

COMMUNITY
EMPOWERMENT FOR
RURAL DEVELOPMENT
AN EAC INTERNSHIP APP

Dec. 2017, Arua, Uganda

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1. Executive Summary

Community Empowerment For Rural Development (CEFORD) a Non-Governmental Organization operating in 8 Districts of West Nile Sub-region is working in partnership with East Africa Community (EAC) on IIDEA project with funding from GIZ to build and deploy An EAC Internship App running on Android platform and web-based.

This App aims at provides a central network platform solution linking East Africa’s talented students/graduates in Higher Institutions of Learning to interact with Employers in confidence thereby improving their opportunities to access employment opportunities and develop their careers across the region.

This is project report for activity implementation from November 2016 to November 2017, highlighting successes, challenges and East African Community Integration stories.

The App development phase which started in January 2017 with documentation now has demo app accessible through

www.prokaziea.com (note development still ongoing, no yet deployed on google play account). Five versions of APK shared incorporating user feedbacks and contents.

The Project also provided platform East Africa Community integration message to reached to over 45,000 people directly thoroughly digital media platform, stakeholder engagement sessions and also through use of the App. Collaboration partnership established in Kenya, Rwanda and South Sudan.

In Uganda Kampala City Council Authority provided a better linkages to employers and public-private co-operations. A partnership discussion has been initiated with East Africa Employers Organizations to boost user traffic for Prokaziea.

There is very promising subscription traffic on both platforms web and android.



ProKaziea is derived from below;

1. Pro: Professional
2. Kazi: Swahili word meaning work
3. EA: East Africa

Therefore in a nutshell ProKaziea means Professional network platform for workers in East Africa carrying a tagline “Careers without Borders”

2. Introduction and Background

Community Empowerment for Rural Development (CEFORD) is a non-profit and an indigenous NGO registered as a Limited Liability (by Guarantee) under Registrar of Companies – in year 2000; and also registered in November 2000 with Uganda Non-Governmental Organizations Board as S.5914/3432 according to the NGOs Statute of 1989. CEFORD currently operates in parts of all the 8 districts: Adjumani, Arua, Moyo, Nebbi, Yumbe, Koboko, Maracha and Zombo in West Nile and Amuru district in Acholi Region (Northern Uganda).

Vision: **“An Empowered Poverty free society”**.

Mission Statement: To provide capacity development services that builds the resilience of disadvantaged women, men, youth, children and their groups/organizations to realize their rights and improve their wellbeing.

2.1 Incubator for Integration and Development in East Africa (iidea)

CEFORD is partnering with GIZ to develop and deploy an Internship App (ProKaziea) that aims at bringing Universities/higher learning institution and Employers in East Africa in a central platform to interact and provide internship opportunities for East Africa students access opportunities without borders inconveniences.

The Internship App (named “ProKaziea”) is part of IIDEA projects that is benefiting from YouMatch support to East Africa regional integration process and is being funded by GIZ. The App is implemented and coordinated at AruaBit Technology hub CEFORD’s ICT hub for youth.

2.2. The Internship App (ProKaziea)

ProKaziea is a technology powered network platform that brings together University students, graduates, lecturers, mentor to interface with employers to access an Internship or graduate trainee opportunities across East Africa. The App is an East African Community student/graduate-focused internship marketplace, bringing students/fresh graduates, employers and higher education institutions together in one centralized location. ProKaziea provides a wide variety of interactive tools and services to enable every student/graduate, employer and educator to better understand and optimize internship opportunities, enabling companies to identify and get matched to the best job

candidates and for students to develop the real-world skills they will need upon graduation.

This initiative contributes to towards attaining East Africa Community (EAC) integration process on common market protocol of free movement of labour clauses that provides opportunity for students/graduates to move freely across the region; harmonization of University qualifications and institution through Inter University Council, East Africa Community Affairs ministries among other players.

Project Overall Goal: Improved student's internship opportunities within EAC.

Outcome: Easy and Efficient interactive platform of students, universities, private sector and employers in EAC.

Output: An EAC Internship App developed, deployed and functioning

3. Objectives of the Project

- i. To develop and deploy an app for EAC internship by March 2017
- ii. To market the App to link educators, students and employers to subscribe and access opportunities across East Africa
- iii. To establish and network with stakeholders in East Africa to ensure the App is relevant and functional.

4. Did you collaborate with any other organizations?

CEFORD partnered with Kampala City Council Authority through Employment Service Bureau in Uganda and NairoBits in Nairobi Kenya who played key role in deploying and subscribing users like employers, students/graduate to use the App for discovering, connecting and building their career path.

5. Report of the Project Activities

The following activities were implemented during the reporting period since September – November 2017.

- i. Developing, deploying and launching Prokaziea Internship App for stakeholders in East Africa. The App was launched in Kampala in an event that draw over 50 participants especially students/graduates, Start Up companies, multinational enterprises like Total among others. Kampala City Council Authority represented public institutions.

Apps web links <https://www.prokaziea.com>



Figure 1: After Launch excitement with Prokaziea users of Muni, MUBS, UCU



Figure 2: Prokaziea Launch participants at Silver Springs, Kampala. Judith (middle) presented YouMatch



Figure 3: A user demonstrates the Prokaziea's function to a friend, in Kampala

- ii. Prokaziea branded its social media accounts which has gone viral with over 45000 active views on Facebook channel. This means information on GIZ Support for EAC integration has directly reached to thousands of stakeholders as a result of the project.

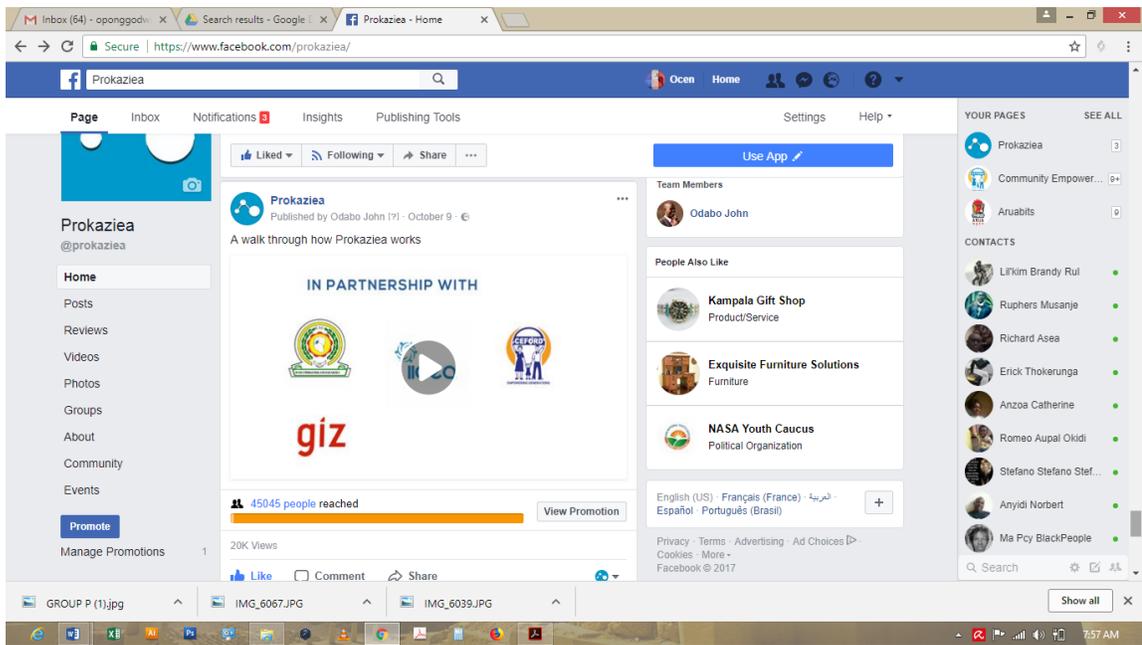


Figure 4: Facebook video views

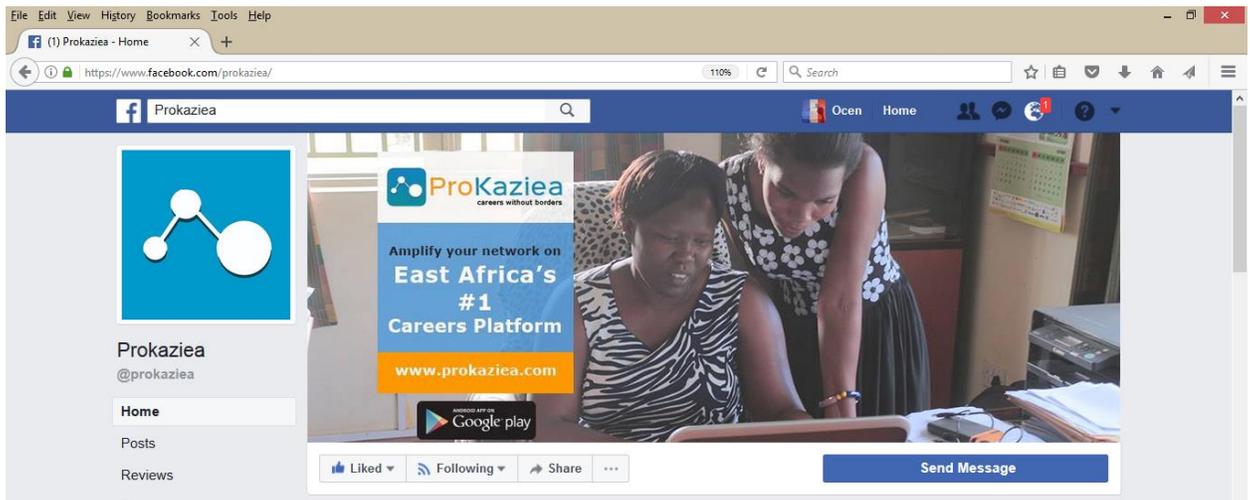


Figure 5: Prokaziea's facebook page

- iii. Conducted at least 04 workshops that involved 370 stakeholders directly i.e. students, lecturers, employers and partners in Nairobi in defining structural functions for prokaziea its target audience and how it can be used as an engine job orientation, preparation and matching across the region thereby driving the EAC integration agenda.

The project benefitted from these engagements inform of networking, knowledge sharing on internships and how to make it efficient. Some of the sessions were conducted in partnership with Kampala City Council Authority Employment Service Bureau.



Figure 5: Kampala City Council Authority Director Mr. Lule making remark during Employers/students activation session

Figure 6: Feedback and content development workshop involving Students, Employers

- iv. Conducted user activation sessions with Muni, UCU, MUBS, IUIU Universities focusing on user interactions and feedbacks. Muni University is a Public University with students from South Sudan and Kenya. The participants liked Prokaziea, its simple user interfaces.



Figure 6: Curious getting support from Technical Person on how Prokaziea works

- v. Prokaziea (EAC Internship App) has participated in International Internship study visit in Frankfurt Germany, summits in Arusha during YouLead Summit.
- vi. Conducted media sessions and TV Adverts on NTV to market prokaziea initiative. The outcome led to increased user subscriptions both on the web and App. This also led to employers to stream internship Opportunities for students and graduates. Media break fast session was also conducted in partnership with KCCA at Employment Service Bureau where 30 Journalists participated and relayed information on Prokaziea App to several media stations and newspapers.

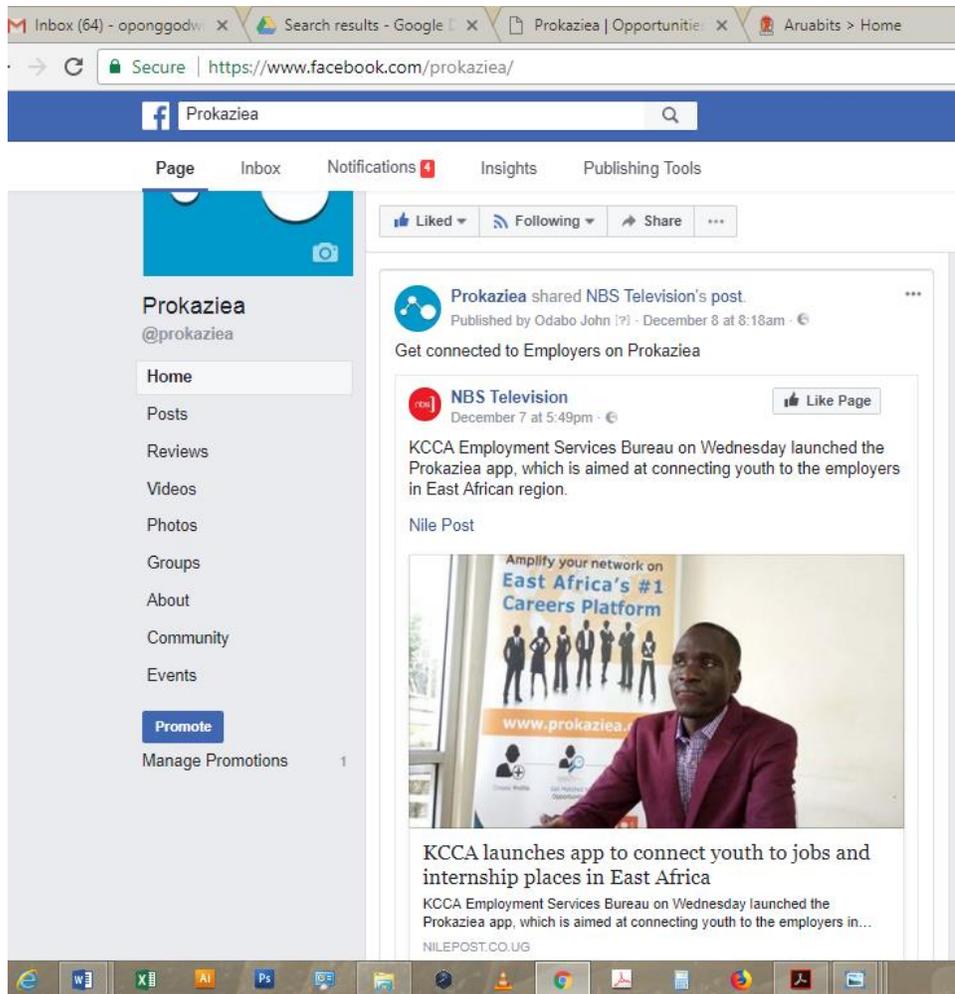


Figure 7: Prokaziea App featured on NBS and NTV stations

6. Describe the Communication interventions

The project used traditional and digital media strategies to relay information about the project to stakeholders in Uganda and East Africa at large. Radio stations, Television Stations were used to reach to wider mass. In Uganda NTV and Vision Group's Arua One FM were used to relay information on Prokaziea Internship App. The media have listenership across East Africa with their digital social media platform.

NTV provided both Television and social media (facebook and twitter) to spread information about the project. This accounts to over 45,000 active views of the project and over 500 subscribers on the platform. 15 employers got subscribed because of the messages relayed on different media.

We have also developed brochures, flyers, banners and videos to communicate information on the project.

We have partnered with KCCA as our communication center in Kampala by stationing 2 pull up stands to market Prokaziea to the public.

We have created customized Prokaziea facebook, twitter and Youtube account specifically to inform public about the projects activities.

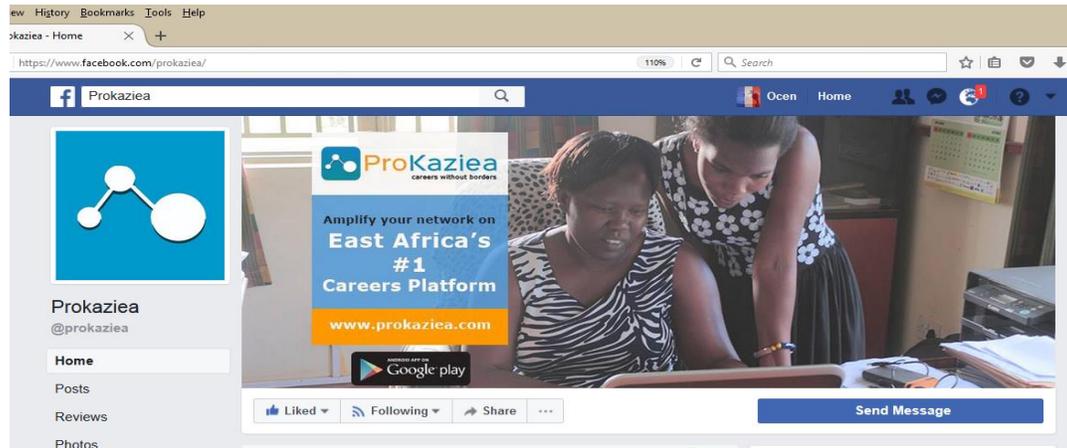


Figure 9: Prokaziea facebook page

7. Describe the M & E intervention implemented

Baseline survey was conducted and report final report available.

Project work plans and activity plans have been developed, this is being used to monitor project outputs and outcomes every three months.

Prokaziea platform has an instant data on the number of users on the platform and the activities they undertook when on the platform.

8. Achievements during the project implementation period

- i. Successfully developed and launched Prokaziea Internship App on web and google platform. The App is functional with over 500 active users and 15 employers profiled in Uganda, 1 in Kenya within 3 months after the launch of the App.

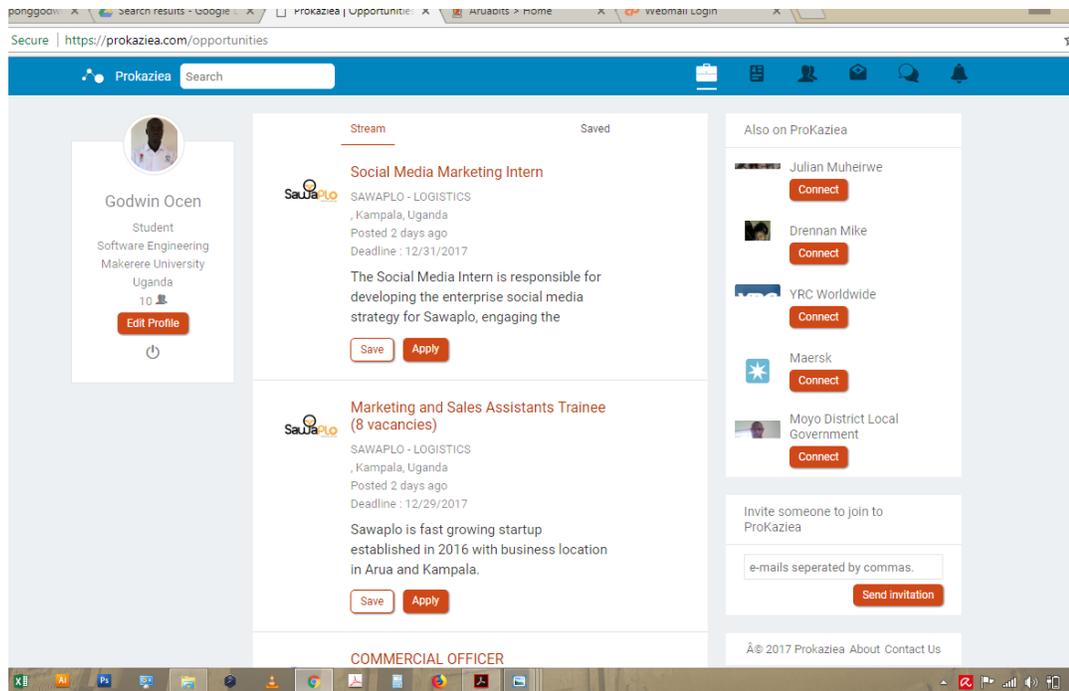


Figure 8: Internship opportunities streaming on Prokaziea

- ii. Partnered with Kampala City Council Authority, Nairobiits and discussion for partnership with East Africa Employers Organization has started with absolute aim of making Prokaziea an East Africa initiative and investment.
- iii. Submitted joint proposal with Nairobiits to Hivos with aim of scaling up some of the systems functionalities across East Africa.
- iv. Networked and learnt from best practices in Internships and integration agenda of East Africa.
- v. Gained exposure to national media houses to market the App to wider population
- vi. Gained experiences and capacity building through YouMatch Programmes, East Africa Integration workshops, investments that led to the development of the Prokaziea.
- vii. The project directly reached to 370 (145 female sand 225 males) through stakeholder workshops and activation events.
- viii. We have subscribed at least 500 active users on web and mobile App platform.

9. To what extent the outcomes of the project match the objectives of the original proposal?

The EAC Internship App Project to greater extent delivered on the outcomes of the original proposal especially ensuring that “Easy and Efficient interactive platform of students, universities, private sector and employers in EAC”. The App has been built, deployed and functional. This is done in collaboration with Nairobits a partner in Nairobi, Kenya whose role is to drive employer, stakeholder recruitment in Kenya. However there were notable integration challenges like expensive communication, closed systems in other partner states like in Kenya and Tanzania making it difficult to achieve the project targets.

Project’s lasting impact and sustainability

OUTPUTS: Detail all Planned and actual activities carried out during the reporting period and the actual outputs. Explain any deviation between the planned and actual activities and propose follow-up actions.				
Description of activities planned for the reporting period	Output targets		Level of achievement (achieved/planned) in per cent	Explanation (s) / Performance / Remarks
	Planned	Achieved		
Implement Internship App development testing and release of functional App.	Planned	✓	100%	The two platforms android and web have been deployed for user testing and are working well. Users can register and apply for opportunities while Employers can create opportunities and receive application from Users.
Content gathering and integration	Planned	✓	75%	Users provided contents and integrated into the platforms.
Branding the project	Planned	✓	100%	Achieved as programmed

Project team training on software and user	Planned	✓	100%	Team members trained by contracted firm on systems maintenance and troubleshooting.
Conduct collaboration and stakeholder engagement sessions with key players in the region i.e. EAC Secretariat, Inter-University Council of EAC, Employers federation and Students.	Planned	✓	100%	Established partners in Kigali Rwanda and Kenya.
Conduct product release media events	Planned	✓	100%	App launched and being used by users over 500 subscribed which includes 15 employers in Uganda and 1 in Nairobi.
Develop and sustain a robust social media engagement especially on Television, facebook, twitter and Youtube.	Planned	✓	100%	Website and social media platforms active and used for digital engagement

10. Describe the Lesson Learnt during the Implementation of the Project

- i. Best Practices: internship can work only structures and systems in place are participatory so that each party is aware of their role. For example We learnt from Fair Company initiative in Germany where interns provide experience feedbacks on specific company where they took internship. This worked because employer were able to deliver according to the charter they signed
- ii. Internship is the best foundation tool for job orientation, preparation and matching. For this to work employers and universities play center stage however in East Africa employer University Linkages are not that stronger.

11. What are some of the Challenges encountered during the Project Implementation

Describe problems / obstacles that were encountered during the reporting period and what was done to overcome them.

1a. **Obstacle:** Communication challenges with partners in the project which affected timely coordination.

1b. **Solution:** Proper and use of digital media communication channels like skype

2a. **Obstacle:** Communication gap with Country office affects feedbacks on reports and way forward

2b. **Solution:** Improve on report procedures especially with known contact person in Kampala Country Office

3a. **Obstacle:** Price fluctuations especially on services that requires purchase of online services like server spaces, security layers. This affected the budget on completed feature development.

3b. **Solution:** Used incremental development framework by delivering the most dependant functions and others to be developed at later stage.

4a. **Obstacle:** Marketing media challenges making it difficult to access media houses to reach to wider population across the region.

4b. **Solution:** use the available collaboration partners to communicate information on Prokaziea to users.

5a. **Obstacle:** Different currencies and rates has greatly affected the integration of payment support systems as sustainability strategy.

5b. **Solution:** Solution not yet found however as a remedy discussion with Telecom companies with cross country presence has been initiated for Mobile Money integration system to make payment for Prokaziea products are made easier for users i.e. Employers

12. What are the Recommendations from the Project? (relevant to integration)

The following were the recommendations from the implementation and consideration for the project;

1. Access to policies on data usage and integration in East Africa Community will be highly appreciated.
2. Access to East Africa Trade mark registration and cost implication policies so that Prokaziea trade gets registered easily and faster.
3. Collaboration platform and access to East Africa Information Technology Associations where Prokaziea brand will get recognition.
4. Establishing linkages with East Africa media houses like TVs, print to share and broadcast opportunities, success stories and suggest the IIDEA team to support this process is highly encouraged.
5. Establish linkage to investment forums to scale the innovation to a bigger market beyond the project scope. This is because there are core feedbacks from stakeholders which needed to be urgently developed and deployed.

13. Next Quarter Work Plan and Budget as per the agreement

Planned Activities	Objectives	Output	Financing model	Responsible
Develop and integrate internship criteria for all employers so that students are aware of what each employer provides for interns.	To develop an EAC Internship App	An EAC Internship App developed	Investment from partners	Project Manager, Software Contractor Partners
Build capacity team to deliver on its mandate.	To develop an EAC Internship App	Project team trained on EAC Internship App implementation	Partner support	Project Manager Software contractor
Develop digital, social media marketing strategies for Employer and User subscriptions	To market the App to link educators, students and employers to subscribe and access opportunities across East Africa	Awareness of users on the app created	Ad sales	Project Manager Partners
Conduct marketing/ collaboration and stakeholder engagement sessions with key players in the region i.e. EAC Secretariat, Inter-University Council of EAC, Employers federation and Students.	To establish and network with stakeholders in East Africa to ensure the App is relevant and functional.	Awareness of users on the app created	Ad sales	Project Manager Partners

Conclusion and Way Forward

- i. **Innovation at work; in Prokaziea Internship App, IIDEA has set a foundation for Africa driven innovation to drive internship and recruiting industry in East Africa and Africa at large. Support linkages for scale up funding and technical linkage still needed**
- ii. **East Africa Community Network: East Africa has huge bigger market of more than 150 million people with Companies setting presence every year, Prokaziea**

- innovation needs collaboration with East African Employers Organization to be able to spread the gospel of Prokaziea initiative.**
- iii. Prokaziea is a sustainable with promising model to attract investment across East Africa.**
 - iv. Internship needed policy improvement and operational investment to ensure quality internships are implemented by employers. Therefore Prokaziea is open to partnerships calls with interested partner for ideas on how internships environment can be improved to make job skills development better for students/fresh graduates.**