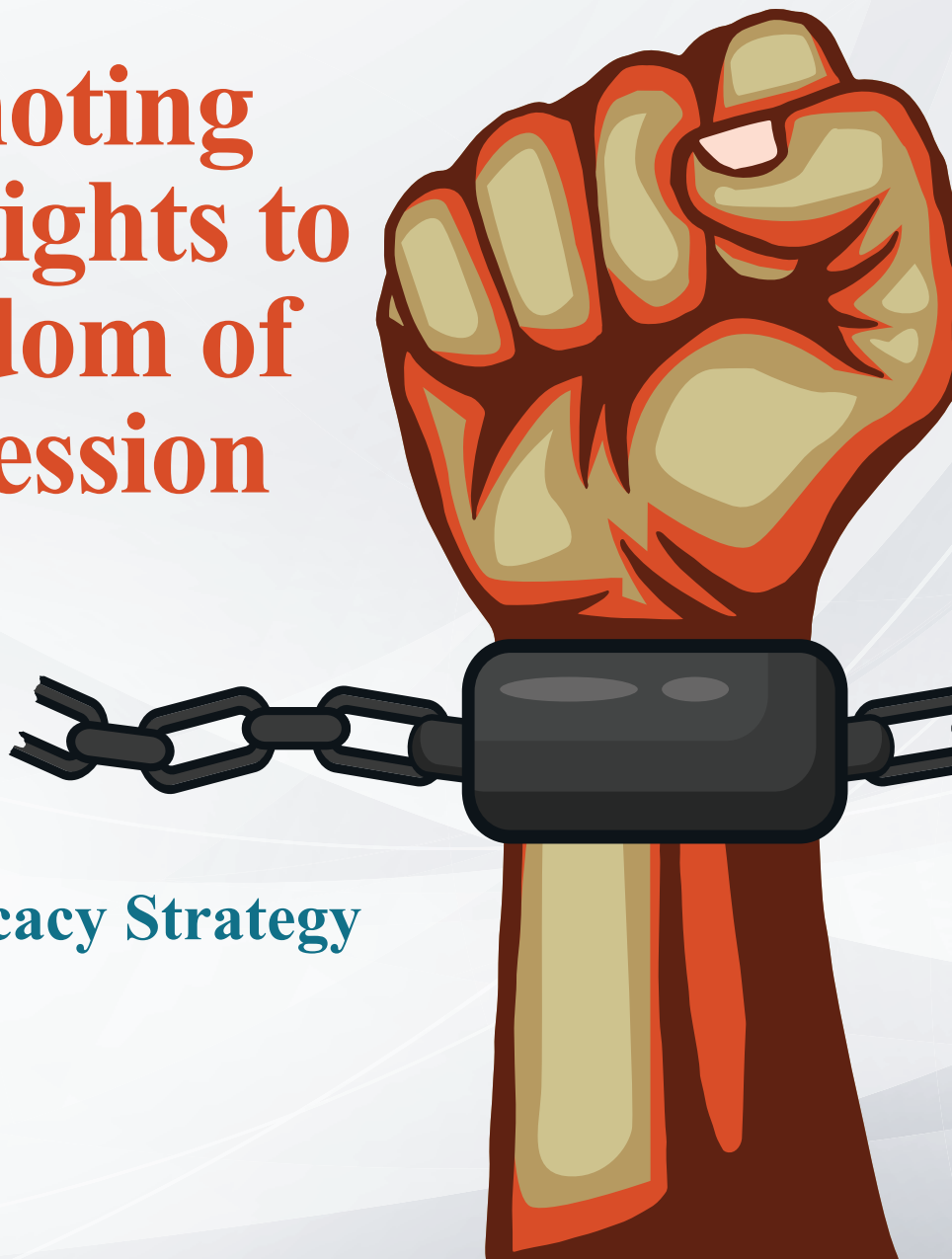




Promoting the Rights to Freedom of Expression



An Advocacy Strategy

2023-2027

Promoting the Rights to Freedom of Expression

An Advocacy Strategy

2023-2027

Supported by



Acknowledgement

This Advocacy Strategy to Promote Freedom of Expression was developed by a team of Consultants from Mseto ProConsult with close support from the Tanzania Human Rights Defenders Coalition (THRDC). We gratefully acknowledge all the partner organizations mentioned in this strategy, and in particular the people who were directly or indirectly involved in every preparatory step of this document. We are also grateful to the International Center for Not-for-Profit Law (ICNL) and its supporters for its generous support for this activity.

Tumaini L. I. Mbibo
For Mseto ProConsult

Table of Contents

Acknowledgement	ii
List of Tables.....	iv
Foreword.....	v
List of Abbreviations, Acronyms and Initials	vi
Definitions of Key Words	vii
About the FOE Advocacy Strategy.....	viii
1. Introduction.....	9
1.1 Background.....	1
1.2 ICNL and the Rule of Law Initiative Project in Tanzania.....	2
1.3 Objectives of the Advocacy Strategy.....	3
1.4 Rationale for the Strategy	4
2. Methodology	5
2.1 Types of Advocacy.....	5
2.2 Advocacy Framework.....	6
3. The State of CSOs/HRDs Advocacy for Freedom of Expression in Tanzania.....	8
3.1 Concerns and Problems Facing CSOs in Advocating for Legal Reforms to Promote FOE	8
3.1.1 Laws Inhibiting FOE	8
3.1.2 Lack of Accountability and Good Governance	8
3.1.3 Inadequate Knowledge on Human Rights and FOE.....	9
3.1.4 Limited CSOs Skills to Undertake Advocacy for Legal Reforms.....	9
3.1.5 Inadequate Resources	9
3.1.6 Inadequate Coordination and Networking Skills.....	10
3.1.7 Historical Factors.....	10
3.2 Retrogressive Laws that Infringe Freedom of Expression.....	10
3.3 Analysis of CSOs Strengths, Weaknesses, Opportunities and Threats/ Challenges (SWOT/C).....	12

4. Audiences, Issues and Messages.....	15
4.1 Intended/Target Audiences (Change Agents).....	15
4.2 Key Strategic Actions	16
4.3 Issues.....	16
4.4 Messages.....	17
5. Preferred Advocacy Tactics & Channels	22
6. Implementation Plan: Key Elements, Activities & Timeline	26
7. Monitoring, Evaluation and Learning Framework.....	32
7.1 Reporting Arrangements	33
7.2 Monitoring and Evaluation for Media Houses.....	34
7.3 Expected Outcomes and Impact.....	35

List of Tables

Item	Table Subject/Title	Page
Table 1	The Advocacy Framework	6
Table 2	Case Studies on Government's Actions that Decimated FOE	11
Table 3	Strengths, Weaknesses, Opportunities and Threats/ Challenges (SWOT/C) Analysis	12
Table 4	Categorical Distribution of Audiences (Change Agents)	15
Table 5	Messages for Respective Audiences (Change Agents)	18
Table 6	Examples of Positive FOE Advocacy Efforts by CSOs	20
Table 7	Preferred Advocacy Tactics and Channels	22
Table 8	Timeline for Implementation of FOE Advocacy Strategy Activities	27

Foreword

In Tanzania, Civil Society Organizations (CSOs) play an immense role in advancing social, economic, cultural and democratic human rights to citizens. They give a short in the arm in reaching out where main duty bearing institutions especially the government cannot. They do not replace the functions and responsibilities of the state apparatus, namely the executive, judiciary and parliament as number one provider of fundamental rights but supports in a number of ways.

A good number of CSOs are known even by the state as being on the frontline in promoting the realization of basic human rights to rights holders. One of the challenges facing CSOs is how to support legal reforms through advocating Freedom of Expression (FOE). Since 2019 the International Center for Not-for-Profit Law (ICNL) and the American Bar Association, in partnership with Tanzania Human Rights Defenders Coalition (THRDC) have been supporting local CSOs including the media address legal reforms as a means to promoting and advocating FOE in the country.

In continuing with its valuable support, ICNL and THRDC are developing this Advocacy Strategy for FOE with fathomable expectations: that CSOs will use it to push for legal reforms that will orchestrate human rights and FOE in an exceptional, unwavering manner.

Onesmo Olengurumwa

THRDC National Coordinator

Dar Es Salaam, 2023

List of Abbreviations, Acronyms and Initials

The following are relevant abbreviations, acronyms and initials used in this document.

Short Form	Long Form/Meaning
AU	African Union
CSOs	Civil Society Organizations
DPs	Development Partners
FOE	Freedom of Expression
ICNL	International Center for Not-for-Profit Law
ICT	Information and Communication Technologies
KIIs	Key Informants Interviews
LHRC	Legal and Human Rights Centre
MEAL	Monitoring, Evaluation, Accountability and Learning
NGOs	Non-Governmental Organizations
SWOT/C	Strengths, Weaknesses, Opportunities and Threats/Challenges
TAMWA	Tanzania Media Women Association
TEF	Tanzania Editors Forum
TGNP	Tanzania Gender Network
THRDC	Tanzania Human Rights Defenders Coalition
UDHR	Universal Declaration of Human Rights
UN	United Nations
URT	United Republic of Tanzania

Definitions of Key Words

Advocacy is helping a person or a group of people to stand up for their rights and get what they need. Advocacy is also gaining access to decision making and it includes changing the power relationship between decision maker and people affected by their decisions.

Communication is the act of transmitting information, ideas, and attitudes from one person to another. It is the process of transmitting a message from a source to an audience through a channel. For example, conversation, which is the most common type of communication, the person who speaks is the source and the person who listens is **the audience**. What is transmitted by the person who speaks is **the message** and the spoken voice carried through the air is the channel. The words: audience, message and **channel** form key sections of the strategy.

Lobbying is persuading people who have a say in decision making to do what people want. The purpose of lobbying is to influence government policy and its implementation and to help set the political agenda.

About the FOE Advocacy Strategy

This Advocacy Strategy for Freedom of Expression (FOE) has been developed to influence policy-makers to make law reforms and policy changes (e.g., create supportive policies, reform or remove harmful policies, or ensure the funding and implementation of supportive policies).

The FOE Strategy is therefore intended to suggest necessary approaches, steps and actions to guide successful efforts for Tanzania Human Rights Defenders Coalition (THRDC) and allied civil society organizations (CSOs) and human rights defenders (HRDs) to lead the implementation of designed activities so that achieve the objectives set forth by human rights stakeholders. This strategy is informed from a desk review of human rights and FOE related policies, strategies, and programme documents and survey reports accrued from internal and external sources as well as consultations/discussions with other stakeholders and partners at national, organizational and community levels.

This document comprises the analysis of major steps and approaches within the ambit of the advocacy cycle. These include, but are not limited to:

- 1) **Prioritization** – Determining the cause(s) to talk about how policy or law impacts people.
- 2) **Research** – Reviews and analyses to understand any organizational and external constraints; Who are the potential allies and opponents; Who are the stakeholders and key decision-makers; etc.
- 3) **Positioning** – Planning for actions to ensure personal relationships (sometimes it takes personal relationships to advance a cause) as one of the most effective ways to reach influential lawmakers beyond advanced advocacy technology, social media strategies, and data-driven outreach.
- 4) **Information Management** – Choosing tactics and channels to suit the identified target audience from entire network of stakeholders and advocates to ensure a higher engagement.
- 5) **Engagement** – Messages development and taking actions to scale by segmenting and knowing the intended/target audience that helps in crafting a message with the right tone that is cognisant of any geographical or cultural sensitivities, direct, and specific so it resonates with them and increases the likelihood of taking action.
- 6) **Evaluation** – Reflecting, learning and re-programming

The ultimate goal of this Advocacy Strategy is to influence policy changes and law reforms to cement FOE as a critical element of human rights. The major activities and necessary steps have been designed to help THRDC and allied CSOs/HRDs to forge coordinated efforts by all stakeholders to address issues related to human rights generally and FOE in particular in Tanzania. This will help in leveraging existing resources to ensure inclusiveness, expand access to information, and stimulate dialogues and discussions on communities' demand for the rights to freedom of expression in order to address and realize the three key outcomes of interest namely:

- 1) Influence policy changes and legal reforms through policy formulations, lobbying and advocacy for cementing FOE as a critical element of human rights.
- 2) Assume a watchdog role over the state machineries including the judiciary and legal trajectory against infringement of FOE, abuse of power, provision of education on human rights (right holder and duty bearer relationships), litigation on behalf of vulnerable populations and breeding grounds for democratic processes.
- 3) Become role model for freedom of association and socio-cultural groupings and, through communication, play the role of knowledge generation dissemination of human rights education, desired changes on legal frameworks in order to promote FOE.

1.

Introduction

1.1 Background

Since ancient times and across the globe, freedom of expression has been used to forge a path to change. Freedom from slavery, colonial rule, labour rights, women's fight for equality such as freedom to vote and inclusion are some of the historical phenomena that have paved the way for increased demand for Freedom of Expression (FOE).

After gaining her independence in 1961, followed by the establishment of the United Republic of Tanzania (URT) in 1964, the government ratified the United Nation's global Universal Declaration of Human Rights (UDHR), the African Union (AU) Human Rights Charter and endorsed various treaties and decrees related to the promotion of basic human rights principles.

The 10th December 1948 UDHR resolution 217, set ground for achieving the rights of all people and nations. The preamble of the UDHR resolution was adopted by the 1977 Constitution of the URT'. It states that: -

- i. The inherent dignity and of the equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world
- ii. Human beings shall enjoy freedom of speech and belief and freedom from fear and want has been proclaimed as the highest aspiration of the common people
- iii. People to rebel against tyranny and oppression, that human rights should be protected by the rule of law; promote the development of friendly relations between nations
- iv. To have faith in the fundamental human rights, in the dignity and worth of the human person and in the equal rights of men and women and have determined to promote social progress and better standards of life in larger freedom
- v. Rights and freedoms are of the greatest importance for the full realization of this pledge.

Article 19 of UDHR says "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers and continues "Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, colour, sex, language, religion, political or

other opinion, national or social origin, property, birth or other status. Furthermore, no distinction shall be made on the basis of the political, jurisdictional or international status of the country or territory to which a person belongs, whether it be independent, trust, non-self-governing or under any other limitation of sovereignty”.

Freedom of expression is thus the fundamental human right that enables the society or a country like Tanzania to demand the highest attainable standard of social, economic, political, cultural domains.

Although the 1977 Constitution of URT gives a free hand to its apparatus-the Executive, Judiciary and Parliament to uphold human rights in serving the citizens and ensure FOE in abundance, the practices, to a large extent have proven the opposite and tokenistic, giving people and associations the right on one hand the take the same on the other hand.

Principle Number 4 of the 1977 Constitution of the URT says that “every person is entitled to freedom of conscience, freedom of expression, freedom of movement and freedom of association subject to law and procedures established by law. Article Number 5 says “every person is entitled, through the use of established for to participate fully in the making of decisions on national affairs and on matters affecting him/her”.

For the last 60 years, local and international non-governmental organizations (NGOs/INGOs), individuals and the media have made progress towards enabling Tanzanian citizens to be aware of their rights. Among them are Tanzania Human Rights Defenders Coalition (THRDC), Tanzania Gender Network (TGNP), Legal and Human Rights Centre LHRC) Tanzania Media Women Association (TAMWA), Tanzania Editors Forum (TEF) to mention but a few of them. Overall, Civil Society Organizations (CSOs) work focus on promoting social, economic, democratic and cultural rights as well as individual rights prescribed by the 1977 Constitution but not without brakes.

1.2 ICNL and the Rule of Law Initiative Project in Tanzania

Since 2020, the US based International Center for Not-for-Profit Law (ICNL) and the American Bar Association in partnership with THRDC have been implementing a rule of law program, supporting local CSOs to enhance the protection of freedom of expression, association, and related fundamental rights in Tanzania through strategic litigation, advocacy, and awareness creation initiatives.

The initiative seeks to promote the protection of freedom of expression, association, and related fundamental rights in Tanzania through strategic litigation, advocacy, and awareness creation initiatives; promote the protection of freedom of expression, association, and related fundamental rights.

During this period, CSOs and other stakeholders have been pushing for the reform of existing laws that restrict freedom of expression and advocating for the implementation of court decisions that have challenged these restrictive laws but with limited successes one of the international partners that supports local CSOs and media to play part in promoting and advocating FOE and other rights.

In December 2022 ICNL sponsored a two-day curtain-raiser advocacy training workshop to support Civil Society Organizations (CSOs) in the development of an advocacy strategy to promote freedom of expression in Tanzania and to build the capacity of CSOs to facilitate its successful implementation.

More than 50 editors under the umbrella of Tanzania Editors Forum (TEF) participated in the training. One outstanding recommendation from the training was that ICNL and other partners should continue to support the media advocate for the elimination of draconian laws which infringe the basic human rights especially FOE.

The development of the Advocacy Strategy on Freedom of Expression (FOE) which also involves the capacity building of CSOs is in fulfillment of ICNL resolve and determination to take the crusade of promoting human rights by advocating FOE to desired new horizon.

This strategy is directed at CSOs, policy-makers like politicians, parliamentarians, government officials and public servants; private sector leaders whose decisions impact upon people's lives, as well as those whose opinions and actions influence policy makers, such as journalists and the media, development agencies and large NGOs family.

1.3 Objectives of the Advocacy Strategy

The overarching goal of this strategy is to engage key CSOs to play their noble role in soliciting for desired legal reforms to ensure the realization of the FOE as a prime human right for all citizens.

Specific Objectives

The specific objectives for this strategy are:

- 1) To raise awareness and knowledge among CSOs on advocacy's key elements - audiences, messages and tactics and channels that can be used to address legal reforms to promote FOE.
- 2) To guide CSOs step by step in advocating for legal and human rights dispensation as a means to FOE.
- 3) To develop the communication skills needed for advocacy work.

1.4 Rationale for the Strategy

According to reports by the Foundation for Civil Society (FCS, 2019), the CIVICUS Report 2019, and THRDC Report 2021, among others, Tanzanian CSOs have a mammoth task and responsibility to undertake some activities and initiatives in addressing FOE related issues in order for the following outcomes of interest to be realized:

- 1) Influence policy changes and legal reforms through policy formulations, lobbying and advocacy for cementing FOE as a critical element of human rights.
- 2) Assume a watchdog role over the state machineries including the judiciary and legal trajectory against infringement of FOE, abuse of power, provision of education on human rights (right holder and duty bearer relationships), litigation on behalf of vulnerable populations and breeding grounds for democratic processes.
- 3) Become role model for freedom of association and socio-cultural groupings and, through communication, play the role of knowledge generation dissemination of human rights education, desired changes on legal frameworks in order to promote FOE.

2.

Methodology

Several participatory and inclusive approaches have been applied in the course of developing this Advocacy Strategy on FOE, ranging from literature review and research on initiatives and actions by Human Rights Defenders (HRDs) in Tanzania and global actions related to realization of human rights with a focus on FOE. Among the institutions whose works were reviewed are:

- 1) Amnesty International (AI)
- 2) The United Nations organizations
- 3) Reporters Without Borders
- 4) Regional and local human rights defending organizations
- 5) Government bodies responsible for human rights

In addition to face-to-face interaction, virtually (zoom) dialogue and a certain extent social media, text messages, emails and other conventional communication channels were also used to get the opinion and views of CSOs and government players on the realization of FOE.

A validation meeting was organized to validate research and literature findings as well as interviews with stakeholders in harmonization of common understanding and strategize what actions were needed to carry forward the advocacy on human rights.

Other methods used (to inform and give this document the desired weight) were the use of online Needs Assessment questionnaire to selected CSOs to establish their needs to undertake advocacy, Key Informants Interviews (KIIs), and the training of potential implementer of the strategy. Both, the feedback from the needs assessment and KIIs were instrumental in the finalization of key actions, messages and tactics and tools that are required to undertake advocacy to the next level and bring desired human rights changes.

2.1 Types of Advocacy

Among several types of advocacy which have been practiced by CSOs in Tanzania include but not limited to:

- (i) Self-advocacy whereby an individual or CSOs (THRDC, TEF) takes a solo crusade to challenge government's ill-intended actions that curtail their routine

free working environment and reaches out to intended policy and decision makers.

- (ii) Citizen advocacy which is usually done by a larger section of the community of a given location or political, social, economic and cultural inclination to demand for change in laws, by-laws or structure which they consider to hamper their fundamental rights to participation in their affairs such as during civil and general elections.
- (iii) Statutory advocacy is another form of advocacy whereby CSOs/HRDs engage the government to compel it to review, adjust or change exiting laws or regulations that infringe human rights and FOE.
- (iv) Group advocacy whereby a certain group of people with common intent push authorities for a particular review of law in its favour.

2.2 Advocacy Framework

The CSOs will apply the following stages (*see Table 1*) to intelligently and effectively enable their advocacy work to yield expected positive outcomes. Once again, this framework is not a panacea for achieving advocacy for FOE, but if keenly followed, it will lead to tangible expected results.

There are several steps CSOs have been using in their communication and advocacy work, here is one such framework which was approved by CSOs during validation meeting organized as part of the process in development of this strategy.

Table 1: The Advocacy Framework

Steps	Actions
1	Selection of issue(s) from among the retrogressive laws affecting FOE and other types of inhibited human rights
2	Collect and analyze information emanating from the issues
3	Develop advocacy objectives, purposes
4	Identify targets/change agents (by priority depending on the issues)
5	Identify allies and partners to work and support your cause/action
6	Identify and have resources to be used in advocacy work
7	Develop an action plan
8	Implement, monitor and evaluate and have lessons learnt



3.

The State of CSOs/HRDs Advocacy for Freedom of Expression in Tanzania

Although the common knowledge is that CSOs are quite active on social policy issues, their overall impact in regard to promotion and advocating for human rights and FOE is limited due to various factors. This has been verified by research which included literature review, needs assessment and interviews with key CSOs informants in the process to develop this strategy.

3.1 Concerns and Problems Facing CSOs in Advocating for Legal Reforms to Promote FOE

In a participatory process to develop this Advocacy Strategy, the team interviewed several representatives from CSOs/HRDs organizations to get their views on the concerns or problems, solutions, challenges and expectations for undertaking advocacy for FOE. Here are their responses by sub-thematic areas: -

3.1.1 Laws Inhibiting FOE

- (i) Presence of criminal, information and media laws that inhibit CSOs/media from working to realize human rights/FOE.
- (ii) Absence of a legal framework and law that provides security and protection for human rights defenders like in other countries. Even the existing Whistleblower law provides meager protection to someone who informs the police and security agents on certain criminal or security matters but does not provide protection for human rights defenders and human rights activists.

3.1.2 Lack of Accountability and Good Governance

- (i) Existence of “anti-human rights” leadership whose directives and leadership style forces policy makers and law enforcement agents to retreat when working in favour of human rights and defending human rights defenders.
- (ii) Seasoned threats from the government officials and undercover state organs against CSOs/human rights defenders under the pretext of safeguarding national security. State has been devising laws such as money laundering and national security to pin down and threaten human rights defenders from advocating on Freedom of Expression among other fundamental human rights.

- (iii) The judiciary is not a human-rights-cum-citizen-friendly in dealing with FOE
- (iv) Government (legal reforms and policy makers) limit CSOs participation to preliminary stages in the law review processes thereby denying them useful contributions and chance to oversee the entire process up to the end. In most cases, CSOs ideas do not appear when finally, the revised/amended bill is finalized and presented.

3.1.3 Inadequate Knowledge on Human Rights and FOE

- (i) Citizens and community negative perceptions on human rights defenders and advocates of Freedom of Expression in the country. Some members of the community perceive human rights defenders as “people who have been bought by foreigners (imperialists) in return for token rewards to propel new foreign values at the expense traditional and national values”.
- (i) Inadequate education, information and knowledge on human rights by citizens, their roles as rights holders and duty bearers in regard to human rights.

3.1.4 Limited CSOs Skills to Undertake Advocacy for Legal Reforms

- (i) CSOs/ HRDs lack of knowledge and skills to work with and use the media to advocate their work related to human rights and FOE in particular.
- (ii) Lack of field security skills that would help human rights defenders protect themselves in unsecure working environment, like ability to determine who are tracking and following them; skills on how to safeguard and keep working tools including digital gadgets are secure; safety in driving to and from work places and where to report incidences that endanger their lives and security.
- (iii) Lack of knowledge on human rights and its defending mechanisms among CSOs staff and citizens.
- (iv) Some CSOs/HRDs do not have organizational vision and mission statements that are aligned to human rights to guide their work.

3.1.5 Inadequate Resources

- (i) CSOs/HRDs lack or have inadequate resource mobilization skills to help bolster their internal projects including advocacy for legal reforms and promote FOE “Media houses and practitioners rely heavily on other CSOs to play their role to disseminate, inform, educate and advocate for changes because most of them are fund-starved due to limited advertisements from government institutions.”
- (ii) Media practitioners and media houses lack financial resources and working tools to help them reach out to where CSOs work and report.
- (iii) Inadequate resources especially skilled human skills and finances to enable CSOs implement their planned human rights advocacy projects by reaching out to many in remote areas and those whose rights have been violated.

- (iv) Limited resources by human rights defenders' coalition to support individual human rights activists and CSOs to protect themselves from dire working conditions.
- (v) High costs involved in the process of pursuing cases related to for human rights by HRDs.

3.1.6 Inadequate Coordination and Networking Skills

- (i) Limited networking skills to coordinate and manage coalitions with diverse membership and limited operational resources.
- (ii) Mistrust and individualism among CSOs/HRDs as they scramble and “fight” to get financial support from DPs and private companies to implement their human rights projects. “Instead of working with membership organizations as per their specializations and profession, some CSOs work in isolation and only summon their members if the DPs order them to do so under the guise of coordination”.

3.1.7 Historical Factors

- (i) Majority of CSOs do not have communication and advocacy strategies of their own that would have helped address legal reforms and FOE.
- (ii) Majority of the laws are drawn from the colonial legal systems and are yet to be reviewed and into the language that many understand.

3.2 Retrogressive Laws that Infringe Freedom of Expression

Due to the above reasons, CSOs role in advocating for FOE has been greatly compromised. Here are some of the retrogressive laws which have been undermining human rights, more so FOE in various forms.

- (i) The Media Services Act, 2016 especially key provisions that affect FOE in the media circles. They provisions include registration and accreditation of media houses and journalists respectively, journalist's accreditation and the essence of the independent Media Council.
- (ii) Access to Information Act, 2016 (affecting the private media).
- (iii) Electronic and Postal Communications Act, 2010 which delves into licensing of radio, mobile communication and content.
- (iv) Electronic and Postal Communications (online content) regulations, 2018 whose key provisions that counter FOE include requests for permission to publish at the discretion of the authority.

- (v) Broadcasting Services (Content) Regulations 2009 whose provisions negates the principles of human rights especially FOE.
- (vi) Cybercrimes Act, 2015 which criminalizes offences related to computer and ICT by inhibiting collection and dissemination of information. Under this Act, the Cybercrime (General) Regulations, 2016 requires service providers upon request to provide “the competent authority with information of its users.
- (vii) Statistics Act, 2015 with its amendment of Number 3 of, Act 2018.
- (viii) National Security Laws restricting FOE under the guise of “national security” which include the Prevention of Terrorism Act, 2002.
- (ix) The 2010 Disability Act. Unlike the other laws above, the Disability Act is included here for CSOs to deliberate and come up with messages for relevant authorities to effect desired changes as per this law.
- (x) The Marriage Act, 1971 (which at the development of this Advocacy Strategy, CSOs were pushing the government to take reveal its contents before the bill is presented to the April 2023 Parliamentary meeting. CSOs have been advocating for extension of the age from the current 14 to 18 years in line with the international decrees ratified by the government, such as the Convention for the Rights of the Child (CRC)
- (xi) The Wildlife Conservation Act, 2009.
- (xii) Prisons Act.
- (xiii) The Land Act 1999.

Table 2: Case Studies on Government’s Actions that Decimated FOE

- On April 2, the broadcast regulator, Tanzania Communications Regulatory Authority (TCRA) imposed heavy fines against Star Media Tanzania Limited, Multichoice Tanzania Limited, and Azam Digital Broadcast Limited of 5 million Tanzania shillings (approx..US\$2,155) each for disseminating “false and misleading information about Tanzania’s stance on Covid-19” after a television station broadcast by them aired a story on Covid-19.
- On April 16, TCRA suspended the license of the online version of the Kiswahili language newspaper Mwananchi for six months after it posted a video of Former President, the late John Magufuli buying fish at a market, apparently not complying with Covid-19 restrictions. The agency accused Mwananchi of publishing “false information.”. Mwananchi later apologized for posting the video.

- On July 6, TCRA banned Kwanza TV, an online television station, for 11 months because of its Instagram post reporting on a Covid-19 health alert by the United States Embassy about Tanzania, accusing the station of being “unpatriotic.”
- On April 20, Zanzibar authorities suspended the license of Talib Ussi Hamad, a journalist with Tanzania Daima, because of a Facebook post in which he said that another journalist had the coronavirus.
- On July 23, the director of the Information Department in the Ministry of Information, Culture, Arts and Sports, Patrick Kipangula, revoked the newspaper license of Tanzania Daima over “excessive and repetitive nature of violations of the laws and the ethics of journalism.” The family of opposition member Freeman Mbowe owns the newspaper.
- In June, the government amended the Electronic and Postal Communications (Radio and Television) regulations, banning Tanzanian radio and television broadcasters from working with foreign broadcasters without government staff present. The following month, the government passed amendments to the Electronic and Postal Communications (Online Content) Regulations, providing criminal penalties for publishing online content “against the State and public order,” or calling for demonstrations, or that “promotes or favors what would raise sedition, hatred or racism.”

3.3 Analysis of CSOs Strengths, Weaknesses, Opportunities and Threats/Challenges (SWOT/C)

The implementation of this Advocacy Strategy depends on the strength, weaknesses, opportunities and challenges CSOs have in advocating for FOE as per below analysis.

Table 3: Strengths, Weaknesses, Opportunities and Threats/Challenges (SWOT/C) Analysis

Strengths	Weaknesses
1. Vibrant CSOs/HRDs already advocating for FOE and other human rights.	1. Competes amongst themselves in quest for resources from the same external development agent.

2. A strong coalition with over 200 CSOs under THRDC giving them a strong voice to be heard.
3. High level of commitment from staff ready to advocate to all policy and decision makers.
4. Registered and recognized by government as key development institutions reaching out to millions of citizens.
5. Presence of strong media houses and media practitioners under TEF, among CSOs/HRDs with readily available support to carry out advocacy campaigns in favour of FOE.

2. Some CSOs do not have institutional communication/advocacy strategies to guide them in the day-to-day advocacy work.
3. Inadequate resources (human and funding) to advocate for FOE.
4. Lack of information and communication sharing on advocacy work done by individual CSOs, hence, repetition of work.
5. Divided media houses, some working for government, faith and private companies with different perception and obligations to support government policies on human rights and FOE.

Opportunities

1. Enjoys the support from international legal institutions like ICNL and other development partners.
2. THRDC has committed leadership and legal experts to support litigation and advocacy work.
3. Current government commitment to allow some breathing space for CSOs/HRDs to advocate for change legal reforms in favour of FOE.
4. Presence of judiciary personnel in the courts of law with knowledge on human rights and FOE.
5. Media outlets and editors ready to support advocacy campaigns on FOE.

Threats/Challenges

1. Inadequate financial resources to undertake advocacy and engage competent staff to advocate for FOE.
2. Existence of regulations that track CSOs work and inhibit them in advocacy work.
3. Slow pace of legal experts, policy makers to reform retrogressive laws even after decisions to repeal some laws affecting FOE have been given.
4. Absence of strong human rights and FOE platforms at regional, zonal district levels to support CSOs with one voice.
5. Inadequate financial muscle among media houses to research, publish and produce advocacy messages in favour of FOE.



4.

Audiences, Issues and Messages

4.1 Intended/Target Audiences (Change Agents)

The CSOs/HRDs will be directed towards government and its three arms (the Executive, Parliament and Judiciary). The objective is to push them to change or enforce laws, policies and practices. Taking into consideration the principle that the beneficiaries should not necessarily be the primary audience (*see Table 4*), for this Advocacy Strategy the following are the categorical key change agents to be advocated by CSOs/HRDs.

Table 4: Categorical Distribution of Audiences (Change Agents)

Audience Category	Descriptions
Primary Audience	Government (The President and Prime Minister, Attorney General, Legal drafting team, Permanent Secretary Ministry of Legal & Constitutional Affairs, Responsible Ministers - Law and Constitutional Affairs, Information and ICT, Home Affairs, etc.)
	Parliament (Parliamentary Infrastructural Committee, Individual influential MPs, Hon. Deputy and Hon. Speaker, etc.)
Secondary Audience	CSOs/HRDs (managers, executives and directors of CSOs/HRDs)
	Development Partners
	International NGOs
	Media owners, editors and journalists
Tertiary Audience	Influential VIPs (Former Speakers, Former Prime Ministers, Ex-High Court Judges, etc.)
	Politicians (ruling party and opposition parties)
	Faith leaders
	Traditional leaders
	Business community
	Citizens (Members of the public in smaller and wider groups or communities)

The CSOs/HRDs have the responsibility to decide who among change agents (target audiences) can be of significant importance in realizing their advocacy objectives. Since legal reform processes are deliberated, handled, manipulated and processed in the office of the Attorney General it is reasonable therefore to consider the AG office as the centre of advocacy actions. However, for advocacy to be meaningful, CSOs will have to engage and work with other individual and institutions.

4.2 Key Strategic Actions

After the review of literature, analysis of responses from Needs Assessment and opinions obtained from interviews with CSO directors and managers, the following have been proposed as key strategies and actions that will have sustainable impact on bringing legal reforms for the FOE Advocacy Strategy:

- i. Build institutional coherence, teamwork and knowledge on human rights and advocacy tactics for FOE through routine meetings, seminars and in-house coaching and mentorship.
- ii. Build capacity of CSOs in advocacy skills and tactics and Human Rights Approach to programming or projects.
- iii. Strengthen linkages, coordination and networking among current CSOs platforms on advocacy of FOE agenda.
- iv. Conduct workshops, seminars and training to legal reforming institutions, Legal and Bar associations and Advocates in relation to FOE.

4.3 Issues

Informed by responses from interviews, research and literature reviews, participating CSOs were of the opinion that instead of reaching out to change agents with messages, it was equally important to brainstorm on the issues related to human rights and FOE in particular.

In order to come up with effective messages for change agents (authorities), CSOs should research, analyze existing laws, policies, systems, regulations and structures that infringe human rights and FOE; and the extent to which they undermine FOE and take the crisp messages to change agents as their food for thought and action. For instance, among the laws that restrict media and FOE that CSOs/HRDs will digest and come up with strong messages to address to change agents include:

- i. The Media Services Act, 2016 especially key provisions that affect FOE in the media circles. They provisions include registration and accreditation of media houses and journalists respectively, journalist's accreditation and the essence of the independent Media Council.

- ii. Access to Information Act, 2016 (affecting the private media).
- iii. Electronic and Postal Communications Act, 2010 which delves into licensing of radio, mobile communication and content.
- iv. Electronic and Postal Communications (online content) regulations, 2018 whose key provisions that counter FOE include requests for permission to publish at the discretion of the authority.
- v. Broadcasting Services (Content) Regulations 2009 whose provisions negates the principles of human rights especially FOE.
- vi. Cybercrimes Act, 2015 which criminalizes offences related to computer and ICT by inhibiting collection and dissemination of information. Under this Act, the Cybercrime (General) Regulations, 2016 requires service providers upon request to provide “the competent authority with information of its users.
- vii. Statistics Act, 2015 with its amendment of Number 3 of, Act 2018.
- viii. National Security Laws restricting FOE under the guise of “national security” which include the Prevention of Terrorism Act, 2002.
- ix. The 2010 Disability Act. Unlike the other laws above, the Disability Act is included here for CSOs to deliberate and come up with messages for relevant authorities to effect desired changes as per this law.
- x. The Marriage Act, 1971 (which at the development of this Advocacy Strategy, CSOs were pushing the government to review its contents before the bill is presented to the April 2023 Parliamentary meeting. CSOs have been advocating for extension of the age from the current 14 to 18 years in line with the international decrees ratified by the government, such as the Convention for the Rights of the Child (CRC).

4.4 Messages

Issues arising from the above laws and other existing regulations not mentioned in this document will be critically reviewed to generate impactful, well-packaged messages (*see Table 5*) that will be coined for advocacy for FOE to specific audiences through various tactics, tools and channels.

Table 5: Messages for Respective Audiences (Change Agents)

Audience	Messages as per Responsibilities
President, URT	<ul style="list-style-type: none"> · Do not accent laws that inhibit FOE · Hold responsible and remove from office policy makers and judges who delay court actions related to FOE and other human rights · Consider appointing policy makers and judges who wear human rights in their faces
Prime Minister	<ul style="list-style-type: none"> · Hold responsible ministers and government officers responsible for delaying and thwarting government efforts to propel FOE · As head of government business in parliament, take positions in debates in support of FOE
Attorney General and Law Drafting Team	<ul style="list-style-type: none"> · Put a Human rights face above every process · Fast-track preparations in drafting laws and bills · Incorporate CSOs expert views on proposed law changes at all levels
Minister Responsible for Particular Laws	<ul style="list-style-type: none"> · Place legal review and FOE matters on top of list for Cabinet meetings · Give FOE the heart and mind it deserves at ministerial meetings
Permanent Secretary for Particular Law	<ul style="list-style-type: none"> · Fast-track proposed legal reforms areas for minister's actions
Head Of Policy Formulation Departments	<ul style="list-style-type: none"> · Give time when working, writing on laws that impact upon citizen's FOE
Strategic High Court Judges	<ul style="list-style-type: none"> · Mindful of constitutional articles and sections on FOE and other human rights
Magistrates	<ul style="list-style-type: none"> · Give priority to cases and individuals affected by infringement of FOE
Law Review Commission	<ul style="list-style-type: none"> · Research, give information and quick advice to AG on affected law

Audience	Messages as per Responsibilities
Hon. Speaker and Deputy Speaker	<ul style="list-style-type: none"> · Give priority and ample time to debate on law review and bills tabled to push for FOE · Give “special” Members of Parliament to support the motion and bill for FOE
Parliamentary Infrastructural Committee	<ul style="list-style-type: none"> · Incorporate CSOs inputs in finalizing bills
Influential Parliamentarians	<ul style="list-style-type: none"> · Speak out in favour legal reforms for FOE · Speak out against all cases of human rights abuses · Give a “Yeah” vote in favour of the bill for FOE
Faith Leaders	<ul style="list-style-type: none"> · Preach human rights, condemn abuse of human rights
Development Partners	<ul style="list-style-type: none"> · Provide financial and technical support to CSOs to effect FOE · Use diplomatic means and financial assistance to bring to sense policy makers to adhere human rights
International NGOs	<ul style="list-style-type: none"> · Support local CSOs with resources (funding and legal expertise) · Capacity develop CSOs/HRDs with advocacy skills, research techniques and impactful advocacy campaigns for FOE · Support establishment of HRDs platforms at zonal and regional levels
Heads of Mass Media and Social Media Practitioners	<ul style="list-style-type: none"> · Technically support CSOs by putting their advocacy messages on top of media agenda · Reach out to policy makers and law makers to institutionalize FOE

There have been some positive advocacy drives made by CSOs/HRDs in the country which have shown positive results (*see Table 6*).

Table 6: Examples of Positive FOE Advocacy Efforts by CSOs

Scenario-1: Kudos TEF on tabling of Media Services Act of 2016 in Parliament

On 10th February 2023, the Government of Tanzania tabled a miscellaneous amendments bill related to the Media Services Act of 2016 in its first reading. A day before this decision was made the government had opted to drop the bill from being read for the first time in the Parliament due to what ‘shortage of time’ for reading it. The bill proposes key changes aimed at making media practitioners enjoy freedom of expression, the right to access information and editorial independence without fear of criminal sanctions.

Immediately after the announcement that the bill was dropped, the Tanzania Editors Forum (TEF) bitterly complained against the Ministry of Information, Communication and Technology, accusing it for double standards. The next day the decision to postpone the tabling and reading of the bill, it was reversed and it was tabled! Since 2020, TEF and other media stakeholders including lawyers have been pressing the government to rescind some draconian laws enacted in 2016.

Scenario-2: EA Court Judge decides in favour of Mseto newspaper

The Managing Editor of Mseto representing HaliHalisi Publishers Ltd 2020 challenged before the East African Court of Justice at Arusha, the Ministry of Information, Culture, Arts and Sports of the United Republic of Tanzania (Respondent) order to suspend the publication of Mseto newspaper in June 2016 as a violation of the East African Community Treaty.

The Judgement by three Honourable Judges led by Hon Lady Justice Monica Mugenyi was entered in favour of the Applicant.

Scenario-3: High Court declares sections of the Constitution of the URT unconstitutional

In a petition to challenge the Provisions of Sections 2 (2) (b) (ii), 4 (a) (e), 6 (1) (b), 6 (2) (a) (b) (e) (f), 6 (3) (b) (d) (e) (f), 6 (4), 14 (a), 15, 16 (1), 18 and 19 of the Access to Information Act, No.6 of 2016 are unconstitutional for offending the provisions of article 13(1) (2) (6) (a), 16, 18, and 29 (1) (2) of the Constitution of the United Republic of Tanzania of 1977 as amended. and 19 of the Access to Information Act, No 6 of 2016 for being unconstitutional filed by William Benjamin Kahale (Petitioner) against the Attorney General of URT (Respondent) and Sections of the Constitution of the URT amendments (Cap 2 R.F 2002) and the Basic Rights and Duties Enforcement Act (Cap 3 R.E. 2002), the petitioner, petitioned the provisions of Articles 26 (2) and 30 (4) of the Constitution of the United Republic of Tanzania of 1977 as amended (herein after to be referred as the “the Constitution”), sections 4 and 5 of the Basic Rights and Duties Enforcement Act, [Cap 3 R.E. 2002] against the Attorney General wanting to declare those sections and provisions unconstitutional and that the respondent should not be given time to rectify unconstitutional provisions.

Scenario-4: Lawyers challenging the Cybercrimes Act No. 14 of 2015

In the High Court of Tanzania before three Judges led by Judge Feleshi upheld the petition by Paul Kanegene and Bob Chacha Wangwe who challenged the Constitutional validity of some provisions of the Cybercrimes Act No. 14 of 2015 (the Act) for violating articles 16, 17(1), 18, and 21(1) of the Constitution of the United Republic of Tanzania (the Constitution) and only section 50 of the said Act was found to be unconstitutional, the petitioners in this consolidated petition challenged only sections 16, and i 39(2)(a)&(b) of the Act for infringing articles 15, 16, 17 and 18 of the Constitution.

The provisions of sections 16 and 39 (2)(a) & (b) of the Act were not challenged in the Jebra Kambole case, in which only section 50(2)(b) of the Act was declared unconstitutional for violating article 13(6) of the Constitution, and the government was directed to correct the anomaly complained of within the period of twelve (12) months from 2/12/2016, failure of which the provision should be scrapped off the statute book.

We are very much aware that there is also the case of Jamii Medi Company Ltd vs The Attorney General and Another, Misc. Civil Cause No. 9 of 2016, which came after Jebra Kambole (supra), and in which the petitioner challenged in vain the constitutionality of sections 32 and 38 of the Cybercrimes Act claiming that the provisions were violative of articles 13(6)(a), 16 and 18(1) & (2) of the Constitution.

5.

Preferred Advocacy Tactics & Channels

In Tanzania, CSOs/HRDs have been using various types of advocacy tactics and channels to advance their quests for desired legal reforms. The most common ones include Case Advocacy whereby CSOs like THRDC, TAMWA, TGNP, TEF have been using an episode, a case or an event to raise their voices to attract attention which, in some cases, brought about changes that propel FOE.

The CSOs/HRDs representatives who participated in the development of this strategy mentioned a number of tactics and channels they prefer to use in order to reach out to key change agents (*see Table 7*). These channels are considered as the most important for reaching out to policy and key decision makers who are instrumental in enabling FOE and other rights to be realized.

Table 7: Preferred Advocacy Tactics and Channels

Tactics	Channels
<p>Inclusion - Advocate for inclusion of CSOs/human rights defenders in multiple committees and commissions formed by government and not for profit organization to work on areas of human rights.</p> <p>Lobbying - Lobby to join in the formulation of a joint working paper on specific issues related to human rights violation and use it to bring understanding among government policy makers and CSOs.</p>	<p>Mainstream Media:</p> <ul style="list-style-type: none"> · Radio · Television (TV) · Press

Tactics	Channels
<p>Example: TAMWA did a lobby to policy makers of the Ministry of Land, Housing, and Human Settlement Development in regard to amending the Land law (1999) in favour of ownership of land by women instead of men only. And lobbied to the members of the Permanent Committee on Social Affairs of the National Assembly to review and amend the Marriage Act to adjust the aged for marriage from the current 14 to 18. TAMWA engaged the Moslem bodies in discussing and divulging the proposed changes.</p>	<p>Interpersonal Communication (IPC): IPC involves dialogue between individuals or within groups. It is a powerful form of communication for advocacy because it adds a human component that helps build rapport and allows for two-way interaction and personalized exchange of targeted and complex information and support. It is useful for promoting motivation and intention to act.</p> <p>The challenges with interpersonal information methods are that the effectiveness depends on informed and skilled human resources, the social relationship between the individuals and the communication skills of the communicator. Also, it can be labour and cost intensive per individual reached, due to the need for trained and monitored personnel.</p> <ul style="list-style-type: none"> · Strategic dialogue meetings · Platform sessions · Conferences · Debates · Seminars · Workshop · High-level meetings

Tactics	Channels
<p>Engagement – Conduct sessions with Special Parliamentary Committee on legal affairs to push for early submission of bills to Parliament.</p> <p>Also work with influential members of social and tribal groupings where necessary to appeal, inform, educate them on the need to change a certain law in the favour of vulnerable members of the community (e.g., <i>TAMWA case with the Marriage Act bill by engaging BAKWATA and Baraza la Ulamaa</i>).</p>	<p>Digital Media: Information and communication Technology (ICT) are electronic and digital platforms (such as internet, short message service, social media) that enable communication and promote the interactive exchange of information, combining mass and mid-sized communication and interpersonal interaction. Information can be disseminated to cost-effectively reach large audiences - often enabling the audience to view at a time most suitable to them. ICTs are a popular way for people to pass simple messages, seek and generate information, connect socially through two-way conversation, exchange information in real time, access services and, increasingly, to motivate social change. ICT requires access to relevant devices (such as computers, mobiles, smart phones) and reliable connection.</p> <ul style="list-style-type: none"> · CSOs web portals · Twitter · Instagram · Facebook · Existing and new blogs · SMS · Government online pages
<p>Litigation - File cases against government on delayed implementation of high court rulings on constitutional, criminal and other human rights related issues.</p>	<p>Publications:</p> <ul style="list-style-type: none"> · Newsletters · Advocacy briefs (one pager) · Advocacy booklets · Pamphlets · Slide shows · Documentaries · Exposes and advertisements

Tactics	Channels
<p>Petitions - Prepare draft petitions against delays in making judgement by magistrates, High Court Judges and Judges of Court of Appeal in cases that require urgent deliberations and decisions to safeguard human rights.</p>	<p>Public Meetings (commemoration thematic events):</p> <ul style="list-style-type: none"> · World Media Day · World Legal Day · World Democracy Day
<p>Social Media - Use of social media groupings such as those of High Court Judges, Advocates, Judiciary Commission to present cases of human rights abuse, case delays, misconduct and way forward, thereby creating awareness to the judiciary system. Messages are tagged to special personalities whom the CSOs want to be reached for action and help navigate for positive changes. (e.g., <i>The case of Marriage Act and the Msichana Initiative</i>)</p>	<p>Research - Studies on legal factors contributing to inadequate inclusion of CSOs into entire legal reform processes</p>
<p>Decentralization - Decentralization of CSOs/Human Rights Defenders coalition including THRDC from Dar es Salaam to zonal, then from zonal to regional and district levels to facilitate easy access by CSOs and citizens in general.</p>	<p>MoUs – Entering Memorandum of Understanding between and among HRDs and other FOE stakeholders.</p>
<p>Networking - Increase more networks of human rights defenders and CSOs working for human rights and ensure they are decentralized.</p>	
<p>Advertisements - Use advertisements to popularize and engage citizens to give their views before the proposed changes are tabled at ward, Council, parliament levels.</p>	

6.

Implementation Plan: Key Elements, Activities & Timeline

The ultimate goal of this Advocacy Strategy is to influence policy changes and law reforms to cement FOE as a critical element of human rights. The presented draft implementation plan (*see Table 8*) provides major activities and necessary steps that THRDC and allied CSOs/HRDs will take to forge coordinated efforts by all stakeholders to address issues related to human rights generally and FOE in particular in Tanzania. This will help in leveraging existing resources to ensure inclusiveness, expand access to information, and stimulate dialogues and discussions on communities' demand for the rights to freedom of expression in order to address and realize the three key outcomes of interest namely:

- 4) Influence policy changes and legal reforms through policy formulations, lobbying and advocacy for cementing FOE as a critical element of human rights.
- 5) Assume a watchdog role over the state machineries including the judiciary and legal trajectory against infringement of FOE, abuse of power, provision of education on human rights (right holder and duty bearer relationships), litigation on behalf of vulnerable populations and breeding grounds for democratic processes.
- 6) Become role model for freedom of association and socio-cultural groupings and, through communication, play the role of knowledge generation dissemination of human rights education, desired changes on legal frameworks in order to promote FOE.

Table 8: Timeline for Implementation of FOE Advocacy Strategy Activities

FOE Advocacy Activities	2023 Quarters				2024 Quarters				2025 Quarters				2026 Quarters				2027 Quarters				Indicative Budget (TBD)	
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	TZS	USD
1. Capacity Development																						
1.1. Preliminary arrangements: Strategy development and planning																						
1.2. Orientation of CSOs directors, managers on Advocacy, human rights approach to their work																						
1.3. Orientation of legal and policy-makers on FOE and the role of CSOs/HRDs																						
1.4. Training of Parliamentarians on CSOs/HRDs and FOE																						

FOE Advocacy Activities	2023 Quarters				2024 Quarters				2025 Quarters				2026 Quarters				2027 Quarters				Indicative Budget (TBD)	
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	TZS	USD
1.5. Training of media owners on advocacy for FOE																						
1.6. Training CSOs in resource mobilization for advocacy for FOE																						
1.7. Training of CSOs on Supporting People with Disabilities to advocate for FOE																						
1.8. Organize public meetings on FOE with a focus on freedom of assembly and Constitutional changes																						
2. Media Campaign on Freedom of Expression																						
2.1. Organize a semi-annual media campaign against retrogressive laws affecting human rights and FOE																						

FOE Advocacy Activities	2023 Quarters				2024 Quarters				2025 Quarters				2026 Quarters				2027 Quarters				Indicative Budget (TBD)	
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	TZS	USD
2.2. Produce media campaign materials: posters, billboards, pamphlets, brochures, souvenirs on FOE for display during international press, media and communication events																						
3. Institutional Support																						
3.1. Support THRDC to establish zonal and regional CSOs and platforms for human rights and FOE																						
3.2. Lobby to government to institutionalize paralegal systems and paralegals as community-based advocates for FOE																						

FOE Advocacy Activities	2023 Quarters			2024 Quarters			2025 Quarters			2026 Quarters			2027 Quarters			Indicative Budget (TBD)		
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	TZS	USD
3.3. Support CSOs with technical and expertise in fund-raising for advocacy to FOE and other human rights for vulnerable groups																		
3.4. Support CSOs with digital systems for monitoring legal reforms processes, reporting and procedures																		
4. Research and Documentation																		
4.1. Conduct research and analysis on factors delaying reviewed retrogressive laws inhibiting FOE from going through to Parliament																		
4.2. Conduct a study on factors delaying presentation of proposed bills related to FOE																		

FOE Advocacy Activities	2023 Quarters				2024 Quarters				2025 Quarters				2026 Quarters				2027 Quarters				Indicative Budget (TBD)	
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	TZS	USD
4.3. Evaluate CSOs/HRDs advocacy strategy work																						
4.4. Prepare and disseminate semi-annual reports on Advocacy for FOE																						
5. Coordination and Networking																						
5.1. Conduct regular quarterly review meetings for CSOs/HRDs to deliberate on progress towards advocacy for FOE																						
5.2. Harmonize and set up a network/communication hub for CSOs/HRDs																						
6. Monitoring, Evaluation, Accountability, Learning and Reporting																						
6.1. Routine monitoring and follow-up																						
6.2. Supportive supervision																						
6.3. Reporting																						
6.4. Evaluation																						

7.

Monitoring, Evaluation and Learning Framework

The monitoring and evaluation (M&E) plan will address key issues on human rights generally and freedom of expression in particular that are the mandate of this Advocacy Strategy across the categoric respective audiences.

The M&E plan has been designed to quickly allow implementors to determine progress towards the achievement of the set objectives as well as guide decisions related to fine-tuning the planned activities as it will help in comparing the effects of the objectives and identify factors that contributed to or constrained the achievement of the set goals.

The implementing parties will routinely monitor all processes and outputs. Process and output indicators will focus on project activities, monitoring their progress and to what degree the target audiences are involved and participating in the planned activities.

THRDC and allied CSOs in promoting FOE in Tanzania will draw the M&E Framework to guide in measuring progress and success. The M&E Framework will incorporate the benchmarks which will be used to track and gauge the type and amount of work conducted by respective CSOs/HRDs in terms of process compliance and output indicators to measure short-term or immediate-term changes among intended audiences.

The M&E Framework will be structured around the different intended audiences for adaptability with corresponding different activities that have been set for each objective. It will contain a set of tables that provide indicators and frequency of data collection for each objective.

Monitoring and Evaluation of this Advocacy Strategy is an important element. The monitoring process will help determine the effectiveness of tactics and channels used by CSOs in reaching out to intended change stakeholders. It is an important undertaking in the strategy implementation.

The objective of Monitoring, Evaluation and Learning is to measure the levels of CSOs in advocating for laws and actions that impact and undermine FOE. The expected outcome is increased level of advocacy by CSOs on FOE with an ultimate goal of improved freedom of expression among Tanzanians as an impact.

Some of the indicators to be followed when undertaking advocacy work:

- i. Proportion of CSOs undertaking advocacy of FOE to change agents/stakeholders.
- ii. Number of sessions conducted to review CSOs actions on advocacy.
- iii. Number of legal reforms related to FOE and human rights.
- iv. Number/proportion of bad laws revised/changed or deleted from the books of laws in favour of FOE.
- v. Number of legal experts including Judges taking part in advocating/ litigation matters/cases in favour of FOE.
- vi. Percentage of citizens with increased level of understand advocacy for FOE among CSOs.

7.1 Reporting Arrangements

Taking into account the fact that several allied CSOs like UPCT, TAMWA and LHRC, among others, have their respective M&E Frameworks that are used to guide in the implementation of their projects. The other CSOs/HRDs will adopt the M&E Framework to fit in their respective reporting arrangements. Therefore, it is anticipated that every CSO/HRD will use its existing or adopted M&E Framework to decide the reporting arrangement mainly on quarterly-basis (every three months). In addition to the quarterly reports, the reporting shall also be done on monthly, bi-annual and annual-basis and shall be shared during internal and networking meetings.

The reports are generated out of community (field) work and, CSOs/HRDs will have the opportunity to present their reports (in their thematic working areas) for discussions during workshops, seminars, training and networking meetings organized by THRDC and other national stakeholders.

The monitoring visits shall mostly be organized and coordinated by THRDC for CSOs/HRDs during which progress reports are prepared, read and discussed for the preceding quarter or year at different avenues:

- (i) Annual reports are shared among CSOs, government, DPs, private sector and are also used for advocacy purposes.
- (ii) Documentation of progresses in the courts of law. These shall be segregated in terms of how many cases were files, how many were lost and won and reasons behind.

- (iii) During advocacy, THRDC and allied CSOs/HRDs shall focus on several factors to measure success which shall include, but not limited to: how many laws were reviewed, presented and passed as amended laws each year; number of victims freed or whose cases were in courts of law.
- (iv) Feedback from citizens and policy-makers through social media platforms on issues on FOE.

7.2 Monitoring and Evaluation for Media Houses

Each media house will develop its tailored monitoring indicators based on activities and have its M&E Framework. Although the media (including social media) have the noble role in educating, informing, entertaining their audiences, as far as this Advocacy Strategy for FOE is concerned, the aspect of advocating for change of laws that hinder their *modus operandi* and their audiences' FOE is added into their role.

The following are the key indicators for the media role in Advocacy for FOE:

- (i) The proportion of types of media actively using one or more advocacy strategy and activities to promote HR and FOE.
- (ii) Number of high-level meetings involving TEF and lawyers, judges and policy makers in the judiciary system.
- (iii) Number of training sessions for Media houses representatives (Editors) on Advocacy for FOE with a focus on laws that hinder media functions and role to the citizens.
- (iv) Number of newspaper articles, radio and television programmes, editorials and opinions published to solicit for change of existing laws against media thus reducing space for citizens to express their opinion and raise their voices.
- (v) Number of legal experts, parliamentarians, policy and other decision makers interviewed and enlightened on the urgency to change policies, laws and institutional framework in favour of realization of HR and FOE.
- (vi) Number and frequency of CSOs working/partnering with media to oppose laws that infringe their work and human rights from the social, economic, democratic and cultural outlook.
- (vii) Number of lobbying sessions to AG, Parliamentary Committee, Ministers on the proposed law amendment and outcomes.

- (viii) Number of amended media laws tabled as bills for reading, discussions and enacted as law by the President.
- (ix) Proportion of THRDC membership taking part in various legal reforms meetings, advocacy and lobbying sessions to promote FOE.

7.3 Expected Outcomes and Impact

The mid-term evaluation is expected to be held by mid-2025 after a minimum of 2-years implementation period of this Strategy. It is highly anticipated that THRDC and allied CSOs under the project shall undertake an evaluation to gauge its achievements and challenges so that be able to chart a way forward in terms of re-programming.

The following are among key issues and questions that should provide answers through this Advocacy strategy:

- (i) CSOs/HRDs have helped raise FOE among citizens
- (ii) Policy makers are engaging CSOs in undertaking legal reforms to promote FOE
- (iii) Public/citizens are aware and take action to protect their rights especially FOE
- (iv) Evidence of pressure from CSOs/media, influential personalities and citizens to policy makers in reforming laws in favour of FOE
- (v) CSOs are invited to play part in all stages of legal reforms processes
- (vi) CSOs suggestions and opinions seriously taken on board in reforming laws affecting FOE
- (vii) Systems and structures to defend and promote FOE accessible in the community

 Mikocheni B, Eyasi Road, P.o.box 105926,
Dar Es Salaam, Tanzania

 +255 769 642208

 info@thrdc.or.tz

 www.thrdc.or.tz

Like us on



TANZANIA HUMAN
RIGHTS DEFENDERS
COALITION

Follow us on



[@thrdcoalition](https://twitter.com/thrdcoalition)

Follow us on



[@thrdcoalition](https://www.instagram.com/thrdcoalition)