



MONITORING AND EVALUATION

Milestone 3 Report

Summary

This is the final monitoring and evaluation narrative report for CIPESA from Data4Change in relation to Data4Change's support for data literacy and internet freedom advocacy under the Africa Digital Rights Fund (ADRF), which was conducted between 1 April 2020 and 31 March 2021.

This report contains the following three sections:

1. Activities update

An update on activities from Friday 12 December 2020 to 31 March 2021. These activities include:

- a. The Mozambique web accessibility project with FAMOD
- b. Cabsi La'aan (Without Fear) project with Digital Shelter
- c. Data skills training with SOLJA
- d. Timebank activities
- e. Further training

2. Achievements

An overall summary of project achievements, outcomes and media coverage.

3. Analysis

An analysis of the challenges, opportunities and sustainability of the project interventions.

MONITORING AND EVALUATION

Activities update

The Mozambique web accessibility project with FAMOD

Summary

Between 1 October 2020 and 16 March 2021, Data4Change teamed up with Fórum das Associações Mocambiçanas de Pessoas com Deficiência (FAMOD) on:

1. A data-driven investigation into the state of web accessibility in Mozambique.
2. A campaign for greater digital inclusion of people with disabilities in Mozambique.

The data-driven investigation

Data4Change worked with FAMOD to carry out automated accessibility testing on 18,704 web pages across 90 key Mozambican websites, including key government services, health news and online shopping websites.

During the data collection phase we reached out to members of the [WAI Interest Group public Discussion List](#) to ask for feedback and advice on our data collection methodology in the early stages of our investigation. We were inundated with responses from accessibility experts wanting to help and conducted calls with Steve Green, Andy Keyworth, Aurelien Levy and Léonie Watson.

The results showed that:

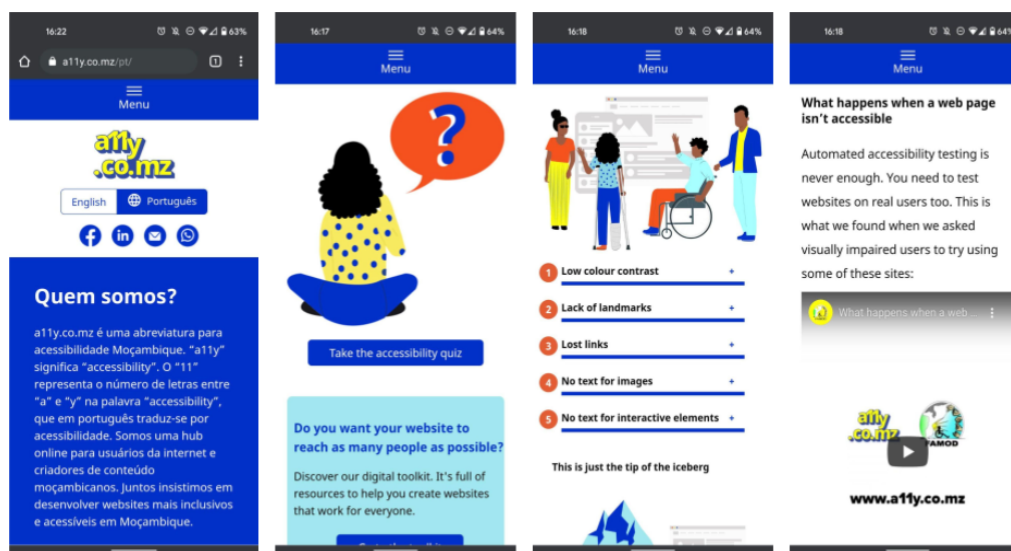
- 90 of the most important and useful websites in Mozambique contain over 700,000 barriers to people with an impairment, whether that's visual, hearing, mental or physical.
- On average, each single web page we assessed contained 38 accessibility violations.
- Some of the worst-performing websites included a job ads site, a large telecoms provider and a government tax authority.
- Just five types of accessibility violation accounted for nearly 90% of all the violations found. The top five violations were: low colour contrast (37% of violations found); lack of landmarks to identify regions of a page (33%); links that aren't made apparent (11%); no descriptive text for interactive elements (3%); and no 'alt text' for images (2%). These violations are very easy to check and most are easy to solve.

The campaign

We worked with FAMOD and a remote team of creatives to create a campaign around the data collected.

The creative team consisted of:

- A data scientist from Tanzania
- A graphic designer from Egypt
- A developer from Kenya
- Project managers from Data4Change
- Strategists from MobLab Collective



Shown above are sample screenshots from the campaign website on mobile

The campaign outputs included:

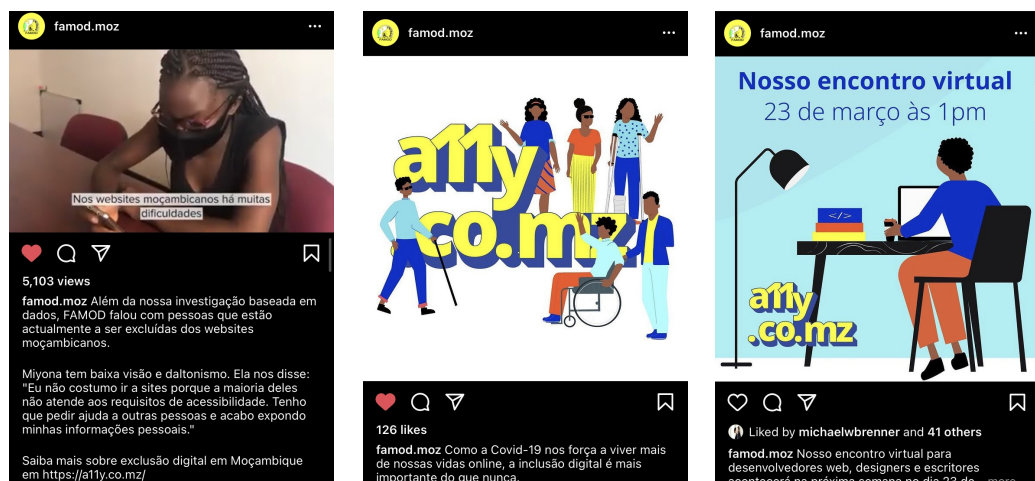
- **A data-driven article.** The creative team delivered [a data-driven article](#) that brings to life the results of the investigation as well as providing practical information and advice on the most common accessibility violations found.
- **Video interviews.** Data4Change provided guidance and financial support for FAMOD to conduct a day of interviewing and testing Mozambican websites with two individuals with visual impairments: one screen reader user and one person with colour blindness. During these interviews the individuals with visual impairments demonstrated how inaccessible websites are. They also shared their own stories of being unable to access web content, and what this meant for them.
- **Video clips.** In addition to noting findings, FAMOD recorded [video](#) and audio clips of the video interviews (above) with a phone. These recordings were then edited and captioned using Adobe Spark to become social media campaign content. This content proved extremely successful and demonstrated to all involved the power of combining personal stories with data to raise awareness of the issue.
- **An interactive quiz and learning resources.** The creative team decided early on that this campaign should not focus solely on

the problem, but also point to solutions. So they included [a quiz section](#) on the website for web writers, designers and developers to test their knowledge about accessibility (and learn some things along the way) as well as providing links to resources and guides for creating more accessible websites.

- **Social media assets.** To help promote the campaign, Data4Change worked with FAMOD to create [press releases](#), [media packs](#) and social media assets in English and Portuguese across their Facebook and Instagram accounts. In addition, Data4Change created a Facebook profile picture badge so that people who supported the campaign could easily show their support to their own followers.
- **An online meetup event.** Data4Change provided guidance and financial support for FAMOD to host a virtual [meetup event](#) (Attachment 5) bringing together FAMOD’s network and the web developer community in Mozambique to discuss the campaign and how to improve web accessibility in Mozambique. In particular, Data4Change provided funding for a sign interpreter to provide live sign translations for people with hearing impairments on the video call. The meetup took place on Tuesday 23 March via Zoom and was attended by 41 people.

“In most websites there comes a stage when it is not possible to use. I finished my studies recently and when I went to the job website, I was not able to apply for a job, because when I get to the end of the first page of jobs, I can't move onto the next. I end up giving up.”

A quote from Abdul, a screen reader user interviewed by FAMOD



Shown above are examples of the Instagram posts created to promote the campaign



Shown above is our retweet of TetraLogical's support for the campaign. TetraLogical is an accessibility consultancy company led by Léonie Watson, who provided advice and consultation on the data collection methodology of this project.

Team reflections

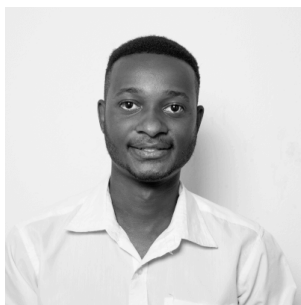
On this project the creative team learned about the value of listening to, and amplifying the voices of, beneficiaries. It was particularly striking to us that while web accessibility can be an extremely complicated and technical subject, the most important skill of all is empathy. It was through listening to what FAMOD's beneficiaries shared with us that the team learned that we can't passively assume that everyone encounters and uses the web in the same way. The designer on the project said "I wish we could have spent more time doing user testing before launching so that we could improve [the campaign] based on their feedback". Going forward, Data4Change will look for ways to do more of this and earlier on in our projects.

FAMOD and the creative team shared the following feedback with us.



Clodoaldo Castiano, Advisor at FAMOD:

"I have learned that we do not need big funding to make change happen. We have managed to reach the target audience and the message of the campaign is clear and easy to grasp ... I learned how to organise an advocacy campaign and will be doing more campaigns in the future!"



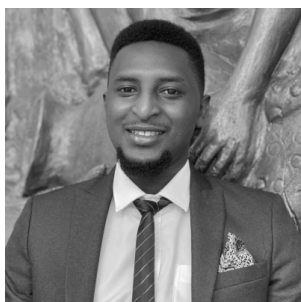
Amílcar Carlos Paco, IT Manager at FAMOD:

“[The strategy sessions] were very useful because we found the best target audience for the campaign. In addition, I learned how to break the problem down into smaller pieces. [The interviews] meant that we were able to capture the emotions of the users and see how excluded they feel due to websites that are not accessible. I would do something similar to this again.”



Reem El Sayed Samy, Designer on the creative team:

“Accessibility and learning more about its principles will help me in more projects and reaching a more diverse audience.”



Elric Wamagu, Developer on the creative team:

“I gained quite a lot of hands-on experience in making accessible digital tools and services from the implementation of the project as well as from the amazing library of resources curated for digital accessibility hosted on the website.”

Watch this space

Building on the success of this campaign, Data4Change have since submitted a joint-funding proposal with CIPESA to DRL to carry out similar data-driven investigations in other countries.

Attachments

1.  [Campaign website: a11y.co.mz](https://a11y.co.mz)
2.  [FAMOD blog post](#)
3.  [Campaign press release \(English\)](#)
4.  [Campaign media pack \(English\)](#)
5.  [FAMOD meetup slides \(Portuguese\)](#)

Cabsi La'aan (Without Fear) project with Digital Shelter

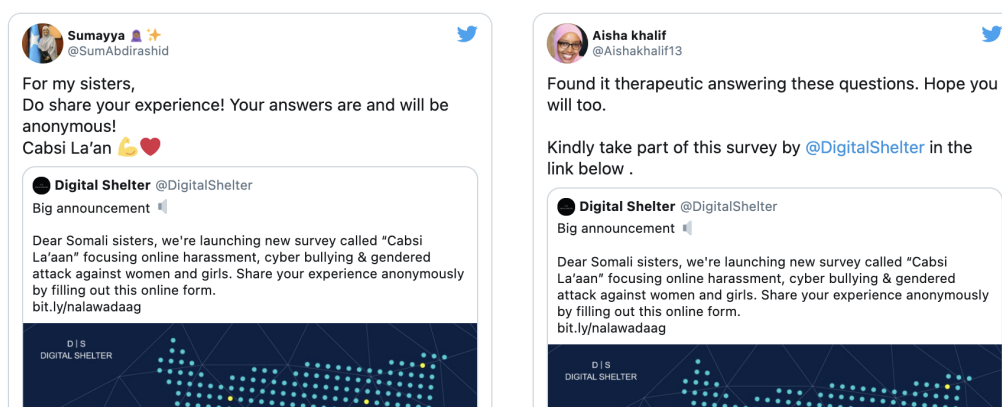
Summary

Between 1 October 2020 and 17 March 2021, Data4Change teamed up with Digital Shelter in Somalia on:

1. A crowdsourcing survey collecting evidence on the nature and impact of online abuse experienced by Somali women.
2. A campaign for greater awareness about the extent and seriousness of online abuse against Somali women.

The crowdsourcing survey

Data4Change worked with Digital Shelter to create an online survey asking Somali women (living in Somalia and across the diaspora) to share their experiences of online abuse.



Shown above are examples of the social media responses to the survey

82 Somali women responded and we learned the following from what they said:

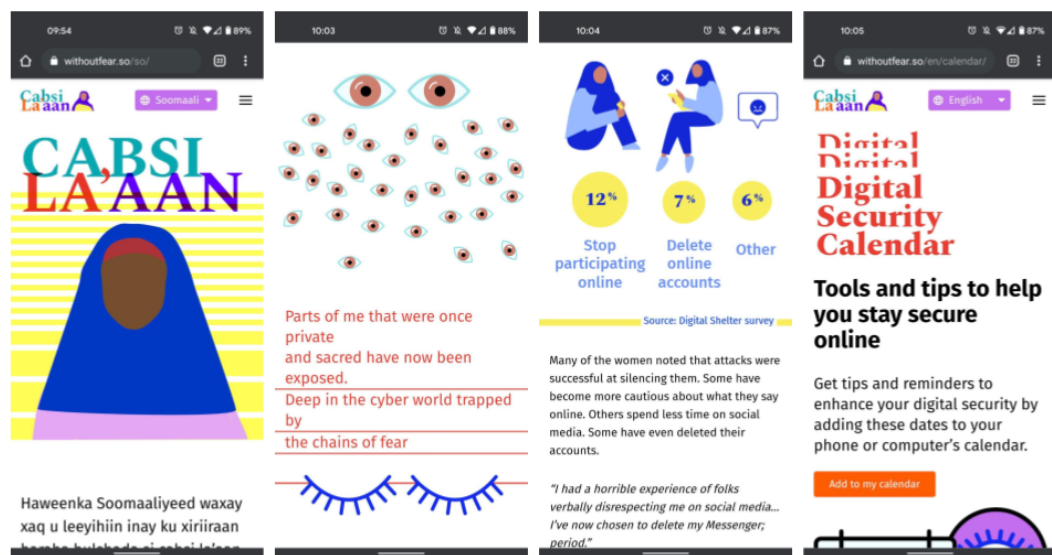
- The online abuse that Somali women have experienced ranges from having accounts hacked, to receiving indecent images from men and even blackmail.
- Somali women who experience online abuse are likely to experience it more than once: 68% said they have experienced online abuse more than once.
- Facebook is “the worst platform to be a girl” in Somalia, with 57% of respondents experiencing abuse on a Facebook-owned platform (Facebook, Messenger, WhatsApp or Instagram).
- Online abuse changes Somali women’s behaviour online: 43% noted they are now more cautious about what they say online. 34% said they spend less time on social media. 7% said they have deleted their accounts as a result of online abuse.
- Online abuse is not taken seriously in Somali society. As one respondent put it, “[online harassment] is not even considered abuse in our society, which is disheartening”.

The campaign

Data4Change worked with FAMOD and a remote team of creatives to create a campaign around the data we collected.

The creative team consisted of:

- A data scientist from Tanzania
- A data journalist from Kenya
- A graphic designer from Egypt
- A data visualisation designer from Egypt
- A developer from the United States
- Project managers from Data4Change
- Strategists from MobLab Collective



Shown above are sample screenshots from the campaign website on mobile

The campaign outputs included:

- **A data-inspired poem.** The creative team commissioned Somali poet and activist Zahra Mahamed to write and record an audiovisual poem inspired by the stories shared by Somali women in the crowdsourcing survey. Working with Digital Shelter, the creative team designed powerful visuals to accompany the words. The poem is called “Cabsi La’aan” or “Without Fear” and is available to read and listen to in a variety of formats and in both [Somali](#) and [English](#).
- **A data-driven article.** The creative team produced [an article](#) summarising and visualising the key insights shared by Somali women in the crowdsourcing survey. The article paints a powerful picture of the nature and impact of online abuse experienced by Somali women.
- **A digital security calendar.** The creative team created [a calendar](#) file that Somali women can download on their phones or computers in order to receive regular reminders to check up on the digital security of their online and social media accounts.

- **A launch event at Digital Shelter's coffee meetup on International Women's Day.** Digital Shelter launched the campaign at a coffee meetup event held on International Women's Day. At this event they invited poet Zahra Mahamed to perform a live reading of the poem and invited Somali women in the audience to download the digital security calendar.



Shown above are some of the social media posts shared about the launch event.

Team reflections

On this project the creative team learned about the value of testing early ideas with beneficiaries. Data4Change provided Digital Shelter with guidance on how to conduct 'idea validation' with beneficiaries, and as a result the creative team gained two key insights: that Somalia has a strong oral culture and that artistic expressions of the stories that women shared would be particularly effective. These insights gave the creative team the idea to commission a Somali female poet to write a poem out of the survey results which has proved very successful in the campaign efforts on social media.

Data4Change, Digital Shelter and the creative team agreed that we would have liked to have had female representatives from Digital Shelter work on the campaign. This was unfortunately not possible as female members of the Digital Shelter team were already on other projects for the duration of the campaign.

However, we have all been delighted that the campaign is spreading far and wide in Digital Shelter's female networks. Digital Shelter and the creative team shared the following feedback with us.



Abdifatah Hassan Ali, Co-founder of Digital Shelter:

"The final campaign is amazing and is breaking down barriers in Somalia. I have learned that if you empower one victim, you'll empower thousands. We have seen a lot of more survivors speaking out now and sharing their stories of online gendered abuse ... This project has changed my perspective on how we can address a big issue like this on social media. Before, I was afraid to bring such a discussion on to public platforms, but now I think we can use these platforms to address this issue and many more."



Abdifatah Ali Mohamud, Director of ICT Programmes at Digital Shelter:

"I enjoyed the brainstorming sessions ... I also learned new ways of collaboration tools like Mural and Miro. The final product is very impressive and timely. I haven't seen a campaign like this before ... The design is amazing, I like the illustrations and the mixture of colours. A lot of people have been reached through this campaign, both physically and virtually. All of the attendees at the campaign launch event admired and welcomed this great initiative. Meanwhile the social media posts and promotions have reached many audiences. This was a really great experience and learning opportunity for me as well as for Digital Shelter. I hope we can work on other projects or campaigns together in the future."



Zahra Mahamed, Somali poet and activist:

"This is a well needed campaign: no woman should be put in a situation where she is ridiculed and shamed, especially online. The launch was brilliant and successful."



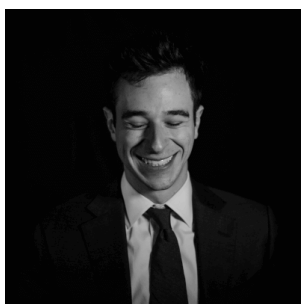
Reem El Sayed Samy, Designer on the creative team:

“The project’s focus on female empowerment has a special place in my heart. I would love to continue working on projects like this where I feel part of something bigger and that is vitally important.”



Joachim Mangilima, Data analyst on the creative team:

“I think I will be more open to collaborating with others remotely, since this project has proved that it can be done quite successfully. My only hope is that the campaign messages can spread far and wide within Somalia and beyond and that this can lead to real, life-changing impact on the ground.”



Loren Riesenfeld, Developer on the creative team:






“What really struck me is the number of women who spent less time online or entirely stopped participating online after experiencing harassment. So much happens online these days and no one should be excluded from these spaces.”

Watch this space

Building on the success of this campaign, Digital Shelter are hoping to:

- Host a virtual event on Clubhouse, to discuss the issue of online harassment of women in Somalia.
- Share and promote the campaign at CIPESA’s Digital Rights and Inclusion Forum in April 2021.

Attachments

1.  [Campaign website: withoutfear.so](https://withoutfear.so)
2.  [Digital Shelter blog post](#)
3.  [Campaign press release \(English\)](#)
4.  [Campaign media pack \(English\)](#)
5.  [IFEX article \(English\)](#)

Data skills training with SOLJA

Summary

Data4Change provided training, guidance and financial support for the Somaliland Journalist Association (SOLJA) to train 35 journalists from across Somaliland in data collection, cleaning, analysis and communication skills.

Preparation

Preparation for the events entailed:

- Adapting and adding to Data4Change's remote learning course material – additions included instructions on how to set up a Gmail account, an icebreaker game and an end-of-course quiz.
- Preparing all material to be translated into Somali and creating Somali versions of printed and web materials.
- Training of trainers (Ilyas Abdillahi and Abdishakur Omer) to deliver the course.
- Providing financial support for venue hire, transport costs, printing costs, translation costs and trainer's time.
- Supporting SOLJA with the creation of an online sign-up sheet for Somaliland journalists to request to attend the training. 53 individuals applied for 35 spaces.

The events



Event 1

27–28 Jan

20 journalists attended, including 16 male journalists and 4 female journalists.



Event 2

23–24 Feb

15 journalists attended, including 11 male journalists and 4 female journalists. Several of the journalists attending travelled from remote and rural areas of Somaliland.



CSO reflections

At the events the chairman at SOLJA, Zakariye Ahmed Muhumed, told participants: “We urge you to share what you have learnt today to benefit yourselves and share with your colleagues ... The objective is to spread the message to different communities ... The education you receive here is of great benefit to our work in the media. Why? The most important thing we work on is to share information with the community. Data collection needs to be streamlined. When the available data is filtered, sorted and prepared in an understandable manner ... the information you have got available is very giant.”

The team at SOLJA were delighted with how the events went, but told us that it was quite a challenge to cover all the content in two days and suggested that in future three days would be more comfortable.



Media coverage

1. [Article in Aftahan News](#)
2. [Gobanimo TV video report](#)

Timebank activities

Summary

Data4Change invited ADRF grantees to browse a “Timebank menu” from which they could request services and support from creatives in the D4C alumni network. The services included items ranging from data-driven GIFs to chart-making tutorials and data research.

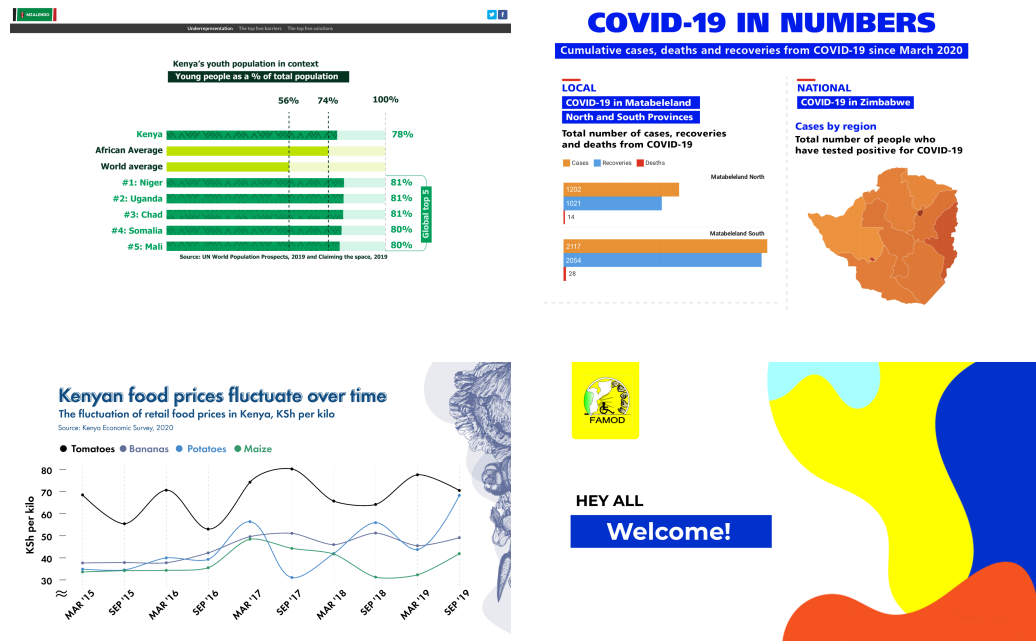


Shown above are sample screenshots from the Timebank menu

Outputs

Outputs from the Timebank included:

- A data-driven article.** Data4Change worked with Mzalendo Trust to create [an article](#) highlighting the underrepresentation of young women Kenyan politicians. The article was inspired by Mzalendo Trust's reports [The Invisible Minority](#) and [Claiming the Space](#). It was produced by a female data journalist in Kenya and a female data visualisation designer in Egypt. The article was built using Shorthand.
- A data sheet and data visualisation design template.** Data4Change worked with the Zimbabwe Center for Media and Information Literacy's (ZCMIL) to redesign and create templates for the “[Covid-19 in numbers](#)” page in their fortnightly ‘Citizen Bulletin’. In addition to this, Data4Change ran a one-hour tutorial for ZCMIL to update these data visualisations in future issues.
- Research into top datasets and a series of data-driven social media posts.** Data4Change worked with CUTs to research two sets of “top datasets”: the first set of datasets were around the topic of [the effects of Covid-19 on youth unemployment in Kenya](#). The second set of the datasets were around the topic of [market information systems for farmers and food suppliers](#). This second set of datasets were developed into visualisations and published on the [@CUTS_Nairobi Twitter account](#) – one in particular caught the attention of [Kenya's Ministry of Agriculture](#).
- Branded slides and social media assets.** Data4Change reviewed FAMOD's social media platforms and produced a series of branded [slides](#) and [social media content](#) including avatars, header images and advice for making the most of social media platforms while running the #a11ymoz campaign.



Shown above are sample screenshots from the Timebank outputs

CSO reflections

The CSOs shared the following feedback with us:

- “The article tells a compelling story and we especially like that you were able to pick out some of the voices from the respondents and highlight them under each challenge. The article looks great and the visualisations really bring out the salient issues.” – **Sylvia Katua, Communications officer at Mzalendo Trust**
- “I am writing to let you know that our newsletter (attached) is getting good reviews from our audience members thanks to your help with data visualisations. We very much appreciate it. Our plan is to have more data visualisations in our newsletters. Our stories are not always data-driven perhaps there are other ways you can suggest for turning our stories into great visuals. We look forward to more collaborations in the future.” – **Divine Dube, Editorial director at ZCMIL**
- “Thank you for investing your time to produce such tailored materials.” – **Clodoaldo Castiano, Director of FAMOD**

Attachments

1. [Timebank menu for ADRF grantees](#)
2. [Mzalendo Trust: Data-driven article ‘Our future, our say’](#)
3. [ZCMIL: Data visualisations for Citizen Bulletin](#) (see page 3)
4. [CUTS: Top datasets for your CSO \(1\)](#)
5. [CUTS: Top datasets for your CSO \(2\)](#)
6. [CUTS: Data-driven social posts: \(1\); \(2\); \(3\); \(4\)](#)
7. [FAMOD: Branded slide templates](#)
8. [FAMOD: Branded social media assets](#)

Further training

Summary

Data4Change published the following additional further training courses in the Data Explorer's classroom in January 2021:

- [Sketch data stories](#)
- [Make data accessible](#)

Outputs

In total Data4Change awarded:

44

further training badges

10

further training certificates

This was a lower uptake than we had hoped. In order to learn more about why ADRF grantees were not taking the courses, we sent out a survey to find out why. Eight responded and we learned from their responses that:

- Many students like to receive motivational email reminders to start/complete my courses.
- Students like having a clear goal of which courses they aim to complete and by when.
- It would help if students could get permission to allocate time to take courses during their working hours.

As a result, Data4Change:

- Created a sign-up sheet to get reminders and nudges about goal-setting email – three students responded.
- Emailed CSO directors asking them to consider allowing their staff to take courses within working hours – one director responded.
- Created a “Timebank menu” (see previous section) where CSOs could swap badges earned for creative outputs – none of the CSOs made requests, but several did respond when Data4Change reached out directly with ideas and suggestions for activities.



Shown above is a photograph submitted by a student showing their completion of an assignment to gather user testing feedback on a data visualisation sketch.

CSO reflections

Despite the low take-up on further training courses, students who took these courses did benefit from learning more advanced skills. These students shared the following feedback with us:

- “I have learned how to use mobile data collection tools and XLSForm. It was cool and not complicated at all.”
- “It’s good to know that you can link a Google Form to a Google Sheet and have the results automatically saved.”
- “I learned how I can make my online search more accurate using search operators. It not only saves time but also helps to reach more reliable data.”
- “I learned that creating GIFS and audio files instead of videos is helpful for people with low bandwidths.”
- “I learned the conditional formatting technique, which saves time in analysing any dataset. It makes it easy to spot the trends in a dataset.”
- “I have learned how to use the VLOOKUP function, IF function and create Pivot tables. This was an outstanding and interesting lesson.”
- “I have learned ways of ensuring that we present accurate data when using three techniques: normalising numbers, calculating percentage change (of much interest) and exploring correlations. Exciting!”
- “I learned about how to analyse both quantitative and qualitative data using Pivot tables and Databasics.io's Word Counter, respectively. Pivot Tables are very powerful.”
- “Thank you for inspiring me, it's my pleasure to hear that I have done all assignments!”

Attachments

1.  [Sketch data stories](#)
2.  [Make data accessible](#)

MONITORING AND EVALUATION

Achievements

Outcomes

43

People trained in data skills from 10+ countries

230

Total hours of remote learning in data skills

735

Total hours of in-person learning in data skills

137

Badges awarded for remote learning

26

Certificates awarded for remote learning

35

Certificates awarded for in-person learning

974k

Social media views of both campaigns

63k

Social media interactions with both campaigns

7.1k

People accessing both campaign websites

234k

Social media views of FAMOD campaign content

8k

Social media interactions with FAMOD campaign content

1.5k

People accessing a11y.co.mz
(80% from Mozambique)

740k

Social media views of Digital Shelter campaign content

55k

Social media interactions with Digital Shelter campaign content

5.6k

People accessing withoutfear.so
(95% from Somalia)

MONITORING AND EVALUATION

Analysis

Challenges

Summary

Below is a summary of the top three challenges that arose during this project and the ways in which Data4Change plan to learn from these in future engagements.

Challenge 1: Remote further training

- We learned not to underestimate the challenge of motivating individuals to complete online learning on top of their other work and life commitments.
- We feel that Data Basics worked well as a semi-live event but that in hindsight, our further training courses programme had too little structure and were too ambitious about the amount of time that ADRF grantees would be able to commit to developing their data skills.
- Data4Change are currently developing what we think will be a more structured but also more fun, interactive and friendly programme of remote learning. More details in 'Opportunities' below!

Challenge 2: Remote collaboration

- Similar to the challenge with remote further training, we learned that our creative teams crave more contact time when working remotely. Apart from a few kickoff and brainstorming sessions, in the most part the team were “concentrating on their individual tasks list asynchronously”, as one member of the team put it.
- In the ‘retrospectives’ meetings and feedback surveys that we carried out with the campaign teams, they provided the following ideas on how we can improve the collaboration aspect of our remote creative projects. Data4Change are excited to implement all of these in our remote campaign projects going forward:
 - Invite team members to get to know one another better at the start of the project – for example, by introducing themselves to the group including info about their hobbies, culture, previous work and skillset.
 - Convert our weekly Slack ‘to do’ lists into weekly video call stand-ups for the whole team to check in with one another, review weekly tasks and say hi.
 - Foster a more cohesive feeling among the team throughout, such as by prompting more fun and silly conversations in Slack.

- Allow time for at least one mid-project retrospective session for the team to reflect on what is working well and what could be improved.

Challenge 3: Time and capacity of CSOs

- A further challenge of the campaigns was the time commitment required from the CSOs, which place quite a lot of pressure on them given the relatively short timescale of these projects.
- This was particularly the case for Digital Shelter who told us that working on the campaign was a completely new experience for them and that they constantly had to balance their involvement with other commitments, which they found challenging. They told us that working on the campaign was a lot of extra work, and they did not have the time or resources to be able to commit fully. Reflecting on this in our feedback survey, Abdifatah Hassan Ali told us “I feel, I didn't invest the time and dedication it deserved.”
- As a result, Data4Change will make sure we have more in-depth discussions with CSOs about the value, scale, responsibilities and time commitment of a campaign project, so that they are fully aware, engaged and can plan for this from the start. Ideally, it would be possible on future grants to provide financial support for CSOs to cover the time of staff involvement on a campaign.

Opportunities

Summary

Overall Data4Change felt that the project was very successful and we would be excited to work with the ADRF grantees and other CSOs supported by CIPESA in the future. In this section, we have identified the following as ideas for future opportunities for Data4Change to work with ADRF grantees.

Opportunity 1: Improved remote training offering

- We learned a lot conducting our first fully-remote data skills training programme and have used these learnings to refine and expand on the programme.
- Some of the courses taken by ADRF grantees, such as ‘Data Basics’ and ‘Make data accessible’, feature in much the same way as before. Other activities are being completely redesigned to be taught in a variety of different learning formats.
- Our new offering provides a more structured programme of learning that broadly fits under the following two activities:
 - (1) A two-week ‘Data Bootcamp’.** A fun and interactive two-week remote training programme designed to introduce journalists and/or human rights defenders to working with data and to inspire them to use data-driven storytelling in their work. It includes:

- Data personality quiz
- Chat with Dot, the D4C chatbot
- Data Basics, a self-paced online course
- A Chart a Day workshop series using Datawrapper
- Live event programme, including meet-and-greets, games and quizzes

(2) A three-month 'Data Fellowship'. This includes the two-week 'Data Bootcamp', plus the following live and self-paced learning activities scheduled across 10 weeks:

- Live 'lightning learning' series, with online 'scavenger hunts', lessons in 'spreadsheet superpowers' and introductions to key principles in data-driven design and storytelling
- Live workshops, covering skills such as inspecting a dataset and finding patterns in data
- Self-paced masterclasses, covering skills such as collecting survey data and working with text data
- Regular 1:1 check-ins to review learning progress and address challenges

Opportunity 2: Translating materials and 'training of trainers'

- We felt that translating our Data Basics course into Somali and delivering a 'training of trainers' for SOLJA was a huge success and one that we think can be replicated in other languages and for other civil society organisations, in particular:
 - Providing 'training of trainers' opportunities for Somali-speaking civil society organisations with the materials that we already have translated into Somali.
 - Translating into French for ADRF grantees such as Action et Humanisme (based in Cote d'Ivoire), Rudi International (based in DR Congo) and ADISI (based in Cameroon). We noted that these CSOs, in particular Action et Humanisme, were not able to fully engage with the data skills training due to this language barrier.
 - Training the following ADRF grantees to deliver data skills training with their networks:
 - Zimbabwe Center for Media and Information Literacy (English)
 - Rudi International (French)
 - ADISI (French)
- Data4Change would be interested in jointly proposing to funders this new offering and can provide cost estimates on request.

Opportunity 3: Continuing (and expanding on) ally.co.mz with FAMOD

- Carrying out similar data-driven investigations in other countries
 - Building on the success of this ally.co.mz, we would like to continue pursuing opportunities to submit joint-funding proposals with CIPESA on measuring web inaccessibility in other countries.
- Improving the data collection methodology

- We would like to explore ways in which we could make the methodology for data collection more complete and the analysis more impactful, such as by:
 - Introducing additional metrics outside of axe-core, such as readability scores.
 - Finding a scalable way to supplement automated testing with manual testing.
 - Creating an index scoring system so that websites can be ranked/compared.
- Improve the PR strategy for working with websites included in the investigation
 - We supported FAMOD with the preparation of a 'PR tracker' with messages and contact details for contacting the websites included in the investigation. However FAMOD have had no replies from the website owners. So we would like to work with FAMOD to create working groups and/or a separate communications strategy for reaching out to and working with the website owners and developers on how they can use the learnings of the investigation to make their websites more accessible.
- Building on the success of user interviews
 - We would like to provide further guidance, training and financial support for FAMOD to continue conducting in-depth user interviews with its members and beneficiaries. This would result in more video and audio assets for FAMOD to incorporate in their work as well as more content that FAMOD can share to raise awareness about the digital exclusion of people with disabilities in Mozambique. As part of this work, Data4Change would like to supplement the interview training and guidance we gave FAMOD with training and guidance on how to upload, edit and add subtitles to videos in Adobe Spark.
- Building on the success of (virtual) meetup events
 - The meetup event run by FAMOD was a huge success and we would love to support them with running a series of these in the future. For example, each event could cover one of the most common accessibility violations and include speakers from FAMOD's community explaining why the violation matters as well as practical workshops for developers and designers to rectify the issue.

Opportunity 4: Continuing withoutfear.so with Digital Shelter

- Revisiting some of the early ideas we came up with. As one team member put it, "There were so many great ideas and we couldn't do them all". In particular, it would be great to improve the calendar by making it more interactive and/or adapting its content and resources to a conversational, chatbot format.
- Carrying out similar crowdsourcing exercises in other countries.

Sustainability

Summary

Even though the grant has ended, the full impact of activities will continue. Below is a list of just some of the ways in which ADRF grantees will continue to feel the benefit of our engagement with them. Moreover, many of the frameworks we set up for this cohort of ADRF grantees can be easily adapted and improved upon for future cohorts of ADRF grantees.

Data-driven advocacy

- FAMOD now has a suite of slide and social media assets that they can continue to use for presentations and on their Facebook, Instagram and LinkedIn pages.
- Digital Shelter has two fully-designed Google Forms surveys that they can continue to use and/or re-run, including a digital skills survey and a crowdsourcing survey.
- Both FAMOD and Digital Shelter can continue to conduct idea validation exercises, thanks to the template document created for them. In particular, FAMOD have said they will definitely be using this exercise again in future.
- ZCMIL are now able to update and create Covid-19 data visualisations without Data4Change involvement or support

Data skills training

- SOLJA is now able to conduct data skills training events with funding they find, without Data4Change involvement or support.
- Data Basics can now be easily adapted and run as an in-person and 'training of trainers' course in English and Somali. For relatively little cost, it will be possible to translate Data Basics into further languages and conduct similar training of trainers activities in a number of countries.
- Members of the design team at ZCMIL will continue to receive some data visualisation training from Data4Change, as we have offered to share and test with them an early version of our forthcoming series of workshops, 'A Chart of Day'. This will help support ZCMIL in expanding their offering of data visualisations in the Citizen Bulletin.
- By taking Data4Change courses, ADRF grantees have been introduced to the following tools: Google Sheets; Google Data GIF-Maker; Grackle Sheets (for accessible spreadsheets); Datawrapper; Two Tone; Adobe Spark.
- By taking Data4Change courses, ADRF grantees also have a suite of checklists and cheat sheets that they can continue using, including: [Checklist for vetting data](#); [Checklist for chart text](#); [Calculations cheatsheet](#) and [Spreadsheet cheatsheet](#).