

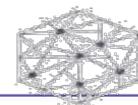


**USAID**  
FROM THE AMERICAN PEOPLE

# DABS Public Awareness Campaign

AID-306-C-14-00003

Second Quarterly Report



**SAYARA**  
STRATEGIES

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## LIST OF ACRONYMS

**AGEs:** Anti Governmental Elements

**DABS:** Da Afghanistan Breshna Sherkat

**GIRoA:** Government of Islamic Republic of Afghanistan

**NEPS:** North East Power System

**PAC:** Public Awareness Campaign

**PTEC:** Power Transmission Expansion and Connectivity project

**SEPS:** South Electrical Power System

**USAID:** U.S. Agency for International Development

# 1. PROJECT OVERVIEW

Sayara Strategies signed a cooperative agreement in January 2014 with the funding provided under contract number AID-306-C-14-00003 of the United States Agency for International Development (USAID) in Kabul, Afghanistan, to conduct a public awareness campaign on behalf of *Da Afghanistan Breshna Sherkat* (DABS), the Afghan government power utility ministry. The period of performance for this contract is from 1 February 2014 through 31 January 2015 with an option to extend for an additional year. This report covers the activities of the second quarter of the project's implementation, between 1 April 2014 and 30 June 2014.

The goal of DABS is to expand the electrical grid in Afghanistan through a sustainable business model in order to improve and increase the availability of affordable power to key population centers, and thereby provide a catalyst for economic growth. To achieve sustainable power distribution and supply, beneficiaries must perceive the electrification objective as their own, and become partners in the effort. The DABS Public Awareness Campaign (DABS PAC) project will promote USAID and DABS' programs to provide electricity through a communication campaign that will create buy-in and support among Afghan communities in key areas, and manage their expectations of how much power will be delivered when, and for what price.

To achieve these goals, Sayara has been contracted to conceptualize, design, develop, and implement a public outreach and awareness campaign on behalf of DABS. The campaign began with national surveys of knowledge and attitudes towards DABS' planned construction and electrical power activities, while assessing the economic and security situation. After the assessment phase, Sayara created a multi-faceted campaign using a broad array of different media tools available to convey DABS' messages clearly. The communication approach used in the campaign includes TV and radio spots, SMS, billboards, pamphlets, booklets, public events and village-level road shows. Messages include clear explanations of DABS' project objectives, benefits, and timelines of power projects throughout Afghanistan and emphasize that the project is for the good of Afghanistan's future and will not succeed without people's support.

## 2. EXECUTIVE SUMMARY

This report covers program activities and performance for the second quarterly reporting period, from 1 April 2014 to 30 June 2014. Sayara developed the concept for DABS public awareness campaign using the pre-campaign poll's qualitative and quantitative data. This concept serves as a guide for the project's implementation throughout this public awareness campaign.

### **2.1. Summary of the results for the reporting period and key achievements**

During the second quarter of DABS PAC, Sayara produced two documentaries, five TV spots, five radio spots, two billboard designs, two magazine and newspaper advertisements, 10 designs of information packs and booklets, SMS messaging and contest designs, and two newsletter issues. The documentaries

and radio spots were broadcasted, a billboard sign was displayed, 100,000 SMS PSAs were sent, the newsletters were distributed among DABS clients and partners, and advertisements were placed in a magazine and newspaper for a month. Finally, two stakeholder meetings took place in Kabul between DABS, representatives of partner companies, village elders, a DG, and Sayara Program Managers. These activities met the targets set for the second quarter of the DABS public awareness campaign, as shown in Section 3.1 of this report.

## **2.2. Constraints and critical issues**

The main challenge to the implementation of DABS PAC is the severe security situation in many of the targeted areas, particularly in Helmand. The members of Sayara's production team had to face this security challenge when they traveled to Kajaki to film the facilities of the dam for one of the documentaries. However, DABS officials at the national, provincial, and local level contributed to ensuring the safety of the crew.

Due to the complex security situation in these areas, both target communities and key stakeholders – such as tribal elders – fear any type of involvement with the government because of possible retaliations from insurgents. During this quarter, this concern discouraged some guests from participating in the stakeholder coordination meetings organized by Sayara and DABS in Kabul.

## **3. ACTIVITY IMPLEMENTATION**

This report covers program activities and performance for the second quarterly reporting period, from 1 April 2014 to 30 June 2014. The report has been structured to provide a detailed overview of planning and coordination activities, performance and achievements, implementation challenges, and planned performance for the next quarter.

### **3.1. Indicator / Activity Performance**

Sayara developed a Performance Management Plan that clearly determines the objective of the program, its desired outcomes and outputs, as well as a set of indicators to measure the different components of the campaign.

Indicator Name and Number	DO & IR that the project supports	Baseline Value	Male / Female	Q1 Target	Q2 Target	% of variance between target and result	Q3 Target	Q 4 Target	Reason for +/- 10% variance
<b>Indicator 1.1.a:</b> Increased percentage of Afghans demonstrates knowledge of PTEC and other DABS' energy projects in post-campaign poll.	Governance at the National and Subnational Level Strengthened	56%	Male	-	-		-	70%	
		47%	Female	-	-		-	65%	
<b>Indicator 1.2.a:</b> Percentage change of participants satisfied with two-way communication with DABS.		20%	Male	-	-		-	50%	
		13%	Female	-	-		-	45%	
<b>Indicator 1.2.a:</b> Number of participants in SMS campaign		0	Male Female	-	-		-	100,000	
<b>Indicator 1.1.1.b:</b> Number of Afghans potentially exposed to TV PSAs that provide information about PTEC and other DABS energy projects.		0	Male Female	0	9 Mil		9 Mil	9 Mil	
<b>Indicator 1.1.2.a:</b> Number of Afghans potentially exposed to Radio PSAs that provide information about PTEC and other DABS energy projects.		0	Male Female	0	11 Mil		11 Mil	11 Mil	
<b>Indicator 1.1.3.a:</b> Number of Afghans potentially exposed to			Male	0	35,000		45,000	45,000	

printed materials that provide information about PTEC and other DABS energy projects.		0	Female						
<b>Indicator 1.2.1.a:</b> Number of Afghans who participate in DABS PAC public events (university events and stakeholders' meetings)		0	Male	0	100		640	0	
		0	Female	0	3		310	0	
<b>Indicator 1.2.2.a:</b> Number of Afghans who participate in DABS PAC village roadshows.		0	Male	0	0		3000	2000	
		0	Female	0	0		700	300	
<b>Indicator 1.2.3.a:</b> Number of Afghans participated in DABS PAC SMS contests		0	Male Female	0	0		50,000	50,000	

The objective of this program is to increase the support for USAID’s PTEC and other DABS energy projects. This objective will be achieved with the satisfactory completion of two outcomes: the increase in knowledge and awareness of PTEC and other DABS energy projects (Outcome 1) and the improvement of two-way communications with DABS (Outcome 2). These outcomes will be measured at the end of the first year of PAC implementation through a series of indicators. The first outcome will be measured by the percentage change of Afghans who demonstrate knowledge of PTEC and other DABS’ energy projects in post-campaign poll (Indicator 1.1.a). The second outcome will be measured by three different indicators: the percentage change of participants satisfied with two-way communication with DABS (Indicator 1.2.a), the number of participants in public events and village roadshows (Indicator 1.2.b), and the number of participants in the SMS campaign (Indicator 1.2.c).

At the same time, Sayara will measure the progress of PAC’s implementation by measuring outputs on a quarterly basis. Outputs have been classified depending on whether they contribute to the successful completion of the first or second outcome. The Outputs that are being measured to track the progress towards the first outcome are three: TV spots, radio spots, and printed materials. These outputs are measured with Indicators 1.1.1.a, 1.1.2.a, and 1.1.3.a. These indicators calculate the number of Afghans potentially exposed to each of those three outputs, and that can therefore increase their knowledge of DABS PTEC and other DABS energy projects. At the same time, the Outputs that are being measured to track the progress of Outcome 2 are the number of participants to each type of DABS PAC outreach event: public events for stakeholders and university communities, village roadshows, and SMS contests.

The progress towards the completion of Outcome 2 is measured with Indicators 1.2.1.a, 1.2.3.a, and 1.2.3.a. These indicators measure the number of participants in DABS PAC outreach events, which are meant to improve two-communication with DABS.

Sayara set targets for the second quarter only for the distribution of printed materials (advertising and newsletters), broadcasting of radio spots and documentaries, and the organization of public events. These targets were all met. The reason why targets were set for only a few outputs during the second quarter is because the months of April, May, and June were dedicated mostly to the organization of stakeholders coordination meetings and the production of outputs that will be broadcasted, distributed, or set up during the third and second quarters of PAC.

### **3.2. Key Activities Accomplished during the this Quarter**

Sayara developed the concept for DABS public awareness campaign using the pre-campaign poll's qualitative and quantitative data. The concept included analyzing target audiences, selecting campaign themes and messages, and introducing Sayara's approaches to material production and campaign execution. This concept serves as a guide for the project's implementation throughout this public awareness campaign.

<b>Task</b>	<b>Unit</b>	<b>Current QT Target (2<sup>nd</sup> Quarterly Period)</b>	<b>Current QT Achieved (2<sup>nd</sup> Quarterly Period)</b>	<b>Next QT Target (3rd Quarterly Period)</b>	<b>Third Target (4<sup>th</sup> Quarterly Period)</b>
Production of a 15-minute energy overview documentary in Dari and Pashto	15 Minutes	15 Minutes	15 Minutes	0	
Production of a 5 minute Kajaki Dam specific video	5 Minutes	5 Minutes	5 Minutes	0	
Production of 10 different DABS spots for television (one minute each)	10 Spots	0 Spots	0 Spots	10 Spots	
Production of 10 different DABS spots for radio (up to one minute each)	10 Spots	5 Spots	5 Spots	5 Spots	
Production of 4 advertising designs for billboards	4 Designs	2 Designs	2 Designs	2 Designs	

Production of 3 advertising designs for magazine	3 Designs	1 Design	1 Design	2 Designs	
Production of 3 advertising designs for newspaper	3 Designs	1 Design	1 Design	2 Designs	
Production of information packets: Design of 2 types of pamphlets: Power information and power safety. Each created in two versions: for literate adults, and an illiterate or children version. Design of brochure, ball-pen, notepads and folders	20,700 Copies	0	0	20,700 Copies	
Copies of Products: Production of electronic art work, in DVD copies of final video/audio products– 5 copies	5 Copies	0	0	5 Copies	
Energy information and safety 10-page booklets	8,700 Copies	0	0	8,700 Copies	
Draft of SMS’ campaign for the year.	7 (monthly) Campaigns	2 SMS Campaigns	2 SMS Campaigns	3 SMS Campaigns	2 SMS Campaigns
Design of two SMS’ contests in the year	2 Contests	0	0	1SMS Contest	1 SMS Contest
Monthly update newsletter	12 Issues	2 Issues	2 Issues	5 Issues	5 Issues
Information road show to villages (50 for men and 20 for women)	70 Roadshows	0	0	39 Roadshows	31 Roadshows
Broadcasting of DABS Power Overview Documentary on TV	300 Minutes	60 Minutes	60 Minutes	195 Minutes	45 Minutes
Broadcasting of Kajaki Dam Documentary on TV	150 Minutes	35 Minutes	35 Minutes	100 Minutes	15 Minutes
Broadcast of TV spots	320 Minutes	0 Minutes	0 Minutes	160 Minutes	160 Minutes
Broadcasting of DABS spots for national and local radio (up to one minute each)	1550 Minutes	144 Minutes	144 Minutes	631 Minutes	775 Minutes
Organizing 5 meetings in Kabul or in the field to bring in 20-30 stakeholders and decision makers	5 Meetings	2 Meetings	2 Meetings	3 Meetings	0

Execution of SMS campaign public service announcements	350,000 SMSs	100,000 SMSs	100,000 SMSs	150,000 SMSs	100,000 SMSs
Execute SMS Contest twice, 50,000 SMSs each time	100,000 SMSs	0 SMSs	0 SMSs	50,000 SMSs	50,000 SMSs
Placement of major newspaper and magazine ads over a month period, quarterly, for the duration of the contract	16 weeks (4 months)	4 weeks	4 weeks	12 weeks	
Display of billboards (68 billboards in Kabul and 5 other provinces for the duration of 6 months in Kabul and 5 months in provinces)	Kabul: 6 Months Other Provinces: 5 Months	Kabul: 1 Month Wardak: 1 Month Ghazni: 1 Month Zabul: 1 Month Kandahar: 1 Month Helmand: 1 month	Kabul: 1 Month Wardak: 1 Month Ghazni: 1 Month Zabul: 1 Month Kandahar: 1 Month Helmand: 1 month	Kabul: 3 Months Wardak: 3 Months Ghazni: 3 Months Zabul: 3 Months Kandahar: 3 Months Helmand: 1 months	Kabul: 2 Months Wardak: 1 Month Ghazni: 1 Month Zabul: 1 Month Kandahar: 1 Month Helmand: 1 Month

### **3.3. Details of Activities during the second quarter**

#### **3.3.1. Power Overview and Kajaki Dam Documentaries**

Sayara produced two documentaries: a 15 minutes Power Overview Documentary in Dari and Pashtu publicizing DABS' main achievements and future plans, and a five minutes documentary focusing on the Kajaki Dam and DABS future plans for the installation of the third turbine. Both documentaries were produced in close coordination with DABS. In order to ensure the quality of the documentaries two of Sayara's video teams traveled to Kandahar and Helmand provinces to film the required scenes and interview relevant people.

The Power Overview and the Kajaki Dam documentaries are currently on screen on three prominent national and one local TV stations and they are expected to reach millions of citizens throughout the country. The broadcast of the documentaries started at the beginning of June and will continue until the

end of October. The documentaries will be broadcasted on a bi-weekly basis on Aryana, Shamshad, Lemar and Sabaoon TVs. In addition, these documentaries were screened in DABS' annual summit in May as well as during DABS' Kick off meeting on June 8th, and DABS first community outreach event on the 25th of June. The two documentaries will be also screened in 70 roadshows in villages along the PTEC line and in 8 universities throughout the country starting in the month of August.

### **3.3.2.TV Spots**

Sayara produced five TV spots in two languages, Dari and Pashtu, focusing on messages about the benefits of electricity, the importance of paying electricity bills on time, and electricity safety precautions. These one-minute spots will be broadcasted on two national and one local TV stations from 25 July to 8 September for a total of 160 minutes. The TV stations for the broadcast of the TV spots include two national TV stations, Aryana and Lemar, and Helmand local TV station Sabaoon. Sayara is expected to produce and broadcast ten TV spots in total. The next five will be produced in August and broadcasted once the broadcasting of the first five is over.

### **3.3.3.Radio Spots**

Sayara produced five radio spots in Dari and Pashtu focusing on DABS future plans, electricity safety issues, and the benefits of power. The broadcast of the radio spots began on the 17 June on two national and five local radio stations and the broadcast will continue until mid-September. The radio stations that were selected for the broadcast of the radio spots include: Aryana and Spozhmai at the national level, Yawali Ghagh for Wardak, Ghaznawian Radio in Ghazni, Radio Tarnak in Zabul, Radio Wranga in Kandahar, and Sabaoon Radio in Helmand Province. Another additional five spots will be produced in August and broadcasted from mid-September until the end of November.

### **3.3.4.Advertising Designs**

#### *3.3.4.1. Billboards*

In June, Sayara produced two billboard designs focusing on the importance of electricity. One of the designs was displayed in 68 locations including 14 in Kabul, ten in Wardak, ten in Ghazni, ten in Zabul, ten in Kandahar and 14 in Helmand Province. The billboard displays a local bazaar lightened by electricity where shops are opened and families are walking in the street as a symbol of confidence and hope. Sayara will produce a total of four billboard designs. The designs will be changed every six weeks and will be displayed for a total of six months in Kabul and five months in the provinces.

#### 3.3.4.2. *Magazine ads*

Sayara produced an magazine advertising design in May 2014. It was advertised on one of Afghanistan's most prominent magazines, Kileed Magazine, on the 31 May. Sayara will produce a total of three advertising designs with targeted messages that will be advertised on a weekly basis for four months each.

#### 3.3.4.3. *Newspaper ads*

Sayara produced a newspaper advertising design that will be published on the Kandahar local newspaper, Gerdab. The first advertisement started on the 31 May and will continue for a four-month period. Sayara will produce a total of three advertising designs with targeted messages to be advertised on a daily basis for four months.

### **3.3.5. Information Packet**

#### 3.3.5.1. *Ball-pen and Notepads*

Sayara designed ball-pens and notepads with the DABS logo and slogan, which will be printed in July 2014. The ball-pens and notepads will be distributed to public events' speakers and participants of village roadshows along the PTEC line.

#### 3.3.5.2. *Power Information and Power Safety Pamphlets*

Sayara designed four different types of pamphlets, including power information pamphlets for literates and illiterates, power safety pamphlets for literates and illiterates. A total of 12,700 pamphlets will be printed in July and distributed during the roadshows and other community engagement events during the course of the public awareness campaign. The information in the pamphlets includes power safety precautions, information about DABS and its activities, and an overview of DABS future plans – particularly the PTEC project.

#### 3.3.5.3. *Brochures*

Sayara designed brochures with information about DABS and its activities to be distributed among roadshow participants and speakers in the month of September.

#### 3.3.5.4. *Power Information and Power Safety Booklets*

During this reporting period, Sayara designed two types of booklets to be distributed to university students and participants of other public events throughout the campaign. Each of these twelve-page pamphlets will include information about power safety issues, the benefits of electricity, electricity

development in Afghanistan, and DABS future plans. A total of 8,700 copies of these booklets will be printed in July and distributed to locals during public outreach events.

### **3.3.6. Monthly Update Newsletter**

During this quarterly period, Sayara developed two newsletters that were distributed by DABS among those who visited DABS office. Each of the monthly newsletters included reports of the activities undertaken by DABS and its partners during the current. A total of 180 newsletters were produced and distributed during this quarter.

### **3.3.7. SMS campaign**

#### *3.3.7.1. SMS Public Service Announcements*

Based on the result of the pre-campaign poll and the objectives of DABS public awareness campaign, Sayara designed an SMS campaign concept. Sayara will disseminate 50,000 SMSs to the residents of the targeted districts and villages every month. During this quarterly period, Sayara disseminated 100,000 SMS in two months. These SMSs contained short provocative messages about DABS and its service and aim to increase people's knowledge of DABS.

#### *3.3.7.2. SMS Contests*

On the 1 May, Sayara developed the concept for the SMS contest. Through this contest Sayara will disseminate a total of 100,000 SMSs in two phases. Each of the SMSs will ask recipients a question about DABS and encourage them to investigate about DABS in order to find the answer. Sayara will provide gifts for the winners of each of the contests.

### **3.3.8. Public Outreach Events**

#### *3.3.8.1. DABS PAC Kick Off Meeting*

Sayara arranged DABS' Public Awareness Campaign's kick off meeting in Kabul on 8 June 2014. The participants included heads of different DABS departments, the parliament representative of Zabul Province, representative of the Ministry of Energy and Water, and representatives of the PTEC line implementing partners, GFA and KEC. The aim of the meeting was to introduce DABS' public awareness campaign to key stakeholders and provide them with information about the PTEC line project to representatives of the target communities. During this event, DABS CEO, DABS' Chief Commercial Officer, DABS Chief Operation Officer, and DABS Sayara Project Manager delivered presentations to the participants. The speakers highlighted the importance of public awareness campaigns and having populace support in implementing electricity projects in insecure area.

### 3.3.8.2. *Stakeholders' Coordination Meeting*

On 25 June, Sayara organized and launched DABS' first coordination meeting with stakeholders in Kabul. For this meeting, Sayara invited representatives of communities living along the PTEC line including to facilitate coordination between elders, DABS' officials, and PTEC line implementing partners. The participants included tribal elders from Sayed Abad District of Wardak and the Arghandi area in Paghman District, Sayed Abad District Governor, DABS officials, representatives of GFA and KEC, and representatives of Sayara Strategies. DABS, KEC and GFA officials presented the details of the electricity project, particularly aspects of the project from Arghandi to Ghazni. In addition, they explained the important role that tribal elders and local communities can play in the successful implementation of the PTEC project and the benefits the PTEC project can accrue residents in terms of job opportunities and economic growth (see Section 4 for more details).

## **3.4. Planned for Next Reporting Period**

### **3.4.1. Documentaries**

The broadcasting of the Dari and Pashtu versions of the Power Overview documentary will continue during the next quarter on Aryana, Lemar, Sabaoon, and Shamsad TV stations. The documentary will also be displayed in roadshows and university events in August, September, and October 2014.

The broadcast of the Kajaki Dam documentary will continue on Sabaoon, Lemar, and Aryana TV stations during the next quarter. The documentary will also be screened in roadshows and university events.

### **3.4.2. TV Spots**

During the next quarter Sayara will continue broadcasting the five TV spots that are already on air. In addition, Sayara will produce the remaining five spots and broadcast them for 160 minutes on Aryana, Lemar, and Sabaoon TVs.

### **3.4.3. Radio Spots**

Sayara will continue broadcasting the five radio spots that are already on air on Aryana, Spozhmai, Yawali Ghagh, Ghaznawian, Tarnak, Wranga, and Sabaoon radio stations. Additionally, Sayara will produce the remaining five spots during the next quarter and broadcast them on the same radio stations.

#### **3.4.4.SMS campaign**

Sayara will disseminate 100,000 SMS PSAs and 50,000 SMSs for the contest during the next quarter. The SMS messages will target audiences in Kabul, Wardak, GHazni, Zabul, Kandahar, and Helmand provinces.

#### **3.4.5.Information Packet and Booklets**

Sayara will produce 29,400 printed materials to distribute at roadshows and other outreach events during the next quarter. The print materials will include power information and safety booklets, power information and safety pamphlets for literates and illiterates, brochures, ball-pens, notepads, and folders. These materials will be produced in Dari and Pashtu and will target all audiences, including adults, women and children, both literate and illiterate.

#### **3.4.6.Monthly Update Newsletter**

On the next quarter Sayara will produce and disseminate three monthly update newsletters. The total number of newsletters to be printed and distributed during next quarter will be 360. These newsletters will be produced both in Dari and Pashtu languages in close coordination with DABS.

#### **3.4.7.Outreach Events**

##### *3.4.7.1. DABS Stakeholders' Meetings*

During the next quarterly period, Sayara will organize and launch three meetings between DABS stakeholders and tribal elders of the villages who live along the PTEC line. These meetings will take place in Ghazni, Kandahar, and Helmand Provinces. The meetings will be organized in close coordination with DABS local or regional employees. For these events, Sayara will invite between 20 and 30 tribal elders, local officials, and DABS stakeholders in order to facilitate a discussion among them.

##### *3.4.7.2. University Outreach Events*

During the next quarter, Sayara will conduct eight university outreach events in Kabul, Wardak, Ghazni, Kandahar, Helmand, Mazar, and Herat. The purpose of these events is to familiarize university students with DABS and its activities. In addition to screening the Power Overview and Kajaki Dam documentaries, Sayara will facilitate a question and answer session between DABS representatives and the participants.

##### *3.4.7.3. Roadshows*

During the next quarterly report period, Sayara will set up village roadshows for men and women in villages along the PTEC line. At the roadshows, Sayara and DABS representatives will show the Power Overview and the Kajaki Dam documentary to villagers and hold a question and answer session at the end. These events will be organized and implemented in close coordination with DABS' local employees and local government officials.

### **3.5. Challenges and Lessons Learned**

#### **3.5.1. Security risks and coordination**

Implementing projects of any type is very challenging in unsecure areas of the country. For the production of the Kajaki Dam Documentary, Sayara's video team had to travel to Kajaki District, one of the most volatile districts of Afghanistan. This task was one of the most challenging activities of the DABS public awareness campaign production. Sayara's team had to deal with great security risk when traveling to the Kajaki Dam, and had to coordinate with several parties in order to receive the permission for filming the Kajaki Dam installations. Both challenges were resolved with the support and cooperation of DABS' offices at the local, provincial, and national levels.

#### **3.5.2. Fear of participating in government initiatives**

Although DABS activities are considered impartial – many people even consider DABS as a non-government entity –there is still fear among some of attending DABS' activities and events. For example, tribal elders from Sayed Abad District of Wardak refused to attend DABS first stakeholders' meeting in Kabul. Some of the elders refused to attend the event as soon as they were invited and others cancelled at the last minute. This issue will like reoccur, but Sayara is prepared to resolve any security concerns by developing good communication channels with participants and detailed explanations of the objective of the event and the PTEC project.

## **4. COLLABORATION WITH GIROA, OTHER DONOR PROJECTS, OR OTHER USAID PROJECTS**

In addition to daily coordination with USAID, DABS, and DABS stakeholders the following coordination meetings were held during this quarterly period:

- On 1 June, Sayara's Project Manager, Program Manager, and Country Director held a coordination meeting with DABS and USAID at TetraTech's office in Kabul. The three parties discussed project's activities deliverables and due dates, and determined on new dates for some of the deliverables.
- On 22 June, Sayara Project Manager held a coordination meeting with DABS, GFA, and KEC in GFA's office in Kabul. The purpose of this meeting was to prepare an agenda for DABS' first stakeholders meeting which aimed at bringing together tribal elders, DABS officials, and other stakeholders involved in PTEC project.
- Sayara organized and attended DABS' stakeholders' coordination meeting in Kabul on 25 June. This meeting aimed to facilitate coordination among DABS, DABS implementing partners, and community representatives from Sayed Abad District of Wardak and Arghandi area of Paghman (see Section 4 for more details).

## 5. SUCCESS STORIES AND PHOTOS

- **Gaining Sayed Abad and Arghandi Community Representatives' Support for PTEC Project through facilitating a two-way Communication Meeting**

Sayara organized DABS Public Awareness' first stakeholder coordination meeting among DABS, DABS' partners involved in PTEC, and community elders in Kabul on 25 June 2014. The objective of this meeting was to facilitate two-way communication in order to win the communities' support for PTEC in unstable areas. Participants included tribal elders from Arghandi area of Paghman District, influential tribal elders from Sayed Abad District of Wardak Province, the Sayed Abad District Governor, DABS officials, two representatives of GFA, and two representatives of KEC (both companies are responsible for the consultation and implementation of PTEC project). The meeting was a great success as it allowed DABS and its partners to establish a working relationship with community representatives. The three parties were able to share their plans, concerns, and challenges. In addition, the GFA and KEC representatives had a chance to share their plans, present their requests, and hear those of the tribal elders.

The Meeting started at 10:00 am with a speech of the head of DABS' Media Department, Mr. Wahidullah Tawhidi, and continued with a speech by Mr. Mirwais Alami, DABS Chief Commercial Officer. Mr. Alami highlighted the benefits of PTEC and the construction work that will take place in Arghandi and Sayed Abad. He promised the elders that DABS will do its greatest effort to provide electricity to these areas as soon as possible, but emphasized that the successful implementation and completion of PTEC will depend on the support that DABS and its implementation partners receives from the community.

The meeting continued with presentations by KEC and GFA representatives, who provided specific information on the PTEC line activities and the economic benefits that the project can bring to the residents of Arghandi and Sayed Abad. They also requested participants, especially the Sayed Abad District Governor, to share this information with their constituents and encourage them to provide support for the project. In response, the tribal elders and the Sayed Abad District Governor assured that they will do anything in their capacity to make this project successful. The Sayed Abad District Governor stated: "As everyone knows, electricity is a service that could change everything our community. It can improve our



economy and education, and it could bring prosperity to our area. I personally support this project with all my abilities. I will do everything I can ... to encourage the residents of Sayed Abad district to support this project and protect it from the harm of anti-government elements and criminals”. At the end of the meeting, he requested the consulting company GFA and the project implementer KEC to let him know if they ever encounter any issue in his area of responsibility. The meeting ended at 12:00 pm with a question and answers session and the exchange of contact information among community representatives and DABS’ implementing partners.

