



CONSTITUENCY BUILDING FOR CIVIL SOCIETY

HARNESS TECHNOLOGY AND SOCIAL MEDIA



INTRODUCTION

Sprint Interactive is an African digital media agency that specialises in building functional, beautiful products for the web to help organisations connect with their audiences.

We are a group of story tellers, strategists, designers, producers and technologists who share a passion for creating great ideas and translating them into engaging, intelligent and innovative user experiences.

WHAT WE DO:

Constituency Building for the Civil Society

1. BRANDING FOR THE CIVIL SOCIETY

responsive web design, mobile applications, brand identity & strategy, banners, stationery.

2. COMMUNITY ENGAGEMENT THROUGH SOCIAL MEDIA

social networking, strategy and concept development, community and blogger outreach, monitoring & reporting, and training.

3. VISUALISING DATA FOR EVIDENCE BASED ADVOCACY

infographics, interactive visualisations, annual reports, data visualisation.



WHAT MAKES US STAND OUT

We distinguish between good and great, and it shows in everything we do.

Some of the organisations we work with include:



BRANDING FOR NON-PROFITS

BRAND

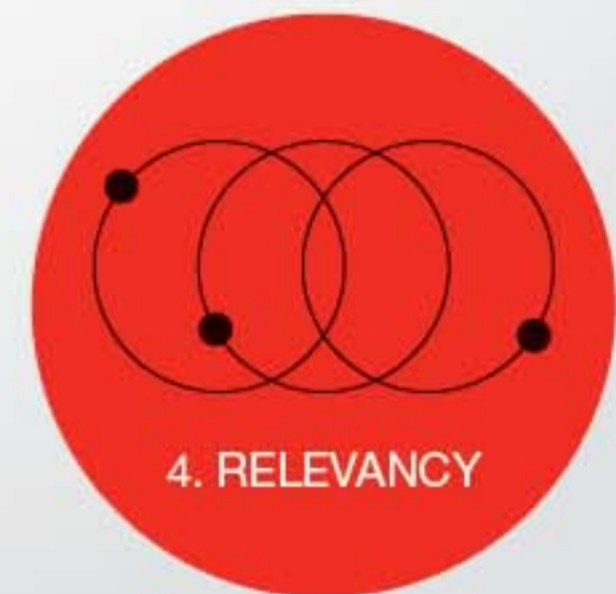
YOUR ORGANISATION'S MOST VALUABLE ASSET

There are many organisations, having similar attributes, with similar aid campaigns and slogans, coming up with similar cause claims, with similar promises, with the same image, and the same message.

YOU NEED TO STAND OUT!



THE SOLUTION:



In the space between your organisation and your target audience there exists a complex web of personal, social and cultural relationships. **Understanding that complex web is absolutely key to cultivating the kinds of authentic, dynamic relationships with your audience.**

WE WILL WORK YOU BUILD A UNIQUE AND TIMELESS BRAND.

CASE STUDIES - HUDUMA BRAND



Huduma

Good Service is Your Right!

HUDUMA is developed as a model for open governance that allows **TRANSPARENCY AND ACCOUNTABILITY** in the provision of services.

The Huduma logo represents the whole **COMMUNITY** with the diverse public services that Huduma facilitates citizens participation and monitoring in receiving these services from the government.



amplifying the community voices in the demand for services directly to authorities and service providers



HUDUMA MOBILE APP.

The challenge was to creatively simplify the facets of the site on mobile and retain a seamless user experience.

By use of clear simple vector icons representing the relevant themes, the user is able to interact with the platform easily.

CASE STUDIES - WEBSITE

Your brand should communicate a message that differentiates your organisation from the rest. We ensure this message is seamlessly integrated into the website design and functionality.

NAVIGATION BAR: ABOUT HUDUMA | REPORT AN ISSUE | GET ALERTS | PERFORMANCE CONTRACTES | SELECT LANGUAGE | CONTACT US

MAIN BANNER: HAVE YOU EXPERIENCED DIFFICULTIES IN YOUR SCHOOL?
 ~ poor performance? ~ shortage of desks? ~ leaking classrooms? ~ shortage of textbooks? ~ absent teachers?

HUDUMA LOGO: Fix my Community!

Category Navigation: ALL CATEGORIES | WATER | JUSTICE | HEALTH | INFRASTRUCTURE | EDUCATION | EDUCATION

EDUCATION REPORT:
 167 REPORTS ON Education | 100% REPORTS ON TEACHER
 RESPONDED: 1% | UNRESOLVED: 100% | RESOLVED: 1% | STATUS

HEALTH REPORT:
 95 REPORTS ON Health | NO DATA YET IN CATEGORY TO DO PERCENTAGES
 RESPONDED: 1% | UNRESOLVED: 100% | RESOLVED: 1% | STATUS

GOVERNANCE REPORT:
 4 REPORTS ON Governance | NO DATA YET IN CATEGORY TO DO PERCENTAGES
 RESPONDED: 1% | UNRESOLVED: 100% | RESOLVED: 1% | STATUS

INFRASTRUCTURE REPORT:
 16 REPORTS ON Infrastructure | 3% REPORTS ON TRAFFIC
 RESPONDED: 1% | UNRESOLVED: 100% | RESOLVED: 1% | STATUS

JUSTICE REPORT:
 29 REPORTS ON Justice | NO DATA YET IN CATEGORY TO DO PERCENTAGES
 RESPONDED: 1% | UNRESOLVED: 100% | RESOLVED: 1% | STATUS

WATER REPORT:
 10 REPORTS ON Water | 100% REPORTS ON RIVER
 RESPONDED: 1% | UNRESOLVED: 100% | RESOLVED: 1% | STATUS





COMMUNITY ENGAGEMENT

(reaching & connecting people through social media)

CONNECT

WE CREATE TRANSFORMATIONAL NARRATIVES THAT CONNECT BRANDS AND PEOPLE.

We help you to reconcile the many disparate voices from supporters and partners into something unified and intelligible, something of real value to your organisations goal and vision.

AN EXAMPLE

Your organisation runs an Education project in Africa and you need help from people to do your work. Thanks to social media you have a chance to let them participate in your cause. They have a chance to help.

THROUGH SOCIAL MEDIA YOU BECOME A **FACILITATOR** THAT ENABLES YOUR SUPPORTERS TO GET **INVOLVED**



SOCIAL MEDIA ALLOWS PEOPLE TO BECOME **CO-CREATORS OF VALUE...**
TO SUCCEED IN SOCIAL MEDIA YOU NEED GIVE THEM AN OPPORTUNITY TO **CO-CREATE.**



WE DESIGN STRATEGIES AND TACTICS BASED ON AUDIENCE-SPECIFIC DRIVERS OF ENGAGEMENT:
THERE IS NO "ONE SIZE FITS ALL" FORMULA FOR CAUSE ENGAGEMENT.

We have a deep understanding of the engagement drivers for your specific target audience. We tailor strategies and tactics that will resonate with your audience.



SOCIAL MEDIA COMMUNITY ENGAGEMENT CASE STUDIES

THE AFRICA WE WANT

The Africa We Want campaign is an initiative of the UN Millennium Campaign that will engage in advocacy activities, looking to influence national processes across Africa on the creation of a post 2015 development framework.



The Facebook campaign together with the website was created to engage Africans across the continent in conversations on the current issues and policies to be accommodated into the MDGs of the different African countries.

The main themes the campaign is focusing on are as follows:



PLAY FOR THE UNION

The Play for the Union popular mobilization campaign will give an opportunity for citizens to speak and act on the essence of the African Union ideals and the shared values of justice, prosperity and democratic governance.



Through this platform the SOTU coalition expects to mobilise thousands of Africans to become active citizens and pan African actors for these 14 AU standards and instruments. By getting involved with civil society organisations at the national and continental level, these citizens will press for an accelerated pace of implementation and public accountability system that will keep Governments in check regarding the promises made to their people.



VISUALISING INFORMATION FOR ADVOCACY (creating understanding through visuals)

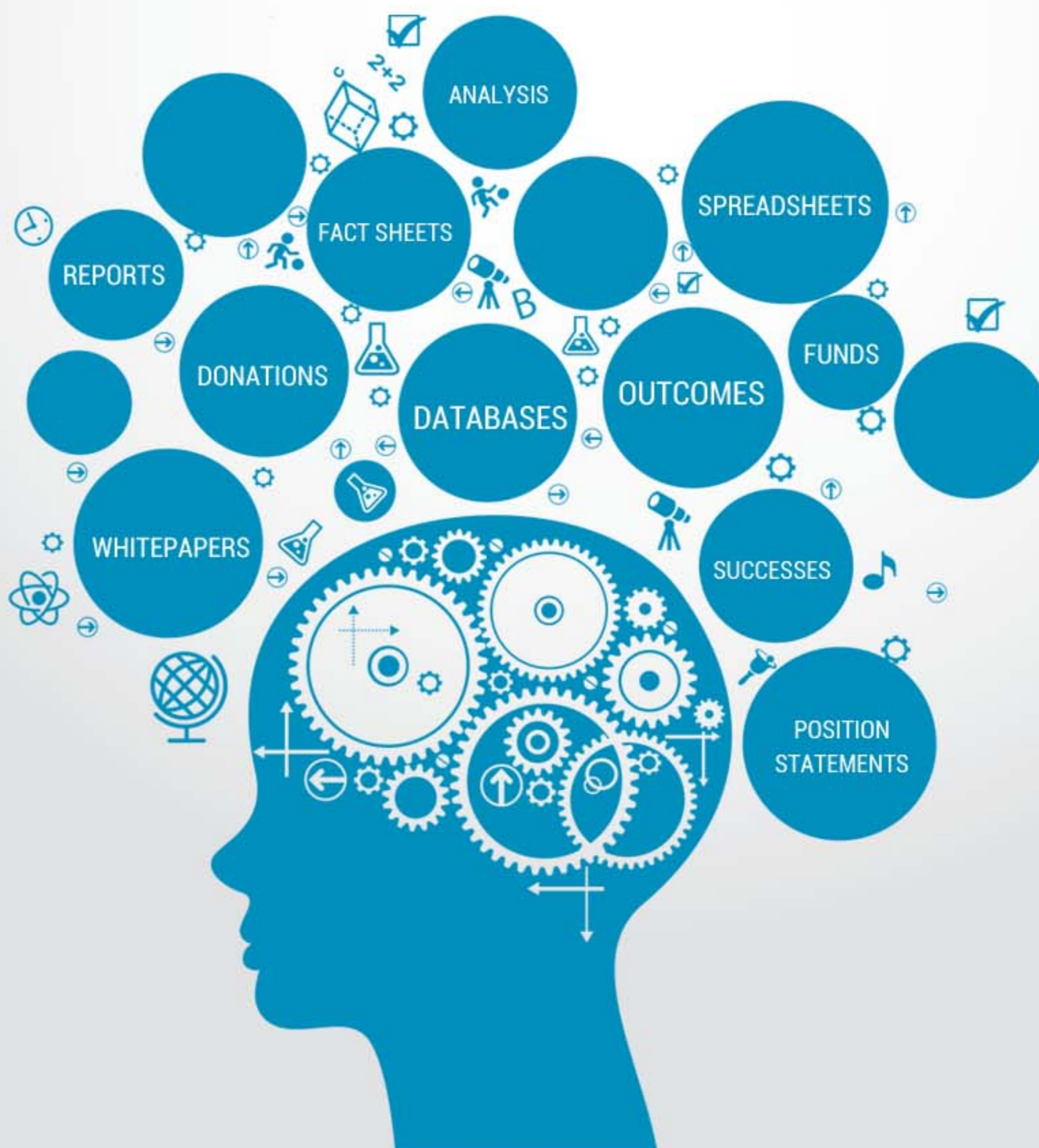
80%

of the brain is dedicated to visual processing...

If pictures are worth a thousand words, consider data visualisation a novel.

WHY VISUALISE DATA?

our organisations are buzzing with constant creation of new data, although they often fail to provide the right tools to understand it



TODAY, DATA MATTERS!

Data provides: Accountability, Transparency, Collaboration, Policy Decisions, Public Opinions and Media Attention

“increased distribution of your data **accelerates the pace of change**”

We believe in designing advanced visualization solutions, bridging the widening gap between abstract data and the needs of the public.

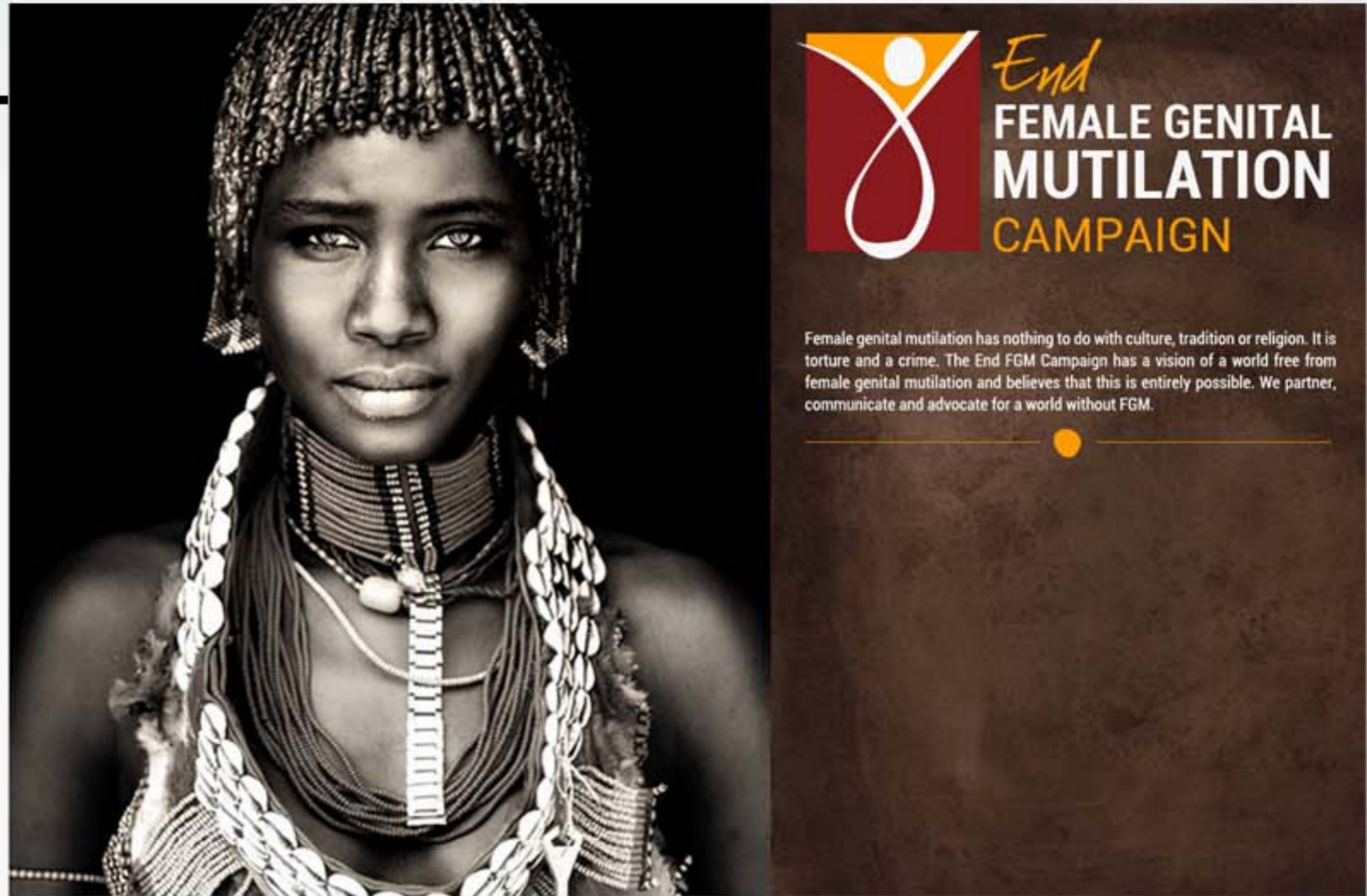
WE ENABLE YOU TO CREATE AN IMPACT WITH YOUR RESEARCH AND ANALYSIS DATA



CASE STUDIES

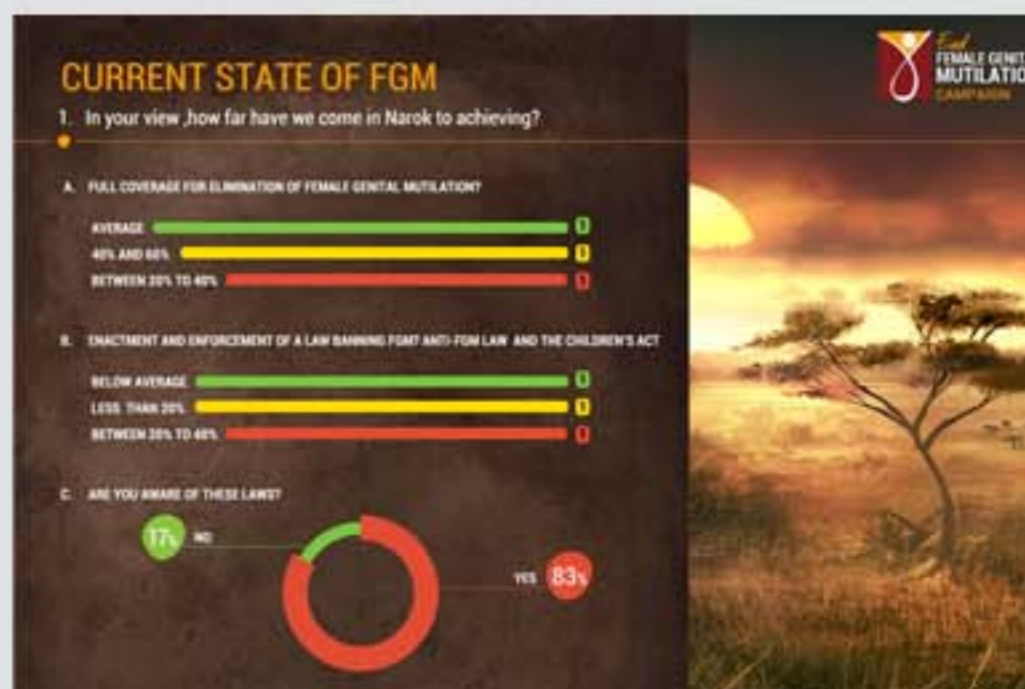
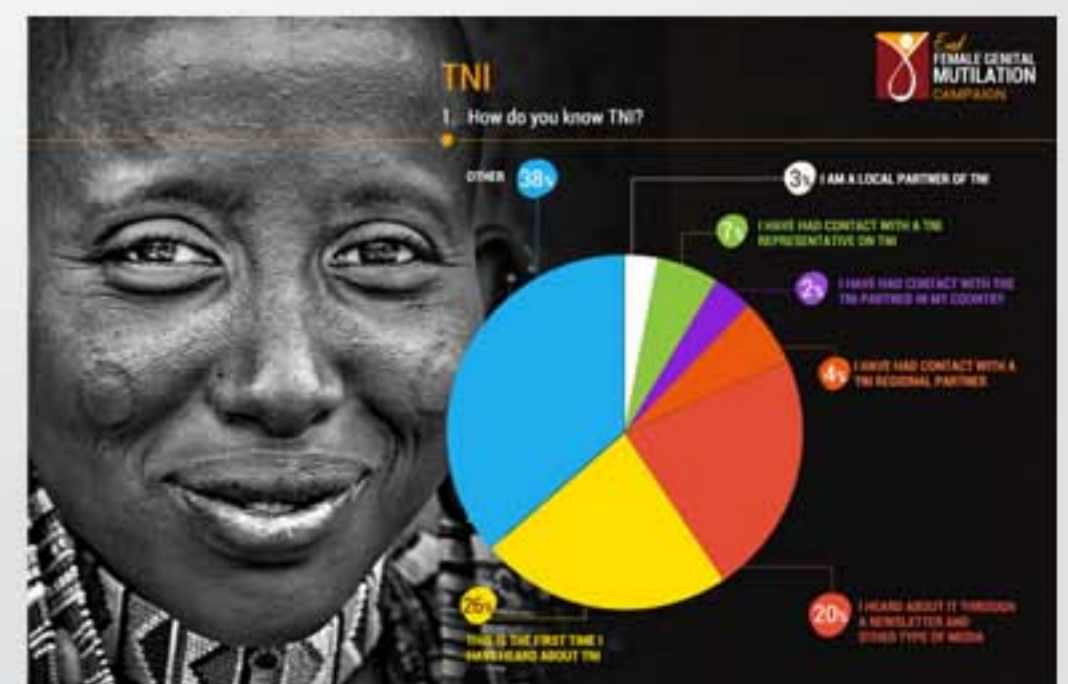
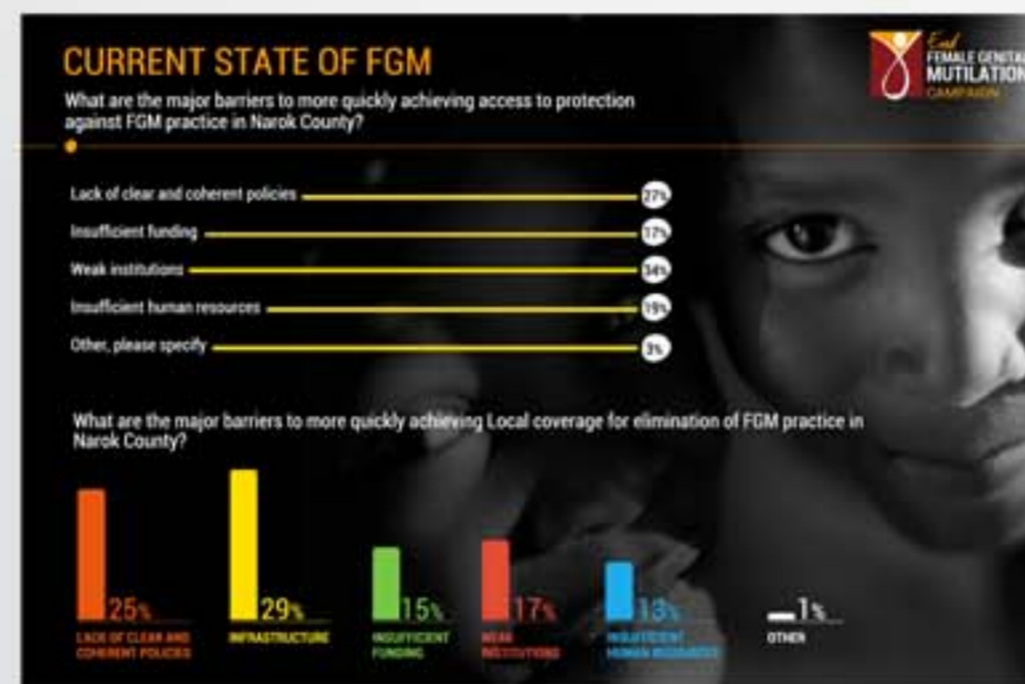
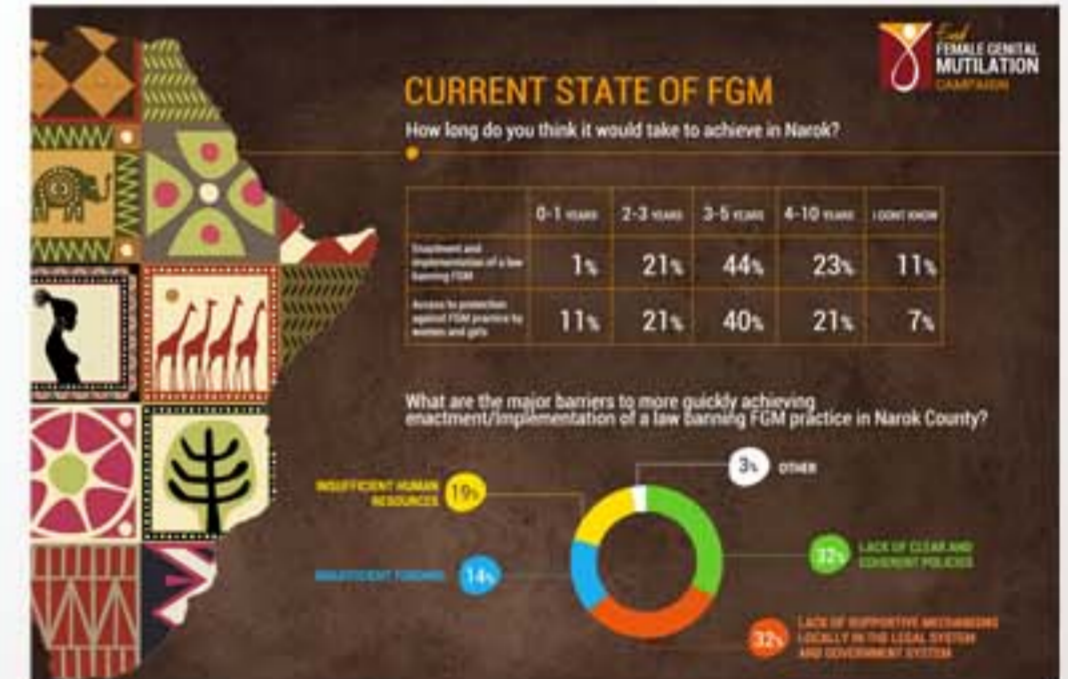
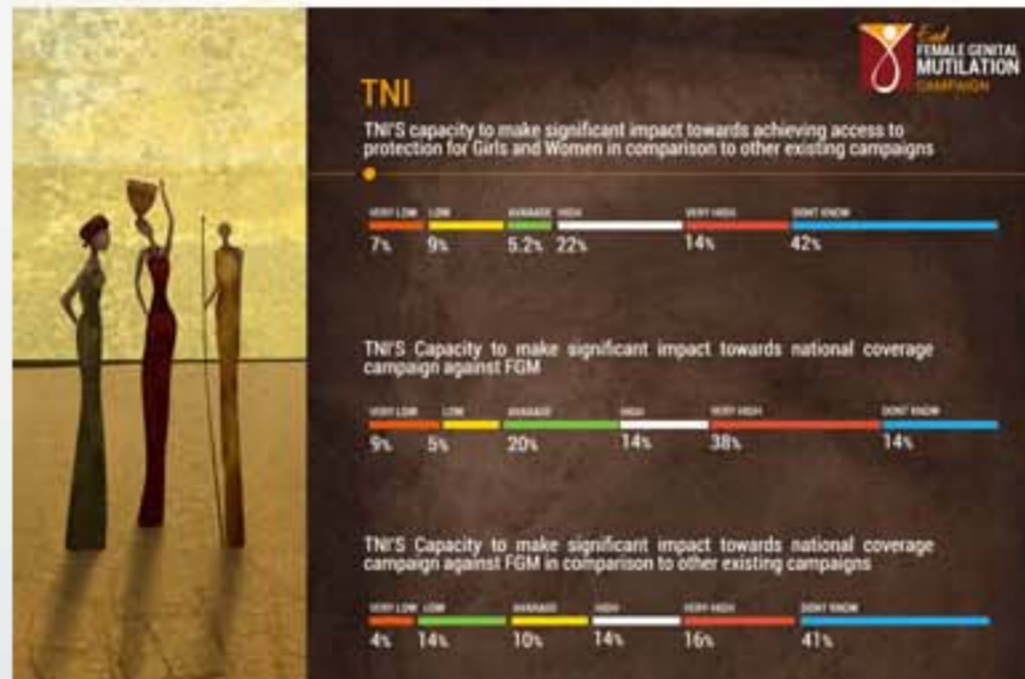
EQUALITY NOW

The End FGM Campaign is an initiative of Equality Now that has a vision of a world free from female genital mutilation and believes that this is entirely possible. We partner, communicate and advocate for a world without FGM.



End FEMALE GENITAL MUTILATION CAMPAIGN

Female genital mutilation has nothing to do with culture, tradition or religion. It is torture and a crime. The End FGM Campaign has a vision of a world free from female genital mutilation and believes that this is entirely possible. We partner, communicate and advocate for a world without FGM.





African Population and Health Research Center
Infographic Reports

STORY OF THE URBAN POOR: KENYA

Kenya's urban poor are highly vulnerable to food, labor, price and production shocks – putting them in a near constant state of urban emergency. Research from the African Population and Health Research Center (APHRC) in partnership with Concern Worldwide shows the status of food security, water and sanitation, health, household livelihoods, food and non-food consumption and expenditures of the urban poor in Kenya. Data was collected from Korogocho, Viwandani, Dandora and Mukuru, 4 slums in Nairobi; Jericho, a low-income but non-slum settlement in Nairobi, and Nyalenda and Obunga slums in Kisumu between March 2011 and September 2012. Figures comparing only Korogocho and Viwandani are based on all 5 rounds of data collection. Figures comparing all 6 areas are based only on data collected in September 2012.

COPING STRATEGIES

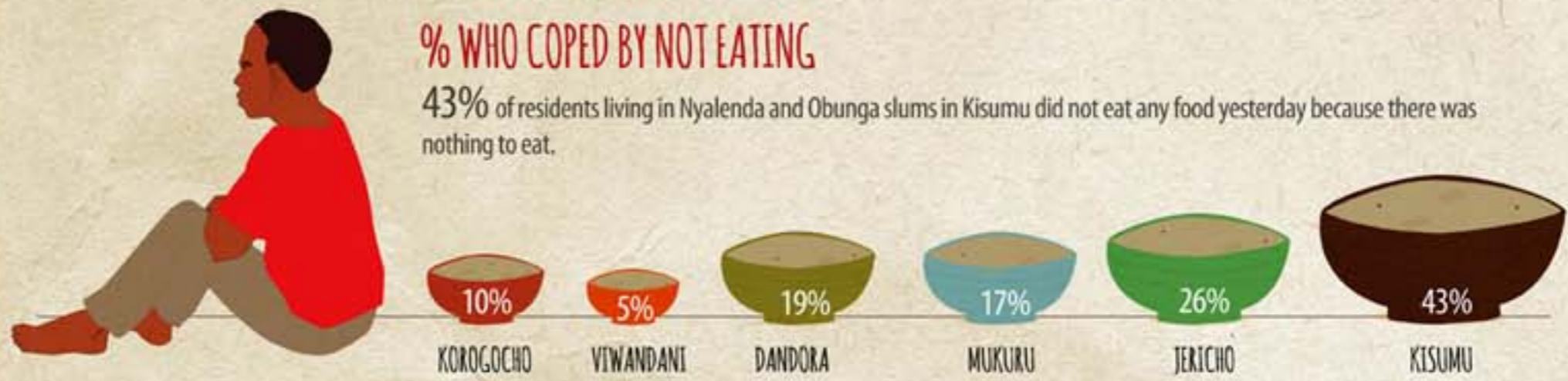
% WHO USED 2 OR MORE NEGATIVE COPING STRATEGIES



Coping strategies are ways individuals or households manage the effects of poverty; they often include skipping a meal, removing children from school, or borrowing resources. Negative coping strategies are undesirable and less constructive methods. They may include crime, soliciting sex for money, illegal brewing, child labor or scavenging.

% WHO COPED BY NOT EATING

43% of residents living in Nyalenda and Obunga slums in Kisumu did not eat any food yesterday because there was nothing to eat.



% WHO COPED BY TAKING CHILDREN OUT OF SCHOOL

2 out of 5 families in Nyalenda and Obunga slums in Kisumu took at least one child out of school due to lack of school fees.



% WHO COPED BY BORROWING RESOURCES

2 out of 5 people living in Dandora were forced to borrow food or money to survive.



Source: The Indicator Development for Surveillance of Urban Emergencies research study, conducted by the African Population and Health Research Center (APHRC) in partnership with Concern Worldwide. This work was made possible through the generous support of the American people through the USAID Office of Foreign Disaster Assistance (OFDA).

Infographic by Sprint-Interactive.com



STORY OF THE URBAN POOR: KENYA

LIVELIHOOD SOURCES
4 out of 5 households rely on a single livelihood source to survive.

% OF FAMILIES RELYING ON A SINGLE LIVELIHOOD SOURCE TO SURVIVE

77% of households in Nairobi and Kisumu rely on a single livelihood source to survive.

% OF PEOPLE EARNING LESS THAN 100 KES PER MONTH

78% of households in Nairobi and Kisumu earn less than 100 KES per month.

STORY OF THE URBAN POOR: KENYA

FOOD DIVERSITY
49% of households in Nairobi and Kisumu consume a diet of less than 10 food groups.

% OF HOUSEHOLDS CONSUMING A DIET OF LESS THAN 10 FOOD GROUPS

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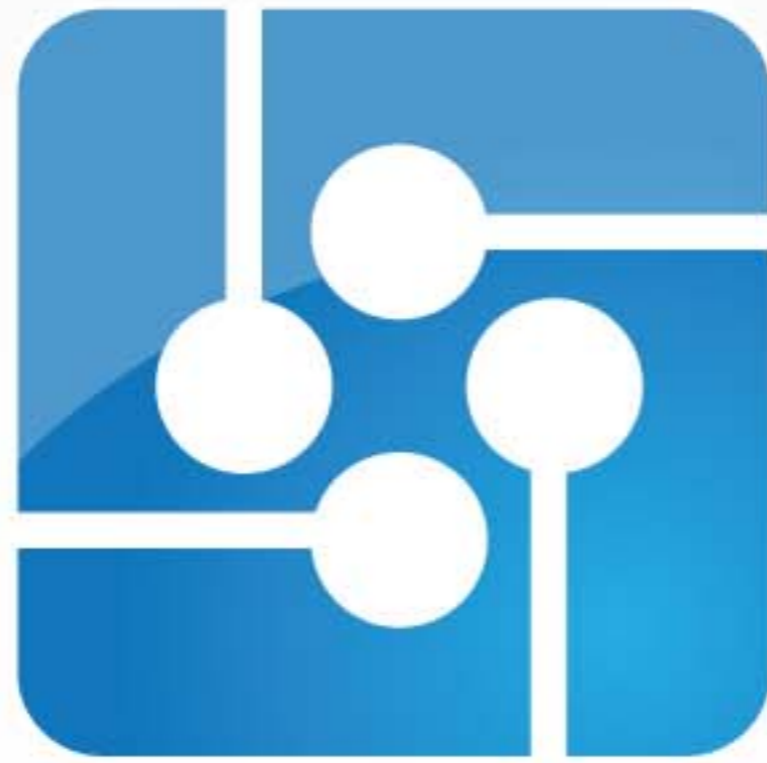
FOOD SECURITY
49% of households in Nairobi and Kisumu are food insecure.

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