Report is also enabling organizations to better identify and understand the needs of local communities, and align their interventions accordingly. An example of this was the role of U-Report in helping contain an outbreak of nodding disease in Northern Uganda. During a routine analysis, a significant upsurge of reports of the symptom were identified. In partnership with the Ministry of Health and the World Health Organization, the tool was used to communicate with youth on how to prevent the disease and where to get treatment. The campaign reached over 15,000 U-Reporters. U-Report was instrumental both in providing direct and reliable information to youth and in raising awareness of the limited amount and quality of health clinics.

Youth participation

In 2013, U-Report supported Uganda's Peace-Building in Education Initiative.³⁰ A series of polls were sent out to young Ugandans to better understand conflict triggers at the community level and find out whether the approach and activities were useful. Polls were conducted nationwide, but the analysis of results focused on the 28 districts where this initiative took place.

In preparations for the International Day of Peace in August 2014, three polls were sent out to U-Reporters; 22,477 responses were received and revealed that 45 per cent of youth thought they did not enjoy the right to peace in their communities.³¹

Youth engagement with decision makers

Ugandan youth are now communicating with decision makers in their country: 386 Members of Parliament (MPs) have registered with U-Report and 20 have demonstrated active engagement with constituents.³² In 2013, 25 local and district technical officers were trained on how to use the U-Report website to access feedback from their communities, share key information with U-Reporters in their districts and stimulate discussions with their communities.³³ The level of engagement and influence that youth can have through this tool is illustrated by a discussion generated on the Youth Fund, a government fund to provide start-up capital for young people. Through U-Report, youth shared their concerns about the requirements for applying to the fund, which pushed the Government to adapt the level of requirement to people's needs.³⁴ Through an engagement with the Uganda Parliamentary Forum for Children, 350 MPs now receive monthly updates on key issues. The exchange has been maintained by producing a monthly newsletter addressing the highlights of these discussions. The information has also been shared within Parliament, where TV screens have displayed key U-Report data and messages.

30 International Peace Building Day Polls (unpublished).

31 Ibid.

32 UNICEF Country Annual Report 2013 – Uganda.

33 Ibid.

34 UNICEF (2013).





Community sensitization

In the early phases of the Ebola outbreak, one of the key bottlenecks was the leveraging of funding and resources to sensitize communities on key facts of the disease. Because of U-Report's wide range and usefulness for information delivery and real-time conversations, it was employed as part of the larger communication strategy. Through U-Report, information about symptoms, the spread of the virus and prevention methods were shared with users via SMS. Real-time conversations were facilitated to respond to users' urgent queries and doubts. Finally, the feedback received through U-Report helped to identify the needs of communities and availability/quality of services. Sixty-seven per cent of U-Reporters found the SMS alerts to be useful, saying they felt empowered and better informed. The U-Report experience during the Ebola outbreak highlighted the usefulness of SMS for alerting, informing and educating communities in an easy and direct way, and also identifying needs and information gaps in a short amount of time.³⁵ Some of the useful lessons learned from this experience were the need to work out an SMS alert with non-users when emergencies arise and to adapt SMS to local languages for better outreach and voice messages for the illiterate.

Monitoring and evaluation

U-Report is currently undergoing an evaluation by the World Bank Institute and results were expected by the end of 2014. The evaluation will focus on the level of U-Report engagement.

6. Strengths and opportunities

- The potential for tapping into community knowledge and learning about the local

impact of policies and community issues and concerns as expressed by young people;

- Use as a communication/reporting tool for health interventions and during outbreaks;
- Adaptability and potential for replication, as demonstrated by U-Report Zambia and the cloud version of U-Report, which will enable other countries to leverage and easily deploy the work done by UNICEF Uganda.

U-Report serves as a means both for delivering and obtaining information from youth and for raising awareness. This is demonstrated by the positive role played by U-Report in raising awareness during a polio campaign in 37 Ugandan districts. U-Report was used to gauge the impact of radio announcements broadcast at the national level to raise awareness about immunization drives. A poll question was sent to U-Reporters to find out how many of the users were aware of the dates of the polio campaign. Over 3,000 people responded in one day, which when compared with previous polls on the same issue, showed a 10 per cent improvement in community awareness.³⁶

U-Report captures the concerns of youth and allows them to speak out on issues which matter to them and the community. Through U-Report, youth are given a channel of communication with decision makers. In the long term, these actions can help to influence public policies to meet the needs and expectations of young people.

U-Report encourages the participation of young people, both men and women, in the public sphere, and raises their awareness and knowledge towards good, inclusive and responsive governance through the information circulated via U-Report.

35 U-Report and Ebola outbreak case study (unpublished).

36 Blogs.unicef.org: <http://blogs.unicef.org/2014/04/24/ugandan-youth-are-allies-for-immunisation/>



7. Challenges

Managing youth expectations arising from the involvement in U-Report.

U-Report is a communication tool that facilitates youth to raise their voices, raise awareness and express their concerns. It also allows for a better examination of the issues in local communities. In the longer term, this new avenue for communication may result in prompting action and influencing decision makers; however, such actions will not directly emerge from the tool and expectations must be managed.

Limited access to mobile technology and illiteracy are two obvious obstacles to the use of U-Report. While an estimated 75 per cent of the population³⁷ is covered by the cell phone network, the quality of the networks remains a challenge in remote areas due to lack of infrastructure, and poses limitations on reaching out to these populations. It is important to note that 96 per cent of the population not reached by mobile networks is rural; this presents severe economic challenges in a country where 86 per cent of the population lives in rural areas. One of the strategies to tackle this challenge has been the use of youth centres and clubs to report jointly. Several partner organizations have reported this practice in areas where there is lack of access to mobile phones, or where there is a language barrier for users. While this solution provides access, it also hinders the confidentiality component of the tool. In Uganda, it has been reported that work is underway with telecommunication companies to equip telephone booths with U-Report services. Further areas for consideration are the exacerbation of inequalities which can persist through the access, or lack thereof, to

mobile technologies and broader information and communication technologies.

Language barriers have also been reported in the implementation of U-Report in Uganda. UNICEF is working on creating versions of the tool in local languages - Luo in Northern Uganda and Karamojong in the northeast.

8. Next steps and the way forward

U-Report has surpassed all of its membership goals since its launch in 2011. By the end of 2014, U-Report aimed to reach 300,000 members through building partnerships with NGOs, government, youth and faith-based organizations and private companies.

U-Report has been identified as a valuable tool in the context of emergencies. U-Report Liberia was launched in November 2014 with a particular emphasis on the Ebola outbreak.

U-Report, as demonstrated by the cases of Zambia and Nigeria, is being used as a pilot and model for replication in other contexts and plans are underway for its expansion.

9. Lessons learned and recommendations

One clear lesson is the huge demand of young people to make their voices heard, as seen in the rapid growth in the number of U-Reporters. Working with local partners and young people has been essential to the growth of U-Report and to keeping it as an independent rather than government-focused entity.

As a tool, U-Report demonstrates its effectiveness in providing youth the space to express themselves on key issues. Such activities can be scaled up by involving youth



in the development of initiatives that address the identified needs and engage with decision makers at the policy level, ensuring ownership of the projects and contribute to more responsive and good governance.

10. Components to consider for scale-up in MENA

Prior to scaling up, an assessment of technological penetration and usage of mobile phones among adolescents and youth in the region is critical.

- Use of U-Report as a tool for communicating with youth in the context of emergencies and as a monitoring tool for strengthening collection of data on the needs and priorities of youth.

11. Resources

- Training of the data analysts on the RapidPro platform.

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- RapidPro: www.rapidpro.io
- RapidSMS resources: www.rapidsms.org
- U-Report: <http://github.com/rapidpro/ureport>
- RapidPro API: <https://rapidpro.io/api/v1>
- RapidPro Knowledge Base: <http://docs.rapidpro.io>

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