

The background features a series of concentric, overlapping curved lines in shades of light gray and white, creating a sense of motion and depth. The lines are more densely packed on the right side and become sparser towards the left.

Building capacity to Enhance efficiency of Government - Citizen Interaction

Rethinking what works

A red speech bubble graphic with a white outline, containing the text 'Leo Africa'. The bubble has a tail pointing downwards and to the right.

Leo Africa

- **Four Principles of Authentic Leadership I have developed.**
- **Clarity**
- **Knowledge (local)**
- **Empathy (that recognizes the society, its strengths, weaknesses)**
- **Volunteerism- Going beyond the job.**

A red speech bubble graphic with a white question inside. The bubble has a tail pointing downwards and to the left. The background of the slide features faint, curved lines in shades of gray, some solid and some dashed, creating a sense of motion or flow.

Who is listening
to us?

- Recent studies have challenged the view that access to information (including through Open Government) leads to a corresponding use of the same information. More information does not mean relevant information.

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Accountability and Transparency

- If access through laws that empower citizens (access to information act) and new technology does not lead to use – what does it mean for transparency and accountability? Or Delivering of better services? To improve outcomes we can't cure limited transparency with more transparency and access alone.

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Myth of the informed citizen

- **The informed citizen does not exist. Instead what we call informed citizens are subjects of mobilization, social movements, political movements and activism.**

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Uninformed
does not mean
unconnected

- Today uninformed does not mean without access to information or disconnected. Online conversation gives most citizens the appearance of being engaged – by sharing news, videos, etc.

Strategy above technology

- Content not Technology
- The best defense is offense
-
- KIT
- Social media landscape in Uganda
 - Which platforms/messaging works best in Uganda? – Local Knowledge
- What are you selling?
 - Identify the overriding asset for mobilization
- The DNA of success on social media
 - Case studies of viral and successful social media campaigns, content (what has worked)
- Audiences
 - Segment and messaging for the different audience groups
 - Target interested parties beyond the borders (stretch audiences)
- Appropriate technology
 - What is available, what do you need?
- Amplification
 - Execution of the strategy
- Self-discovery and empowerment
 - Empower the team to think beyond the campaign (refer to Leo Principles)