

**KNOW-HOW**  
**3000**

Learning from Failure  
*IN DETAIL*

# Use of Lecture Mode during Community Sensitisation and Awareness Campaigns



**HORIZONT**  
**3000**

AUSTRIAN ORGANISATION  
FOR DEVELOPMENT COOPERATION

Anyhait Winnifred  
Resource Rights Africa  
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## Table of Contents

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Table of Contents .....	2
List of Abbreviations.....	2
1. General Information.....	3
2. Context of the Experience .....	3
3. Main Characteristics of the Experience.....	3
4. Stakeholders and Partners – Roles and Responsibilities.	4
5. Reason and Impact of the Negative Experience/ Failure	4
6. Lessons Learned and Recommendations .....	4

## List of Abbreviations

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ADA	Austrian Development Agency
MDGs	Millennium Development Goals
NGO	Non-governmental organization
RRA	Resource Rights
Africa	

## Imprint

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### Graphics by

HORIZONT3000  
[www.flaticon.com](http://www.flaticon.com)

### Contact

Anyhait Winnifred  
(Resource Rights Africa)  
[winnifred.anyhait@  
resourcerightsafrica.org](mailto:winnifred.anyhait@resourcerightsafrica.org)



## 1. General Information

### Name, address and geographical region of the organisation or institution

Resource Rights Africa (RRA)

Moroto Office: Plot 72, Circular Road, Moroto Municipality.

### Purpose of the institution and area of work

Resource Rights Africa (RRA) is a research and advocacy organisation formed in 2016 to empower indigenous communities in natural resource areas achieve a dignified life through creating synergies with duty bearers and collectively advocating for the promotion and protection of human rights.

### Name of the experience

Use of lecture mode during community sensitisation and awareness campaigns

### When was this experience made?

2019



### Geographical range where the experience has been made/ the practice is applied

Uganda, Karamoja sub-region, Moroto district, Tapac sub-county, Kosiroi village

### Why is this experience relevant?

This experience is of extreme importance and relevant to other organisations as it does provide a working solution to adopting a participatory interaction with stakeholders in regards to community awareness and sensitization campaigns. It highlights the challenges experienced with dwelling on lecture mode of implementation and offers a solution that has been tried and tested and has proven successful.

## 2. Context of the Experience

### What was the context (the initial situation) and challenge(s)?

Resource Rights Africa implemented a project in 2019 to address the ecological and extractivism crisis in Kosiroi, Karamoja sub-region. During the course of implementation, lecture mode was initially used for awareness creation and sensitisation of the communities on

their human rights. During the community awareness sessions, there was little participation of the participants as they often time lost concentration because of the complex mode of the approach being used to disseminate the information. In as such RRA achieved little in sensitising the communities as several sessions would end prematurely due to loss of focus and concentration of the community members. The lecture mode proved to be largely non participatory and thus interactions with community members were more or less monologues.



## 3. Main Characteristics of the Experience

### What happened? How did this experience evolve (the process/ history)? Describe the main steps, activities and turning points!

RRA intended to promote the right to say no to extractivism in Karamoja's extractive sector.' This was meant to be done through the following approaches;building a people centered movement and social movement to challenge extractivism model of development by the State and Multi-National Corporations in Karamoja Sub-Region; undertaking action research on emerging issues in Karamoja extractive sector to support Public Dialogue engagements;and undertaking Public Dialogue (PD) engagements at local, district and national level on human rights issues emerging from Karamoja's extractive sector;

Through targeted engagements, Resource Rights Africa planned to organize trainings and multi-stakeholder dialogues as a transformative action as well as participatory community reflective at community level on systematic change. These reflective actions were meant to act as sources of information as well as provide the space for the different stakeholders to meet, reflect and dialogue on issues that are affecting them.

In addition, RRA planned to hold community awareness sessions to build and consolidate a broad movement of resistance and social control over extractive activities. In particular the project aimed to build the capacity and raise momentum of human rights education of local community members of Tapac sub-county to empower them

to utilise the knowledge to seek redress in case their rights are abused by the mining companies.

During the implementation, RRA conducted transformative action dialogues and community awareness sessions at community level. Although we managed to conduct the planned activities, fewer stakeholders than anticipated participated especially during the community awareness sessions that needed mobilisation at community level.

**What assumptions led you to act in this way? Please specify, if any of those assumptions caused a problem in the further process.**

The assumption that motivated the action were that; only inadequate information is available among the communities in Karamoja on minerals, mining activities and pertaining regulations, laws and policies. Communities also have limited knowledge and understanding of their rights leaving them vulnerable to exclusion, exploitation, and abuse. Especially women are at risk. There is a severe gender gap in terms of income and general decision-making powers as patriarchal values prevail in Karamoja. There is only limited capacity among communities, local CSOs and local authorities to claim their rights and especially women are often denied the right to participate in the governance of mineral resources and land.

Furthermore, there are also only limited opportunities, spaces and platforms for communities (particularly women) to regularly engage with the duty-bearers at local and national levels, and the mining companies, on issues relating to compensation for land and property destroyed during exploration for minerals, sharing of royalties, and human rights violations.



#### **4. Stakeholders and Partners – Roles and Responsibilities**

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**Which parties/ institutions and groups of people are mainly involved in the implementation of the experience?**

The project target groups included community members who were the primary beneficiaries of the action and participated to benefit from the community awareness sessions, like minded civil society organizations who conducted similar projects with RRA, journalists whose role was to

expose ongoing human rights violations in the sector, mining companies who were interested in defending their actions in the sector, local government officials, security agencies, council of elders and religious leaders all who took advantage of the platform provided by RRA to meet and reflect on pertinent issues in the sector.



#### **5. Reason and Impact of the Negative Experience/ Failure**

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**Why was it a negative experience/ failure? Why did the failure happen?**

It was a negative experience because the expected results were not achieved as planned. This was orchestrated by conducting incomplete activities that were often looked at as boring. In addition, this was a deterrent in mobilisation as fewer participants turned up for subsequent events organised by RRA. Those that turned up barely participated as they found the trainings/sessions complex. In as such RRA failed to meet the set objectives. The final beneficiaries reached did not correspond with the planned number of beneficiaries.

**What has been the impact of this negative experience/ failure? Impact on your organization/ project, your target groups, other stakeholders?**

This negative experience enabled RRA replan on the mode of delivery. We thus adopted puppet theatre as a new mode of community awareness and sensitisation campaigns. This mode has proved to be extremely helpful as it is Edu-entertaining i.e., it is both educative and entertaining. In addition, puppet theatre is self-mobilising as several community members are drawn to the dramas. In as such RRA is able to educate the masses on their rights in an entertaining mode.



#### **6. Lessons Learned and Recommendations**

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**What are the key messages and lessons learned from the experience?**

Learning how to boost collective imagination and creativity is a key component in transformative processes supporting community-based natural resource management. The use of the arts in

such contexts is becoming a prominent methodological approach in strategies aimed at opening new spaces for public dialogue and reflection. This was a key take away for RRA.

**What was learned and changed because of the failure?**

Our experience illustrates that theatre approach greatly helped raise awareness of local issues and contributed to opening nonconventional, aesthetically rich spaces for new ways of social interaction, diversity recognition, and empathic dialogues. RRA then adopted alternative methods of awareness creation and sensitisation in the area of operation. The use of puppet theatre was then adopted going forward as it is unique, entertaining and educative.

**What would you suggest to someone in a similar situation/ planning a similar intervention?**

I would advise a person in a similar situation to first understand the context of the area they intend to operate and do an analysis of which are the more functional modes of knowledge sharing. After which the persons can then make an informed decision on what are the best approaches for awareness creation in their areas of operation.

In addition I would advise them to adopt the participatory methods of knowledge sharing as this maximises efficiency and effectiveness in project implementation.