

EVALUATION REPORT

# Executive summary

## Bolivia

Access to quality information: Journalistic organizations providing high quality and independent reporting in Bolivia

## Background

Even before the recent governmental crises, Bolivia has struggled with social divisions and numerous divides: between rich and poor, urban and rural, between the indigenous and non-indigenous population, between socialist demands and the extensive extraction of raw materials without the consent of the local population. This division is also reflected in Bolivia's media landscape. The media is often subject to the demands of various economic or political interests, and there is a lack of balanced, independent reporting capable of adequately addressing and informing the relevant target groups to enable them to form well-founded opinions.

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), DW Akademie implements a three-year project (2020-2022) to assist media organizations in promoting high-quality and varied informational offerings in Bolivia.

The project supports two partner organizations with complementary approaches: one, *Fundación para el Periodismo* (FPP) which is engaged in supporting a more practical design for journalistic education and training; and two, the *Centro de Producción Radiofónica* (CEPRA), which promotes training for community journalists through a digital learning platform. In addition, both partners are being strengthened institutionally: the FPP is expanding to become the first com-

petency center in the field of journalism in Bolivia, and CEPRA staff are increasing their professionalization through participatory methods. Both partners are also improving their existing educational and training programs. In addition, together with political and civil society actors (such as women's organizations, trade unions, and voluntary associations), media professionals are experimenting with new formats and narrative styles in order to bridge social divides and make informational offers more attractive and relatable to the wider public.

The present evaluation analyzes the connections between the project activities and the observable changes that have occurred, by considering the conception, implementation and results of the project and evaluating them on the basis of OECD/DAC criteria (relevance, coherence, effectiveness, efficiency, impact and sustainability), with a particular focus on efficiency and collaboration. Data was collected between January and February 2022 using a mix of methods, from interviews based on key questions, focus groups and a document analysis. The analysis seeks to provide the opportunity to integrate lessons learned into the future activities of the implementing organization and among the local partners.

## Project evaluation results

**Relevance:** The project strengthens two media organizations within the framework of a plural, sophisticated democratic discourse and formulates answers to the central challenges faced by the media in this context. It does so with a target group-specific approach implemented by two partners who work in a complementary manner. The criterion relevance is thus "comprehensively fulfilled."

**Coherence:** There is potential for improvement in how the project is coordinated, planned and implemented in dialogue with other actors in the sector and in how the results and experiences of the project are

communicated to an external audience. These processes have been made particularly difficult by the COVID-19 pandemic. The project's coherence is therefore assessed as "overall fulfilled."

**Effectiveness:** As the project is still being implementing, no conclusive assessment can be made as of yet. In addition, the tense political situation and the restrictions imposed during the COVID-19 pandemic have caused delays in the implementation. Nevertheless, significant progress has been made and the project is likely to fulfill all expected indicators (with the exception of the target indicator 'practical guide for a

### DW Akademie

is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue. DW Akademie is a strategic partner of the German Federal Ministry for Economic Cooperation and Development. We also receive funding from the Federal Foreign Office and the European Union and are active in approximately 60 developing countries and emerging economies.

#### CONTACT

Dr. Laura Moore  
Head Research and Evaluation  
laura.moore@dw.com  
Berlin, Germany

 DWAkademie

 @dw\_akademie

 DWAkademie

 [dw.com/newsletter-registration](mailto:dw.com/newsletter-registration)

 [dw.com/mediadev](https://www.dw.com/mediadev)

pluralistic and participatory journalism'). The project's effectiveness is thus rated as "overall fulfilled."

**Efficiency:** The project's use of resources is appropriate for achieving the intended goals. Technical and administrative processes were designed efficiently and have been adapted flexibly and as needed to address the changed framework conditions. The project reacted promptly and creatively to the challenges of the COVID-19 pandemic and was thus able to implement planned activities with some modifications. The project's efficiency is therefore assessed as "comprehensively fulfilled."

**Impact:** Based on the results of the evaluation, it is expected that the project will contribute to achieving long-term effects and making a broad impact. The participants in the various training workshop confirm that they have been able to translate what they have learned into their work, which should be visible in the quality of media productions in the medium term. The project's impact is thus "comprehensively fulfilled."

**Sustainability:** It is to be expected that most of the project's positive effects will be permanent. Some processes require further support in order to be institutionalized in the long term. The project adequately takes into account possible risk factors that could affect the sustainability of the project's impact. The project's sustainability is therefore considered to be "overall fulfilled."

*The objective of the external evaluation is to provide a constructive assessment of the project results. It does not necessarily align with the perspective and planning of DW Akademie. Nevertheless, all findings were discussed in order to allow lessons learned to be incorporated into the development of future strategies.*