

Institution based framework

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Issue	Actions	Activities	Output
Constitutional reform	Demystification Explanation of core tenets	<ul style="list-style-type: none"> Engagement with MSM, columnists, cartoonists 	<ul style="list-style-type: none"> Short form video Memes Cartoons Radio and TV spots Op-eds Serialised essays One pagers on key concepts Visualisations around evolution of core concepts (e.g. power sharing)
Institutional reform: Judiciary	Highlighting the erosion of judicial independence in the past, and why it is important	<ul style="list-style-type: none"> Engagement with lawyers as well as activists around core issues Demystification of legal principles and communication to non-expert public 	<ul style="list-style-type: none"> All of the above plus, Visualisations around the Rule of Law, structure of judiciary
Institutional reform: Police	Ibid	Ibid	Ibid
Institutional reform: Civil Service	Ibid	Ibid	Ibid

Institutional reform: Parliament	Ibid	Ibid	Ibid
Land Reform	Ibid	Ibid	<p>All of the above plus,</p> <ul style="list-style-type: none"> • Immersive and interactive content around land issues • Geo-spatial visualisations • Drone journalism featuring in MSM TV as well as web
Poverty, Inequality and Regional Imbalances	<ul style="list-style-type: none"> • Primary research into the economics undergirding reconciliation at macro and micro levels 	<p>Cross-provincial engagements around human resources, commerce and industrial development at an ideas level, involving regional chambers of commerce, SMEs, self-employed individuals etc</p> <p>National level debates on existing data around economic revival and economic justice</p>	<p>All of the above plus,</p> <ul style="list-style-type: none"> • Interactive sessions with key economists both from civil society and government • Training sessions for journalists around financial journalism and reporting • Interactive, immersive visualisations around economic issues using MSM as well as web based SM – also taking these to the grassroots through road shows, Track 3 networks
Youth unemployment	<ul style="list-style-type: none"> • Primary research into under and unemployment plus alternatives and options for reform 		<p>All of the above plus,</p> <ul style="list-style-type: none"> • Plug into youth networks and introduce aspect of TJ into their agendas, recording responses • Leverage the power of SM in this demographic to create conversations around under and unemployment
National cohesion and unity	<ul style="list-style-type: none"> • Wide ranging, multifaceted discussions and 		<p>All of the above plus,</p>

	engagements on diversity, pluralism, democracy and the future of SL		<ul style="list-style-type: none"> Reaching out to the arts, culture and theatre to embrace media as well in creations that explore and interrogate reconciliation, cohesion and unity
Transparency, Accountability and Impunity	<ul style="list-style-type: none"> Explanation and expositions of existing laws (e.g. RTI) so that citizens can better leverage them Explanation of various legal remedies and options for redress Explanation of cost to country as a consequence of war, corruption, financial malpractices (fact based / data driven) 		<p>All of the above plus,</p> <ul style="list-style-type: none"> Clear, fact based, investigative reporting on these issues, generated by trained professional journalists as well as the curation and collation of SM conversations Setting up SM mechanisms (e.g. IPAB and other more modern initiatives feat. Mobile platforms) that record the cost of corruption, naming and shaming if necessary Use the example of http://www.newmediaadvocacy.org/category/work/ in creating compelling content, featuring citizen voices, that can be featured over MSM as well as SM and mobile platforms